

Hootsuite®

# Digital 2021

EXECUTIVE SUMMARY REPORT




**Hootsuite®**

**we  
are.  
social**

**Hootsuite and We Are Social's Digital 2021 report goes beyond the typical North American-centered reports, giving a truly global view of changes in digital consumer behavior with key data on the state of the internet, mobile, social, and ecommerce.**





**This executive summary report gives you a fast look at new growth in digital behaviors, mobile adoption, social usage, and online shopping.**

**For deeper analysis, country-level data, and a true global perspective, download our complete [Digital 2021 global report](#).**



# This briefing covers:

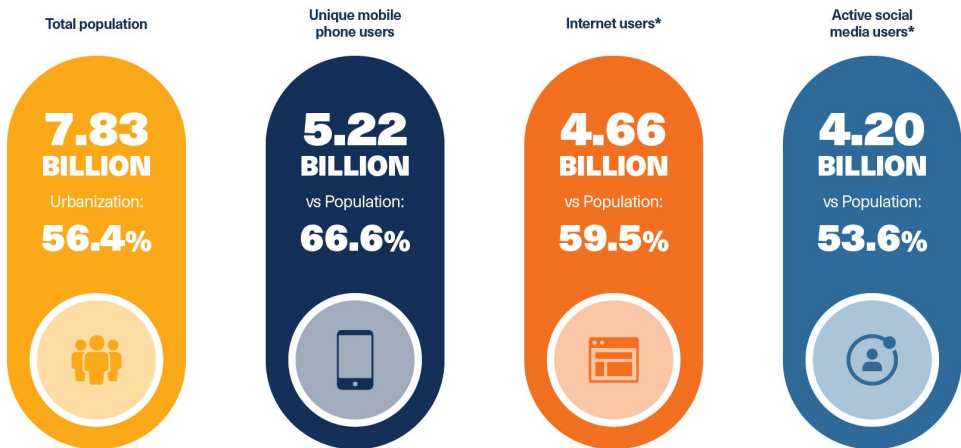
- 1 Digital around the world
- 2 Social media use around the world
- 3 The world's most used social platforms
- 4 Social media overlaps: user platforms
- 5 Online search behaviors
- 6 Ecommerce activity overview



## Digital around the world

Essential headlines for mobile, internet, and social media use

Internet user numbers no longer include data sourced from social media platforms, so values are not comparable to previous reports



Sources: The UN; local government bodies; GSMA Intelligence; ITU; GWI; Eurostat; CNNIC; APJil; social media platforms' self-service advertising tools; company earnings reports; Mediascope.  
 \*Advisories: Internet user numbers no longer include data sourced from social media platforms, so values are not comparable to data published in previous reports. Social media user numbers may not represent unique individuals. **Comparability advisory:** Source and base changes.

Hootsuite®

## Nearly 60% of the world's population is now on digital

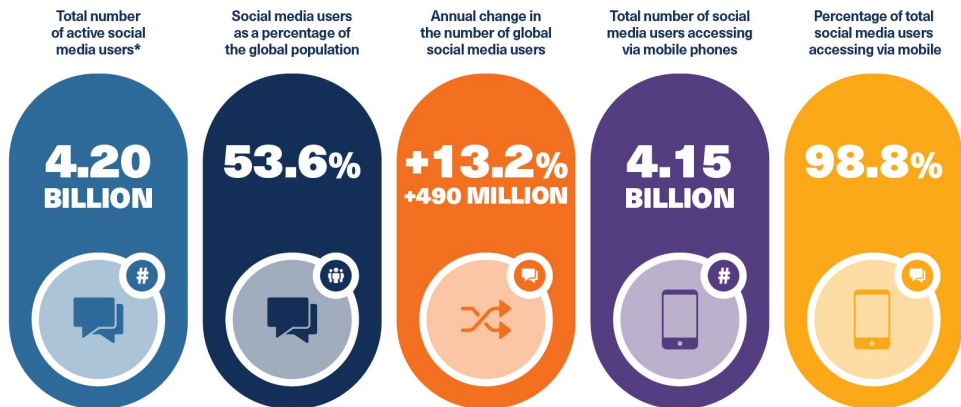
In the last year, digital adoption accelerated around the world as people spent more time online. There are now 4.66 billion people who use the internet—close to 60% of the world's total population.

