

CONSUMERS & BRANDS

Social media usage in the Benelux

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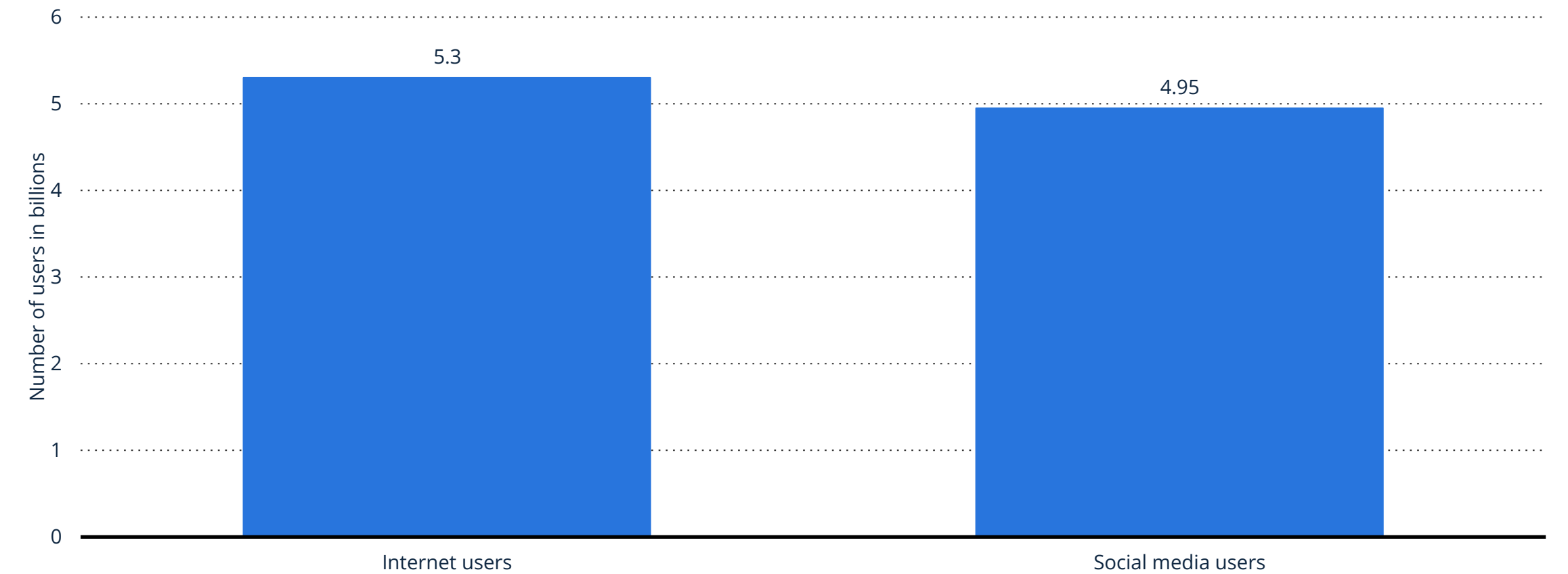
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CHAPTER 01

Overview

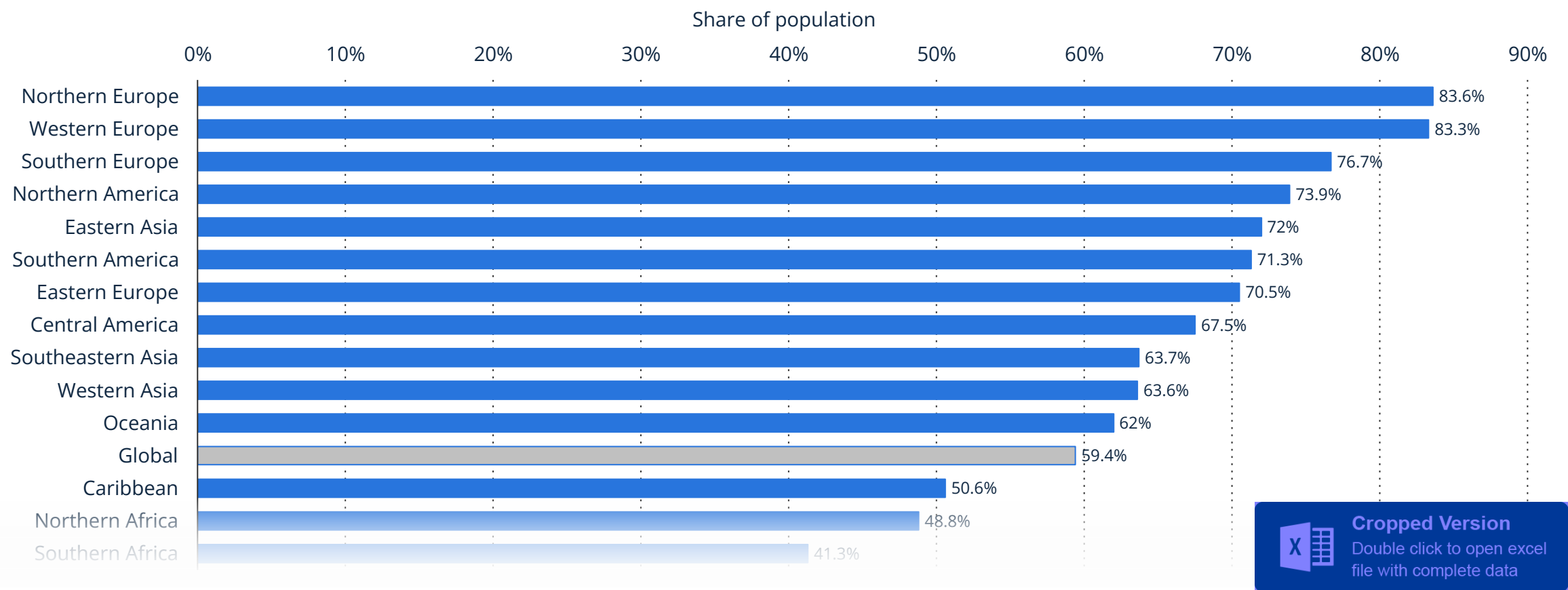
Number of internet and social media users worldwide as of October 2023 (in billions)

Worldwide digital population 2023



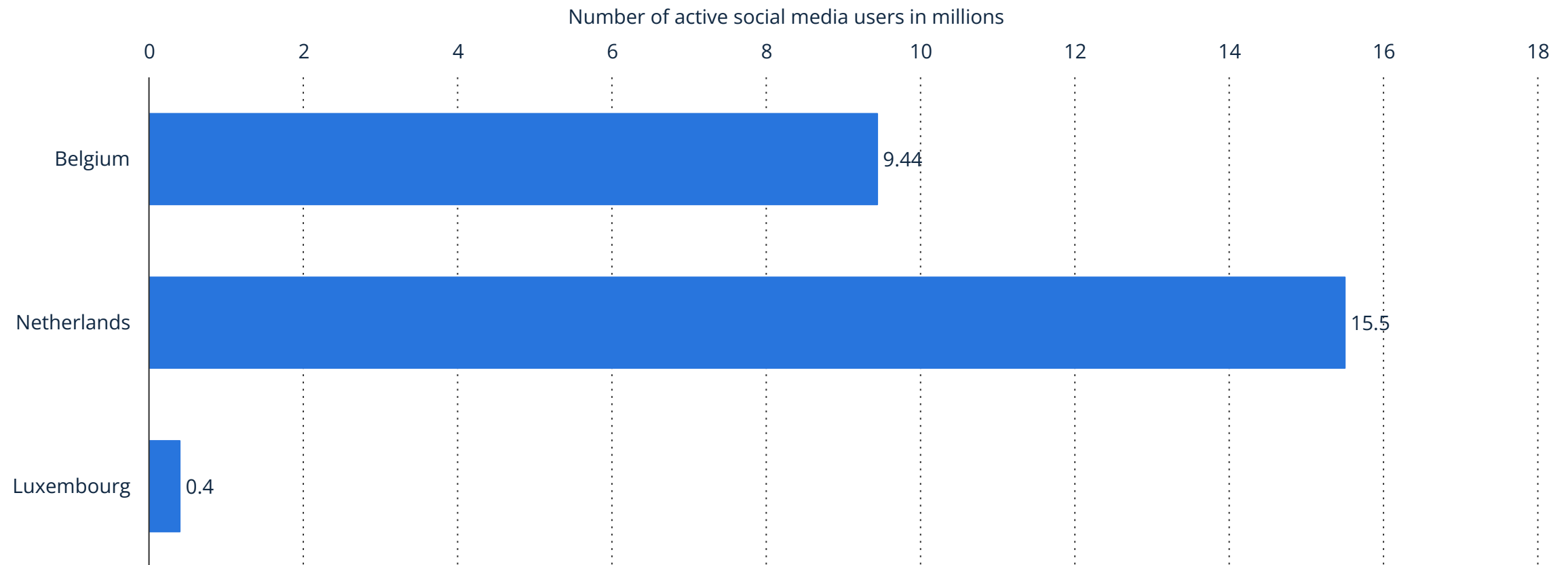
Global social network penetration rate as of January 2023, by region

