



Global Overview

Regional Trends

Growth Analysis

Country Comparisons



# Global Internet Usage Analysis

Global internet usage has grown steadily since 2000, with Iceland leading in penetration rates



Country Name

All

Year

2000

2023

**38.17**

Average Internet Usage (%)

**217**

Countries

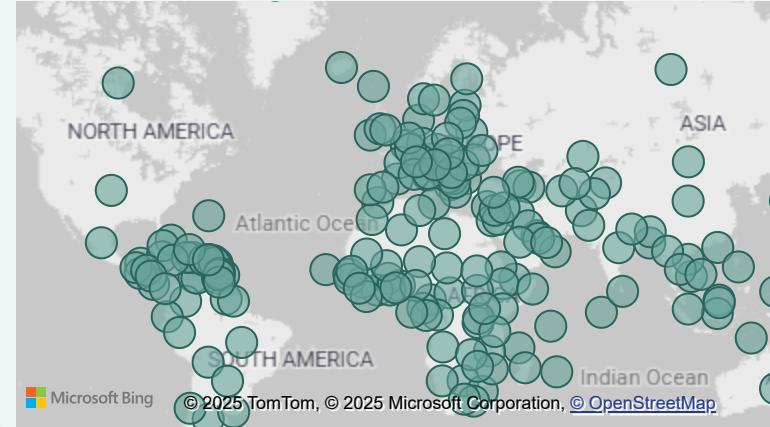
Highest Yearly Growth Rate (%) by Year

**6.94**

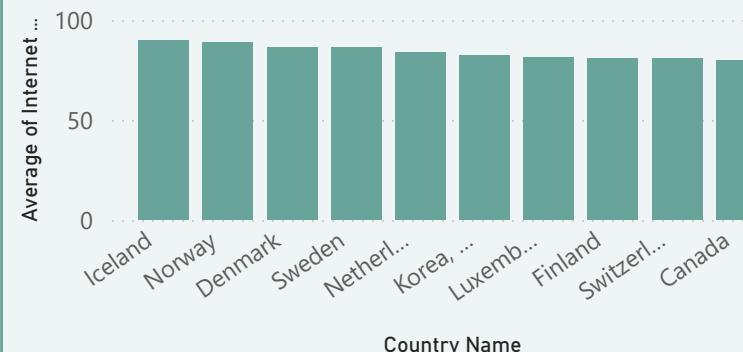
Highest Internet Usage (%) by Year

**87.67**

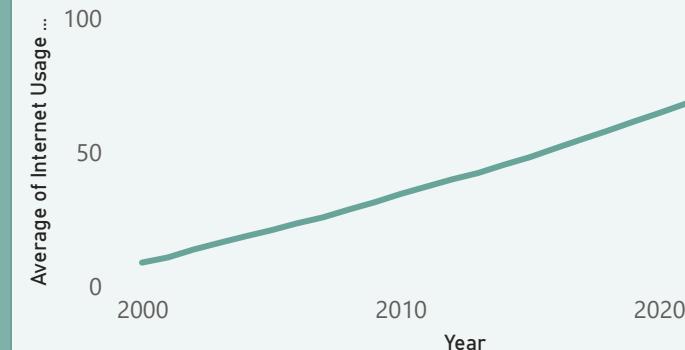
## Average Internet Usage (%) by Country



## Top 10 Countries by Highest Internet Usage



## Average of Internet Usage (%) by Year





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# Regional Trends (2000-2023)

Global internet penetration has increased significantly since 2000, with Europe leading in average usage at over 80%. Africa has shown the fastest growth due to expanding infrastructure

Continent

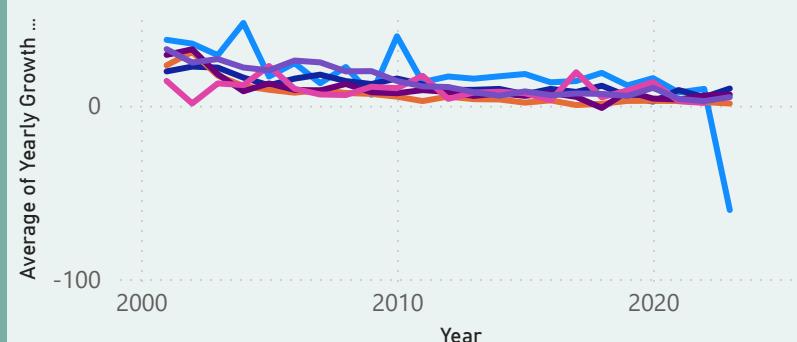
Multiple selections

Year

2000 2023

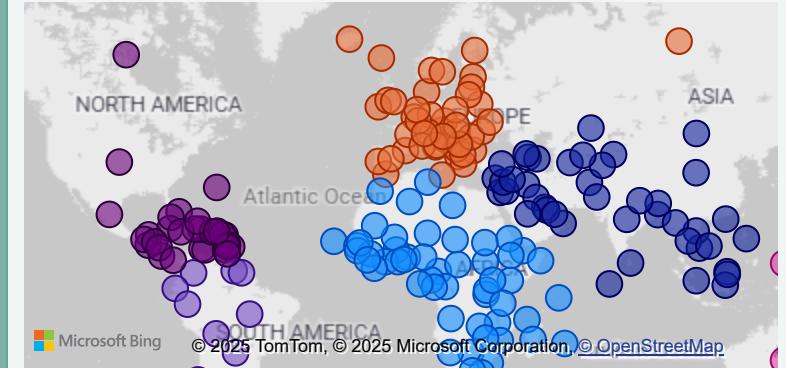
Average of Yearly Growth Rate (%) by Year and Continent

