

# DIGITAL 2020

## PERU

ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND  
HOW PEOPLE USE THE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE



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**Hootsuite®**



## IMPORTANT NOTES ON CHANGES TO DATA

Changes to data sources, underlying data, and reporting methodologies mean that various figures in this report **will not be comparable** to similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a ◊ **COMPARABILITY ADVISORY** in the footnotes of each relevant slide. These changes relate to either (1) a source change, where we have substantially changed the data sources that we use to inform data points; or (2) a base change, where either we or our data providers have made material changes to the ways in which we and / or they collect and / or report underlying data. Wherever such changes occur, we have also endeavoured to re-base the historical data we use for annual or quarterly growth figures, but where we have been unable to re-base historical data, we have included an advisory in the footnotes of each relevant slide. Please see the complete list of data sources at the end of this report for further details.



## DIGITAL 2020

### GLOBAL DIGITAL OVERVIEW

ESSENTIAL INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE  
THE INTERNET, MOBILE DEVICES, SOCIAL MEDIA, AND ECOMMERCE



[\*\*CLICK HERE\*\*](#) TO READ OUR DIGITAL 2020  
**GLOBAL OVERVIEW REPORT**, WITH MORE  
THAN 200 PAGES OF ESSENTIAL CHARTS  
AND INSIGHTS FROM AROUND THE WORLD



## DIGITAL 2020

### GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



[\*\*CLICK HERE\*\*](#) TO READ OUR DIGITAL 2020  
**GLOBAL DIGITAL YEARBOOK**, WITH  
ESSENTIAL HEADLINE DIGITAL DATA  
FOR EVERY COUNTRY IN THE WORLD

# CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NIUE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECH REP.	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE



# 2020 GLOBAL HEADLINES

# DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**7.75**  
**BILLION**

URBANISATION:

**55%**

UNIQUE MOBILE  
PHONE USERS



**5.19**  
**BILLION**

PENETRATION:

**67%**

INTERNET  
USERS



**4.54**  
**BILLION**

PENETRATION:

**59%**

ACTIVE SOCIAL  
MEDIA USERS



**3.80**  
**BILLION**

PENETRATION:

**49%**



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# GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL  
POPULATION



**+1.1%**

JAN 2020 vs. JAN 2019

**+82 MILLION**

UNIQUE MOBILE  
PHONE USERS



**+2.4%**

JAN 2020 vs. JAN 2019

**+124 MILLION**

INTERNET  
USERS



**+7.0%**

JAN 2020 vs. JAN 2019

**+298 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+9.2%**

JAN 2020 vs. JAN 2019

**+321 MILLION**

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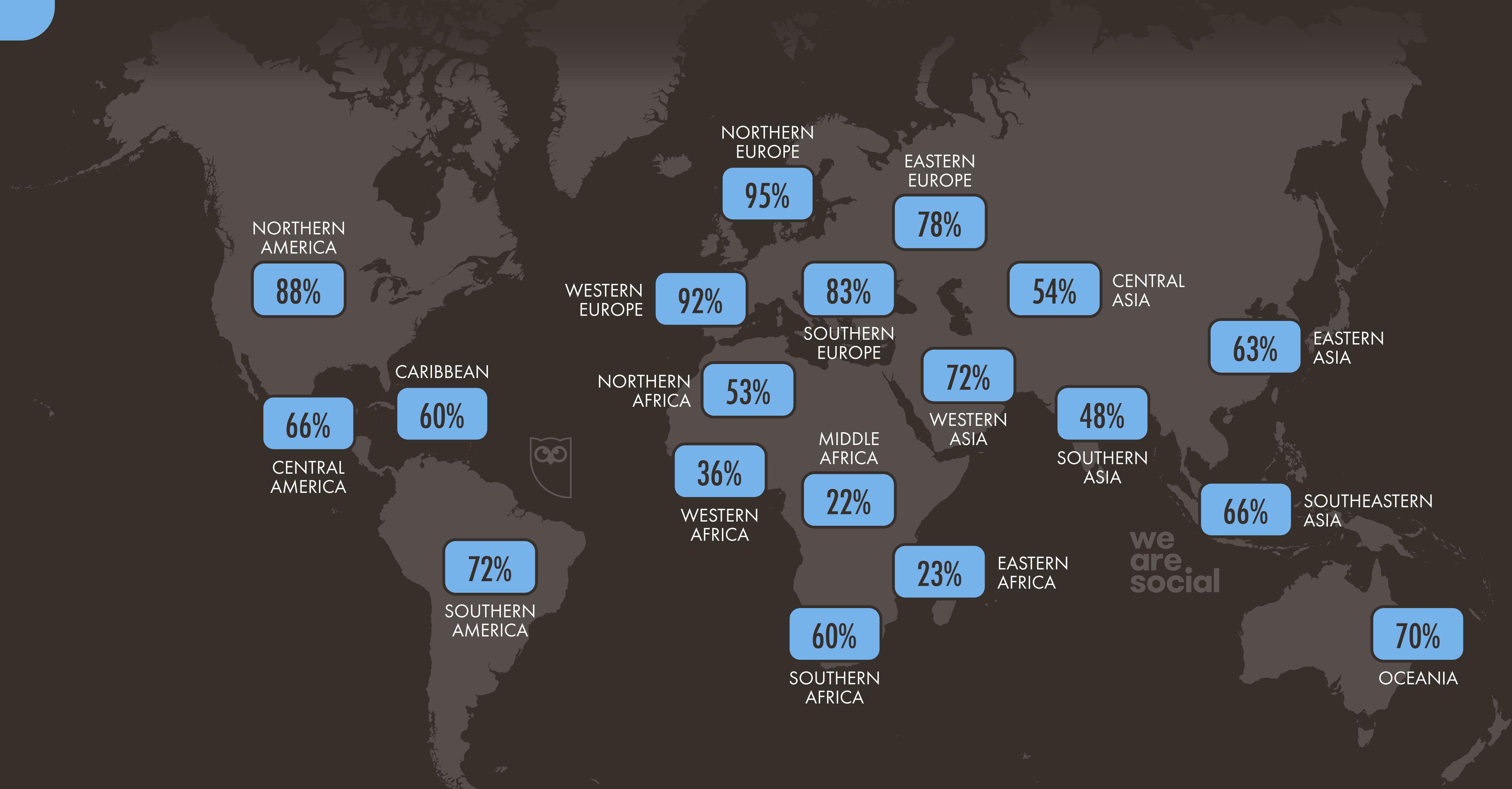


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# INTERNET PENETRATION BY REGION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION\*



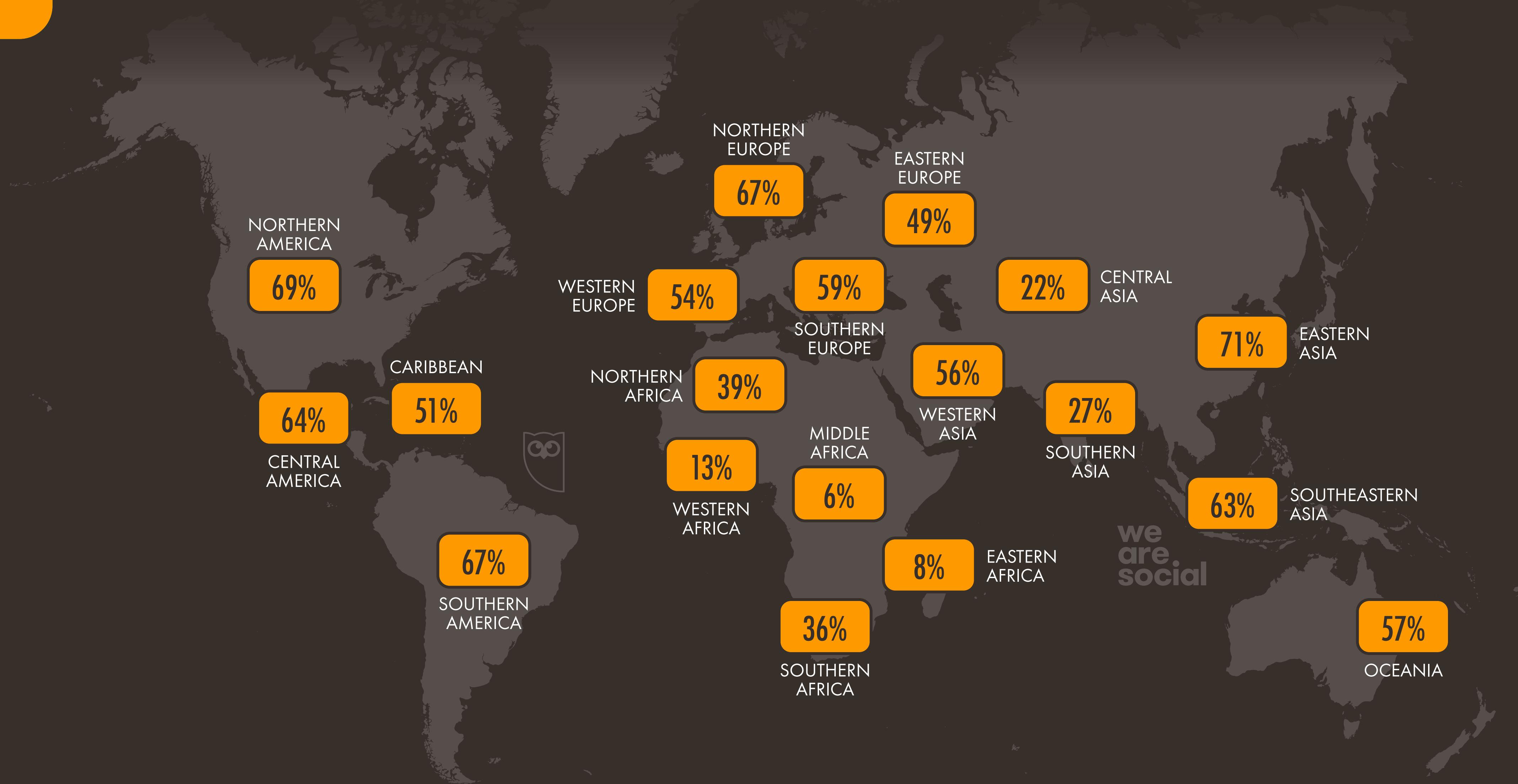
**SOURCES:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS. \***NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEMIE.

