



The Global State of Digital 2022

Top Takeaways



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social

Digital

2022



About the Digital 2022 Report

In-depth global data

The digital report from Hootsuite and We Are Social is a comprehensive overview of all things digital, covering everything you need to know about the world's online behaviors. With the latest data from 230 countries and territories, it offers a truly global look at online activities and foresight into our digital future to help your business gain an edge in 2022.

Why You're Here

A snapshot of this year's must-know insights

We know you're busy. Your calendar already looks like a jigsaw puzzle, so plucking out stats from a 300-page report might be challenging to fit in. That's why we've created the Top Takeaways—to give you a fast look at the report's game-changing social media, ecommerce, and advertising data. With a rundown of what it all means for your brand and how to put the data into action, you'll be well-equipped to build your digital strategies with confidence this year.

The hand-picked topics you'll read about

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Overview of social media use

Headlines for social media adoption and use (**Note:** users may not represent unique individuals)

Number of social media users



4.62 BILLION

Quarter-on-quarter change in social media users



+1.7%
+77 MILLION

Year-on-year change in social media users



+10.1%
+424 MILLION

Average daily time spent using social media



2H 27M
+1.4% (+2M)

Average number of social platforms used each month



7.5

Social media users vs. Total population



58.4%

Social media users vs. Population age 13+



74.8%

Social media users vs. Total internet users



93.4%

Female social media users vs. Total social media users



46.1%

Male social media users vs. Total social media users



53.9%

Source: Kepios analysis; company advertising resources and announcements; CNNIC; Techora; OCDH; U.N.; U.S. Census Bureau. Data for **time spent** and **average number of platforms:** GWI (Q3 2021). See [GWI.com](#) for more details. **Note:** average platforms figure includes data for YouTube. **Advisory:** social media users may not represent unique individuals. Figures for reach vs. population and reach vs. internet users may exceed 100% due to duplicate and fake accounts, delays in data reporting, and differences between census counts and resident populations.

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10.1% growth in social media users over the last year

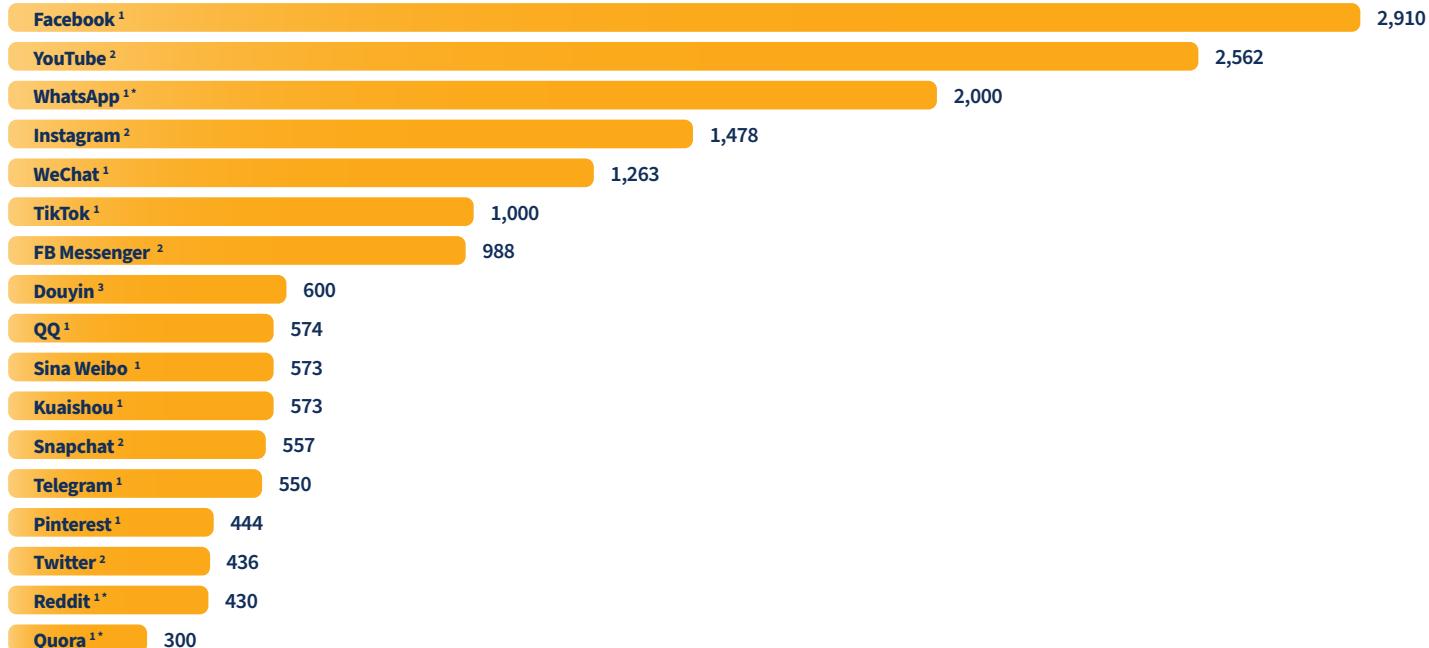
Nearly half a billion users joined social media in 2021, bringing the worldwide total to 4.62 billion.¹ As social media continues to flourish, brands have a greater opportunity to be seen and gain a larger fanbase.

