



DIGITAL 2026

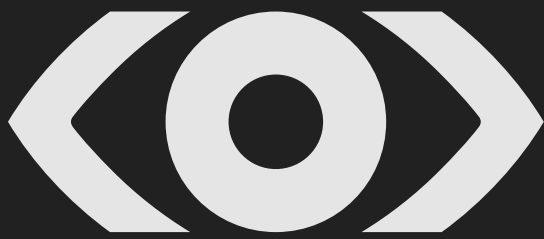
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THE ESSENTIAL GUIDE TO DIGITAL TRENDS

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PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE



GWI



STATISTA



SIMILARWEB



SEMRUSH



GSMA INTELLIGENCE



OOKLA



SKAI



SOCIALINSIDER

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

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



IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we produced previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using

the **values published in this report**, rather than trying to recalculate such values using data from previous reports. When we're aware of the potential for historical mismatches, we include a note on **comparability** in the footnotes of each relevant slide. Where we include such advisories, or where we report values for change over time as "[N/A]", the most recent data **do not correlate** with the equivalent data point(s) published in previous reports, so we **strongly advise readers not to compare** these figures with equivalents published in previous reports. In particular, the social media platforms featured in this report regularly revise the figures that they report for advertising reach, and this may result in the latest numbers appearing to be lower than the values for the same data points published in our previous reports. However, these revisions

do not necessarily imply any change in the active use of these platforms, and should not be interpreted as such. Furthermore, in addition to changes in data sources and calculations, please note that the figures we publish for "social media user identities" **may not** represent unique individuals. This is because some individuals may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, music groups, etc.). As a result, the figures we publish for social media user identities may **exceed** the figures that we publish for total population or for individuals using the internet, but such anomalies do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: <https://datareportal.com/notes-on-data>.



GLOBAL HEADLINES

OCT
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GLOBAL CONNECTIVITY HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MAY DISTORT VALUES FOR CHANGE OVER TIME. FIGURES SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH VALUES PUBLISHED IN PREVIOUS REPORTS.



GLOBAL OVERVIEW

TOTAL
POPULATION



8.25
BILLION

YEAR-ON-YEAR CHANGE

+0.8%
+69 MILLION

URBANISATION

58.4%

CELLULAR MOBILE
CONNECTIONS



8.79
BILLION

YEAR-ON-YEAR CHANGE

+2.2%
+188 MILLION

TOTAL vs. POPULATION

107%

INDIVIDUALS USING
THE INTERNET



6.04
BILLION

YEAR-ON-YEAR CHANGE

+5.1%
+294 MILLION

TOTAL vs. POPULATION

73.2%

SOCIAL MEDIA
USER IDENTITIES



5.66
BILLION

YEAR-ON-YEAR CHANGE

+4.8%
+259 MILLION

TOTAL vs. POPULATION

68.7%

SOURCES: UNITED NATIONS; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. LOCAL AND REGIONAL DATA, SO SUMS MAY NOT CORRELATE. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN ACTUAL ADOPTION OR USE. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. SEE [NOTES ON DATA](#).

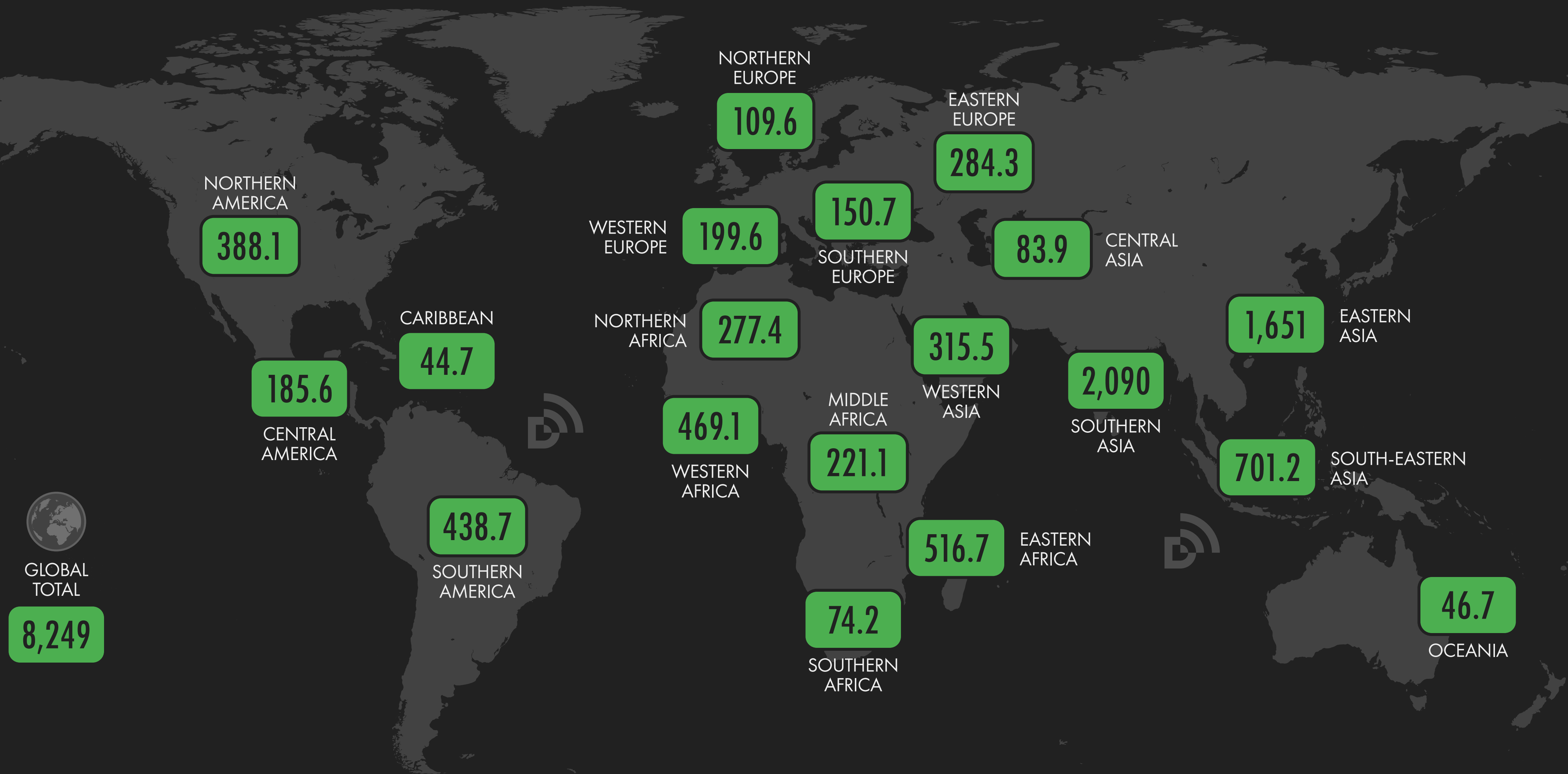
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POPULATION BY GEOGRAPHIC REGION

THE NUMBER OF PEOPLE LIVING IN EACH REGION (IN MILLIONS)



GLOBAL OVERVIEW

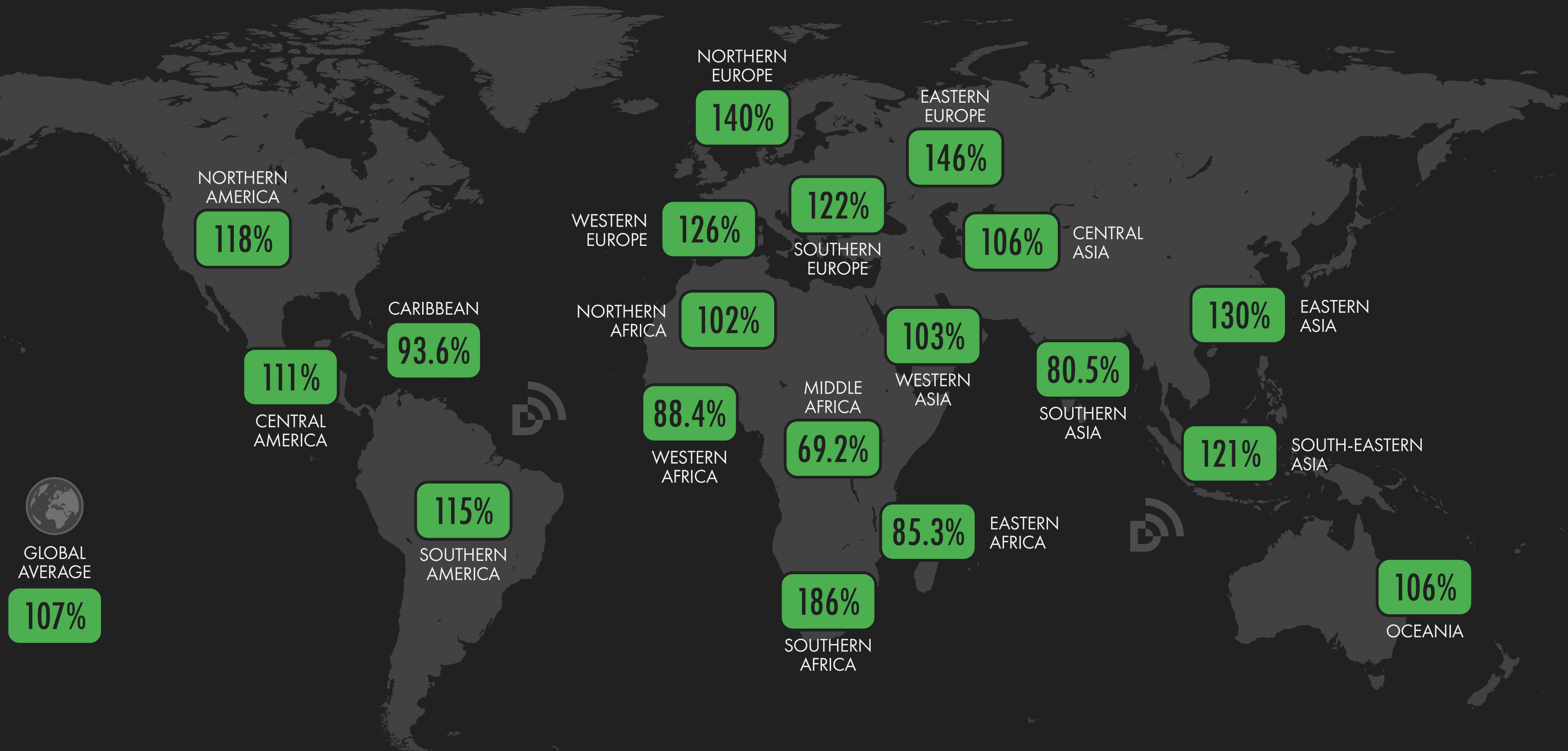


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MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH **TOTAL POPULATION**

GLOBAL OVERVIEW

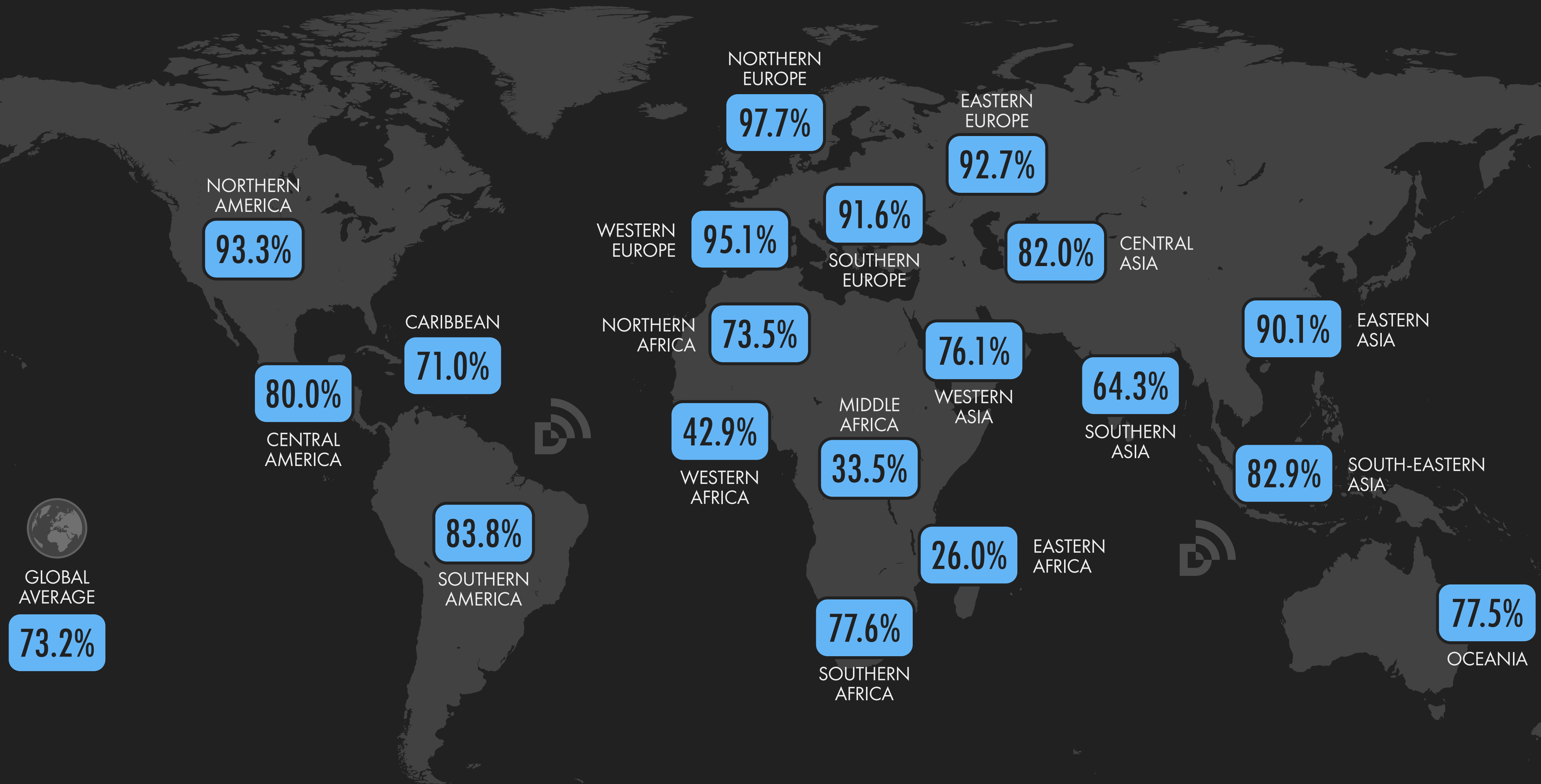


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INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOScheme. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

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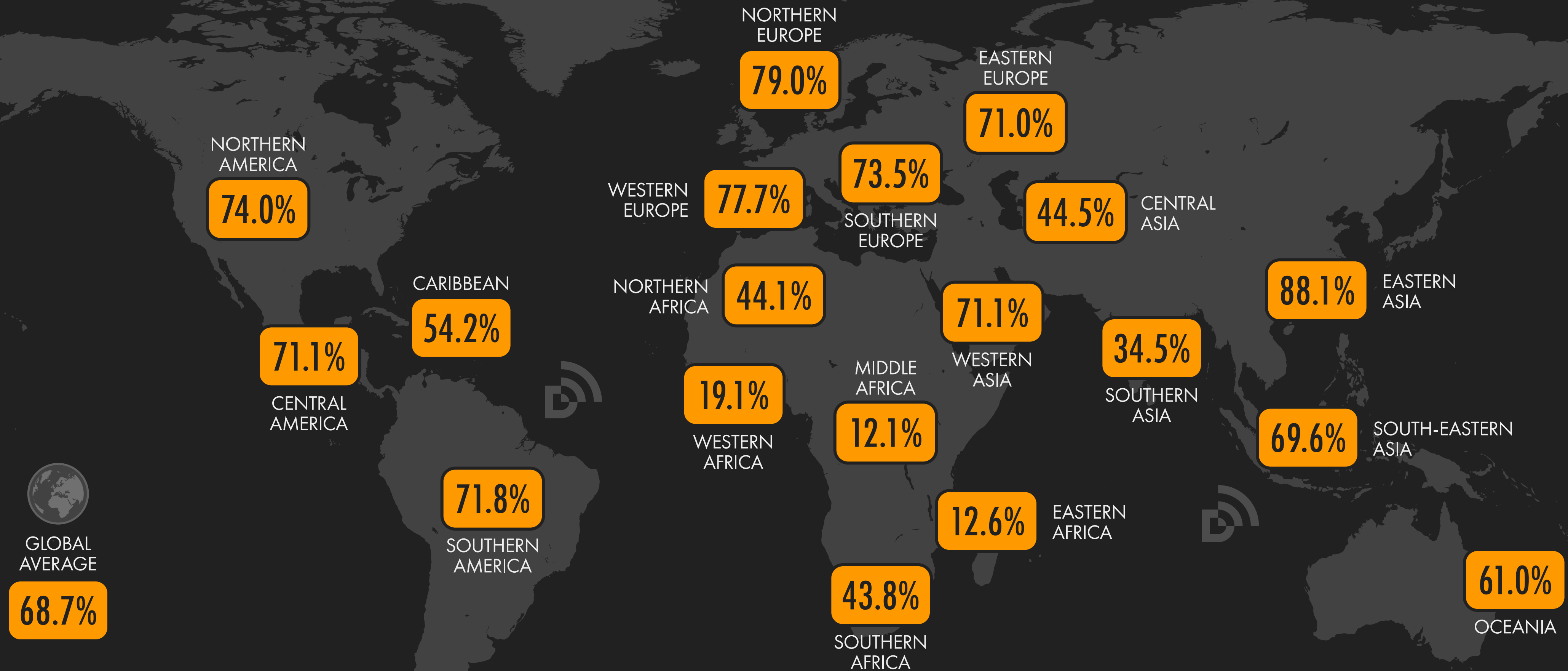
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SOCIAL MEDIA USE vs. TOTAL POPULATION

SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW

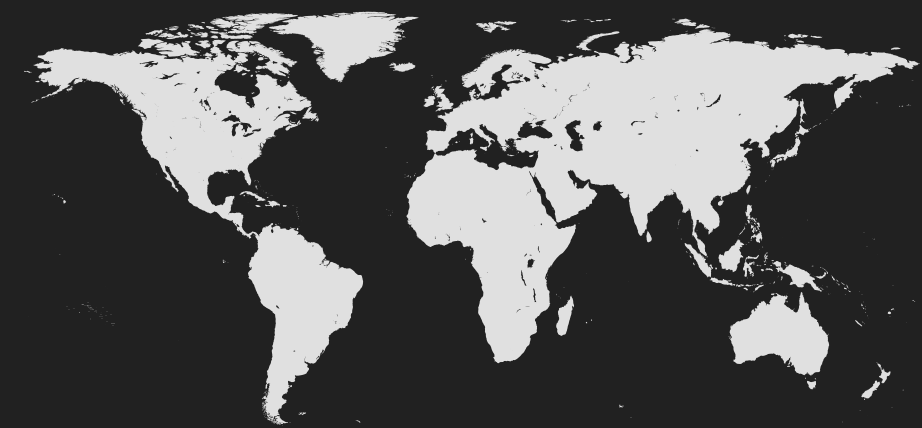


SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#).

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EXPLORE OUR FLAGSHIP DIGITAL 2026 REPORTS



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GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS



DIGITAL 2026

LOCAL COUNTRY HEADLINES REPORT

ESSENTIAL DATA FOR DIGITAL ADOPTION AND USE IN EVERY COUNTRY IN THE WORLD



[CLICK HERE](#) TO READ OUR FLAGSHIP **DIGITAL 2026 GLOBAL OVERVIEW** REPORT, PACKED WITH ALL THE NUMBERS YOU NEED TO MAKE SENSE OF THE CURRENT STATE OF DIGITAL

[CLICK HERE](#) TO READ OUR **DIGITAL 2026 LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD



GERMANY

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OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MAY DISTORT VALUES FOR CHANGE OVER TIME. FIGURES SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH VALUES PUBLISHED IN PREVIOUS REPORTS.



GERMANY

TOTAL
POPULATION



83.9
MILLION

YEAR-ON-YEAR CHANGE

-0.7%
-573 THOUSAND

URBANISATION

78.1%

CELLULAR MOBILE
CONNECTIONS



110
MILLION

YEAR-ON-YEAR CHANGE

+2.2%
+2.4 MILLION

TOTAL vs. POPULATION

131%

INDIVIDUALS USING
THE INTERNET



78.5
MILLION

YEAR-ON-YEAR CHANGE

-0.7%
-537 THOUSAND

TOTAL vs. POPULATION

93.5%

SOCIAL MEDIA
USER IDENTITIES



64.7
MILLION

YEAR-ON-YEAR CHANGE

-1.2%
-800 THOUSAND

TOTAL vs. POPULATION

77.1%

SOURCES: UNITED NATIONS; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. LOCAL AND REGIONAL DATA, SO SUMS MAY NOT CORRELATE. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN ACTUAL ADOPTION OR USE. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. SEE [NOTES ON DATA](#).

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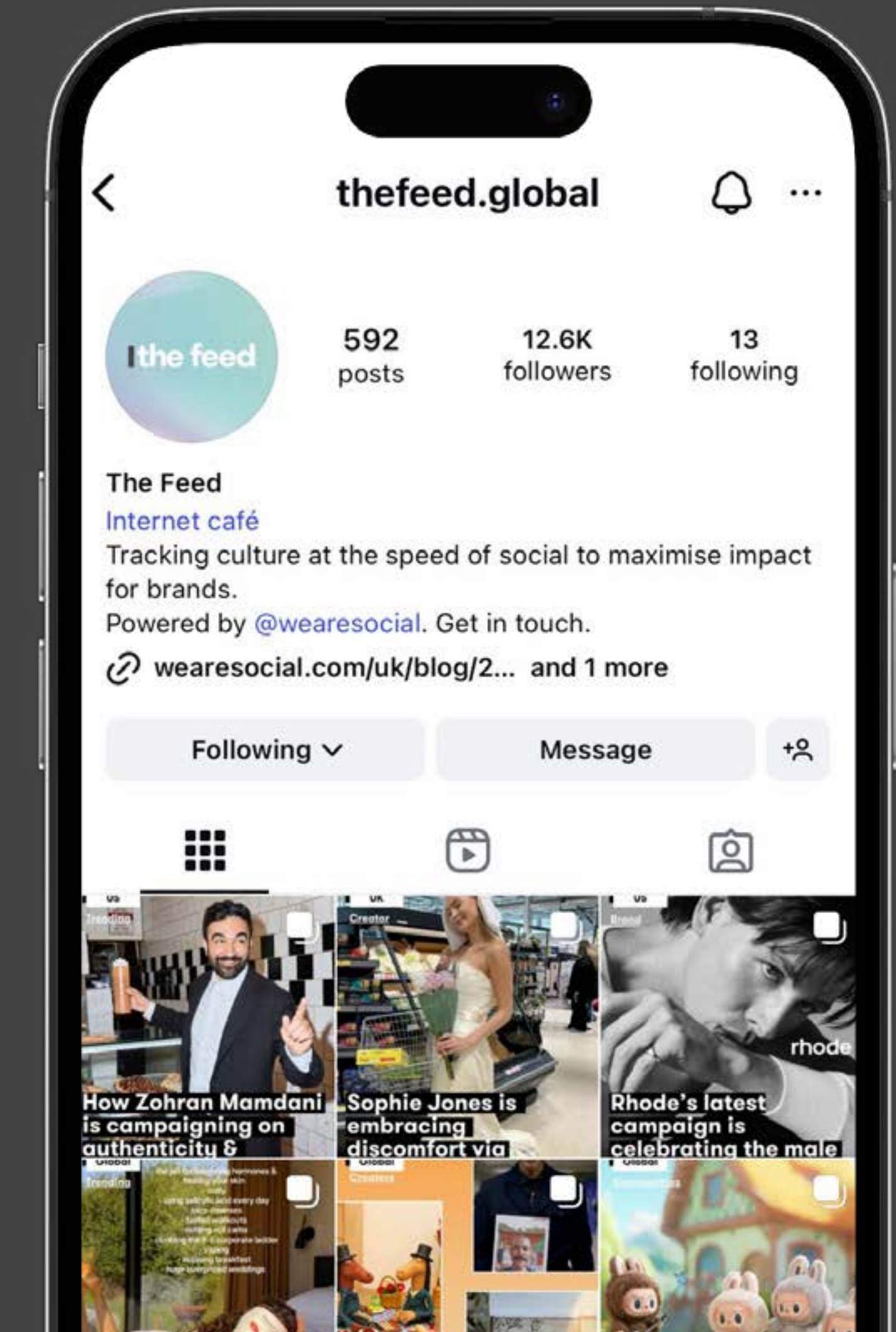
NEXT GEN
INFLUENCE

SOCIAL
SNAPSHOT

TH1NK
FORWARD

BRAVING THE
BACKLASH

@thefeed.global





3 Best Practices for AI Prompts

from the **80+ AI Prompts for Social Media** guide

01 Train AI on your tone of voice

Help AI understand your brand identity better with instructions like:

“After this prompt, I will paste writing examples for you to analyze and emulate. When I’m done, summarize the style and tone of voice in a few sentences before I ask you to start writing for me.”

02 Be specific

Save time (and headaches) with prompts that include important details that will lead to stronger outputs. For example:

“We are a home appliance installation and repair company serving middle-income families in an area that gets colder temperatures each year. Create a 4-week content calendar plan for LinkedIn and Instagram Stories that focuses on preparing your home for winter in a light-hearted but engaging way.”

03 Outline your objectives

Make the goals of your prompt clear by adding details about the outcome you want. Try something like:

“Provide 10 ideas for LinkedIn posts about brand management that will make readers want to download an ebook on the topic. Each post should contain a strong, engaging CTA that drives readers to a dedicated landing page.”

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80+ AI Prompts for Social Media

meltwater.com



Discover more best practices and sample prompts in this guide.

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POPULATION ESSENTIALS

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



GERMANY

TOTAL
POPULATION



83.9
MILLION

FEMALE
POPULATION



50.6%

MALE
POPULATION



49.4%

YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION



-0.7%
-573 THOUSAND

MEDIAN AGE OF
THE POPULATION



45.5

LIFE EXPECTANCY
AT BIRTH



81.7

URBAN
POPULATION



78.1%

POPULATION DENSITY
(PEOPLE PER KM²)



241.2

AVERAGE NUMBER OF
PEOPLE PER HOUSEHOLD



2.0

OVERALL LITERACY
(ADULTS AGED 15+)



99.0%

FEMALE LITERACY
(ADULTS AGED 15+)



99.0%

MALE LITERACY
(ADULTS AGED 15+)



99.0%



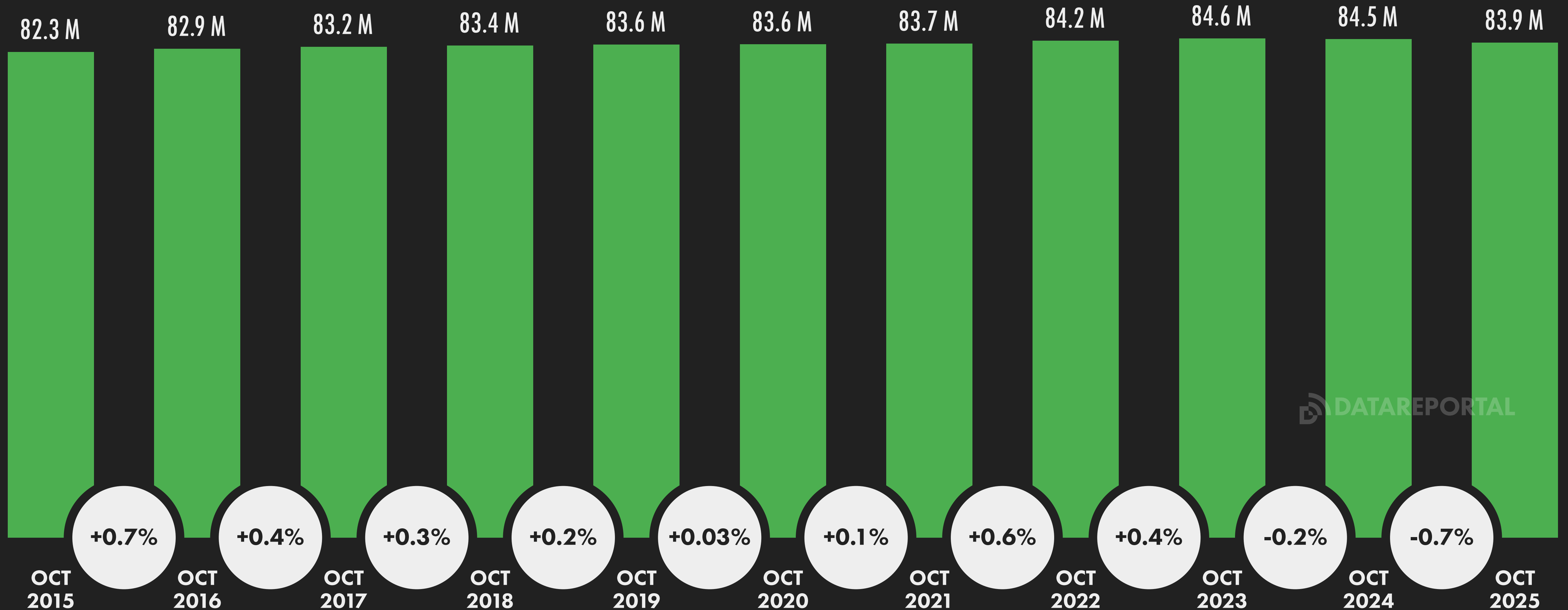
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POPULATION OVER TIME

TOTAL POPULATION AND YEAR-ON-YEAR CHANGE



GERMANY



DATA REPORTAL

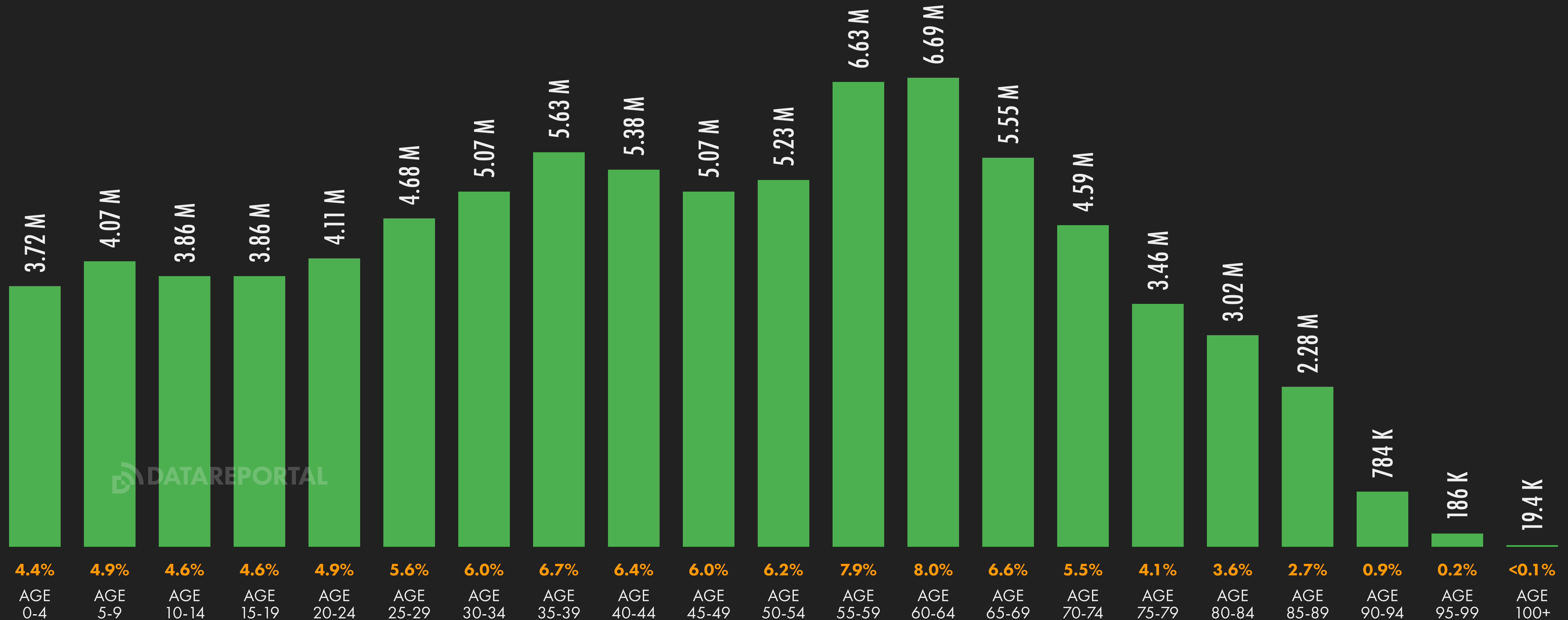
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AGE DISTRIBUTION OF THE POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND THE AGE GROUP'S ASSOCIATED SHARE OF THE TOTAL POPULATION



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SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. **NOTES:** PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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FINANCIAL AND DEVELOPMENTAL INDICATORS

IMF AND WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP



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GROSS DOMESTIC
PRODUCT (CURRENT
U.S. DOLLARS)



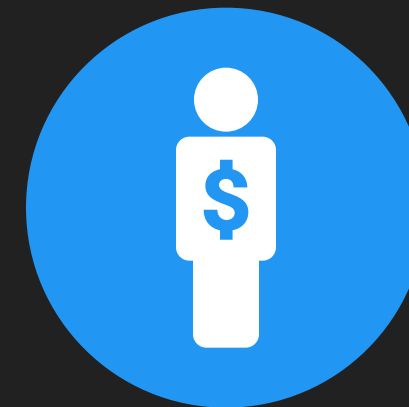
\$4.74
TRILLION

GROSS DOMESTIC
PRODUCT (PPP; CURRENT
INTERNATIONAL DOLLARS)



\$6.16
TRILLION

GROSS DOMESTIC
PRODUCT PER CAPITA
(CURRENT U.S. DOLLARS)



\$55.9
THOUSAND

GROSS DOMESTIC PRODUCT
PER CAPITA (PPP; CURRENT
INTERNATIONAL DOLLARS)



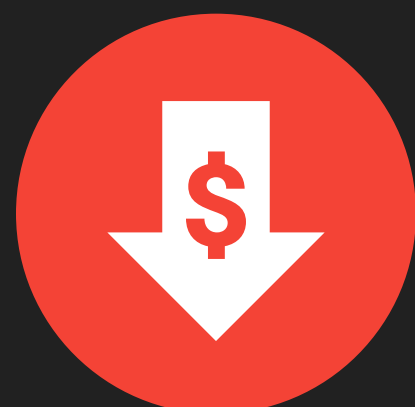
\$72.6
THOUSAND

ADJUSTED NET NATIONAL
INCOME PER CAPITA
(CURRENT U.S. DOLLARS)



\$43.0
THOUSAND

PERCENTAGE OF THE
POPULATION EARNING LESS THAN
USD \$3.65 (2017, PPP) PER DAY



0.2%

PERCENTAGE OF THE
POPULATION USING AT LEAST
BASIC DRINKING WATER SERVICES



100%

PERCENTAGE OF THE
POPULATION USING AT LEAST
BASIC SANITATION SERVICES



99.2%

PERCENTAGE OF THE
POPULATION WITH
ACCESS TO ELECTRICITY



100%

PERCENTAGE OF THE
POPULATION AGED 15+ THAT
OWNS A MOBILE PHONE



92.0%

SOURCES: IMF; WORLD BANK (BOTH LATEST PUBLISHED DATA UP TO 2025). **DEFINITIONS:** "\$3.65 (2017, PPP)": REFLECTS LOCAL "PURCHASING POWER PARITY", BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK. "BASIC DRINKING WATER": PERCENTAGE OF THE TOTAL POPULATION THAT DRINKS WATER FROM AN IMPROVED SOURCE, PROVIDED COLLECTION TIME IS NOT MORE THAN 30 MINUTES FOR A ROUND TRIP. "BASIC SANITATION": PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES THAT ARE NOT SHARED WITH OTHER HOUSEHOLDS. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES UP TO 2025; DATA MAY NOT ALL BE FROM THE SAME YEAR. VALUE FOR MOBILE PHONE OWNERSHIP MAY NOT MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.

