

JAN 2024

POPULATION ESSENTIALS  
DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL POPULATION  
10.64 MILLION

FEMALE POPULATION  
49.6%

MALE POPULATION  
50.4%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION  
+0.6% (+62 THOUSAND)

MEDIAN AGE OF THE POPULATION  
39.8

URBAN POPULATION  
88.8%

POPULATION DENSITY (PEOPLE PER KM<sup>2</sup>)  
26.1

OVERALL LITERACY (ADULTS AGED 15+)  
99.0%

FEMALE LITERACY (ADULTS AGED 15+)  
99.0%

MALE LITERACY (ADULTS AGED 15+)  
99.0%

Sources: KEPOS ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT  
AUTHORITIES, WORLD BANK, UNESCO, CIA WORLD FACTBOOK, OUR WORLD IN  
DATA, INDEXMUNDI, KNOBMA.

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Sweden flagJAN 2024

POPULATION OVER TIME  
POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

Image of Sweden Flag  
SWEDEN

9.70 M  
+1.0%  
JAN 2014

9.80 M  
+1.0%  
JAN 2015

9.90 M  
+1.1%  
JAN 2016

10.0 M  
+1.0%  
JAN 2017

10.1 M  
+1.0%  
JAN 2018

10.2 M  
+1.0%  
JAN 2019

10.3 M  
+0.9%  
JAN 2020

10.4 M  
+1.0%  
JAN 2021

10.5 M  
+0.6%  
JAN 2022

10.6 M  
+0.6%  
JAN 2023

10.6 M  
JAN 2024

SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; KEPOS ANALYSIS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "124.3 K" = 124,300. "M" DENOTES MILLIONS (E.G. "1.24 M" = 1,240,000 ) AND "B" DENOTES BILLIONS (E.G. "12.3 B" = 12,300,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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Icônes: précédent, téléchargement, agrandir, écran plein, lien, partage, françaisJAN 2024

FINANCIAL AND DEVELOPMENTAL INDICATORS  
WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO  
ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)  
\$597.1 BILLION

GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)  
\$716.0 BILLION

GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)  
\$55.2 THOUSAND

GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL  
DOLLARS)  
\$66.2 THOUSAND

NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)  
\$51.8 THOUSAND

PERCENTAGE OF THE POPULATION EARNING LESS THAN \$3.65 (2017 PPP) PER  
DAY  
0.5%

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER  
99.7%

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION  
98.9%

PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY  
100%

PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)  
98.0%

SOURCES: IMF, WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2023).  
DEFINITIONS: \*\$3.65 (2017 PPP) REFERS TO LOCAL PURCHASING POWER  
PARITY. BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK. BASIC  
DRINKING WATER: PERCENTAGE OF THE POPULATION USING DRINKING  
WATER FROM AN IMPROVED SOURCE. PHONE OWNERSHIP: THE MOST  
RECENT AVAILABLE NATIONAL HOUSEHOLD SURVEY RESULTS FOR EACH  
COUNTRY/DATA PROJECTED FOR 2024 FROM THE SAME OR NEAR YEAR IN  
THE IMMEDIATE PAST/SOURCE: ITU, LATEST HOUSEHOLD SURVEYS 2022. ALL  
OTHER FIGURES ARE FROM THE LATEST PUBLISHED DATA WITH SOURCES  
AND NOTES FROM THE SAME YEAR, WHERE AVAILABLE AND NOTED  
THROUGHOUT THIS REPORT.

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AGE DISTRIBUTION OF THE POPULATION  
THE NUMBER OF PEOPLE IN EACH AGE GROUP AND ASSOCIATED SHARE OF  
THE POPULATION

[Image of Swedish flag] SWEDEN

- AGE 0-4: 581 K (5.3%)
- AGE 5-9: 625 K (5.9%)
- AGE 10-14: 638 K (6.0%)
- AGE 15-19: 624 K (5.9%)
- AGE 20-24: 644 K (5.7%)
- AGE 25-29: 786 K (7.4%)
- AGE 30-34: 719 K (6.8%)
- AGE 35-39: 658 K (6.2%)
- AGE 40-44: 647 K (6.1%)
- AGE 45-49: 665 K (6.2%)
- AGE 50-54: 684 K (6.4%)

- AGE 55-59: 599 K (5.3%)
- AGE 60-64: 545 K (5.1%)
- AGE 65-69: 517 K (4.9%)
- AGE 70-74: 504 K (4.7%)
- AGE 75-79: 331 K (3.1%)
- AGE 80-84: 181 K (1.7%)
- AGE 85-89: 79.6 K (0.7%)
- AGE 90-94: 21.3 K (0.2%)
- AGE 95-99: 2.3 K (0.0%)
- AGE 100+: 2.701 (0.1%)

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. NOTES: PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION. WHERE ESTIMATES ARE SHOWN, NOTED FIGURES APPEAR AS 'E'. WHERE NO ESTIMATE IS AVAILABLE, 'S' DENOTES FIGURES. E.G., '12.3M.' VS. '12,300,000'. ARE SHOWN BY A HYPHEN (-) WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT COMPARE WITH VALUES PUBLISHED IN OTHER EDITIONS.

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[Icons for navigation and language options]

[we are social and Meltwater logos]Voici la retranscription textuelle de l'image :

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\*\*JAN 2024\*\*

\*\*DEVICE OWNERSHIP\*\*

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

\*\*SWEDEN\*\* ![Swedish Flag]

\*\*ANY KIND OF MOBILE PHONE\*\* ![Mobile Phone Icon]

97.4%

YEAR-ON-YEAR CHANGE

+1.1% (+110 BPS)

\*\*SMART PHONE\*\* ![Smartphone Icon]

97.1%

YEAR-ON-YEAR CHANGE

+1.3% (+120 BPS)

**\*\*FEATURE PHONE\*\*** ![Feature Phone Icon]

3.2%

YEAR-ON-YEAR CHANGE

-33.3% (-160 BPS)

**\*\*LAPTOP OR DESKTOP COMPUTER\*\*** ![Laptop Icon]

72.8%

YEAR-ON-YEAR CHANGE

+3.0% (+210 BPS)

**\*\*TABLET DEVICE\*\*** ![Tablet Icon]

47.7%

YEAR-ON-YEAR CHANGE

+4.1% (+190 BPS)

**\*\*GAMES CONSOLE\*\*** ![Game Controller Icon]

38.1%

YEAR-ON-YEAR CHANGE

+9.2% (+320 BPS)

**\*\*SMART WATCH OR SMART WRISTBAND\*\*** ![Smart Watch Icon]

33.9%

YEAR-ON-YEAR CHANGE

+20.2% (+570 BPS)

**\*\*TV STREAMING DEVICE\*\*** ![TV Icon]

34.8%

YEAR-ON-YEAR CHANGE

+19.6% (+570 BPS)

**\*\*SMART HOME DEVICE\*\*** ![Smart Home Icon]

20.2%

YEAR-ON-YEAR CHANGE

+22.4% (+370 BPS)

**\*\*VIRTUAL REALITY DEVICE\*\*** ![VR Headset Icon]

7.2%

YEAR-ON-YEAR CHANGE

+41.2% (+210 BPS)

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\_SOURCE\_: GWI JAN 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE GWI.COM). \_NOTES\_: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN

INCREASE OF 50% FROM A STARTING VALUE OF 50% WOULD EQUAL 75%, NOT 100%). BPS VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. \_COMPARABILITY\_: METHODOLOGY CHANGES. SEE \_NOTES ON DATA\_.

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\_<icons for page navigation, download, sharing, etc. at the bottom right>\_

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JAN 2024  
MEDIA USE  
THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE

USING THE INTERNET VIA A MOBILE PHONE  
98.7%  
YEAR-ON-YEAR CHANGE  
+1.4% (+141 BPS)

USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET  
93.6%  
YEAR-ON-YEAR CHANGE  
-1.6% (-150 BPS)

USING SOCIAL MEDIA  
94.9%  
YEAR-ON-YEAR CHANGE  
+0.8% (+72 BPS)

WATCHING LINEAR AND BROADCAST TV  
91.2%  
YEAR-ON-YEAR CHANGE  
-0.6% (-57 BPS)

WATCHING STREAMING AND ON-DEMAND TV  
75.0%  
YEAR-ON-YEAR CHANGE  
-1.2% (-91 BPS)

READING ONLINE PRESS CONTENT  
79.3%

#### YEAR-ON-YEAR CHANGE

-1.5% (-118 BPS)

#### READING PHYSICAL PRESS CONTENT

67.4%

#### YEAR-ON-YEAR CHANGE

-4.6% (-326 BPS)

#### LISTENING TO BROADCAST RADIO

76.9%

#### YEAR-ON-YEAR CHANGE

-4.3% (-349 BPS)

#### LISTENING TO MUSIC STREAMING SERVICES

74.7%

#### YEAR-ON-YEAR CHANGE

+0.2% (+18 BPS)

#### LISTENING TO PODCASTS

70.5%

#### YEAR-ON-YEAR CHANGE

+0.7% (+51 BPS)

SOURCE: GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE METHODOLOGY). NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE IN THE NUMBER OF USERS. COMPARABILITY WITH OTHER COUNTRIES: % FIGURES MAY NOT BE COMPARABLE WITH ABSOLUTE CHANGE VALUES SHOWN FOR OTHER COUNTRIES - WHERE POSSIBLE USE THE BROADCAST RADIO DATA DOES NOT INCLUDE LISTENING VIA STREAMS, WHICH IS ACCOUNTED FOR SEPARATELY IN MUSIC STREAMING SERVICES. METHODOLOGY: FULL METHODOLOGY CAN BE DOWNLOADED ONLINE. NOTE THAT SOME FIGURES MAY REFLECT TIME SPENT CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM ABSOLUTE NUMBERS OF USERS SHOWN ELSEWHERE.

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#### DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



## SWEDEN

### TIME SPENT USING THE INTERNET

6H 07M

YEAR-ON-YEAR CHANGE

+1.7% (+6MINS)

### TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)

GWI.

3H 03M

YEAR-ON-YEAR CHANGE

-6.0% (-11 MINS)

### TIME SPENT USING SOCIAL MEDIA

1H 57M

YEAR-ON-YEAR CHANGE

-1.4% (-1 MIN)

### TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)

GWI.

1H 10M

YEAR-ON-YEAR CHANGE

-18.8% (-16 MINS)

### TIME SPENT LISTENING TO MUSIC STREAMING SERVICES

1H 38M

YEAR-ON-YEAR CHANGE

-4.5% (-4 MINS)

### TIME SPENT LISTENING TO BROADCAST RADIO

1H 00M

YEAR-ON-YEAR CHANGE

-10.5% (-7 MINS)

### TIME SPENT LISTENING TO PODCASTS

GWI.

0H 49M

YEAR-ON-YEAR CHANGE

-9.8% (-5 MINS)

### TIME SPENT USING A GAMES CONSOLE

0H 42M

YEAR-ON-YEAR CHANGE

-11.0% (-5 MINS)

SOURCE: GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/NOTES](http://GWI.COM/NOTES). PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. TELEVISION FIGURES INCLUDE BROADCAST AND CABLE (TELEVISION CAN BE CONSUMED THROUGH TV SETS, WEB OR MOBILE DEVICES). PRESS FIGURES INCLUDE BOTH ONLINE AND PHYSICAL PRESS MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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## OVERVIEW OF INTERNET USE ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL NUMBER OF INTERNET USERS  
10.44 MILLION

INTERNET USERS vs. TOTAL POPULATION  
98.1%

YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS  
+0.6%  
+61 THOUSAND

YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION  
0%  
[UNCHANGED]

INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE  
148.2

PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES  
95.6%

AVERAGE DAILY TIME SPENT USING THE INTERNET  
6H 07M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET  
+1.7%

+6 MINS

Sources: KEPOS Analysis, ITU, GSMA Intelligence, Eurostat, CIA World Factbook, online, Kantor & iamba local government authorities, United Nations, time spent and mobile share data from GWI © 2023. Based on a broad survey of internet users aged 16 to 64. See GWI.com. Advisory: Figures for internet user growth may under-represent actual trends. See notes on Data Comparability, Source and Base changes.

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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

(Sweden flag) SWEDEN

Source 1

INTERNET USERS: ITU

10.19 MILLION

vs. POPULATION 95.7%

Source 2

INTERNET USERS: CIA WORLD FACTBOOK

8.80 MILLION

vs. POPULATION 82.7%

Source 3

INTERNET USERS: INTERNETWORLDSTATS

9.93 MILLION

vs. POPULATION 93.3%

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Sources: AS STATED ABOVE EACH ICON. NOTE: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (A PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE RELATIVE (PERCENTAGE) USER NUMBERS. Comparability: POTENTIAL MISMATCHES: INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT ARE BASED ON DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

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DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES    TIME SPENT USING THE INTERNET ON MOBILE PHONES    TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS    MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME

6H 07M

3H 10M

2H

57M

51.8%

GW.

D

KEPOS

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM NOTE ON DATA. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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INTERNET ADOPTION RATE OVER TIME (YOY)

Number of individuals using the Internet as a percentage of total population, and year-on-year relative change.

[Graph of Internet adoption rate over time shown in percentages over various years]

93.2% Jan 2014 (-1.7%)

91.7% Jan 2015 (+3.7%)

95.0% Jan 2016 (+1.6%)

96.5% Jan 2017 (-3.7%)

93.0% Jan 2018 (+5.1%)

97.7% Jan 2019 (-0.3%)

97.5% Jan 2020 (-0.3%)

97.2% Jan 2021 (+0.02%)

97.2% Jan 2022 (+0.9%)

98.1% Jan 2023 (0%)

98.1% Jan 2024

[Sweden flag shown]

Sources: Kepios Analysis, ITU, GSMA Intelligence, Eurostat, Google's Advertising Resources, GWI, Kantar, IAB Europe, Government Resources, United Nations.

Notes: Data is for individuals of any age who use the Internet from any device. YoY figures refer to the relative change in Internet adoption. The data presented in this report allows you to view how worldwide Internet adoption rates have changed over time.

Comparability: Figures shown in this report are based on various sources and the sample analysis of the relevant nation's population. As such, figures should be considered as estimations. All figures use the latest available data, but users should be mindful that some sources may report data for periods other than the specific date(s) associated with those figures.

