



Facebook and Instagram in Ukraine



Meta has been losing users in Ukraine since the start of a full-scale russian invasion.

Over the year, Facebook audience has decreased by 2.05 million — and now accounts for 13.7 million users. Instagram audience fell in 2022 by 4.1 million, and now its audience is 11.6 million users. These losses do not include users from Donetsk and Luhansk regions, who are now untargetable in Meta. In total, Meta advertising tools cover 19.6 million active users.

Social media usage declined in almost all regions and regional centers, especially in the front-line areas and those that are constantly shelled by russia (Kherson, Zaporizhzhia, Mykolaiv regions). Audience loss is also observed in Western regions and cities of Ukraine, so internal migration did not affect the indicators. In particular, constant shelling of the energy infrastructure in Ukraine can be one reason, as the activity of users decreased due to the lack of stable access to the Internet.

The dynamics of the audience by age showed that the biggest outflow of users is in the 18-to-35 age group. On the other hand, audience loss in the 36+ group is smaller. Moreover, Instagram recorded an average increase in users by region in the 46+ age group, and Facebook — in the 65+ age group.

More than 50% of Ukrainians aged 18-to-55 use Facebook. Also, over 30% of this age group use Facebook Messenger. Instagram overtakes Facebook among users aged 31 and younger.

The women traditionally outnumber men as regards Meta social media users.

The share of users of the desktop version continues to fall and does not exceed 11% among all age groups.

Calculation Methodology

With the start of russia's full-scale war against Ukraine, the Meta advertising network ruled out options to target audiences in Donetsk and Luhansk oblasts, as it did with respect to the occupied Crimea in 2014. Past research (as of July 2022) has already taken into account this factor in Facebook and Instagram graphs, therefore new study (as of January 2023) already reflects six-month dynamics.

There have been no updates on the population of the country and individual regions and cities from State Statistics Service of Ukraine since 2022. Therefore, some graphs related to the dynamics of penetration of social networks have been replaced by calculations of the dynamics of changes in the number of Facebook and Instagram users, regardless of the population.

Total Audience

13.7M Facebook

8.3M Facebook Messenger

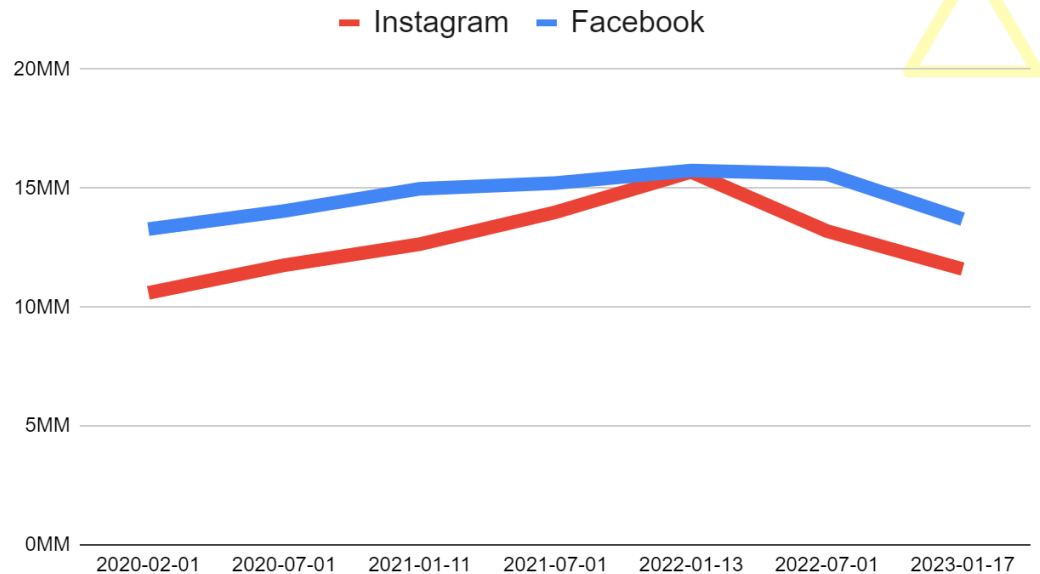
11.6M Instagram

19.6M

Total Unique Users
Reachable Via Meta
Advertising Tools

* based on data from Meta that do not include indicators for Donetsk and Luhansk regions;
users aged 13 and older

Audience Dynamics



The number of Facebook and Instagram audiences in Ukraine has followed downward trend since the start of a full-scale invasion. Thus, in six months, the number of Ukrainian Facebook users decreased by 1.9 million to 13.7 million. Instagram audience fell by 1.6 million to 11.6 million users.

* based on data from Meta that do not include indicators for Donetsk and Luhansk regions; users aged 13 and older

Audience comparison of TikTok and YouTube

Audience 18+ years

YouTube

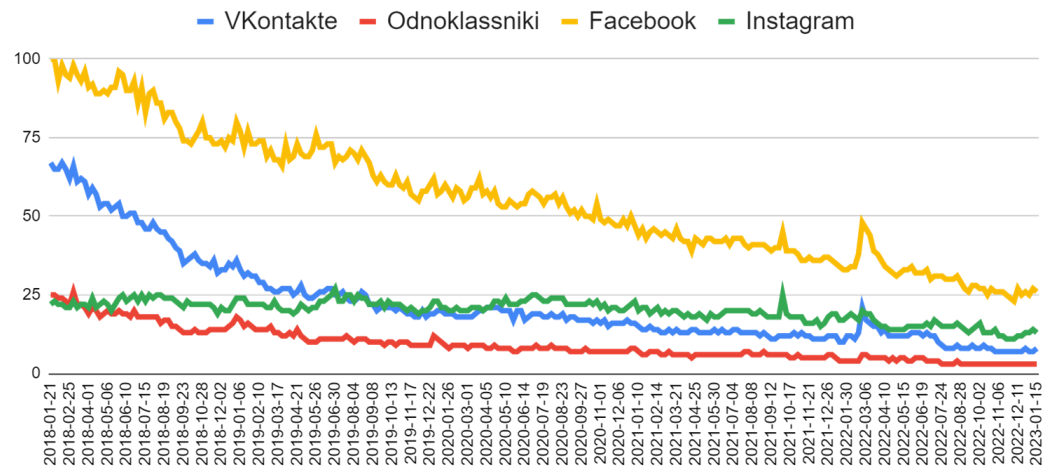
22.6MM

TikTok

15MM

*data from TikTok and Google Ads. TikTok and Google Ads provide data on audience coverage only across the country, without a breakdown by regions and cities. Therefore it is not known for sure whether they include data from Donetsk and Luhansk regions as of January 2023.

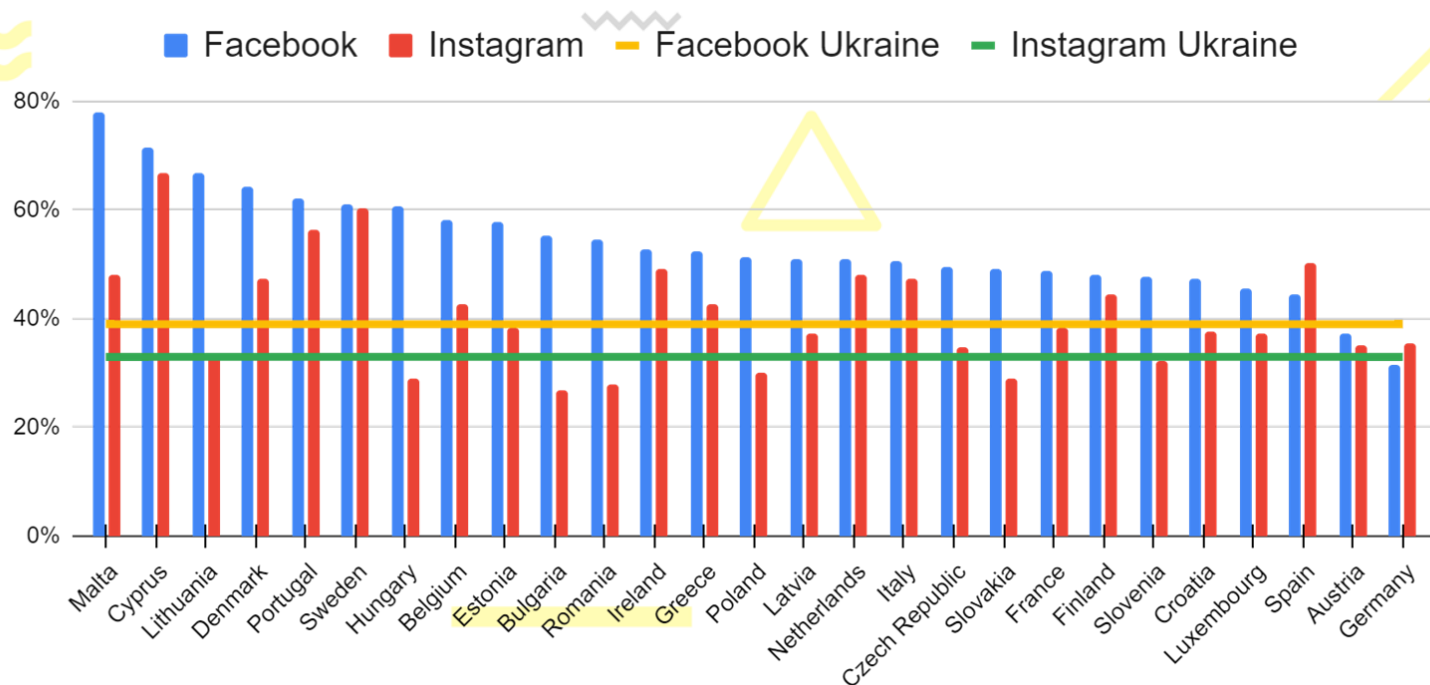
Search Dynamics



After VKontakte slightly increased in Google search results in the first half of 2022, russian social network has fallen in search results below the pre-invasion level and is approaching Odnoklassniki indicators.