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MEDIA & DEVICES

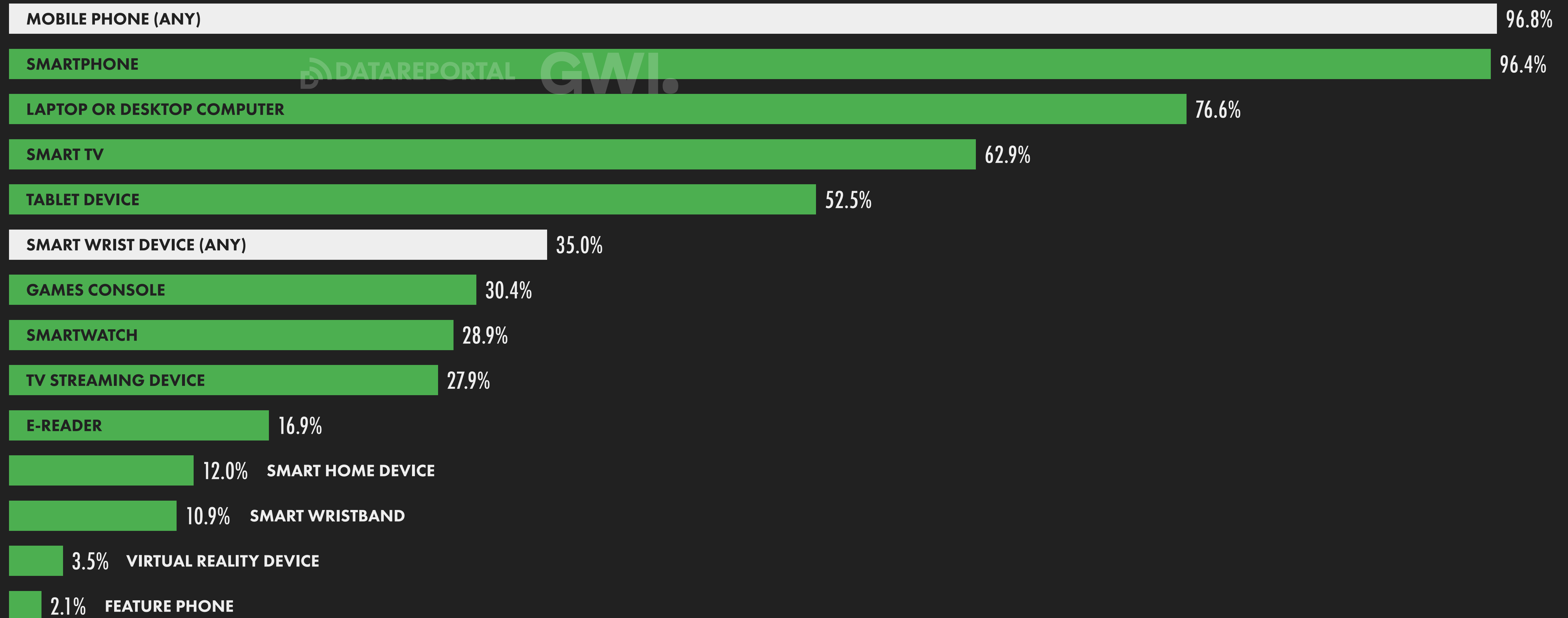
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DEVICE OWNERSHIP

PERCENTAGE OF **INTERNET USERS AGED 16+** WHO OWN EACH KIND OF DEVICE



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MEDIA USE

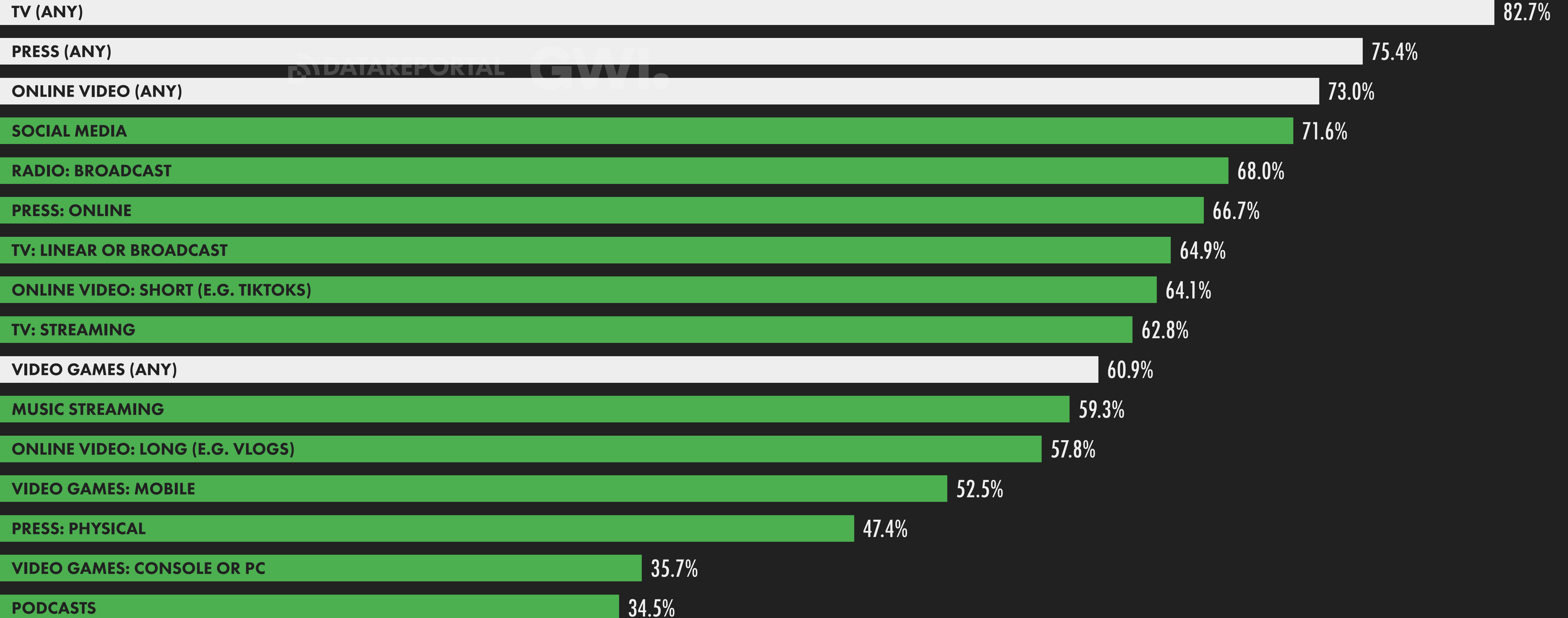
THE PERCENTAGE OF **INTERNET USERS AGED 16+** WHO CONSUME EACH MEDIA TYPE EACH **WEEK**

NOTE: IN Q4 2024, GWI MADE SIGNIFICANT CHANGES TO THE SURVEY QUESTIONS THAT INFORM THIS CHART, SO VALUES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



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DATA REPORTAL GWI



SOURCE: GWI (Q2 2025). **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE **WEEKLY** TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER, **MONTHLY** BEHAVIOURS SUCH AS THE USE OF DIFFERENT DEVICES TO ACCESS THE INTERNET, OR THE CONSUMPTION OF SPECIFIC TYPES OF ONLINE MEDIA. WHERE MISMATCHES OCCUR, PLEASE REFER TO THE TIME PERIOD STATED IN THE RESPECTIVE CHART SUBTITLES AND FOOTNOTES. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE [NOTES ON DATA](#).

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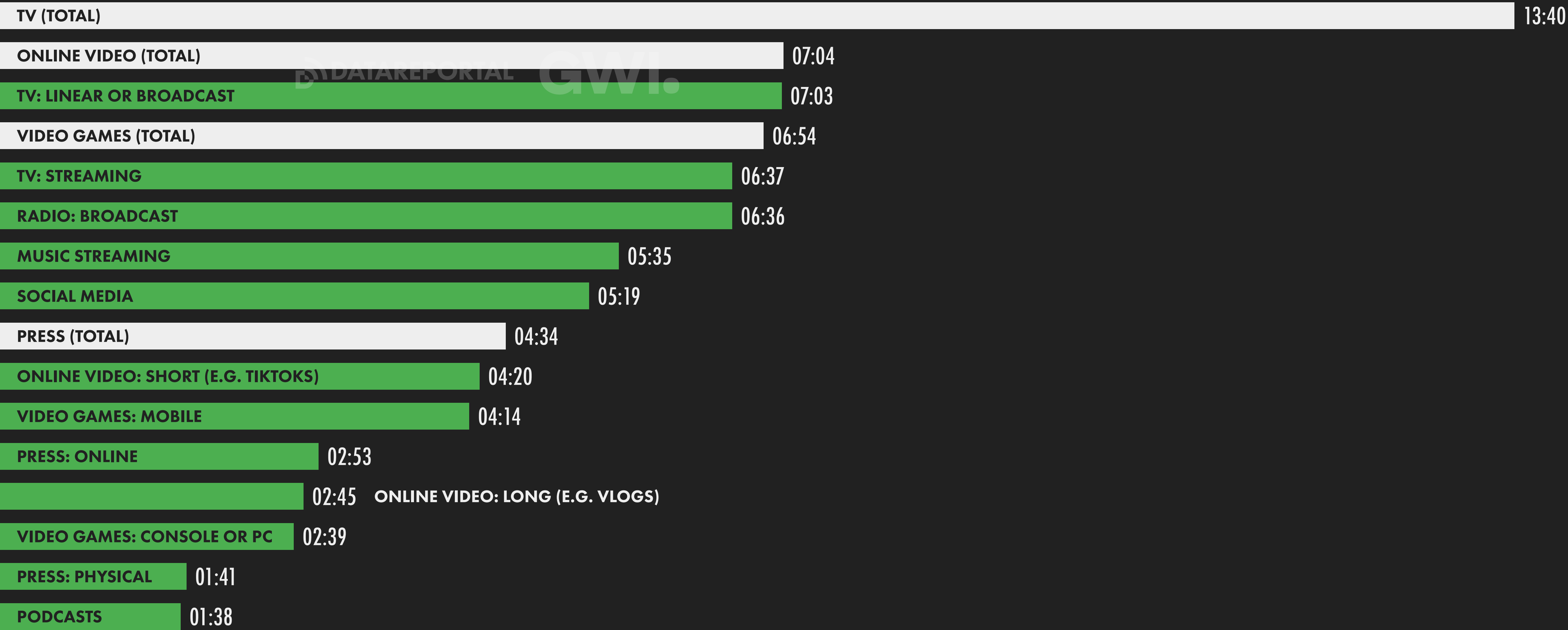
WEEKLY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WITH EACH MEDIUM OR DEVICE EACH WEEK

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS



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FREQUENCY OF MEDIA USE

THE AVERAGE NUMBER OF DAYS PER WEEK THAT INTERNET USERS AGED 16+ CONSUME EACH MEDIA TYPE



SOCIAL MEDIA

3.31

RADIO: BROADCAST

3.01

TV: LINEAR OR BROADCAST

2.86

ONLINE VIDEO: SHORT (E.G. TIKTOKS)

2.80

PRESS: ONLINE

2.73

TV: STREAMING

2.60

MUSIC STREAMING

2.49

VIDEO GAMES: MOBILE

2.25

ONLINE VIDEO: LONG (E.G. VLOGS)

1.99

PRESS: PHYSICAL

1.54

VIDEO GAMES: CONSOLE OR PC

1.24

PODCASTS

1.02

DATA REPORTAL GWI.

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MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



NUMBER OF CELLULAR
MOBILE CONNECTIONS
(EXCLUDING IOT)



110
MILLION



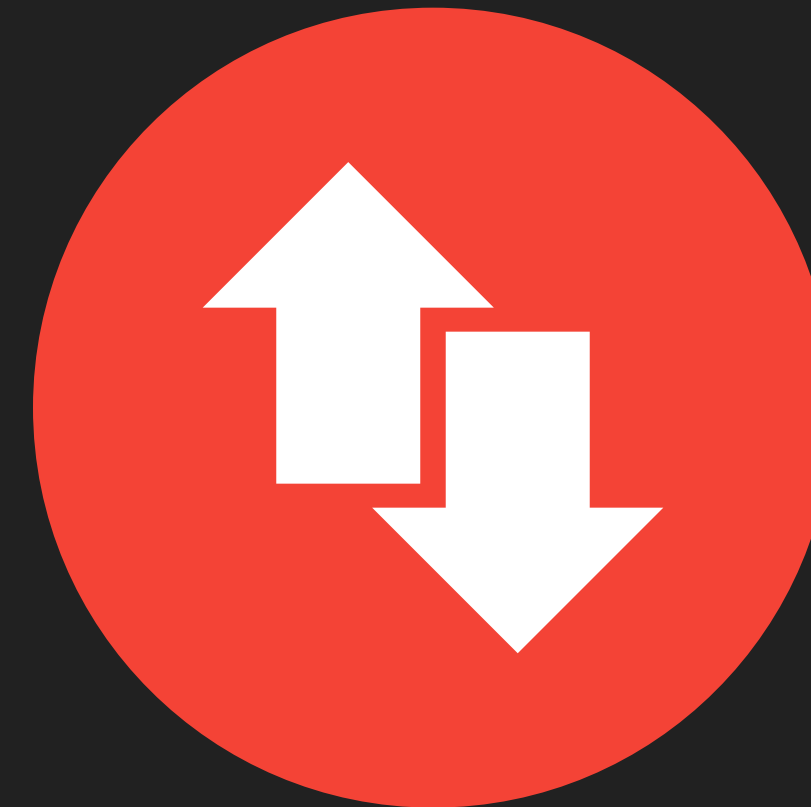
NUMBER OF CELLULAR MOBILE
CONNECTIONS COMPARED
WITH TOTAL POPULATION



131%



YEAR-ON-YEAR CHANGE
IN THE NUMBER OF CELLULAR
MOBILE CONNECTIONS



+2.2%
+2.4 MILLION



SHARE OF CELLULAR MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G, 4G, 5G)



99.0%

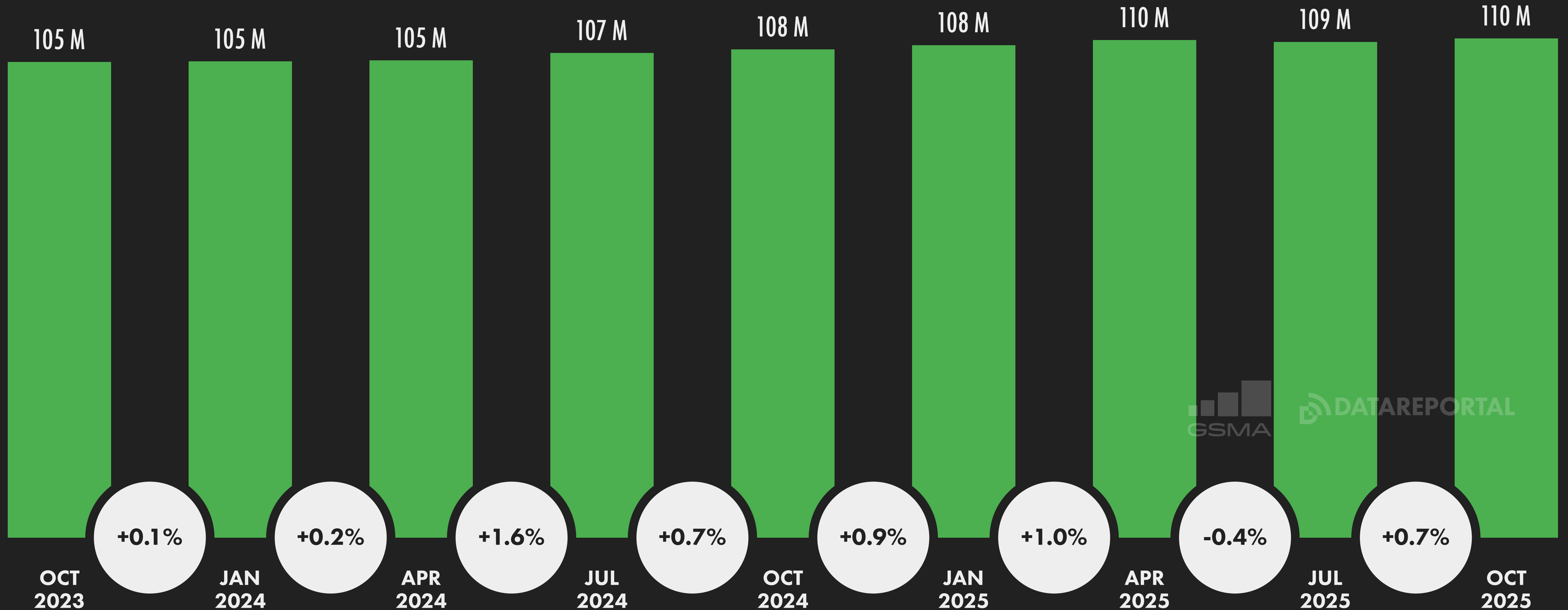
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CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS OVER TIME



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GSMA
DATA REPORTAL

SOURCE: GSMA INTELLIGENCE. **NOTES:** EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

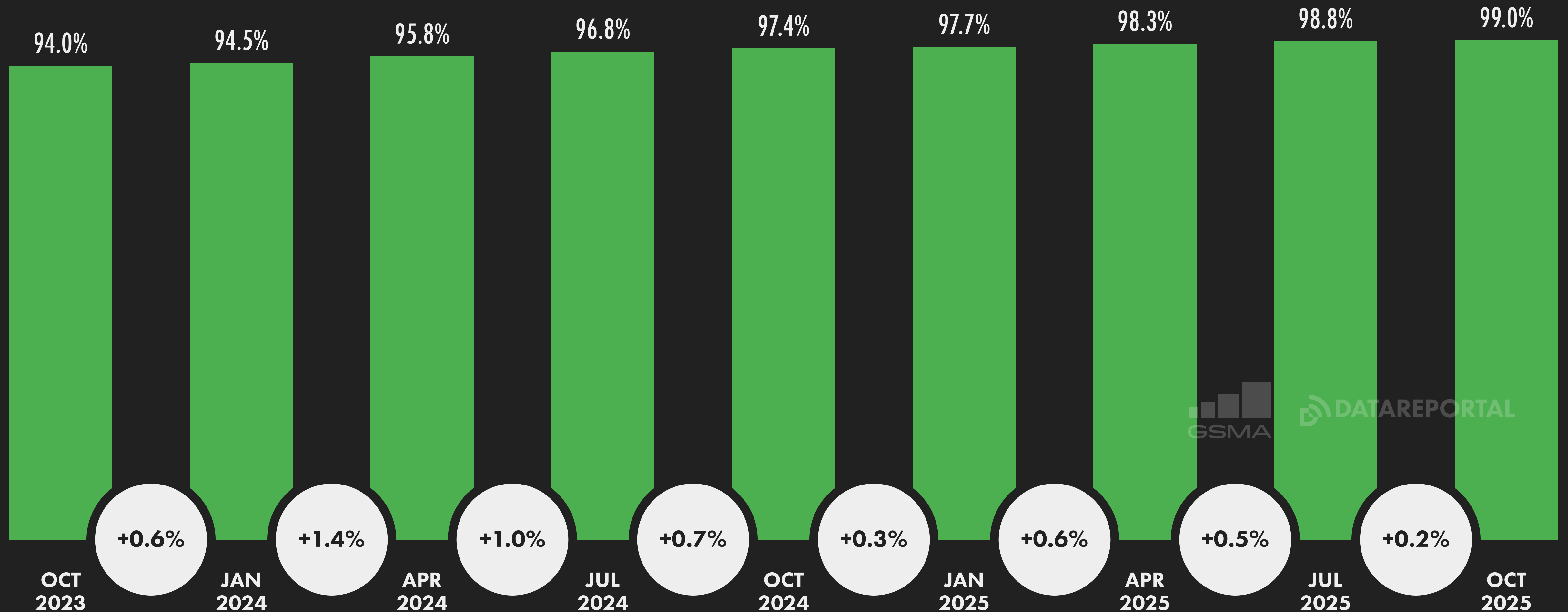
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BROADBAND: SHARE OF CELLULAR CONNECTIONS

3G, 4G, AND 5G CELLULAR CONNECTIONS AS A PERCENTAGE OF TOTAL CELLULAR MOBILE CONNECTIONS



GSMA
DATA REPORTAL

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MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS



GERMANY

OVERALL
INDEX SCORE



92.01

MOBILE INTERNET
INFRASTRUCTURE



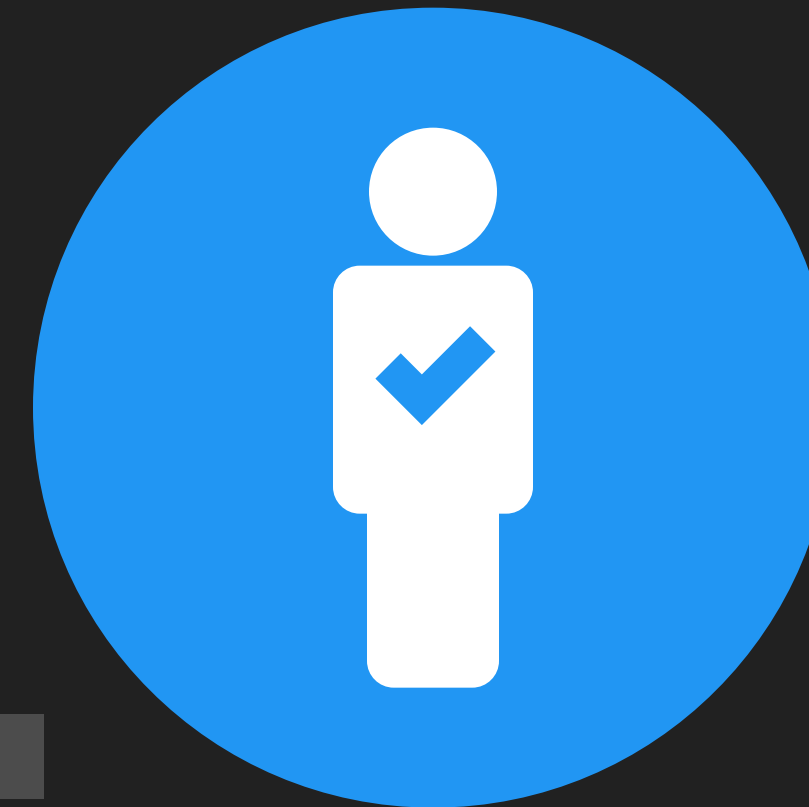
93.16

MOBILE INTERNET
AFFORDABILITY



91.32

CONSUMER
READINESS



92.54

CONTENT
AND SERVICES



91.05



INTERNET USE

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



GERMANY

INDIVIDUALS USING
THE INTERNET



78.5
MILLION

INDIVIDUALS USING THE
INTERNET vs. POPULATION



93.5%

YEAR-ON-YEAR CHANGE
IN TOTAL INTERNET USERS



-0.7%
-537 THOUSAND

YEAR-ON-YEAR CHANGE IN
INTERNET USERS vs. POPULATION



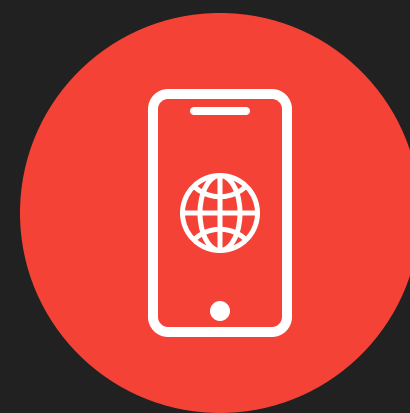
-0.002%
<-1 BP

INDEXED SHARE OF GLOBAL INTERNET
USERS vs. GLOBAL POPULATION SHARE



127.8

PERCENTAGE OF INTERNET USERS
ACCESSING VIA MOBILE PHONES



92.5%

PERCENTAGE OF INTERNET USERS
ACCESSING VIA LAPTOPS OR DESKTOPS



77.8%

AVERAGE WEEKLY TIME SPENT
USING CONNECTED MEDIA



29H 06M

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; GOVERNMENT RESOURCES; UNITED NATIONS. TIME SPENT AND DEVICE SHARE DATA FROM GWI (Q2 2025). **NOTES:** PERCENTAGE CHANGE FIGURES SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

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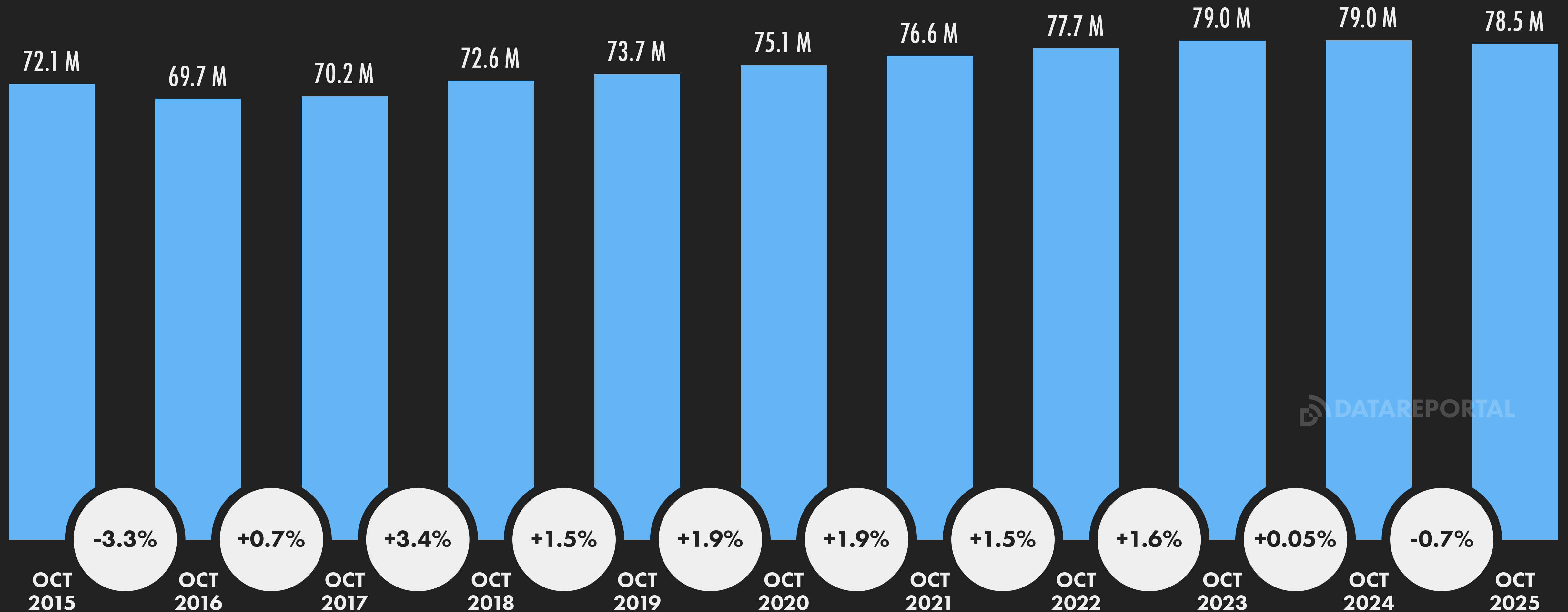
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INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE



GERMANY



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

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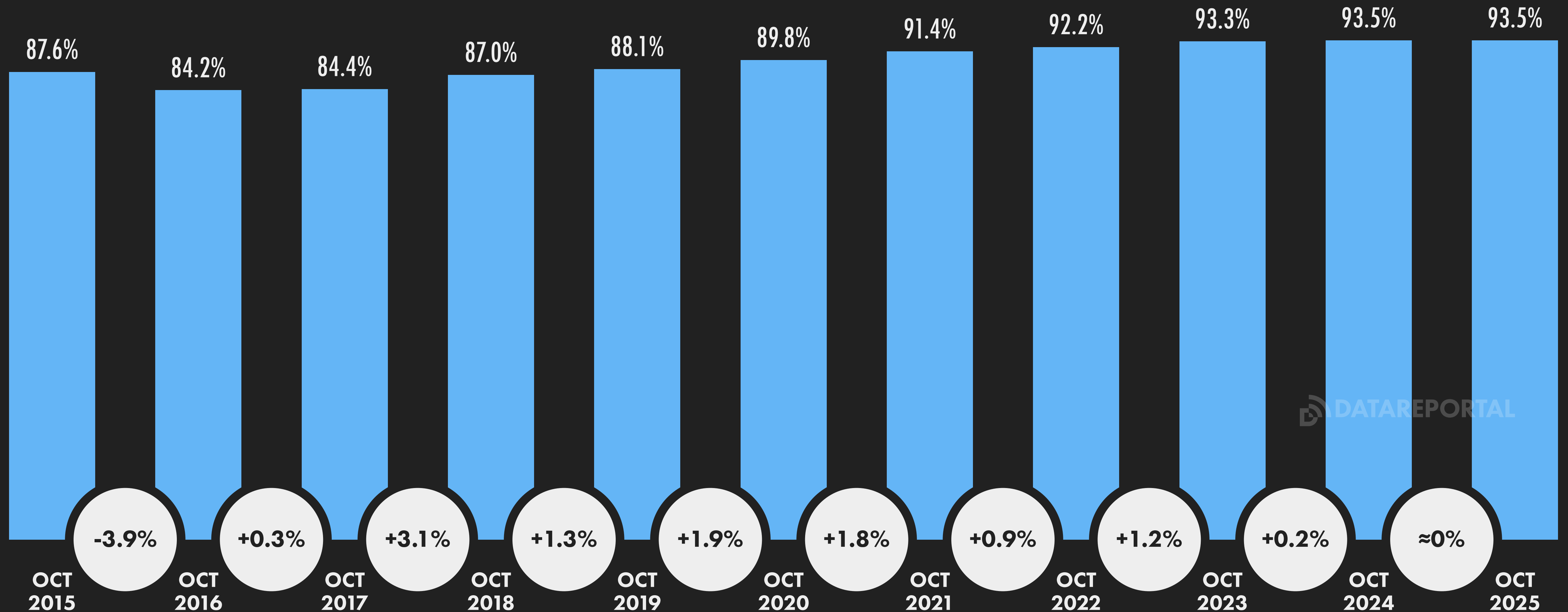
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INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE



GERMANY



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** PERCENTAGES IN THE WHITE CIRCLES SHOW THE **RELATIVE** CHANGE IN INTERNET ADOPTION vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL ADOPTION. SEE [NOTES ON DATA](#).