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UTILISATION D'INTERNET AU FIL DU TEMPS (YOY)

NOMBRE D'INDIVIDUS UTILISANT INTERNET ET CHANGEMENT ANNUEL.

Graphique représentant l'utilisation d'Internet en Suède:

- Janvier 2014: 9.04 M (-0.7%)
- Janvier 2015: 8.98 M (+4.7%)
- Janvier 2016: 9.41 M (+2.7%)
- Janvier 2017: 9.66 M (-2.7%)
- Janvier 2018: 9.40 M (+6.2%)
- Janvier 2019: 9.98 M (+0.8%)
- Janvier 2020: 10.1 M (+0.6%)
- Janvier 2021: 10.1 M (+1.0%)
- Janvier 2022: 10.2 M (+1.5%)
- Janvier 2023: 10.4 M (+0.6%)
- Janvier 2024: 10.4 M

Sources : KEPIOS ANALYSIS ET LIC, GSMA INTELLIGENCE, EUROSTAT, GOOGLE'S ADVERTISING RESOURCES, CINIC, KANTAR I MARE, GOVERNMENT RESOURCES, UNITED NATIONS.

Remarque : LORSQUE LES LETTRES D'UNE NOTE SONT REMPLIES A NOIR, CELA RENVOIE DE DONNÉES COMPARABLES D'APRÈS LES DÉFINITIONS DE CHAQUE ANNÉE.

Note : données utilisateurs :

Ressources ONU, Cote d'estimations:

1/5 (0%-49%).

Données non comparables si les notes sont vides.

Nous sommes We are Social.

Collaborateurs: MeltwaterJAN 2024

## MAIN REASONS FOR USING THE INTERNET

### PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

1. Finding Information: 79.2%
2. Keeping up to date with news and events: 69.7%
3. Staying in touch with friends and family: 68.5%
4. Researching how to do things: 68.0%
5. Researching products and brands: 64.9%
6. Accessing and listening to music: 63.5%
7. Watching videos, TV shows or movies: 62.7%
8. Finding new ideas or inspiration: 60.8%
9. Researching places, vacations and travel: 55.8%
10. Filling up spare time and general browsing: 55.4%
11. Managing finances and savings: 55.1%
12. Education and study-related purposes: 42.0%
13. Researching health issues and healthcare products: 41.2%
14. Gaming: 33.6%
15. Meeting new people and making new connections: 28.1%

Source: GWI (Q3 2023) Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes, see notes on data. Bien sûr, voici la transcription textuelle de l'image que vous avez fournie :

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\*\* JAN 2024 \*\*

\*\* INTERNET CONNECTION SPEEDS \*\*

\*\* MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS \*\*

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| MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS | YEAR-ON-YEAR  
CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS | MEDIAN  
SPEED OF FIXED INTERNET CONNECTIONS | YEAR-ON-YEAR CHANGE IN  
MEDIAN SPEED OF FIXED INTERNET CONNECTIONS |

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-----|

| **Download (Mbps):** 98.22 | **Download:** +14.7% | **Download (Mbps):** 139.38 |  
**Download:** +29.2% |  
| **Upload (Mbps):** 16.96 | **Upload:** +24.0% | **Upload (Mbps):** 101.00 |  
**Upload:** +6.6% |  
| **Latency (ms):** 23 | **Latency:** -4.2% | **Latency (ms):** 6 | **Latency:** -14.3% |

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**SOURCE:** OOKLA. **NOTE:** Figures represent median download and upload speeds in megabits per second, and median connection latency in milliseconds in November 2023. TIP: A negative value for year-on-year change in latency represents an improvement, because lower latency should result in faster content delivery.

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[Icons and logos of We Are Social and Meltwater]

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This image presents detailed statistics regarding the median speeds and latency for mobile and fixed internet connections in January 2024 for Sweden. The data indicates significant year-on-year improvements in download and upload speeds, as well as reductions in latency.

JAN 2024

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

SWEDEN

MOBILE PHONES

46.91%

YEAR-ON-YEAR CHANGE

-12.8% (-691 BPS)

LAPTOP AND DESKTOP COMPUTERS

50.98%

YEAR-ON-YEAR CHANGE

+17.0% (+740 BPS)

TABLET DEVICES

1.98%

YEAR-ON-YEAR CHANGE

-23.3% (-60 BPS)

## OTHER DEVICES

0.13%

YEAR-ON-YEAR CHANGE

+550% (+11 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN USE IN A NUMBER OF BPS (I.E. A READING OF 60 BPS WOULD EQUAL 0.6%). IN THIS CONTEXT, "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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35 sur 137\*\*JAN 2024 - DEVICES USED TO ACCESS THE INTERNET\*\*

\*PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET\*

### 1. \*\*MOBILE PHONE (ANY)\*\*

- 95.6%

- YEAR-ON-YEAR CHANGE: +6.2% (+560 BPS)

### 2. \*\*LAPTOP OR DESKTOP (ANY)\*\*

- 74.8%

- YEAR-ON-YEAR CHANGE: +1.9% (+140 BPS)

### 3. \*\*SMART PHONE\*\*

- 94.6%

- YEAR-ON-YEAR CHANGE: +6.3% (+560 BPS)

### 4. \*\*FEATURE PHONE\*\*

- 1.4%

- YEAR-ON-YEAR CHANGE: -41.7% (-100 BPS)

### 5. \*\*TABLET DEVICE\*\*

- 39.9%

- YEAR-ON-YEAR CHANGE: +4.2% (+160 BPS)

### 6. \*\*PERSONAL LAPTOP OR DESKTOP\*\*

- 66.1%

- YEAR-ON-YEAR CHANGE: -0.6% (-40 BPS)



7. **\*\*WORK LAPTOP OR DESKTOP\*\***

- 31.5%
- YEAR-ON-YEAR CHANGE: +15.4% (+420 BPS)

8. **\*\*CONNECTED TELEVISION\*\***

- 50.4%
- YEAR-ON-YEAR CHANGE: +14.0% (+620 BPS)

9. **\*\*SMART HOME DEVICE\*\***

- 18.2%
- YEAR-ON-YEAR CHANGE: +27.3% (+390 BPS)

10. **\*\*GAMES CONSOLE\*\***

- 24.2%
- YEAR-ON-YEAR CHANGE: +23.5% (+460 BPS)

**\*\*SOURCE:\*\*** GWI. JAN 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTES.

**\*\*NOTES:\*\***

- MOBILE PHONE (ANY) INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR FEATURE PHONE.
- LAPTOP OR DESKTOP (ANY) INCLUDES USERS WHO ACCESS VIA EITHER COMMERCIAL COMPUTER (PROVIDED BY THEIR EMPLOYER) OR PERSONAL COMPUTER.
- YEAR-ON-YEAR CHANGE VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.
- COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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**\*\*JAN 2024\*\***

**\*\*MOBILE'S SHARE OF WEB TRAFFIC (YOY)\*\***

**\*\*PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES\*\***

**\*\*DÉC 2013\*\*** : 12.34% (+195%)

**\*\*DÉC 2014\*\*** : 36.40% (-22.6%)

**\*\*DÉC 2015\*\*** : 28.17% (+16.9%)

**\*\*DÉC 2016\*\*** : 32.93% (+14.8%)

\*\*DÉC 2017\*\* : 37.82% (+5.3%)  
\*\*DÉC 2018\*\* : 39.83% (+11.8%)  
\*\*DÉC 2019\*\* : 44.52% (+6.3%)  
\*\*DÉC 2020\*\* : 47.32% (+1.4%)  
\*\*DÉC 2021\*\* : 47.98% (+12.2%)  
\*\*DÉC 2022\*\* : 53.82% (-12.8%)  
\*\*DÉC 2023\*\* : 46.91%

SOURCE : STATCOUNTER. NOTES : Figures represent the number of web pages served to web browsers running on mobile phones compared with the total number of web pages served to web browsers running on any device. Percentage change values in the white circles represent relative change (i.e. an increase of 20% from a starting value of 20% would equal 40%, not 20%).

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## TOP TYPES OF WEBSITES VISITED AND APPS USED

### PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

Sweden

SOCIAL NETWORKS - 95.8%  
CHAT AND MESSAGING - 92.0%  
SEARCH ENGINES OR WEB PORTALS - 88.6%  
EMAIL - 74.1%  
MAPS, PARKING, OR LOCATION-BASED SERVICES - 68.0%  
WEATHER - 66.9%  
NEWS - 56.3%  
MUSIC - 55.9%  
SHOPPING, AUCTIONS, OR CLASSIFIEDS - 51.4%  
BANKING, INVESTING, OR INSURANCE - 49.6%  
ENTERTAINMENT - 43.4%  
GAMES - 37.0%  
TRAVEL - 31.3%  
SPORTS - 27.3%  
HEALTH AND FITNESS - 26.4%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY, METHODOLOGY CHANGES: SEE NOTES ON DATA.

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SHARE OF WEB TRAFFIC BY BROWSER  
PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB  
BROWSER RUNNING ON ANY DEVICE

CHROME: 54.6%  
SAFARI: 29.3%  
EDGE: 8.3%  
SAMSUNG INTERNET: 3.5%  
FIREFOX: 2.5%  
OPERA: 1.3%  
ANDROID: 0.2%  
OTHERS: 0.3%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN DECEMBER 2023.

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SHARE OF SEARCH ENGINE REFERRALS  
PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT  
ORIGINATED FROM EACH SEARCH SERVICE

SWEDEN

|-----|  
Google            93.4%
-----

Bing 4.5%
-----
-----
Yahoo! 1.0%
-----
-----
DuckDuckGo 0.6%
-----
-----
Yandex 0.3%
-----
-----
Ecosia 0.1%
-----
-----
Baidu 0.01%
-----
-----
Others 0.05%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). 2021 VALUES REPRESENT BASE POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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\*\*JAN 2024\*\*

**\*\*TOP GOOGLE SEARCHES\*\***  
 QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY  
 BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	GOOGLE	100
02	AFTONBLADET	90
03	TRANSLATE	82
04	VÄDER	68

05	EXPRESSEN	68		
06	YOUTUBE	65		
07	ICA	52		
08	SVT	46		
09	IKEA	44		
10	FACEBOOK	41		
11	BLOCKET	40		
12	HEMNET	40		
13	YOU	38		
14	GOOGLE TRANSLATE	37		
15	SMHI	34		
16	FLASHBACK	33		
17	ÖVERSÄTT	32		
18	1177	30		
19	BILTEMA	29		
20	NYHETER	25		

---

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT RELEASE ABSOLUTE SEARCH QUERIES; THE INDEX "TOP QUERY" COLUMN SHOWS EACH TERM'S SEARCH QUERIES COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY - GOOGLE TRENDS USES DYNAMIC SAMPLING, SO TERM ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, BOTH FOR THE SAME SEARCH QUERY AND ACROSS TIME PERIODS.

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## ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY

- USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH  
(Icon: Magnifying glass)  
88.6%

- USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND  
INFORMATION EACH WEEK  
(Icon: Microphone)  
10.2%

- VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND  
PRODUCTS  
(Icon: Speech bubble with thumbs up and heart)  
36.9%

- USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON  
MOBILE EACH MONTH  
(Icon: Camera lens)  
18.9%

- SCAN A QR CODE ON A MOBILE PHONE EACH MONTH  
(Icon: QR code)  
54.1%

- USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES  
EACH WEEK  
(Icon: Translating text icon)  
33.7%

FOOTNOTE:

SOURCE: GWI Q3 2021. FIGURES REPRESENT THE FINDINGS OF A BROAD  
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY:  
METHODOLOGY CHANGES. SEE NOTES ON DATA.

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\*\*WATCHING ONLINE VIDEO CONTENT\*\*

\*\*PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND  
OF VIDEO CONTENT VIA THE INTERNET EACH WEEK\*\*

Any Kind of Video

- 89.7%

- YOY: +1.4% (+120 BPS)

Music Video

- 37.3%

- YOY: [UNCHANGED]

Comedy, Meme, or Viral Video

- 35.2%

- YOY: +14.3% (+440 BPS)

Video Livestream

- 20.3%

- YOY: +2.0% (+40 BPS)

Tutorial or How-To Video

- 20.5%

- YOY: -1.0% (-20 BPS)

Educational Video

- 18.0%

- YOY: +0.6% (+10 BPS)

Product Review Video

- 13.1%

- YOY: +20.2% (+220 BPS)

Sports Clip or Highlights Video

- 16.6%

- YOY: +6.4% (+100 BPS)

Influencer Videos and Vlogs

- 18.5%

- YOY: +2.8% (+50 BPS)

Gaming Video

- 19.0%

- YOY: +2.7% (+50 BPS)

\*Source:\* GWI (Q4 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Notes: "YOY" figures represent year-on-year change. Percentage change values compare the percentage of a population stating 'I do' vs. a starting value of 0% would equal 0% 'not YOY.' 'BPS' values represent basis points, and indicate the absolute changes. Comparability: Methodology changes. See notes on data.

