





## PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE



GWI



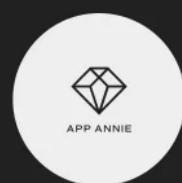
STATISTA



GSMA INTELLIGENCE



SEMRUSH



APP ANNIE



SIMILARWEB



LOCOWISE



SKAI



FIND THOUSANDS OF REPORTS EXPLORING DIGITAL TRENDS IN EVERY COUNTRY IN THE WORLD IN OUR **FREE** ONLINE LIBRARY:

**DATAREPORTAL.COM/LIBRARY**

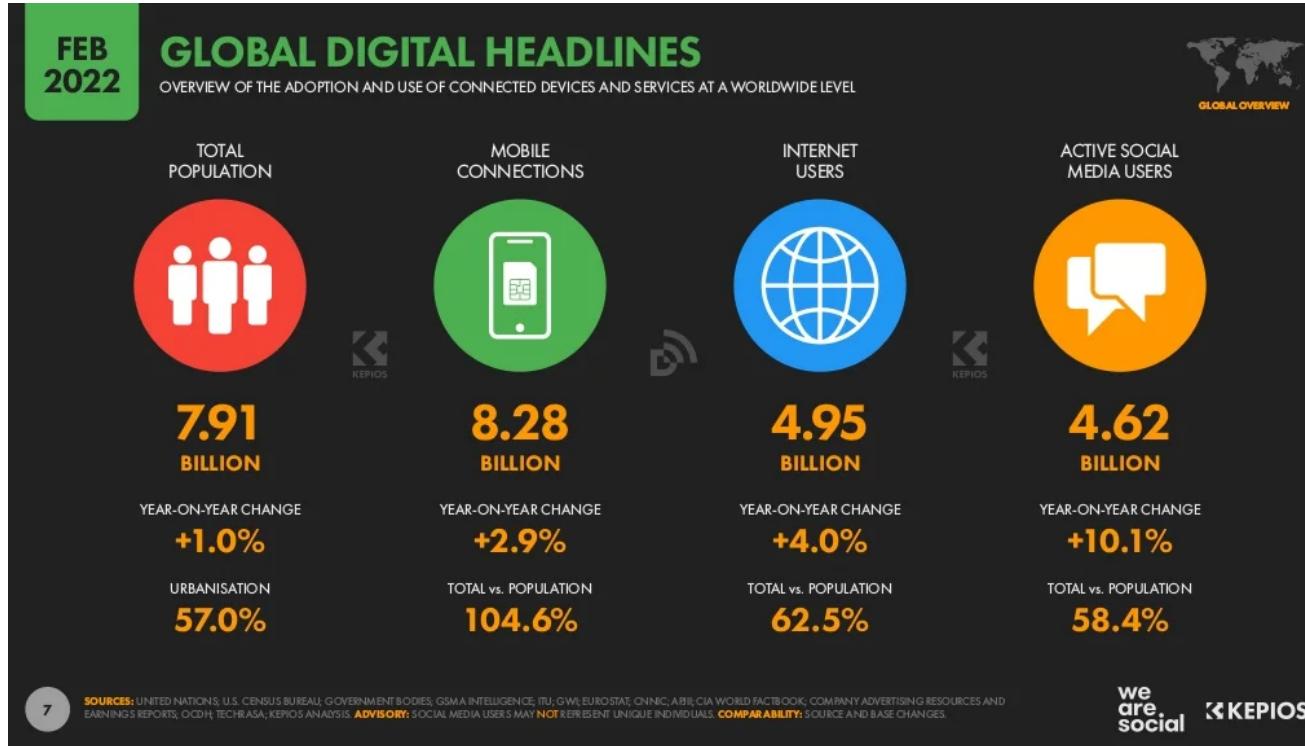


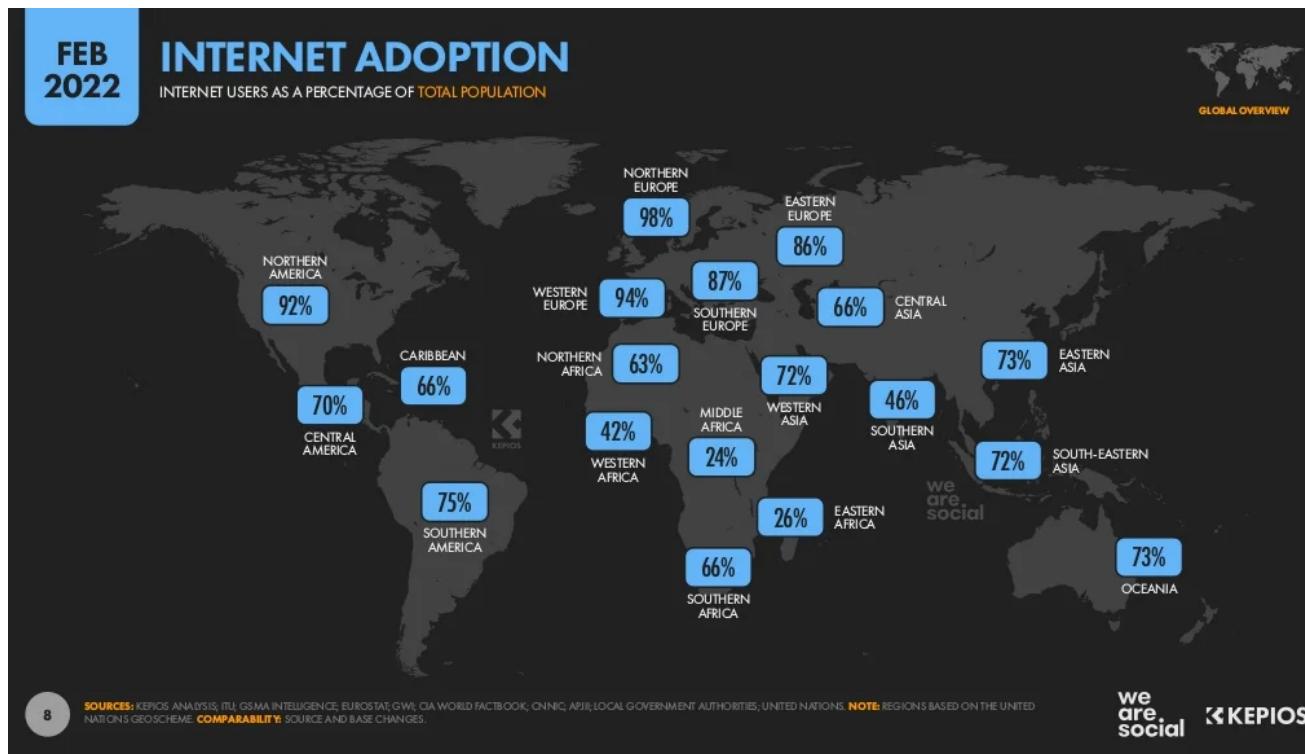
## IMPORTANT NOTES ON COMPARING DATA

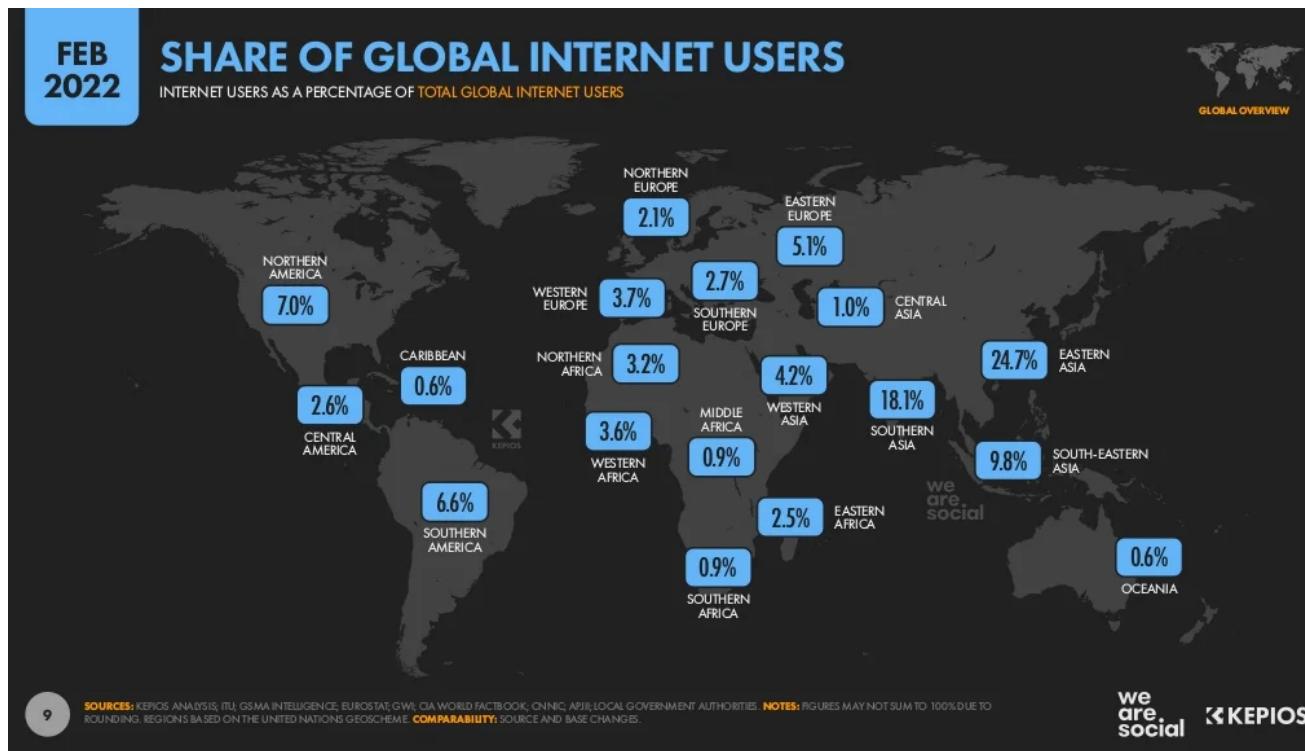
The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we published previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data from previous reports. Wherever we're aware of the potential for historical mismatches, we've included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. In addition to changes in data sources and calculations, please note that social media user numbers **may not** represent unique individuals. This is because some people may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, bands, etc.). As a result, the figures we publish for social media users may **exceed** the figures we publish for total population or for internet users. This may seem counter-intuitive, but such differences do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: <https://datareportal.com/notes-on-data>.

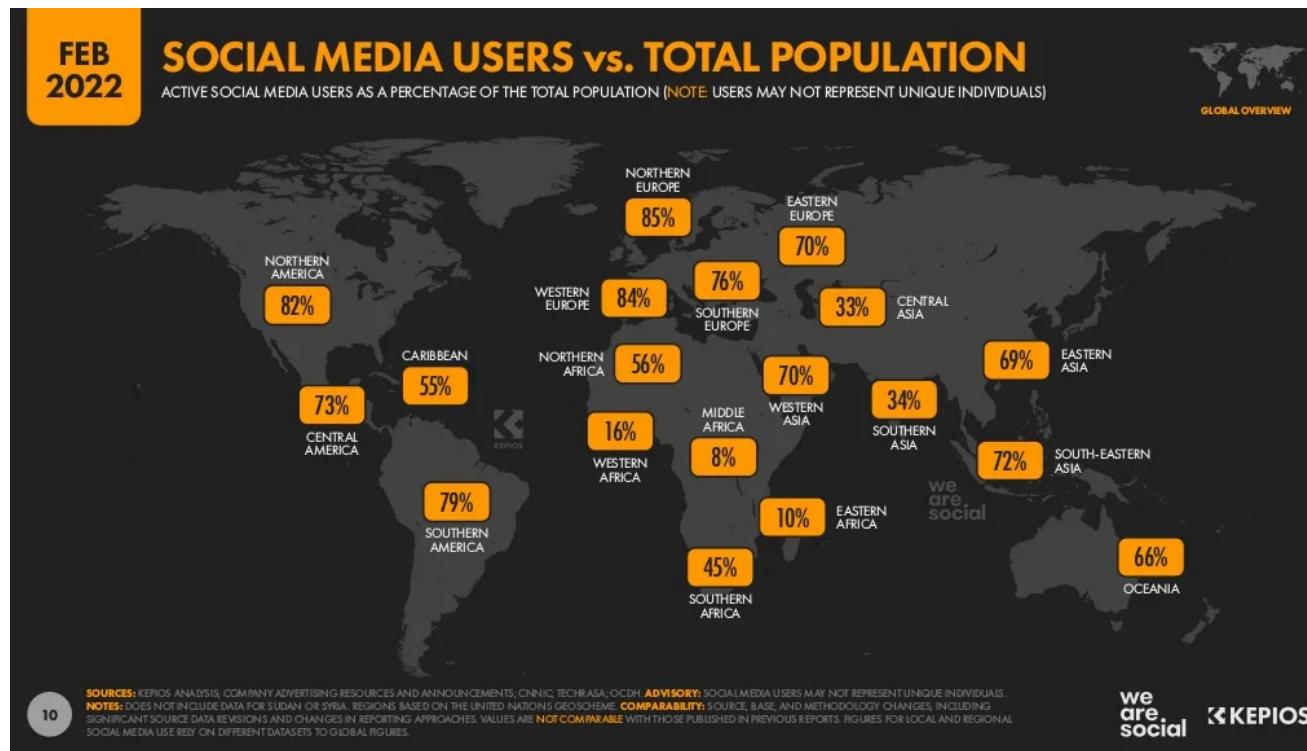


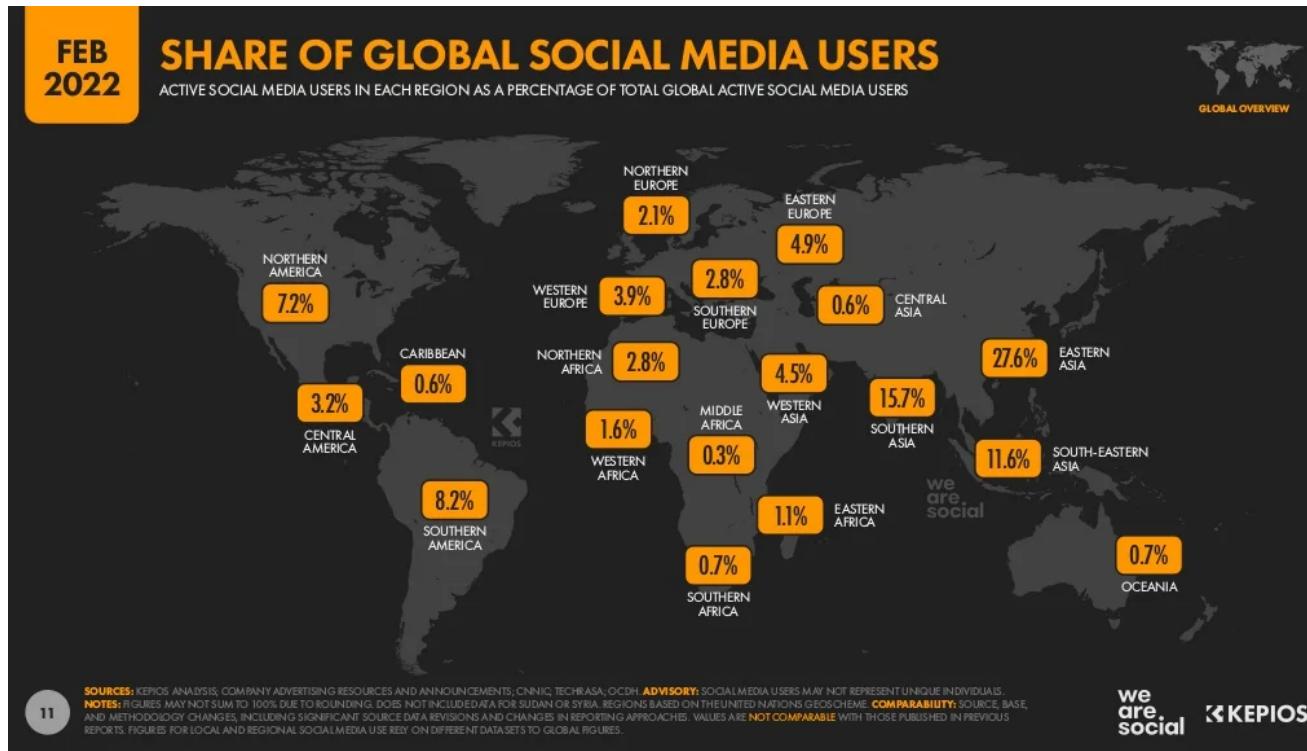
## GLOBAL HEADLINES

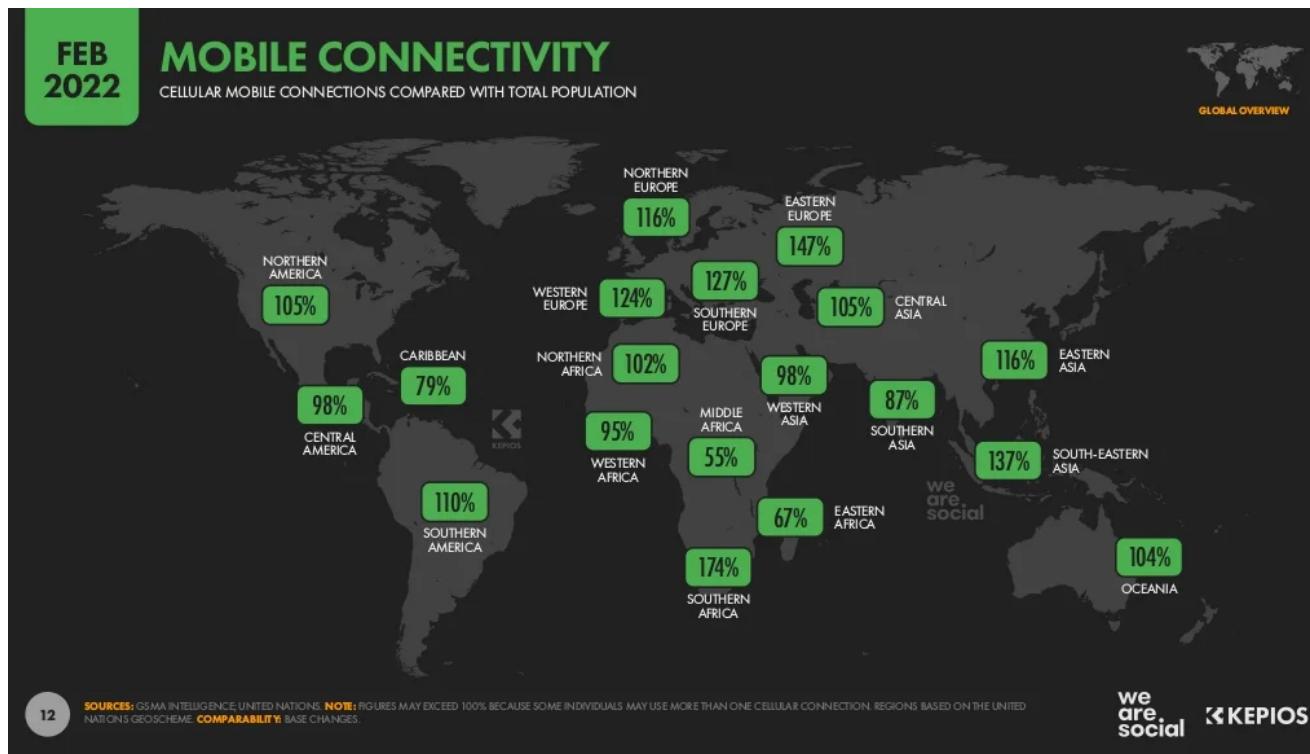












## EXPLORE OUR COMPLETE COLLECTION OF DIGITAL 2022 GLOBAL DATA



### DIGITAL 2022 GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

WE ARE SOCIAL Hootsuite



### DIGITAL 2022

#### LOCAL COUNTRY HEADLINES REPORT

ESSENTIAL DATA, PREDICTIONS, ADOPTION AND USE IN EVERY COUNTRY IN THE WORLD

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[CLICK HERE](#) TO READ OUR FLAGSHIP **DIGITAL 2022 GLOBAL OVERVIEW REPORT**, PACKED WITH ALL THE NUMBERS YOU NEED TO MAKE SENSE OF THE CURRENT STATE OF DIGITAL

[CLICK HERE](#) TO READ OUR **DIGITAL 2022 LOCAL COUNTRY HEADLINES REPORT**, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

PARTNER CONTENT

WE ARE SOCIAL

## THINK FORWARD 2022

### BRAVE NEW WORLDS

You've heard about the metaverse, right? Actually, 87% of social media users globally haven't. But does that even matter, when businesses from Facebook to Fortnite are trying to stake their claim in it? What about web3? Or blockchain? Do you know what an NFT is?

As we've renegotiated our relationship with digital in the wake of Covid-19, from the fringes of the internet, a wealth of new terms have become mainstays in the marketing press and mainstream media alike, rushing to alleviate the tensions of our new reality.

We're at a tipping point, and the gold rush is in full swing.

**We're stepping into Brave New Worlds.**

In the seventh issue of our annual report *Think Forward*, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.

The report was informed by ongoing intelligence from our global Cultural Insights team, and supported by a survey of 3,000 people aged 18+ who use social media daily from the US, UK, France, Italy, China and Australia.

