



Social Media Trends Report

Q2 2020



About the Report

The Q2 2020 Social Media Trends Report reveals the current state of social media marketing trends based on analysis of Socialbakers data. The study reveals where things stand in the middle of a tumultuous year that has affected nearly every industry worldwide to one degree or another.

In paid advertising, there was an increase in ad spend and CPC in many regions and industries worldwide. However, after largely increasing throughout the quarter, ad spend declined at the end of June, which was possibly related to an ad boycott that could also affect figures in Q3 2020.

On the organic marketing side, video usage surged on Twitter and Facebook Live usage increased by 85% as marketers attempted to adapt their strategies amid remote work for users who were largely stuck at home. And since Facebook Live has consistently had high engagement, it's likely that many brands will maintain their increased usage of live video.

Additionally, Socialbakers' data delves into the return to normal levels of interaction on Facebook, user habits in regards to time spent online as well as which industries were promoting podcasts. All of that plus the latest #Ad usage data from influencer marketing can be found in this report.

"Q2 was a dynamic quarter from a marketing perspective. We saw paid advertising bounce back and CPC increase as business started to return to normal across most regions and industries. However, after largely increasing throughout the quarter, we did see a dip in ad spend in early June, most notably in the US, which corresponds to #BlackoutTuesday. However, we saw ad spend returning to normal almost immediately as brands have no real alternative to Facebook to reach and engage with users at such scale. There was another dip in ad spend at the end of June, which was likely related to an ad boycott that could also affect figures in Q3 2020.

Another trend we saw Q2 was the surge in video usage on Twitter and Facebook Live. Video is a great way to drive organic engagement and we saw usage increase by 85% as marketers attempted to reach audiences who were largely stuck at home. Because of its consistently high engagement levels, we predict that many brands will continue to leverage Facebook Live and live video overall going into Q3 and Q4.

The message is clear: brands that aren't investing in live video are leaving engagement on the table."

Yuval Ben-Itzhak, CEO, Socialbakers



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Advertising





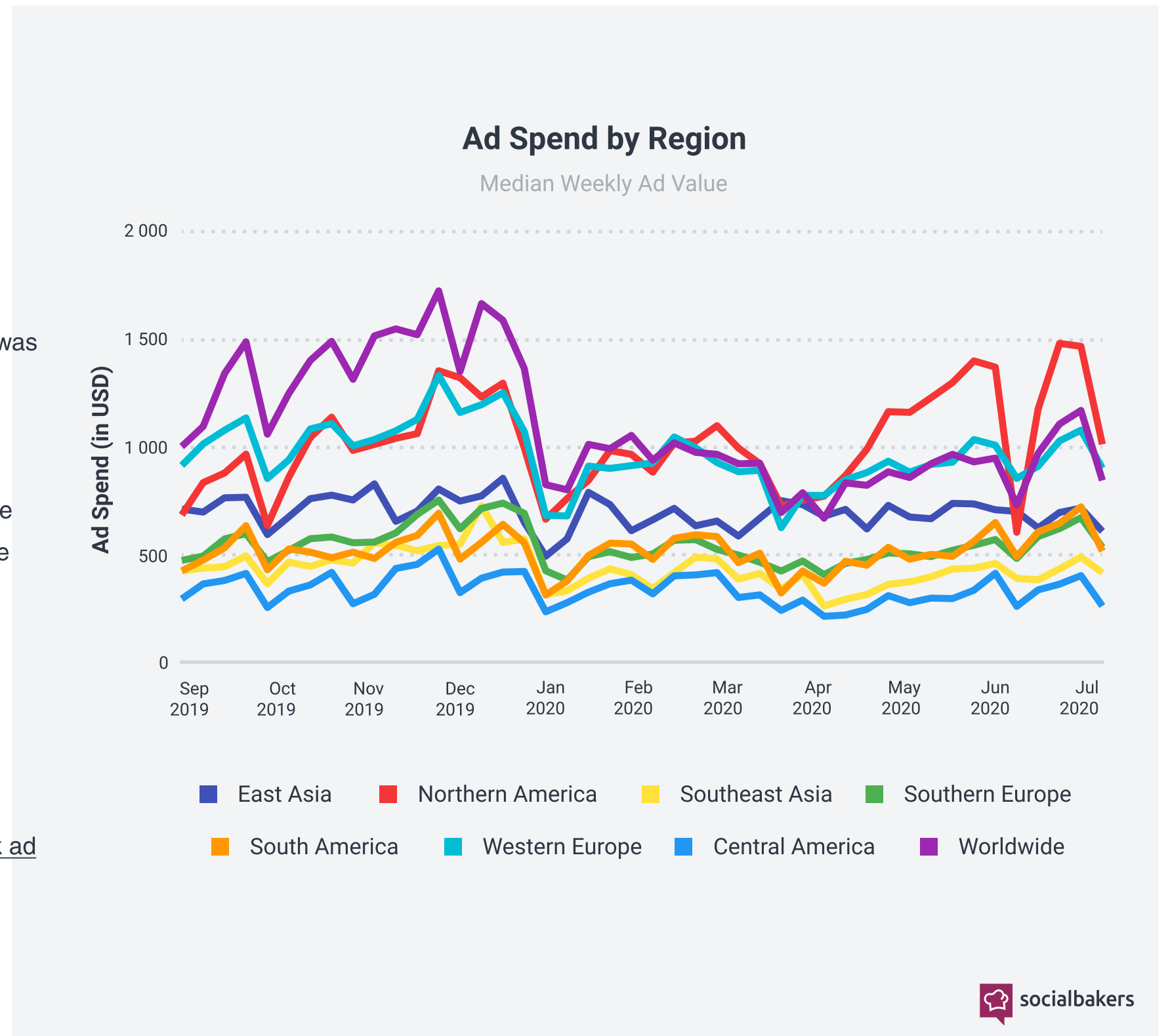
Spend Rises Before Ad Boycott

Worldwide ad spend increased by 26.2% in Q2 compared to where it was at the end of Q1, when budgets were still very much impacted by the coronavirus pandemic.

Every industry analyzed by Socialbakers showed a similar rise over the last three months. However, the increase was even greater in mid-June before dropping off again at the end of the month.

That decline was seen most significantly in Northern America, where spend increased by 91.7% from the end of Q1 to mid-June and then decreased by 31.6% in the final two weeks of Q2.

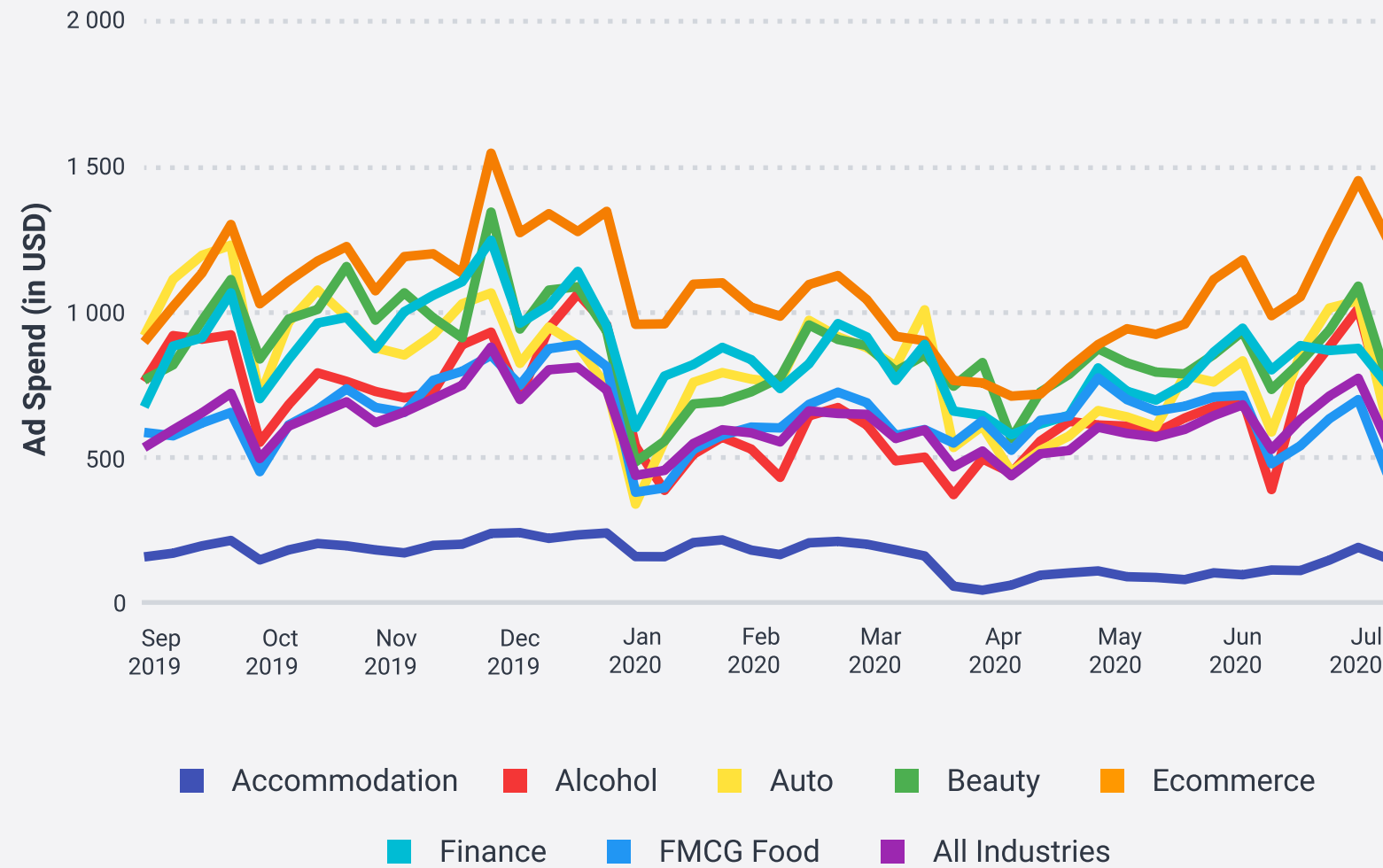
That decline was likely related to [#BlackoutTuesday](#) and the Facebook ad boycott organized by civil rights and activist groups. The boycott was expected to last at least through July, so spend likely will continue to decline early in Q3.





Ad Spend by Industry

Median Weekly Ad Value



Accommodation Ad Spend Increases 150%

Similar to the ad spend across regions, there was a notable increase and return to normal ad spend in most industries before a small decline at the end of Q2 2020.

For example, even factoring in the end-of-quarter decline, the spend in **Accommodation increased by 151.3% and Ecommerce increased by 76.3%** compared to the end of Q1 2020.

Overall, all industries increased by an average of 27.1%, showing a strong return after the impacts of the coronavirus.

