

DIGITAL & TRENDS

# Social media in the Philippines

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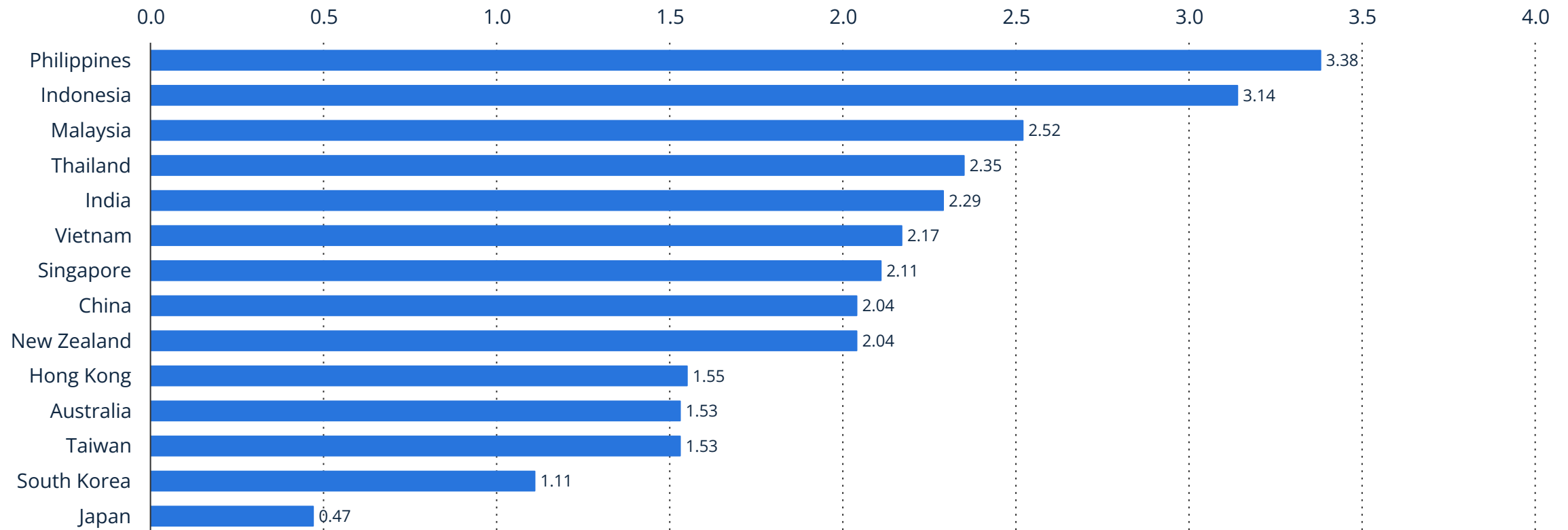
CHAPTER 01

# Overview

# Average daily time spent using social media in the Asia-Pacific region in the first quarter of 2023, by country (in hours and minutes)

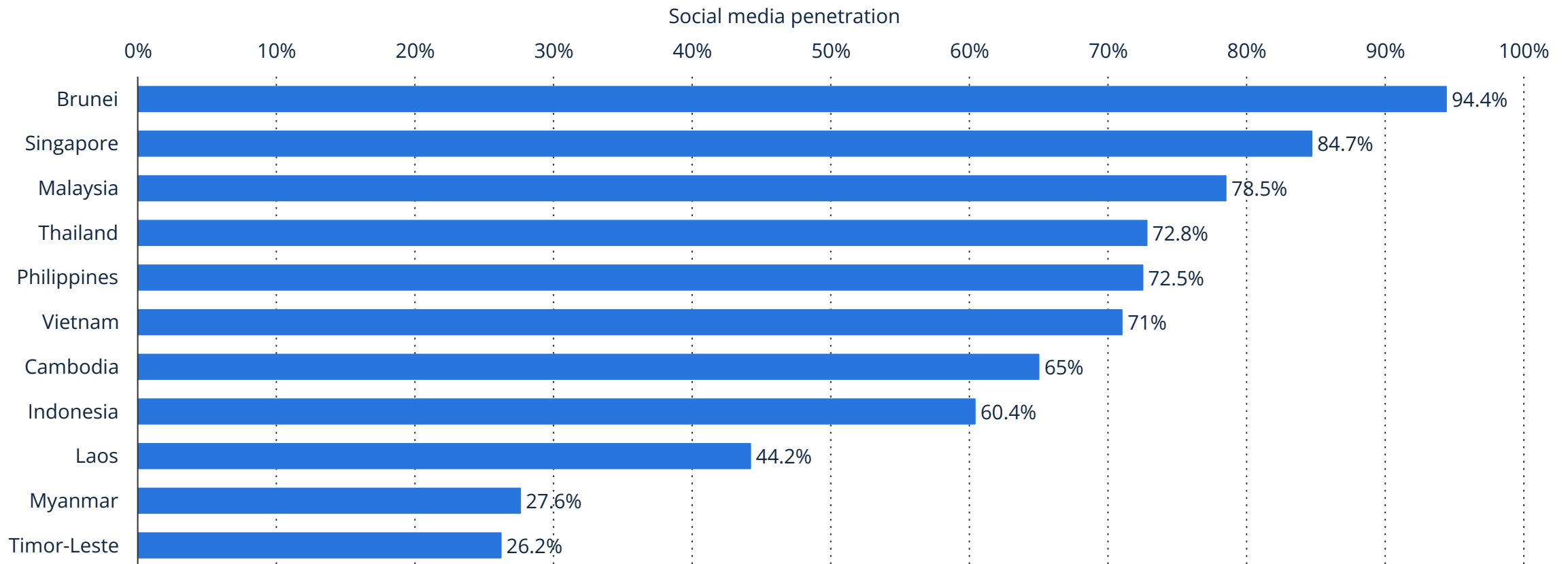
Daily time spent using social media APAC Q1 2023, by country

