## WikipediA

# List of most-followed Instagram accounts

This article is a list of the top 50 accounts with most followers on the photo and video-sharing social platform Instagram. [1][2][3] As of 23 November 2022 the most-followed person is Portuguese footballer Cristiano Ronaldo with over 503 million followers, and the most-followed woman is American reality television personality Kylie Jenner with over 373 million followers. Instagram's own brand account on the platform is the most-followed account overall, with over 557 million followers. Nike is the second most-followed brand account, with over 250 million followers. A total of 35 accounts have exceeded 100 million followers on the platform, with 19 of those having exceeded 200 million followers, 8 of those having exceeded 300 million, 2 exceeding 400 million and 2 exceeding 500 million.

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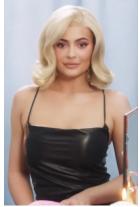
See also

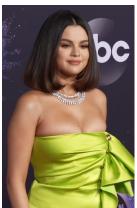
**Notes** 

References

## **Most-followed accounts**









Cristiano the mostfollowed person on woman Instagram, over 506 followers.[a]

most-followed with Instagram, million over 373 million followers.[b]

the most-followed the on musician with actress Instagram, with 350 over 360 million followers. followers.

Ronaldo Kylie Jenner is the Selena Gomez is Dwayne Johnson is most-followed and actor on Instagram, on with over million







most-followed Instagram, around 381 million followers. followers.

Lionel Messi is the Virat Kohli is the most-followed Asian South American on on Instagram, with followed African with over 225 million

Khaby Lame is the most-Instagram; on with over 80 million followers.

The following table lists the 50 most-followed accounts on Instagram, As of 26 November 2022, [4] with each total rounded down to the nearest million followers, as well as the profession or activity of each user.

Rank	Username	Owner	Brand account	Followers (millions) <sup>[2]</sup>	Profession/Activity	Country/Continent
1	@instagram (http s://www.instagram.c om/instagram)	Instagram	✓	572	Social media platform	United States
2	@cristiano (https:// www.instagram.co m/cristiano)	Cristiano Ronaldo		506	Footballer	Portugal
3	@leomessi (https:// www.instagram.co m/leomessi)	Lionel Messi		381	Footballer	Argentina
4	@kyliejenner (http s://www.instagram.c om/kyliejenner)	Kylie Jenner		373	Television personality, model and businesswoman	United States
5	@selenagomez (htt ps://www.instagra m.com/selenagome z)	Selena Gomez		360	Musician, actress, and businesswoman	United States
6	@therock (https://w ww.instagram.com/t herock)	Dwayne Johnson		350	Actor and professional wrestler	United States
7	@arianagrande (htt ps://www.instagra m.com/arianagrand e)	Ariana Grande		341	Musician, actress and businesswoman	United States
8	@kimkardashian (ht tps://www.instagra m.com/kimkardashi an)	Kim Kardashian		334	Television personality, model and businesswoman	United States
9	@beyonce (https://www.instagram.com/beyonce)	Beyoncé		284	Musician, actress and businesswoman	United States
10	@khloekardashian (https://www.instagr am.com/khloekarda shian)	Khloé Kardashian		281	Television personality and model	United States
11	@justinbieber (http s://www.instagram.c om/justinbieber)	Justin Bieber		266	Musician	<b>■◆■</b> Canada
12	@kendalljenner (htt ps://www.instagra m.com/kendalljenne r)	Kendall Jenner		264	Model and television personality	United States
13	@nike (https://www. instagram.com/nik e)	Nike	✓	252	Sportswear multinational	United States
14	@natgeo (https://w ww.instagram.com/ natgeo)	National Geographic	1	247	Magazine	United States
15	@taylorswift (http s://www.instagram.c om/taylorswift)	Taylor Swift		234	Musician and actress	United States
16	@jlo (https://www.in stagram.com/jlo)	Jennifer Lopez		227	Musician and actress	United States

Rank	Username	Owner	Brand account	Followers (millions) <sup>[2]</sup>	Profession/Activity	Country/Continent
17	@virat.kohli (https:// www.instagram.co m/virat.kohli)	Virat Kohli		225	Cricketer	India
18	@nickiminaj (http s://www.instagram.c om/nickiminaj)	Nicki Minaj		205	Musician	Trinidad and Tobago United States
19	@kourtneykardash (https://www.instagr am.com/kourtneyka rdash)	Kourtney Kardashian		204	Television personality and model	United States
20	@mileycyrus (http s://www.instagram.c om/mileycyrus)	Miley Cyrus		188	Musician and actress	United States
21	@neymarjr (https:// www.instagram.co m/neymarjr)	Neymar		187	Footballer	<b>⊗</b> Brazil
22	@katyperry (https:// www.instagram.co m/katyperry)	Katy Perry		181	Musician	United States
23	@zendaya (https:// www.instagram.co m/zendaya)	Zendaya		159	Actress and singer	United States
24	@kevinhart4real (ht tps://www.instagra m.com/kevinhart4re al)	Kevin Hart		158	Comedian and actor	United States
25	@iamcardib (http s://www.instagram.c om/iamcardib)	Cardi B		144	Musician and actor	United States
26	@ddlovato (https:// www.instagram.co m/ddlovato)	Demi Lovato		143	Musician and actor	United States
27	@badgalriri (https://www.instagram.com/badgalriri)	Rihanna		138	Musician and businesswoman	■ Barbados
28	@kingjames (http s://www.instagram.c om/kingjames)	LeBron James		137	Basketball player	United States
29	@realmadrid (http s://www.instagram.c om/realmadrid)	Real Madrid CF	✓	128	Football club	Spain
30	@theellenshow (htt ps://www.instagra m.com/theellensho w)	Ellen DeGeneres		127	Comedian and television personality	United States
31	@champagnepapi (https://www.instagr am.com/champagn epapi)	Drake		125	Musician	<b>■</b> Canada