However, people are also splitting their time between an average of 7.5 different social platforms.¹ So it's increasingly important to have a presence on multiple networks—and tailor your content to mimic each platform's unique experience.



The world's most-used social platforms

Ranking of social media platforms by global active user figures (in millions)



Sources: Kepios analysis of (1) company announcements of monthly active users; (2) Platforms' self-service advertising resources; (3) Company announcements of daily active users (note that monthly active user figures may be higher). **Advisory:** Users may not represent unique individuals. **Comparability:** Platforms identified by (*) have not have published updated user figures in the past 12 months, so figures are less representative. Base changes and methodology changes; data may not be directly comparable with previous reports.



Facebook is still the most popular social network—by a long shot

With 2.91 billion active users, Facebook has about 350 million *more* active users than the runner-up on the list of most-used social platforms.¹

What this means

Simply put, your audience is on Facebook. In fact, *at least* 79% of users on 10 of the world's top social platforms are *also* on Facebook.¹ So if you're wondering if your business can still benefit from having a presence there, the answer is yes.





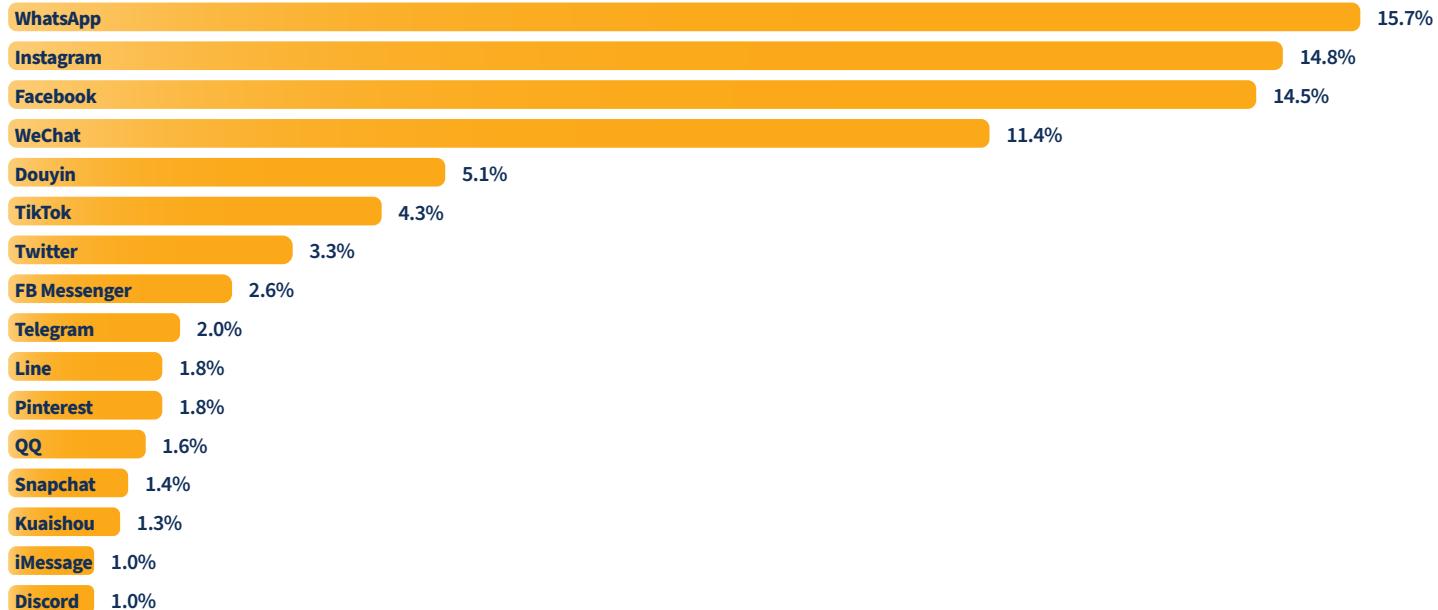
Continue to include Facebook in your social strategies, but be sure to cater your content to the experiences Facebook offers and the specific ways your audience interacts with your brand on this platform.