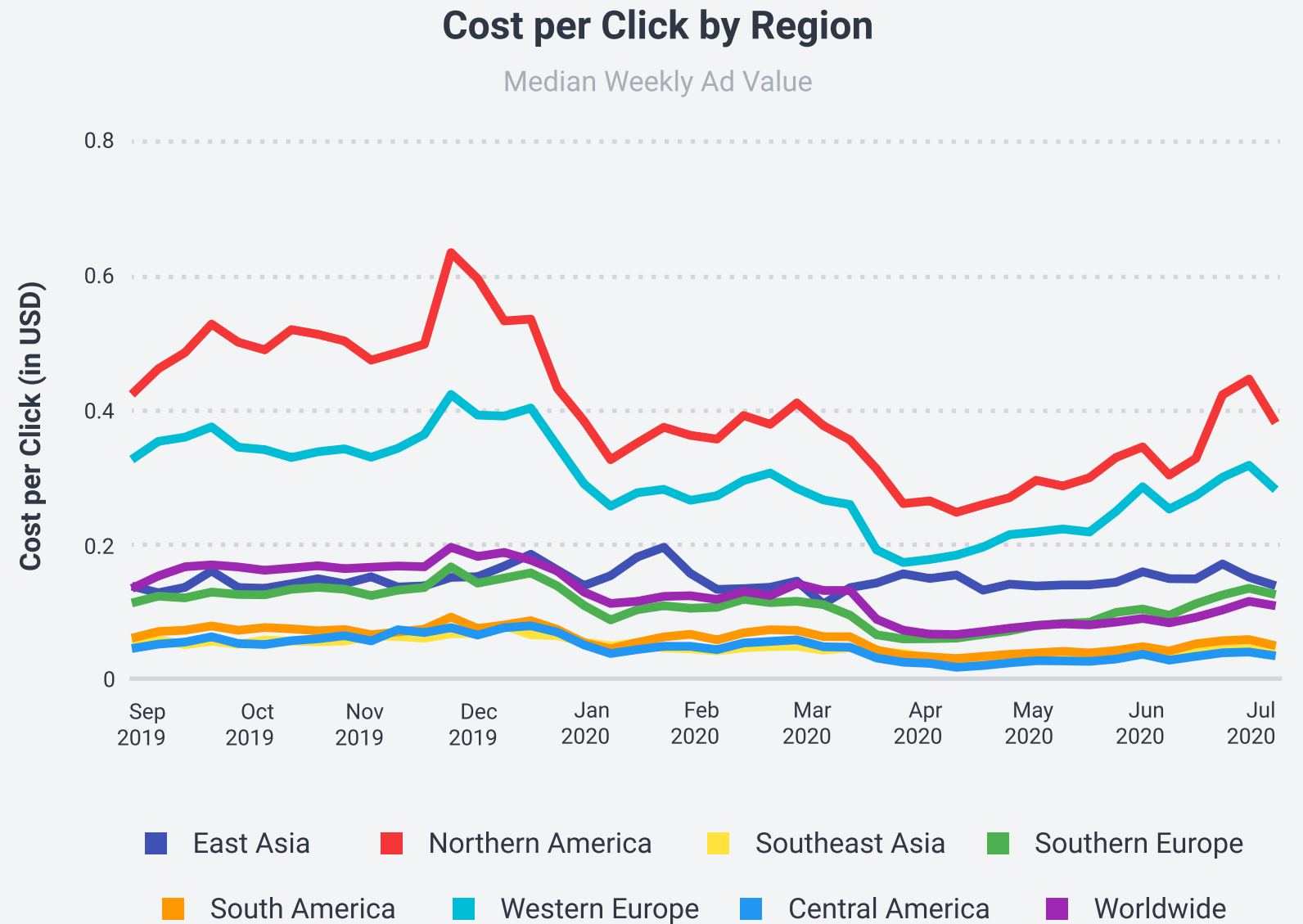


Global CPC Increases 55%

The worldwide cost per click increased by 55.3% in Q2 2020 (\$0.118 vs. \$0.076), reaching its highest point in early March before the pandemic really showed its effects.

The most dramatic increase was in Southern Europe, which increased by 94.2% during Q2, and in Northern America the CPC increased by 31.1%.

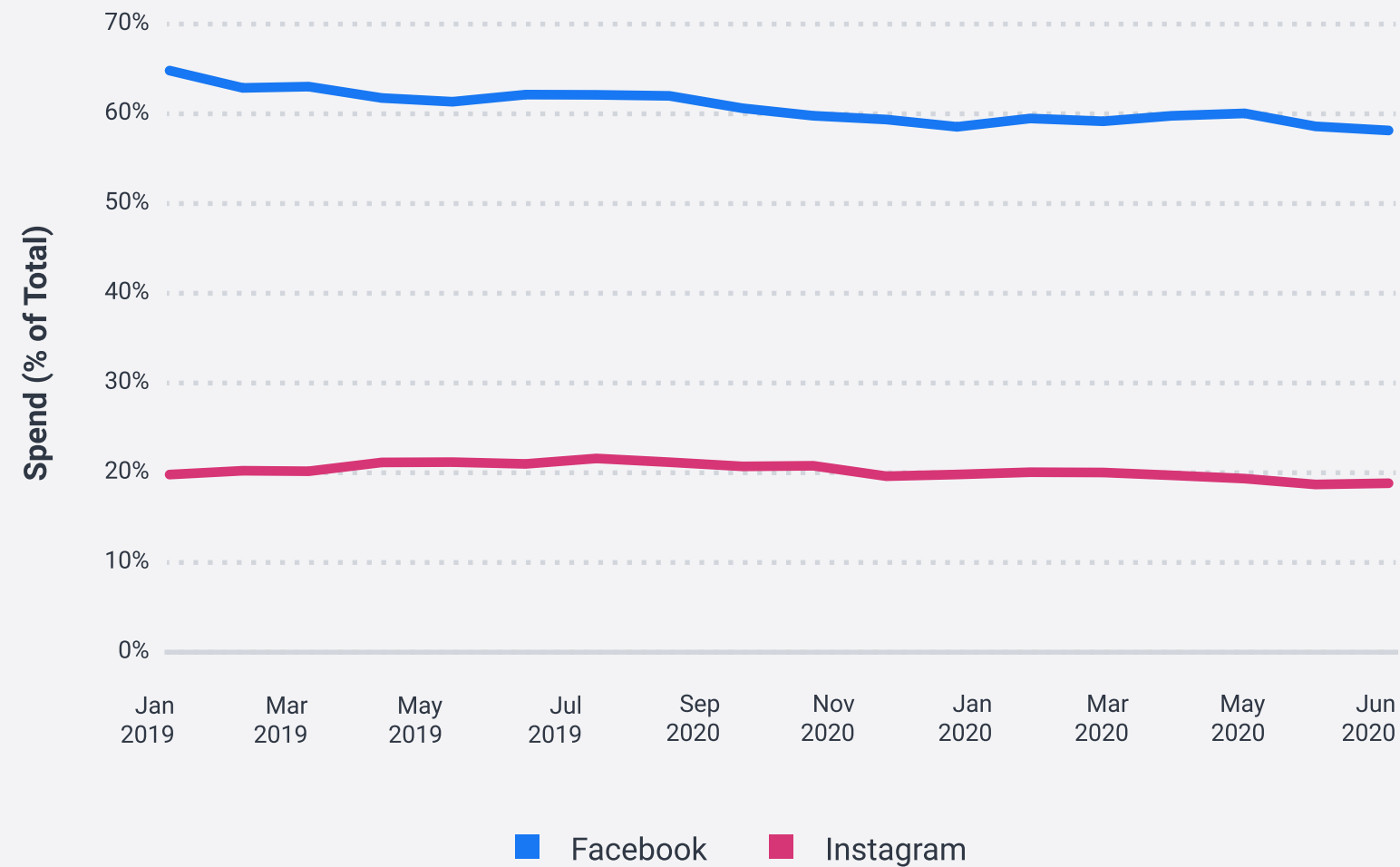
On the other hand, the CPC in East Asia started to bounce back earlier than most regions, and as a result costs there actually decreased slightly in Q2 compared to Q1 (\$0.148 vs. \$0.158). Overall, regional CPC returned close to its pre-pandemic levels.





Spend by Placement: Feed Instagram vs. Facebook

(% of Total Ad Account Spend)



Ad Spend Decreases on Main Feeds

In Q2 2020, ad spend for Facebook News Feed decreased by 2.6% while the spend on Instagram Feed decreased by 4.2%.

Since January 2019, Facebook News Feed declined from a high of 64.1% of total spend to 57.7% in June 2020.

Meanwhile, in that same time frame Instagram Feed fluctuated between a high of 21.4% (July 2019) and a low of 18.8% (May 2020).

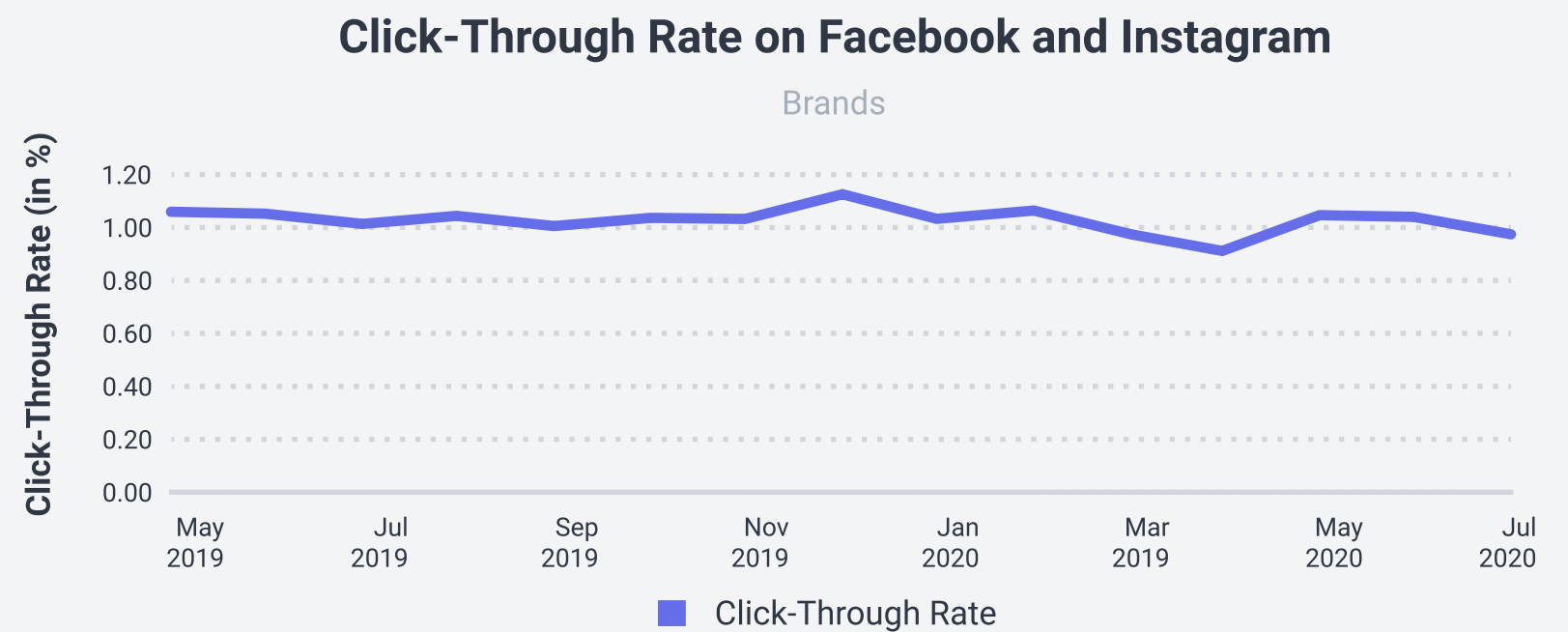
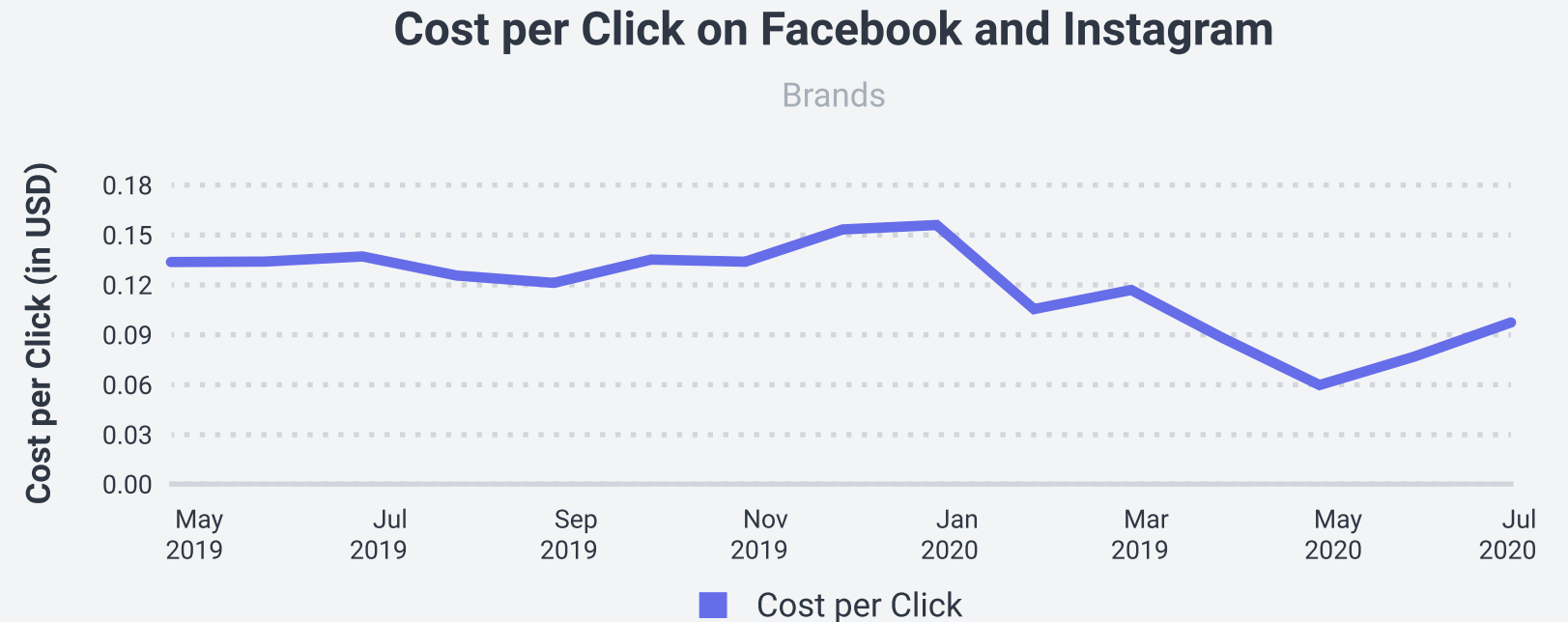


