

Key Internet Statistics in 2023 (Including Mobile)

Uncover the most up-to-date statistics on social media, video streaming, search engine usage, and ecommerce trends, as we provide a comprehensive snapshot of the digital landscape in 2023.

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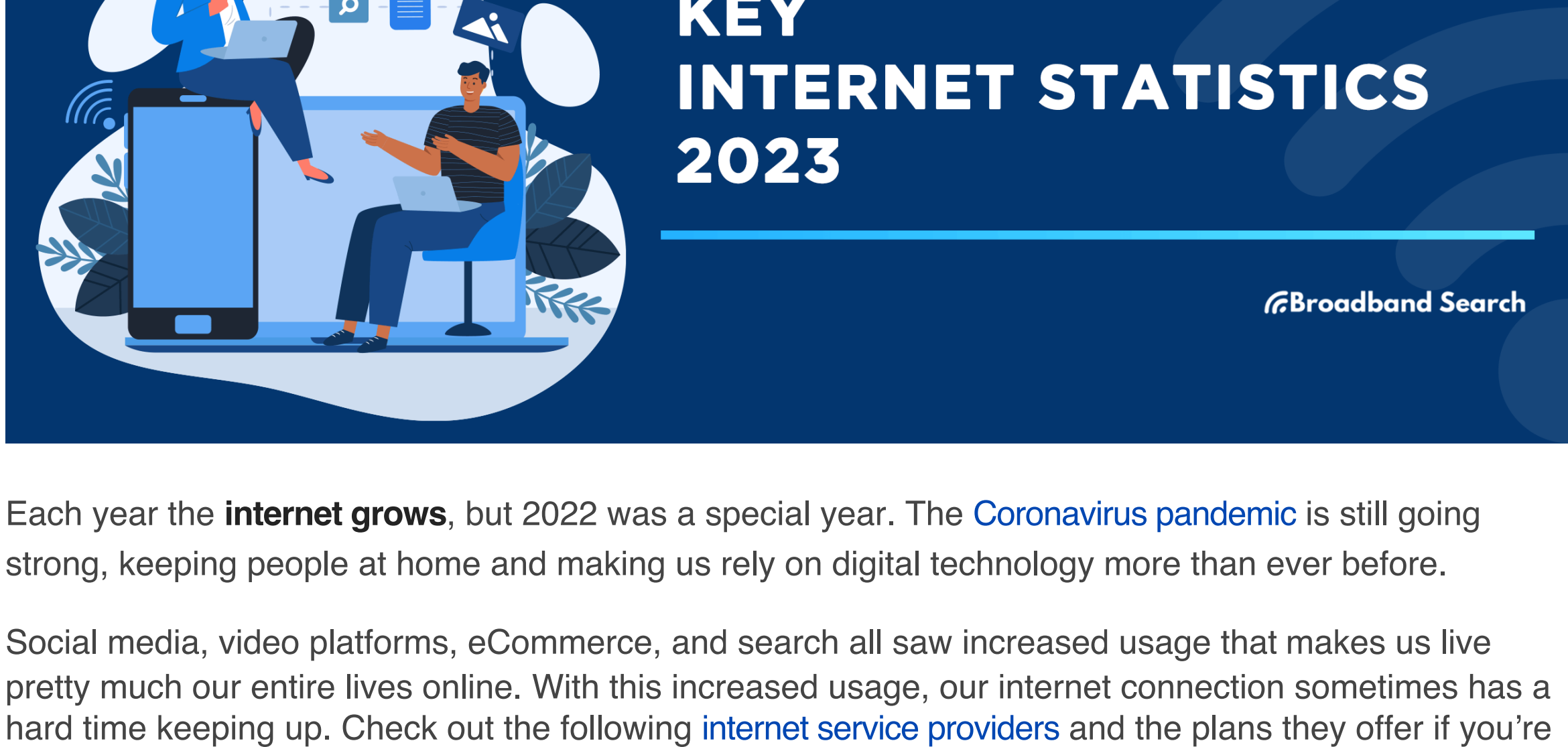


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Each year the **internet grows**, but 2022 was a special year. The **Coronavirus pandemic** is still going strong, keeping people at home and making us rely on digital technology more than ever before.