*data from Google Trends include indicators for the Crimea, Donetsk and Luhansk regions.

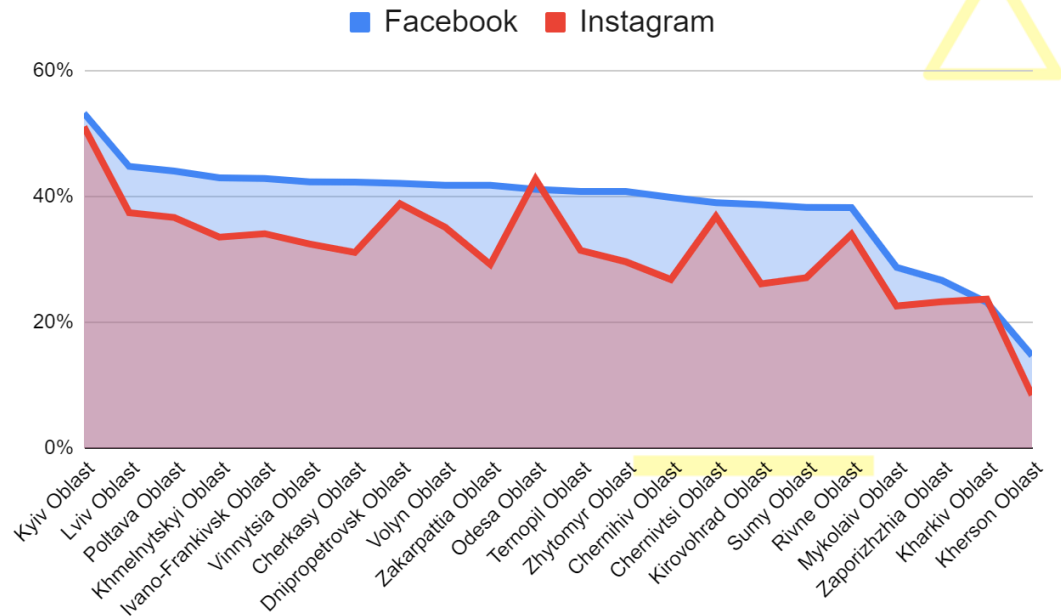
Facebook and Instagram: Ukraine and EU



Ukraine outperforms Austria and Germany with respect to Facebook reach. As regards Instagram share of users, Ukraine outdoes 6 EU countries: Slovenia, Poland, Slovakia, Hungary, Romania and Bulgaria.

Most EU countries, except Spain and Germany, demonstrate a larger reach of Facebook than that of Instagram. Overall in the EU, Facebook has the largest share of users in Malta (78%), while Instagram has the largest share of 76% in Cyprus.

Facebook and Instagram: Oblasts in Ukraine



Facebook continues to hold the lead over Instagram in terms of penetration in most Ukrainian regions. The exception is Odesa and Kharkiv regions, where Instagram reach is accordingly by 2 and 1 percentage point higher.

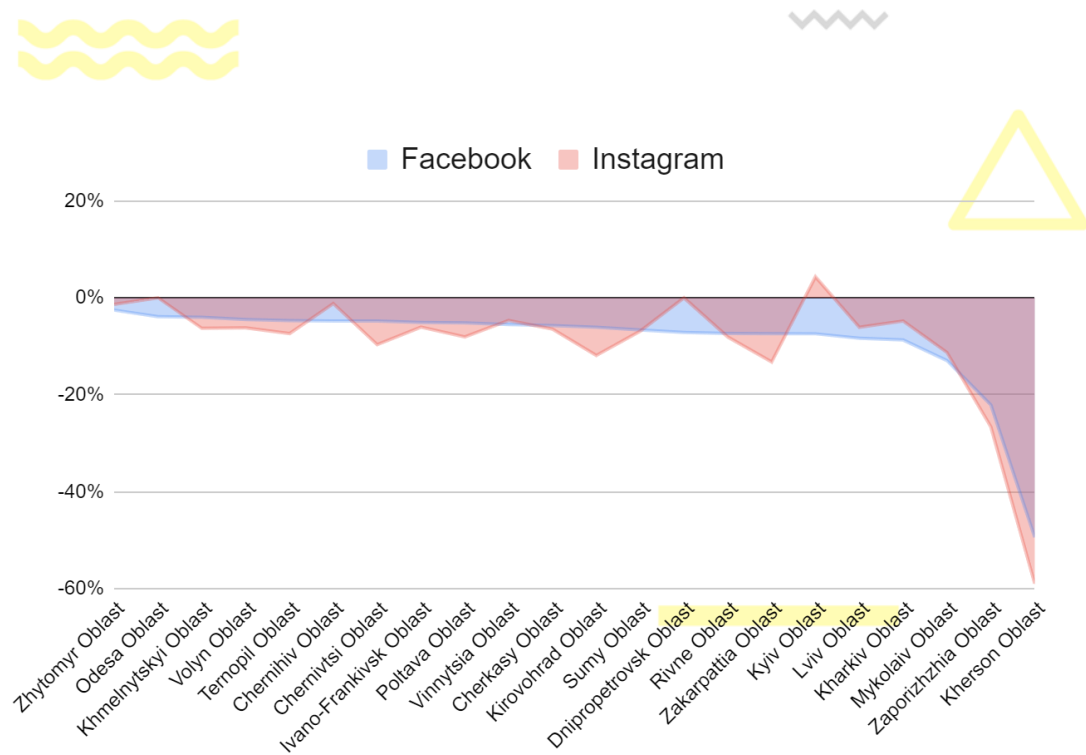
Facebook is most popular social platform in Kyiv region (53%). The lowest penetration is in Kherson region (15%).

Instagram showed the highest reach in Kyiv region (51%). It has the lowest reach in Kherson region (8%).

The median reach of Facebook across regions is 41%, of Instagram — 32%.

*based on data from Meta (January 2023) and State Statistics Service (at the beginning of 2022)

Facebook and Instagram: Oblasts' Dynamics



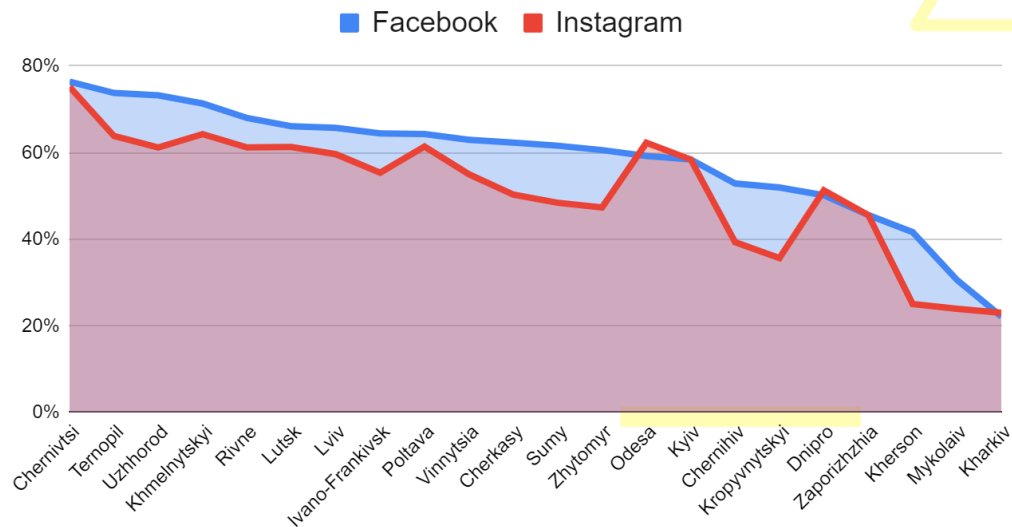
*six months as shown in Meta

Facebook saw a decline in users all over Ukraine, while Instagram only in most of the regions. The social media usage has significantly decreased in front-line and partially occupied regions.

