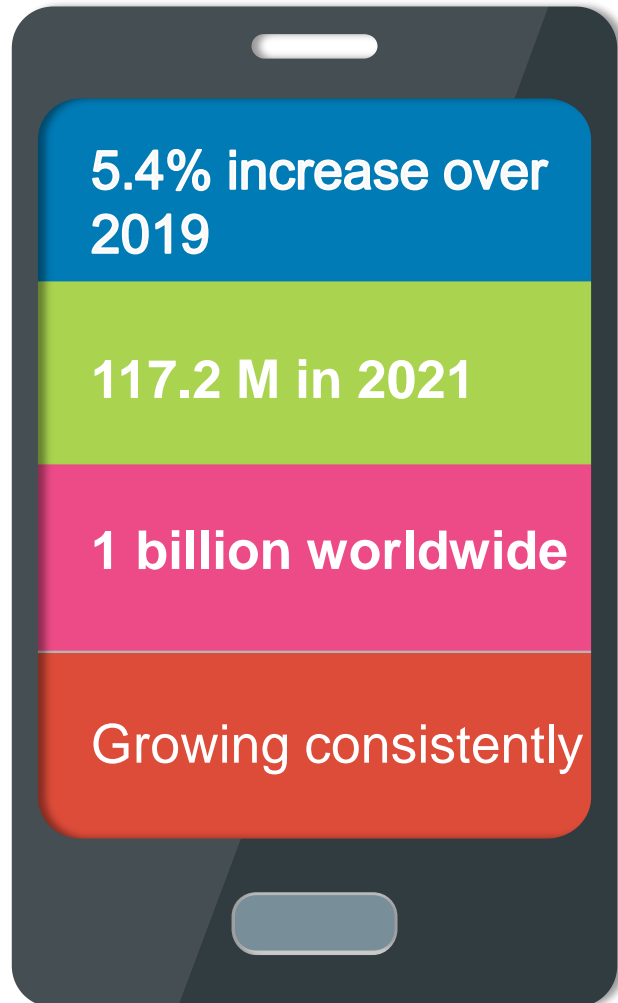




# Cyberg Instagram Statistics

Contain various infographic about social media, internet marketing, etc.

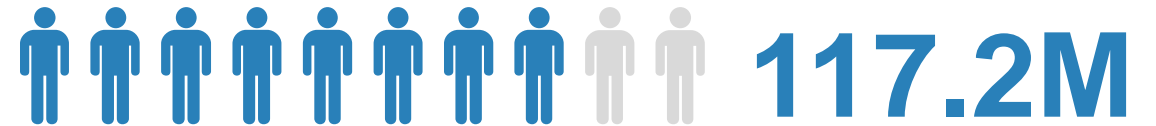
# Instagram will reach 112.5 million U.S. users in 2020



That's a 5.4% increase over 2019, as estimated by eMarketer, which also predicts the network will reach 117.2 million U.S. users in 2021.

Sure, we just told you that the U.S. audience represents only 11% of all Instagram users. But it's still an important audience that's growing consistently.

2020



Whole world:



# Instagram by the Numbers

---



## Total Number of Monthly Active Instagram Users:

**1 Billion**

That makes Instagram the second-ranked traditional social network in terms of active users, behind Facebook. When considering all social platforms, Instagram ranks fifth – behind Facebook, YouTube, Whatsapp, FB Messenger, and WeChat.

## Users Outside the United States

**37%**

Of Instagram's one billion users, only 110 million are located in the United States. Americans are the largest Instagram audience, but they're very far from the majority. Rounding out the top five countries for Instagram users are:

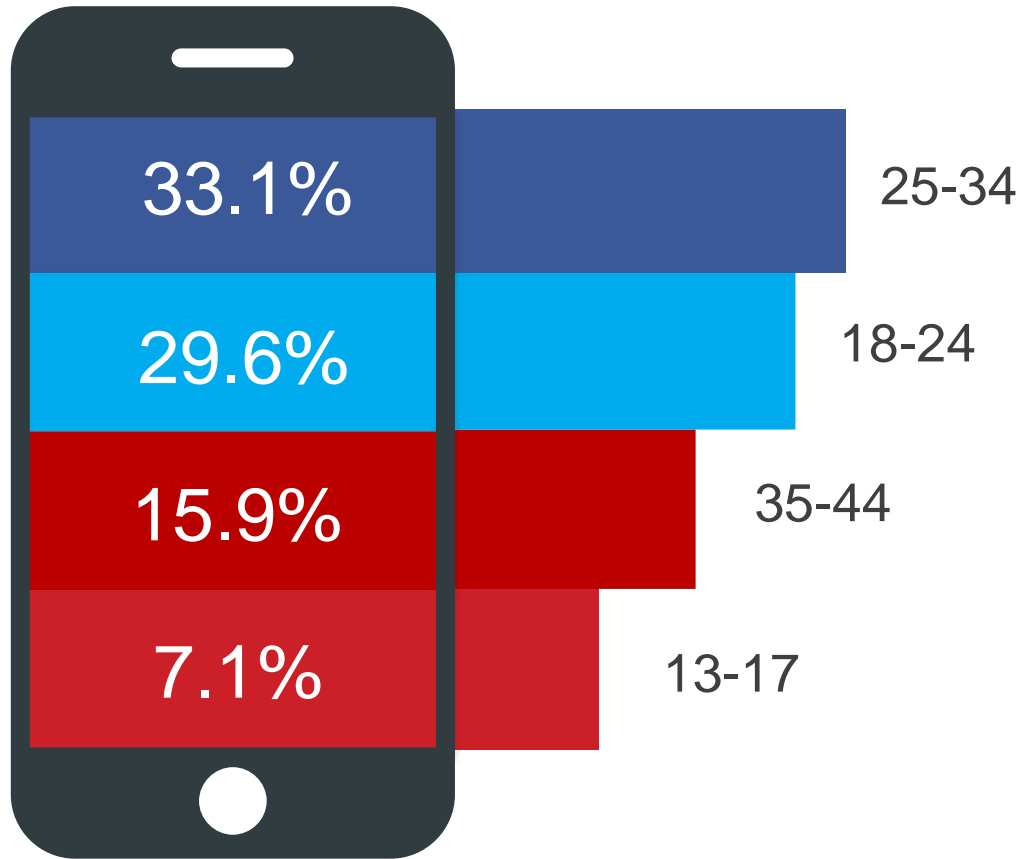
## Instagram Stories Daily Active Users:

**500M**

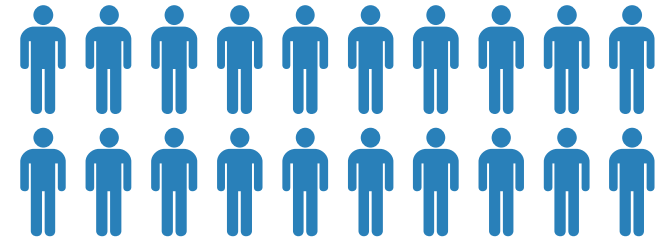
In the three years since its launch, Stories has become a huge part of what makes Instagram so popular. With half a billion people using Stories every single day, it's clear that Stories are an important channel for brands. (You'll find more Instagram Stories stats throughout this piece that further emphasize this point.)

Cyberg

# Distribution of Instagram users worldwide as of October



Male User



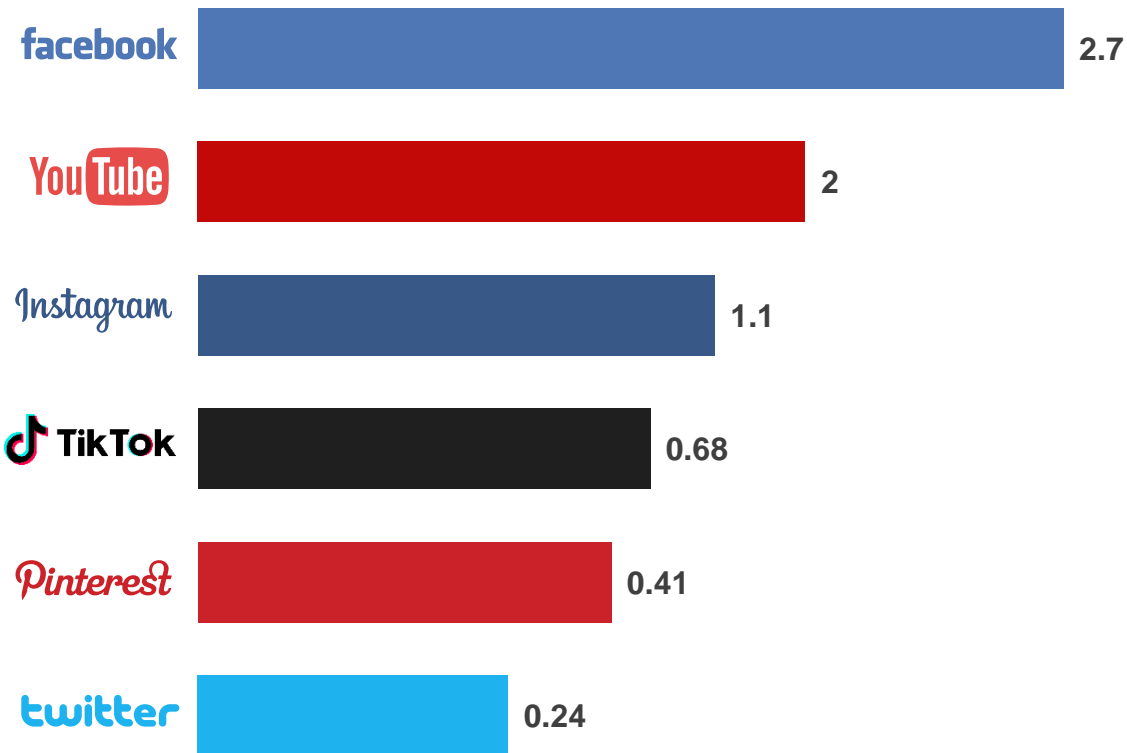
49%

Female User



51%

# World's Most Used Social Medias



2:23

average of 2 **hours** and 23 minutes spent per day on **social media**.