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## TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023

# | WEBSITE | TOTAL VISITS (MONTHLY AVG.) | UNIQUE VISITORS (MONTHLY AVG.) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT

1	GOOGLE.COM	494 M	9.00 M	9M 45S	
				8.6	
2	YOUTUBE.COM	237 M	6.33 M	19M	
				37S	12.1
3	FACEBOOK.COM	99.9 M	5.58 M	8M	
				18S	8.1
4	AFTONBLADET.SE	69.2 M	3.63 M	4M	
				34S	3.0
5	EXPRESSEN.SE	54.9 M	3.61 M	4M	
				44S	3.1
6	WIKIPEDIA.ORG	38.4 M	4.83 M	3M 40S	
				5.1	
7	GOOGLE.SE	36.2 M	2.29 M	6M 50S	
				12.0	
8	INSTAGRAM.COM	32.8 M	4.29 M	5M	
				58S	8.6
9	OPENAI.COM	31.6 M	5.70 M	3M 30S	
				5.0	
10	SVT.SE	29.1 M	2.86 M	4M 10S	4.5

# | WEBSITE | TOTAL VISITS (MONTHLY AVG.) | UNIQUE VISITORS (MONTHLY AVG.) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT

11	TWITTER.COM	28.4 M	2.86 M	9M	
				36S	9.2
12	LIVE.COM	23.8 M	1.78 M	6M 09S	
				7.6	
13	BLOCKET.SE	22.0 M	2.62 M	7M 52S	
				10.0	
14	REDDIT.COM	21.6 M	1.50 M	8M	
				48S	7.1
15	DN.SE	21.0 M	1.72 M	5M 40S	
				3.6	
16	SVTPLAY.SE	20.0 M	2.31 M	8M 00S	
				7.8	
17	TWITCH.TV	18.1 M	582K	8M 38S	
				4.2	
18	XNXX.COM	17.8 M	2.01 M	15M	
				21S	13.1
19	NETFLIX.COM	17.7 M	1.57 M	4M	
				35S	4.1



20 | XVIDEOS.COM | 17.6 M | 2.23 M | 13M  
25S | 10.5

SOURCE: SIMILARWEB, RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. NOTES: VALUES IN THE “UNIQUE VISITORS” COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING EACH SITE, BUT MAY NOT REPRESENT INDIVIDUAL PEOPLE, AS SOME PEOPLE MIGHT USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR “TOTAL VISITS” AND “UNIQUE VISITORS” REPRESENT AVERAGE HISTORICAL NUMBERS DERIVED FROM SIMILARWEB’S ONLINE RANKINGS. VALUES FOR “AVERAGE TIME PER VISIT” INDICATE THE AVERAGE TIME THAT USERS SPEND ON THE WEBSITE DURING EACH VISIT. VALUES FOR “AVERAGE PAGES PER VISIT” INDICATE THE AVERAGE NUMBER OF WEB PAGES THAT USERS VIEW DURING EACH VISIT. VISITORS FROM UNKNOWN IPS ARE INCLUDED BUT UNKNOWN TIMES ARE EXCLUDED.

ADVISORY: SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. READERS SHOULD EXERCISE CAUTION AVOID VISITING UNKNOWN DOMAINS.

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## TV CONSUMPTION AND STREAMING EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

(Sweden flag icon) SWEDEN

### 1. PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH

Icon: Green screen with play button  
98.7%

### 2. YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV

Icon: Orange screen with play button  
-0.1%  
-10 BPS

### 3. DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV

Icon: Red clock  
3H 03M

### 4. YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)

Icon: Blue clock  
-6.0%  
-11 MIN

## 5. INTERNET USERS WHO STREAM TV CONTENT vs. INTERNET USERS WHO WATCH ANY KIND OF TV

Icon: Red screen with play button

97.1%

## 6. DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET

Icon: Blue clock

1H 01M

## 7. YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT

Icon: Green screen with play button

-13.5%

-9 MINS

## 8. TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME

Icon: Orange balance scale

33.6%

## FOOTER

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See Notes on Data.

Icons:

- PLAY button icon
- Download icon
- Clock icon
- Balance scale icon

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Icons for pages, zooming, full screen, download, and settings

LANGUAGE: français

WE ARE SOCIAL and Meltwater logos JAN 2024

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023.

Left Column:

#	WEBSITE	TOTAL VISITS (MONTH AVG.)	UNIQUE VISITORS
(MONTH AVG.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT	

01.	GOOGLE.COM	503 M	146.6
M		23 M 55 S	3.9
02.	YOUTUBE.COM	392 M	90.6
M		38 M 02 S	5.3
03.	FACEBOOK.COM	79.0 M	6.04
M		26 M 51 S	2.8
04.	AFTONBLADET.SE	61.2 M	3.64
M		19 M 41 S	1.7
05.	EXPRESSEN.SE	50.9 M	2.81
M		12 M 35 S	3.1
06.	WIKIPEDIA.ORG	37.6 M	4.11
M		09 M 10 S	2.0
07.	PORNHUB.COM	32.2 M	2.09
M		11 M 10 S	8.1
08.	REDDIT.COM	29.0 M	2.99
M		19 M 30 S	2.8
09.	DUCKDUCKGO.COM	25.7 M	838
K		22 M 51 S	2.7
10.	SVT.SE	24.8 M	1.94
M		22 M 37 S	1.6

Right Column:

#	WEBSITE	TOTAL VISITS (MONTH AVG.)	UNIQUE VISITORS
(MONTH AVG.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT	
11.	GOOGLE.SE	23.5 M	2.03
M		14 M 55 S	4.1
12.	DN.SE	23.3 M	975
K		14 M 04 S	4.9
13.	INSTAGRAM.COM	21.9 M	3.43
M		18 M 20 S	2.2
14.	1177.SE	19.8 M	1.44
M		03 M 10 S	2.6
15.	BLOCKET.SE	18.8 M	2.06
M		16 M 57 S	3.2
16.	FLASHBACK.ORG	18.4 M	1.27
M		21 M 20 S	7.7
17.	BING.COM	14.8 M	1.08
M		16 M 45 S	3.4
18.	FUNKTIONSTJÄNSTER.SE	14.2 M	1.83
M		01 M 49 S	2.0
19.	LIVE.COM	14.0 M	1.74
M		13 M 02 S	3.0
20.	HEMNET.SE	13.9 M	1.19
M		11 M 36 S	4.0

SOURCE: SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE UNIQUE VISITORS COLUMN REPRESENT THE NUMBER OF DISTINCT INDIVIDUALS ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY VISIT MULTIPLE DEVICES. FIGURES EXCLUDE SUB-DOMAINS. SOME WEBSITES FOCUSSED ON DATING AND RELIGIONS INCLUDED; OTHERS BLOCKED BY SECURITY SOFTWARE ("SOCIAL NETWORKS") ARE EXCLUDED FROM THE RANKING. PAGES VIEWED IN 'APPMODE' (INSIDE APPS AND PAGE THEMES THAT MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT) ARE NOT INCLUDED IN SEMRUSH DOMAIN RANKINGS. COMPARABILITY: SOURCE METHODOLOGY CHANGES.

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## MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023

[Sweden flag] SWEDEN

### MOST STREAMED MOVIES ON NETFLIX

# MOVIE NAME - INDEX

01. PAW PATROL: THE MOVIE - 100
02. THE MOTHER - 43
03. LUTHER: THE FALLEN SUN - 42
04. EXTRACTION 2 - 40
05. FIREPLACE 4K: CRACKLING BIRCHWOOD FROM FIREPLACE FOR YOUR HOME - 40
06. REPTILE - 38
07. MURDER MYSTERY 2 - 38
08. GLASS ONION: A KNIVES OUT MYSTERY - 35
09. YOUR PLACE OR MINE - 35
10. THE YEAR I STARTED MASTURBATING - 34

### MOST STREAMED TV SHOWS ON NETFLIX

# TV SHOW NAME - INDEX

01. LOVE IS BLIND - 100
02. THE NIGHT AGENT - 92
03. BARRACUDA QUEENS - 88
04. THE WITCHER - 76
05. THE LINCOLN LAWYER - 75
06. BECKHAM - 66
07. GINNY & GEORGIA - 65
08. YOU - 61

09. EN HELT VANLIG FAMILJ - 60

10. THE CROWN - 59

SOURCE: FLIXPATROL (SEE FLIXPATROL.COM). NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. 'INDEX' VALUES CONVERT THE FLIXPATROL 'POINTS' VALUE FOR EACH TITLE INTO THE FLIXPATROL 'POINTS' VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

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[pagination icons] [language options]  
JAN 2024

#### ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

Watch or listen to online music videos

37.3%

Year-on-year change [Unchanged]

Listen to music streaming services

50.2%

Year-on-year change +8.0% (+370 BPS)

Listen to online radio shows or stations

21.9%

Year-on-year change +1.4% (+30 BPS)

Listen to podcasts

30.8%

Year-on-year change +1.0% (+30 BPS)

Listen to audio books

17.8%

Year-on-year change +2.3% (+40 BPS)

Source: GWI Jan 2024. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Notes: Year-on-year change values represent the relative change in an increase of 8%. From a starting value of 50%, would equal 8.0% not 58. Values represent the absolute change in basis points. Comparability: Methodology changes. See notes on data.

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\*\*MOST STREAMED CONTENT ON AMAZON PRIME\*\*

\*FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL-YEAR 2023\*

---

\*\*MOST STREAMED MOVIES ON AMAZON PRIME VIDEO\*\*

#	MOVIE NAME	INDEX
01	CULPA MÍA	100
02	THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING	88
03	OPERATION FORTUNE: RUSE DE GUERRE	85
04	GUY RITCHIE'S THE COVENANT	81
05	UNCHARTED	76
06	SHOTGUN WEDDING	72
07	THE GENTLEMEN	66
08	DIE HART THE MOVIE	52
09	JOHN WICK: CHAPTER 4	49
10	AIR	44

---

\*\*MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO\*\*

#	TV SHOW NAME	INDEX
01	THE LORD OF THE RINGS: THE RINGS OF POWER	100
02	REACHER	93
03	TOM CLANCY'S JACK RYAN	89
04	THE SUMMER I TURNED PRETTY	53
05	THE WHEEL OF TIME	52
06	CLARKSON'S FARM	46
07	GOOD LUCK GUYS SVERIGE	44
08	THE BOYS	43
09	STAR TREK: PICARD	39
10	GEN V	38

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\*SOURCE: FLIXPATROL. SEE FLIXPATROL.COM. NOTES: THE SAME CONTENT

MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES CONVERT THE RELATIVE "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.\*

\*(Bottom left corner text) 48 Digital 48 sur 137\*

\*(Bottom right corner text) we are social, Meltwater\* JAN 2024

## MOST STREAMED CONTENT ON HBO

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON HBO FOR FULL YEAR 2023

### MOST STREAMED MOVIES ON HBO

#	MOVIE NAME	INDEX
---	-----	-----
01	ELVIS	100
02	DON'T WORRY DARLING	94
03	THE BATMAN	79
04	BLACK ADAM	75
05	MAGIC MIKE'S LAST DANCE	74
06	KIMI	68
07	FATHER OF THE BRIDE	51
08	KING RICHARD	48
09	SHAZAM! FURY OF THE GODS	47
10	DUNE	43

### MOST STREAMED TV SHOWS ON HBO

#	TV SHOW NAME	INDEX
---	-----	-----
01	THE LAST OF US	100
02	AND JUST LIKE THAT...	66
03	FRIENDS	41
04	SUCCESSION	41
05	HOUSE OF THE DRAGON	40
06	THE IDOL	39
07	GOTHAM KNIGHTS	39
08	BILLIONS	38
09	LOVE & DEATH	34
10	30 COINS	33

SOURCE: FLIXPATROL.COM

NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULLYEAR 2023. "INDEX" VALUES CONVERT THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE INTO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

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français Bien sûr, voici la retranscription textuelle de l'image:

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\*\*JAN 2024 MOST STREAMED CONTENT ON DISNEY+\*\*

\*\*FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ FOR FULL-YEAR 2023\*\*

\*\*MOST STREAMED MOVIES ON DISNEY+\*\*

#	MOVIE NAME	INDEX
01	FROZEN	100
02	MOANA	98
03	AVATAR: THE WAY OF WATER	98
04	ELEMENTAL	89
05	GUARDIANS OF THE GALAXY VOLUME 3	54
06	HOME ALONE	53
07	BLACK PANTHER: WAKANDA FOREVER	51
08	AVATAR	45
09	THE LITTLE MERMAID	41
10	HOME ALONE 2: LOST IN NEW YORK	39

\*\*MOST STREAMED TV SHOWS ON DISNEY+\*\*

#	TV SHOW NAME	INDEX
01	GREY'S ANATOMY	100
02	MODERN FAMILY	90
03	FAMILY GUY	76
04	HOW I MET YOUR MOTHER	51
05	THE SIMPSONS	47
06	CRIMINAL MINDS	40



07	THE KARDASHIANS	32
08	BLUEY	25
09	THE MANDALORIAN	19
10	DESPERATE HOUSEWIVES	15

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**\*\*Source\*\***: FLIXPATROL (SEE FLIXPATROL.COM)

**\*\*Notes\*\***: The same content may have different titles in different countries. Rankings based on FLIXPATROL's analysis of viewing activity for full-year 2023. "INDEX" VALUES COMPARE THE RELATIVE "POINTS" VALUE FOR EACH TITLE TO THE "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

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---Bien sûr, voici une retranscription textuelle de l'image :

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**\*\*JAN 2024\*\***

**\*\*DEVICES USED TO PLAY VIDEO GAMES\*\***

**\*\*PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE\*\***

**\*\*Sweden\*\***

**\*\*1. ANY DEVICE\*\***

- **\*\*80.5%\*\***

- YOY: +2.7% (+210 BPS)

**\*\*2. SMARTPHONE\*\***

- **\*\*59.3%\*\***

- YOY: +2.6% (+150 BPS)

**\*\*3. LAPTOP OR DESKTOP\*\***

- **\*\*32.2%\*\***

- YOY: -8.3% (-290 BPS)

**\*\*4. GAMES CONSOLE\*\***

- **\*\*32.3%\*\***

- YOY: +12.9% (+370 BPS)

**\*\*5. TABLET\*\***

- **\*\*21.4%\*\***

- YOY: +25.1% (+430 BPS)

**\*\*6. HAND-HELD GAMING DEVICE\*\***

- **\*\*8.5%\*\***

- YOY: +25.0% (+170 BPS)

**\*\*7. MEDIA STREAMING DEVICE\*\***

- **\*\*7.3%\*\***

- YOY: +46.0% (+230 BPS)

**\*\*8. VIRTUAL REALITY HEADSET\*\***

- **\*\*5.7%\*\***

- YOY: +26.7% (+120 BPS)

**\*\*Source:\*\*** GWI Q4 2021. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. NOTES: "YOY" figures represent year-on-year change. Percentage change values represent the change in percentage points, not a relative increase of +20%. A figure of 0.0 % would equal out "no", not "yes". Values represent basis points, and indicate the absolute change. COMPARABILITY: Methodology changes. See NOTES ON DATA.

