

**STATE OF DIGITAL,
SOCIAL MEDIA,
MOBILE & ECOMMERCE
IN THE PHILIPPINES
2020**

HELLO! THANKS FOR BEING HERE.



FLEIRE CASTRO

Digital Marketing Consultant |
Managing Founder
Third Team Media

@fleirecastro
www.fleirecastro.com

AWARDS



2014

Asia-Pacific Stevie Awards - Silver Award Winner for Services Company of the Year



2016

APAC Insider - Best Digital Brand Marketing Agency - Philippines



2017

International Emerging Markets Awards 2017
Best Social Media & Digital Agency 2017 - Cebu
Web-Design Experts of the Year - Cebu



2018

Asia-Pacific Stevie Awards - Bronze Award Winner for Women in Business



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REPORT SOURCE



THE PHILIPPINES

JAN
2020

THE PHILIPPINES

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



108.8
MILLION

URBANISATION:
47%

MOBILE PHONE
CONNECTIONS



173.2
MILLION

vs. POPULATION:
159%

INTERNET
USERS



73.00
MILLION

PENETRATION:
67%

ACTIVE SOCIAL
MEDIA USERS



73.00
MILLION

PENETRATION:
67%



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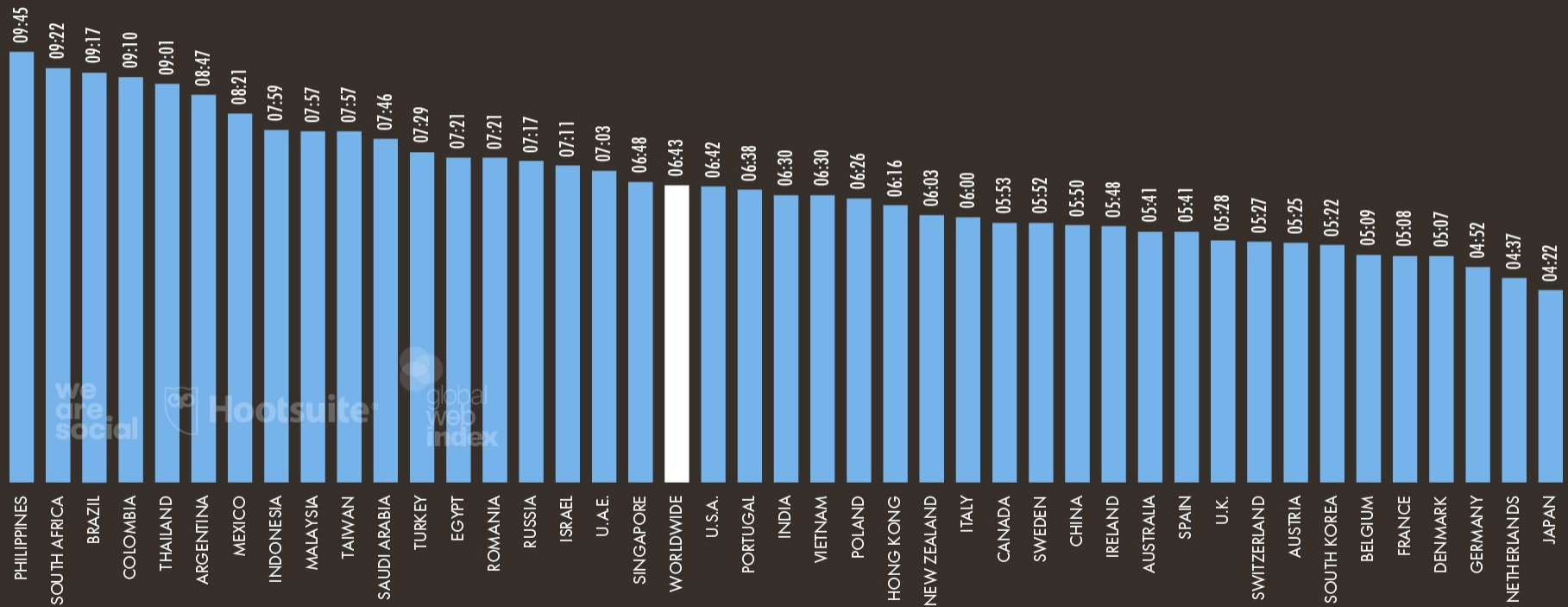
SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; **MOBILE:** GSMA INTELLIGENCE; **INTERNET:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJL; KEYVOS ANALYSIS; **SOCIAL MEDIA:** PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEYVOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

Internet and social media penetration
at 67% of the population.

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TIME PER DAY SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE

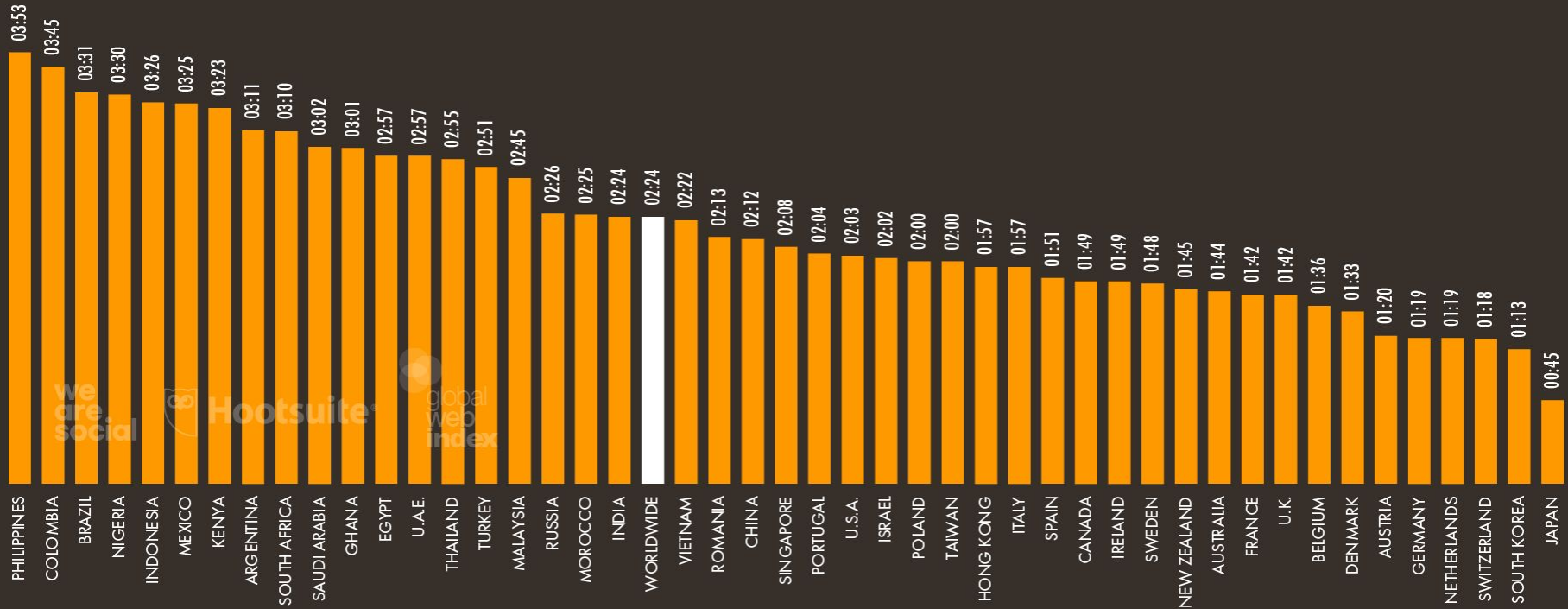


Internet users in the Philippines spending an average of 9 hours and 45 minutes per day online.