Social media, video platforms, eCommerce, and search all saw increased usage that makes us live pretty much our entire lives online. With this increased usage, our internet connection sometimes has a hard time keeping up. Check out the following **internet service providers** and the plans they offer if you're not happy with your present service.

The big question everyone is asking is: Will this continue? It's likely some of the trends that emerged in 2022 will subside, but some will stick.

For a clearer picture, here are all the most relevant statistics about the internet in 2023.

2023 General Internet Usage Statistics

With a current worldwide estimated population of 7.9 billion, approximately **5.25 billion people** have access to and use the internet. That means that 66.2% of the world's population uses the internet.

- From the year 2000 to 2023, the usage of the internet increased by 1,355%.
- In 2023, Asia continues to account for the **majority of internet users**. 2,790,150,527 people in Asia are online, which makes up 53.1% of the global internet population.
- 93.4% of North America and 88.4% of Europe have access to and use the internet. These are the two regions in the world with the highest internet penetration rates.
- The Middle East has seen a 6,141% growth in internet usage since 2000.
- There are currently 370.7 million registered domain names in the world.
- 34.5% of all websites are using **WordPress** as their content management system.
- That's over 127 million websites.

The most common **domain name** extensions are:

- .com
- .net
- .org
- .co
- .us

Total Internet Users Worldwide 2023



In 2020, **306 billion emails** were being sent every day. By 2023, this number has increased to **333.2 billion emails** sent and received per day. Additionally, every minute, Americans generate 3,136,420 GB of internet traffic.

With this increased usage, our internet connection and cybersecurity should also keep up. Having said that, privacy should be our top priority. **VPN services like NordVPN** can help obscure your IP address from your own ISP.

2023 Internet Traffic Statistics

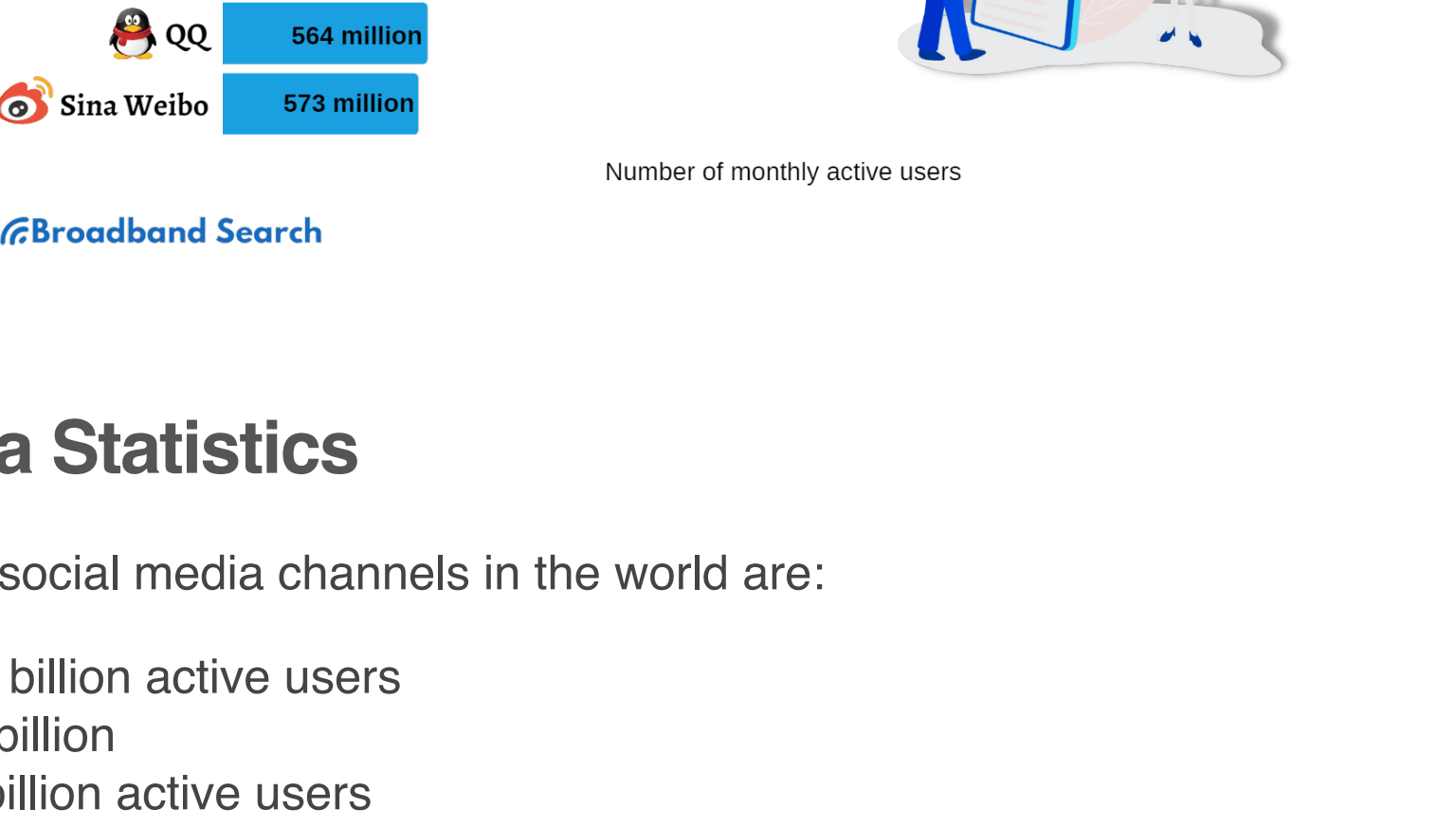
- In 2023, 54.4% of all traffic worldwide is conducted on **mobile phone devices**. In recent years the total has been unsteady, going up and down based on current events. Most indications are that mobile will settle somewhere near 50 percent of all traffic. In 2009, just 0.7% of internet traffic worldwide was from mobile devices.
- 62.78% of people browsing the internet are using **Google Chrome** as their primary browser.
- 19.3% of people browsing the internet are using Safari to do it.
- 4.2% of internet users choose Firefox as their main browser.