LOGOS: We are social | Meltwater

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**\*\*Digital 2024 Sweden\*\***

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LANGUAGES: magnifying glass icon, image icon, bell icon, file icon, PDF download icon, screen fit icon, language settings icon (français highlighted), Help icon**\*\*JAN 2024 ONLINE PRIVACY AND SECURITY\*\***

**\*\*PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY\*\***

**\*SWEDEN\***

**\*\*Express concern about what is real vs. what is fake on the internet\*\***

**\*\*48.8%\*\***

**\*\*Worry about how companies might use their online data\*\***

**\*\*31.7%\*\***

**\*\*Decline cookies on websites at least some of the time\*\***

**\*\*48.4%\*\***

**\*\*Use a tool to block advertisements on the internet at least some of the time\*\***

**\*\*34.4%\*\***

**\*\*Use a virtual private network (VPN) to access the internet at least some of the time\*\***

**\*\*23.9%\*\***

**\*\*Sources: Data for "Concerns about what is real vs. what is fake on the internet" via Reuters Institute 2023 Digital News Report. Figures represent the findings of a study of online news consumers aged 18+. See [DigitalNewsReport.org](https://www.digitalnewsreport.org/). Data for all other data points via GWI Q3 2023. Figures represent the findings of a broad survey of Internet users aged 16 to 64. See [GWI.com](https://www.gwi.com/). \*\***

**\*\*Digital 2024 Sweden\*\***

**\*\*55 sur 137\*\* JAN 2024**

## SMART HOME MARKET OVERVIEW

### VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)

#### NUMBER OF HOMES WITH SMART HOME DEVICES

2.03 MILLION

YEAR-ON-YEAR CHANGE

+17.3% (+300 THOUSAND)

#### TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET

\$1.27 BILLION

YEAR-ON-YEAR CHANGE

+16.5% (+180 MILLION)

#### VALUE OF SMART HOME APPLIANCES MARKET

\$380.0 MILLION

YEAR-ON-YEAR CHANGE

+18.8% (+\$60 MILLION)

#### VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET

\$250.0 MILLION

YEAR-ON-YEAR CHANGE

+19.0% (+\$40 MILLION)

#### VALUE OF SMART HOME SECURITY DEVICE MARKET

\$190.0 MILLION

YEAR-ON-YEAR CHANGE

+18.8% (+30 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET  
\$160.0 MILLION  
YEAR-ON-YEAR CHANGE  
+6.7% (+\$10 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET  
\$160.0 MILLION  
YEAR-ON-YEAR CHANGE  
+14.3% (+\$20 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET  
\$130.0 MILLION  
YEAR-ON-YEAR CHANGE  
+18.2% (+\$20 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES:  
"SMART HOME DEVICE" INCLUDES DIGITALLY CONNECTED AND CONTROLLED  
HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; INCLUDES  
SUBSCRIPTIONS AND LICENSES (NEAR HARDWARE AND PLATFORM COSTS).  
NUMBERS THAT DO NOT CONNECT SEAMLESSLY ARE SUBSIDIARY  
COMPONENTS AND DO NOT EACH.

\*PLEASE SEE WWW.STATISTA.COM FOR ADDITIONAL INFORMATION. FIGURES  
USED ARE BASED ON EXCHANGE RATES DURING THE TIME OF PUBLICATION.  
ADVERTISING AND REVENUES PAID TO BETAS AS ONE-TIME PAYMENTS OR  
RECURRING FEES ARE INCLUDED. SMART HOME REVENUES INCLUDE  
AMAZON BASICS DEVICES AND SERVICES. CONTENT REVENUES DERIVED  
FROM SERVICES OR BUNDLED SERVICES FOR DIGITAL DEVICES.  
2023 IS THE BASE YEAR. 2024 VALUES INCLUDE ESTIMATES AND IMMUNITY VIA  
SUBSTANDARD DEVIATIONS. NOTES ON COMPARABILITY: BIC (SEK/USD  
EXCHANGE).

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françaisD'accord, voici la retranscription textuelle de l'image :

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\*\*JAN 2024\*\*

\*\*USE OF ONLINE FINANCIAL SERVICES\*\*

\*PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH  
KIND OF DIGITAL FINANCIAL SERVICE\*

\*\*USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP  
EACH MONTH\*\*

![[icon de banque]

**\*\*49.6%\*\***

**\*\*YOY: +6.7% (+310 BPS)\*\***

**\*\*USE A MOBILE PAYMENT SERVICE (E.G., APPLE PAY, SAMSUNG PAY) EACH MONTH\*\***

![[Icon de paiement mobile]

**\*\*27.3%\*\***

**\*\*YOY: +30.6% (+640 BPS)\*\***

**\*\*OWN ANY FORM OF CRYPTOCURRENCY (E.G., BITCOIN, ETHER)\*\***

![[Icon de cryptomonnaie]

**\*\*9.0%\*\***

**\*\*YOY: +4.7% (+40 BPS)\*\***

(Notes et sources en bas de l'image)

- Source: GWI (Q4 2021). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Notes: "YOY" figures represent year-on-year change.

- Percentage change values compare the percentage of users from a starting value of zero, would equal 0.0%, not 100%. "BPS" values represent basis points, and indicate the absolute change. Comparability: Methodology changes. See notes on data.

**\*\*Digital 2024 Sweden\*\***

**\*\*54 sur 137\*\***

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JAN 2024

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NUMBER OF SOCIAL MEDIA USER IDENTITIES

8.53 MILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES

0%

[UNCHANGED]

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES

-2.0%

-170 THOUSAND

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA

1H 57M

YOY: -1 MIN

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH  
6.7

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION  
80.1%

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+  
88.6%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET  
81.7%

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES  
49.7%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES  
50.3%

SOURCES: (see image for the detailed sources list)

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DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH  
ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

(SWEDEN flag)

FEMALE:  
18 - 24 YEARS OLD  
9.7%

MALE:  
18 - 24 YEARS OLD  
8.2%

FEMALE:  
25 - 34 YEARS OLD  
11.5%

MALE:  
25 - 34 YEARS OLD  
11.2%

FEMALE:  
35 - 44 YEARS OLD  
9.2%

MALE:  
35 - 44 YEARS OLD  
8.6%

FEMALE:  
45 - 54 YEARS OLD  
7.8%

MALE:  
45 - 54 YEARS OLD  
7.1%

FEMALE:  
55 - 64 YEARS OLD  
6.9%

MALE:  
55 - 64 YEARS OLD  
5.7%

FEMALE:  
65+ YEARS OLD  
8.1%

MALE:  
65+ YEARS OLD  
6.1%

Sources: Kepios Analysis, Meta's Advertising Resources.

Note: Meta only permits people aged 13 and above to use its platforms, so while there may be users below the age of 18, they do not feature in the available data. Meta's advertising resources only publish gender data for "female" and "male." Comparability: Important base data revisions and source reporting changes. Values are not comparable with values published in our previous reports.

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we are social MeltwaterJAN 2024 MAIN REASONS FOR USING SOCIAL MEDIA

#### PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

63.9% KEEPING IN TOUCH WITH FRIENDS AND FAMILY  
42.8% FILLING SPARE TIME  
35.7% READING NEWS STORIES  
32.8% FINDING INSPIRATION FOR THINGS TO DO AND BUY  
26.6% FINDING CONTENT (E.G. ARTICLES, VIDEOS)  
22.6% FINDING PRODUCTS TO PURCHASE  
21.8% SEEING WHAT'S BEING TALKED ABOUT  
20.7% MAKING NEW CONTACTS  
20.7% POSTING ABOUT YOUR LIFE

18.4% FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS  
17.4% SHARING AND DISCUSSING OPINIONS WITH OTHERS  
16.9% AVOIDING MISSING OUT ON THINGS (FOMO)  
16.7% WATCHING OR FOLLOWING SPORTS  
16.1% FOLLOWING CELEBRITIES OR INFLUENCERS  
15.5% SEEING CONTENT FROM YOUR FAVOURITE BRANDS

SOURCE: GWI Q3 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/NOTE](http://GWI.COM/NOTE). FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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#### MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING

1. Facebook - 79.3%
2. Instagram - 76.9%
3. Facebook Messenger - 73.8%
4. Snapchat - 47.7%
5. WhatsApp - 47.6%
6. iMessage - 41.7%
7. TikTok - 40.1%



- 8. LinkedIn - 36.8%
- 9. Pinterest - 29.8%
- 10. X (Twitter) - 29.5%

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/NOTE](http://GWI.COM/NOTE). YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: ANALYSIS OF THE DATA THAT APPEARS IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. CHANGES TO THIS QUESTION'S WORDING MAY MEAN THAT THESE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN SIMILAR CHARTS IN PREVIOUS REPORTS.

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Sources: We Are Social, MeltwaterVoici la retranscription textuelle de l'image:

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**\*\* JAN 2024 \*\***

**\*\* AVERAGE ANNUAL REVENUE PER SMART HOME \*\***

**\*\* AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS) \*\***

**\*\* SWEDEN \*\*** (Image du drapeau suédois)

**\*\* Penetration of Smart Home Devices \*\***

- **\*\* 40.0% \*\***

- **\*\* YEAR-ON-YEAR CHANGE \*\***

- **\*\* +16.2% (+556 BPS) \*\***

- **\*( Icône d'une maison intelligente )\***

**\*\* ARPU: Spend on All Smart Home Devices \*\***

- **\*\* \$629 \*\***

- **\*\* YEAR-ON-YEAR CHANGE \*\***

- **\*\* +0.4% (+\$2.30) \*\***

- **\*( Icône d'un dollar )\***

**\*\* ARPU: Smart Home Appliances \*\***

- **\*\* \$644 \*\***

- **\*\* YEAR-ON-YEAR CHANGE \*\***

- **\*\* -3.2% (-\$21.30) \*\***

- **\*( Icône d'un appareil électroménager )\***

**\*\* ARPU: Smart Home Control & Connectivity Devices \*\***

- \*\*\$397\*\*
- \*\*YEAR-ON-YEAR CHANGE\*\*
  - \*\*-3.8% (-\$15.80)\*\*
- \*(Icône d'un engrenage)\*

**\*\*ARPU: Smart Home Security Devices\*\***

- \*\*\$227\*\*
- \*\*YEAR-ON-YEAR CHANGE\*\*
  - \*\*-4.4% (-\$10.50)\*\*
- \*(Icône d'une caméra de sécurité)\*

**\*\*ARPU: Smart Home Entertainment Devices\*\***

- \*\*\$170\*\*
- \*\*YEAR-ON-YEAR CHANGE\*\*
  - \*\*-6.9% (-\$12.60)\*\*
- \*(Icône d'une note de musique)\*

**\*\*ARPU: Smart Home Comfort & Lighting\*\***

- \*\*\$147\*\*
- \*\*YEAR-ON-YEAR CHANGE\*\*
  - \*\*-2.7% (-\$4.10)\*\*
- \*(Icône d'une lampe)\*

**\*\*ARPU: Smart Home Energy Management\*\***

- \*\*\$222\*\*
- \*\*YEAR-ON-YEAR CHANGE\*\*
  - \*\*-7.5% (-\$17.90)\*\*
- \*(Icône d'un éclair)\*

**\*\*Source:\*\***

statista.datorama

NOTE: "Smart Home Devices" includes digitally connected and controlled home devices that can be remotely controlled, sensed, automated, and cloud-enabled. These penetrate home automation, number tasks or that connect sensors and actuators to remote control and to each other. Comparing them also includes systems/services that have home automation logic. Numbers represent forecasted average annual spend per smart home for 2024 in U.S. dollars. \* Penetration represents the percentage of households, \* year-on-year: percentage change in the amount spent.

**\*\*Digital 2024 Sweden\*\***

**\*\*53 sur 137\*\***

**\*\*Langue: français\*\***

**\*\*Icons:\*\* statista, kiwings (multiples instances)**

**\*\*Bottom Logos:\*\* wearesocial, MeltwaterJAN 2024**

**FAVOURITE SOCIAL MEDIA PLATFORMS**

## PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

- INSTAGRAM: 24.5%
- FACEBOOK: 17.5%
- TIKTOK: 10.4%
- FACEBOOK MESSENGER: 10.0%
- SNAPCHAT: 8.2%
- WHATSAPP: 6.3%
- X (TWITTER): 3.9%
- IMESSAGE: 2.5%
- DISCORD: 2.1%
- LINKEDIN: 1.8%

SOURCE: GWI (JAN 2024) SEE GWI.COM NOTES: ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MIGHT NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER TO THIS QUESTION IN GWI'S SURVEY. WE EXCLUDE GWI'S QUESTION IN CHINA STRATEGY AS "COUNTING" AS THIS IS EVIDENCE AGAINST COMPARABLE REPORTING OF USER NUMBERS FOR EACH PLATFORM. COMPARABILITY METHODOLOGY CHANGES. SEE NOTES ON DATA.

Digital 2024 Sweden

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we are social logo  
Meltwater logo

French language icon: françaisJAN 2024

## TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023

1. TIKTOK: 31H 51M
2. YOUTUBE: 23H 10M
3. FACEBOOK: 13H 49M
4. INSTAGRAM: 8H 45M
5. SNAPCHAT: 8H 14M
6. X (TWITTER): 5H 29M
7. WHATSAPP: 5H 26M

- 8. TELEGRAM: 5H 08M
- 9. FACEBOOK MESSENGER: 3H 38M
- 10. PINTEREST: 1H 03M
- 11. LINKEDIN: 0H 41M
- 12. LINE: 0H 29M

SOURCE: DATA.AI INTELLIGENCE, SEE DATA.AI. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

Digital 2024 Sweden

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we are social

Meltwater Bien sûr ! Voici la retranscription textuelle de l'image :

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JAN 2024

#### MONTHLY SOCIAL MEDIA APP SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH

- \*\*SNAPCHAT\*\*: 417.3
- \*\*TIKTOK\*\*: 337.9
- \*\*FACEBOOK\*\*: 284.6
- \*\*WHATSAPP\*\*: 241.3
- \*\*FACEBOOK MESSENGER\*\*: 218.3
- \*\*INSTAGRAM\*\*: 201.6
- \*\*TELEGRAM\*\*: 168.5
- \*\*YOUTUBE\*\*: 167.6
- \*\*X (TWITTER)\*\*: 109.2
- \*\*LINKEDIN\*\*: 30.5
- \*\*LINE\*\*: 30.2
- \*\*PINTEREST\*\*: 24.8

---

Source: DATA AI INTELLIGENCE. SEE DATA AI. Notes: "ACTIVE USERS" denotes users who open the respective platform's app on an Android phone at least once in a given calendar month. Figures represent the average number of times that active users of the respective platform's Android app opened that app each month between 01 July and 30 September 2023.

