

Online statistic



What is BeReal:

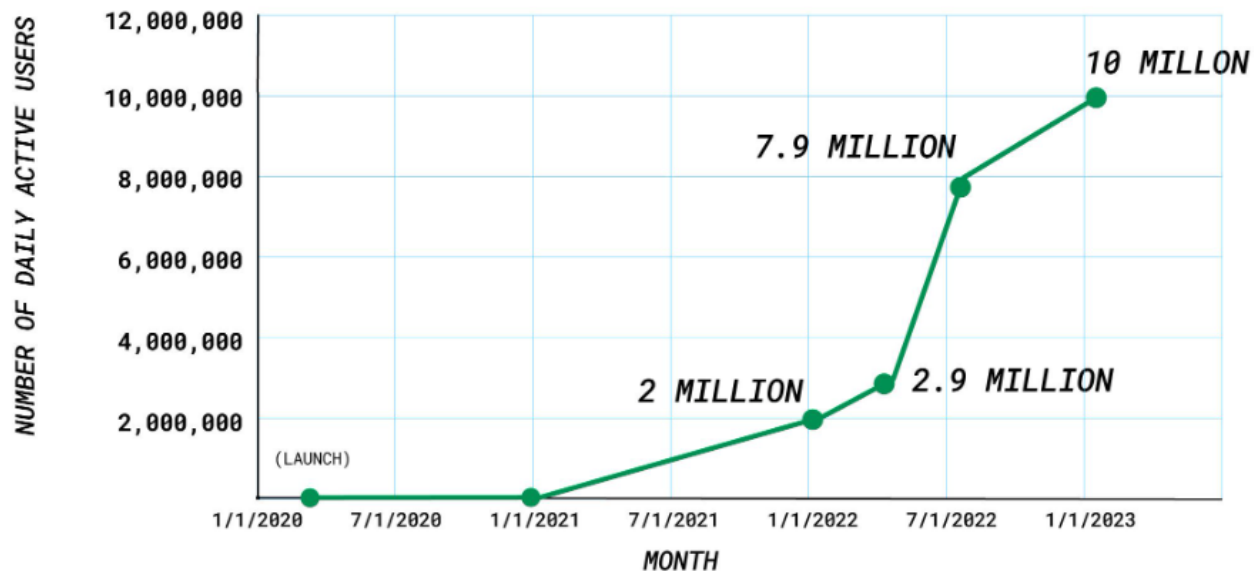
BeReal is French app that have started working in 2019 and nowadays is one of the top popular apps worldwide. What makes the app different is its in-the-moment structure. Instead of sharing highly edited images during your life's high moments, users receive notifications of when to capture moments in real-time using their phone's front and back cameras. Followers then respond using images of their facial expressions rather than emojis.

Users:

In August 2022, BeReal reached 73.5 million active users. Additionally, 20 million of those users access the app daily.

BeReal monthly active users 2021 to 2023 (mm)

Year	MAUs (mm)
2021	0.92
July 2022	21.6
August 2022	73.5
February 2023	47.8



Downloads:

BeReal has been downloaded 85 million times, with the vast majority of downloads happening in the past 12 months.

BeReal cumulative downloads 2020 to 2023 (mm)

Date	Downloads (mm)
2020	0.02
2021	1.8
June 2022	27.9
October 2022	67.2
January 2023	85.4

BeReal downloads by country January 2023 (mm)

Country	Downloads (mm)
United States	32.5
United Kingdom	10.1
Germany	5.4
France	5
Italy	4.8
Spain	4.1
Brazil	3.6
Australia	3.2

Age demographics:

BeReal age demographics are split almost equally between 16 to 25 year olds and 25 to 44 year olds. Hardly anyone over the age of 45 uses the app.