Cost per Click Increases 42.7%

The cost per click for all brand ad accounts decreased throughout the pandemic and hit a low of \$0.075 in April. However, by the end of Q2 2020 it increased by 42.7% to \$0.107, according to Socialbakers data.

While the increase shows a bounce back as most countries moved past the initial impact of COVID-19, the CPC was still 23.6% lower than it had been at the end of Q2 2019 (\$0.107 vs. \$0.140).

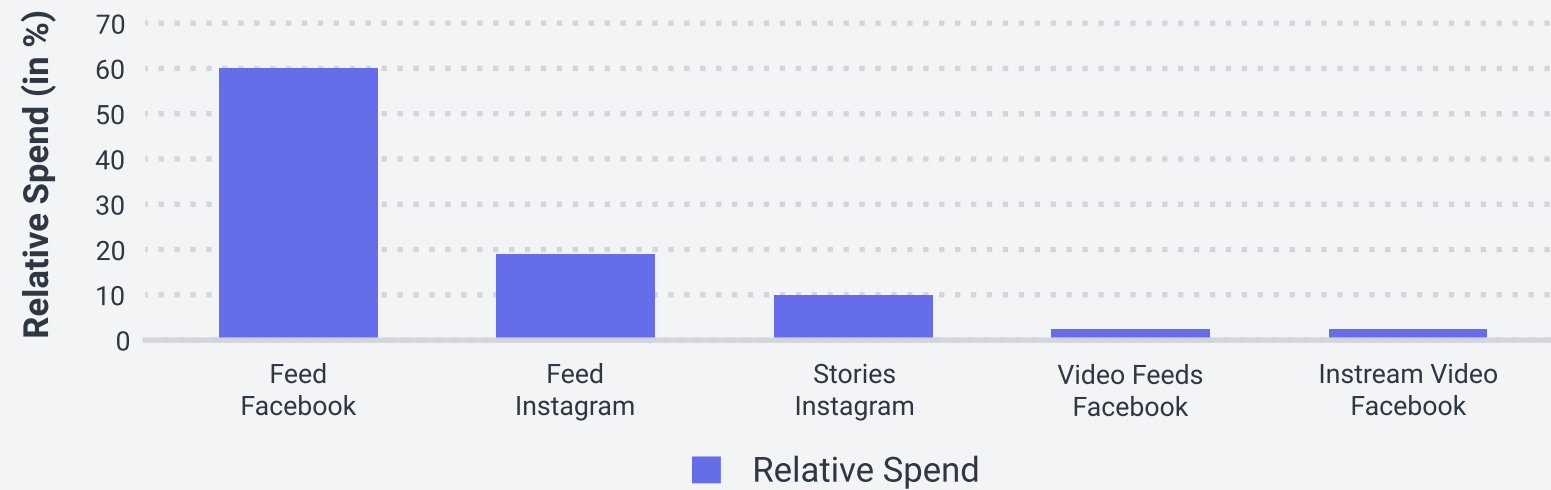
Meanwhile, the click-through rate for all brand ad accounts increased and then decreased during Q2 2020. In June it was 1.003%, which was 2.3% lower than it had been at the same time last year.





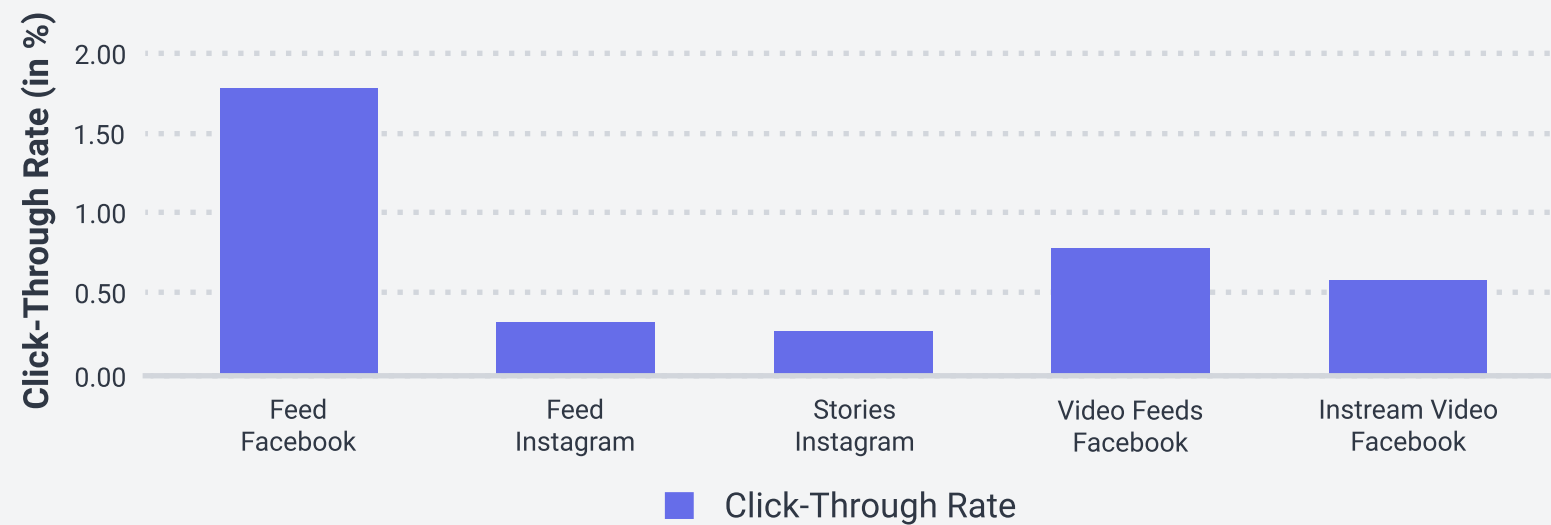
Ad Spend by Platform Position

Top 5 by Relative Spend



Click-Through Rate by Platform Position

Top 5 by Relative Spend



Highest Converting Ad Placement Types

According to Socialbakers data, Facebook News Feed received 59.7% of the relative ad spend in Q2 2020. The next two channels were Instagram Feed and Instagram Stories, which combined to receive 27.8% of spend.