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DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA ON ANY DEVICE

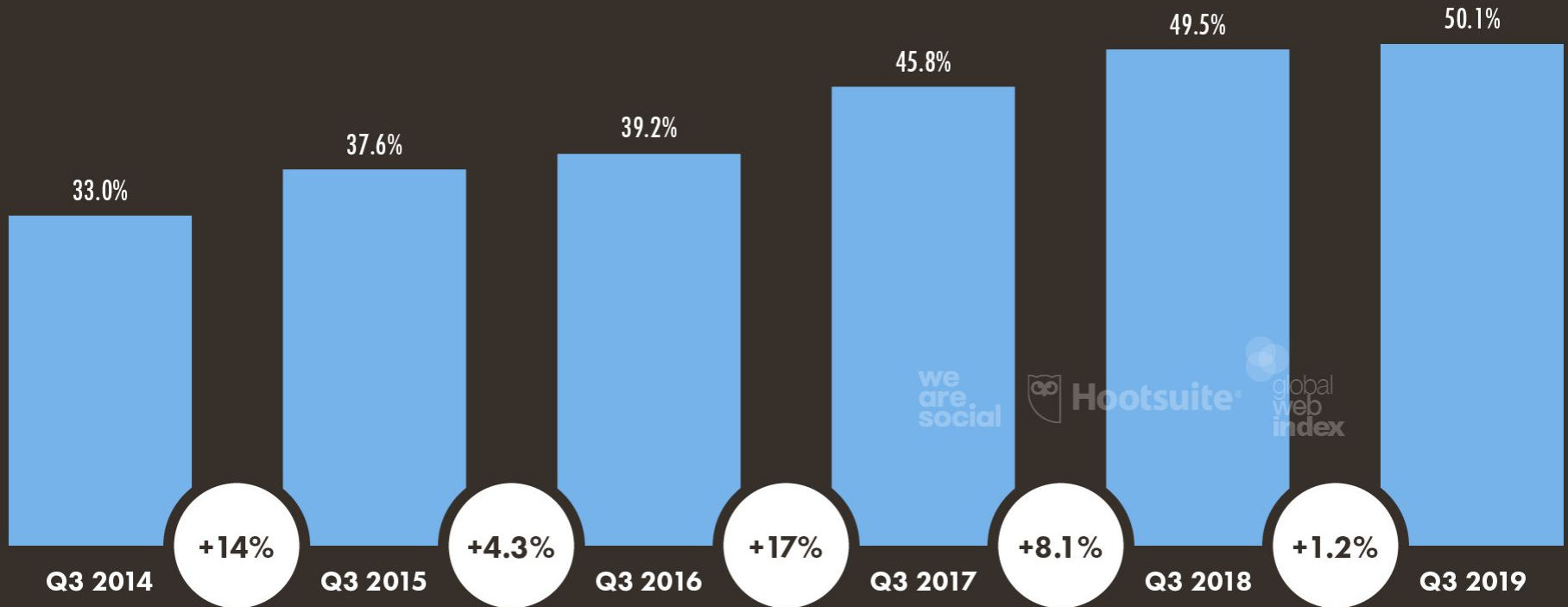


Filipinos are still the world's most 'social' people, with the average internet user aged 16 to 64 spending almost 4 hours per day on social platforms.

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MOBILE'S SHARE OF TOTAL INTERNET TIME

DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA MOBILE DEVICES AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



47

SOURCE: GLOBALWEBINDEX (VARIOUS DATA PERIODS, AS DETAILED BELOW EACH OF THE BARS IN THE CHART ABOVE). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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Mobile phones now account for more than half of all the time we spend online

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SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS IN DECEMBER 2019

MOBILE
PHONES



53.3%

DEC 2019 vs. DEC 2018:

+8.6%

LAPTOPS &
DESKTOPS



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44.0%

DEC 2019 vs. DEC 2018:

-6.8%

TABLET
COMPUTERS



2.7%

DEC 2019 vs. DEC 2018:

-27%

OTHER
DEVICES



0.07%

DEC 2019 vs. DEC 2018:

-30%

54

SOURCE: STATCOUNTER (ACCESSED JANUARY 2020). FIGURES REPRESENT EACH DEVICE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. **NOTE:** FIGURES FOR DEVICE SHARE ARE FOR DECEMBER 2019; ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2019 TO DECEMBER 2018.

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Roughly 53 percent of all web page requests now come from mobile phones, but that computers still account for 44 percent of the total.

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USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH TYPE OF MOBILE APP EACH MONTH

CHAT APPS
(MESSENGERS)



89%

global
web
index

SOCIAL
NETWORKING APPS



89%

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ENTERTAINMENT
OR VIDEO APPS



65%

global
web
index

GAMES
(ANY TYPE)



47%

KEPIOS

SHOPPING
APPS



66%

MUSIC
APPS



52%



MAP
APPS



65%

global
web
index

BANKING
APPS



35%



DATING
APPS



11%

global
web
index

HEALTH AND
FITNESS APPS



26%

197

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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Mobile apps now account for 10 out of every 11 minutes we spend using mobile devices, with web browsing only responsible for 9 percent of our mobile time.

MOBILE APPS: GLOBAL CATEGORY RANKINGS

RANKINGS OF MOBILE APP CATEGORIES BY TOTAL GLOBAL DOWNLOADS AND ANNUAL GLOBAL CONSUMER SPEND

GOOGLE PLAY: 2019 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	ENTERTAINMENT
04	COMMUNICATION
05	SOCIAL 
06	PHOTOGRAPHY
07	VIDEO PLAYERS & EDITORS
08	MUSIC & AUDIO
09	SHOPPING
10	FINANCE


GOOGLE PLAY: 2019 SPEND

#	APP CATEGORY
01	GAMES 
02	SOCIAL
03	ENTERTAINMENT
04	LIFESTYLE
05	PRODUCTIVITY
06	MUSIC & AUDIO
07	COMMUNICATION
08	ANDROID WEAR
09	HEALTH & FITNESS
10	DATING

IOS: 2019 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	PHOTO AND VIDEO
03	ENTERTAINMENT
04	UTILITIES
05	SHOPPING
06	SOCIAL NETWORKING
07	FINANCE 
08	LIFESTYLE
09	PRODUCTIVITY
10	EDUCATION

IOS: 2019 SPEND

#	APP CATEGORY
01	GAMES
02	ENTERTAINMENT
03	SOCIAL NETWORKING
04	PHOTO AND VIDEO
05	MUSIC
06	LIFESTYLE
07	HEALTH AND FITNESS
08	BOOKS 
09	EDUCATION
10	PRODUCTIVITY

Games account for the greatest share of mobile app downloads – more than 1 in 5 of the total – and drive 70 percent of worldwide consumer spend on mobile apps.

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SHARE OF TIME SPENT IN MOBILE APPS BY CATEGORY

AVERAGE TIME SPENT USING MOBILE DEVICES EACH DAY WORLDWIDE, WITH SHARE OF TIME SPENT IN TOP MOBILE APP CATEGORIES

AVERAGE TIME
SPENT USING MOBILE
DEVICES EACH DAY



3H 40M

SHARE OF MOBILE TIME
SPENT IN SOCIAL &
COMMUNICATIONS APPS



50%

SHARE OF MOBILE TIME
SPENT IN VIDEO &
ENTERTAINMENT APPS



21%

SHARE OF MOBILE TIME
SPENT PLAYING GAMES
(ANY GAME KIND)



9%

SHARE OF MOBILE TIME
SPENT USING OTHER
KINDS OF APPS



19%

19E

SOURCE: WE ARE SOCIAL, "STATE OF MOBILE 2020" (JANUARY 2020). NOTE: FIGURES ARE BASED ON USE OF ANDROID DEVICES ONLY. PERCENTAGES DO NOT SUM TO 100% DUE TO ROUNDING.