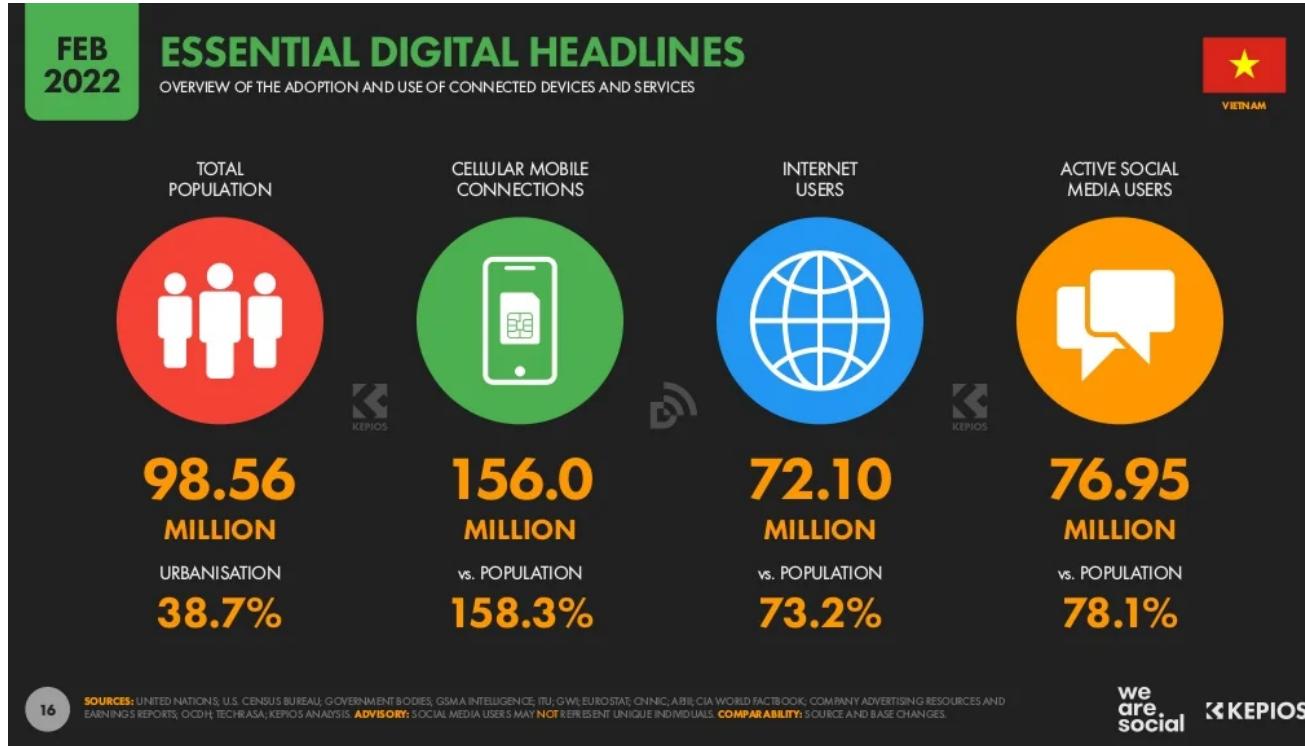
THE TRENDS

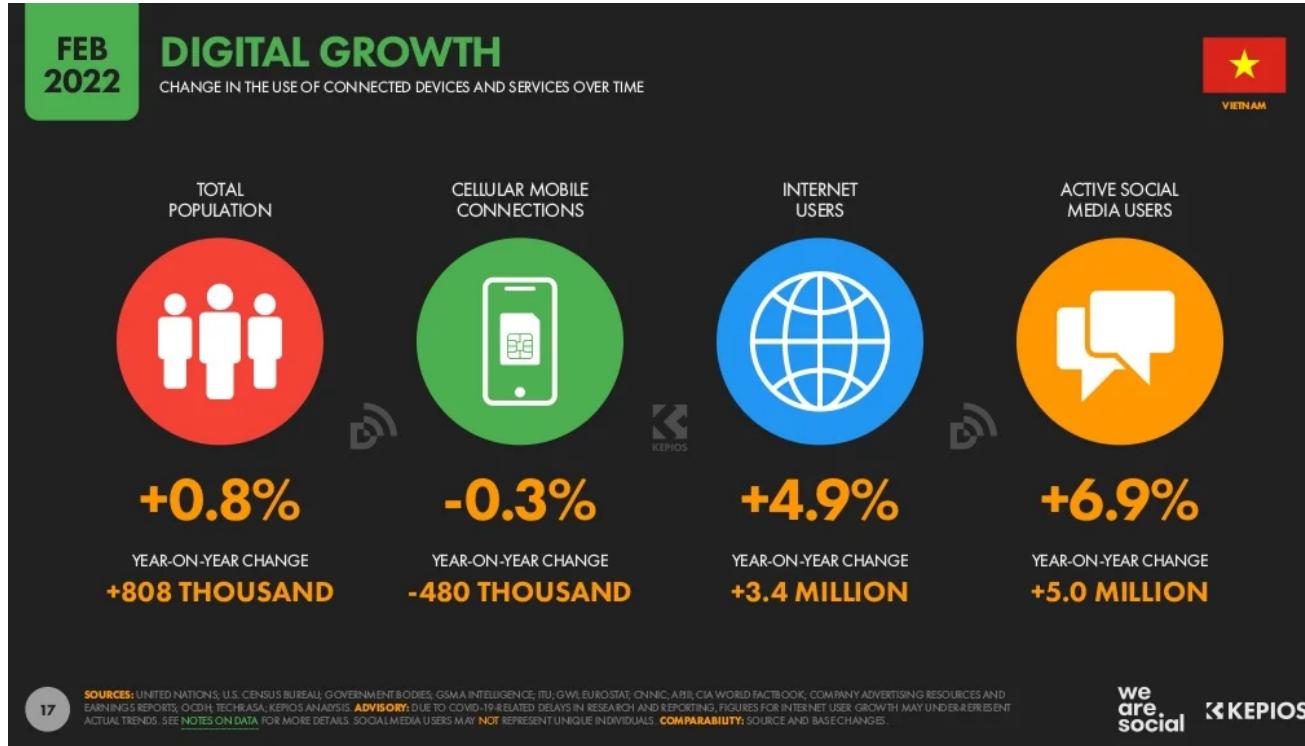
1. IN-FEED SYLLABUSES  
SOCIAL IS BEING REPURPOSED AS A SPACE FOR SELF-DIRECTED LEARNING
2. THE VIBE ECONOMY  
THE CURATION OF MOODS AND FEELINGS HAS BECOME A COVETED CREATIVE SKILL
3. PRIME TIME PLATFORMS  
SOCIAL HAS LEVELLED UP FROM ITS ROLE AS A SECOND SCREEN
4. SOCIAL CYNICISM  
CREATORS ARE FIGHTING TO OVERCOME THE TROPS OF SOCIAL
5. NEW MATERIALISTS  
PEOPLE ARE INVESTING IN DIGITAL CONTENT AND CREATIVITY

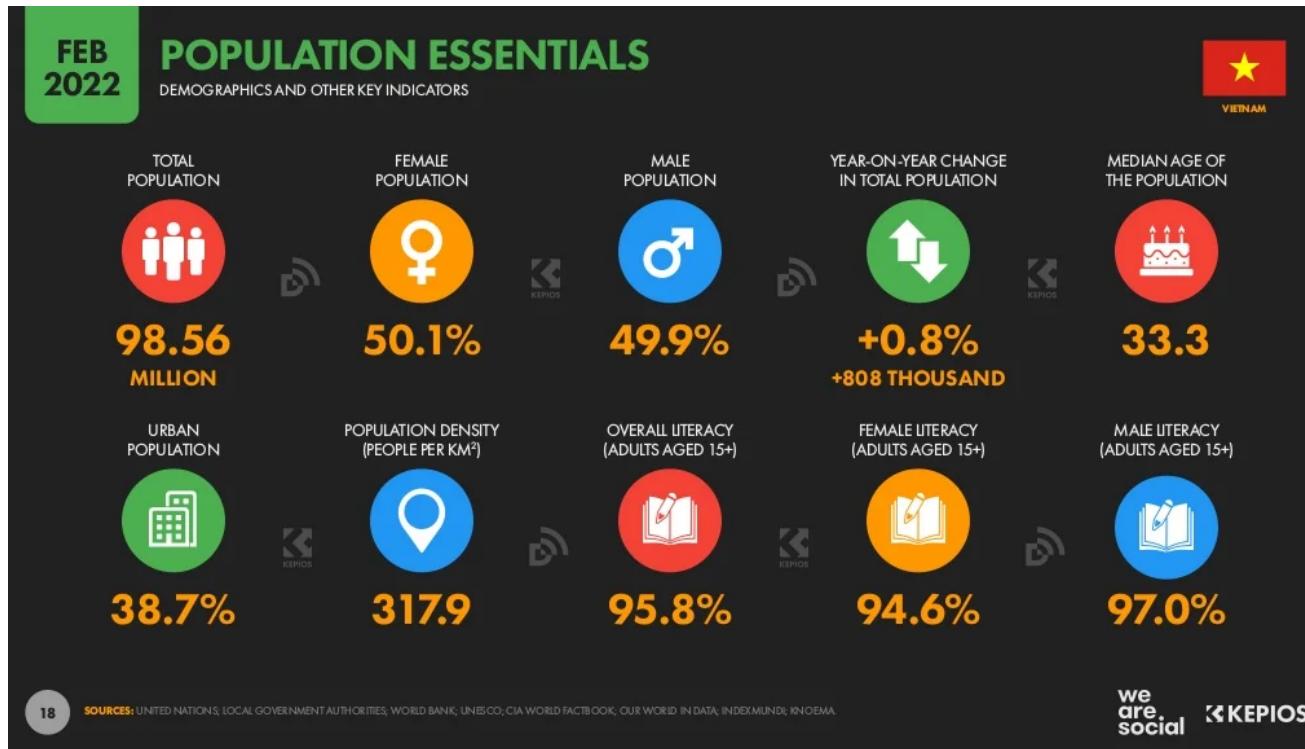
we are social

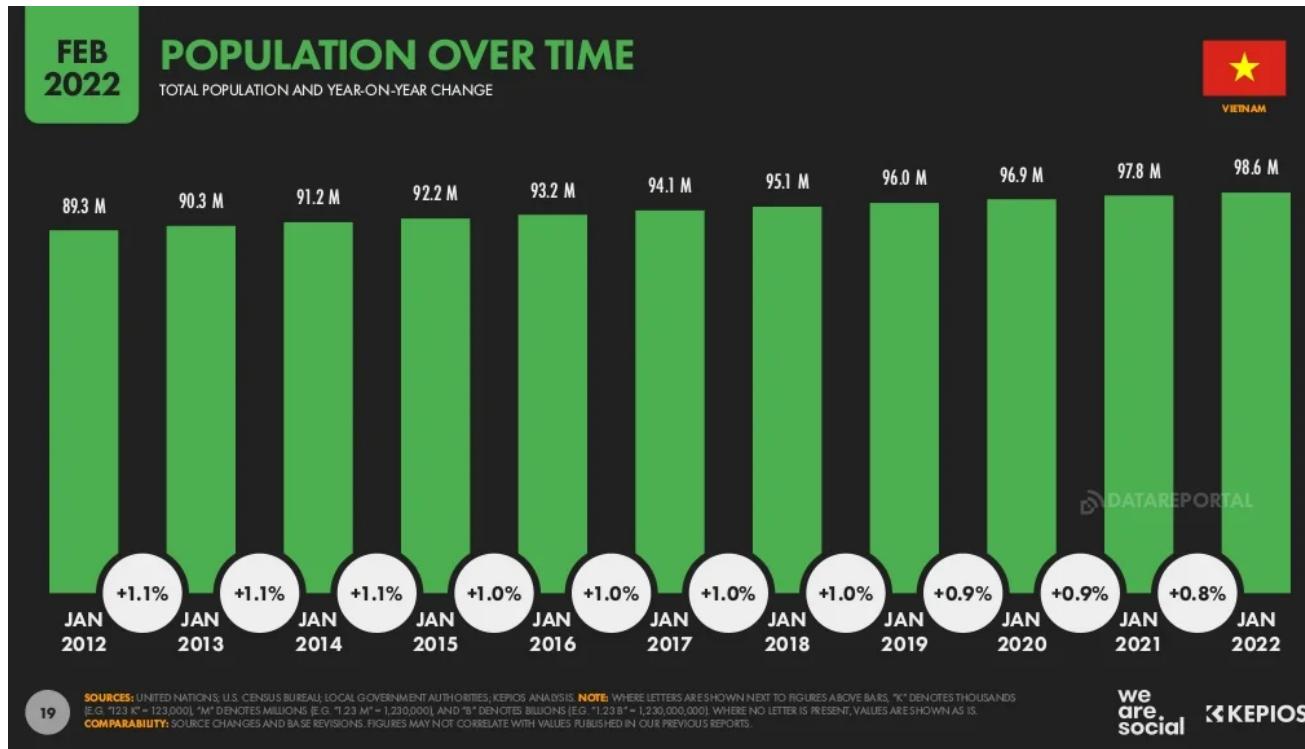


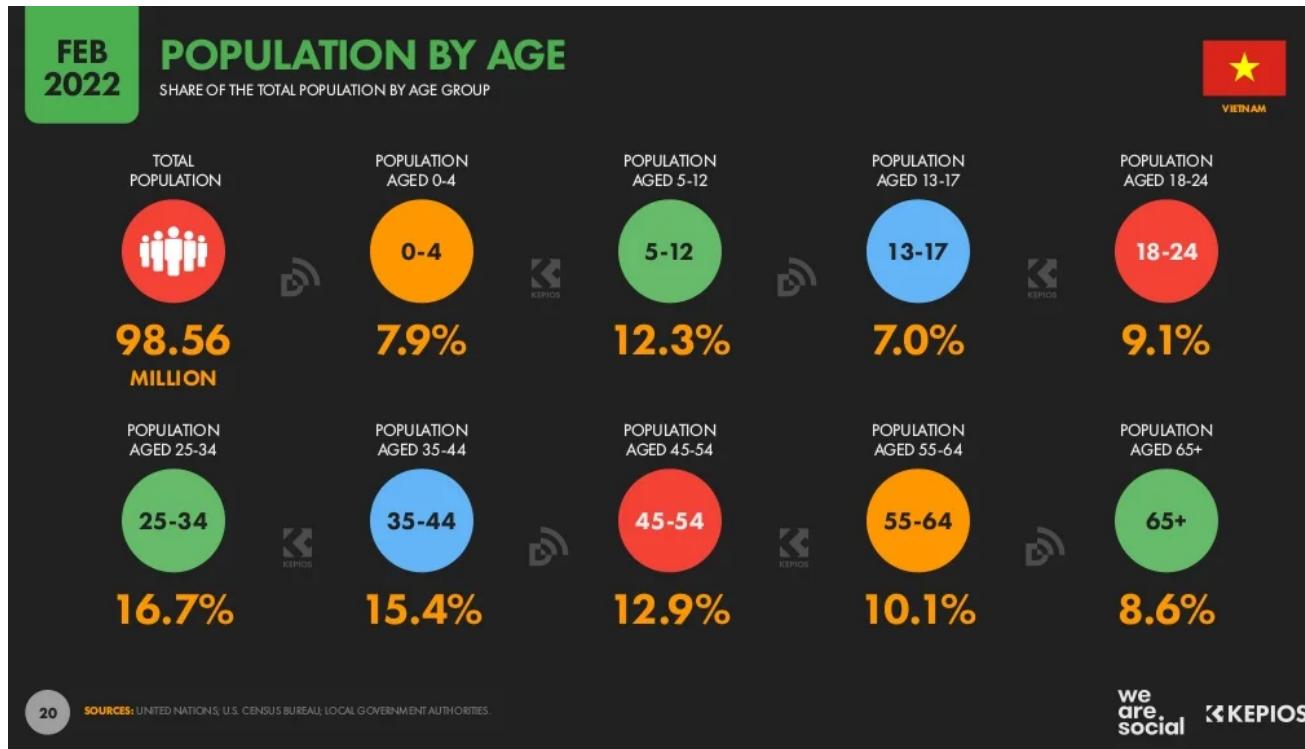
**VIETNAM**

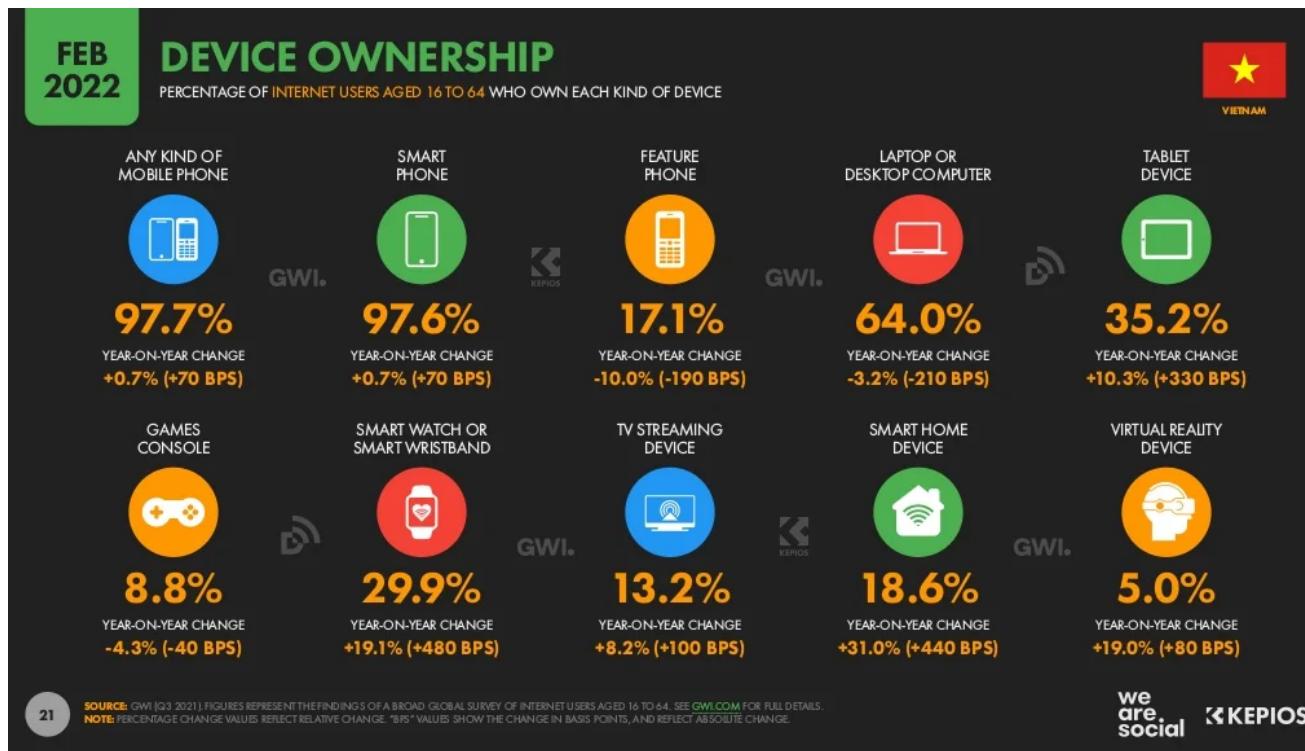


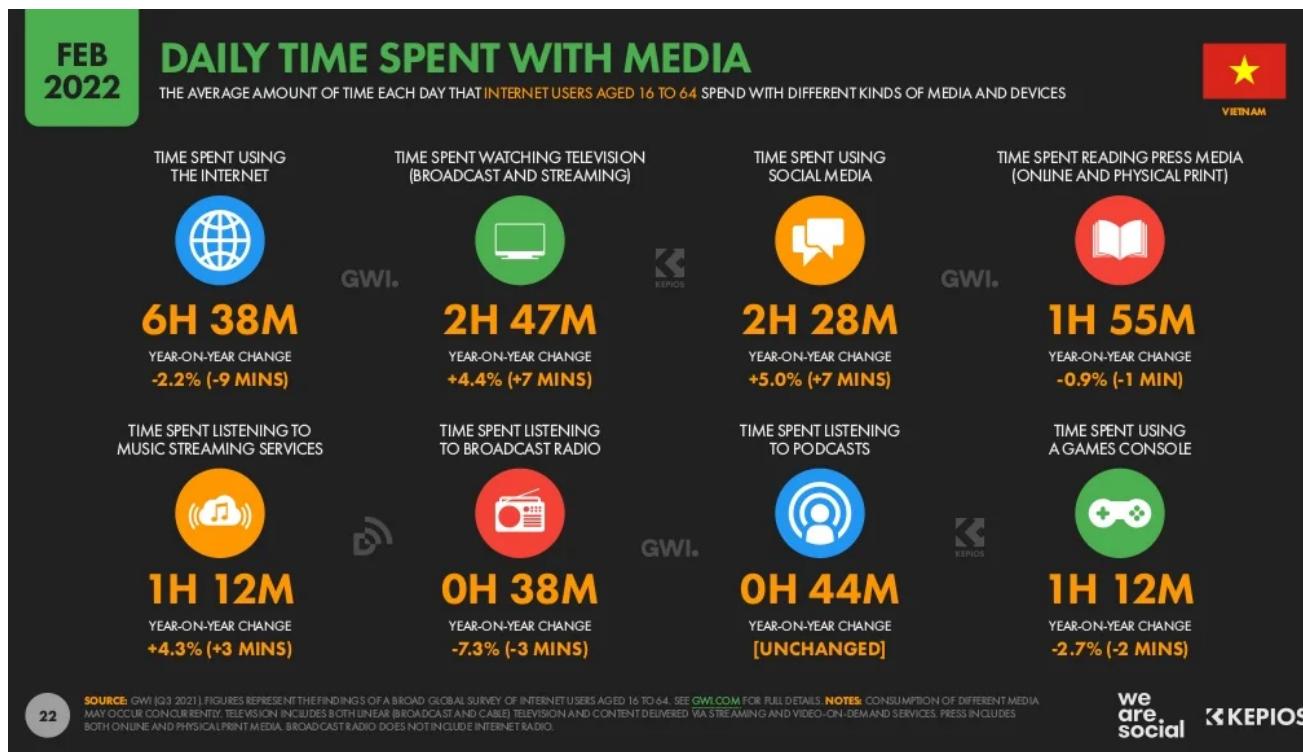






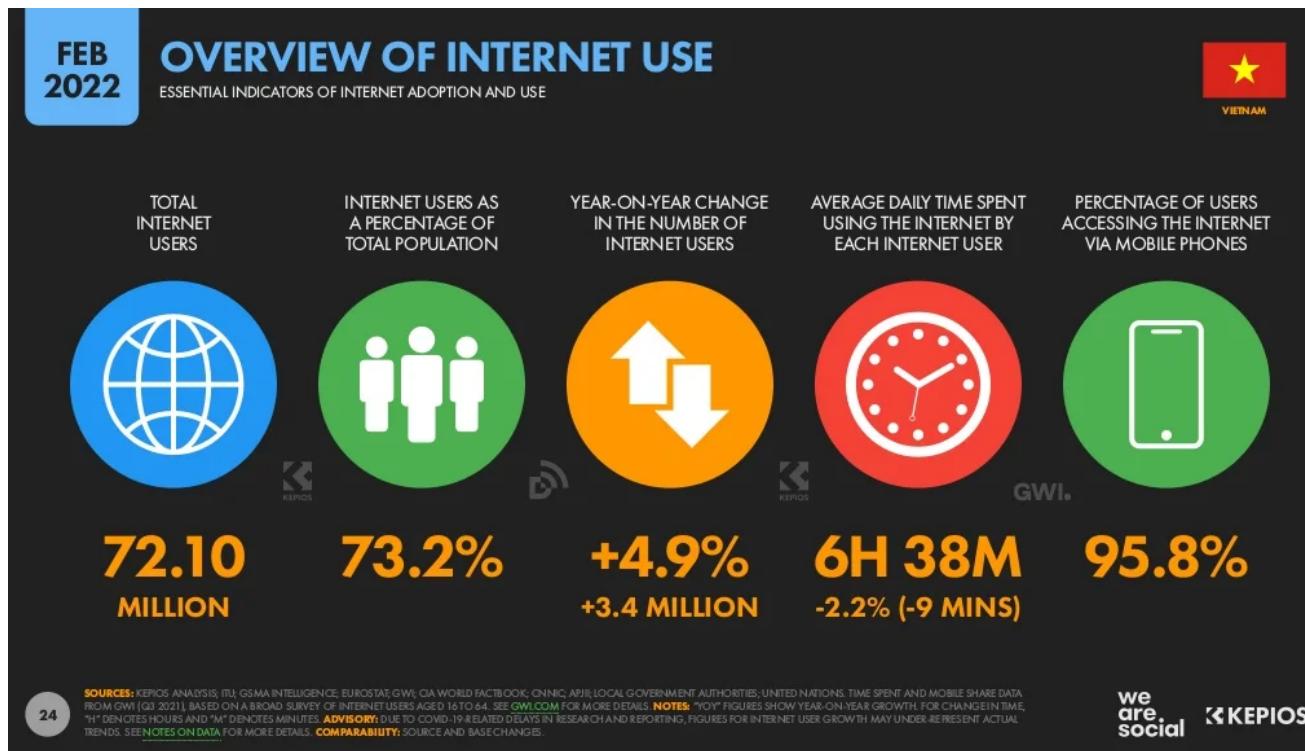


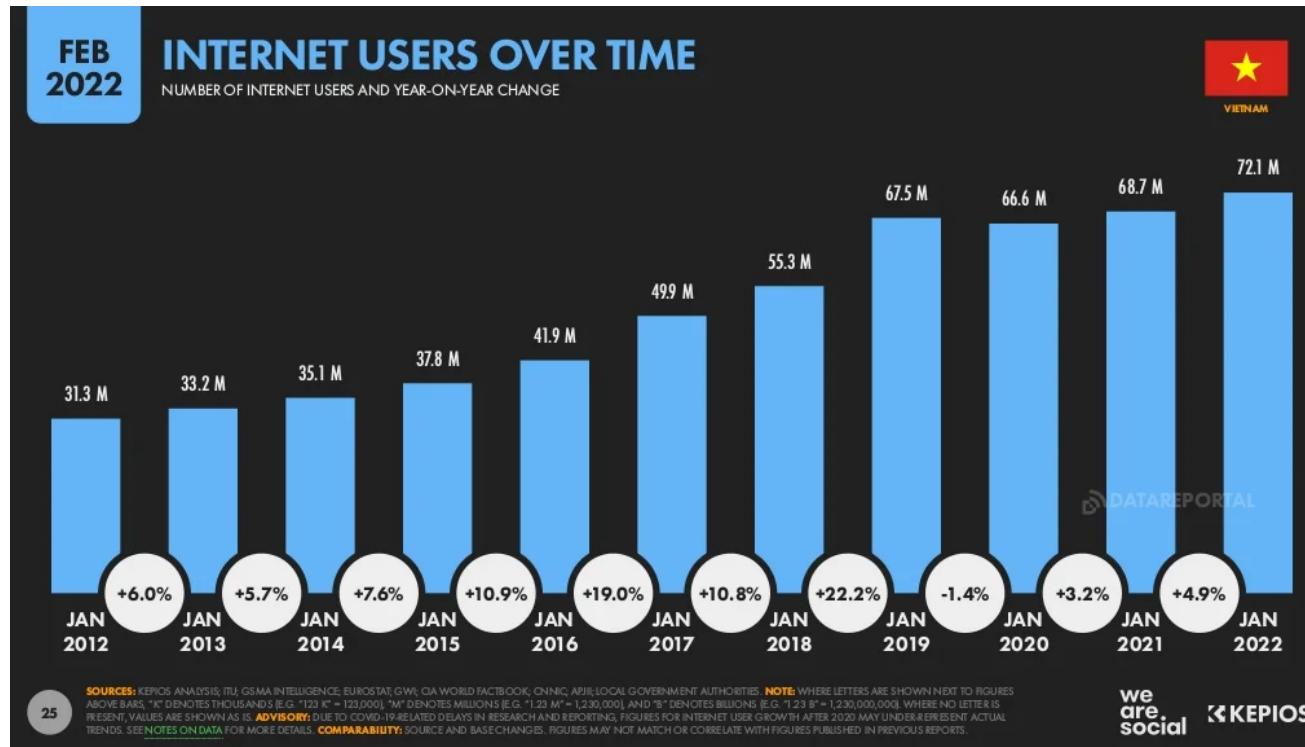






**INTERNET**





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# INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS:  
ITU**69.29**