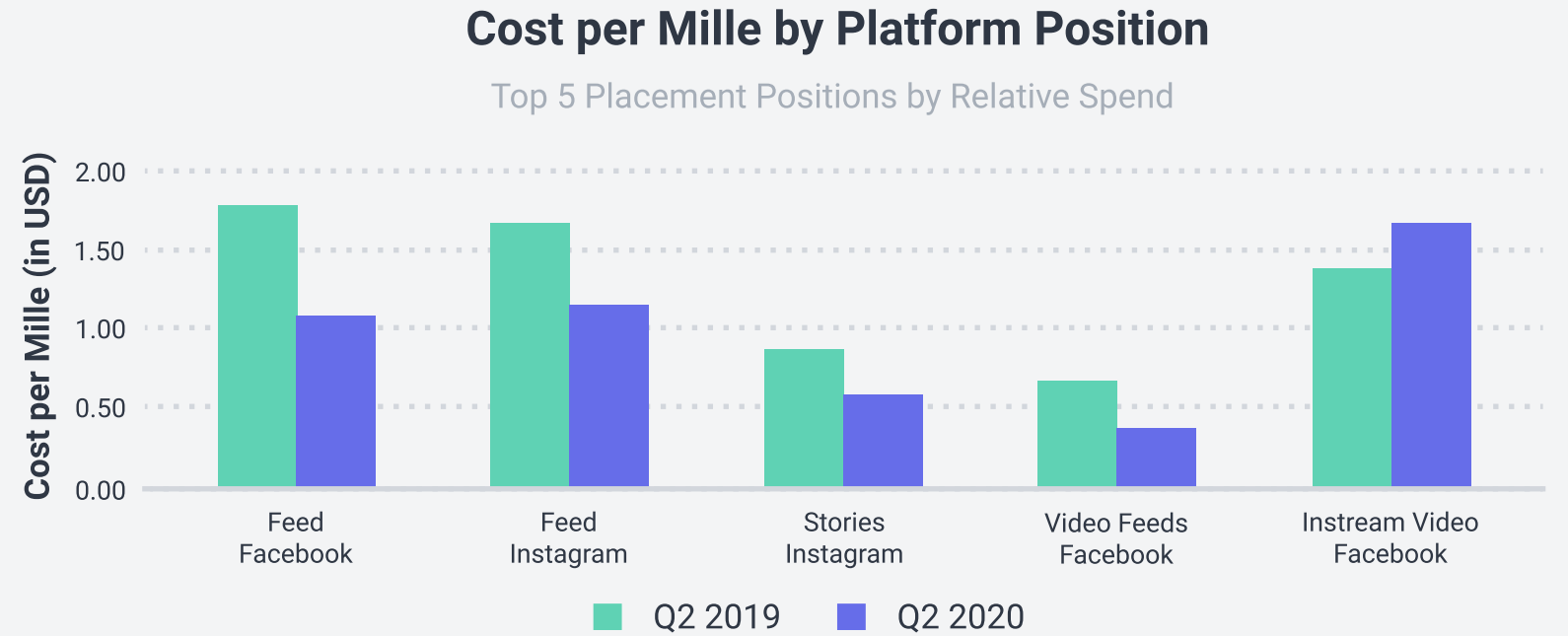
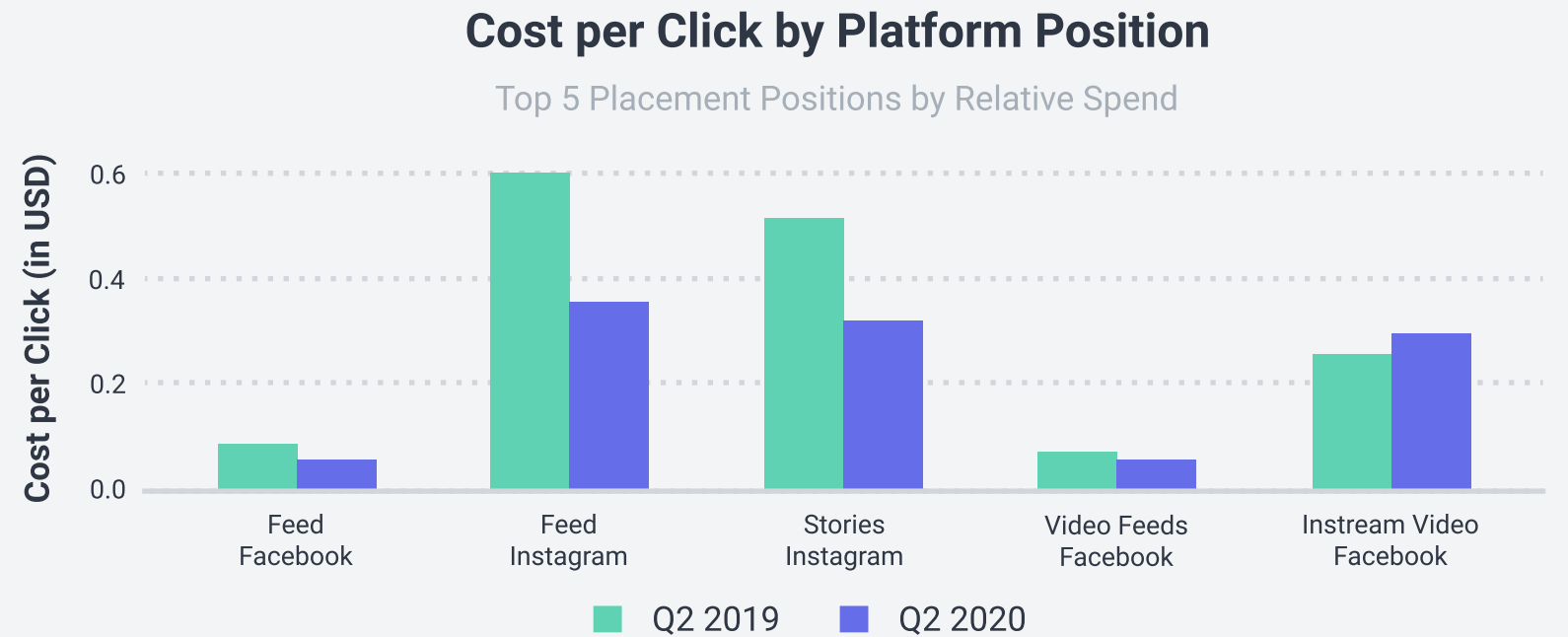
Of the top five placements according to relative ad spend, Facebook News Feed had the highest click-through rate at 1.85%. Facebook Video Feeds and Instream Video were at 0.79% and 0.56%, respectively, while Instagram Feed (0.33%) and Instagram Stories (0.23%) were lower.



Facebook News Feed Costs Decrease by 35%

Analyzing the top 5 placements by relative ad spend in Q2 2019 vs. Q2 2020, Facebook News Feed decreased by 34.6% in CPC (\$0.104 vs. \$0.068) and 40.6% in CPM (\$1.822 vs. \$1.082).

Similarly, Instagram Feed and Instagram Stories decreased by about 37% in CPC and 28% in CPM. The only placement to increase at all was Facebook Instream Video, which increased by 21.4% in CPC (\$0.295 vs. \$0.243) and 18.9% in CPM (\$1.624 vs. \$1.366).





Paid Takeaways

While the full effects of the Facebook ad boycott won't be seen until Q3, Q2 2020 showed a strong return toward pre-pandemic budgets in most regions and industries worldwide.

For example, cost per click in Southern Europe increased by 94%, while industries like Accommodation and Ecommerce put a lot more spend behind their messages as they looked to recoup losses suffered during March and April.

While costs climbed back up, they were still affordable compared to the same time last year, so marketers looking to bounce back from a difficult period have good opportunities to do so.





Organic Engagement

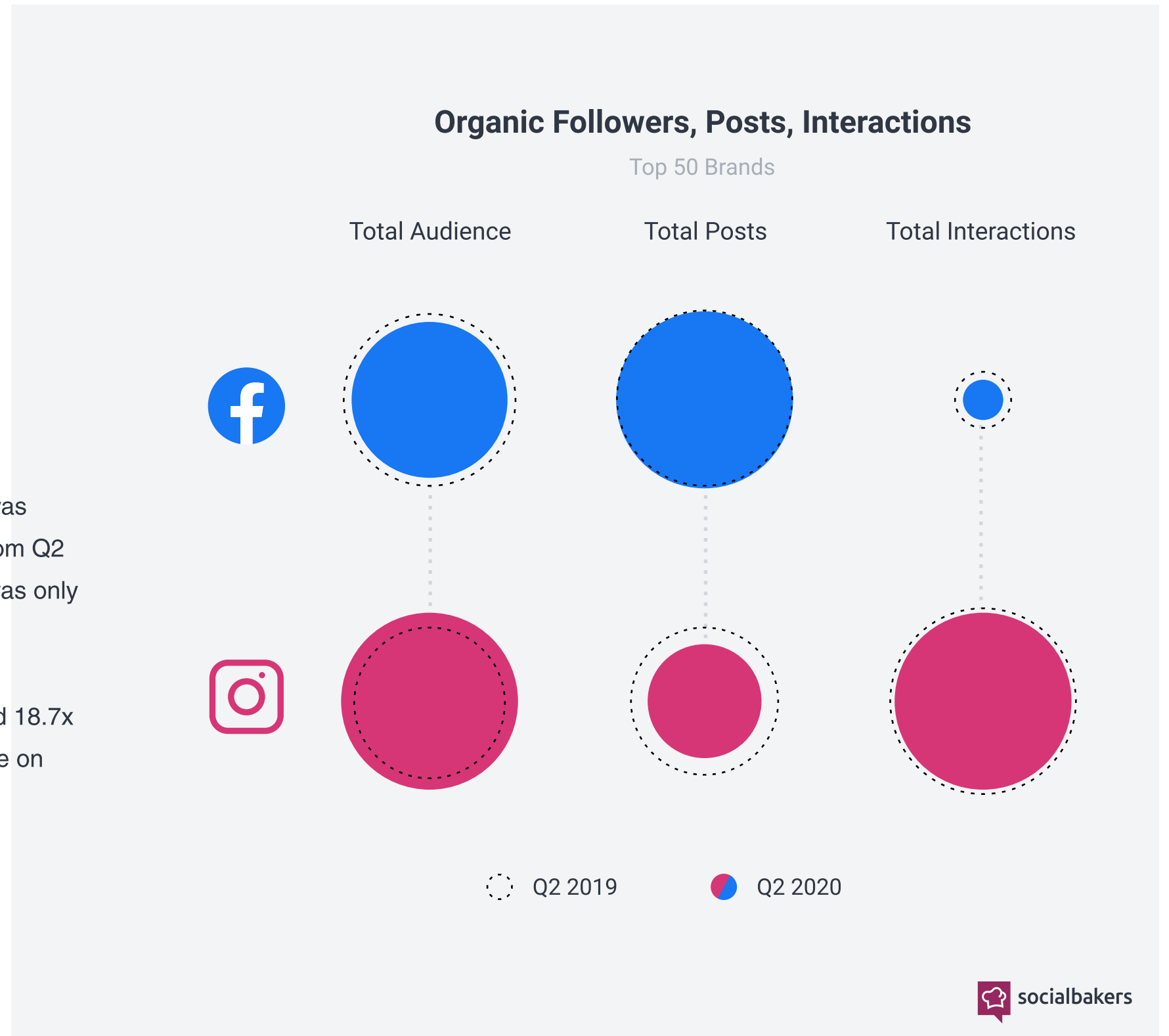


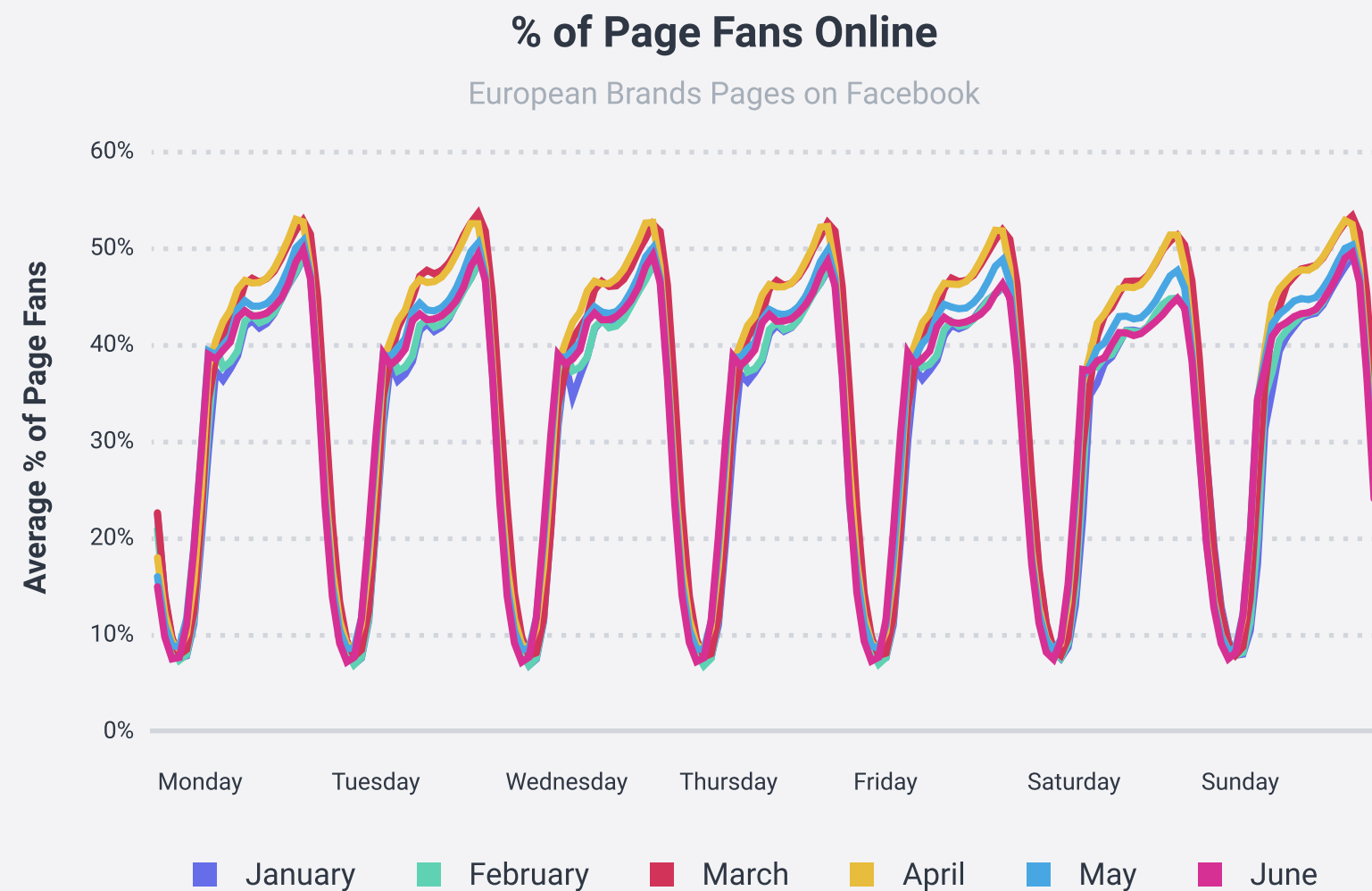


Instagram Audience Size 31% Larger Than Facebook

In Q2 2020, the total audience size of the 50 biggest brand profiles was 31.2% bigger on Instagram than Facebook. That's a major change from Q2 2019, when Facebook's audience size was still slightly larger, but it was only a small increase compared to Q1 2020.