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RÉFÉRENCES DE TRAFIC WEB PROVENANT DES RÉSEAUX SOCIAUX  
PART DES TRAFICS WEB ARRIVANT SUR LES SITES INTERNET TIERS VIA CLICS  
OU TAPOTEMENTS SUR DES LIENS PUBLIÉS SUR DES PLATEFORMES DE  
MÉDIAS SOCIAUX (TOUS APPAREILS)

- Facebook : 79,6%
- Instagram : 9,5%
- X (Twitter) : 4,9%
- Pinterest : 3,3%
- YouTube : 1,3%
- Reddit : 0,8%
- LinkedIn : 0,3%
- Autres : 0,3%

Source : Statcounter. Notes: Les parts ne comprennent pas le trafic des plateformes de messagerie. Les données ne sont disponibles que pour une sélection de plateformes. Les pourcentages reflètent la part des plateformes disponibles uniquement. Les parts représentent la part du trafic web arrivant sur des sites tiers via clics ou tapotements sur des liens publiés sur chaque plateforme en tant que pourcentage du trafic web total provenant de la sélection disponible des plateformes sociales en décembre 2023.

Logo We Are Social et Meltwater

Digital 2024 Suède

Page 66 sur 137D'accord, Voici la retranscription textuelle de l'image :

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**\*\* JAN 2024 \*\***

**\*\* SOCIAL MEDIA ACCOUNT TYPES FOLLOWED \*\***

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH  
TYPE OF ACCOUNT ON SOCIAL MEDIA

- **\*\* FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW \*\***: 62.9%
- **\*\* ACTORS, COMEDIANS, OR OTHER PERFORMERS \*\***: 32.0%
- **\*\* ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS \*\***: 31.6%
- **\*\* BANDS, SINGERS, OR OTHER MUSICIANS \*\***: 30.6%
- **\*\* INFLUENCERS OR OTHER EXPERTS \*\***: 25.2%
- **\*\* RESTAURANTS, CHEFS, OR FOOD PERSONALITIES \*\***: 25.2%
- **\*\* COMPANIES AND BRANDS YOU PURCHASE FROM \*\***: 24.1%
- **\*\* TV SHOWS OR CHANNELS \*\***: 23.0%

- **\*\*SPORTS PEOPLE AND TEAMS\*\***: 22.8%
- **\*\*EVENTS YOU'RE ATTENDING\*\***: 22.7%
- **\*\*MAGAZINES OR PUBLICATIONS YOU READ\*\***: 21.2%
- **\*\*CONTACTS RELEVANT TO YOUR WORK\*\***: 20.5%
- **\*\*FITNESS EXPERTS OR ORGANISATIONS\*\***: 17.3%
- **\*\*COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM\*\***: 17.2%
- **\*\*COMPANIES RELEVANT TO YOUR WORK\*\***: 16.4%

**\*\*Source\*\***: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See notes on data.

**\*\*Digital 2024 Sweden\*\*** 65 sur 137

**\*\*we are social\*\*** **\*\*Meltwater\*\***

---Bien sûr, voici la retranscription textuelle de l'image :

---

**\*\*JAN 2024\*\***

**\*\*USE OF SOCIAL MEDIA FOR BRAND RESEARCH\*\***

**\*\*PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS\*\***

[Logo de la Suède]

**\*\*ANY KIND OF SOCIAL MEDIA PLATFORM\*\***

**\*\*53.8%\*\***

YOY: -0.9% (-50 BPS)

**\*\*SOCIAL NETWORKS\*\***

**\*\*36.9%\*\***

YOY: +12.5% (+410 BPS)

**\*\*QUESTION & ANSWER SITES (E.G. QUORA)\*\***

**\*\*9.8%\*\***

YOY: -10.1% (-110 BPS)

**\*\*MESSAGING AND LIVE CHAT SERVICES\*\***

**\*\*8.0%\*\***

YOY: -10.1% (-90 BPS)

**\*\*FORUMS AND MESSAGE BOARDS\*\***

**\*\*9.3%\*\***

YOY: -16.2% (-180 BPS)

**\*\*MICRO-BLOGS (E.G. X / TWITTER)\*\***

**\*\*4.7%\*\***

YOY: [UNCHANGED]

**\*\*VLOGS (BLOGS IN A VIDEO FORMAT)\*\***

**\*\*7.0%\*\***

YOY: +1.4% (+10 BPS)

**\*\*ONLINE PINBOARDS (E.G. PINTEREST)\*\***

**\*\*6.8%\*\***

YOY: +19.3% (+110 BPS)

**\*\*SOURCE:\*\***

GWJ Jan 2023: FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/NOTE](http://GWI.COM/NOTE). VALUES FOR ANY KIND OF SOCIAL MEDIA PLATFORM INCLUDE AT LEAST ONE OF: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS, VLOGS (BLOGS IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). YEAR-ON-YEAR (YOY) VALUES INDICATE THE PERCENTAGE CHANGE VERSUS THE EQUIVALENT DATA POINT FROM THE SAME PERIOD IN THE PREVIOUS YEAR. MORE CONCRETE METHODOLOGY & CHANGES: SEE [NOTE ON DATA].

**\*\*Icons:\*\***

- Any kind of social media platform: Icon of a group of people.
- Social networks: Icon of people in a network.
- Question & answer sites: Icon of a question mark in a speech bubble.
- Messaging and live chat services: Icon of a speech bubble.
- Forums and message boards: Icon of a board with messaging lines.
- Micro-blogs: Icon of a paper airplane.
- Vlogs: Icon of a video camera.
- Online pinboards: Icon of a pin.

**\*\*Logos:\*\***

- We Are Social
- Meltwater

Digital 2024 Sweden

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Boutons en bas :

- Imprimer
- Télécharger
- Favoris

- Marquer
- Revenir à l'accueil

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Ceci contient l'intégralité du texte et des informations présentées dans l'image. Voici la retranscription textuelle de l'image :

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**\*\*JAN 2024\*\***

**FACEBOOK ENGAGEMENT RATES: LOCOWISE**  
**FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE**

**\*\*Average Facebook Page Post Engagements vs. Page Fans: All Post Types\*\***

Symbole : Icône d'un crayon écrivant sur une feuille.

0.25%

**\*\*Average Facebook Page Post Engagements vs. Page Fans: Photo Posts\*\***

Symbole : Icône d'une image.

0.32%

**\*\*Average Facebook Page Post Engagements vs. Page Fans: Video Posts\*\***

Symbole : Icône d'une vidéo.

0.12%

**\*\*Average Facebook Page Post Engagements vs. Page Fans: Link Posts\*\***

Symbole : Icône de deux maillons de chaîne.

0.22%

**\*\*Average Facebook Page Post Engagements vs. Page Fans: Status Posts\*\***

Symbole : Icône de texte.

0.12%

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Sources et notes incluses en bas de l'image :

**\*\*SOURCE:\*\*** Locowise figures represent averages for the period between 1 September and 30 November 2023. **\*\*NOTES:\*\*** Percentages compare the combined total of reactions, comments, and shares with the total number of page fans. Figures are averages based on a wide variety of different kinds of page, with different audience sizes, in various countries around the world.



**\*\*Digital 2024 Sweden\*\***

**\*\*We Are Social\*\***

**\*\*Meltwater\*\***

---JAN 2024

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FOLLOWERS, AS REPORTED BY SOCIALINSIDER

(SWEDEN FLAG) SWEDEN

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: REELS POSTS  
0.47%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: PHOTO POSTS  
0.75%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: VIDEO POSTS  
0.42%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: ALBUM POSTS  
0.63%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: STATUS POSTS  
0.36%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: LINK POSTS  
0.31%

(Source and Note at the bottom)

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we are social' ÖVÇGpater

Digital 2024 Sweden' s" 7W" 3rα AN 2024\*

Facebook Engagement Rates : Socialinsider

Facebook Page Post Engagements, as reported by Socialinsider

## Average Facebook Page Post Engagement Rate: Overall Average

- Engagements vs. Page Followers: **\*\*0.47%\*\***

- Engagements vs. Post Reach: **\*\*11.34%\*\***

## Average Facebook Page Post Engagement Rate: Pages With Fewer Than 10,000 Fans

- Engagements vs. Page Followers: **\*\*0.93%\*\***
- Engagements vs. Post Reach: **\*\*9.55%\*\***

**## Average Facebook Page Post Engagement Rate: Pages With 10,000 To 100,000 Fans**

- Engagements vs. Page Followers: **\*\*0.47%\*\***
- Engagements vs. Post Reach: **\*\*11.48%\*\***

**## Average Facebook Page Post Engagement Rate: Pages With More Than 100,000 Fans**

- Engagements vs. Page Followers: **\*\*0.19%\*\***
- Engagements vs. Post Reach: **\*\*11.97%\*\***

Source: Socialinsider, figures represent averages for the period between 01 September and 30 November 2023. Notes: figures for "Engagements vs. Page Followers" compare the combined number of reactions, comments, and shares with the total number of page followers. Figures for "Engagements vs. Post Reach" compare the combined number of reactions, comments, and shares with the number of users to whom the relevant posts were actually served. Figures are averages based on a wide variety of different kinds of page with different audience sizes in various countries around the world.

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**\*\*JAN 2024\*\***

**\*\*FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS\*\***

**WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)**

Sweden (drapeau suédois)

- **\*\*66.14%\*\*** - DEC 2013
- **+42.1%**
- **\*\*94.01%\*\*** - DEC 2014
- **\*\*80.80%\*\*** - DEC 2015
- **-14.1%**
- **\*\*84.28%\*\*** - DEC 2016
- **+4.3%**
- **\*\*71.06%\*\*** - DEC 2017

- -15.7%
- \*\*68.82%\*\* - DEC 2018
- -3.2%
- \*\*66.37%\*\* - DEC 2019
- -3.6%
- \*\*77.15%\*\* - DEC 2020
- +16.2%
- \*\*86.08%\*\* - DEC 2021
- +11.6%
- \*\*64.30%\*\* - DEC 2022
- -25.3%
- \*\*79.56%\*\* - DEC 2023
- +23.7%

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\*\*SOURCE: STATCOUNTER. NOTES:\*\* DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING INTO THIRD-PARTY WEBSITES VIA CLICKS ON LINKS FOUNDED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS. THE PERCENTAGE CHANGES IN FIGURES REPRESENT YEAR-ON-YEAR CHANGE IN EACH DECEMBER (E.G., "FROM DEC 2022 TO DEC 2023"). FROM A STARTING VALUE OF 50, WOULD EQUAL 60%. 2013–2017 VALUES REPRESENT EA\$NTS POINTS, AND INDICATE THE ABSOLUTE CHANGE.

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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW  
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON  
FACEBOOK

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK  
5.65 MILLION

FACEBOOK AD REACH VS. TOTAL POPULATION  
53.1%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS  
54.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH  
-7.4% -450 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH  
-2.6% -150 THOUSAND

SHARE: FEMALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH  
51.4%

SHARE: MALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH  
48.6%

ADOPTION: OVERALL FACEBOOK AD REACH (AGED 18+) VS. OVERALL  
POPULATION (AGED 18+)  
67.1%

ADOPTION: FEMALE FACEBOOK AD REACH (AGED 18+) VS. FEMALE  
POPULATION (AGED 18+)  
67.9%

ADOPTION: MALE FACEBOOK AD REACH (AGED 18+) VS. MALE POPULATION  
(AGED 18+)  
63.9%

SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS.  
NOTES: BASED ON Q4 2023 USER BASE; AGED 18+; UPLOADED FACEBOOK  
INSIGHTS DATA AND CENSUS BASED POPULATION  
ADVISORY: ESTIMATED AUDIENCE REACH NUMBERS MAY BE HIGHER THAN  
ACTUAL USERS BECAUSE FACEBOOK ACCOUNTS INCLUDE DUPLICATE AND  
FALSE ACCOUNTS, AND CHANGES IN REPORTED IMPRESSIONS MAY BE DUE  
TO CHANGES IN SYSTEMATIC POPULATIONS.

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER  
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF POST REACH,  
AS REPORTED BY SOCIALINSIDER

FACEBOOK POST ENGAGEMENTS vs. POST REACH: REELS POSTS  
15.70%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: PHOTO POSTS

9.15%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: VIDEO POSTS  
7.02%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: ALBUM POSTS  
10.57%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: STATUS POSTS  
17.42%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: LINK POSTS  
12.85%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POST WAS ACTUALLY SERVED. FIGURES ARE AVERAGED BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES.

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TOP YOUTUBE SEARCHES  
QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY  
BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX
01	SONG	100
02	MUSIC	96
03	ASMR	56
04	DANCE	49
05	MINECRAFT	44
06	ROBLOX	42
07	FORTNITE	41
08	BABY	41
09	BABBLARNA	38
10	TIKTOK	32

#	SEARCH QUERY	INDEX
11	MUSIK	28
12	FILM	26
13	FUNNY	24

14	TUTORIAL	24
15	ZADRUGA	21
16	TOMU	21
17	DIANA	17
18	UKRAINE	17
19	YOUTUBE	17
20	23	16

SOURCE: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE INCLUDED "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" NUMBER REPRESENTS EACH SEARCH QUERY'S VOLUME IN RELATION TO THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO SOME ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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75#### JAN 2024 | YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

\*\*THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE\*\*

\*NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS\*

#### TOTAL POTENTIAL REACH OF ADS ON YOUTUBE:

- \*\*8.53 MILLION\*\*

#### YOUTUBE AD REACH vs. TOTAL POPULATION:

- \*\*80.1%\*\*

#### YOUTUBE AD REACH vs. TOTAL INTERNET USERS:

- \*\*81.7%\*\*

#### QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH:

- \*\*0% [UNCHANGED]\*\*

#### YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH:

- \*\*-2.0%\*\*

- \*\*-170 THOUSAND\*\*

#### SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+:

- \*\*49.7%\*\*

#### SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+:

- \*\*50.3%\*\*

#### ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+:

- \*\*88.6%\*\*

#### ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+:

- \*\*88.4%\*\*

#### ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+:

- \*\*88.8%\*\*

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#### #### SOURCES:

GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS | NOTES: DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. VALUES BASED ON AVAILABLE DATA ONLY; AGE AND GENDER DATA ARE ONLY AVAILABLE FOR INTERNET USERS AGED 18 AND ABOVE, SO DIVISOR IS TOTAL INTERNET USERS AGED 18+; MOBILE INTERNET USERS MAY SIMULTANEOUSLY ACCESS ONLINE VIA OTHER DEVICES; VALUES FOR INTERNET USERS, SOCIAL MEDIA USERS, AND MOBILE CONNECTIONS MAY NOT BE UNIQUE; NOTE: VARIATIONS IN REPORTED YOUTUBE AD AU PDS MAY BE DUE TO CHANGES IN THE METHODOLOGY BY YOUTUBE, REVISIONS TO HISTORIC DATA SITES, AND CHANGES IN HELPFUL COMPARABILITY OPTION.