◆ **COMPARABILITY ADVISORY:** IMPORTANT SOURCE CHANGES. FIGURES ARE NOT DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

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# SOCIAL MEDIA USE vs. TOTAL POPULATION BY REGION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO TOTAL POPULATION\*, REGARDLESS OF AGE



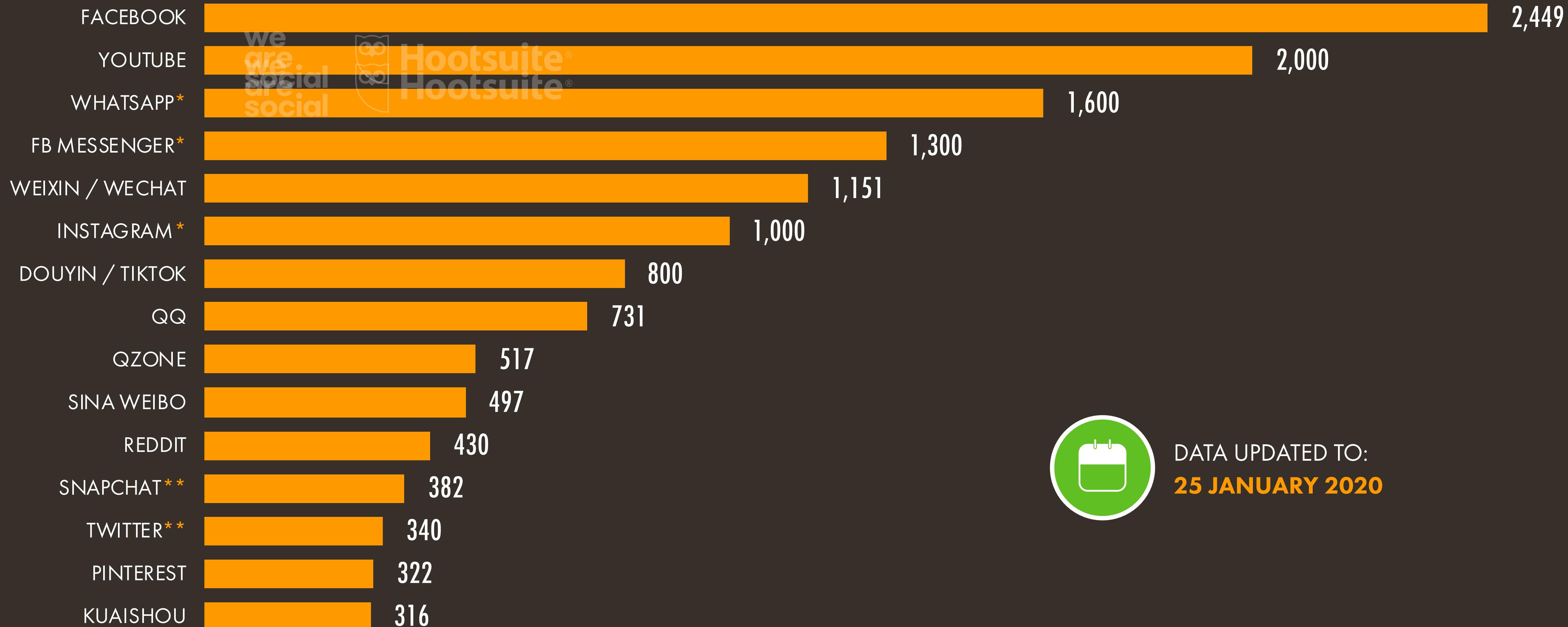
**SOURCES:** KEPiOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). \***NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEMIE.

◆ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



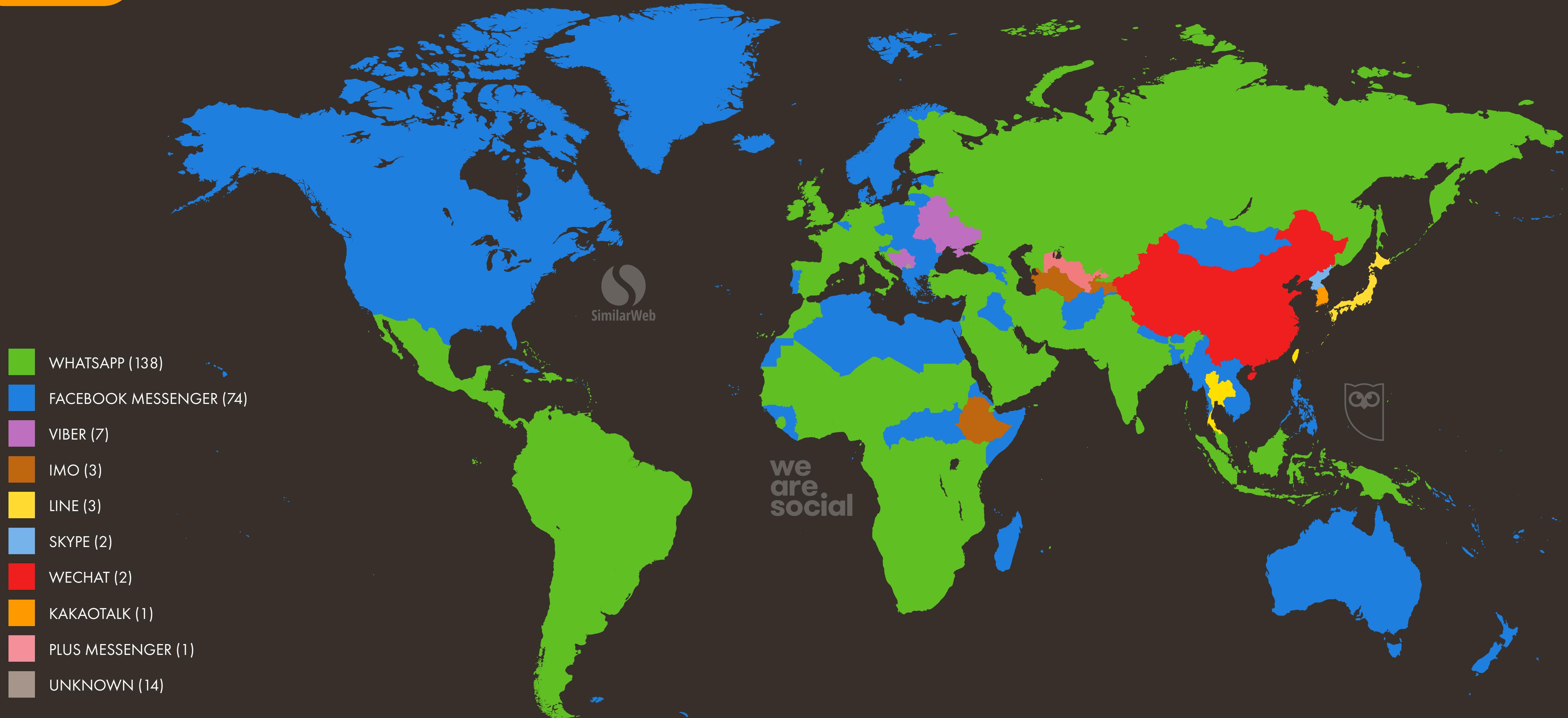
DATA UPDATED TO:  
**25 JANUARY 2020**

**SOURCES:** KEPiOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (ALL LATEST AVAILABLE DATA). **NOTES:** PLATFORMS IDENTIFIED BY (\*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS. PLATFORMS IDENTIFIED BY (\*\*) DO NOT PUBLISH MAU DATA. FIGURES FOR TWITTER AND SNAPCHAT USE EACH PLATFORM'S LATEST ADVERTISING AUDIENCE REACH FIGURE, AS REPORTED IN EACH PLATFORM'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020).

