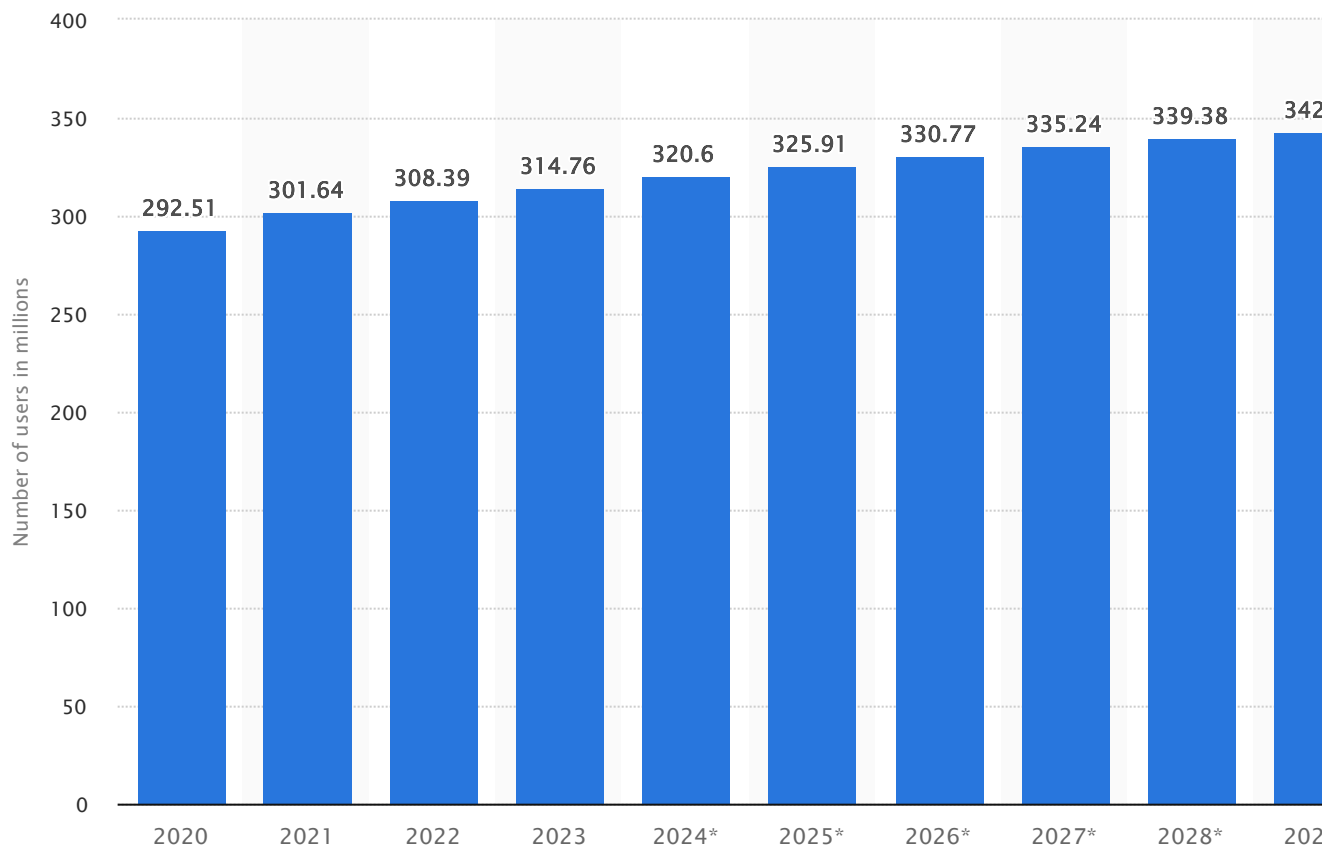


Source: <https://www.statista.com/statistics/278409/number-of-social-network-users-in-the-united-states/>

## **Number of social media users in the United States from 2020 to 2029** *(in millions)*



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### Release date

October 2023

### Region

United States

### Survey time period

2020 to 2029

### Special properties

internet users who use a social network site via any device at least once per month

### **Supplementary notes**

\*Forecast

### **Citation formats**

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## **Social media users in the United States 2020-2029**

Published by [Stacy Jo Dixon](#), Jan 30, 2024

The number of social media users in the United States was forecast to continuously increase between 2024 and 2029 by in total 22 million users (+6.86 percent). After the ninth consecutive increasing year, the social media user base is estimated to reach 342.6 million users and therefore a new peak in 2029. Notably, the number of social media users of was continuously increasing over the past years.

The shown figures regarding social media users have been derived from survey data that has