Engagement remained significantly stronger on Instagram, which had 18.7x more interactions than Facebook, while 70.7% of all brand posts were on Facebook.





Facebook Fans' Time Spent Online Largely Returns to Normal

As communities around the world came out of quarantine, the time they spent online largely returned to pre-pandemic levels.

Looking at fans of Facebook Brand pages in Europe, the amount of time spent on Facebook decreased throughout Q2 2020 and the figures in June ended up being about the same as they had been in January.

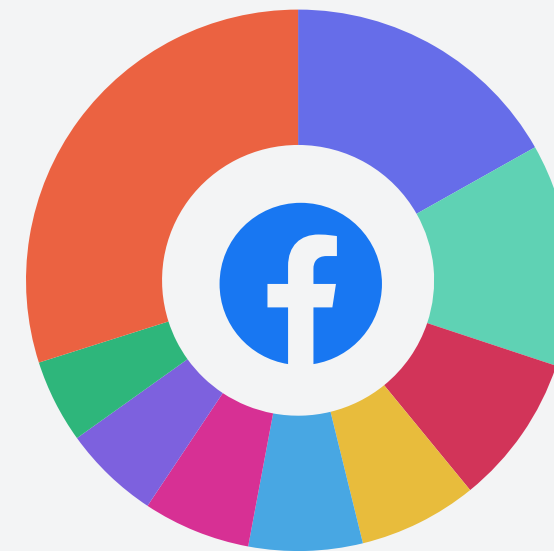
One exception is that the percentage of people online late at night, specifically 10 p.m. to 1 a.m., was lower than ever. For example, the amount of fans online at 11 p.m. on Tuesdays was 31.1% lower than its peak in March and 28.1% lower than it had been in January.



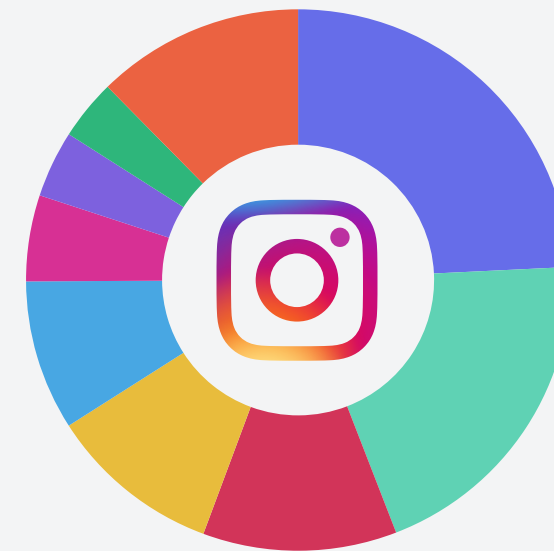
Distribution of Interactions Across Industries

Looking at worldwide brand profiles, Ecommerce received the highest percentage of interactions on Facebook and the second highest number of interactions on Instagram, behind only Fashion. The top 3 positions remained unchanged from Q1 2020, but on Instagram, Ecommerce's interactions increased by 10.6% and grew by more than 23% over the last two quarters.

Overall, the Fashion industry was less prevalent during Q2 2020. Fashion decreased by 21% on Facebook and decreased by 6.6% on Instagram. That could have been due to the worldwide pandemic, during which there wasn't as much interest in that type of content.



Ecommerce	16.8%
Retail	13.3%
Services	9.0%
FMCG Food	7.1%
Electronics	6.8%
Fashion	6.4%
Finance	5.8%
Auto	5.0%
Others	29.9%

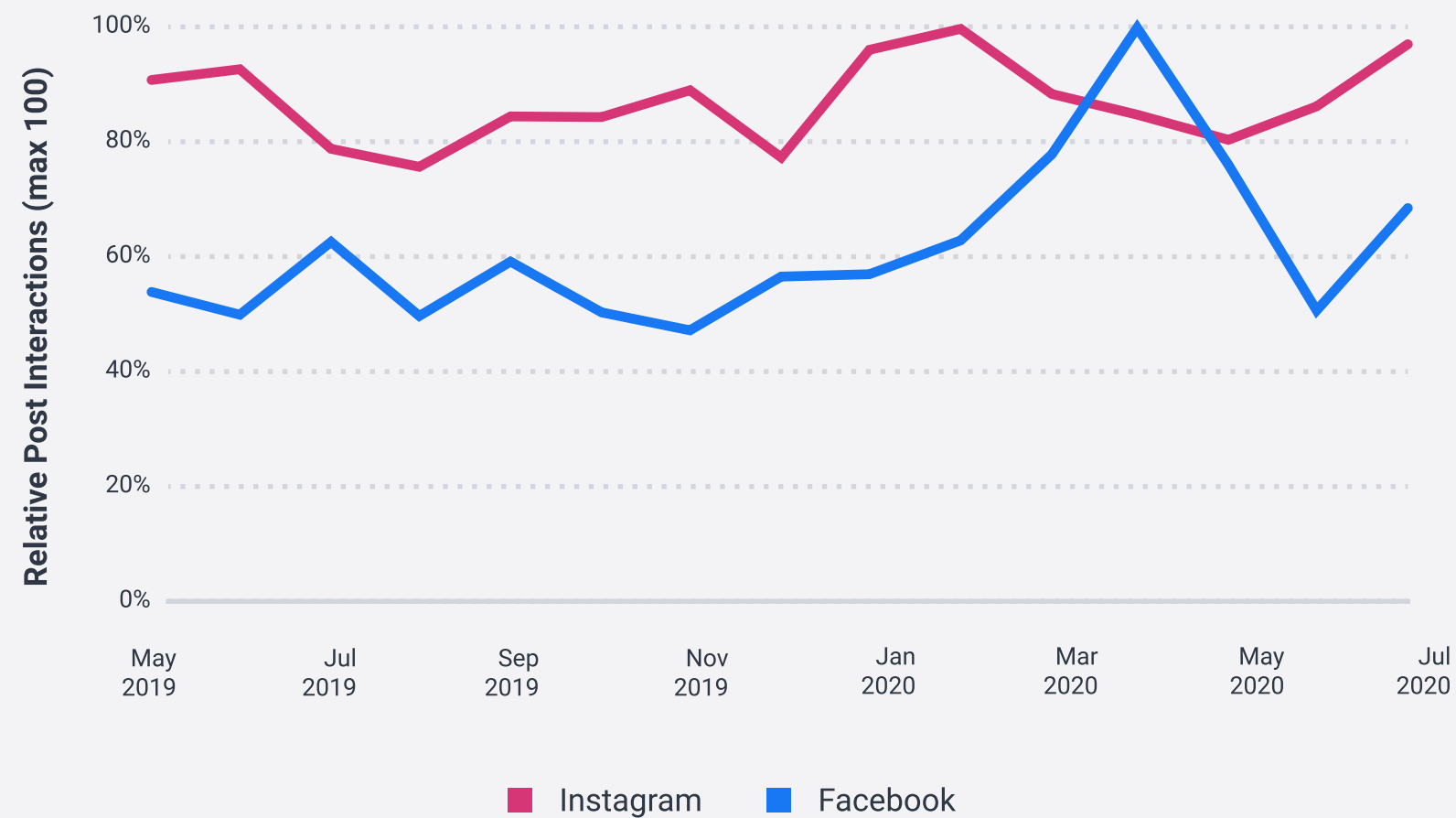


Fashion	24.2%
Ecommerce	19.9%
Beauty	11.5%
Auto	10.3%
Retail	9.0%
Electronics	5.1%
Sporting Goods	4.0%
Services	3.6%
Others	12.3%





Evolution of Interactions



Instagram Interactions Near Their Peak

The relative post interactions for the 50 biggest Instagram brand pages increased in Q2 2020 and nearly reached their peak at the end of June. Over the last 15 months, Instagram interactions remained relatively steady, rarely going below 80% of their max.

On Facebook, the relative post interactions decreased significantly during Q2 2020, going from 100% in March down to 50.8% before increasing again at the end of the quarter. However, the decrease was mostly a return to the normal level after an abnormal spike in mid-March.

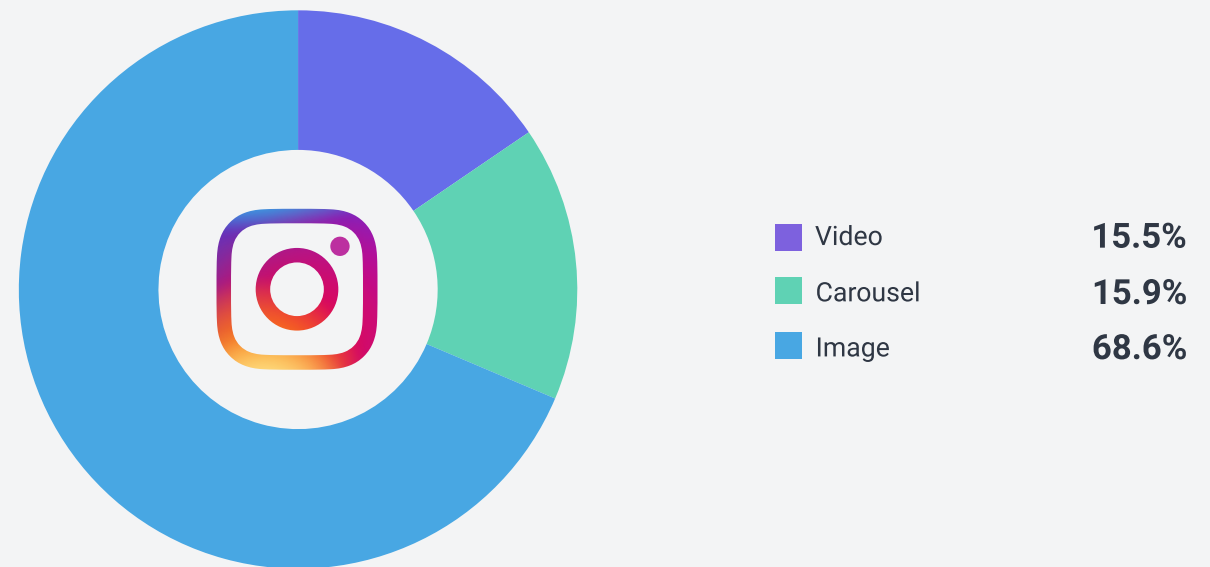
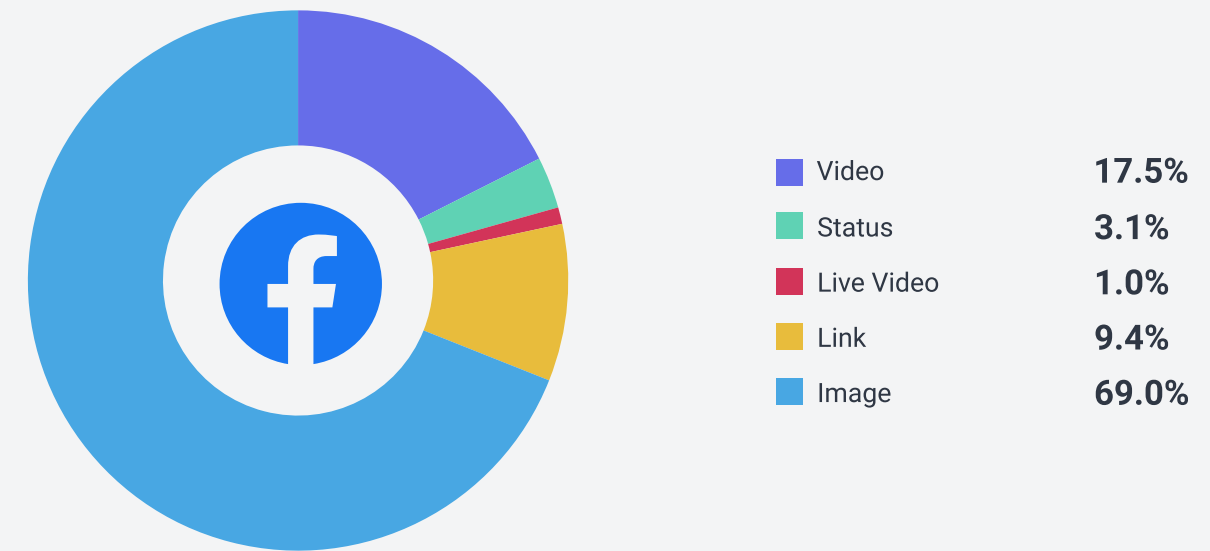


Distribution of Post Types on Facebook and Instagram

Looking at worldwide brand profiles, images made up about 69% of all content on both platforms.