Facebook recorded the biggest drop in Kherson, Zaporizhzhia and Mykolaiv regions (-49%, -22%, -13%, respectively).

The number of Instagram users did not change for half a year in Odesa and Dnipropetrovsk regions and even increased by 4% in Kyiv region. The largest audience loss is observed in Kherson, Zaporizhzhia, Zakarpattia, Kirovohrad and Mykolaiv regions (-59%, -27%, -13%, -12%, -11%).

Facebook and Instagram: Administrative Centers



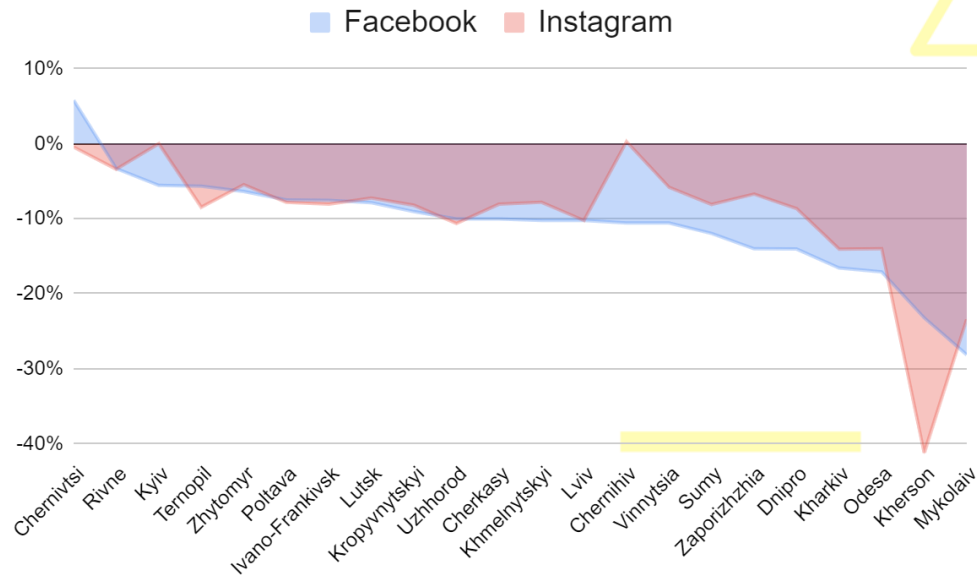
On average, both social platforms have a wider reach in regional centers than in oblasts, with a median reach in cities of 62% for Facebook and 55% for Instagram.

Facebook has the largest share of 76% among users in Chernivtsi, but the smallest of 22% in Kharkiv.

Chernivtsi also leads in terms of Instagram reach (75%). Instagram has the smallest share of 27% users in Kharkiv.

*based on data from Meta (January 2023) and State Statistics Service (at the beginning of 2022)

Facebook and Instagram: Administrative Centers' Dynamics



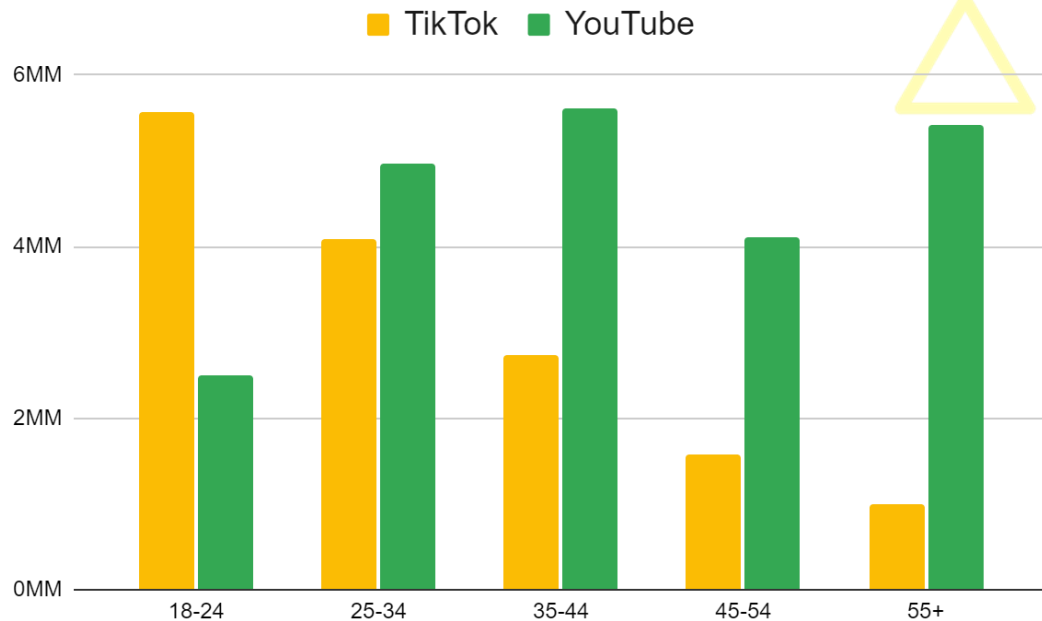
*six months as shown in Meta

Facebook showed a decline in all regional centers, except for Chernivtsi. Instagram users decreased all over Ukraine, except for Chernihiv and Kyiv.

Instagram lost more than 10% of users in Lviv, Uzhhorod, Odesa and Kharkiv, more than 20% in Mykolaiv, and more than 40% in Kherson. Facebook grew by 5.8% in Chernivtsi. Facebook recorded more than 15% drop in Kharkiv and Odesa, the largest fall was in Kherson and Mykolaiv (-23% and -28%, respectively).

The median decline in the number of Facebook users in regional centers (where the share of users decreased) is 10%, and of Instagram — 8%.

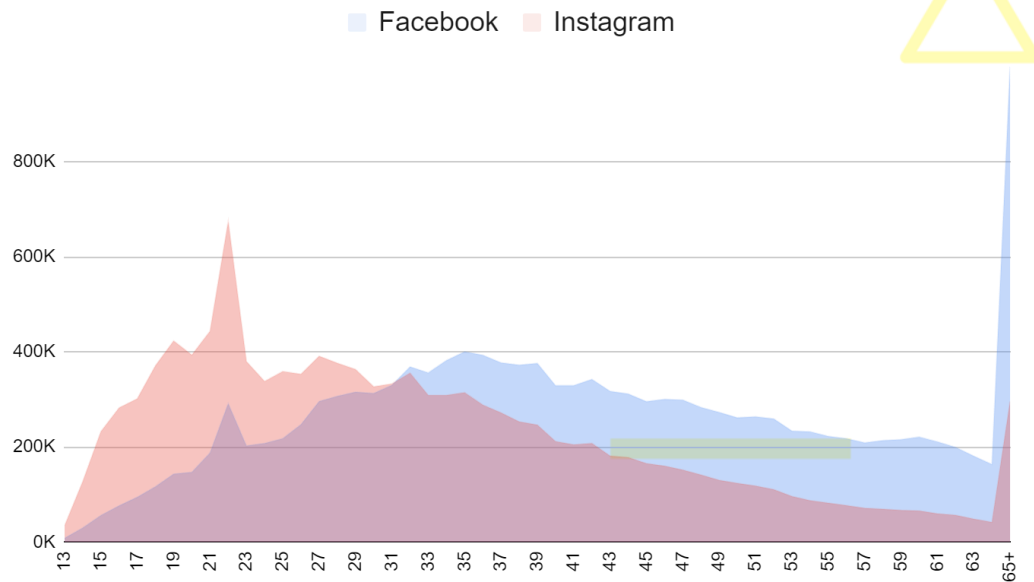
Users: Age Groups on social platforms



YouTube outperforms TikTok with respect to Ukrainian audience in most age groups, except substantially for young people aged 18-to-24.

*data from TikTok and Google Ads. TikTok and Google Ads provide data on audience coverage only across the country, without a breakdown by regions and cities. Therefore it is not known for sure whether they include data from Donetsk and Luhansk regions as of January 2023.