- Does your audience regularly engage within Facebook groups? According to Social Media Today, over a billion Facebook users do¹—and [**our Social Trends 2022 report**](#) demonstrates just how meaningful these digital communities have become in people's everyday lives. If your brand is part of a Facebook group that evokes high engagement, perhaps that's where you should be spending your time.
- With a potential advertising reach of 2.11 billion on Facebook and 562.1 million within Facebook Marketplace², it may be wise to consider (or re-consider) running ads on the platform. Check out our [**complete guide to advertising on Facebook**](#).



Favorite social media platforms

Percentage of **internet users aged 16 to 64** who say that each option is their “favorite” social media platform



Source: GWI (Q3 2021). See [GWI.com](#) for full details. **Notes:** Only includes users aged 16 to 64. Survey respondents could choose from other options not shown on this chart, so values may not sum to 100%. YouTube is not available as an answer for this question in GWI's survey. We report GWI's values for TikTok in China separately as Douyin, as per ByteDance's corporate reporting. **Comparability:** Versions of this chart that featured in our previous reports did not include data for China, so values are **not comparable**.



If we're playing favorites, WhatsApp is No. 1

WhatsApp may not hold the top spot for most users, but it's the most loved social network on earth—above Instagram, Facebook, and TikTok.¹

What this means

On top of being free, reliable, and available almost anywhere in the world, WhatsApp is extremely versatile. More than just an app for texting family, friends, and colleagues, it's also a great business tool. And its customer service features could be one of the main reasons behind the love people—small business owners, customer service reps, and customers alike—have for this platform.





What to do

With 2 billion active monthly users,¹ there's a good chance your customers would appreciate being able to communicate with your brand through this channel. A WhatsApp Business account allows you to create a more efficient and personal customer service experience, which can help improve your sales outcomes. Here's how to [get set up with a WhatsApp Business account](#) and start connecting with your customers. Or [download our complete guide to WhatsApp customer care](#).



Social media platform audience overlaps

Percentage of users of each platform **aged 16 to 64 outside of China** who also use other social media platforms