MILLION

vs. POPULATION

**70.3%**INTERNET USERS:  
CIA WORLD FACTBOOK**69.28**

MILLION

vs. POPULATION

**70.3%**INTERNET USERS:  
INTERNETWORLDSTATS**75.94**

MILLION

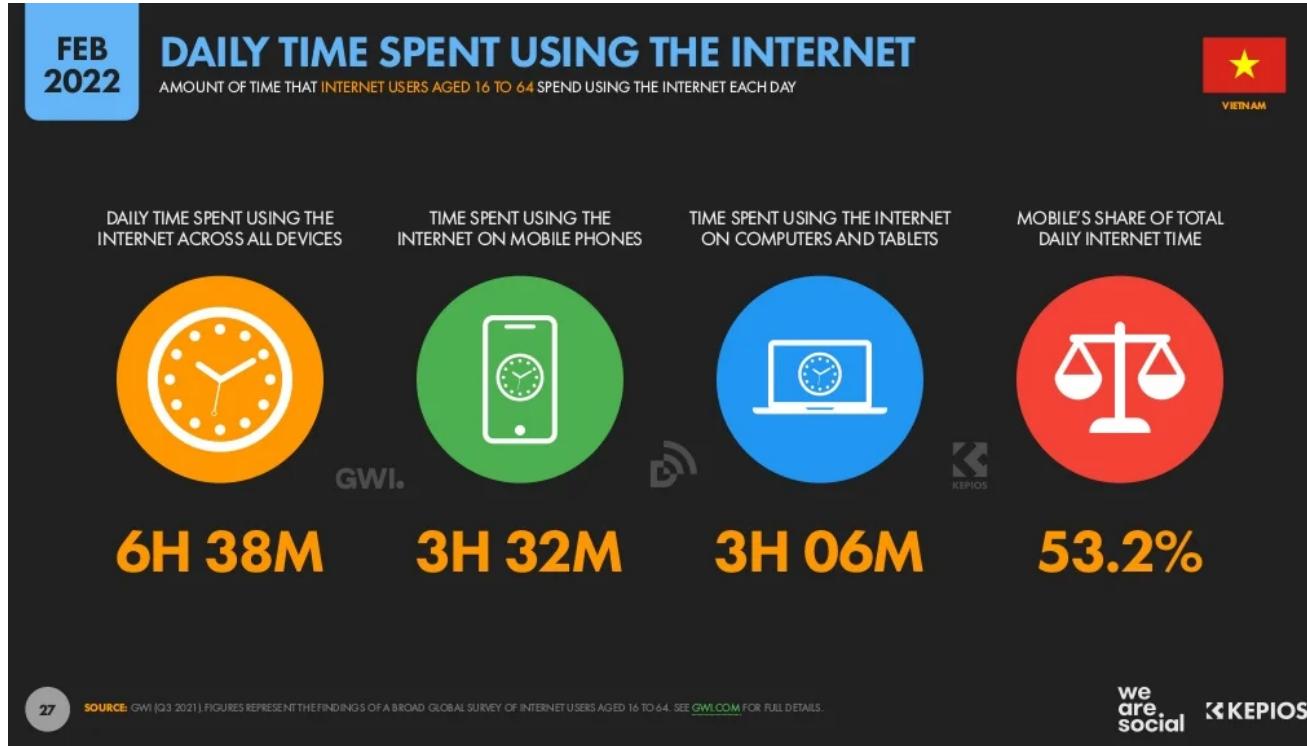
vs. POPULATION

**77.0%**

26

**SOURCES:** AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES IN EACH COUNTRY TO OUR LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES TO OUR LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "VS. POPULATION". **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

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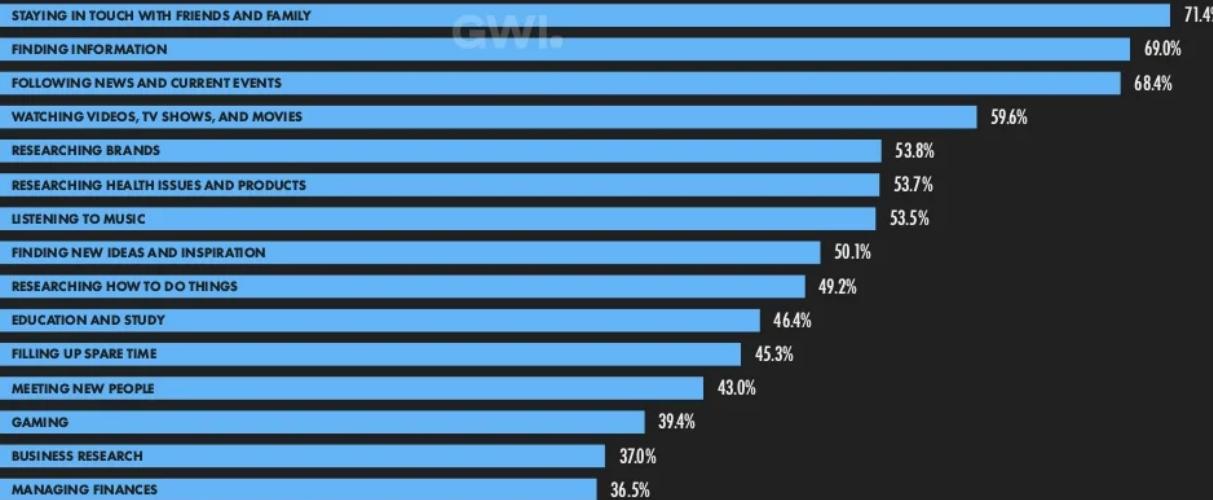
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## MAIN REASONS FOR USING THE INTERNET

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



VIETNAM

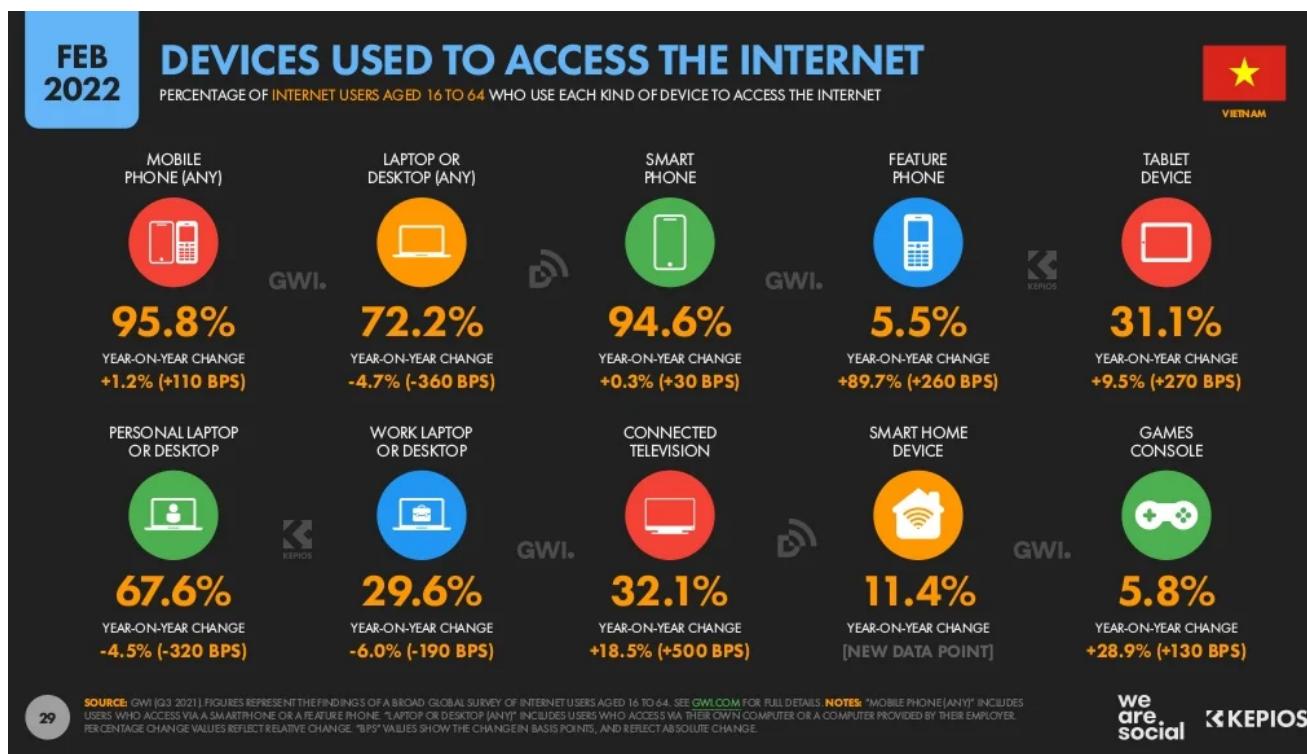


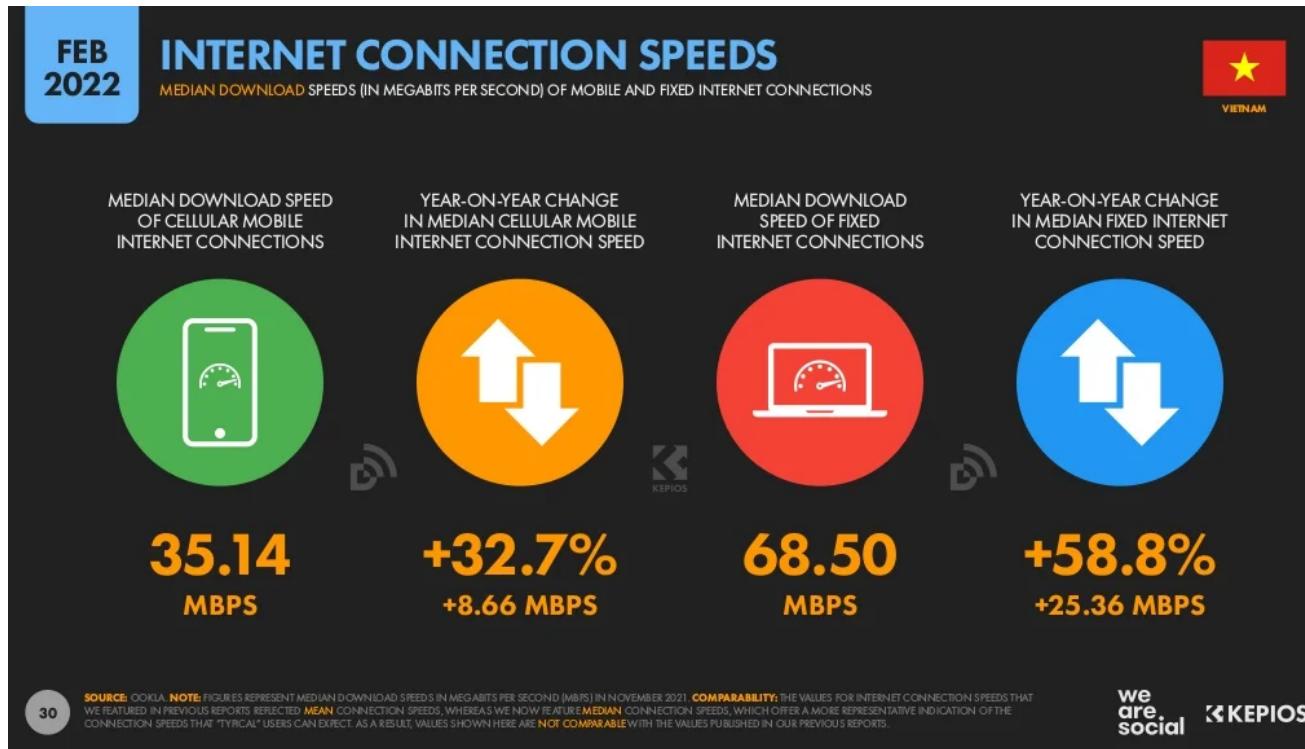
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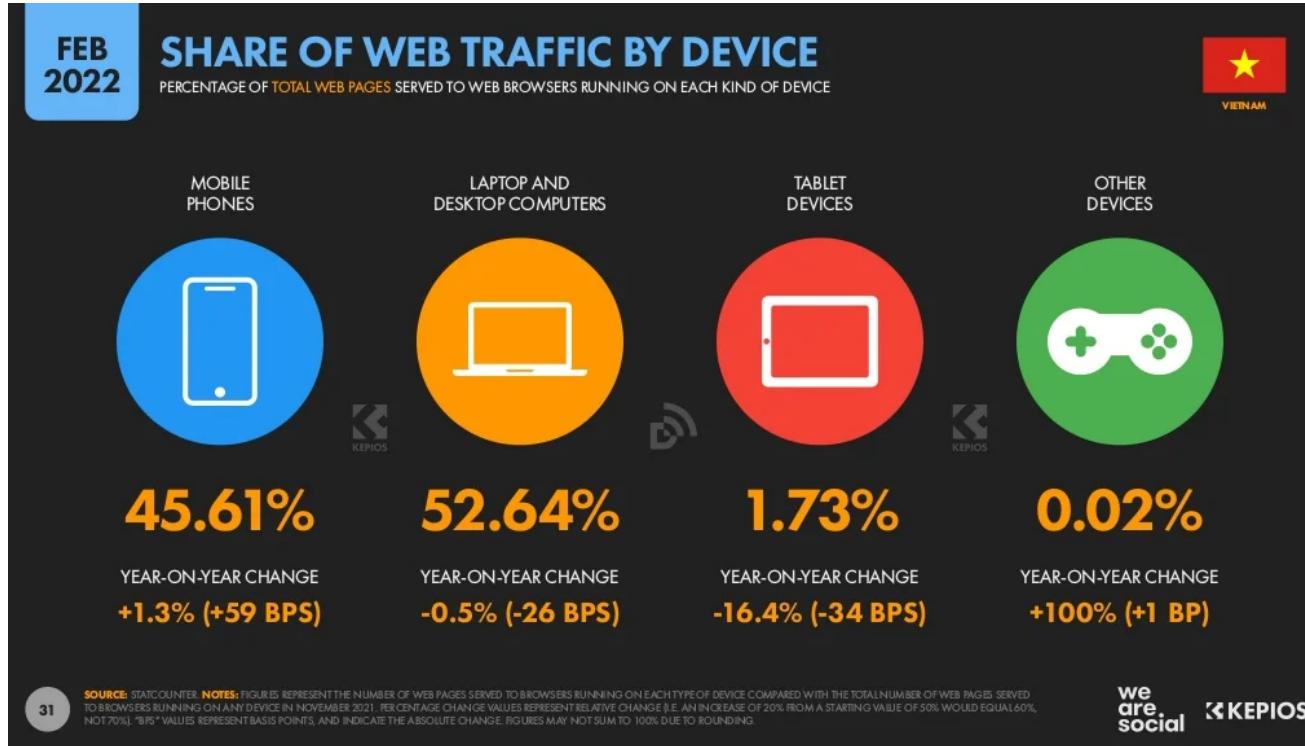
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM) FOR FULL DETAILS.

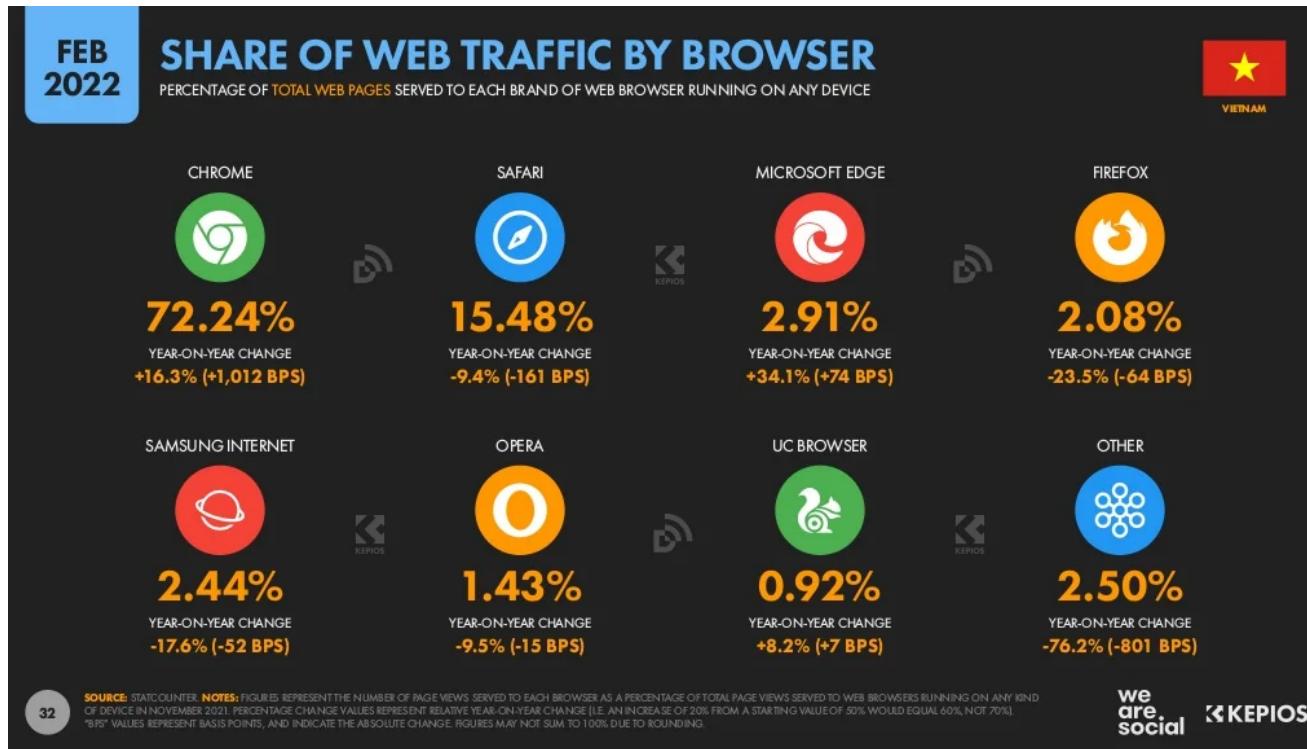
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## MOST-VISITED WEBSITES: SEMRUSH RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC IN NOVEMBER 2021



VIETNAM

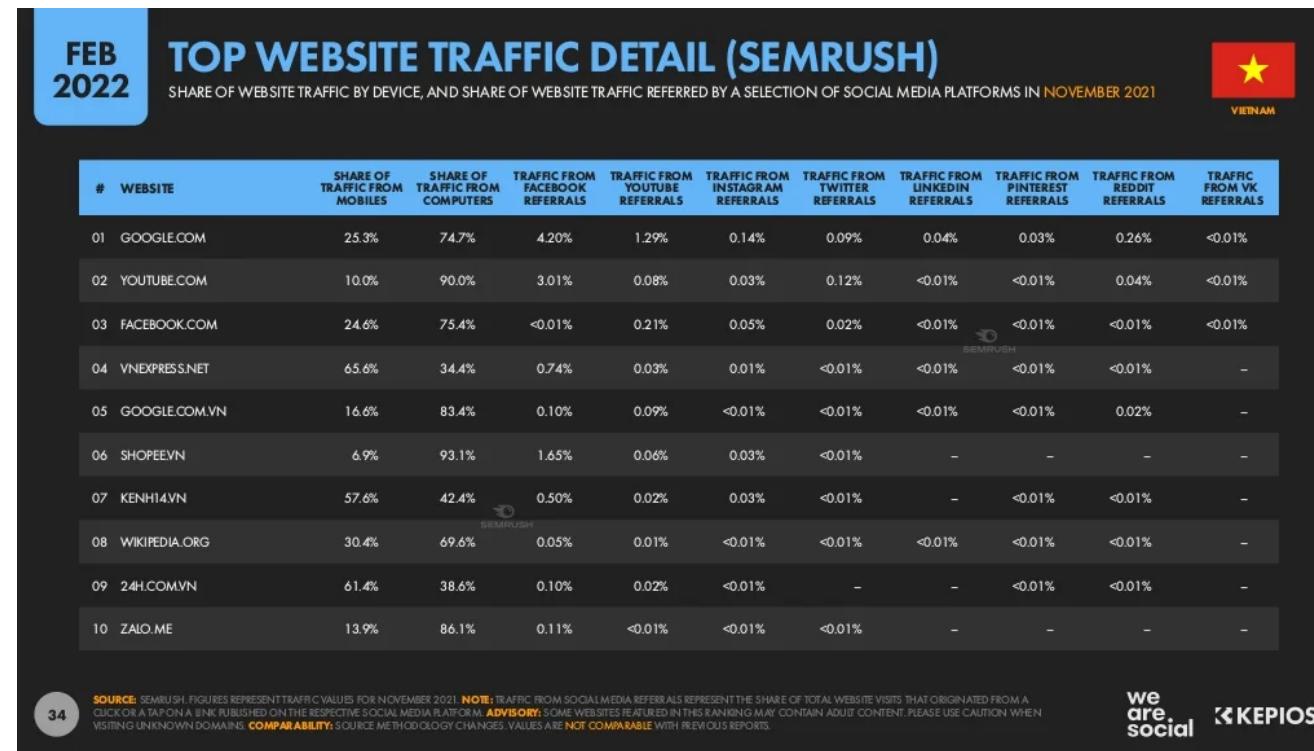
#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	226M	17.8M	3M 55S	4.99	11	VIETJACK.COM	17.4M	3.64M	17M 03S	2.29
02	YOUTUBE.COM	136M	16.4M	8M 14S	3.16	12	DANTRI.COM.VN	17.2M	2.93M	0M 16S	5.01
03	FACEBOOK.COM	88.7M	11.0M	13M 12S	5.08	13	XOSODAIPHAT.COM	16.7M	3.18M	18M 05S	2.16
04	VNEXPRESS.NET	47.0M	5.73M	3M 06S	4.53	14	VIETNAMNET.VN	14.2M	3.94M	20M 23S	3.18
05	GOOGLE.COM.VN	30.6M	5.26M	17M 28S	3.88	15	ZING.VN	13.9M	3.02M	12M 58S	5.00
06	SHOPEEVN	30.0M	6.74M	2M 04S	4.08	16	COINMARKETCAP.COM	13.3M	1.78M	21M 38S	3.15
07	KENH14.VN	24.2M	4.63M	15M 13S	4.10	17	TUOIDTRE.VN	13.1M	3.45M	3M 17S	2.71
08	WIKIPEDIA.ORG	24.2M	7.43M	9M 43S	1.82	18	BAOMOI.COM	12.3M	2.68M	15M 48S	5.03
09	24H.COM.VN	24.2M	4.30M	5M 29S	5.34	19	THEGIOIDIDONG.COM	11.2M	4.82M	12M 12S	3.33
10	ZALO.ME	19.5M	4.72M	21M 00S	2.28	20	SOHA.VN	10.7M	2.87M	13M 46S	3.54

**SOURCE:** SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR NOVEMBER 2021. **NOTE:** "UNIQUE VISITORS" REPRESENTS THE NUMBER OF DISTINCT "IDENTITIES" ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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## MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO **SIMILARWEB**, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021

VIETNAM

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	14.0B	56.8%	43.2%	11M 40S	8.98	11	ZINGNEWS.VN	833M	57.0%	43.0%	6M 47S	3.67
02	YOUTUBE.COM	7.40B	24.7%	75.3%	23M 27S	11.71	12	TUOTRE.VN	800M	69.7%	30.3%	3M 46S	2.26
03	FACEBOOK.COM	6.63B	31.2%	68.8%	16M 52S	12.81	13	THANHNIEN.VN	655M	76.7%	23.3%	3M 08S	2.72
04	VNEXPRESS.NET	1.31B	44.1%	55.9%	6M 17S	3.84	14	METRUENENCHU.COM	544M	95.4%	4.6%	25M 21S	10.89
05	ZALO.ME	1.21B	55.1%	44.9%	3M 05S	2.02	15	XOSO.COM.VN	535M	99.2%	0.8%	0M 12S	1.70
06	XOSODAIPHAT.COM	1.04B	99.3%	0.7%	0M 12S	1.49	16	DANTRI.COM.VN	524M	72.2%	27.8%	14M 53S	5.92
07	GOOGLE.COM.VN	919M	36.9%	63.1%	8M 15S	11.59	17	VIETNAMNET.VN	522M	67.3%	32.7%	3M 27S	2.82
08	KENH14.VN	903M	65.6%	34.4%	5M 44S	3.71	18	BAOMOLCOM	514M	74.0%	26.0%	5M 55S	4.14
09	24H.COM.VN	903M	74.6%	25.4%	12M 09S	5.44	19	THEGIOIDIDONG.COM	483M	77.7%	22.3%	3M 57S	3.97
10	SHOPEEVN	856M	44.9%	55.1%	8M 02S	9.01	20	WIKIPEDIA.ORG	453M	58.7%	41.3%	3M 41S	2.63

**SOURCE:** SIMILARWEB. FIGURES REPRESENT TRAFFIC VALUES BETWEEN JANUARY AND DECEMBER 2021. **ADVISORY:** SOME WEB SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS.

