



DIGITAL 2021

BRAZIL

ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND
HOW PEOPLE USE THE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE

we
are
social

 Hootsuite®

**we
are
social**



Hootsuite®



IMPORTANT NOTES ON CHANGES TO DATA

Findings published in this report use the latest available data at the time of production. In order to provide the most accurate and up-to-date information, we have changed the sources we use to inform some of the numbers, and we have also changed the ways in which we calculate certain values. Consequently, various figures in this report **will not be comparable** with similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a **◆ COMPARABILITY ADVISORY** in the footnotes of each relevant slide, and in some cases we've also added an alert beneath the chart's headline. In particular, please note that we **no longer include data sourced from social media platforms** in our internet user figures. As a result, the internet user numbers in this year's reports may appear lower than those in previous reports, but this does not necessarily imply an actual drop in internet users. We have recalculated historical internet user figures in order to provide accurate growth figures in this year's reports, but **overall values will not be comparable** with data published in previous reports in this series. Please also note that **social media user numbers may not represent unique individuals**, because some people may manage multiple social media accounts, and because some active social media accounts may represent 'non-human' entities such as animals, groups and organisations, locations, and more. As a result, the figures we publish for social media users may **exceed** the figures we publish for internet users. This may seem counter-intuitive, but the numbers in such instances are not incorrect. Separating social media user numbers from internet user numbers in this way allows readers to make more informed choices, and enables them to use the data that has the greatest relevance to their needs. Please see the complete list of data sources at the end of this report for further details.



DIGITAL 2021

GLOBAL OVERVIEW REPORT

THE LATEST INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE THE INTERNET, SOCIAL MEDIA, MOBILE DEVICES, AND ECOMMERCE



DIGITAL 2021

LOCAL COUNTRY HEADLINES

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



[CLICK HERE](#) TO READ OUR DIGITAL 2021 **GLOBAL OVERVIEW REPORT**, WITH CLOSE TO 300 PAGES OF ESSENTIAL CHARTS AND INSIGHTS FROM AROUND THE WORLD

[CLICK HERE](#) TO READ OUR DIGITAL 2021 **LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL DIGITAL OVERVIEWS FOR EVERY COUNTRY IN THE WORLD

CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

| | | | | | | | |
|-------------------------------|----------------------|-------------------|---------------|---------------|----------------------|------------------------------|--------------------|
| GLOBAL OVERVIEW | BOTSWANA | DJIBOUTI | GUINEA | LESOTHO | NETHERLANDS | ST. KITTS & NEVIS | TAJIKISTAN |
| DIGITAL YEARBOOK | BRAZIL | DOMINICA | GUINEA-BISSAU | LIBERIA | NEW CALEDONIA | ST. LUCIA | TANZANIA |
| ABKHAZIA | BRITISH VIRGIN IS. | DOMINICAN REP. | GUYANA | LIBYA | NEW ZEALAND | ST. MARTIN | THAILAND |
| AFGHANISTAN | BRUNEI | ECUADOR | HAITI | LIECHTENSTEIN | NICARAGUA | ST. PIERRE & MIQUELON | TIMOR-LESTE |
| ÅLAND IS. | BULGARIA | EGYPT | HONDURAS | LITHUANIA | NIGER | ST. VINCENT & THE GRENADINES | TOGO |
| ALBANIA | BURKINA FASO | EL SALVADOR | HONG KONG | LUXEMBOURG | NIGERIA | SAMOA | TOKELAU |
| ALGERIA | BURUNDI | EQUATORIAL GUINEA | HUNGARY | MACAU | NIUE | SAN MARINO | TONGA |
| AMERICAN SAMOA | CABO VERDE | ERITREA | ICELAND | MADAGASCAR | NORFOLK IS. | SÃO TOMÉ & PRÍNCIPE | TRANSNISTRIA |
| ANDORRA | CAMBODIA | ESTONIA | INDIA | MALAWI | NORTH MACEDONIA | SAUDI ARABIA | TRINIDAD & TOBAGO |
| ANGOLA | CAMEROON | ESWATINI | INDONESIA | MALAYSIA | NORTHERN MARIANA IS. | SENEGAL | TUNISIA |
| ANGUILLA | CANADA | ETHIOPIA | IRAN | MALDIVES | NORWAY | SERBIA | TURKEY |
| ANTIGUA & BARBUDA | CAYMAN IS. | FALKLAND IS. | IRAQ | MALI | OMAN | SEYCHELLES | TURKMENISTAN |
| ARGENTINA | CENTRAL AFRICAN REP. | FAROE IS. | IRELAND | MALTA | PAKISTAN | SIERRA LEONE | TURKS & CAICOS IS. |
| ARMENIA | CHAD | FIJI | ISLE OF MAN | MARSHALL IS. | PALAU | SINGAPORE | TUVALU |
| ARUBA | CHILE | FINLAND | ISRAEL | MARTINIQUE | PALESTINE | ST. MAARTEN | UGANDA |
| AUSTRALIA | CHINA | FRANCE | ITALY | MAURITANIA | PANAMA | SLOVAKIA | UKRAINE |
| AUSTRIA | CHRISTMAS IS. | FRENCH GUIANA | JAMAICA | MAURITIUS | PAPUA NEW GUINEA | SLOVENIA | U.A.E. |
| AZERBAIJAN | COCOS (KEELING) IS. | FRENCH POLYNESIA | JAPAN | MAYOTTE | PARAGUAY | SOLOMON IS. | U.K. |
| BAHAMAS | COLOMBIA | GABON | JERSEY | MEXICO | PERU | SOMALIA | U.S.A. |
| BAHRAIN | COMOROS | GAMBIA | JORDAN | MICRONESIA | PHILIPPINES | SOUTH AFRICA | U.S. VIRGIN IS. |
| BANGLADESH | DEM. REP. OF CONGO | GEORGIA | KAZAKHSTAN | MOLDOVA | PITCAIRN IS. | SOUTH SUDAN | URUGUAY |
| BARBADOS | REP. OF CONGO | GERMANY | KENYA | MONACO | POLAND | SPAIN | UZBEKISTAN |
| BELARUS | COOK IS. | GHANA | KIRIBATI | MONGOLIA | PORTUGAL | SRI LANKA | VANUATU |
| BELGIUM | COSTA RICA | GIBRALTAR | NORTH KOREA | MONTENEGRO | PUERTO RICO | SUDAN | VATICAN |
| BELIZE | CÔTE D'IVOIRE | GREECE | SOUTH KOREA | MONTSERRAT | QATAR | SURINAME | VENEZUELA |
| BENIN | CROATIA | GREENLAND | KOSOVO | MOROCCO | RÉUNION | SVALBARD & JAN MAYEN | VIETNAM |
| BERMUDA | CUBA | GRENADA | KUWAIT | MOZAMBIQUE | ROMANIA | SWAZILAND | WALLIS & FUTUNA |
| BHUTAN | CURAÇAO | GUADELOUPE | KYRGYZSTAN | MYANMAR | RUSSIAN FEDERATION | SWEDEN | WESTERN SAHARA |
| BOLIVIA | CYPRUS | GUAM | LAOS | NAMIBIA | RWANDA | SWITZERLAND | YEMEN |
| BONAIRE, ST. EUSTATIUS & SABA | CZECHIA | GUATEMALA | LATVIA | NAURU | ST. BARTHÉLEMY | SYRIA | ZAMBIA |
| BOSNIA & HERZEGOVINA | DENMARK | GUERNSEY | LEBANON | NEPAL | ST. HELENA | TAIWAN | ZIMBABWE |



GLOBAL HEADLINES

JAN
2021

GLOBAL DIGITAL HEADLINES

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE AROUND THE WORLD

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL
POPULATION



7.83
BILLION

URBANISATION:

56.4%



UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:

66.6%

we
are
social

INTERNET
USERS*



4.66
BILLION

vs. POPULATION:

59.5%



ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

vs. POPULATION:

53.6%



JAN
2021

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN GLOBAL DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL
POPULATION



we
are
social

+1.0%

JAN 2021 vs. JAN 2020

+81 MILLION

UNIQUE MOBILE
PHONE USERS



+1.8%

JAN 2021 vs. JAN 2020

+93 MILLION

INTERNET
USERS*



+7.3%

JAN 2021 vs. JAN 2020

+316 MILLION

ACTIVE SOCIAL
MEDIA USERS*



+13.2%

JAN 2021 vs. JAN 2020

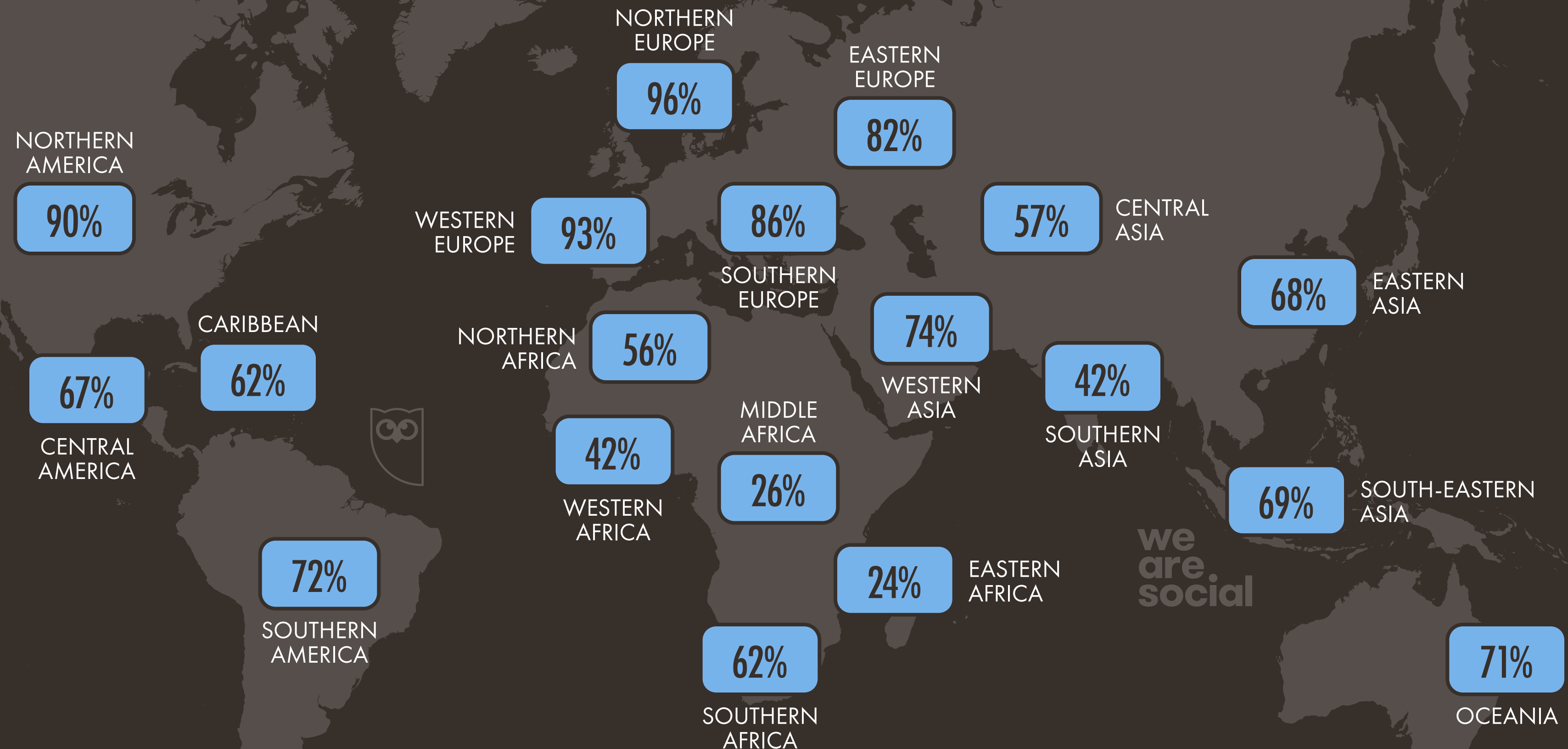
+490 MILLION

JAN
2021

INTERNET USERS vs. TOTAL POPULATION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS



SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N.
ADVISORIES: INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS. **NOTES:** PERCENTAGES REPRESENT SHARE OF TOTAL POPULATION. REGIONS BASED ON THE UNITED NATIONS GEOScheme.

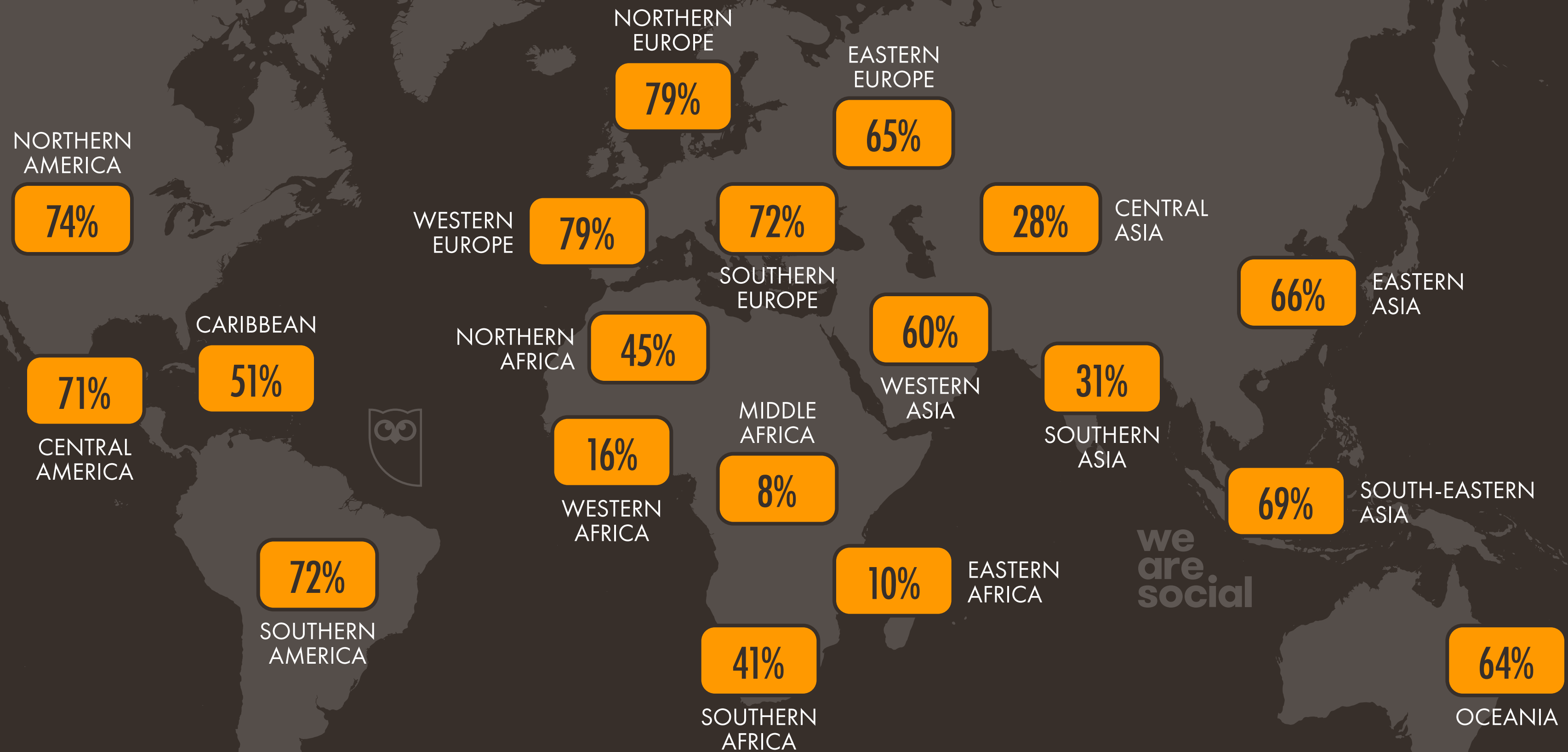


JAN
2021

SOCIAL MEDIA USERS vs. TOTAL POPULATION

NUMBER OF ACTIVE SOCIAL MEDIA USERS* IN EACH REGION COMPARED TO TOTAL POPULATION

 THIS CHART INCLUDES DATA FROM NEW SOURCES, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