Social media: global penetration rate 2023, by region



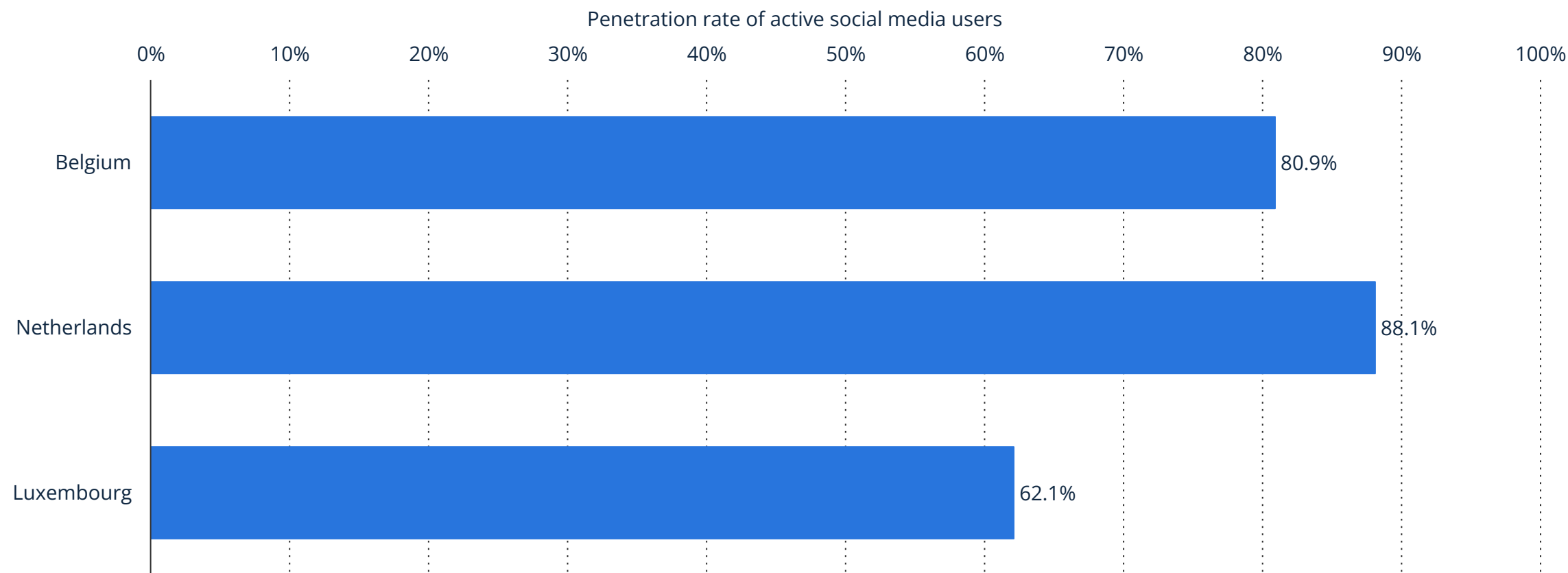
Total number of active social media users in Belgium, Luxembourg and the Netherlands in January 2023 (in millions)

Active social media users in the Benelux region 2023, by country



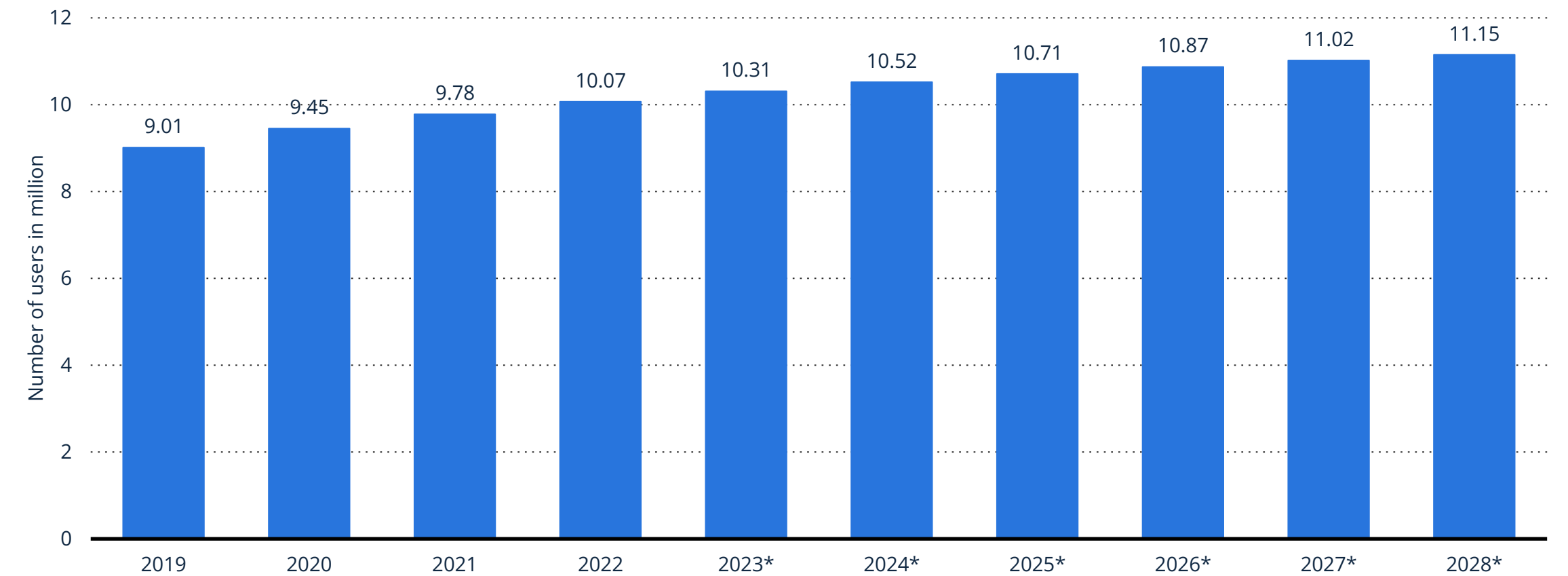
Social media penetration rate in Belgium, Luxembourg and the Netherlands in January 2023

Penetration rate of active social media users Benelux region 2023, by country



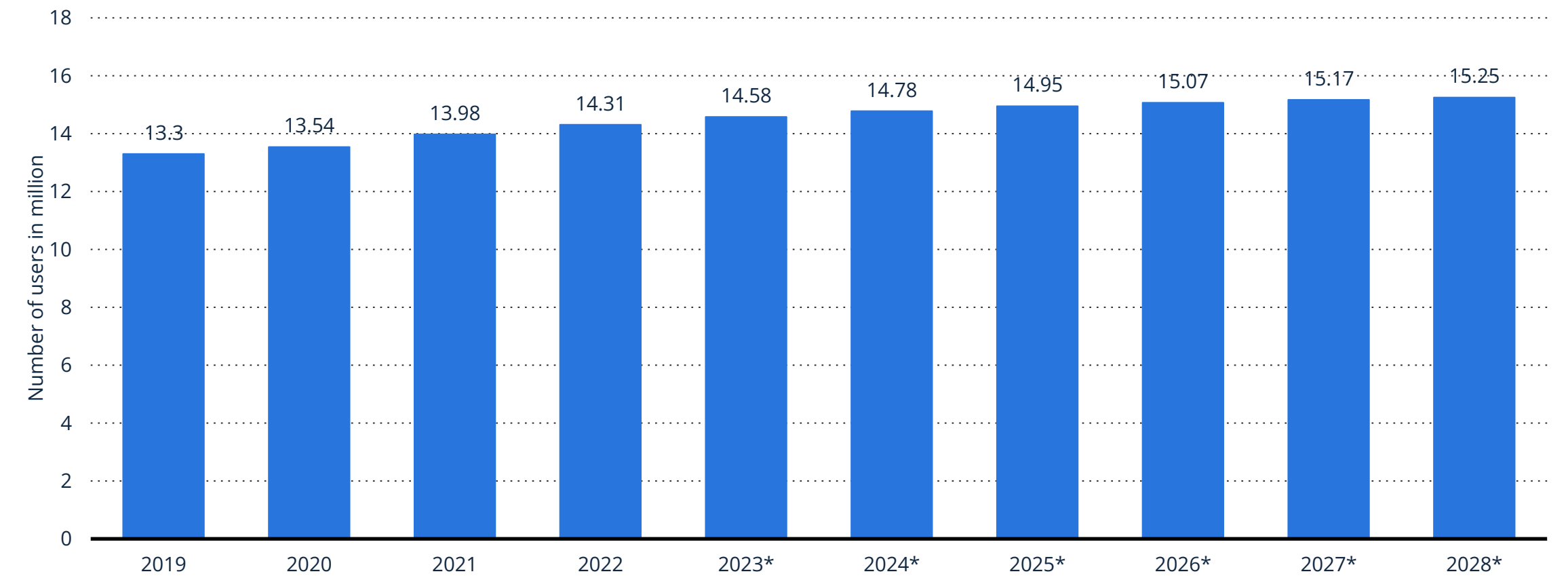
Number of social media users in Belgium from 2019 to 2028 (in millions)