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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES



INTERNET USERS:
KEPIOS



78.5
MILLION

vs. POPULATION

93.5%

INTERNET USERS:
ITU



78.5
MILLION

vs. POPULATION

93.5%

INTERNET USERS:
CIA WORLD FACTBOOK



78.9
MILLION

vs. POPULATION

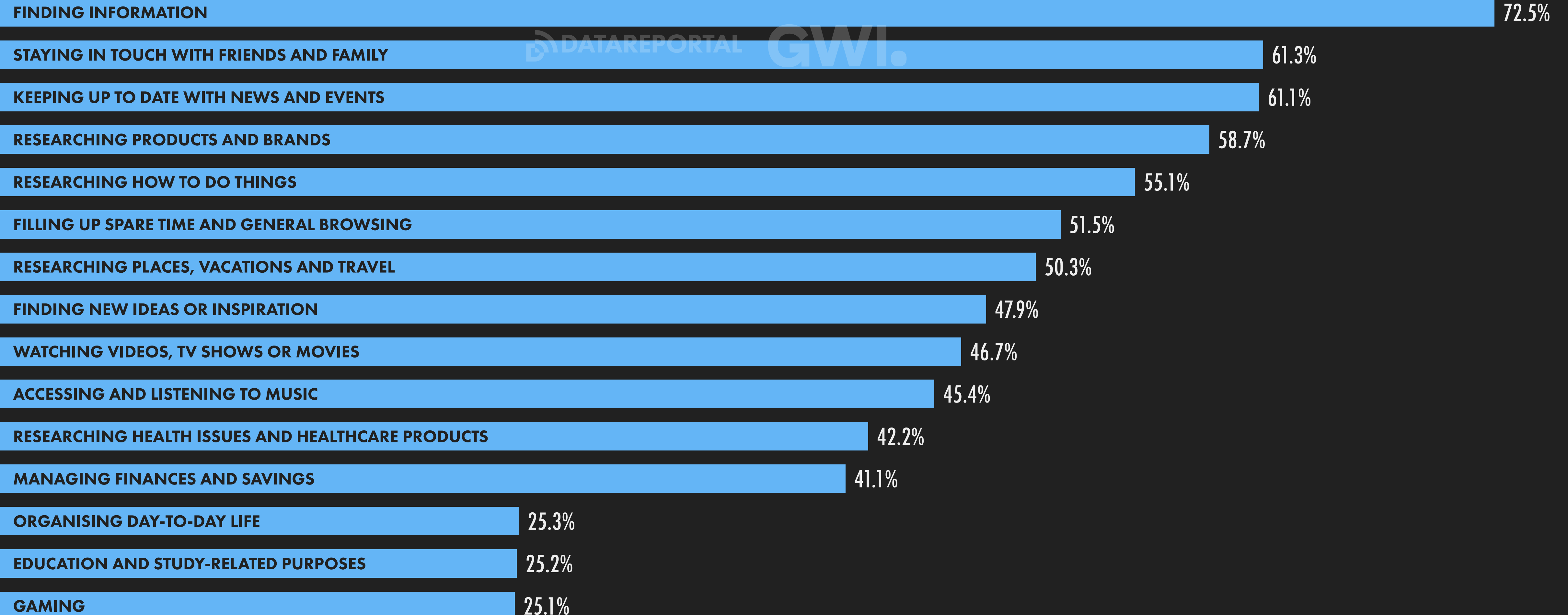
94.0%

SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "vs. POPULATION". KEPIOS CAPS INTERNET ADOPTION AT 99% OF THE TOTAL POPULATION. **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16+ USE THE INTERNET



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DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF **INTERNET USERS AGED 16+** WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET



GERMANY

MOBILE PHONE (ANY)

92.5%

SMARTPHONE

91.8%

LAPTOP OR DESKTOP (ANY)

77.8%

PERSONAL LAPTOP OR DESKTOP

70.8%

TABLET DEVICE

46.2%

CONNECTED TELEVISION

41.9%

WORK LAPTOP OR DESKTOP

25.1%

SMART HOME DEVICE

20.1%

GAMES CONSOLE

16.5%

2.5% VIRTUAL REALITY DEVICE

2.3% FEATURE PHONE

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INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



MEDIAN SPEED OF MOBILE
INTERNET CONNECTIONS
(CELLULAR DATA NETWORKS)



DOWNLOAD (MBPS)

70.54

UPLOAD (MBPS)

14.46

LATENCY (MS)

24

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



OOKLA

▲ DOWNLOAD

+24.4%

▲ UPLOAD

+19.3%

▲ LATENCY

-4.0%

MEDIAN SPEED OF FIXED
INTERNET CONNECTIONS
(WIFI AND ETHERNET)



OOKLA

DOWNLOAD (MBPS)

98.33

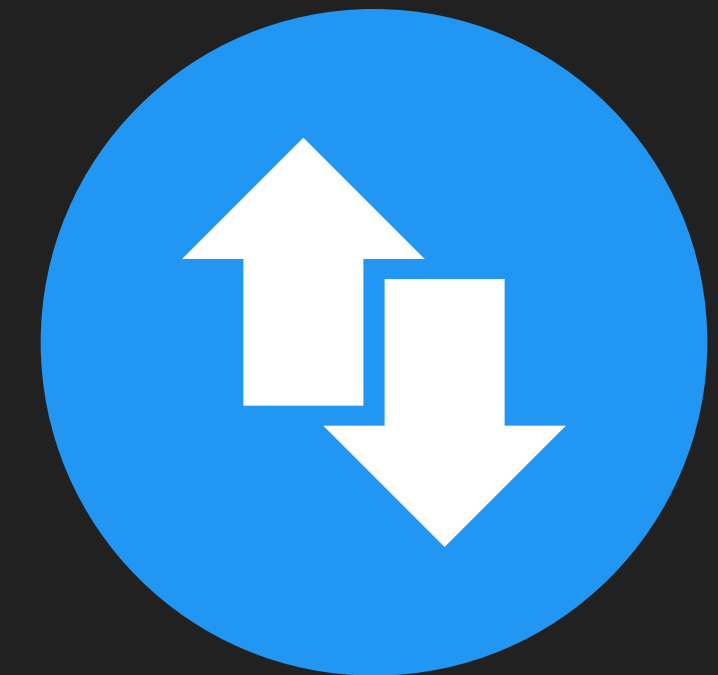
UPLOAD (MBPS)

36.13

LATENCY (MS)

12

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



▲ DOWNLOAD

+8.5%

▲ UPLOAD

+10.0%

▲ LATENCY

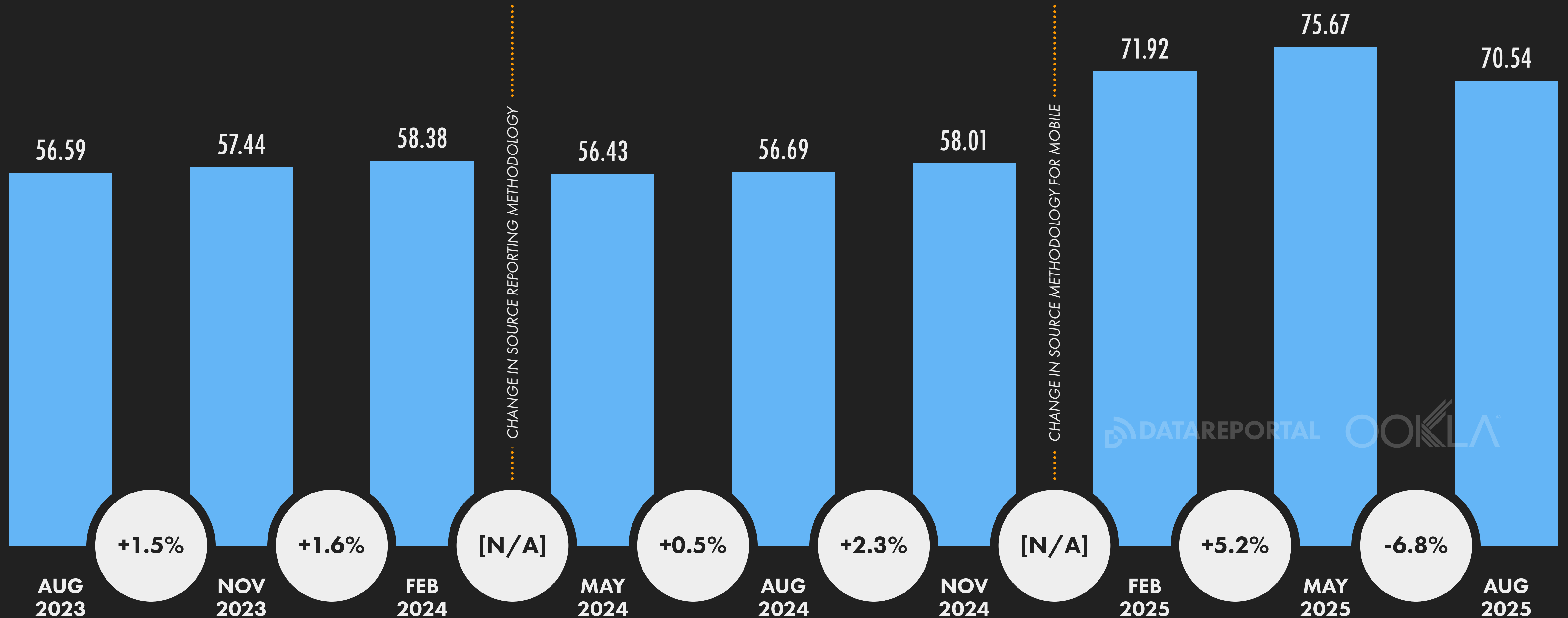
-7.7%

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS, FOR THE THREE-MONTH PERIOD ENDING IN AUGUST 2025. VALUES DENOTED BY "▲" SHOW YEAR-ON-YEAR CHANGE. **GUIDANCE:** A **NEGATIVE** VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT. **COMPARABILITY:** FROM JANUARY 2025, VALUES FOR MOBILE CONNECTIONS REPRESENT MEDIANS FOR MODERN CHIPSETS ONLY. PRIOR TO THIS, VALUES ENCOMPASSED ALL MOBILE TECHNOLOGIES. FROM MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO THIS, VALUES REPRESENTED SINGLE-MONTH AVERAGES. VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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MOBILE INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR MOBILE (CELLULAR DATA) INTERNET CONNECTIONS (IN MBPS)

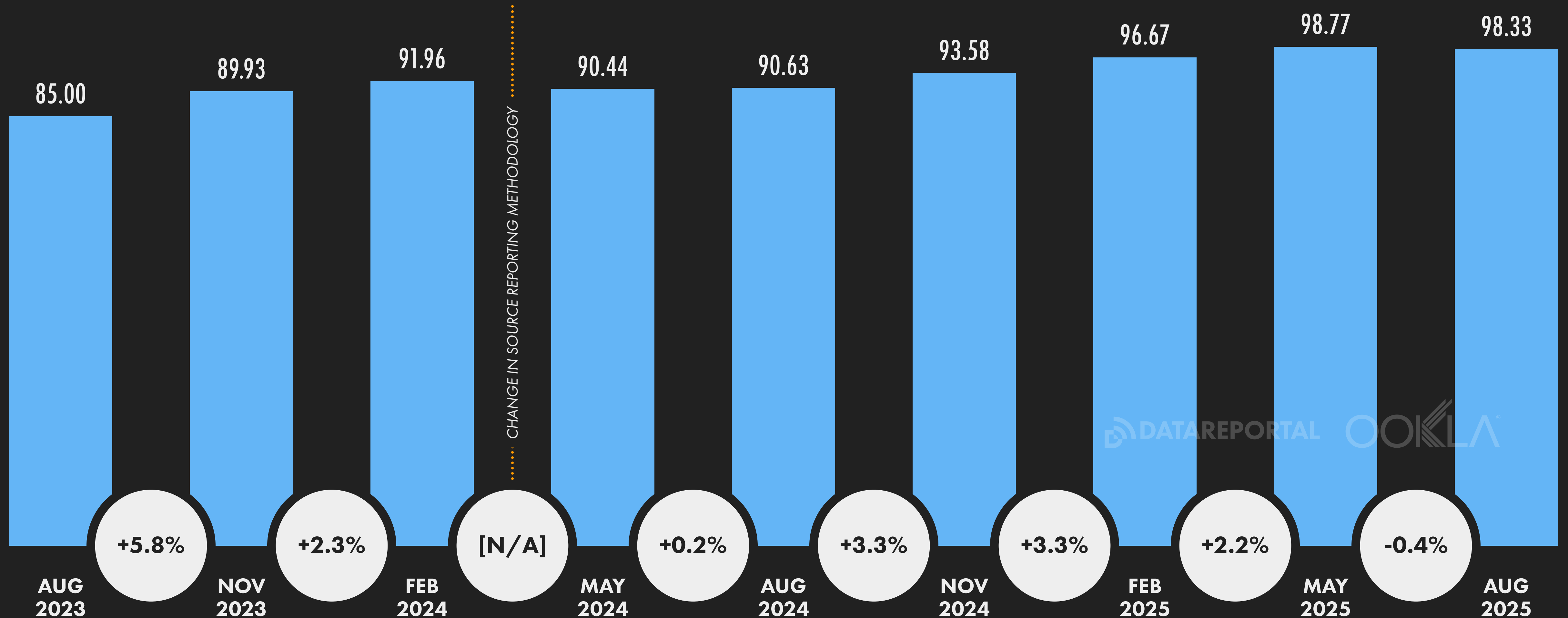


SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND). PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT THE CHANGE BETWEEN STATED PERIODS. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR MOBILE CONNECTIONS REPRESENT MEDIANS FOR MODERN CHIPSETS ONLY. PRIOR TO JANUARY 2025, VALUES ENCOMPASSED ALL TYPES OF MOBILE TECHNOLOGY. STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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FIXED INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR FIXED (WIFI AND ETHERNET) INTERNET CONNECTIONS (IN MBPS)



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SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE



MOBILE
PHONES



43.86%

YEAR-ON-YEAR CHANGE

-17.2%

-911 BPS

LAPTOP AND
DESKTOP COMPUTERS



53.93%

YEAR-ON-YEAR CHANGE

+21.1%

+940 BPS

TABLET
DEVICES



2.17%

YEAR-ON-YEAR CHANGE

-11.4%

-28 BPS

OTHER
DEVICES



0.05%

YEAR-ON-YEAR CHANGE

0%

[UNCHANGED]



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN AUG 2025. 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. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. WHERE VALUES SHOW AS "+▲", THE GROWTH VALUE DOES NOT FIT IN THE AVAILABLE SPACE. THIS IS TYPICALLY DUE TO CALCULATIONS INVOLVING GROWTH FROM A STARTING POINT OF ZERO OR NEAR ZERO.

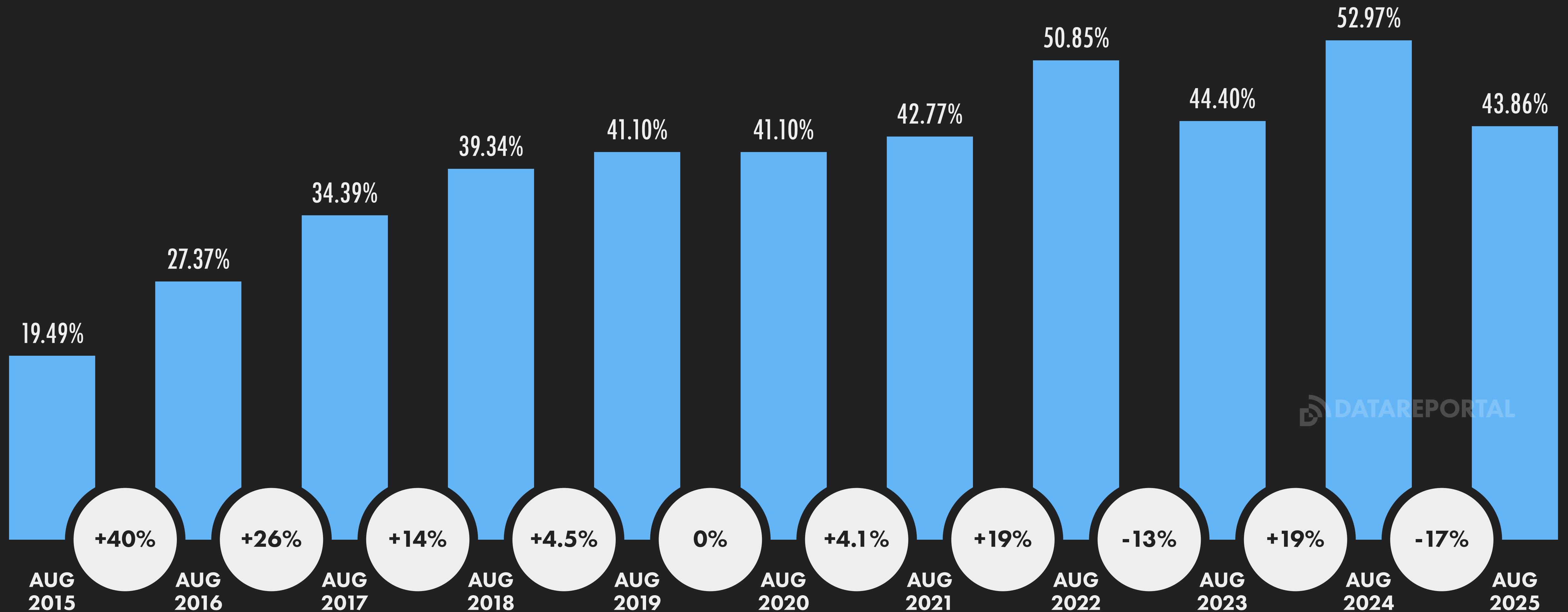
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MOBILE'S SHARE OF WEB TRAFFIC (YOY)

SHARE OF **TOTAL WEB TRAFFIC** (PERCENTAGE OF WEB PAGE REQUESTS) ORIGINATING FROM WEB BROWSERS RUNNING ON **MOBILE PHONES**



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN AUG 2025



GERMANY

ANDROID



66.43%

IOS

32.54%

0.99% SAMSUNG

0.02% LINUX

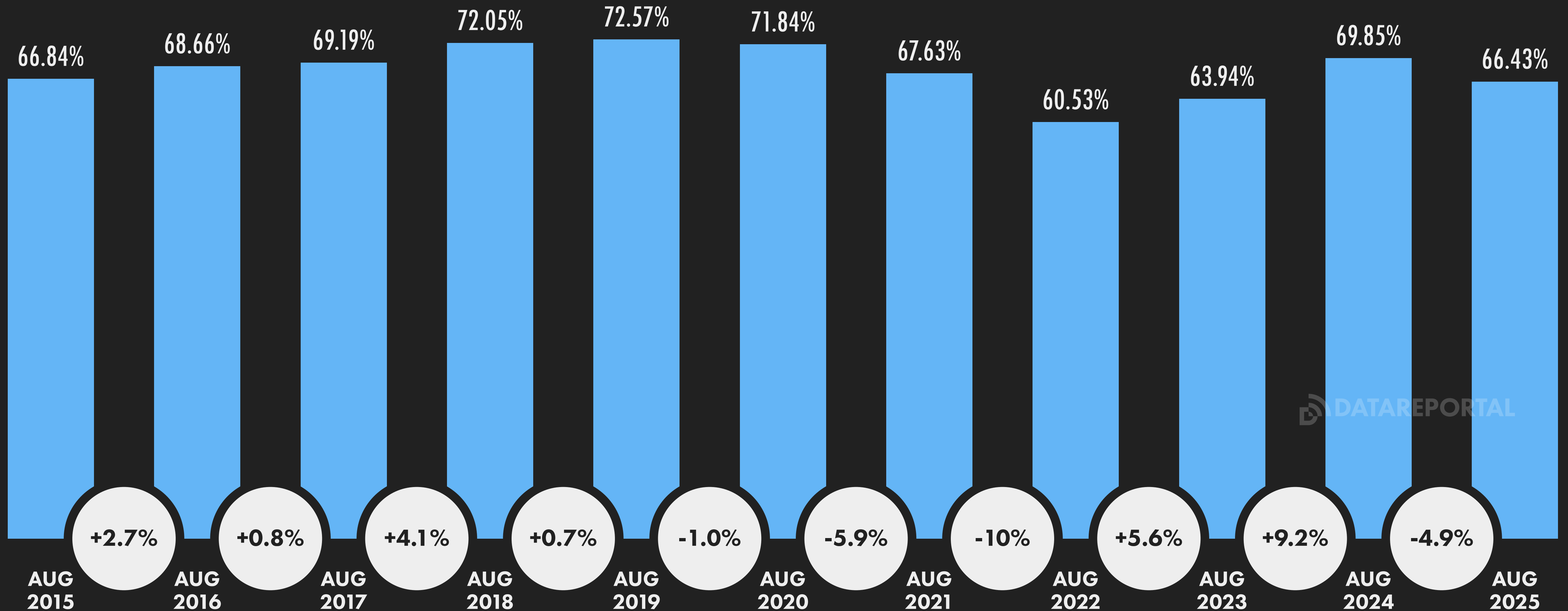
0.01% WINDOWS PHONE

0.01% OTHERS

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ANDROID'S SHARE OF MOBILE WEB TRAFFIC (YOY)

WEB PAGE REQUESTS ORIGINATING FROM **ANDROID** PHONES AS A PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM ALL MOBILE PHONES



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES REQUESTED BY WEB BROWSERS RUNNING ON ANDROID PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES REQUESTED BY WEB BROWSERS RUNNING ON ANY MOBILE PHONE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

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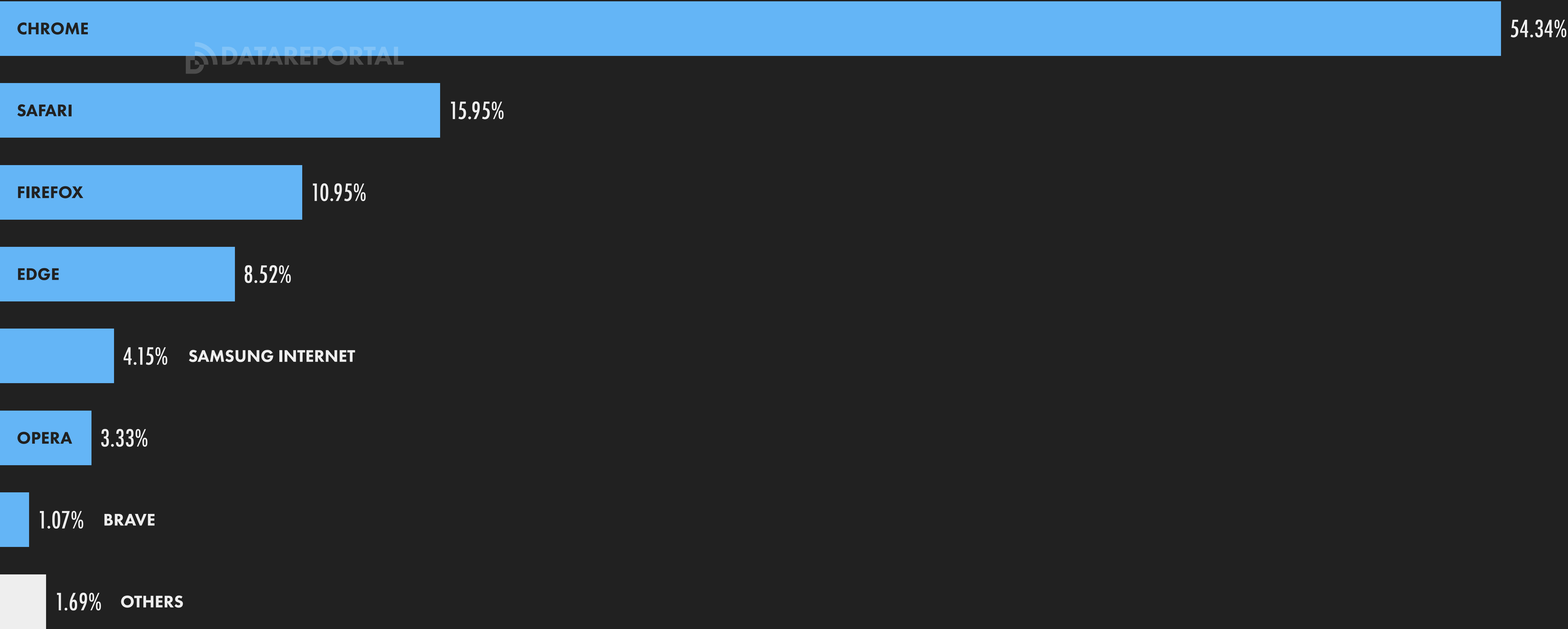
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SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE



GERMANY



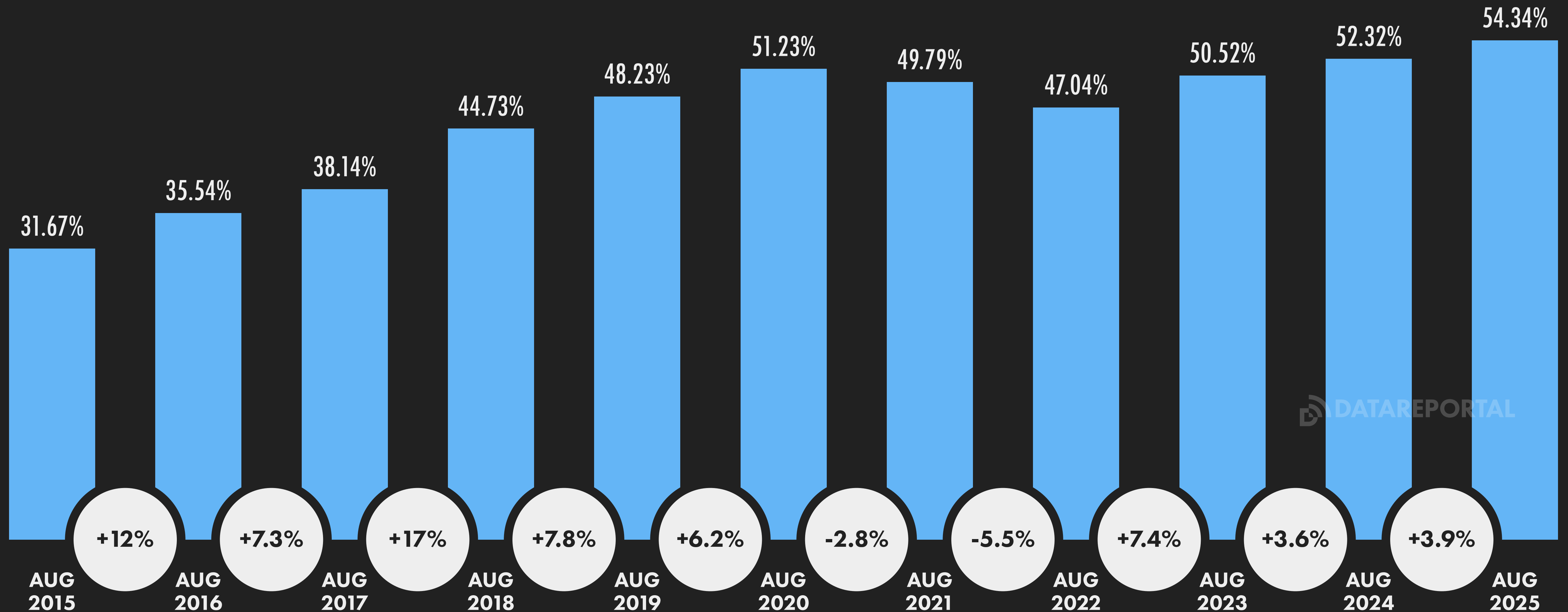
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GOOGLE CHROME'S SHARE OF WEB TRAFFIC (YOY)

NUMBER OF WEB PAGES SERVED TO **GOOGLE CHROME** AS A PERCENTAGE OF ALL WEB PAGES SERVED TO WEB BROWSERS (ANY DEVICE)



GERMANY



DATA REPORTAL

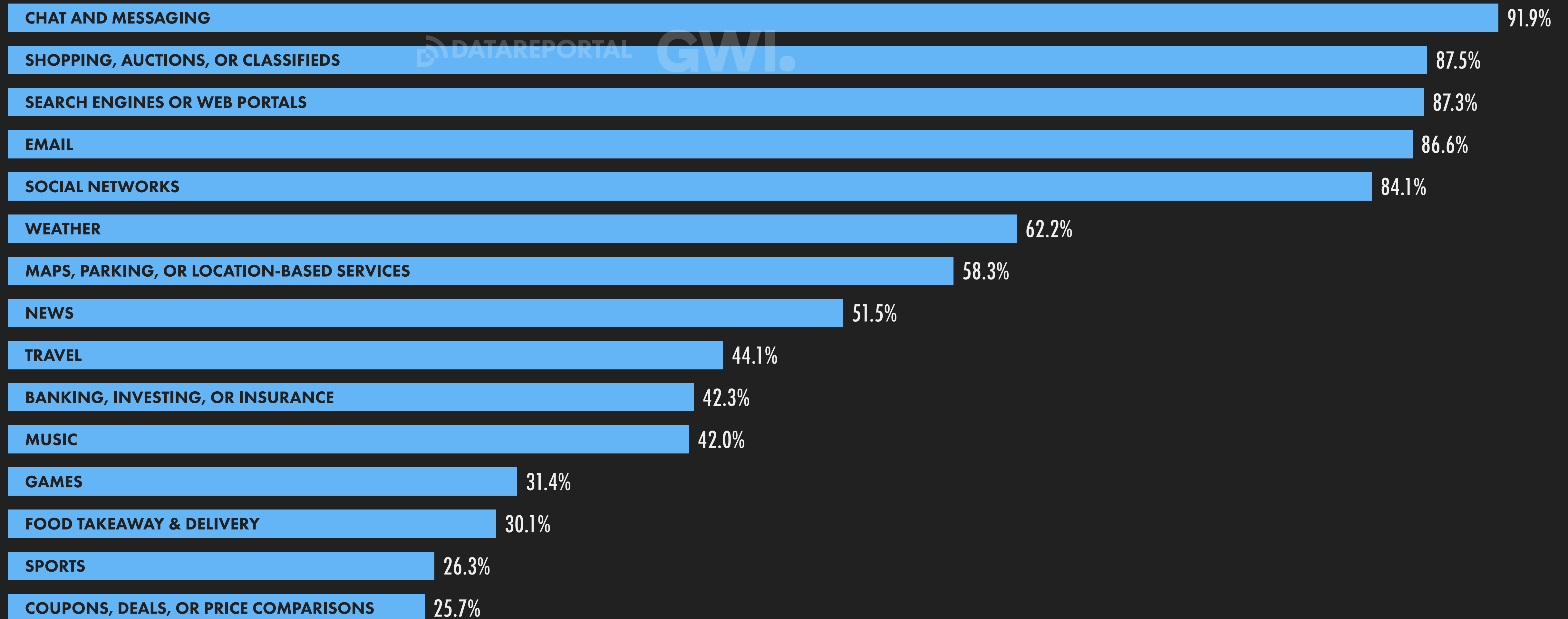
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TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH



GERMANY



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TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2025



GERMANY

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	2.36 B	81.6 M	8M 30S	8.71
02	YOUTUBE.COM	1.07 B	67.5 M	18M 06S	11.83
03	AMAZON.DE	332 M	51.7 M	6M 17S	9.13
04	FACEBOOK.COM	309 M	33.7 M	8M 45S	9.03
05	CHATGPT.COM	192 M	15.1 M	6M 26S	3.42
06	INSTAGRAM.COM	189 M	40.9 M	5M 45S	9.67
07	BILD.DE	167 M	17.5 M	4M 56S	3.36
08	WIKIPEDIA.ORG	156 M	28.8 M	3M 36S	3.40
09	T-ONLINE.DE	146 M	19.0 M	7M 31S	5.45
10	GOOGLE.DE	143 M	16.5 M	6M 15S	16.05

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	BING.COM	134 M	7.20 M	6M 39S	5.18
12	N-TV.DE	123 M	15.9 M	4M 00S	2.96
13	XHAMSTER.DESI	119 M	28.5 M	11M 41S	8.61
14	REDDIT.COM	112 M	17.5 M	6M 21S	4.85
15	KLEINANZEIGEN.DE	105 M	27.8 M	7M 07S	8.87
16	X.COM	105 M	13.9 M	11M 07S	9.12
17	EBAY.DE	104 M	20.5 M	7M 23S	7.61
18	TWITCH.TV	101 M	5.96 M	7M 43S	4.06
19	WEATHER.COM	100 M	21.9 M	0M 55S	1.57
20	WEB.DE	91.1 M	10.4 M	5M 51S	7.13

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2025. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

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TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC IN AUGUST 2025



GERMANY

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	3.62B	207M	12M 45S	5.02
02	YOUTUBE.COM	1.72B	115M	21M 29S	8.47
03	AMAZON.DE	356M	72.4M	10M 00S	6.55
04	WIKIPEDIA.ORG	276M	60.5M	9M 03S	2.77
05	FACEBOOK.COM	261M	52.9M	15M 28S	6.38
06	CHATGPT.COM	223M	29.4M	10M 46S	3.23
07	INSTAGRAM.COM	184M	47.5M	11M 33S	8.29
08	REDDIT.COM	178M	43.5M	11M 39S	2.96
09	DUCKDUCKGO.COM	164M	9.16M	10M 46S	2.59
10	GOOGLE.DE	152M	21.4M	13M 04S	7.82

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	WEATHER.COM	130M	36.3M	2M 11S	1.43
12	KLEINANZEIGEN.DE	128M	32.1M	11M 31S	7.81
13	BILD.DE	123M	17.1M	7M 17S	3.99
14	ANIWORLD.TO	106M	8.20M	27M 28S	5.53
15	TWITCH.TV	103M	10.0M	10M 50S	3.68
16	YAHOO.COM	102M	24.5M	7M 51S	3.35
17	PAYPAL.COM	101M	41.9M	3M 00S	3.85
18	PORNHUB.COM	95.0M	19.5M	9M 58S	9.39
19	DHL.DE	94.8M	26.3M	7M 59S	1.90
20	EBAY.DE	90.9M	26.8M	10M 49S	5.79

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES IN AUGUST 2025. **NOTE:** VALUES IN THE “UNIQUE VISITORS” COLUMN REPRESENT THE NUMBER OF DISTINCT ‘IDENTITIES’ ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN “B” ARE IN BILLIONS; FIGURES ENDING IN “M” ARE IN MILLIONS; FIGURES ENDING IN “K” ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD **AVOID VISITING UNKNOWN DOMAINS**. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES.

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ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY



USE A SEARCH ENGINE (E.G. GOOGLE, DUCKDUCKGO, YAHOO!, BING) EACH MONTH



GWl.

87.3%

USE CHATGPT EACH MONTH (ANY DEVICE; MOBILE APP OR WEBSITE)



26.1%

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) EACH WEEK



GWl.

21.1%

VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT PRODUCTS AND BRANDS



29.2%

USE IMAGE SEARCH (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH



13.7%

SCAN A QR CODE USING A MOBILE PHONE EACH MONTH



GWl.

