

Instagram Statistics

2023



 *InstaFollowers*

Growth & Usage Statistic

Here are some key statistics regarding Instagram's growth and usage in 2023:

Monthly Active Users:

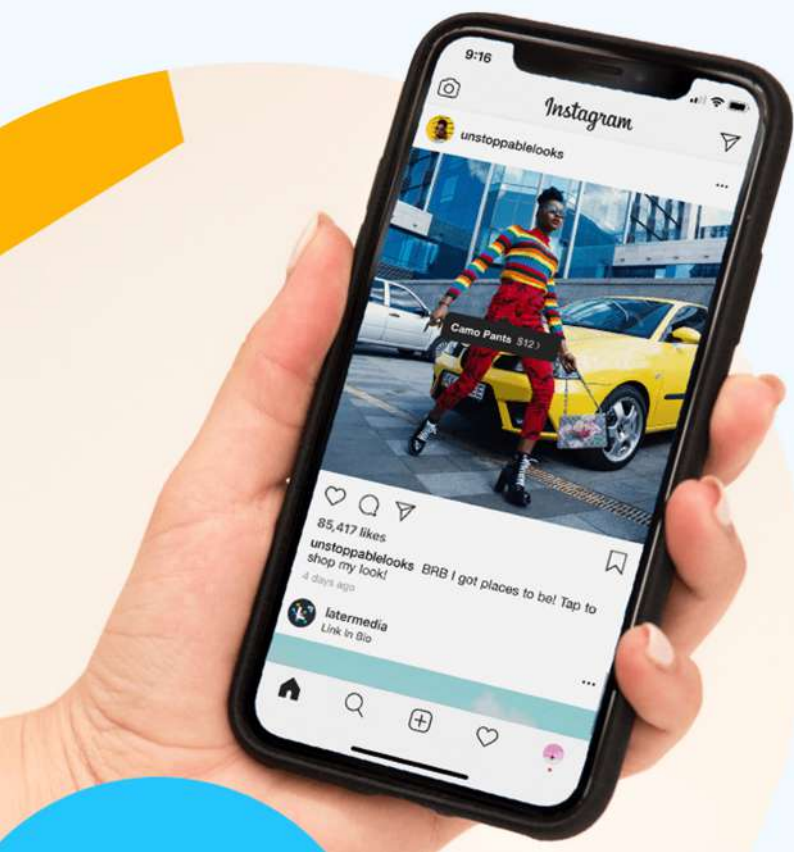
It is projected that by 2023, Instagram will have over 1.3 billion active monthly users.

Demographics:

The majority of Instagram users are expected to remain under the age of 35 in 2023, with a growing number of users over the age of 35 joining the platform.

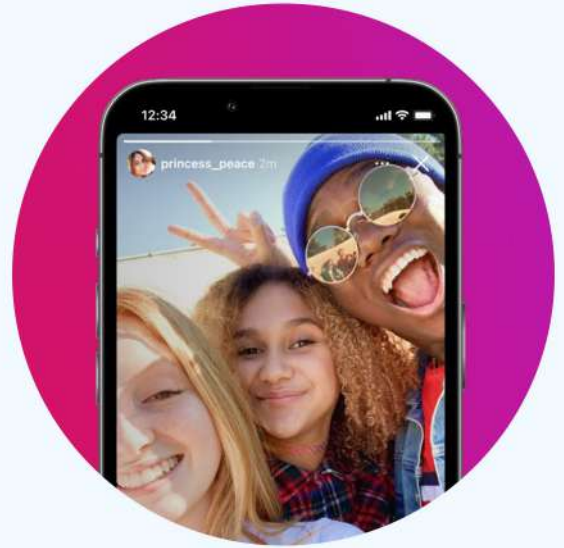
Business Usage:

Instagram is expected to remain a popular platform for businesses in 2023, with 90% of users following at least one business account. It is also expected that more businesses will invest in Instagram advertising in 2023.



Instagram Stories:

It is projected that over 550 million users will use Instagram Stories daily in 2023, making it a popular feature for content creators and businesses.