Social media users in Belgium 2019-2028



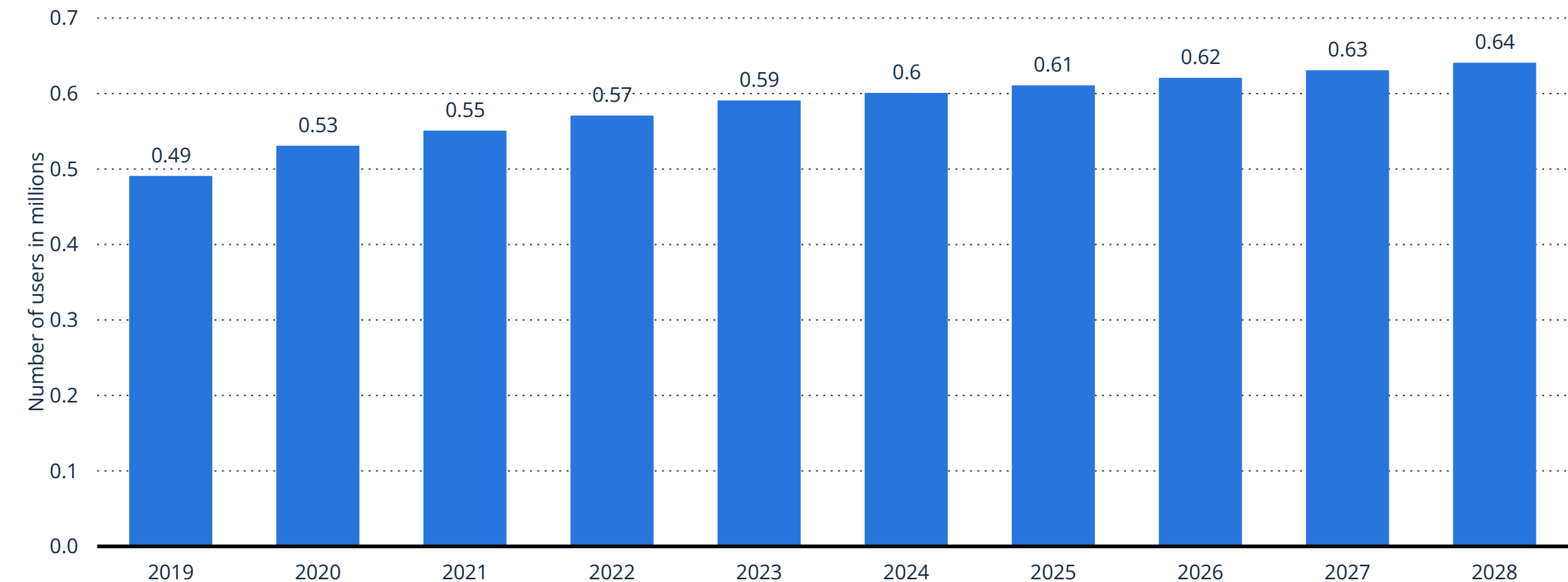
Number of social media users in the Netherlands from 2019 to 2028 (in millions)

Social media users in the Netherlands 2019-2028



Number of social media users in Luxembourg from 2019 to 2028 (in millions)

