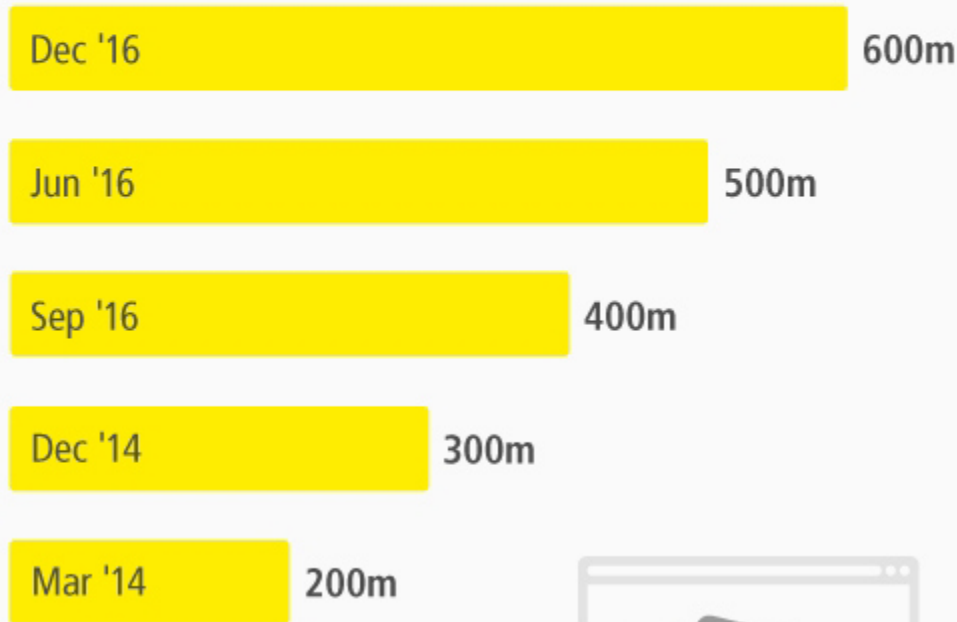
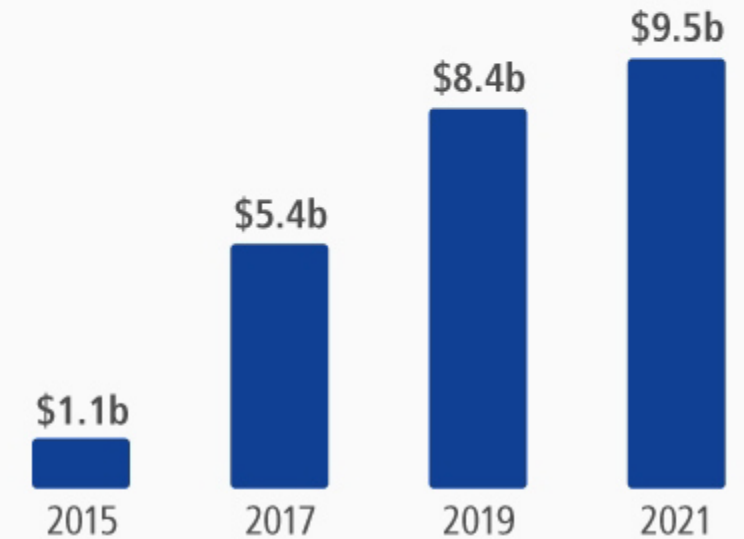


# Instagram in numbers

## 600 million active monthly users

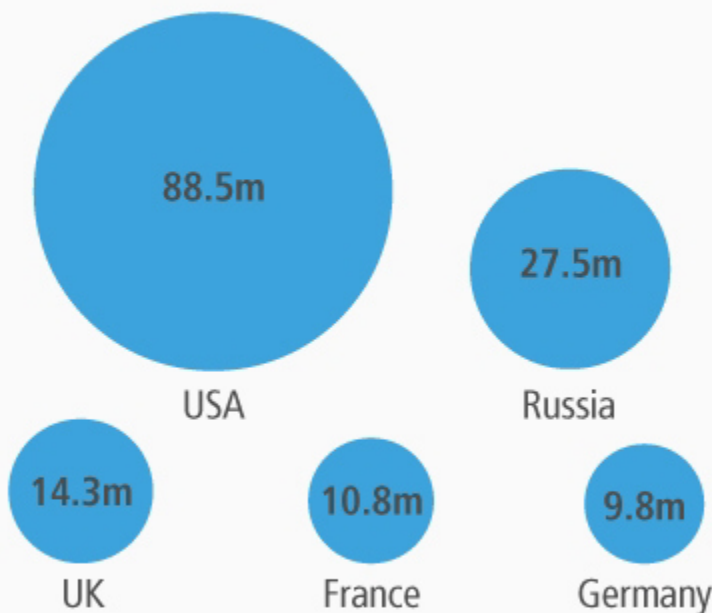
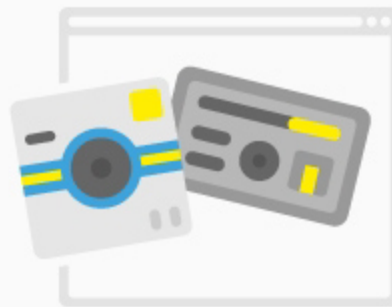


## Expected turnover by 2021

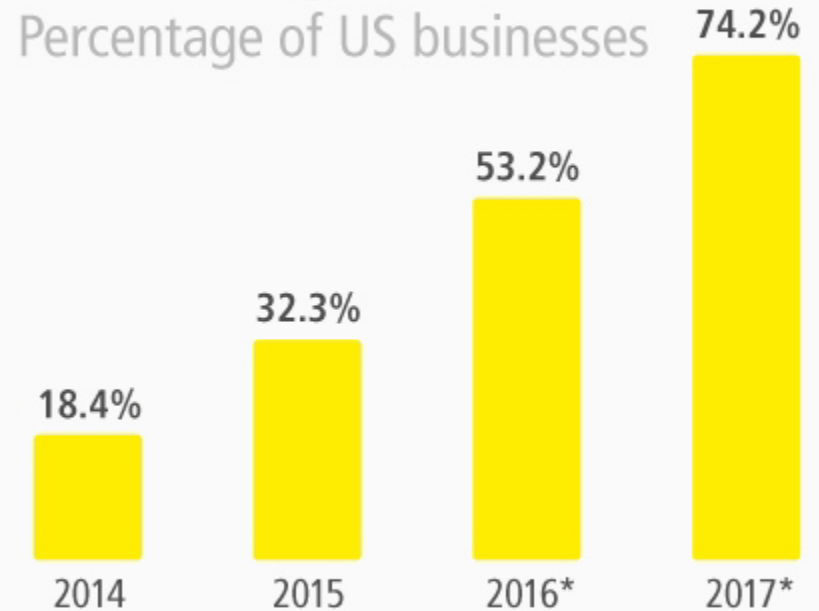


## Users by country

Active monthly users



## Use of Instagram as a marketing channel



\* Forecast

Sources: Statista Digital Market Outlook, Credit Suisse, eMarketer, Gothaer