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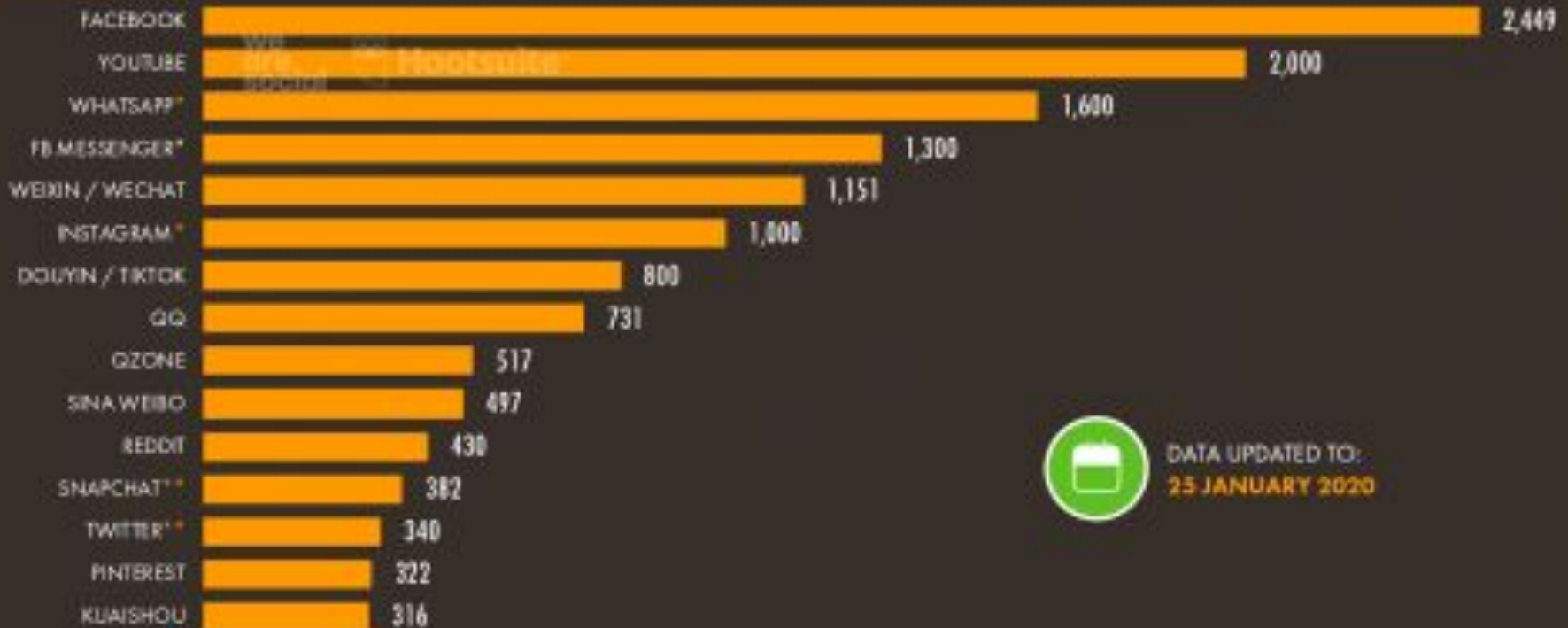
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Roughly half of the 3.7 hours that people spend using mobile phones each day is spent using social and communications apps, meaning that these platforms account for the same share of our mobile time as all of our other mobile activities put together.

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THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



DATA UPDATED TO:
25 JANUARY 2020

95

SOURCES: KEYWORD ANALYTICS, COMPANY STATEMENTS AND EMPLOYER ANNOUNCEMENTS, PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (AS LATEST AVAILABLE DATA). **NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS. PLATFORMS IDENTIFIED BY (**) DO NOT PUBLISH MAU DATA. FIGURES FOR TWITTER AND SNAPCHAT USE EACH PLATFORM'S LATEST ADVERTISING AUDIENCE REACH, AS REPORTED IN EACH PLATFORM'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020).

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Facebook still dominates.
Despite various challenges over the past few years, Facebook is still top of the pops when it comes to social.

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FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK

NUMBER OF PEOPLE THAT
FACEBOOK REPORTS
CAN BE REACHED WITH
ADVERTS ON FACEBOOK



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1.95
BILLION

SHARE OF POPULATION
AGED 13+ THAT MARKETERS
CAN REACH WITH
ADVERTS ON FACEBOOK



32%

QUARTER-ON-
QUARTER CHANGE
IN FACEBOOK'S
ADVERTISING REACH



+1.0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



44%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



56%

SOURCE: FACEBOOK'S 1825 SERVICE ADVERTISING TOOLS (ACCESSIBLE JANUARY 2020). NOTE: FACEBOOK DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN MALE AND FEMALE. *ADVERTISING REACHES REPORTED ON THIS CHART ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH IDEAL HIGHLY ACTIVE USERS. + COMPARABILITY: ADVERTISING REACH CHANGES. NOTE THAT DATA MAY NOT BE COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

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Overall, Facebook's audience reach has grown by 1 percent in the past 3 months alone.

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PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

SHARE OF FACEBOOK'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



IQE

SOURCE: ESTIMATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). *NOTES: FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN "MALE" OR "FEMALE". **ADDITIONAL DATA ON THIS CHART REPRESENT FACEBOOK'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. † COMPARABILITY ADVISORY: BASK CHANGES.

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Critically, marketers can now use Facebook to reach one-third of all the world's adults aged 18 and above, and more than half of all the world's adults aged 18 to 34.

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GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2019

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	APP DEVELOPER
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	WECHAT	TENCENT
05	INSTAGRAM	FACEBOOK
06	TIKTOK	BYTEDANCE
07	ALIPAY	ANT FINANCIAL SERVICES GRP.
08	QQ	TENCENT
09	TAOBAO	ALIBABA GROUP
10	BAIDU	BAIDU

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	GAME DEVELOPER
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BUZZARD
03	HONOUR OF KINGS	TENCENT
04	ANIPOP	HAPPY ELEMENTS
05	GAME FOR PEACE	TENCENT
06	CLASH OF CLANS	SUPERCELL
07	POKÉMON GO	NIANTIC
08	SUBWAY SURFERS	KILOO
09	CLASH ROYALE	SUPERCELL
10	FREE FIRE	SEA

202

SOURCE: APP ANNE JANUARY 2020, COMBINED DATA FOR ANDROID AND IOS DEVICES

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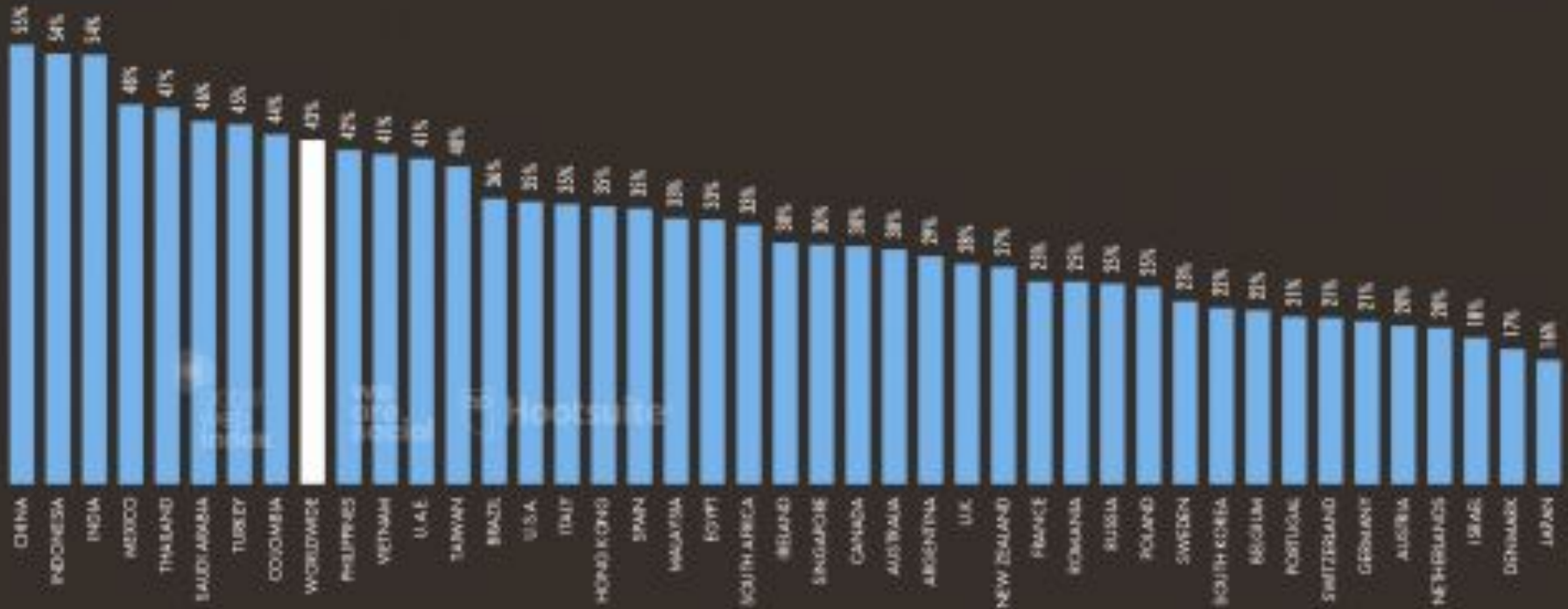
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The internet's centre of gravity is moving progressively eastward. This trend is even more visible in the latest data, with Asian apps and websites commanding an ever-increasing share of global activity.