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2022**MOST-VISITED WEBSITES: ALEXA RANKING**

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO ALEXA INTERNET, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC



VIETNAM

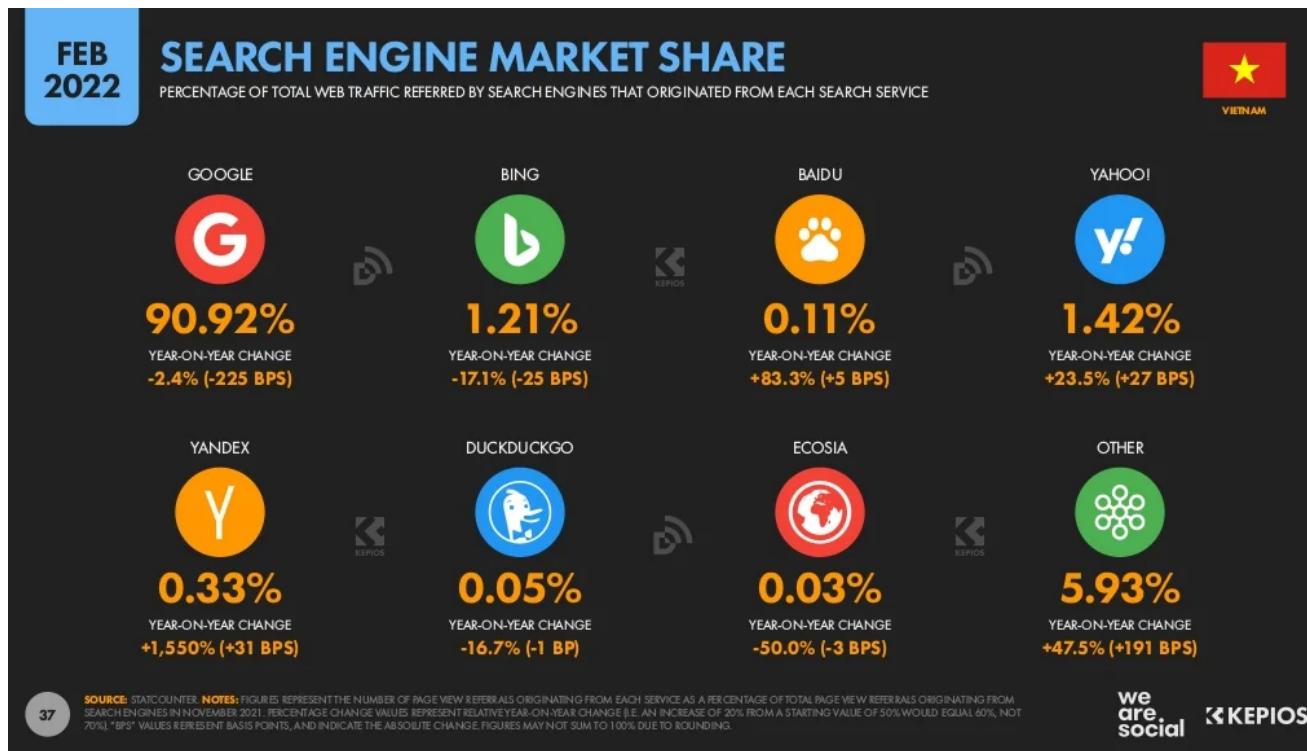
#	WEBSITE	TIME PER DAY	PAGES PER DAY	#	WEBSITE	TIME PER DAY	PAGES PER DAY
01	GOOGLE.COM	17M 26S	18.49	11	LAZADA.VN	09M 53S	7.18
02	YOUTUBE.COM	19M 22S	10.53	12	ZINGNEWS.VN	07M 22S	6.14
03	FACEBOOK.COM	17M 46S	8.56	13	24H.COM.VN	07M 03S	5.94
04	SHOPEE.VN	15M 10S	10.20	14	PADLET.COM	03M 10S	2.55
05	VEXPRESS.NET	08M 16S	4.43	15	COINMARKETCAP.COM	07M 07S	4.51
06	GOOGLE.COM.VN	05M 09S	5.33	16	TIKTOK.COM	08M 16S	9.66
07	THETHAO247.VN	03M 17S	2.40	17	KENH14.VN	06M 37S	4.07
08	LAODONG.VN	01M 57S	1.57	18	DANTRI.COM.VN	06M 58S	4.90
09	VTV.VN	02M 25S	1.81	19	ZALO.ME	05M 24S	1.97
10	TIKI.VN	07M 33S	7.58	20	CAFEVN	06M 44S	4.00

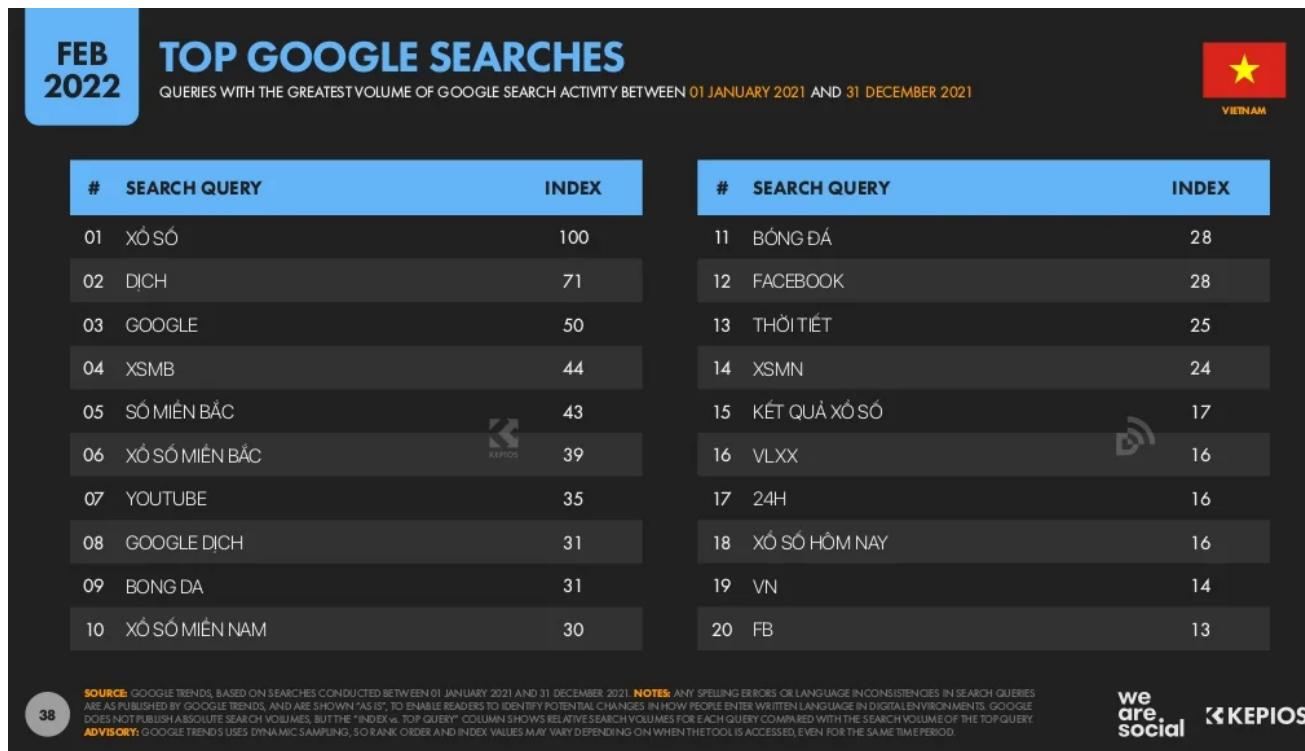
**SOURCE:** ALEXA INTERNET, USING FIGURES PUBLISHED IN DECEMBER 2021. **NOTES:** ALEXA INTERNET IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON ALEXA VOICE PLATFORMS. "TIME PER DAY" FIGURES REPRESENT THE AVERAGE DAILY AMOUNT OF TIME THAT GLOBAL VISITORS SPEND ON EACH DOMAIN, MEASURED IN MINUTES AND SECONDS. "PAGES PER DAY" REPRESENT THE AVERAGE NUMBER OF PAGES THAT GLOBAL VISITORS OPEN ON THE DOMAIN EACH DAY. BECAUSE FIGURES FOR "TIME PER DAY" AND "PAGES PER DAY" REFLECT GLOBAL ACTIVITY, VALUES WILL BE THE SAME ACROSS ALL COUNTRIES. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS.

36

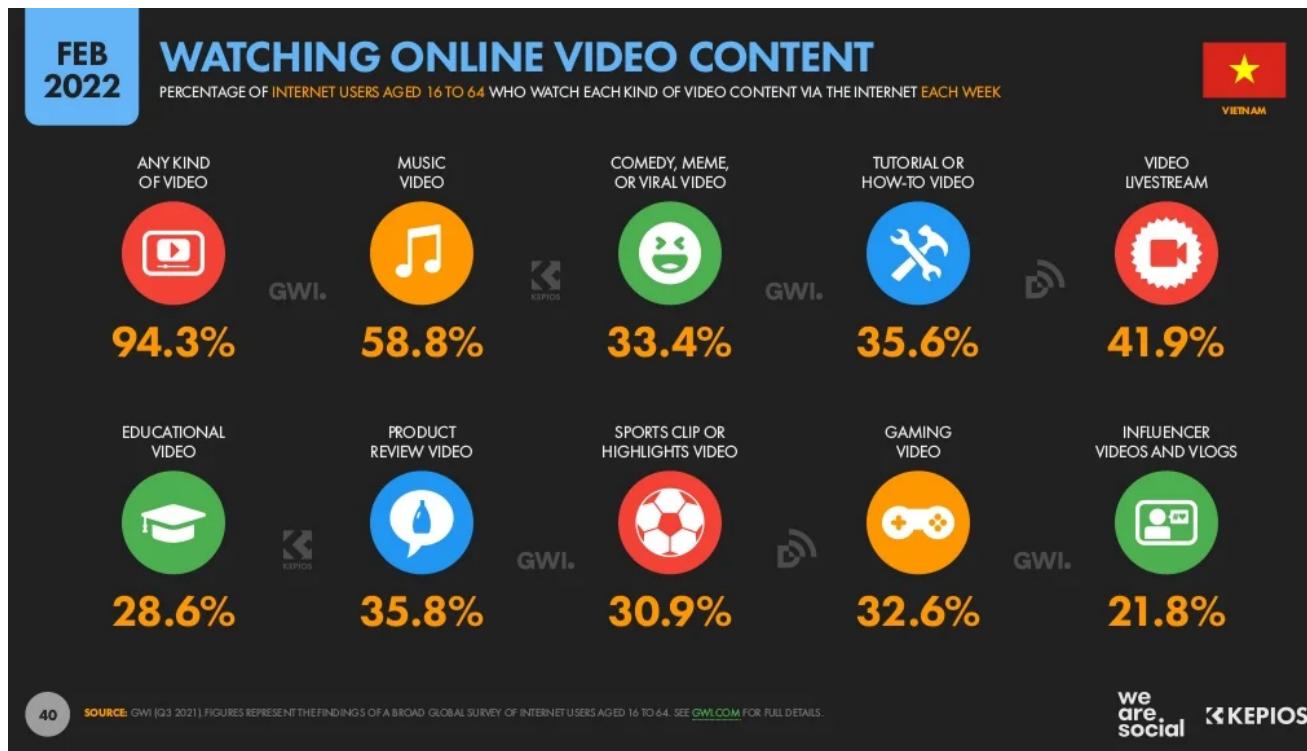


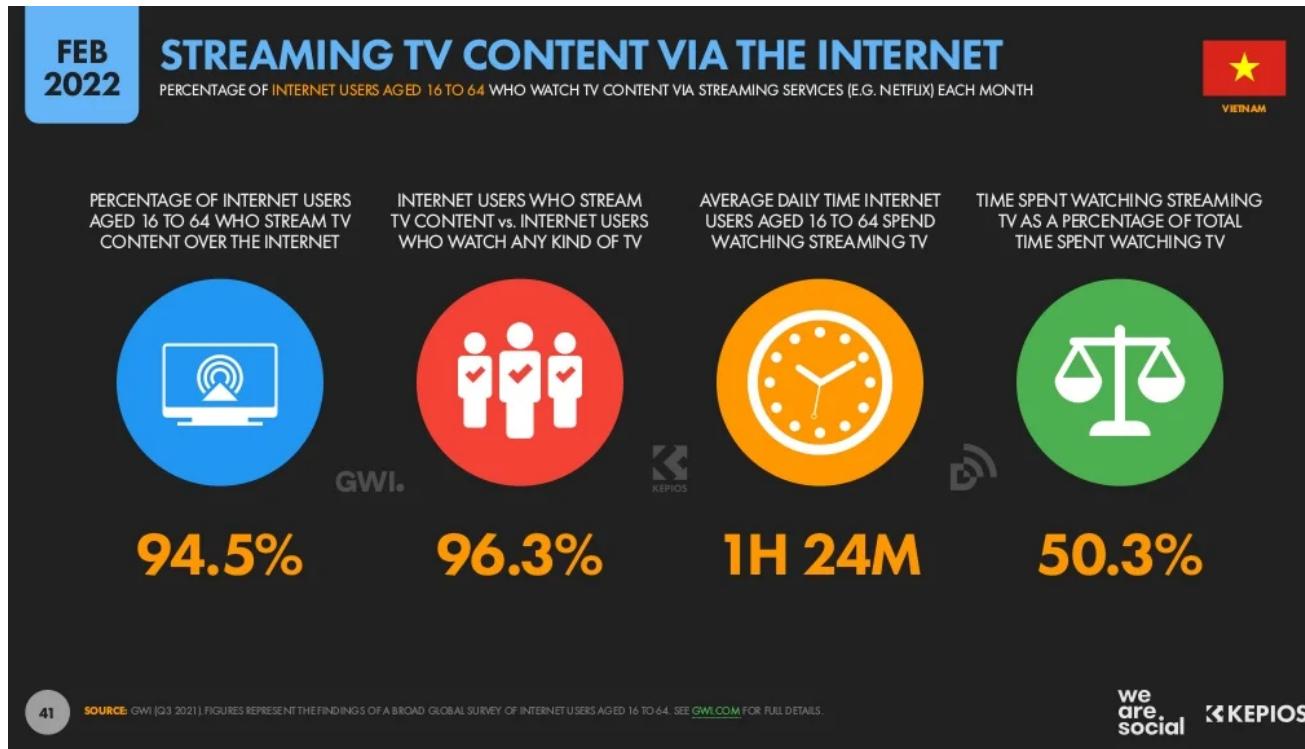
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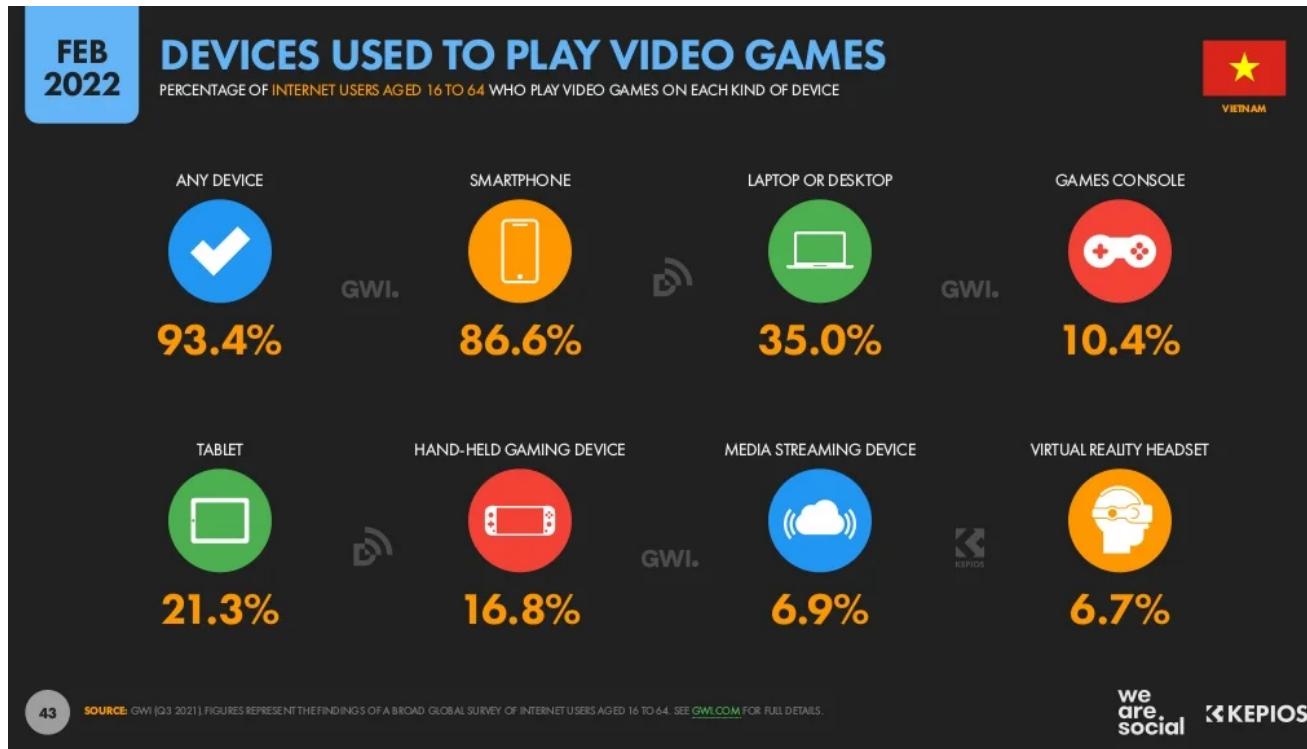


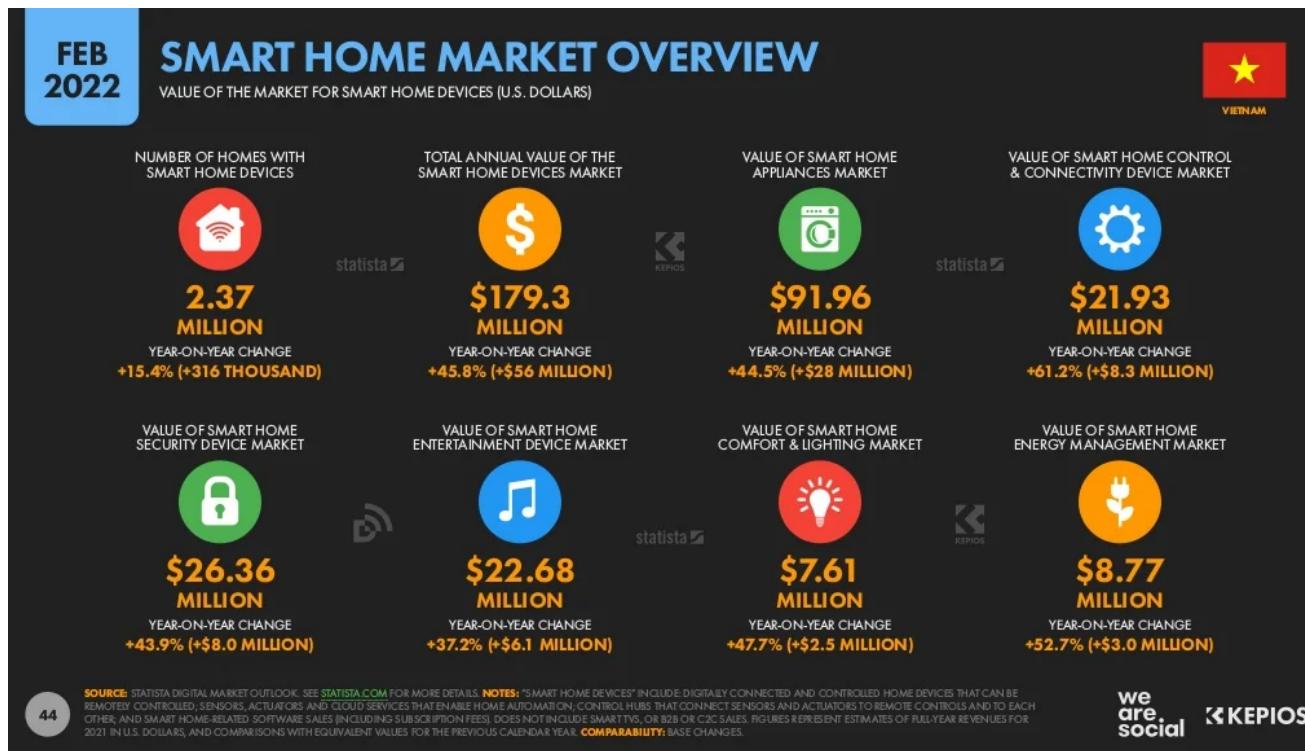


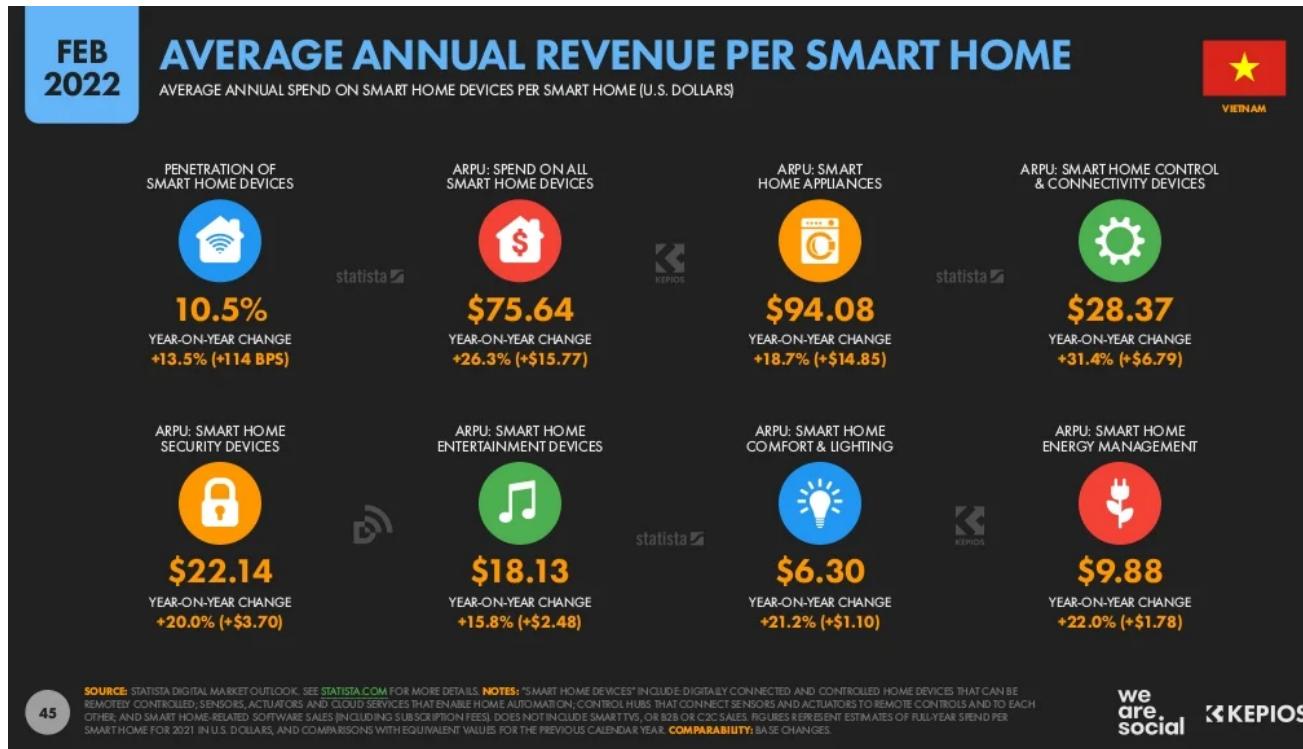












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## USE OF ONLINE FINANCIAL SERVICES

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

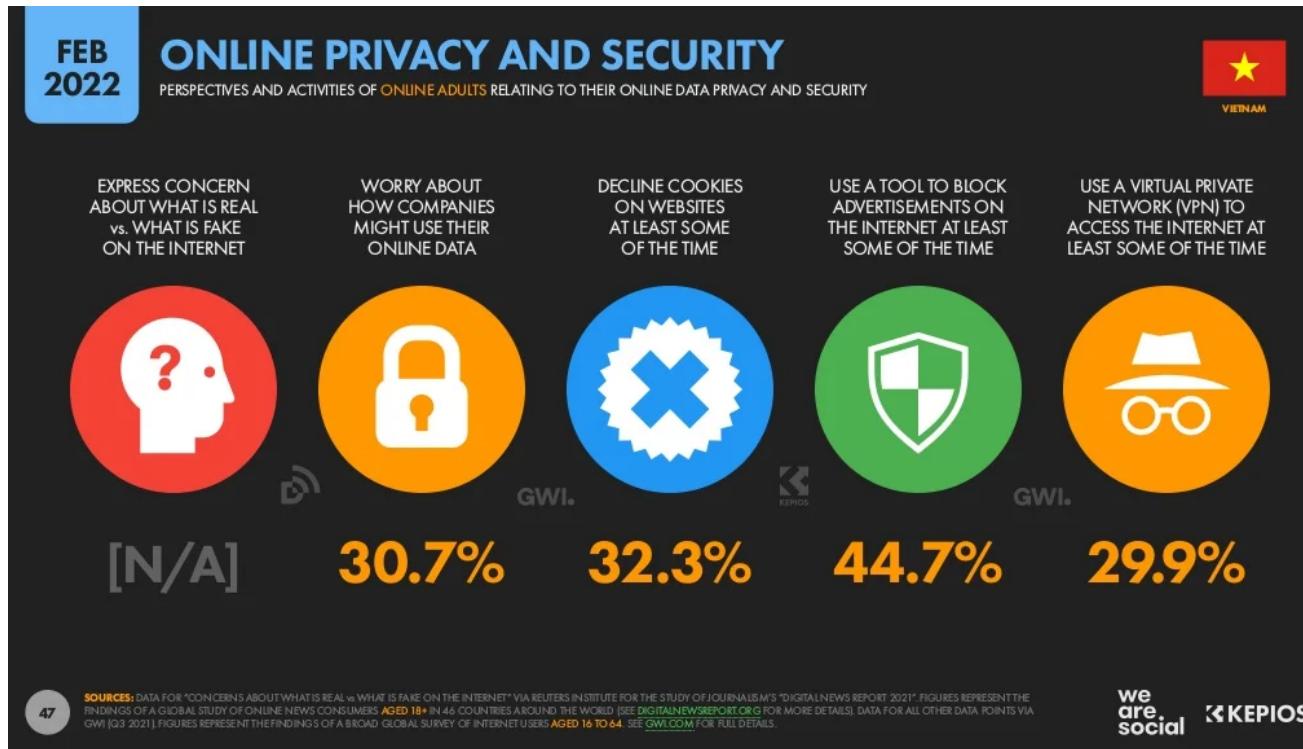
USE A BANKING, INVESTMENT,  
OR INSURANCE WEBSITE OR  
MOBILE APP EACH MONTH

GWI.