The top 10 most visited sites on the web in 2021 were:

1. Google
2. YouTube
3. Facebook
4. Twitter
5. Instagram
6. Baidu
7. Wikipedia
8. Yandex
9. Yahoo
10. Xvideos

- More than 6.7 million people blog on **popular blogging sites** like Tumblr, Blogger, and more. **Blogger** is the largest blogging platform with over 46 million monthly active users. The majority of bloggers are women. Currently, there are more than 1.92 billion websites online.
- Every second that a customer has to wait to load a web page increases their likelihood of clicking out. Research shows that as load times go from 1 second to 3 seconds, the probability of this occurring increases by 32%. If a page takes 10 seconds to load, it increases to 123%.
- The average **speed of websites** in every industry in the United States is 5-6 seconds. Yet, the best practice, according to Google, is 3 seconds. More than 1.5 million songs are streamed on Spotify each minute.

Most Popular Social Platforms

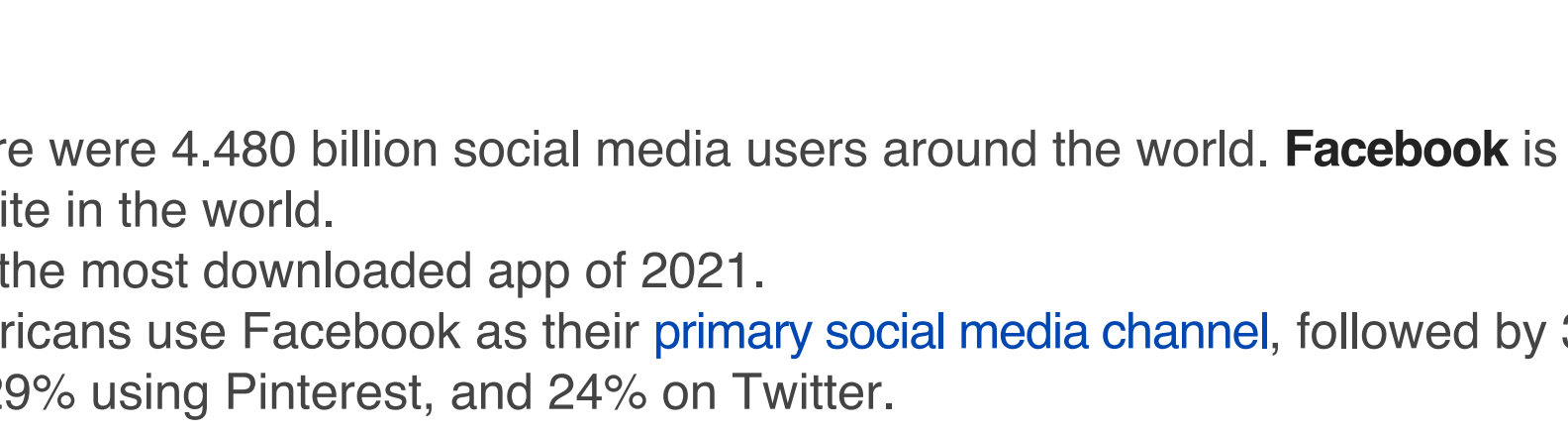


Social Media Statistics

The most popular social media channels in the world are:

- Facebook: 2.9 billion active users
- YouTube: 2.5 billion
- WhatsApp: 2 billion active users
- Instagram: 1,478 billion active users
- Weixin/WeChat: 1.26 billion active users
- TikTok: 1 billion active users
- Facebook Messenger: 988 million active users
- Douyin: 600 million active users
- QQ: 574 million active users
- Sina Weibo: 573 million active users

Number of Social Media Users Worldwide in 2023



- In 2021, there were 4.480 billion social media users around the world. **Facebook** is the third most visited website in the world.
- **TikTok** was the most downloaded app of 2021.
- 68% of Americans use Facebook as their **primary social media channel**, followed by 35% using Instagram, 29% using Pinterest, and 24% on Twitter.
- Only 35% of people using Facebook are under 25.
- 66% of monthly active users on Facebook come back to the platform every day. 74% of American users are found on the platform daily, too.
- The average American uses Facebook for nearly **1 hour (58 minutes) every day**.
- The average session duration on Facebook is between 10 and 12 minutes.
- 88% of Facebook traffic comes from mobile devices using the Facebook mobile application.
- Facebook isn't just for connecting with friends and family or using Messenger. In fact, 78% of users have used the platform to find new products and services. Facebook is the most popular marketing platform for any social media channel for B2B and B2C businesses.
