



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

PALO ALTO, CA, USA

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## ***Social Networking Statistics Report, 2021-2025***

### **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.
- b. Surveys conducted on an on-going basis in all market areas which we cover.

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- c. Market share, revenue, sales and customer demand information derived from vendor briefings.

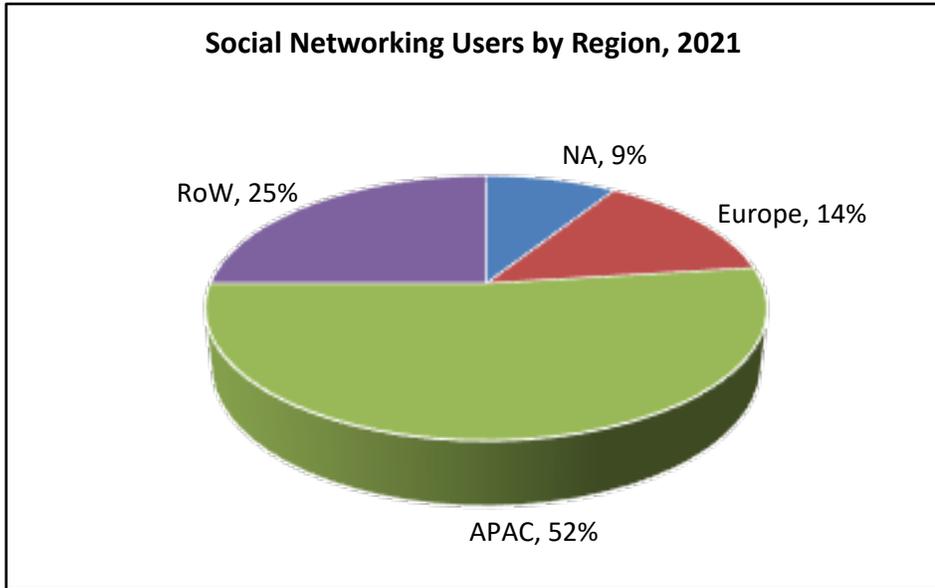
Forecasts are based on historical information as well as our in-depth knowledge of market conditions and how we believe markets will evolve over time.

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 continues to grow with both consumer and business users on a worldwide basis. Due to the lack of interoperability between social networking sites, most users have access to multiple social networking sites in order to fulfill different interests and stay connected with different communities. Social networking use has become pervasive across all demographics, thanks to its immediacy and ease of use.
- While consumer social networking users currently make up the majority of social networking users, enterprise social networking use by businesses is also seeing strong growth. Business users are not always completely comfortable with social networking due to the openness it provides, however, the nearly all enterprises today deploy one or more social networks for internal and/or external communications.
- In 2021, Asia Pacific which is the most populous region in the world, accounts for 52% of social networking users worldwide. Rest of World (RoW) follows with 25% of social networking users. Social Networking use remains popular with all users worldwide across all demographics.



**Figure 1: Social Networking Users by Region, 2021**

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