**27.0%**USE A MOBILE PAYMENT  
SERVICE (E.G. APPLE PAY,  
SAMSUNG PAY) EACH MONTH**26.2%**OWN ANY FORM  
OF CRYPTOCURRENCY  
(E.G. BITCOIN, ETHER)**11.2%**

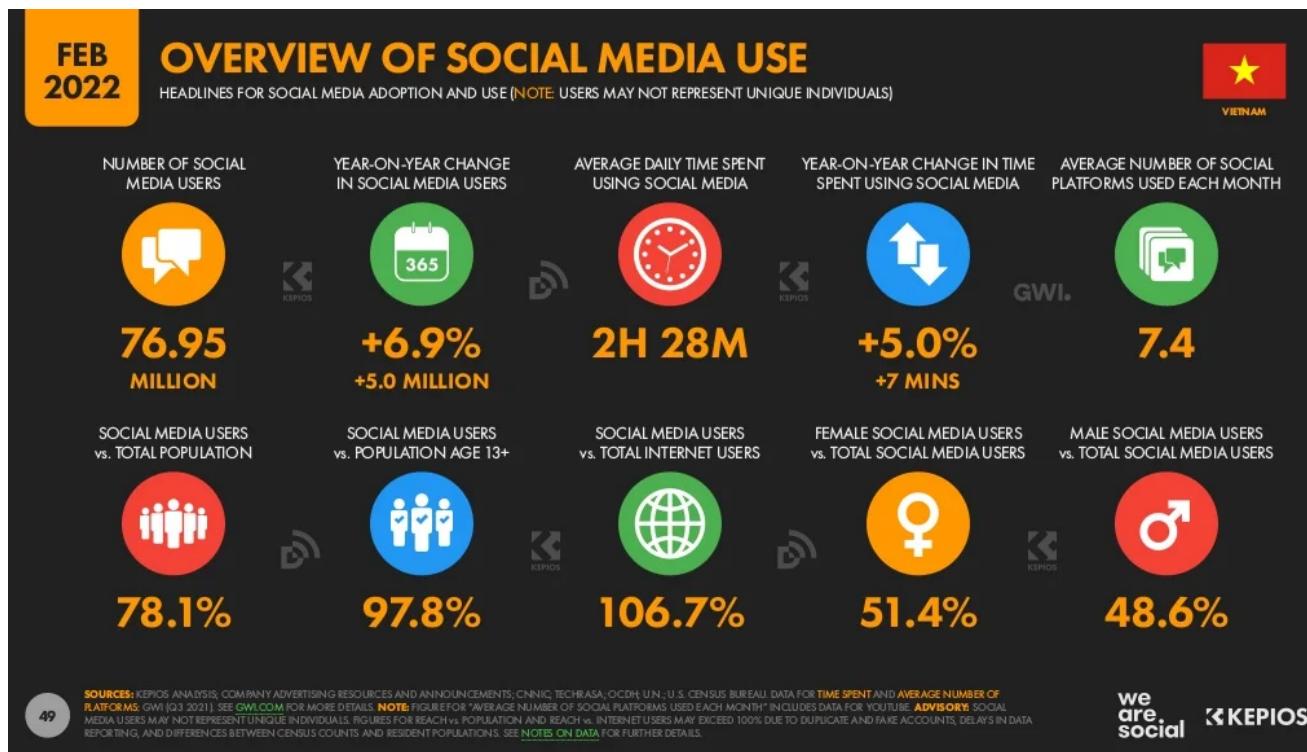
46

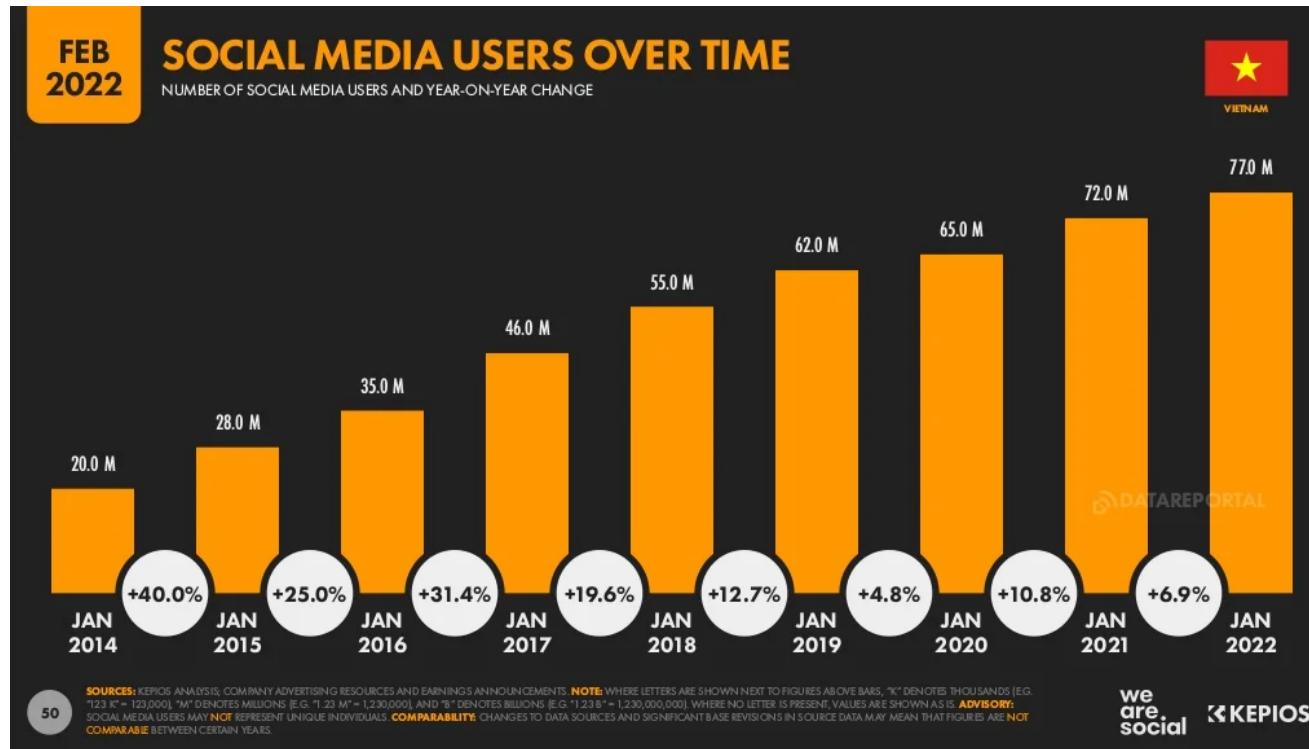
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM) FOR FULL DETAILS.we  
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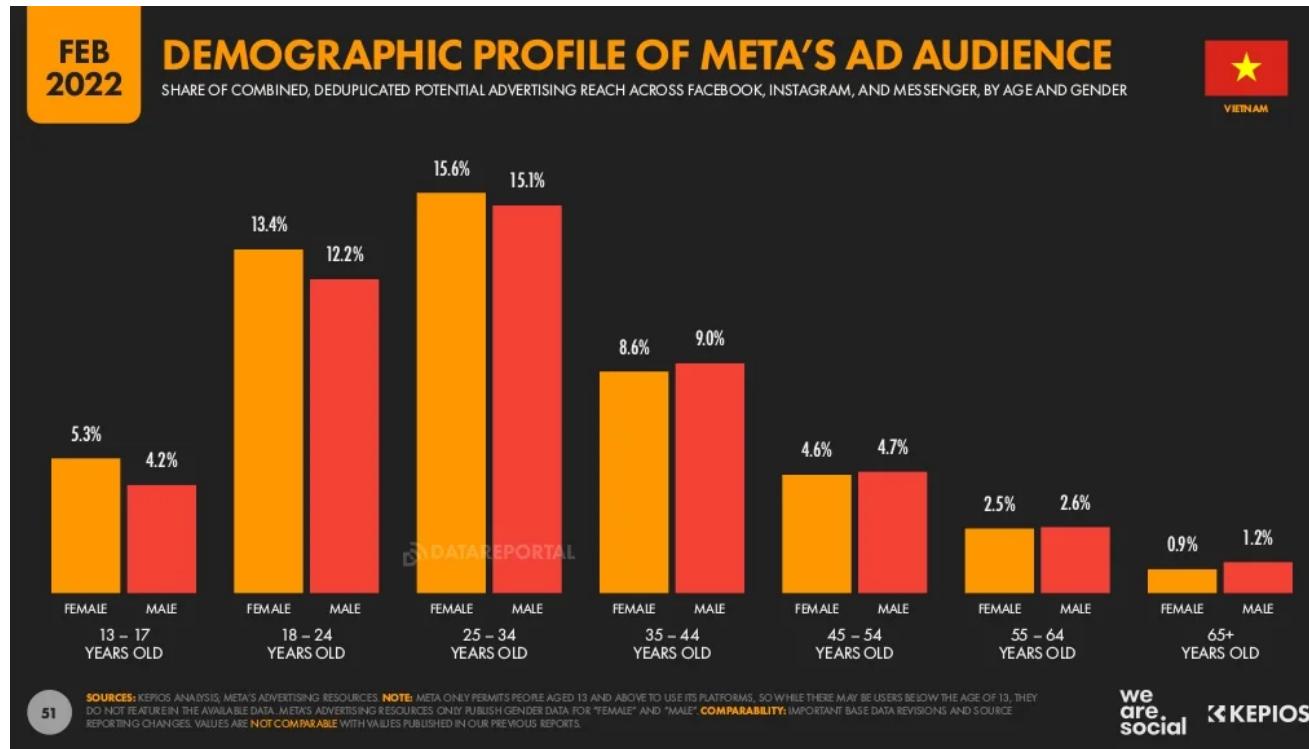


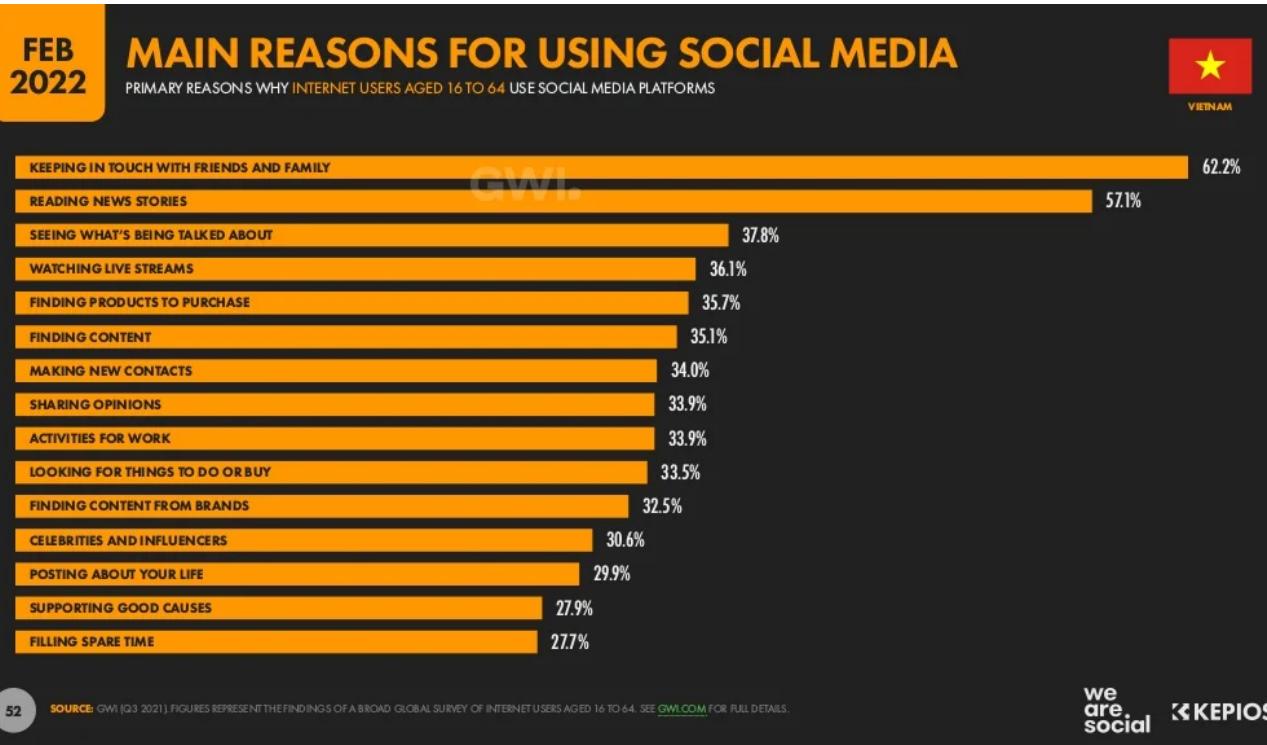


## SOCIAL MEDIA







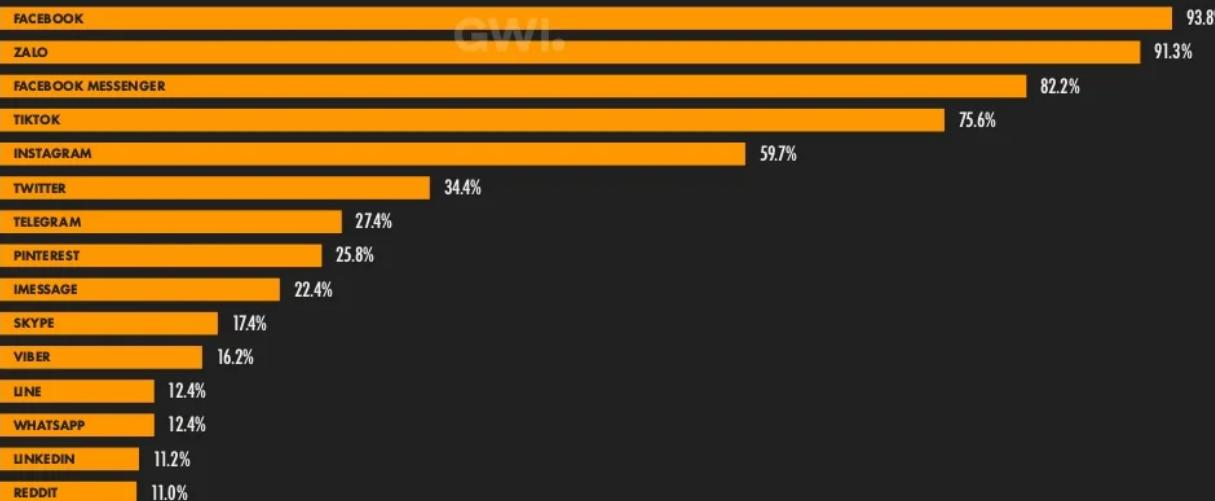


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2022**MOST-USED SOCIAL MEDIA PLATFORMS**

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



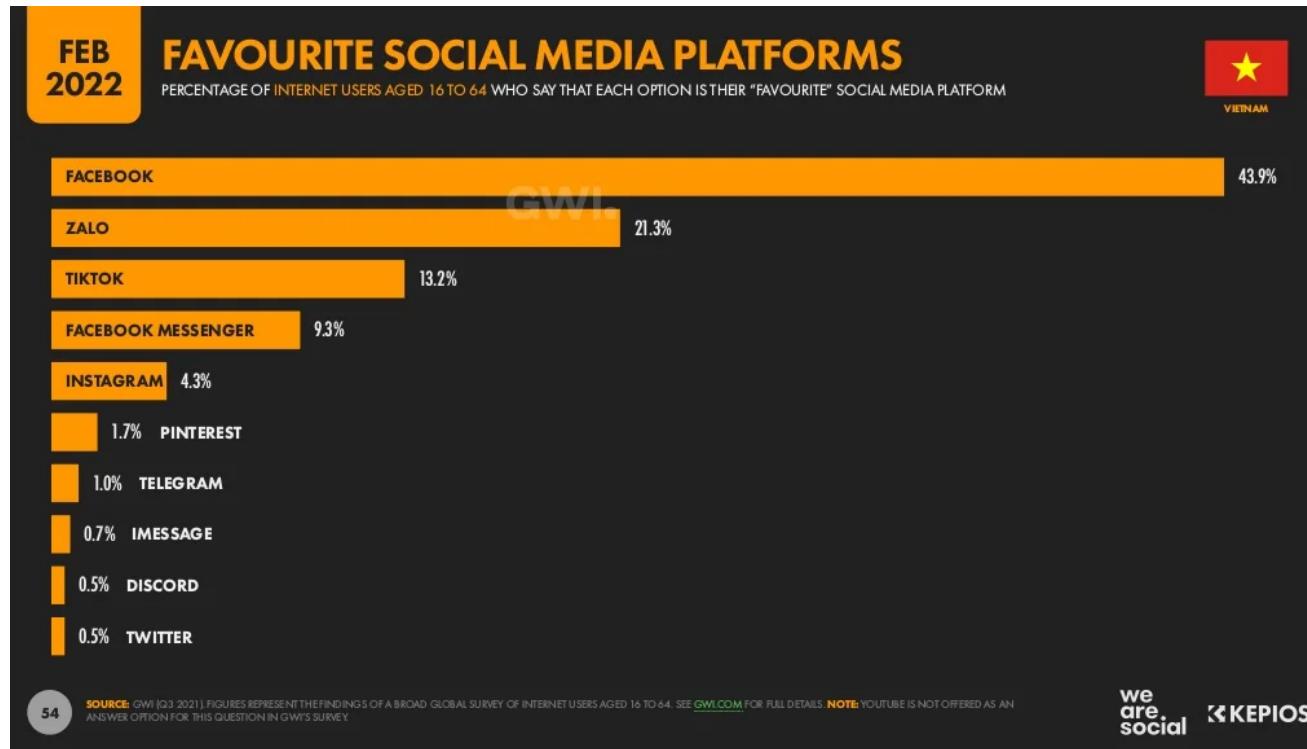
VIETNAM



**SOURCE:** GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD, GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](#) FOR FULL DETAILS. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

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## 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



VIETNAM

ANY KIND OF SOCIAL MEDIA PLATFORM



85.2%

GWI.

SOCIAL NETWORKS



62.6%

GWI.

QUESTION &amp; ANSWER SITES (E.G. QUORA)



24.0%

GWI.

FORUMS AND MESSAGE BOARDS



20.5%

MESSAGING AND LIVE CHAT SERVICES



17.9%

KEPIOS

MICRO-BLOGS (E.G. TWITTER)



15.2%

GWI.

VLOGS (BLOGS IN A VIDEO FORMAT)



17.9%

GWI.

ONLINE PINBOARDS (E.G. PINTEREST)



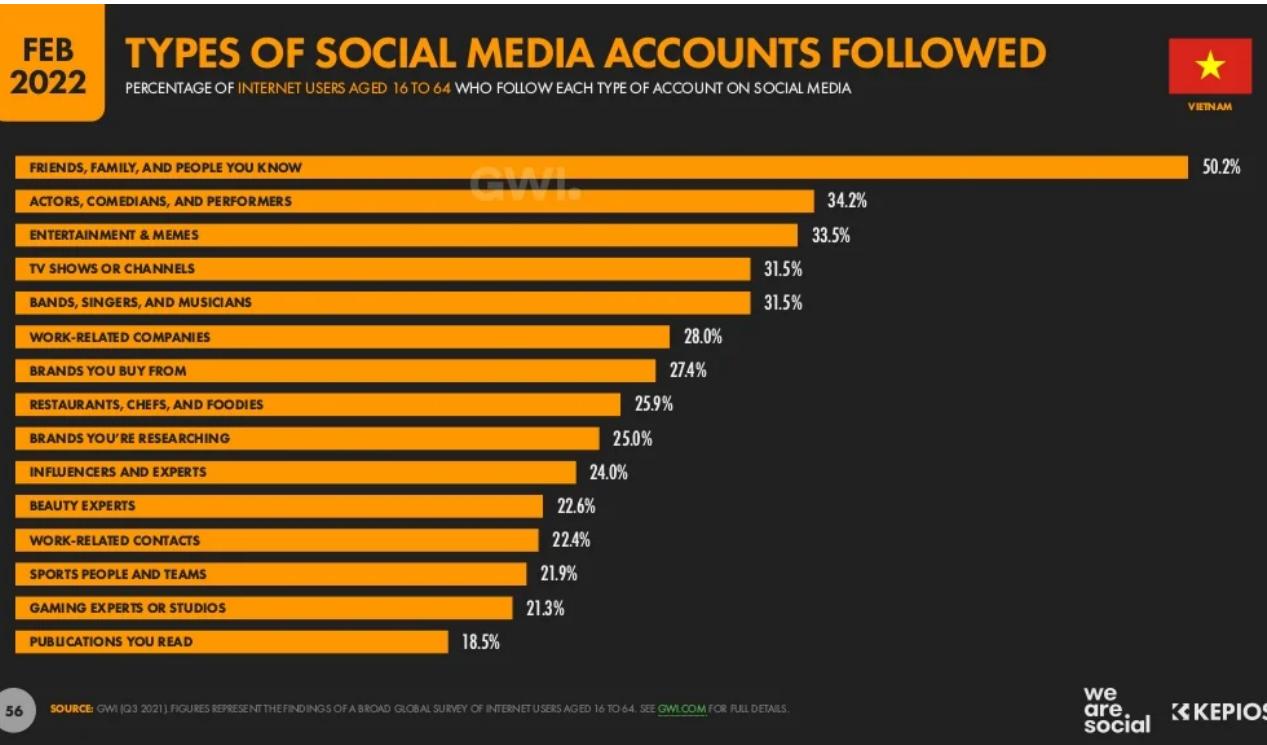
10.0%

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55

**SOURCE:** GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://GWI.COM) FOR FULL DETAILS. **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 (E.G. TWITTER), BLOGS ON PRODUCTS / BRANDS (NOT SHOWN AS AN INDIVIDUAL VALUE ON THIS CHART), VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST).