42.5%

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK



32.8%

USE ONLINE MAPS, PARKING APPS, OR LOCATION-BASED SERVICES EACH MONTH



58.3%

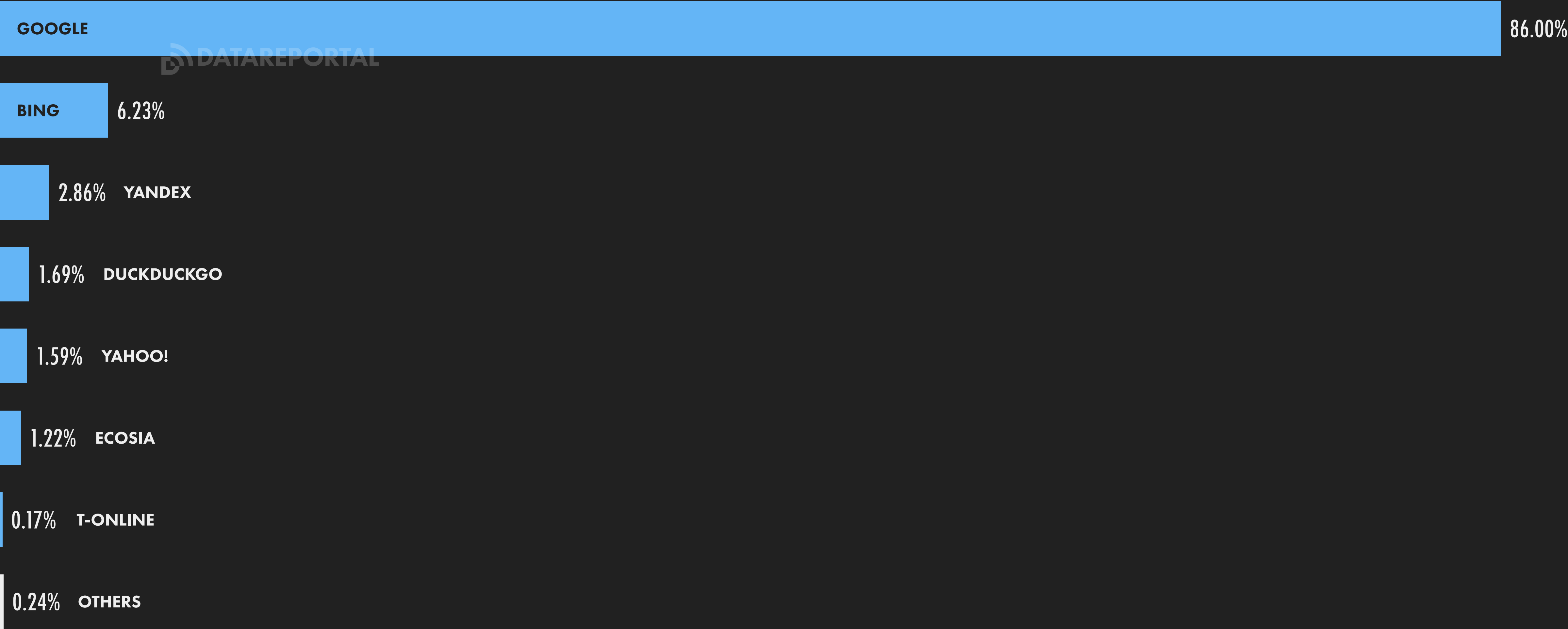
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SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE



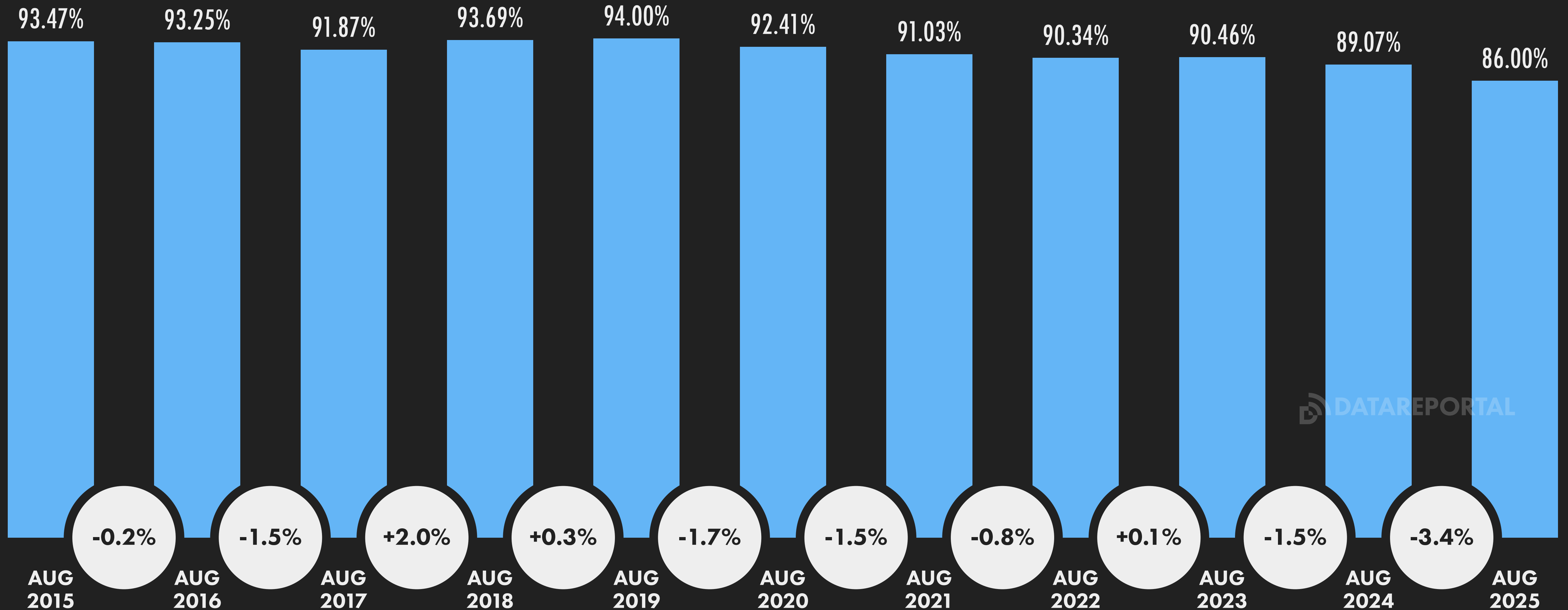
GERMANY



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GOOGLE'S SHARE OF SEARCH REFERRALS (YOY)

WEB TRAFFIC REFERRED BY **GOOGLE** AS A PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES (ANY DEVICE)



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO GOOGLE'S CHROME BROWSER COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

OCT
2025

TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JULY 2024 AND 30 JUNE 2025



#	SEARCH QUERY	INDEX vs. TOP QUERY
01	WETTER	100
02	GOOGLE	48
03	AMAZON	36
04	YOUTUBE	34
05	MAPS	29
06	BILD	28
07	ÜBERSETZER	23
08	EBAY	18
09	BUNDESLIGA	18
10	NEWS	17

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	IKEA	15
12	KLEINANZEIGEN	15
13	DHL	13
14	FACEBOOK	13
15	ALDI	11
16	NACHRICHTEN	11
17	WETTER MORGEN	11
18	INSTAGRAM	11
19	DM	11
20	MAPS GOOGLE	11

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JULY 2024 AND 30 JUNE 2025. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN “AS IS”, TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE “INDEX vs. TOP QUERY” COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

OCT
2025

SHARE OF AI WEB TRAFFIC REFERRALS

WEB TRAFFIC REFERRED BY EACH LLM PLATFORM AS A PERCENTAGE OF TOTAL REFERRAL TRAFFIC FROM A LIMITED SELECTION OF TOP LLM PLATFORMS



GERMANY

CHATGPT



84.22%

6.77% PERPLEXITY

6.59% MICROSOFT COPILOT

1.48% GOOGLE GEMINI

0.75% CLAUDE

0.20% DEEPSEEK

OCT
2025

USE OF DIGITAL COMMUNICATION SERVICES

PERCENTAGE OF **INTERNET USERS AGED 16+** WHO USE OR VISIT EACH KIND OF DIGITAL COMMUNICATION SERVICE EACH MONTH



SOCIAL NETWORKS



84.1%

CHAT APPS AND MESSENGERS



91.9%

EMAIL



86.6%

MOBILE VIDEO CALLING



25.4%

GWl.



GWl.



ONLINE SHOPPING

OCT
2025

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE



ACCOUNT WITH A
FINANCIAL INSTITUTION



98.3%

FEMALE
98.9%

MALE
97.7%

CREDIT CARD
OWNERSHIP



56.5%

FEMALE
60.9%

MALE
51.9%

DEBIT CARD
OWNERSHIP



94.8%

FEMALE
97.7%

MALE
91.6%

MADE A DIGITAL
PAYMENT (PAST YEAR)



99.4%

FEMALE
99.3%

MALE
99.4%

USED A MOBILE PHONE OR THE INTERNET
TO BUY SOMETHING ONLINE (PAST YEAR)



59.6%

FEMALE
61.7%

MALE
57.4%

USED A MOBILE PHONE OR THE
INTERNET TO PAY BILLS (PAST YEAR)



57.4%

FEMALE
58.2%

MALE
56.6%

OCT
2025

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF **INTERNET USERS AGED 16+** WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK



PURCHASE PRODUCTS
OR SERVICES ONLINE



GW.

40.8%

ORDER GROCERIES
VIA ONLINE STORES



15.2%

BUY SECOND-HAND
ITEMS VIA ONLINE STORES



GW.

11.5%

USE ONLINE PRICE
COMPARISON SERVICES



35.0%

USE BUY NOW,
PAY LATER SERVICES



12.8%

OCT
2025

OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)



NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA ONLINE
CHANNELS IN 2025



57.3
MILLION

YEAR-ON-YEAR CHANGE
+5.5% (+3.0 MILLION)

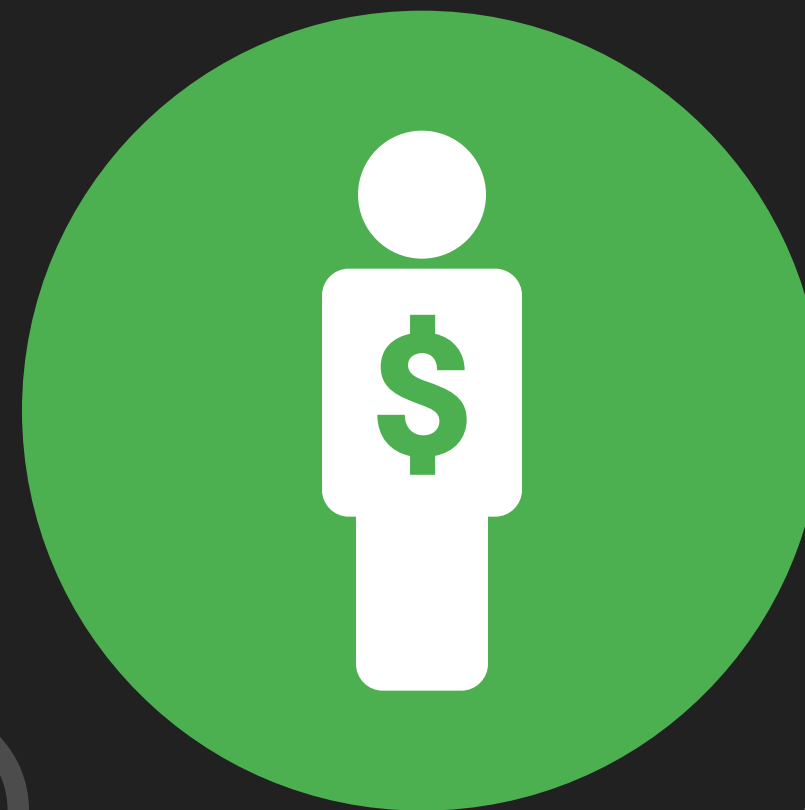
ESTIMATED TOTAL
ANNUAL SPEND ON
ONLINE CONSUMER GOODS
PURCHASES (USD, 2025)



\$105
BILLION

YEAR-ON-YEAR CHANGE
+13.3% (+\$12 BILLION)

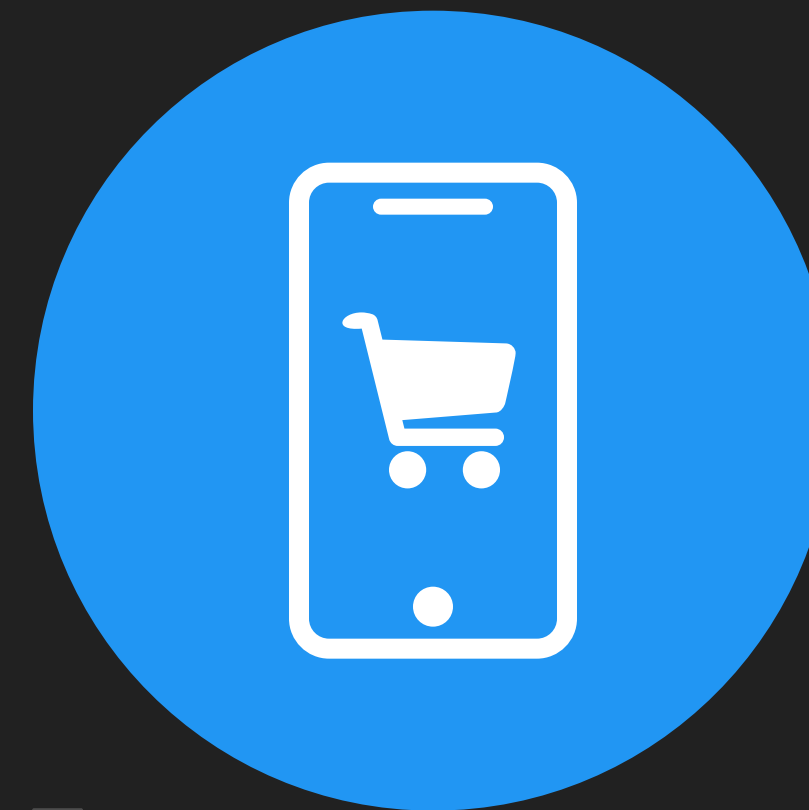
AVERAGE ANNUAL
REVENUE PER CONSUMER
GOODS ECOMMERCE
SHOPPER (USD, 2025)



\$1,836

YEAR-ON-YEAR CHANGE
+7.4% (+\$126)

SHARE OF 2025 CONSUMER
GOODS ECOMMERCE SPEND
ATTRIBUTABLE TO PURCHASES
MADE VIA MOBILE PHONES



46.1%

YEAR-ON-YEAR CHANGE
+0.9% (+40 BPS)

2025 ONLINE PURCHASES vs.
TOTAL CONSUMER GOODS
PURCHASE VALUE ACROSS
ALL RETAIL CHANNELS



23.4%

YEAR-ON-YEAR CHANGE
+9.3% (+200 BPS)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "CONSUMER GOODS" INCLUDE: BEAUTY & PERSONAL CARE; BEVERAGES; DIY & HARDWARE STORE; ELECTRONICS; EYEWEAR; FASHION; FOOD; FURNITURE; HOUSEHOLD ESSENTIALS; PHYSICAL MEDIA; OTC PHARMACEUTICALS; TOBACCO PRODUCTS; TOYS & HOBBY. FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE **RELATIVE**. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE **ABSOLUTE** CHANGE. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

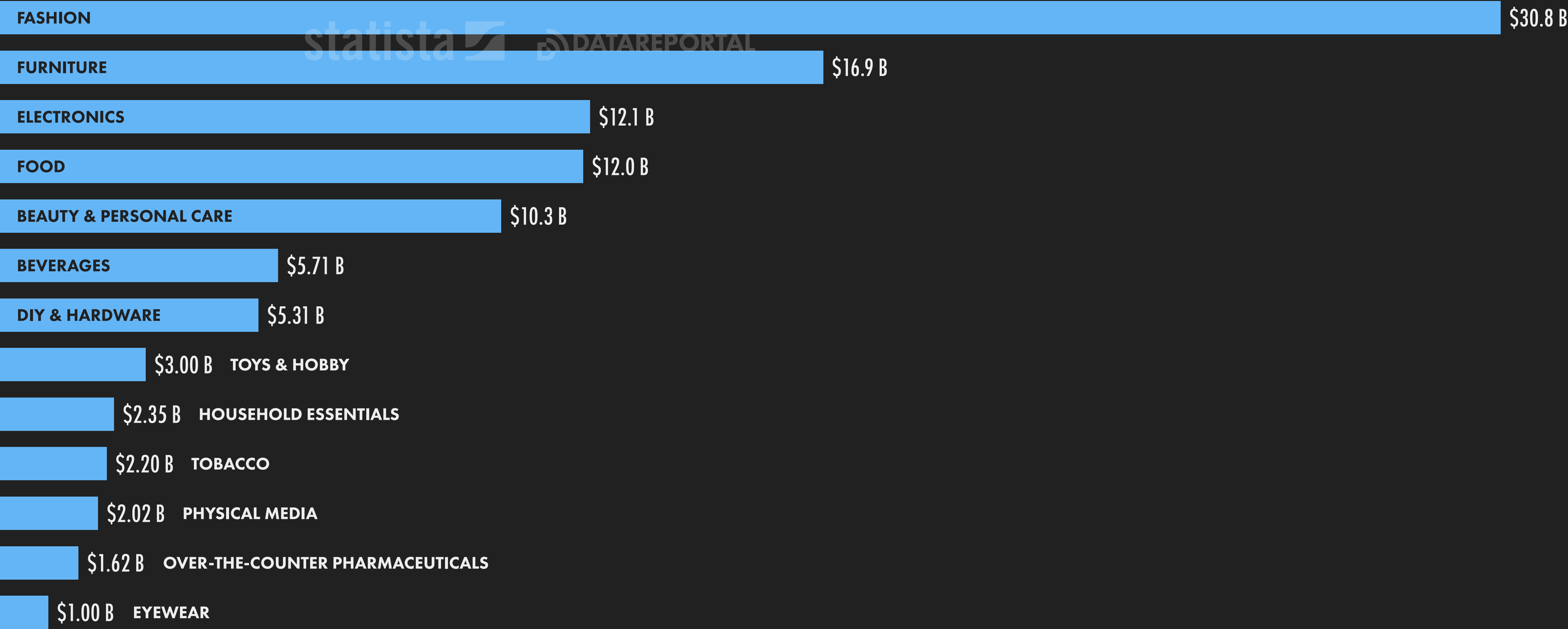
OCT
2025

ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2025)



GERMANY



OCT
2025

PAYMENT METHODS USED FOR ECOMMERCE

SHARE OF 2024 B2C ECOMMERCE TRANSACTION VALUE ATTRIBUTABLE TO EACH TYPE OF PAYMENT METHOD



MOBILE AND
DIGITAL WALLETS



35%

DEBIT AND
CREDIT CARDS



16%

ACCOUNT-TO-ACCOUNT
TRANSFERS (A2A)



26%

"BUY NOW, PAY
LATER" SERVICES



20%

OTHER PAYMENT
METHODS



3%



OCT
2025

ONLINE PURCHASE DRIVERS

PERCENTAGE OF **INTERNET USERS AGED 16+** WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



GERMANY

DATA REPORTAL GWI.

FREE DELIVERY

61.6%

COUPONS AND DISCOUNTS

43.5%

EASY RETURNS POLICY

39.4%

CUSTOMER REVIEWS

30.3%

SIMPLE ONLINE CHECKOUT

28.6%

NEXT-DAY DELIVERY

26.3%

LOYALTY POINTS

23.5%

GUEST CHECKOUT

22.8%

ECO-FRIENDLY CREDENTIALS

18.7%

INTEREST-FREE PAYMENTS

14.8%

SOCIAL LIKES & COMMENTS

12.5%

9.1%

EXCLUSIVE CONTENT OR SERVICES

CLICK AND COLLECT

8.7%

6.5%

INFLUENCER RECOMMENDATIONS

5.1%

SOCIAL BUY BUTTONS

OCT
2025

TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JULY 2024 AND 30 JUNE 2025



#	SEARCH QUERY	INDEX vs. TOP QUERY
01	HERREN	100
02	SNEAKER	25
03	ZUBEHÖR	22
04	AMAZON	19
05	PULLOVER	17
06	SALE	15
07	ADVENTSKALENDER	9
08	100 ML	6
09	TEMU	5
10	50 ML	5

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	IPHONE 14	5
12	EBAY	5
13	SMARTWATCH	4
14	WISO STEUER	4
15	STEPPJACKE	4
16	ADVENTSKALENDER 2024	4
17	OTTO	4
18	KAFFEEVOLLAUTOMAT	4
19	30 ML	4
20	NEUHEITEN	2

SOURCE: GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JULY 2024 AND 30 JUNE 2025. **NOTES:** ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN “AS IS”, TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE “INDEX vs. TOP QUERY” COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

OCT
2025

ONLINE GROCERY SHOPPING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE GROCERY ORDERING AND DELIVERY SERVICES



NUMBER OF PEOPLE
ORDERING GROCERIES
VIA ONLINE PLATFORMS



25.7
MILLION

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF PEOPLE
BUYING GROCERIES ONLINE



+6.2%
+1.50 MILLION

ESTIMATED TOTAL ANNUAL
VALUE OF ONLINE GROCERY
ORDERS (USD, 2025)



\$10.9
BILLION

YEAR-ON-YEAR CHANGE
IN MARKET VALUE: ONLINE
GROCERY ORDERS



+19.3%
+\$1.76 BILLION

ESTIMATED AVERAGE ANNUAL
SPEND PER USER: ONLINE
GROCERY ORDERS (USD, 2025)



\$450

statista



statista



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** INCLUDES FOOD & BEVERAGES, PERSONAL CARE AND HOUSEHOLD ITEMS, QUICK COMMERCE, AND MEAL RECIPE KITS (E.G. HELLOFRESH). ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES, BUT INCLUDES "CLICK-AND-COLLECT" ORDERS WHERE ITEMS ARE PURCHASED ONLINE BUT PICKED UP BY THE BUYER. FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025. FINANCIAL VALUES ARE IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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ONLINE TRAVEL AND TOURISM

ESTIMATED ANNUAL **ONLINE** SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2025)



GERMANY

FLIGHTS



**\$21.2
BILLION**

YEAR-ON-YEAR CHANGE
+5.6% (+\$1.1 BILLION)

statista

TRAINS



**\$4.24
BILLION**

YEAR-ON-YEAR CHANGE
+2.4% (+\$101 MILLION)



CAR RENTALS



**\$2.88
BILLION**

YEAR-ON-YEAR CHANGE
+3.8% (+\$107 MILLION)

statista

LONG-DISTANCE BUSES



**\$703
MILLION**

YEAR-ON-YEAR CHANGE
+2.6% (+\$18 MILLION)

HOTELS



**\$14.3
BILLION**

YEAR-ON-YEAR CHANGE
+4.8% (+\$660 MILLION)



PACKAGE HOLIDAYS



**\$37.2
BILLION**

YEAR-ON-YEAR CHANGE
+5.7% (+\$2.0 BILLION)

statista

VACATION RENTALS



**\$3.37
BILLION**

YEAR-ON-YEAR CHANGE
+4.7% (+\$152 MILLION)



CRUISES



**\$1.05
BILLION**

YEAR-ON-YEAR CHANGE
+8.1% (+\$78 MILLION)



DIGITAL FINANCE

OCT
2025

USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF **INTERNET USERS AGED 16+** WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE



GERMANY

USE A BANKING, INVESTMENT,
OR INSURANCE WEBSITE OR
MOBILE APP EACH MONTH



42.3%

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



27.3%

OWN ANY FORM
OF CRYPTOCURRENCY
(E.G. BITCOIN, ETHER)



8.8%

GWJ.



OCT
2025

OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS



NUMBER OF
USERS MAKING
DIGITAL PAYMENTS



statista

85.8
MILLION

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF USERS
MAKING DIGITAL PAYMENTS



statista

+6.8%
+5.43 MILLION

ESTIMATED ANNUAL
VALUE OF DIGITAL PAYMENT
TRANSACTIONS (USD, 2025)



statista

\$269
BILLION

YEAR-ON-YEAR CHANGE
IN THE VALUE OF DIGITAL
PAYMENT TRANSACTIONS



+20.5%
+\$45.8 BILLION

AVERAGE ANNUAL VALUE
OF DIGITAL PAYMENTS
PER USER (USD, 2025 EST.)



\$3,140



ONLINE HEALTH & FITNESS

OCT
2025

DIGITAL HEALTH, FITNESS, AND WELLBEING

PERCENTAGE OF **INTERNET USERS AGED 16+** THAT MAKE USE OF CONNECTED HEALTH, FITNESS, AND WELLBEING DEVICES AND SERVICES



USE A DIGITAL HEALTH
OR FITNESS WEBSITE OR
MOBILE APP **EACH MONTH**



GWI.

24.5%

CHECK HEALTH
SYMPTOMS ONLINE
EACH WEEK



28.1%

USE ONLINE RESOURCES
TO IDENTIFY TREATMENTS
FOR EVERYDAY AILMENTS



GWI.

72.3%

OWN A
SMARTWATCH
(E.G. APPLE WATCH)



28.9%

OWN A SMART
WRISTBAND
(E.G. FITBIT)



10.9%



ENTERTAINMENT

OCT
2025

TV CONSUMPTION AND STREAMING

EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16+



GERMANY

PERCENTAGE OF INTERNET
USERS WHO WATCH **ANY** KIND
OF TV CONTENT **EACH WEEK**



82.7%



PERCENTAGE OF INTERNET USERS WHO
WATCH **LINEAR** TV CONTENT **EACH WEEK**
(E.G. BROADCAST OR CABLE TV CHANNELS)



64.9%

GW.

PERCENTAGE OF INTERNET USERS WHO
WATCH **STREAMING** TV CONTENT **EACH WEEK**
(E.G. NETFLIX, DISNEY+, AMAZON PRIME VIDEO)



62.8%

AVERAGE TOTAL **WEEKLY** TIME
SPENT WATCHING **ANY** KIND
OF TELEVISION CONTENT



13H 40M

GW.

AVERAGE **WEEKLY** TIME SPENT WATCHING
LINEAR TELEVISION CONTENT (E.G.
BROADCAST OR CABLE TV CHANNELS)



7H 03M

SHARE OF TOTAL: 51.6%



AVERAGE **WEEKLY** TIME SPENT WATCHING
STREAMING TELEVISION CONTENT
(E.G. NETFLIX, DISNEY+, PRIME VIDEO)



6H 37M

SHARE OF TOTAL: 48.4%

SOURCE: GWI (Q2 2025). **NOTE:** VALUES BASED ON WEEKLY TIME SPENT CONSUMING EACH TYPE OF TELEVISION CONTENT. **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE **WEEKLY** TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH TYPE OF TELEVISION CONTENT, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT **MONTHLY** BEHAVIOURS, OR THE DECLARED USE OF SPECIFIC MEDIA OR DEVICES. WHERE MISMATCHES OCCUR, PLEASE REFER TO THE RESPECTIVE CHARTS' SUBTITLES AND FOOTNOTES, PAYING CLOSE ATTENTION TO STATED TIME PERIODS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

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MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX BETWEEN 01 JULY AND 20 SEPTEMBER 2025



MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	KPOP DEMON HUNTERS	100
02	MY OXFORD YEAR	29.3
03	FALL FOR ME	27.0
04	BRICK	26.5
05	HAPPY GILMORE 2	25.5
06	WOODWALKERS	25.0
07	THE THURSDAY MURDER CLUB	24.5
08	THE OLD GUARD 2	22.4
09	KRAVEN THE HUNTER	20.4
10	THE COMMUTER	20.1

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	WEDNESDAY	100
02	UNTAMED	97.3
03	SQUID GAME	77.1
04	THE SANDMAN	58.6
05	HOSTAGE	44.8
06	MY LIFE WITH THE WALTER BOYS	40.4
07	AMY BRADLEY IS MISSING	37.2
08	UNSPEAKABLE SINS	33.8
09	KAULITZ & KAULITZ	33.1
10	TWO GRAVES	29.0

OCT
2025

MOST STREAMED CONTENT ON DISNEY+

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ BETWEEN 01 JULY AND 20 SEPTEMBER 2025



MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	SNOW WHITE	100
02	PIRATES OF THE CARIBBEAN: THE CURSE OF THE BLACK PEARL	88.4
03	THE AMATEUR	76.5
04	RATATOUILLE	53.1
05	CAPTAIN AMERICA: BRAVE NEW WORLD	44.0
06	THUNDERBOLTS*	41.0
07	PIRATES OF THE CARIBBEAN: DEAD MAN'S CHEST	40.0
08	LILO & STITCH	37.8
09	Z-O-M-B-I-E-S 4: DAWN OF THE VAMPIRES	37.3
10	SHIFTING GEARS	30.1

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	ALIEN: EARTH	100
02	IRONHEART	84.0
03	THE TWISTED TALE OF AMANDA KNOX	34.0
04	EYES OF WAKANDA	29.8
05	THE BEAR	17.4
06	ONLY MURDERS IN THE BUILDING	9.2
07	LIMITLESS WITH CHRIS HEMSWORTH	5.7
08	CALL MY AGENT BERLIN	5.7
09	WASHINGTON BLACK	3.9
10	KING OF THE HILL	1.1

SOURCE: FLIXPATROL. SEE FLIXPATROL.COM. NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY BETWEEN 01 JULY AND 20 SEPTEMBER 2025. "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

OCT
2025

MOST STREAMED CONTENT ON AMAZON PRIME

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO BETWEEN 01 JULY AND 20 SEPTEMBER 2025



MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	HEADS OF STATE	100
02	CULT KILLER	63.2
03	THE CONVERT	61.0
04	THE BEEKEEPER	57.6
05	RUTHLESS	57.0
06	THE PICKUP	56.3
07	FORCE OF NATURE: THE DRY 2	48.6
08	THE MAP THAT LEADS TO YOU	48.3
09	MEG 2: THE TRENCH	44.9
10	OLD GUY	42.7

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	THE SUMMER I TURNED PRETTY	100
02	COUNTDOWN	84.3
03	WE WERE LIARS	64.9
04	BALLARD	58.8
05	LOL: LAST ONE LAUGHING	35.4
06	REACHER	35.1
07	BUTTERFLY	30.8
08	MAXTON HALL - THE WORLD BETWEEN US	28.1
09	THE BETTER SISTER	24.6
10	THE TERMINAL LIST: DARK WOLF	22.6

OCT
2025

TYPES OF ONLINE VIDEO CONTENT WATCHED

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK



GERMANY

DATA REPORTAL GWI.

MUSIC VIDEO

32.5%

TUTORIAL OR HOW-TO VIDEO

23.0%

COMEDY, MEME, OR VIRAL VIDEO

21.7%

VIDEO LIVESTREAM

14.8%

GAMING VIDEO

14.7%

EDUCATIONAL VIDEO

14.0%

PRODUCT REVIEW VIDEO

14.0%

INFLUENCER VIDEOS AND VLOGS

13.6%

SPORTS CLIP OR HIGHLIGHTS VIDEO

10.1%

6.4%

SPORTS MATCH OR COMMENTARY

OCT
2025

ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK



WATCH OR LISTEN TO
ONLINE MUSIC VIDEOS



GW.

32.5%

LISTEN TO MUSIC
STREAMING SERVICES



59.3%

LISTEN TO
PODCASTS



GW.

34.5%

LISTEN TO
AUDIO BOOKS



16.1%

OCT
2025

DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF **INTERNET USERS AGED 16+** WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE



GERMANY

ANY DEVICE

74.2%

SMARTPHONE

54.2%

LAPTOP OR DESKTOP

34.8%

GAMES CONSOLE

29.0%

TABLET

20.5%

SMART TV

7.7%

5.9%

HAND-HELD GAMING DEVICE

4.7%

MEDIA STREAMING DEVICE

3.4%

VIRTUAL REALITY HEADSET

OCT
2025

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH



GERMANY

DATA REPORTAL
GWI.

MOVIE OR TV STREAMING SERVICE

39.0%

MUSIC STREAMING SERVICE

29.2%

DIGITAL MOVIE (PURCHASE OR RENTAL)

9.7%

MOBILE GAME

8.4%

MUSIC DOWNLOAD

8.3%

IN-APP PURCHASE

8.0%

E-BOOK

7.6%

MOBILE APP

7.6%

NEWS SERVICE

6.6%

SOFTWARE PACKAGE

6.3%

4.8%

STUDY PROGRAM OR LEARNING MATERIALS

4.5%

PREMIUM WEB SERVICE

3.7%

SOCIAL MEDIA SUBSCRIPTION

3.5%

ONLINE MAGAZINE SUBSCRIPTION

2.4%

DATING SERVICE



SOCIAL MEDIA USE

OCT
2025

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL
MEDIA USER IDENTITIES



64.7
MILLION

QUARTER-ON-QUARTER CHANGE
IN SOCIAL MEDIA USER IDENTITIES



+0.9%
+600 THOUSAND

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA USER IDENTITIES



-1.2%
-800 THOUSAND

WEEKLY TIME SPENT USING
SOCIAL PLATFORMS (INC. VIDEO)



12H 23M

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH

GWI.



5.1
YOY: -8.9% (-0.5)

SOCIAL MEDIA
USER IDENTITIES vs.
TOTAL POPULATION



77.1%

SOCIAL MEDIA USER
IDENTITIES AGED 18+ vs.
POPULATION AGED 18+



82.8%

SOCIAL MEDIA USER
IDENTITIES vs. INDIVIDUALS
USING THE INTERNET



82.5%

FEMALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



49.9%

MALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



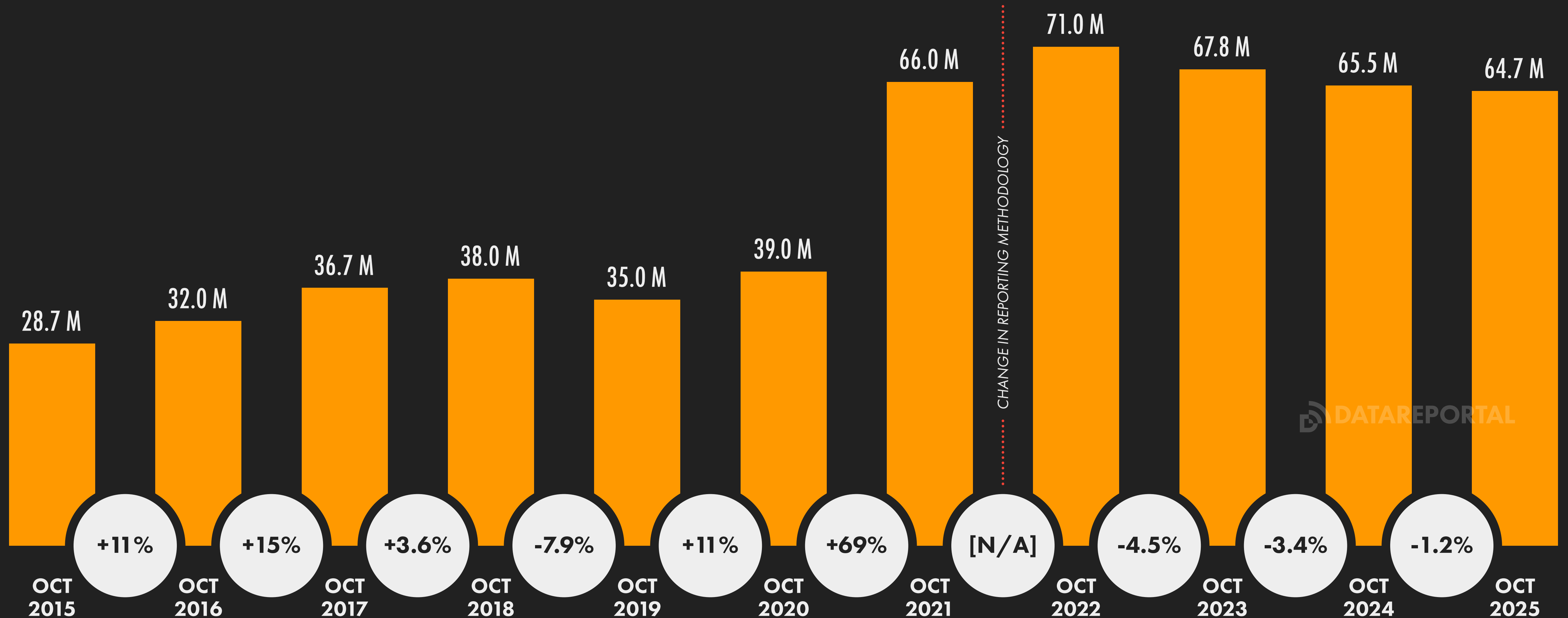
50.1%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q2 2025). **NOTES:** WHERE PRESENT, "[BASE REVISIONS]" INDICATES THAT VALUES FOR TRENDS OVER TIME ARE NOT REPRESENTATIVE OF CHANGES IN ACTUAL SOCIAL MEDIA USE. AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

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SOCIAL MEDIA USE OVER TIME (YOY)

NUMBER OF SOCIAL MEDIA USER IDENTITIES, AND ANNUAL RATE OF CHANGE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

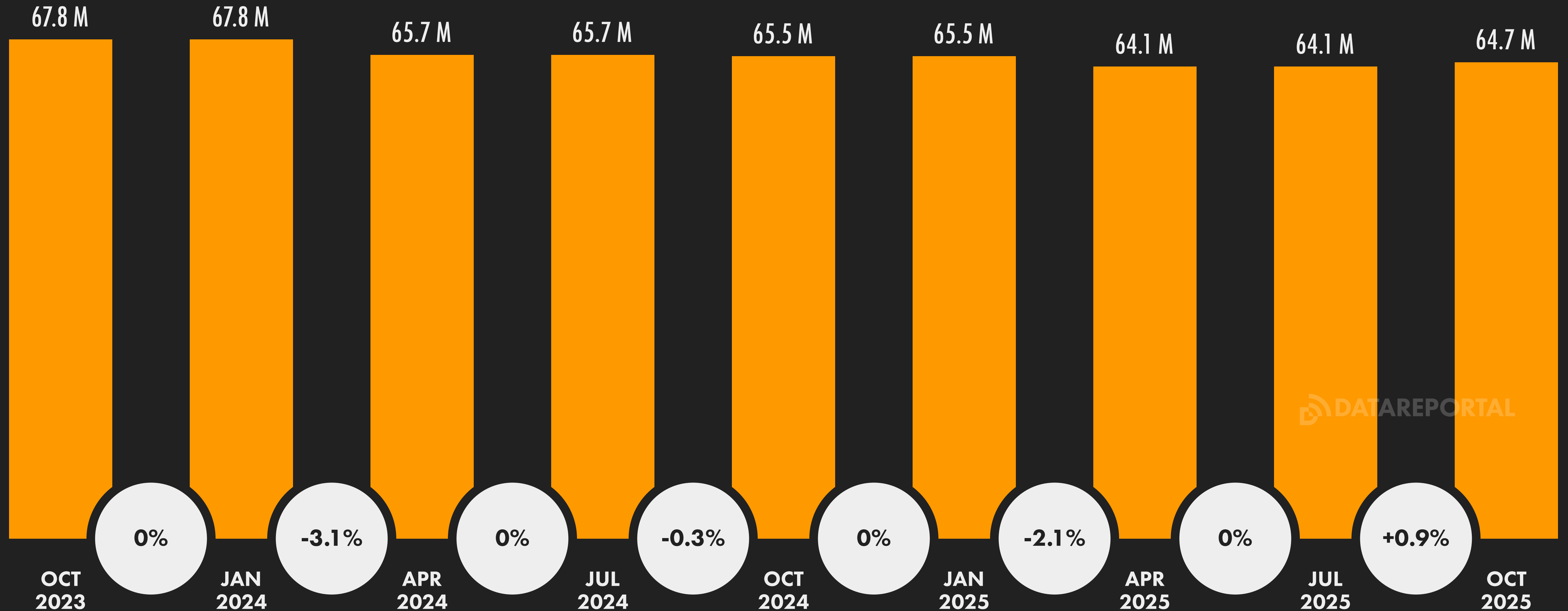


SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; ARAB SOCIAL MEDIA REPORT; TECHRASA; CAFEBAZAAR.
NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

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SOCIAL MEDIA USE OVER TIME (QOQ)

NUMBER OF SOCIAL MEDIA USER IDENTITIES, AND QUARTERLY RATE OF CHANGE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

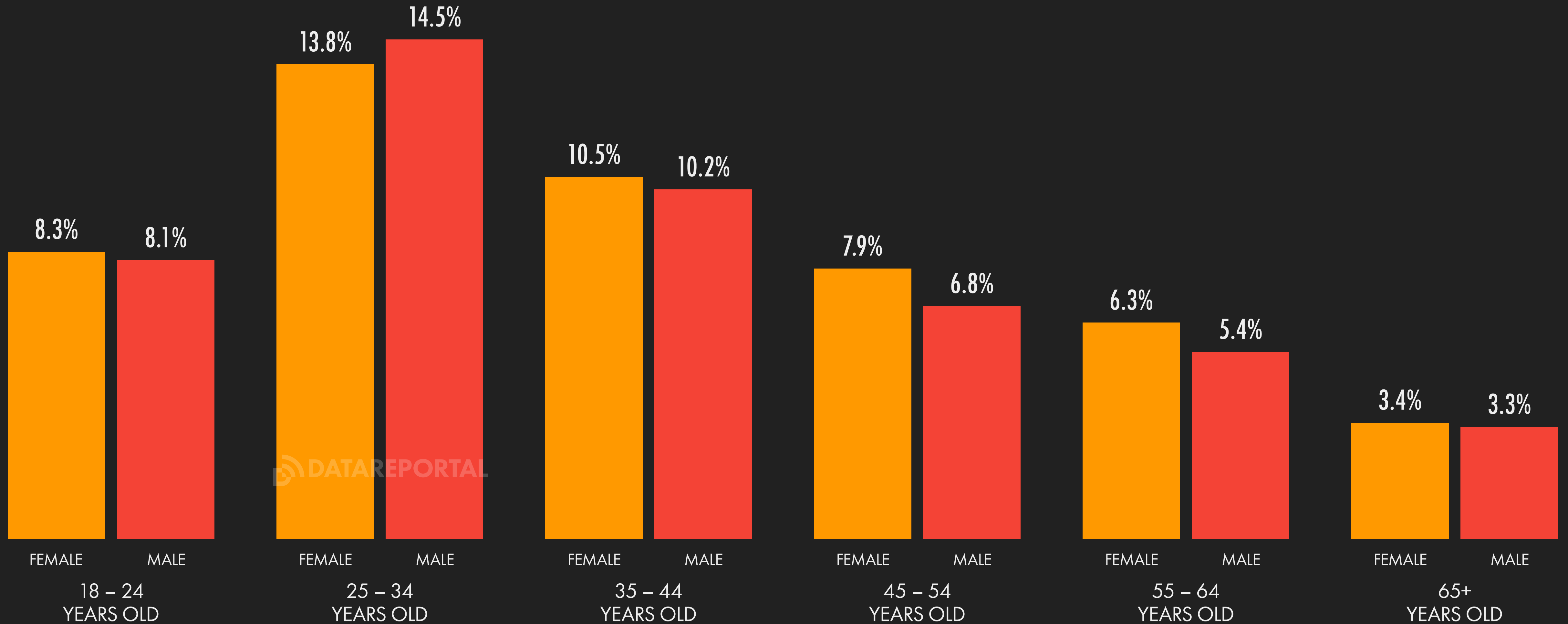


SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

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DEMOGRAPHIC PROFILE: META'S ADULT AUDIENCE

SHARE OF COMBINED, DEDUPLICATED AD REACH ACROSS FACEBOOK, INSTAGRAM, MESSENGER, AND THREADS, BY AGE AND GENDER



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).