Users: Age Groups



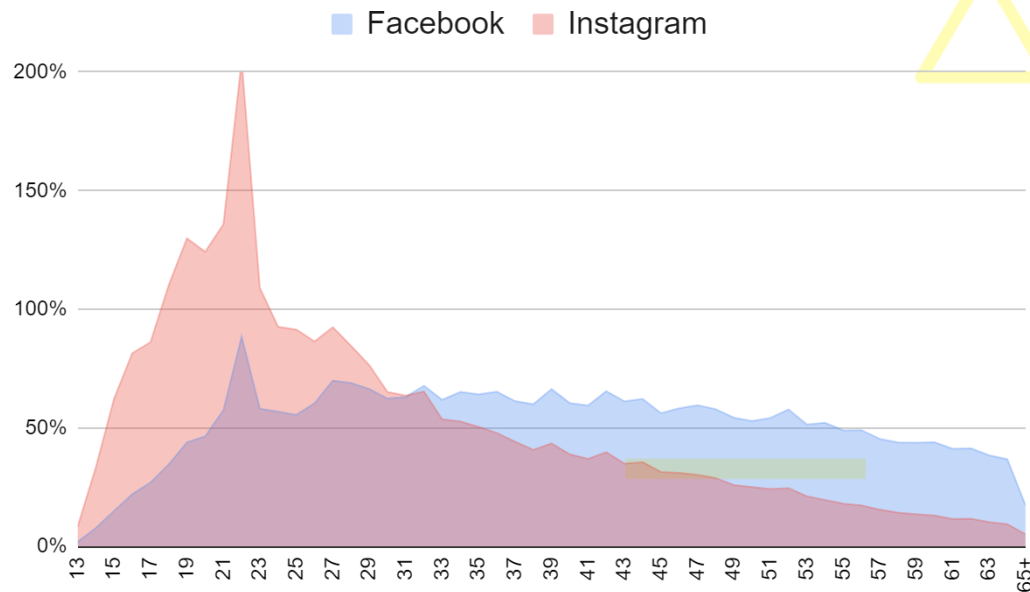
Instagram overtakes Facebook among users aged 31 and younger.

Instagram peaks with users aged 22 years (674 thousand).

Users older than 32 years prefer Facebook. The largest audience is 35-year-olds — 400.1 thousand, as well as a total of 1 million in the 65+ age group.

*based on data from Meta that do not include indicators for Donetsk and Luhansk regions

Users: Facebook and Instagram Penetration by Age

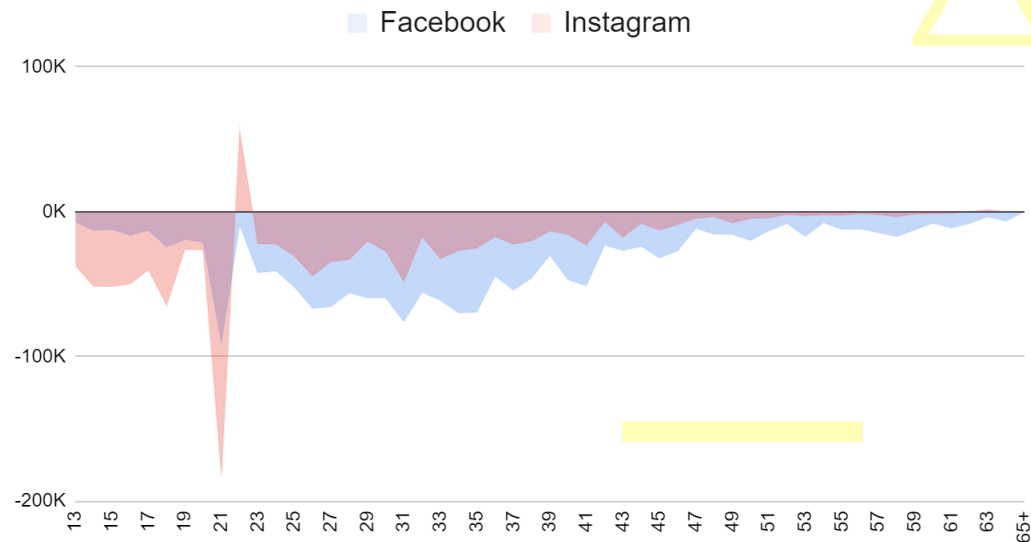


Facebook has a reach of 50% or more among users aged 21-54.

With respect to its share, Instagram outdoes Facebook among Ukrainians younger than 31 years. Its reach among groups of 18-23 is higher than 100%. It can be explained by the fact that young users often have more than one account on this social platform and/or that there are fake accounts.

*based on data from Meta (January 2023) and State Statistics Service (at the beginning of 2022), excluding Donetsk and Luhansk regions

Users: Dynamics of Quantity



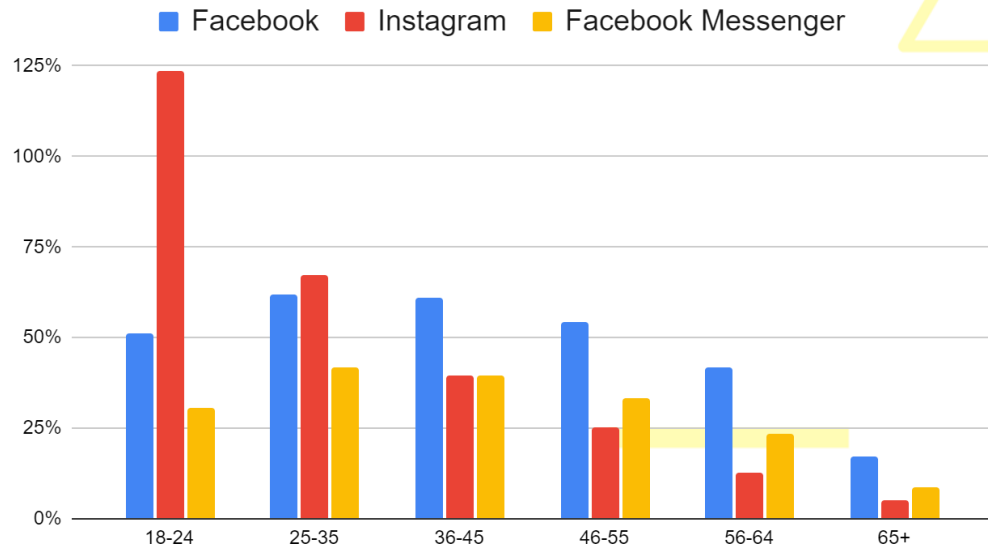
*six months as shown in Meta

Facebook showed a decline among all age groups except 65+, where the number of users did not change in half a year.

Instagram attracted more users among 22-year-olds (+56,000 users), 62-year-olds (+100), 63-year-olds (+1,400) and 65+ (+100 users), but the number of 64-year-olds remained unchanged.

The largest decline in users of both social networks is among 21-year-olds (-91 thousand on Facebook and -182.7 thousand on Instagram).

Users: Age Distribution



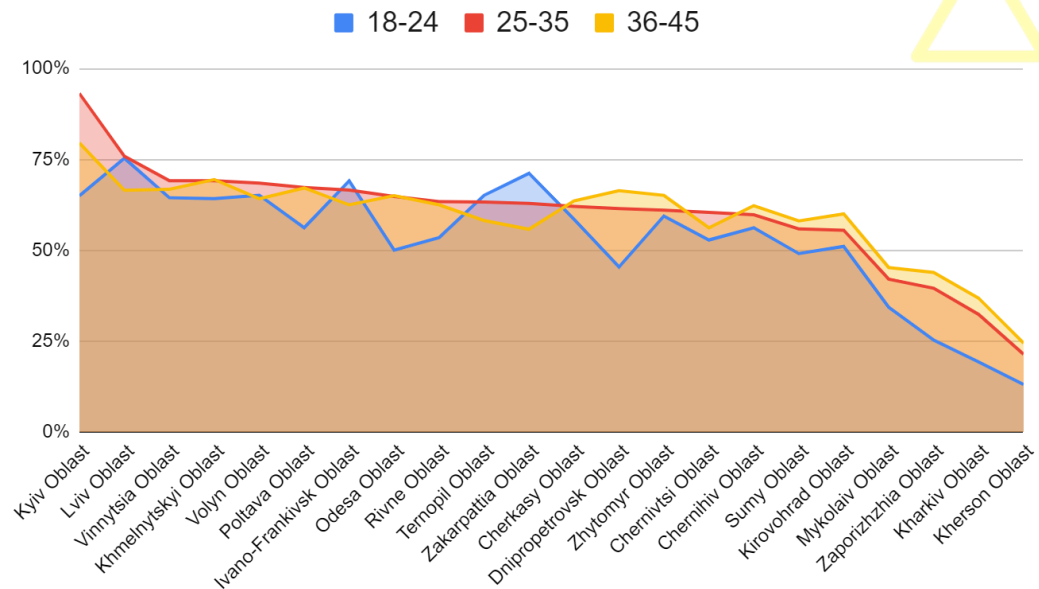
*based on data from Meta (January 2023) and State Statistics Service (at the beginning of 2022), excluding Donetsk and Luhansk regions

In general, more than 50% of Ukrainians aged 18-to-55 use Facebook. Also, over 30% of this age group use Facebook Messenger. Among 18-35-year-olds, more than 60% are Instagram users.

Instagram share exceeds 100% among users of 18 to 24-year-olds. It can be explained by the fact that young users often have more than one account on this social platform and/or that there are fake accounts.

Facebook is most popular among users aged 25-35 and 36-45 (62% and 61%, respectively). Facebook Messenger is most actively used by the 25-35 age group (42%).

