**INTERNET PENETRATION RATES BY COUNTRIES FROM 2019-2023**

INTRODUCTION

All around the world, the internet continues to transform how we connect with others, organize the flow of things, and share information. With its growing influence on individual consumers and large economies alike, the internet has become a vital part of our day-to-day lives. As of October 2023, there were 5.3 billion internet users worldwide, which amounted to 65.7 percent of the global population and this represent the internet penetration rate. From this, we can explain internet penetration rate as the percentage of the total population of a given geographical area that uses internet.

**DIFFERENT REGIONS WITH THEIR INTERNET PENETRATION RATES**

Internet encroachment is unevenly distributed in different regions of the world, this is experienced as a result of the financial stability, peace and level of technological advancement of a country. With consideration of the various effects affecting the internet penetration rate in the world, the following is the rank of the internet penetration in various regions;

1. Northern Europe: Leads the way with an impressive 97.3% of its population using the internet.

2. Western Europe: Closely follows with a 93.7% internet penetration rate.

3. Northern America: Boasts a strong 92% penetration rate.

4. Southern Europe: Enjoys an 88.7% internet adoption.

5. Eastern Europe: Has an 88.1% penetration rate.

6. Southern America: Stands at 82.3%.

7. Oceania: Shows a 79.4% internet penetration.

8. Western Asia: Has a 76.2% adoption rate.

7. Eastern Asia: Maintains a 76% penetration.

9. Central America: Records 78.7% internet usage.

10. Central Asia: Has a 73% adoption rate.

11. South-Eastern Asia: Stands at 71.6%.

12. Southern Africa: Enjoys a 72% internet penetration.

13. Caribbean: Shows a 68.6% adoption.

14. Northern Africa: Has a 66.3% penetration rate.

15. Southern Asia: Records a 51.5% adoption.

16. Western Africa: Stands at 48%.

17. Middle Africa: Has a 28.4% penetration.

18. Eastern Africa: Shows a 23.9% adoption rate.

World: The global average is approximately 65.7%.

The above data shows the adoption rate together with the rank of the region in accordance with internet penetration rate.

**TOP COUNTRIES WITH HIGH INTERNET PENATRATION RATE IN EACH REGION.**

Starting with Northern Europe that ranks the first region in the rate of internet penetration with 97.3% we shall consider Norway which is the leading country in Northern Europe with the highest internet penetration rating 94.8% out of the 49 states in Northern Europe.

The region following northern Europe is western Europe whereby the leading country in internet penetration is Switzerland with a rate of 98%, closely followed by the north American region where Bermuda is the leading country with 94%

Southern Europe ranks fourth with Andorra being the leading county with 96.3%, followed by the eastern Europe having Moldova as the leading country in internet penetration with a rank of 97.9%, moreover southern America follows closely with Argentina emerging the top country with 88.4%.

The region of Oceania ranks the seventh region having Australia as the leading country with 85%, closely backed up by western Asia region where Bahrain is the leading country with a rank of 97.8%, it is followed by the eastern Asia region where the leading country is South Korea ranking 95.4%. Central America follows with Panama being the leading country with 54.5%.

Central Asia ranks eleven with Kazakhstan leading with 72.5%, followed by south eastern Asia whereby the leading country is Brunei with 91.3%. Southern Africa has south Africa as the leading country with a total of 53.6%, followed by the Caribbean region where Aruba is the leading country with a percentage of 96%.

Northern Africa region has Egypt as the leading country with 69.3%, closely followed by the southern Asian region which has Bangladesh as the leading country with 75.9%, western African region follows with Nigeria being the highest rated with 63.8%, whereas middle Africa has Cameroon as the leading with 20.5% and east Africa ranking the last region having Kenya as the highest ranking country with 52.9%.

Below is a table summarizing the data below;

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|  | PERCENTAGE (%) |
| Norway | 98.4% |
| Switzerland | 98% |
| Bermuda | 94% |
| Andorra | 96.3% |
| Moldova | 97.9% |
| Argentina | 88.4% |
| Australia | 85% |
| Bahrain | 97.8% |
| South Korea | 95.4% |
| Panama | 54.5% |
| Kazakhstan | 72.5% |
| Brunei | 91.3% |
| South Africa | 53.6% |
| Aruba | 96% |
| Egypt | 69.2% |
| Bangladesh | 75.9% |
| Nigeria | 63.8% |
| Cameroon | 20.5% |
| Kenya | 50.2% |
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