

2024 Social Media Usage Overview

Key data and insights on user engagement across the top platforms.



Annual Increase

Global social media users grew by **8%** compared to 2023, reaching over 5.1 billion. This demonstrates a steady integration of social platforms into daily life.



Time Spent Daily

On average, users spend **2.5 hours** per day browsing social platforms—an increase of 20 minutes from the previous year.



Top Platforms by Active Users