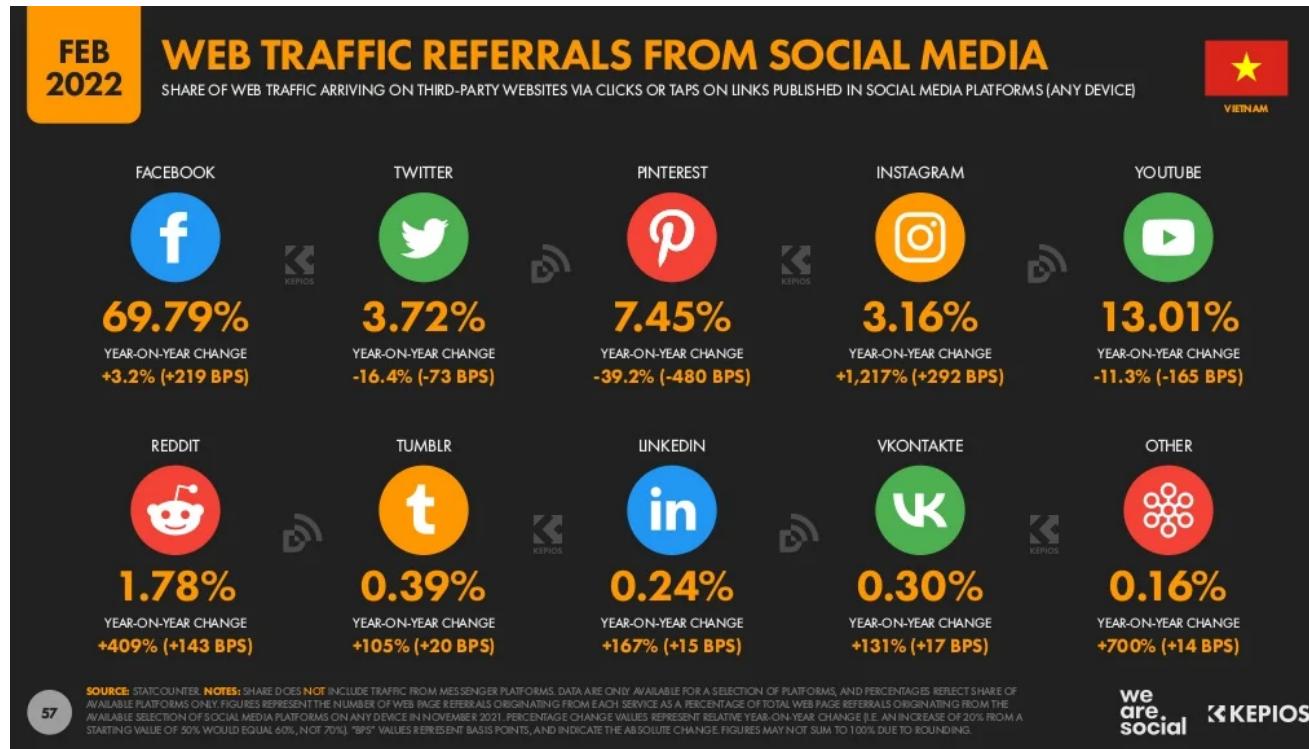


56

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](#) FOR FULL DETAILS.

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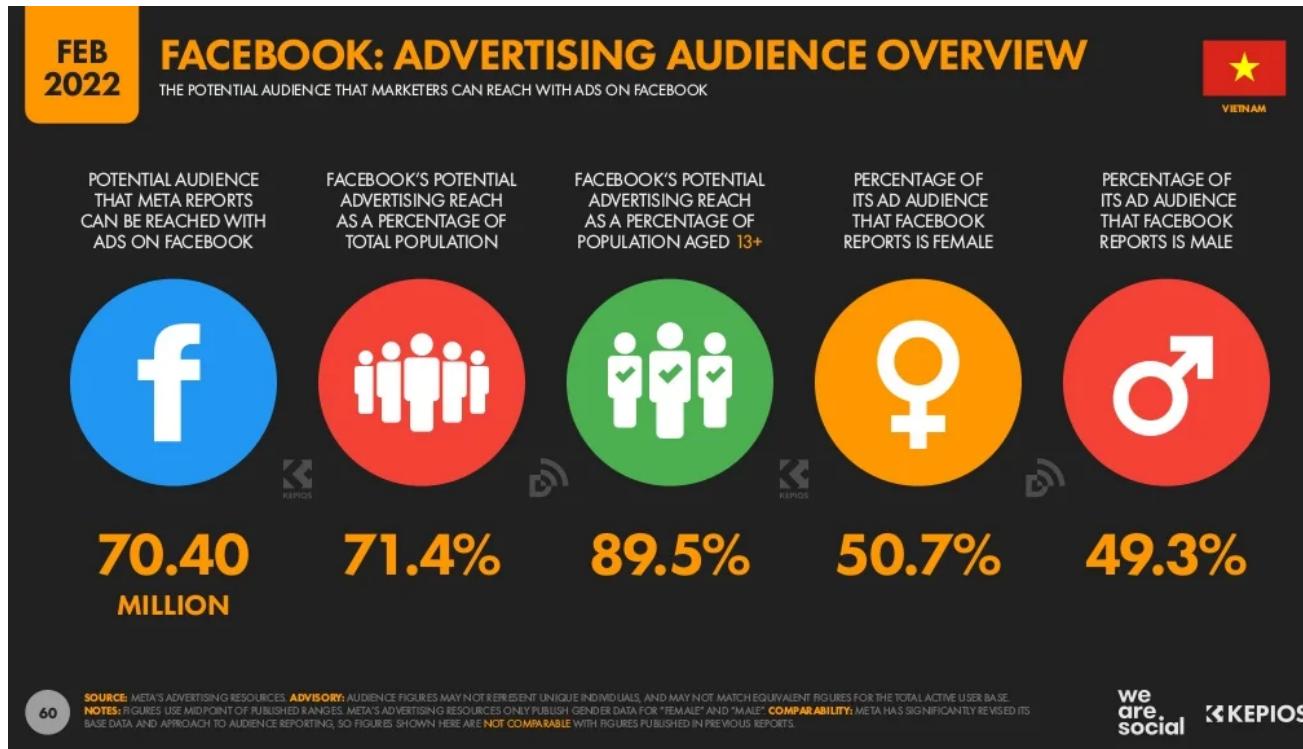


## SOCIAL MEDIA PLATFORMS



## CHANGES IN META'S DATA REPORTING

In Q4 2021, Meta made some important changes to how its self-service tools report the potential advertising reach of its platforms, including a move to publishing audience figures as a range instead of as an absolute number. Our analysis suggests that Meta also revised its base data, resulting in some important corrections to published audience figures for Facebook and Messenger. As a result, we are currently unable to provide any figures for changes over time in these platforms' audiences, and we advise readers **not to compare** the advertising audience figures for Facebook and Messenger contained within this report with figures published for those platforms in previous reports. For more information, please read our complete notes on data variance, potential mismatches, and curiosities: <https://datareporter.com/notes-on-data>.



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## DEVICES USED TO ACCESS FACEBOOK

PERCENTAGE OF FACEBOOK'S ADVERTISING AUDIENCE THAT USES EACH DEVICE TO ACCESS THE PLATFORM, EITHER VIA AN APP OR A WEB BROWSER



VIETNAM

USE ANY KIND OF  
MOBILE PHONE



KEPIOS

**98.9%**

ONLY USE LAPTOP OR  
DESKTOP COMPUTER



KEPIOS

**1.1%**

USE BOTH COMPUTERS  
AND MOBILE PHONES



KEPIOS

**17.6%**

ONLY USE MOBILE  
PHONES (ANY TYPE)



KEPIOS

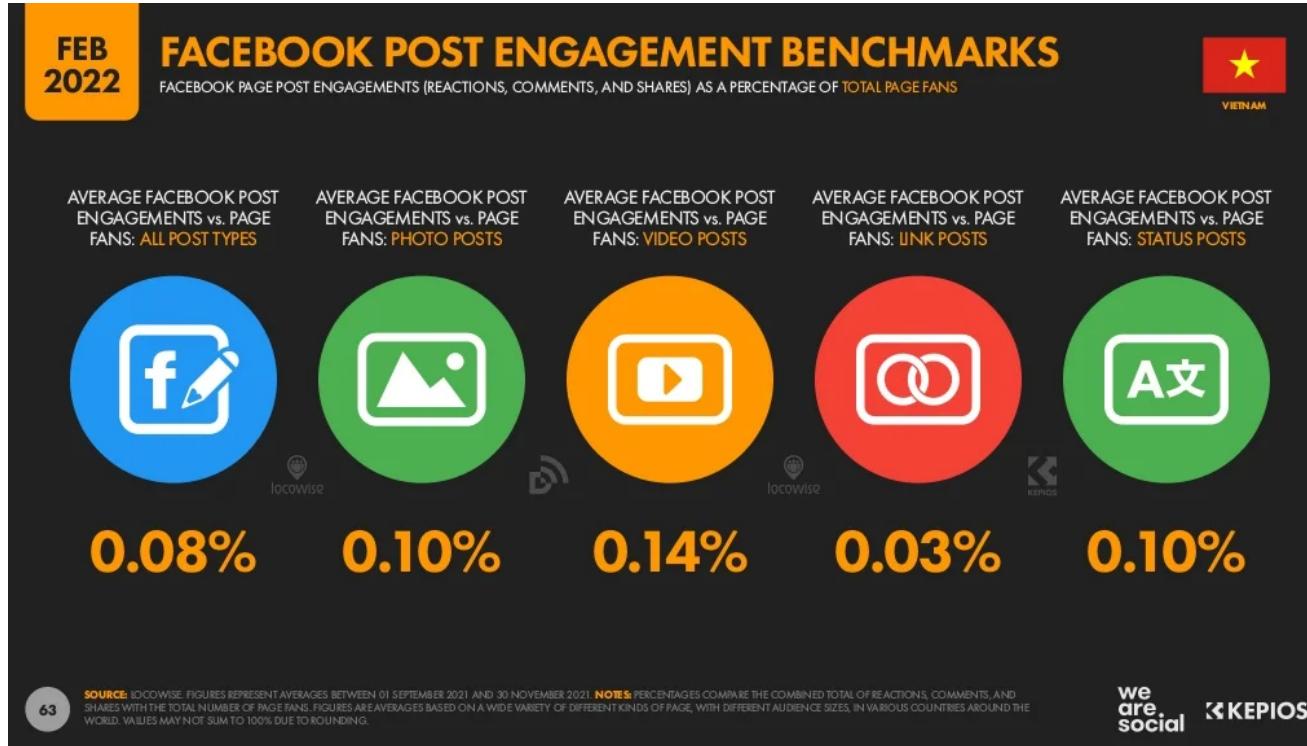
**81.2%**

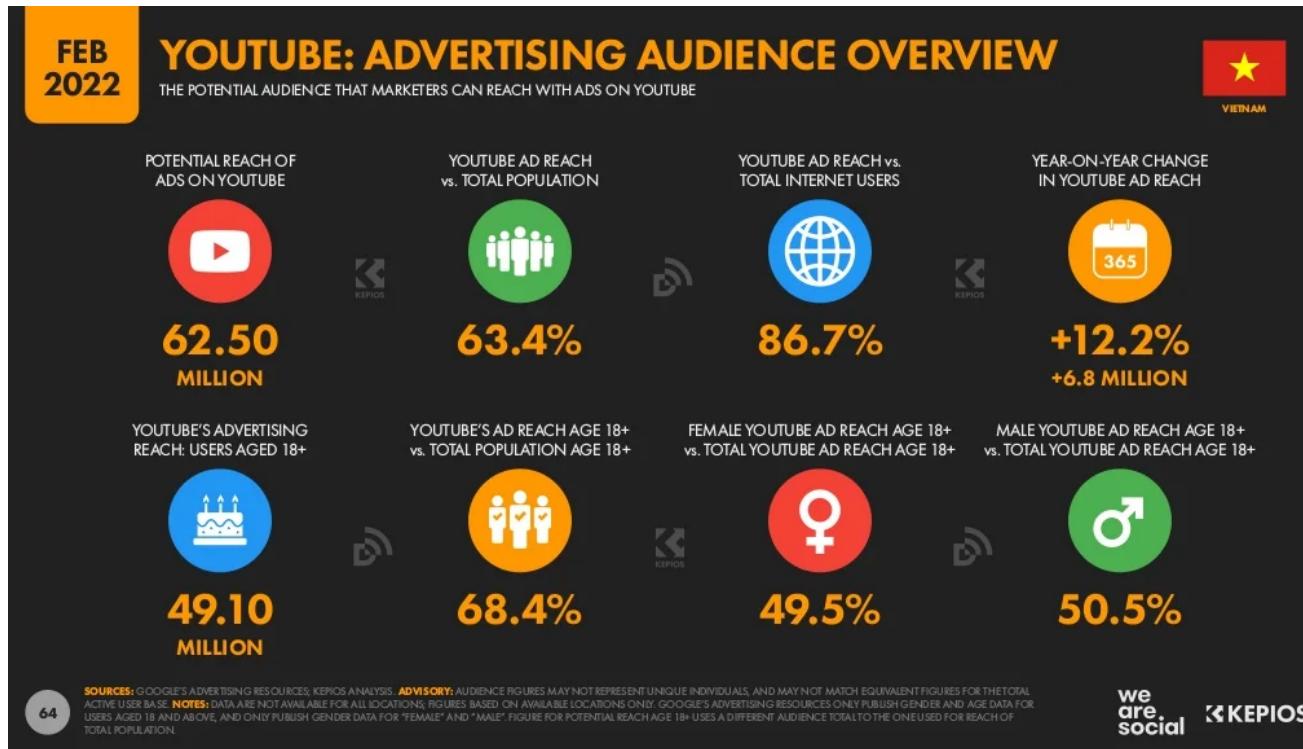
61

SOURCE: META'S ADVERTISING RESOURCES, BASED ON DATA PUBLISHED IN JUNE 2021. NOTE: FIGURES REPRESENT VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.

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## TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021



VIETNAM

#	SEARCH QUERY	INDEX
01	KARAOKE	100
02	NHẠC	98
03	GAY	70
04	GAY TV MEDIA	64
05	MA	52
06	TIK TOK	52
07	REVIEW PHIM	48
08	THIẾU NHI	37
09	TIKTOK	37
10	DORAEMON	33

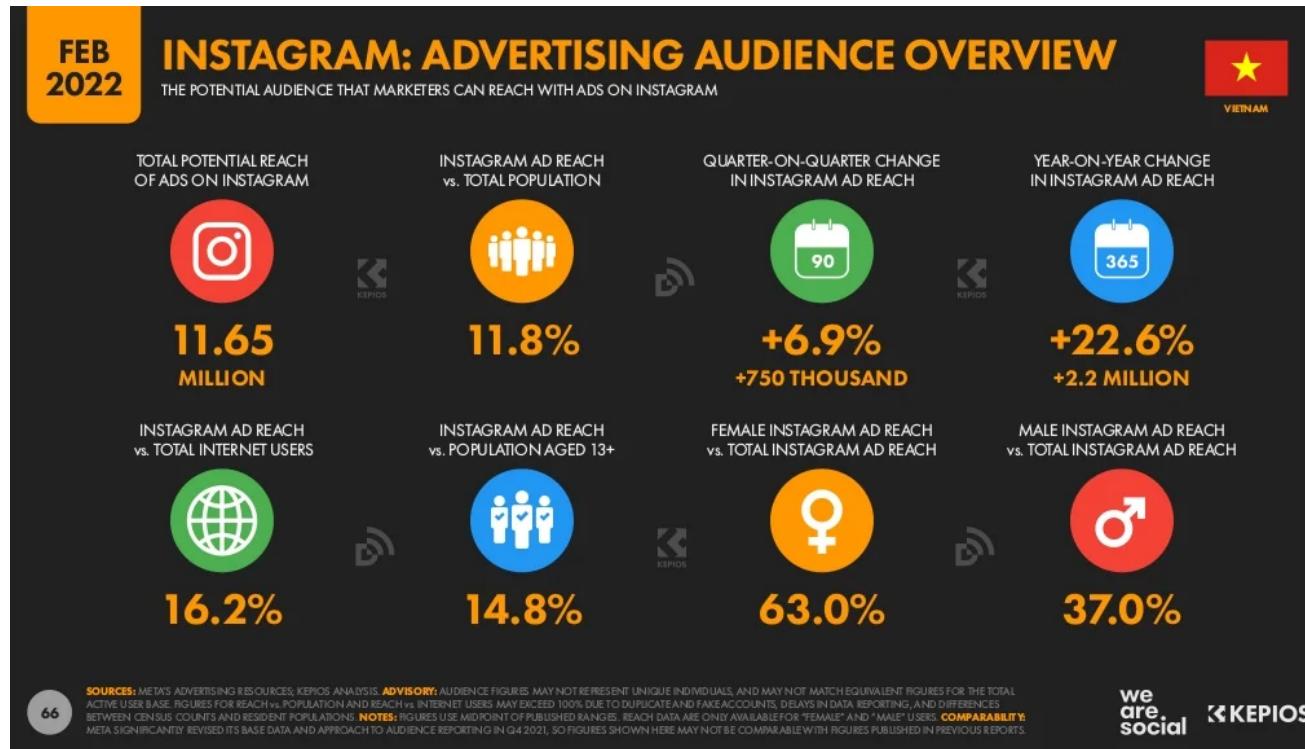
#	SEARCH QUERY	INDEX
11	NHẠC THIẾU NHI	32
12	TONY	30
13	TONY TV	29
14	ANIME	26
15	NHẠC REMIX	24
16	NHẠC REMIX	22
17	RAP	22
18	BOLERO	20
19	FREE FIRE	20
20	MINECRAFT	18

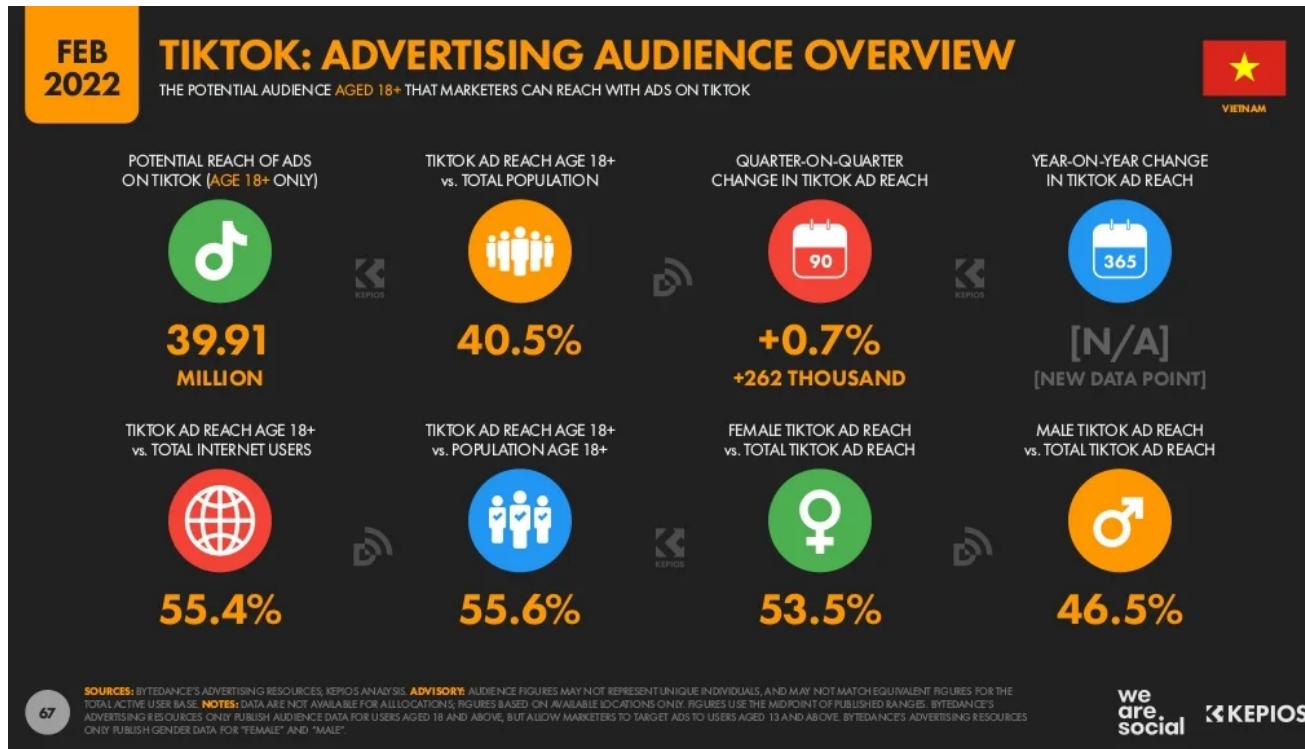
SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS". TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS, GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE SEARCH VOLUMES 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 TOOLS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

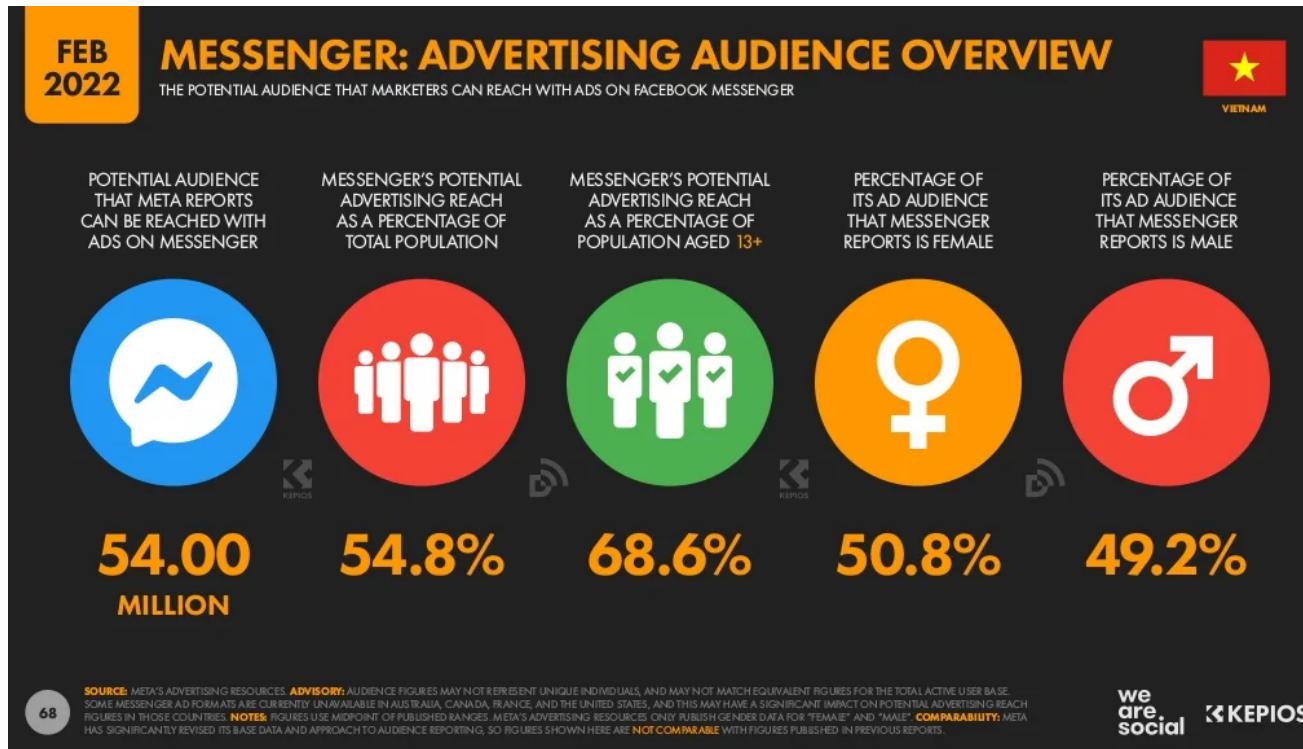


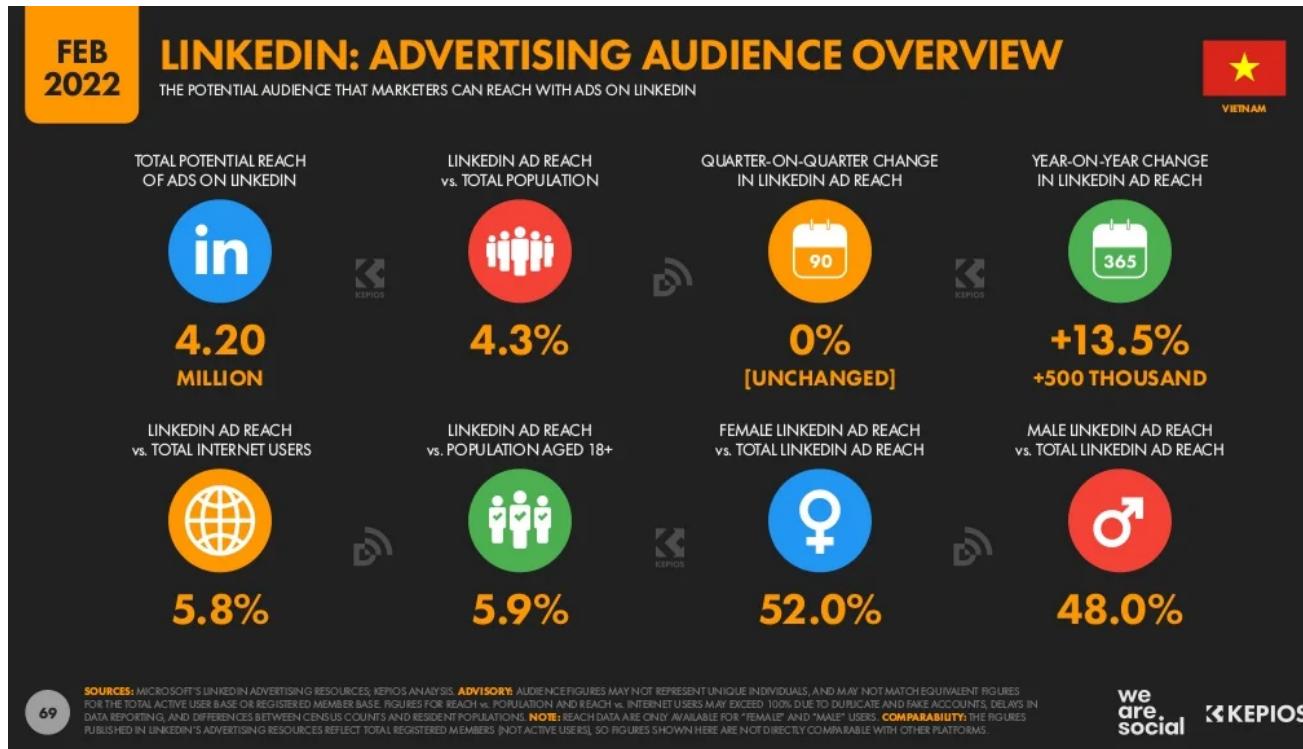
KEPIOS

65









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2022**TWITTER: ADVERTISING AUDIENCE OVERVIEW**