Social media users in Luxembourg 2019-2028

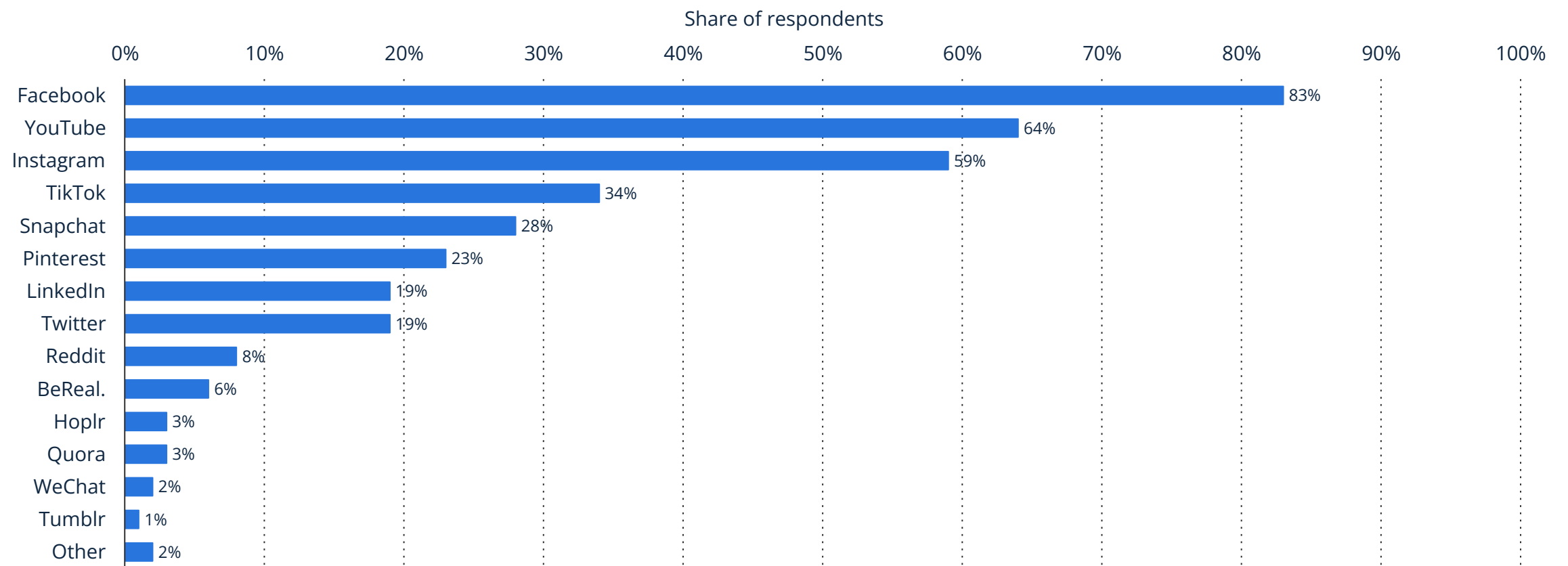


CHAPTER 02

Benchmark

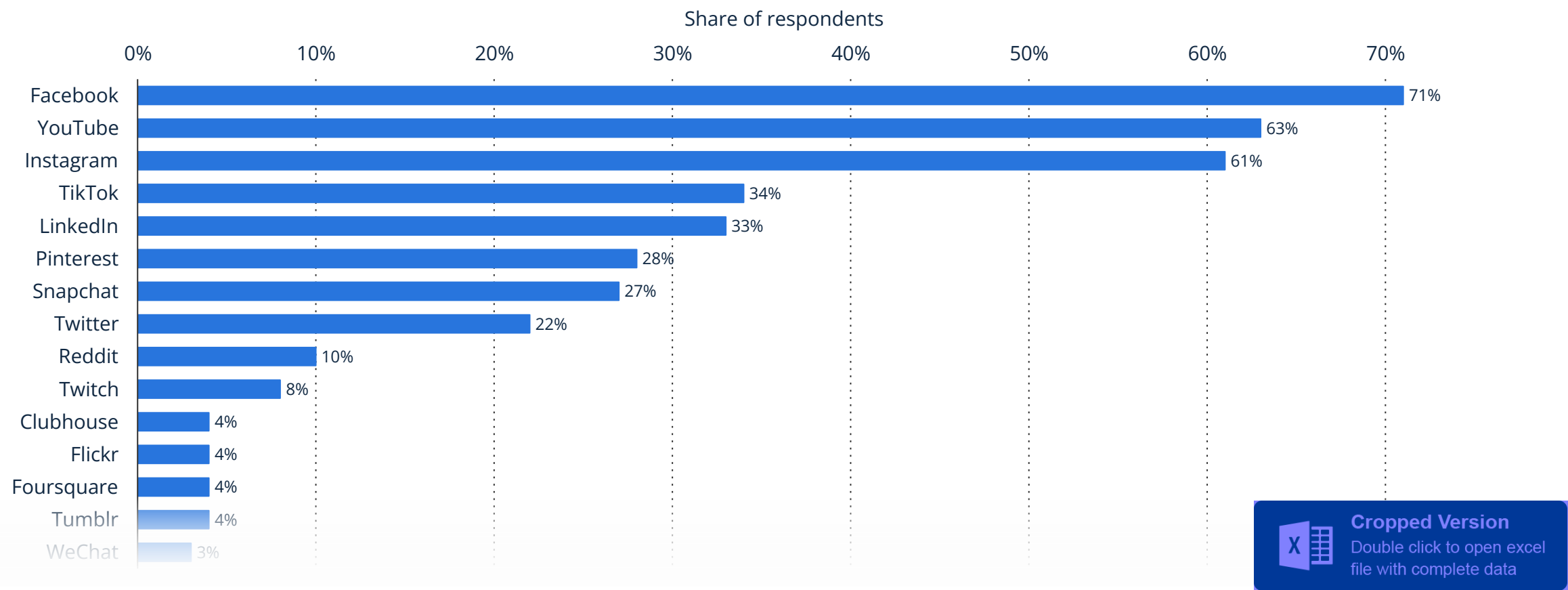
Social network usage by brand in Belgium as of March 2023

Social network usage by brand in Belgium 2023



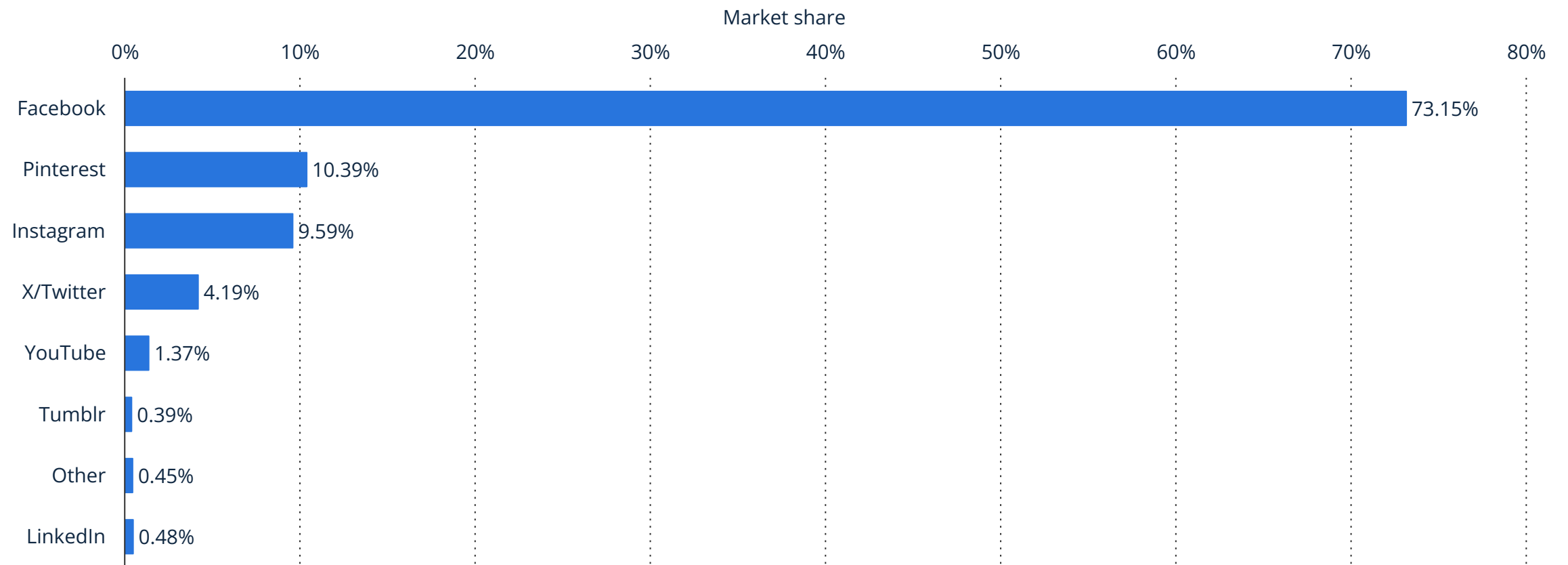
Social network usage by brand in the Netherlands as of September 2023

Social network usage by brand in the Netherlands 2023



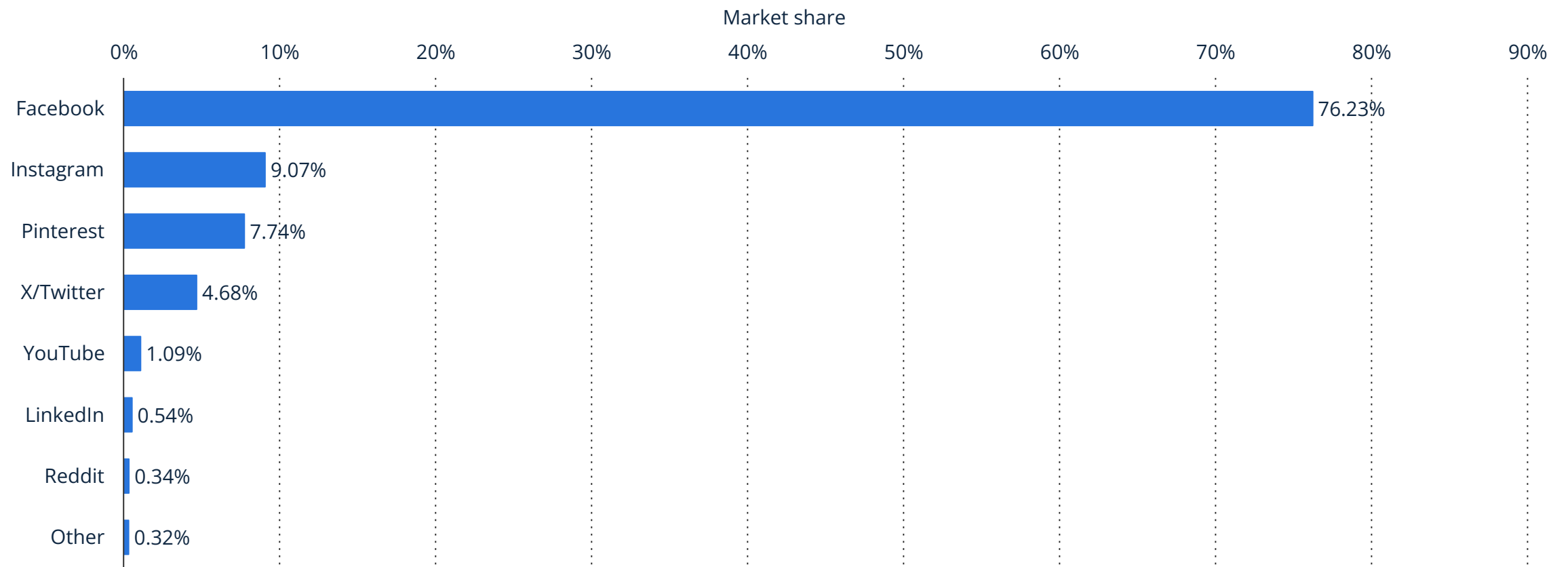
Most popular social networks in Belgium as of October 2023, by share of visits