\*\*Source Logos.\*\*

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- Meltwater JAN 2024

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER  
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

Average Instagram post engagement rate: overall average for business accounts (Instagram logo)

- Engagements vs. followers: 1.76%
- Engagements vs. post reach: 6.94%

Average Instagram engagement rate: business accounts with fewer than 10,000 followers (Human icon in green circle)

- Engagements vs. followers: 2.04%
- Engagements vs. post reach: 6.52%

Average Instagram engagement rate: business accounts with 10,000 to 100,000 followers (Three humans icon in orange circle)

- Engagements vs. followers: 1.66%
- Engagements vs. post reach: 7.13%

Average Instagram engagement rate: business accounts with more than 100,000 followers (Five humans icon in blue circle)

- Engagements vs. followers: 1.68%
- Engagements vs. post reach: 6.93%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR 'ENGAGEMENTS VS. FOLLOWERS' COMPARE THE AVERAGE NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR 'ENGAGEMENTS VS. POST REACH' COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF PEOPLE REACHED BY A POST. ACCOUNT 'SIZE' FIGURES REFER TO TOTAL FOLLOWERS OF ALL ACCOUNTS ANALYSED, AND THESE MAY INCLUDE BUSINESSES WITH DIFFERENT AUDIENCES AND TARGET AUDIENCES WITHIN THE SIMILAR INDUSTRY SECTOR. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNTS, WITH DIFFERENT AUDIENCES AND TARGET AUDIENCES AROUND THE WORLD. (Logo: We are social) (Logo: Meltwater)

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INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER  
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM  
BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

Average Instagram Engagement Rate for Business Accounts: All Post Types  
Icon (Instagram logo)

ENGAGEMENTS vs. FOLLOWERS  
1.76%

ENGAGEMENTS vs. POST REACH



6.94%

Average Instagram Engagement Rate for Business Accounts: Image Posts  
Icon (Image post symbol)

ENGAGEMENTS vs. FOLLOWERS  
1.67%

ENGAGEMENTS vs. POST REACH  
7.30%

Average Instagram Engagement Rate for Business Accounts: Reels Posts  
Icon (Video play button)

ENGAGEMENTS vs. FOLLOWERS  
1.81%

ENGAGEMENTS vs. POST REACH  
6.65%

Average Instagram Engagement Rate for Business Accounts: Carousel Posts  
Icon (Multiple images symbol)

ENGAGEMENTS vs. FOLLOWERS  
1.87%

ENGAGEMENTS vs. POST REACH  
6.58%

Source: Socialinsider, figures represent averages for the period between 1 September and 30 November 2023.

Notes: Figures for "Engagements vs. Followers" compare the combined number of likes or comments with the total number of account followers.

Figures for "Engagements vs. Post Reach" compare the combined number of likes or comments with the estimated number of people who have seen the post according to what Meta's developed metrics. To be fairly observed, figures are averages based on a wide variety of different kinds of Instagram Business accounts. With different audience bases and Instagram approaches around the world.

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Logos : We Are Social, Meltwater  
Langue : françaisJan 2024

**\*\*TikTok: Advertising Audience Overview\*\***

\_The potential audience aged 18+ that marketers can reach with ads on TikTok\_  
\_Note: Please read the important notes on comparing data at the start of this report  
before comparing data on this chart with previous reports\_

**\*\*Total Potential Reach of Ads on TikTok\*\***  
3.57 Million

**\*\*TikTok Ad Reach vs. Total Population\*\***  
33.5%

**\*\*TikTok Ad Reach vs. Total Internet Users\*\***  
34.2%

**\*\*Quarter-on-Quarter Change in Reported TikTok Ad Reach\*\***  
+14.8%  
(+460 Thousand)

**\*\*Year-on-Year Change in Reported TikTok Ad Reach\*\***  
+5.1%  
(+174 Thousand)

**\*\*Share: Female TikTok Ad Reach Aged 18+ vs. Overall TikTok Ad Reach Aged 18+\*\***  
52.1%

**\*\*Share: Male TikTok Ad Reach Aged 18+ vs. Overall TikTok Ad Reach Aged 18+\*\***  
47.9%

**\*\*Adoption: Overall TikTok Ad Reach Aged 18+ vs. Overall Population Aged 18+\*\***  
42.4%

**\*\*Adoption: Female TikTok Ad Reach Aged 18+ vs. Female Population Aged 18+\*\***  
44.3%

**\*\*Adoption: Male TikTok Ad Reach Aged 18+ vs. Male Population Aged 18+\*\***  
40.5%

**Sources:**

- TikTok's advertising resources
- Kepios analysis
- Note: Data do not include children. Reach data are only available for "female" and

"male" users aged 18+. Data are not available for all locations. Values based on midpoint estimates of aged 18+ audience figures and other information provided by the platform. Year-on-Year (YoY), Quarter-on-Quarter (QoQ), and actual audience values may vary. Adoption identifies with detailed statistics of residential areas. For more details check specific notes before comparing.

By We Are Social and Meltwater.

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#### MESSENGER: ADVERTISING AUDIENCE OVERVIEW

**\*\*THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER\*\***

(Note: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.)

---

- **\*\*Total Potential Reach of Ads on Messenger:\*\***
  - **\*\*4.80 Million\*\***
- **\*\*Messenger Ad Reach vs. Total Population:\*\***
  - **\*\*45.1%\*\***
- **\*\*Messenger Ad Reach vs. Total Internet Users:\*\***
  - **\*\*46.0%\*\***
- **\*\*Quarter-on-Quarter Change in Reported Messenger Ad Reach:\*\***
  - **\*\*7.7% (-400 Thousand)\*\***
- **\*\*Year-on-Year Change in Reported Messenger Ad Reach:\*\***
  - **\*\*4.0% (-200 Thousand)\*\***

---

- **\*\*Share: Female Messenger Ad Reach (Aged 18+) vs. Overall Messenger Ad Reach (Aged 18+):\*\***
  - **\*\*52.6%\*\***
- **\*\*Share: Male Messenger Ad Reach (Aged 18+) vs. Overall Messenger Ad Reach (Aged 18+):\*\***
  - **\*\*47.4%\*\***
- **\*\*Adoption: Overall Messenger Ad Reach (Aged 18+) vs. Overall Population (Aged 18+):\*\***

- \*\*57.0%\*\*

- \*\*Adoption: Female Messenger Ad Reach (Aged 18+) vs. Female Population (Aged 18+):\*\*

- \*\*59.6%\*\*

- \*\*Adoption: Male Messenger Ad Reach (Aged 18+) vs. Male Population (Aged 18+):\*\*

- \*\*53.3%\*\*

---

**Sources:**

- \*\*Meta Advertising Resources, Kepios Analysis.\*\*

- \*\*Notes:\*\* Based on analysis of published rankings. Gender data only available for "Female" and "Male." Source data for each region by gender may not sum to published total.

\*(Note: Be aware that audience reach figures are estimates only and may differ significantly between platforms. Unlike other figures in this report, overall figures published here and used for comparison calculations represent the size of the potential audience only. Forme significant differences between the number of monthly users and the size of the potential audience. Please read our full methodology for more detailed information about data sources and reporting conventions. Trend changes may affect comparability.)\*

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Prepared by \*\*We Are Social\*\* and \*\*Meltwater\*\* JAN 2024

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES CONCERNING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM

5.50 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION

51.7%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS

52.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH

-9.1%

-550 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH

-3.5%

-200 THOUSAND

SHARE FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+

56.0%

SHARE MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+

44.0%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

65.3%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

72.7%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+

56.8%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS; NOTES: BASED ON DATA REPORTED BY META. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH OF FEMALE VS. MALE USERS IS PUBLISHED FOR USERS AGED 13+ BUT AD CLAIM REACH DATA FOR USERS AGED 13-17 IS NOT REPORTED BY GENDER. FIGURES PROBABLY BOX INDICATES EXTENT OF DISRUPTION AND DISPLACEMENT IN REPORTED SOCIAL MEDIA AUDIENCES. CHANGES IN DATA BASED ON SIGNIFICANT CHANGES IN PLATFORM, PLATFORMS SHARING, ACTIVITY CRITERIA, ACCOUNT AUTHENTICITY, DETECTION OF DUPLICATE AND FAKE ACCOUNTS, AND CHANGES IN REPORTED POPULATIONS. COMPARABILITY WARNING.

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français

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SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE

START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT  
4.48 MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION  
42.0%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS  
42.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH  
-2.1%  
-95 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH  
+2.9%  
+125 THOUSAND

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+  
52.7%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+  
46.8%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+  
45.8%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+  
48.4%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+  
42.7%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPOS ANALYSIS NOTES: DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. VALUES BASED ON INTERNET USERS AGED 18+ ONLY. GENDER DATA ARE NOT AVAILABLE FOR THE 18+ AGE GROUP IN SOME COUNTRIES. LOCAL AD BUYING CURRENCY VALUES PROVIDED BY SNAP'S SELF-SERVICE ADVERTISING TOOLS, OR DIRECT INTERACTIONS WITH SNAP REPRESENTATIVES IN LOCAL MARKETS (DATE OF

EXTRACTION: JAN2024).

IMPORTANT: PLEASE READ THE NOTES ON FAIR USE AND DATA SOURCES AT THE START OF THIS REPORT.

NOTE: VALUES HAVE BEEN ROUNDED

APPROACH AND METHODOLOGY: ALL AUDIENCE FIGURES FOR SOCIAL MEDIA SERVICES: INDEX VALUES PRESENTED IN THIS LIST ARE BASED ON THE NUMBER OF UNIQUE WEBSITE USERS PER MONTH, RELATIVE TO THE TOTAL POPULATION, ACCORDING TO THE LATEST DATA PUBLISHED BY THE WEB SERVICE'S PUBLISHER (NOTE: FIGURES MAY INCLUDE VISITS FROM BOTH INDIVIDUAL AND NON-HUMAN SITE VISITORS (E.G., BOTS); VALUES EXCLUDE USE FROM MOBILE APPS, UNLESS OTHERWISE MENTIONED)

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MeltwaterBien sûr ! Voici la retranscription textuelle de l'image :

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**\*\* JAN 2024 \*\***

**\*\* X: ADVERTISING AUDIENCE OVERVIEW \*\***

**\*\* THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER) \*\***

**\*\* NOTE: \*\* PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS**

**\*\* TOTAL POTENTIAL REACH OF ADS ON X (TWITTER) \*\***

**\*\* 2.60 MILLION \*\***

**\*\* X AD REACH vs TOTAL POPULATION \*\***

**\*\* 24.4% \*\***

**\*\* X AD REACH vs TOTAL INTERNET USERS \*\***

**\*\* 24.9% \*\***

**\*\* QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH \*\***

**\*\* +0.01% \*\***

**\*\* +349 \*\***

**\*\* YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH \*\***

**\*\* +23.8% \*\***

**\*\* +500 THOUSAND \*\***

**\*\* SHARE: FEMALE X AD REACH AGED 18+ vs OVERALL X AD REACH AGED 18+ \*\***

**\*\*27.9%\*\***

**\*\*SHARE: MALE X AD REACH AGED 18+ vs OVERALL X AD REACH AGED 18+\*\***  
**\*\*72.1%\*\***

**\*\*ADOPTION: OVERALL X AD REACH AGED 18+ vs OVERALL POPULATION AGED 18+\*\***  
**\*\*27.8%\*\***

**\*\*ADOPTION: FEMALE X AD REACH AGED 18+ vs FEMALE POPULATION AGED 18+\*\***  
**\*\*15.5%\*\***

**\*\*ADOPTION: MALE X AD REACH AGED 18+ vs MALE POPULATION AGED 18+\*\***  
**\*\*39.9%\*\***

**\*\*SOURCES:\*\*** ITU; ADVERTISING RESOURCES; KEPIOS ANALYSIS • **NOTES:** VALUES USE IMPRESSIONS OF PUBLISHED BANNERS. GENDER DATA: X CAN ONLY ANALYZE FOR "FEMALE" AND "MALE" ADVISORY. SIGNIFICANT ANNOUNCEMENTS IN SOCIAL MEDIA IMPACT USER BEHAVIORS ON X AND CAN AFFECT DATA. INTERNET USERS: THE PERCENTAGE OF ADULT USERS WHO ARE INTERNET USERS.

**\*\*COMPARABLE:\*\*** INTERNET ORGANIZATION GROUPS, FMS INTERNATIONAL, KFT INSTITUTE FOR METRICS MONITORING, IN ENTREPRENEURS 83 **\*\*Digital 2024 Sweden\*\*** 137 **\*\*WE ARE SOCIAL\*\*** \*Meltwater\*

[Il y a également des icônes et logos à différents endroits dans l'image.]

