

Social media by generation

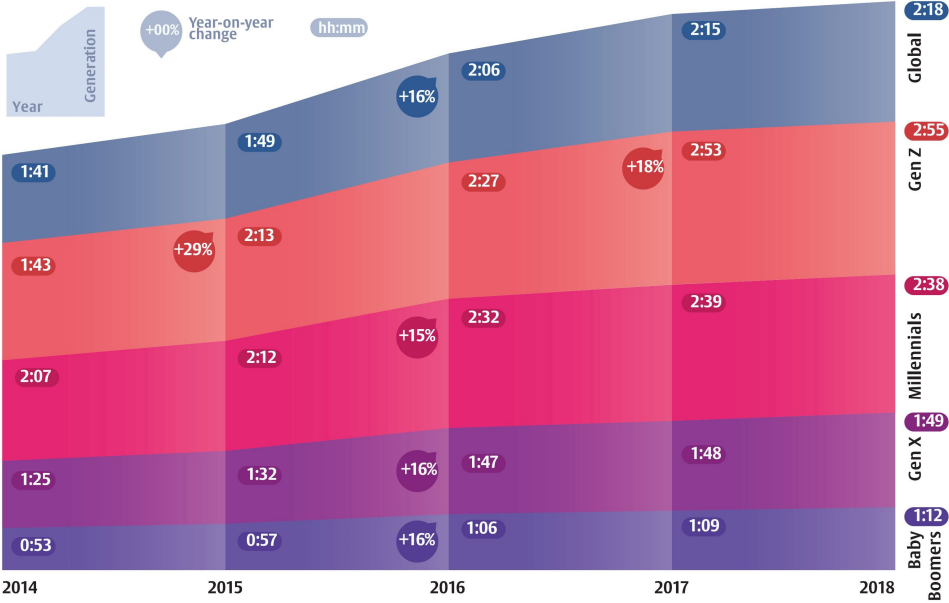
Different generations use social media for different reasons. London-based research company GlobalWebIndex dives into the habits of users of social media and finds that growth in time spent per day on social media among Gen Z and Millennials is slowing down over time. However, their research also finds that social media is increasingly replacing search engines as the go-to place for product information – especially for Gen Z

Z Gen Z M Millennials X Gen X B Baby Boomers

Average time spent daily on social media across geographies

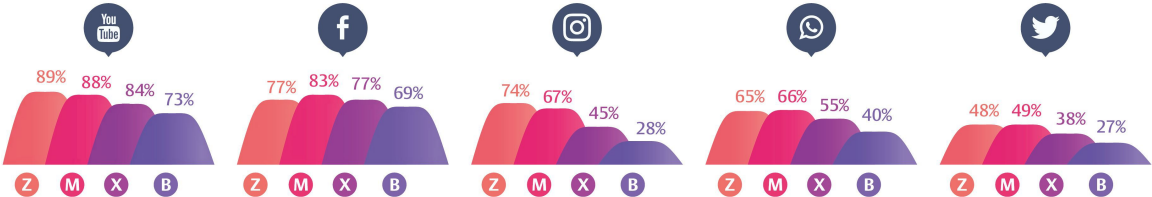
Asia Pacific	Europe	Latin America	Middle East & Africa	North America
2:13	1:50	3:27	3:03	2:04

Average time spent spent per day on social media year-on-year, from 2014 to 2018



Who uses what

% of internet users (excluding China) who have visited/used the platforms in the past month



What is social media used for

% who use social channels/state social channels are influential in the following