Facebook in Oblasts: Users of 18-45 Age Group



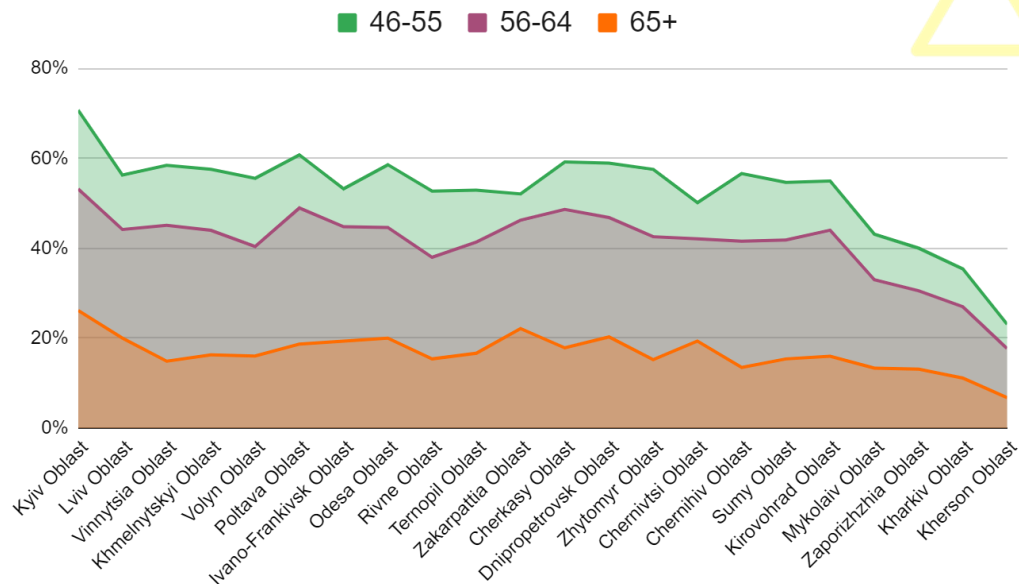
In most oblasts, Facebook has a reach of over 50% among users of 18-to-45 age group.

Facebook leads in reach among 25-45-year-olds in Kyiv region, but leads among 18-24-year-olds in Lviv region.

Facebook has the largest share of users among 18-45-year-olds in Kharkiv and Kherson regions.

*based on data from Meta (January 2023) and State Statistics Service (at the beginning of 2022)

Facebook in Oblasts: Users of 46-65+ Age Group



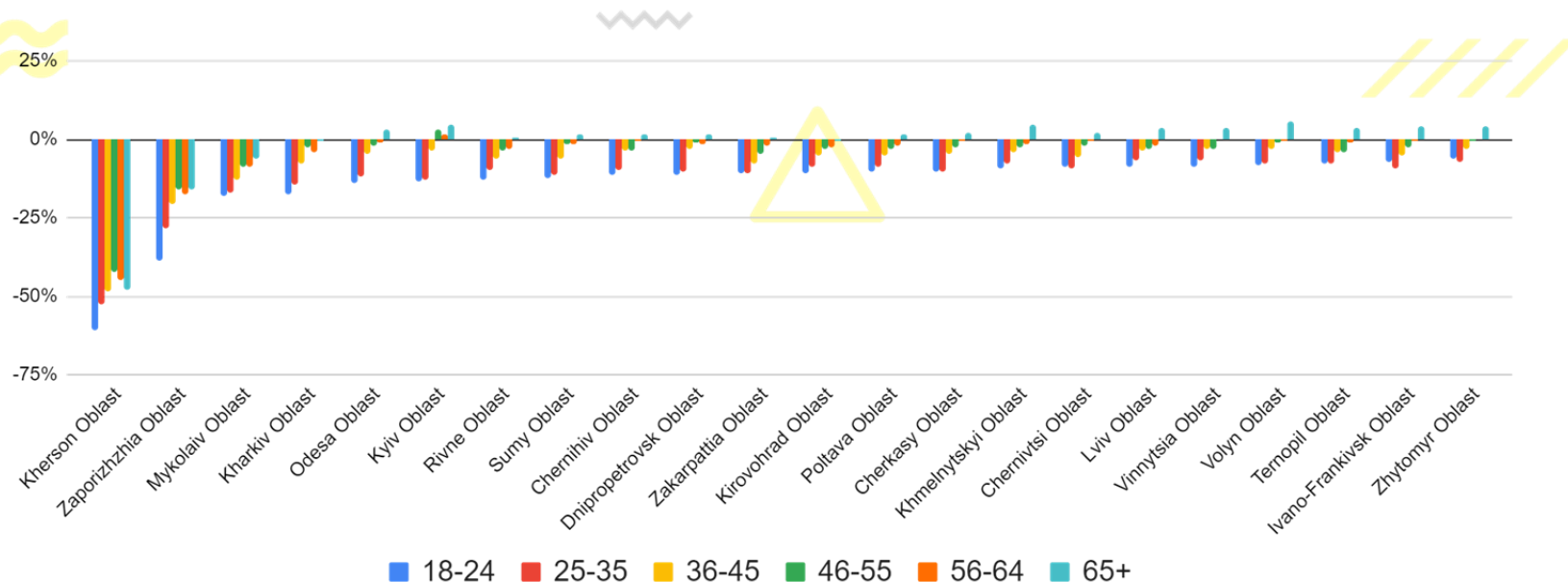
*based on data from Meta (January 2023) and State Statistics Service (at the beginning of 2022)

In most regions of Ukraine, the share of Facebook users among people aged 46-55 is more than 50%. In Kyiv region it is the highest — 71%.

In most regions, it has a reach of over 40% among users aged 56-64 years.

The share of users aged 65+ ranges from 7% in Kherson region to 26% in Kyiv region.

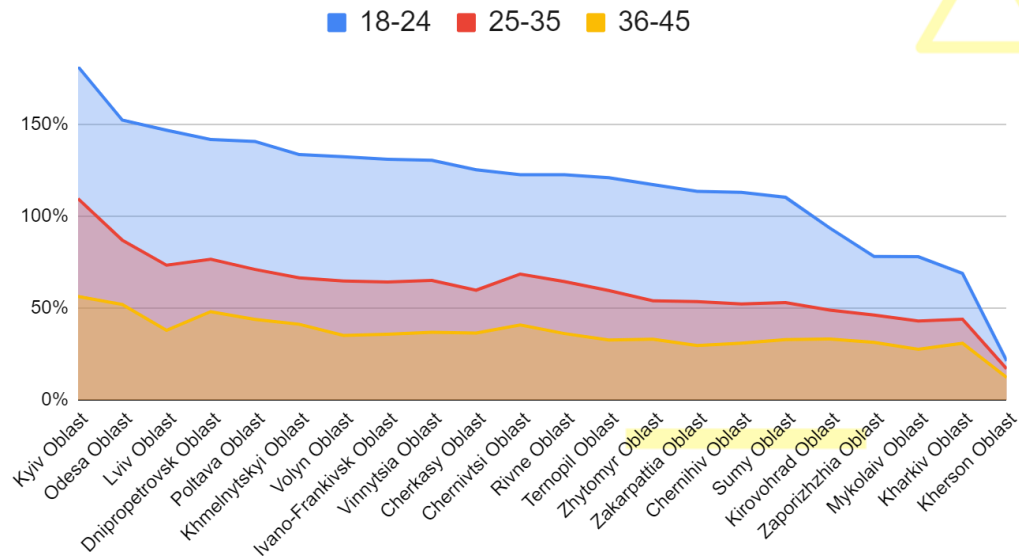
Facebook in Oblasts: Dynamics in Users Age Group



Facebook users aged 18-45 declined in all regions. Median changes in the number of users among age groups in regions are as follows: -11% among 18-24, -10% among 25-35, -5% among 36-45, -3% among 46-55, -1% among 56-64 and +2% among 65+. In general, in the 65+ age group, the number of users decreased only in five regions (Kharkiv, Kirovohrad, Mykolaiv, Zaporizhzhya, Kherson). The largest decline among all age groups (over 40% in each) is in Kherson region.