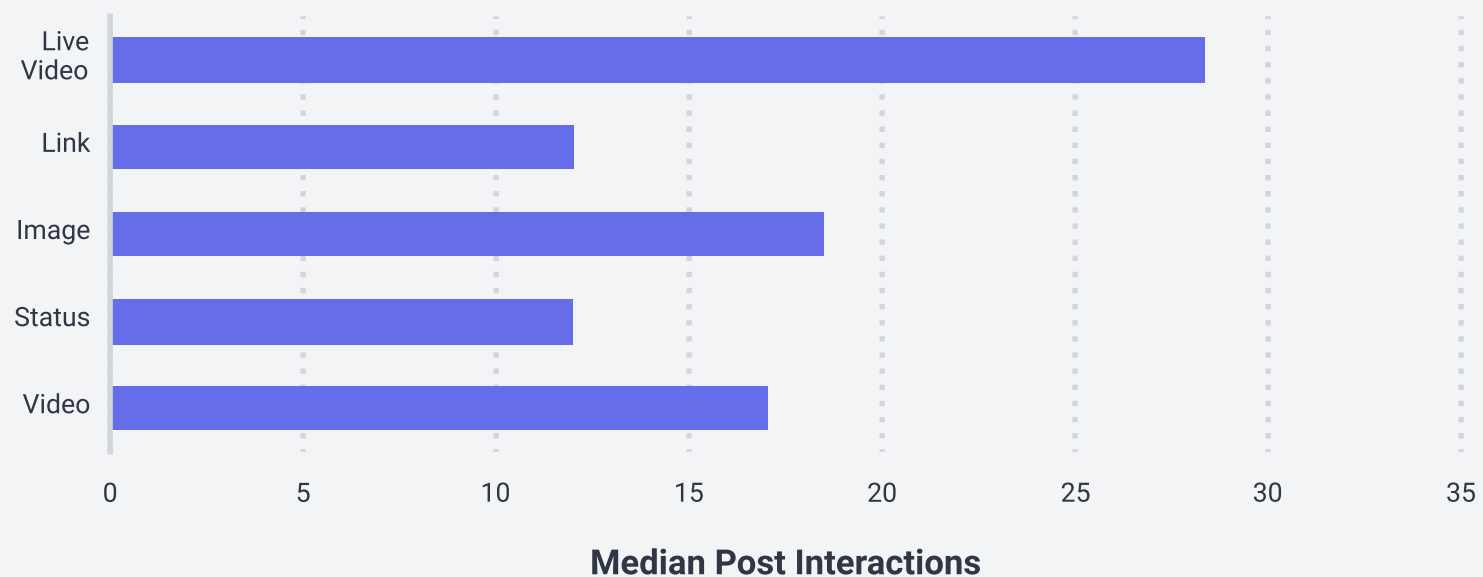
On Facebook, video was the second most common post type (17.5%), followed by links and status updates. Facebook Live videos, which actually garner the highest number of organic post interactions (see next slide), were used 1% of the time, which was an 85.2% increase compared to Q1 2020.

In general, video grew on both platforms, but the bigger growth was seen on Facebook. In addition to the increase in Live, regular video posts increased by 10.8%.

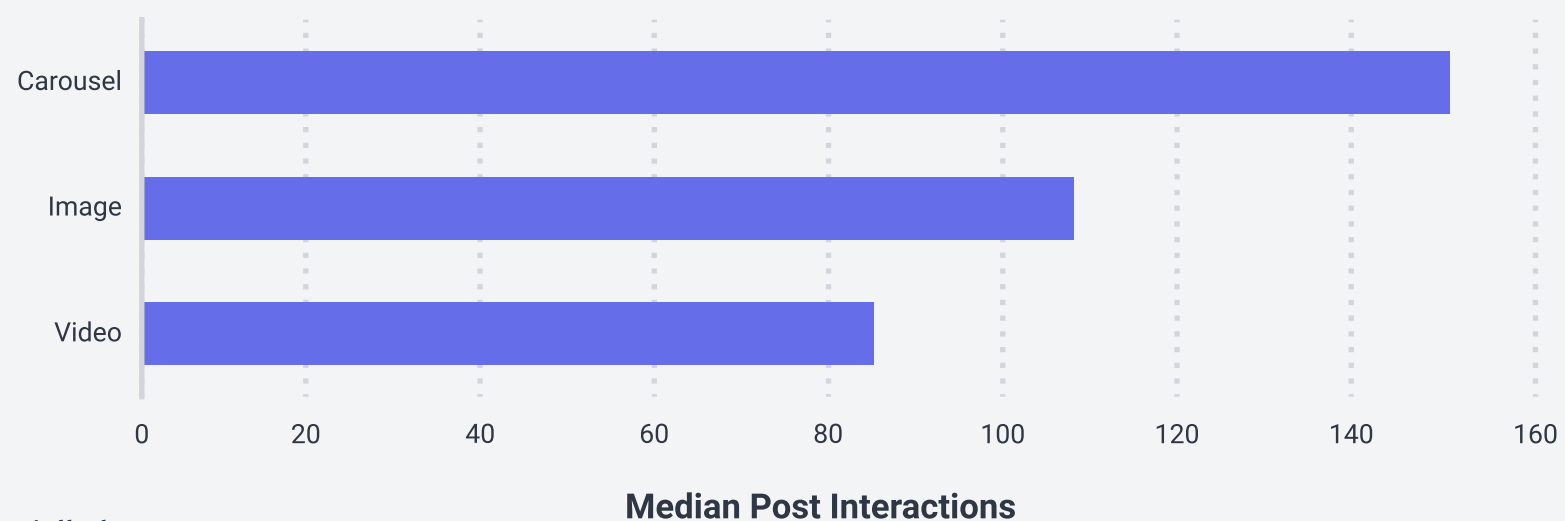




Facebook Organic Interactions by Post Type



Instagram Organic Interactions by Post Type



Live Video Delivers Most Interactions on Facebook

In Q2 2020, Facebook Live was by far the most engaging format on the platform with 28 median post interactions, according to Socialbakers data. Images (18) and regular video (17) had the next highest amount of interactions on Facebook.

On Instagram, carousel was the most engaging format with 150.5 median post interactions. Carousel posts, which can contain both images and videos, have consistently outperformed image and video and this was the highest engagement it achieved over the last 15 months.

Almost all of the post types increased organic interactions compared to Q1 2020. The only decline was for Facebook Live, which decreased from 31 to 28.

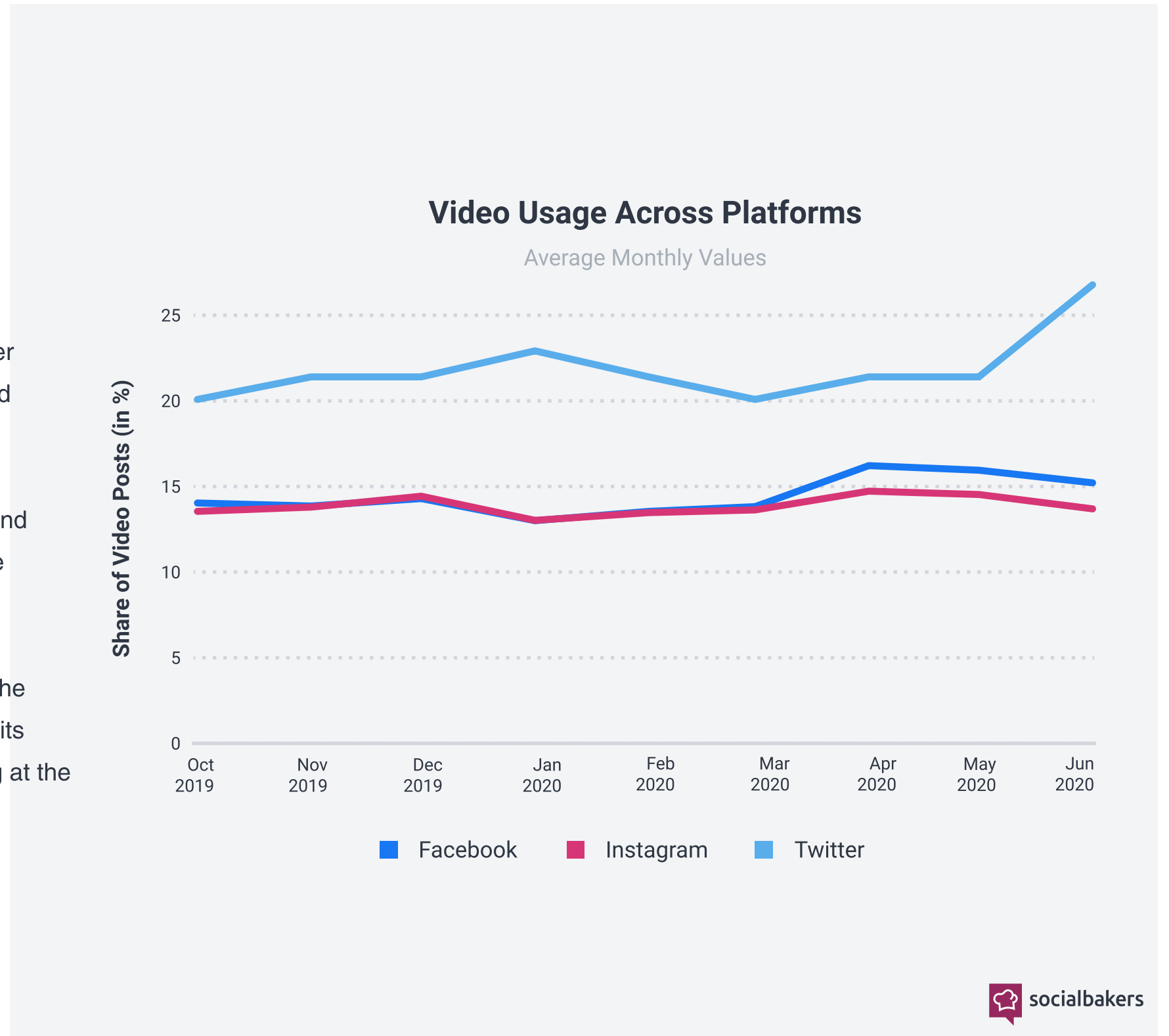


Twitter Has Highest Percentage of Video

Taking a closer look at video content on social media platforms, Twitter contained the highest percentage of video compared to Facebook and Instagram.