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON TWITTER



VIETNAM

POTENTIAL AUDIENCE  
THAT TWITTER REPORTS  
CAN BE REACHED WITH  
ADS ON TWITTER



**2.85**  
MILLION

TWITTER'S POTENTIAL  
ADVERTISING REACH  
AS A PERCENTAGE OF  
TOTAL POPULATION



**2.9%**

TWITTER'S POTENTIAL  
ADVERTISING REACH  
AS A PERCENTAGE OF  
POPULATION AGED 13+



**3.6%**

TWITTER'S POTENTIAL  
ADVERTISING REACH  
AS A PERCENTAGE OF  
TOTAL INTERNET USERS



**4.0%**

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



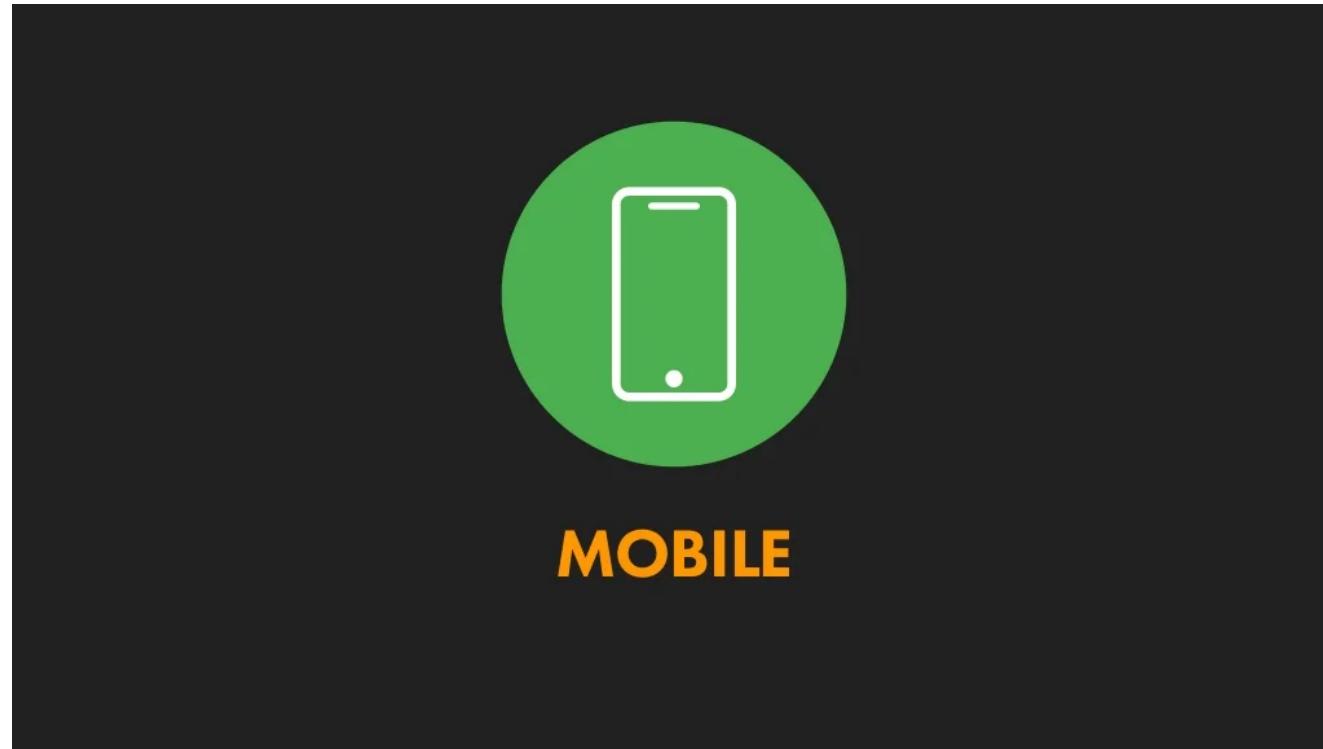
**+9.6%**  
+250 THOUSAND

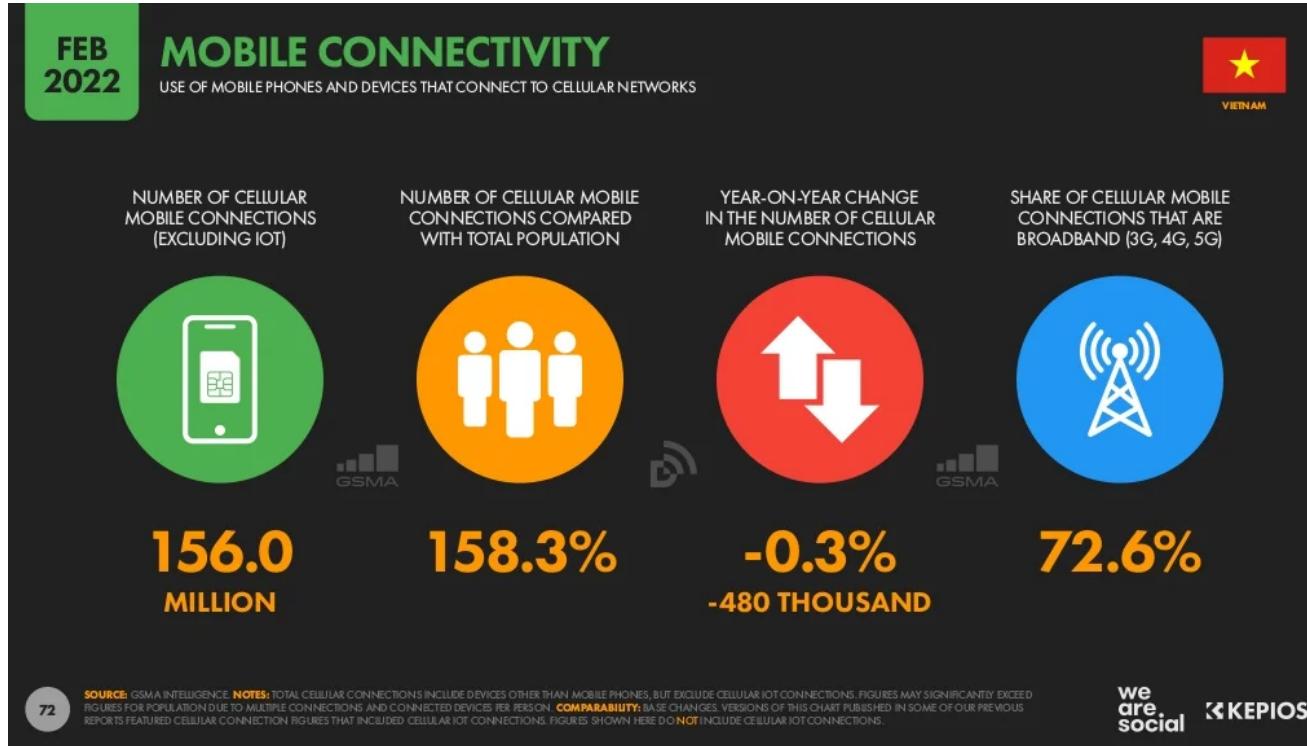
70

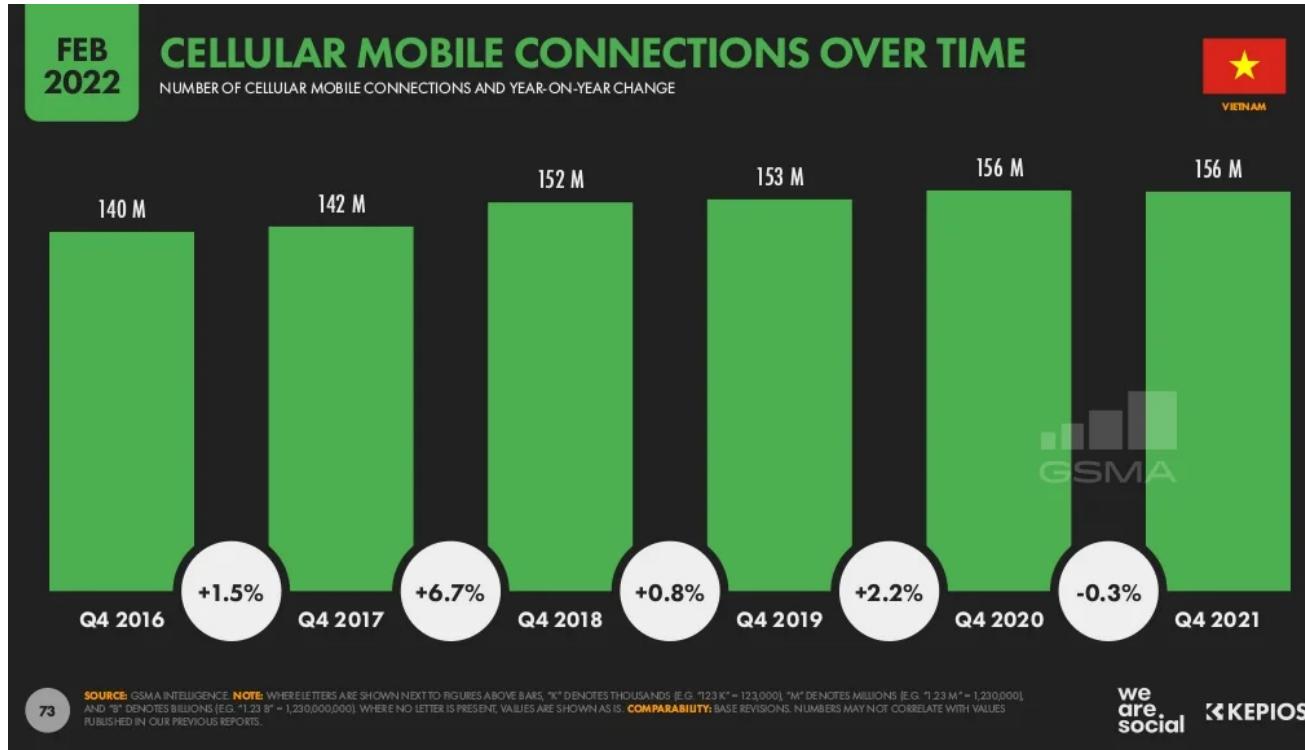
**SOURCES:** TWITTER'S ADVERTISING RESOURCES; KEPPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. FIGURES PUBLISHED IN TWITTER'S ADVERTISING RESOURCES ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT PERIODS OF TIME.

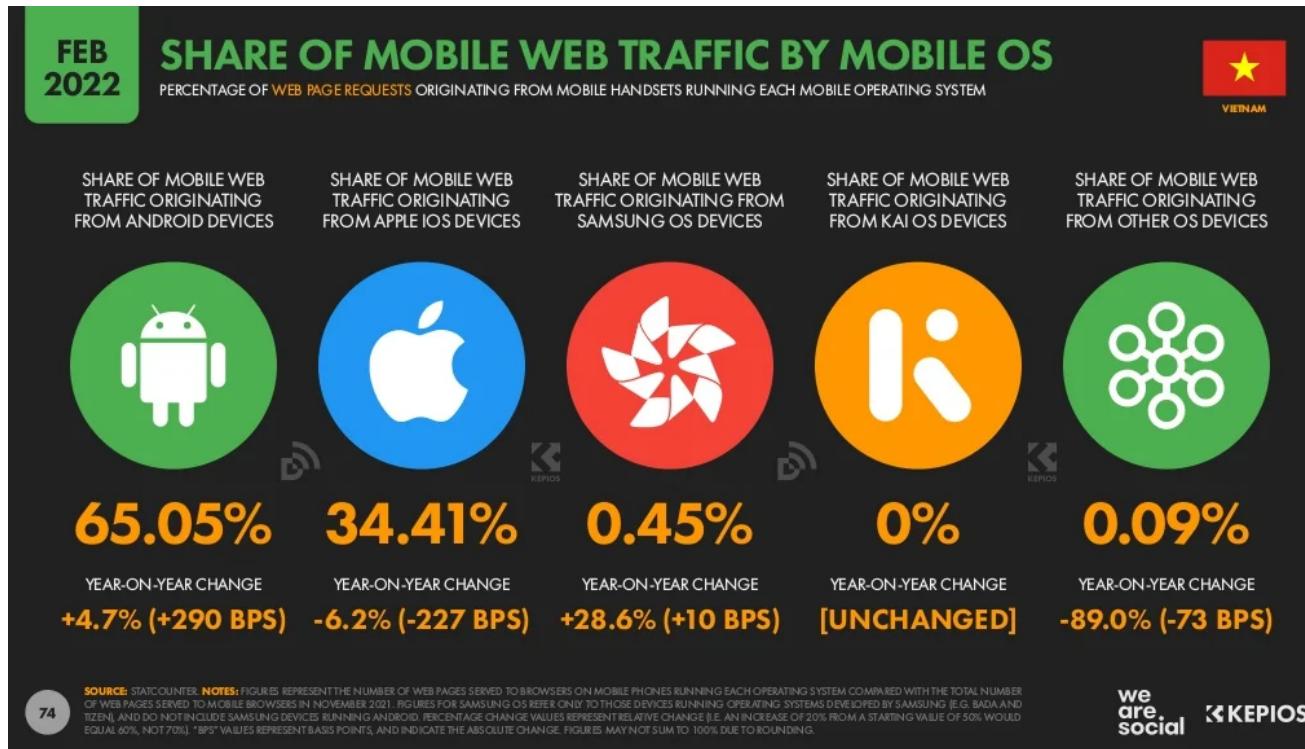
**NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. DUE TO ANOMALIES IN SOURCE DATA, WE ARE CURRENTLY UNABLE TO OFFER DATA FOR TWITTER USE BY GENDER. **COMPARABILITY:** BASE CHANGES.

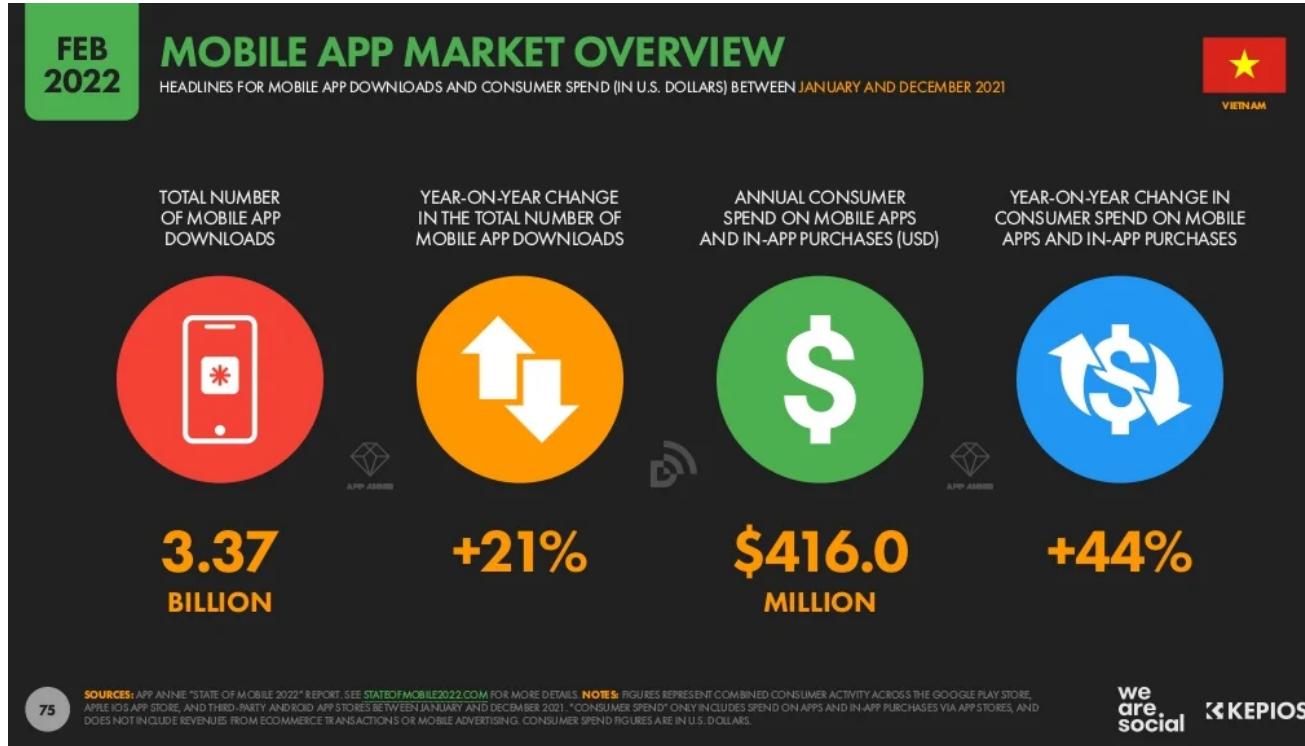
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## APP ANNIE APP RANKING: ACTIVE USERS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY AVERAGE NUMBER OF MONTHLY ACTIVE BETWEEN JANUARY AND DECEMBER 2021



VIETNAM

#	MOBILE APP	COMPANY
01	FACEBOOK	META
02	ZALO	VNG
03	FACEBOOK MESSENGER	META
04	SHOPEE	SEA
05	LAZADA	ALIBABA GROUP
06	TIKTOK	BYTEDANCE
07	ELECTRONIC HEALTH BOOK	VĂN PHÒNG BỘ Y TẾ
08	ZING MP3	VNG
09	GRAB	GRAB
10	INSTAGRAM	META

#	MOBILE GAME	COMPANY
01	ARENA OF VALOR	SEA
02	HAGO	JOYY INC.
03	FREE FIRE	SEA
04	PLAY TOGETHER	HAEGIN
05	PUBG MOBILE	TENCENT
06	MINIWORLD BLOCK ART	MINIWAN
07	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
08	BRAIN OUT	EYEWIND
09	MY TALKING TOM	JINKE CULTURE - OUTFIT7
10	MAGIC TILES 3	AMANOTES

76

SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE [STATEOFMOBILE2022.COM](http://STATEOFMOBILE2022.COM) FOR MORE DETAILS. NOTES: RANKINGS BASED ON COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID PHONES BETWEEN JANUARY AND DECEMBER 2021, EXCLUDING PRE-INSTALLED APPS (E.G. YOUTUBE ON ANDROID PHONES, IMESSAGE ON IPHONES).



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## APP ANNIE APP RANKING: DOWNLOADS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN JANUARY AND DECEMBER 2021



VIETNAM

#	MOBILE APP	COMPANY
01	FACEBOOK	META
02	TIKTOK	BYTEDANCE
03	ELECTRONIC HEALTH BOOK	VĂN PHÒNG BỘ Y TẾ
04	CAPCUT	BYTEDANCE
05	FACEBOOK MESSENGER	META
06	VSSID	VIETNAM SOCIAL SECURITY
07	SHOPEE	SEA
08	ZALO	VNG
09	BLUEZONE	CỤC TIN HỌC HÓA, BỘ THÔNG TIN VÀ TRUYỀN THÔNG
10	ZOOM CLOUD MEETINGS	ZOOM VIDEO COMMUNICATIONS

#	MOBILE GAME	COMPANY
01	FREE FIRE	SEA
02	ARENA OF VALOR	SEA
03	PLAY TOGETHER	HAEGIN
04	8 BALL POOL	TENCENT
05	MINIWORLD BLOCK ART	MINIWAN
06	PUBG MOBILE	TENCENT
07	SMASH COLORS 3D	BADSNOWBALL
08	WORMSZONE.IO	AZUR INTERACTIVE GAMES
09	ROBLOX	ROBLOX
10	MAGIC TILES 3	AMANOTES

SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE [STATEOFMOBILE2022.COM](http://STATEOFMOBILE2022.COM) FOR MORE DETAILS. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN JANUARY AND DECEMBER 2021.



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## APP ANNIE APP RANKING: CONSUMER SPEND

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN JANUARY AND DECEMBER 2021



VIETNAM

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	BIGO LIVE	JOYY INC.
03	WESING	TENCENT
04	GOOGLE ONE	GOOGLE
05	FACEBOOK	META
06	TINDER	MATCH GROUP
07	VIEON	DZONES HUB
08	GALAXY PLAY	GALAXY PLAY JOINT STOCK COMPANY
09	HINOVEL	HIREAD
10	FPT PLAY	FPT CORPORATION

#	MOBILE GAME	COMPANY
01	MU: ACROSS TIME	37GAMES
02	ARENA OF VALOR	SEA
03	FREE FIRE	SEA
04	BE THE KING	CHUANG COOL
05	GENSHIN IMPACT	MIHOYO
06	RISE OF KINGDOMS	LILITH
07	PUBG MOBILE	TENCENT
08	EVONY	TOP GAMES
09	GOLDEN HOYEAH SLOTS	IGS
10	PLAY TOGETHER	HAEGIN

SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE [STATEOFMOBILE2022.COM](#) FOR MORE DETAILS. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN JANUARY AND DECEMBER 2021. "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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2022**FINANCIAL INCLUSION FACTORS**

PERCENTAGE OF THE POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE



VIETNAM

ACCOUNT WITH A  
FINANCIAL INSTITUTION**30.0%**FEMALE  
29.5%      MALE  
30.6%CREDIT CARD  
OWNERSHIP**4.1%**FEMALE  
3.7%      MALE  
4.6%DEBIT CARD  
OWNERSHIP**26.7%**FEMALE  
27.3%      MALE  
26.1%MOBILE MONEY ACCOUNT  
(E.G. MPESA, GCASH)**3.5%**FEMALE  
3.6%      MALE  
3.4%MADE OR RECEIVED DIGITAL  
PAYMENTS IN THE PAST YEAR**22.7%**FEMALE  
23.0%      MALE  
22.5%MADE A PURCHASE ON THE  
INTERNET IN THE PAST YEAR**18.7%**FEMALE  
19.8%      MALE  
17.6%USED ONLINE BANKING  
IN THE PAST YEAR**9.2%**FEMALE  
8.3%      MALE  
10.3%USED THE INTERNET TO  
PAY BILLS IN THE PAST YEAR**6.5%**FEMALE  
5.4%      MALE  
7.8%

80

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 STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE 'OVER-THE-TOP' MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

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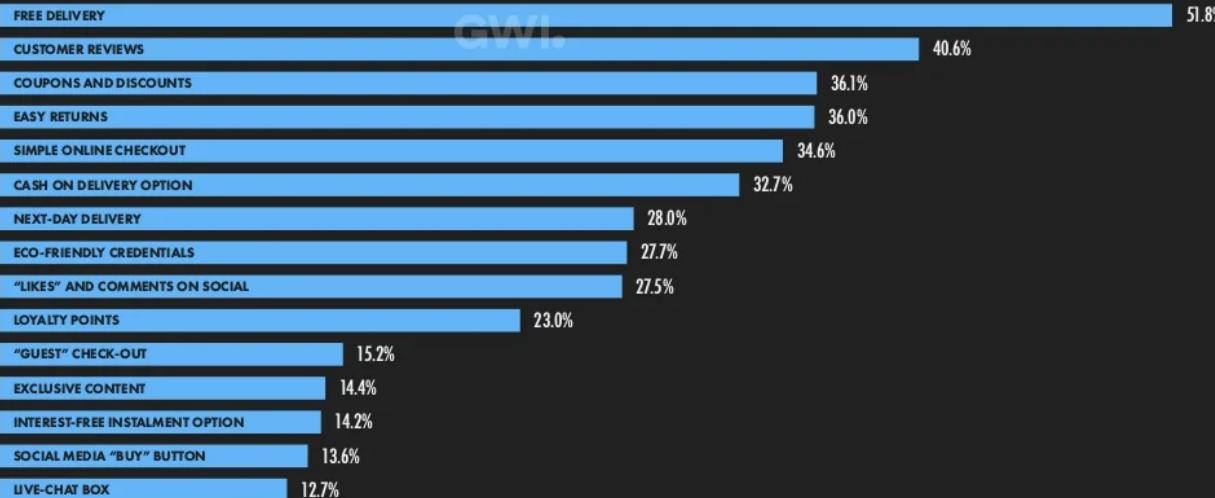


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2022**ONLINE PURCHASE DRIVERS**

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



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82

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](#) FOR FULL DETAILS.

