

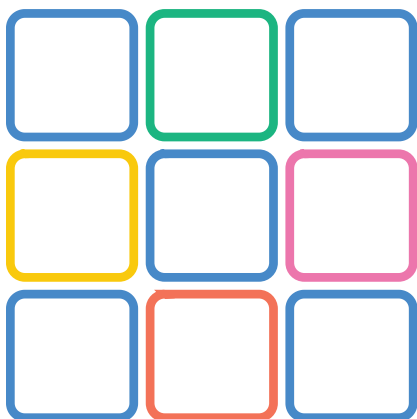
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# Twitter Revenue and Usage Statistics (2025)



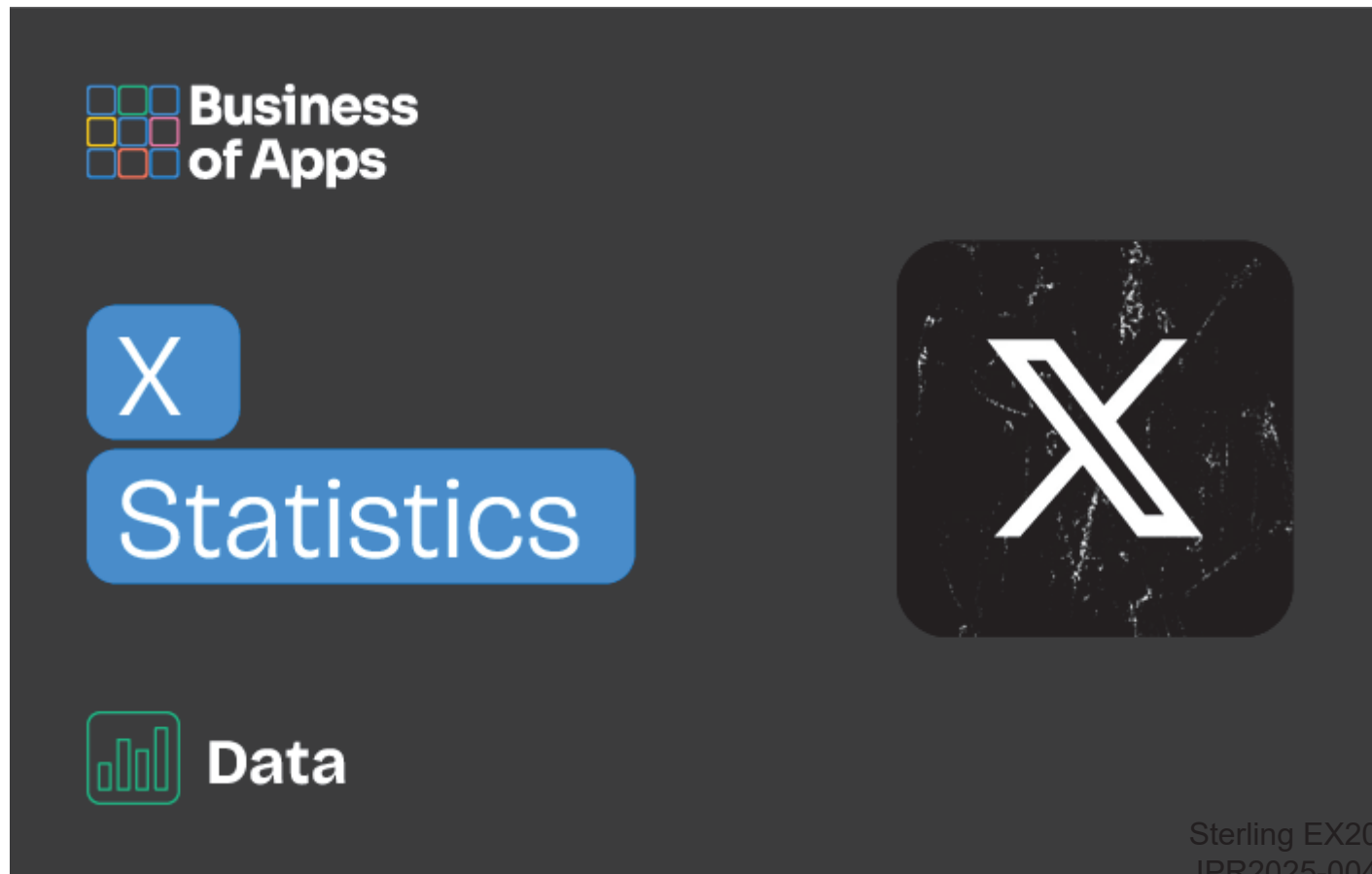
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Twitter is a real-time microblogging platform, publicly launched in July 2006. At launch, its defining features were the tight limits placed on each post, known as a tweet. Originally, users could only use 140 characters, although that has been elongated over the years.

Formed by former Odeo employees Jack Dorsey, Noah Glass, Evan Williams and Biz Stone, the site originally used SMS to send tweets onto the network. It received its first boost of users at SXSW 2007, when the founders showed all the tweets hitting the network in real-time.