In fact, over the last three quarters more than 20% of tweets from brand pages with more than 1,000 followers contained video, and that figure moved as high as 27.3% in June 2020.

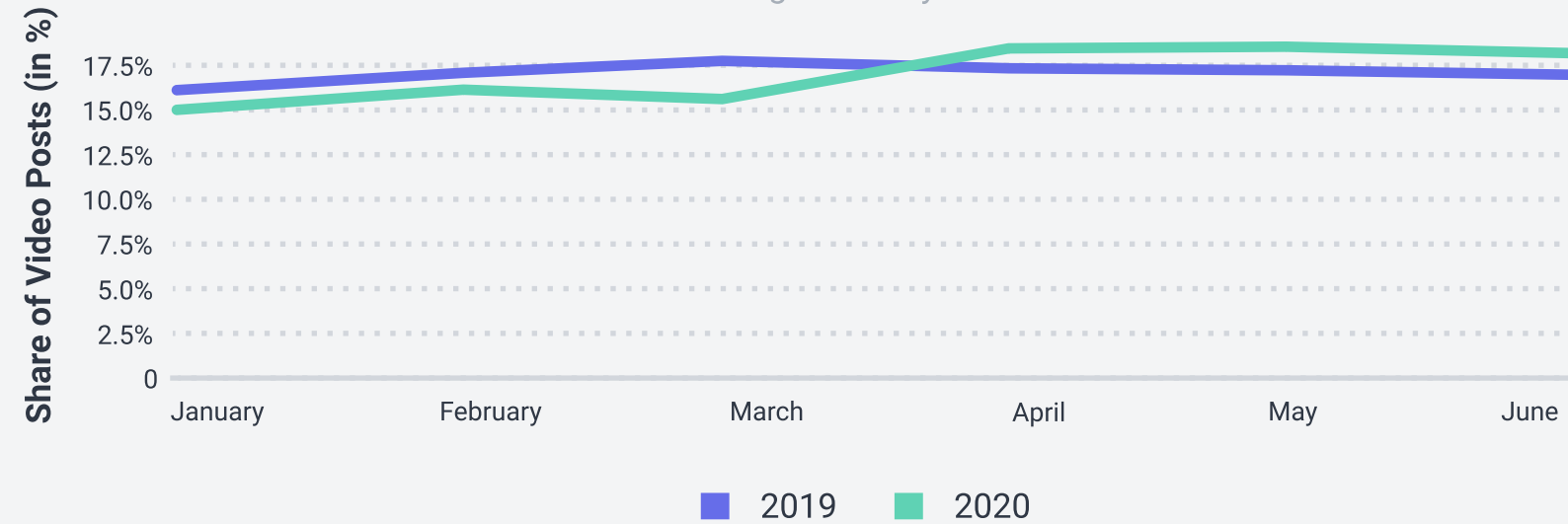
Video content increased on all three platforms in March 2020, when the pandemic really started to have a global impact. In April, video reach its peak on Facebook (15.8%) and Instagram (14.2%) before decreasing at the end of the quarter.





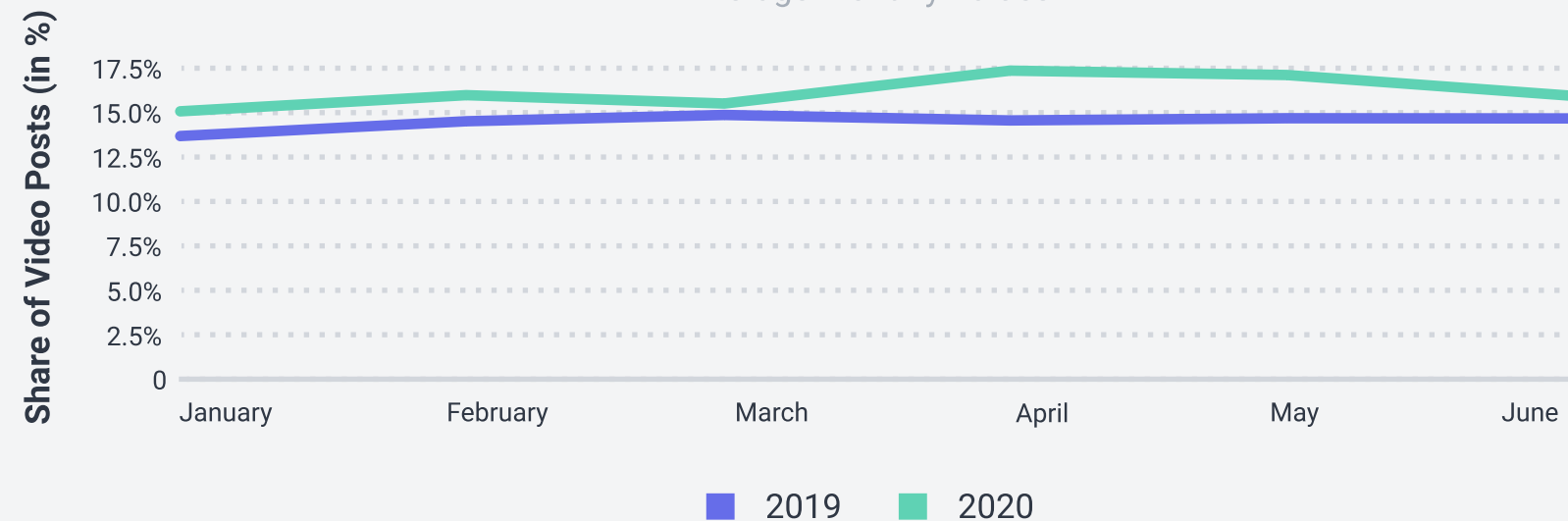
Proportion of Video Posts to Total Content on Facebook

Average Monthly Values



Proportion of Video Posts to Total Content on Instagram

Average Monthly Values



Video Grows on Facebook and Instagram

The percentage of videos on both Facebook and Instagram increased in Q2 2020 compared to Q2 2019.

On Instagram, video content accounted for 17.1% of all posts in Q2 2020, an increase of 16.3% compared to Q2 2019. On Facebook there was a higher overall percentage of video content in Q2 2020 (18%), but a smaller increase as that was 5.3% higher than the same time period last year.

In addition to showing growth compared to the previous year, video also grew on both platforms compared to Q1 2020.



Facebook Live Usage Increases 27%

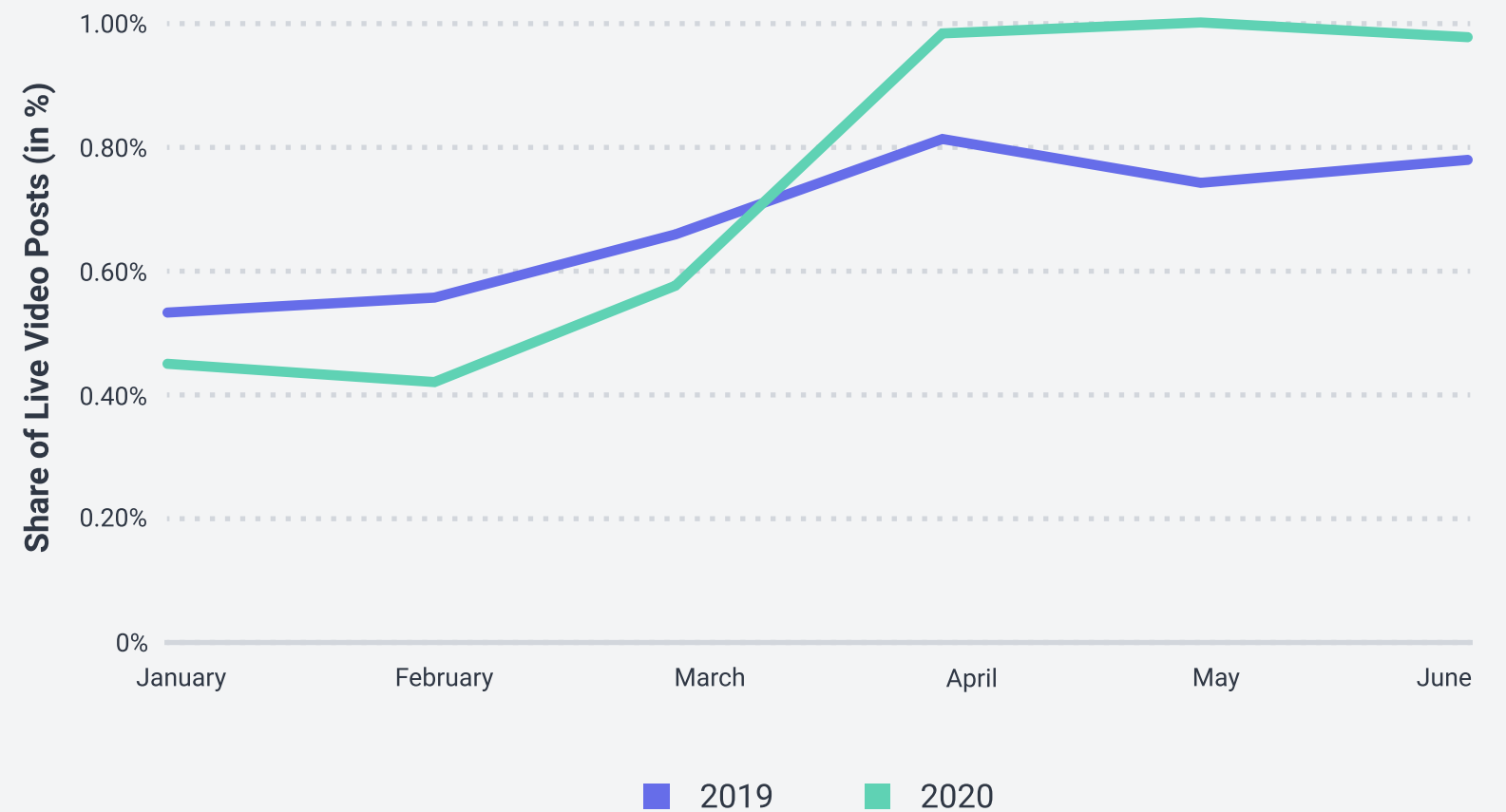
Facebook Live usage started to increase during the pandemic, and overall in Q2 2020 it made up 0.99% of all posts from Facebook brand profiles.

That was an increase of 26.9% compared to Q2 2019, and over the last four months it increased by 126%.

There was a similar, but smaller, increase at the same time last year so not all of it was related to the pandemic. But as brands adapted, Facebook Live was an easy way to communicate directly with their audience, and many will continue to utilize this strategy going forward.