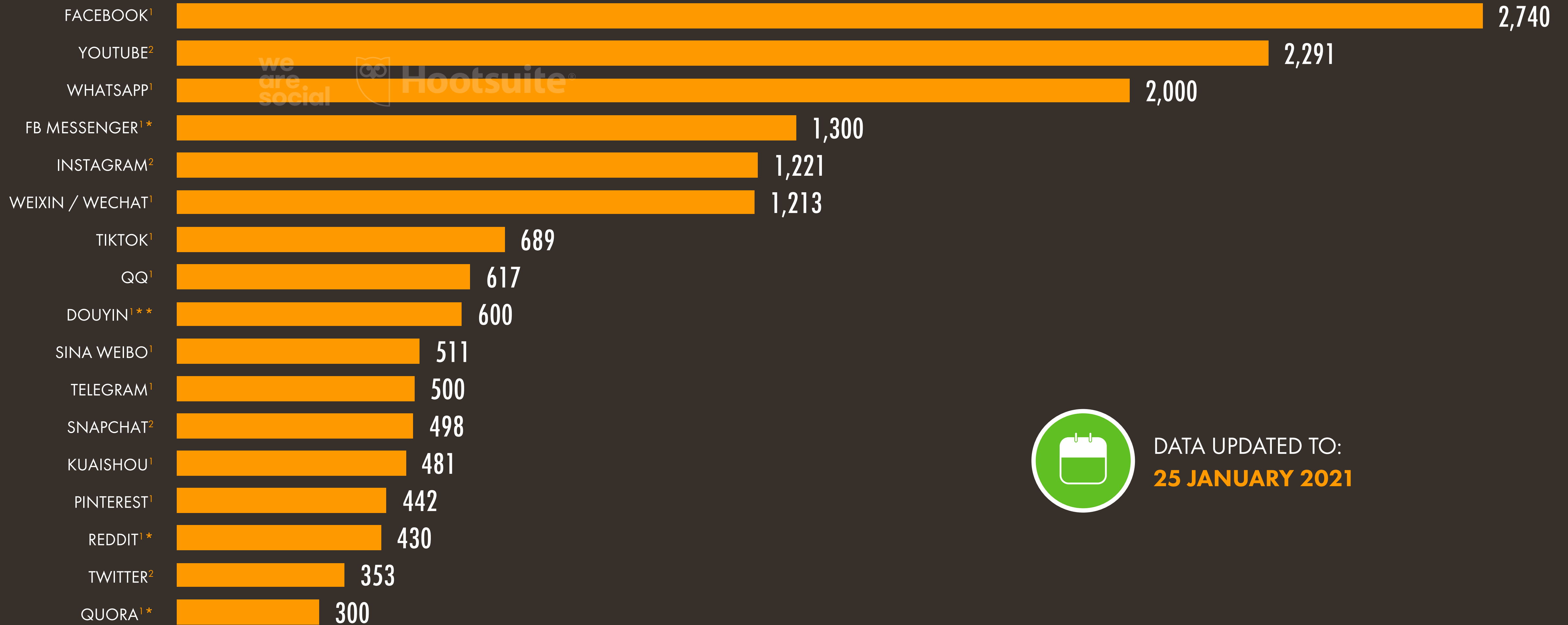
SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAAR; OCDH.

*ADVISORY: "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES MAY EXCEED INTERNET PENETRATION VALUES. NOTES: DIFFERENCES IN DATA AVAILABILITY MEAN REGIONAL FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. REGIONS AS PER THE U.N. GEOScheme.  **COMPARABILITY ADVISORY:** DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN
2021

THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



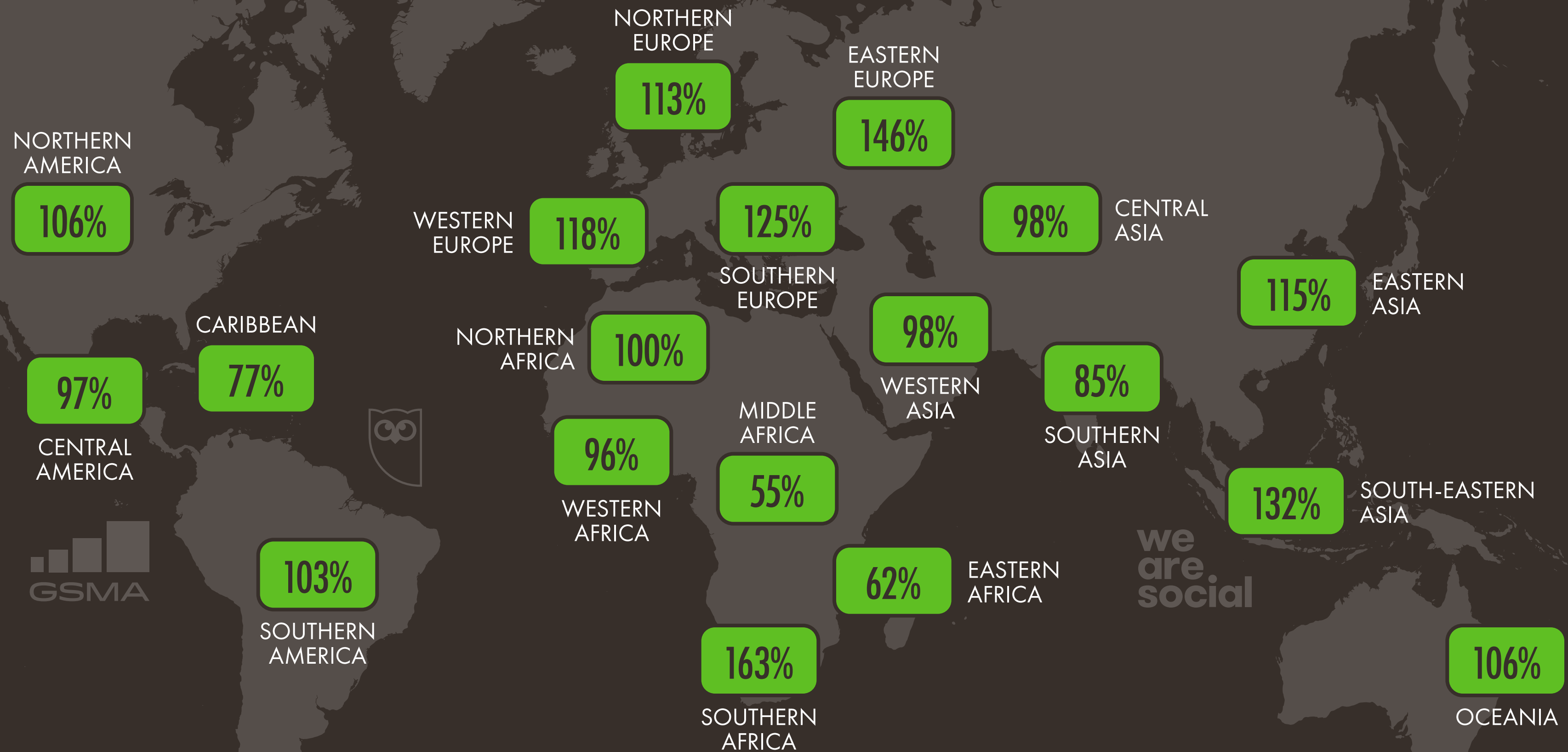
DATA UPDATED TO:
25 JANUARY 2021

SOURCES: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS' SELF-SERVICE AD TOOLS.
***NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (**) FIGURE FOR DOUYIN USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS LIKELY HIGHER.

JAN
2021

MOBILE CONNECTIONS vs. TOTAL POPULATION

NUMBER OF MOBILE CONNECTIONS IN EACH REGION COMPARED TO TOTAL POPULATION



JAN
2021

MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL (EX. CHINA) RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020



RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

| # | APP NAME | COMPANY |
|----|--------------------|-----------|
| 01 | FACEBOOK | FACEBOOK |
| 02 | WHATSAPP | FACEBOOK |
| 03 | FACEBOOK MESSENGER | FACEBOOK |
| 04 | INSTAGRAM | FACEBOOK |
| 05 | AMAZON | AMAZON |
| 06 | TWITTER | TWITTER |
| 07 | NETFLIX | NETFLIX |
| 08 | TIKTOK | BYTEDANCE |
| 09 | SPOTIFY | SPOTIFY |
| 10 | SNAPCHAT | SNAP |

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

| # | GAME NAME | COMPANY |
|----|--------------------------|---------------------|
| 01 | PUBG MOBILE | TENCENT |
| 02 | CANDY CRUSH SAGA | ACTIVISION BLIZZARD |
| 03 | LUDO KING | GAMETION |
| 04 | AMONG US! | INNER SLOTH |
| 05 | FREE FIRE | SEA |
| 06 | ROBLOX | ROBLOX |
| 07 | CALL OF DUTY: MOBILE | ACTIVISION BLIZZARD |
| 08 | SUBWAY SURFERS | KILOO |
| 09 | MINECRAFT POCKET EDITION | MOJANG |
| 10 | POKÉMON GO | NIANTIC |

JAN
2021

GLOBAL ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 THAT REPORTS PERFORMING EACH ACTIVITY IN THE PAST MONTH



SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



GWl.

81.5%

VISITED AN ONLINE
RETAIL SITE OR STORE
(ANY DEVICE)



90.4%

USED A SHOPPING
APP ON A MOBILE
PHONE OR ON A TABLET



GWl.

69.4%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



we
are
social

76.8%

PURCHASED A
PRODUCT ONLINE
VIA A MOBILE PHONE

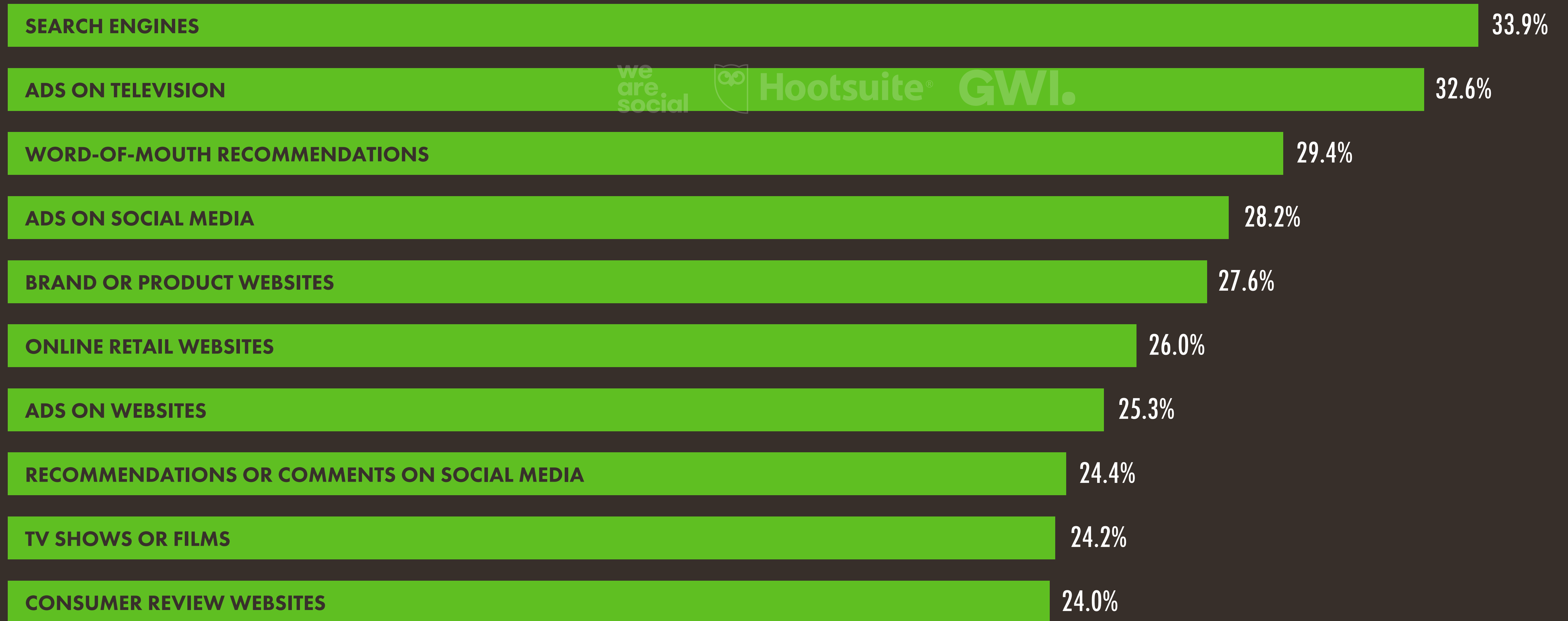


55.4%

JAN
2021

SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS AND PRODUCTS THROUGH EACH CHANNEL





BRAZIL

JAN
2021

BRAZIL

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



BRAZIL

TOTAL
POPULATION



213.3
MILLION

URBANISATION:

87.2%

MOBILE
CONNECTIONS



we
are
social

205.4
MILLION

vs. POPULATION:

96.3%

INTERNET
USERS



KEPIOS

160.0
MILLION

vs. POPULATION:

75.0%

ACTIVE SOCIAL
MEDIA USERS



150.0
MILLION

vs. POPULATION:

70.3%

JAN
2021

ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY INDICATORS OF DIGITAL ADOPTION

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



BRAZIL

TOTAL
POPULATION



we
are
social

+0.7%

JAN 2021 vs. JAN 2020

+1.5 MILLION

MOBILE
CONNECTIONS



-1.3%

JAN 2021 vs. JAN 2020

-2.7 MILLION

INTERNET
USERS



+6.4%

JAN 2021 vs. JAN 2020

+9.6 MILLION

ACTIVE SOCIAL
MEDIA USERS



+7.1%

JAN 2021 vs. JAN 2020

+10 MILLION

JAN
2021

POPULATION ESSENTIALS

POPULATION DEMOGRAPHICS AND OTHER KEY INDICATORS



BRAZIL

TOTAL
POPULATION



we
are
social

213.3
MILLION

FEMALE
POPULATION



50.9%

MALE
POPULATION



49.1%

ANNUAL CHANGE
IN TOTAL POPULATION



+0.7%

MEDIAN
AGE



33.7

URBANISATION
OF POPULATION



87.2%

POPULATION DENSITY
(PEOPLE PER KM²)



25.5

OVERALL LITERACY
(ADULTS AGED 15+)



93.2%

FEMALE LITERACY
(ADULTS AGED 15+)



we
are
social

93.4%

MALE LITERACY
(ADULTS AGED 15+)



93.0%

JAN
2021

POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



BRAZIL

TOTAL
POPULATION



we
are
social

213.3
MILLION

POPULATION AGED
13 AND ABOVE



KEPIOS

82.2%
175.4 MILLION

POPULATION AGED
18 AND ABOVE



we
are
social

75.0%
159.9 MILLION

POPULATION
AGED 16 TO 64



68.2%
145.5 MILLION

JAN
2021

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT OWNS EACH KIND OF DEVICE



BRAZIL

MOBILE PHONE
(ANY TYPE)



98.7%



SMART
PHONE



98.5%

GWI.

NON-SMARTPHONE
MOBILE PHONE



8.6%



LAPTOP OR DESKTOP
COMPUTER



71.6%

GWI.

TABLET
DEVICE



32.6%

TV STREAMING
STICK OR DEVICE



27.0%

GWI.

GAMES
CONSOLE



33.3%

we
are
social

SMART HOME
DEVICE



5.5%

GWI.

SMART WATCH
OR WRISTBAND



18.1%



VIRTUAL
REALITY DEVICE



3.9%

JAN
2021

DAILY TIME SPENT ON MEDIA

THE AVERAGE DAILY TIME* THAT INTERNET USERS AGED 16 TO 64 SPEND ON DIFFERENT KINDS OF MEDIA AND DEVICES



BRAZIL

TIME SPENT USING THE
INTERNET (ALL DEVICES)



10H 08M



TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



4H 02M



TIME SPENT USING
SOCIAL MEDIA



3H 42M

GWI.

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



3H 13M

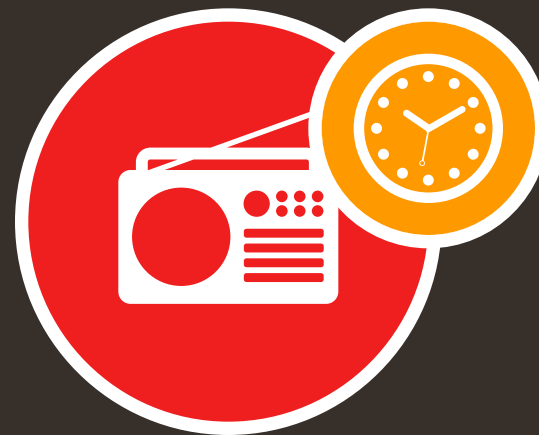
TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 52M

GWI.

