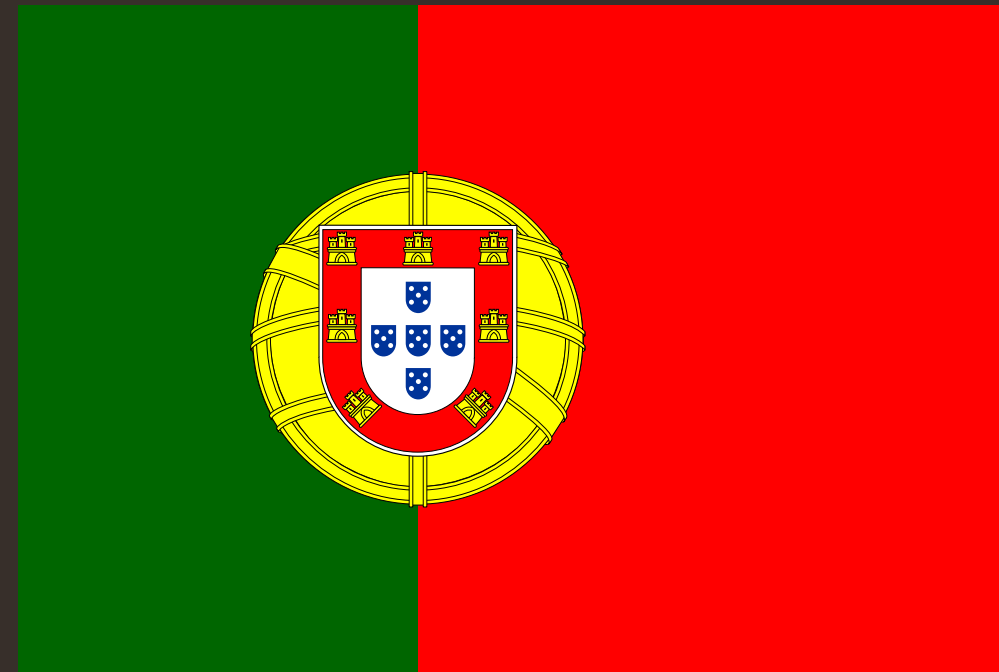




DIGITAL 2021

PORTUGAL

ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND
HOW PEOPLE USE THE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE

we
are
social



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are
social**



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IMPORTANT NOTES ON CHANGES TO DATA

Findings published in this report use the latest available data at the time of production. In order to provide the most accurate and up-to-date information, we have changed the sources we use to inform some of the numbers, and we have also changed the ways in which we calculate certain values. Consequently, various figures in this report **will not be comparable** with similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a **◆ COMPARABILITY ADVISORY** in the footnotes of each relevant slide, and in some cases we've also added an alert beneath the chart's headline. In particular, please note that we **no longer include data sourced from social media platforms** in our internet user figures. As a result, the internet user numbers in this year's reports may appear lower than those in previous reports, but this does not necessarily imply an actual drop in internet users. We have recalculated historical internet user figures in order to provide accurate growth figures in this year's reports, but **overall values will not be comparable** with data published in previous reports in this series. Please also note that **social media user numbers may not represent unique individuals**, because some people may manage multiple social media accounts, and because some active social media accounts may represent 'non-human' entities such as animals, groups and organisations, locations, and more. As a result, the figures we publish for social media users may **exceed** the figures we publish for internet users. This may seem counter-intuitive, but the numbers in such instances are not incorrect. Separating social media user numbers from internet user numbers in this way allows readers to make more informed choices, and enables them to use the data that has the greatest relevance to their needs. Please see the complete list of data sources at the end of this report for further details.



DIGITAL 2021

GLOBAL OVERVIEW REPORT

THE LATEST INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE
THE INTERNET, SOCIAL MEDIA, MOBILE DEVICES, AND ECOMMERCE

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DIGITAL 2021

LOCAL COUNTRY HEADLINES

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

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[CLICK HERE](#) TO READ OUR DIGITAL 2021
GLOBAL OVERVIEW REPORT, WITH CLOSE
TO 300 PAGES OF ESSENTIAL CHARTS AND
INSIGHTS FROM AROUND THE WORLD

[CLICK HERE](#) TO READ OUR DIGITAL 2021
LOCAL COUNTRY HEADLINES REPORT,
WITH ESSENTIAL DIGITAL OVERVIEWS
FOR EVERY COUNTRY IN THE WORLD

CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NETHERLANDS	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NEW CALEDONIA	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW ZEALAND	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NICARAGUA	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NIGER	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGERIA	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIUE	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	MADAGASCAR	NORFOLK IS.	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MALAWI	NORTH MACEDONIA	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAYSIA	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALDIVES	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALI	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALTA	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MARSHALL IS.	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARTINIQUE	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MAURITANIA	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITIUS	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAYOTTE	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MEXICO	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MICRONESIA	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MOLDOVA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MONACO	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONGOLIA	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONTENEGRO	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTSERRAT	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MOROCCO	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOZAMBIQUE	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MYANMAR	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	NAMIBIA	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAURU	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NEPAL	ST. HELENA	TAIWAN	ZIMBABWE



GLOBAL HEADLINES

JAN
2021

GLOBAL DIGITAL HEADLINES

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE AROUND THE WORLD

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL
POPULATION



7.83
BILLION

URBANISATION:

56.4%

UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:

66.6%

INTERNET
USERS*



4.66
BILLION

vs. POPULATION:

59.5%

ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

vs. POPULATION:

53.6%



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GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN GLOBAL DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL
POPULATION



we
are
social

+1.0%

JAN 2021 vs. JAN 2020

+81 MILLION

UNIQUE MOBILE
PHONE USERS



+1.8%

JAN 2021 vs. JAN 2020

+93 MILLION

INTERNET
USERS*



+7.3%

JAN 2021 vs. JAN 2020

+316 MILLION

ACTIVE SOCIAL
MEDIA USERS*



+13.2%

JAN 2021 vs. JAN 2020

+490 MILLION

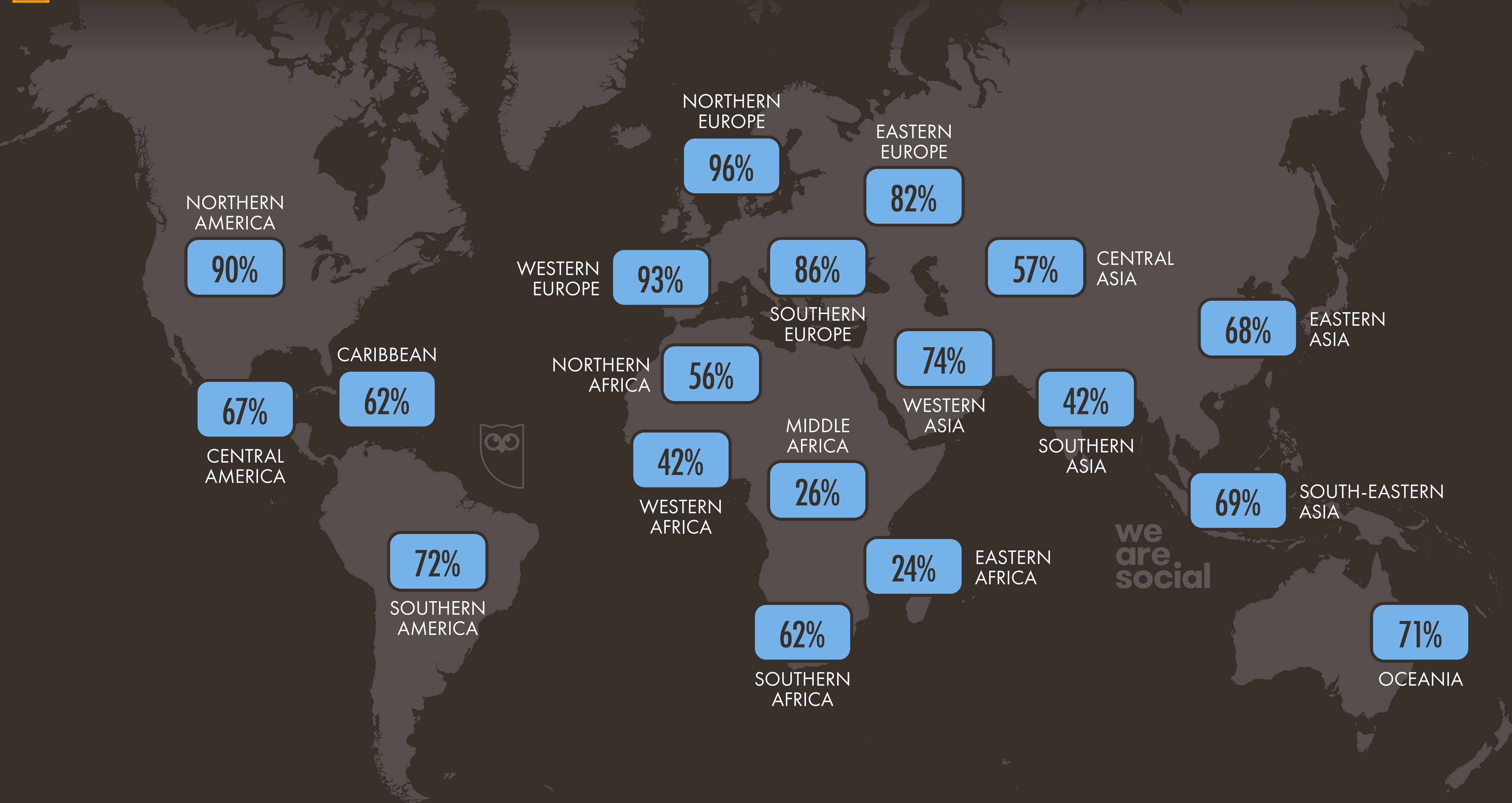


JAN
2021

INTERNET USERS vs. TOTAL POPULATION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION

⚠️ INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

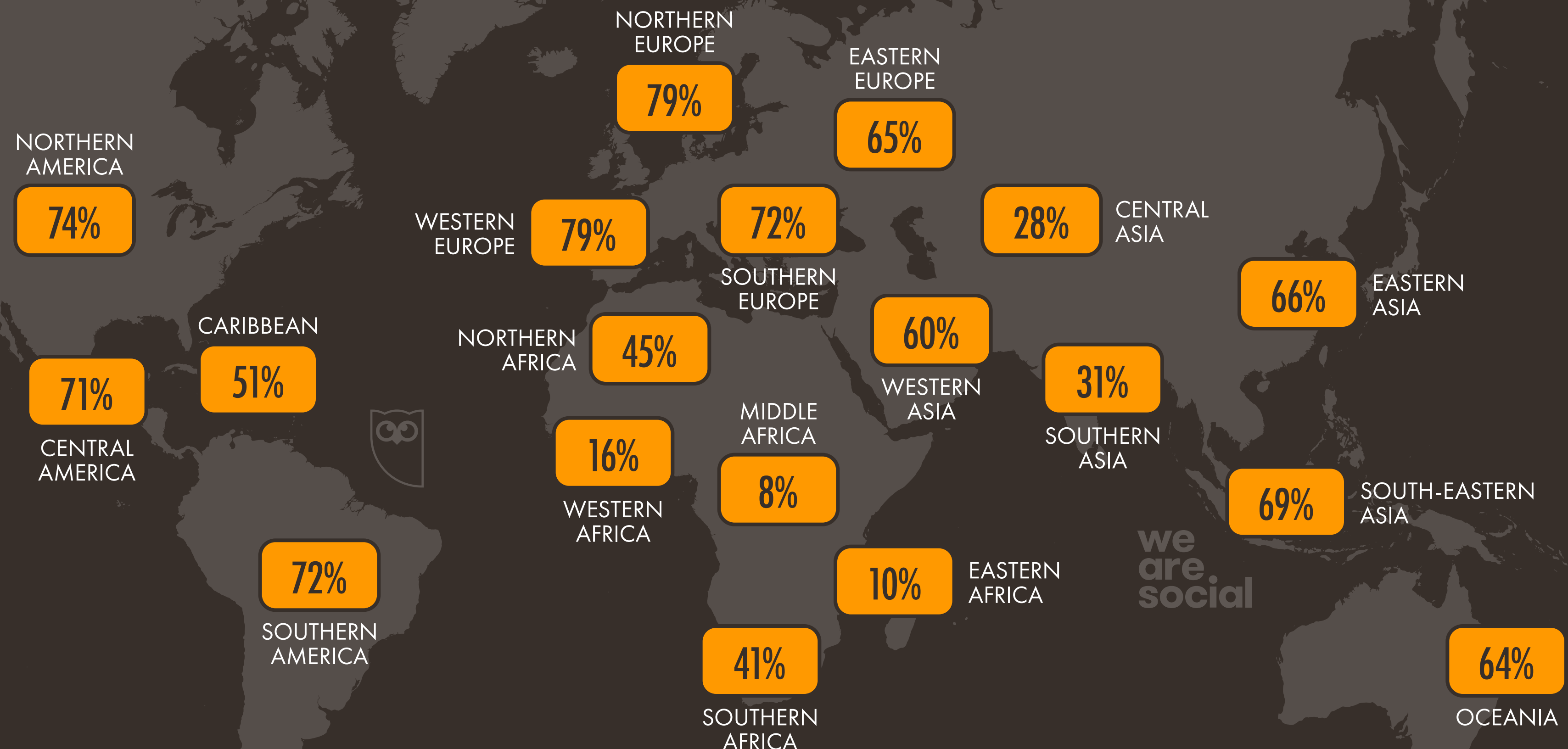


JAN
2021

SOCIAL MEDIA USERS vs. TOTAL POPULATION

NUMBER OF ACTIVE SOCIAL MEDIA USERS* IN EACH REGION COMPARED TO TOTAL POPULATION

⚠️ THIS CHART INCLUDES DATA FROM NEW SOURCES, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