Time in hours and minutes



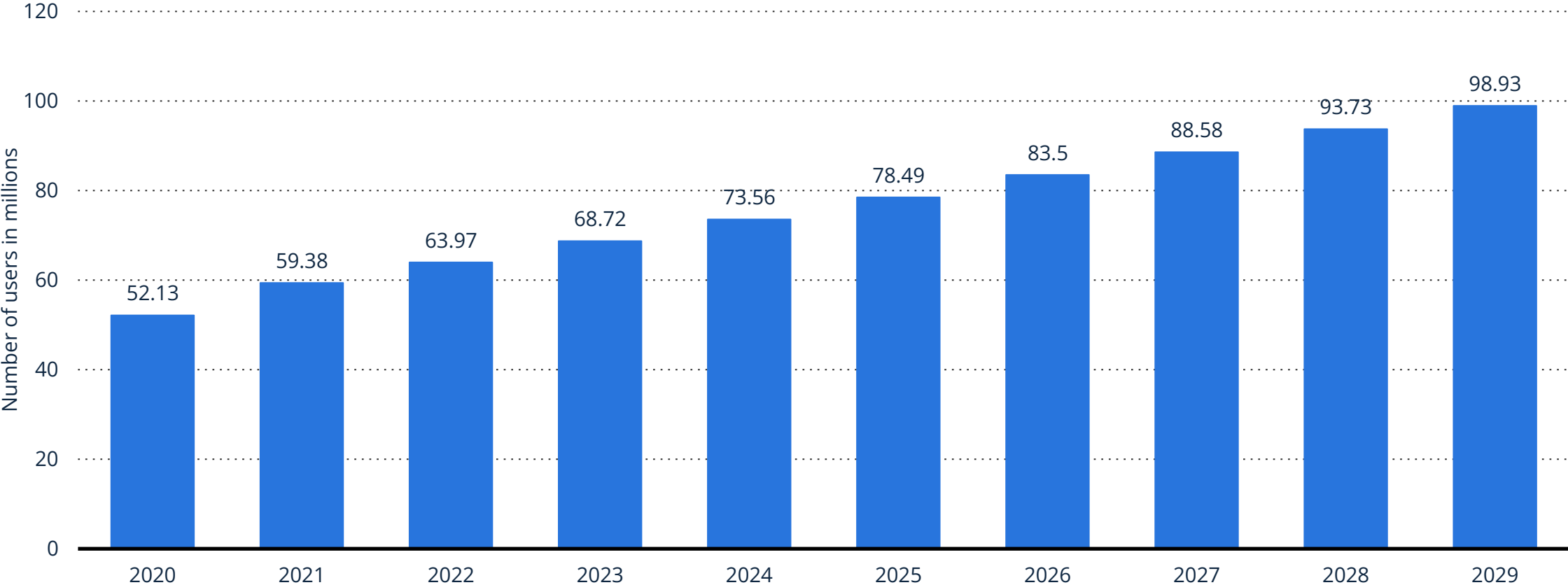
# Social media penetration in Southeast Asia as of January 2023, by country

Social media penetration SEA 2023, by country