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# TOP MESSENGER APPS AROUND THE WORLD

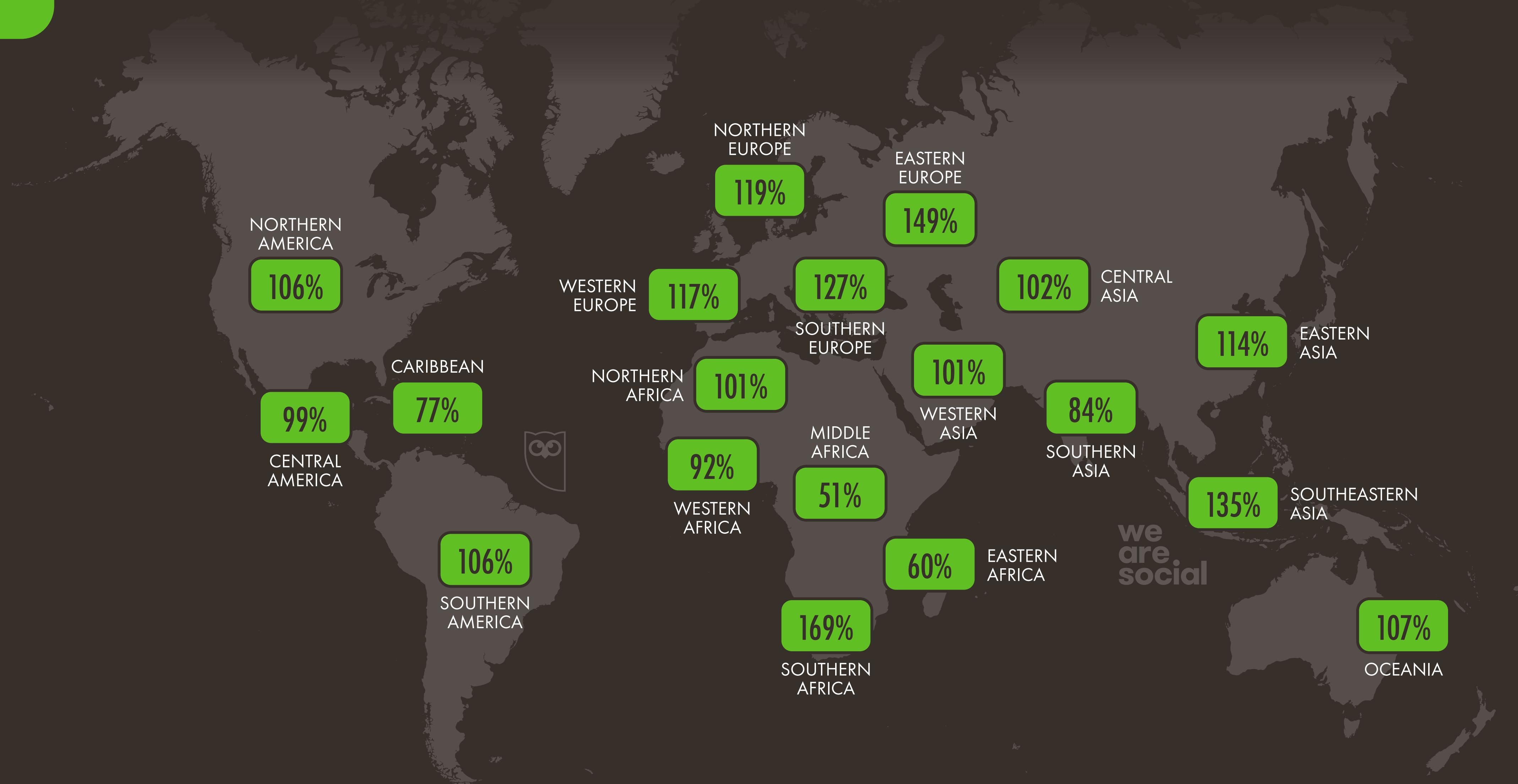
THE MOST ACTIVE MESSENGER APP\* IN EACH COUNTRY OR TERRITORY IN DECEMBER 2019



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# MOBILE CONNECTIVITY BY REGION

NUMBER OF MOBILE CONNECTIONS\* IN EACH REGION COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)



**SOURCE:** GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). \***NOTES:** CONNECTION FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS. PERCENTAGES MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEM. ◇ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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# GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

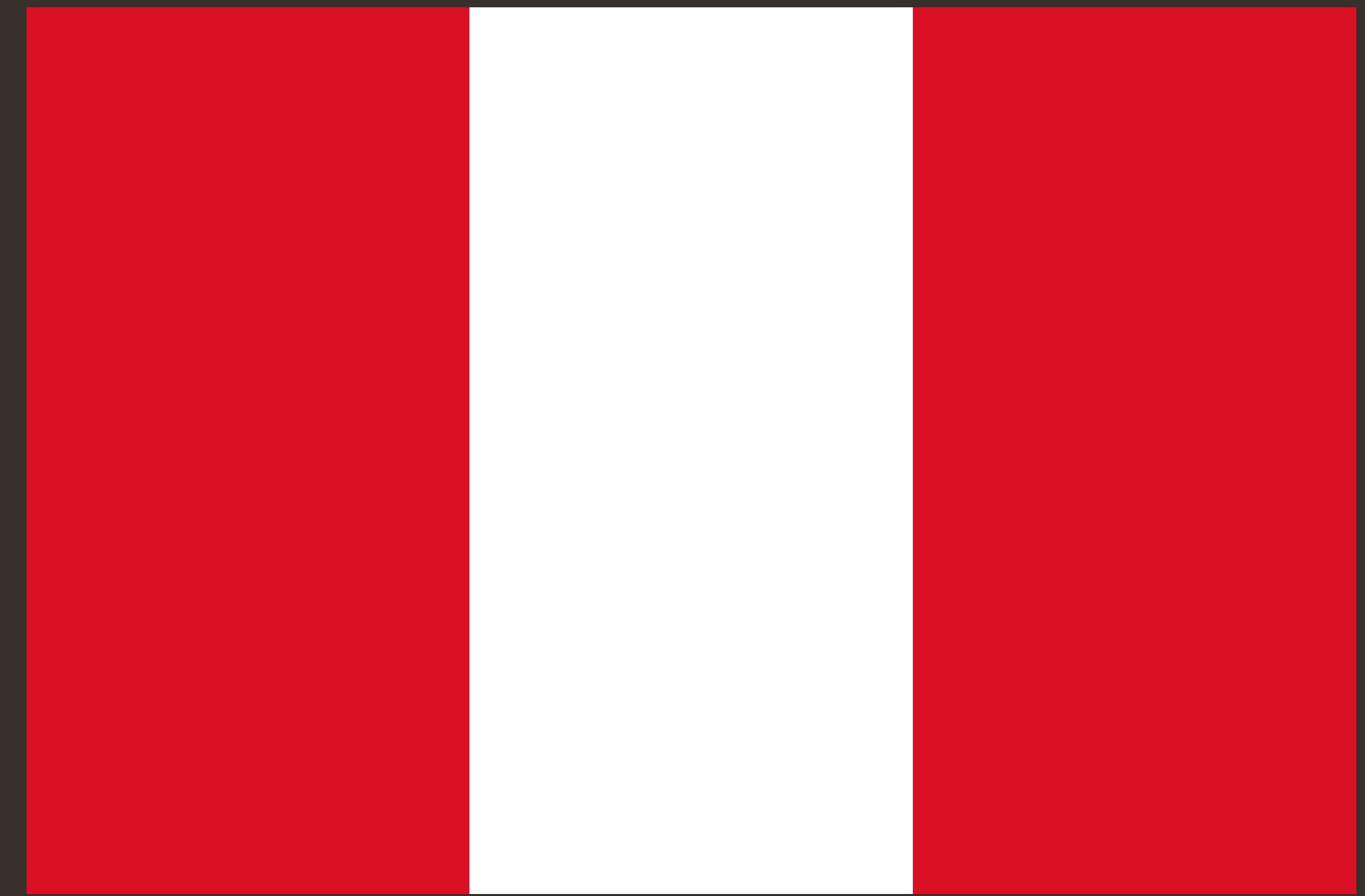
GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2019

## RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	WECHAT	TENCENT
05	INSTAGRAM	FACEBOOK
06	TIKTOK	BYTEDANCE
07	ALIPAY	ANT FINANCIAL SERVICES GRP.
08	QQ	TENCENT
09	TAOBIAO	ALIBABA GROUP
10	BAIDU	BAIDU

## RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	HONOUR OF KINGS	TENCENT
04	ANIPOP	HAPPY ELEMENTS
05	GAME FOR PEACE	TENCENT
06	CLASH OF CLANS	SUPERCELL
07	POKÉMON GO	NIANTIC
08	SUBWAY SURFERS	KILOO
09	CLASH ROYALE	SUPERCELL
10	FREE FIRE	SEA



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THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL  
POPULATION



**32.74**  
**MILLION**

URBANISATION:

**78%**

MOBILE PHONE  
CONNECTIONS



**38.08**  
**MILLION**

vs. POPULATION:

**116%**

INTERNET  
USERS



**24.00**  
**MILLION**

PENETRATION:

**73%**

ACTIVE SOCIAL  
MEDIA USERS



**24.00**  
**MILLION**

PENETRATION:

**73%**



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# DIGITAL GROWTH INDICATORS

CHANGES IN KEY INDICATORS OF DIGITAL ADOPTION



TOTAL  
POPULATION



+1.5%

JAN 2020 vs. JAN 2019

+491 THOUSAND

MOBILE PHONE  
CONNECTIONS



-3.7%

JAN 2020 vs. JAN 2019

-1.4 MILLION

INTERNET  
USERS



0%

JAN 2020 vs. JAN 2019

[UNCHANGED]

ACTIVE SOCIAL  
MEDIA USERS



+4.8%

JAN 2020 vs. APR 2019

+1.1 MILLION

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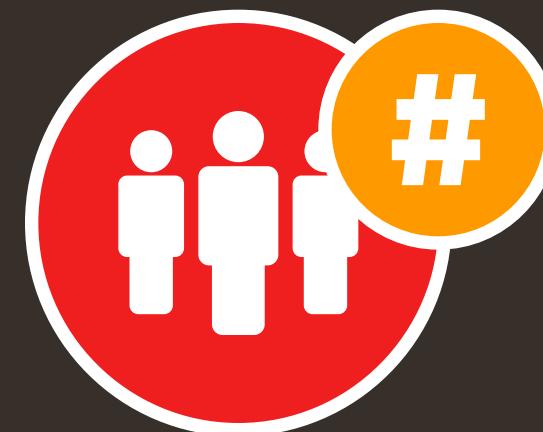
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# OVERVIEW OF THE POPULATION

CORE DEMOGRAPHIC INDICATORS



TOTAL  
POPULATION



**32.74**  
**MILLION**

FEMALES AS A PERCENTAGE  
OF POPULATION\*



MALES AS A PERCENTAGE  
OF POPULATION\*



ANNUAL CHANGE  
IN TOTAL POPULATION



K  
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MEDIAN  
AGE



**31.0**

URBAN POPULATION AS A  
SHARE OF TOTAL POPULATION



K  
KEPIOS

**78%**

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



K  
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**25.8**

OVERALL LITERACY RATE  
(ADULTS AGED 15+)



K  
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**94%**

FEMALE LITERACY RATE  
(ADULTS AGED 15+)



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**92%**

MALE LITERACY RATE  
(ADULTS AGED 15+)



**97%**

**SOURCES:** UNITED NATIONS; U.S. CENSUS BUREAU; WORLD BANK; IMF; UNESCO; UNICEF; CIA WORLD FACTBOOK; PEW RESEARCH (ALL LATEST DATA AVAILABLE IN JANUARY 2020). **NOTE:** NEITHER THE UNITED NATIONS NOR THE U.S. CENSUS BUREAU PUBLISH DATA FOR GENDERS OTHER THAN 'FEMALE' OR 'MALE'. DATA AND GENDER DEFINITIONS AS REPORTED BY EACH RESPECTIVE ORGANISATION, BASED ON AVAILABLE DATA.