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USE OF VOICE SEARCH AND VOICE COMMANDS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE INTERFACES EACH MONTH (ANY DEVICE)

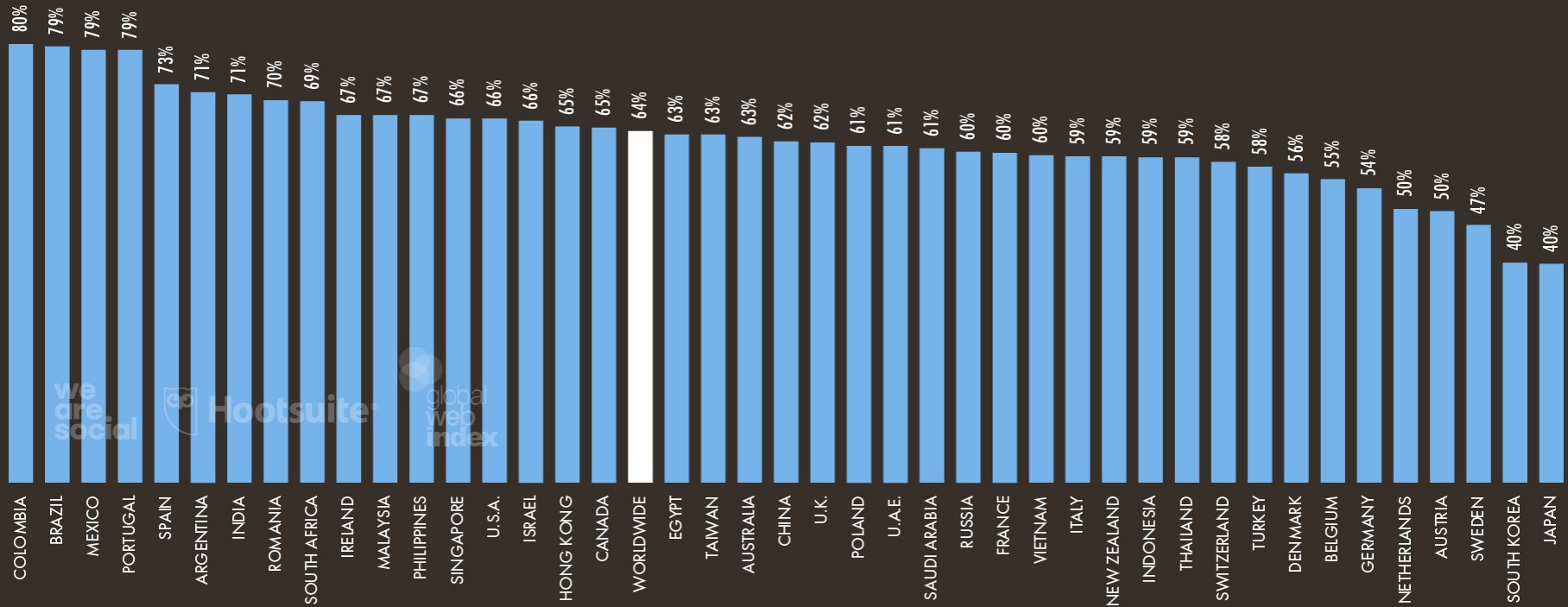


42 percent of the Philippines's internet users between the ages of 16 and 64 now using voice search and voice commands on any device each month.

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CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY'RE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA



67

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.
♦ **COMPARABILITY ADVISORY:** SOURCE CHANGE. DATA ARE NOT COMPARABLE TO A SIMILAR "DATA PRIVACY CONCERNS" SLIDE IN SOME OF OUR PREVIOUS REPORTS.

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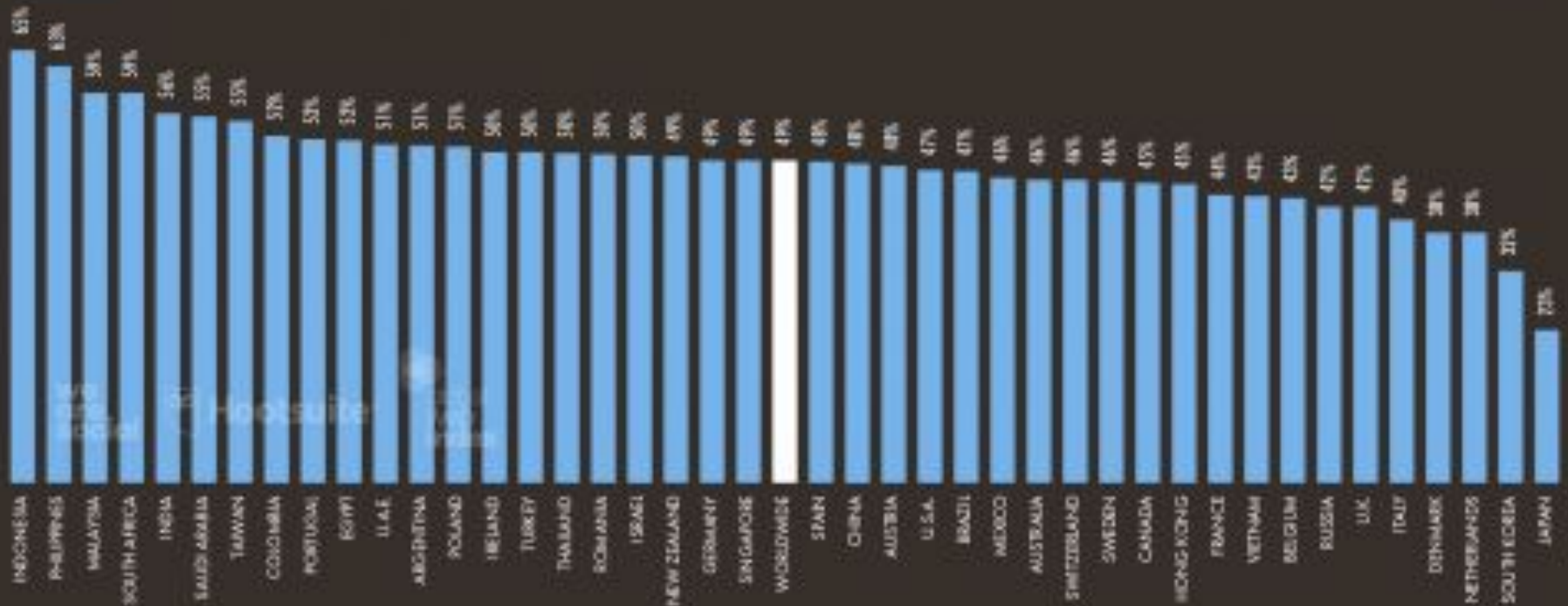
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67 percent of Philippine internet users are worried about how companies use their data.

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USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE TOOLS TO BLOCK ONLINE ADVERTISING EACH MONTH



63

SOURCE: GIGAWATTINDEX Q4 2019. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GIGAWATTINDEX.COM FOR MORE DETAIL.

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63 percent of Philippines' internet users aged 16 to 64 used an ad blocker in the past month.

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OVERVIEW OF THE SMART HOME DEVICE MARKET

VALUE OF THE GLOBAL MARKET FOR SMART HOME DEVICES, WITH VALUE BY DEVICE SUB-CATEGORY (IN U.S. DOLLARS)

NUMBER OF HOMES WITH
SMART HOME DEVICES



134.1
MILLION

TOTAL ANNUAL VALUE OF
SMART HOME DEVICES MARKET



\$73.72
BILLION

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET*



\$17.16
BILLION

VALUE OF SMART HOME
APPLIANCES MARKET



\$16.97
BILLION

VALUE OF SMART HOME
SECURITY DEVICE MARKET



\$15.93
BILLION

VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



\$10.47
BILLION

VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



\$7.34
BILLION

VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



\$5.84
BILLION

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSIBLE JANUARY 2020). FIGURES REPRESENT ESTIMATES OF THE YEAR REVENUE FOR 2019, IN U.S. DOLLARS. SEE STATISTA.COM/OUTLOOK/SMART-HOME-MARKETS FOR MORE DETAILS. *NOTES: THE "CONTROL AND CONNECTIVITY" SEGMENT INCLUDES HUBS AND INTERFACES FOR "INTELLIGENT HOME NETWORKS" (I.E. SMART SPEAKERS, CENTRAL CONTROLS, SMART PLUGS, ETC.).