- 80% of people using **Instagram** are outside of the United States.
- 34% of users of Instagram are in the "Millennial" generation category.
- 25% of smartphone users have the Instagram application installed on their devices.
- 22% of Instagram accounts login every single day.
- 38% of all Instagram users will check their application more than once per day.

In a single day on **Instagram**, **4.2 billion pictures** are "liked." To add to that, there are nearly 100 million new pictures/posts created on Instagram every day, and 400 million more stories are posted. Story feature usage has increased by 100 million posts since 2017.

Every minute, there are at least 79,740 posts published on Tumblr, 176,220 calls made on Skype, 473,400 tweets sent on Twitter, and 2,083,333 snaps sent on Snapchat.

Video Statistics

There are dozens of **streaming platforms** worldwide. The most popular video streaming platforms based on our most recent information are:

- **YouTube**: 1.8 billion unique monthly visitors
- **Netflix**: 150 million unique monthly visitors
- **Vimeo**: 130 million unique monthly visitors
- **Yahoo!** Screen: 125 million unique monthly visitors
- **DailyMotion**: 100 million unique monthly visitors
- **Hulu**: 75 million unique monthly visitors

Here are some statistics on video streaming:

- 45% of people globally watch an hour or more of **online video content** every day.
- 50% of people between the ages of 18 and 34 would drop their current task to watch a new YouTube video from a channel they subscribe to.
- 40% of Millennials report trusting YouTube for high-quality content. 60% of them stated that videos on the platform had impacted their personality and worldview.
- Video is an integral part of the buying journey for consumers in the modern world. 50% of people on the internet watch videos and product demos before purchasing anything.
- Videos that go over two minutes in length tend to see a significant drop-off in user retention. But, if someone watches more than six minutes of your video, they are likely to stay for the entirety of it.
- In the last few years alone, mobile video-based advertising spending has increased by 95%.
- More than **50% of content** consumed on YouTube is watched via mobile devices and the **YouTube mobile application**.
- 90% of video views on Twitter happen through their mobile app.

