

## Instagram hits half a billion

Instagram has [announced](#) that it now has more than 500 million monthly actives and more than 300 million who use the app every day.

- Instagram's (monthly) user base more than doubled in size over the past two years, adding 100 million active users faster than the previous 100 million
- More than 80% of the Instagram community is outside the US
- Instagram has more than 100 million monthly actives in the US
- More than 95 million photos and videos share per day, on average
- 4.2 billion likes per day, on average



Amy Cole, head of brand development for EMEA, said, “It is incredible to think that in just five and a half years, the Instagram community has grown to half a billion. It is exciting that we are still growing so fast – the community has more than doubled over the past two years – and now 300 million are using Instagram every day. Brands have always been a key part of our community – and as the community continues to grow, so does the opportunity for advertisers.

“In the last few years we’ve introduced new tools and creative formats, such as video carousel, to help brands drive business results, with 200,000 advertisers, of all sizes and from all sectors, seeing success on Instagram. We are continuing to invest, with new features such as Instagram Business Tools, coming to Europe later this year, so that brands can effectively connect with this highly engaged and rapidly growing community.”