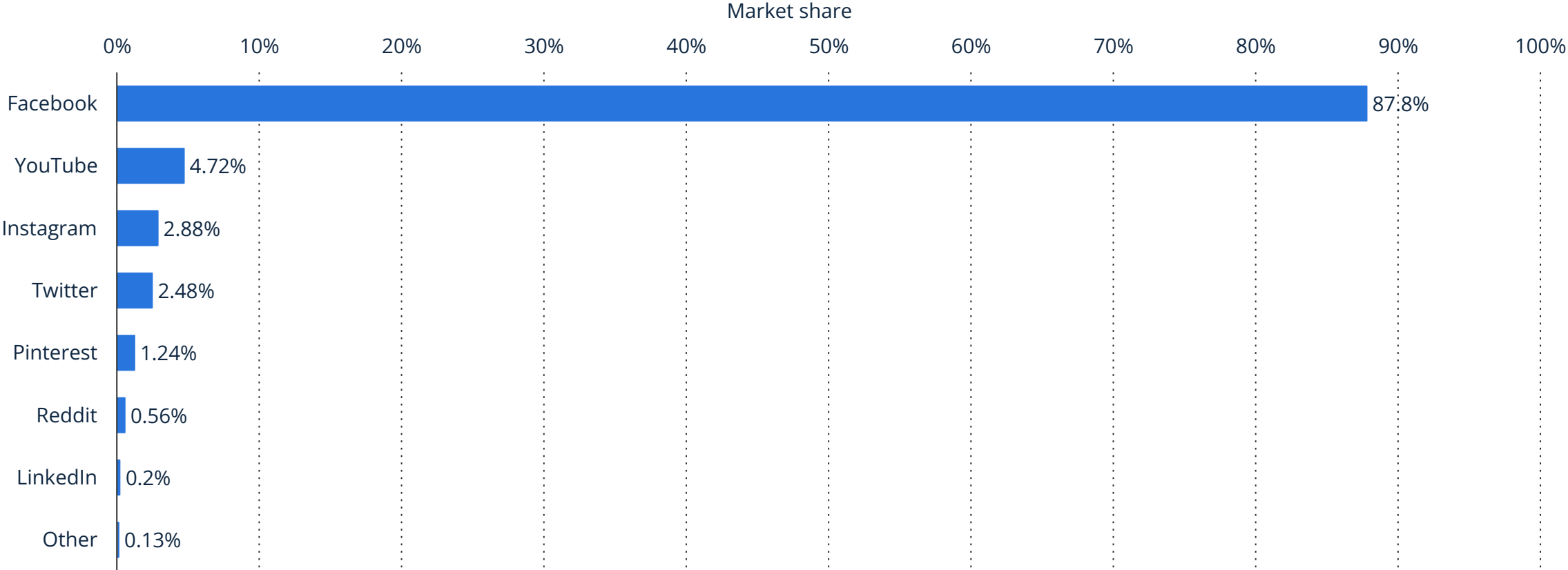
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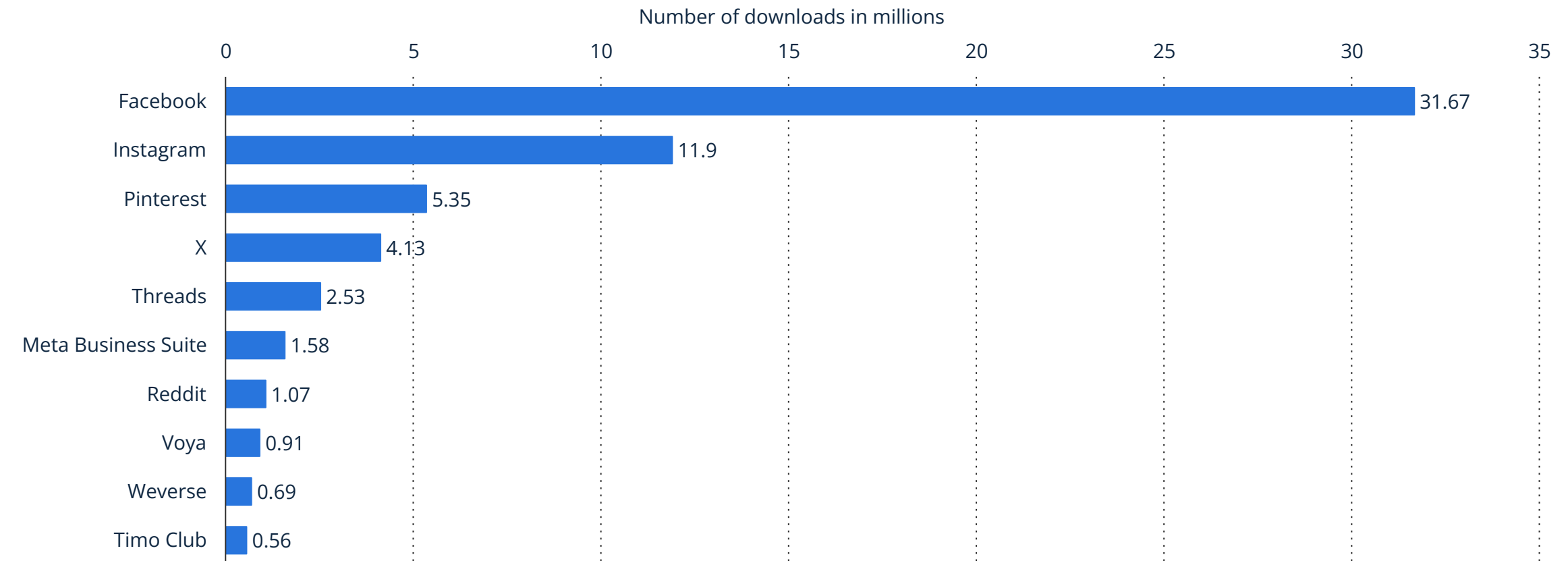
Social media platforms market share Philippines 2023, by type