*six months as shown in Meta

Instagram in Oblasts: Users of 18-45 Age Group



*based on data from Meta (January 2023) and State Statistics Service (at the beginning of 2022)

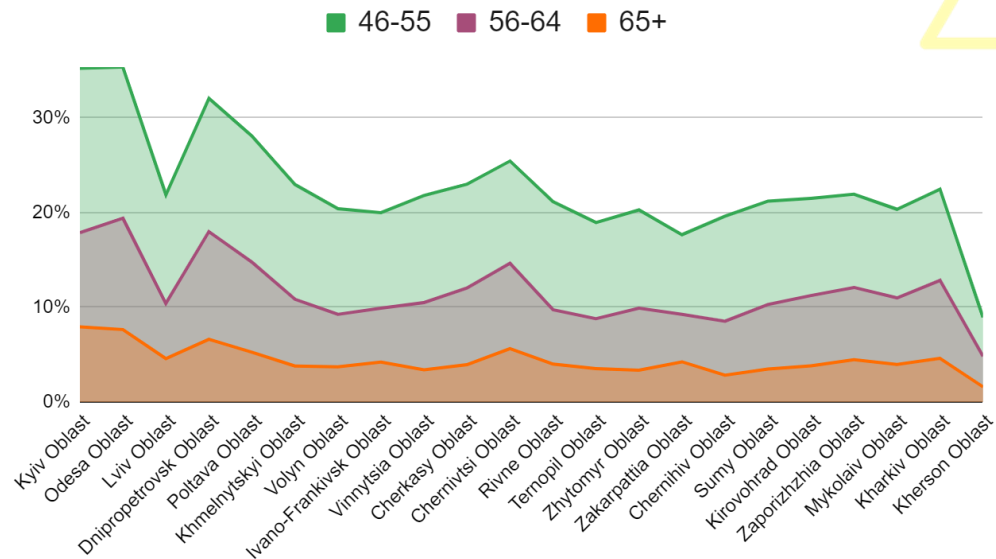
In most regions, Instagram share exceeds 100% among 18-24-year-old Ukrainians, except for Kirovohrad, Zaporizhzhia, Mykolaiv, Kharkiv and Kherson. It can be explained by the fact that young users often have more than one account on this social platform and/or that there are fake accounts.

182% reach among 18 to 24-year-olds and 110% among 25 to 35-year-olds in Kyiv oblast could also be explained by a constant internal migration and larger number of actual residents of Kyiv City and region than shown in the official statistics of State Statistics Service.

Instagram has a reach of over 40% among 25 to 35-year-olds in all regions except Kherson.

30% or more of Ukrainians of 36 to 45-year-old use the social platform, except Mykolaiv (28%) and Kherson (12%) regions.

Instagram in Oblasts: Users of 46-65+ Age Group

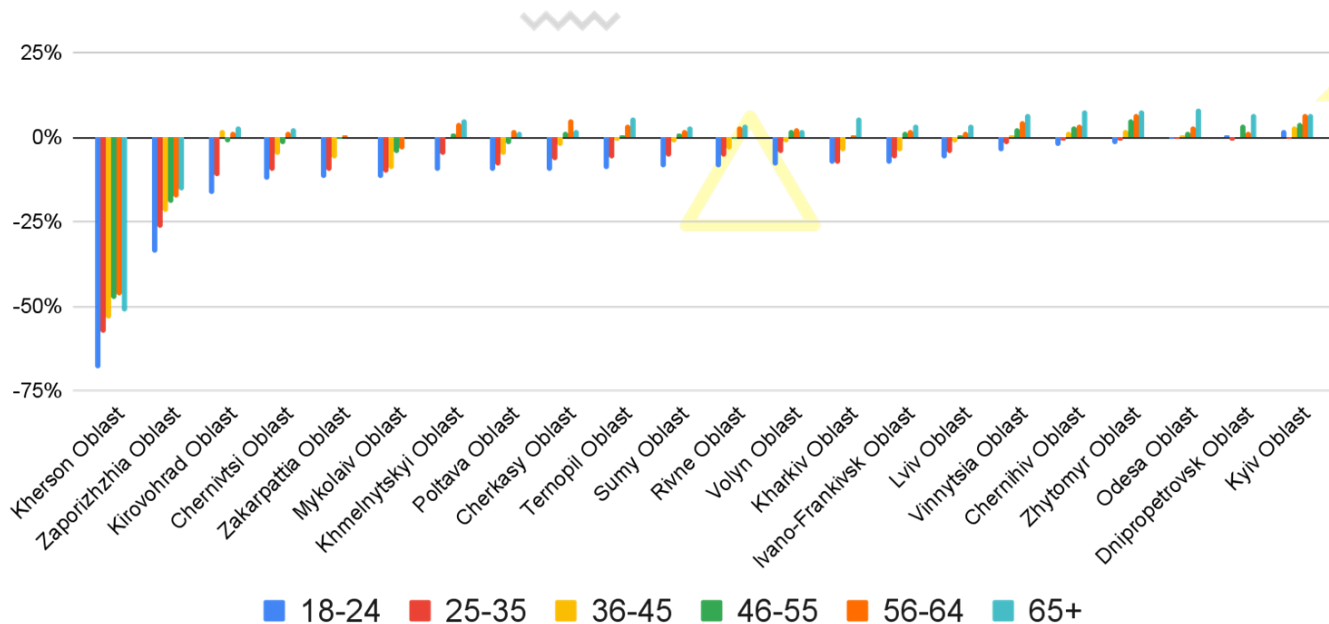


Instagram share is less than 30% among Ukrainians aged 46+ in almost all regions.

Only in Kyiv, Odesa and Dnipropetrovsk regions the share of users in the 46-55 age group is higher (35%, 35% and 32%, respectively).

*based on data from Meta (January 2023) and State Statistics Service (at the beginning of 2022)

Instagram in Oblasts: Dynamics in Users Age Group

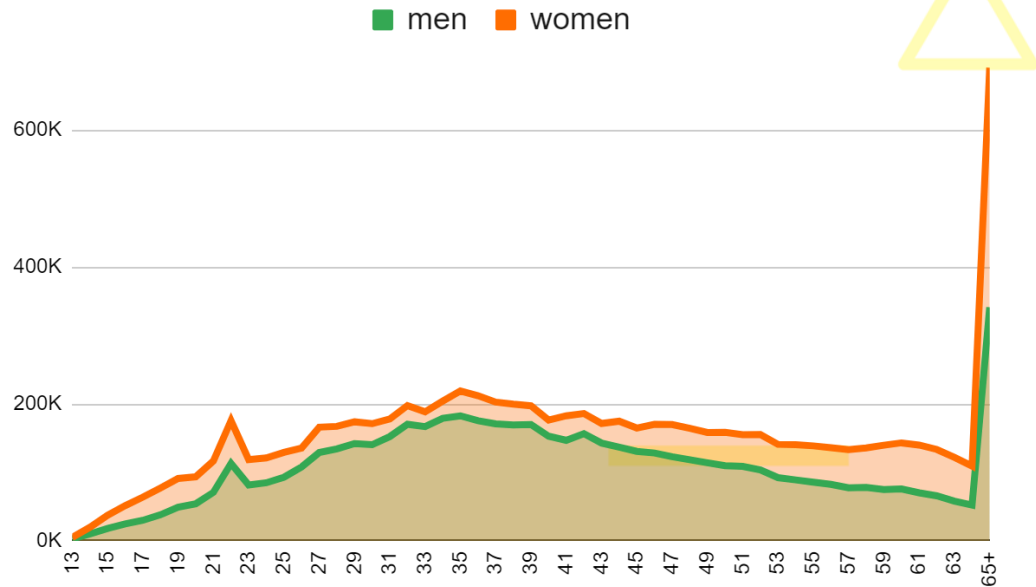


In most regions, the number of Instagram users declined among 18 to 45-year-olds, but increased among 46+ age group. Median changes in the number of users by region in age groups are as follows: -8.9% among 18-24, -5.8% among 25-35, -1.6% among 36-45, +0.7% among 46-55, +2% among 56-64, +3.6% among 65+.

It has the largest drop in users number in all age groups in Kherson and Zaporizhzhia oblasts.

*six months as shown in Meta

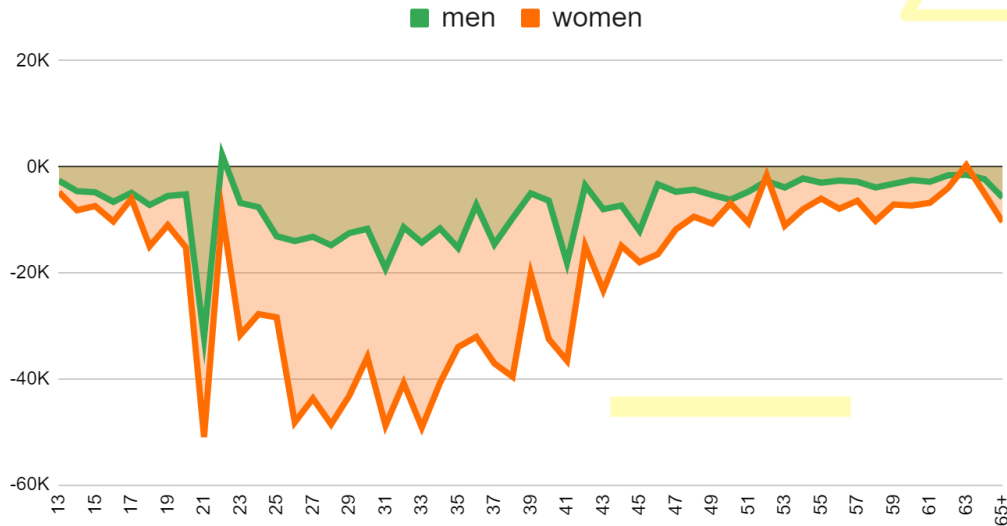
Facebook in Ukraine: Gender



In Ukraine, more women than men continue to use Facebook in all age groups.