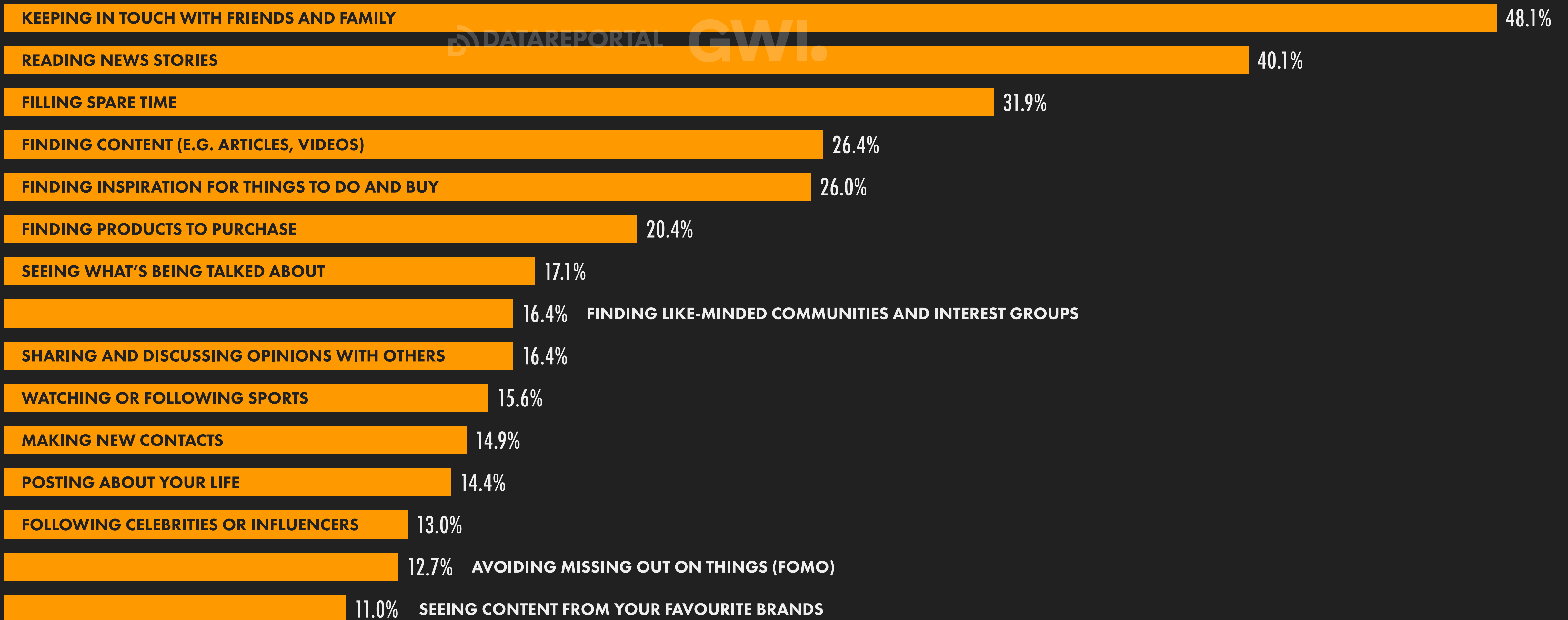
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MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS



GERMANY



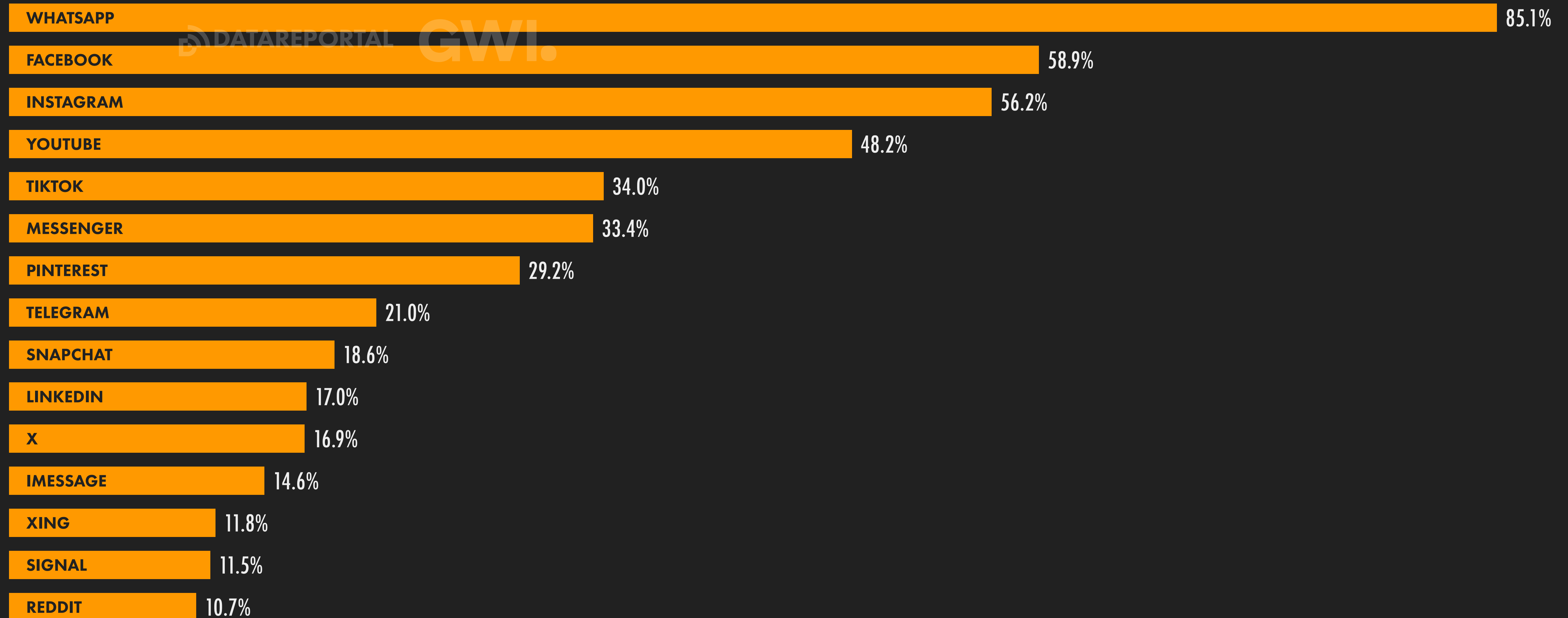
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SELF-DECLARED PLATFORM USE

PERCENTAGE OF **INTERNET USERS AGED 16+** WHO SAY THAT THEY USED THE RESPECTIVE PLATFORM AT LEAST ONCE WITHIN THE PAST MONTH



GERMANY



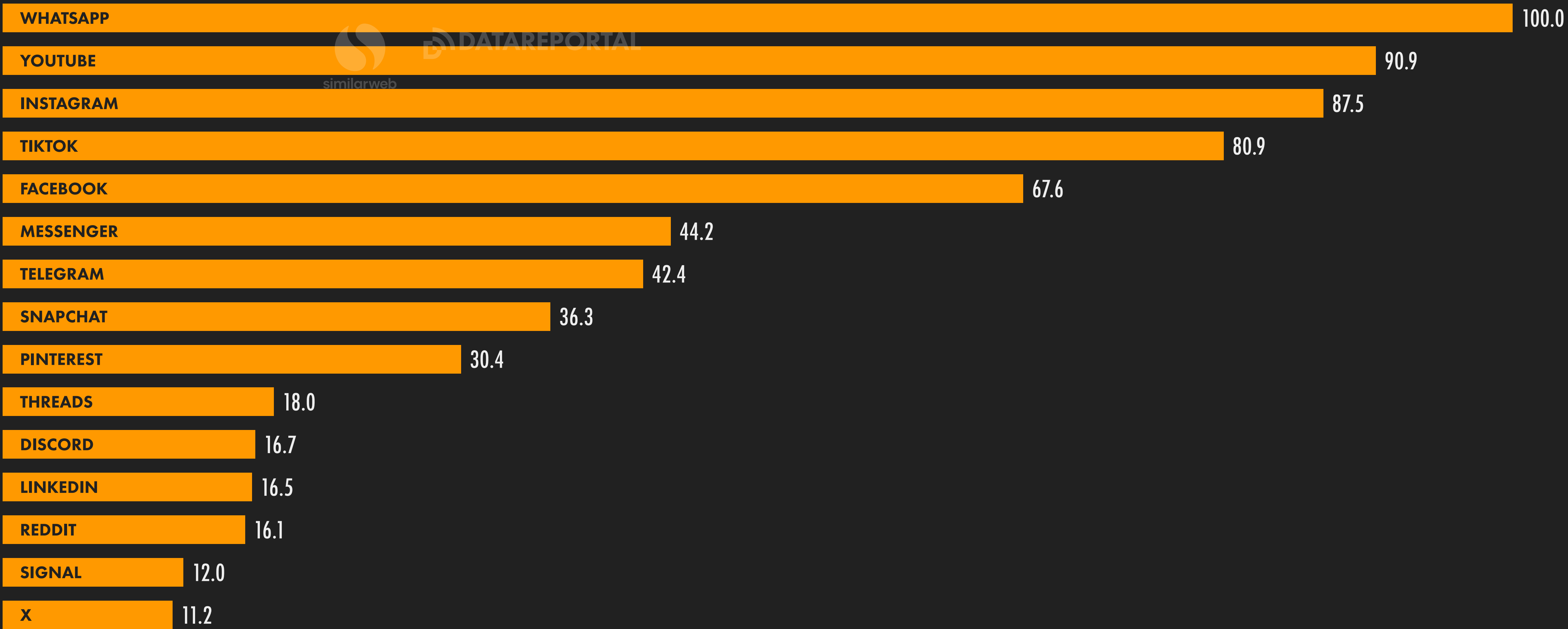
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SOCIAL MEDIA APPS: ACTIVE USER INDEX

INDEX OF THE NUMBER OF SMARTPHONE HANDSETS USING EACH PLATFORM'S MOBILE APP IN AUGUST 2025



GERMANY



SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** BASED ON A SELECTION OF APPS ONLY. FIGURES BASED ON THE NUMBER OF ANDROID PHONE AND IPHONE HANDSETS ON WHICH EACH PLATFORM'S MOBILE APP WAS OPENED IN AUGUST 2025. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). VALUES COMPARE EACH PLATFORM'S APP USERS WITH THE APP USERS OF THE MOST USED PLATFORM. **ADVISORY:** VALUES ARE BASED ON SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACCOUNTS. SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE ACCOUNTS. **COMPARABILITY:** SOURCE CHANGE. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

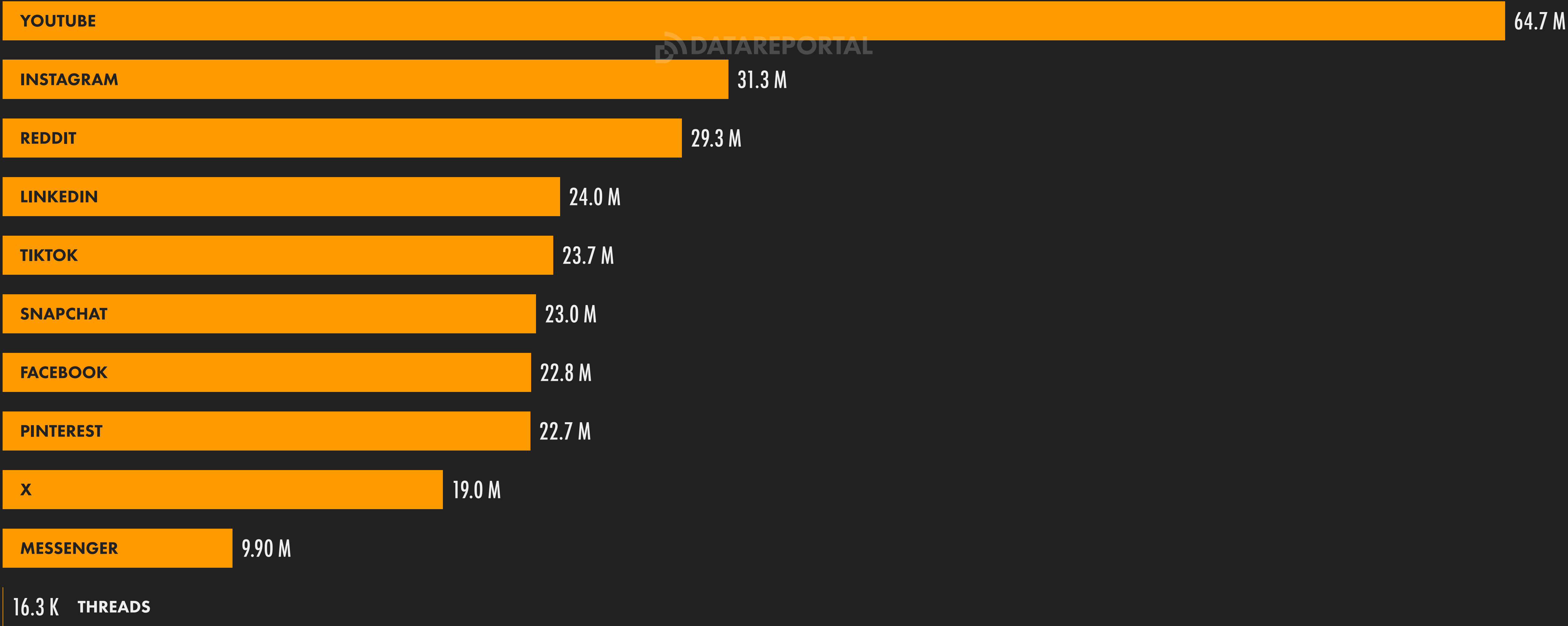
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SOCIAL MEDIA AD AUDIENCES: TOTAL REPORTED

POTENTIAL ADVERTISING REACH REPORTED BY TOP SOCIAL PLATFORMS (NOTE: REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GERMANY



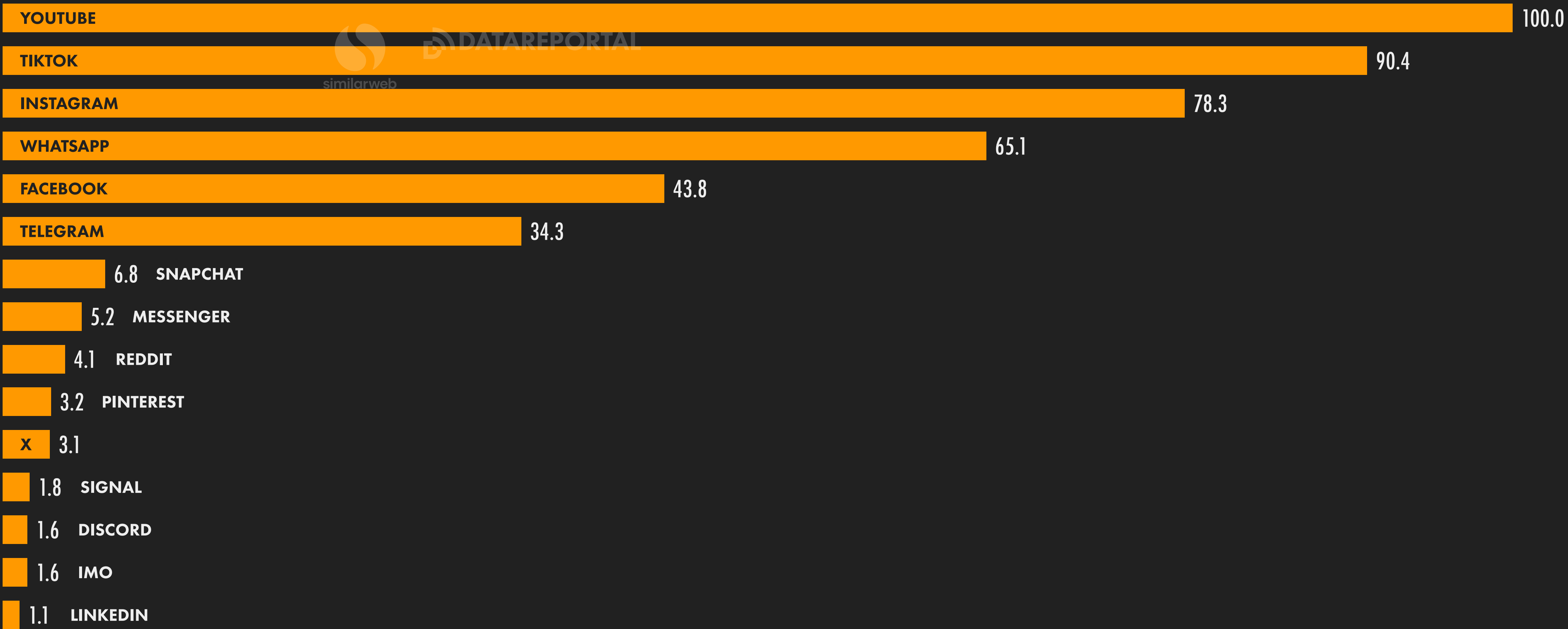
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SOCIAL MEDIA APPS: TOTAL USER TIME INDEX

INDEXED SUM OF THE TOTAL DAILY TIME SPENT BY ALL ACTIVE USERS OF EACH PLATFORM'S ANDROID APP IN AUGUST 2025



GERMANY



SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTE:** BASED ON A SELECTION OF APPS ONLY. FIGURES REFLECT THE AVERAGE CUMULATIVE DAILY TIME THAT ALL ACTIVE USERS SPENT USING EACH PLATFORM'S APP(S) ON ANDROID PHONES ONLY IN AUGUST 2025. FIGURES ARE INDEX VALUES THAT COMPARE THE TIME SPENT USING EACH PLATFORM WITH THE TIME SPENT USING THE PLATFORM WITH THE HIGHEST DAILY TIME VALUE. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). **COMPARABILITY:** SOURCE CHANGE. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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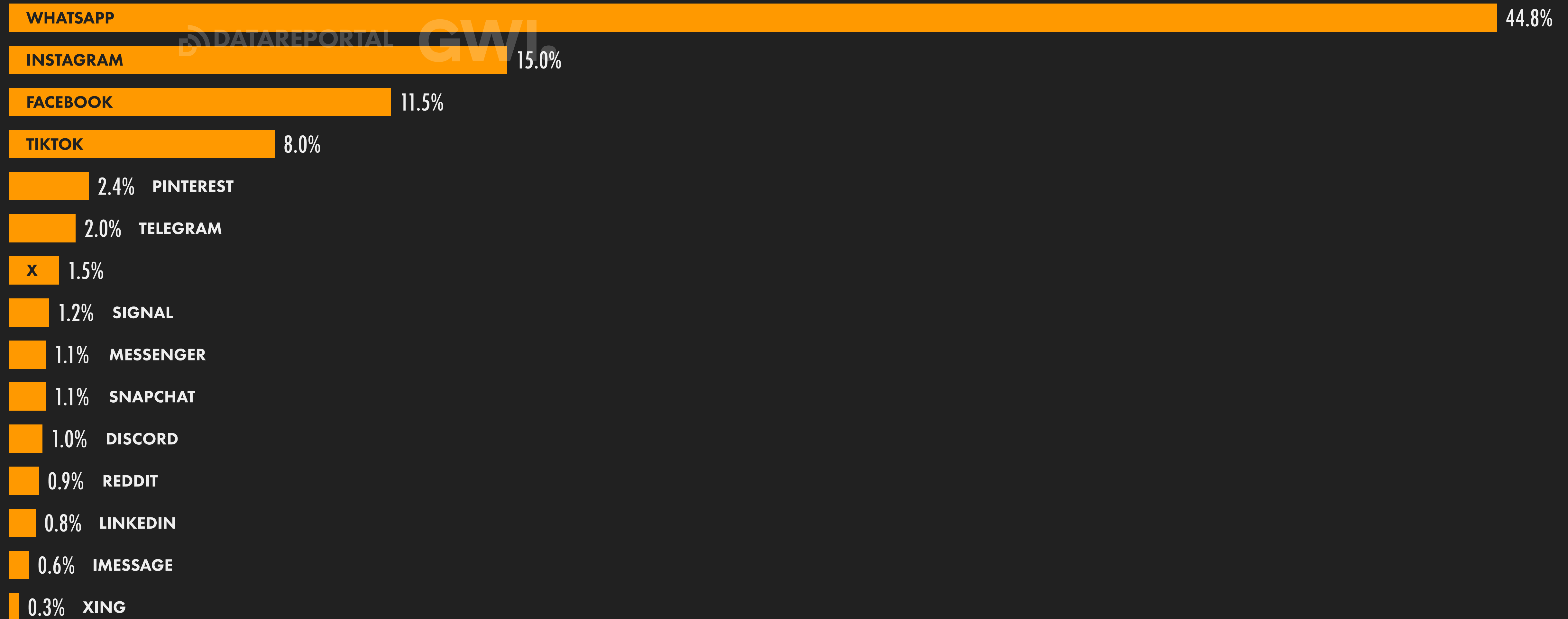
FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT EACH OPTION IS THEIR “FAVOURITE” SOCIAL MEDIA PLATFORM

NOTE: YOUTUBE IS *NOT AVAILABLE* AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THIS CHART



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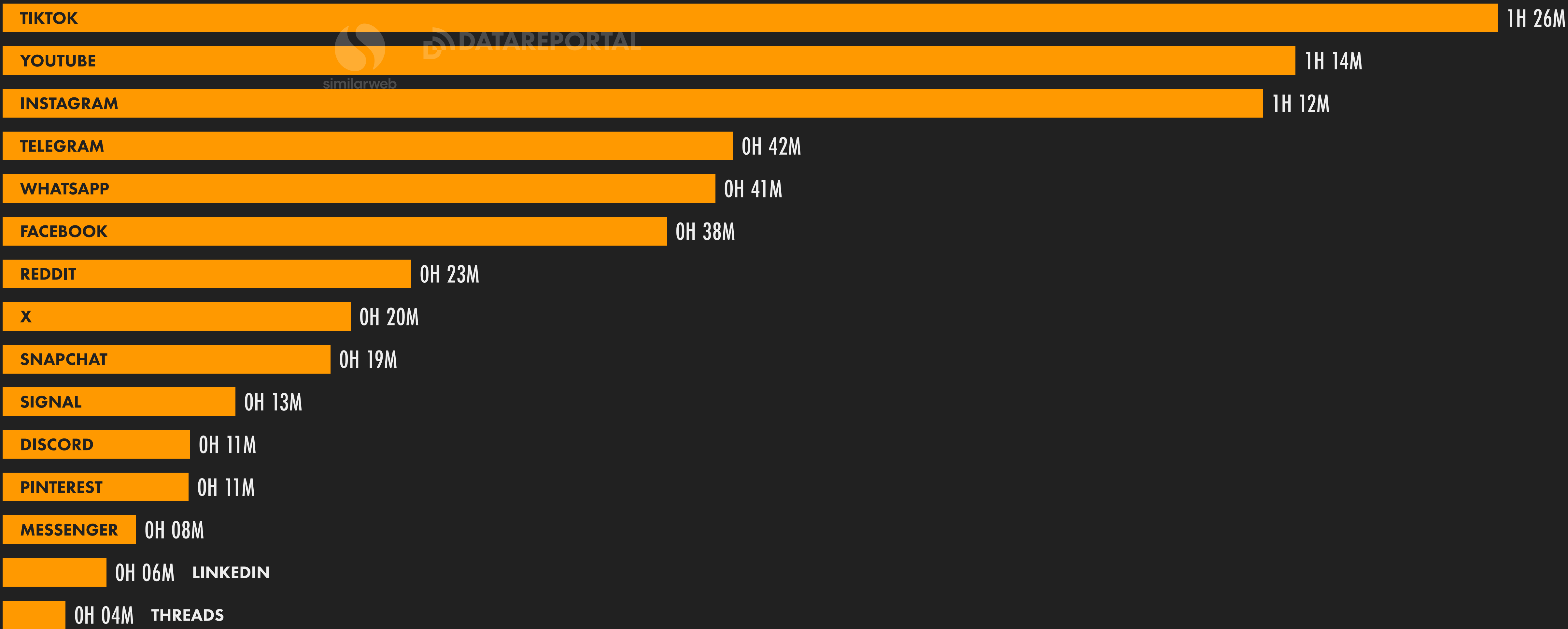
SOCIAL MEDIA APPS: AVERAGE DAILY TIME PER USER

AVERAGE TIME PER DAY THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN AUGUST 2025

NOTE: THE DATA SOURCE THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS



GERMANY



SOURCE: SIMILARWEB APP INTELLIGENCE. NOTE: ONLY INCLUDES DATA FOR THE TOP 15 SOCIAL MEDIA APPS RANKED BY AVERAGE MONTHLY ACTIVE USERS. FIGURES REPRESENT AVERAGE TIME SPENT (IN HOURS AND MINUTES) PER USER, PER DAY USING EACH PLATFORM'S MOBILE APP(S) ON ANDROID PHONES IN AUGUST 2025. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). COMPARABILITY: SOURCE CHANGE. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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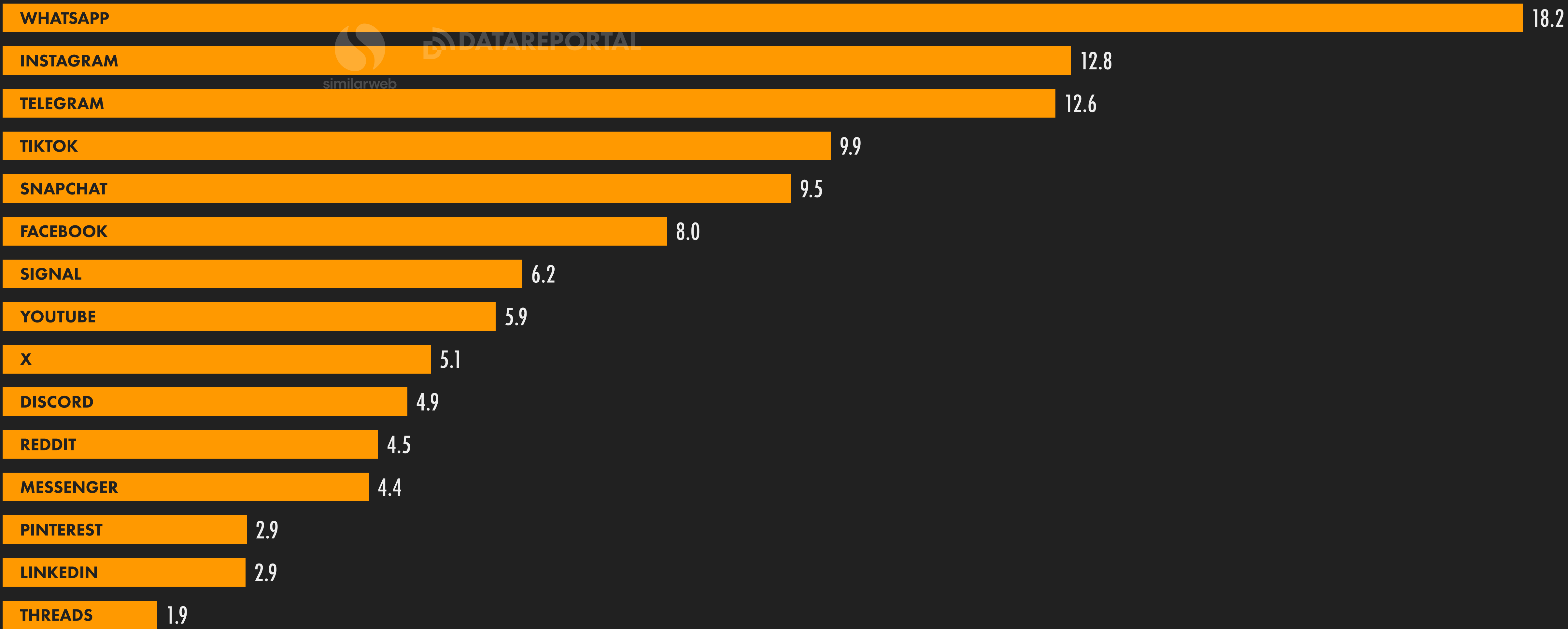
SOCIAL MEDIA APPS: AVERAGE DAILY SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH DAY

NOTE: THE DATA SOURCE THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS



GERMANY



SOURCE: SIMILARWEB APP INTELLIGENCE. NOTE: ONLY INCLUDES DATA FOR THE TOP 15 SOCIAL MEDIA APPS RANKED BY AVERAGE MONTHLY ACTIVE USERS. "ACTIVE USERS" DENOTE USERS WHO OPEN THE PLATFORM'S APP ON AN ANDROID PHONE AT LEAST ONCE IN A GIVEN CALENDAR MONTH. FIGURES REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE PLATFORM'S ANDROID APP(S) OPENED THE RELEVANT APP(S) EACH DAY IN AUGUST 2025. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). COMPARABILITY: SOURCE CHANGE. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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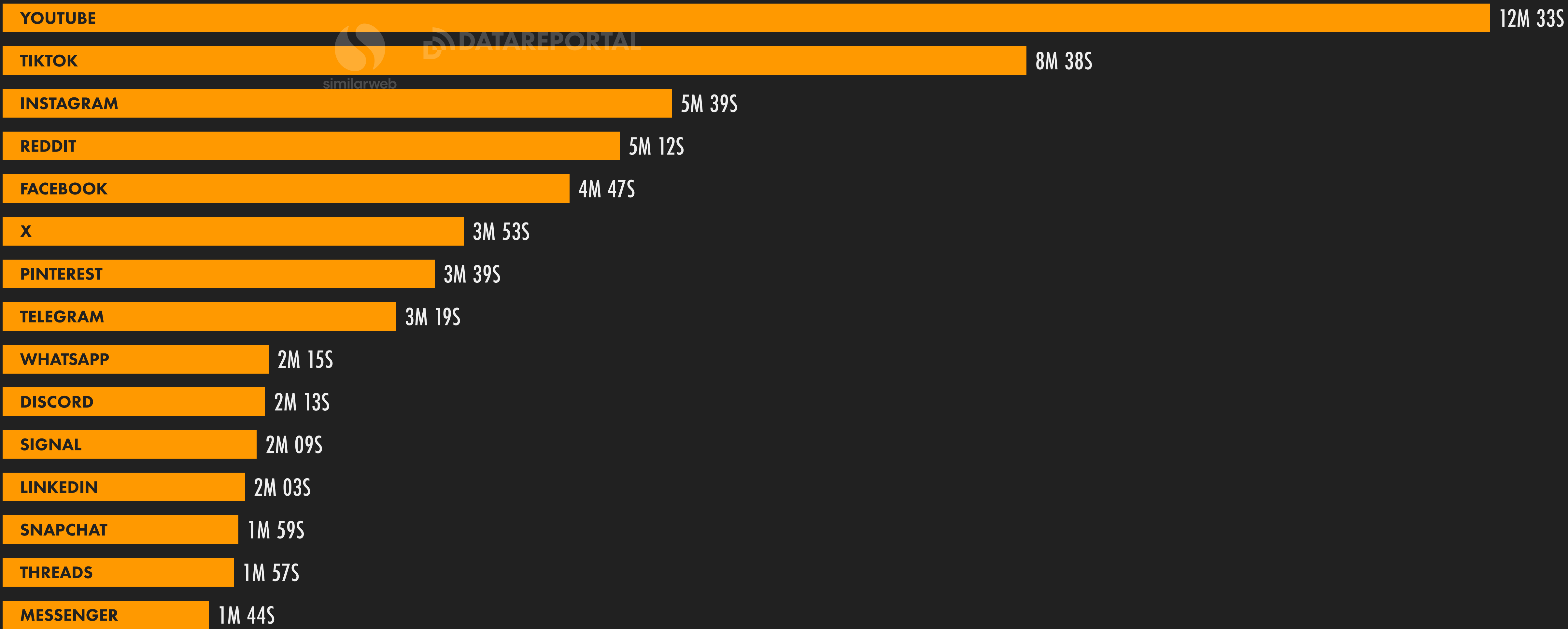
SOCIAL MEDIA APPS: AVERAGE SESSION DURATION