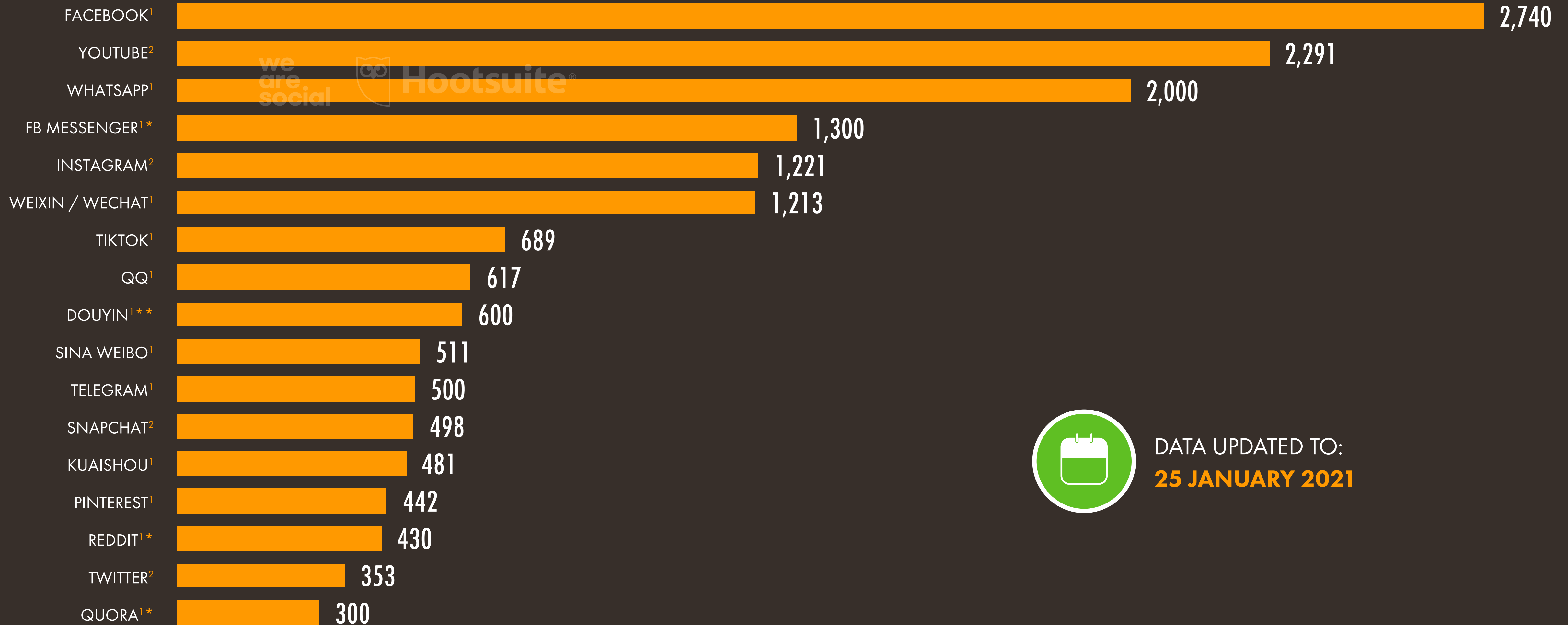
SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAAR; OCDH.

***ADVISORY:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES MAY EXCEED INTERNET PENETRATION VALUES. **NOTES:** DIFFERENCES IN DATA AVAILABILITY MEAN REGIONAL FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. REGIONS AS PER THE U.N. GEOScheme. **COMPARABILITY ADVISORY:** DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN
2021

THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



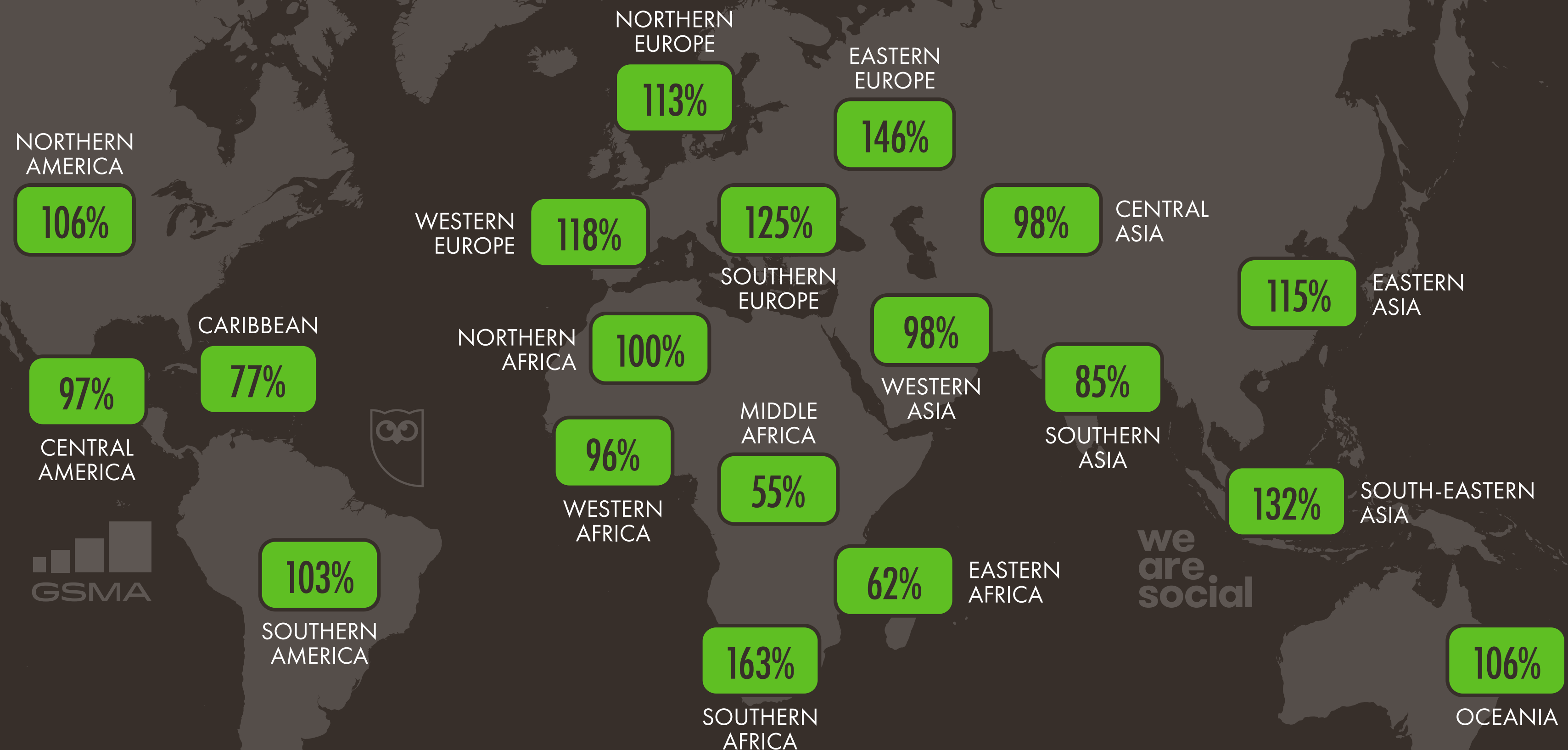
DATA UPDATED TO:
25 JANUARY 2021

SOURCES: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS' SELF-SERVICE AD TOOLS.
***NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (**) FIGURE FOR DOUYIN USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS LIKELY HIGHER.

JAN
2021

MOBILE CONNECTIONS vs. TOTAL POPULATION

NUMBER OF MOBILE CONNECTIONS IN EACH REGION COMPARED TO TOTAL POPULATION



JAN
2021

MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL (EX. CHINA) RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020



RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	FACEBOOK	FACEBOOK
02	WHATSAPP	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	AMAZON	AMAZON
06	TWITTER	TWITTER
07	NETFLIX	NETFLIX
08	TIKTOK	BYTEDANCE
09	SPOTIFY	SPOTIFY
10	SNAPCHAT	SNAP

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	LUDO KING	GAMETION
04	AMONG US!	INNER SLOTH
05	FREE FIRE	SEA
06	ROBLOX	ROBLOX
07	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
08	SUBWAY SURFERS	KILOO
09	MINECRAFT POCKET EDITION	MOJANG
10	POKÉMON GO	NIANTIC

JAN
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GLOBAL ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 THAT REPORTS PERFORMING EACH ACTIVITY IN THE PAST MONTH



SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



GWl.

81.5%

VISITED AN ONLINE
RETAIL SITE OR STORE
(ANY DEVICE)



90.4%

USED A SHOPPING
APP ON A MOBILE
PHONE OR ON A TABLET



GWl.

69.4%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



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76.8%

PURCHASED A
PRODUCT ONLINE
VIA A MOBILE PHONE



55.4%



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SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS AND PRODUCTS THROUGH EACH CHANNEL



SEARCH ENGINES

33.9%

ADS ON TELEVISION

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are
social



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GWl.

32.6%

WORD-OF-MOUTH RECOMMENDATIONS

29.4%

ADS ON SOCIAL MEDIA

28.2%

BRAND OR PRODUCT WEBSITES

27.6%

ONLINE RETAIL WEBSITES

26.0%

ADS ON WEBSITES

25.3%

RECOMMENDATIONS OR COMMENTS ON SOCIAL MEDIA

24.4%

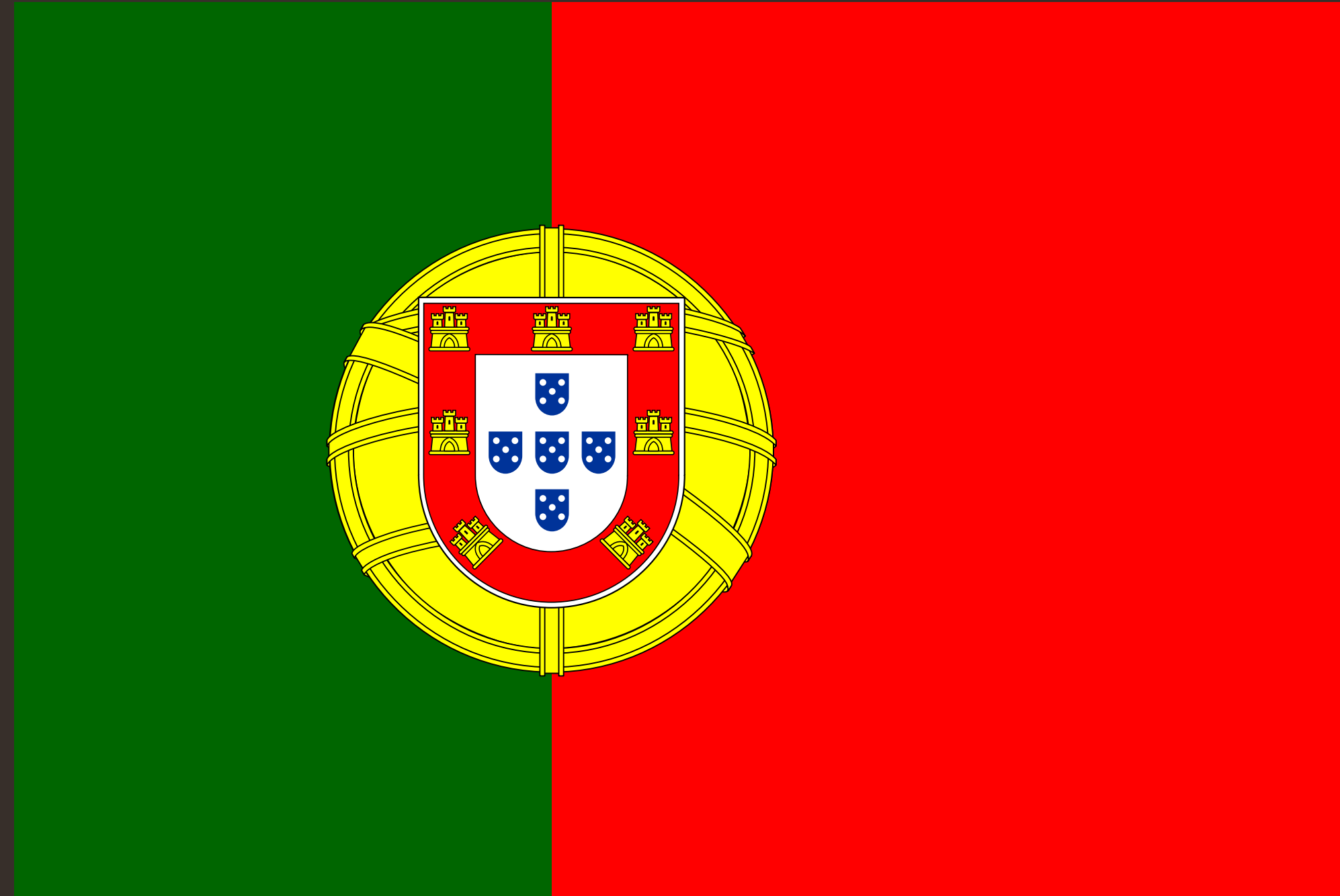
TV SHOWS OR FILMS

24.2%

CONSUMER REVIEW WEBSITES

24.0%





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2021

PORTUGAL

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



PORTUGAL

TOTAL
POPULATION



10.18
MILLION

URBANISATION:

66.6%

MOBILE
CONNECTIONS



15.80
MILLION

vs. POPULATION:

155.1%

INTERNET
USERS



8.58
MILLION

vs. POPULATION:

84.2%

ACTIVE SOCIAL
MEDIA USERS



7.80
MILLION

vs. POPULATION:

76.6%



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are
social



SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; OCDH; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE; CAFEBAZAAR. **COMPARABILITY ADVISORY:** SOURCE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO **MAY EXCEED INTERNET USER NUMBERS.**



JAN
2021

ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY INDICATORS OF DIGITAL ADOPTION



CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



PORTUGAL

TOTAL
POPULATION



we
are
social

-0.3%

JAN 2021 vs. JAN 2020

-29 THOUSAND

MOBILE
CONNECTIONS



-3.6%

JAN 2021 vs. JAN 2020

-591 THOUSAND

INTERNET
USERS



+0.7%

JAN 2021 vs. JAN 2020

+62 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



+11.4%

JAN 2021 vs. JAN 2020

+800 THOUSAND



JAN
2021

POPULATION ESSENTIALS

POPULATION DEMOGRAPHICS AND OTHER KEY INDICATORS



PORTUGAL

TOTAL
POPULATION



10.18
MILLION

we
are
social

FEMALE
POPULATION



52.7%



MALE
POPULATION



47.3%



ANNUAL CHANGE
IN TOTAL POPULATION



-0.3%

KEPIOS

MEDIAN
AGE



46.3

URBANISATION
OF POPULATION



66.6%

KEPIOS

POPULATION DENSITY
(PEOPLE PER KM²)



111.2



OVERALL LITERACY
(ADULTS AGED 15+)



96.1%



FEMALE LITERACY
(ADULTS AGED 15+)



95.1%

we
are
social

MALE LITERACY
(ADULTS AGED 15+)



97.4%

JAN
2021

POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



PORTUGAL

TOTAL
POPULATION



10.18
MILLION

we
are
social

POPULATION AGED
13 AND ABOVE



89.0%
9.1 MILLION

KEPIOS

POPULATION AGED
18 AND ABOVE



84.0%
8.6 MILLION

owl

POPULATION
AGED 16 TO 64



63.1%
6.4 MILLION

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2021

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT OWNS EACH KIND OF DEVICE



PORTUGAL

MOBILE PHONE
(ANY TYPE)



98.7%



SMART
PHONE



98.0%

GWl.