TIME SPENT LISTENING
TO BROADCAST RADIO



0H 57M

we
are
social

TIME SPENT LISTENING
TO PODCASTS



0H 51M



TIME SPENT PLAYING VIDEO
GAMES ON A GAMES CONSOLE



1H 17M

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

*NOTES: CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BROADCAST (LINEAR) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES ONLINE AS WELL AS PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.



INTERNET USE

JAN
2021

OVERVIEW OF INTERNET USE

KEY INDICATORS OF INTERNET ADOPTION AND USE

 USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



BRAZIL

TOTAL NUMBER
OF INTERNET USERS
(ANY DEVICE)



160.0
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



75.0%

ANNUAL CHANGE
IN THE NUMBER
OF INTERNET USERS



+6.4%
+9.6 MILLION

AVERAGE DAILY TIME USERS
AGED 16 TO 64 SPEND
USING THE INTERNET



10H 08M

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE DEVICES



96.1%

JAN
2021

DIFFERENT PERSPECTIVES: INTERNET ADOPTION

INDICATORS OF INTERNET ADOPTION PUBLISHED BY DIFFERENT SOURCES, OFFERED FOR REFERENCE AND PERSPECTIVE



BRAZIL

OUR HEADLINE VALUE FOR INTERNET USERS INCLUDES ADDITIONAL DATA SOURCES, AND MAY NOT MATCH ANY OF THE VALUES SHOWN ON THIS CHART

ITU: INDIVIDUALS
USING THE
INTERNET



150.2
MILLION

vs. POPULATION:
70.4%

CIA WORLD
FACTBOOK:
INTERNET USERS*



143.9
MILLION

vs. POPULATION:
67.5%

INTERNET
WORLD STATS:
INTERNET USERS



149.1
MILLION

vs. POPULATION:
69.9%

WORLD BANK:
INDIVIDUALS USING
THE INTERNET



143.9
MILLION

vs. POPULATION:
67.5%

JAN
2021

MOBILE INTERNET USE

USERS WHO ACCESS THE INTERNET VIA **MOBILE PHONES**



BRAZIL

USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER OF
MOBILE INTERNET USERS
(CELLULAR AND / OR WIFI)



153.7
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
TOTAL INTERNET USERS



GWI.

96.1%

SMARTPHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



we
are
social

95.0%

FEATURE PHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



GWI.

2.4%

AVERAGE DAILY TIME USERS
AGED 16 TO 64 SPEND
USING MOBILE INTERNET



5H 17M

JAN
2021

INTERNET CONNECTION SPEEDS: OVERVIEW

AVERAGE **DOWNLOAD** SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS



BRAZIL

AVERAGE DOWNLOAD
SPEED OF MOBILE
INTERNET CONNECTIONS



we
are
social

29.26
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF MOBILE
INTERNET CONNECTIONS



KEPIOS

+18.0%

AVERAGE DOWNLOAD
SPEED OF FIXED
INTERNET CONNECTIONS



Hootsuite

78.10
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF FIXED
INTERNET CONNECTIONS



+60.2%

JAN
2021

SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL **WEB PAGES** SERVED TO **WEB BROWSERS**

 THE FIGURES ON THIS CHART ARE BASED ON WEB TRAFFIC TO WEB BROWSERS ONLY, AND **DO NOT INCLUDE** DATA FOR OTHER ICT-RELATED ACTIVITIES



BRAZIL

MOBILE
PHONES



51.0%

DEC 2020 vs. DEC 2019:

+63%

+1,974 BPS

LAPTOPS &
DESKTOPS



48.1%

DEC 2020 vs. DEC 2019:

-29%

-2,002 BPS

TABLET
COMPUTERS



0.8%

DEC 2020 vs. DEC 2019:

+39%

+21 BPS

OTHER
DEVICES



0.14%

DEC 2020 vs. DEC 2019:

+100%

+7 BPS



SOURCE: STATCOUNTER (ACCESSED JAN 2021). FIGURES REPRESENT EACH DEVICE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. **NOTES:** FIGURES FOR DEVICE SHARE ARE FOR DECEMBER 2020; ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2020 TO DECEMBER 2019. PERCENTAGE CHANGE VALUES REPRESENT **RELATIVE CHANGE** (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). 'BPS' VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE IN SHARE VALUES.



Hootsuite®

JAN
2021

SHARE OF WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE



BRAZIL

CHROME



79.5%

Y-O-Y: -3.5%



SAFARI



7.4%

Y-O-Y: +41%

we
are
social

FIREFOX



2.7%

Y-O-Y: -31%



SAMSUNG INTERNET



3.2%

Y-O-Y: +81%

MICROSOFT EDGE*



3.1%

Y-O-Y: +168%

we
are
social

OPERA



3.1%

Y-O-Y: -21%



INTERNET EXPLORER



0.4%

Y-O-Y: -64%



OTHER



0.8%

Y-O-Y: +13%



JAN
2021

TOP WEBSITES BY TRAFFIC (SEMRUSH)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SEMRUSH



BRAZIL

| # | WEBSITE | TOTAL VISITS | UNIQUE VISITS | TIME PER VISIT | PAGES PER VISIT | # | WEBSITE | TOTAL VISITS | UNIQUE VISITS | TIME PER VISIT | PAGES PER VISIT |
|----|---------------------|--------------|---------------|----------------|-----------------|----|-------------------|--------------|---------------|----------------|-----------------|
| 01 | GOOGLE.COM | 3.55B | 149M | 18M 32S | 6.64 | 11 | INSTAGRAM.COM | 272M | 65.3M | 17M 37S | 4.79 |
| 02 | GLOBO.COM | 1.25B | 134M | 15M 49S | 3.22 | 12 | LIVE.COM | 260M | 38.4M | 6M 28S | 4.48 |
| 03 | UOL.COM.BR | 853M | 110M | 15M 44S | 3.75 | 13 | AMERICANAS.COM.BR | 216M | 70.3M | 7M 53S | 3.48 |
| 04 | FACEBOOK.COM | 832M | 116M | 19M 11S | 6.03 | 14 | CAIXA.GOV.BR | 190M | 47.8M | 8M 47S | 3.85 |
| 05 | YOUTUBE.COM | 743M | 105M | 28M 46S | 3.85 | 15 | OLX.COM.BR | 169M | 37.6M | 12M 30S | 8.42 |
| 06 | GOOGLE.COM.BR | 575M | 57.7M | 16M 05S | 7.54 | 16 | WHATSAPP.COM | 134M | 40.7M | 21M 13S | 1.72 |
| 07 | SP.GOV.BR | 568M | 149M | 9M 03S | 4.22 | 17 | PR.GOV.BR | 130M | 34.6M | 10M 57S | 4.60 |
| 08 | XVIDEOS.COM | 561M | 62.0M | 16M 38S | 9.63 | 18 | AMPPROJECT.ORG | 126M | 8.81M | 10M 27S | 2.06 |
| 09 | MERCADOLIVRE.COM.BR | 516M | 99.9M | 11M 49S | 6.51 | 19 | CORREIOS.COM.BR | 125M | 26.9M | 6M 47S | 3.77 |
| 10 | WIKIPEDIA.ORG | 327M | 88.6M | 8M 21S | 2.01 | 20 | TWITTER.COM | 123M | 33.6M | 16M 17S | 5.05 |

SOURCE: SEMRUSH (JAN 2021). FIGURES REPRESENT TRAFFIC FOR DECEMBER 2020. **NOTES:** "UNIQUE VISITS" REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

JAN
2021

TRAFFIC SHARE BY DEVICE, AGE, AND GENDER

SHARE OF TOTAL WEBSITE TRAFFIC BY DEVICE, AND SHARE OF UNIQUE VISITORS AGED 18+ BY AGE AND GENDER (DECEMBER 2020)



BRAZIL

| # | WEBSITE | MOBILE SHARE | COMPUTER SHARE | FEMALE SHARE | MALE SHARE | AGE 18-24 SHARE | AGE 25-34 SHARE | AGE 35-44 SHARE | AGE 45-54 SHARE | AGE 55-64 SHARE | AGE 65+ SHARE |
|----|---------------------|--------------|----------------|--------------|------------|-----------------|-----------------|-----------------|-----------------|-----------------|---------------|
| 01 | GOOGLE.COM | 84.8% | 15.3% | 42.6% | 57.4% | 17.4% | 32.0% | 17.0% | 12.9% | 11.6% | 9.1% |
| 02 | GLOBO.COM | 83.8% | 16.3% | [N/A] | [N/A] | [N/A] | [N/A] | [N/A] | [N/A] | [N/A] | [N/A] |
| 03 | UOL.COM.BR | 81.2% | 18.9% | 52.2% | 47.8% | 20.4% | 34.0% | 19.6% | 13.1% | 8.2% | 4.8% |
| 04 | FACEBOOK.COM | 75.9% | 24.1% | 47.5% | 52.5% | 15.2% | 28.6% | 17.8% | 14.5% | 12.8% | 11.1% |
| 05 | YOUTUBE.COM | 35.4% | 64.6% | 41.4% | 58.6% | 19.3% | 34.8% | 16.7% | 11.5% | 9.4% | 8.3% |
| 06 | GOOGLE.COM.BR | 67.1% | 32.9% | 46.2% | 53.8% | 20.0% | 34.2% | 18.2% | 12.1% | 9.5% | 6.0% |
| 07 | SP.GOV.BR | 93.6% | 6.4% | [N/A] | [N/A] | [N/A] | [N/A] | [N/A] | [N/A] | [N/A] | [N/A] |
| 08 | XVIDEOS.COM | 89.7% | 10.3% | 11.5% | 88.5% | 15.7% | 30.2% | 16.6% | 15.1% | 10.9% | 11.5% |
| 09 | MERCADOLIVRE.COM.BR | 59.4% | 40.6% | 50.3% | 49.7% | 20.6% | 34.8% | 19.6% | 13.2% | 7.2% | 4.6% |
| 10 | WIKIPEDIA.ORG | 60.0% | 40.0% | 44.8% | 55.2% | 17.2% | 31.4% | 17.2% | 12.9% | 11.8% | 9.5% |



SOURCE: SEMRUSH (JAN 2021). **NOTES:** FIGURES REPRESENT WEBSITE TRAFFIC ONLY, AND DO NOT INCLUDE USE OF NATIVE MOBILE APPS. DEVICE SHARE BASED ON TOTAL WEBSITE TRAFFIC IN DECEMBER 2020. AGE AND GENDER SHARES BASED ON UNIQUE VISITORS AGED 18+ IN DECEMBER 2020. GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' VISITORS, SO FIGURES SHOWN HERE REPRESENT SHARE OF THOSE GENDERS. **ADVISORY:** SOME WEBSITES IN THIS LIST MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

JAN
2021

WEBSITE TRAFFIC FROM SOCIAL REFERRALS

PERCENTAGE OF TOTAL WEBSITE VISITS RESULTING FROM REFERRALS FROM EACH SOCIAL PLATFORM IN DECEMBER 2020



BRAZIL

| # | WEBSITE | TRAFFIC FROM FACEBOOK REFERRALS | TRAFFIC FROM YOUTUBE REFERRALS | TRAFFIC FROM INSTAGRAM REFERRALS | TRAFFIC FROM TWITTER REFERRALS | TRAFFIC FROM LINKEDIN REFERRALS | TRAFFIC FROM PINTEREST REFERRALS | TRAFFIC FROM REDDIT REFERRALS |
|----|---------------------|---------------------------------|--------------------------------|----------------------------------|--------------------------------|---------------------------------|----------------------------------|-------------------------------|
| 01 | GOOGLE.COM | 1.66% | 0.53% | 0.34% | 0.12% | 0.04% | 0.03% | 0.02% |
| 02 | GLOBO.COM | 1.83% | 0.10% | 0.27% | 1.36% | 0.04% | 0.009% | 0.010% |
| 03 | UOL.COM.BR | 2.26% | 0.13% | 0.24% | 2.10% | 0.05% | 0.008% | 0.02% |
| 04 | FACEBOOK.COM | 0.02% | 0.56% | 1.18% | 0.21% | 0.06% | 0.03% | 0.010% |
| 05 | YOUTUBE.COM | 1.57% | 0.69% | 0.29% | 0.42% | 0.02% | 0.01% | 0.13% |
| 06 | GOOGLE.COM.BR | 1.19% | 0.28% | 0.19% | 0.06% | 0.04% | 0.03% | 0.004% |
| 07 | SP.GOV.BR | 1.30% | 0.06% | 0.13% | 0.04% | 0.03% | 0.008% | 0.001% |
| 08 | XVIDEOS.COM | 0.72% | 0.09% | 0.19% | 0.19% | 0.01% | 0.007% | 0.02% |
| 09 | MERCADOLIVRE.COM.BR | 1.20% | 0.46% | 0.12% | 0.02% | 0.009% | 0.01% | 0.002% |
| 10 | WIKIPEDIA.ORG | 0.28% | 0.10% | 0.07% | 0.09% | 0.007% | 0.009% | 0.10% |



JAN
2021

TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB



BRAZIL

| # | WEBSITE | TOTAL VISITS | UNIQUE VISITS | TIME PER VISIT | PAGES PER VISIT | # | WEBSITE | TOTAL VISITS | UNIQUE VISITS | TIME PER VISIT | PAGES PER VISIT |
|----|---------------------|--------------|---------------|----------------|-----------------|----|--------------------------|--------------|---------------|----------------|-----------------|
| 01 | GOOGLE.COM | 5.27B | 173M | 10M 08S | 7.5 | 11 | TWITTER.COM | 306M | 45.8M | 12M 23S | 12.9 |
| 02 | YOUTUBE.COM | 1.83B | 117M | 22M 41S | 10.7 | 12 | LIVE.COM | 259M | 29.2M | 7M 45S | 8.4 |
| 03 | FACEBOOK.COM | 1.67B | 140M | 8M 37S | 6.6 | 13 | NETFLIX.COM | 197M | 22.5M | 10M 25S | 4.4 |
| 04 | GLOBO.COM | 883M | 97.0M | 6M 28S | 2.8 | 14 | WIKIPEDIA.ORG | 184M | 53.9M | 3M 24S | 2.5 |
| 05 | INSTAGRAM.COM | 673M | 90.8M | 7M 21S | 10.7 | 15 | AMERICANAS.COM.BR | 170M | 67.4M | 3M 32S | 4.1 |
| 06 | UOL.COM.BR | 652M | 97.0M | 6M 55S | 3.8 | 16 | XNXX.COM | 158M | 25.3M | 2M 54S | 9.5 |
| 07 | XVIDEOS.COM | 562M | 57.5M | 5M 32S | 8.2 | 17 | NOTICIASCONCURSOS.COM.BR | 154M | 68.0M | 0M 02S | 1.3 |
| 08 | WHATSAPP.COM | 511M | 59.3M | 3M 27S | 1.5 | 18 | BET365.COM | 152M | 43.7M | 4M 57S | 2.9 |
| 09 | GOOGLE.COM.BR | 477M | 40.5M | 7M 48S | 10.6 | 19 | OLX.COM.BR | 150M | 36.0M | 8M 42S | 9.6 |
| 10 | MERCADOLIVRE.COM.BR | 332M | 75.7M | 7M 05S | 8.2 | 20 | YAHOO.COM | 127M | 29.1M | 5M 52S | 4.9 |

SOURCE: SIMILARWEB (JAN 2021). FIGURES REPRESENT TRAFFIC FOR DECEMBER 2020. **NOTE:** "UNIQUE VISITS" REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

JAN
2021

TOP WEBSITES BY TRAFFIC (ALEXA)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO ALEXA*



BRAZIL

| # | WEBSITE | TIME / DAY | PAGES / DAY | # | WEBSITE | TIME / DAY | PAGES / DAY |
|----|---------------------|------------|-------------|----|------------------------|------------|-------------|
| 01 | GOOGLE.COM | 15M 41S | 17.02 | 11 | OTVFOCO.COM.BR | 2M 03S | 2.30 |
| 02 | YOUTUBE.COM | 17M 23S | 9.86 | 12 | BET365.COM | 2M 43S | 1.88 |
| 03 | GOOGLE.COM.BR | 4M 32S | 4.15 | 13 | RECLAMEAQUI.COM.BR | 2M 50S | 2.00 |
| 04 | LIVE.COM | 5M 23S | 5.43 | 14 | CAMPOGRANDENEWS.COM.BR | 2M 25S | 1.60 |
| 05 | METROPOLES.COM | 1M 59S | 1.60 | 15 | MSN.COM | 3M 15S | 2.73 |
| 06 | GLOBO.COM | 6M 35S | 2.86 | 16 | AMAZON.COM.BR | 4M 48S | 4.91 |
| 07 | MERCADOLIVRE.COM.BR | 7M 15S | 6.73 | 17 | ROBLOX.COM | 16M 52S | 8.83 |
| 08 | UOL.COM.BR | 5M 47S | 2.72 | 18 | CAIXA.GOV.BR | 6M 10S | 3.80 |
| 09 | YAHOO.COM | 5M 08S | 4.74 | 19 | AMERICANAS.COM.BR | 3M 50S | 2.88 |
| 10 | NETFLIX.COM | 4M 26S | 3.23 | 20 | MICROSOFT.COM | 4M 29S | 3.32 |



we
are
social

JAN
2021

GOOGLE SEARCH: TOP QUERIES IN 2020

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH BETWEEN 01 JANUARY AND 31 DECEMBER 2020



BRAZIL

| # | SEARCH QUERY | INDEX |
|----|-------------------|-------|
| 01 | CLIMA | 100 |
| 02 | TEMPO | 76 |
| 03 | TRADUTOR | 71 |
| 04 | GOOGLE | 71 |
| 05 | FACEBOOK | 65 |
| 06 | WHATSAPP | 52 |
| 07 | YOUTUBE | 48 |
| 08 | GLOBO | 43 |
| 09 | PREVISÃO DO TEMPO | 40 |
| 10 | CAIXA | 39 |

| # | SEARCH QUERY | INDEX |
|----|-----------------|-------|
| 11 | WHATSAPP WEB | 30 |
| 12 | INSTAGRAM | 30 |
| 13 | FLAMENGO | 30 |
| 14 | HOTMAIL | 29 |
| 15 | UOL | 28 |
| 16 | MERCADO LIVRE | 28 |
| 17 | FRASES | 27 |
| 18 | CORONAVIRUS | 27 |
| 19 | OLX | 26 |
| 20 | GOOGLE TRADUTOR | 23 |

we
are
social



JAN
2021

ONLINE SEARCH BEHAVIOURS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH KIND OF TOOL OR PLATFORM* FOR ONLINE SEARCHES



BRAZIL

USED A CONVENTIONAL SEARCH ENGINE IN THE PAST MONTH (ANY DEVICE)



we
are
social

99.5%

USED VOICE SEARCH OR VOICE COMMANDS IN THE PAST MONTH (ANY DEVICE)



GWI.