	Unique to platform	Also using Facebook	Also using YouTube	Also using WhatsApp	Also using Instagram	Also using TikTok	Also using Telegram	Also using Snapchat	Also using Twitter	Also using Reddit	Also using Pinterest	Also using LinkedIn
Facebook users	0.7%	100.0%	74.7%	72.7%	78.1%	47.8%	42.0%	31.9%	48.8%	14.4%	36.1%	31.5%
YouTube users	0.9%	79.0%	100.0%	72.4%	77.5%	45.8%	44.8%	30.0%	51.3%	16.7%	39.0%	30.7%
WhatsApp users	1.5%	81.0%	76.8%	100.0%	80.2%	46.4%	48.9%	34.0%	49.0%	13.8%	37.7%	33.0%
Instagram users	0.1%	82.9%	77.8%	76.4%	100.0%	50.4%	47.0%	36.6%	54.2%	15.5%	40.0%	31.7%
TikTok users	0.1%	84.6%	80.5%	73.7%	83.9%	100.0%	46.9%	40.9%	56.6%	17.1%	43.6%	31.2%
Telegram users	0.2%	83.2%	81.5%	86.9%	87.6%	52.4%	100.0%	40.0%	60.4%	18.0%	43.1%	39.3%
Snapchat users	0.0%	83.1%	79.2%	79.3%	89.6%	60.1%	52.6%	100.0%	61.8%	23.0%	49.6%	39.0%
Twitter users	0.2%	83.7%	80.1%	75.5%	87.6%	54.9%	52.3%	40.8%	100.0%	21.8%	44.1%	39.8%
Reddit users	0.1%	81.2%	81.8%	69.6%	82.1%	54.6%	51.1%	49.8%	71.6%	100.0%	58.6%	50.7%
Pinterest users	0.2%	82.7%	79.8%	77.5%	86.2%	56.5%	49.9%	43.6%	58.9%	23.8%	100.0%	41.8%
LinkedIn users	0.2%	87.8%	77.8%	82.6%	83.3%	49.1%	55.4%	41.8%	64.7%	25.1%	50.9%	100.0%

Source: GWI (Q3 2021). See [GWI.com](#) for full details. **Notes:** Only includes users aged 16 to 64. **Does not include data for China.** Values represent the users of the platform identified in the left-hand column who also use the platform identified in the row at the top of each column. Percentages in the “unique to platform” column represent users who say they do not use any other social networks or messenger service, including platforms not featured in this table. **Comparability:** Survey changes.



Users on one social platform are on several others as well

Most social media users are spending time on multiple platforms. More than 84% of TikTok users are also on Facebook, and almost 88% of Twitter users are also on Instagram.¹ This signals that people get something different—and valuable—out of each network.

What this means

It's becoming easier for brands to reach the right people no matter which platforms they're on. But we caution against seeing this as an opportunity to slash networks from your strategy or focus solely on the largest ones.





People are often in different mindsets when using different platforms. On Facebook, they might be catching up with a friend overseas. On Twitter, they might be skimming over the day's breaking news. And on TikTok, they might be looking for a laugh while searching for the latest viral trends.

By tailoring your content to each platform, you can provide experiences that are in line with your audience's reasons for being there—and that's a much stronger insight to base your strategy on than demographics alone.

So spend more of your time exploring platforms that reflect your business goals and creating content that's well suited to those platforms, rather than scrutinizing over who you're reaching. Maybe you *can* reach younger generations on Facebook afterall, but if you want to be seen as innovative, gain cultural capital, or dance your way to fame, it's definitely worth investing in TikTok as well.



Social media advertising overview

Social media's share of the digital advertising market

Social media's share
of total digital
advertising spend



33.1%

Year-on-year change in
social media's share of total
digital advertising spend



+0.5%
+15 BPS

Annual spend
on social media
advertising (USD)



\$154.0
BILLION

Year-on-year change
in social media
advertising spend



+17.4%
+\$23 BILLION

Source: Statista Digital Market Outlook. See statista.com for more details. **Notes:** Figures represent estimates for full-year 2021, and comparisons with equivalent values for the previous calendar year. Financial values are in U.S. dollars. Does not include advertising revenues associated with email marketing, audio ads, influencer marketing, sponsorship, product placement, or commission-based affiliate systems. Percentage change values are relative (i.e. an increase of 20% from a starting value of 50% would equal 60%, not 70%). "BPS" values represent basis point, and indicate absolute change. **Comparability:** Base changes are not comparable with previous reports.



About a third of the total global digital ad spend came from social media

In 2021, social media ads accounted for 33.1% of the world's total digital advertising spend at \$154 billion.¹ Marketers also spent \$23 billion more (+17.4%) on social ads in 2021 than the year prior.¹

What this means

Despite tightening marketing budgets in the face of the pandemic, businesses have continued to put more money into social media ads. More than half (51.4%) of the 18,100 marketers we surveyed for our [**Social Trends 2022 report**](#) said they're planning to increase their paid social spend in 2022²—and it could be a good move for you, too.





