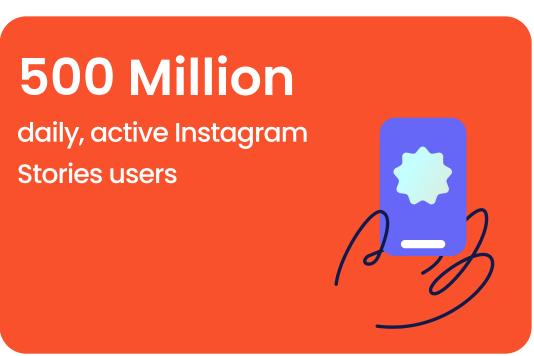
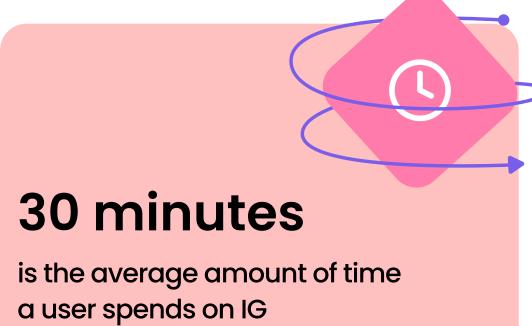


Instagram Fun Facts and Stats

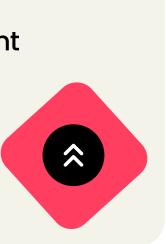


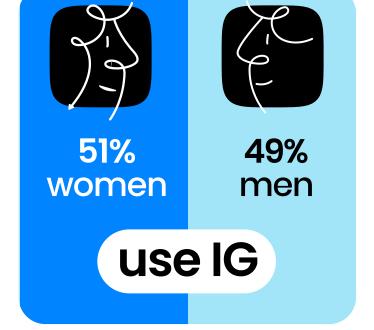


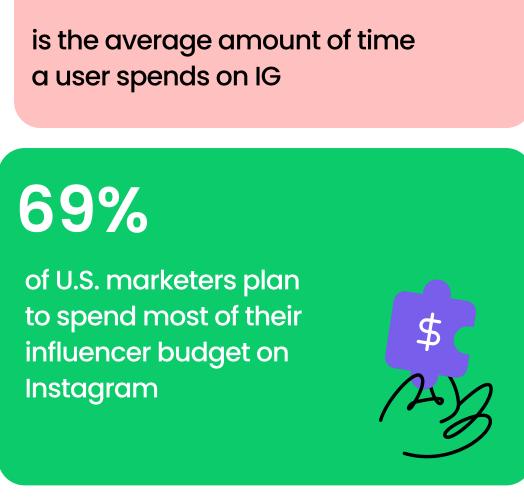


1%

is the average engagement rate (per post) for an IG business account







Top advertiser industries on Instagram:

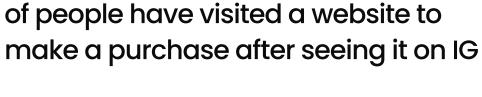
- 1. Retail
- 2. Professional services
- 3. Entertainment and media
- 4. Consumer packaged goods (CPG)
- 5. Financial services
- 6. Education
- 7. Automotive



Most popular industries on Instagram in the US:

- 1. Celebrities and creators
- 2. Personal goods and merchandise
- 3. General interest
- 4. Professional services
- 5. Lifestyle services

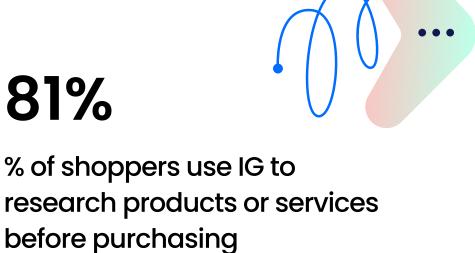
Instagram Shopping and eCommerce

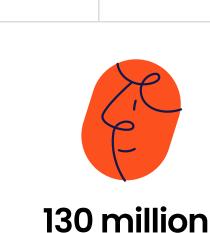




of shopping enthusiasts turn to Instagram for product discovery







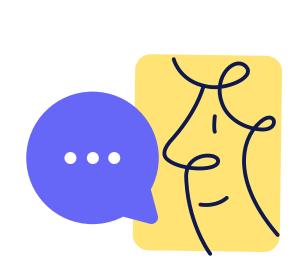
users tap on shopping posts monthly

87%

of people say influencers have inspired them to make a purchase



Instagram Messaging



IG users message a business over 400 million times a day



Around 50% of user-to-business messaging starts from Instagram Stories, 40% comes from the Profile, and 10% comes from Posts

Product inquiry

Customer Support

Top reasons why Instagram users message a business:

Stats for Instagram Ads

4M businesses use

Instagram Stories ads monthly

89% Stories ads that emphasize

a call to action (CTA) perform better 89% of the time

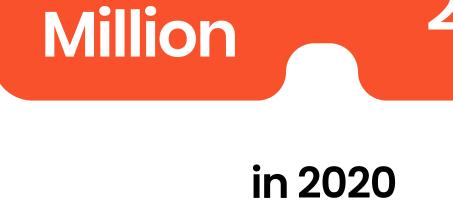
\$18B Instagram is projected

to earn \$18.16 billion in ad revenue in 2021

Instagram Growth Forecast

users in Russia will rise by

The number of Instagram



Russia ==

It's projected that IG will grow to:

users by 2023 1.13B 1.075B

1.18B

users by 2021

users by 2022 128M 123M

in central and Eastern **Europe** Latin America

Instagram will surpass

Facebook in users

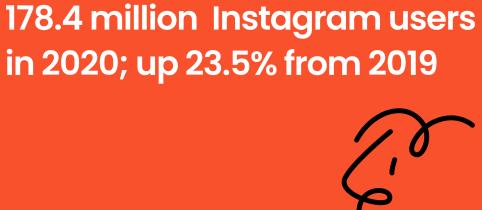
IG will have 128.4 million monthly users by the end of 2020

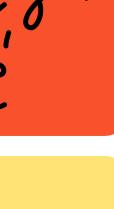
123.4M users

Facebook,

meanwhile, will have

The Latin America will have





All three countries we track in the region (Argentina, Brazil, and

Brazil will also be the third-largest

market for Instagram worldwide,

with 82.3 million users in 2020

Mexico) will be among Instagram's top 10 markets based on the number of users, accessibility among internet users, or both



82M



in the world among internet users (56.0%), displacing

Sweden



In 2020, Brazil will have the **highest Instagram** penetration rate (or the percentage of a target market a product reaches)





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