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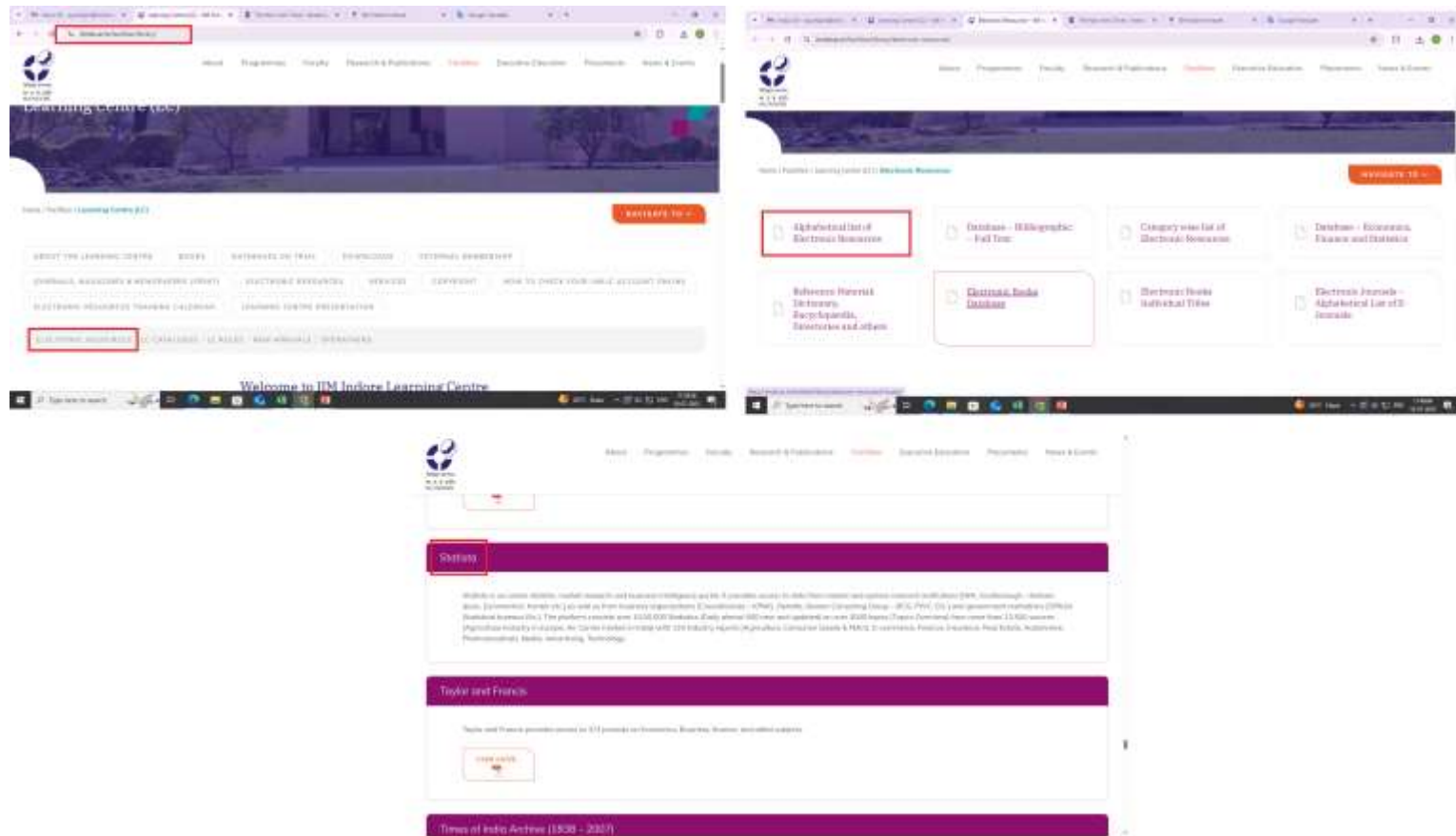


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Facebook: quarterly number of MAU (monthly active users) worldwide 2008-2023



Quarterly smartphone market share worldwide by vendor 2009-2023



Number of apps available in leading app stores Q3 2022



OPEC oil price annually 1960-2023



Big Mac Index worldwide 2023

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Social media - Statistics & Facts

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Consumer Goods & FMCG

The consumer goods and FMCG market continuously adapts to evolving consumer demands and trends. Digital innovation, an increased focus on sustainable and healthy habits, and inflation have been some of the biggest influences on the consumer goods market in recent years. Digitalization has put the customer in the driver's seat, enabling endless comparison and scrutiny of products on the spot. Consumer goods companies must optimize their marketing strategies and brand awareness to maintain customer loyalty in this competitive market.