Rank	Username	Owner	Brand account	Followers (millions) <sup>[2]</sup>	Profession/Activity	Country/Continent
32	@chrisbrownofficial (https://www.instagr am.com/chrisbrown official)	Chris Brown		125	Musician	United States
33	@fcbarcelona (http s://www.instagram.c om/fcbarcelona)	FC Barcelona	1	114	Football club	Spain
34	@billieeilish (https:// www.instagram.co m/billieeilish)	Billie Eilish		107	Musician	United States
35	@championsleague (https://www.instagr am.com/championsl eague)	UEFA Champions League	✓	100	Club football competition	Europe
36	@gal_gadot (http s://www.instagram.c om/gal_gadot)	Gal Gadot		91	Actress	srael
37	@dualipa (https://w ww.instagram.com/ dualipa)	Dua Lipa		87.4	Musician	United Kingdom
38	@nasa (https://ww w.instagram.com/na sa)	NASA	1	85.1	Space agency	United States
39	@lalalalisa_m (http s://www.instagram.c om/lalalalisa_m)	Lisa		84.7	Musician	Thailand
40	@vindiesel (https:// www.instagram.co m/vindiesel)	Vin Diesel		84.4	Actor	United States
41	@priyankachopra (https://www.instagr am.com/priyankach opra)	Priyanka Chopra		83.7	Actress and musician	India
42	@khaby00 (https:// www.instagram.co m/khaby00)	Khaby Lame		80.3	Social media personality	Italy ▼ Senegal
43	@snoopdogg (http s://www.instagram.c om/snoopdogg)	Snoop Dogg		78.1	Musician	United States
44	@shakira (https://w ww.instagram.com/ shakira)	Shakira		77.5	Musician	Colombia
45	@shraddhakapoor (https://www.instagr am.com/shraddhak apoor)	Shraddha Kapoor		76.3	Actress	India
46	@gigihadid (https:// www.instagram.co m/gigihadid)	Gigi Hadid		76.3	Model	United States

Rank	Username	Owner	Brand account	Followers (millions) <sup>[2]</sup>	Profession/Activity	Country/Continent
47	@davidbeckham (ht tps://www.instagra m.com/davidbeckha m)	David Beckham		75.9	Footballer	United Kingdom
48	@k.mbappe (http s://www.instagram.c om/k.mbappe)	Kylian Mbappé		74.5	Footballer	France
49	@victoriassecret (ht tps://www.instagra m.com/victoriassecr et)	Victoria's Secret	✓	73.6	Lingerie company	United States
50	@aliaabhatt (http s://www.instagram.c om/aliaabhatt)	Alia Bhatt		73.1	Actress and musician	United Kingdom India
as of December 1, 2022						

### See also

- List of most-liked Instagram posts
- List of most-followed Facebook pages
- List of most-followed Twitter accounts
- List of most-followed TikTok accounts
- List of most-subscribed YouTube channels
- List of most-viewed YouTube videos
- List of most-subscribed YouTube Music artists
- List of most-streamed artists on Spotify
- List of most-streamed songs on Spotify
- List of most-followed Twitch channels

## Notes

- a. He is also the most-followed man and European on Instagram.
- b. She is also the most-followed North American on Instagram.

## References

- "The Most Followed Instagram Profiles" (https://www.trackalytics.com/the-most-followed-instagram-profiles/page/1/). Trackalytics.com. Archived (https://web.archive.org/web/20190701132436/https://www.trackalytics.com/the-most-followed-instagram-profiles/page/1/) from the original on July 1, 2019. Retrieved April 9, 2020.
- "Top 50 Most Followed Instagram Business / Creator Accounts (Sorted by Followers Count)" (https://socialblade.com/instagram/top/50/followers). Social Blade. Archived (https://web.archive.org/web/202009 04174800/https://socialblade.com/instagram/top/50/followers) from the original on September 4, 2020. Retrieved January 2, 2021.
- 3. "Top 50 Most Followed Instagram accounts in 2021 I TikTokBlade" (https://insiflow.com/instagram/top). Social Media Marketing & Management Dashboard. Archived (https://web.archive.org/web/2021060917 2357/https://insiflow.com/instagram/top) from the original on June 9, 2021. Retrieved June 9, 2021.
- 4. "Top 50 Most Followed Instagram accounts in 2022 I SocialTracker" (https://www.socialtracker.io/toplist s/top-50-instagram-users-by-followers/).

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