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Social media apps with the most downloads Philippines 2023

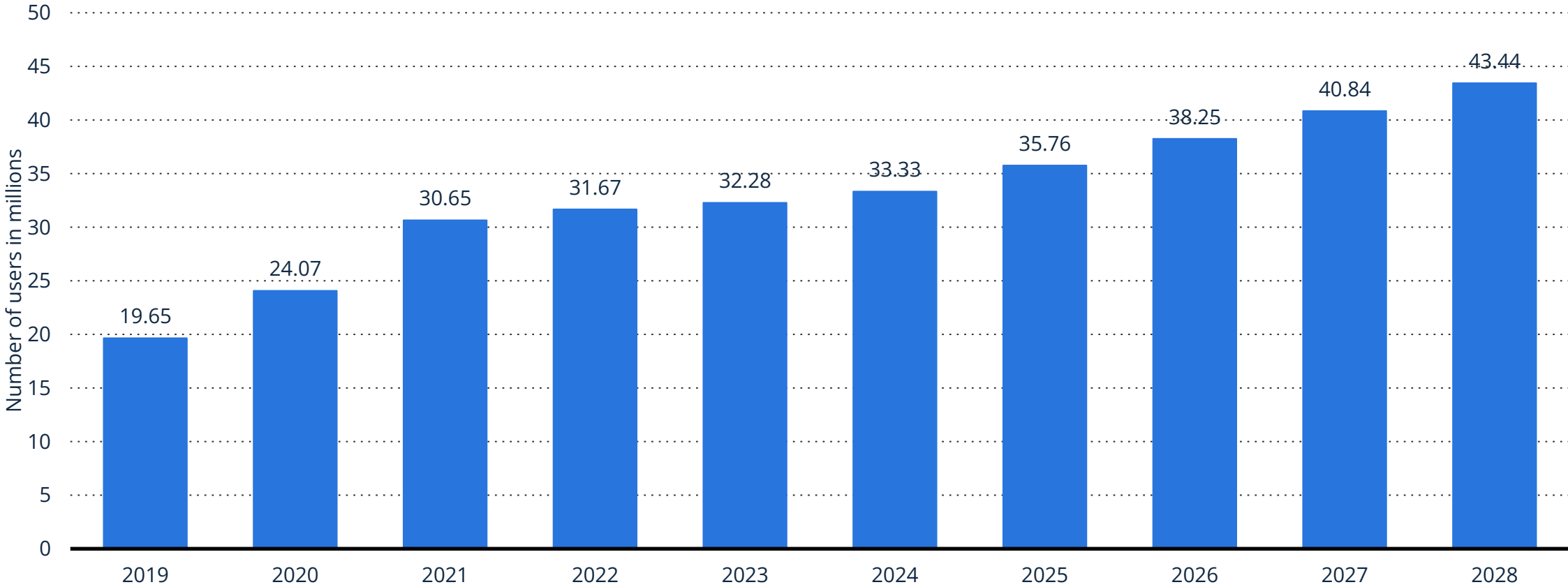


CHAPTER 02

# Facebook

# Number of Facebook users in the Philippines from 2019 to 2028 (in millions)

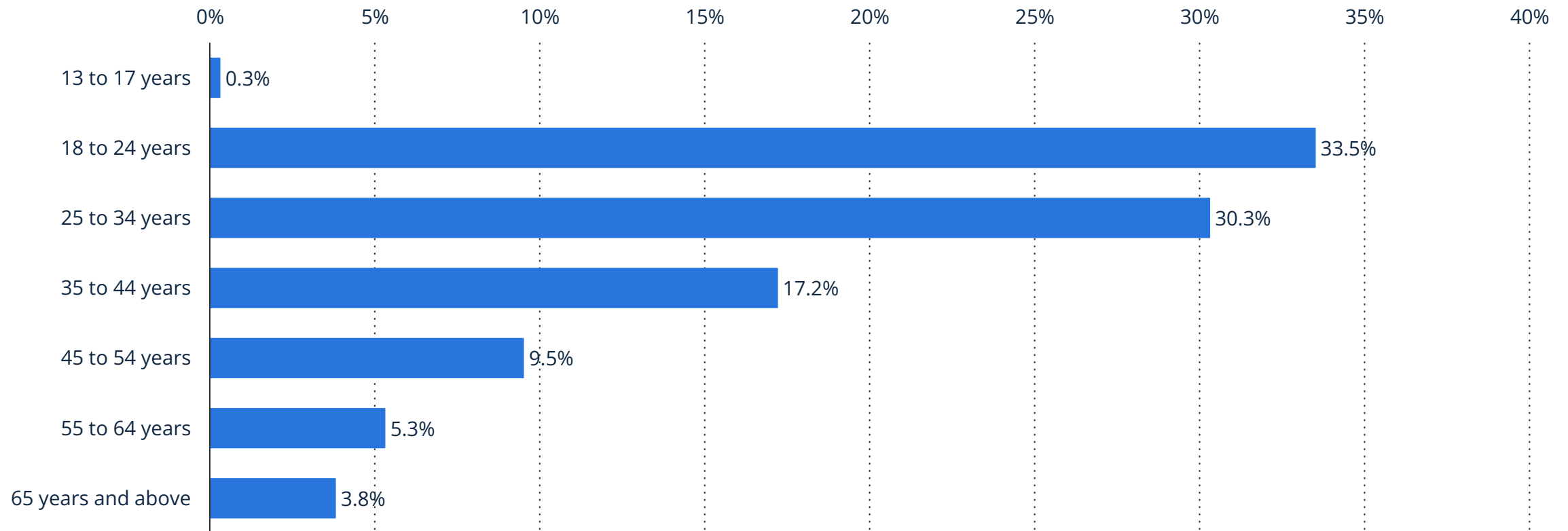
Facebook users in the Philippines 2019-2028



# Share of Facebook users in the Philippines as of December 2023, by age

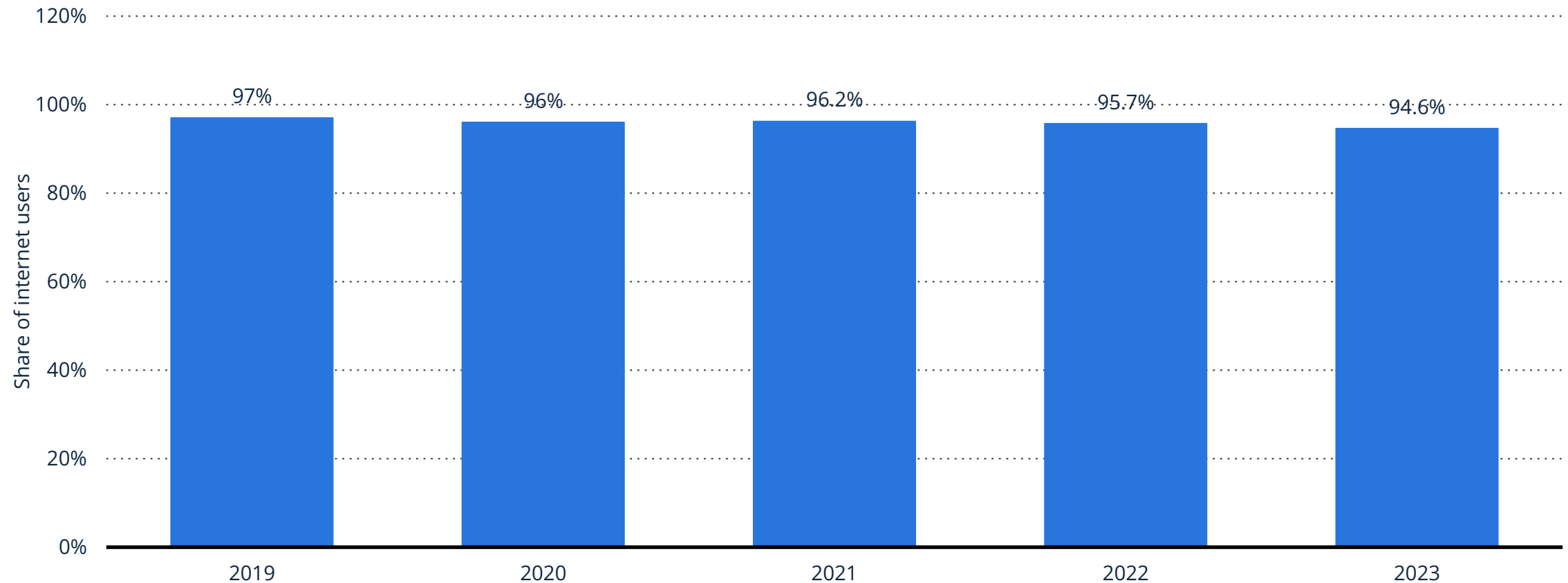
Facebook users share Philippines 2023, by age