Leading social networks in Belgium 2023, by share of visits



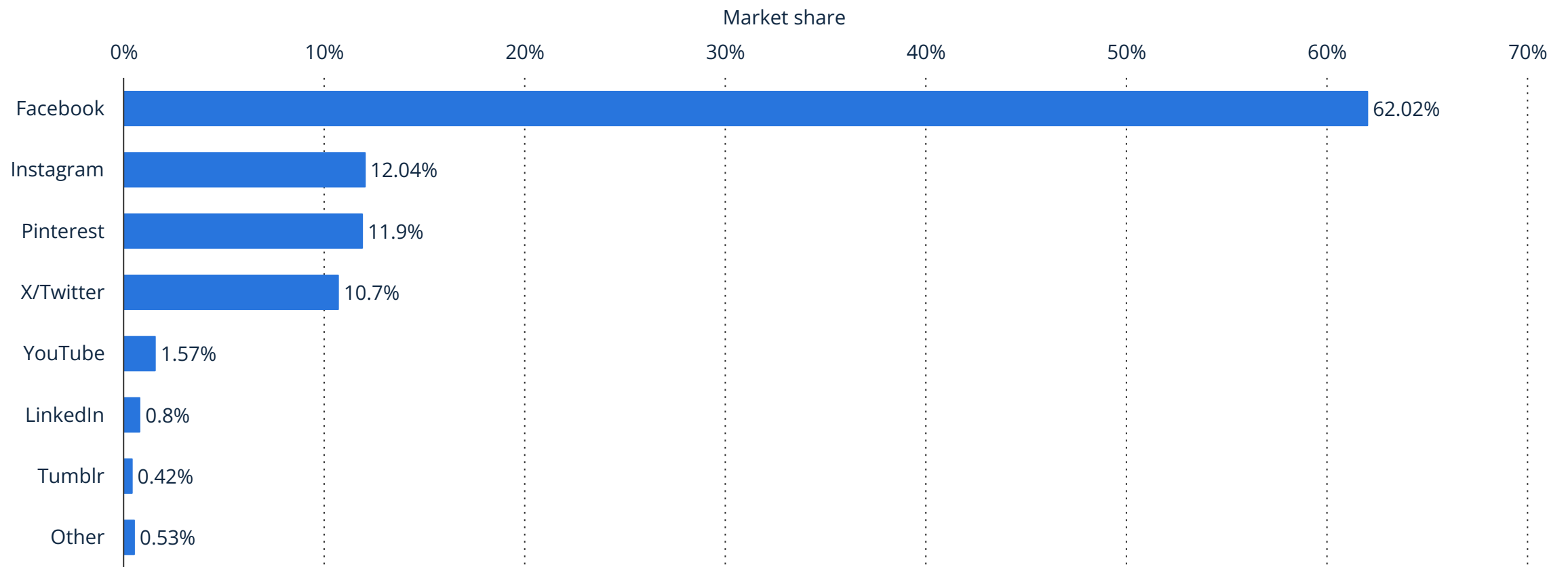
Most popular social networks in the Netherlands as of October 2023, by share of visits

Leading social networks in the Netherlands 2023, by share of visits



Most popular social networks in Luxembourg as of October 2023, by share of visits

Leading social networks in Luxembourg 2023, by share of visits

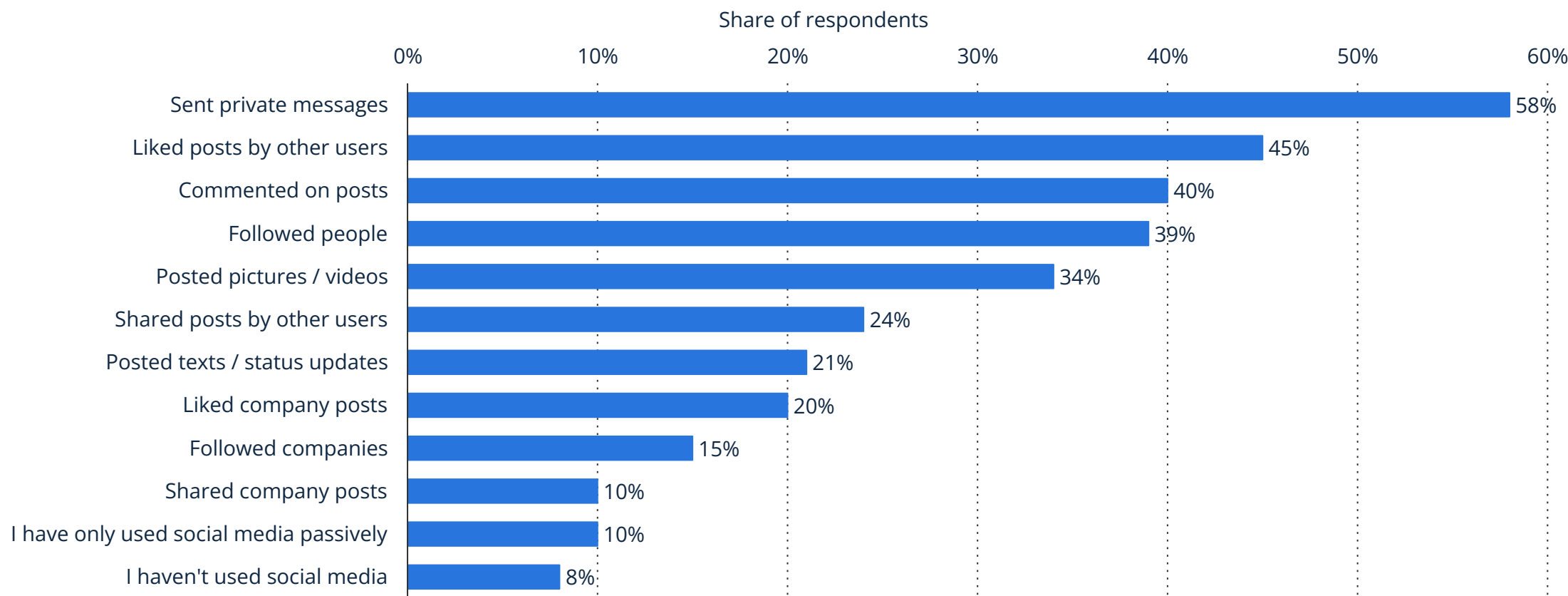


CHAPTER 03

Usage

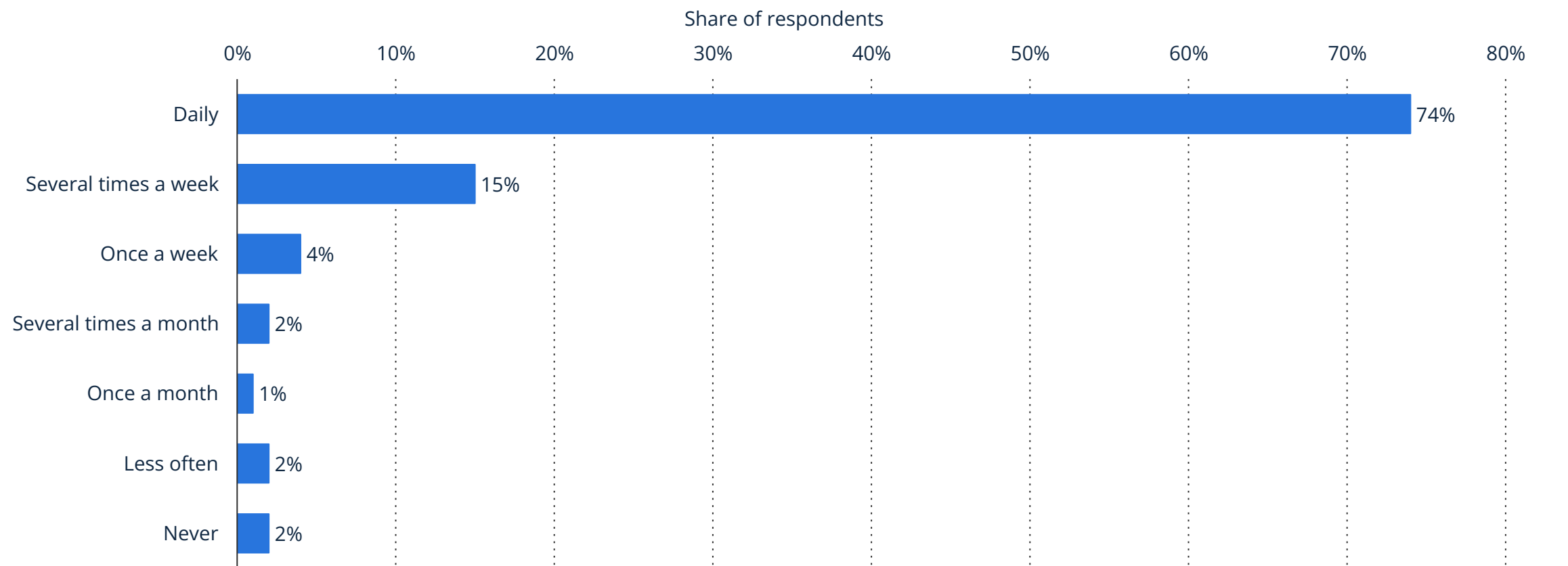
Most common social media activities in Belgium as of March 2023