The average internet user spends nearly 7 hours per day using the internet, a 9% increase from last year. This means that we spend almost as much time online as we do sleeping, and that we spend roughly 40 percent of our waking lives using connected devices.

## Social media use around the world

Use of social networks and messenger services, with detail for mobile social media use

● Social media user numbers may not represent unique individuals



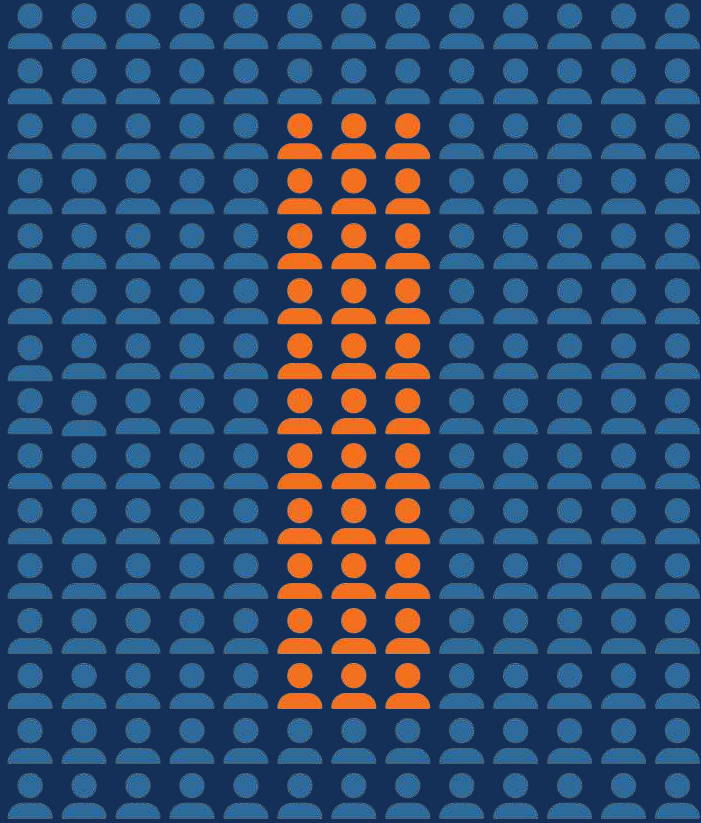
Source: Kepios (Jan 2021), based on extrapolations of data from: company earnings announcements; platforms' self-service advertising tools; CNNIC; Mediascope. \*Advisory: Social media users may not represent unique individuals, and may exceed internet user numbers in some countries. Comparability advisory: Base changes and historical revisions. Data may not correlate to figures published in previous reports.

Hootsuite®

## A billion new social media users in the last 3 years

Social media users jumped by more than 13% over the past year, bringing the global total to nearly 4.2 billion. That's over 1 billion new users over the last three years.

This dramatic uptick has put social back in the spotlight for marketers. As the [CMO Survey](#) shows, social media spending has increased from 13.3% of marketing budgets in February 2020 to 23.2% in June 2020—a 74% lift. CMOs anticipate that social media investments will remain high at 23.4% of marketing budgets into 2021.