Share of Facebook users



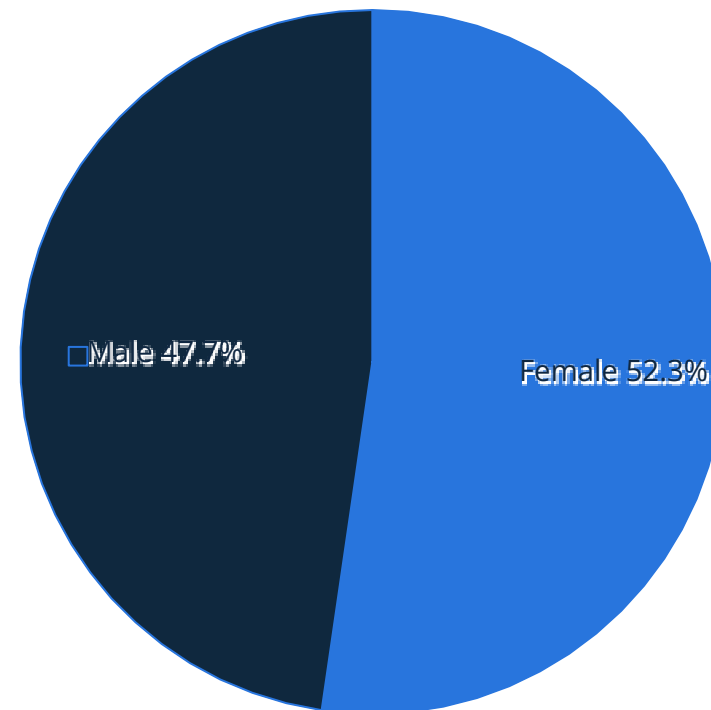
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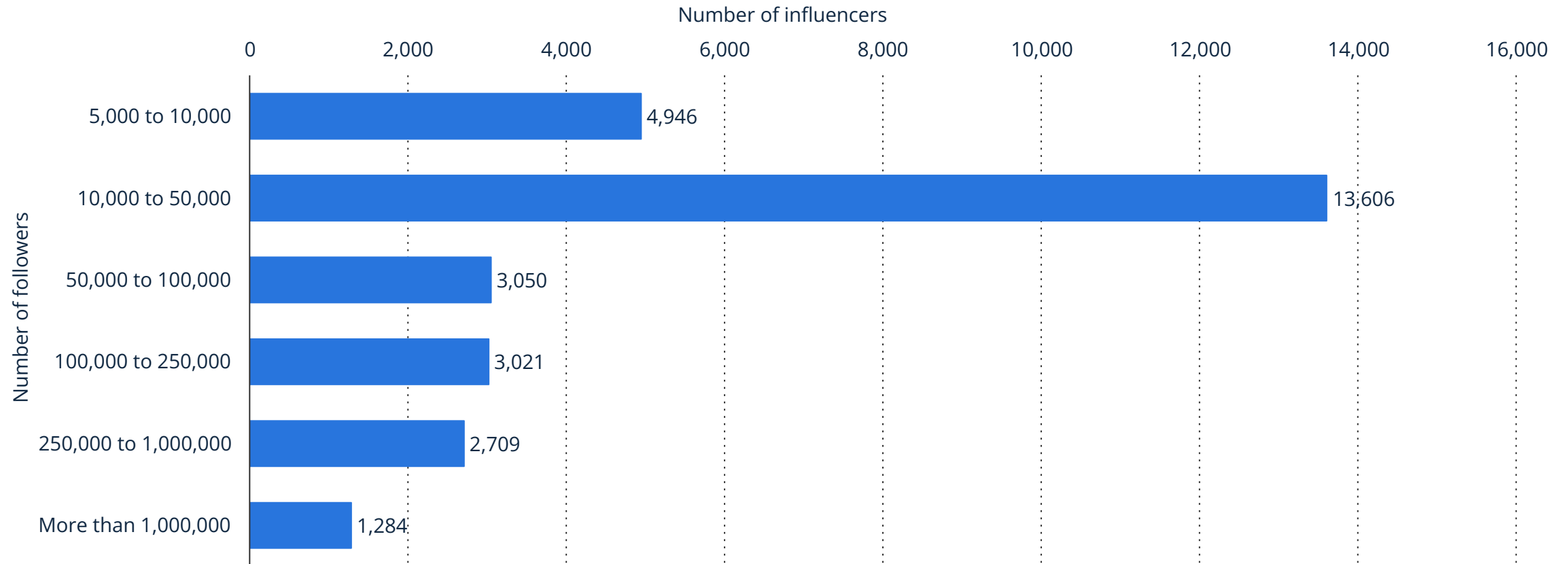
# Share of Facebook's advertising reach in the Philippines as of January 2024, by gender

Advertising reach of Facebook Philippines 2024, by gender



# Number of Facebook influencers in the Philippines as of June 2023, by follower count

Number of Facebook influencers Philippines 2023, by follower count



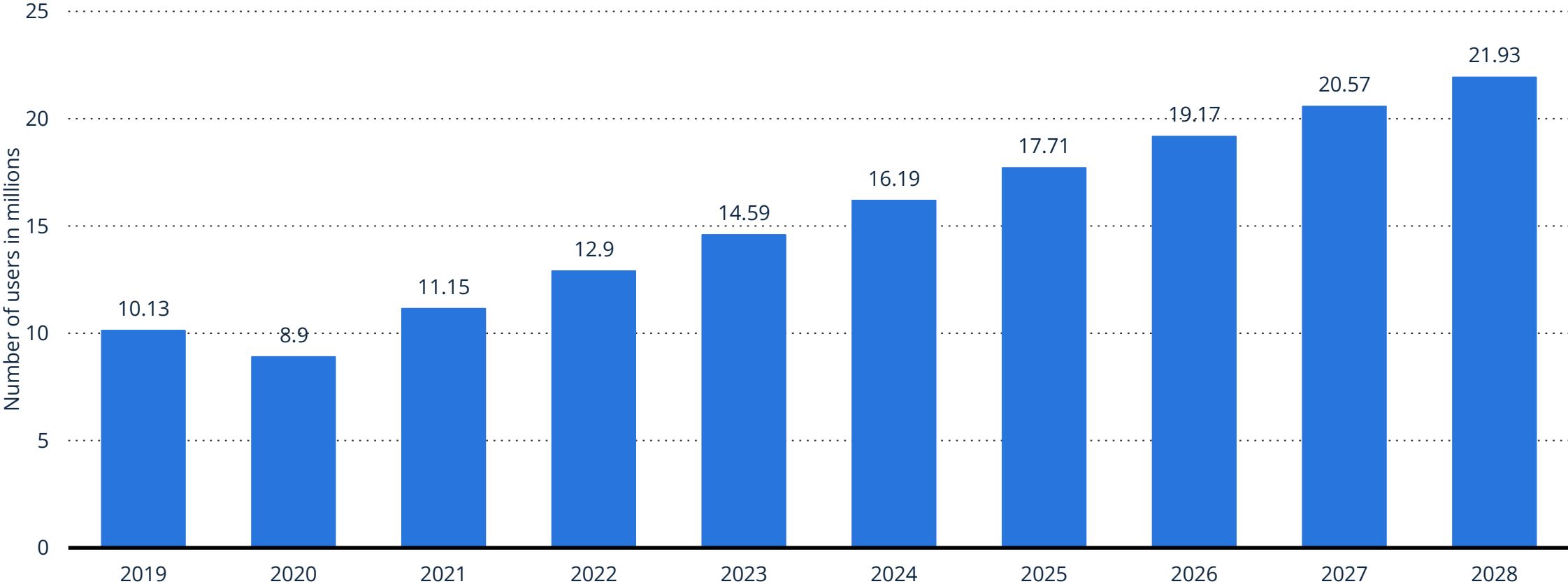
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# Instagram