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# POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



TOTAL  
POPULATION



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**32.74**  
**MILLION**

POPULATION AGED  
13 AND ABOVE



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**78%**  
**25.6 MILLION**

POPULATION AGED  
18 AND ABOVE



owl icon

**71%**  
**23.1 MILLION**

POPULATION  
AGED 16 TO 64



**65%**  
**21.3 MILLION**



# INTERNET USE

# INTERNET OVERVIEW

ESSENTIAL INDICATORS OF INTERNET CONNECTIVITY



TOTAL NUMBER  
OF INTERNET USERS  
ON ANY DEVICE



**24.00**  
**MILLION**

INTERNET USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**73%**

ANNUAL GROWTH  
IN THE NUMBER  
OF INTERNET USERS



**0%**  
**[UNCHANGED]**

MOBILE INTERNET REFERENCE:  
SHARE OF SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE PHONES\*



**97%**

**SOURCES:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJI; UNITED NATIONS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). \***NOTE:** IN CASES WHERE WE CANNOT CONFIDENTLY IDENTIFY THE NUMBER OF MOBILE INTERNET USERS, WE OFFER MOBILE SOCIAL MEDIA USERS AS A SHARE OF TOTAL SOCIAL MEDIA USERS AS A REFERENCE FOR MOBILE INTERNET USE. ◇ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

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# INTERNET CONNECTION SPEEDS: OVERVIEW

AVERAGE DOWNLOAD SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS



AVERAGE SPEED OF  
MOBILE INTERNET  
CONNECTIONS



**22.82**  
**MBPS**

YEAR-ON-YEAR CHANGE IN  
AVERAGE SPEED OF MOBILE  
INTERNET CONNECTIONS



**+1.0%**

AVERAGE SPEED OF  
FIXED INTERNET  
CONNECTIONS



**40.43**  
**MBPS**

YEAR-ON-YEAR CHANGE IN  
AVERAGE SPEED OF FIXED  
INTERNET CONNECTIONS



**+57%**

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# SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS IN DECEMBER 2019



MOBILE  
PHONES



**25.6%**

DEC 2019 vs. DEC 2018:

**+1.3%**

LAPTOPS &  
DESKTOPS



**73.8%**

DEC 2019 vs. DEC 2018:

**+0.2%**

TABLET  
COMPUTERS



**0.6%**

DEC 2019 vs. DEC 2018:

**-39%**

OTHER  
DEVICES



**0.03%**

DEC 2019 vs. DEC 2018:

**-67%**



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# MOST-VISITED WEBSITES (SIMILARWEB)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO [SIMILARWEB](#)



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	501,700,000	11M 11S	8.6
02	FACEBOOK.COM	SOCIAL	270,700,000	14M 37S	15.0
03	YOUTUBE.COM	STREAMING VIDEO	252,400,000	34M 07S	12.7
04	GOOGLE.COM.PE	SEARCH	56,720,000	7M 55S	8.1
05	XVIDEOS.COM	ADULT	54,720,000	12M 42S	8.7
06	WHATSAPP.COM	SOCIAL	36,580,000	3M 04S	1.8
07	XNXX.COM	ADULT	30,190,000	13M 48S	9.2
08	LIVE.COM	SEARCH	29,510,000	9M 18S	9.9
09	WIKIPEDIA.ORG	REFERENCE	25,630,000	3M 58S	2.4
10	LAREPUBLICA.PE	NEWS & MEDIA	22,680,000	2M 28S	2.1

**SOURCE:** SIMILARWEB (JANUARY 2020). FIGURES BASED ON MONTHLY AVERAGES FOR Q4 2019. **NOTES:** CATEGORIES AND CATEGORY DEFINITIONS AS PER SIMILARWEB'S DEFINITIONS. 'MONTHLY TRAFFIC' DOES NOT REPRESENT UNIQUE VISITORS. 'TIME PER VISIT' FIGURES REPRESENT THE AVERAGE DURATION OF USERS' VISITS, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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# MOST-VISITED WEBSITES (ALEXA)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO ALEXA



#	WEBSITE	TIME / VISIT	PAGES / VISIT	#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	12M 09S	14.6	11	MERCADOLIBRE.COM.PE	5M 36S	5.7
02	YOUTUBE.COM	11M 44S	6.7	12	NETFLIX.COM	3M 15S	2.7
03	GOOGLE.COM.PE	5M 10S	6.3	13	ROBLOX.COM	13M 52S	7.8
04	LIVE.COM	4M 53S	5.0	14	ELCOMERCIO.PE	4M 51S	1.8
05	FACEBOOK.COM	17M 48S	7.8	15	MSN.COM	3M 23S	3.2
06	THESTARTMAGAZINE.COM	1M 32S	2.0	16	LAREPUBLICA.PE	3M 13S	1.8
07	SUNAT.GOB.PE	8M 42S	4.0	17	ALIEXPRESS.COM	12M 17S	9.0
08	WIKIPEDIA.ORG	3M 55S	3.0	18	XVIDEOS.COM	14M 14S	10.1
09	BLOGSPOT.COM	3M 32S	2.7	19	SCRIBD.COM	2M 36S	2.1
10	YAHOO.COM	4M 34S	4.4	20	RPP.PE	3M 34S	1.4

**SOURCE:** ALEXA (JANUARY 2020). **\*NOTES:** 'ALEXA' IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON 'ALEXA' VOICE-POWERED PLATFORMS. 'TIME / DAY' FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON EACH SITE, ON DAYS THEY VISIT EACH SITE, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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# TOP GOOGLE SEARCH QUERIES

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH THROUGHOUT 2019



#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	PERU	100	11	GMAIL	16
02	FACEBOOK	88	12	WHATSAPP WEB	14
03	YOUTUBE	50	13	IMAGENES	13
04	TRADUCTOR	48	14	MP3	12
05	GOOGLE	31	15	JUEGOS	12
06	HOTMAIL	29	16	RUC	11
07	WHATSAPP	23	17	BCP	11
08	VIDEOS	19	18	CONVERTIDOR	10
09	SUNAT	18	19	COMERCIO	10
10	FB	17	20	CLIMA	10

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# SMART HOME DEVICE MARKET OVERVIEW

SIZE AND VALUE OF THE MARKET FOR SMART HOME DEVICES IN 2019, WITH VALUE BY DEVICE SUB-CATEGORY (IN U.S. DOLLARS)



NUMBER OF HOMES WITH  
SMART HOME DEVICES



**130.0**  
THOUSAND



TOTAL ANNUAL VALUE OF  
SMART HOME DEVICES MARKET



**\$32.00**  
MILLION



VALUE OF SMART HOME CONTROL  
& CONNECTIVITY DEVICE MARKET\*



**\$4.00**  
MILLION



VALUE OF SMART HOME  
APPLIANCES MARKET



**\$13.00**  
MILLION

VALUE OF SMART HOME  
SECURITY DEVICE MARKET



**\$7.00**  
MILLION



VALUE OF SMART HOME  
ENTERTAINMENT DEVICE MARKET



**\$5.00**  
MILLION



VALUE OF SMART HOME  
COMFORT & LIGHTING MARKET



**\$2.00**  
MILLION



VALUE OF SMART HOME  
ENERGY MANAGEMENT MARKET



**\$1.00**  
MILLION

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# SMART HOME DEVICE MARKET GROWTH

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET (2019 vs. 2018), WITH DETAIL BY SUB-CATEGORY



ANNUAL CHANGE IN  
SMART HOME PENETRATION\*



+27%



Y-O-Y VALUE CHANGE: OVERALL  
SMART HOME DEVICES MARKET



+32%

statista

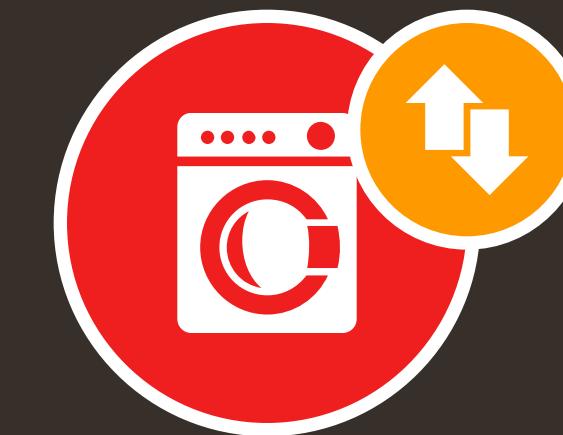
Y-O-Y VALUE CHANGE: SMART HOME  
CONTROL & CONNECTIVITY MARKET



+46%



Y-O-Y VALUE CHANGE: SMART  
HOME APPLIANCES MARKET



+33%

Y-O-Y VALUE CHANGE: SMART  
HOME SECURITY DEVICE MARKET



+29%

statista

Y-O-Y VALUE CHANGE: SMART HOME  
ENTERTAINMENT DEVICE MARKET



+24%

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Y-O-Y VALUE CHANGE: SMART HOME  
COMFORT & LIGHTING MARKET



+32%

K  
KEPIOS

Y-O-Y VALUE CHANGE: SMART HOME  
ENERGY MANAGEMENT MARKET



+44%

JAN  
2020

# AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME IN 2019 (IN U.S. DOLLARS)



PENETRATION OF  
SMART HOME DEVICES\*



1.9%

ARPU\*: COMBINED SPEND ON  
ALL SMART HOME DEVICES



\$237

ARPU\*: SMART HOME CONTROL  
& CONNECTIVITY DEVICES



\$35

ARPU\*: SMART  
HOME APPLIANCES



\$244

ARPU\*: SMART HOME  
SECURITY DEVICES



\$154

ARPU\*: SMART HOME  
ENTERTAINMENT DEVICES



\$63

ARPU\*: SMART HOME  
COMFORT & LIGHTING



\$30

ARPU\*: SMART HOME  
ENERGY MANAGEMENT



\$14

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JANUARY 2020). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUE FOR 2019, IN U.S. DOLLARS.  
SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. \*NOTES: IN THIS CONTEXT, "PENETRATION" REFERS TO THE NUMBER OF HOMES WITH SMART HOME DEVICES, AND  
"ARPU" REFERS TO AVERAGE REVENUE PER HOME WITH A SMART DEVICE.



