

Social media by generation



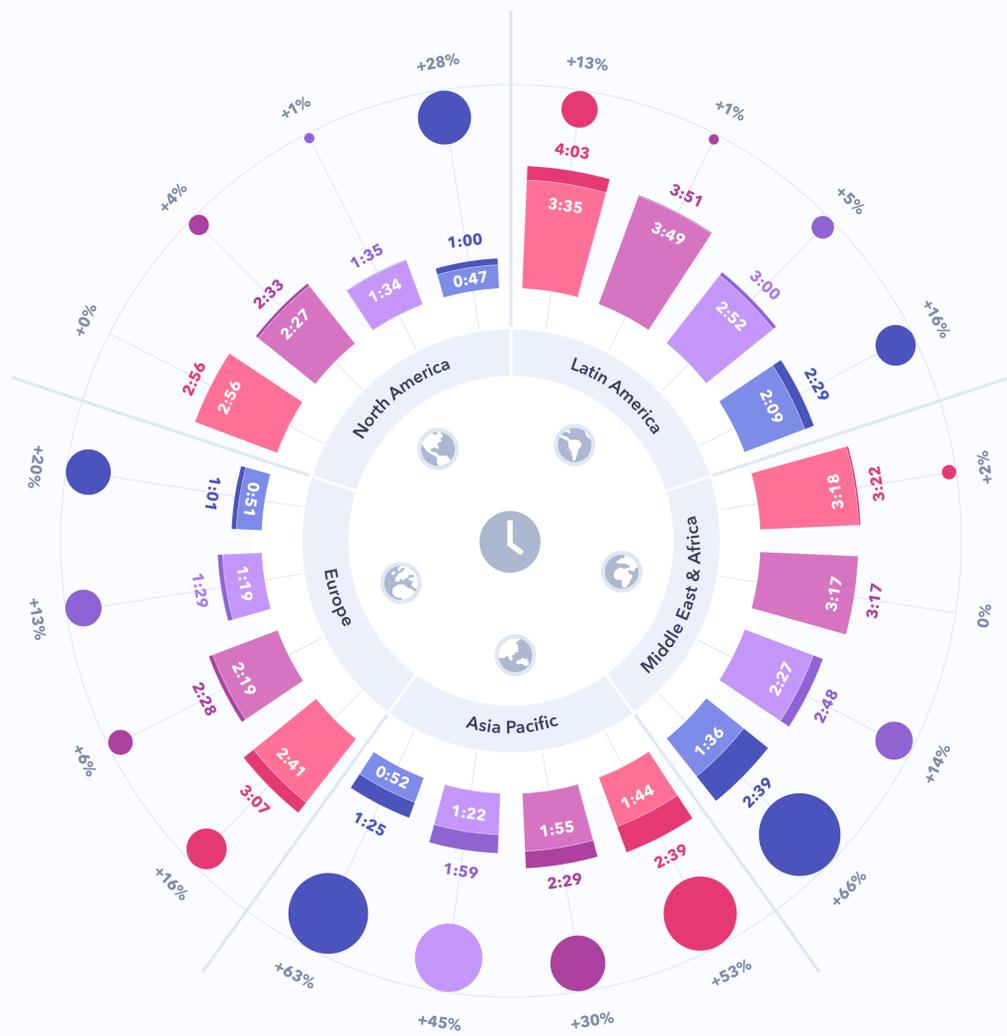
TIME SPENT ON SOCIAL BY REGION

Average time spent on social media per day in hh:mm



Growth in time spent per day on social media is slowing down, primarily influenced by **Gen Z** and **millennials** in MEA and NorthAm

Baby boomers, on the other hand, show growth in social media time in each region, especially in MEA and APAC



