



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

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## ***Social Networking Statistics Report, 2017-2021***

### **SCOPE**

This report brings together current use data and four-year forecasts for Social Networking. It includes data on business and consumer social networking adoption.

All of the numbers in this study represent worldwide figures, unless otherwise indicated. Any financial data is expressed in \$USD.

Regional breakouts are provided for: North America, Europe, Asia Pacific, and Rest of World. This report does not contain country breakouts but these may be obtained from The Radicati Group at an extra charge.

Installed base numbers throughout this report represent *active* accounts, which have been accessed at least once within the last month.

### **METHODOLOGY**

The information and analysis in this report is based on primary research conducted by The Radicati Group, Inc. Our proprietary methodology combines information derived from three principal sources:

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- a. Our Worldwide Database which tracks user population, seat count, enterprise adoption and IT use from 1993 onwards.
- b. Surveys conducted on an on-going basis in all market areas which we cover.
- c. Market share, revenue, sales and customer demand information derived from vendor briefings.

Forecasts are based on historical information as well as our in-depth knowledge of market conditions and how we believe markets will evolve over time.

Finally, secondary research sources have also been used, where appropriate, to cross-check all the information we collect. These include company annual reports and other financial disclosures, industry trade association material, published government statistics and other published sources.

Our research processes and methodologies are proprietary and confidential.

## **EXECUTIVE SUMMARY**

- Social Networking continues to see strong growth with both consumer and business users. However, consumers still make up the great majority of worldwide social networking accounts. The number of Consumer social networking sites continues to mushroom and attract a growing number of users.
- Unlike the business world where we expect to see growing federation across social networks, and therefore a reduction in the number of accounts over time, in the consumer space we expect social networks to remain isolated and focused on growing their own user bases rather than providing federation, thus leading to a growing number of accounts per user.
- Many business users are still unsure how to use social networking in a business context and are not completely comfortable with the openness it provides. This is a “culture” issue rather than a technology issue, and over the next four years we expect to see business users on a worldwide basis to become more comfortable with social networking.

- In 2017, the majority of social networking users are in the Asia/Pacific region with 52% of worldwide social networking users.

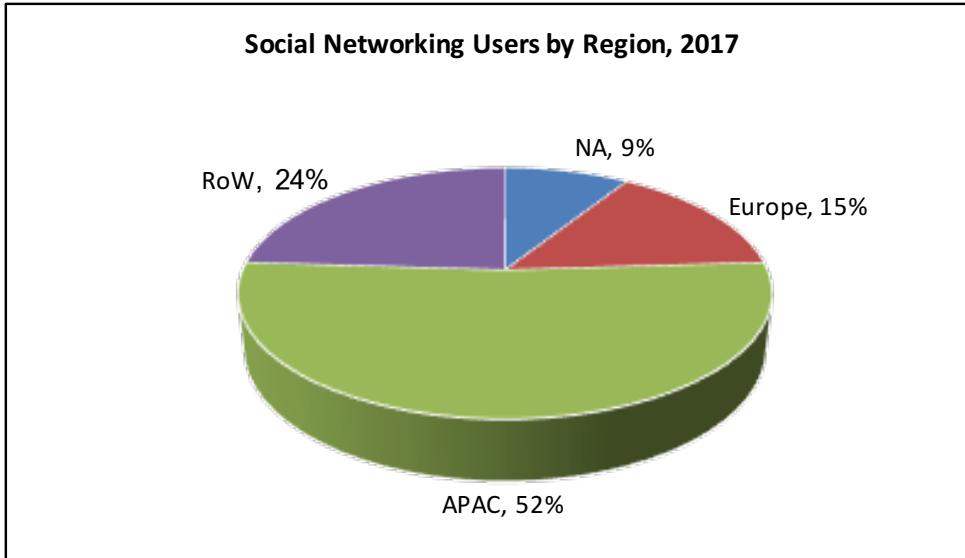


Figure 1: Social Networking Users by Region, 2017

***To view the complete Table of Contents for this report, visit our website at [www.radicati.com](http://www.radicati.com).***