40.2%

USE SOCIAL MEDIA AS A MAIN SOURCE WHEN RESEARCHING BRANDS (ANY DEVICE)



61.6%

USED IMAGE RECOGNITION TOOLS IN THE PAST MONTH (MOBILE DEVICES ONLY)



60.5%

JAN
2021

ONLINE CONTENT ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT CONSUMES EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH



BRAZIL

WATCH
ONLINE VIDEOS



GWI.

98.8%

WATCH
VLOGS



44.7%

LISTEN TO MUSIC
STREAMING SERVICES



GWI.

78.5%

LISTEN TO ONLINE
RADIO STATIONS



we
are
social

45.0%

LISTEN TO OR
WATCH PODCASTS



44.4%

JAN
2021

PLAYING VIDEO GAMES: DEVICE PERSPECTIVE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT PLAYS VIDEO GAMES ON EACH KIND OF DEVICE



BRAZIL

ANY DEVICE



GWI.

87.3%

SMARTPHONE



KEPIOS

76.7%

LAPTOP OR DESKTOP



OWSON

46.7%

GAMES CONSOLE



40.9%

TABLET DEVICE



we
are
social

14.8%

HANDHELD GAMING DEVICE



GWI.

9.3%

MEDIA STREAMING DEVICE



IDEAS

5.0%

VIRTUAL REALITY HEADSET



4.2%



JAN
2021

OVERVIEW OF THE SMART HOME DEVICE MARKET



BRAZIL

VALUE OF THE MARKET FOR SMART HOME DEVICES, INCLUDING VALUES FOR DEVICE SUB-CATEGORIES (IN U.S. DOLLARS)

REVISIONS TO HISTORICAL FIGURES MEAN **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS

NUMBER OF HOMES WITH
SMART HOME DEVICES



4.25
MILLION



TOTAL ANNUAL VALUE OF
SMART HOME DEVICES MARKET



\$710.0
MILLION

statista

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET*



\$94.47
MILLION



VALUE OF SMART HOME
APPLIANCES MARKET



\$285.2
MILLION

VALUE OF SMART HOME
SECURITY DEVICE MARKET



\$118.7
MILLION

statista

VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



\$129.4
MILLION

we
are
social

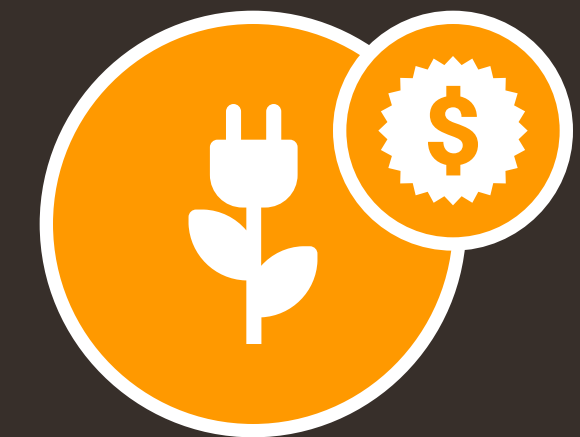
VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



\$34.44
MILLION

KEPIOS

VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



\$47.88
MILLION

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JAN 2021). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2020, IN U.S. DOLLARS. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. ***NOTES:** THE "CONTROL AND CONNECTIVITY" SEGMENT INCLUDES HUBS AND INTERFACES FOR "INTELLIGENT HOME NETWORKS" (E.G. SMART SPEAKERS, CENTRAL CONTROL UNITS, SMART PLUGS, ETC.). **◆ COMPARABILITY ADVISORY:** BASE CHANGES. DATA NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN
2021

AVERAGE ANNUAL REVENUE PER SMART HOME



BRAZIL

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (IN U.S. DOLLARS)

REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

PENETRATION OF
SMART HOME DEVICES*



6.2%



ARPU*: COMBINED SPEND ON
ALL SMART HOME DEVICES



\$167



ARPU*: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$86



ARPU*: SMART
HOME APPLIANCES



\$260

ARPU*: SMART HOME
SECURITY DEVICES



\$86



ARPU*: SMART HOME
ENTERTAINMENT DEVICES



\$75



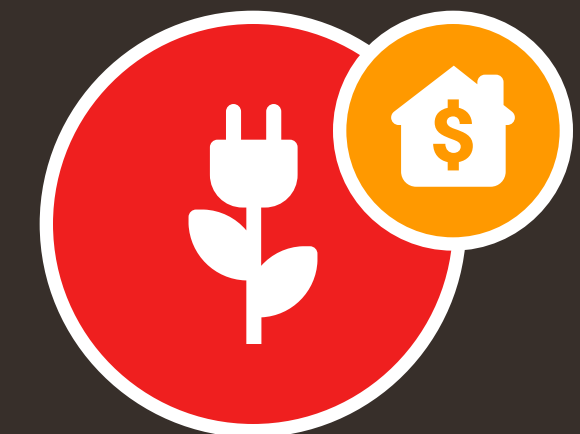
ARPU*: SMART HOME
COMFORT & LIGHTING



\$25



ARPU*: SMART HOME
ENERGY MANAGEMENT



\$41

JAN
2021

SMART HOME MARKET: ANNUAL VALUE GROWTH



BRAZIL

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET, WITH DETAIL FOR SUB-CATEGORIES

REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

ANNUAL CHANGE IN
SMART HOME PENETRATION*



+15.1%



Y-O-Y VALUE CHANGE: OVERALL
SMART HOME DEVICES MARKET



+32.0%



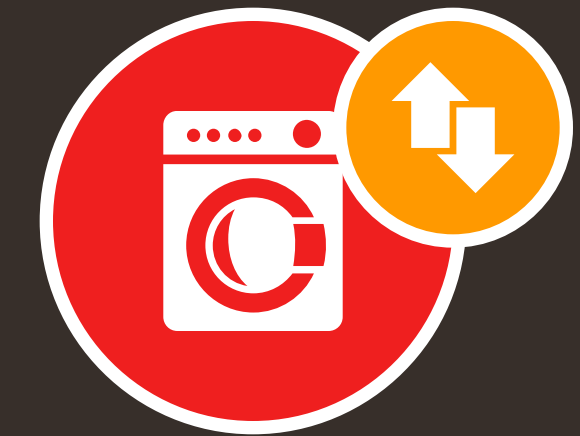
Y-O-Y VALUE CHANGE: SMART HOME
CONTROL & CONNECTIVITY MARKET



+36.3%



Y-O-Y VALUE CHANGE: SMART
HOME APPLIANCES MARKET



+31.5%

Y-O-Y VALUE CHANGE: SMART
HOME SECURITY DEVICE MARKET



+35.7%



Y-O-Y VALUE CHANGE: SMART HOME
ENTERTAINMENT DEVICE MARKET



+24.4%



Y-O-Y VALUE CHANGE: SMART HOME
COMFORT & LIGHTING MARKET



+34.2%



Y-O-Y VALUE CHANGE: SMART HOME
ENERGY MANAGEMENT MARKET



+38.6%

JAN
2021

ONLINE PRIVACY AND WELLBEING

EXTENT TO WHICH ADULT INTERNET USERS* WORRY ABOUT THEIR DIGITAL PRIVACY AND ONLINE WELLBEING



BRAZIL

⚠️ SOME SURVEY QUESTIONS THAT INFORM THIS CHART HAVE CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

TRACKED SCREEN TIME OR SET TIME LIMITS FOR SOME APPS IN THE PAST MONTH



we
are
social

24.3%

EXPRESSED CONCERN ABOUT WHAT IS REAL OR FAKE ON THE INTERNET*



84.0%

EXPRESSED CONCERN ABOUT HOW COMPANIES USE PERSONAL DATA



GWl.

50.7%

USED SOME FORM OF AD-BLOCKING TOOL IN THE PAST MONTH



40.7%

DELETED COOKIES FROM A WEB BROWSER IN THE PAST MONTH



55.2%



SOCIAL MEDIA USE

JAN
2021

SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE



BRAZIL

DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



we
are
social

150.0
MILLION

SOCIAL MEDIA USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



KEPIOS

70.3%

ANNUAL CHANGE
IN THE NUMBER OF
SOCIAL MEDIA USERS



KEPIOS

+7.1%
+10 MILLION

NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



KEPIOS

148.2
MILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



98.8%

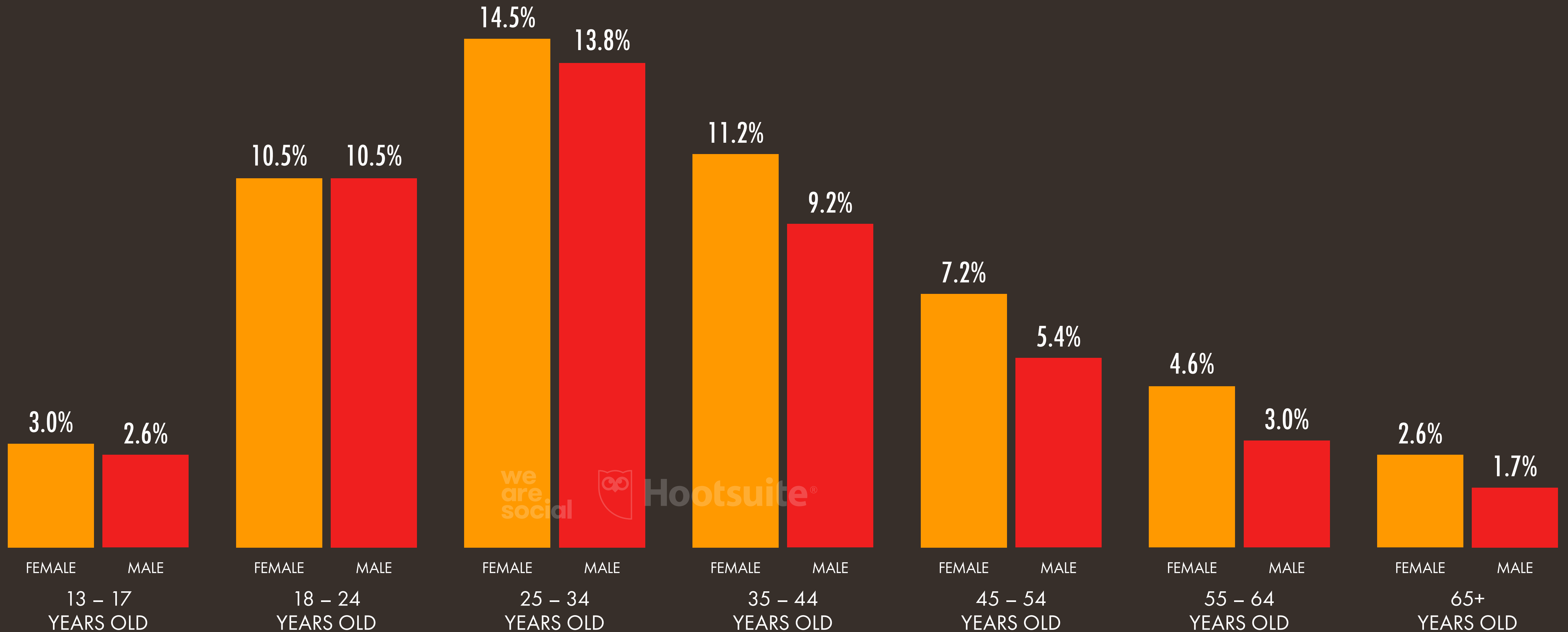
JAN
2021

SOCIAL MEDIA: ADVERTISING AUDIENCE PROFILE

SHARE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADVERTS ON SOCIAL MEDIA BY AGE GROUP AND GENDER*



BRAZIL



JAN
2021

SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



BRAZIL

VISITED OR USED A SOCIAL NETWORK OR A MESSAGING SERVICE IN THE PAST MONTH



99.9%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



GWI.

90.8%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



we are social

3H 42M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



GWI.

9.8

PERCENTAGE OF INTERNET USERS THAT USES SOCIAL MEDIA FOR WORK PURPOSES*



59.0%

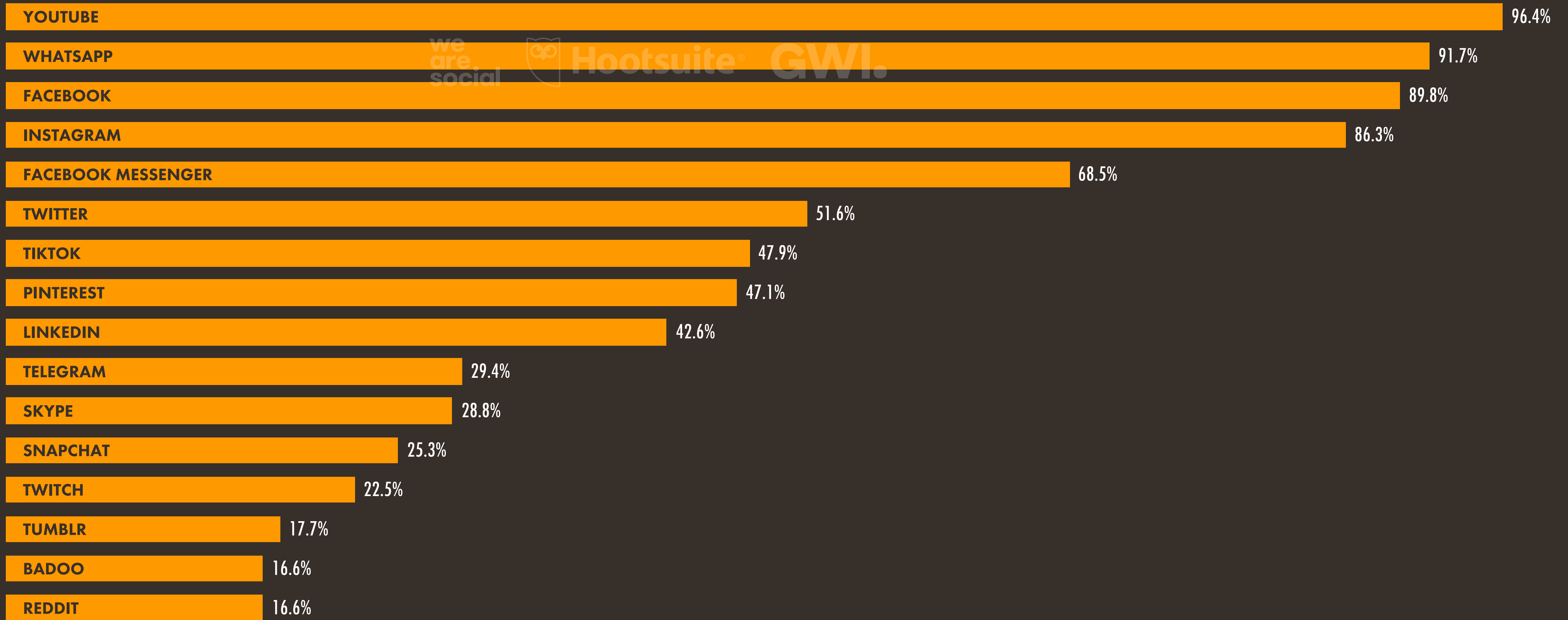
JAN
2021

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



BRAZIL



JAN
2021

TOP SOCIAL MEDIA AND STREAMING VIDEO APPS

TOP SOCIAL MEDIA AND VIDEO STREAMING APPS ON ANDROID PHONES, BASED ON TOTAL CUMULATIVE TIME SPENT IN 2020



BRAZIL

TOP SOCIAL MEDIA MOBILE APPS, RANKED BY CUMULATIVE TIME SPENT*

| # | SOCIAL MEDIA APP | AVE. TIME PER USER |
|----|------------------|--------------------|
| 01 | WHATSAPP | 30.3 HOURS / MONTH |
| 02 | FACEBOOK | 15.6 HOURS / MONTH |
| 03 | INSTAGRAM | 14.0 HOURS / MONTH |
| 04 | TIKTOK | 14.0 HOURS / MONTH |
| 05 | TWITTER | 6.4 HOURS / MONTH |