78%

Of U.S. adults who use social media



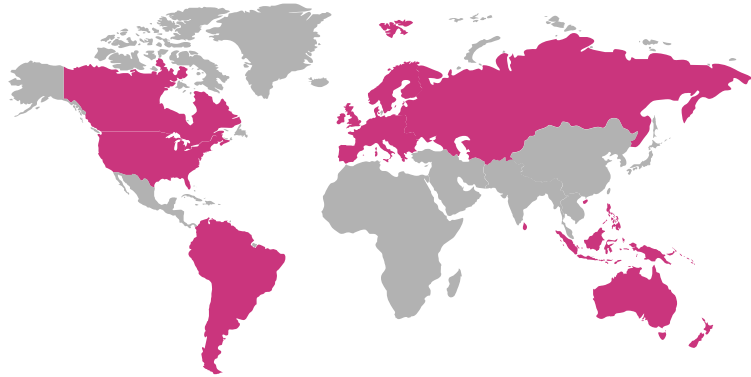
Cyberg

# SOCIAL MEDIA MAP



## BUSINESSES

200 million Instagram users visit at least one business profile daily



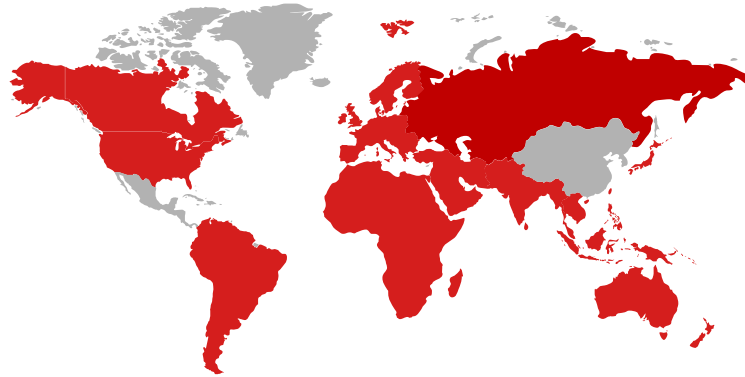
200,000,000

So, what are Instagram users doing during those 27 minutes? A large portion of them are checking out business profiles. Is yours one they might want to visit?



## SHOPPING

130 million Instagram users tap on shopping posts every month



130,000,000

Like the Instagram stat above, this shows that people are making purchases directly from Instagram.

Cyberg



## United States

Of Instagram's one billion users, only 110 million are located in the United States.



110,000,000

Americans are the largest Instagram audience, but they're very far from the majority.

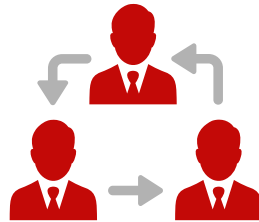
# SOCIAL MEDIA ENGAGEMENT

## INSTAGRAM



SOCIAL SHARING  
GOOD FOR  
BUSINESSES

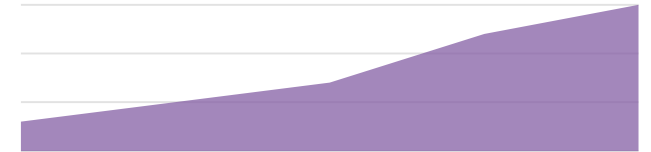
### BEST FOR:



Connect  
**Business and  
shop  
To People**

### GROWTH

**5%(this year)**



## PINTEREST



SOCIAL SITE THAT  
ALL ABOUT  
**DISCOVERY**

### BEST FOR:



Fashion



Food



Craft

### GROWTH

**357M**



## TIKTOK



SOCIAL MEDIA  
APP FOR Having  
FUN

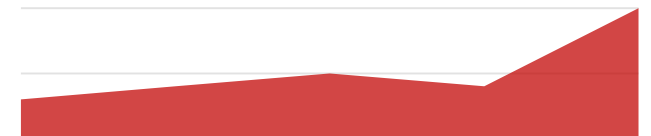
### BEST FOR:



Watching Fun  
Videos and Trends

### GROWTH

**75% This Year**



Cyberg