Social media users have  
increased by more than

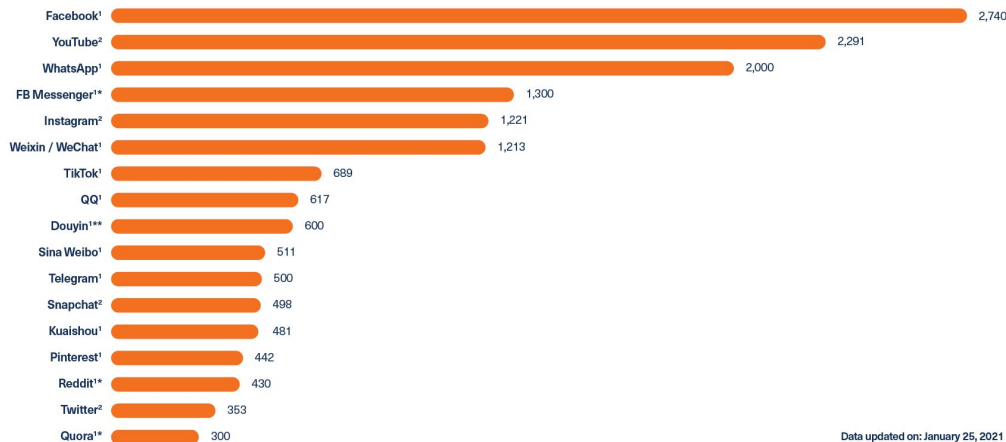
**1 billion**

in the past three years



## The world's most used social platforms

The latest global active user figures (in millions) for a selection of the world's top social media platforms\*



Data updated on: January 25, 2021

Sources: Kepios Analysis (Jan 2021), based on data published in: (1) Company statements and earnings announcements; (2) Platforms' self-service ad tools. \*Notes: Platforms identified by (\*) have not published updated user numbers in the past 12 months, so figures will be less reliable. (\*\*) Figure for Douyin uses the reported daily active user figure, so monthly active user figure is likely higher.

Hootsuite®

## A generation overlooked by digital marketers booms on social

This past year has been a tipping point for baby boomers online. They are one of the fastest growing audience segments on both Facebook and Instagram.

Baby boomer engagement on these platforms is high—female Facebook users aged 55-64 post an average of 10 times per month. This signals that marketers should be tapping into networks like Facebook as a source of customer intelligence to better target this demographic.





Instagram users have now  
published more than 2 billion  
posts tagged with  
**#love**



## Social media platforms: user overlaps

Percentage of users aged 16 to 64\* of each social media platform who use other social media platforms

\* The platforms included in the "Who use any other platform" column have changed, so values are not comparable with those published in previous reports

	Who use any other platform	Who also use Facebook	Who also use YouTube	Who also use Instagram	Who also use Reddit	Who also use Snapchat	Who also use Twitter	Who also use TikTok	Who also use Pinterest
Facebook users	98.9%	100%	92.3%	74.8%	17.7%	29.6%	53.8%	35.8%	35.2%
YouTube users	98.7%	81.4%	100%	72.9%	17.6%	28.9%	52.0%	34.6%	34.3%
Instagram users	99.8%	85.5%	94.5%	100%	20.6%	35.3%	60.7%	40.5%	39.6%
Reddit users	100.0%	84.1%	94.7%	85.5%	100%	56.8%	76.1%	56.5%	64.3%
Snapchat users	99.9%	85.3%	94.4%	89.0%	34.4%	100%	68.3%	57.9%	53.8%
Twitter users	99.8%	86.9%	95.3%	85.7%	25.9%	38.2%	100%	42.5%	42.3%
TikTok users	99.7%	85.0%	93.3%	84.2%	28.2%	47.7%	62.5%	100%	47.0%
Pinterest users	99.8%	85.5%	94.6%	84.1%	32.9%	45.3%	63.7%	48.1%	100%

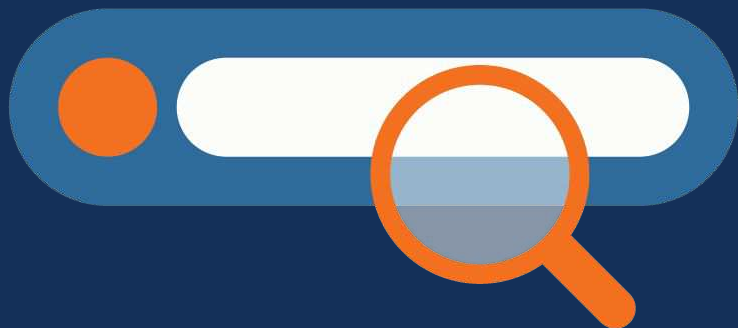
Source: GWI (Q3 2021). See [GlobalWebIndex.com](https://www.gWI.com) for more details. \*Notes: Only includes users aged 16 to 64. Does not include users in China. Percentages represent the users of the platform identified in the left-hand column who also use the platform identified in the row at the top of each column. Percentages in the "Who use any other platform" column represent users who use any other social media platform, including platforms not listed in this table.