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Si vous avez besoin d'autres informations ou d'une mise en page spécifique, n'hésitez pas à me le faire savoir !``

JAN 2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN  
5.20 MILLION

LINKEDIN AD REACH VS. TOTAL POPULATION  
48.9%



## LINKEDIN AD REACH VS. TOTAL INTERNET USERS

49.8%

## QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH

+2.0% +100 THOUSAND

## YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH

+10.6% +500 THOUSAND

## SHARE: FEMALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+

45.7%

## SHARE: MALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+

54.3%

## ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+

61.8%

## ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+

50.0%

## ADOPTION: MALE LINKEDIN AD REACH AGED 18+ VS. MALE POPULATION AGED 18+

59.2%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIS ANALYSIS. NOTES: VALUES FOR TOTAL REACH REPRESENT "MEMBERS" SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA MAY NOT ADD UP TO 100 PERCENT DUE TO ROUNDING; BANDWIDTH LIMITATIONS, ACCOUNTING FOR MULTIPLE ACCOUNTS, OPTING TO IDENTIFY AS OTHER GENDERS, OR CHOOSING NOT TO IDENTIFY WITH ANY GENDER. INTERNET AND POPULATION DATA: ITU; ADRWORLD; MAIL; US CENSUS. VALUETAKEN AS A BASE FOR 'AD' REACHES WE ARE SOCIAL AND MELTWATER; BASED ON RESIDENT POPULATION. THE ADVERTISING SERVICES, AND CHANGES IN REPORTED POPULATIONS. MARKETPLACEDATA; COMPARABILITY; AE  
`` JAN 2024

## PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE

START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH  
PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON PINTEREST  
2.40 MILLION

PINTEREST AD REACH vs. TOTAL POPULATION  
22.5%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH  
+33.0%  
+595 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH  
+39.9%  
+685 THOUSAND

PINTEREST AD REACH vs. TOTAL INTERNET USERS  
23.0%

PINTEREST AD REACH vs. POPULATION AGED 13+  
26.5%

FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH  
74.1%

MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH  
20.4%

SOURCES: PINTEREST ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES:  
DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON MIDPOINTS  
OF AVAILABLE DATA ONLY; GENDER DATA ARE ALSO AVAILABLE FOR  
'UNSPECIFIED', SO VALUES FOR 'FEMALE' AND 'MALE' MAY NOT SUM TO 100%.  
AD REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR EQUAL  
THE NUMBER OF ACTIVE USER ACCOUNTS. USERS AGED 18+ ARE USED AS  
THE BASIS FOR PERCENTAGES; VALUES MAY NOT REPRESENT UNIQUE  
INDIVIDUALS OR EQUAL THE NUMBER OF ACTIVE USER ACCOUNTS.  
DIFFERING RESEARCH DATES AND CHANGES IN USERSHIP AND REPORTING  
DEFINITIONS MEAN VALUES FOR EACH INDICATOR MAY NOT BE DIRECTLY  
COMPARABLE; BASE ITEMS, VALUES, AND NOTES CAN DIFFER.

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**\*\*MOBILE CONNECTIVITY\*\***

**\*\*USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS\*\***

1. **\*\*NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)\*\***  
- 14.59 MILLION
2. **\*\*NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION\*\***  
- 137.1%
3. **\*\*YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS\*\***  
- +0.5%  
- +68 THOUSAND
4. **\*\*SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)\*\***  
- 98.6%

**\*\*SOURCE\*\***: GSMA INTELLIGENCE

**\*\*NOTES\*\***: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. COMPARABILITY: EACH YEAR'S VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

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**CELLULAR MOBILE CONNECTIONS OVER TIME**  
**NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME**

14.2 M Q4 2021

+0.2% Q1 2022

14.2 M

+1.2% Q2 2022

14.4 M

+0.5% Q3 2022

14.5 M

+0.2% Q4 2022

14.5 M  
-0.5% Q1 2023  
14.4 M  
+0.4% Q2 2023  
14.5 M  
+0.3% Q3 2023  
14.5 M  
+0.3% Q4 2023  
14.6 M

Source: GSMA INTELLIGENCE NOTE: EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, 'K' DENOTES THOUSANDS (E.G. "123.1 K" = 123,100), 'M' DENOTES MILLIONS (E.G. '12.3 M' = 12,300,000) AND 'B' DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: BASE CHANGES. SEE NOTES ON DATA.

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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS  
PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE  
HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023

[Swedish Flag] SWEDEN

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES  
40.16%  
YEAR-ON-YEAR CHANGE  
-3.8% (-159 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE iOS DEVICES  
59.33%  
YEAR-ON-YEAR CHANGE  
+2.8% (+160 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES  
0.47%  
YEAR-ON-YEAR CHANGE  
-6.0% (-3 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES  
0%  
YEAR-ON-YEAR CHANGE  
[UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES

0.04%  
YEAR-ON-YEAR CHANGE  
+100% (+2 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2022. FIGURES FROM STATCOUNTER DO NOT INCLUDE TRAFFIC FROM NATIVE MOBILE APPS. "OTHER" OS DEVICES INCLUDE HANDSETS RUNNING BADA, BLACKBERRY, WINDOWS, ETC.; VALUE IS RENORMED EACH MONTH AND AS SUCH FIGURES FOR THIS CATEGORY MAY APPEAR TO BE INFLATED. MONTH-ON-MONTH COMPARISONS THEREFORE ARE NOT ADVISABLE. ALL YEAR-ON-YEAR CHANGE FIGURES ARE CALCULATED USING PART FIGURES AND THE ABSOLUTE CHANGE TO THE 4TH ## AND A STARTING VALUE OF 50%. WOULD EQUALL 0.5%.

[Icons: We Are Social and Meltwater]

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SHARE OF MOBILE TIME BY APP CATEGORY  
TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF  
TOTAL TIME SPENT USING ANDROID PHONES OVERALL

TOTAL TIME SPENT USING SMARTPHONES EACH DAY  
3H 25M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS  
27.1%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS  
31.6%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY  
22.0%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)  
11.2%

SHARE OF SMARTPHONE TIME: SHOPPING APPS  
1.0%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS  
7.1%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES\*  
10.6%

SOURCE: DATA AI INTELLIGENCE. SEE DATA AI NOTES. FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATA AI'S CATEGORIZATIONS AND MAY NOT MATCH INDIVIDUAL APP STORE DEFINITIONS. \*WEB BROWSERS AND SEARCH ENGINES IS A SUBCATEGORY OF THE "UTILITY & PRODUCTIVITY" PRIMARY CLASSIFICATION. COMPARABILITY: SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY: FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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#### MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

(Sweden flag) SWEDEN

TOTAL NUMBER OF MOBILE APP DOWNLOADS  
302.1 MILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS  
-2.2%  
-7 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)  
\$658.0 MILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES  
+17.0%  
+ \$96 MILLION

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES: FIGURES PRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE iOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2023. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

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JAN 2024

APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS  
BETWEEN 01 JANUARY AND 31 DECEMBER 2023

SWEDEN

#	MOBILE APP	COMPANY
1	BankID Säkerhetsapp	Finansiell ID-Teknik
2	YouTube	Google
3	SWISH Payments	Getswish
4	Google Maps	Google
5	Facebook	Meta
6	Facebook Messenger	Meta
7	Instagram	Meta
8	Google	Google
9	Gmail	Google
10	Spotify	Spotify

#	MOBILE GAME	COMPANY
1	Roblox	Roblox
2	Pokémon GO	Niantic
3	Chess.com	Chess.com
4	Subway Surfers	Tencent
5	Geometry Dash	RobTop
6	Wordfeud	Bertheussen
7	Clash Royale	Tencent
8	Candy Crush Saga	Activision Blizzard
9	Brawl Stars	Tencent
10	Among Us!	Innersloth

SOURCE: DATA.AI INTELLIGENCE. SEE DATA AI. NOTES: RANKINGS BASED ON  
COMBINED MONTHLY ACTIVE USERS ACROSS PHONES AND ANDROID PHONES  
STARTING BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

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Logo We Are Social | Logo Meltwater\*\* JAN 2024 APP RANKING: DOWNLOADS\*\*

**\*RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023\***

**### MOBILE APP**

#	MOBILE APP	COMPANY
01	TEMU	PDD Holdings
02	AIMO - Ännu enklare parkering	Q-Park
03	PostNord Sweden	PostNord
04	Vinted	Vinted
05	Microsoft Authenticator	Microsoft
06	CapCut	ByteDance
07	WhatsApp Messenger	Meta
08	TikTok	ByteDance
09	Microsoft Teams	Microsoft
10	Parkster	Parkster

**### MOBILE GAME**

#	MOBILE GAME	COMPANY
01	Block Blast Adventure Master	Hungry Studio
02	Roblox	Roblox
03	Royal Match	Dream Games
04	Monopoly GO: Family Board Game	Scopely
05	Chess.com	Chess.com
06	My Perfect Hotel	SayGames
07	Hay Day	Tencent
08	Gardenscapes by Playrix	Playrix
09	Subway Surfers	Tencent
10	Stumble Guys	Scopely

**\*\*SOURCE:\*\* DATA.AI INTELLIGENCE (SEE DATA.AI)**

**\*\*NOTES:\*\* RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023.** Bien sûr, voici une retranscription textuelle de l'image fournie:

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**\*\*JAN 2024\*\***

**\*\*APP RANKING: CONSUMER SPEND\*\***

**\*RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023\***

**\*\*MOBILE APP\*\***

#	MOBILE APP	COMPANY
---	------------	---------



01	TINDER	MATCH GROUP	
02	DISNEY+	DISNEY	
03	DISCOVERY PLUS	WARNER BROS. DISCOVERY	
04	TIKTOK	BYTEDANCE	
05	C MORE	TELIA COMPANY	
06	YOUTUBE	GOOGLE	
07	GOOGLE ONE	GOOGLE	
08	MAX: STREAM HBO, TV, & MOVIES	WARNER BROS. DISCOVERY	
09	VIAPLAY	VIAPLAY GROUP	
10	PODME	SCHIBSTED	

## \*\*MOBILE GAME\*\*

#	MOBILE GAME	COMPANY	
01	CANDY CRUSH SAGA	ACTIVISION BLIZZARD	
02	ROBLOX	ROBLOX	
03	COIN MASTER	MOON ACTIVE	
04	POKEMON GO	NIANTIC	
05	ROYAL MATCH	DREAM GAMES	
06	GARDENSCAPES BY PLAYRIX	PLAYRIX	
07	PUBG MOBILE	TENCENT	
08	CANDY CRUSH SODA SAGA	ACTIVISION BLIZZARD	
09	HOMESCAPES	PLAYRIX	
10	HAY DAY	TENCENT	

Source: Data AI intelligence. See DATA.AI. Notes: Rankings based on combined consumer activity across the Google Play Store and Apple iOS App Store between 01 January and 31 December 2023. "Consumer spend" only includes spend on apps and in-app purchases via app stores, and does not include revenues from eCommerce or mobile advertising.

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Note: The list above might include several footnotes and detailed explanations at the bottom in the original image which have not been fully included here.  
 JAN 2024  
 WEEKLY ONLINE SHOPPING ACTIVITIES  
 PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN  
 SELECTED ECOMMERCE ACTIVITIES EACH WEEK

SWEDEN

PURCHASED A PRODUCT OR SERVICE ONLINE  
 53.4%

[Icon of a shopping cart]

ORDERED GROCERIES VIA AN ONLINE STORE

18.2%

[Icon of a pear]

BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE

12.8%

[Icon of a recycling symbol]

USED AN ONLINE PRICE COMPARISON SERVICE

30.8%

[Icon of a dollar sign with arrows]

USED A BUY NOW, PAY LATER SERVICE

33.4%

[Icon of a calendar with a dollar sign]

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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96 sur 137#### JAN 2024 ONLINE PURCHASE DRIVERS

**\*\*PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE\*\***

---

1. **\*\*Free Delivery\*\***: 66.7%
2. **\*\*Coupons and Discounts\*\***: 42.6%
3. **\*\*Next-Day Delivery\*\***: 35.4%
4. **\*\*Simple Online Checkout\*\***: 33.9%
5. **\*\*Customer Reviews\*\***: 33.5%
6. **\*\*Easy Returns Policy\*\***: 33.1%
7. **\*\*Loyalty Points\*\***: 26.4%
8. **\*\*Click and Collect\*\***: 23.6%
9. **\*\*Guest Checkout\*\***: 23.3%
10. **\*\*Eco-Friendly Credentials\*\***: 19.4%
11. **\*\*Interest-Free Payments\*\***: 13.2%
12. **\*\*Social Likes & Comments\*\***: 12.9%
13. **\*\*Exclusive Content or Services\*\***: 8.1%
14. **\*\*Social Buy Buttons\*\***: 6.3%

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**\*\*Source\*\*:** GWI (Q3 2023)

Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See NOTES ON DATA.

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## FINANCIAL INCLUSION FACTORS

Percentage of the total population aged 15+ that owns or uses each product or service

### - Account with a Financial Institution:

- Overall: 99.7%
- Female: 100.0%
- Male: 99.4%

### - Credit Card Ownership:

- Overall: 48.4%
- Female: 43.8%
- Male: 52.7%

### - Debit Card Ownership:

- Overall: 98.2%
- Female: 98.5%
- Male: 97.8%

### - Mobile Money Account (e.g., MPESA, GCash):

- Overall: [N/A]
- Female: [N/A]
- Male: [N/A]

### - Made a Digital Payment (Past Year):

- Overall: 98.4%
- Female: 98.0%
- Male: 98.8%

### - Made a Purchase Using a Mobile Phone or the Internet (Past Year):

- Overall: 78.5%
- Female: 80.1%
- Male: 76.9%

### - Used a Mobile Phone or the Internet to Send Money (Past Year):

- Overall: 79.2%
- Female: 76.6%
- Male: 81.6%

- Used a Mobile Phone or the Internet to Pay Bills (Past Year):
  - Overall: 82.3%
  - Female: 81.0%
  - Male: 83.5%

Source: World Bank. Notes: Some figures have not been updated in the past year, so may be less representative of current behaviours. Percentages are of adults aged 15 and above, not of total population. Mobile Money Accounts only refer to services that provide funding into an independent wallet linked directly to a mobile number, such as MPESA, GCash, & other non-telco FSAs. Figures for Mobile Money Accounts do not include people who only use "over-the-top" mobile payment services such as Apple Pay, Google Pay, or Samsung Pay.

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Icons for: World Bank, We Are Social, and Meltwater\*\*Jan 2024\*\*

#### \*\*Payment Methods Used for Ecommerce\*\*

Percentage of all B2C ecommerce transactions in 2022 completed using each type of payment method.

#### 1. \*\*Share of B2C ecommerce transaction volume attributable to digital and mobile wallets\*\*

- \*\*20.0%\*\*
- (Icon: Blue - Digital and Mobile Wallets)

#### 2. \*\*Share of B2C ecommerce transaction volume attributable to debit and credit cards\*\*

- \*\*32.0%\*\*
- (Icon: Green - Debit and Credit Cards)

#### 3. \*\*Share of B2C ecommerce transaction volume attributable to bank transfers\*\*

- \*\*20.0%\*\*
- (Icon: Orange - Bank Transfers)

#### 4. \*\*Share of B2C ecommerce transaction volume attributable to cash-on-delivery\*\*

- \*\*1.0%\*\*
- (Icon: Red - Cash-on-Delivery)

#### 5. \*\*Share of B2C ecommerce transaction volume attributable to other payment methods\*\*

- \*\*27.0%\*\*
- (Icon: Green - Other Payment Methods)

**\*\*Source:\*\*** iPro. **\*\*Note:\*\*** Figures represent share of the total number of B2C ecommerce transactions in 2022.

