

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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<u>Cristiano Ronaldo</u> is the most-followed person on Instagram, with over 506 million followers. ^[a]	<u>Kylie Jenner</u> is the most-followed woman on Instagram, with over 373 million followers. ^[b]	<u>Selena Gomez</u> is the most-followed musician and actress on Instagram, with over 360 million followers.	<u>Dwayne Johnson</u> is the most-followed actor on Instagram, with over 350 million followers.
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<u>Lionel Messi</u> is the most-followed South American on Instagram, with around 381 million followers.	<u>Virat Kohli</u> is the most-followed Asian on Instagram, with over 225 million followers.	<u>Khaby Lame</u> is the most-followed African on Instagram; with over 80 million followers.
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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) ^[2]	Profession/Activity	Country/Continent
1	@instagram (https://www.instagram.com/instagram)	Instagram	✓	572	Social media platform	 United States
2	@cristiano (https://www.instagram.com/cristiano)	Cristiano Ronaldo		506	Footballer	 Portugal
3	@leomessi (https://www.instagram.com/leomessi)	Lionel Messi		381	Footballer	 Argentina
4	@kyliejenner (https://www.instagram.com/kyliejenner)	Kylie Jenner		373	Television personality, model and businesswoman	 United States
5	@selenagomez (https://www.instagram.com/selenagomez)	Selena Gomez		360	Musician, actress, and businesswoman	 United States
6	@therock (https://www.instagram.com/therock)	Dwayne Johnson		350	Actor and professional wrestler	 United States
7	@arianagrande (https://www.instagram.com/arianagrande)	Ariana Grande		341	Musician, actress and businesswoman	 United States
8	@kimkardashian (https://www.instagram.com/kimkardashian)	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.instagram.com/khloekardashian)	Khloé Kardashian		281	Television personality and model	 United States
11	@justinbieber (https://www.instagram.com/justinbieber)	Justin Bieber		266	Musician	 Canada
12	@kendalljenner (https://www.instagram.com/kendalljenner)	Kendall Jenner		264	Model and television personality	 United States
13	@nike (https://www.instagram.com/nike)	Nike	✓	252	Sportswear multinational	 United States
14	@natgeo (https://www.instagram.com/natgeo)	National Geographic	✓	247	Magazine	 United States
15	@taylorswift (https://www.instagram.com/taylorswift)	Taylor Swift		234	Musician and actress	 United States
16	@jlo (https://www.instagram.com/jlo)	Jennifer Lopez		227	Musician and actress	 United States

as of December 1, 2022

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

as of December 1, 2022

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

as of December 1, 2022

Rank	Username	Owner	Brand account	Followers (millions) ^[2]	Profession/Activity	Country/Continent
47	@davidbeckham (https://www.instagram.com/davidbeckham)	David Beckham		75.9	Footballer	 United Kingdom
48	@k.mbappe (https://www.instagram.com/k.mbappe)	Kylian Mbappé		74.5	Footballer	 France
49	@victoriassecret (https://www.instagram.com/victoriassecret)	Victoria's Secret	✓	73.6	Lingerie company	 United States
50	@aliaabhatt (https://www.instagram.com/aliaabhatt)	Alia Bhatt		73.1	Actress and musician	 United Kingdom  India
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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

- He is also the most-followed man and European on Instagram.
- 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.
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