# SOCIAL MEDIA USE

JAN  
2020

# SOCIAL MEDIA OVERVIEW

BASED ON THE REPORTED POTENTIAL ADVERTISING REACH OF SELECTED SOCIAL MEDIA PLATFORMS



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**24.00**  
**MILLION**

we  
are.  
social

SOCIAL MEDIA USERS  
COMPARED TO  
TOTAL POPULATION



global  
web  
index

**73%**

CHANGE IN SOCIAL  
MEDIA USER NUMBERS  
(APR 2019 TO JAN 2020)



PERCENTAGE OF ACTIVE  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE



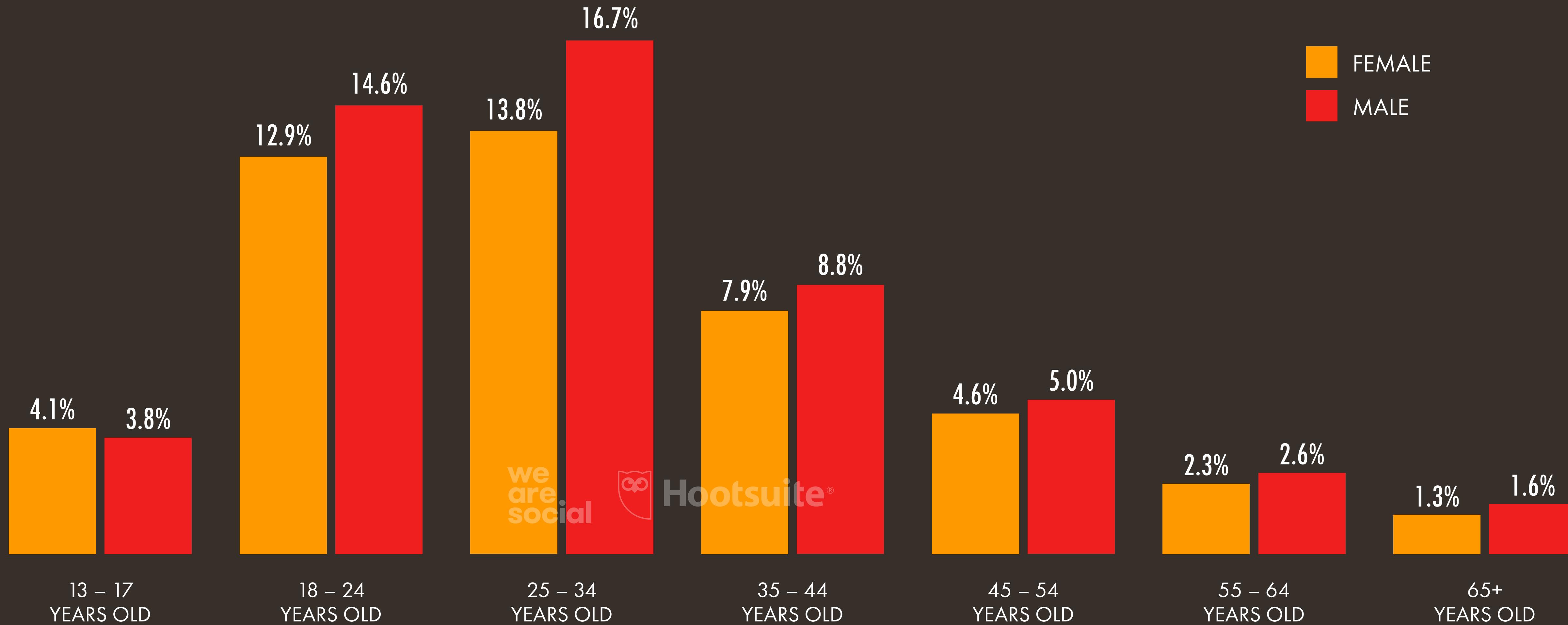
**97%**

**SOURCES:** BASED ON DATA PUBLISHED IN SELECTED SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPANY STATEMENTS, EARNINGS ANNOUNCEMENTS AND MEDIA REPORTS (ALL LATEST DATA AVAILABLE IN JANUARY 2020), WITH COMPARISONS TO POPULATION DATA FROM THE UNITED NATIONS (LATEST DATA AVAILABLE IN JANUARY 2020).  
◆ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN  
2020

# SOCIAL MEDIA ADVERTISING AUDIENCE PROFILE

SHARE OF THE TOTAL ADVERTISING AUDIENCE\* ACROSS FACEBOOK, INSTAGRAM, AND FB MESSENGER, BY AGE AND GENDER



**SOURCE:** EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). BASED ON ACTIVE USERS OF FACEBOOK, INSTAGRAM, AND / OR FACEBOOK MESSENGER. **\*NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. **\*ADVISORY:** DATA ON THIS CHART REPRESENT THE SOCIAL MEDIA ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE SOCIAL MEDIA USERS. **◆ COMPARABILITY ADVISORY:** BASE CHANGES.

JAN  
2020

# FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



NUMBER OF PEOPLE THAT  
FACEBOOK REPORTS  
CAN BE REACHED WITH  
ADVERTS ON FACEBOOK



22.00  
MILLION

FACEBOOK'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 13+



86%

QUARTER-ON-  
QUARTER CHANGE  
IN FACEBOOK'S  
ADVERTISING REACH



0%  
[UNCHANGED]

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS FEMALE\*



47.8%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS MALE\*



52.2%

**SOURCES:** FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (ACCESSED JANUARY 2020); POPULATION DATA FROM THE U.N. **NOTE:** FACEBOOK DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL ACTIVE USERS. ♦ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA MAY NOT BE COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN  
2020

# FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



PERCENTAGE OF FACEBOOK  
USERS ACCESSING VIA ANY  
KIND OF MOBILE PHONE



97.0%

PERCENTAGE OF FACEBOOK  
USERS WHO ONLY ACCESS VIA A  
LAPTOP OR DESKTOP COMPUTER



3.0%

PERCENTAGE OF FACEBOOK  
USERS WHO ACCESS VIA BOTH  
PHONES AND COMPUTERS



27.9%

PERCENTAGE OF FACEBOOK  
USERS WHO ONLY ACCESS  
VIA A MOBILE PHONE



69.2%

JAN  
2020

# FACEBOOK ACTIVITY FREQUENCY

HOW OFTEN A 'TYPICAL' USER\* PERFORMS EACH ACTIVITY ON FACEBOOK



NUMBER OF  
FACEBOOK PAGES  
LIKED (LIFETIME\*)



1

FEMALE: MALE:

1 1

POSTS LIKED IN  
THE PAST 30 DAYS  
(ALL POST TYPES)



11

FEMALE: MALE:

13 9

COMMENTS MADE IN  
THE PAST 30 DAYS  
(ALL POST TYPES)



6

FEMALE: MALE:

7 5

FACEBOOK POSTS  
SHARED IN THE PAST 30  
DAYS (ALL POST TYPES)



2

FEMALE: MALE:

2 2

FACEBOOK ADVERTS  
CLICKED IN THE PAST 30  
DAYS (ANY CLICK TYPE)



10

FEMALE: MALE:

12 10

SOURCE: FACEBOOK (JANUARY 2020). \*NOTE: FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE. FIGURE FOR THE NUMBER OF FACEBOOK PAGES LIKED IS THE MEDIAN NUMBER OF PAGES THAT THE TYPICAL FACEBOOK USER HAS 'LIKED' IN ALL THE TIME THEY HAVE BEEN USING FACEBOOK, NOT JUST IN THE PAST MONTH. FOR REFERENCE, THE WORLDWIDE MEDIAN IS JUST ONE PAGE.

# INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



NUMBER OF PEOPLE THAT  
INSTAGRAM REPORTS  
CAN BE REACHED WITH  
ADVERTS ON INSTAGRAM



**5.70**  
**MILLION**

INSTAGRAM'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 13+



**22%**

QUARTER-ON-  
QUARTER CHANGE  
IN INSTAGRAM'S  
ADVERTISING REACH



**+3.6%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT INSTAGRAM  
REPORTS IS FEMALE\*



**54.2%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT INSTAGRAM  
REPORTS IS MALE\*



**45.8%**

**SOURCE:** FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS FOR INSTAGRAM (ACCESSED JANUARY 2020); POPULATION DATA FROM THE U.N. **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON INSTAGRAM'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL ACTIVE USERS. ♦ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA MAY NOT BE COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

# SNAPCHAT AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT



NUMBER OF PEOPLE THAT  
SNAPCHAT REPORTS  
CAN BE REACHED WITH  
ADVERTS ON SNAPCHAT



**1.75**  
**MILLION**

SNAPCHAT'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 13+



**we  
are  
social**

QUARTER-ON-  
QUARTER CHANGE  
IN SNAPCHAT'S  
ADVERTISING REACH



**+21%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT SNAPCHAT  
REPORTS IS FEMALE\*



**we  
are.  
social**

**76.5%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT SNAPCHAT  
REPORTS IS MALE\*



**21.3%**

**SOURCE:** EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. POPULATION DATA FROM THE U.N. \***NOTE:** SNAPCHAT'S TOOLS DO NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE', BUT THE DATA THAT THE PLATFORM REPORTS FOR MALE AND FEMALE AUDIENCES DO NOT SUM TO 100% OF THE TOTAL AUDIENCE FIGURE. GENDER SHARE FIGURES REFLECT A SHARE OF TOTAL AUDIENCE, SO WILL NOT SUM TO 100%.

# TWITTER AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



NUMBER OF PEOPLE THAT  
TWITTER REPORTS  
CAN BE REACHED WITH  
ADVERTS ON TWITTER



KEPIOS

1.24  
MILLION

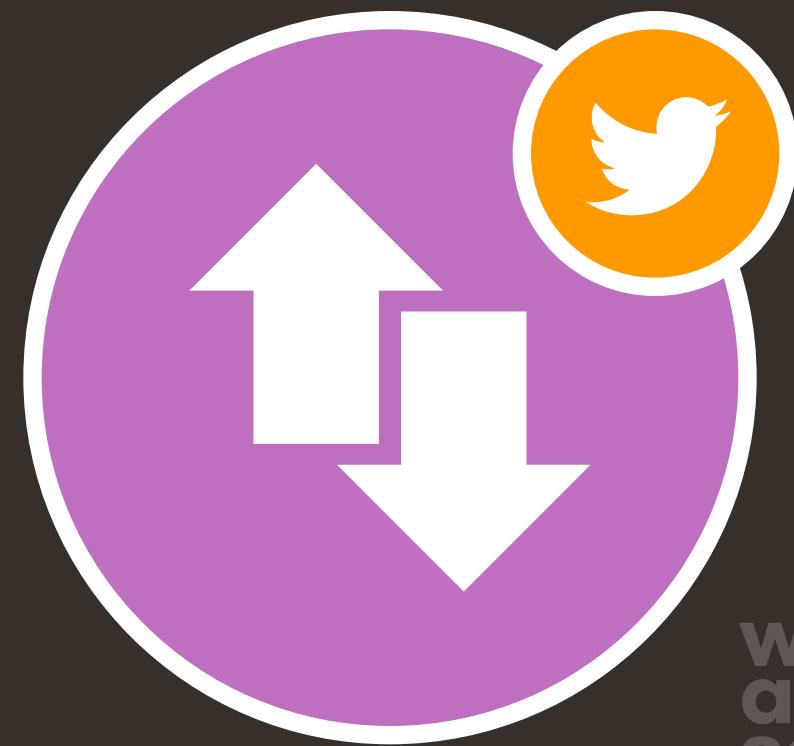
TWITTER'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 13+



we  
are.  
social

4.8%

QUARTER-ON-  
QUARTER CHANGE  
IN TWITTER'S  
ADVERTISING REACH



we  
are.  
social

-5.5%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT TWITTER  
REPORTS IS FEMALE\*



we  
are.  
social

38.3%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT TWITTER  
REPORTS IS MALE\*



Hootsuite®

**SOURCE:** EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. POPULATION DATA FROM THE U.N. \***NOTE:** TWITTER DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. GENDER SHARE FIGURES BASED ON AVAILABLE DATA. **ADVISORY:** DATA REPORTED BY TWITTER'S SELF-SERVICE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION. ♦ **COMPARABILITY ADVISORY:** SIGNIFICANT BASE CHANGES.

JAN  
2020

# LINKEDIN AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



NUMBER OF PEOPLE THAT  
LINKEDIN REPORTS  
CAN BE REACHED WITH  
ADVERTS ON LINKEDIN\*



**5.50**  
**MILLION**

LINKEDIN'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 18+



**24%**

QUARTER-ON-  
QUARTER CHANGE  
IN LINKEDIN'S  
ADVERTISING REACH



**+1.9%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT LINKEDIN  
REPORTS IS FEMALE\*



**40.8%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT LINKEDIN  
REPORTS IS MALE\*



**59.2%**

K  
KEPIOS

we  
are.  
social

# TOP YOUTUBE SEARCH QUERIES

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO YOUTUBE'S SEARCH TOOLS THROUGHOUT 2019



PERU

#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	MUSICA	100	11	CALMA	27
02	CANCIONES	75	12	KARAOKE	26
03	PELICULAS	57	13	LA ROSA DE GUADALUPE	25
04	SALSA	47	14	REGGAETON	25
05	ANUEL	43	15	PELICULAS COMPLETAS	23
06	FORTNITE	30	16	BABY	22
07	ROSA DE GUADALUPE	30	17	CUMBIA	22
08	RAP	29	18	DANIELA DARCOURT	21
09	BTS	29	19	GRUPO 5	21
10	BADABUN	28	20	PELICULAS COMPLETAS EN ESPAÑOL	21



# MOBILE USE

# MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH



NUMBER OF MOBILE  
CONNECTIONS  
(EXCLUDING IOT)



**38.08**  
**MILLION**

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**116%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**65%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**35%**

PERCENTAGE OF MOBILE  
CONNECTIONS THAT ARE  
BROADBAND (3G – 5G)



**80%**

JAN  
2020

# MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF KEY ENABLERS AND DRIVERS OF MOBILE INTERNET CONNECTIVITY



OVERALL COUNTRY  
INDEX SCORE



**67.07**

OUT OF MAX. 100

MOBILE NETWORK  
INFRASTRUCTURE



**59.93**

OUT OF MAX. 100

AFFORDABILITY OF  
DEVICES & SERVICES



**67.95**

OUT OF MAX. 100

CONSUMER  
READINESS



**74.01**

OUT OF MAX. 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



**67.13**

OUT OF MAX. 100

JAN  
2020

# SHARE OF WEB TRAFFIC BY MOBILE OS

SHARE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT MOBILE OPERATING SYSTEMS



SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
ANDROID DEVICES



**90.7%**

DEC 2019 vs. DEC 2018:

**+3.6%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
APPLE IOS DEVICES



**8.2%**

DEC 2019 vs. DEC 2018:

**-15%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
KAI OS DEVICES



**[N/A]**

DEC 2019 vs. DEC 2018:

**[N/A]**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
SAMSUNG OS DEVICES\*



**0.7%**

DEC 2019 vs. DEC 2018:

**-59%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
OTHER OS DEVICES



**0.4%**

DEC 2019 vs. DEC 2018:

**-64%**



**ECOMMERCE USE**

# FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS AN ACCOUNT WITH  
A FINANCIAL INSTITUTION



**42%**

HAS A  
CREDIT CARD



**12%**

HAS A MOBILE  
MONEY ACCOUNT



**2.6%**

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



**7.0%**

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



**7.5%**

PERCENTAGE OF MEN  
WITH A CREDIT CARD



**16%**

PERCENTAGE OF WOMEN  
MAKING ONLINE TRANSACTIONS



**5.4%**

PERCENTAGE OF MEN  
MAKING ONLINE TRANSACTIONS



**8.7%**

JAN  
2020

# ECOMMERCE SPEND BY CATEGORY

TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2019, IN U.S. DOLLARS



FASHION  
& BEAUTY



\$561.0  
MILLION

statista

ELECTRONICS &  
PHYSICAL MEDIA



\$691.0  
MILLION



FOOD &  
PERSONAL CARE



we  
are.  
social

\$205.0  
MILLION

FURNITURE &  
APPLIANCES



\$471.0  
MILLION

TOYS, DIY  
& HOBBIES



\$253.0  
MILLION



TRAVEL (INCLUDING  
ACCOMMODATION)\*



we  
are.  
social

\$2.52  
BILLION

DIGITAL  
MUSIC



statista

\$30.00  
MILLION

VIDEO  
GAMES



\$230.0  
MILLION

Hootsuite®

**SOURCES:** STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JANUARY 2020). FIGURES BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2019, EXCLUDING B2B SPEND. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](http://STATISTA.COM/OUTLOOK/DIGITAL-MARKETS) FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. **◆ COMPARABILITY ADVISORY:** BASE CHANGES. DEFINITIONS FOR CATEGORIES DENOTED BY (\*) HAVE ALSO CHANGED. DATA MAY NOT BE DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

JAN  
2020

# ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR GROWTH IN TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES (2019 vs. 2018)



## FASHION & BEAUTY



+18%

statista

## ELECTRONICS & PHYSICAL MEDIA



+15%

we  
are  
social

## FOOD & PERSONAL CARE



+22%

we  
are  
social

## FURNITURE & APPLIANCES



+23%

## TOYS, DIY & HOBBIES



+22%

we  
are  
social

## TRAVEL (INCLUDING ACCOMMODATION)\*



+7.9%

we  
are  
social

## DIGITAL MUSIC



+12%

statista

## VIDEO GAMES



+9.6%

# ONLINE PURCHASES OF CONSUMER GOODS

OVERVIEW OF THE MARKET FOR ONLINE CONSUMER GOODS PURCHASES IN 2019



TOTAL NUMBER OF PEOPLE PURCHASING CONSUMER GOODS ONLINE IN 2019



**15.90  
MILLION**

VALUE OF THE MARKET FOR ONLINE CONSUMER GOODS PURCHASES (IN U.S. DOLLARS)