Most common social media activities in Belgium 2023



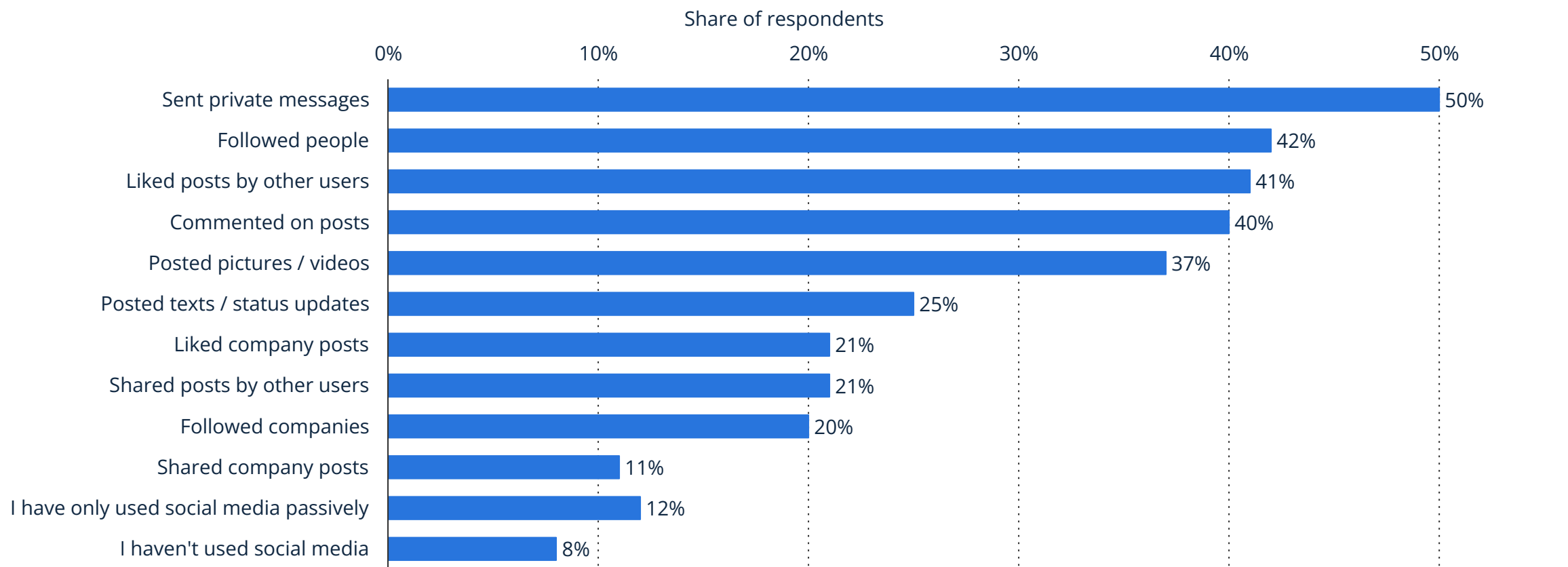
Social network usage by frequency in Belgium as of March 2023

Social network usage by frequency in Belgium 2023



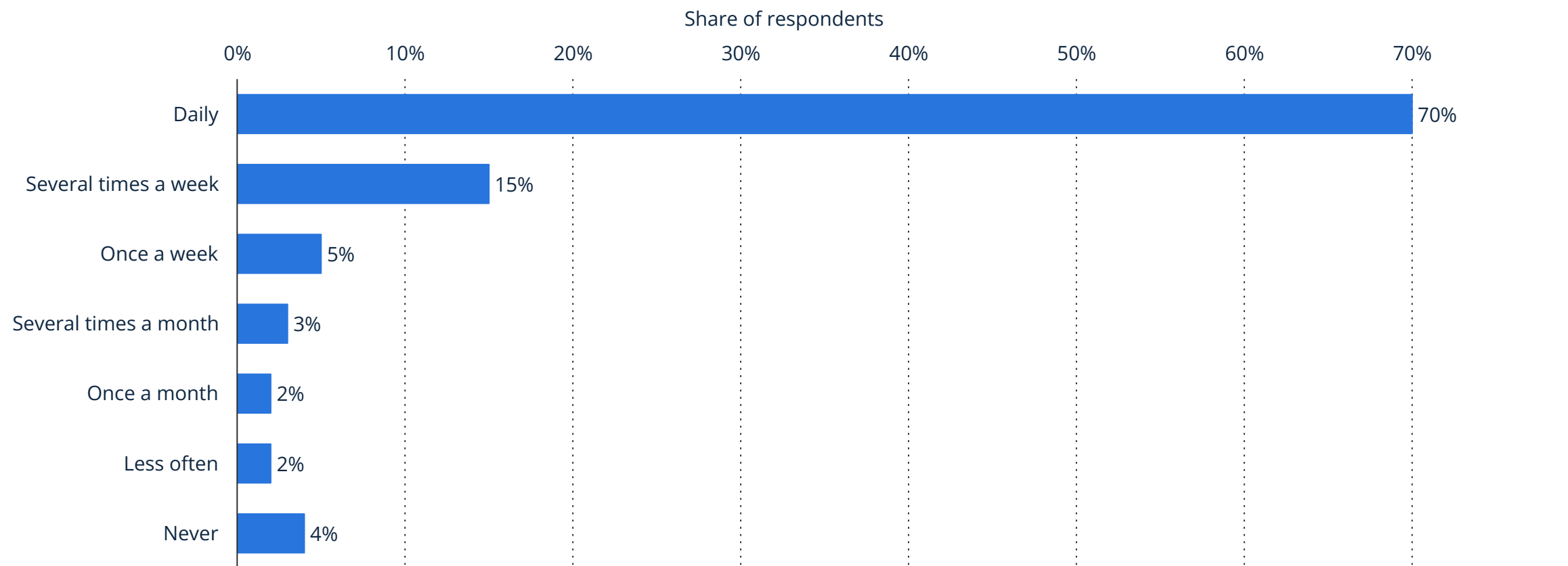
Most common social media activities in the Netherlands as of September 2023

Most common social media activities in the Netherlands 2023



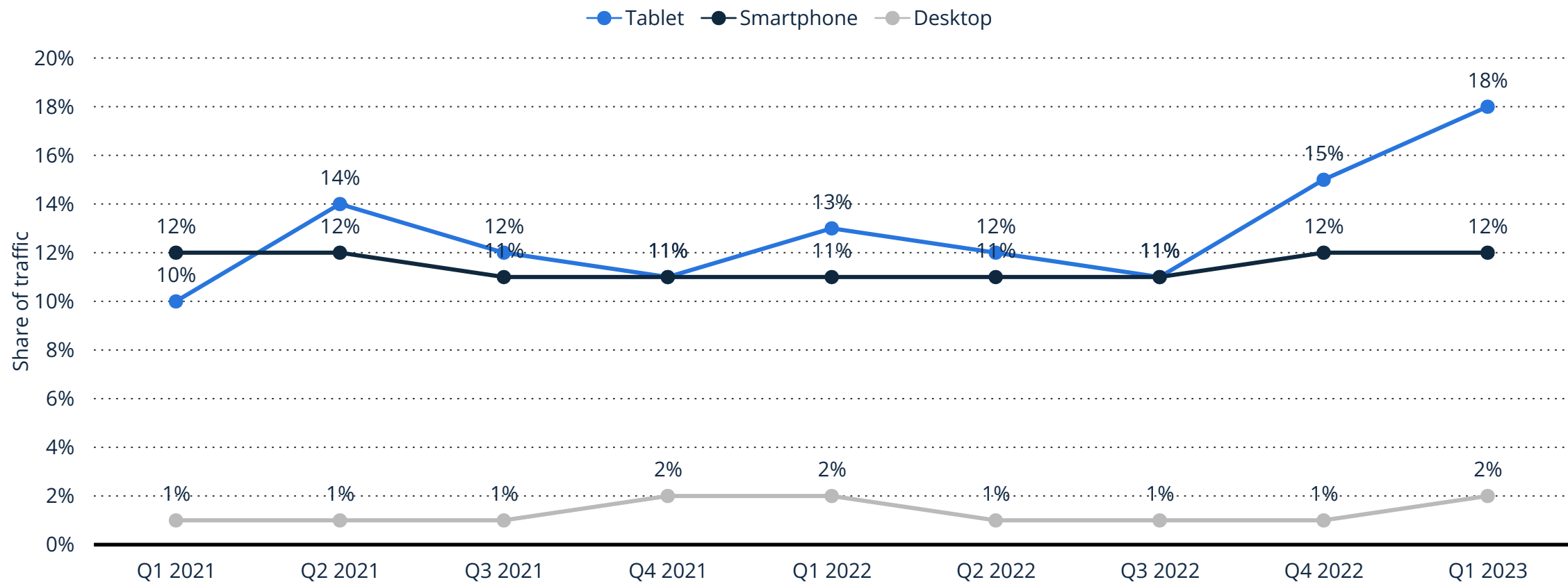
Social network usage by frequency in the Netherlands as of September 2023