From there, Twitter grew out its userbase to reach over 300 million monthly active users. It added new features, but for the most part has retained the same look and feel of early Twitter, much to the chagrin of shareholders who wanted Twitter to be more competitive with Facebook.

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**Business of Apps**

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Twitter has branched out into other areas of innovation, such as short-video with Vine and live-video with Periscope, but both were cancelled by the company. Some have argued that Twitter mismanaged both projects, as Vine came well before Music.ly and TikTok, but was unable to capture the market which was clearly there for the taking.

This may be partly due to the management of Twitter during that period, which included founder Jack Dorsey, then founder Evan Williams, then shortly after that Dick Costolo, followed by another turn by Dorsey. During the second go, Dorsey was also CEO at Block Inc, which led to complaints from shareholders and [even a lawsuit](#).

In 2022, Elon Musk acquired Twitter for \$44 billion, after months of back and forth between the company and Musk haggling the price. Musk let go of over half of Twitter's staff, opened up the verified platform to all members through a monthly subscription and in 2023 changed the name of the company to X.

Musk has aims of making X a super-app, in the vein of WeChat in China. In this new app, users will have video and voice call options, messaging, mini-programs, and payment services. He has also unbanned a lot of banned for life accounts, such as Kanye West and ex-President Donald Trump.

The changes spooked advertisers, which left the platform en-masse in 2023 causing a drop of more than 50 percent in advertising revenues. It has also brought about a whole host of Twitter-alternatives, which include [Instagram's Threads](#). In 2025, some of these brands returned, possibly as a show of support to the guy with President's ear.

We have collected data and statistics on Twitter. Read on below to find out more. Want to dive deeper? [Check out the social app report](#).

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# Twitter Key Statistics

- Twitter generated \$2.5 billion revenue in 2024, an 13.7% decline year-on-year
- 68% of Twitter’s revenue came from advertising in 2024
- Twitter has 388 million monthly active users, losing 33 million users
- About 14% of Twitter’s userbase is based in the United States
- Elon Musk is the most followed account on Twitter

## Social App Report 2025

Want to learn more about the most popular social apps? Our [Social App Report](#) includes financials, usage, demographics and benchmarks on Facebook, Instagram, YouTube, TikTok, WhatsApp, Snapchat, X, Pinterest, Reddit and LinkedIn.

# Twitter Overview

|               |                                                                       |
|---------------|-----------------------------------------------------------------------|
| Launch date   | 21 March 2006                                                         |
| HQ            | San Francisco, California                                             |
| People        | Elon Musk (Chairman), Linda Yaccarino (CEO), Jack Dorsey (co-founder) |
| Business type | Private                                                               |
| Owner         | Elon Musk                                                             |
| Industry      | Social networking                                                     |

# Twitter Revenue

Twitter generated \$2.5 billion revenue in 2024, a 13.7% decrease on 2023 figures.

## Twitter revenue 2012 to 2024 (\$bn)

Twitter revenue 2012 to 2024 (\$bn)

| Year | Revenue (\$bn) |
|------|----------------|
| 2012 | 0.3            |
| 2013 | 0.6            |
| 2014 | 1.4            |
| 2015 | 2.2            |
| 2016 | 2.5            |
| 2017 | 2.4            |
| 2018 | 3              |

| Year | Revenue (\$bn) |
|------|----------------|
| 2019 | 3.4            |
| 2020 | 3.7            |
| 2021 | 5              |
| 2022 | 4.4            |
| 2023 | 2.9            |
| 2024 | 2.5            |

Sources: [Bloomberg](#), *Company data*, [Social App Report](#)

## Twitter Revenue by Segment

Advertising revenues have plummeted over the past two years, and its subscription and data licensing side has not been able to make up for that loss.

### Twitter revenue by segment 2015 to 2024 (\$bn)

| Year | Advertising | Subscription & data licensing |
|------|-------------|-------------------------------|
| 2015 | 1.9         | 0.2                           |
| 2016 | 2.2         | 0.2                           |
| 2017 | 2.1         | 0.3                           |
| 2018 | 2.6         | 0.4                           |
| 2019 | 2.9         | 0.4                           |
| 2020 | 3.2         | 0.5                           |
| 2021 | 4.5         | 0.5                           |
| 2022 | 4           | 0.4                           |
| 2023 | 2.3         | 0.6                           |
| 2024 | 1.7         | 0.8                           |

Source: [Social App Report](#), *Company data*

## Twitter Revenue by Region

Even though only about 14% of Twitter's users come from the US, it is responsible for more than 50% of the company's revenues.

### Twitter revenue by region 2018 to 2024 (\$bn)

| Year | United States | Rest of World |
|------|---------------|---------------|
| 2018 | 1.6           | 1.4           |
| 2019 | 1.9           | 1.5           |
| 2020 | 2             | 1.6           |
| 2021 | 2.8           | 2.2           |
| 2022 | 2.4           | 2             |
| 2023 | 1.6           | 1.4           |
| 2024 | 1.3           | 1.2           |

Source: Company data

## Twitter Profit

Twitter has not reported its net income since going private, although we suspect it has remained unprofitable due to large loan paybacks.

