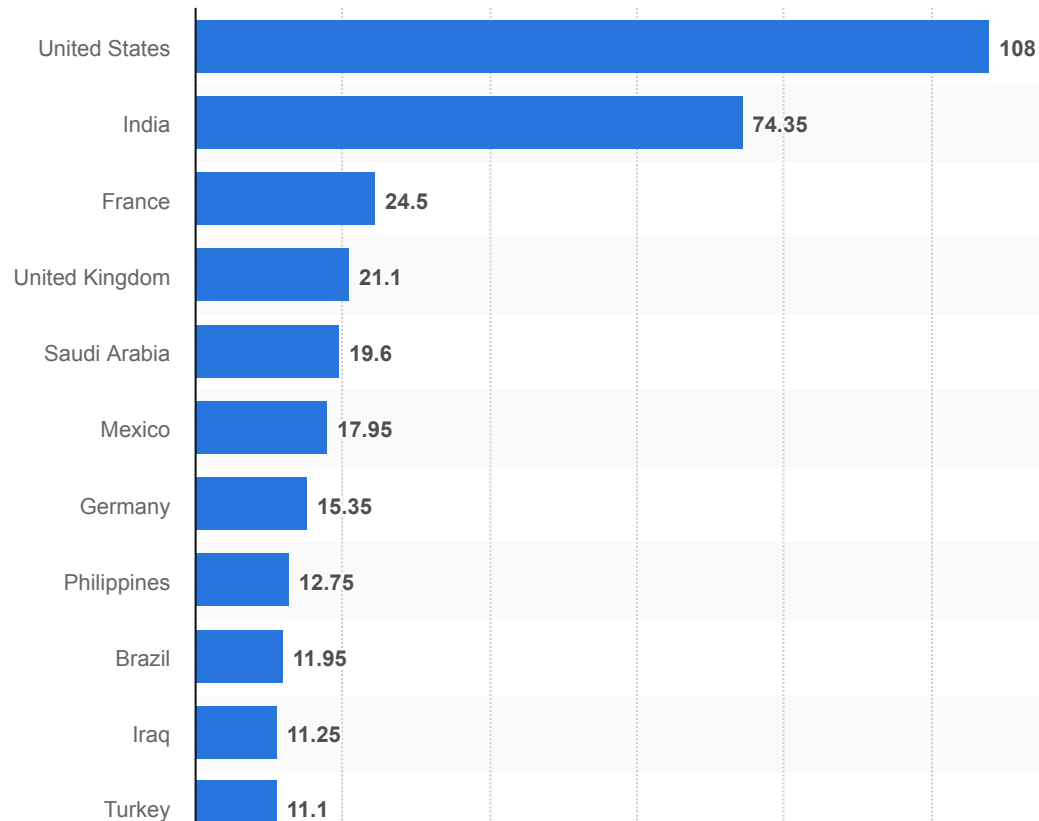


Internet > Social Media & User-Generated Content

Leading countries based on Snapchat audience size as of January 2021

(in millions)



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Release date

January 2021

Region

Worldwide

Survey time period

January 2021



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Age group

13 years and older

Special properties

based on addressable ad audience

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Countries with the most Snapchat users 2021

Published by [H. Tankovska](#), Feb 10, 2021



As of January 2021, the United States had the biggest Snapchat user base in the world, with an audience of 108 million users. India ranked in second place with a Snapchat audience base of 74.35 million users. The photo-sharing platform is projected to [reach nearly 400 million global users by 2024](#).

Snapchat's popularity

Being one of the [most popular social networks worldwide](#) and especially liked by [younger online audiences](#), Snapchat is an increasingly attractive platform for advertisers. According to industry estimates, Snapchat's 2019 advertising revenue is forecast

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