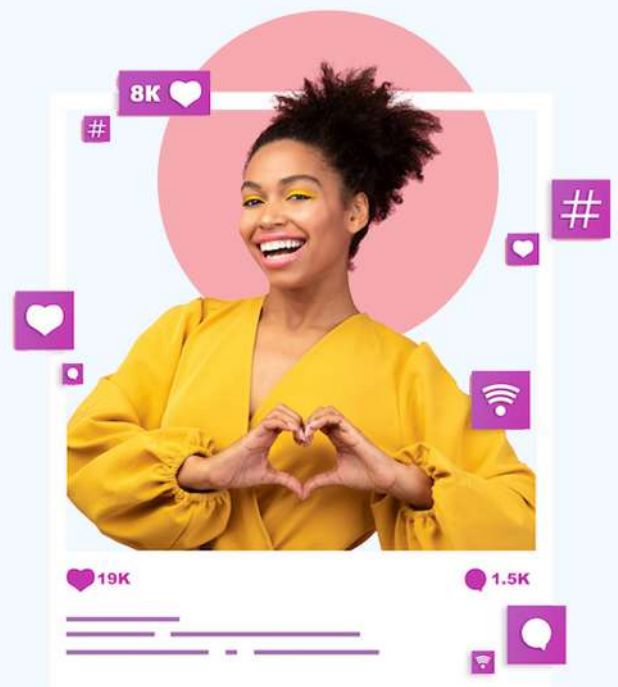


E-commerce:

Instagram is expected to continue to invest in e-commerce features in 2023, such as shopping tags and in-app checkout, to make it easier for businesses to sell products directly on the platform.

Influencer Marketing:

Influencer marketing is expected to remain an important strategy for businesses on Instagram in 2023, with more brands partnering with influencers to promote their products and services.



Video Content:

Instagram's focus on video content is expected to continue in 2023, with more users creating and sharing videos on the platform.

Augmented Reality:

Instagram's investment in augmented reality features, such as filters and effects, is expected to continue in 2023, providing more opportunities for businesses and creators to engage with their audience.



In conclusion, Instagram is projected to continue to grow in 2023, with more businesses and users utilizing the platform for marketing, e-commerce, and content creation.

Instagram's focus on e-commerce, augmented reality, and video content is expected to drive its continued growth, making it an increasingly important platform for businesses looking to connect with customers and promote their products and services.

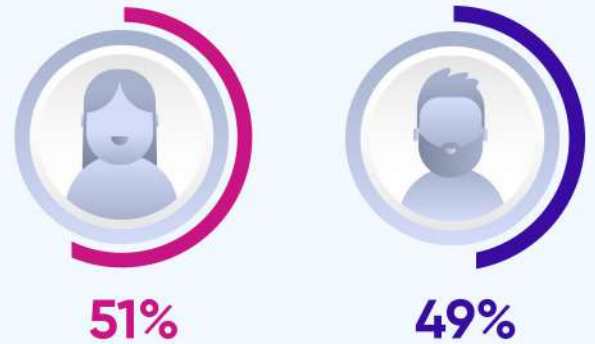
Audience & Demographics

Age Distribution:

As of 2021, the largest age group on Instagram is users aged 25-34, who make up 33.1% of the platform's user base. Users aged 18-24 make up 22.4% of the platform's user base. It is possible that these percentages will remain relatively consistent in 2023.

Gender:

As of 2021, Instagram's user base is fairly evenly split between male and female users. 51% of users are female, while 49% are male. It is possible that these percentages will remain relatively consistent in 2023.



Geography:

In 2021, the United States had the largest number of Instagram users, making up 12.9% of the platform's user base. India and Brazil followed closely behind, with 12.4% and 9.1% of the platform's user base, respectively. It is possible that these countries will continue to dominate the platform's user base in 2023.



Income and Education:

Instagram users are generally more affluent and educated than the general population. As of 2021, 42% of adults earning over \$75,000 per year in the US use Instagram, while 32% of adults with college degrees use the platform. It is possible that these percentages will remain relatively consistent in 2023.

Mobile Usage:

Instagram is primarily a mobile app, and as such, its user base is largely composed of mobile users. In 2021, 91.2% of Instagram users accessed the platform via mobile devices. It is expected that this trend will continue in 2023, with more users accessing the platform via their mobile devices.



Interest and Engagement:

Instagram's user base is known for being highly engaged and interested in visual content, such as photos and videos. As of 2021, Instagram users spent an average of 30 minutes per day on the platform. It is likely that this trend will continue in 2023, with more users seeking out visually compelling content on the platform.



In conclusion, while we cannot predict the exact percentages of Instagram's audience in 2023, it is likely that the platform's user base will continue to be composed of a mix of ages, genders, and geographic locations.

Additionally, Instagram is likely to continue to appeal to users with higher levels of income and education, and its user base is expected to primarily access the platform via mobile devices.