# Number of Instagram users in the Philippines from 2019 to 2028 (in millions)

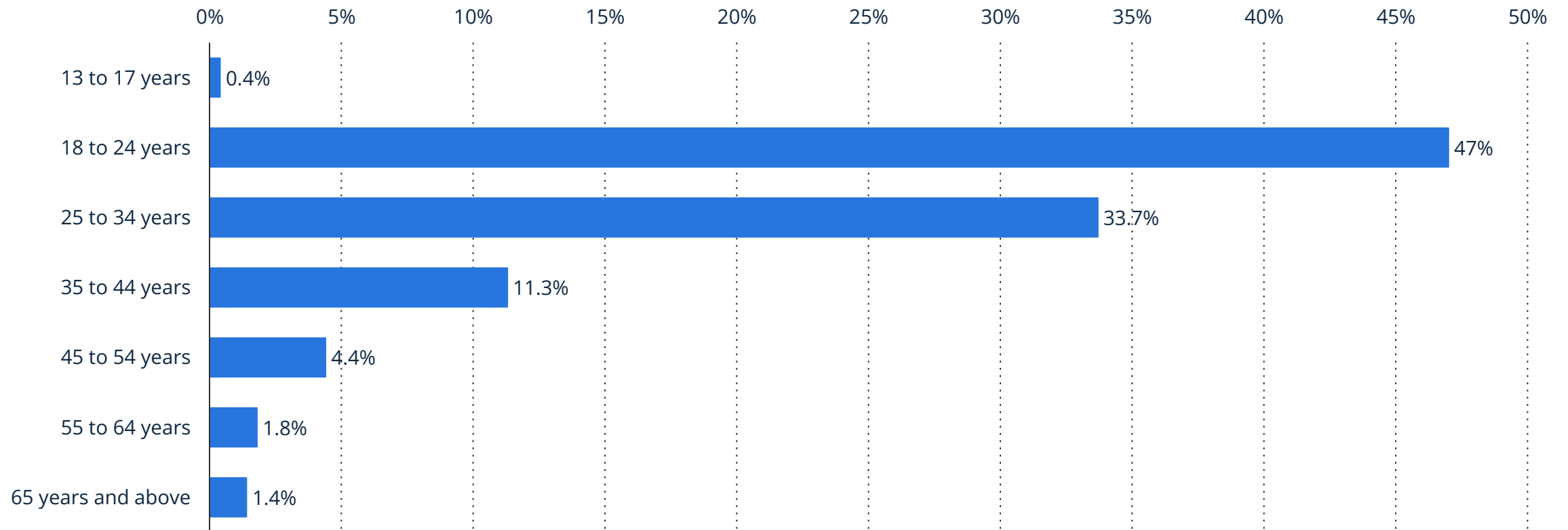
Instagram users in the Philippines 2019-2028



# Share of Instagram users in the Philippines as of December 2023, by age

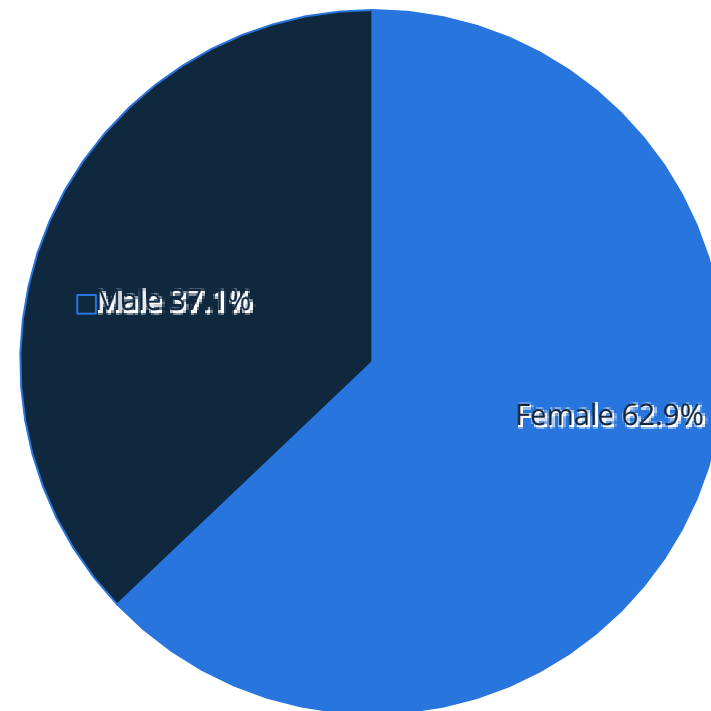
Share of Instagram users Philippines 2023, by age

Share of Instagram users



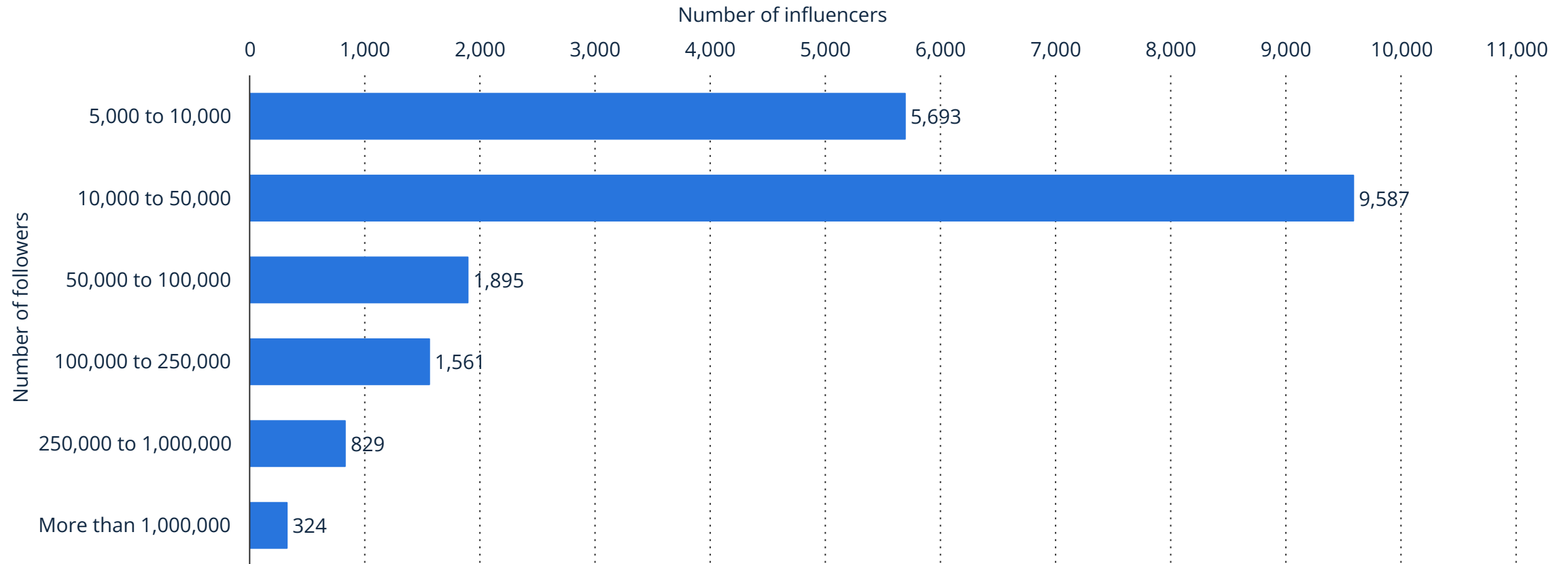
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Advertising reach of Instagram Philippines 2024, by gender