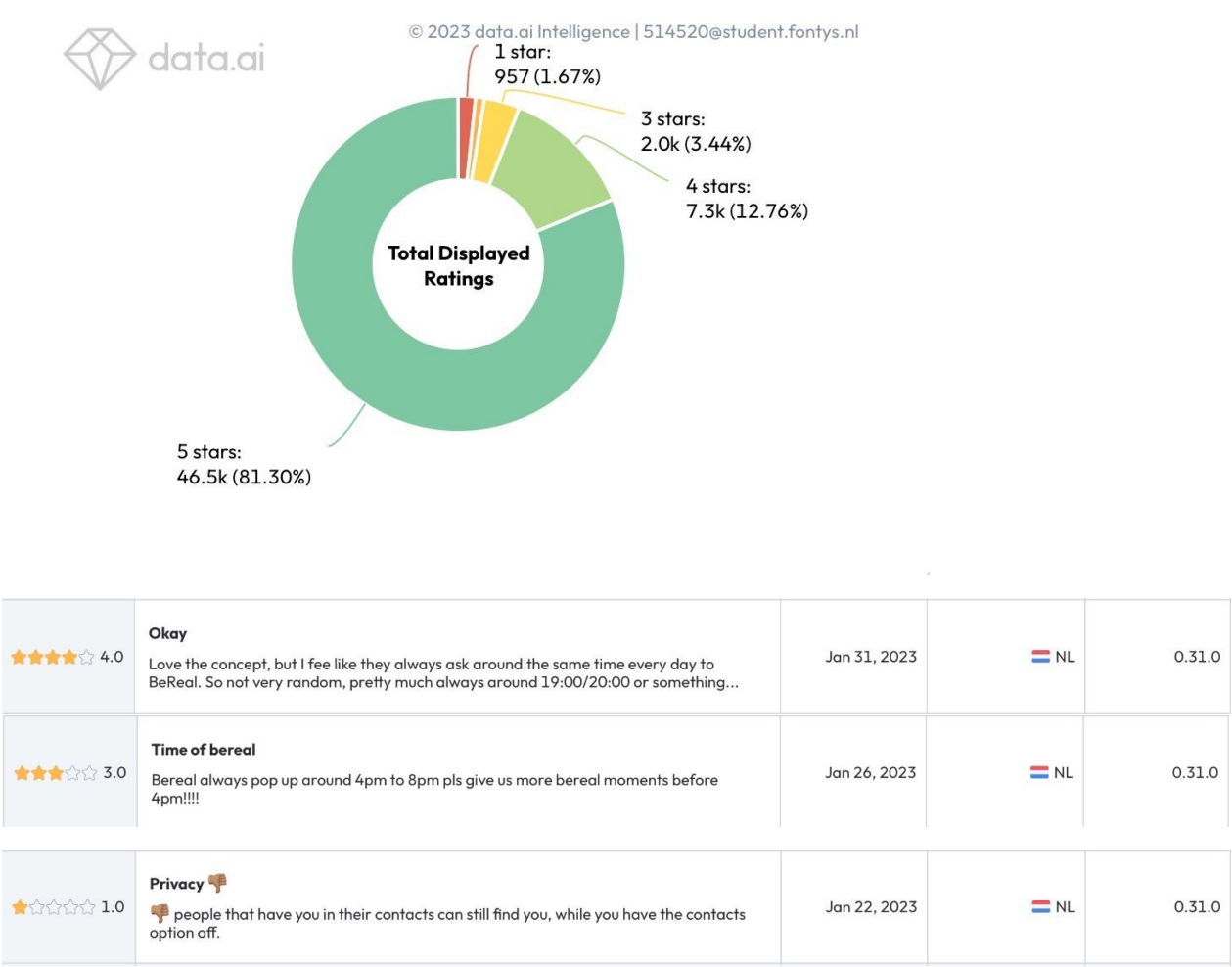
Age bracket	Percentage of users
16-25	43.2
26-44	55.1
45+	1.7







Gender demographics:

Gender	Percentage of users
Male	42
Female	58

Reviews:

Star Distribution



 4.0	Okay Love the concept, but I fee like they always ask around the same time every day to BeReal. So not very random, pretty much always around 19:00/20:00 or something...	Jan 31, 2023	 NL	0.31.0
 3.0	Time of bereal Bereal always pop up around 4pm to 8pm pls give us more bereal moments before 4pm!!!!	Jan 26, 2023	 NL	0.31.0
 1.0	Privacy 🗑️ 🗑️ people that have you in their contacts can still find you, while you have the contacts option off.	Jan 22, 2023	 NL	0.31.0