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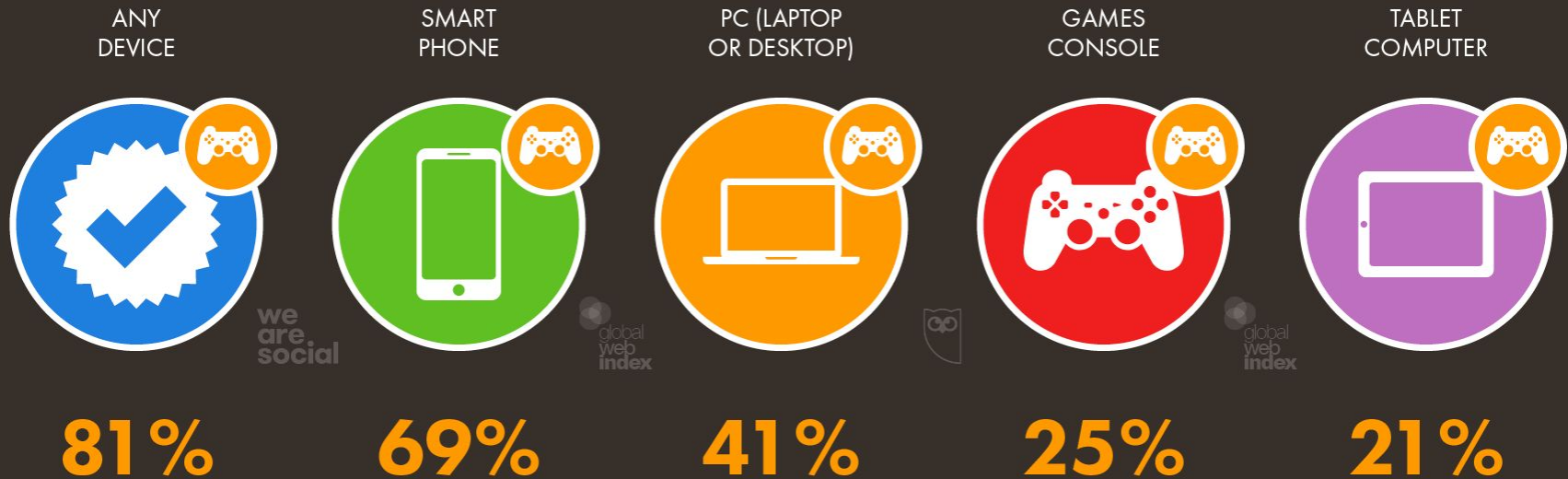
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Number of homes around the world with at least one smart home device increased by a third over the past year

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PLAYING GAMES: DEVICE PERSPECTIVE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE



63

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

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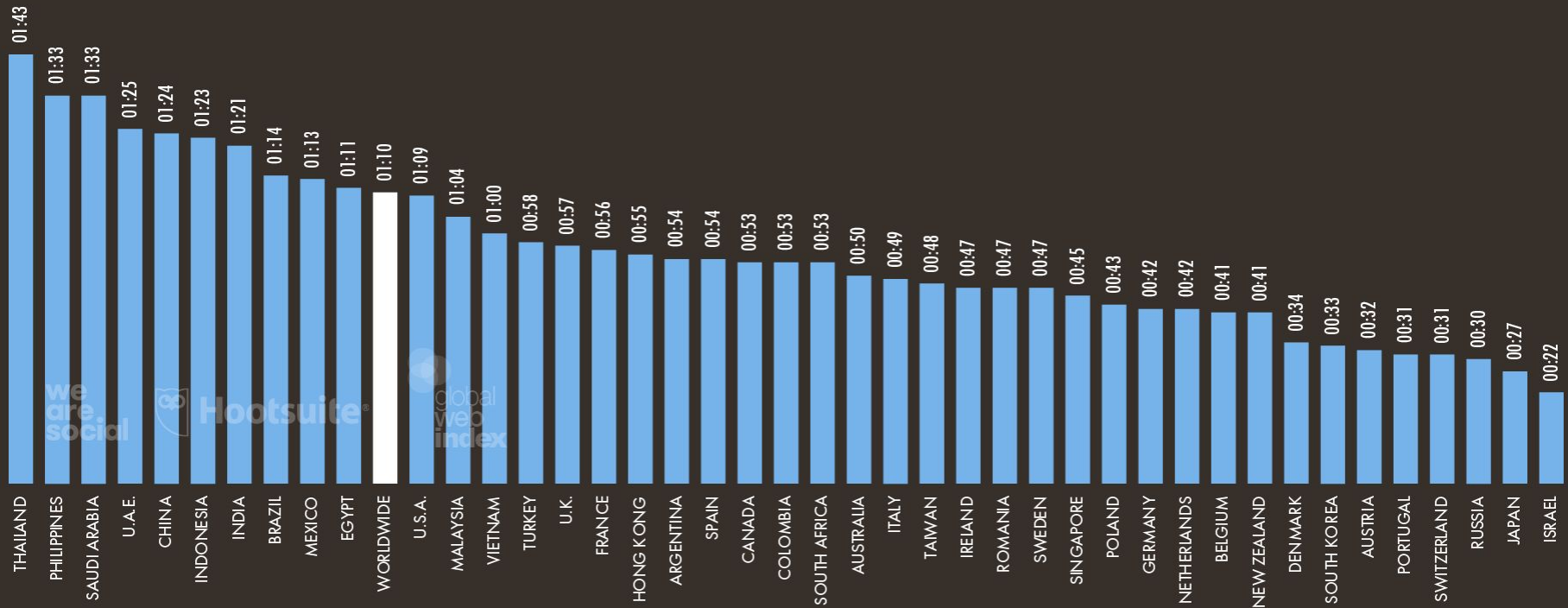
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More than 4 in 5 internet users aged 16 to 64 around the world play video games every month, which would equate to a total global gaming community of more than 3.5 billion people

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DAILY TIME SPENT USING GAMES CONSOLES

AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING GAMES CONSOLES



64

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

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‘Dedicated’ gamers spend an average of 70 minutes per day playing console games, but this rises to more than 90 minutes per day for console gamers in Thailand, the Philippines, and Saudi Arabia.

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ONLINE CONTENT ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH

WATCH
ONLINE VIDEOS



90%

WATCH
VLOGS



51%

LISTEN TO MUSIC
STREAMING SERVICES



70%

LISTEN TO ONLINE
RADIO STATIONS



47%

LISTEN TO
PODCASTS



41%

61

SOURCE: GIGAWATTINDEX FOR 2019. FIGURES REPRESENT THE FINDINGS OF A SPONSOR SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GIGAWATTINDEX.COM FOR MORE DETAIL.

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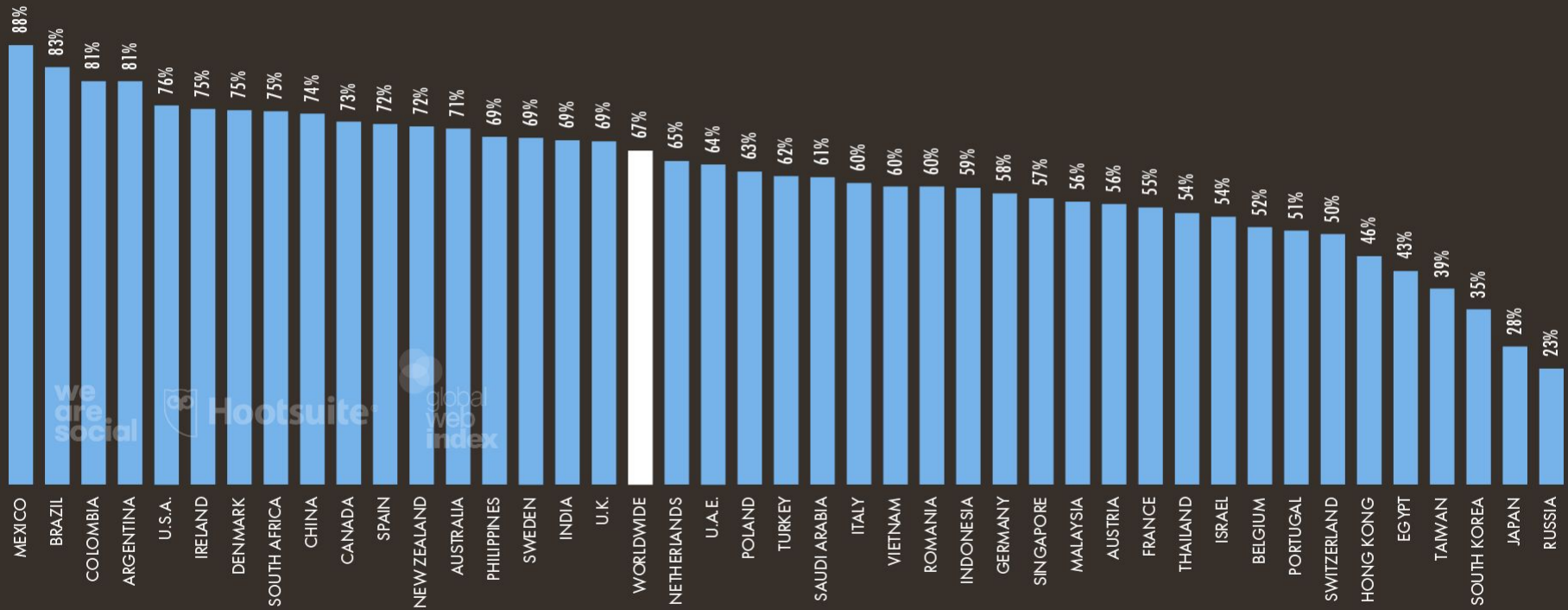
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The world's mobile internet users will consume more than half a trillion gigabytes of mobile data during 2020, with roughly two-thirds of that total being used to stream and download video content.