Social network usage by frequency in the Netherlands 2023



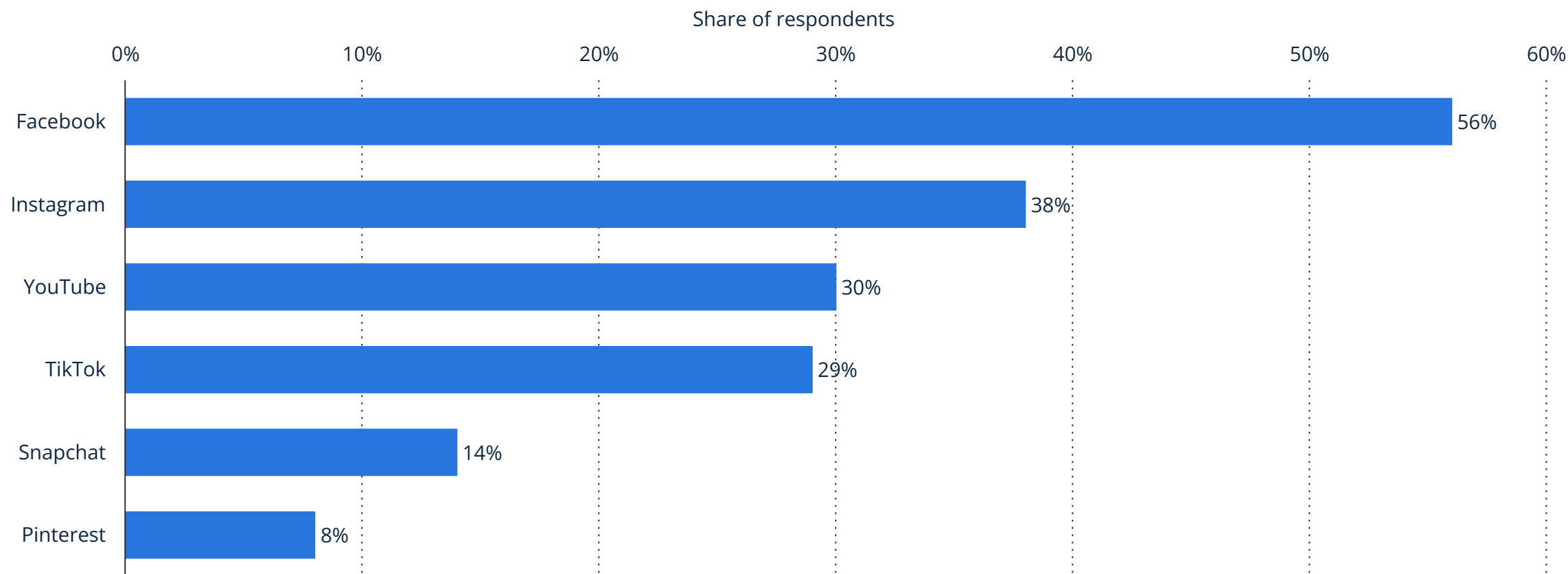
Share of visits to e-commerce websites from social media referrals in Belgium from 1st quarter 2021 to 1st quarter 2023, by device

Social referrals to e-commerce sites in Belgium 2021-2023, by device



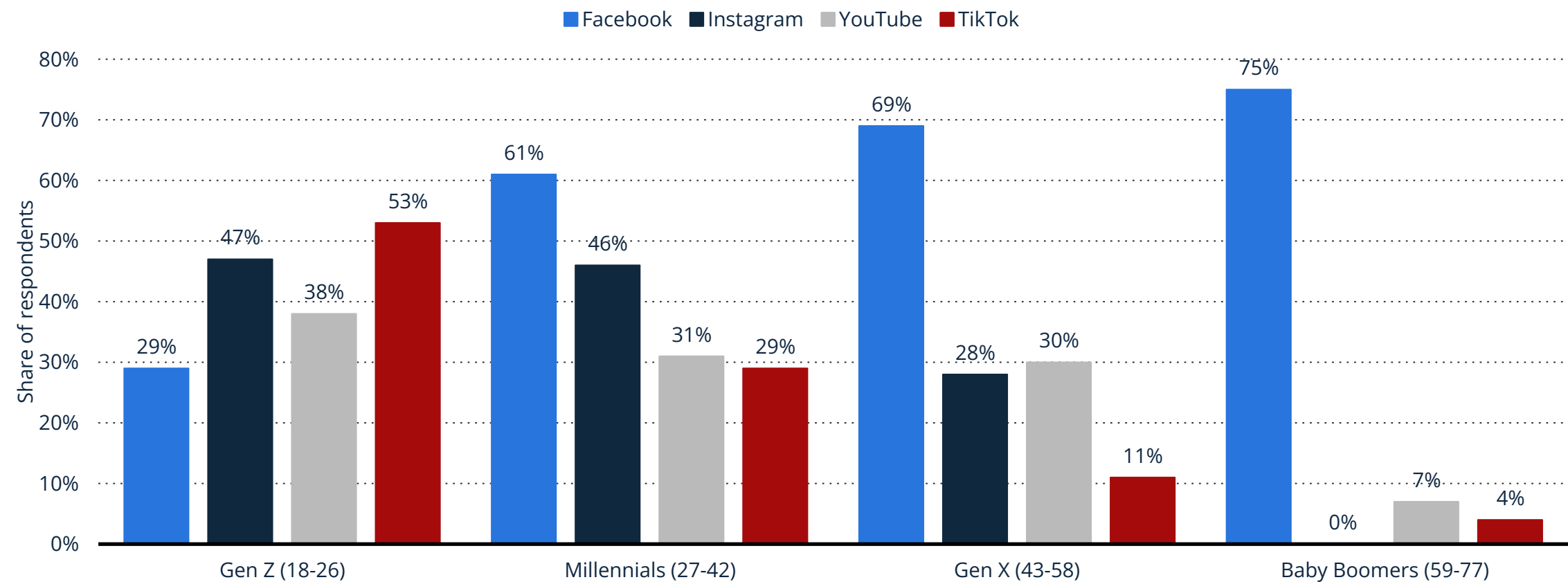
Most popular social media platforms for shopping in Belgium in 1st quarter 2023