AVERAGE **SESSION DURATION** (IN MINUTES AND SECONDS) EACH TIME A USER OPENS THE RESPECTIVE PLATFORM'S **ANDROID APP**

NOTE: THE DATA SOURCE THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



GERMANY



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2025

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS



GERMANY

ANY KIND OF SOCIAL MEDIA

45.7%

SOCIAL NETWORKS

29.2%

9.3% QUESTION & ANSWER SITES (E.G. QUORA)

6.9% BLOGS ON PRODUCTS OR BRANDS

6.9% ONLINE PINBOARDS (E.G. PINTEREST)

5.8% FORUMS AND MESSAGE BOARDS

4.5% MESSAGING AND LIVE CHAT SERVICES

3.4% VLOGS (BLOGS IN A VIDEO FORMAT)

2.9% MICRO-BLOGS (E.G. X)

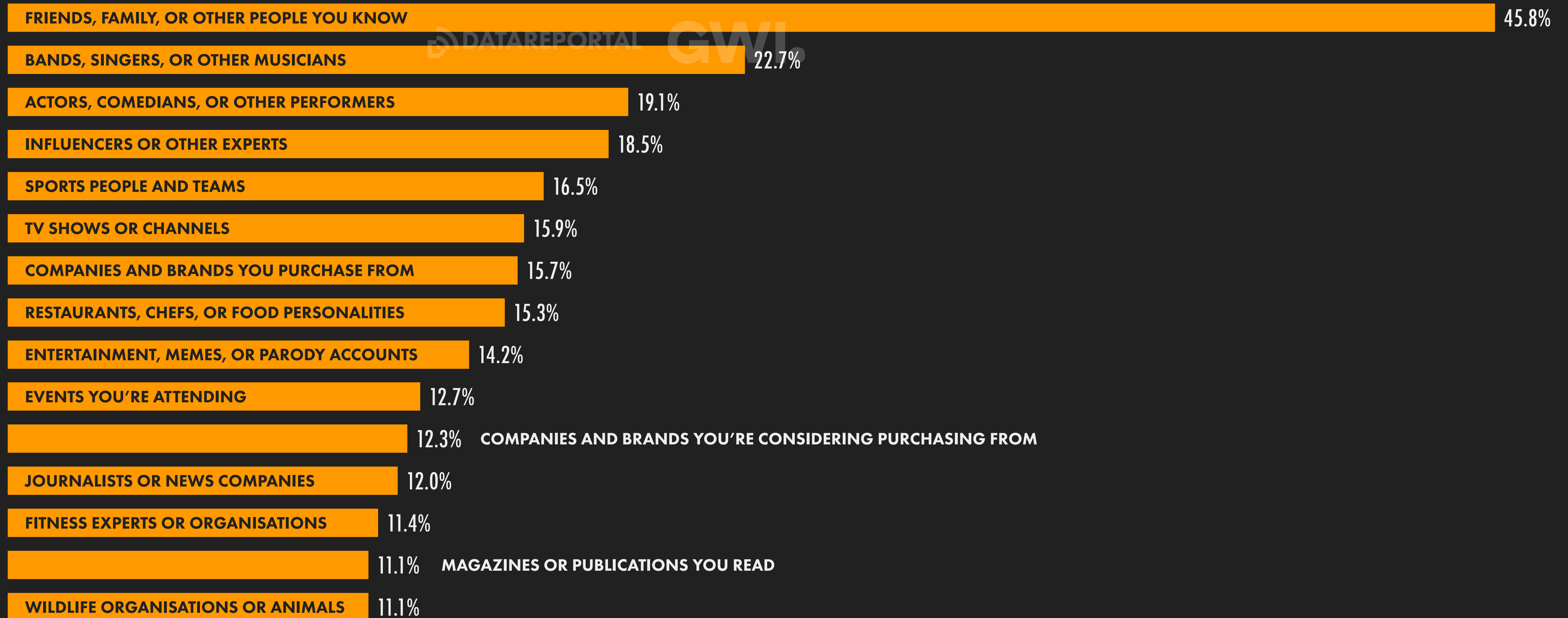
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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



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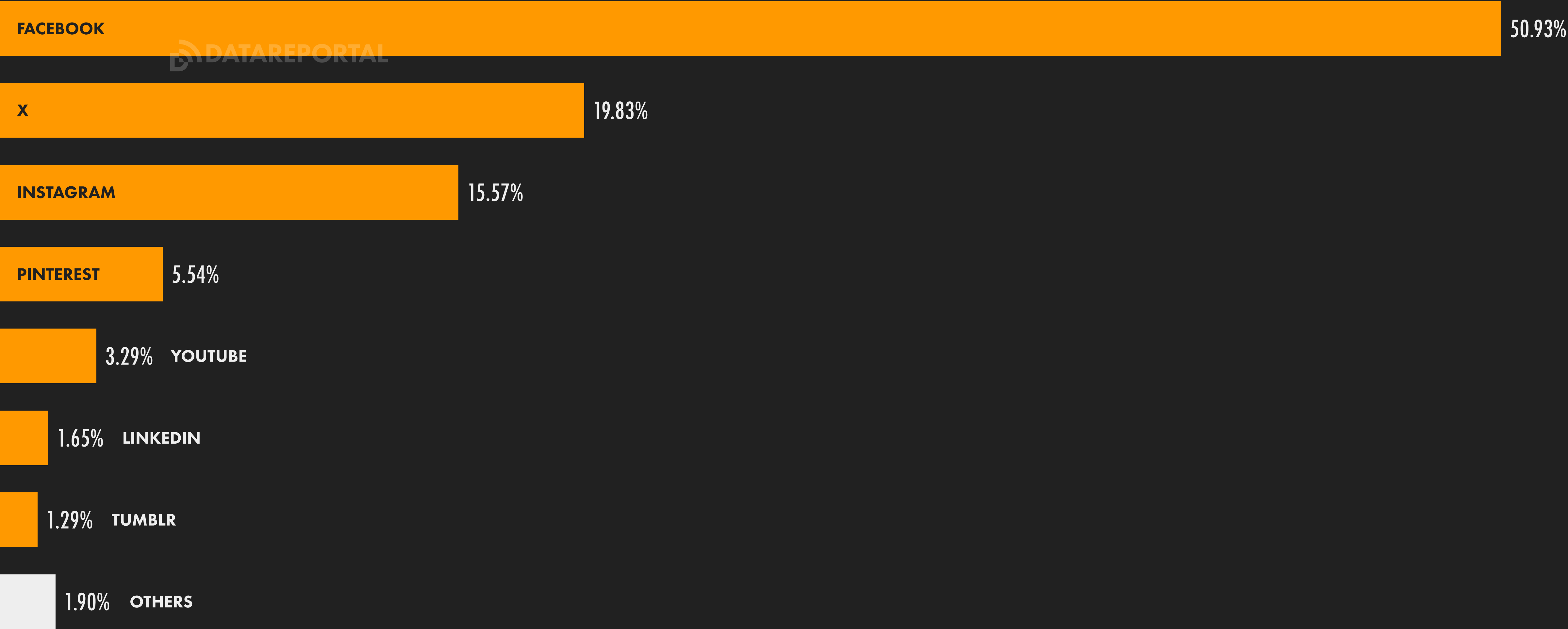
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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



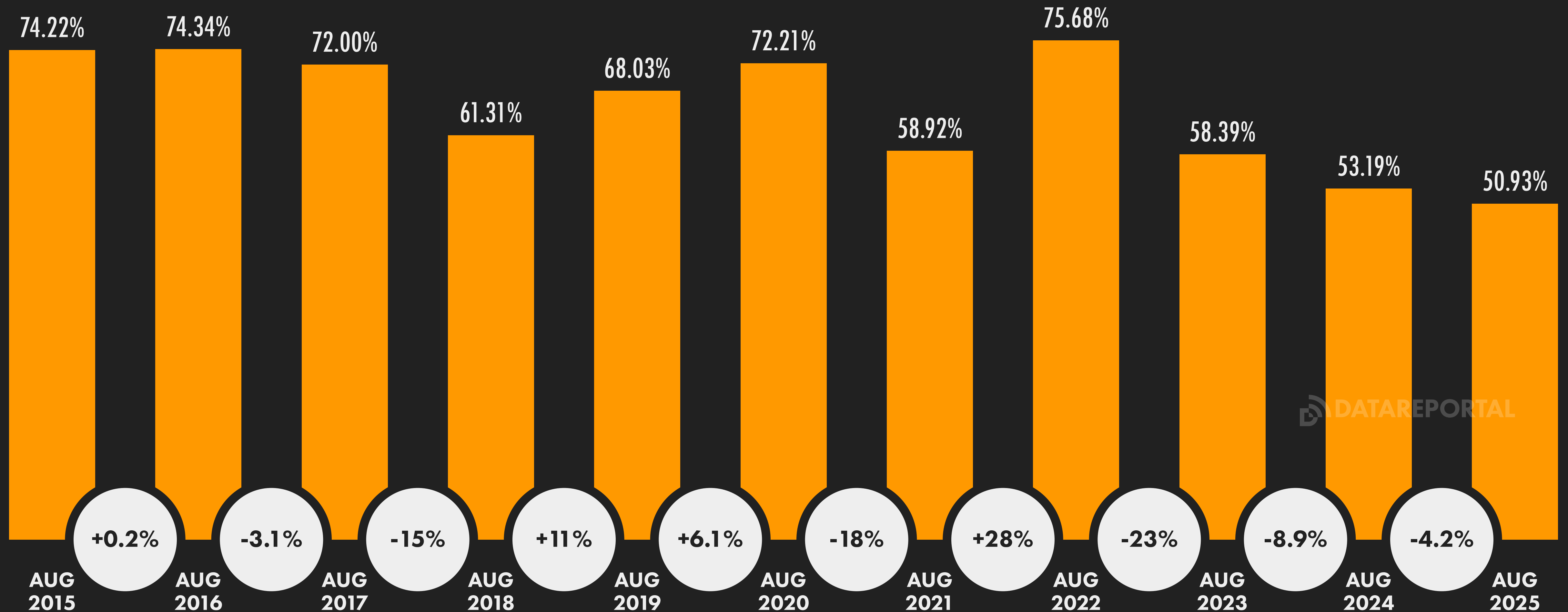
GERMANY



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FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY **FACEBOOK** AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)



SOURCE: STATCOUNTER. **NOTES:** DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS IN AUG 2025.



YOUTUBE

OCT
2025

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY

TOTAL POTENTIAL REACH
OF ADS ON YOUTUBE



64.7
MILLION

YOUTUBE AD REACH
vs. TOTAL POPULATION



77.1%

YOUTUBE AD REACH
vs. TOTAL INTERNET USERS



82.5%

QUARTER-ON-QUARTER CHANGE
IN REPORTED YOUTUBE AD REACH



+0.9%
+600 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED YOUTUBE AD REACH



-1.2%
-800 THOUSAND

SHARE: FEMALE YOUTUBE
AD REACH AGED 18+ vs. OVERALL
YOUTUBE AD REACH AGED 18+



49.9%

SHARE: MALE YOUTUBE
AD REACH AGED 18+ vs. OVERALL
YOUTUBE AD REACH AGED 18+



50.1%

ADOPTION: OVERALL YOUTUBE
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



82.8%

ADOPTION: FEMALE YOUTUBE
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



81.0%

ADOPTION: MALE YOUTUBE
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



84.6%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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2025

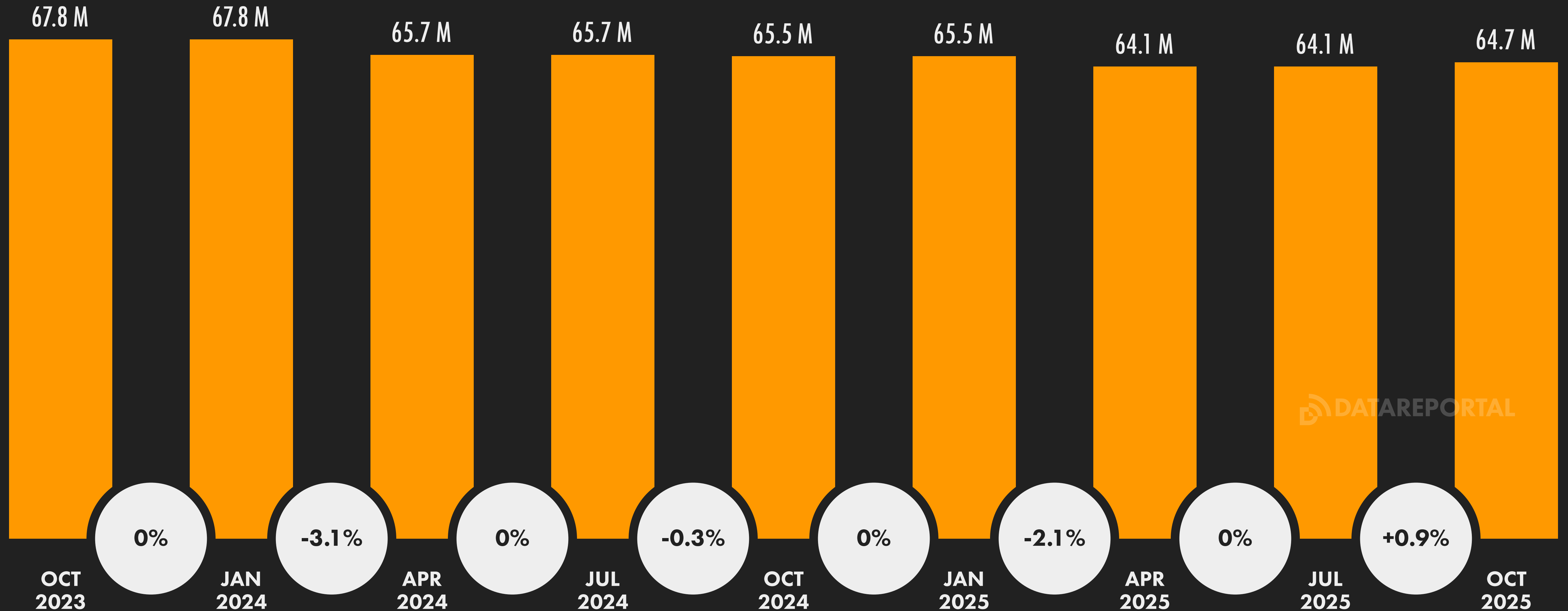
YOUTUBE: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON YOUTUBE, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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2025

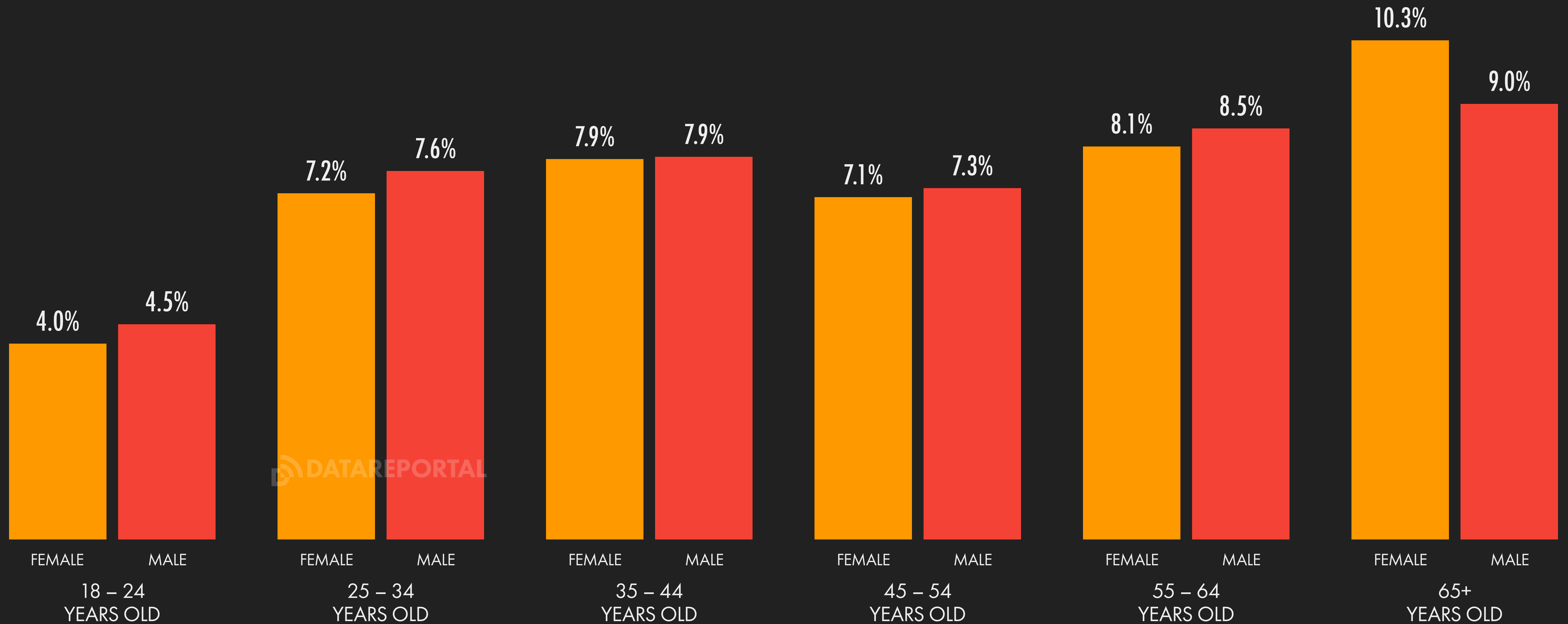
YOUTUBE: ADVERTISING AUDIENCE PROFILE

SHARE OF YOUTUBE'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+, BUT GOOGLE'S RESOURCES ALSO PUBLISH A VALUE FOR TOTAL AUDIENCE. VALUES SHOWN HERE REPRESENT SHARE OF TOTAL AUDIENCE, SO WILL NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).

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2025

TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JULY 2024 AND 30 JUNE 2025



GERMANY

#	SEARCH QUERY	INDEX
01	MUSIC	100
02	MINECRAFT	95
03	MUSIK	79
04	ASMR	71
05	DOKU	59
06	FORTNITE	50
07	ROBLOX	47
08	WELT	37
09	TIKTOK	34
10	SHORTS	31

#	SEARCH QUERY	INDEX
11	PALUTEN	30
12	ICRIMAX	29
13	KARAOKE	28
14	YOUTUBE	26
15	BRAWL STARS	26
16	اغاني	24
17	TRUMP	22
18	KINDERLIEDER	22
19	PAPAPLATTE	21
20	PEPPA WUTZ	20

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JULY 2024 AND 30 JUNE 2025. **NOTE:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN “AS IS”, TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE “INDEX” COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.



FACEBOOK

OCT
2025

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY

TOTAL POTENTIAL REACH
OF ADS ON FACEBOOK



22.8
MILLION

FACEBOOK AD REACH
vs. TOTAL POPULATION



27.1%

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS



29.0%

QUARTER-ON-QUARTER CHANGE
IN REPORTED FACEBOOK AD REACH



-3.2%
-750 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED FACEBOOK AD REACH



-11.5%
-2.95 MILLION

SHARE: FEMALE FACEBOOK
AD REACH AGED 18+ vs. OVERALL
FACEBOOK AD REACH AGED 18+



49.5%

SHARE: MALE FACEBOOK
AD REACH AGED 18+ vs. OVERALL
FACEBOOK AD REACH AGED 18+



48.6%

ADOPTION: OVERALL FACEBOOK
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



32.7%

ADOPTION: FEMALE FACEBOOK
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



31.7%

ADOPTION: MALE FACEBOOK
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



32.4%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

we
are
social

Meltwater

OCT
2025

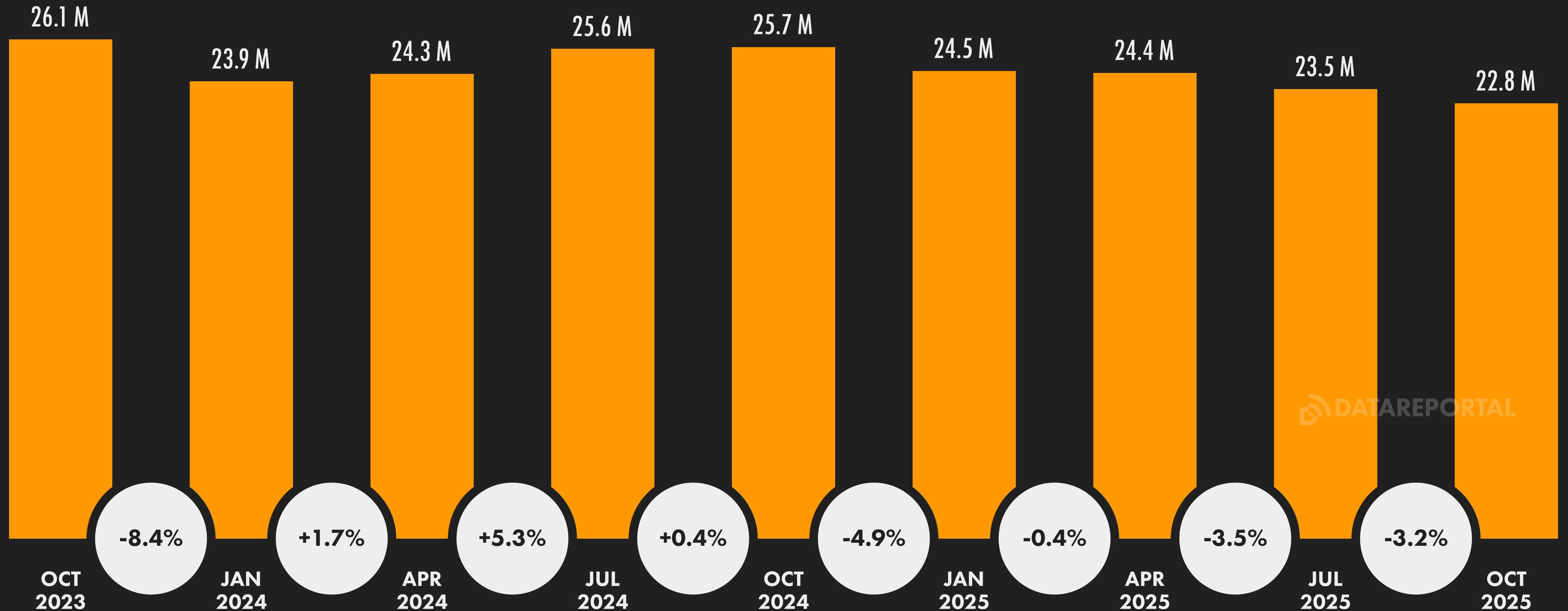
FACEBOOK: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, BASE REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

OCT
2025

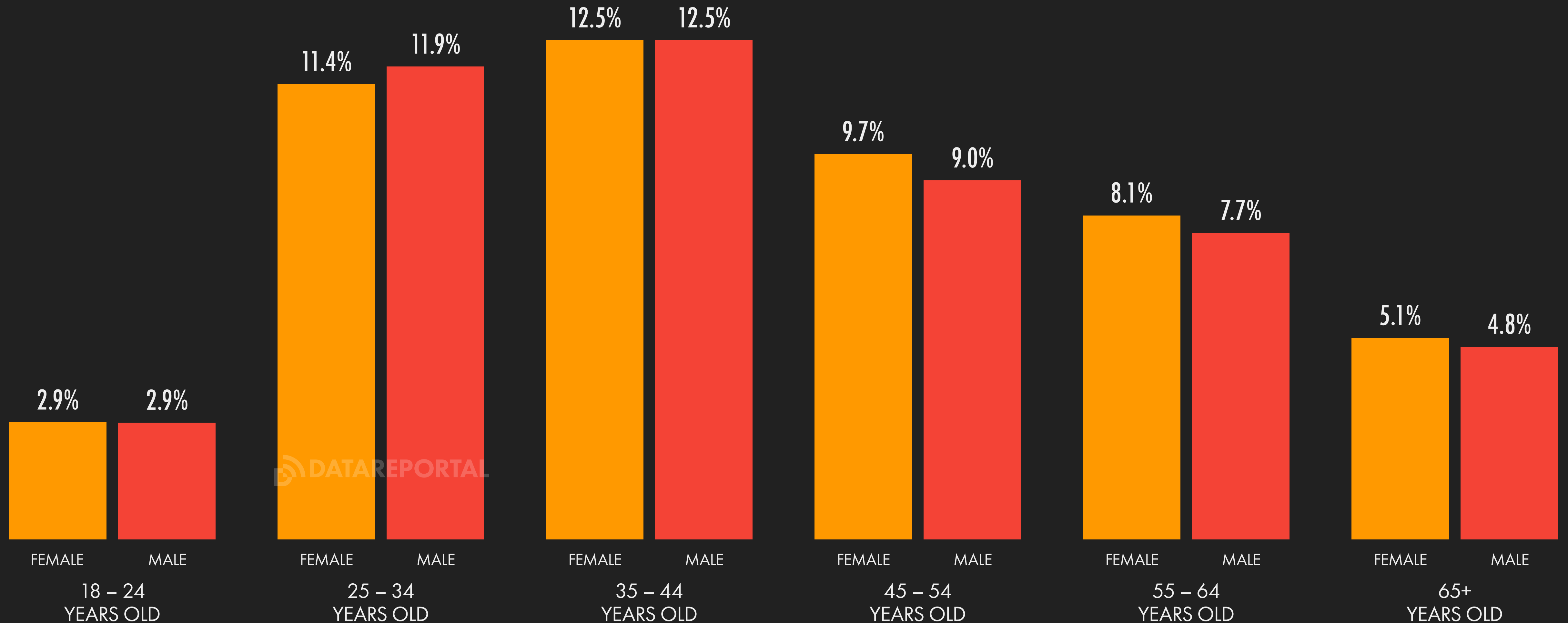
FACEBOOK: ADVERTISING AUDIENCE PROFILE

SHARE OF FACEBOOK'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR AGE AND GENDER MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



INSTAGRAM

OCT
2025

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



31.3
MILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



37.2%

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



39.8%

QUARTER-ON-QUARTER CHANGE
IN REPORTED INSTAGRAM AD REACH



+0.8%
+250 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED INSTAGRAM AD REACH



-2.3%
-750 THOUSAND

SHARE: FEMALE INSTAGRAM
AD REACH **AGED 18+** vs. OVERALL
INSTAGRAM AD REACH **AGED 18+**



51.0%

SHARE: MALE INSTAGRAM
AD REACH **AGED 18+** vs. OVERALL
INSTAGRAM AD REACH **AGED 18+**



48.2%

ADOPTION: OVERALL INSTAGRAM
AD REACH **AGED 18+** vs. OVERALL
POPULATION **AGED 18+**



44.2%

ADOPTION: FEMALE INSTAGRAM
AD REACH **AGED 18+** vs. FEMALE
POPULATION **AGED 18+**



44.1%

ADOPTION: MALE INSTAGRAM
AD REACH **AGED 18+** vs. MALE
POPULATION **AGED 18+**



43.5%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).



OCT
2025

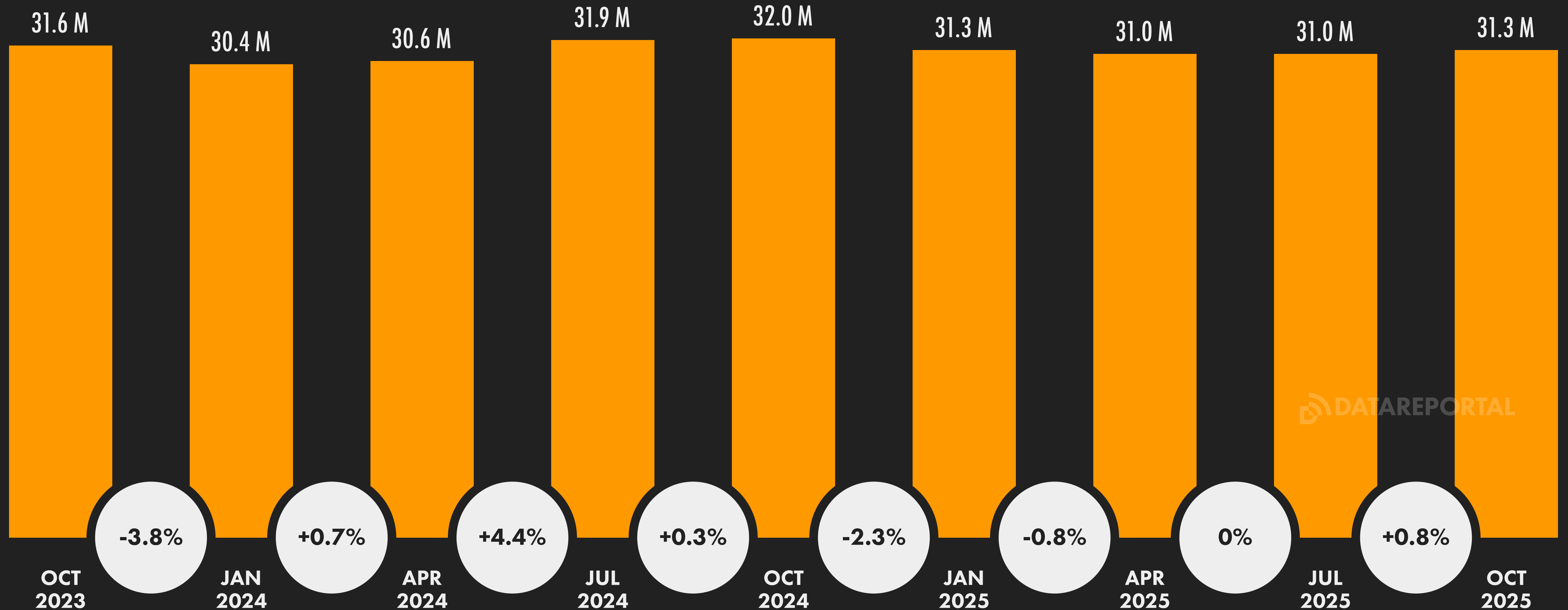
INSTAGRAM: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON INSTAGRAM, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

OCT
2025

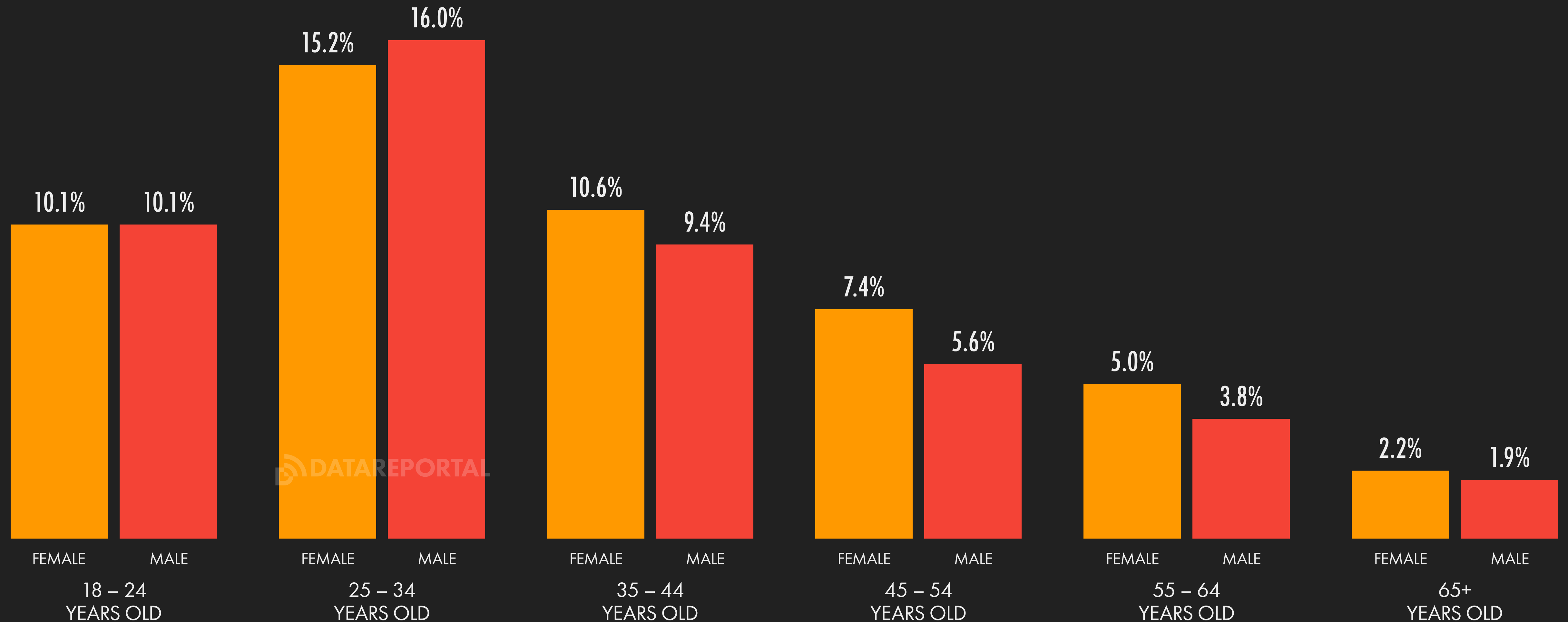
INSTAGRAM: ADVERTISING AUDIENCE PROFILE

SHARE OF INSTAGRAM'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR AGE AND GENDER MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



TIKTOK

OCT
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TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE **AGED 18+** THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY

TOTAL POTENTIAL REACH OF
ADS ON TIKTOK **AGED 18+**



23.7
MILLION

TIKTOK AD REACH **AGED 18+** vs.
TOTAL POPULATION (ALL AGES)



28.3%

TIKTOK AD REACH **AGED 18+** vs.
TOTAL INTERNET USERS (ALL AGES)



30.2%

QUARTER-ON-QUARTER CHANGE
IN REPORTED TIKTOK AD REACH



-1.1%
-264 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED TIKTOK AD REACH



+8.5%
+1.85 MILLION

SHARE: FEMALE TIKTOK AD
REACH **AGED 18+** vs. OVERALL
TIKTOK AD REACH **AGED 18+**



60.2%

SHARE: MALE TIKTOK AD
REACH **AGED 18+** vs. OVERALL
TIKTOK AD REACH **AGED 18+**



39.8%

ADOPTION: OVERALL TIKTOK
AD REACH **AGED 18+** vs. OVERALL
POPULATION **AGED 18+**



33.9%

ADOPTION: FEMALE TIKTOK
AD REACH **AGED 18+** vs. FEMALE
POPULATION **AGED 18+**



40.0%

ADOPTION: MALE TIKTOK
AD REACH **AGED 18+** vs. MALE
POPULATION **AGED 18+**



27.5%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS **AGED 18+**. VALUES REFLECT MIDPOINTS OF PUBLISHED RANGES. SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

OCT
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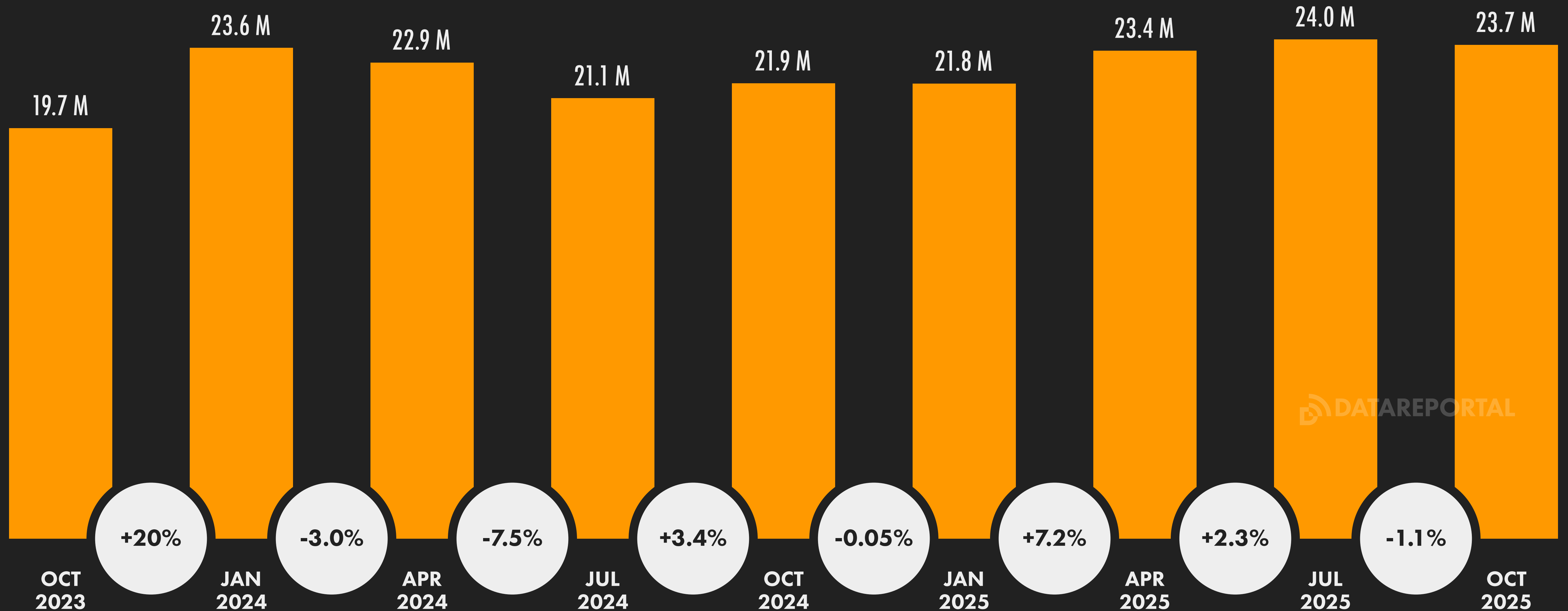
TIKTOK: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON TIKTOK, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. SEE [NOTES ON DATA](#).