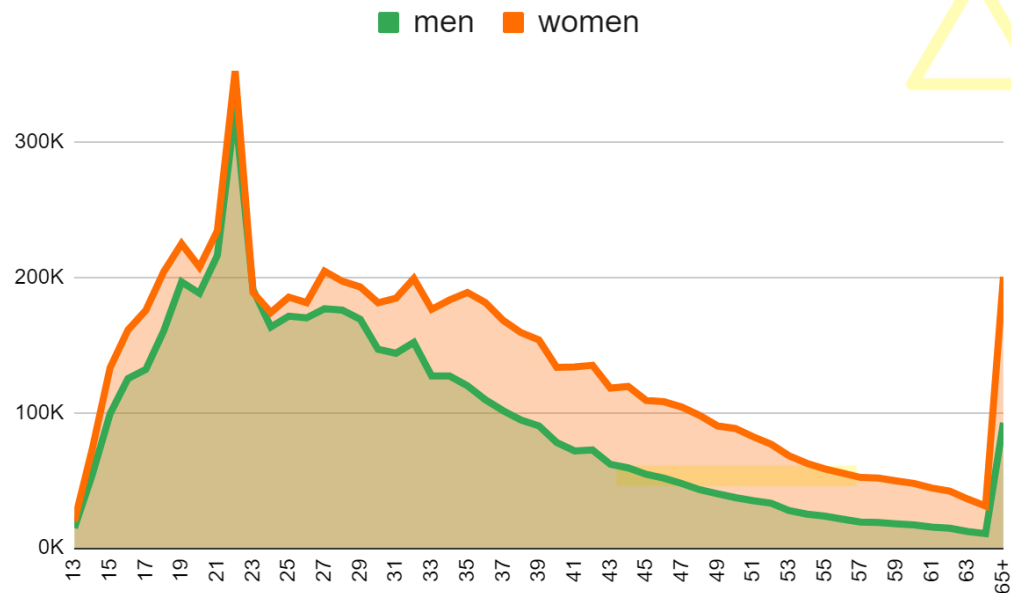
* based on data from Meta that do not include indicators for Donetsk and Luhansk regions

Facebook: Change of Quantity of Users



*six months as shown in Meta

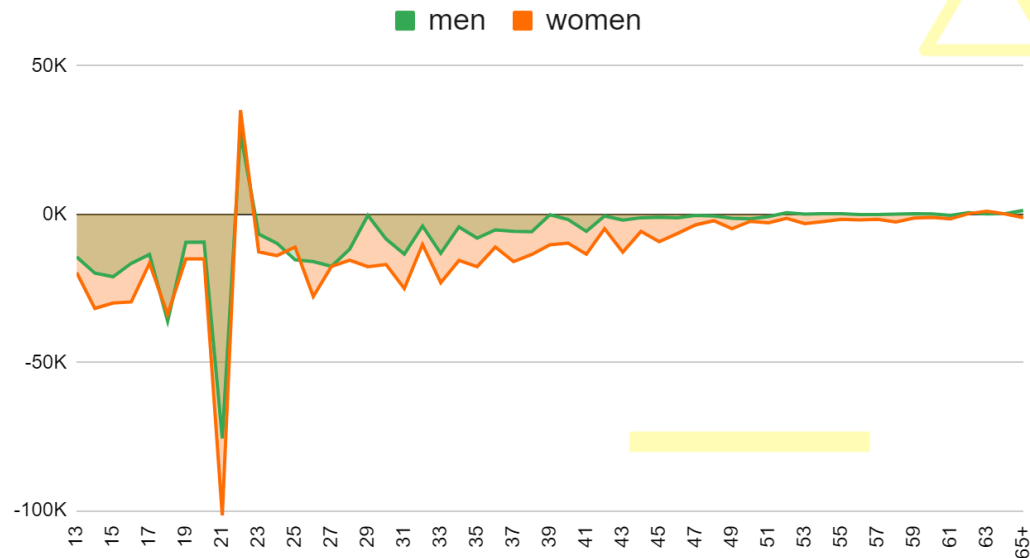
Instagram in Ukraine: Gender



The women outnumber men in Instagram in all age groups, except for 23-year-olds (191 thousand – men, 188.9 thousand – women). Women aged 44 and older outnumber men twofold.

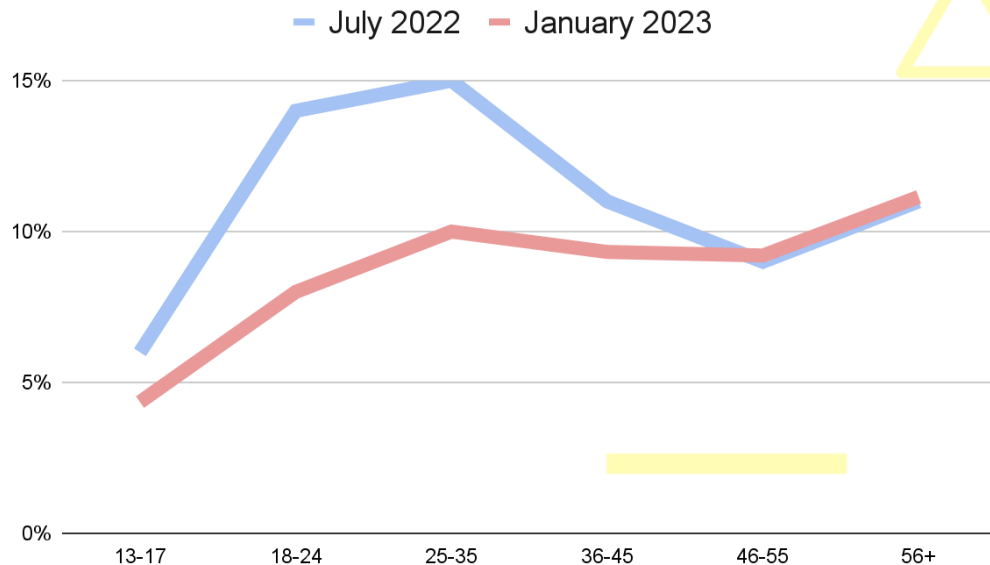
* based on data from Meta that do not include indicators for Donetsk and Luhansk regions

Instagram: Change of Quantity of Users



*six months as shown in Meta

Facebook Desktop Share in Age Groups



For half a year, the popularity of desktop version decreased among 13-45 age group and plateaued among users aged 46+.

Now less than 11% of Ukrainian users tend to use desktop version in all age groups.

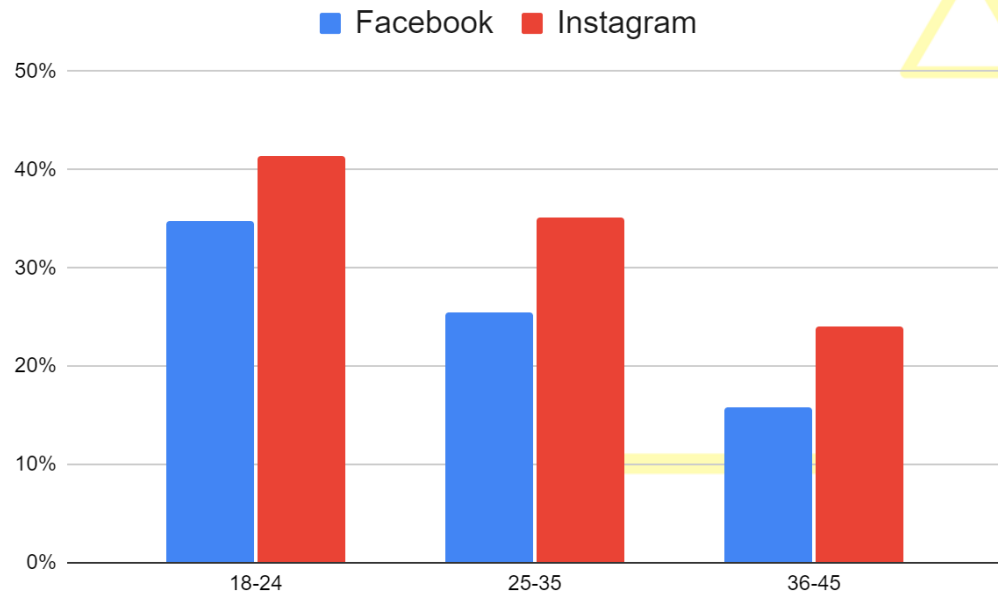
*six months as shown in Meta

Instagram: Mobile OS, Distribution of Users

	july 2022	january 2023
Android	9.8M (74%)	8.5M (73%)
iOS	4M (30%)	3.7M (32%)

The number of Android device owners on Instagram decreased by 1.3 million, as well as of iOS-device owners – by 300 thousand. Since some users access social networks from several devices (for example, an iOS phone and an Android tablet), the sum of shares exceeds 100%.