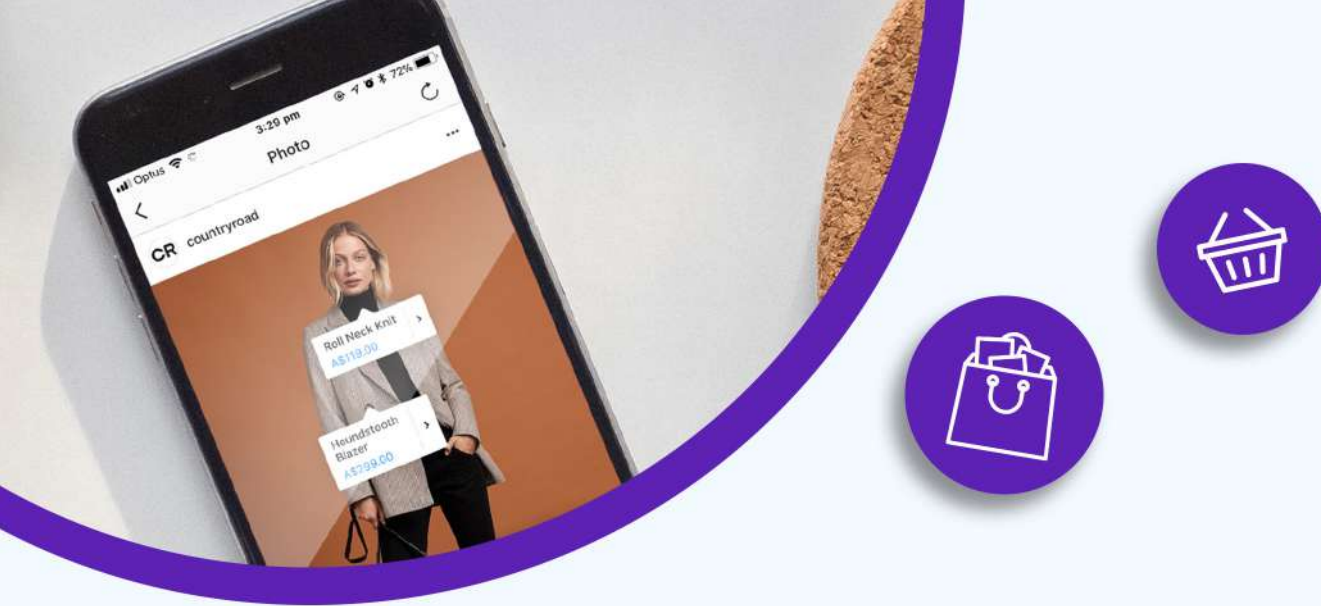
Finally, users on the platform are expected to remain highly engaged and interested in visual content, making Instagram an important platform for businesses and content creators looking to connect with their audience.

Brand Adoption

Business Accounts:

As of 2021, there are more than 25 million business accounts on Instagram, which represents approximately 34% of all Instagram accounts. It is likely that this percentage will continue to increase in 2023 as more businesses recognize the value of using Instagram to reach potential customers.





Advertising Revenue:

In 2021, Instagram was projected to bring in \$18.16 billion in ad revenue, which represented approximately 13.7% of Facebook's total ad revenue. It is expected that this percentage will continue to increase in 2023 as more businesses invest in Instagram advertising.

Influencer Marketing:

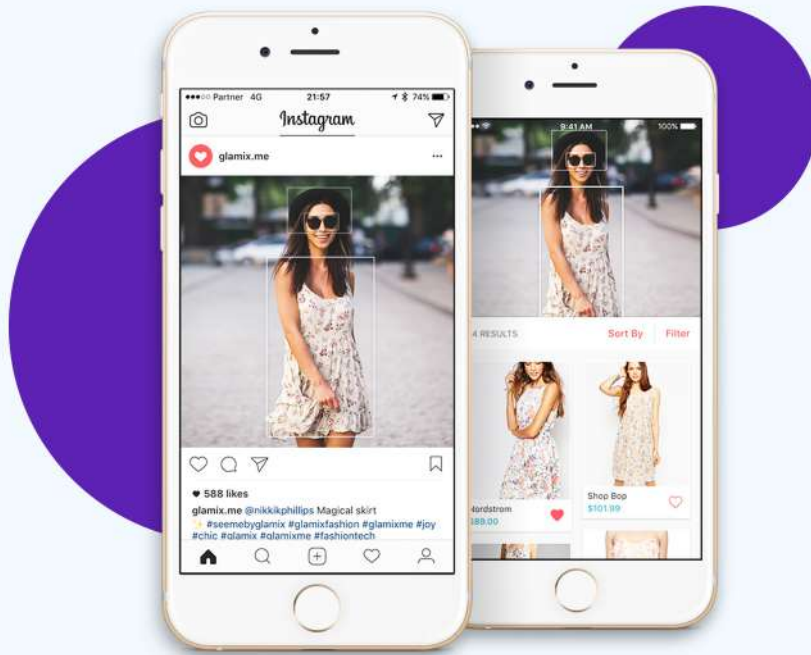
In 2021, the global Instagram influencer market was projected to be worth \$13.8 billion, which represents approximately 68% of the total influencer market. It is likely that this percentage will continue to increase in 2023 as more businesses recognize the value of partnering with influencers on Instagram.