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STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV CONTENT VIA A STREAMING SUBSCRIPTION SERVICE (E.G. NETFLIX) EACH MONTH



69 percent of Philippines' internet users aged 16 to 64 now watch TV content via some form of subscription service.

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GLOBAL MOBILE APP RANKINGS: CONSUMER SPEND

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY CONSUMER SPEND IN 2019

RANKING OF MOBILE APPS BY CONSUMER SPEND

#	APP NAME	APP DEVELOPER
01	TINDER	INTERACTIVECORP (IAC)
02	NETFLIX	NETFLIX
03	TENCENT VIDEO	TENCENT
04	IQIYI	BAIDU
05	YOUTUBE	GOOGLE
06	PANDORA MUSIC	SIRIUS XM RADIO
07	LINE	LINE
08	LINE MANGA	LINE
09	YOUKU	ALIBABA GROUP
10	GOOGLE ONE	GOOGLE

RANKING OF MOBILE GAMES BY CONSUMER SPEND

#	GAME NAME	GAME DEVELOPER
01	FATE / GRAND ORDER	SONY
02	HONOUR OF KINGS	TENCENT
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	MONSTER STRIKE	MIXI
05	POKÉMON GO	NIANTIC
06	LINEAGE M	NCSoft
07	FANTASY WESTWARD JOURNEY	NETEASE
08	CLASH OF CLANS	SUPERCCELL
09	PUBG MOBILE	TENCENT
10	DRAGON BALL Z DOKKAN BATTLE	BANDAI NAMCO

284

SOURCE: APP ANNIE (JANUARY 2020). COMBINED DATA FOR ANDROID AND iOS DEVICES. NOTE: DOES NOT INCLUDE DATA FOR CONSUMER SPEND VIA THIRD-PARTY ANDROID STORES

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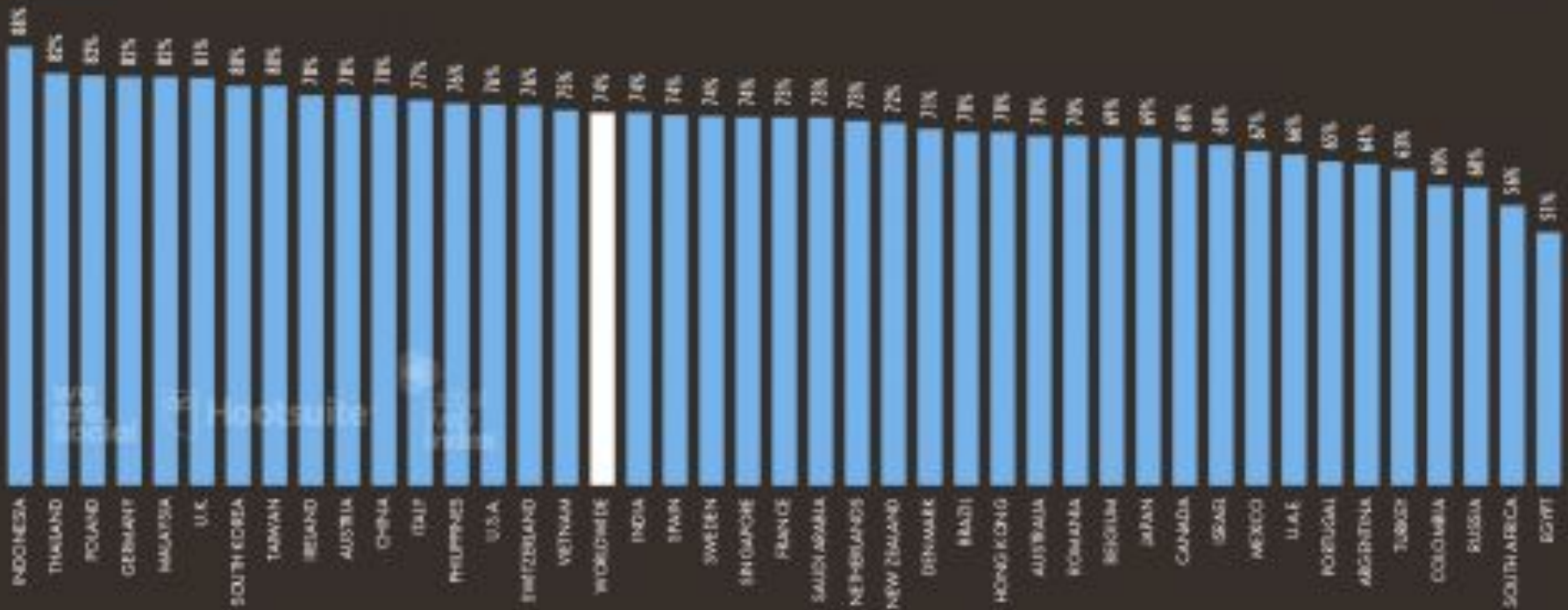
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Paid video subscription services are popular with mobile users too. App Annie reports that video apps accounted for 5 of the world's top 10 non-game apps ranked by consumer spend in 2019.

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ECOMMERCE ADOPTION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST MONTH

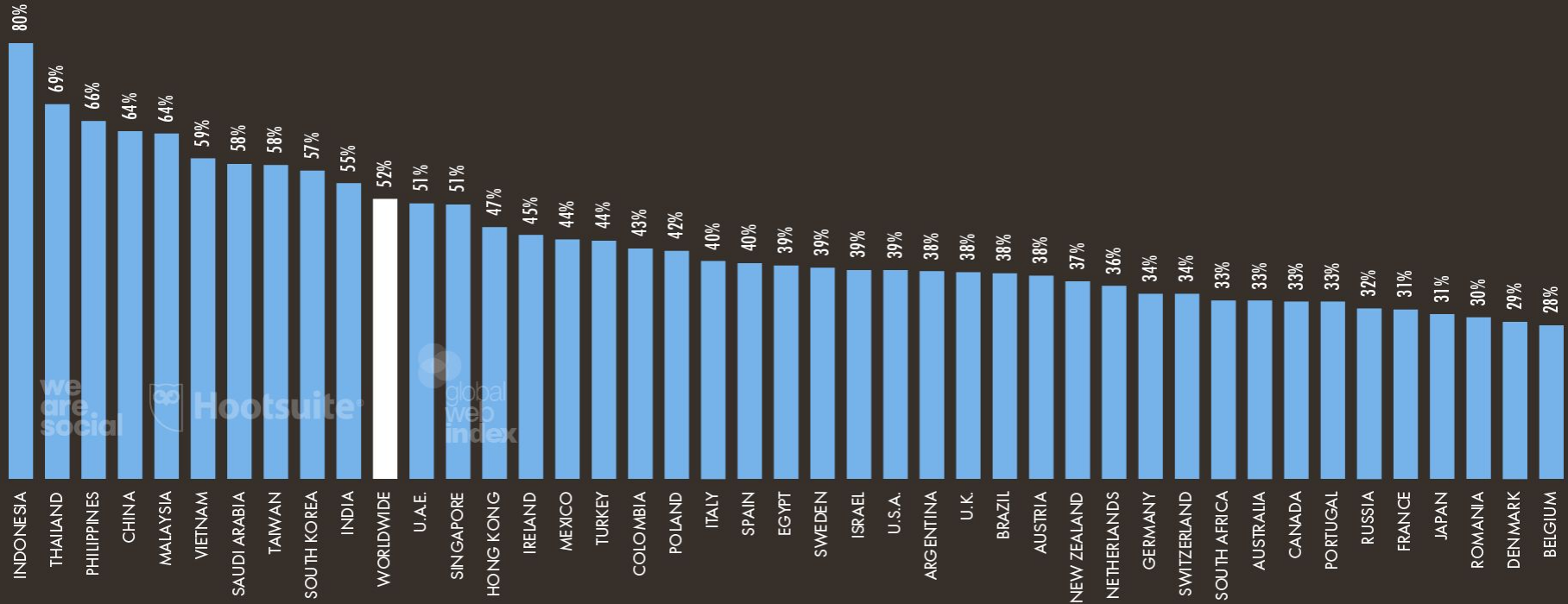


76 percent of Philippines' internet users aged 16 to 64 buy something online each month.