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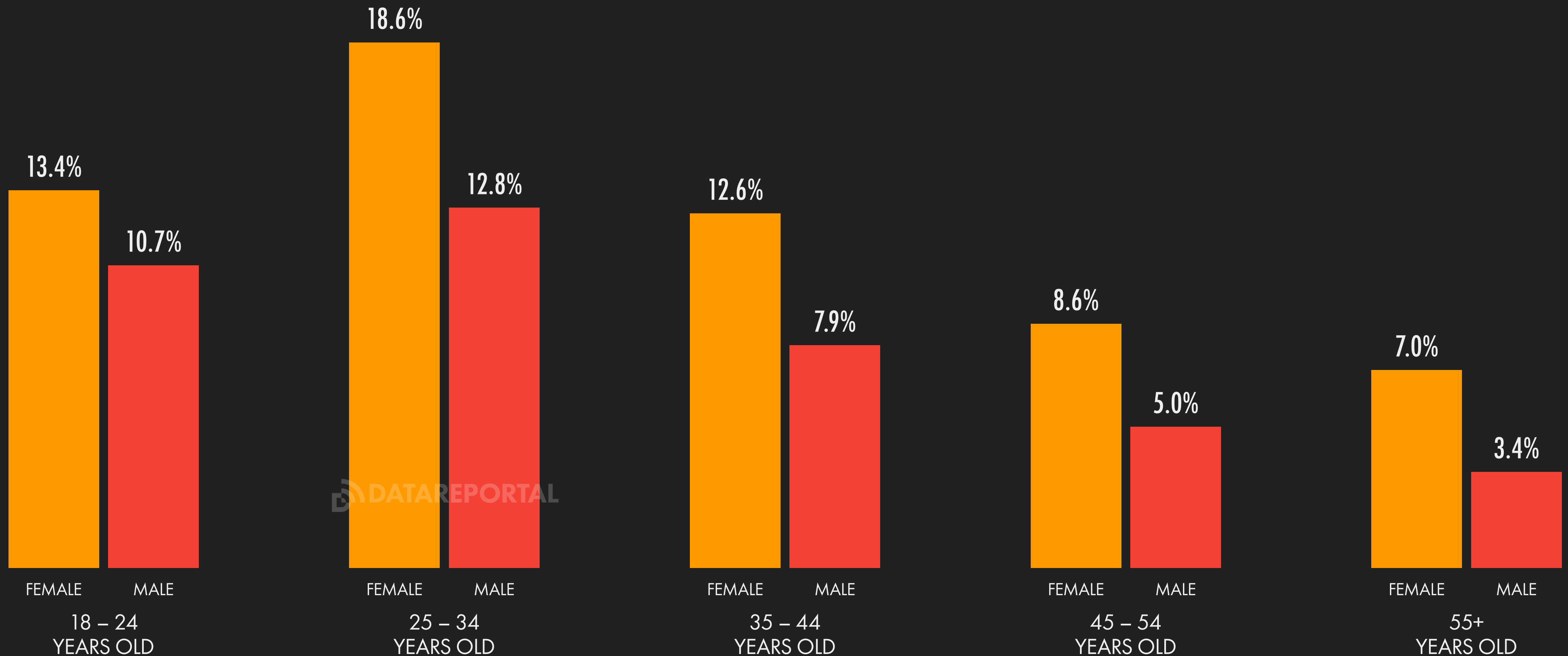
TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



LINKEDIN

OCT
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LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



24.0
MILLION

LINKEDIN AD REACH
vs. TOTAL POPULATION



28.6%

LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



30.6%

QUARTER-ON-QUARTER CHANGE
IN REPORTED LINKEDIN AD REACH



+4.3%
+1.00 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED LINKEDIN AD REACH



+20.0%
+4.00 MILLION

SHARE: FEMALE LINKEDIN AD REACH
AGED 18+ vs. FEMALE + MALE
LINKEDIN AD REACH AGED 18+



39.0%

SHARE: MALE LINKEDIN AD REACH
AGED 18+ vs. FEMALE + MALE
LINKEDIN AD REACH AGED 18+



61.0%

ADOPTION: OVERALL LINKEDIN
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



34.3%

ADOPTION: FEMALE LINKEDIN
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



4.5%

ADOPTION: MALE LINKEDIN
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



7.3%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

OCT
2025

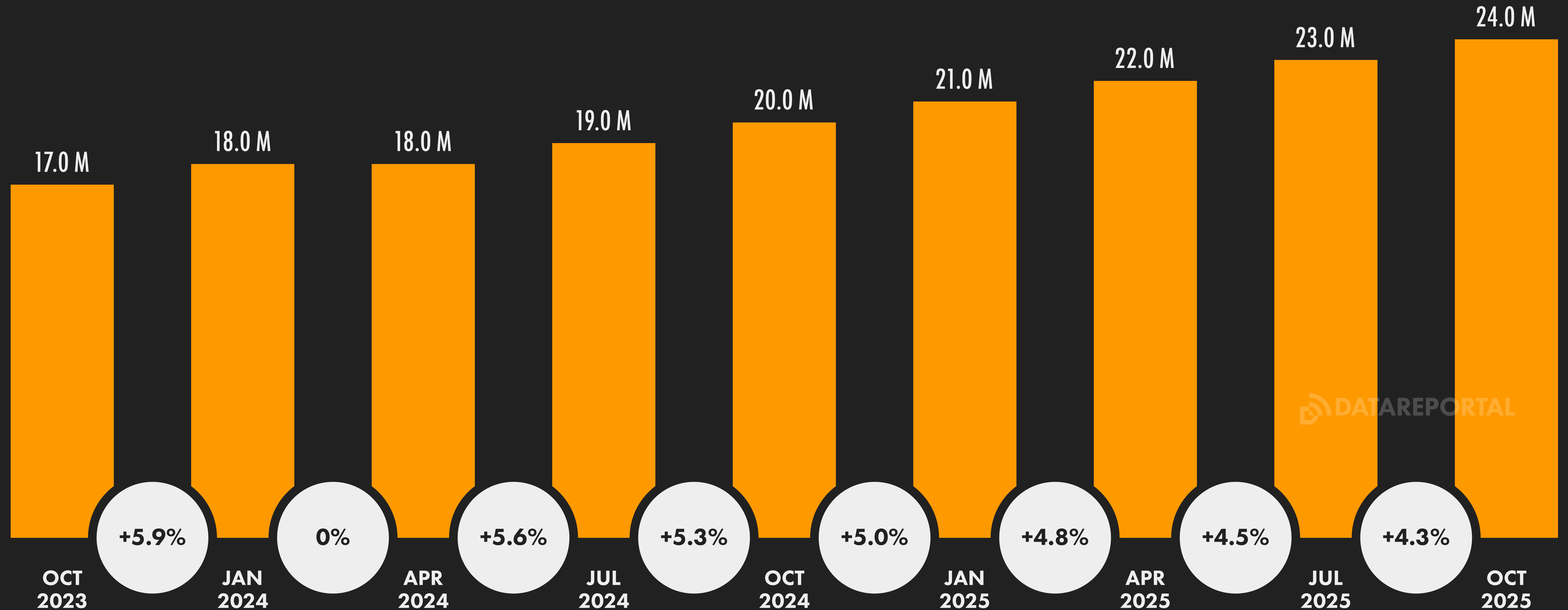
LINKEDIN: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON LINKEDIN, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTE:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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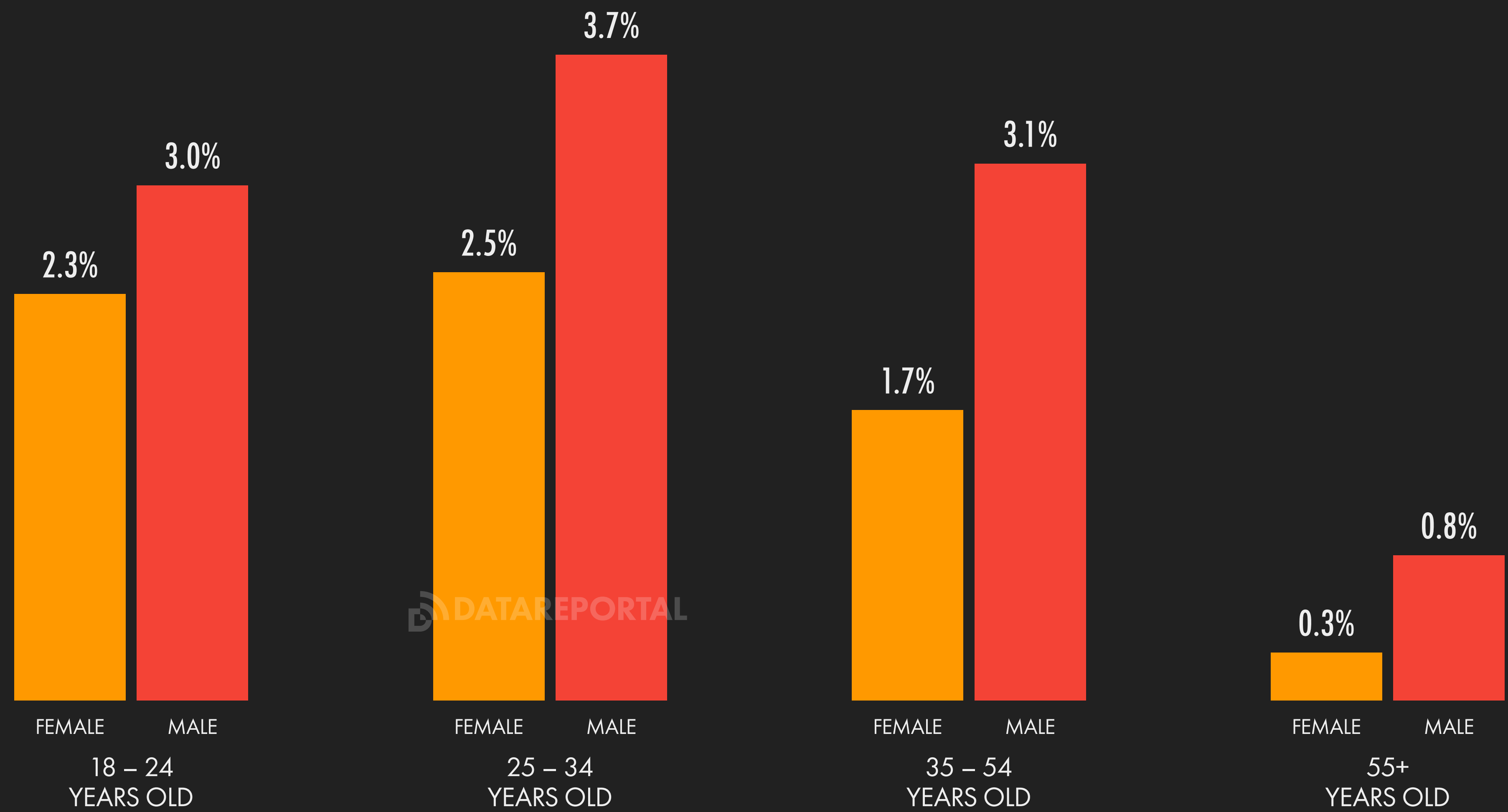
LINKEDIN: ADVERTISING AUDIENCE PROFILE

SHARE OF LINKEDIN'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". THE SUM OF DEMOGRAPHIC REACH VALUES REPORTED BY LINKEDIN'S TOOLS IS OFTEN SIGNIFICANTLY LOWER THAN THE TOTAL REACH FIGURE REPORTED BY THE SAME TOOLS, SO THE SUM OF THE AUDIENCE SHARE VALUES SHOWN HERE MAY BE SIGNIFICANTLY LESS THAN 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



MESSENGER

OCT
2025

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON MESSENGER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY

TOTAL POTENTIAL REACH
OF ADS ON MESSENGER



9.90
MILLION

MESSENGER AD REACH
vs. TOTAL POPULATION



11.8%

MESSENGER AD REACH
vs. TOTAL INTERNET USERS



12.6%

QUARTER-ON-QUARTER CHANGE
IN REPORTED MESSENGER AD REACH



-8.3%
-900 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED MESSENGER AD REACH



-18.2%
-2.20 MILLION

SHARE: FEMALE MESSENGER
AD REACH AGED 18+ vs. OVERALL
MESSENGER AD REACH AGED 18+



49.2%

SHARE: MALE MESSENGER
AD REACH AGED 18+ vs. OVERALL
MESSENGER AD REACH AGED 18+



50.3%

ADOPTION: OVERALL MESSENGER
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



14.2%

ADOPTION: FEMALE MESSENGER
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



13.7%

ADOPTION: MALE MESSENGER
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



14.6%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** REDUCED AVAILABILITY OF AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

OCT
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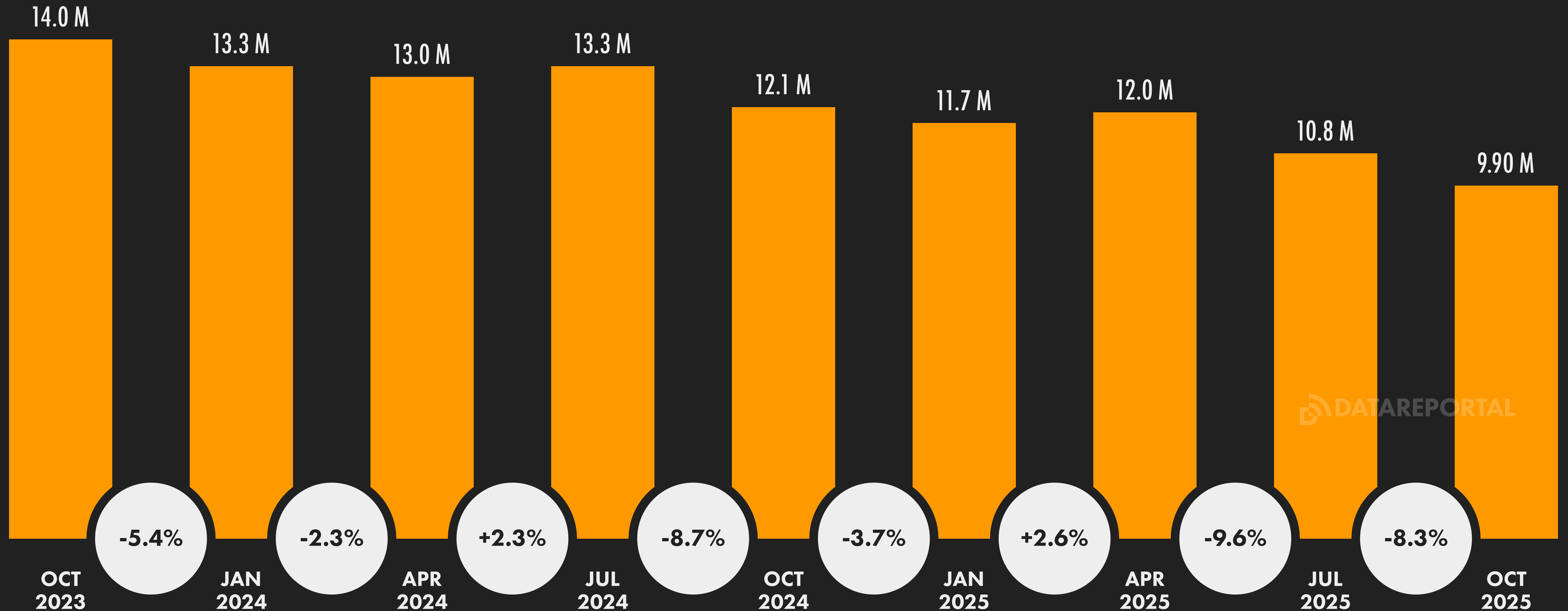
MESSENGER: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON MESSENGER, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. SEE [NOTES ON DATA](#).

OCT
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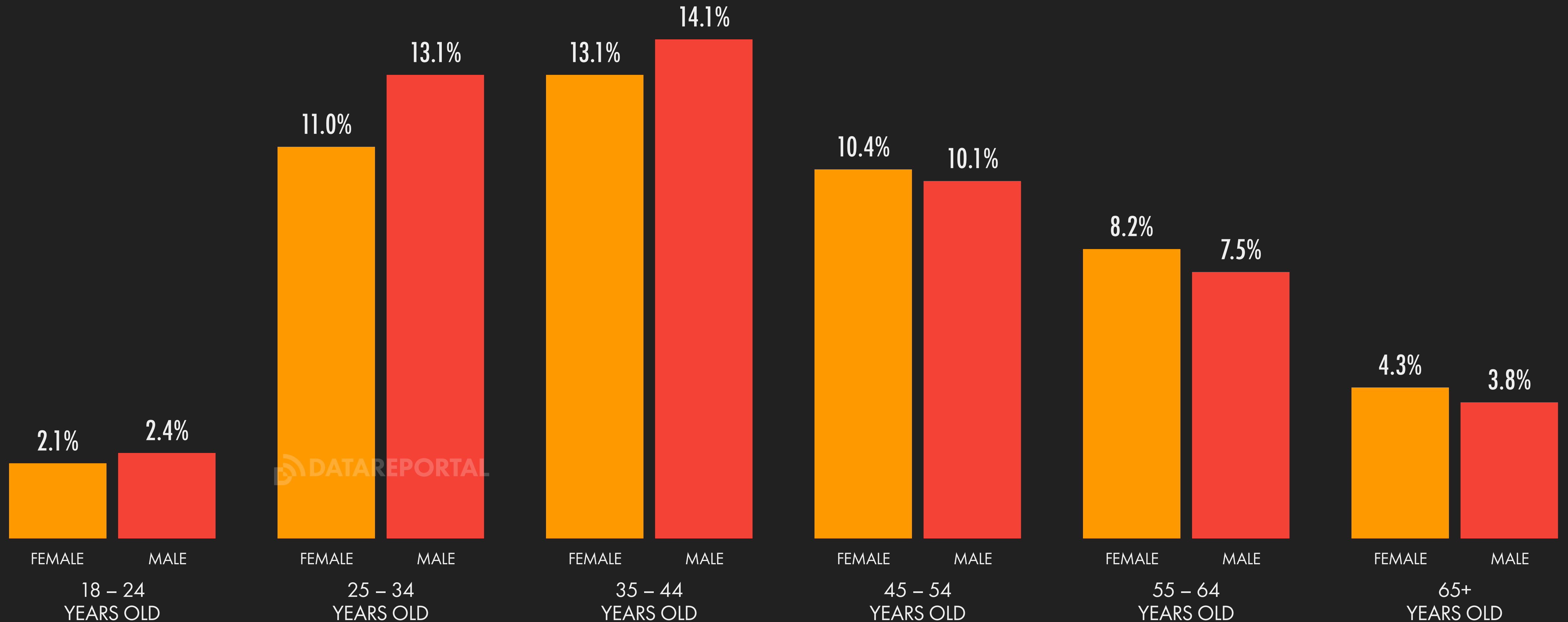
MESSENGER: ADVERTISING AUDIENCE PROFILE

SHARE OF MESSENGER'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR AGE AND GENDER MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



SNAPCHAT

OCT
2025

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY

TOTAL POTENTIAL REACH
OF ADS ON SNAPCHAT



23.0
MILLION

SNAPCHAT AD REACH
vs. TOTAL POPULATION



27.4%

SNAPCHAT AD REACH
vs. TOTAL INTERNET USERS



29.3%

QUARTER-ON-QUARTER CHANGE
IN REPORTED SNAPCHAT AD REACH



+6.2%
+1.35 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED SNAPCHAT AD REACH



+3.2%
+720 THOUSAND

SHARE: FEMALE SNAPCHAT
AD REACH AGED 18+ vs. OVERALL
SNAPCHAT AD REACH AGED 18+



51.6%

SHARE: MALE SNAPCHAT
AD REACH AGED 18+ vs. OVERALL
SNAPCHAT AD REACH AGED 18+



47.4%

ADOPTION: OVERALL SNAPCHAT
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



26.2%

ADOPTION: FEMALE SNAPCHAT
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



26.5%

ADOPTION: MALE SNAPCHAT
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



25.4%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED DATA. GENDER DATA ONLY INCLUDE "FEMALE" AND "MALE", BUT GENDER VALUES DO NOT SUM TO PUBLISHED TOTAL. ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

OCT
2025

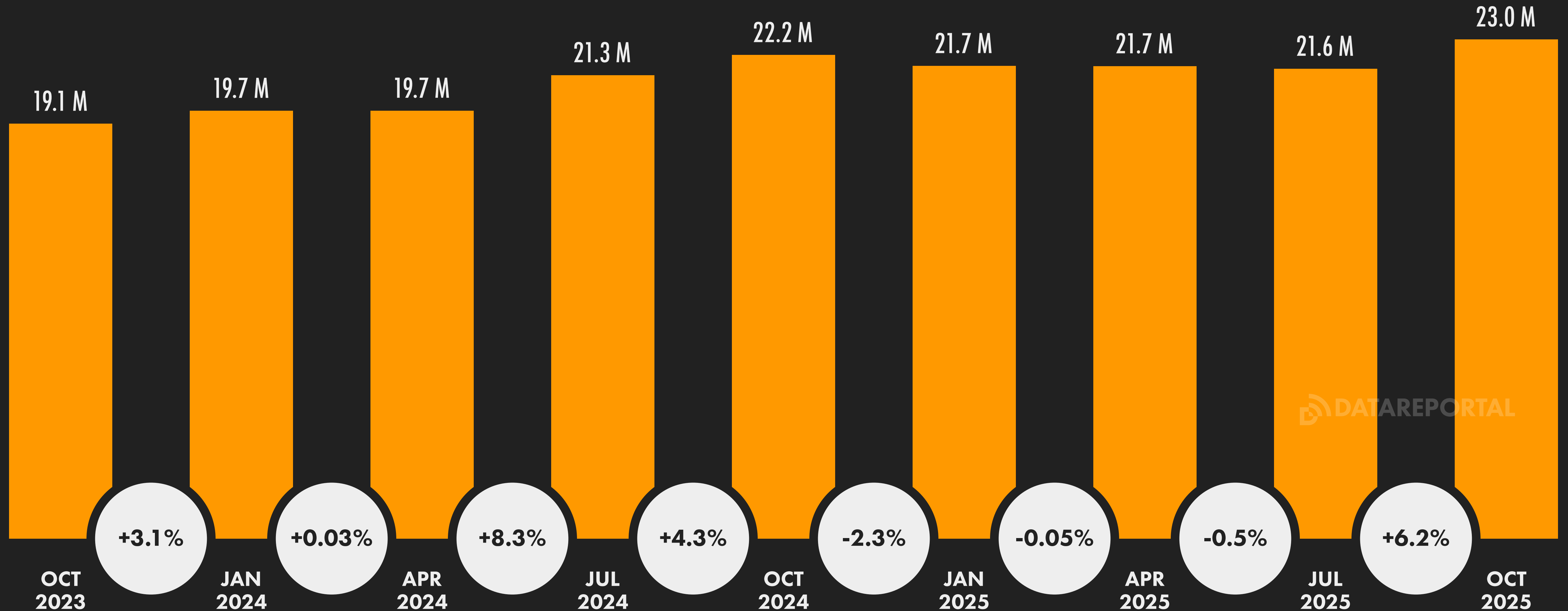
SNAPCHAT: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON SNAPCHAT, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** FIGURES BASED ON MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

OCT
2025

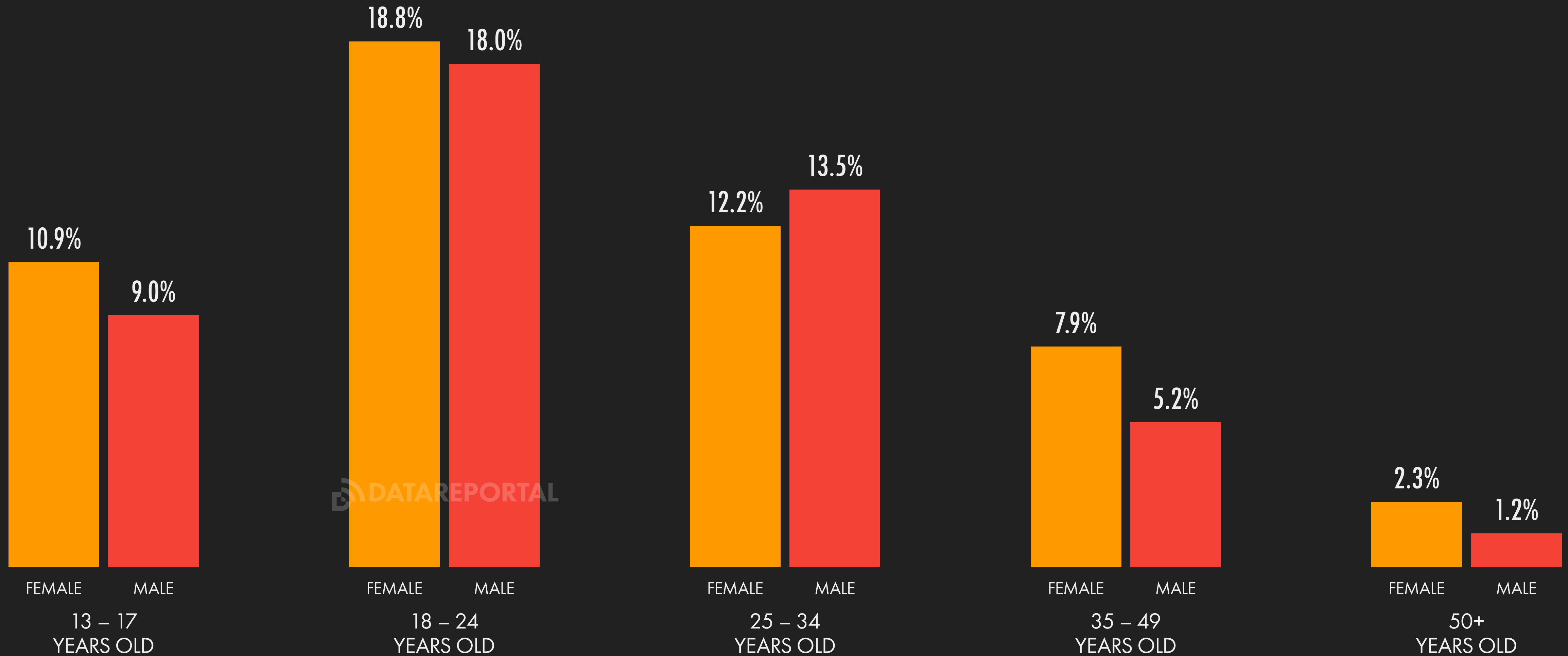
SNAPCHAT: ADVERTISING AUDIENCE PROFILE

SHARE OF SNAPCHAT'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT GENDER VALUES OFTEN DO NOT SUM TO TOTAL, SO VALUES MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



REDDIT

OCT
2025

REDDIT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON REDDIT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY

TOTAL POTENTIAL REACH
OF ADS ON REDDIT



29.3
MILLION

QUARTER-ON-QUARTER CHANGE
IN REPORTED REDDIT AD REACH



+16.5%
+4.15 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED REDDIT AD REACH



+179%
+18.8 MILLION

REDDIT AD REACH vs.
TOTAL POPULATION



34.9%

REDDIT AD REACH vs.
TOTAL INTERNET USERS



37.3%

REDDIT AD REACH vs.
POPULATION AGED 13+



39.6%

SOURCES: REDDIT'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTE:** VALUES BASED ON MIDPOINTS OF REPORTED DATA. **ADVISORY:** FREQUENT SOURCE DATA ANOMALIES. REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).



