



Adoption of Meta-owned services: consumer survey



Ben Taylor

About this report

This report focuses on aspects of Analysys Mason's *Consumer survey* that relate to smartphone users' behaviour and preferences in Europe, North America, the Middle East and North Africa, emerging and developed Asia-Pacific and South Africa.¹ It focuses on respondents' use of Meta-owned services (Facebook, Messenger, Instagram, Threads and WhatsApp).

Our surveys were conducted in association with Dynata and ODR throughout July 2023. The survey groups were chosen to be representative of the mobile-internet-using population. We set quotas on age, gender and geographical spread to that effect. There were a minimum of 750 respondents per country.

KEY QUESTIONS ANSWERED IN THIS REPORT

- Which trends associated with the penetration of Meta-owned services (Facebook, Facebook Messenger, Instagram, Threads and WhatsApp) have emerged between 2019 and 2023?
- What are the most-popular Meta-owned services in each of the surveyed countries?
- How is the penetration of Meta-owned services split by gender?
- How is the penetration of Meta services split by age?
- Who are the early adopters of Threads?

¹ For more information, see Analysys Mason's *Consumer survey*.

KEY METRICS



Western Europe (WE):

- France, Germany, Ireland, Italy, Norway, Spain, Sweden, UK

North America (NA):

- Canada, USA

Central and Eastern Europe (CEE):

- Poland, Turkey

Sub-Saharan Africa (SSA):

- South Africa

Emerging Asia-Pacific (EMAP):

- Malaysia

Developed Asia-Pacific (DVAP):

- Australia, New Zealand

Middle East and North Africa (MENA):

- Kuwait, Oman, Saudi Arabia, UAE

WHO SHOULD READ THIS REPORT

- Strategy teams in telecoms operators interested in the take-up of Meta-owned social media and messaging platforms.
- Strategy teams in social media and messaging platforms interested in the relative performance of Meta.
- Other parties interested in the take-up of Meta-owned social media and messaging platforms, including regulators, governments, vendors, advertisers and developers.



Contents



Executive summary

Regional trends over time

Most popular Meta services, gender and age analysis





Meta's future initiatives: Threads and premium-tier services

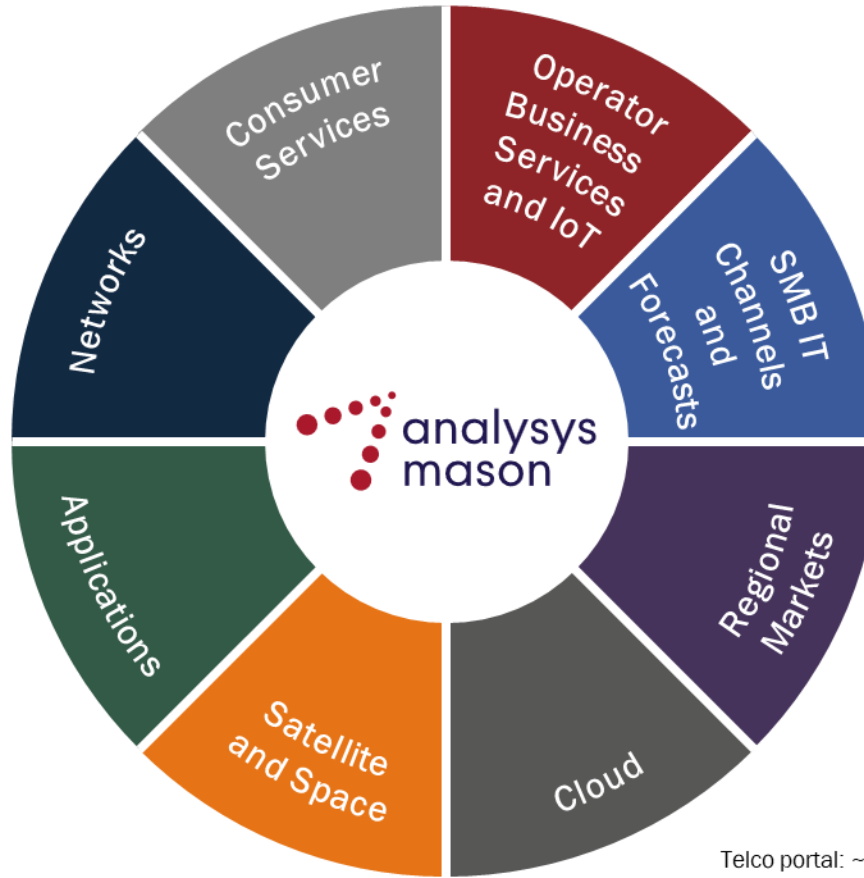
Appendix

Methodology and panel information


About the authors and Analysys Mason

Our research services

- 
Consumer Services
 - Fixed Broadband Services
 - Mobile Services
 - Fixed-Mobile Convergence
 - Smart Devices
 - Future Comms
 - Video, Gaming and Entertainment
- 
Networks
 - Next-Generation Wireless Networks
 - Wireless Infrastructure Strategies
 - Fibre Infrastructure Strategies
 - Operator Investment Strategies
 - Telecoms Strategy and Forecast
 - Transport Network Strategies
- 
Applications
 - Network Automation and Orchestration
 - Customer Engagement
 - Monetisation Platforms
 - Digital Experience
 - Automated Assurance
 - Service Design and Orchestration
 - Telecoms Software Market Shares
- 
Satellite and Space
 - Satellite Strategies for Telcos
 - Satellite Capacity
 - Satellite Infrastructure
 - Satellite Mobility



- 
Operator Business Services and IoT
 - Enterprise Services
 - SME Services
 - IoT Services
 - Private Networks
 - Cyber Security

- 
SMB IT Channels and Forecasts
 - SMB Technology Forecaster

- 
Regional Markets
 - Global Telecoms Data and Financial KPIs
 - Americas
 - Asia-Pacific
 - Middle East and Africa
 - European Core Forecasts
 - European Telecoms Market Matrix
 - European Country Reports

- 
Cloud
 - Cloud Infrastructure Strategies
 - Data, AI and Development Platforms
 - Edge and Media Platforms
 - Multi-Cloud Networking

- 
DataHub
 - Forecast data for 80 countries

Telco portal: ~2800 forecast and ~320 historical metrics
 SMB Technology Forecaster portal: ~120 000 forecast metrics

analysismason.com/what-we-do/practices/research

PUBLISHED BY ANALYSYS MASON LIMITED IN **NOVEMBER 2023**

Analysys Mason Limited. Registered in England and Wales with company number 05177472. Registered office: North West Wing Bush House, Aldwych, London, England, WC2B 4PJ.

We have used reasonable care and skill to prepare this publication and are not responsible for any errors or omissions, or for the results obtained from the use of this publication. The opinions expressed are those of the authors only. All information is provided “as is”, with no guarantee of completeness or accuracy, and without warranty of any kind, express or implied, including, but not limited to warranties of performance, merchantability and fitness for a particular purpose. In no event will we be liable to you or any third party for any decision made or action taken in reliance on the information, including but not limited to investment decisions, or for any loss (including consequential, special or similar losses), even if advised of the possibility of such losses.

We reserve the rights to all intellectual property in this publication. This publication, or any part of it, may not be reproduced, redistributed or republished without our prior written consent, nor may any reference be made to Analysys Mason in a regulatory statement or prospectus on the basis of this publication without our prior written consent.

© Analysys Mason Limited and/or its group companies 2023.