TOP VIDEO STREAMING MOBILE APPS, RANKED BY CUMULATIVE TIME SPENT*

| # | VIDEO STREAMING APP | AVE. TIME PER USER |
|----|---------------------|--------------------|
| 01 | YOUTUBE | 26.3 HOURS / MONTH |
| 02 | NETFLIX | 7.9 HOURS / MONTH |
| 03 | YOUTUBE GO | 5.9 HOURS / MONTH |
| 04 | AMAZON PRIME VIDEO | 3.2 HOURS / MONTH |
| 05 | YOUTUBE KIDS | 7.0 HOURS / MONTH |

JAN
2021

FACEBOOK: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



BRAZIL

POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON FACEBOOK



we
are
social

130.0
MILLION

FACEBOOK'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+



74.1%

QUARTER-ON-QUARTER CHANGE IN FACEBOOK'S ADVERTISING REACH



0%
[UNCHANGED]

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*



53.5%

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*



46.5%

JAN
2021

FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



BRAZIL

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA ANY
KIND OF MOBILE PHONE



98.8%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA LAPTOP
OR DESKTOP COMPUTERS ONLY



1.2%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA BOTH
PHONES AND COMPUTERS



16.4%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA
MOBILE PHONES ONLY



82.4%

JAN
2021

FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK



BRAZIL

NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



1

FEMALE: MALE:

1 1

POSTS LIKED IN
THE PAST 30 DAYS
(ALL POST TYPES)



12

FEMALE: MALE:

17 12

COMMENTS MADE IN
THE PAST 30 DAYS
(ALL POST TYPES)



8

FEMALE: MALE:

12 5

FACEBOOK POSTS
SHARED IN THE PAST 30
DAYS (ALL POST TYPES)



2

FEMALE: MALE:

2 1

FACEBOOK ADVERTS
CLICKED IN THE PAST 30
DAYS (ANY CLICK TYPE)



15

FEMALE: MALE:

17 12

JAN
2021

YOUTUBE: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON YOUTUBE



BRAZIL

POTENTIAL AUDIENCE*
THAT GOOGLE REPORTS
CAN BE REACHED USING
ADVERTS ON YOUTUBE



127.0
MILLION

YOUTUBE'S ADVERTISING
AUDIENCE AGED 18+
COMPARED TO THE TOTAL
POPULATION AGED 18+



64.7%

PERCENTAGE OF
ITS AD AUDIENCE
THAT YOUTUBE
REPORTS IS FEMALE*



52.9%

PERCENTAGE OF
ITS AD AUDIENCE
THAT YOUTUBE
REPORTS IS MALE*



47.1%

JAN
2021

TOP YOUTUBE SEARCH QUERIES

USERS' TOP SEARCH QUERIES ON YOUTUBE IN 2020



BRAZIL

| # | SEARCH QUERY | INDEX |
|----|--------------|-------|
| 01 | FILME | 100 |
| 02 | MC | 72 |
| 03 | FILMES | 72 |
| 04 | LIVE | 58 |
| 05 | MUSICA | 56 |
| 06 | FUNK | 53 |
| 07 | DESENHO | 41 |
| 08 | MUSICAS | 33 |
| 09 | MÚSICA | 30 |
| 10 | MINECRAFT | 29 |

| # | SEARCH QUERY | INDEX |
|----|---------------------------|-------|
| 11 | FILMES COMPLETOS DUBLADOS | 28 |
| 12 | JP | 27 |
| 13 | LIVE AO VIVO | 25 |
| 14 | GALINHA PINTADINHA | 25 |
| 15 | FREE FIRE | 23 |
| 16 | FELIPE NETO | 22 |
| 17 | LUCCAS NETO | 20 |
| 18 | JP E MARIA CLARA | 17 |
| 19 | GUSTTAVO LIMA | 16 |
| 20 | RENATO GARCIA | 15 |



we
are
social



JAN
2021

INSTAGRAM: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



BRAZIL

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON INSTAGRAM



99.00
MILLION

INSTAGRAM'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



56.4%

QUARTER-ON-
QUARTER CHANGE
IN INSTAGRAM'S
ADVERTISING REACH



+4.2%
+4.0 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



58.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



41.8%

JAN
2021

FACEBOOK MESSENGER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK MESSENGER



BRAZIL

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON MESSENGER



we
are
social

77.00
MILLION

MESSENGER'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



43.9%

PERCENTAGE OF
MESSENGER'S AD
AUDIENCE THAT FACEBOOK
REPORTS IS FEMALE*



53.9%

PERCENTAGE OF
MESSENGER'S AD
AUDIENCE THAT FACEBOOK
REPORTS IS MALE*



46.1%

JAN
2021

LINKEDIN: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



BRAZIL

POTENTIAL AUDIENCE* THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN



45.00
MILLION

LINKEDIN'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 18+



28.1%

QUARTER-ON-QUARTER CHANGE IN LINKEDIN'S ADVERTISING REACH



0%
[UNCHANGED]

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE*



47.5%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE*



52.5%

SOURCE: LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTES:** LINKEDIN'S TOOLS REPORT TOTAL MEMBERS, NOT MONTHLY ACTIVE USERS, SO DATA ON THIS CHART ARE NOT COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS. LINKEDIN DOES NOT REPORT AUDIENCE FIGURES FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. GENDER SHARE BASED ON AVAILABLE DATA. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. **◆ COMPARABILITY ADVISORY:** BASE CHANGES.

JAN
2021

SNAPCHAT: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT



BRAZIL

POTENTIAL AUDIENCE*
THAT SNAP REPORTS
CAN BE REACHED WITH
ADVERTS ON SNAPCHAT



11.95
MILLION

SNAPCHAT'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



6.8%

QUARTER-ON-
QUARTER CHANGE
IN SNAPCHAT'S
ADVERTISING REACH



+6.7%
+750 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



76.7%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



21.3%

JAN
2021

TWITTER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



BRAZIL

POTENTIAL AUDIENCE*
THAT TWITTER REPORTS
CAN BE REACHED WITH
ADVERTS ON TWITTER



KEPIOS

16.20
MILLION

TWITTER'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



we are social

9.2%

QUARTER-ON-
QUARTER CHANGE
IN TWITTER'S
ADVERTISING REACH



we are social

-2.7%
-450 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



we are social

41.5%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



58.5%



MOBILE USE

JAN
2021

MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH



BRAZIL

NUMBER OF MOBILE
CONNECTIONS
(EXCLUDING IOT)



GSMA

205.4
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

96.3%

PRE-PAID CONNECTIONS
AS A PERCENTAGE OF ALL
MOBILE CONNECTIONS



GSMA

56.5%

POST-PAID CONNECTIONS
AS A PERCENTAGE OF ALL
MOBILE CONNECTIONS



we
are
social

43.5%

BROADBAND CONNECTIONS
(3G-5G) AS A PERCENTAGE OF
ALL MOBILE CONNECTIONS



95.7%

JAN
2021

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



BRAZIL

OVERALL COUNTRY
INDEX SCORE



63.52

MOBILE NETWORK
INFRASTRUCTURE



69.83

AFFORDABILITY OF
DEVICES AND SERVICES



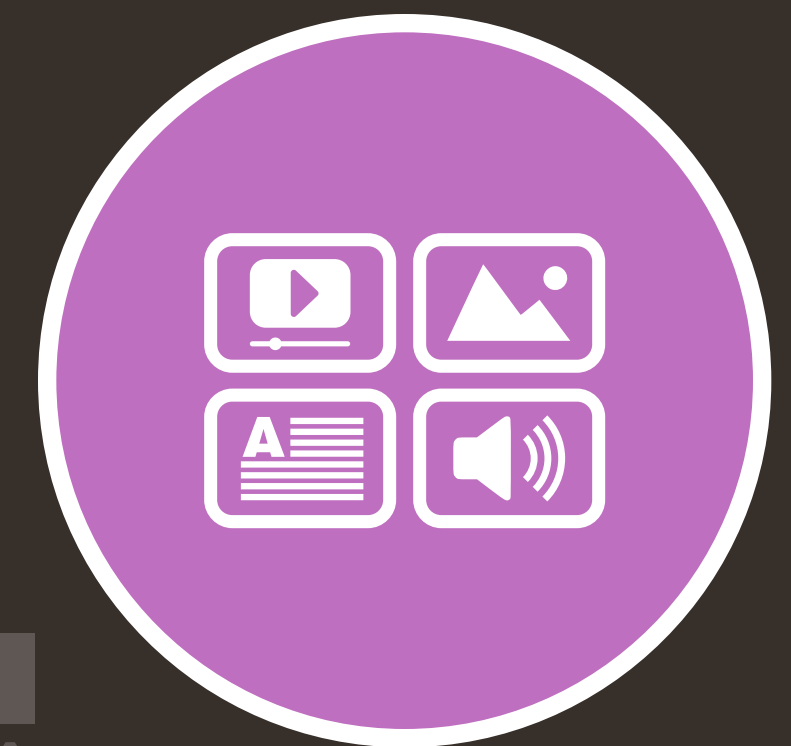
41.60

CONSUMER
READINESS



77.29

AVAILABILITY OF RELEVANT
CONTENT AND SERVICES



72.51



JAN
2021

SHARE OF WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF **WEB PAGE REQUESTS** ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT OPERATING SYSTEMS



BRAZIL

SHARE OF WEB TRAFFIC
ORIGINATING FROM
ANDROID DEVICES



we
are
social

85.8%

DEC 2020 vs. DEC 2019:

-2.4%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
APPLE IOS DEVICES



KEPIOS

13.9%

DEC 2020 vs. DEC 2019:

+19%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
KAI OS DEVICES



owl

0%

DEC 2020 vs. DEC 2019:

[N/A]

SHARE OF WEB TRAFFIC
ORIGINATING FROM
SAMSUNG OS DEVICES*



lightbulb

0.2%

DEC 2020 vs. DEC 2019:

+122%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
OTHER OS DEVICES



0.06%

DEC 2020 vs. DEC 2019:

-81%

JAN
2021

MARKET INSIGHTS: MOBILE ACTIVITY

TOTAL TIME SPENT USING ANDROID PHONES, TOTAL NUMBER OF APP DOWNLOADS, AND TOTAL CONSUMER SPEND IN 2020



BRAZIL

TOTAL CUMULATIVE HOURS SPENT USING MOBILE PHONES IN 2020 (ANDROID PHONE DEVICES ONLY)



we are social

183.7
BILLION

ANNUAL CHANGE IN THE TOTAL AMOUNT OF TIME SPENT USING ANDROID MOBILE PHONES



APP ANNIE

+25%

TOTAL NUMBER OF MOBILE APPS DOWNLOADED THROUGHOUT 2020



HOOTSUITE

10.18
BILLION

TOTAL CONSUMER SPEND ON MOBILE APPS FOR FULL-YEAR 2020



\$920.0
MILLION

JAN
2021

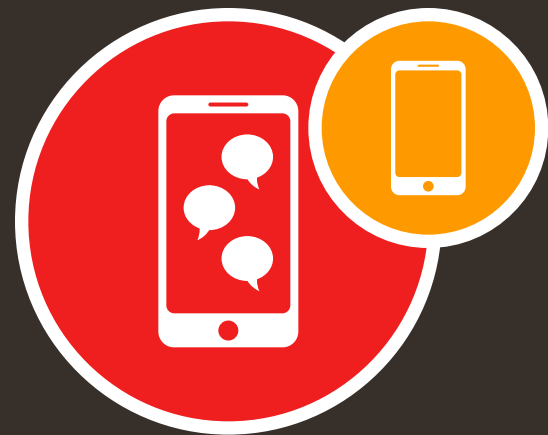
USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH TYPE OF MOBILE APP EACH MONTH



BRAZIL

CHAT APPS
(MESSENGERS)



GWI.

97.6%

SOCIAL
NETWORKING APPS



we
are
social

98.2%

ENTERTAINMENT
AND VIDEO APPS



GWI.

92.4%

MUSIC
APPS



KEPIOS

68.0%

GAME
APPS



60.9%

SHOPPING
APPS



79.4%

MAP
APPS



GWI.

77.7%

BANKING AND
FINANCIAL SERVICES APPS



57.0%

HEALTH, FITNESS,
AND NUTRITION APPS



GWI.

28.7%

DATING AND
FRIENDSHIP APPS



14.2%

JAN
2021

MOBILE ACTIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT PERFORMS EACH ACTION USING THEIR MOBILE PHONE EACH MONTH



BRAZIL

MAKE VIDEO CALLS
OR USE SERVICES
LIKE FACETIME



61.6%

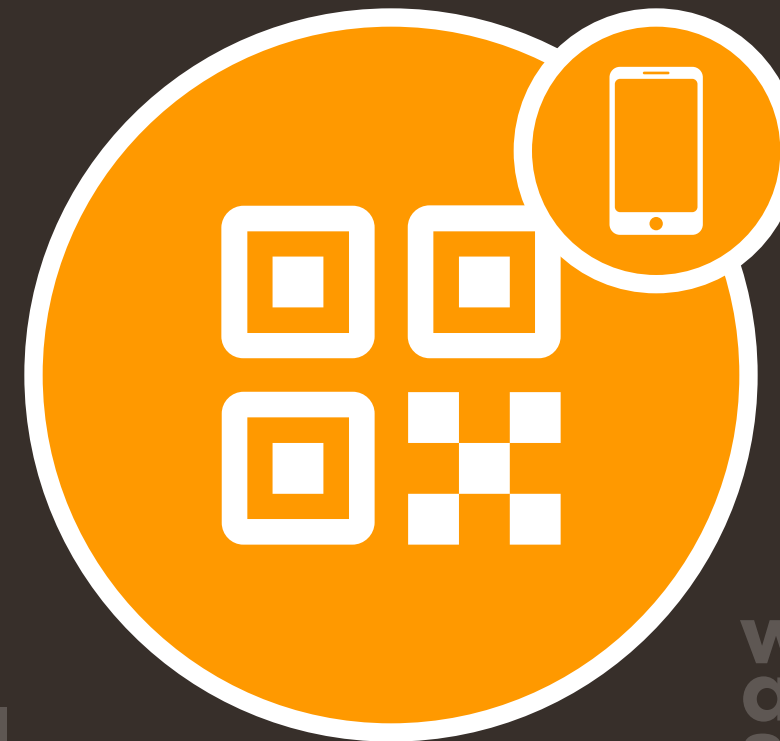
WATCH CONTENT
ON A TV BY CASTING IT
FROM A MOBILE PHONE*



GWI.

44.5%

USE OR
SCAN
QR CODES



we
are
social

50.2%

USE A MOBILE PAYMENT
SERVICE (E.G. APPLE
PAY, SAMSUNG PAY)



GWI.