Engagement Rates:

In 2021, the average engagement rate for Instagram posts was 1.22%, which is significantly higher than other social media platforms such as Facebook and Twitter. This high engagement rate makes Instagram an attractive platform for businesses looking to connect with potential customers and build brand awareness.

Shopping on Instagram:

In 2021, it was reported that more than 130 million people tap on shopping posts every month, which represents approximately 33% of all Instagram users. It is likely that this percentage will continue to increase in 2023 as more businesses recognize the value of using Instagram's shopping features to drive sales.



In conclusion, while we cannot predict the exact percentages of brand adoption on Instagram in 2023, it is likely that Instagram's brand adoption will continue to grow as businesses recognize the value of using the platform to reach potential customers and drive sales.

Business accounts, advertising revenue, influencer marketing, engagement rates, and shopping features are all expected to continue to increase, making Instagram an important platform for businesses looking to connect with their audience and build brand awareness.

Post Content

Photo Posts:

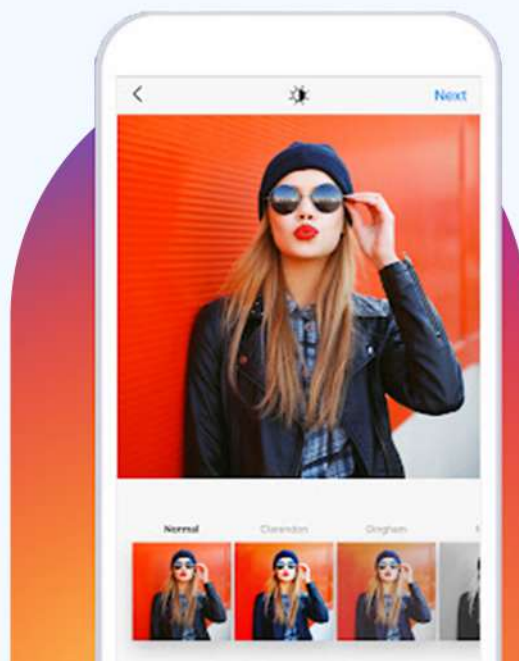
As of 2021, photo posts were the most popular type of content on Instagram, accounting for approximately 70% of all posts. In 2023, it is expected that photo posts will continue to be the most popular type of content on the platform, with potentially even higher percentages.

Video Posts:

In 2021, video posts accounted for approximately 15% of all posts on Instagram. This percentage is expected to increase in 2023, as video content becomes more popular and businesses and influencers recognize the value of using video to engage with their audience.

Carousel Posts:

As of 2021, carousel posts (which allow users to upload multiple images or videos in a single post) accounted for approximately 10% of all posts on Instagram. It is expected that this percentage will remain relatively stable in 2023, as carousel posts continue to be a popular way for users to showcase multiple products or images in a single post.



Story Posts:

In 2021, Instagram Stories were used by more than 500 million users every day, accounting for approximately 28% of all Instagram content. This percentage is expected to remain relatively stable in 2023, as Stories continue to be a popular way for users to share in-the-moment content with their followers.

Reels:

Reels is a relatively new feature on Instagram that allows users to create and share short-form video content. As of 2021, Reels accounted for approximately 4% of all Instagram content. It is expected that this percentage will increase in 2023, as more users and businesses start to use Reels to create engaging video content.



In conclusion, while we cannot predict the exact percentages and numbers of post content on Instagram in 2023, it is likely that photo posts will remain the most popular type of content on the platform.

However, video, carousel, and Reels posts are all expected to become more popular in the coming years, as businesses and influencers recognize the value of creating engaging and diverse content for their audience.

Additionally, Stories are expected to continue to be a popular way for users to share in-the-moment content with their followers.

Instagram Posting Strategy

Use high-quality visuals:

Visual content is key on Instagram, so be sure to use high-quality images and videos in your posts. This will help your content stand out and grab users' attention.

Use captions effectively:

Captions are an important part of Instagram posts, so use them effectively to engage your audience. Be sure to include relevant hashtags and calls to action in your captions to encourage users to engage with your content.

Use Instagram Stories:

Instagram Stories are a popular feature on the platform and offer a great way to share behind-the-scenes content, highlight products or services, or share quick updates. Use Stories to supplement your regular posts and engage your audience in a more informal way.



Utilize user-generated content (UGC):

UGC can be a powerful way to build engagement and social proof on Instagram. Encourage your followers to share photos or videos using your products or services, and repost the best UGC on your own account.

Engage with your audience:

Building engagement with your audience is crucial on Instagram. Respond to comments and direct messages, and consider running giveaways or contests to encourage user engagement.



It's worth noting that the effectiveness of these strategies can vary depending on your specific audience and industry.

Therefore, it's important to experiment with different tactics and track your results to determine what works best for your brand.

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