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Number of Instagram influencers Philippines 2023, by follower count

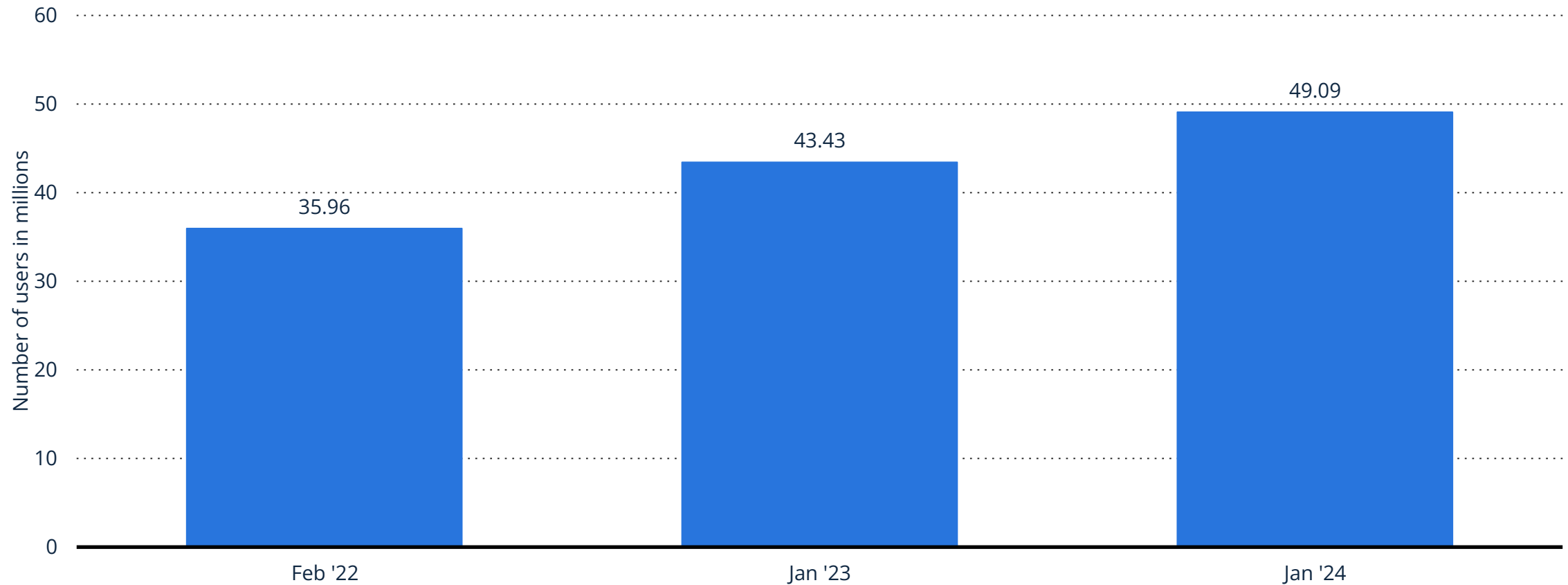


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# TikTok

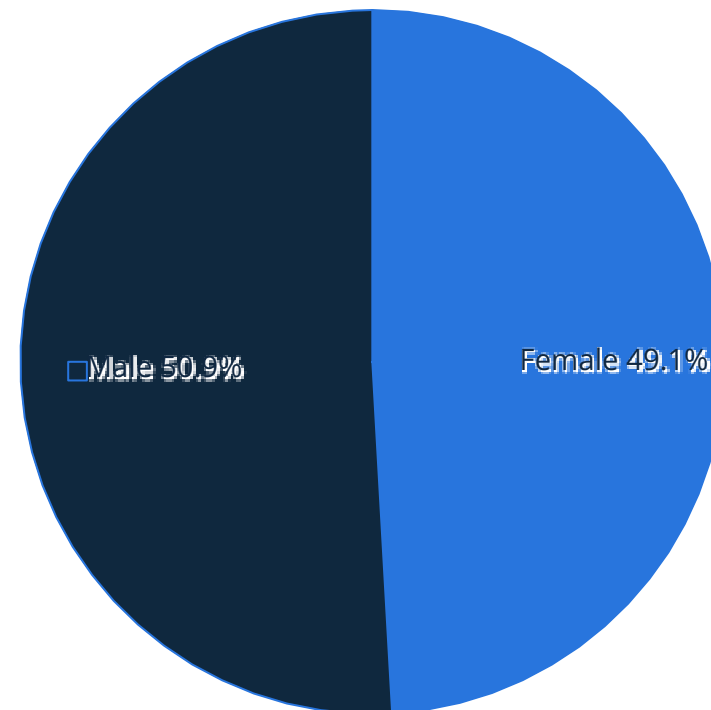
# Number of advertising audience of TikTok in the Philippines from February 2022 to January 2024 (in millions)