36.5%

USE A MOBILE
PHONE AS A TICKET
OR BOARDING PASS



7.8%



JAN
2021

MOBILE APP RANKINGS: ACTIVE USERS

RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020



BRAZIL

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

| # | APP NAME | PARENT COMPANY |
|----|--------------------------|-------------------|
| 01 | WHATSAPP | FACEBOOK |
| 02 | FACEBOOK | FACEBOOK |
| 03 | INSTAGRAM | FACEBOOK |
| 04 | FACEBOOK MESSENGER | FACEBOOK |
| 05 | NETFLIX | NETFLIX |
| 06 | TIKTOK | BYTEDANCE |
| 07 | SPOTIFY | SPOTIFY |
| 08 | UBER | UBER TECHNOLOGIES |
| 09 | MERCADOLIBRE | MERCADOLIBRE |
| 10 | IFOOD DELIVERY DE COMIDA | NASPERS |

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

| # | GAME NAME | PARENT COMPANY |
|----|--------------------------|------------------------------|
| 01 | FREE FIRE | SEA |
| 02 | ROBLOX | ROBLOX |
| 03 | AMONG US! | INNERSLOTH |
| 04 | MINECRAFT POCKET EDITION | NETEASE; MICROSOFT |
| 05 | PK XD | NASPERS |
| 06 | BRAWL STARS | SUPERCCELL |
| 07 | POKÉMON GO | NIANTIC |
| 08 | CANDY CRUSH SAGA | TENCENT; ACTIVISION BLIZZARD |
| 09 | 8 BALL POOL | MINICLIP |
| 10 | CLASH ROYALE | SUPERCCELL |

JAN
2021

MOBILE APP RANKINGS: DOWNLOADS

RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL DOWNLOADS IN 2020



BRAZIL

RANKING OF MOBILE APPS BY TOTAL NUMBER OF DOWNLOADS

| # | APP NAME | PARENT COMPANY |
|----|--------------------|-------------------------|
| 01 | TIKTOK | BYTEDANCE |
| 02 | CAIXA TEM | CAIXA ECONOMICA FEDERAL |
| 03 | WHATSAPP | FACEBOOK |
| 04 | FACEBOOK | FACEBOOK |
| 05 | INSTAGRAM | FACEBOOK |
| 06 | KWAI (快手) | ONESMILE |
| 07 | GOOGLE MEET | GOOGLE |
| 08 | AMERICANAS | B2W DIGITAL |
| 09 | SHOPEE | SEA |
| 10 | FACEBOOK MESSENGER | FACEBOOK |

RANKING OF MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS

| # | GAME NAME | PARENT COMPANY |
|----|--------------------------|-------------------------|
| 01 | FREE FIRE | SEA |
| 02 | AMONG US! | INNERSLOTH |
| 03 | 8 BALL POOL | MINICLIP |
| 04 | PK XD | NASPERS |
| 05 | MY TALKING TOM FRIENDS | JINKE CULTURE - OUTFIT7 |
| 06 | SUBWAY SURFERS | IDREAMSKY; SYBO |
| 07 | TILES HOP: EDM RUSH | AMANOTES; ZPLAY |
| 08 | ROBLOX | ROBLOX |
| 09 | GARDENSCAPES - NEW ACRES | PLAYRIX |
| 10 | MAGIC TILES 3 | AMANOTES |

JAN
2021

MOBILE APP RANKINGS: CONSUMER SPEND

RANKINGS OF TOP MOBILE APPS AND GAMES BY CONSUMER SPEND* IN 2020



BRAZIL

RANKING OF MOBILE APPS BY CONSUMER SPEND*

| # | APP NAME | PARENT COMPANY |
|----|------------|----------------|
| 01 | GLOBO PLAY | GRUPO GLOBO |
| 02 | TINDER | MATCH GROUP |
| 03 | GOOGLE ONE | GOOGLE |
| 04 | YOUTUBE | GOOGLE |
| 05 | NETFLIX | NETFLIX |
| 06 | HBO GO | AT&T |
| 07 | TIKTOK | BYTEDANCE |
| 08 | CANVA | CANVA |
| 09 | HAPPN | HAPPN |
| 10 | WHITEBOOK | AFYA |

RANKING OF MOBILE GAMES BY CONSUMER SPEND*

| # | GAME NAME | PARENT COMPANY |
|----|--------------------------|---|
| 01 | FREE FIRE | SEA |
| 02 | ROBLOX | ROBLOX |
| 03 | CALL OF DUTY: MOBILE | TENCENT; ACTIVISION BLIZZARD; SEA; VNG |
| 04 | BRAWL STARS | SUPERCCELL |
| 05 | LORDS MOBILE | FANTASY PLUS; IGG |
| 06 | SAINT SEIYA : AWAKENING | TENCENT; GAMESWORD; YOOZOO GAMES |
| 07 | GARDENSCAPES - NEW ACRES | PLAYRIX |
| 08 | COIN MASTER | MOON ACTIVE |
| 09 | PUBG MOBILE | KRAFTON; VNG; TENCENT; REKOO |
| 10 | 8 BALL POOL | MINICLIP |



ECOMMERCE USE

JAN
2021

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



BRAZIL

HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



70.0%



HAS A
CREDIT CARD



27.0%



HAS A MOBILE
MONEY ACCOUNT*



4.8%



MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



17.6%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



22.0%



PERCENTAGE OF MEN
WITH A CREDIT CARD



32.6%



PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



14.5%



PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



21.0%

JAN
2021

ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS PERFORMED EACH ACTIVITY IN THE PAST MONTH



BRAZIL

SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



GWl.

91.4%

VISITED AN ONLINE
RETAIL SITE OR STORE
(ANY DEVICE)



94.2%

USED A SHOPPING
APP ON A MOBILE
PHONE OR ON A TABLET



GWl.

79.4%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



we
are
social

76.0%

PURCHASED A
PRODUCT ONLINE
VIA A MOBILE PHONE



50.8%

JAN
2021

ECOMMERCE PURCHASES BY AGE GROUP

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP THAT MADE AN ONLINE PURCHASE IN THE PAST MONTH VIA ANY DEVICE



BRAZIL

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: 16-24 YEARS OLD

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: 25-34 YEARS OLD

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: 35-44 YEARS OLD

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: 45-54 YEARS OLD

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: 55-64 YEARS OLD



we
are
social

74.2%



GWI.

77.1%



81.2%



GWI.

74.4%



66.3%

JAN
2021

ECOMMERCE SPEND BY CATEGORY

THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2020, IN U.S. DOLLARS

 CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL DATA MEAN **VALUES ARE NOT COMPARABLE** WITH PREVIOUS REPORTS



BRAZIL

TRAVEL, MOBILITY, &
ACCOMMODATION*



\$15.97
BILLION

statista 

FASHION
& BEAUTY



\$4.51
BILLION



ELECTRONICS &
PHYSICAL MEDIA



\$5.66
BILLION

we
are
social

FOOD &
PERSONAL CARE



\$3.43
BILLION

FURNITURE &
APPLIANCES



\$3.53
BILLION



TOYS, DIY
& HOBBIES



\$4.09
BILLION

we
are
social

DIGITAL
MUSIC



\$448.6
MILLION

statista 

VIDEO
GAMES



\$1.20
BILLION

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JAN 2021). FIGURES BASED ON ESTIMATES OF FULL-YEAR ONLINE CONSUMER SPEND FOR 2020, EXCLUDING B2B SPEND. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING.  **COMPARABILITY ADVISORY:** BASE CHANGES. DEFINITIONS FOR CATEGORIES DENOTED BY (*) HAVE ALSO CHANGED. DATA MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.



JAN
2021

ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR CHANGE IN THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2020 vs. 2019

 CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL DATA MEAN **VALUES ARE NOT COMPARABLE** WITH PREVIOUS REPORTS



BRAZIL

TRAVEL, MOBILITY, &
ACCOMMODATION*



-40.8%

statista

FASHION
& BEAUTY



+24.0%



ELECTRONICS &
PHYSICAL MEDIA



+20.8%

we
are
social

FOOD &
PERSONAL CARE



+27.1%

FURNITURE &
APPLIANCES



+23.9%



TOYS, DIY
& HOBBIES



+21.2%

we
are
social

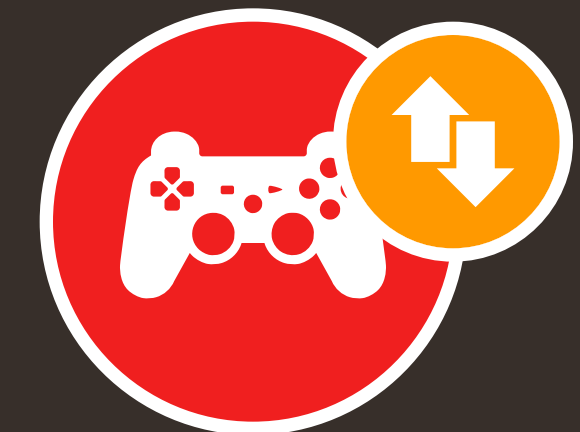
DIGITAL
MUSIC



+39.0%

statista

VIDEO
GAMES



+32.7%

JAN
2021

GOOGLE SHOPPING: TOP QUERIES IN 2020

THE MOST COMMON SHOPPING QUERIES THAT PEOPLE ENTERED INTO GOOGLE BETWEEN 01 JANUARY AND 31 DECEMBER 2020



BRAZIL

| # | SEARCH QUERY | INDEX |
|----|-----------------|-------|
| 01 | IPHONE | 100 |
| 02 | MERCADO LIVRE | 96 |
| 03 | SAMSUNG | 95 |
| 04 | CELULAR | 80 |
| 05 | TENIS | 67 |
| 06 | NIKE | 50 |
| 07 | MADEIRA MADEIRA | 49 |
| 08 | NOTEBOOK | 48 |
| 09 | XIAOMI | 48 |
| 10 | AMERICANAS | 45 |

| # | SEARCH QUERY | INDEX |
|----|----------------|-------|
| 11 | CADEIRA | 41 |
| 12 | MAGAZINE LUIZA | 34 |
| 13 | GELADEIRA | 33 |
| 14 | BICICLETA | 33 |
| 15 | CASAS BAHIA | 33 |
| 16 | LG | 30 |
| 17 | MOTOROLA | 30 |
| 18 | ADIDAS | 29 |
| 19 | XBOX | 28 |
| 20 | FOGÃO | 28 |

we
are
social



JAN
2021

OVERVIEW: CONSUMER GOODS ECOMMERCE

SIZE AND GROWTH OF THE B2C CONSUMER GOODS* ECOMMERCE MARKET (IN U.S. DOLLARS)



BRAZIL

NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA THE INTERNET*



statista

105.0
MILLION

TOTAL VALUE OF THE
CONSUMER GOODS
ECOMMERCE MARKET



\$21.22
BILLION

ANNUAL GROWTH IN THE TOTAL
VALUE OF THE CONSUMER
GOODS ECOMMERCE MARKET



we
are
social

+23.0%

ONLINE CONSUMER GOODS
PURCHASES: AVERAGE
ANNUAL SPEND PER USER



\$202

JAN
2021

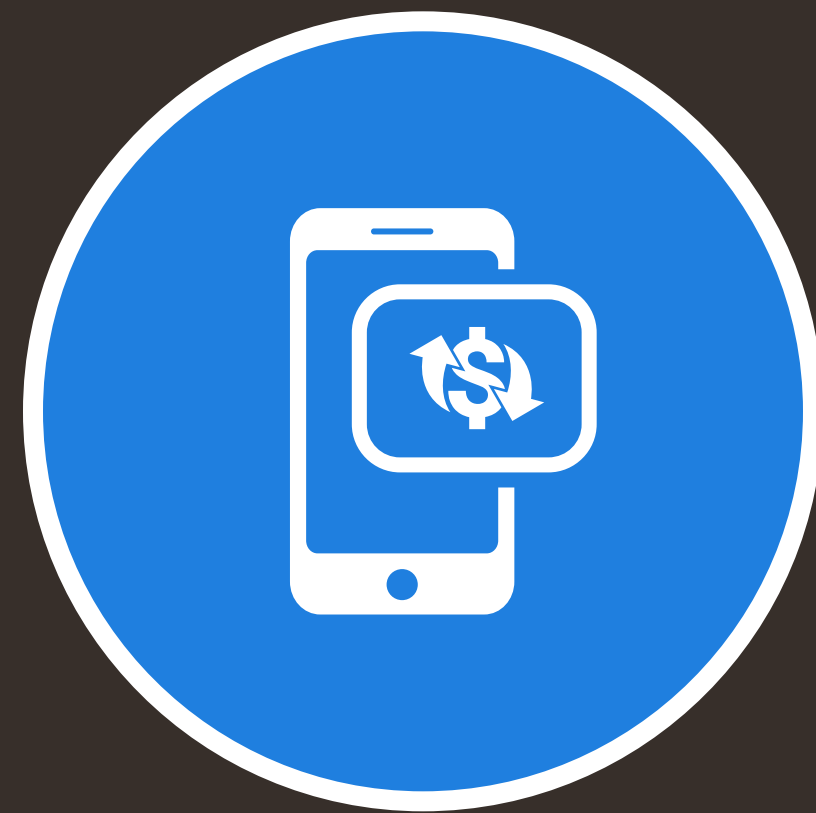
INTERNET-FACILITATED PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES OR PAYS FOR EACH KIND OF DIGITAL SERVICE EACH MONTH



BRAZIL

MOBILE PAYMENT
SERVICE (E.G. APPLE
PAY, SAMSUNG PAY)



we
are
social

36.5%

PAID DIGITAL CONTENT*
(E.G. TV STREAMING, MUSIC
DOWNLOADS, EPUBLISHING)



GWI.

76.0%

ONLINE RIDE-
HAILING SERVICE (E.G.
UBER, DIDI CHUXING)



54.1%

ONLINE FOOD
DELIVERY SERVICE (E.G.
DOORDASH, DELIVEROO)



66.6%

JAN
2021

OVERVIEW: DIGITAL PAYMENTS

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET (IN U.S. DOLLARS)



BRAZIL

NUMBER OF PEOPLE
MAKING DIGITALLY ENABLED
PAYMENT TRANSACTIONS*



we
are
social

105.0
MILLION

TOTAL ANNUAL VALUE
OF DIGITALLY ENABLED
CONSUMER PAYMENTS



statista

\$58.05
BILLION

ANNUAL CHANGE IN THE
VALUE OF DIGITALLY ENABLED
CONSUMER PAYMENTS



+19.3%

DIGITAL PAYMENTS:
AVERAGE VALUE OF ANNUAL
TRANSACTIONS PER USER



\$553

JAN
2021

OVERVIEW: ONLINE TAXI AND RIDE-HAILING

SIZE AND GROWTH OF THE INTERNET-FACILITATED RIDE-HAILING AND TAXI BOOKING MARKET (IN U.S. DOLLARS)



BRAZIL

NUMBER OF PEOPLE
USING DIGITALLY ENABLED
RIDE-HAILING SERVICES*



26.62
MILLION

TOTAL VALUE OF THE
DIGITALLY ENABLED
RIDE-HAILING MARKET



statista

\$2.49
BILLION

ANNUAL CHANGE IN THE
TOTAL VALUE OF THE DIGITALLY
ENABLED RIDE-HAILING MARKET



we
are
social

-34.7%

DIGITALLY ENABLED RIDE-
HAILING SERVICES: AVERAGE
ANNUAL REVENUE PER USER



\$93

JAN
2021

OVERVIEW: ONLINE FOOD DELIVERY

SIZE AND GROWTH OF THE MARKET FOR ONLINE SERVICES PROVIDING TAKE-AWAY FOOD DELIVERY (IN U.S. DOLLARS)