NON-SMARTPHONE
MOBILE PHONE



6.4%



LAPTOP OR DESKTOP
COMPUTER



84.9%

GWl.

TABLET
DEVICE



50.9%

TV STREAMING
STICK OR DEVICE



13.8%

GWl.

GAMES
CONSOLE



36.3%

we
are
social

SMART HOME
DEVICE



4.6%

GWl.

SMART WATCH
OR WRISTBAND



25.5%



VIRTUAL
REALITY DEVICE



3.5%

JAN
2021

DAILY TIME SPENT ON MEDIA

THE AVERAGE DAILY TIME* THAT INTERNET USERS AGED 16 TO 64 SPEND ON DIFFERENT KINDS OF MEDIA AND DEVICES



PORTUGAL

TIME SPENT USING THE
INTERNET (ALL DEVICES)



7H 20M

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



2H 56M

TIME SPENT USING
SOCIAL MEDIA



2H 18M

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



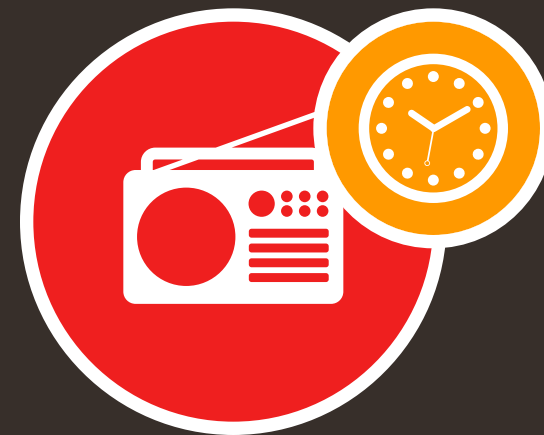
0H 58M

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



0H 59M

TIME SPENT LISTENING
TO BROADCAST RADIO



1H 17M

TIME SPENT LISTENING
TO PODCASTS



0H 26M

TIME SPENT PLAYING VIDEO
GAMES ON A GAMES CONSOLE



0H 36M

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

***NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BROADCAST (LINEAR) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES ONLINE AS WELL AS PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.



INTERNET USE

JAN
2021

OVERVIEW OF INTERNET USE

KEY INDICATORS OF INTERNET ADOPTION AND USE

 USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



PORTUGAL

TOTAL NUMBER
OF INTERNET USERS
(ANY DEVICE)



8.58
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



84.2%

ANNUAL CHANGE
IN THE NUMBER
OF INTERNET USERS



+0.7%
+62 THOUSAND

AVERAGE DAILY TIME USERS
AGED 16 TO 64 SPEND
USING THE INTERNET



7H 20M

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE DEVICES



94.9%

JAN
2021

DIFFERENT PERSPECTIVES: INTERNET ADOPTION

INDICATORS OF INTERNET ADOPTION PUBLISHED BY DIFFERENT SOURCES, OFFERED FOR REFERENCE AND PERSPECTIVE

 OUR HEADLINE VALUE FOR INTERNET USERS INCLUDES ADDITIONAL DATA SOURCES, AND MAY NOT MATCH ANY OF THE VALUES SHOWN ON THIS CHART



PORTUGAL

ITU: INDIVIDUALS
USING THE
INTERNET



7.67
MILLION

vs. POPULATION:

75.3%

CIA WORLD
FACTBOOK:
INTERNET USERS*



7.60
MILLION

vs. POPULATION:

74.7%

INTERNET
WORLD STATS:
INTERNET USERS



8.02
MILLION

vs. POPULATION:

78.7%

EUROSTAT:
INTERNET USE
BY INDIVIDUALS



7.74
MILLION

vs. POPULATION:

76.0%



SOURCES: AS STATED ABOVE EACH ICON (ALL ACCESSED JAN 2021); POPULATION DATA VIA THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. ***NOTE:** THE FIGURE FOR CIA WORLD FACTBOOK COMPARES THE PUBLISHED INTERNET PENETRATION RATE WITH THE LATEST POPULATION DATA FROM THE U.N. **◆ COMPARABILITY ADVISORY:** THE HEADLINE FIGURE FOR INTERNET USERS CITED ELSEWHERE IN THIS REPORT INCLUDES DATA FROM SOURCES NOT FEATURED ON THIS SLIDE, AND MAY NOT MATCH ANY OF THE VALUES SHOWN HERE.



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MOBILE INTERNET USE

USERS WHO ACCESS THE INTERNET VIA **MOBILE PHONES**

 USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



PORTUGAL

TOTAL NUMBER OF
MOBILE INTERNET USERS
(CELLULAR AND / OR WIFI)



8.14
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
TOTAL INTERNET USERS



GWl.

94.9%

SMARTPHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



we
are
social

93.3%

FEATURE PHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



GWl.

2.5%

AVERAGE DAILY TIME USERS
AGED 16 TO 64 SPEND
USING MOBILE INTERNET



3H 07M

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INTERNET CONNECTION SPEEDS: OVERVIEW

AVERAGE **DOWNLOAD** SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS



PORTUGAL

AVERAGE DOWNLOAD
SPEED OF MOBILE
INTERNET CONNECTIONS



we
are
social

43.36
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF MOBILE
INTERNET CONNECTIONS



KEPIOS

+14.3%

AVERAGE DOWNLOAD
SPEED OF FIXED
INTERNET CONNECTIONS



we
are
social

139.93
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF FIXED
INTERNET CONNECTIONS



+37.8%

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2021

SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL **WEB PAGES** SERVED TO **WEB BROWSERS**

 THE FIGURES ON THIS CHART ARE BASED ON WEB TRAFFIC TO WEB BROWSERS ONLY, AND **DO NOT INCLUDE** DATA FOR OTHER ICT-RELATED ACTIVITIES



PORTUGAL

MOBILE
PHONES



35.2%

DEC 2020 vs. DEC 2019:

+17%

+505 BPS

LAPTOPS &
DESKTOPS



62.5%

DEC 2020 vs. DEC 2019:

-7.8%

-526 BPS

TABLET
COMPUTERS



2.3%

DEC 2020 vs. DEC 2019:

+11%

+22 BPS

OTHER
DEVICES



0.06%

DEC 2020 vs. DEC 2019:

0%

[UNCHANGED]

JAN
2021

SHARE OF WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE



PORTUGAL

CHROME



72.5%

Y-O-Y: -1.6%

SAFARI



12.9%

Y-O-Y: +1.4%

FIREFOX



4.1%

Y-O-Y: -25%

SAMSUNG INTERNET



1.7%

Y-O-Y: +15%

MICROSOFT EDGE*



5.0%

Y-O-Y: +92%

OPERA



2.3%

Y-O-Y: +51%

INTERNET EXPLORER



0.9%

Y-O-Y: -49%

OTHER



0.8%

Y-O-Y: -17%



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2021

TOP WEBSITES BY TRAFFIC (SEMRUSH)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SEMRUSH



PORTUGAL

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	278M	12.6M	23M 13S	6.16
02	YOUTUBE.COM	106M	7.12M	31M 25S	3.51
03	FACEBOOK.COM	101M	9.68M	23M 48S	5.24
04	GOOGLE.PT	60.1M	6.42M	15M 49S	6.92
05	SAPO.PT	53.0M	7.77M	19M 41S	4.86
06	WIKIPEDIA.ORG	49.2M	10.7M	7M 27S	2.00
07	ABOLA.PT	29.6M	2.49M	17M 23S	5.29
08	OLX.PT	27.6M	5.09M	12M 23S	7.19
09	INSTAGRAM.COM	26.7M	4.41M	23M 37S	4.61
10	NOTICIASAOMINUTO.COM	26.3M	4.10M	10M 25S	1.83

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	LIVE.COM	22.1M	3.12M	7M 16S	4.34
12	IPMA.PT	19.1M	3.06M	4M 41S	2.14
13	RECORD.PT	18.1M	2.17M	17M 00S	4.32
14	CMJORNAL.PT	17.9M	3.81M	10M 07S	2.54
15	PORNHUB.COM	17.9M	2.80M	11M 21S	8.82
16	XVIDEOS.COM	15.8M	2.16M	17M 22S	9.99
17	IOL.PT	15.7M	4.46M	12M 13S	2.62
18	WORTEN.PT	14.9M	4.77M	10M 06S	4.47
19	PORTALDASFINANCAS.GOV.PT	14.7M	2.67M	4M 37S	5.64
20	XNXX.COM	13.1M	2.03M	15M 44S	9.45

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TRAFFIC SHARE BY DEVICE, AGE, AND GENDER

SHARE OF TOTAL WEBSITE TRAFFIC BY DEVICE, AND SHARE OF UNIQUE VISITORS AGED 18+ BY AGE AND GENDER (DECEMBER 2020)



PORTUGAL

#	WEBSITE	MOBILE SHARE	COMPUTER SHARE	FEMALE SHARE	MALE SHARE	AGE 18-24 SHARE	AGE 25-34 SHARE	AGE 35-44 SHARE	AGE 45-54 SHARE	AGE 55-64 SHARE	AGE 65+ SHARE
01	GOOGLE.COM	58.6%	41.4%	42.6%	57.4%	17.4%	32.0%	17.0%	12.9%	11.6%	9.1%
02	YOUTUBE.COM	13.0%	87.0%	41.4%	58.6%	19.3%	34.8%	16.7%	11.5%	9.4%	8.3%
03	FACEBOOK.COM	46.2%	53.8%	47.5%	52.5%	15.2%	28.6%	17.8%	14.5%	12.8%	11.1%
04	GOOGLE.PT	60.8%	39.2%	47.3%	52.7%	16.1%	29.3%	23.2%	15.5%	10.0%	5.9%
05	SAPO.PT	74.0%	26.0%	50.0%	50.0%	16.1%	28.1%	22.9%	17.0%	9.4%	6.5%
06	WIKIPEDIA.ORG	49.3%	50.7%	44.8%	55.2%	17.2%	31.4%	17.2%	12.9%	11.8%	9.5%
07	ABOLA.PT	65.2%	34.8%	36.0%	64.1%	17.1%	28.0%	22.8%	17.0%	9.2%	5.9%
08	OLX.PT	50.8%	49.2%	46.8%	53.2%	15.2%	27.7%	23.8%	18.0%	9.0%	6.4%
09	INSTAGRAM.COM	39.7%	60.3%	46.8%	53.2%	17.3%	31.2%	17.2%	12.8%	11.1%	10.4%
10	NOTICIASAOMINUTO.COM	90.5%	9.5%	48.7%	51.3%	16.5%	28.0%	22.6%	17.2%	9.5%	6.3%



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WEBSITE TRAFFIC FROM SOCIAL REFERRALS

PERCENTAGE OF TOTAL WEBSITE VISITS RESULTING FROM REFERRALS FROM EACH SOCIAL PLATFORM IN DECEMBER 2020



PORTUGAL

#	WEBSITE	TRAFFIC FROM FACEBOOK REFERRALS	TRAFFIC FROM YOUTUBE REFERRALS	TRAFFIC FROM INSTAGRAM REFERRALS	TRAFFIC FROM TWITTER REFERRALS	TRAFFIC FROM LINKEDIN REFERRALS	TRAFFIC FROM PINTEREST REFERRALS	TRAFFIC FROM REDDIT REFERRALS
01	GOOGLE.COM	1.71%	0.69%	0.22%	0.07%	0.04%	0.09%	0.13%
02	YOUTUBE.COM	2.57%	0.30%	0.23%	0.37%	0.02%	0.04%	0.30%
03	FACEBOOK.COM	0.008%	0.53%	0.64%	0.10%	0.07%	0.09%	0.02%
04	GOOGLE.PT	1.26%	0.13%	0.15%	0.02%	0.02%	0.08%	0.01%
05	SAPO.PT	3.59%	0.06%	0.21%	0.33%	0.09%	0.05%	0.02%
06	WIKIPEDIA.ORG	0.34%	0.06%	0.04%	0.05%	0.009%	0.02%	0.09%
07	ABOLA.PT	2.13%	0.07%	0.06%	0.05%	0.03%	0.01%	0.03%
08	OLX.PT	1.03%	0.03%	0.06%	0.01%	0.02%	0.04%	0.003%
09	INSTAGRAM.COM	4.09%	4.40%	[N/A]	1.81%	0.03%	0.17%	0.12%
10	NOTICIASAOMINUTO.COM	2.62%	0.05%	0.15%	0.05%	0.01%	0.04%	0.006%

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TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB



PORTUGAL

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	402M	11.6M	11M 53S	8.8
02	YOUTUBE.COM	185M	7.30M	23M 52S	13.5
03	FACEBOOK.COM	142M	8.57M	10M 49S	9.0
04	GOOGLE.PT	49.2M	3.92M	7M 46S	13.1
05	SAPO.PT	49.1M	6.50M	10M 46S	6.5
06	INSTAGRAM.COM	35.2M	4.35M	10M 06S	14.3
07	LIVE.COM	25.8M	2.35M	7M 35S	7.9
08	WIKIPEDIA.ORG	25.3M	5.16M	4M 02S	3.1
09	TWITTER.COM	24.3M	2.83M	13M 18S	15.4
10	ABOLA.PT	18.8M	1.48M	9M 54S	5.0

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	IOL.PT	18.5M	4.54M	3M 57S	3.0
12	NOTICIASAOMINUTO.COM	16.8M	3.09M	2M 43S	2.2
13	CMJORNAL.PT	16.7M	3.24M	3M 31S	2.6
14	OLX.PT	16.4M	3.06M	8M 34S	9.0
15	XVIDEOS.COM	15.5M	1.89M	12M 05S	10.4
16	MRPIRACY.TOP	14.3M	988K	6M 49S	4.7
17	IPMA.PT	13.6M	1.80M	1M 29S	2.2
18	NETFLIX.COM	13.4M	1.45M	9M 04S	4.3
19	RECORD.PT	12.9M	1.67M	8M 50S	4.0
20	XNXX.COM	12.8M	1.52M	11M 27S	11.5

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TOP WEBSITES BY TRAFFIC (ALEXA)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO ALEXA*



PORTUGAL

#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	15M 41S	17.02
02	YOUTUBE.COM	17M 23S	9.86
03	GOOGLE.PT	2M 44S	3.14
04	SAPO.PT	6M 36S	2.70
05	REDDIT.COM	5M 32S	4.40
06	FACEBOOK.COM	18M 47S	8.82
07	WIKIPEDIA.ORG	3M 48S	3.10
08	TWITCH.TV	7M 18S	3.66
09	OLX.PT	10M 08S	6.90
10	LIVE.COM	5M 23S	5.43

#	WEBSITE	TIME / DAY	PAGES / DAY
11	NETFLIX.COM	4M 26S	3.23
12	PORTALDASFINANCAS.GOV.PT	4M 24S	5.80
13	ABOLA.PT	8M 58S	11.00
14	CGD.PT	5M 11S	6.40
15	MICROSOFTONLINE.COM	1M 10S	1.87
16	ACESSO.GOV.PT	1M 02S	2.90
17	IMDB.COM	3M 43S	4.85
18	RECORD.PT	5M 25S	2.20
19	MRPIRACY.TOP	2M 17S	3.80
20	YAHOO.COM	5M 08S	4.74

SOURCE: ALEXA (JAN 2021). ***NOTES:** 'ALEXA' IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON 'ALEXA' VOICE PLATFORMS. VALUES FOR "TIME / DAY" AND "PAGES / DAY" REPRESENT ALEXA'S ESTIMATES OF AVERAGES FOR GLOBAL VISITORS, NOT JUST LOCAL MARKET VISITORS. "TIME / DAY" VALUES REPORTED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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GOOGLE SEARCH: TOP QUERIES IN 2020

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH BETWEEN 01 JANUARY AND 31 DECEMBER 2020



PORTUGAL

#	SEARCH QUERY	INDEX
01	METEOROLOGIA	100
02	FACEBOOK	100
03	TRADUTOR	92
04	TEMPO	78
05	GOOGLE	75
06	YOUTUBE	69
07	PORTO	63
08	SAPO	52
09	GMAIL	45
10	HOTMAIL	45

#	SEARCH QUERY	INDEX
11	OLX	38
12	NOTICIAS	37
13	FINANÇAS	37
14	BENFICA	27
15	CORONAVIRUS	27
16	WORTEN	26
17	INSTAGRAM	25
18	SEGURANÇA SOCIAL	24
19	ABOLA	24
20	GOOGLE TRADUTOR	24

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ONLINE SEARCH BEHAVIOURS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH KIND OF TOOL OR PLATFORM* FOR ONLINE SEARCHES



PORTUGAL

USED A CONVENTIONAL
SEARCH ENGINE IN THE
PAST MONTH (ANY DEVICE)



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99.0%

USED VOICE SEARCH OR
VOICE COMMANDS IN THE
PAST MONTH (ANY DEVICE)



GWl.

21.5%

USE SOCIAL MEDIA AS A MAIN
SOURCE WHEN RESEARCHING
BRANDS (ANY DEVICE)



43.0%

USED IMAGE RECOGNITION
TOOLS IN THE PAST MONTH
(MOBILE DEVICES ONLY)



46.2%

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2021

ONLINE CONTENT ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT CONSUMES EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH



PORTUGAL

WATCH
ONLINE VIDEOS



GWl.

96.3%

WATCH
VLOGS



34.6%

LISTEN TO MUSIC
STREAMING SERVICES



GWl.

52.5%

LISTEN TO ONLINE
RADIO STATIONS



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are
social

46.9%

LISTEN TO OR
WATCH PODCASTS



30.7%

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PLAYING VIDEO GAMES: DEVICE PERSPECTIVE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT PLAYS VIDEO GAMES ON EACH KIND OF DEVICE



PORTUGAL

ANY DEVICE



81.9%

GWI.

SMARTPHONE



59.7%



LAPTOP OR DESKTOP



46.5%



GAMES CONSOLE



30.7%

TABLET DEVICE



22.2%

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are
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HANDHELD GAMING DEVICE



7.0%

GWI.

MEDIA STREAMING DEVICE



2.5%



VIRTUAL REALITY HEADSET



2.2%

JAN
2021

OVERVIEW OF THE SMART HOME DEVICE MARKET

VALUE OF THE MARKET FOR SMART HOME DEVICES, INCLUDING VALUES FOR DEVICE SUB-CATEGORIES (IN U.S. DOLLARS)

 REVISIONS TO HISTORICAL FIGURES MEAN **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS



PORTUGAL

NUMBER OF HOMES WITH
SMART HOME DEVICES



250.0
THOUSAND



TOTAL ANNUAL VALUE OF
SMART HOME DEVICES MARKET



\$83.51
MILLION

statista 

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET*



\$10.71
MILLION



VALUE OF SMART HOME
APPLIANCES MARKET



\$39.67
MILLION

VALUE OF SMART HOME
SECURITY DEVICE MARKET



\$9.84
MILLION

statista 

VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



\$11.33
MILLION

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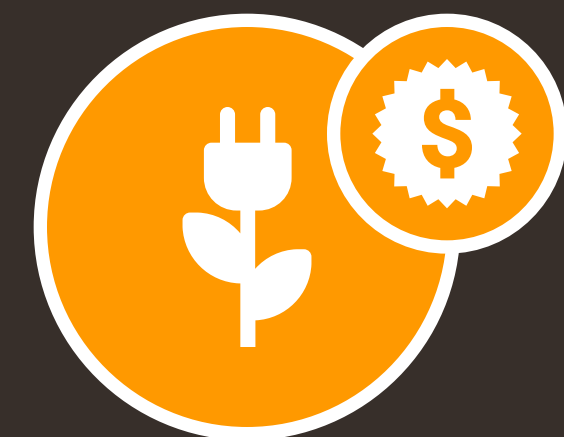
VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



\$5.01
MILLION

KEPIOS

VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



\$6.94
MILLION

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JAN 2021). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2020, IN U.S. DOLLARS. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. ***NOTES:** THE "CONTROL AND CONNECTIVITY" SEGMENT INCLUDES HUBS AND INTERFACES FOR "INTELLIGENT HOME NETWORKS" (E.G. SMART SPEAKERS, CENTRAL CONTROL UNITS, SMART PLUGS, ETC.). **COMPARABILITY ADVISORY:** BASE CHANGES. DATA NOT COMPARABLE WITH PREVIOUS REPORTS.

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AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (IN U.S. DOLLARS)

 REVISIONS TO HISTORICAL FIGURES MEAN **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS



PORTUGAL

PENETRATION OF
SMART HOME DEVICES*



6.1%



ARPU*: COMBINED SPEND ON
ALL SMART HOME DEVICES



\$334

statista 

ARPU*: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$225



ARPU*: SMART
HOME APPLIANCES



\$395

ARPU*: SMART HOME
SECURITY DEVICES



\$103

statista 

ARPU*: SMART HOME
ENTERTAINMENT DEVICES



\$100

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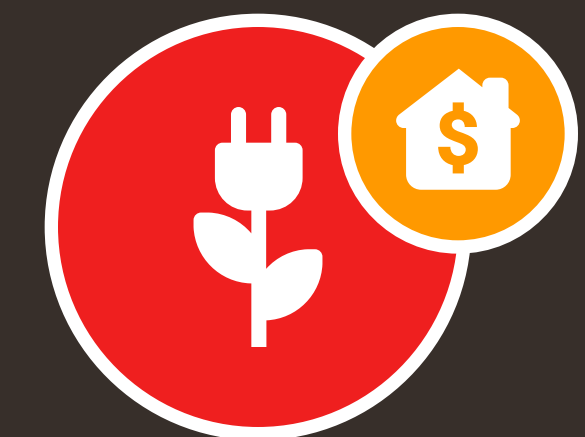
ARPU*: SMART HOME
COMFORT & LIGHTING



\$46



ARPU*: SMART HOME
ENERGY MANAGEMENT



\$94

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SMART HOME MARKET: ANNUAL VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET, WITH DETAIL FOR SUB-CATEGORIES

 REVISIONS TO HISTORICAL FIGURES MEAN **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS



PORTUGAL

ANNUAL CHANGE IN
SMART HOME PENETRATION*



+24.4%



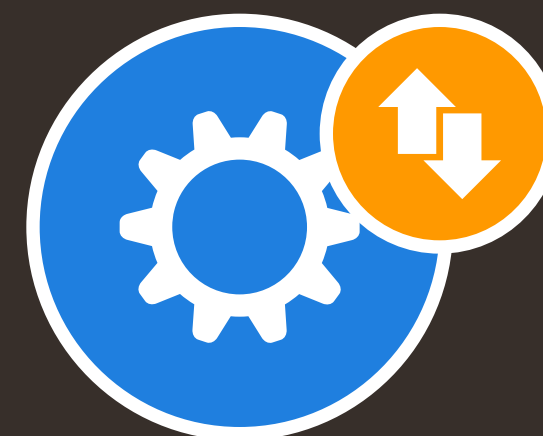
Y-O-Y VALUE CHANGE: OVERALL
SMART HOME DEVICES MARKET



+21.5%

statista 

Y-O-Y VALUE CHANGE: SMART HOME
CONTROL & CONNECTIVITY MARKET



+38.0%



Y-O-Y VALUE CHANGE: SMART
HOME APPLIANCES MARKET



+17.2%

Y-O-Y VALUE CHANGE: SMART
HOME SECURITY DEVICE MARKET



+24.7%

statista 

Y-O-Y VALUE CHANGE: SMART HOME
ENTERTAINMENT DEVICE MARKET



+17.1%

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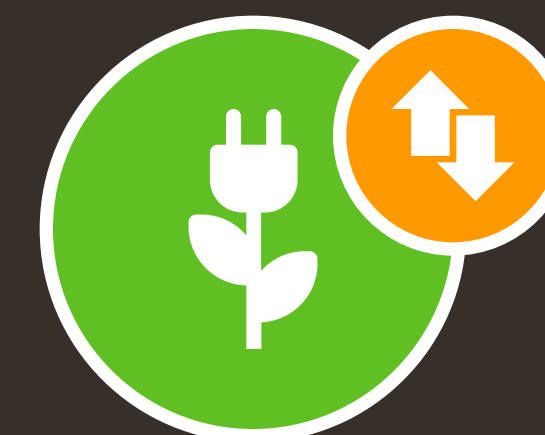
Y-O-Y VALUE CHANGE: SMART HOME
COMFORT & LIGHTING MARKET



+19.3%

KEPIOS

Y-O-Y VALUE CHANGE: SMART HOME
ENERGY MANAGEMENT MARKET



+29.3%



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ONLINE PRIVACY AND WELLBEING

EXTENT TO WHICH ADULT INTERNET USERS* WORRY ABOUT THEIR DIGITAL PRIVACY AND ONLINE WELLBEING

⚠ SOME SURVEY QUESTIONS THAT INFORM THIS CHART HAVE CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



PORTUGAL

TRACKED SCREEN TIME OR
SET TIME LIMITS FOR SOME
APPS IN THE PAST MONTH



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19.1%

EXPRESSED CONCERN
ABOUT WHAT IS REAL OR
FAKE ON THE INTERNET*



75.7%

EXPRESSED CONCERN
ABOUT HOW COMPANIES
USE PERSONAL DATA



GWl.

53.9%

USED SOME FORM OF
AD-BLOCKING TOOL
IN THE PAST MONTH



47.0%

DELETED COOKIES
FROM A WEB BROWSER
IN THE PAST MONTH



58.1%





SOCIAL MEDIA USE

JAN
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SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

 DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.