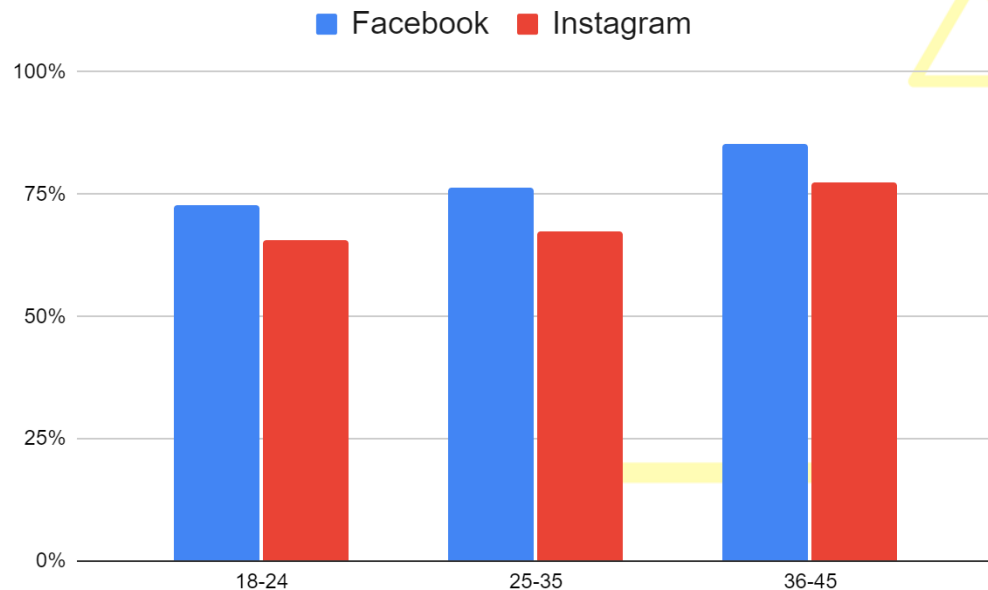
Share of iOS Devices Among All Age Groups



Instagram has a bigger share of iOS-based devices than Facebook, with the figure upping to 40% among users 18 to 24-year-old.

* based on data from Meta that do not include indicators for Donetsk and Luhansk regions

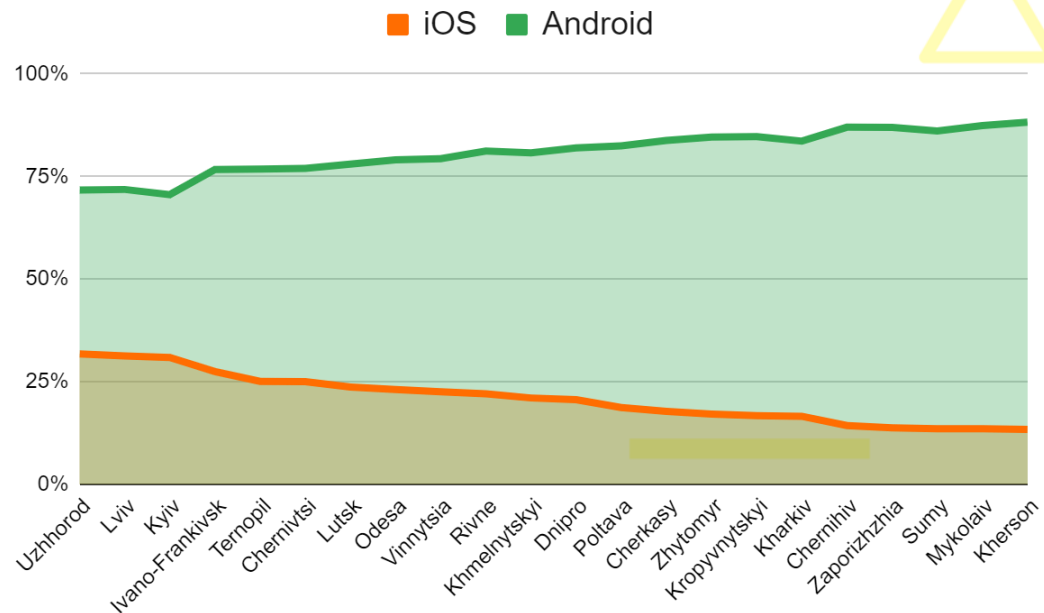
Share of Android Devices Among All Age Groups



The share of Android device owners on both social networks is more than 65% in the 18-45 age group.

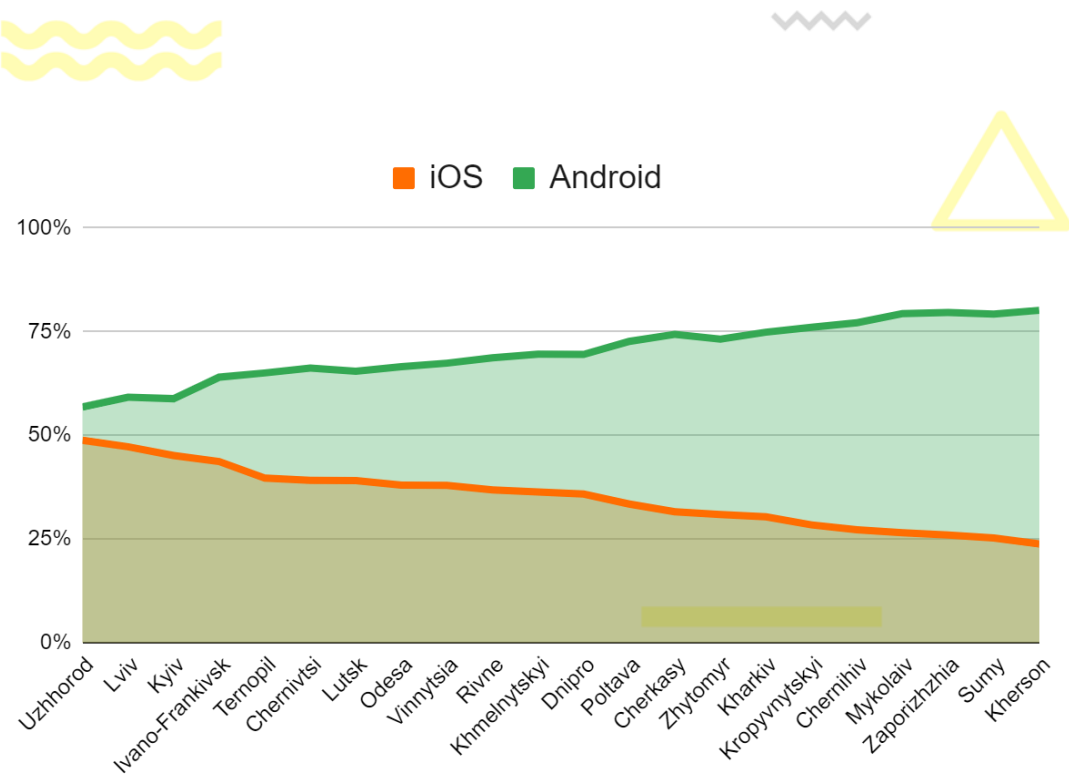
* based on data from Meta that do not include indicators for Donetsk and Luhansk regions

Share of iOS and Android Devices on Facebook in Oblast Centers



Facebook has a share of iOS-based devices in regional centers ranging between 13% in Sumy and Mykolaiv to 32% in Uzhhorod. Over 70% of users in large cities reach Facebook from Android-based devices, with Kherson demonstrating the largest share of 88%.

Share of iOS and Android Devices on Instagram in Oblast Centers



Instagram outperforms Facebook in users reaching the platform via iOS-based devices in regional centers, with the share ranging from 24% in Kherson to 49% in Uzhhorod. Its share among Android-based devices ranges from 57% in Uzhhorod to 80% in Zaporizhzhia.

Sources

Meta Ads Manager

Ukrainian State Statistics Bureau

Google Trends

TikTok Ads Manager

Google Ads Reach Planner



plusone social impact

is engaged in projects meant to change the public framework of values.

The agency has an extensive expertise in communicating social changes and acute public challenges. It offers comprehensive communications campaigns that include the development of strategies, implementation, strategic consulting and conducting creative campaigns.

The agency carries out various regular surveys and offers the Strategy podcast analyzing strategies in communications and marketing (Find it on [Google](#) podcasts or [Apple](#) podcasts. Subscribe to our [Telegram](#)-channel).

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