Sure, invest more in your tried-and-true channels like Facebook, Instagram, and Twitter. But also take cues from your fellow marketers, who'll be upping their spend on platforms that haven't previously been as high of a priority—think TikTok, Snapchat, and Pinterest. Over the last year, the perceived effectiveness of advertising for all three of those networks has increased from single to double digits, according to our Social Trends 2022 survey results.¹

The rise in ad spend can also be attributed to this year's rise in social ad costs, including a 21.7% increase per 1,000 paid ad impressions.² So if you want to make the most of your budget in 2022, you've gotta be a pro at measuring the return on investment (ROI) of your social ads. Our [**blog about social media ROI**](#) can help you understand the importance of integrating your paid and organic strategies, identify the metrics that matter to you, and learn how to track and report on social ROI.



TikTok: Advertising audience overview

The potential audience **aged 18+** that marketers can reach with ads on TikTok

Potential reach of ads
on TikTok (age 18+ only)



884.9
MILLION

TikTok ad reach age 18+
vs. Total population



11.2%

Quarter-on-quarter change
in TikTok ad reach



+7.3%
+60 MILLION

Year-on-year change
in TikTok ad reach



[N/A]

TikTok ad reach age 18+
vs. Total internet users



17.9%

TikTok ad reach age 18+
vs. Population age 18+



15.9%

Female TikTok ad reach
vs. Total TikTok ad reach



57.0%

Male TikTok ad reach
vs. Total TikTok ad reach



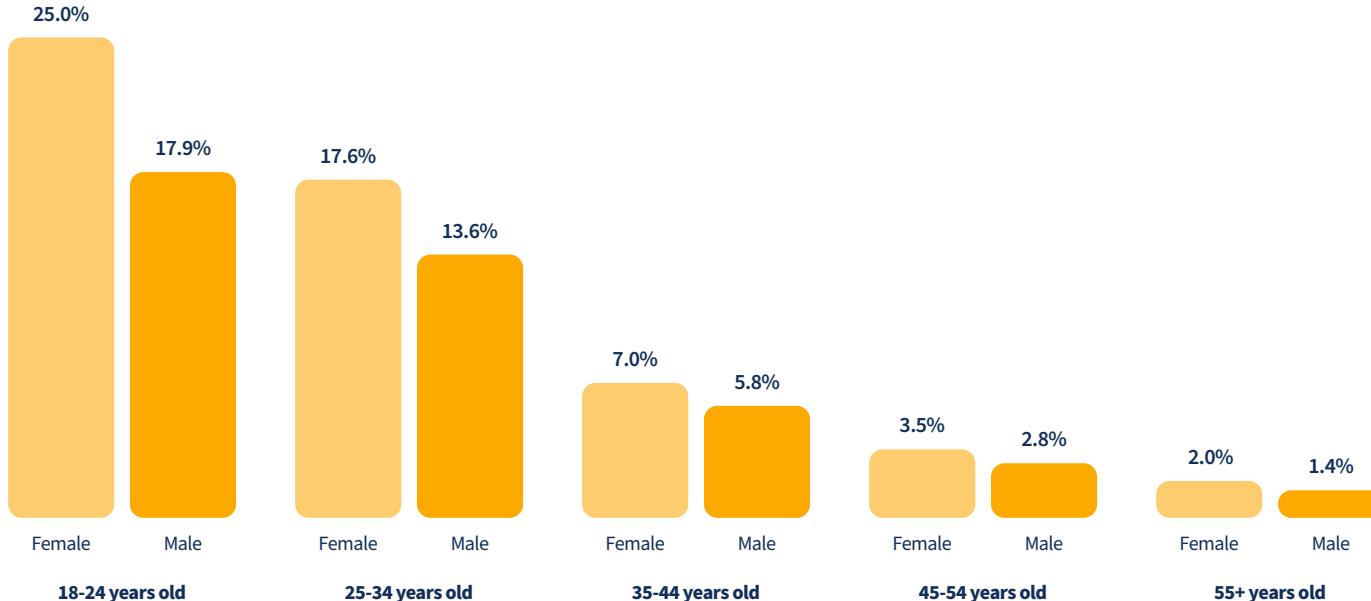
43.0%

Sources: ByteDance's advertising resources; Kepios analysis. **Advisory:** Audience figures may not represent unique individuals, and may not match equivalent figures for the total active user base. **Notes:** Data are not available for all locations; figures based on available locations only. Figures use the midpoint of published ranges. ByteDance's advertising resources only publish audience data for users aged 18 and above, but allow marketers to target ads to users aged 13 and above. ByteDance's advertising resources only publish gender data for "female" and "male".

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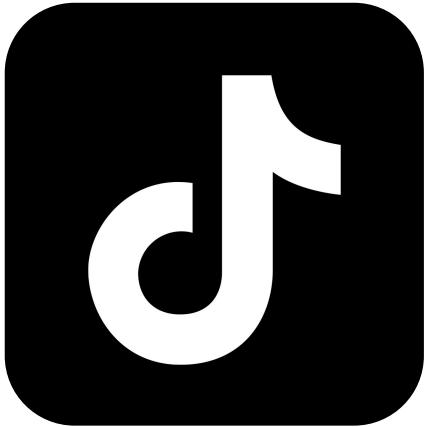
TikTok: Advertising audience profile

Share of TikTok's advertising audience **aged 18+** by age group and gender



Source: ByteDance's advertising resources. **Advisory:** Audience figures may not represent unique individuals, and may not match equivalent figures for the total active user base.

