



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

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## ***Social Networking Statistics Report, 2018-2022***

### **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:

- a. Our Worldwide Database which tracks user population, seat count, enterprise adoption and IT use from 1993 onwards.

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- 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.

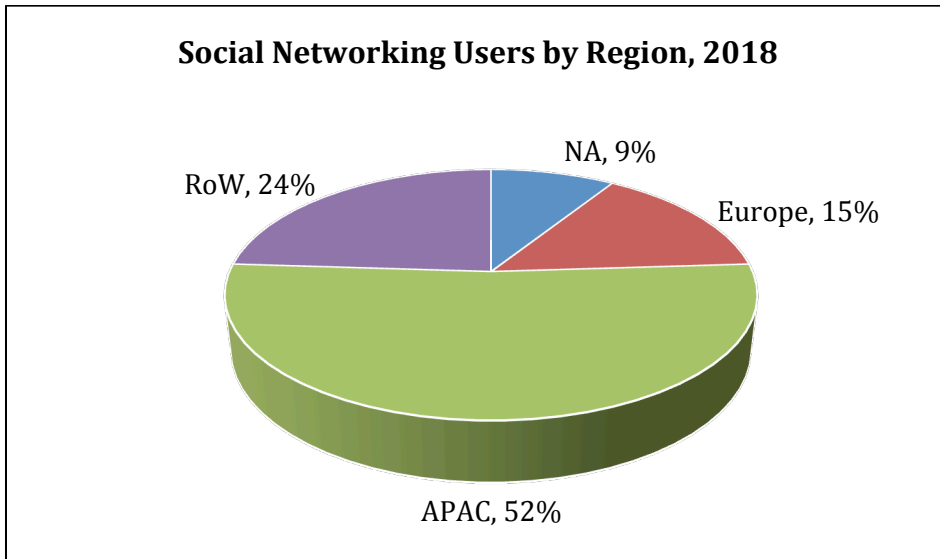
Forecasts are based on historical information as well as our in-depth knowledge of market conditions and how we believe markets will evolve over time.

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 use is still showing explosive growth with both consumer and business users on a worldwide basis. Due to the lack of interoperability between social networking sites, most users today have access to multiple social networking sites in order to fulfill different interests and stay connected with different communities. Social networking use is becoming pervasive across all demographics, thanks to its immediacy and ease of use.
- Consumer social networking users currently make up the great majority of social networking users worldwide. However, the use of enterprise social networking (i.e. business use) also continues to grow at a rapid pace. While business users are not always completely comfortable with social networking due to the openness it provides, we expect that over the next four years business users will gain a much greater level of familiarity with social networking.
- Asia Pacific is the most populous region in the world and accounts for the largest number of social networking users. In 2018, Asia Pacific accounts for 52% of all users. Growth in Asia Pacific is driven mainly by China, India, and Southeast Asia.



**Figure 1: Social Networking Users by Region, 2018**

***To view the complete Table of Contents for this report,  
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