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# OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)



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NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA THE INTERNET



**51.78**  
MILLION

YEAR-ON-YEAR CHANGE  
+13.5% (+6.2 MILLION)

TOTAL ANNUAL SPEND ON ONLINE CONSUMER GOODS PURCHASES (USD)



**\$12.42**  
BILLION

YEAR-ON-YEAR CHANGE  
+35.4% (+\$3.2 BILLION)

AVERAGE ANNUAL REVENUE PER CONSUMER GOODS ECOMMERCE USER (USD)



**\$240**

YEAR-ON-YEAR CHANGE  
+19.2% (+\$38.68)

SHARE OF CONSUMER GOODS ECOMMERCE SPEND ATTRIBUTABLE TO PURCHASES MADE VIA MOBILE PHONES



**50.2%**

YEAR-ON-YEAR CHANGE  
+2.6% (+129 BPS)

statista

statista

83

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](#) FOR MORE DETAILS. NOTES: "CONSUMER GOODS" INCLUDE ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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## TOP GOOGLE SHOPPING QUERIES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SHOPPING SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021



VIETNAM

#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	IPHONE	100	11	VIVO	21
02	SAMSUNG	81	12	XIAOMI	20
03	ĐIỆN THOẠI	66	13	ĐIỆN MÁY XANH	20
04	DỊCH	47	14	IPHONE 11	19
05	OPPO	45	15	SAMSUNG GALAXY	16
06	LAPTOP	35	16	THỜI TIẾT	15
07	LEGO	32	17	MINECRAFT	15
08	SHOPEE	31	18	ADIDAS	15
09	GOOGLE	26	19	GOOGLE DỊCH	15
10	MÁY TÍNH	25	20	IPHONE 7	15

**SOURCE:** GOOGLE TRENDS, BASED ON GOOGLE SHOPPING SEARCHES CONDUCTED BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. **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 PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES 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 TOOLS ACCESSED, EVEN FOR THE SAME TIME PERIOD.



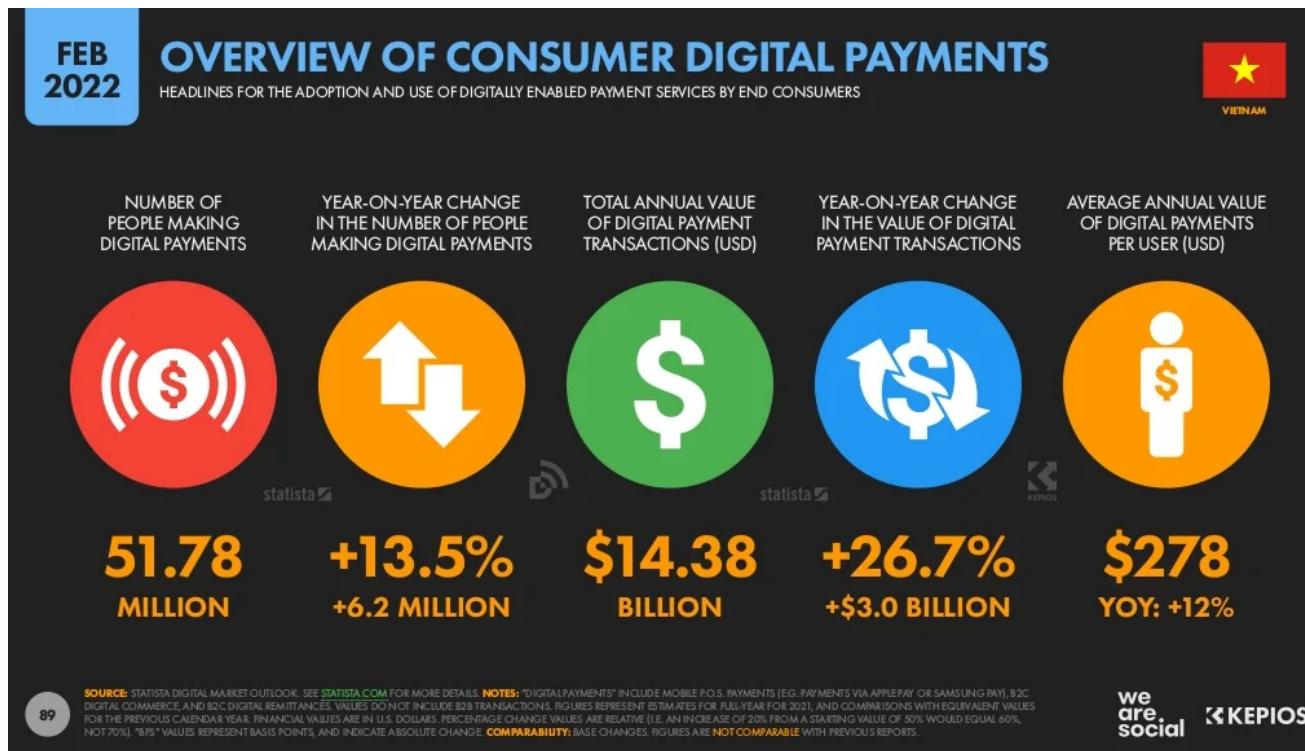
KEPIOS

85









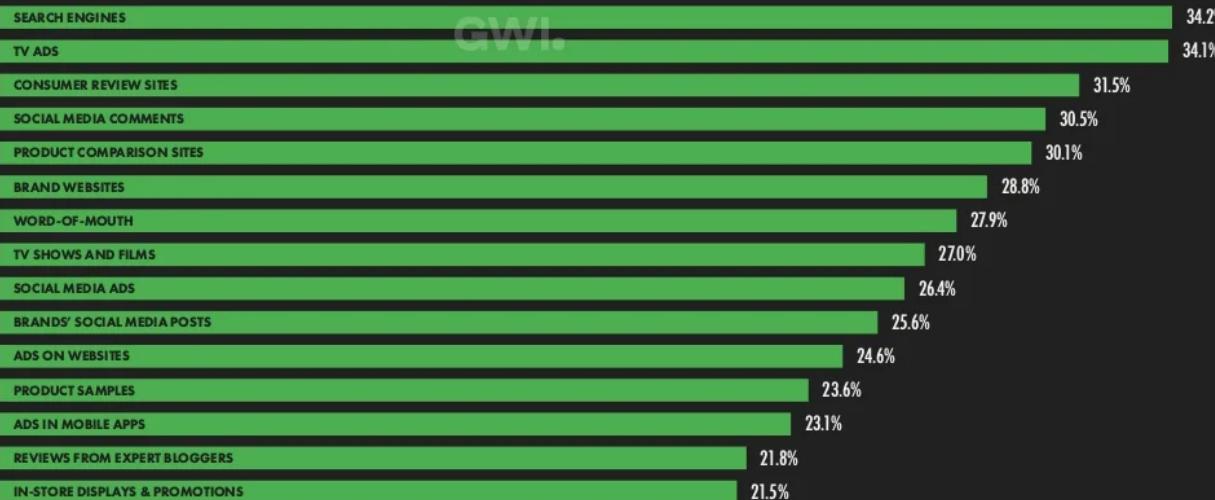


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2022**SOURCES OF BRAND DISCOVERY**

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



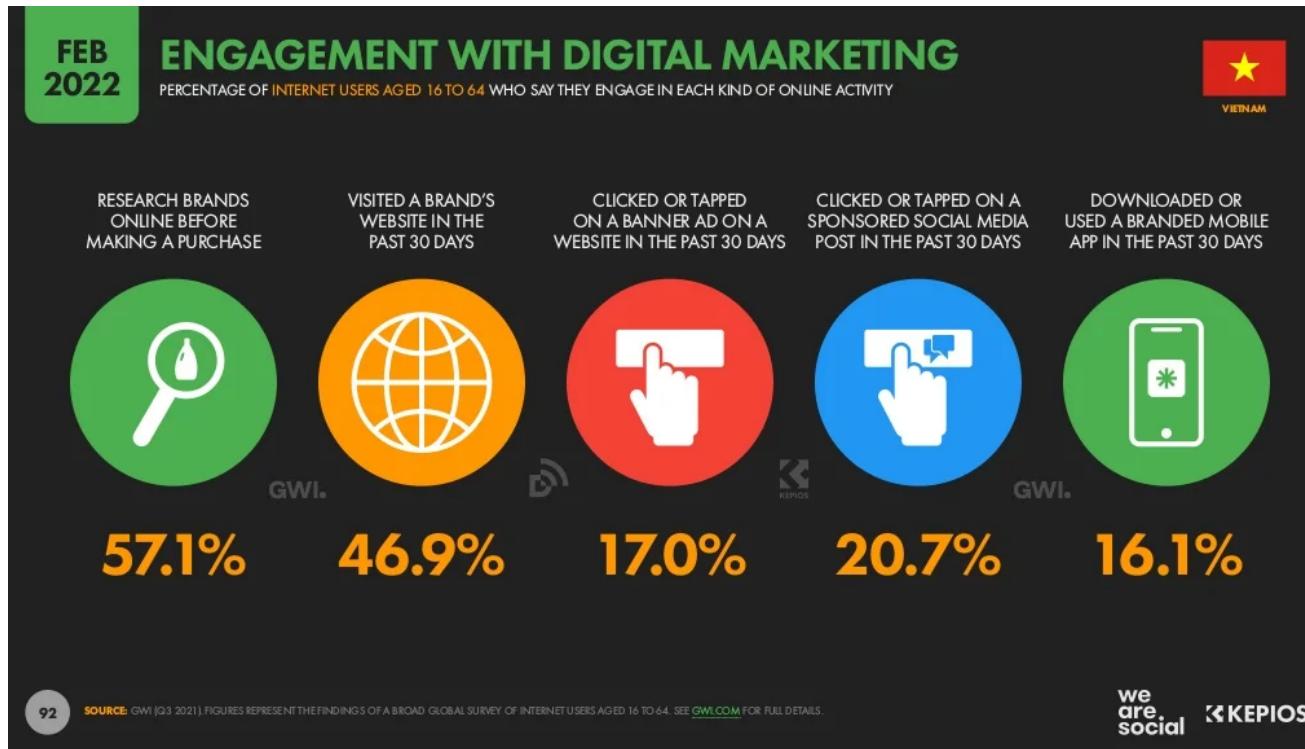
VIETNAM



91

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM) FOR FULL DETAILS.

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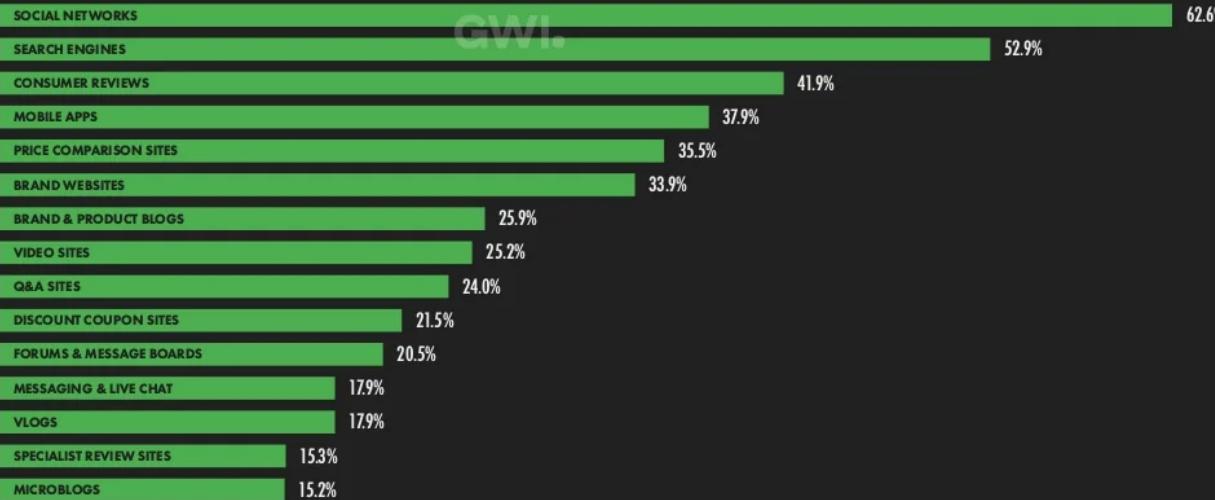
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2022

## 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



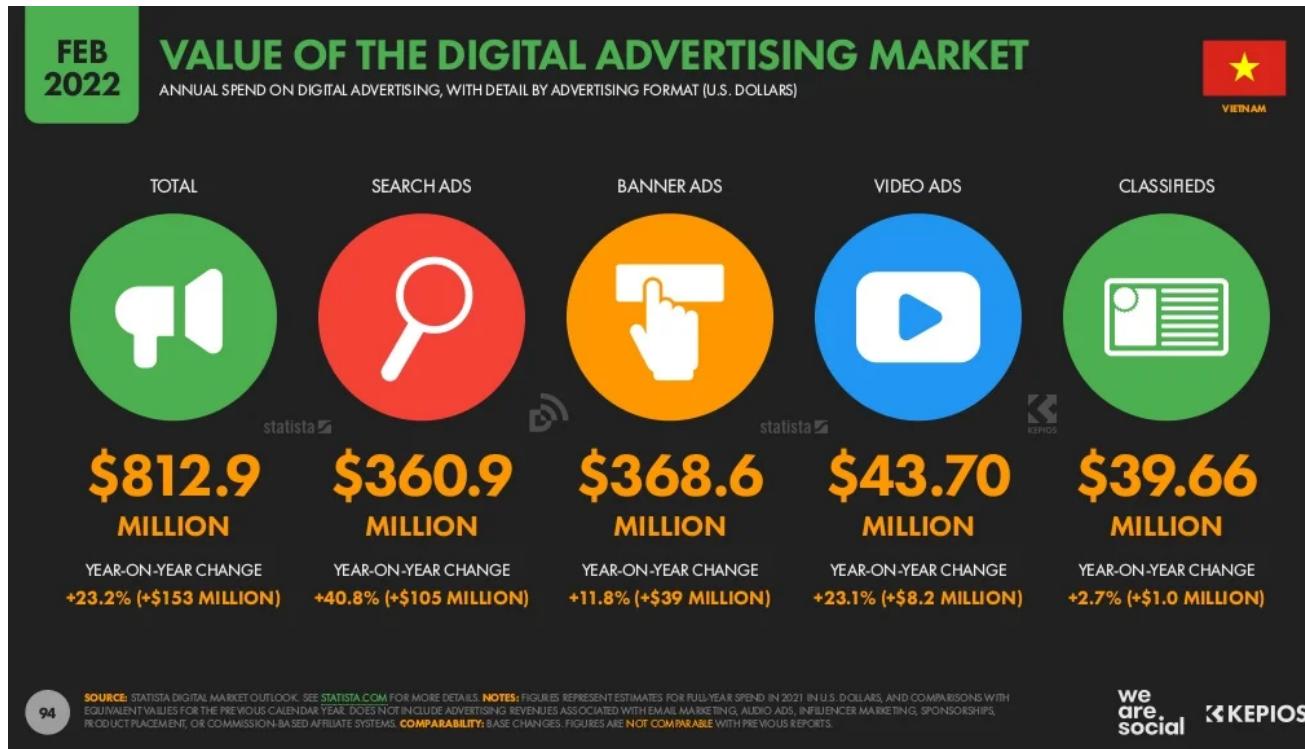
VIETNAM

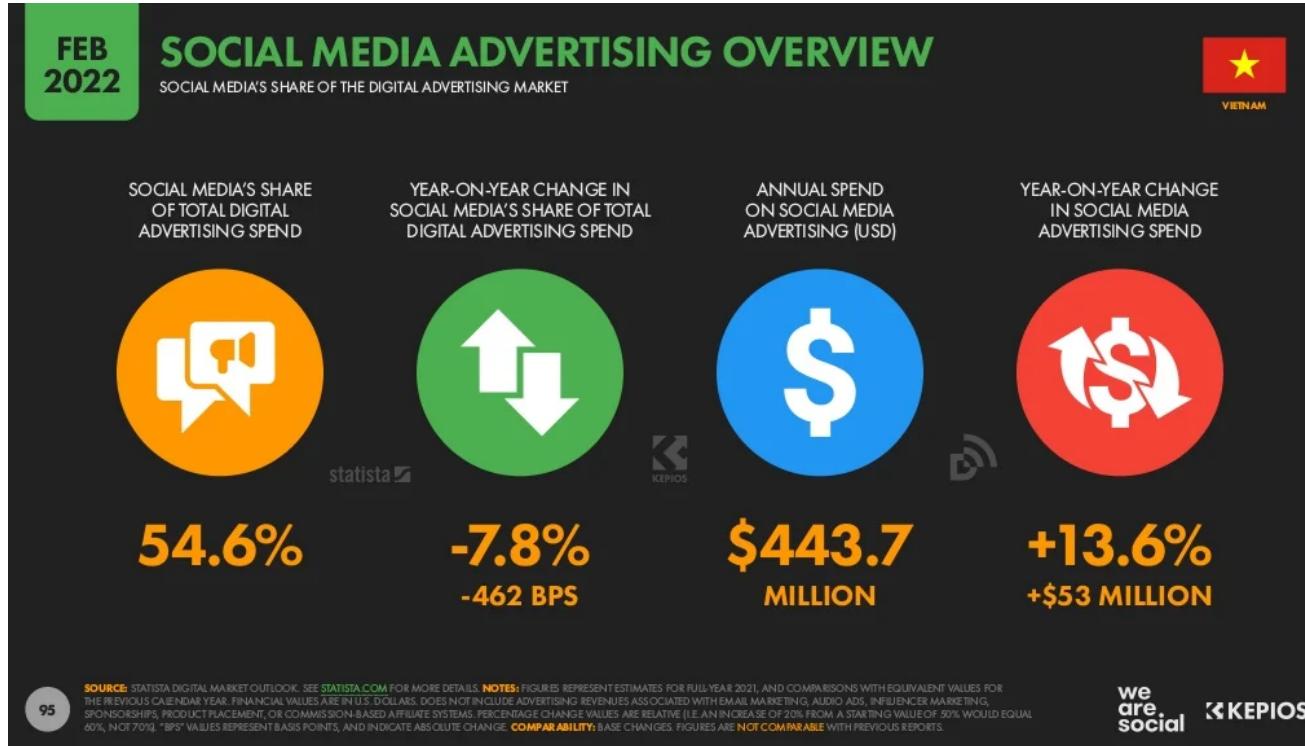


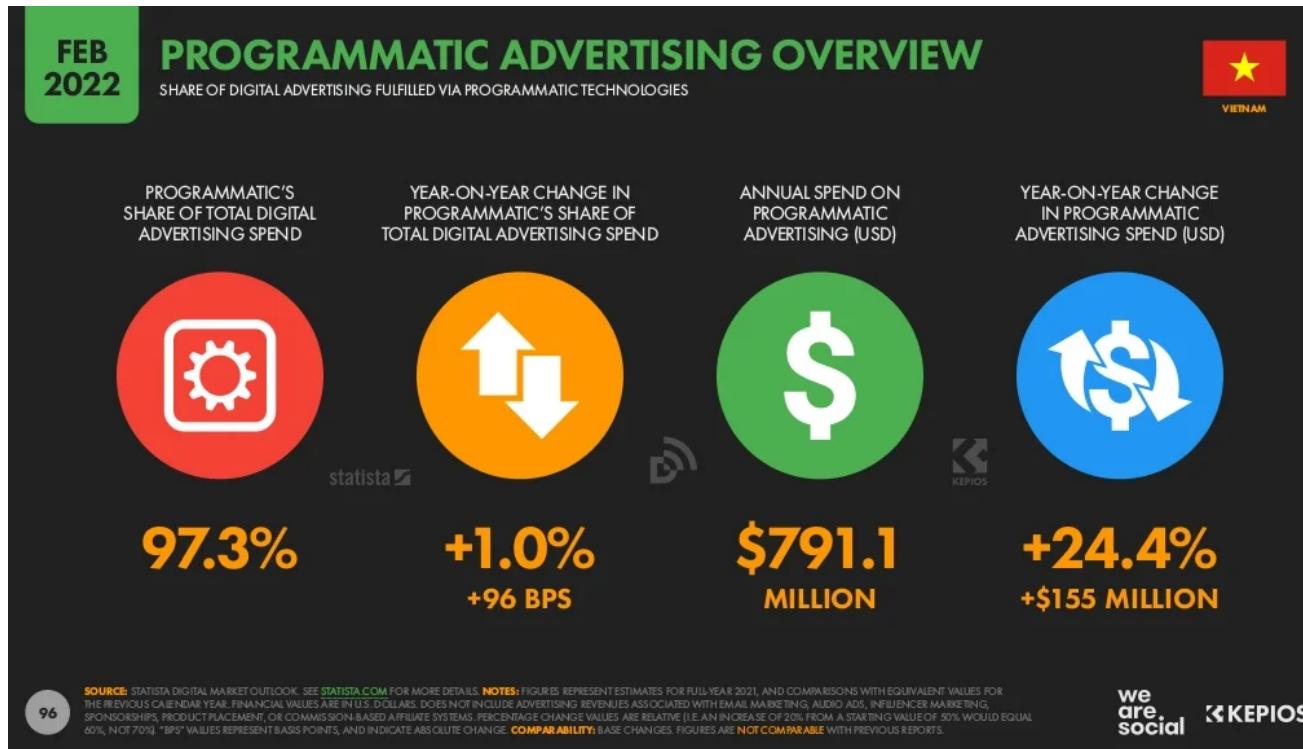
93

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://GWI.COM) FOR FULL DETAILS.

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**MORE INFORMATION**



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**DATAREPORTAL.COM/LIBRARY**

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brands

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markets

**GWI.**

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Serves over  
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organisations



**40,000**  
users worldwide



### Extensive Datasets

We provide data on every mobile operator in every country worldwide, with over 30 million data points, updated daily.



### Topical and Timely Research

Annually, GSMA Intelligence publishes over 100 reports and exclusive analyses, adding greater insight into our data and supporting our customers in making stronger business choices.



### Pinpoint Accuracy

Our forecasting experts provide a five-year (and beyond) view into the future, enabling long-term investment planning. Updated quarterly, our forecasts are consistently accurate within +/- 2.5 % of reported data.



### Industry Trusted

We serve a wide array of industries in the mobile ecosystem and beyond, including most of the world's mobile operators plus major vendors, regulators, international institutions and vertical sectors ranging from automotive to retail.



## Semrush .Trends

Data. Insights. Impact.

**Semrush .Trends** provides instant market overview and competitive digital insights for those who are looking to grow their business.

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Accurate data for real-time market and competitive insights



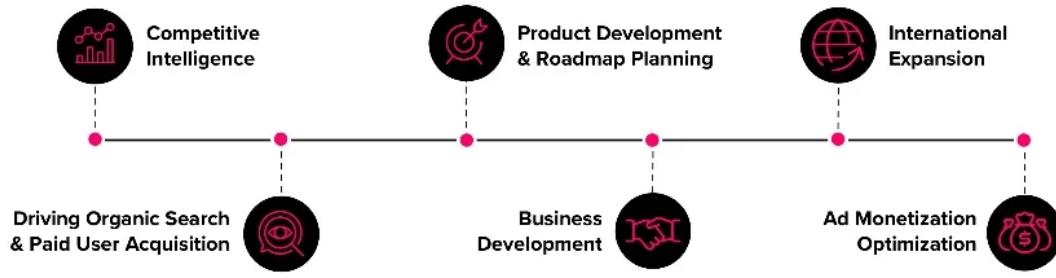
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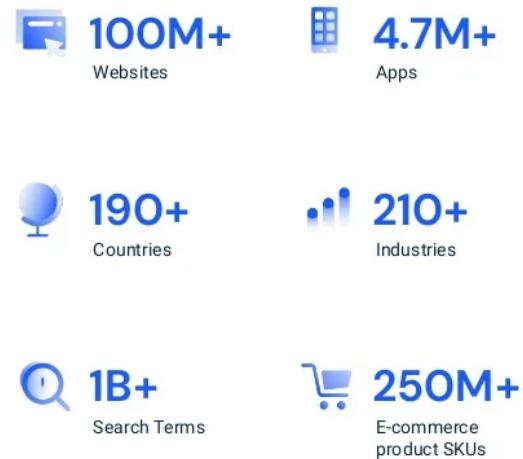


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## NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

**Note:** This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at <https://datareportal.com/notes-on-data>.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

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

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also change the source(s) that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the

footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are **not comparable**.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we **no longer include this data** in our internet user figures. This is because the user numbers reported by social media platforms are typically based on **active user accounts**, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may **exceed** internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

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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