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MOBILE ECOMMERCE ADOPTION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY BOUGHT SOMETHING ONLINE VIA A MOBILE DEVICE IN THE PAST MONTH



66 percent of the Philippines' ecommerce consumers are more likely to purchase through a mobile device than through a laptop

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GLOBAL ECOMMERCE SPEND BY CATEGORY

THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES AROUND THE WORLD IN 2019, IN U.S. DOLLARS

FASHION
& BEAUTY



\$620.1
BILLION

statista

ELECTRONICS &
PHYSICAL MEDIA



\$456.9
BILLION



FOOD &
PERSONAL CARE



\$168.8
BILLION

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FURNITURE &
APPLIANCES



\$316.7
BILLION

TOYS, DIY
& HOBBIES



\$383.2
BILLION



TRAVEL (INCLUDING
ACCOMMODATION)*



\$1.19
TRILLION

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DIGITAL
MUSIC



\$13.59
BILLION

statista

VIDEO
GAMES



\$83.15
BILLION

214

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JANUARY 2020). FIGURES BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2019, EXCLUDING B2B SPEND. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING.

◆ **COMPARABILITY ADVERTISOR:** BASE CHANGES. DEFINITIONS FOR CATEGORIES DENOTED BY (*) HAVE ALSO CHANGED. DATA MAY NOT BE DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

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Worldwide ecommerce spend grew significantly during 2019, although – as one might expect – growth rates varied by category.

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GLOBAL ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR GROWTH IN THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES AROUND THE WORLD IN 2019, IN U.S. DOLLARS

FASHION
& BEAUTY



+18%

statista

ELECTRONICS &
PHYSICAL MEDIA



+18%



FOOD &
PERSONAL CARE



+13%

we
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FURNITURE &
APPLIANCES



+19%

TOYS, DIY
& HOBBIES



+16%



TRAVEL (INCLUDING
ACCOMMODATION)



+7.9%

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DIGITAL
MUSIC



+4.8%

statista

VIDEO
GAMES



+4.9%

215

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JANUARY 2020). FIGURES BASED ON COMPARISONS OF ESTIMATES OF FULL-YEAR CONSUMER SPEND IN 2019 AND 2018, EXCLUDING B2B SPEND. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING.

COMPARABILITY ADVISORY: SOME BASE CHANGES. DATA MAY NOT BE DIRECTLY COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

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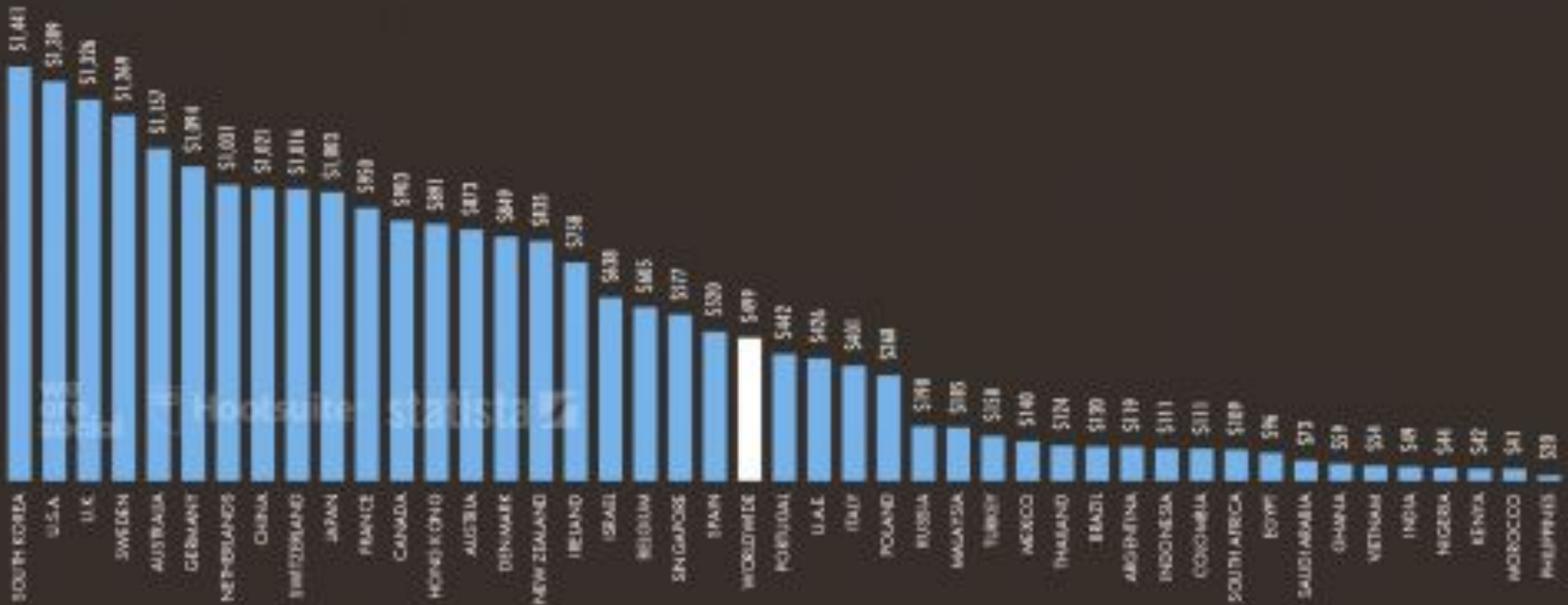
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Online purchases of Furniture & Appliances saw the fastest year-on-year growth, with 2019 worldwide consumer revenues of US\$316.7 billion marking a 19 percent jump compared to 2018 spend.

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ECOMMERCE ARPU: CONSUMER GOODS PURCHASES

AVERAGE AMOUNT SPENT ON ONLINE PURCHASES OF CONSUMER GOODS* BY EACH ECOMMERCE USER IN 2019, IN U.S. DOLLARS



SOURCE: STATISTA GLOBAL MARKET OUTLOOK, ACCESSIBLE JANUARY 2020. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets/e-commerce) FOR MORE DETAILS. *NOTES: FIGURES REPRESENT ONLINE B2C SPENDING ON CONSUMER CATEGORY ONLINE (FASHION & BEAUTY, ELECTRONICS & PHYSICAL MEDIA, FOOD & DRINK, FURNITURE & HOMEWARES, AND TOYS, HOMES & DIY), AND DO NOT INCLUDE B2B SPENDING OR SERVICES SUCH AS TRAVEL, ACCOMMODATION, OR DIGITAL CONTENT SUCH AS DOWNLOADS OR STREAMING SERVICES, OR ON-KIT B2B PURCHASES.