PORTUGAL

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



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7.80
MILLION

SOCIAL MEDIA USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



KEPIOS

76.6%

ANNUAL CHANGE
IN THE NUMBER OF
SOCIAL MEDIA USERS



KEPIOS

+11.4%
+800 THOUSAND

NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



KEPIOS

7.56
MILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



96.9%

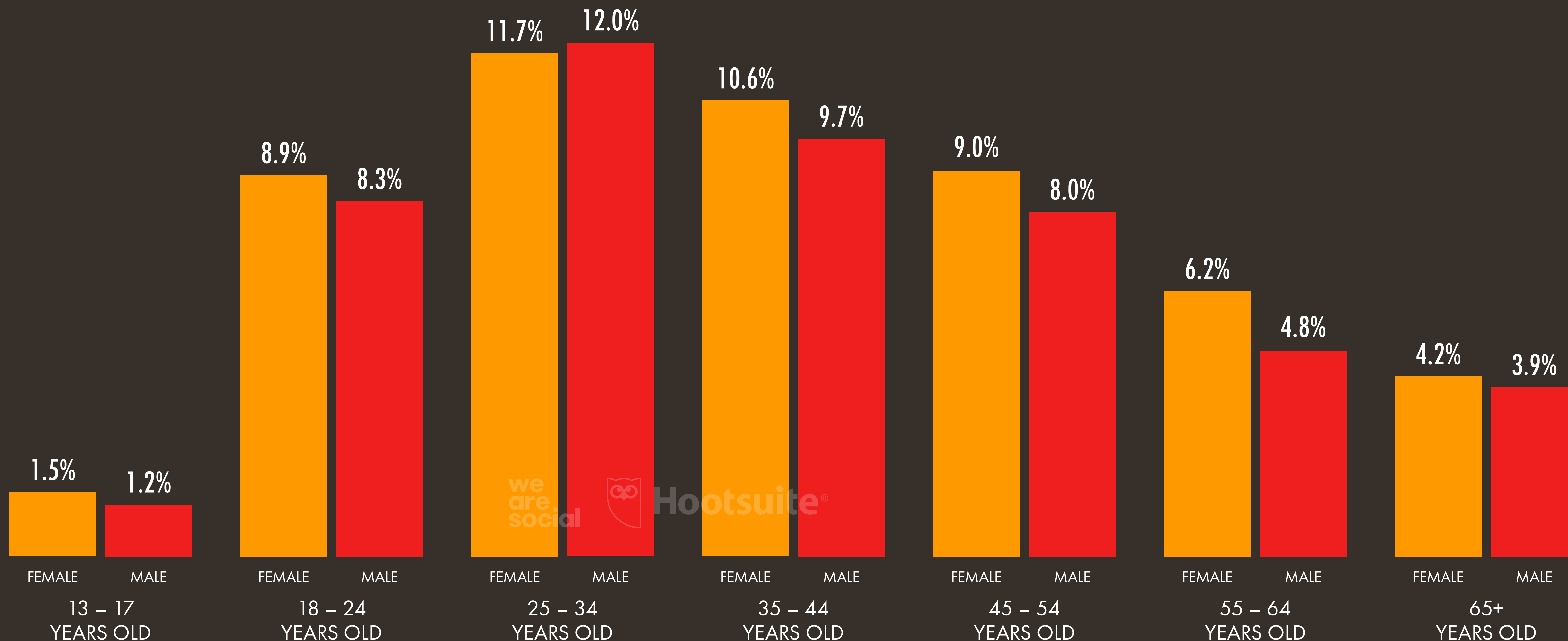
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SOCIAL MEDIA: ADVERTISING AUDIENCE PROFILE

SHARE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADVERTS ON SOCIAL MEDIA BY AGE GROUP AND GENDER*



PORTUGAL



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SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



PORTUGAL

VISITED OR USED A SOCIAL NETWORK OR A MESSAGING SERVICE IN THE PAST MONTH



99.5%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



GWl.

84.7%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



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2H 18M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



GWl.

8.7

PERCENTAGE OF INTERNET USERS THAT USES SOCIAL MEDIA FOR WORK PURPOSES*



42.5%

SOURCE: GLOBALWEBINDEX (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://globalwebindex.com) FOR MORE DETAILS.

***NOTE:** FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH. IN THIS CONTEXT, USING SOCIAL MEDIA FOR WORK PURPOSES INCLUDES PEOPLE WHO USE SOCIAL MEDIA TO NETWORK FOR WORK, AND / OR TO FOLLOW WORK CONTACTS, ENTREPRENEURS AND / OR BUSINESS PEOPLE.



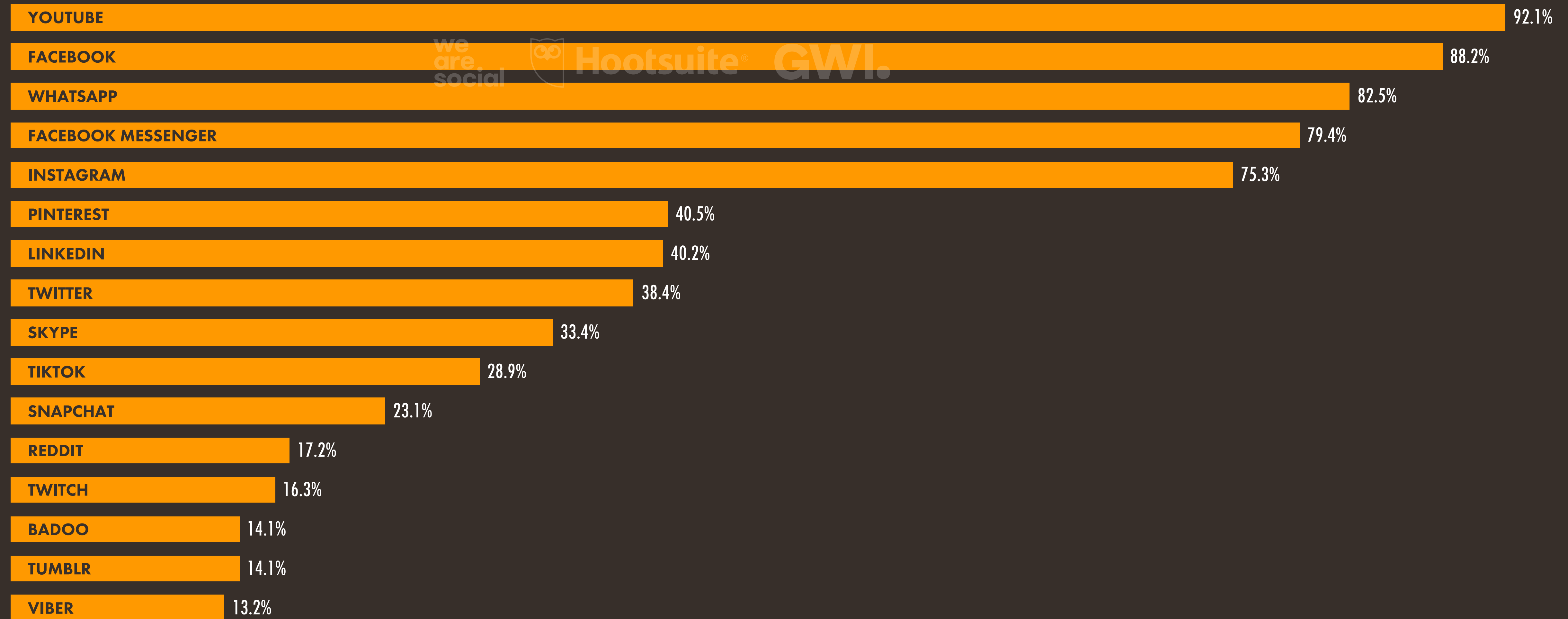
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MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



PORTUGAL



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FACEBOOK: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



PORTUGAL

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON FACEBOOK



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6.30
MILLION

FACEBOOK'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



69.5%

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



+3.3%
+200 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



52.4%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



47.6%



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FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



PORTUGAL

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA ANY
KIND OF MOBILE PHONE



96.9%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA LAPTOP
OR DESKTOP COMPUTERS ONLY



3.1%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA BOTH
PHONES AND COMPUTERS



35.3%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA
MOBILE PHONES ONLY



61.6%

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FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK



PORTUGAL

NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



1

FEMALE: MALE:

2

1

POSTS LIKED IN
THE PAST 30 DAYS
(ALL POST TYPES)



13

FEMALE: MALE:

16

10

COMMENTS MADE IN
THE PAST 30 DAYS
(ALL POST TYPES)



6

FEMALE: MALE:

10

4

FACEBOOK POSTS
SHARED IN THE PAST 30
DAYS (ALL POST TYPES)



1

FEMALE: MALE:

2

1

FACEBOOK ADVERTS
CLICKED IN THE PAST 30
DAYS (ANY CLICK TYPE)



19

FEMALE: MALE:

22

15

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FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) COMPARED TO FACEBOOK PAGE FANS

⚠ CHANGES IN FACEBOOK'S POLICIES MEAN THE DATA ON THIS CHART MAY NOT BE COMPARABLE WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS



PORTUGAL

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: ALL POST TYPES



0.10%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: PHOTO POSTS



0.13%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: VIDEO POSTS



0.20%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: LINK POSTS



0.05%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: STATUS POSTS



0.09%



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YOUTUBE: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON YOUTUBE



PORTUGAL

POTENTIAL AUDIENCE*
THAT GOOGLE REPORTS
CAN BE REACHED USING
ADVERTS ON YOUTUBE



7.02
MILLION



YOUTUBE'S ADVERTISING
AUDIENCE AGED 18+
COMPARED TO THE TOTAL
POPULATION AGED 18+



71.2%



PERCENTAGE OF
ITS AD AUDIENCE
THAT YOUTUBE
REPORTS IS FEMALE*



49.7%



PERCENTAGE OF
ITS AD AUDIENCE
THAT YOUTUBE
REPORTS IS MALE*



50.3%



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TOP YOUTUBE SEARCH QUERIES

USERS' TOP SEARCH QUERIES ON YOUTUBE IN 2020



PORTUGAL

#	SEARCH QUERY	INDEX
01	MUSICA	100
02	MUSICAS	88
03	LIVE	60
04	FELIPE NETO	52
05	PANDA	48
06	MINECRAFT	46
07	FORTNITE	46
08	MUSIC	42
09	FILMES	42
10	CARICAS	33

#	SEARCH QUERY	INDEX
11	LUCCAS NETO	33
12	PANDA E OS CARICAS	29
13	MÚSICA	28
14	TIK TOK	27
15	FUNK	23
16	TIKTOK	23
17	NATAL	23
18	NOW UNITED	22
19	RICFAZERES	21
20	ROBLOX	21

JAN
2021

INSTAGRAM: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



PORTUGAL

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON INSTAGRAM



4.80
MILLION

INSTAGRAM'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



53.0%

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



+6.7%
+300 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



54.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



45.8%

JAN
2021

FACEBOOK MESSENGER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK MESSENGER



PORTUGAL

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON MESSENGER



5.10
MILLION

we
are
social

MESSENGER'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



56.3%



PERCENTAGE OF
MESSENGER'S AD
AUDIENCE THAT FACEBOOK
REPORTS IS FEMALE*



54.0%



PERCENTAGE OF
MESSENGER'S AD
AUDIENCE THAT FACEBOOK
REPORTS IS MALE*



46.0%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'.
***ADVISORIES:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. SOME FACEBOOK MESSENGER ADVERTISING OPTIONS ARE CURRENTLY UNAVAILABLE IN SOME COUNTRIES, SO "POTENTIAL AUDIENCE" FIGURES MAY BE MUCH LOWER THAN TOTAL MONTHLY ACTIVE USERS.



JAN
2021

LINKEDIN: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



PORTUGAL

POTENTIAL AUDIENCE*
THAT LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN



3.50
MILLION

LINKEDIN'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 18+



40.9%

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



0%
[UNCHANGED]

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



48.5%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



51.5%

JAN
2021

SNAPCHAT: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT



PORTUGAL

POTENTIAL AUDIENCE*
THAT SNAP REPORTS
CAN BE REACHED WITH
ADVERTS ON SNAPCHAT



1.10
MILLION

SNAPCHAT'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



12.1%

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



+16.4%
+155 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



66.7%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



32.6%



we
are
social



JAN
2021

TWITTER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



PORTUGAL

POTENTIAL AUDIENCE*
THAT TWITTER REPORTS
CAN BE REACHED WITH
ADVERTS ON TWITTER



KEPIOS

1.10
MILLION

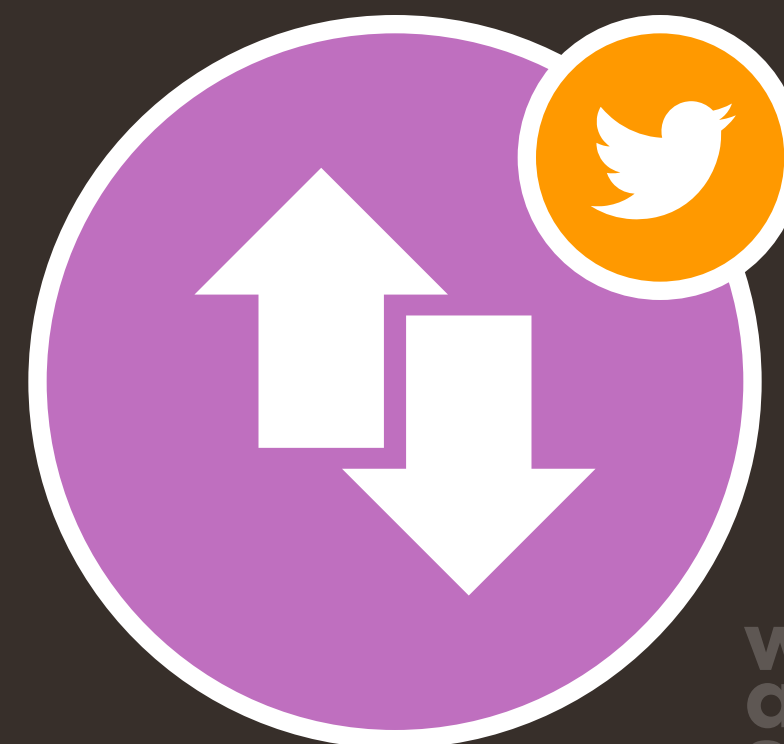
TWITTER'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



we are social

12.1%

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



we are social

0%
[UNCHANGED]

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



we are social

32.8%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



we are social

67.2%

JAN
2021

PINTEREST: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON PINTEREST



PORTUGAL

POTENTIAL AUDIENCE*
THAT PINTEREST REPORTS
CAN BE REACHED WITH
ADVERTS ON PINTEREST



1.63
MILLION

PINTEREST'S ADVERTISING
AUDIENCE AGED 18+
COMPARED TO THE TOTAL
POPULATION AGED 18+



19.0%

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



+8.0%
+121 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT PINTEREST
REPORTS IS FEMALE*



80.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT PINTEREST
REPORTS IS MALE*



14.9%



MOBILE USE

JAN
2021

MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH



PORTUGAL

NUMBER OF MOBILE
CONNECTIONS
(EXCLUDING IOT)