Advertising reach of TikTok Philippines 2022-2024



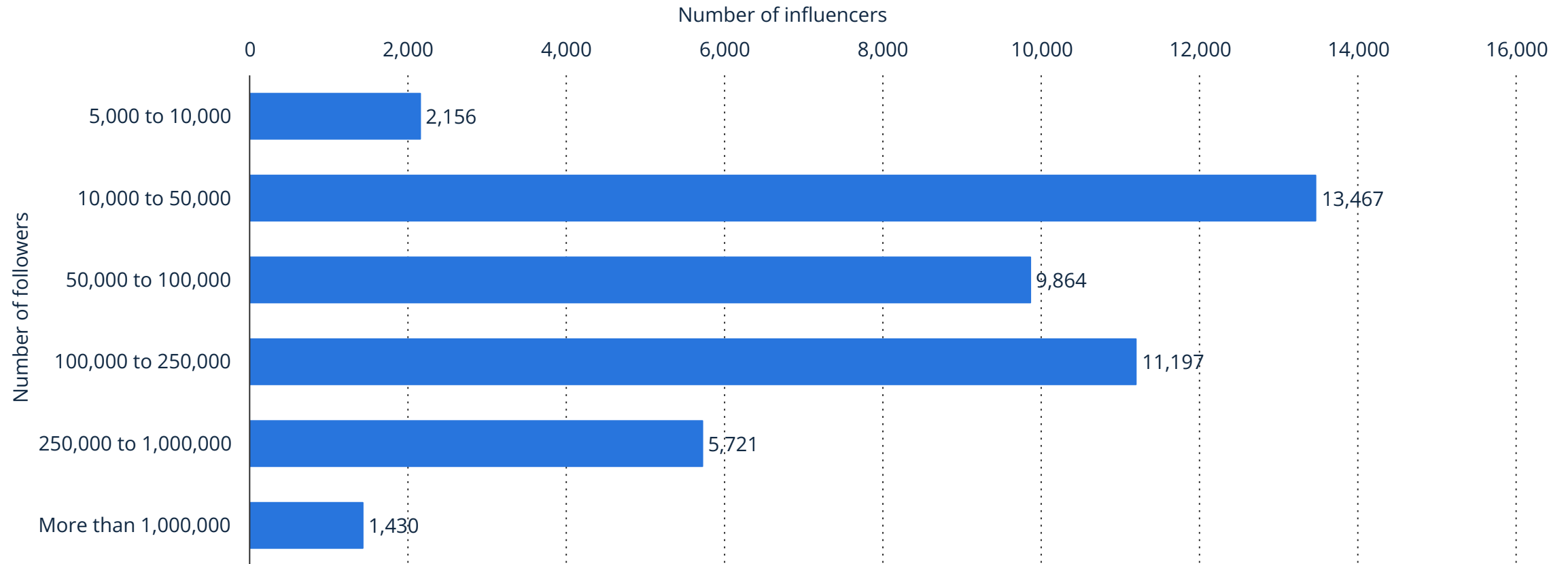
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Advertising reach of TikTok Philippines 2024, by gender



# Number of TikTok influencers in the Philippines as of June 2023, by follower count

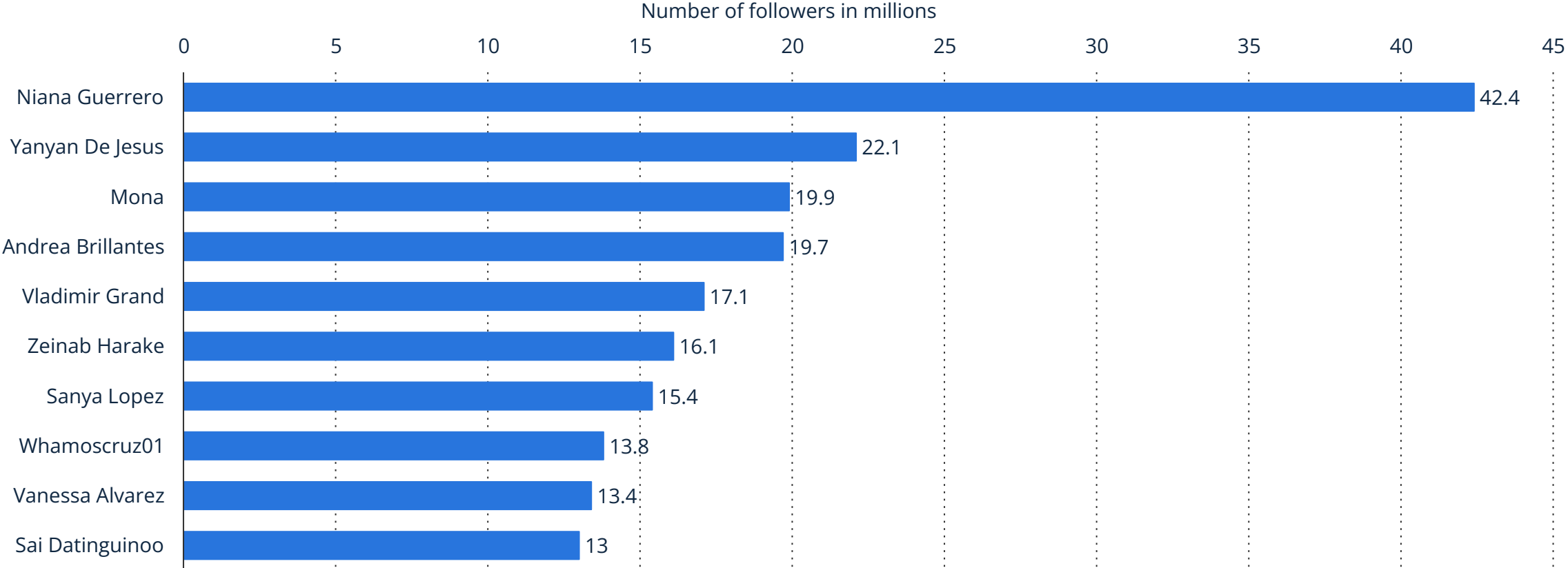
Number of TikTok influencers Philippines 2023, by follower count





# Most followed TikTok influencers in the Philippines as of February 2024 (in millions)

Leading TikTok influencers Philippines 2024



CHAPTER 05

# Other social media platforms

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