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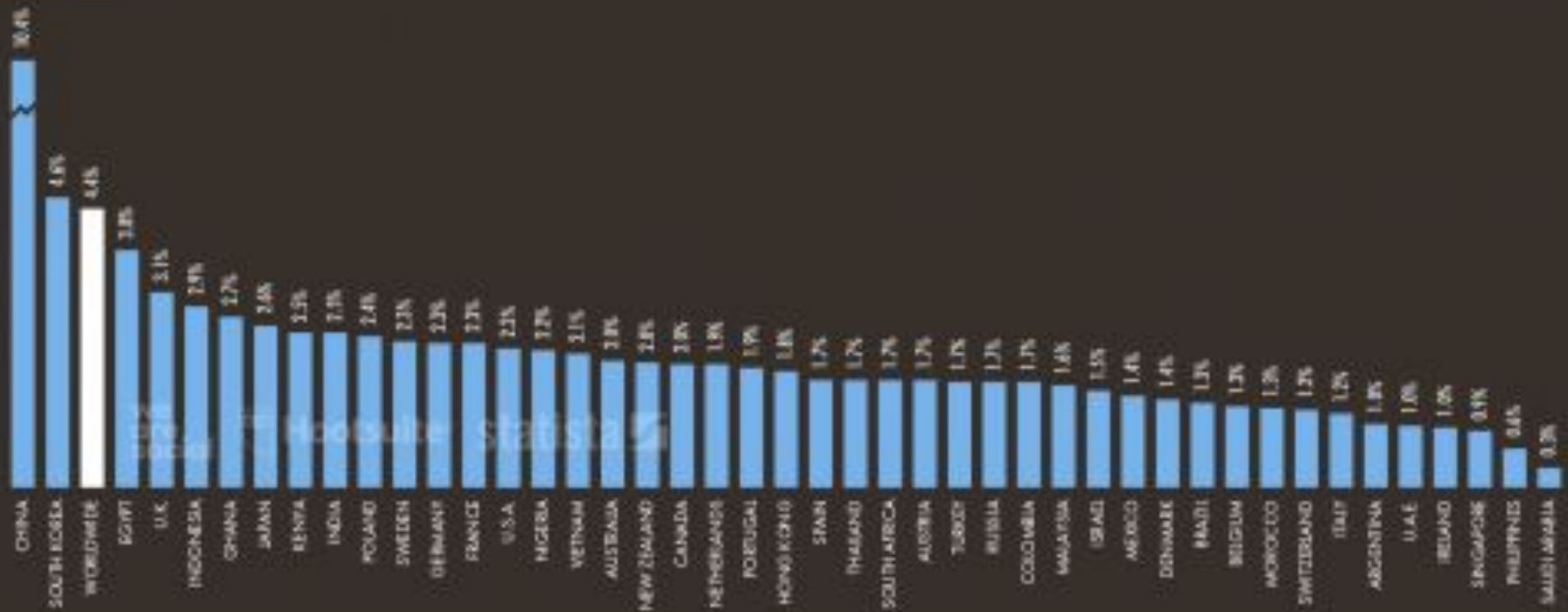
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<\$50 spend for Filipinos. Figures are based on absolute spending, and don't factor differences in average income or each country's overall economic strength.

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CONSUMER ECOMMERCE ARPU vs. GDP PER CAPITA

AVERAGE AMOUNT SPENT ON ONLINE PURCHASES OF CONSUMER GOODS* BY EACH ECOMMERCE USER IN 2019 vs. GDP PER CAPITA



317

SOURCE: STRATA DIGITAL MARKET OUTLOOK, ACCESSSED JANUARY 2020. SEE [STRATA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.strata.com/outlook/digital-markets) FOR MORE DETAILS. *NOTE: ARPU VALUES REPRESENT ONLINE B2C SPENDING ON CONSUMER GOODS ONLY, AND DO NOT INCLUDE SPENDING ON CATEGORIES SUCH AS TRAVEL, ACCOMMODATION, OR SHOPPING CONTENT SUCH AS DOWNLOADS OR STREAMING SERVICES. GDP COMPARISONS USE CURRENT DATED 2019 DOLLAR VALUES FOR THE INTERNATIONAL DOLLAR, USED TO REPORT GDP PER CAPITA EQUIVALENCY BY THE BPSIC.

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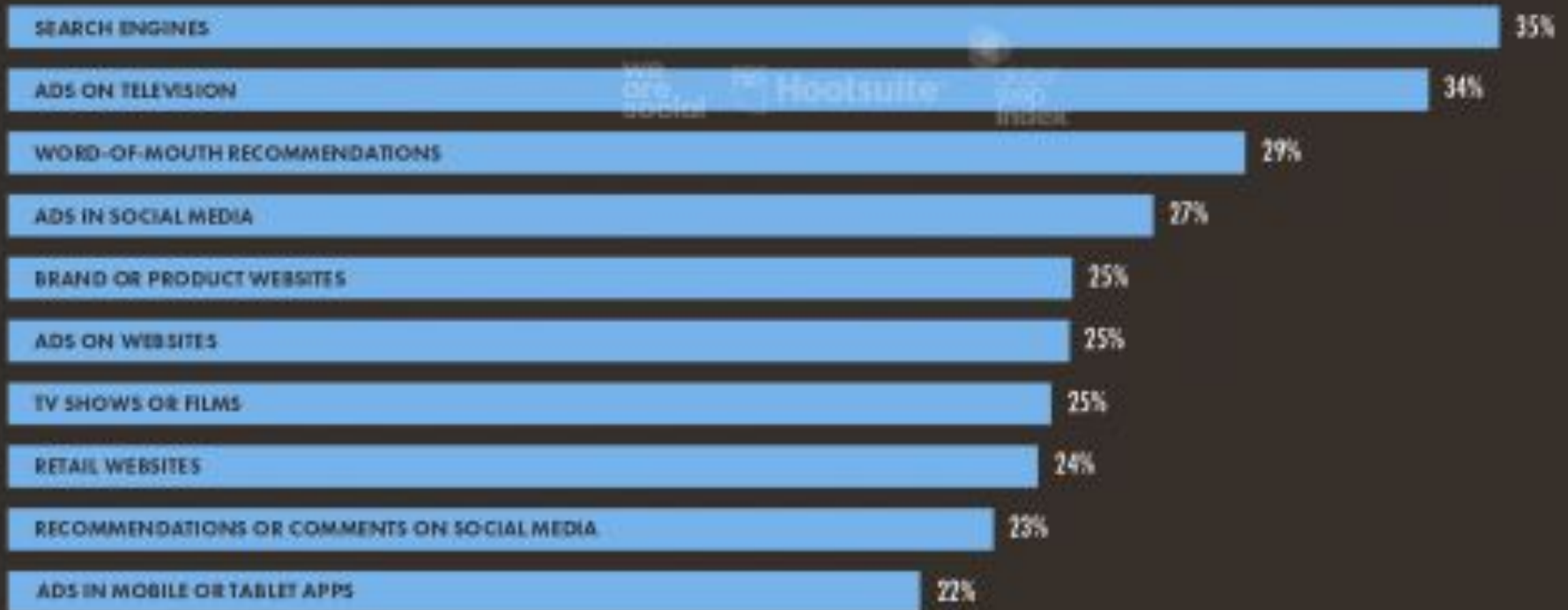
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China's ecommerce websites are already amongst the world's most-visited online destinations, so it might not come as a surprise that China leads the way in GDP-adjusted ARPU rates.

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SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY DISCOVER NEW BRANDS AND PRODUCTS THROUGH EACH MEDIUM OR ACTIVITY



227

SOURCE: SICOM WATERBURY INDEX Q1 2020. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE SICOMWATERBURY.COM FOR MORE DETAILS.

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All the evidence indicates that the world's shoppers are making less and less of a distinction between 'online' and 'offline' when it comes to their shopping.

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MOST-USED EMOJI ON TWITTER

EMOJI THAT HAVE BEEN USED THE GREATEST NUMBER OF TIMES ON TWITTER (ALL TIME)

#	EMOJI	TIMES USED	#	EMOJI	TIMES USED	#	EMOJI	TIMES USED	#	EMOJI	TIMES USED
01		2,671,000,000	11		428,000,000	21		245,000,000	31		198,000,000
02		1,289,000,000	12		389,000,000	22		238,000,000	32		193,000,000
03		966,000,000	13		382,000,000	23		237,000,000	33		191,000,000
04		964,000,000	14		365,000,000	24		236,000,000	34		187,000,000
05		817,000,000	15		359,000,000	25		232,000,000	35		182,000,000
06		743,000,000	16		336,000,000	26		229,000,000	36		181,000,000
07		632,000,000	17		309,000,000	27		217,000,000	37		168,000,000
08		500,000,000	18		273,000,000	28		216,000,000	38		165,000,000
09		493,000,000	19		258,000,000	29		212,000,000	39		163,000,000
10		475,000,000	20		246,000,000	30		199,000,000	40		163,000,000

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