

## **Instagram Fun Facts and Stats**



#### **Top advertiser industries** on Instagram:

#### Most popular industries on Instagram in the US:

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



## Instagram Shopping and eCommerce

# 50%

of people have visited a website to make a purchase after seeing it on IG



of shopping enthusiasts turn to Instagram for product discovery





81% % of shoppers use IG to research products or services

before purchasing



130 million 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**



businesses use Instagram Stories ads monthly

Stories ads that emphasize a call to action (CTA) perform better 89% of the time

89%



Instagram is projected to earn \$18.16 billion in ad revenue in 2021

### **Instagram Growth Forecast**



Instagram will surpass **Facebook in users** 

#### in central and Eastern Europe

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

128M

Facebook, meanwhile, will have 123.4M users

82M

TOP 10

# Latin America

The Latin America will have 178.4 million Instagram users in 2020; up 23.5% from 2019

Brazil will also be the third-largest market for Instagram worldwide, with 82.3 million users in 2020



In 2020, Brazil will have the highest Instagram penetration rate (or the percentage of a target market a product reaches) in the world among internet users (56.0%), displacing Sweden

All three countries we track in the region (Argentina, Brazil, and Mexico) will be among Instagram's top 10 markets based on the number of users, accessibility among internet users, or both

# Join the IG Waitlist

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