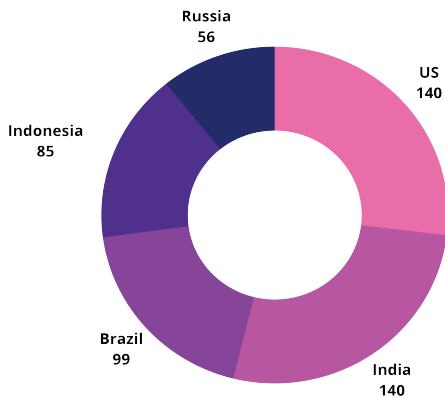


# INSTAGRAM STATISTICS

## Instagram users are...

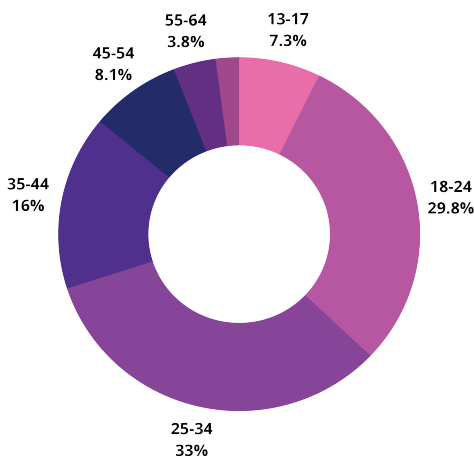
*Geographically diverse.*



**Instagram users by country (millions)**

US	140
India	140
Brazil	99
Indonesia	85
Russia	56

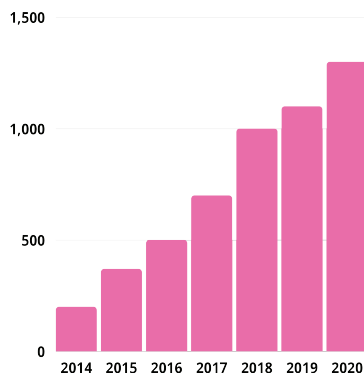
*Typically young.*



**Instagram user ages (% of total)**

13-17	7.3
18-24	29.8
25-34	33
35-44	16
45-54	8.1
55-64	3.8
65+	2.1

*Constantly increasing.*



**Instagram users by year (millions)**

2014	200
2015	370
2016	500
2017	700
2018	1000
2019	1100
2020	1300