Continent ● Africa ● Asia ● Europe ● North America ● Oceania

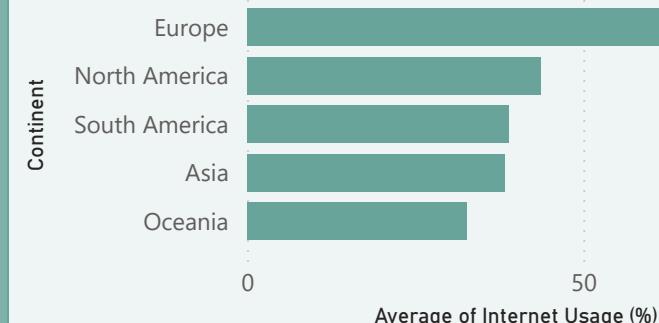


Average Internet Usage (%) by Continent

Continent ● Africa ● Asia ● Europe ● North America ● Oceania

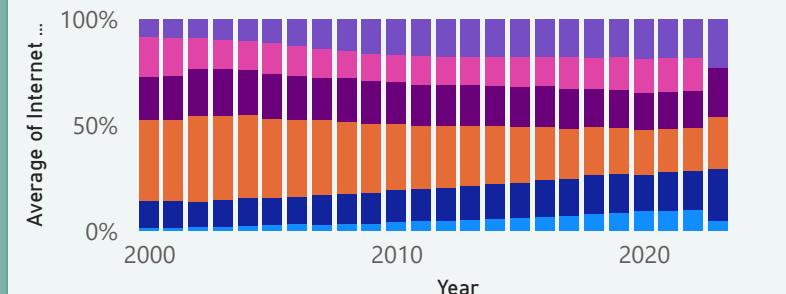


Top 5 Continents by Average Internet Usage



Average of Internet Usage (%) by Year and Continent

Continent ● Africa ● Asia ● Europe ● North America ● Oceania





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# Growth Analysis

Europe and North America show slower growth rates but maintain high penetration levels, indicating a mature market

| Year         | Africa        | Asia             | Europe           | North Amer       |
|--------------|---------------|------------------|------------------|------------------|
| 2000         | 44.90         | 300.80           | 865.49           | 297              |
| 2001         | 61.95         | 392.27           | 1,042.15         | 370              |
| 2002         | 0.00          | 84.13            | 480.64           | 1,397.34         |
| 2003         | 0.00          | 106.57           | 562.19           | 1,601.35         |
| 2004         | 0.00          | 157.43           | 653.18           | 1,868.67         |
| 2005         | 0.10          | 180.36           | 745.41           | 2,040.09         |
| 2006         | 0.50          | 215.79           | 861.72           | 2,243.05         |
| 2007         | 1.00          | 263.57           | 1,037.07         | 2,445.55         |
| 2008         | 1.50          | 316.28           | 1,160.01         | 2,624.31         |
| 2009         | 2.00          | 329.76           | 1,304.74         | 2,801.98         |
| <b>Total</b> | <b>448.85</b> | <b>18,177.56</b> | <b>42,190.52</b> | <b>65,559.16</b> |
|              |               |                  |                  | <b>28,068</b>    |