MULTI-NETWORKING TRENDS

Multi-networking shows signs of plateauing

Average number of social media accounts held by the following groups

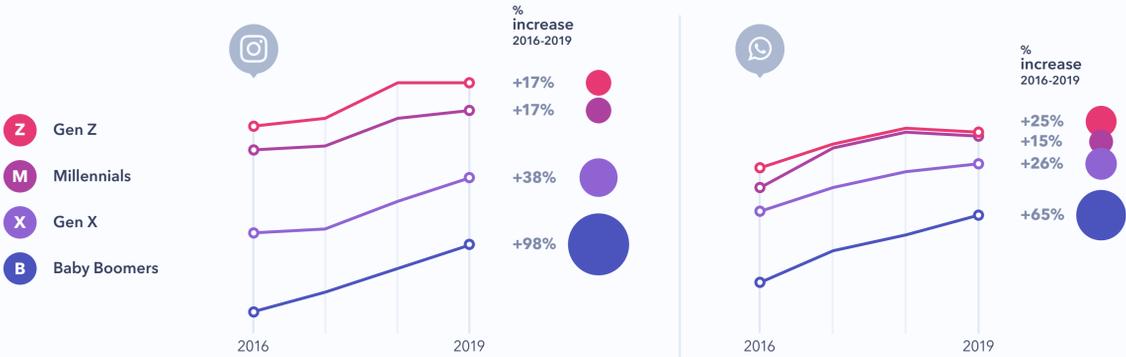
The average number of accounts is calculated based on analysis of 53 named networks + "Other". Of the 53 individual platforms, 24 are global and 29 are specific to certain countries or regions.



INSTAGRAM AND WHATSAPP IN THE SPOTLIGHT

% of internet users outside China who have visited/used Instagram/WhatsApp in the past month

Older generations are showing steady growth in Instagram and WhatsApp usage



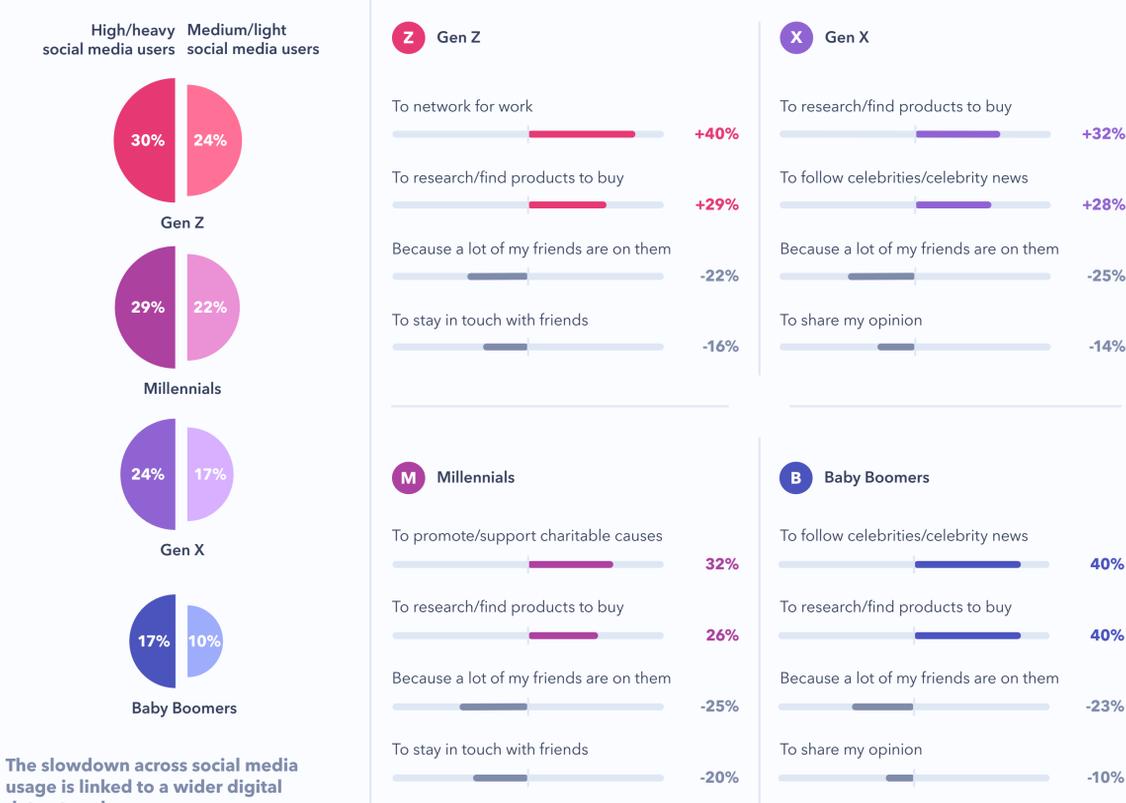
Screen time tracking

% of internet users in the following generations who have used their mobile to track their screen time or set limits for certain apps in the last month

Changing networking behaviors

Largest percent increase/decrease between 2015-2019 in the main reasons why the following generations use social media

Across all generations, social media use is more purpose-driven and less about networking and sharing personal details



SOCIAL MEDIA IN THE PURCHASE JOURNEY

How can brands reach different generations on social media?