GSMA

15.80
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

155.1%

PRE-PAID CONNECTIONS
AS A PERCENTAGE OF ALL
MOBILE CONNECTIONS



GSMA

46.2%

POST-PAID CONNECTIONS
AS A PERCENTAGE OF ALL
MOBILE CONNECTIONS



we
are
social

53.8%

BROADBAND CONNECTIONS
(3G-5G) AS A PERCENTAGE OF
ALL MOBILE CONNECTIONS

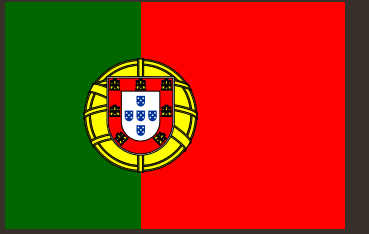


93.8%

JAN
2021

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



PORTUGAL

OVERALL COUNTRY
INDEX SCORE



76.55

MOBILE NETWORK
INFRASTRUCTURE



74.90

AFFORDABILITY OF
DEVICES AND SERVICES



68.96

CONSUMER
READINESS



85.35

AVAILABILITY OF RELEVANT
CONTENT AND SERVICES



77.88



JAN
2021

SHARE OF WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF **WEB PAGE REQUESTS** ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT OPERATING SYSTEMS



PORTUGAL

SHARE OF WEB TRAFFIC
ORIGINATING FROM
ANDROID DEVICES



we
are
social

74.0%

DEC 2020 vs. DEC 2019:

-4.9%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
APPLE IOS DEVICES



KEPIOS

25.7%

DEC 2020 vs. DEC 2019:

+17%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
KAI OS DEVICES



owl

0%

DEC 2020 vs. DEC 2019:

[N/A]

SHARE OF WEB TRAFFIC
ORIGINATING FROM
SAMSUNG OS DEVICES*



lightbulb

0.1%

DEC 2020 vs. DEC 2019:

+40%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
OTHER OS DEVICES



0.3%

DEC 2020 vs. DEC 2019:

+19%

JAN
2021

MARKET INSIGHTS: MOBILE ACTIVITY

TOTAL TIME SPENT USING ANDROID PHONES, TOTAL NUMBER OF APP DOWNLOADS, AND TOTAL CONSUMER SPEND IN 2020



PORTUGAL

TOTAL CUMULATIVE HOURS SPENT
USING MOBILE PHONES IN 2020
(ANDROID PHONE DEVICES ONLY)



we
are
social

4.84
BILLION

ANNUAL CHANGE IN THE TOTAL
AMOUNT OF TIME SPENT USING
ANDROID MOBILE PHONES



APP ANNIE

+15%

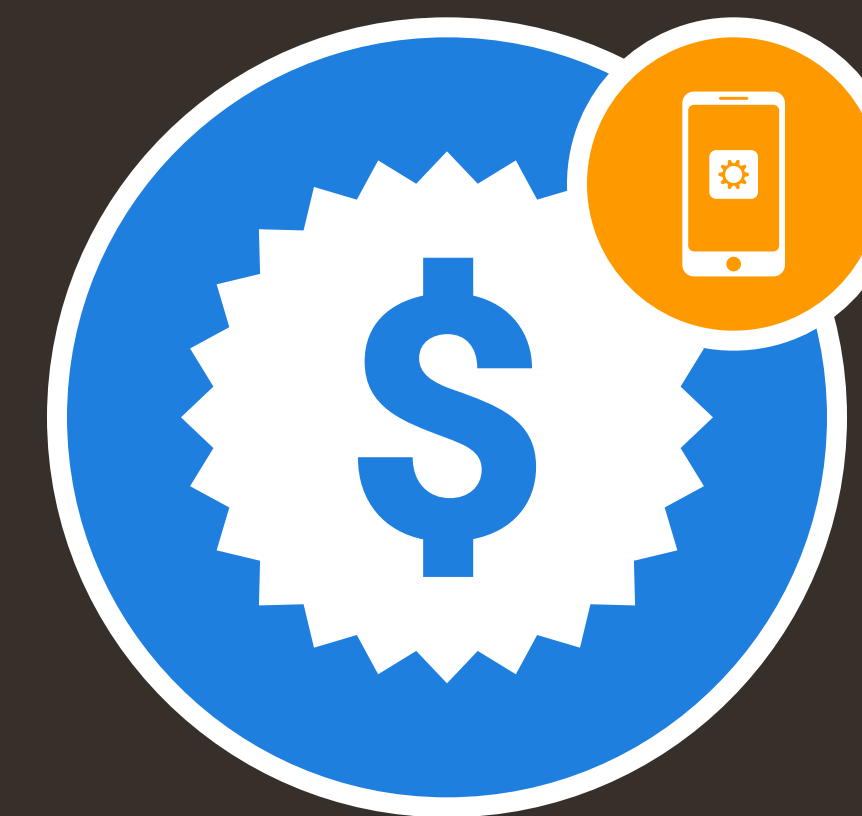
TOTAL NUMBER OF MOBILE
APPS DOWNLOADED
THROUGHOUT 2020



APP ANNIE

320.0
MILLION

TOTAL CONSUMER
SPEND ON MOBILE APPS
FOR FULL-YEAR 2020



\$170.0
MILLION

SOURCE: APP ANNIE (JAN 2021). ***NOTES:** DATA FOR TIME SPENT REPRESENTS COMBINED ACTIVITY ACROSS ALL ANDROID PHONE DEVICES ONLY FOR FULL-YEAR 2020. DATA FOR DOWNLOADS AND CONSUMER SPEND REPRESENTS COMBINED ACTIVITY ACROSS THE IOS AND GOOGLE PLAY STORES FOR FULL-YEAR 2020. CONSUMER SPEND ONLY INCLUDES SPEND THROUGH APP STORES, AND DOES NOT INCLUDE REVENUES FROM MOBILE COMMERCE OR MOBILE ADVERTISING. FIGURES FOR YEAR-ON-YEAR GROWTH HAVE BEEN ROUNDED TO THE NEAREST 5%.

JAN
2021

USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH TYPE OF MOBILE APP EACH MONTH



PORTUGAL

CHAT APPS
(MESSENGERS)



GWl.

95.8%

SOCIAL
NETWORKING APPS



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social

96.2%

ENTERTAINMENT
AND VIDEO APPS



GWl.

86.4%

MUSIC
APPS



KEPIOS

55.9%

GAME
APPS



51.0%

SHOPPING
APPS



66.7%

MAP
APPS



GWl.

82.2%

BANKING AND
FINANCIAL SERVICES APPS



37.4%

HEALTH, FITNESS,
AND NUTRITION APPS



GWl.

24.3%

DATING AND
FRIENDSHIP APPS



6.2%

JAN
2021

MOBILE ACTIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT PERFORMS EACH ACTION USING THEIR MOBILE PHONE EACH MONTH



PORTUGAL

MAKE VIDEO CALLS
OR USE SERVICES
LIKE FACETIME



61.5%

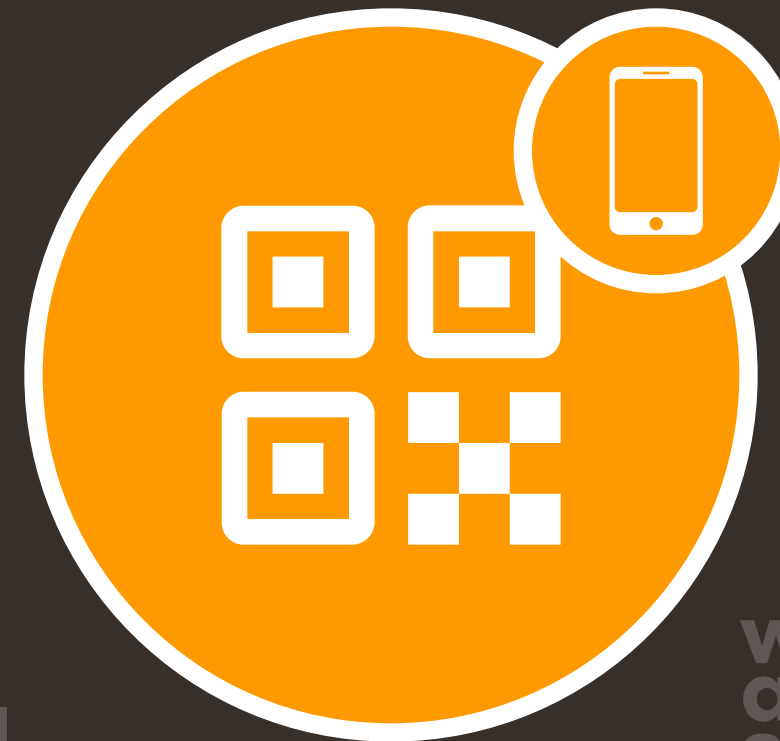
WATCH CONTENT
ON A TV BY CASTING IT
FROM A MOBILE PHONE*



GWl.

28.9%

USE OR
SCAN
QR CODES



we
are
social

49.1%

USE A MOBILE PAYMENT
SERVICE (E.G. APPLE
PAY, SAMSUNG PAY)



GWl.

24.4%

USE A MOBILE
PHONE AS A TICKET
OR BOARDING PASS



26.9%



JAN
2021

MOBILE APP RANKINGS: ACTIVE USERS

RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020



PORTUGAL

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	PARENT COMPANY
01	WHATSAPP	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	MB WAY	SIBS
06	SPOTIFY	SPOTIFY
07	MICROSOFT OUTLOOK	MICROSOFT
08	CARTÃO CONTINENTE	SONAE
09	WAZE	GOOGLE
10	LINKEDIN	MICROSOFT

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	PARENT COMPANY
01	CANDY CRUSH SAGA	ACTIVISION BLIZZARD; TENCENT
02	POKÉMON GO	NIANTIC
03	BRAWL STARS	SUPERCELL
04	AMONG US!	INNERSLOTH
05	CLASH ROYALE	SUPERCELL
06	ROBLOX	ROBLOX
07	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD; TENCENT; SEA; VNG
08	COLOR BUMP 3D	GOOD JOB GAMES
09	8 BALL POOL	MINICLIP
10	BRAIN OUT	EYEWIND

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MOBILE APP RANKINGS: DOWNLOADS

RANKINGS OF TOP MOBILE APPS AND GAMES BY **TOTAL DOWNLOADS** IN 2020



PORTUGAL

RANKING OF MOBILE **APPS** BY **TOTAL NUMBER OF DOWNLOADS**

#	APP NAME	PARENT COMPANY
01	TIKTOK	BYTEDANCE
02	WHATSAPP	FACEBOOK
03	ZOOM CLOUD MEETINGS	APP ANNIE ZOOM VIDEO COMMUNICATIONS
04	FACEBOOK MESSENGER	FACEBOOK
05	INSTAGRAM	FACEBOOK
06	WISH	CONTEXTLOGIC
07	FACEBOOK	FACEBOOK
08	NETFLIX	NETFLIX
09	MICROSOFT TEAMS	MICROSOFT
10	UBEREATS	UBER TECHNOLOGIES

RANKING OF MOBILE **GAMES** BY **TOTAL NUMBER OF DOWNLOADS**

#	GAME NAME	PARENT COMPANY
01	BRAIN TEST: TRICKY PUZZLES	UNICO STUDIO
02	AMONG US!	INNERSLOTH
03	GARDENSCAPES - NEW ACRES	PLAYRIX
04	COIN MASTER	MOON ACTIVE
05	HOMESCAPES	PLAYRIX; IDREAMSKY
06	PK XD	NASPERS
07	ROBLOX	ROBLOX
08	HUNTER ASSASSIN	RUBY GAME
09	FISHDOM: DEEP DIVE	PLAYRIX
10	SUBWAY SURFERS	IDREAMSKY; SYBO

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MOBILE APP RANKINGS: CONSUMER SPEND

RANKINGS OF TOP MOBILE APPS AND GAMES BY CONSUMER SPEND* IN 2020



PORTUGAL

RANKING OF MOBILE APPS BY CONSUMER SPEND*

#	APP NAME	PARENT COMPANY
01	GOOGLE ONE	GOOGLE
02	TINDER	MATCH GROUP
03	NETFLIX	NETFLIX
04	MYDATES	BORANU
05	DISNEY+	DISNEY
06	TIKTOK	BYTEDANCE
07	YOUTUBE	GOOGLE
08	TWITCH	AMAZON
09	LINKEDIN	MICROSOFT
10	BADOO	MAGICLAB

RANKING OF MOBILE GAMES BY CONSUMER SPEND*

#	GAME NAME	PARENT COMPANY
01	COIN MASTER	MOON ACTIVE
02	FREE FIRE	SEA
03	POKÉMON GO	NIANTIC
04	LORDS MOBILE	FANTASY PLUS; IGG
05	EMPIRES & PUZZLES	ZYNGA
06	BRAWL STARS	SUPERCELL
07	GARDENSCAPES - NEW ACRES	PLAYRIX
08	STATE OF SURVIVAL	FUNPLUS
09	KING OF AVALON: DRAGON WARFARE	FUNPLUS
10	ROBLOX	ROBLOX



ECOMMERCE USE

JAN
2021

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



PORTUGAL

HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



92.3%



HAS A
CREDIT CARD



33.6%



HAS A MOBILE
MONEY ACCOUNT*



[N/A]



MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



35.2%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



28.6%



PERCENTAGE OF MEN
WITH A CREDIT CARD



39.1%



PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



32.6%



PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



38.1%

JAN
2021

ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS PERFORMED EACH ACTIVITY IN THE PAST MONTH



PORTUGAL

SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



GWl.

89.5%

VISITED AN ONLINE
RETAIL SITE OR STORE
(ANY DEVICE)



80.8%

USED A SHOPPING
APP ON A MOBILE
PHONE OR ON A TABLET



GWl.