Leading social networks for shopping in Belgium 2023



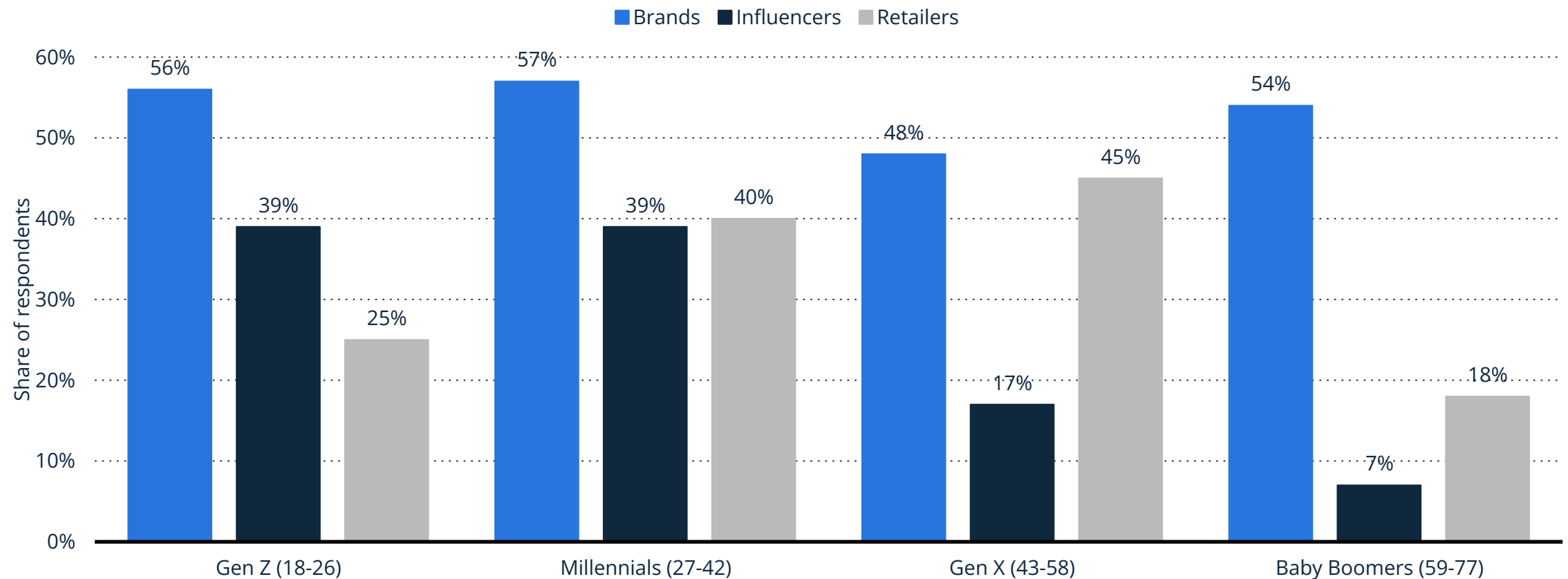
Most popular social media platforms for shopping in Belgium in 4th quarter 2022, by generation

Leading social networks for shopping in Belgium 2022, by generation



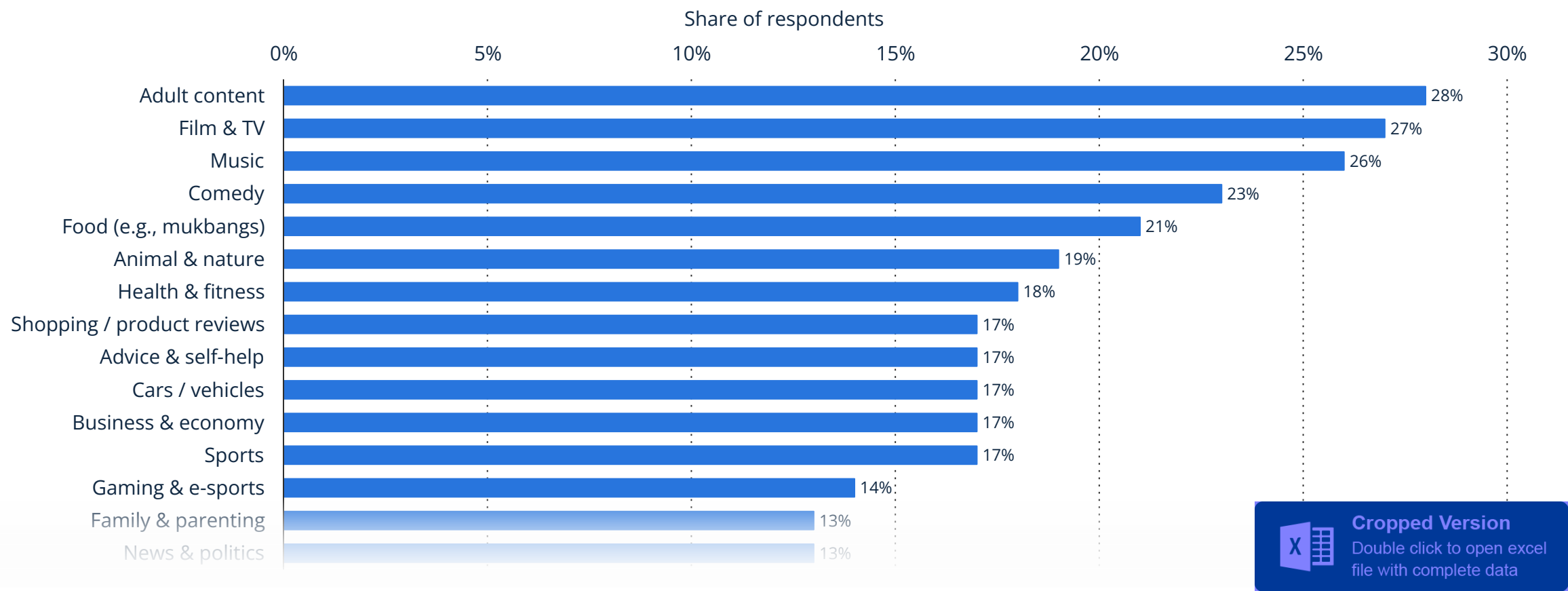
Types of social media accounts shoppers followed and purchased from in Belgium in 1st quarter 2023, by generational cohort

Social media accounts users followed/bought from in Belgium 2023, by generation



Influencer / content creators followed by type in the Netherlands in 2023

Influencer / content creators followed by type in the Netherlands in 2023

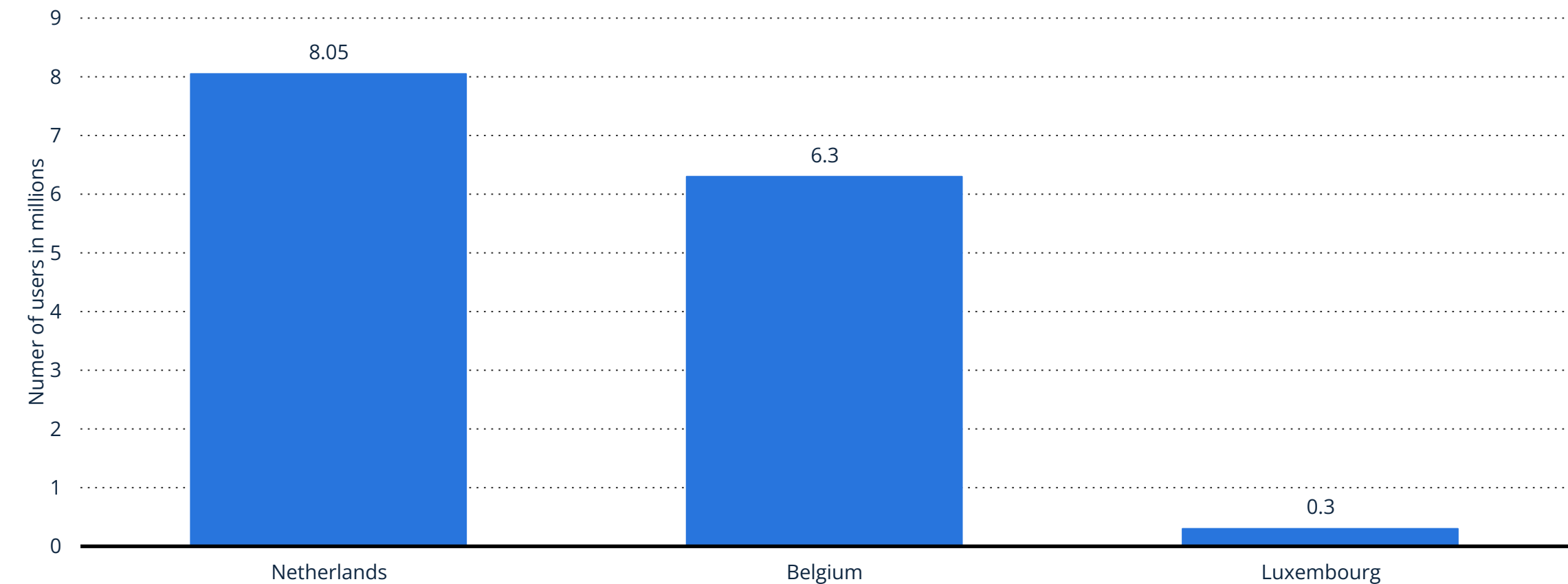


CHAPTER 04

Facebook

Number of Facebook users in the Benelux region 2023 (in millions)

Benelux: Facebook users 2023



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