Hootsuite®

## No dance moves? No problem.

More than 98% of the users of any given social media platform also use at least one other social platform.

For brands, this means that a multichannel strategy does not need to include every single platform. In fact, having a presence on 1-2 of the larger platforms offers the most potential to reach almost all of the world's social media users.

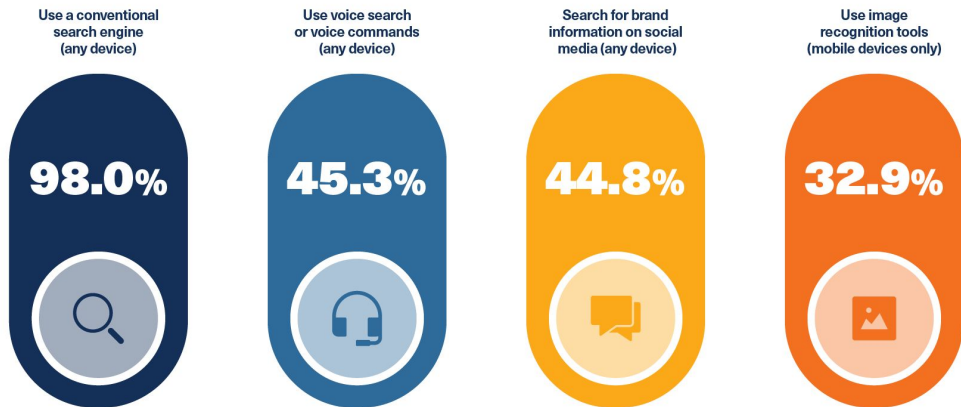


If searches for **TikTok** and **Tik Tok** were treated as the same query, it would have been **the third most common search term on YouTube in 2020**



## Online search behaviors

Percentage of internet users aged 16 to 64 who use each kind of search tool or visit each kind of platform\* for online searches



Source: GWI (Q3 2020). Figures represent the findings of a board global survey of internet users aged 16 to 64. See [GlobalWebIndex.com](https://www.globalwebindex.com) for more details. \*Note: The questions informing these data points appear in different parts of GWI's survey, so figures may not be directly comparable with one another.

Hootsuite®

## Close to 45% of internet users research products on social

45% of global internet users now say they turn to social when researching products or services. This figure is even higher among Gen Z users, who say that they're more likely to search for brands on social over search engines.

This shift in behaviour shows that social has become a critical part of buyer consideration, particularly with younger generations. Brands looking to win over buyers will need to turn product reviews, comments, and videos into inspirational social experiences.

## Ecommerce activity overview

Percentage of internet users aged 16 to 64 who report performing each activity in the past month

Searched online for a product or service to buy (any device)

81.5%



Visited an online retail site or store (any device)

90.4%



Used a shopping app on a mobile phone or on a tablet

69.4%



Purchased a product online (any device)

76.8%



Purchased a product online via a mobile phone

55.4%



Source: GWI (Q3 2020). Figures represent the findings of a broad survey of internet users aged 16 to 64. See [GlobalWebIndex.com](https://www.globalwebindex.com) for more details.

Hootsuite®

## Online grocery purchases jump by 40%

The amount of money people spent on online purchases of food and personal care items jumped by more than 40% over the past year, as COVID-19 lockdowns and social distancing measures drove people to move their grocery shopping online.

With online grocery shopping developing into a regular habit for many shoppers during 2020, we can expect these behaviors to have an enduring impact, even after the pandemic has passed.



# 50%

of the world's internet users aged 16 to 64 say that they have used an online service to order take-away food for delivery in the past month





[Read the full report](#)

## Put the data into action

Here are some Hootsuite tools to help you get the most out of social in 2021



### Power up your social posts

Get more traffic with Instagram, Pinterest, social videos, and new content formats, all managed with Hootsuite.

[Get Started](#)



### Build social listening into your strategy

Quickly understand what customers are saying, uncover new buyers, and protect your brand with real-time sentiment and alerts.

[Get Started](#)



### Get new customers in the door

Convert more customers with laser-targeted ads that are automatically optimized based on your pre-set budgets.

[Get Started](#)