66.7%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



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are
social

69.1%

PURCHASED A
PRODUCT ONLINE
VIA A MOBILE PHONE



36.1%



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2021

ECOMMERCE PURCHASES BY AGE GROUP

PERCENTAGE OF **INTERNET USERS** IN EACH AGE GROUP THAT MADE AN ONLINE PURCHASE IN THE PAST MONTH VIA ANY DEVICE



PORTUGAL

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: **16-24 YEARS OLD**



62.3%

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: **25-34 YEARS OLD**



75.4%

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: **35-44 YEARS OLD**



71.5%

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: **45-54 YEARS OLD**



70.6%

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: **55-64 YEARS OLD**



61.8%

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2021

ECOMMERCE SPEND BY CATEGORY

THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2020, IN U.S. DOLLARS

 CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL DATA MEAN **VALUES ARE NOT COMPARABLE** WITH PREVIOUS REPORTS



PORTUGAL

TRAVEL, MOBILITY, &
ACCOMMODATION*



\$1.38
BILLION

statista 

FASHION
& BEAUTY



\$1.18
BILLION



ELECTRONICS &
PHYSICAL MEDIA



\$866.9
MILLION

we
are
social

FOOD &
PERSONAL CARE



\$346.6
MILLION

FURNITURE &
APPLIANCES



\$374.6
MILLION



TOYS, DIY
& HOBBIES



\$677.1
MILLION

we
are
social

DIGITAL
MUSIC



\$50.83
MILLION

statista 

VIDEO
GAMES



\$119.4
MILLION

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JAN 2021). FIGURES BASED ON ESTIMATES OF FULL-YEAR ONLINE CONSUMER SPEND FOR 2020, 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:** BASE CHANGES. DEFINITIONS FOR CATEGORIES DENOTED BY (*) HAVE ALSO CHANGED. DATA MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

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ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR CHANGE IN THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2020 vs. 2019

⚠ CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL DATA MEAN **VALUES ARE NOT COMPARABLE** WITH PREVIOUS REPORTS



PORTUGAL

TRAVEL, MOBILITY, &
ACCOMMODATION*



-48.9%

statista

FASHION
& BEAUTY



+21.1%



ELECTRONICS &
PHYSICAL MEDIA



+15.6%

we
are
social

FOOD &
PERSONAL CARE



+26.9%

FURNITURE &
APPLIANCES



+23.6%



TOYS, DIY
& HOBBIES



+16.4%

we
are
social

DIGITAL
MUSIC



+29.5%

statista

VIDEO
GAMES



+23.7%

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JAN 2021). FIGURES BASED ON COMPARISONS OF ESTIMATES OF FULL-YEAR ONLINE CONSUMER SPEND IN 2020 AND 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 ADVISORY:** SOME BASE CHANGES. DATA MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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GOOGLE SHOPPING: TOP QUERIES IN 2020

THE MOST COMMON SHOPPING QUERIES THAT PEOPLE ENTERED INTO GOOGLE BETWEEN 01 JANUARY AND 31 DECEMBER 2020



PORTUGAL

#	SEARCH QUERY	INDEX
01	WORTEN	100
02	IKEA	72
03	IPHONE	55
04	SAMSUNG	53
05	NIKE	52
06	OLX	48
07	ADIDAS	43
08	LEROY MERLIN	43
09	FNAC	41
10	PS4	41

#	SEARCH QUERY	INDEX
11	CONTINENTE	35
12	DECATHLON	35
13	XIAOMI	33
14	HUAWEI	33
15	PISCINAS	24
16	AMAZON	23
17	BICICLETA	22
18	BRINQUEDOS	20
19	WISH	18
20	SPORT ZONE	17

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are
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2021

OVERVIEW: CONSUMER GOODS ECOMMERCE

SIZE AND GROWTH OF THE B2C CONSUMER GOODS* ECOMMERCE MARKET (IN U.S. DOLLARS)



PORTUGAL

NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA THE INTERNET*



statista

5.11
MILLION

TOTAL VALUE OF THE
CONSUMER GOODS
ECOMMERCE MARKET



\$3.45
BILLION

ANNUAL GROWTH IN THE TOTAL
VALUE OF THE CONSUMER
GOODS ECOMMERCE MARKET



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+19.5%

ONLINE CONSUMER GOODS
PURCHASES: AVERAGE
ANNUAL SPEND PER USER



\$675



JAN
2021

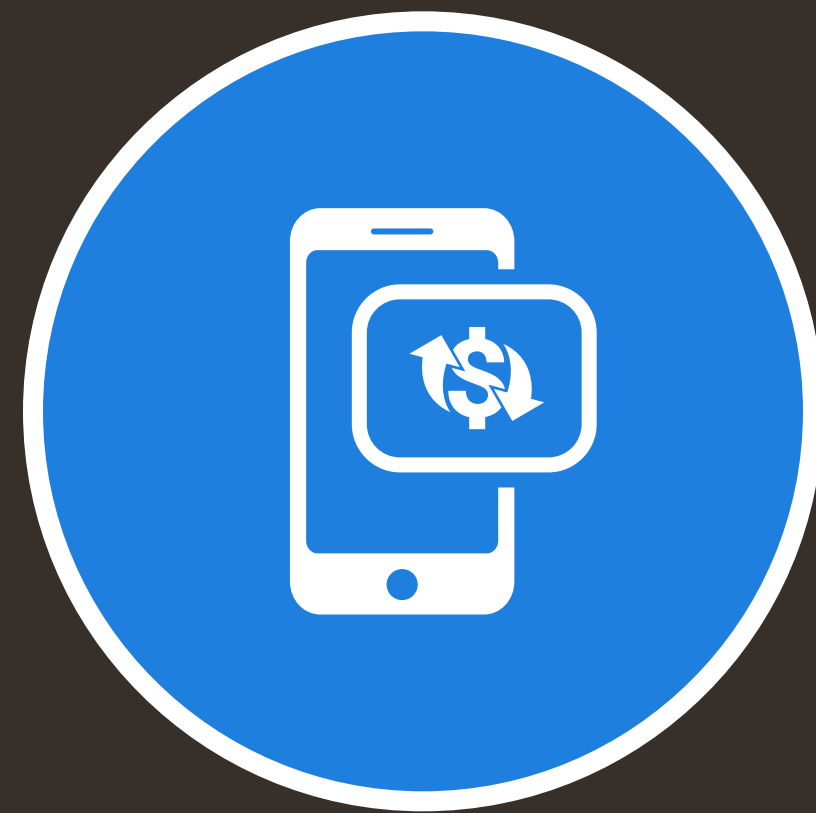
INTERNET-FACILITATED PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES OR PAYS FOR EACH KIND OF DIGITAL SERVICE EACH MONTH



PORTUGAL

MOBILE PAYMENT
SERVICE (E.G. APPLE
PAY, SAMSUNG PAY)



we
are
social

24.4%

PAID DIGITAL CONTENT*
(E.G. TV STREAMING, MUSIC
DOWNLOADS, EPUBLISHING)



GWI.

42.6%

ONLINE RIDE-
HAILING SERVICE (E.G.
UBER, DIDI CHUXING)



22.2%

ONLINE FOOD
DELIVERY SERVICE (E.G.
DOORDASH, DELIVEROO)



39.0%

JAN
2021

OVERVIEW: DIGITAL PAYMENTS

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET (IN U.S. DOLLARS)



PORTUGAL

NUMBER OF PEOPLE
MAKING DIGITALLY ENABLED
PAYMENT TRANSACTIONS*



we
are
social

5.11
MILLION

TOTAL ANNUAL VALUE
OF DIGITALLY ENABLED
CONSUMER PAYMENTS



statista

\$6.39
BILLION

ANNUAL CHANGE IN THE
VALUE OF DIGITALLY ENABLED
CONSUMER PAYMENTS



owl

+5.1%

DIGITAL PAYMENTS:
AVERAGE VALUE OF ANNUAL
TRANSACTIONS PER USER

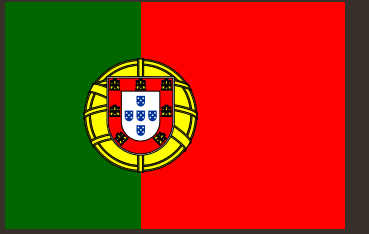


\$1,251

JAN
2021

OVERVIEW: ONLINE TAXI AND RIDE-HAILING

SIZE AND GROWTH OF THE INTERNET-FACILITATED RIDE-HAILING AND TAXI BOOKING MARKET (IN U.S. DOLLARS)



PORTUGAL

NUMBER OF PEOPLE
USING DIGITALLY ENABLED
RIDE-HAILING SERVICES*



637.8
THOUSAND

TOTAL VALUE OF THE
DIGITALLY ENABLED
RIDE-HAILING MARKET



\$65.87
MILLION

ANNUAL CHANGE IN THE
TOTAL VALUE OF THE DIGITALLY
ENABLED RIDE-HAILING MARKET



-32.9%

DIGITALLY ENABLED RIDE-
HAILING SERVICES: AVERAGE
ANNUAL REVENUE PER USER



\$103



statista

we
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SOURCE: STATISTA MARKET OUTLOOK FOR ONLINE MOBILITY SERVICES (JAN 2021). FIGURES USE FULL-YEAR VALUES FOR 2020, WITH COMPARISONS TO 2019 DATA. SEE [STATISTA.COM/OUTLOOK/MOBILITY-MARKETS](https://www.statista.com/outlook/mobility-markets) FOR MORE DETAILS. ***NOTE:** "DIGITALLY ENABLED RIDE-HAILING SERVICES" INCLUDE TRANSPORTATION NETWORK COMPANIES THAT OFFER RIDES IN PRIVATE VEHICLES (E.G. UBER, DIDI, GRAB), RIDE-POOLING SERVICES, AND TAXI SERVICES BOOKED ONLINE OR THROUGH A SMARTPHONE APP. **◇ COMPARABILITY ADVISORY:** BASE CHANGES.

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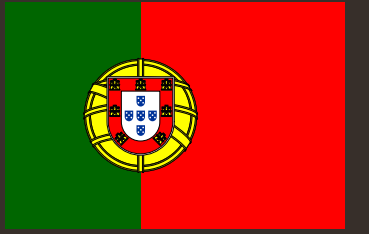


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2021

OVERVIEW: ONLINE FOOD DELIVERY

SIZE AND GROWTH OF THE MARKET FOR ONLINE SERVICES PROVIDING TAKE-AWAY FOOD DELIVERY (IN U.S. DOLLARS)



PORTUGAL

NUMBER OF PEOPLE USING
ONLINE SERVICES TO ORDER
TAKE-AWAY FOOD DELIVERY*



2.11
MILLION

TOTAL VALUE OF
THE ONLINE FOOD
DELIVERY MARKET



\$150.2
MILLION

ANNUAL CHANGE IN THE
TOTAL VALUE OF THE ONLINE
FOOD DELIVERY MARKET



+30.6%

ONLINE FOOD DELIVERY
SERVICES: AVERAGE
ANNUAL REVENUE PER USER



\$71



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DIGITAL MARKETING

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SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS OR PRODUCTS THROUGH EACH CHANNEL



PORTUGAL

WORD-OF-MOUTH RECOMMENDATIONS

39.3%

ADS ON TELEVISION

38.9%

SEARCH ENGINES

38.8%

ADS ON SOCIAL MEDIA

33.8%

IN-STORE DISPLAYS OR PROMOTIONS

31.2%

ADS ON WEBSITES

26.3%

RECOMMENDATIONS OR COMMENTS ON SOCIAL MEDIA

26.2%

PRODUCT SAMPLES OR TRIALS

24.2%

BRAND OR PRODUCT WEBSITES

21.7%

PRODUCT COMPARISON WEBSITES

21.7%

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PRIMARY CHANNELS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH CHANNEL WHEN RESEARCHING BRANDS*



PORTUGAL

SEARCH ENGINES

64.6%

SOCIAL NETWORKS

43.0%

PRICE COMPARISON WEBSITES

38.7%

PRODUCT AND BRAND WEBSITES

35.9%

CONSUMER REVIEWS

33.0%

SPECIALIST REVIEW WEBSITES

22.6%

DISCOUNT VOUCHER WEBSITES

22.3%

PRODUCT AND BRAND BLOGS

18.7%

Q&A SERVICES (E.G. QUORA)

18.5%

MOBILE APPS

17.4%

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VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2020 BY AD FORMAT



PORTUGAL

TOTAL DIGITAL AD
SPEND IN 2020



\$308.3
MILLION

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SPEND ON DIGITAL
SEARCH ADS IN 2020



\$98.85
MILLION

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SPEND ON SOCIAL
MEDIA ADS IN 2020



\$102.2
MILLION

SPEND ON DIGITAL
BANNER ADS IN 2020



\$55.25
MILLION

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SPEND ON DIGITAL
VIDEO ADS IN 2020



\$30.15
MILLION



SPEND ON DIGITAL
CLASSIFIED ADS IN 2020



\$21.85
MILLION



JAN
2021

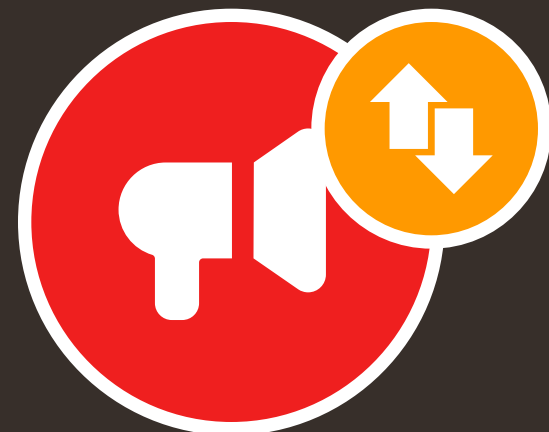
DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BY AD FORMAT BETWEEN 2019 AND 2020



PORTUGAL

YEAR-ON-YEAR CHANGE
IN TOTAL DIGITAL AD SPEND



+1.3%

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YEAR-ON-YEAR CHANGE IN
DIGITAL SEARCH AD SPEND



+3.6%

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YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA AD SPEND