Notes: Data are not available for all locations; figures based on available locations only. Figures use the midpoint of published ranges. ByteDance's advertising resources only publish audience data for users aged 18 and above, but allow marketers to target ads to users aged 13 and above. Percentages shown here represent share of audience aged 18 and above only. ByteDance's advertising resources only publish gender data for "female" and "male", but values do not sum to total users, so percentages may not sum to 100%.



TikTok ads have the potential to reach 884.9 million people

Ads on TikTok are capable of reaching about 88.5% of its total user base.¹ And it's probably no surprise that 18- to 24-year-olds are the platform's largest advertising audience.¹

What this means

Even though Gen Z makes up a large portion of TikTok's advertising audience, it still only accounts for about 43%.¹ That leaves the remaining 57% to other age groups. You *can* reach other demographics on TikTok, not to mention more than half of America, almost half of the Philippines, about 40% of the U.K., and 61% of Malaysia.¹





What to do

Determine what exactly you're trying to achieve on TikTok. Reaching your audience doesn't have to be priority No. 1. For example, TikTok can help change or strengthen people's perception of your brand if you want to be seen as trendy, bold, or cutting-edge. A 2020 GlobalWebIndex report says the majority of people go on TikTok to find funny or entertaining videos,¹ so if you have content of that nature, you could get some good traction on the platform. All in all, if you're not experimenting with TikTok, you might be missing out—regardless of your audience. Our [**guide to creating TikTok ads**](#) can help ensure you don't.



Weekly online shopping activities

Percentage of **internet users aged 16 to 64** who engage in selected ecommerce activities each week

Purchased a product
or service online



58.4%

Ordered groceries
via an online store



28.3%

Bought a second-hand
item via an online store



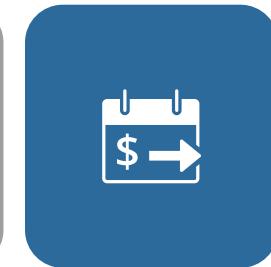
14.4%

Used an online price
comparison service



24.6%

Used a buy now,
pay later service



17.8%

Source: GWI (Q3 2021). Figures represent the findings of a broad global survey of internet users aged 16 to 64. See [GWI.com](#) for full details.

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Almost 60% of internet users across the globe bought something online every single week

In 2021, people spent \$3.85 trillion on online consumer goods—\$591 billion more (+18%) than they did in 2020, and that's just consumer goods.¹

What this means

It goes without saying—online shopping continues to grow. And over the last two years, shopping on social media has also taken off, making this equally relevant to social media marketers. Your brand's social commerce experience must be exceptional to capitalize on this exploding market and stand out from your competitors.