BRAZIL

NUMBER OF PEOPLE USING
ONLINE SERVICES TO ORDER
TAKE-AWAY FOOD DELIVERY*



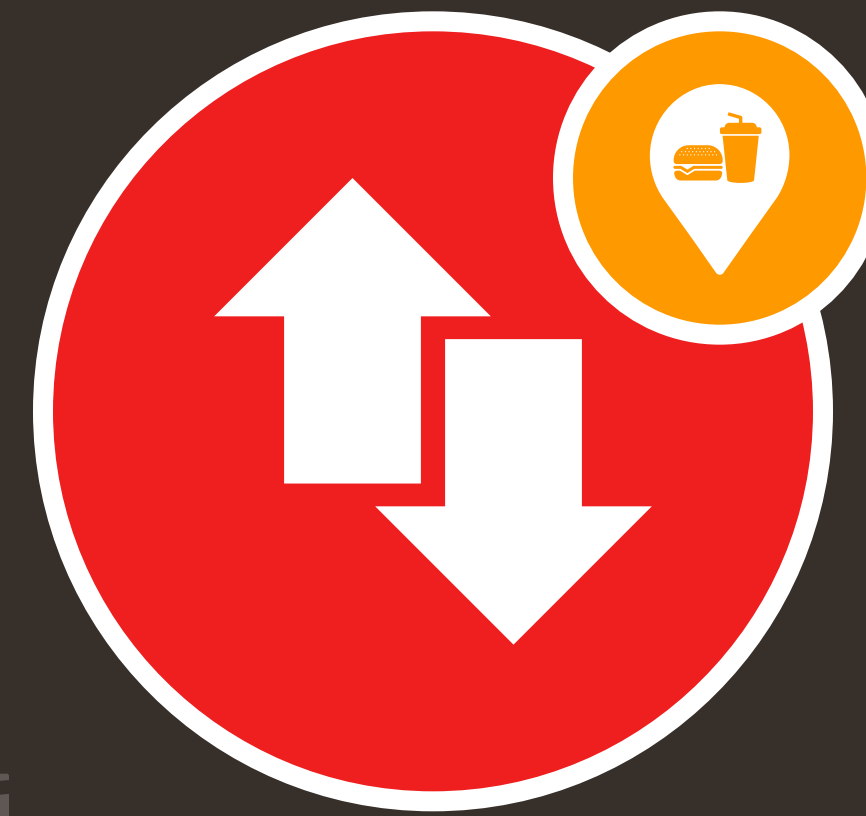
40.01
MILLION

TOTAL VALUE OF
THE ONLINE FOOD
DELIVERY MARKET



\$3.30
BILLION

ANNUAL CHANGE IN THE
TOTAL VALUE OF THE ONLINE
FOOD DELIVERY MARKET



+33.5%

ONLINE FOOD DELIVERY
SERVICES: AVERAGE
ANNUAL REVENUE PER USER



\$82



DIGITAL MARKETING

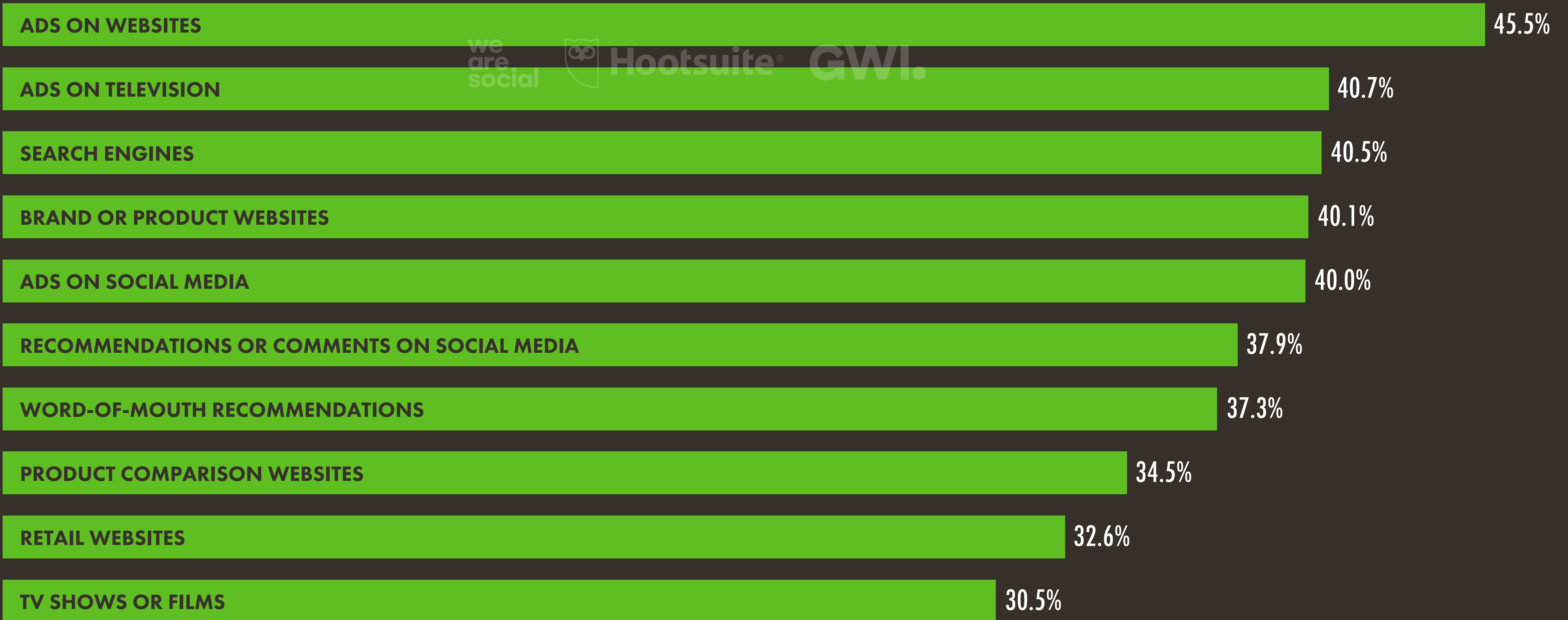
JAN
2021

SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS OR PRODUCTS THROUGH EACH CHANNEL



BRAZIL



we are social | Hootsuite® | GWI.

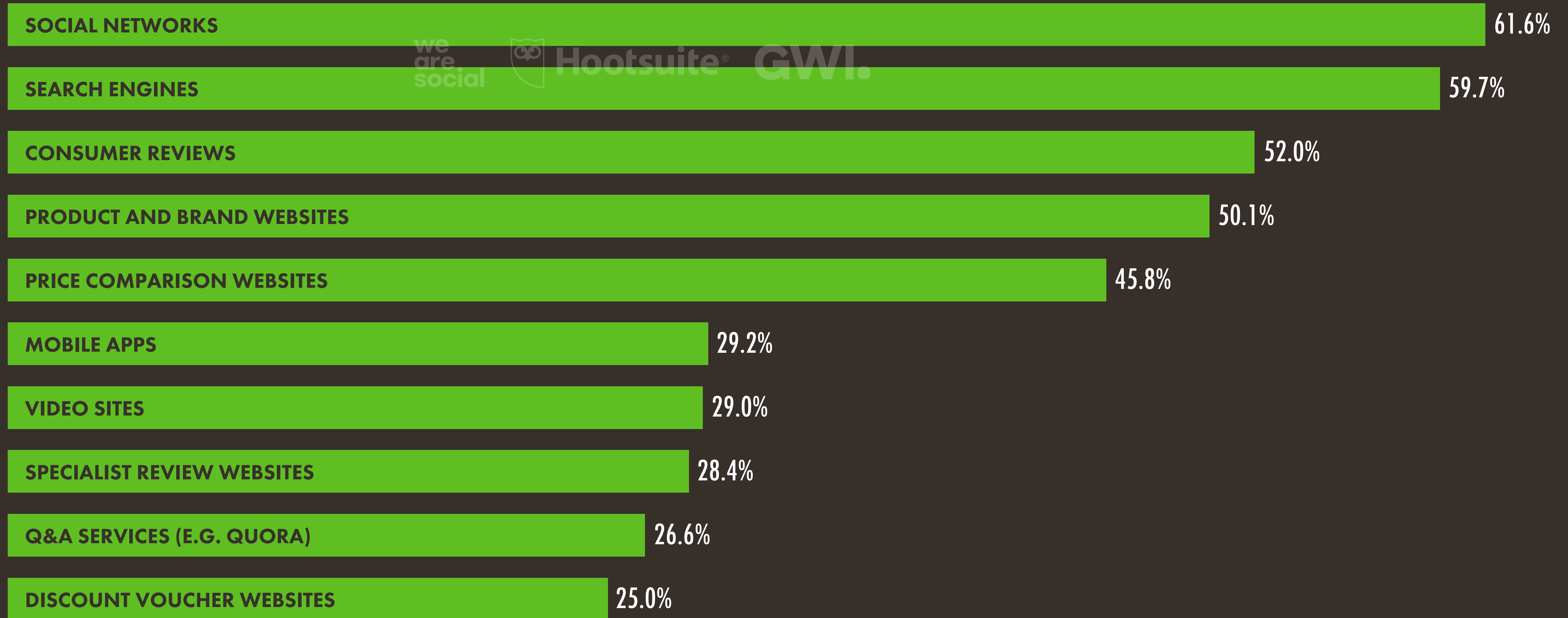
JAN
2021

PRIMARY CHANNELS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH CHANNEL WHEN RESEARCHING BRANDS*



BRAZIL



JAN
2021

VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2020 BY AD FORMAT



BRAZIL

TOTAL DIGITAL AD
SPEND IN 2020



\$5.17
BILLION

we
are
social

SPEND ON DIGITAL
SEARCH ADS IN 2020



\$2.36
BILLION

statista

SPEND ON SOCIAL
MEDIA ADS IN 2020



\$1.27
BILLION

SPEND ON DIGITAL
BANNER ADS IN 2020



\$752.1
MILLION

statista

SPEND ON DIGITAL
VIDEO ADS IN 2020



\$455.3
MILLION



SPEND ON DIGITAL
CLASSIFIED ADS IN 2020



\$344.5
MILLION

JAN
2021

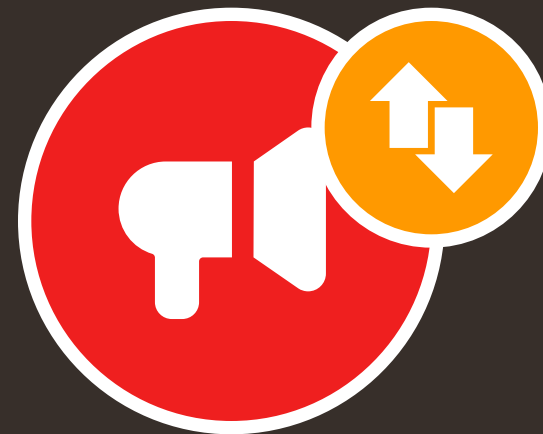
DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BY AD FORMAT BETWEEN 2019 AND 2020



BRAZIL

YEAR-ON-YEAR CHANGE
IN TOTAL DIGITAL AD SPEND



+0.7%

we
are
social

YEAR-ON-YEAR CHANGE IN
DIGITAL SEARCH AD SPEND



-2.4%

statista

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA AD SPEND



+3.8%

YEAR-ON-YEAR CHANGE IN
DIGITAL BANNER AD SPEND



+4.3%

statista

YEAR-ON-YEAR CHANGE IN
DIGITAL VIDEO AD SPEND



+7.2%



YEAR-ON-YEAR CHANGE IN
DIGITAL CLASSIFIED AD SPEND



-4.2%

CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

| | | | | | | | |
|-------------------------------|----------------------|-------------------|---------------|---------------|----------------------|------------------------------|--------------------|
| GLOBAL OVERVIEW | BOTSWANA | DJIBOUTI | GUINEA | LESOTHO | NETHERLANDS | ST. KITTS & NEVIS | TAJIKISTAN |
| DIGITAL YEARBOOK | BRAZIL | DOMINICA | GUINEA-BISSAU | LIBERIA | NEW CALEDONIA | ST. LUCIA | TANZANIA |
| ABKHAZIA | BRITISH VIRGIN IS. | DOMINICAN REP. | GUYANA | LIBYA | NEW ZEALAND | ST. MARTIN | THAILAND |
| AFGHANISTAN | BRUNEI | ECUADOR | HAITI | LIECHTENSTEIN | NICARAGUA | ST. PIERRE & MIQUELON | TIMOR-LESTE |
| ÅLAND IS. | BULGARIA | EGYPT | HONDURAS | LITHUANIA | NIGER | ST. VINCENT & THE GRENADINES | TOGO |
| ALBANIA | BURKINA FASO | EL SALVADOR | HONG KONG | LUXEMBOURG | NIGERIA | SAMOA | TOKELAU |
| ALGERIA | BURUNDI | EQUATORIAL GUINEA | HUNGARY | MACAU | NIUE | SAN MARINO | TONGA |
| AMERICAN SAMOA | CABO VERDE | ERITREA | ICELAND | MADAGASCAR | NORFOLK IS. | SÃO TOMÉ & PRÍNCIPE | TRANSNISTRIA |
| ANDORRA | CAMBODIA | ESTONIA | INDIA | MALAWI | NORTH MACEDONIA | SAUDI ARABIA | TRINIDAD & TOBAGO |
| ANGOLA | CAMEROON | ESWATINI | INDONESIA | MALAYSIA | NORTHERN MARIANA IS. | SENEGAL | TUNISIA |
| ANGUILLA | CANADA | ETHIOPIA | IRAN | MALDIVES | NORWAY | SERBIA | TURKEY |
| ANTIGUA & BARBUDA | CAYMAN IS. | FALKLAND IS. | IRAQ | MALI | OMAN | SEYCHELLES | TURKMENISTAN |
| ARGENTINA | CENTRAL AFRICAN REP. | FAROE IS. | IRELAND | MALTA | PAKISTAN | SIERRA LEONE | TURKS & CAICOS IS. |
| ARMENIA | CHAD | FIJI | ISLE OF MAN | MARSHALL IS. | PALAU | SINGAPORE | TUVALU |
| ARUBA | CHILE | FINLAND | ISRAEL | MARTINIQUE | PALESTINE | ST. MAARTEN | UGANDA |
| AUSTRALIA | CHINA | FRANCE | ITALY | MAURITANIA | PANAMA | SLOVAKIA | UKRAINE |
| AUSTRIA | CHRISTMAS IS. | FRENCH GUIANA | JAMAICA | MAURITIUS | PAPUA NEW GUINEA | SLOVENIA | U.A.E. |
| AZERBAIJAN | COCOS (KEELING) IS. | FRENCH POLYNESIA | JAPAN | MAYOTTE | PARAGUAY | SOLOMON IS. | U.K. |
| BAHAMAS | COLOMBIA | GABON | JERSEY | MEXICO | PERU | SOMALIA | U.S.A. |
| BAHRAIN | COMOROS | GAMBIA | JORDAN | MICRONESIA | PHILIPPINES | SOUTH AFRICA | U.S. VIRGIN IS. |
| BANGLADESH | DEM. REP. OF CONGO | GEORGIA | KAZAKHSTAN | MOLDOVA | PITCAIRN IS. | SOUTH SUDAN | URUGUAY |
| BARBADOS | REP. OF CONGO | GERMANY | KENYA | MONACO | POLAND | SPAIN | UZBEKISTAN |
| BELARUS | COOK IS. | GHANA | KIRIBATI | MONGOLIA | PORTUGAL | SRI LANKA | VANUATU |
| BELGIUM | COSTA RICA | GIBRALTAR | NORTH KOREA | MONTENEGRO | PUERTO RICO | SUDAN | VATICAN |
| BELIZE | CÔTE D'IVOIRE | GREECE | SOUTH KOREA | MONTSERRAT | QATAR | SURINAME | VENEZUELA |
| BENIN | CROATIA | GREENLAND | KOSOVO | MOROCCO | RÉUNION | SVALBARD & JAN MAYEN | VIETNAM |
| BERMUDA | CUBA | GRENADA | KUWAIT | MOZAMBIQUE | ROMANIA | SWAZILAND | WALLIS & FUTUNA |
| BHUTAN | CURAÇAO | GUADELOUPE | KYRGYZSTAN | MYANMAR | RUSSIAN FEDERATION | SWEDEN | WESTERN SAHARA |
| BOLIVIA | CYPRUS | GUAM | LAOS | NAMIBIA | RWANDA | SWITZERLAND | YEMEN |
| BONAIRE, ST. EUSTATIUS & SABA | CZECHIA | GUATEMALA | LATVIA | NAURU | ST. BARTHÉLEMY | SYRIA | ZAMBIA |
| BOSNIA & HERZEGOVINA | DENMARK | GUERNSEY | LEBANON | NEPAL | ST. HELENA | TAIWAN | ZIMBABWE |