+5.0%

YEAR-ON-YEAR CHANGE IN
DIGITAL BANNER AD SPEND



-3.4%

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YEAR-ON-YEAR CHANGE IN
DIGITAL VIDEO AD SPEND



-0.6%



YEAR-ON-YEAR CHANGE IN
DIGITAL CLASSIFIED AD SPEND



-9.1%



CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NETHERLANDS	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NEW CALEDONIA	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW ZEALAND	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NICARAGUA	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NIGER	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGERIA	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIUE	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	MADAGASCAR	NORFOLK IS.	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MALAWI	NORTH MACEDONIA	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAYSIA	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALDIVES	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALI	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALTA	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MARSHALL IS.	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARTINIQUE	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MAURITANIA	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITIUS	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAYOTTE	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MEXICO	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MICRONESIA	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MOLDOVA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MONACO	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONGOLIA	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONTENEGRO	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTSERRAT	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MOROCCO	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOZAMBIQUE	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MYANMAR	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	NAMIBIA	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAURU	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NEPAL	ST. HELENA	TAIWAN	ZIMBABWE

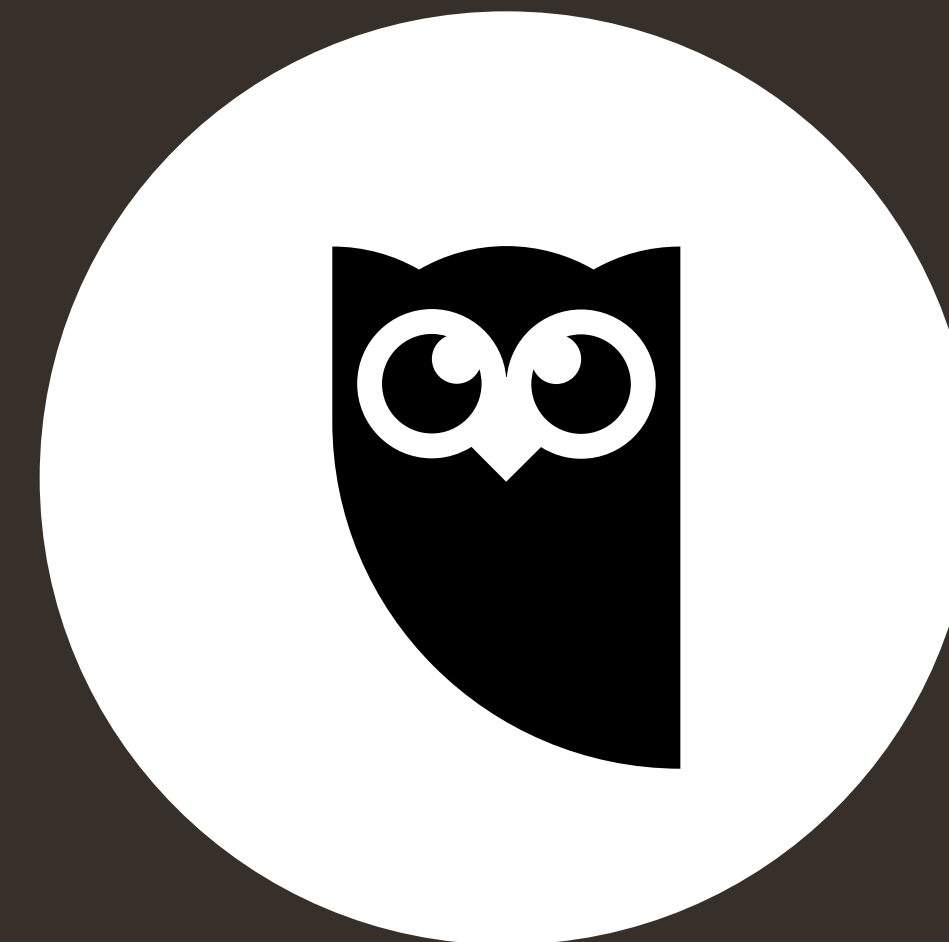


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CONTENT, INSIGHTS, AND RESOURCES
FROM WE ARE SOCIAL AND HOOTSUITE:



WE ARE SOCIAL



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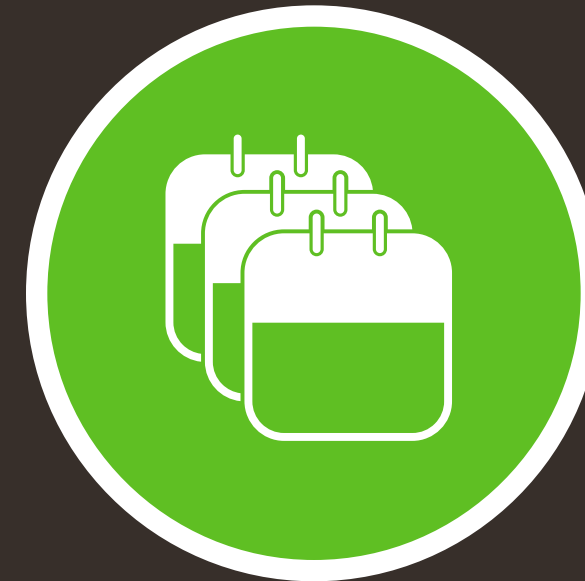
SPECIAL THANKS: GWI

GWI.

GWI (formerly GlobalWebIndex) is a target audience company that provides consumer insight across 46 countries to the world's leading brands, communication agencies and media organizations. The company runs a global survey representing more than 2 billion connected consumers, which offers up over 40,000 data points on the behaviors and perceptions of internet users around the world. Using the subscription-based platform, clients can gather in-depth insights into audience behaviors, attitudes and interests through a combination of survey data and analytics.



**90% GLOBAL
COVERAGE**



**ONGOING DATA COLLECTION
ACROSS 46 MARKETS**



**CROSS-DEVICE
COVERAGE**

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statista 

Statista is one of the world's largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on over 90 digital markets within verticals including e-commerce, digital media, advertising, smart home, and fintech for over 150 countries and regions.



**96% OF THE GLOBAL
INTERNET POPULATION**



**OVER 150 COUNTRIES
AND REGIONS**



**98% OF WORLDWIDE
ECONOMIC POWER**



**MORE THAN 30,000
INTERACTIVE STATISTICS**

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SPECIAL THANKS: GSMA INTELLIGENCE

The logo for GSMA Intelligence, featuring the text "GSMA" in a small red font above the word "Intelligence" in a larger black font, all contained within a white circular background.

GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

Leading operators, vendors, regulators, financial institutions and third-party industry players rely on GSMA Intelligence to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself. GSMA Intelligence's team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

Learn more about GSMA Intelligence at <https://www.gsmainelligence.com>

SPECIAL THANKS: SEMRUSH



Semrush is an online visibility management and content marketing SaaS platform that ensures businesses get measurable results from their online marketing.



**7+ MILLION
GLOBAL USERS**



**190 GEOGRAPHICAL
DATABASES**



**DATA FOR MOBILE
AND DESKTOP**



**HISTORICAL DATA
BACK TO 2012**

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SPECIAL THANKS: APP ANNIE



App Annie is the industry's most trusted mobile data and analytics platform. App Annie's mission is to help customers create winning mobile experiences and achieve excellence. Founded in 2010, the company launched the first mobile market data solution. In 2020, App Annie launched App Annie Ascend, an advertising analytics solution, making it the first company in its space to offer a side-by-side view of market data and companies' own data to support mission-critical business decisions. Together, these solutions comprise the industry's most complete mobile performance platform. More than 1,100 enterprise clients and 1 million registered users across all geographies and industries rely on App Annie to drive their mobile business. The company is headquartered in San Francisco with 12 offices worldwide.



**1 MILLION
REGISTERED USERS**



**BEST-IN-CLASS
DATA**



**COVERAGE ACROSS
150 COUNTRIES**



**UNPARALLELED
SERVICE & SUPPORT**

Learn more about App Annie at <https://www.appannie.com>

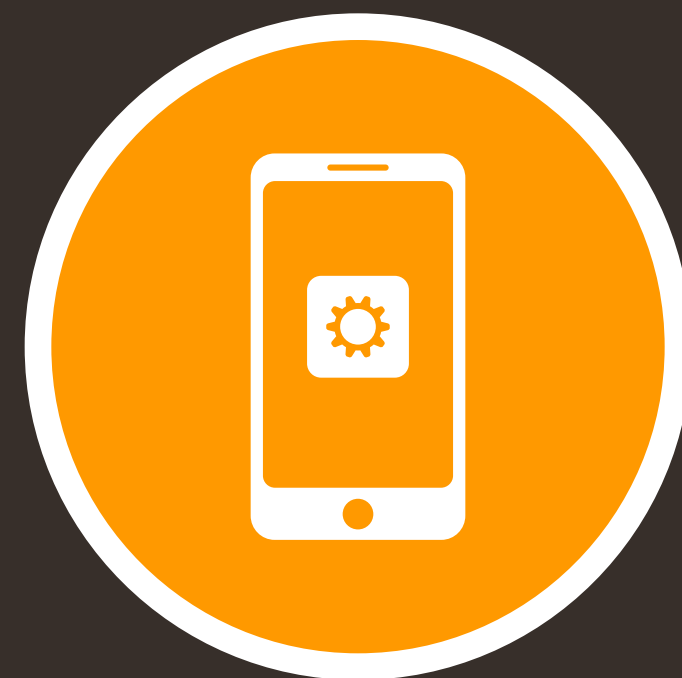
SPECIAL THANKS: SIMILARWEB



SimilarWeb provides the measure of the digital world. With an international online panel consisting of hundreds of millions of devices, SimilarWeb provides granular insights about any website or app across a wide array of industries. Global brands such as Google, eBay, and adidas rely on SimilarWeb to understand, track and grow their digital market share. The company has 450 employees and offices spanning four continents. SimilarWeb has been named one of Wall Street's Secret Weapons, and one of Calcalist's 2018 List of 50 Most Promising Israeli Startups.



**WEB
INTELLIGENCE**



**APP
INTELLIGENCE**



**GLOBAL
COVERAGE**



**GRANULAR
ANALYSIS**

Learn more about SimilarWeb at <https://www.similarweb.com>

SPECIAL THANKS: LOCOWISE



Locowise is a social media performance measurement platform that helps agencies to manage clients, produce and prove value, and win new business.



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BUILDER WITH
OVER 300 METRICS**



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AND REPORTING**



**INSIGHTS FROM ALL
YOUR NETWORKS
IN ONE PLACE**



**PREDICTIVE
METRICS TO DRIVE
FUTURE STRATEGY**

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DATA SOURCES

GLOBAL HEADLINE SLIDES: All slides taken from **Digital 2021 Global Overview Report** ([click here](#) to read the complete report).

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2019 Revision; U.S. Census Bureau (accessed Jan 2021); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in Jan 2021). **Literacy rates:** UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook (all accessed Jan 2021). **Device ownership and time spent by media:** GWI* (Q3 2020).

INTERNET: ITU Statistics; Eurostat Data Explorer; GWI; World Bank Data Bank; CNNIC; APJII; GSMA Intelligence; OCDH; local government authorities (all accessed January 2021). **Mobile internet share** based on data from GWI* (Q3 2020); extrapolations of data reported in Facebook's self-serve advertising tools. **Internet connection speeds** from Ookla Speedtest (accessed Jan 2021). **Web traffic by device, web browser share, and share of search market** from Statcounter (Jan 2021). **Time spent** on the internet from GWI* (Q3 2020). **World's top websites** from Semrush (Jan 2021); SimilarWeb (Jan 2021); Alexa

(monthly average, as reported in mid-January 2021). **Share of website traffic by device, age, and gender** from Semrush (Jan 2021). **Google search** insights from Google Trends (accessed Jan 2021). Data for **search behaviours, data misuse fears, and use of ad blockers** from GWI* (Q3 2020). Concerns about 'fake news' from Reuters Institute Digital News Report 2020. **Digital content** insights from GWI* (Q3 2020). **Smart home** insights from Statista Digital Market Outlook* (accessed Jan 2021).

SOCIAL MEDIA: platforms' self-service advertising tools and websites; company earnings announcements, marketing, promotional materials, and press releases; public remarks by senior executives; reports in reputable media; OCDH; CafeBazaar; Mediascope (all latest data available in January 2021). **Platform ranking and time spent** from GWI* (Q3 2020). **Facebook engagement benchmarks** from Locowise (Jan 2021). **YouTube search insights** from Google Trends (accessed Jan 2021). **Top social media apps and video streaming apps:** App Annie (Jan 2021).

MOBILE: Mobile Connections: GSMA Intelligence (Jan 2021). **Mobile app market overview, time spent, and mobile app rankings:** App Annie (Jan 2021). **Mobile actions and app categories:** GWI* (Q3 2020).

ECOMMERCE: GDP and financial inclusions data: World Bank DataBank; IMF Data; CIA World Factbook (all accessed Jan 2021). **Adoption by device, gender and age:** GWI* (Q3 2020); **Ecommerce spend:** Statista Digital Market Outlook and Statista Mobility Services Outlook* (both accessed Jan 2021); GWI* (Q3 2020). **Consumer goods:** Statista Digital Market Outlook* (accessed Jan 2021). **Mobile payments:** Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020). **Ride-hailing:** Statista Mobility Services Outlook* (accessed Jan 2021); GWI* (Q3 2020). **Online food delivery:** Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020).

MARKETING: Brand discovery and research channels: GWI* (Q3 2020). **Market value:** Statista Digital Market Outlook* and Statista Advertising & Media Outlook* (both accessed Jan 2021).

NOTE: All data points may include extrapolations.

*For more details about GWI including methodology, visit <https://www.globalwebindex.com>.

*For more details about Statista's Market Outlooks, visit <https://www.statista.com/outlook/digital-markets>.

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave of research.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect, collate, and publish regular internet user data.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures.

This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

Because we separate social media user numbers and internet user numbers, the figures we report for social media users may exceed

internet user numbers in some countries. In such instances, these figures do not represent errors. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple accounts, and / or of 'non-human' social media accounts.

Please also note that we've changed the source for a various data points in this year's reports, and a number of historical metrics that we reported in previous Global Digital reports have been revised by the original data provider. As a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to base data may mean that values are not comparable.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

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