



## Instagram Overview

In June 2021 Instagram announced that it is no longer a photo sharing app. Instagram's head, [Adam Mosseri stated](#) they will be looking to lean into entertainment and video after seeing the success of competitors like TikTok and YouTube.

Founded in 2010 the app has impacted many peoples lives with its visual centric focus and demand for authenticity and developing connections with the communities you interact with on this platform.

Instagram has grown as a source of income for creators/influencers and as a sales channel for businesses and works especially well for small businesses.

Knowing platform-specific statistics help you better understand how to set up your Instagram Strategy and if you link this with an understanding of the social trends you'll be prepared and ready to use this platform to the best of your ability.

### WHO uses Instagram

- ★ 50.8% of all Instagram users are female while 49.2% are male
- ★ 546 million Instagram users are female, and 528 million are male.
- ★ There are 140 million Instagram users from the U.S.
- ★ There are 28.89 million users in the United Kingdom. 46% of the UK population have an Instagram account
  - 31.8% of these were between 25 and 34 years old.
  - 23.5% of these were between 18 to 24 years.
- ★ 87% of users are outside the U.S.
- ★ There are 320 million global Instagram users aged between 18 and 24 years.
- ★ There are 354 million global Instagram users aged between 25 and 34 years.
- ★ 72% of teens use Instagram.
- ★ 130 million Instagram accounts tap on a shopping post to learn more about products every month.
- ★ Instagram generates over £3.59b in ad revenue in the UK
- ★ Instagram users spend an average of 30 minutes per day on the platform in 2021.
- ★ Instagram is a great platform for B2C. It works incredibly well for businesses that sell products especially through the use of Instagram Shops
- ★ Instagram does work well for service based businesses.



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### WHAT does Instagram offer

- ★ Instagram is a visual platform. It holds massive opportunities for ecommerce businesses looking to showcase their products. Whether through regular photos, videos, or Instagram Stories, businesses have learned that building a visual presence on Instagram can hugely compliment their ecommerce marketing
- ★ 78% say that they see brands on Instagram as popular, 77% as creative, 76% as entertaining and 72% as committed to building community
- ★ Shopping is a strong feature that will surely become even more developed in the future. After seeing a product or service on Instagram, 79% searched for more information, 37% visited the retail store and 46% made a purchase.

### WHY would you use Instagram

- ★ Instagram has become known as an ideal fit for e-commerce marketing. The platform is often used as the discovery portion of the sales funnel
- ★ 83% of Instagram users discover new products and services on the platform, 81% research new products and 80% decide whether to use a product
- ★ 89% indicated that Instagram was the most important social media channel for influencer marketing
- ★ Instagram users are more engaged than the average social media user and tend to be social media shoppers
- ★ Over 500 million accounts use Instagram Stories every day
- ★ In the UK, 54% of Instagram users were found to use the platform several times a day. A further 12% used Instagram only a few times a week.
- ★ Influencer marketing is its own industry now with individuals relying on it as their sole source of income
- ★ As brands continue advertising on Instagram, parent company Facebook will rely more heavily on its advertising dollars.
- ★ The Shopping and checkout feature is relatively new to Instagram. Without leaving the app, users can now search for products, add to a shopping bag and checkout