**\$2.18  
BILLION**

AVERAGE ANNUAL REVENUE PER ONLINE CONSUMER GOODS SHOPPER (ARPU) IN U.S. DOLLARS



**\$137**

ONLINE CONSUMER GOODS ARPU AS A PERCENTAGE OF GDP PER CAPITA (BOTH U.S. DOLLARS)



**2.0%**

statista

we  
are.  
social

# ECOMMERCE VALUE: ALTERNATIVE PERSPECTIVES

ALTERNATIVE PERSPECTIVES ON THE OVERALL SIZE, VALUE, AND GROWTH OF THE B2C ECOMMERCE MARKET (IN U.S. DOLLARS)



TOTAL VALUE OF THE CONSUMER (B2C) ECOMMERCE MARKET



\$4.00 BILLION

ANNUAL GROWTH IN THE VALUE OF B2C ECOMMERCE SPEND



+41%

B2C ECOMMERCE SPEND AS A PERCENTAGE OF TOTAL B2C RETAIL SPEND



2.0%

AVERAGE ANNUAL ONLINE SPEND PER B2C CONSUMER



\$466

MOBILE'S SHARE OF B2C ECOMMERCE TRANSACTION VALUE



39%

# DIGITAL PAYMENTS OVERVIEW

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET IN 2019 (IN U.S. DOLLARS)



NUMBER OF PEOPLE  
MAKING DIGITALLY ENABLED  
PAYMENT TRANSACTIONS\*



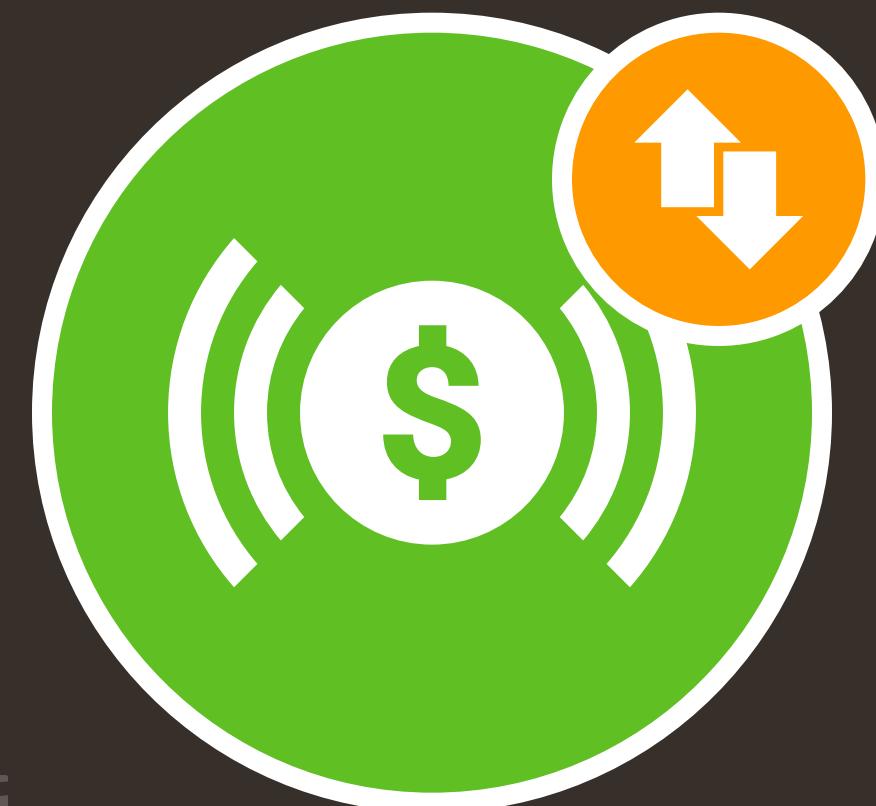
**14.20**  
**MILLION**

TOTAL ANNUAL VALUE  
OF DIGITALLY ENABLED  
CONSUMER PAYMENTS



**\$7.29**  
**BILLION**

ANNUAL CHANGE IN THE  
VALUE OF DIGITALLY ENABLED  
CONSUMER PAYMENTS



**+15%**

AVERAGE TOTAL ANNUAL VALUE OF  
DIGITAL PAYMENT TRANSACTIONS  
PER DIGITAL PAYMENTS USER



**\$513**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK FOR FINTECH (ACCESSED JANUARY 2020). FIGURES USE FULL-YEAR VALUES FOR 2019, WITH COMPARISONS TO EQUIVALENT 2018 DATA.  
SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. \***NOTE:** IN THIS CONTEXT, "DIGITALLY ENABLED PAYMENTS" INCLUDE PAYMENTS FOR PRODUCTS AND SERVICES MADE OVER THE INTERNET, AND MOBILE PAYMENTS AT POINT-OF-SALE (POS) VIA SMARTPHONE APPS.

# RIDE-HAILING MARKET OVERVIEW

SIZE AND GROWTH OF THE RIDE-HAILING MARKET IN 2019 (IN U.S. DOLLARS)



NUMBER OF PEOPLE  
USING DIGITALLY ENABLED  
RIDE-HAILING SERVICES\*



**1.90**  
**MILLION**

TOTAL VALUE OF THE  
DIGITALLY ENABLED  
RIDE-HAILING MARKET



**\$129.0**  
**MILLION**

ANNUAL GROWTH IN THE TOTAL  
VALUE OF THE DIGITALLY ENABLED  
RIDE-HAILING MARKET



statista

**+18%**

ANNUAL REVENUE PER  
USER OF DIGITALLY ENABLED  
RIDE-HAILING SERVICES



**\$67**

**SOURCE:** STATISTA MARKET OUTLOOK FOR ONLINE MOBILITY SERVICES (ACCESSED JANUARY 2020). FIGURES USE FULL-YEAR VALUES FOR 2019, WITH COMPARISONS TO EQUIVALENT 2018 DATA. SEE [STATISTA.COM/OUTLOOK/MOBILE-MARKETS](https://www.statista.com/outlook/mobile/markets/) FOR MORE DETAILS. \***NOTE:** IN THIS CONTEXT, "DIGITALLY ENABLED RIDE-HAILING SERVICES" INCLUDE TRANSPORTATION NETWORK COMPANIES THAT OFFER RIDES IN PRIVATE VEHICLES (E.G. UBER, DIDI, GRAB), RIDE-POOLING SERVICES, AND REGULAR TAXI SERVICES BOOKED ONLINE OR THROUGH A SMARTPHONE APP.

JAN  
2020

# VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2019, WITH DETAIL OF SPEND IN INDIVIDUAL SUB-CATEGORIES



TOTAL DIGITAL AD  
SPEND IN 2019



**\$669.0**  
**MILLION**

**we  
are.  
social**

SPEND ON DIGITAL  
SEARCH ADS IN 2019



**\$220.0**  
**MILLION**

**statista**

SPEND ON SOCIAL  
MEDIA ADS IN 2019



**\$293.0**  
**MILLION**

SPEND ON DIGITAL  
BANNER ADS IN 2019



**\$73.00**  
**MILLION**

**statista**

SPEND ON DIGITAL  
VIDEO ADS IN 2019



**\$44.00**  
**MILLION**



SPEND ON DIGITAL  
CLASSIFIED ADS IN 2019



**\$39.00**  
**MILLION**

**SOURCE:** STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JANUARY 2020). FIGURES REPRESENT FULL-YEAR DIGITAL ADVERTISING SPEND FOR 2019.

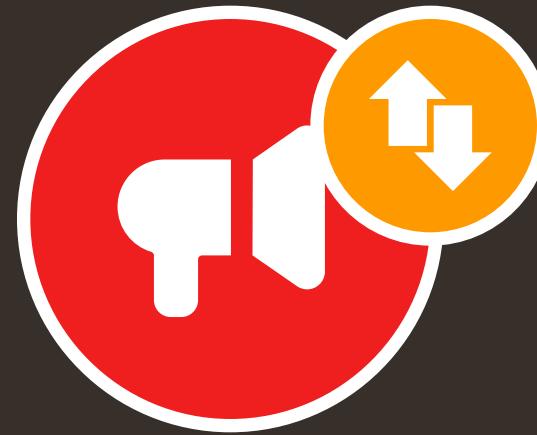
SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. **NOTES:** SPEND VALUES ARE IN U.S. DOLLARS. INCLUDES ADVERTISING ON MOBILE AND DESKTOP DEVICES. VALUES DO NOT INCLUDE SPEND ON E-MAIL MARKETING, AUDIO ADVERTS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS.

# DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BETWEEN 2018 AND 2019



YEAR-ON-YEAR CHANGE  
IN TOTAL DIGITAL AD SPEND



+11%

we  
are  
social

YEAR-ON-YEAR CHANGE IN  
DIGITAL SEARCH AD SPEND



+7.0%

statista

YEAR-ON-YEAR CHANGE IN  
SOCIAL MEDIA AD SPEND



+17%

YEAR-ON-YEAR CHANGE IN  
DIGITAL BANNER AD SPEND



+6.3%

statista

YEAR-ON-YEAR CHANGE IN  
DIGITAL VIDEO AD SPEND



+11%



YEAR-ON-YEAR CHANGE IN  
DIGITAL CLASSIFIED AD SPEND



+1.5%

**SOURCE:** STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JANUARY 2020). FIGURES COMPARE FULL-YEAR DIGITAL ADVERTISING SPEND IN 2019 TO EQUIVALENT DATA FOR 2018. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets/) FOR MORE DETAILS. **NOTES:** INCLUDES ADVERTISING ON MOBILE AND DESKTOP DEVICES. VALUES DO NOT INCLUDE SPEND ON E-MAIL MARKETING, AUDIO ADVERTS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS.

# CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NIUE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECH REP.	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE

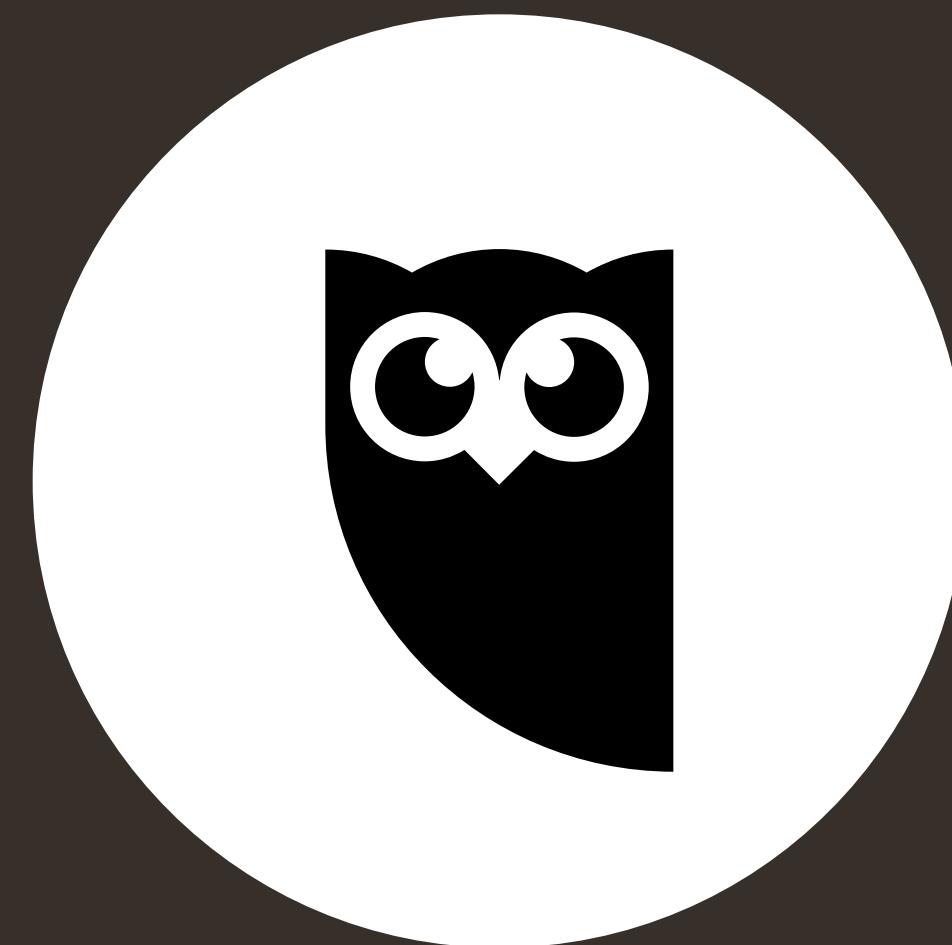


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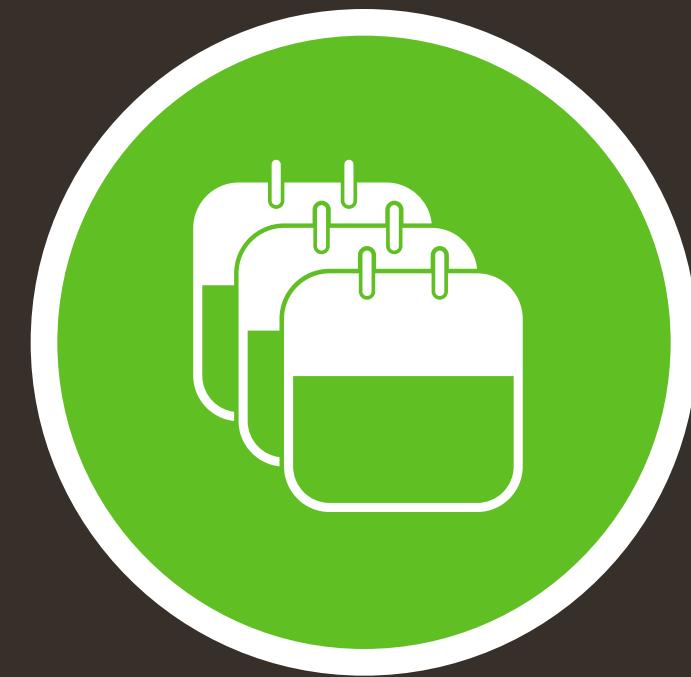


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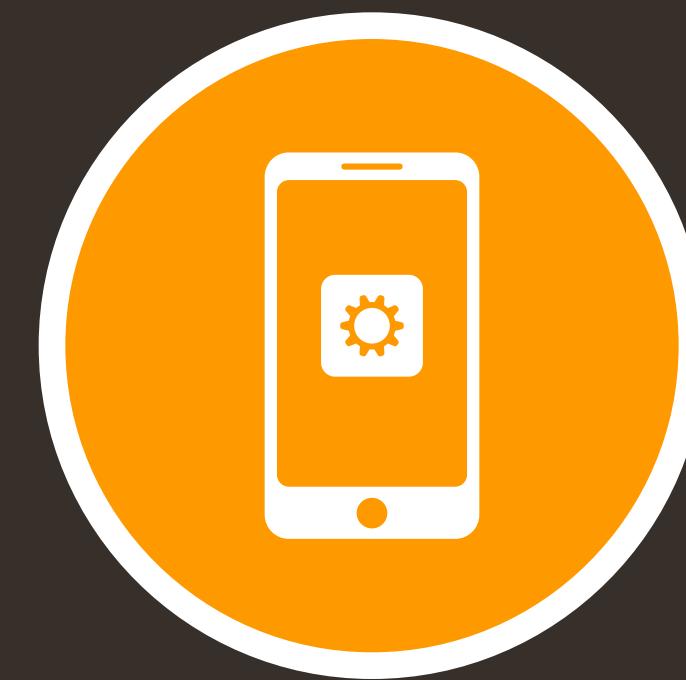
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# DATA SOURCES

**POPULATION & DEMOGRAPHICS:** United Nations World Population Prospects, 2019 Revision; US Census Bureau (accessed January 2020); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in January 2020). **Literacy rates:** UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2020). **GDP and financial inclusions data:** World Bank DataBank; IMF Data; CIA World Factbook (all accessed January 2020). **Device ownership and time spent by media:** GlobalWebIndex (Q3 2019).\*

**INTERNET USERS:** ITU Statistics; Eurostat Data Explorer; GlobalWebIndex; Facebook's self-serve advertising tools; local government authorities and telecom regulatory bodies; APJII (all accessed January 2020). **Mobile internet share** based on data from GlobalWebIndex (Q3 2019)\*, and extrapolations of data reported in Facebook's self-serve advertising tools. **Internet connection speed** data from Ookla Speedtest (values for December 2019). **Time spent on the internet** from GlobalWebIndex (Q3 2019).\* **World's top websites** from SimilarWeb (December 2019) and Alexa (monthly average based on 3-month period to mid-January 2020). **Web language** insights

via W3Techs (January 2020). **Google search** insights from Google Trends (data for full year 2019). Data on use of **data misuse fears, voice search, and ad blockers** from GlobalWebIndex (Q3 2019).\* Data on concerns about '**fake news**' from Reuters Institute Digital News Report (2019 edition). **Content streaming** insights from GlobalWebIndex (Q3 2019).\* **Smart Home** insights from Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019).

## SOCIAL MEDIA USERS & ADVERTISING

**AUDIENCES:** Social media platforms' self-service advertising tools (including extrapolations); company earnings announcements; press releases and promotional materials; remarks by senior platform executives at public events; statements on company websites; reports in reputable media (all latest data available in January 2020). **TikTok** data from a company sales presentation published by AdAge (October 2019). **YouTube** insights via YouTube press website (accessed January 2020). **Top messenger platforms** from SimilarWeb (January 2020, based on data for December 2019). **Time spent on social media** from GlobalWebIndex (Q3 2019)\*. **Facebook and Instagram reach and engagement** data from Locowise (January 2020, based on averages for Q4 2019).

**MOBILE USERS & CONNECTIONS:** GSMA Intelligence (January 2020); Ericsson Mobility Report (November 2019); Ericsson Mobility Calculator and Visualizer tools (accessed January 2020). **Mobile Apps:** App Annie (January 2020); SimilarWeb (January 2020). **Mobile actions:** GlobalWebIndex (Q3 2019).

**ECOMMERCE USERS & SPEND:** Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019)\*; PPRO Payments & Ecommerce reports (2019 and 2020 editions). **Brand discovery channels:** GlobalWebIndex (Q3 2019). **Ride-Hailing** insights from Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019). **Digital advertising market:** Statista Digital Market Outlook\* (accessed January 2020); eMarketer (February 2019).

\*For more details of GlobalWebIndex's methodology, visit <https://www.globalwebindex.com>.

\*For more details of Statista's Market Outlook, visit <https://www.statista.com/outlook/digital-markets>.

# NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data. However, the user numbers published by social media platforms can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media. These data are also more likely to be updated on a regular basis, as social media companies relies on this data to help sell their advertising products and services.

As a result, on occasion, we've used the latest addressable advertising audience data from social media platforms' self-service advertising tools to inform our internet user numbers, especially in less-developed economies, where 'official' internet user numbers are published less frequently. Consequently, there are a number of instances in this report where the reported number of social media users equals the reported number of internet users.

It's unlikely that one hundred percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, we've changed the source for a number of our data points in this year's reports, and a number of metrics that we reported in last year's Global Digital reports have also been revised by the original data provider since publication. As a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports in case the original base has changed.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: [reports@kepios.com](mailto:reports@kepios.com).

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