What to do

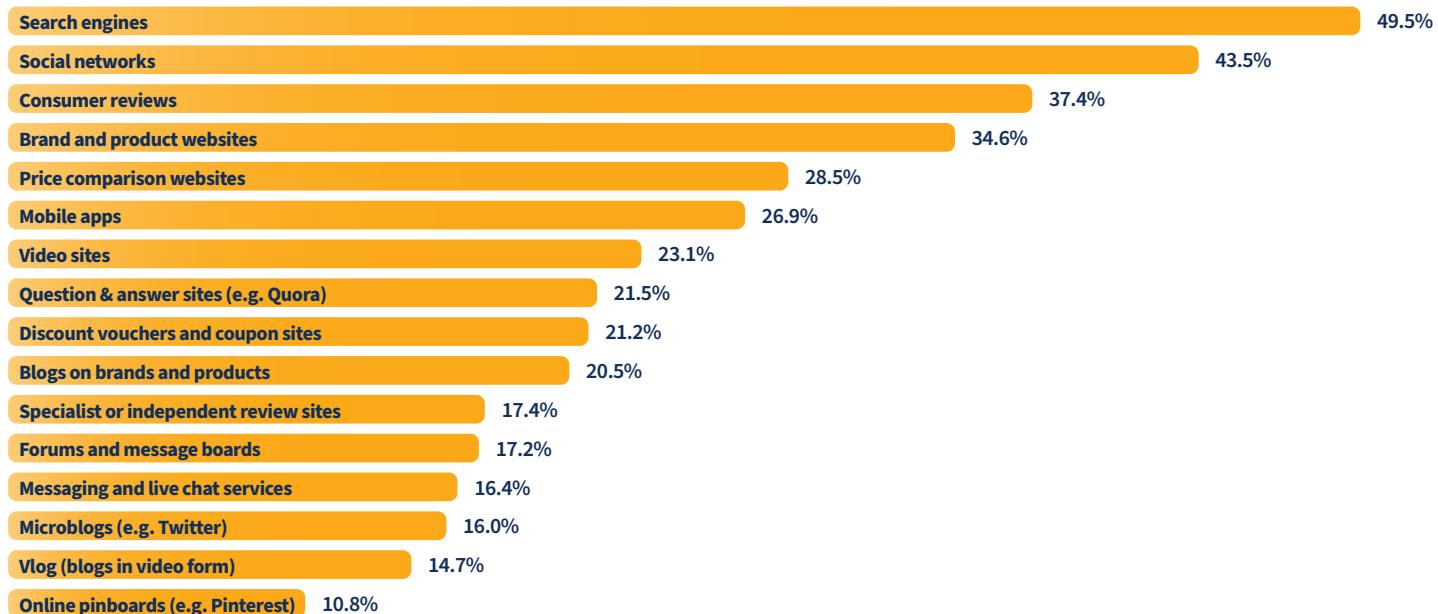


Dedicate a good chunk of time to building and improving social storefronts across multiple channels. The goal is to make the social shopping experience both seamless and enjoyable. You can do this by building interactive elements into the journey—like the ability to compare products and share with friends—so shoppers get more out of their spree than just a transaction. Get our tips on how to [stand out with social commerce](#).