Continent

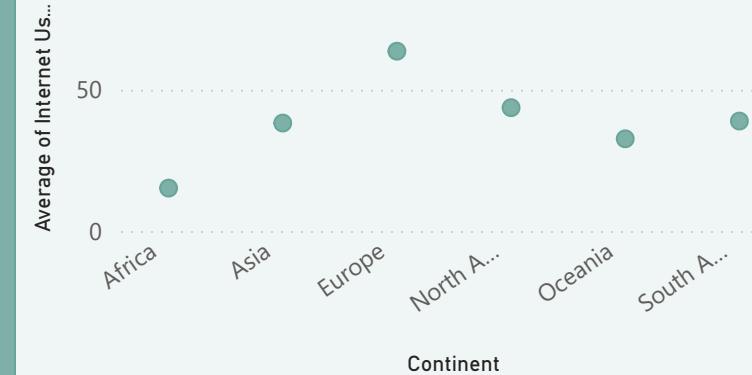
Multiple selections

Year

2000

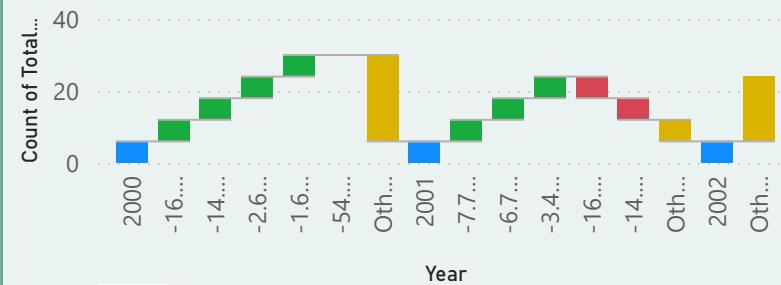
2023

## Growth Rate vs Internet Penetration per Continent



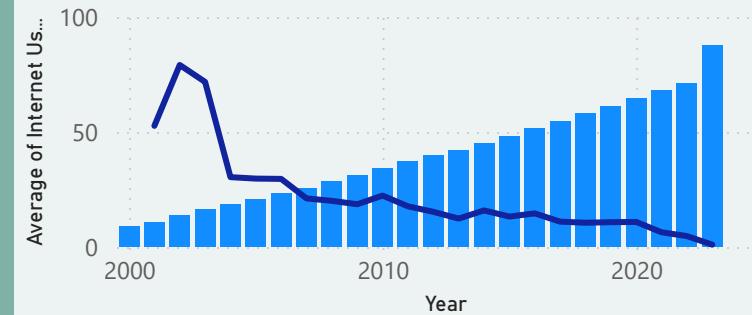
## Total Growth of Internet Usage Per year

● Increase ● Decrease ● Total ● Other



## Yearly Growth Rates by Year vs Internet Usage %

● Average of Internet Usage (%) ● Average of Yearly Growth Rate (%)





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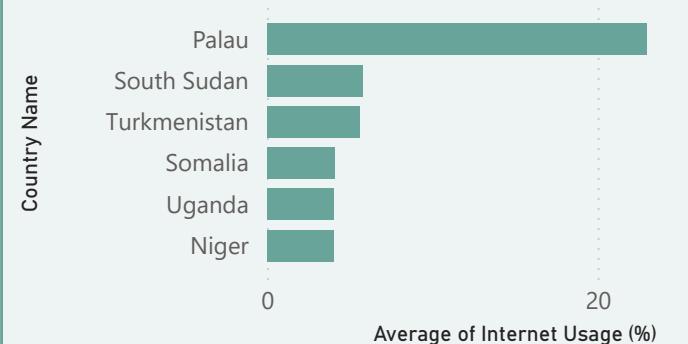
Country Comparisons



# Country Comparisons

While Iceland leads global rankings with nearly universal connectivity, many African nations face significant challenges in expanding access. This disparity highlights the need for targeted investments in digital infrastructure.

## Bottom 10 Countries by Highest Internet Usage



Country Name

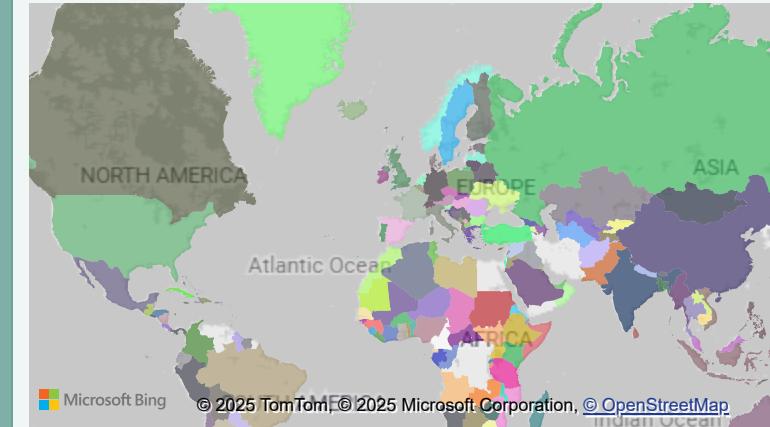
All

Year

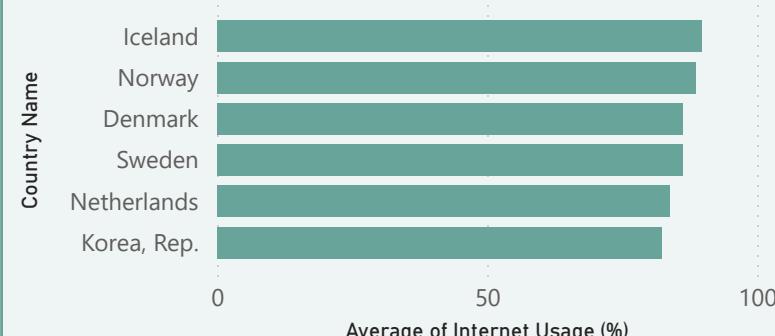
2000

2023

## Average Internet Usage (%) by Country



## Top 10 Countries by Highest Internet Usage



## Average of Internet Usage (%) by Continent and Country Name