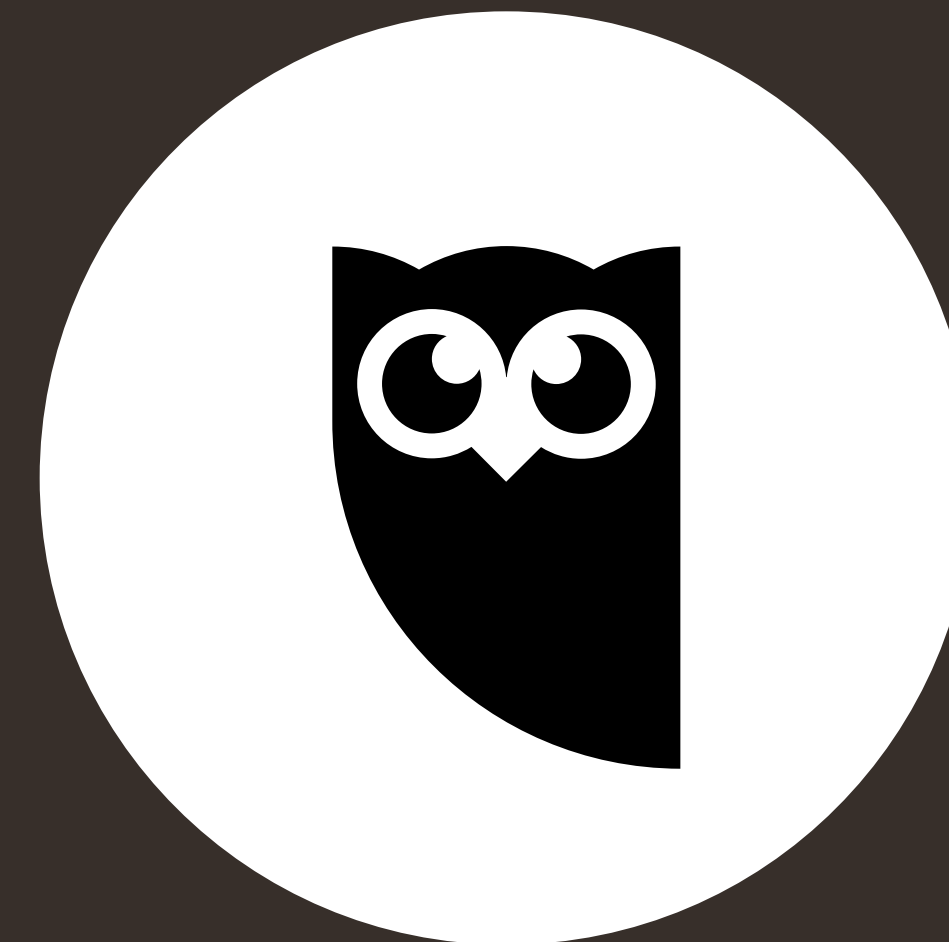


MORE INFORMATION

**CLICK THE LOGOS TO ACCESS ADDITIONAL
CONTENT, INSIGHTS, AND RESOURCES
FROM WE ARE SOCIAL AND HOOTSUITE:**



WE ARE SOCIAL



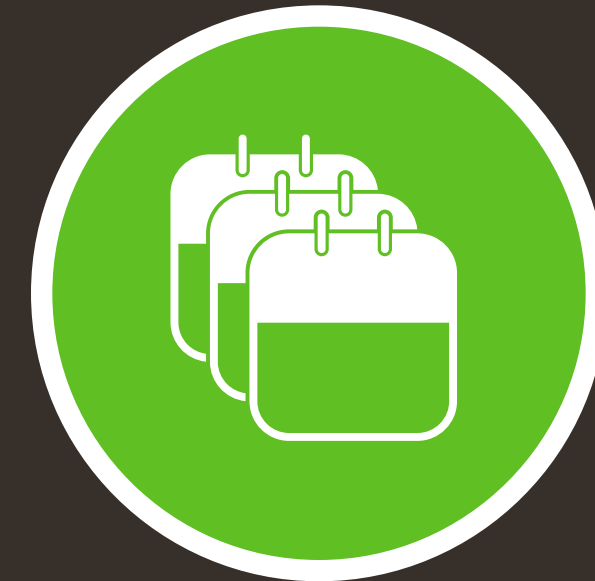
HOOTSUITE

SPECIAL THANKS: GWI

GWI (formerly GlobalWebIndex) is a target audience company that provides consumer insight across 46 countries to the world's leading brands, communication agencies and media organizations. The company runs a global survey representing more than 2 billion connected consumers, which offers up over 40,000 data points on the behaviors and perceptions of internet users around the world. Using the subscription-based platform, clients can gather in-depth insights into audience behaviors, attitudes and interests through a combination of survey data and analytics.



**90% GLOBAL
COVERAGE**



**ONGOING DATA COLLECTION
ACROSS 46 MARKETS**



**CROSS-DEVICE
COVERAGE**

Learn more at <https://www.globalwebindex.com>

SPECIAL THANKS: STATISTA

Statista is one of the world's largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on over 90 digital markets within verticals including e-commerce, digital media, advertising, smart home, and fintech for over 150 countries and regions.



**96% OF THE GLOBAL
INTERNET POPULATION**



**OVER 150 COUNTRIES
AND REGIONS**



**98% OF WORLDWIDE
ECONOMIC POWER**



**MORE THAN 30,000
INTERACTIVE STATISTICS**

Learn more about Statista at <https://www.statista.com>

SPECIAL THANKS: GSMA INTELLIGENCE

The logo for GSMA Intelligence, featuring the text "GSMA" in a small red font above the word "Intelligence" in a larger black font, all contained within a white circular background.

GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

Leading operators, vendors, regulators, financial institutions and third-party industry players rely on GSMA Intelligence to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself. GSMA Intelligence's team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

Learn more about GSMA Intelligence at <https://www.gsmainelligence.com>

SPECIAL THANKS: SEMRUSH



Semrush is an online visibility management and content marketing SaaS platform that ensures businesses get measurable results from their online marketing.



**7+ MILLION
GLOBAL USERS**



**190 GEOGRAPHICAL
DATABASES**



**DATA FOR MOBILE
AND DESKTOP**



**HISTORICAL DATA
BACK TO 2012**

Learn more at <https://www.semrush.com>

SPECIAL THANKS: APP ANNIE



App Annie is the industry's most trusted mobile data and analytics platform. App Annie's mission is to help customers create winning mobile experiences and achieve excellence. Founded in 2010, the company launched the first mobile market data solution. In 2020, App Annie launched App Annie Ascend, an advertising analytics solution, making it the first company in its space to offer a side-by-side view of market data and companies' own data to support mission-critical business decisions. Together, these solutions comprise the industry's most complete mobile performance platform. More than 1,100 enterprise clients and 1 million registered users across all geographies and industries rely on App Annie to drive their mobile business. The company is headquartered in San Francisco with 12 offices worldwide.



**1 MILLION
REGISTERED USERS**



**BEST-IN-CLASS
DATA**



**COVERAGE ACROSS
150 COUNTRIES**



**UNPARALLELED
SERVICE & SUPPORT**

Learn more about App Annie at <https://www.appannie.com>

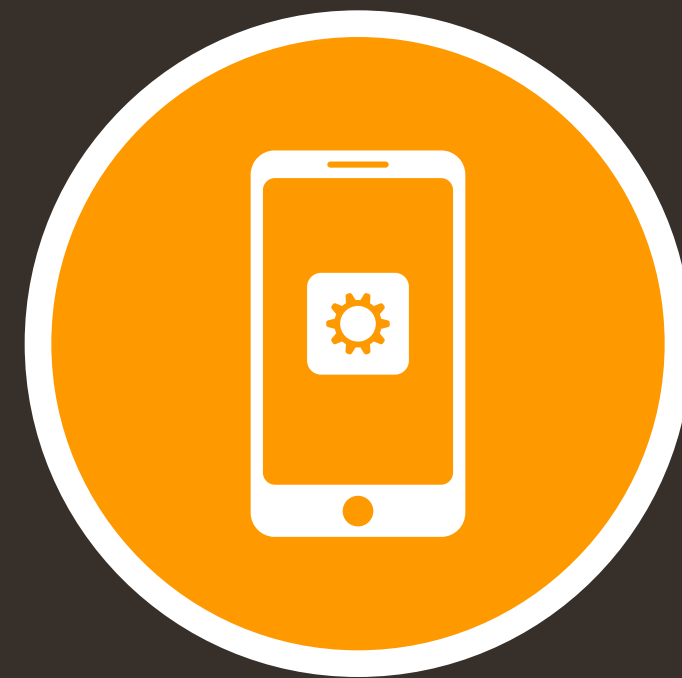


SPECIAL THANKS: SIMILARWEB

SimilarWeb provides the measure of the digital world. With an international online panel consisting of hundreds of millions of devices, SimilarWeb provides granular insights about any website or app across a wide array of industries. Global brands such as Google, eBay, and adidas rely on SimilarWeb to understand, track and grow their digital market share. The company has 450 employees and offices spanning four continents. SimilarWeb has been named one of Wall Street's Secret Weapons, and one of Calcalist's 2018 List of 50 Most Promising Israeli Startups.



**WEB
INTELLIGENCE**



**APP
INTELLIGENCE**



**GLOBAL
COVERAGE**



**GRANULAR
ANALYSIS**

Learn more about SimilarWeb at <https://www.similarweb.com>



SPECIAL THANKS: LOCOWISE

Locowise is a social media performance measurement platform that helps agencies to manage clients, produce and prove value, and win new business.



**CUSTOM REPORT
BUILDER WITH
OVER 300 METRICS**



**CAMPAIGN
ANALYSIS, TRACKING
AND REPORTING**



**INSIGHTS FROM ALL
YOUR NETWORKS
IN ONE PLACE**



**PREDICTIVE
METRICS TO DRIVE
FUTURE STRATEGY**

Learn more about Locowise at <https://locowise.com>

DATA SOURCES

GLOBAL HEADLINE SLIDES: All slides taken from **Digital 2021 Global Overview Report** ([click here](#) to read the complete report).

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2019 Revision; U.S. Census Bureau (accessed Jan 2021); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in Jan 2021). **Literacy rates:** UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook (all accessed Jan 2021). **Device ownership and time spent by media:** GWI* (Q3 2020).

INTERNET: ITU Statistics; Eurostat Data Explorer; GWI; World Bank Data Bank; CNNIC; APJII; GSMA Intelligence; OCDH; local government authorities (all accessed January 2021). **Mobile internet share** based on data from GWI* (Q3 2020); extrapolations of data reported in Facebook's self-serve advertising tools. **Internet connection speeds** from Ookla Speedtest (accessed Jan 2021). **Web traffic by device, web browser share, and share of search market** from Statcounter (Jan 2021). **Time spent on the internet** from GWI* (Q3 2020). **World's top websites** from Semrush (Jan 2021); SimilarWeb (Jan 2021); Alexa

(monthly average, as reported in mid-January 2021). **Share of website traffic by device, age, and gender** from Semrush (Jan 2021). **Google search insights** from Google Trends (accessed Jan 2021). Data for **search behaviours, data misuse fears, and use of ad blockers** from GWI* (Q3 2020). Concerns about 'fake news' from Reuters Institute Digital News Report 2020. **Digital content insights** from GWI* (Q3 2020). **Smart home insights** from Statista Digital Market Outlook* (accessed Jan 2021).

SOCIAL MEDIA: platforms' self-service advertising tools and websites; company earnings announcements, marketing, promotional materials, and press releases; public remarks by senior executives; reports in reputable media; OCDH; CafeBazaar; Mediascope (all latest data available in January 2021). **Platform ranking and time spent** from GWI* (Q3 2020). **Facebook engagement benchmarks** from Locowise (Jan 2021). **YouTube search insights** from Google Trends (accessed Jan 2021). **Top social media apps and video streaming apps:** App Annie (Jan 2021).

MOBILE: Mobile Connections: GSMA Intelligence (Jan 2021). **Mobile app market overview, time spent, and mobile app rankings:** App Annie (Jan 2021). **Mobile actions and app categories:** GWI* (Q3 2020).

ECOMMERCE: GDP and financial inclusions data: World Bank DataBank; IMF Data; CIA World Factbook (all accessed Jan 2021). **Adoption by device, gender and age:** GWI* (Q3 2020); **Ecommerce spend:** Statista Digital Market Outlook and Statista Mobility Services Outlook* (both accessed Jan 2021); GWI* (Q3 2020). **Consumer goods:** Statista Digital Market Outlook* (accessed Jan 2021). **Mobile payments:** Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020). **Ride-hailing:** Statista Mobility Services Outlook* (accessed Jan 2021); GWI* (Q3 2020). **Online food delivery:** Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020).

MARKETING: Brand discovery and research channels: GWI* (Q3 2020). **Market value:** Statista Digital Market Outlook* and Statista Advertising & Media Outlook* (both accessed Jan 2021).

NOTE: All data points may include extrapolations.

*For more details about GWI including methodology, visit <https://www.globalwebindex.com>.

*For more details about Statista's Market Outlooks, visit <https://www.statista.com/outlook/digital-markets>.

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave of research.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect, collate, and publish regular internet user data.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures.

This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

Because we separate social media user numbers and internet user numbers, the figures we report for social media users may exceed

internet user numbers in some countries. In such instances, these figures do not represent errors. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple accounts, and / or of 'non-human' social media accounts.

Please also note that we've changed the source for a various data points in this year's reports, and a number of historical metrics that we reported in previous Global Digital reports have been revised by the original data provider. As a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to base data may mean that values are not comparable.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

DISCLAIMER AND IMPORTANT NOTES

This report has been compiled by Kepios Pte. Ltd. ("Kepios"), We Are Social Ltd. ("We Are Social"), and Hootsuite Inc. ("Hootsuite") for informational purposes only, and relies on data from a wide variety of sources, including but not limited to public and private companies, market research firms, government agencies, NGOs, and private individuals.

While Kepios, We Are Social, and Hootsuite strive to ensure that all data and charts contained in this report are, as at the time of publication, accurate and up-to-date, neither Kepios, nor We Are Social, nor Hootsuite shall be responsible for any errors or omissions contained in this report, or for the results obtained from its use.

All information contained in this report is provided "as is", with no guarantee whatsoever of its accuracy, completeness, correctness or non-infringement of third-party rights and without warranty of any kind, express or implied, including without limitation, warranties of merchantability or fitness for any particular purpose.

This report contains data, tables, figures, maps, flags, analyses and technical notes that relate to various geographical territories around the world, however reference to these territories and any associated elements (including names and flags) does not imply the expression of any opinion whatsoever on the part of Kepios, We Are Social, Hootsuite, or any of the featured brands, nor any of those organisations' partners, affiliates, employees or agents, concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

This report is provided with the understanding that it does not constitute professional advice or services of any kind and should therefore not be substituted for independent investigations, thought or judgment. Accordingly, neither Kepios, nor We Are Social, nor Hootsuite, nor any of the brands or organisations featured or cited herein, nor any of their partners, affiliates, group companies, employees or agents shall, to the fullest extent permitted by law, be liable to you or anyone

else for any direct, indirect, punitive, incidental, special, consequential, exemplary or similar loss or damage, or loss or damage of any kind, suffered by you or anyone else as a result of any use, action or decision taken by you or anyone else in any way connected to this report or the information contained herein, or the result(s) thereof, even if advised of the possibility of such loss or damage.

This report may contain references to third parties, however this report does not endorse any such third parties or their products or services, nor is this report sponsored, endorsed or associated with such third parties.

Except for those portions of this report relating to the perspectives of Hootsuite or We Are Social, this report and any opinions contained herein have been prepared by Kepios, and have not been specifically approved or disapproved by Hootsuite or We Are Social. This report is subject to change without notice. To ensure that you have the most up-to-date version of this report, please visit our reports website at <https://datareportal.com/>.

CLICK HERE TO ACCESS OUR COMPLETE COLLECTION OF
FREE REPORTS: THOUSANDS OF CHARTS PACKED WITH
DATA AND TRENDS TO HELP YOU UNDERSTAND DIGITAL
BEHAVIOURS IN EVERY COUNTRY ACROSS THE WORLD



[HTTPS://DATAREPORTAL.COM](https://datareportal.com)

ALL THE NUMBERS YOU NEED

we are. social

We are a socially-led creative agency. We are a global team of more than 850 people in 15 offices around the world with a common purpose: to connect people and brands in meaningful ways.

We believe in people before platforms and the power of social insight to drive business value. We call this social thinking.

We work with many of the world's biggest brands, including adidas, Netflix, Samsung, Lavazza, and Google on global, regional and local projects.

If you'd like to work with us, visit <https://wearesocial.com>



Hootsuite is the leader in social media management, trusted by more than 18 million users and 4,000+ enterprise organizations.

With one unified platform, you'll have the tools you need to find and join the conversations that matter to your brand across social channels, bring new customers in the door with social ads, and measure and grow the return on your investment in social.

Hootsuite is built to help any team get started today and ready to extend as far as you need in the future with powerful add-ons including CRM integrations, scalable training for your team, and our ecosystem that plugs into your existing tools including Google My Business, Adobe Stock, Canva, Slack, and hundreds more.

Learn more at hootsuite.com



SIMON KEMP



@ESKIMON



REPORTS@KEPIOS.COM



DATAREPORTAL.COM