Main channels for online brand research

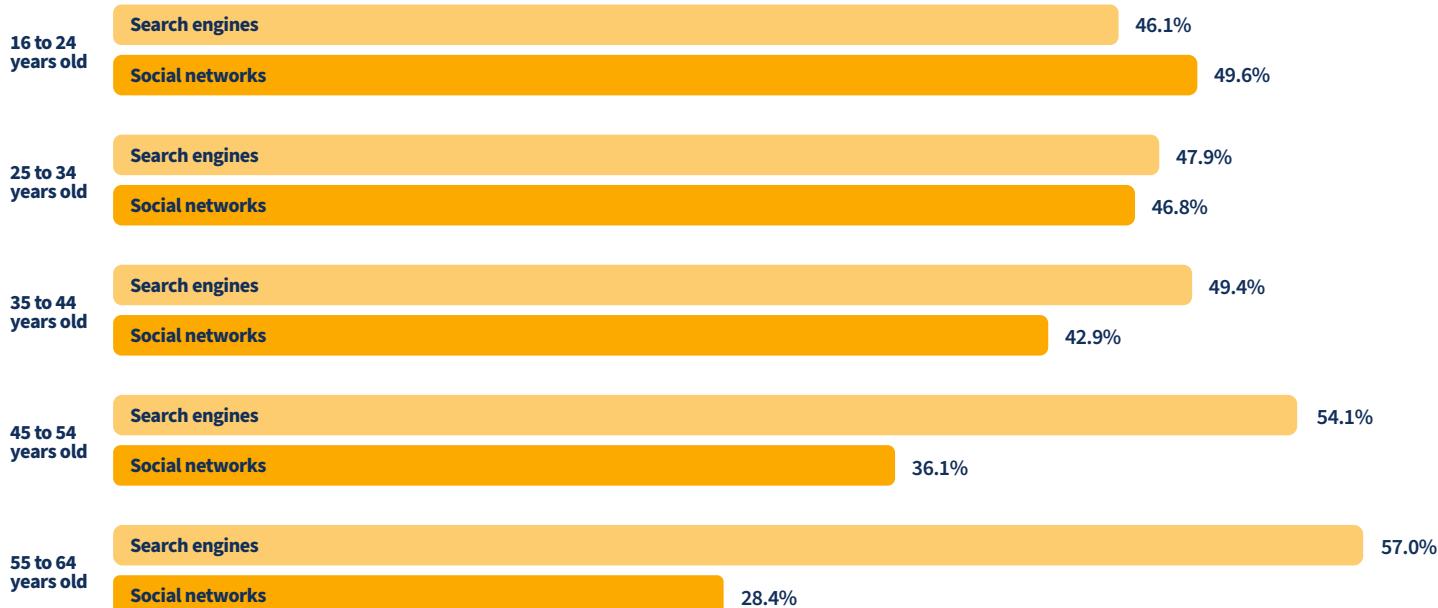
Percentage of **internet users aged 16 to 64** who use each channel as a primary source of information when researching brands



Sources: GWI (Q3 2021). Figures represent the findings of a broad global survey of internet users aged 16 to 64. See GWI.com for full details.

Top channels for online brand research

Percentage of **internet users** who use each channel as a primary source of information when researching brands



Source: GWI (Q3 2021). Figures represent the findings of a broad global survey of internet users aged 16 to 64. See [GWI.com](#) for full details.

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Social networks are the second most important channel for online brand research

When it comes to the most popular channels for researching brands, search engines surpass social networks only by a 6% margin.¹ And if you look at the breakdown by age, 16- to 24-year-olds actually use social networks *more* than search engines.¹

What this means

Social media plays a major role in every step of the purchase journey, from discovery and research all the way to the point of purchase. And what comes *before* that final click to buy is especially important. Although a “buy now” button on social makes the list of top online purchase drivers, our report reveals that other factors have a bigger impact—like having lots of “likes” or positive comments.¹





Speaking of factors that inspire online purchases, “reviews from other customers” is ranked third.¹ If you don’t already use tactics that encourage reviews from your social customers, it’s time to start.

Additionally, many platforms have shopping-related tools and features that can help you effectively promote your products or services—and Hootsuite is the sidekick you need to turn followers into buyers.

Finally, if social commerce becomes more of a focus for your brand, so should social customer care. When you build and strengthen relationships with potential and current customers, that “buy now” button becomes that much more appealing. Learn how to deliver great customer service to enhance the purchase journey.



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Elevate your ad strategy

Plan, publish, manage, and track your social ads alongside your organic content to convert more customers.

Make sense of the chatter

Use innovative social listening tools to see what fans are saying about your brand and join the right conversations.

Get savvy with sales

Turn followers into loyal customers by making it easier to discover, research, and purchase your products on social.

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Thanks