Search Statistics

- **Google** accounts for 92.01% of the **global search engine market** share. The rest is divided among Bing, Yahoo!, and Baidu.
- For mobile search engine market share, Google.com again dominates with 95.23% of usage worldwide.
- Google processes over **3.5 billion searches** every single day. That's 1.2 trillion searches each year and 40,000 every second. In 1999, Google crawlers took an entire month to index 50 million website pages. In 2012, they accomplished the same task in under 60 seconds.

Ecommerce Statistics

- In 2021, global eCommerce (online store) sales totaled 4.9 trillion United States dollars.
- In 2021, mobile eCommerce sales now account for 72.9% of all online purchases, totaling 3.56 trillion dollars. One in four dollars of **eCommerce spending** is spent on mobile devices. Toys and hobbies were the number one item categories of purchase. The second was video games, consoles, and accessories.

eCommerce sales are largest around the holiday season and weekend days (Saturday, Sunday). According to the latest study, **Cyber Monday** is the most popular day for eCommerce sales, *totaling 7.8 billion dollars in 2018 alone*. Black Friday produced 5.9 billion in eCommerce sales in 2018.

The 2021 and 2022 holiday seasons were great years for eCommerce businesses, no doubt because of the pandemic. More people chose to shop from home than ever before.

And if you're someone who has an online store, you'll definitely need a reliable content management system. It's more important to choose a good eCommerce hosting provider than you might think. And since holidays often trigger an intense surge of traffic, you wouldn't find a more reliable server than **Kinsta**, which is a cloud-based host offering managed WordPress plans.

eCommerce sales around the holidays have been growing for years. It will be interesting to see if the growth experienced in 2022 repeats itself in 2023.

Billions of people around the world use eCommerce. Here are the top countries for **eCommerce users**:

- China: 1.03 billion people shop online
- United States: 259 million people shop online
- Brazil: 119 million people shop online
- Germany: 64 million people shop online
- Mexico: 60 million people shop online
- United Kingdom: 53 million people shop online

Despite being the leader in total eCommerce users, the average revenue produced per user in China is only \$634. In the United States, the average revenue per eCommerce user is \$1,952.

When it comes to the average order value of online shopping (globally), the desktop is the winner. **Desktop purchases online** average \$179.98. Online orders via tablets average at \$87. Smartphones and mobile devices have an average order value of \$79.33.

Amazon is the number one eCommerce retailer in the United States, accounting for 49.1% of all online shopping. Next is eBay with 6.6%, followed by Apple, Walmart, The Home Depot, and Best Buy.

Final Thoughts

The internet and technologies are continually changing. Be sure to check back for more as we keep updating this ultimate list of internet statistics. Feel free to use them in your writing, blogs, websites, and more.

FAQ

When was the internet invented?

The internet evolved in the early 1970s as a government tool in the Cold War against the Soviet Union. Scientists and researchers used it to communicate and share data regarding the various projects they were involved in. In the early 1990s, the idea of a **"World Wide Web"** evolved that would allow anyone in the world to have an internet-enabled computer to "login" to what was termed the internet.

Who invented the internet?

There was no single inventor. The early versions of the internet were guided by a collective of military, academic, and government workers. The invention of the World Wide Web is credited to **Tim Berners-Lee**, who visualized and **created the internet** that we know today. His idea of a web of information that anyone could freely retrieve has changed over the years but the basics are still intact.

How many people use smartphones?

Around **300 million people** in the United States own and **use a smartphone**. That equates to around 90% of the population. More and more we're seeing people that go online only via their phones. worldwide, there are around 6.23 billion active cell phone subscriptions.

How many people use social media?

The greater heights of Covid in early 2020 pushed an already **popular social media industry** to even greater heights of use. At this point, around four billion people use at least one social media network. Is this a lot? Ummm, yes. There are 4.66 billion people who use the internet. Almost 89% of them **use social media** also.

How many people work online?

Remote work had already been slowly increasing even before the pandemic hit. There was a spike during the early days of the pandemic, but remote work has settled back into a steady climb. Right now, about 20 million people work remotely. That number is expected to reach around 35 million by 2025.

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