### Twitter net profit / loss 2012 to 2021 (\$mm)

| Year | Net profit / loss (\$mm) |
|------|--------------------------|
| 2012 | -79                      |
| 2013 | -645                     |
| 2014 | -577                     |
| 2015 | -521                     |
| 2016 | -456                     |
| 2017 | -108                     |

| Year | Net profit / loss (\$mm) |
|------|--------------------------|
| 2018 | 1206                     |
| 2019 | 1466                     |
| 2020 | -1136                    |
| 2021 | -221                     |

Source: Company data, The Information

Twitter Users

Twitter had an estimated 388 million monthly active users in 2024 and about 200 million daily actives.

Twitter users 2017 to 2024 (mm)

| Year | Users (mm) |
|------|------------|
| 2010 | 40         |
| 2011 | 85         |
| 2012 | 151        |
| 2013 | 218        |
| 2014 | 271        |
| 2015 | 304        |
| 2016 | 313        |
| 2017 | 310        |
| 2018 | 298        |
| 2019 | 312        |
| 2020 | 347        |
| 2021 | 362        |
| 2022 | 401        |

| Year | Users (mm) |
|------|------------|
| 2023 | 421        |
| 2024 | 388        |

Source: [Social App Report](#), Company data

## Twitter Users by Region

Both US and international users declined in 2024, although there were bursts of increased usage.

### Twitter users by region 2017 to 2024 (mm)

| Year | United States | Rest of World |
|------|---------------|---------------|
| 2017 | 72            | 238           |
| 2018 | 66            | 232           |
| 2019 | 66            | 246           |
| 2020 | 70            | 277           |
| 2021 | 66            | 296           |
| 2022 | 63            | 305           |
| 2023 | 65            | 356           |
| 2024 | 58            | 330           |

Source: Company data

## Twitter Age Demographics

Twitter has a near parity between the age brackets of 18 to 44 years old, with 35-44 the highest age bracket by a slight margin.

### Twitter age demographics 2024 (%)

| Age bracket | Percentage of users |
|-------------|---------------------|
| 13-17       | 2                   |

| Age bracket | Percentage of users |
|-------------|---------------------|
| 18-24       | 32.1                |
| 25-34       | 37.5                |
| 35-49       | 21.1                |
| 50+         | 7.3                 |

Source: [Hootsuite and We Are Social](#)

## Twitter Gender Demographics

Twitter has one of the highest gender disparities out of all social networks, with 68.5% of all users being male.

### Twitter gender demographics 2024 (%)

| Gender | Percentage of users |
|--------|---------------------|
| Male   | 63.4                |
| Female | 36.6                |

Source: [Hootsuite and We Are Social](#)

## Most Followed Twitter Accounts

The swing over the past year in most followed accounts is interesting, while accounts like Taylor Swift, Katy Perry and Lady Gaga have been flat or declined by a few million, Elon Musk and Donald Trump have increased.

### Most followed Twitter accounts 2025 (mm)

| Account       | Followers (mm) |
|---------------|----------------|
| @ElonMusk     | 218            |
| @barackobama  | 130            |
| @cristiano    | 114            |
| @justinbieber | 109            |
| @rihanna      | 108            |

| Account          | Followers (mm) |
|------------------|----------------|
| @katyperry       | 105            |
| @narendramodi    | 105            |
| @realDonaldTrump | 101            |
| @taylorswift13   | 94             |
| @NASA            | 84             |
| @ladygaga        | 82             |

*Note: As of February 2025. Source: Company data*

## Social App Market Landscape

The social app category is one of the most popular app categories, with 10% of all downloads being of social apps. Twitter is one of the most popular microblogging apps available. [You can download this map as a PDF](#), which includes a landscape version for presentations.

## Twitter vs Competitors: Users

Twitter is on the lower side when it comes to active users, far behind Facebook and others.

### Social app active users 2024 (bn)

*Want to learn more about social apps? [Check out our Social App Report](#)*

## Twitter FAQ

### **When did Elon Musk buy Twitter?**

Elon Musk bought Twitter on October 27 2022 for \$44 billion

### **How many Americans use Twitter as a data source?**

12 percent of Americans use it as a data source, according to [Pew Research Center](#)

### **How much Twitter usage is mobile?**

80% of Twitter usage happens on mobile devices ([Google](#))

### **How many Twitter users in India?**

There are 65 million Twitter users in India, according to App Annie

## How much do the top 10% of Twitter users contribute?

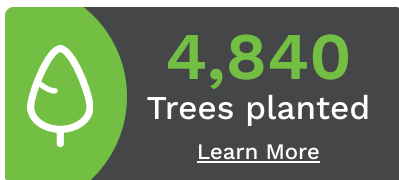
In the US, top 10 percent of tweeters contribute 92 percent of tweets in 2020, up from 80 percent in 2018 ([Pew Research Center](#))

## More Social App Data

- [Threads Revenue and Usage Statistics \(2025\)](#)
- [Social Networking App Revenue and Usage Statistics \(2025\)](#)
- [Facebook Revenue and Usage Statistics \(2025\)](#)
- [Bluesky Revenue and Usage Statistics \(2025\)](#)
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