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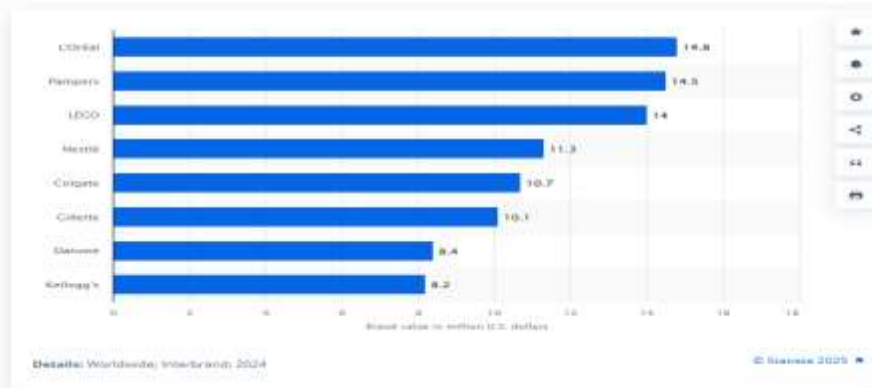
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Consumer Goods & FMCG

Brand value of the leading FMCG brands worldwide in 2024 (in million U.S. dollars)



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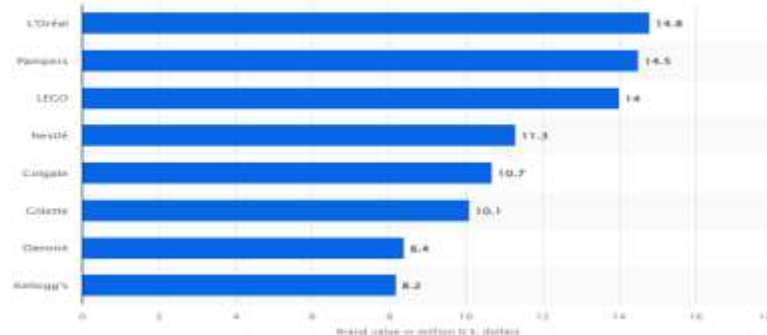
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Consumer Goods & FMCG

Brand value of the leading FMCG brands worldwide in 2024

(in million U.S. dollars)



Details: Worldwide; Interbrand; 2024

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Digital & Trends



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DIGITAL & TRENDS

Social media advertising
in India

2023



Social media advertising in India

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This report presents a range of statistics and insights about the social media advertising segment in India. Following a glimpse of the global market, the report provides figures on domestic social media usage and industry ...

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This report presents insights and statistics on social media usage in India with a focus on

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Social media advertising in India

Statistics report about social media advertising in India

DIGITAL & TRENDS

Social media advertising
in India

2023



This report presents a range of statistics and insights about the social media advertising segment in India. Following a glimpse of the global market, the report provides figures on domestic social media usage and industry trends. The next two chapters focus on social media platform metrics and consumer attitudes to this form of advertising, respectively.

Table of contents

Global outlook

- Social media ad spend worldwide 2021-2028
- Largest social media advertising markets worldwide 2022
- Revenue of the social media advertising market APAC 2022, by country
- Social media ads CTR worldwide 2022-2023
- Social media ads CPM worldwide 2022-2023
- Benefits of social media marketing worldwide 2023

REPORT DETAILS:

Social media advertising in India

Pages	36 Pages
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Released	September 2023
Source(s)	Statista
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Consumer Electronics

Worldwide

HIGHLIGHTS MARKET DEFINITION IN-SCOPE / OUT-OF-SCOPE MARKET STRUCTURE REPORTS METHODOLOGY

- Revenue in the Consumer Electronics Market is projected to reach US\$666.40bn in 2024.
- Revenue is expected to show an annual growth rate (CAGR 2024-2028) of 9.50%, resulting in a projected market volume of US\$957.90bn by 2028.
- In the Consumer Electronics Market, the number of users is expected to amount to 2.2bn users by 2028.
- User penetration will be 26.9% in 2024 and is expected to hit 30.3% by 2028.
- The average revenue per user (ARPU) is expected to amount to US\$395.00.

Read more

Currency
USD (US\$)

Cite

Share

REVENUE (2024)

US\$666.40bn

REVENUE CHANGE (2024)

16.7%

Market

Consumer Electronics

Region

Worldwide

Compare to

None

Revenue

REVENUE

REVENUE CHANGE



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