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Logos: We Are Social, MeltwaterJAN 2024

TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH  
ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	NIKE	100
02	IPHONE	84
03	SKOR	74
04	IKEA	65
05	SAMSUNG	60
06	LEGO	60
07	JORDAN	57
08	TRÖJA	55
09	HOODIE	55
10	JACKA	53

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	BILTEMA	52
12	KLÄDER	49
13	AMAZON	45
14	JEANS	45
15	JULA	42
16	ADIDAS	42
17	TV	37
18	ELGIGANTEN	33
19	KEPS	29
20	PS4	29

SOURCE: GOOGLE TRENDS. BASED ON SHOPPING SEARCHES CONDUCTED  
ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023.

NOTES: ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE  
AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN “AS IS” FOR COLUMN  
READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE  
IN THEIR SEARCH ACTIVITIES.

INDEX DOESN'T REFLECT ABSOLUTE SEARCH VOLUMES, BUT THE INDEX FOR  
TOP QUERY SHOWS RELATIVE SEARCH VOLUME FOR EACH QUERY  
COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY.

ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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ECOMMERCE: CONSUMER GOODS CATEGORIES  
ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE  
CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)

SWEDEN

ELECTRONICS  
\$2.92 BILLION  
YEAR-ON-YEAR CHANGE  
+1.4% (+\$40 MILLION)

FASHION  
\$2.81 BILLION  
YEAR-ON-YEAR CHANGE  
+8.9% (+\$230 MILLION)

FOOD  
\$1.16 BILLION  
YEAR-ON-YEAR CHANGE  
+24.7% (+\$230 MILLION)

BEVERAGES  
\$700.0 MILLION  
YEAR-ON-YEAR CHANGE  
+6.1% (+\$40 MILLION)

DIY & HARDWARE  
\$1.13 BILLION  
YEAR-ON-YEAR CHANGE  
-5.8% (-\$70 MILLION)

FURNITURE  
\$1.66 BILLION  
YEAR-ON-YEAR CHANGE  
+19.4% (+\$270 MILLION)

PHYSICAL MEDIA

\$340.0 MILLION  
YEAR-ON-YEAR CHANGE  
-12.8% (-\$50 MILLION)

BEAUTY & PERSONAL CARE  
\$610.0 MILLION  
YEAR-ON-YEAR CHANGE  
[UNCHANGED]

TOBACCO PRODUCTS  
\$90.0 MILLION  
YEAR-ON-YEAR CHANGE  
+28.6% (+\$20 MILLION)

TOYS & HOBBY  
\$240.0 MILLION  
YEAR-ON-YEAR CHANGE  
+43.6% (+\$90 MILLION)

HOUSEHOLD ESSENTIALS  
\$90.0 MILLION  
YEAR-ON-YEAR CHANGE  
+12.5% (+\$10 MILLION)

OVER-THE-COUNTER PHARMACEUTICALS  
\$140.0 MILLION  
YEAR-ON-YEAR CHANGE  
+7.7% (+\$10 MILLION)

LUXURY GOODS  
\$310.0 MILLION  
YEAR-ON-YEAR CHANGE  
+6.9% (+\$20 MILLION)

EYEWEAR  
\$120.0 MILLION  
YEAR-ON-YEAR CHANGE  
+9.1% (+\$10 MILLION)

SOURCE STATISTA ECOMMERCE MARKET SITE STATISTA.COM

NOTES FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023  
IN U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR.  
THE 'PHYSICAL MEDIA' CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS  
OR STREAMING.

COMPARABILITY SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES MEAN THAT FIGURES ARE NOT COMPARABLE WITH PREVIOUS VERSIONS.

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ONLINE TRAVEL AND TOURISM  
ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS,  
FULL-YEAR 2023)

FLIGHTS  
\$2.44 BILLION  
YEAR-ON-YEAR CHANGE  
+24.6% (+\$481 MILLION)

TRAINS  
\$606.7 MILLION  
YEAR-ON-YEAR CHANGE  
+33.1% (+\$151 MILLION)

CAR RENTALS  
\$283.8 MILLION  
YEAR-ON-YEAR CHANGE  
+8.0% (+\$21 MILLION)

LONG-DISTANCE BUSES  
\$133.5 MILLION  
YEAR-ON-YEAR CHANGE  
+24.1% (+\$26 MILLION)

HOTELS  
\$2.52 BILLION  
YEAR-ON-YEAR CHANGE  
+15.5% (+\$338 MILLION)

PACKAGE HOLIDAYS  
\$2.06 BILLION  
YEAR-ON-YEAR CHANGE  
+26.8% (+\$434 MILLION)

VACATION RENTALS  
\$407.9 MILLION  
YEAR-ON-YEAR CHANGE  
+16.0% (+\$56 MILLION)

CRUISES



\$20.57 MILLION  
YEAR-ON-YEAR CHANGE  
+38.7% (+\$5.7 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK; SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, INDIVIDUAL CAMPER/MOTOR SERVICES. COMPARABILITY: BASE- AND CATEGORY-DEPENDENT METHODOLOGY CHANGES; FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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françaisJAN 2024

## ONLINE RIDE-HAILING OVERVIEW

### HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES  
2.24 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS  
+1.8% +40 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)  
\$324.4 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE ONLINE RIDE-HAILING BOOKINGS  
-0.4% -\$1.2 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)  
\$145

SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF PRIVATE RIDE-HAILING VEHICLES (I.E., UBER, GRAB) AND TRADITIONAL TAXI SERVICES, ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023.

VALUES ARE IN U.S. DOLLARS. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.JAN 2024

## DIGITAL HEALTH TREATMENT & CARE OVERVIEW

### HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE  
4.69 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE  
+13.6%  
+560 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD, 2023)  
\$190.1 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE MARKET  
+13.8%  
+\$23 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)  
\$40.53

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM NOTES: INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE MARKET OF TENNA. SMART TOOLS, OR SMART WEARABLES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. "+" VALUES SHOW ABSOLUTE CHANGE.

[Logos and Symbols]

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[Icons and interface symbols for presentation navigation and language selection]JAN 2024

## ONLINE DOCTOR CONSULTATIONS OVERVIEW

### HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES  
370.0 THOUSAND

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION  
SERVICES  
+8.8%  
+30 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)  
\$94.61 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR CONSULTATIONS  
+4.3%  
+\$3.9 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD,  
2023)  
\$259

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM  
NOTES: INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE  
PATIENTS TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT  
ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT  
VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN USD.  
DOLLAR \$ EXCHANGE CHANGE VALUES ARE RELATIVE. "ABS" VALUES SHOW  
ABSOLUTE CHANGE.

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Meltwater#### JAN 2024: DIGITAL FITNESS & WELL-BEING OVERVIEW  
##### HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-  
BEING DEVICES AND SERVICES  
##### (Sweden flag icon)

\*\*NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND  
SERVICES:\*\*  
- 3.79 MILLION

\*\*YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING  
USERS:\*\*  
- +8.9% (+310 THOUSAND)

\*\*TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET  
(USD, 2023):\*\*

- \$233.1 MILLION

**\*\*YEAR-ON-YEAR CHANGE IN MARKET VALUE, DIGITAL FITNESS & WELL-BEING MARKET:\*\***

- +10.9% (+\$23 MILLION)

**\*\*AVERAGE ANNUAL VALUE PER USER: DIGITAL FITNESS & WELL-BEING (USD, 2023):\*\***

- \$61.51

#### Source:

- STATISTA Digital Market Outlook, see Statista.com

- NOTES: Includes smartwatches, fitness and activity tracking wristwear, smart scales, fitness apps that track parameters (e.g., calorie counting, heart rate) and mindfulness apps. Does not include smart clothing, smart shoes, smart eyewear, health-tracking apps, digital fitness nutrition apps (e.g. glucose monitoring apps), North American, Malaysia, and Philippines market values.

#### Footnotes:

- Financial values are rounded

- Comparisons to equate values for the respective year, financial values are USD dollars, rounded

#### Logos:

- Statista

- Meltwater

- We Are Social / Meltwater

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#### Bottom Icons:

- Home (House icon)

- Search (Magnifying glass icon)

- Slide list (icons for slide view)

- Share (Alternative "more options" icon)

- Language: French (français) JAN 2024

## DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

- MOVIE OR TV STREAMING SERVICE: 47.0%

- MUSIC STREAMING SERVICE: 43.2%

- MOBILE APP: 11.8%
- E-BOOK: 9.9%
- MOBILE GAME: 9.5%
- NEWS SERVICE: 9.1%
- PREMIUM WEB SERVICE: 8.0%
- IN-APP PURCHASES: 8.0%
- MUSIC DOWNLOAD: 7.8%
- SOFTWARE PACKAGE: 5.7%
- DATING SERVICE: 4.2%
- STUDY PROGRAMS AND LEARNING MATERIALS: 3.9%
- ONLINE MAGAZINE SUBSCRIPTION: 3.4%
- DIGITAL GIFTS: 2.7%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See notes on data.

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## DIGITAL MEDIA SPEND

### FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)

[Image of Sweden's flag, with label "SWEDEN"]

#### TOTAL

\$2.56 BILLION

YEAR-ON-YEAR CHANGE

+16.4% (+\$360 MILLION)

#### VIDEO GAMES

\$980.0 MILLION

YEAR-ON-YEAR CHANGE

+16.7% (+\$140 MILLION)

#### VIDEO-ON-DEMAND

\$780.0 MILLION

YEAR-ON-YEAR CHANGE

+21.9% (+\$140 MILLION)

EPUBLISHING  
\$410.0 MILLION  
YEAR-ON-YEAR CHANGE  
+7.9% (+\$30 MILLION)

DIGITAL MUSIC  
\$390.0 MILLION  
YEAR-ON-YEAR CHANGE  
+11.4% (+\$40 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES:  
FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S.  
DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS  
CALENDAR YEAR.

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\*\*ENGAGEMENT WITH DIGITAL MARKETING\*\*

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN  
EACH KIND OF ONLINE ACTIVITY

\*\*RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE:\*\*

$\emptyset = \bar{y}$

56.0%

YOY: +1.6% (+90 BPS)

\*\*VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS:\*\*

$\emptyset < \beta$

65.7%

YOY: +6.5% (+400 BPS)

\*\*CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30

DAYS:\*\*

$\emptyset = \bar{y} \pm p$

12.6%

YOY: +7.7% (+90 BPS)

\*\*CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30

DAYS:\*\*

$\emptyset = \bar{u}$

21.1%

YOY: +22.0% (+380 BPS)

**\*\*DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS:\*\***

Ø=Üñ

16.5%

YOY: +5.8% (+90 BPS)

**\*\*SOURCE:\*\***

GWQI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTES. "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCEIVED CHANGE IN ENGAGEMENT. BPS VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.

**\*\*NOTES:\*\***

&<sup>a</sup> METHODOLOGY CHANGES. SEE NOTES ON DATA.

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**\*\*PARTNERS:\*\***

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## 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

1. SEARCH ENGINES 66.6%
2. PRICE COMPARISON SITES 40.7%
3. SOCIAL NETWORKS 36.9%
4. CONSUMER REVIEWS 28.9%
5. PRODUCT & BRAND WEBSITES 25.7%
6. MOBILE APPS 17.3%
7. SPECIALIST REVIEW SITES 15.9%
8. DISCOUNT VOUCHER SITES 12.2%
9. Q&A SITES 9.8%
10. VIDEO SITES 9.4%
11. FORUMS & MESSAGE BOARDS 9.3%
12. MESSENGER SERVICES 8.0%
13. BRAND & PRODUCT BLOGS 7.9%
14. ONLINE PINBOARDS 6.8%
15. MICRO-BLOGS 4.7%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY:

METHODOLOGY CHANGES. SEE NOTES ON DATA.

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**\*\* JAN 2024 \*\***

**### SOURCES OF BRAND DISCOVERY**

**\*\*PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM\*\***

- **\*\*SEARCH ENGINES\*\***: 36.9%
- **\*\*SOCIAL MEDIA ADS\*\***: 32.2%
- **\*\*WORD-OF-MOUTH\*\***: 31.6%
- **\*\*TV ADS\*\***: 30.9%
- **\*\*EMAILS OR PHYSICAL MAIL\*\***: 24.8%
- **\*\*ADS ON WEBSITES\*\***: 24.1%
- **\*\*IN-STORE PROMOS\*\***: 22.7%
- **\*\*BRAND WEBSITES\*\***: 22.0%
- **\*\*SOCIAL MEDIA COMMENTS\*\***: 21.5%
- **\*\*ADS IN MOBILE APPS\*\***: 20.9%
- **\*\*TV SHOWS AND FILMS\*\***: 19.5%
- **\*\*PRODUCT COMPARISON WEBSITES\*\***: 17.2%
- **\*\*ADS ON PUBLIC TRANSPORT\*\***: 15.2%
- **\*\*PRINT PRESS ADS\*\***: 14.8%
- **\*\*ONLINE VIDEO PRE-ROLL ADS\*\***: 14.6%

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**\*\*Source\*\***: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See notes on data.

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Note: The Swedish flag is displayed next to the text "SWEDEN." JAN 2024  
ADVERTISING SPEND: TOTAL vs. DIGITAL  
TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD  
SPEND (U.S. DOLLARS, FULL-YEAR 2023)

(Sweden flag icon)

TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)  
\$6.09 BILLION

YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)  
+5.9% +\$340 MILLION

DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)  
\$4.54 BILLION

YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND  
+9.1% +\$378 MILLION

DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND  
74.6%

Source: Statista Market Outlooks. See [statista.com](https://www.statista.com). Notes: Figures represent estimates for full-year 2023, and comparisons with equivalent values for the previous calendar year. Financial values are in U.S. dollars. Percentage change values are absolute. Advertisement '00 units' on this chart relate to an advertising value of US\$ 100,000 each. Note: Not comparable (BEAR IN MIND ANY ISSUES WITH) the previous year.

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