K-Means is widely used for clustering due to several advantages:

1. Simplicity: The algorithm is straightforward to understand and implement, making it accessible for both beginners and experienced data scientists.
2. Efficiency: K-Means is computationally efficient, especially with large datasets. Its time complexity is generally linear with respect to the number of data points, making it faster than many other clustering algorithms.
3. Scalability: The algorithm scales well with larger datasets, as it can handle a significant number of dimensions and points without a significant increase in computation time.
4. Flexibility: K-Means can be used with different distance metrics (though it typically uses Euclidean distance), allowing it to be adapted to various types of data.
5. Effectiveness: In practice, K-Means often produces good clustering results, especially when the clusters are spherical and equally sized. It works well when the clusters are well-separated.
6. Convergence: The algorithm generally converges quickly, often in just a few iterations, especially with a well-chosen initialization of cluster centroids.
7. Interpretability: The final output of K-Means is easy to interpret, with each cluster represented by its centroid, providing a clear picture of the data distribution.

Despite its advantages, K-Means also has limitations, such as sensitivity to the initial placement of centroids and difficulty in identifying clusters of varying shapes and sizes. However, its strengths make it a popular choice for many clustering tasks.