**Online statistic**



**Graphical user interface, application

Description automatically generated**



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.

Table

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Chart, line chart

Description automatically generated

Downloads:

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

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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.

Graphical user interface, application

Description automatically generated

Gender demographics:

Graphical user interface, application

Description automatically generated

Reviews:

Diagram

Description automatically generated