X

OCT
2025

X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY

TOTAL POTENTIAL
REACH OF ADS ON X



19.0
MILLION

X AD REACH vs.
TOTAL POPULATION



22.6%

X AD REACH vs.
TOTAL INTERNET USERS



24.2%

QUARTER-ON-QUARTER CHANGE
IN REPORTED X AD REACH



+39.6%
+5.38 MILLION

YEAR-ON-YEAR CHANGE
IN REPORTED X AD REACH



+20.7%
+3.24 MILLION

SHARE: FEMALE X AD REACH
AGED 18+ vs. OVERALL
X AD REACH AGED 18+



33.5%

SHARE: MALE X AD REACH
AGED 18+ vs. OVERALL
X AD REACH AGED 18+



66.4%

ADOPTION: OVERALL X AD
REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



25.6%

ADOPTION: FEMALE X AD
REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



16.8%

ADOPTION: MALE X AD
REACH AGED 18+ vs. MALE
POPULATION AGED 18+



34.7%

SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT VALUES MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** FREQUENT SOURCE DATA ANOMALIES. REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, NON-INDIVIDUAL ACCOUNTS (E.G. BUSINESSES), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

OCT
2025

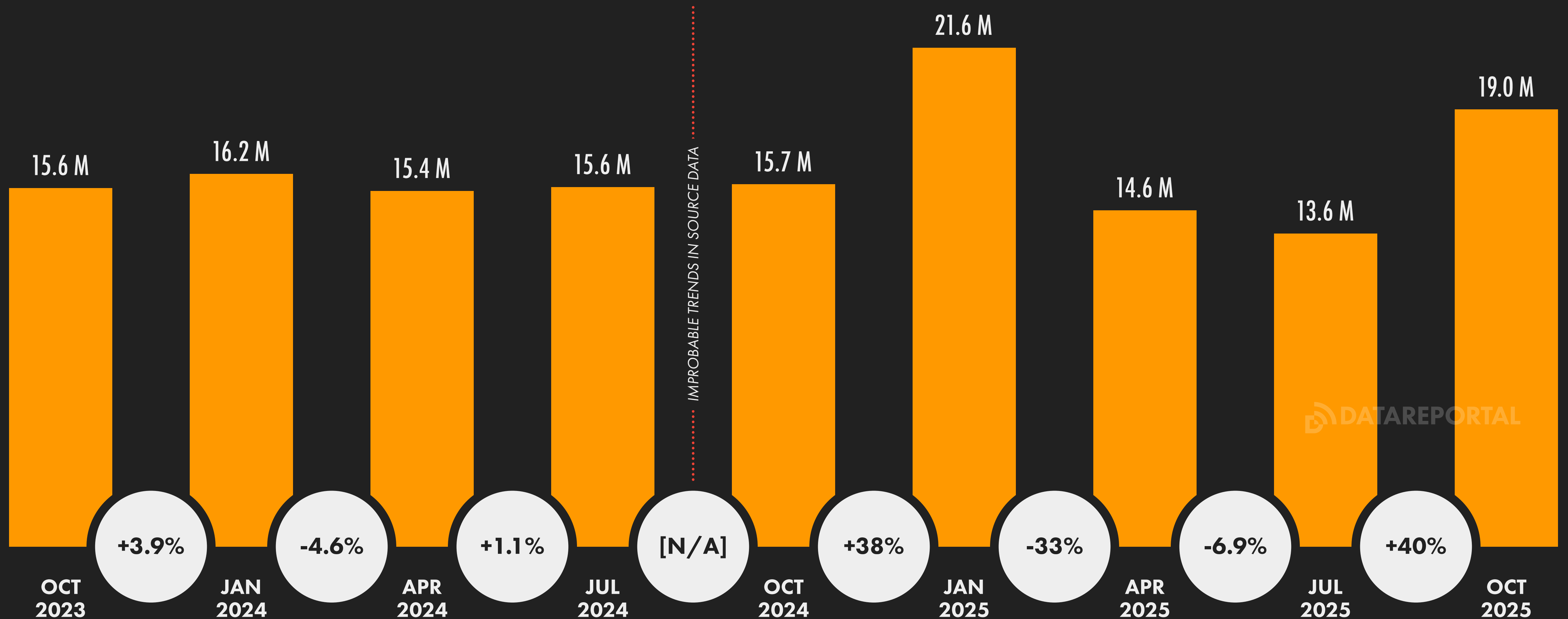
X: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON X, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

OCT
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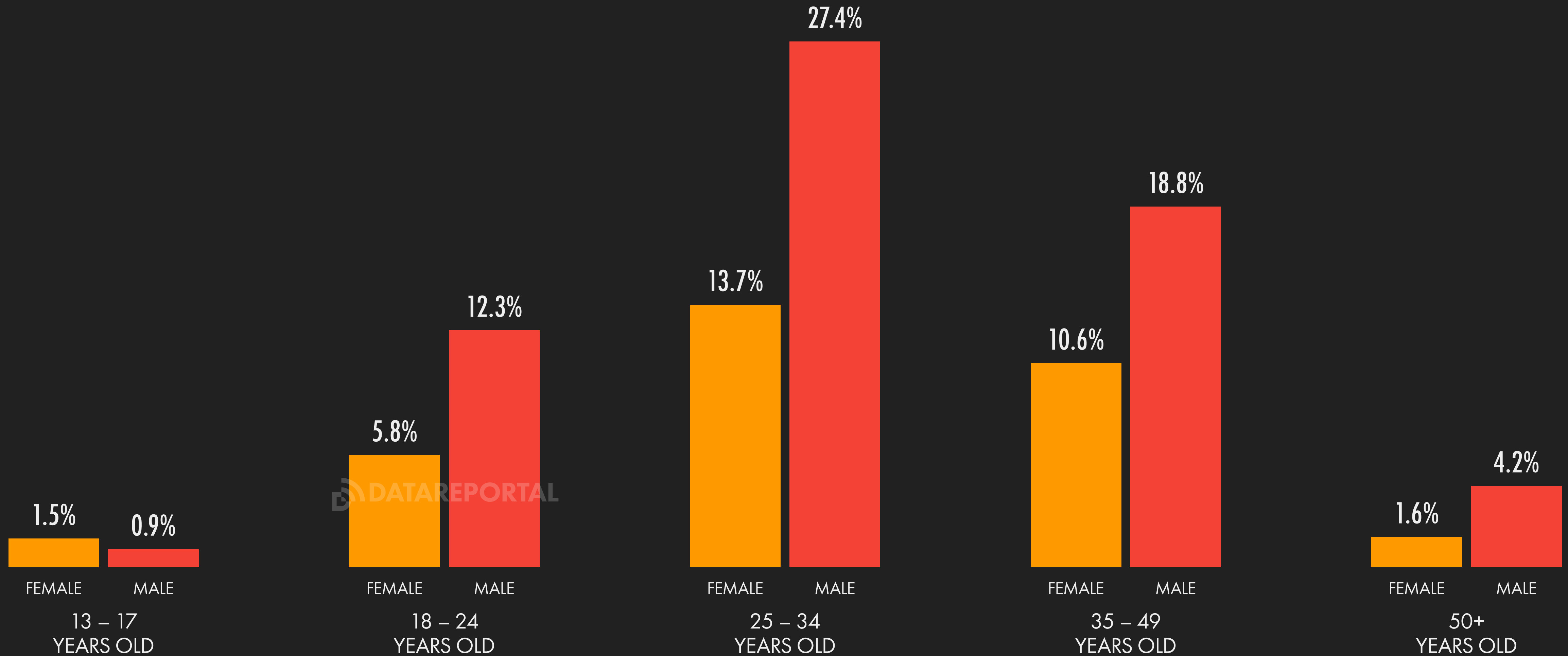
X: ADVERTISING AUDIENCE PROFILE

SHARE OF X'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR AGE AND GENDER MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



PINTEREST

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PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY

TOTAL POTENTIAL REACH
OF ADS ON PINTEREST



22.7
MILLION

PINTEREST AD REACH
vs. TOTAL POPULATION



27.1%

QUARTER-ON-QUARTER CHANGE
IN REPORTED PINTEREST AD REACH



-2.1%
-495 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED PINTEREST AD REACH



+0.6%
+145 THOUSAND

PINTEREST AD REACH
vs. TOTAL INTERNET USERS



29.0%

PINTEREST AD REACH
vs. POPULATION AGED 13+



30.8%

FEMALE PINTEREST AD REACH
vs. TOTAL PINTEREST AD REACH



72.4%

MALE PINTEREST AD REACH
vs. TOTAL PINTEREST AD REACH



22.1%

SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ALSO AVAILABLE FOR "UNSPECIFIED", .SO VALUES FOR "FEMALE" AND "MALE" MAY NOT SUM TO 100%. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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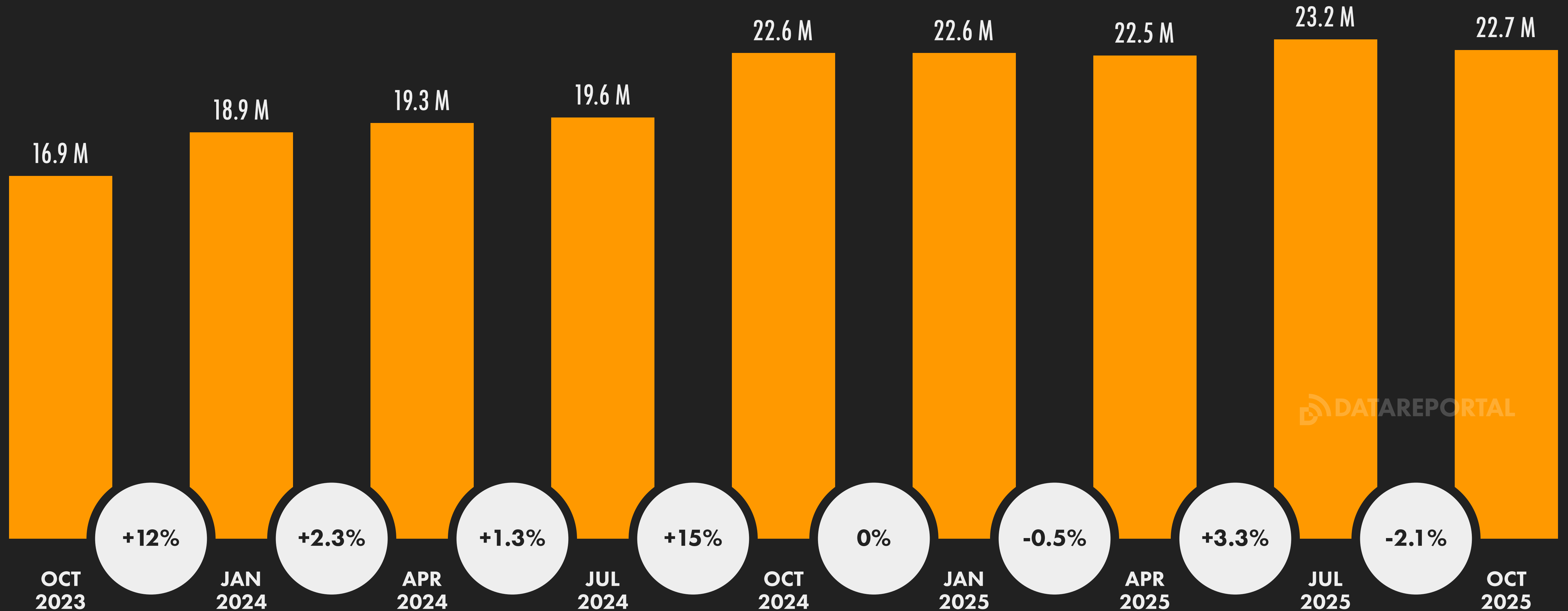
PINTEREST: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON PINTEREST, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).



DIGITAL MARKETING

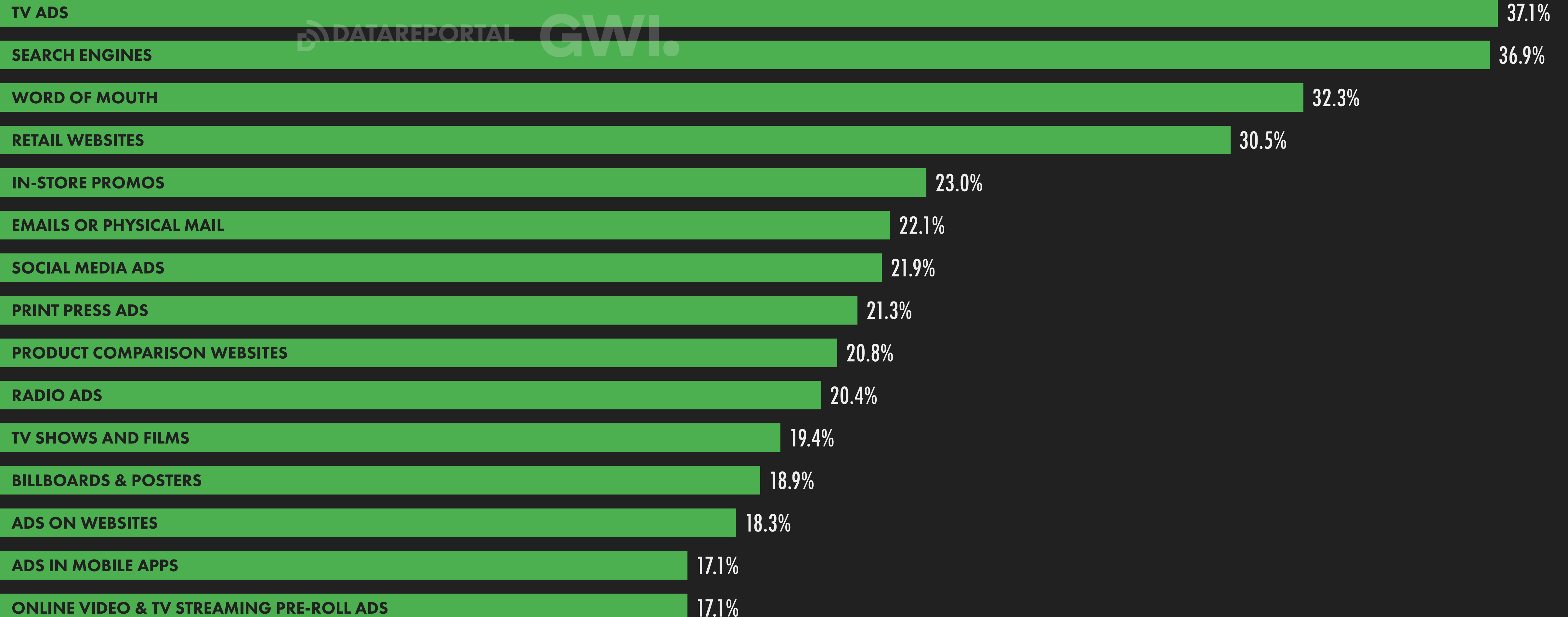
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SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



DATA REPORTAL
GWI.



OCT
2025

MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF **INTERNET USERS AGED 16+** WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



GERMANY

DATA REPORTAL
GWI.

SEARCH ENGINES

68.3%

PRICE COMPARISON SITES

40.0%

SOCIAL NETWORKS

29.2%

CONSUMER REVIEWS

24.2%

PRODUCT & BRAND WEBSITES

23.8%

MOBILE APPS

16.8%

SPECIALIST REVIEW SITES

15.6%

DISCOUNT VOUCHER SITES

14.2%

Q&A SITES

9.3%

VIDEO SITES

7.1%

6.9%

BRAND & PRODUCT BLOGS

6.9%

ONLINE PINBOARDS

5.8%

FORUMS & MESSAGE BOARDS

4.5%

MESSENGER SERVICES

3.4%

VLOGS

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ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ENGAGED IN EACH ACTION IN THE PAST MONTH



VISITED A BRAND'S WEBSITE

52.2%

READ AN EMAIL OR NEWSLETTER FROM A BRAND

32.7%

16.6%

USED A QR CODE PROVIDED BY A COMPANY OR BRAND

WATCHED A VIDEO MADE BY A BRAND 16.6%

FOLLOWED A BRAND ON A SOCIAL NETWORK 14.9%

CLICKED ON AN ONLINE AD ON A WEBSITE 14.6%

11.7% DOWNLOADED OR USED A BRANDED APP

11.3% VISITED A BRAND'S SOCIAL NETWORK PAGE

8.8% CLICKED ON A PROMOTED POST ON A SOCIAL NETWORK

8.0% STOPPED FOLLOWING A BRAND ON A SOCIAL NETWORK

7.6% LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE

7.4% PLAYED A BRANDED GAME

6.4% USED A SOCIAL MEDIA "SHARE" BUTTON ON A WEBSITE

6.1% UPLOADED CONTENT TO A BRAND'S SOCIAL MEDIA PAGE

6.0% ASKED A QUESTION TO A BRAND ON A SOCIAL NETWORK

OCT
2025

ADVERTISING SPEND: TOTAL vs. DIGITAL

ESTIMATED TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2025)



GERMANY

ESTIMATED TOTAL 2025 AD
SPEND (INCLUDING ONLINE
AND OFFLINE CHANNELS)



statista

\$28.5
BILLION

YEAR-ON-YEAR
CHANGE IN TOTAL AD
SPEND (ALL CHANNELS)



statista

+3.6%
+\$990 MILLION

ESTIMATED 2025 DIGITAL
AD SPEND (INCLUDING
SEARCH AND SOCIAL MEDIA)



statista

\$16.6
BILLION

YEAR-ON-YEAR
CHANGE IN
DIGITAL AD SPEND



+5.9%
+\$920 MILLION

2025 DIGITAL AD SPEND
AS A PERCENTAGE OF
TOTAL 2025 AD SPEND



58%

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE AND DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **ADVISORY:** THE DEFINITION OF "DIGITAL ADVERTISING" USED ON THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION USED ON SOME OTHER CHARTS IN THIS REPORT, SO VALUES MAY NOT CORRELATE ACROSS CHARTS.

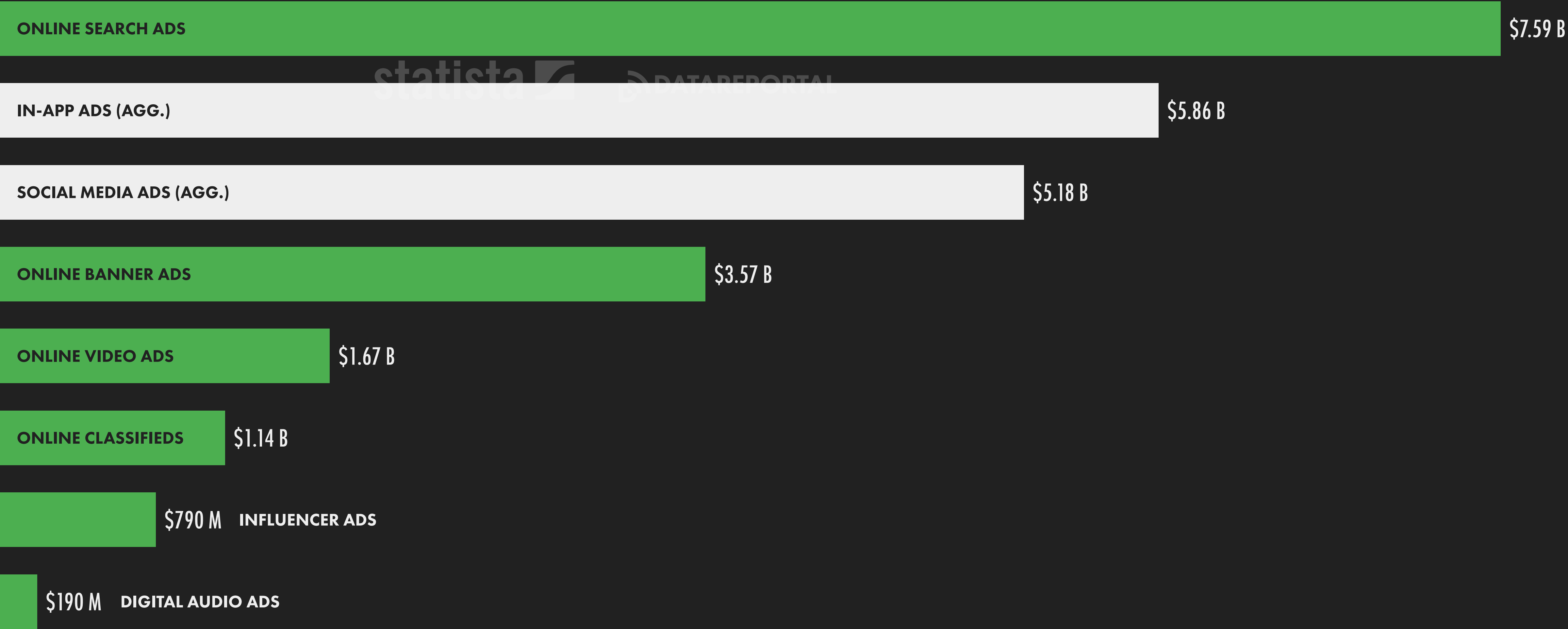
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2025

DIGITAL ADVERTISING SPEND BY CHANNEL

ESTIMATED ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2025)



GERMANY



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2025 IN U.S. DOLLARS. WHITE BARS DENOTED BY “(AGG.)” REPRESENT AGGREGATE VALUES, AND FIGURES INCLUDE COMBINED SUBSETS OF OTHER AD FORMATS ALSO SHOWN ON THIS CHART. FOR EXAMPLE, “SOCIAL MEDIA” SPEND INCLUDES A SUBSET OF REVENUES ALSO ASSOCIATED WITH ONLINE BANNER ADS AND ONLINE VIDEO ADS. WHERE LETTERS APPEAR NEXT TO FIGURES, “M” DENOTES MILLIONS, “B” DENOTES BILLIONS, AND “T” DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

OCT
2025

DIGITAL MARKETING: ATTITUDES AND BEHAVIOURS

ATTITUDES AND BEHAVIOURS RELATING TO DIGITAL MARKETING AMONGST INTERNET USERS AGED 16+, INCLUDING AVERAGE AD SPEND PER CAPITA



CONTEXT: AVERAGE DIGITAL AD SPEND
PER INTERNET USER (USD; 2025)



\$211

statista

FEEL REPRESENTED IN THE
ADS THEY SEE AND HEAR



6.0%

GWl.

RESEARCH BRANDS ONLINE
BEFORE MAKING A PURCHASE



54.8%



VISIT SOCIAL MEDIA TO LEARN ABOUT
BRANDS AND SEE BRANDS' CONTENT



40.2%

VISITED A BRAND'S WEBSITE
IN THE PAST MONTH



52.2%

GWl.

CLICKED OR TAPPED ON A BANNER AD
ON A WEBSITE IN THE PAST MONTH



14.6%



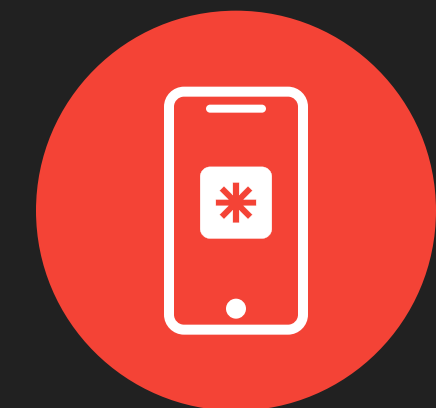
CLICKED OR TAPPED ON A SPONSORED
SOCIAL MEDIA POST IN THE PAST MONTH



8.8%

GWl.

DOWNLOADED OR USED A BRANDED
MOBILE APP IN THE PAST MONTH



11.7%

OCT
2025

PROGRAMMATIC ADVERTISING OVERVIEW

ESTIMATED SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ESTIMATED ANNUAL SPEND
ON PROGRAMMATIC
ADVERTISING (USD)



\$13.2
BILLION

YEAR-ON-YEAR CHANGE
IN PROGRAMMATIC
ADVERTISING SPEND (USD)



+6.8%
+\$840 MILLION

PROGRAMMATIC'S SHARE OF
TOTAL DIGITAL ADVERTISING
SPEND (ESTIMATED)



80%

YEAR-ON-YEAR CHANGE IN
PROGRAMMATIC'S SHARE OF
TOTAL DIGITAL ADVERTISING SPEND



+1.3%
+100 BPS

statista



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

OCT
2025

IN-APP ADVERTISING OVERVIEW

ESTIMATED SPEND ON ADVERTISING WITHIN MOBILE AND TABLET APPS, AND THE ASSOCIATED SHARE OF THE DIGITAL ADVERTISING MARKET



ESTIMATED ANNUAL
SPEND ON IN-APP
ADVERTISING (USD)



\$5.86
BILLION

YEAR-ON-YEAR
CHANGE IN IN-APP
ADVERTISING SPEND (USD)



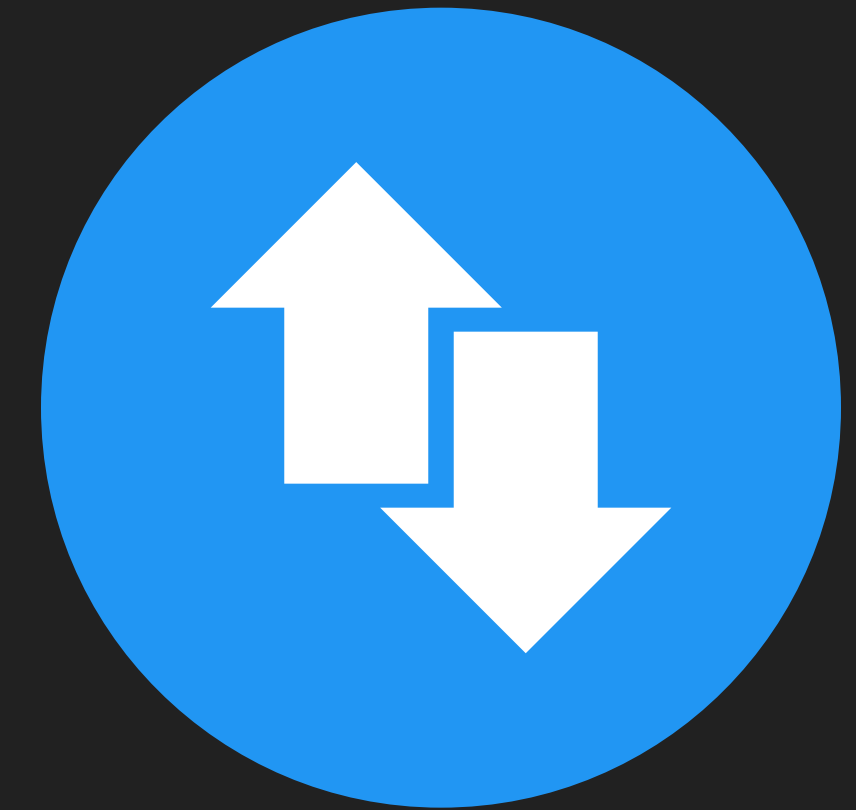
+8.7%
+\$470 MILLION

IN-APP ADVERTISING'S
SHARE OF TOTAL DIGITAL
ADVERTISING SPEND (ESTIMATED)



35%

YEAR-ON-YEAR CHANGE IN
IN-APP ADVERTISING'S SHARE OF
TOTAL DIGITAL ADVERTISING SPEND



+2.7%
+100 BPS



statista



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

OCT
2025

ONLINE RETAIL PLATFORM ADVERTISING OVERVIEW

ESTIMATED SPEND ON ADVERTISING ON ONLINE RETAIL PLATFORMS, AND THE ASSOCIATED SHARE OF THE DIGITAL ADVERTISING MARKET



ESTIMATED ANNUAL SPEND
ON ADVERTISING ON ONLINE
RETAIL PLATFORMS (USD)



\$3.88
BILLION

ANNUAL CHANGE IN
ADVERTISING SPEND ON
ONLINE RETAIL PLATFORMS



+15.1%
+\$510 MILLION

ONLINE RETAIL PLATFORMS'
SHARE OF TOTAL DIGITAL
ADVERTISING SPEND (ESTIMATED)



23.4%

ANNUAL CHANGE IN ONLINE
RETAIL PLATFORMS' SHARE OF TOTAL
DIGITAL ADVERTISING SPEND



+8.7%
+188 BPS



statista



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

OCT
2025

SEARCH ADVERTISING OVERVIEW

ESTIMATED SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ESTIMATED ANNUAL
SPEND ON ONLINE
SEARCH ADVERTISING (USD)



\$7.59
BILLION

YEAR-ON-YEAR CHANGE
IN ONLINE SEARCH
ADVERTISING SPEND



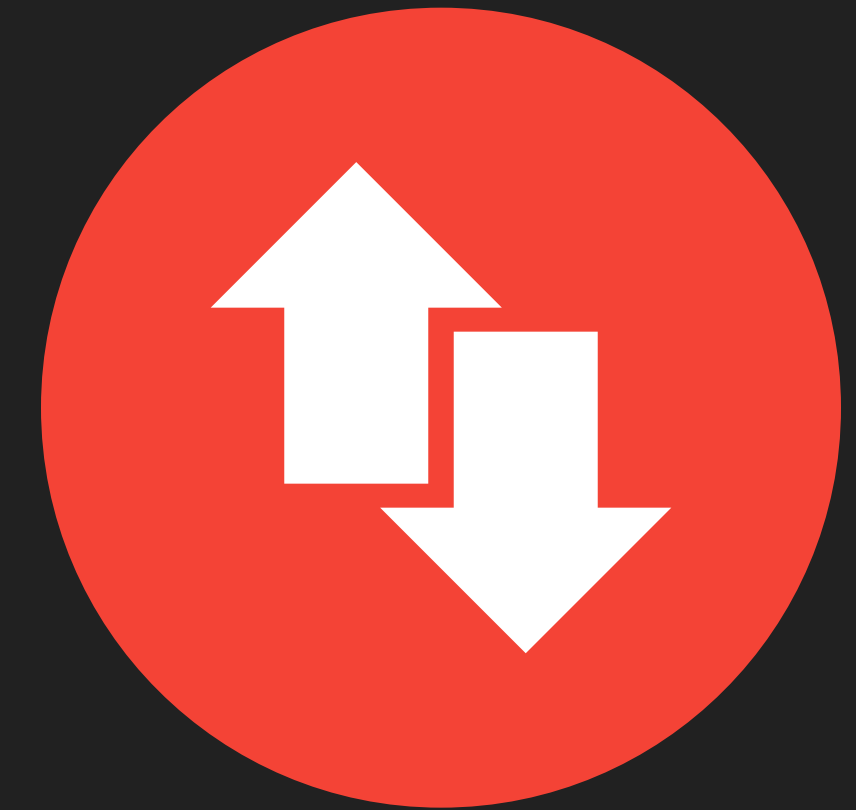
+7.1%
+\$500 MILLION

ONLINE SEARCH'S SHARE OF
TOTAL DIGITAL ADVERTISING
SPEND (ESTIMATED)



45.8%

YEAR-ON-YEAR CHANGE IN
ONLINE SEARCH'S SHARE OF
TOTAL DIGITAL ADVERTISING SPEND



+1.1%
+50 BPS



statista



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

OCT
2025

SOCIAL MEDIA ADVERTISING OVERVIEW

ESTIMATED SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ESTIMATED ANNUAL
SPEND ON SOCIAL MEDIA
ADVERTISING (USD)



\$5.18
BILLION

statista

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA
ADVERTISING SPEND



+14.1%
+\$640 MILLION

KEPIOS

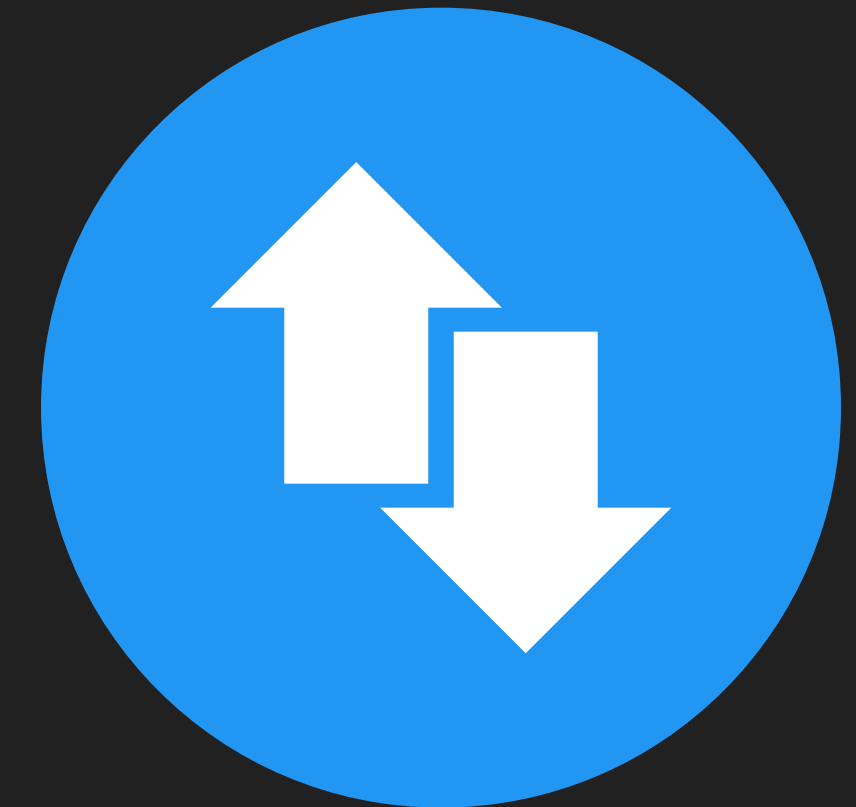
SOCIAL MEDIA'S SHARE OF
TOTAL DIGITAL ADVERTISING
SPEND (ESTIMATED)



31.3%



YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA'S SHARE OF TOTAL
DIGITAL ADVERTISING SPEND



+7.8%
+225 BPS

OCT
2025

INFLUENCER ADVERTISING OVERVIEW

ESTIMATED SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET



ESTIMATED ANNUAL
SPEND ON INFLUENCER
ADVERTISING (USD)



\$790
MILLION

YEAR-ON-YEAR
CHANGE IN INFLUENCER
ADVERTISING SPEND



+12.9%
+\$90.0 MILLION

INFLUENCER ADVERTISING'S
SHARE OF TOTAL DIGITAL
AD SPEND (ESTIMATED)



4.8%

YEAR-ON-YEAR CHANGE IN
INFLUENCER ADVERTISING'S SHARE
OF TOTAL DIGITAL AD SPEND



+6.6%
+29 BPS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GIVEAWAYS, MEDIA SPEND TO "BOOST" POSTS, OR AFFILIATE COMMISSIONS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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2025

ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY



EXPRESS CONCERN
ABOUT WHAT IS REAL
vs. WHAT IS FAKE
ON THE INTERNET



41.8%

WORRY ABOUT
HOW COMPANIES
MIGHT USE THEIR
ONLINE DATA



GWl.

41.1%

DECLINE COOKIES
ON WEBSITES
AT LEAST SOME
OF THE TIME



56.7%

USE A TOOL TO BLOCK
ADVERTISEMENTS ON
THE INTERNET AT LEAST
SOME OF THE TIME



GWl.

31.5%

USE A VIRTUAL PRIVATE
NETWORK (VPN) TO
ACCESS THE INTERNET AT
LEAST SOME OF THE TIME



24.2%

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2025

REASONS FOR USING AD BLOCKERS

PRIMARY REASONS FOR USING AD BLOCKERS AMONGST INTERNET USERS AGED 16+ WHO USE AD BLOCKERS AT LEAST SOME OF THE TIME



THERE ARE TOO MANY ADS

68.4%

ADS GET IN THE WAY

63.0%

ADS AREN'T RELEVANT TO ME

47.9%

TO PROTECT MY PRIVACY

43.8%

TO STOP COMPANIES COLLECTING DATA ABOUT ME

35.6%

TO STOP INAPPROPRIATE CONTENT BEING SHOWN

31.6%

TO IMPROVE DEVICE PERFORMANCE

28.6%

DATA REPORTAL GWI.



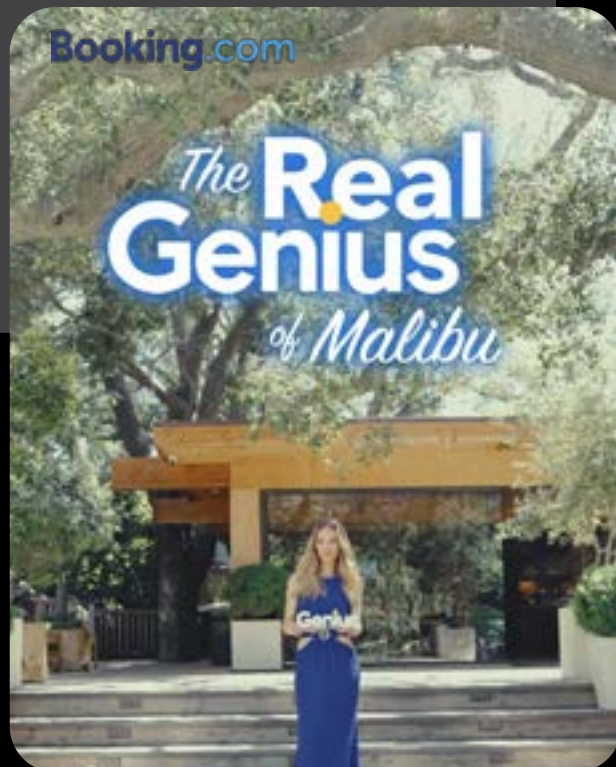
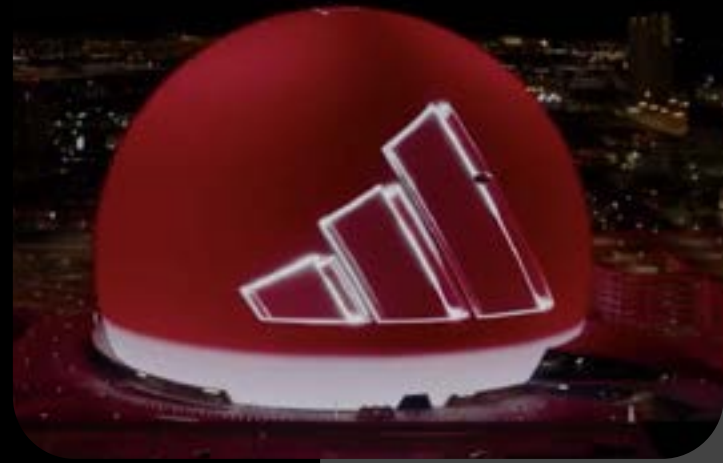
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AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU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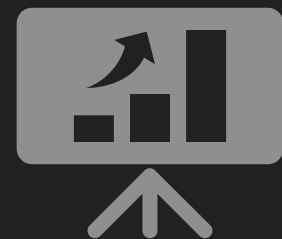
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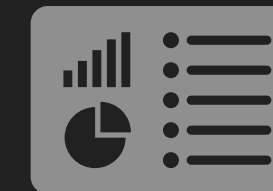
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NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

Note: *This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at <https://datareportal.com/notes-on-data>.*

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

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

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also **change the source(s)** that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the

footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are **not comparable**.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

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.

As a result, the figures we report for social media users may **exceed** internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

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.

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