Proportion of Live Video Posts to Total Content on Facebook

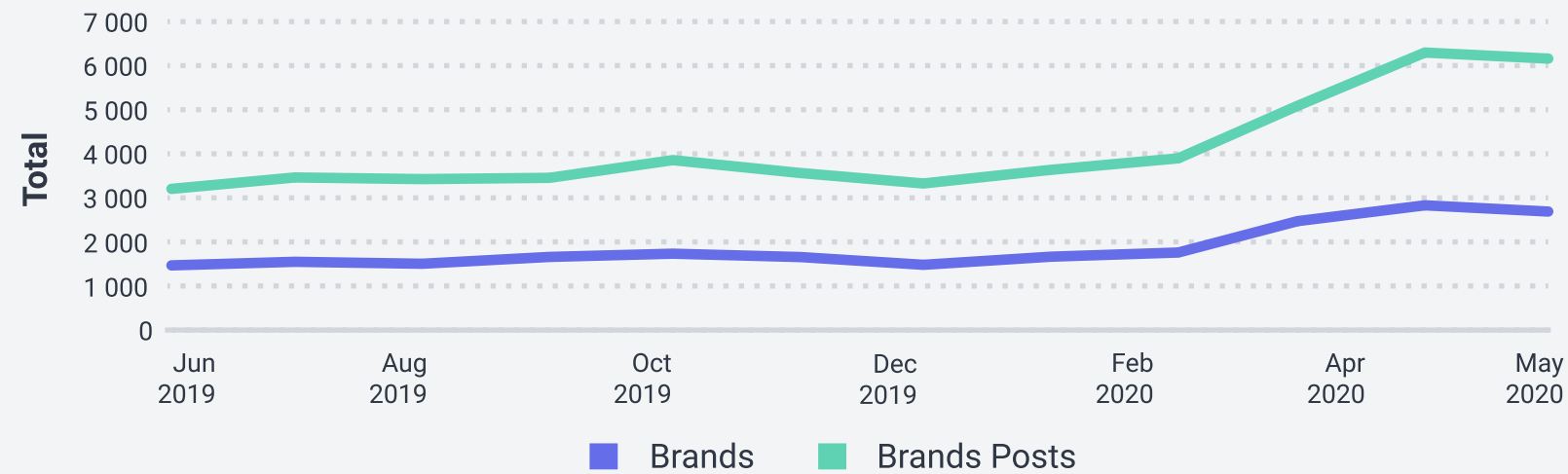
Average Monthly Values





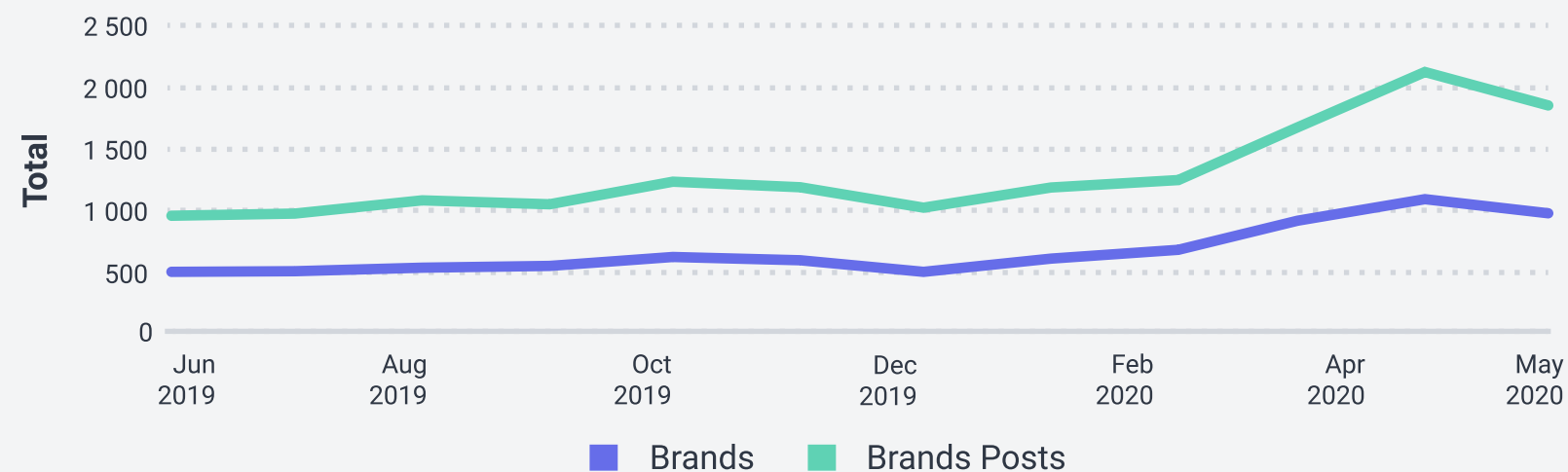
Brands on Facebook Talking About Podcasts

Total Posts and Total Unique Brands by Month



Brands on Instagram Talking About Podcasts

Total Posts and Total Unique Brands by Month



Brands Boost Podcasts During Pandemic

The total number of brands, and brand posts, mentioning podcasts reached a peak in April 2020, according to Socialbakers data.

On Instagram, the number of brands that mentioned podcasts doubled during the year, going from a low of 510 in June 2019 to a high of 1,087 in April 2020. Relatedly, posts about podcasts from those brands also doubled (955 vs. 2,095).

On Facebook, the increase was similar but not quite as dramatic. In April 2020, 2,832 brands posted 6,189 times about podcasts, compared to 1,512 brands making 3,193 posts in June 2019.

However, the number of posts and the total brands both decreased slightly in May 2020. It makes sense that during the pandemic, more brands sent out more content that could be recorded remotely and easily consumed at home. How many will continue that strategy going forward?



Podcasts a Common Topic in Services Industry

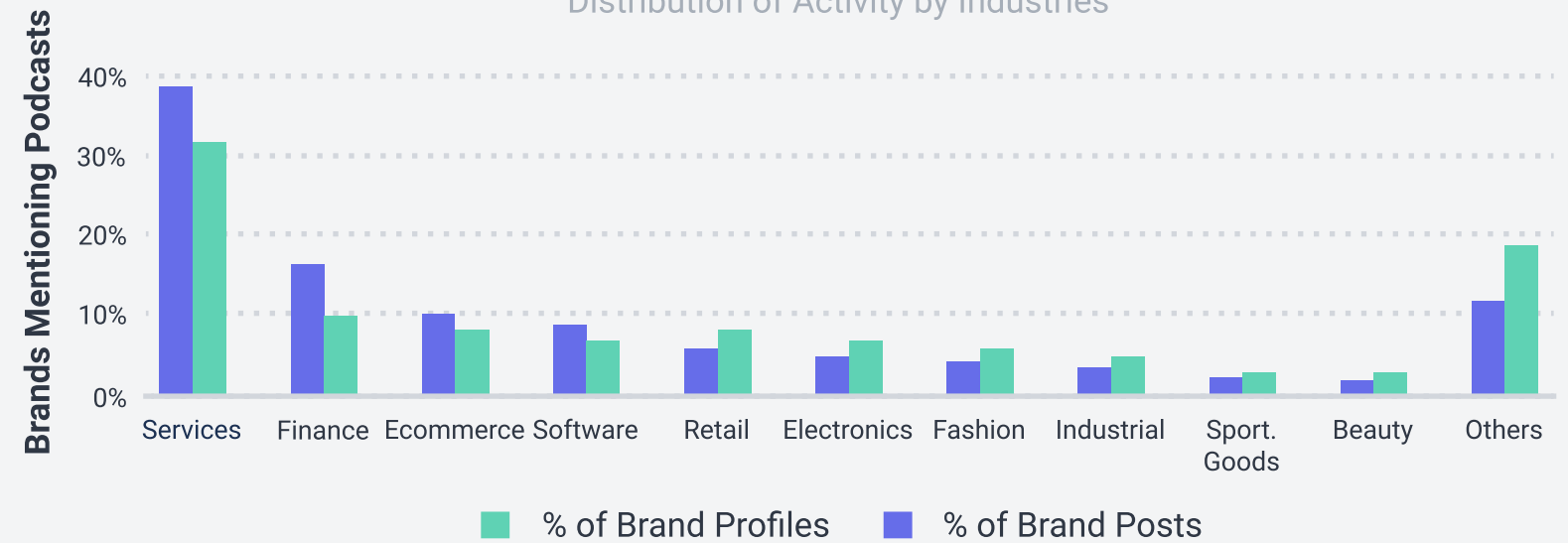
The industry that spent the most time mentioning podcasts over the last year on both Instagram and Facebook was Services, which includes Housing, Mail & Shipping, Transportation, Wellness, Agencies, and others like lawyers and hairdressers.

According to Socialbakers data that analyzed brands that mentioned podcasts at least once, Services was the leader in both percentage of brand posts and percentage of brands mentioning podcasts, as nearly 40% of posts from that group were about podcasts.

The next most common industry that discussed podcasts on Instagram was Ecommerce, while on Facebook it was Finance. In both industries, about 9% of brand profiles mentioned podcasts, and of those about 15% of their posts mentioned podcasts.

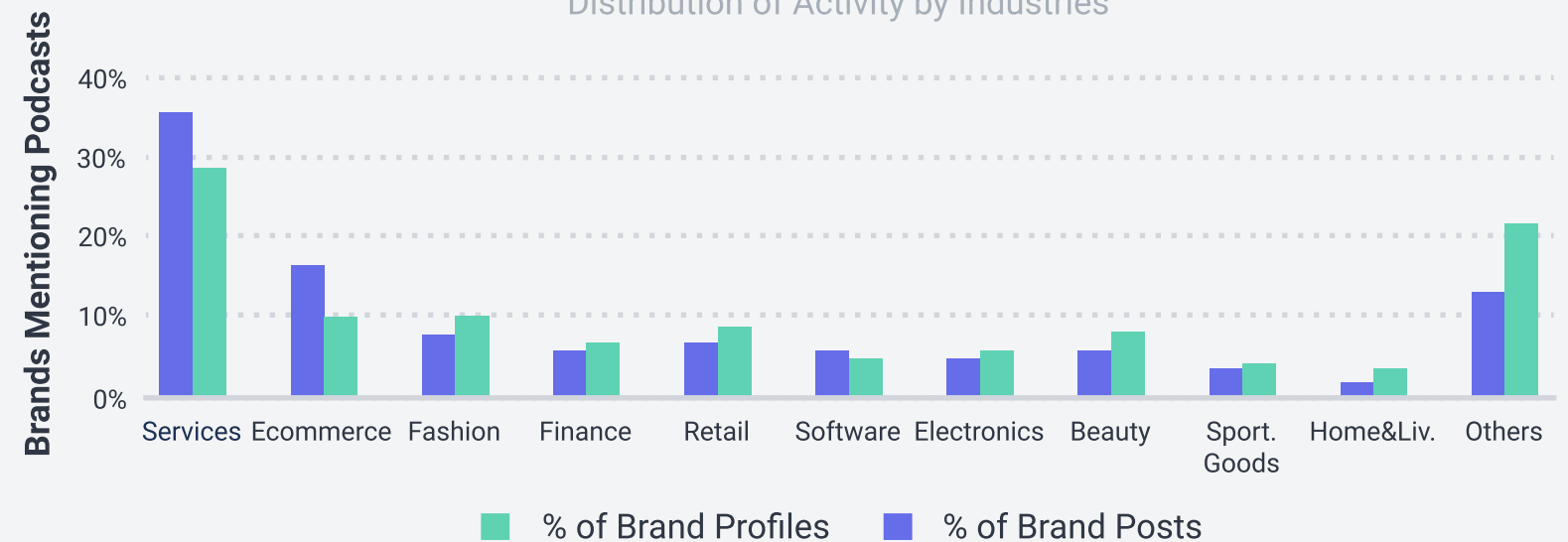
Brands on Facebook Talking About Podcasts

Distribution of Activity by Industries



Brands on Instagram Talking About Podcasts

Distribution of Activity by Industries





Organic Takeaways

Multimedia was on the rise in Q2 2020 as Socialbakers data showed increased activity around podcasts, videos, and especially Facebook Live videos, which increased by 126% from March through June.

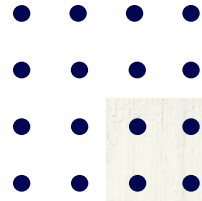
There have always been very positive engagement numbers with Facebook Live, and the pandemic brought that option more to the forefront. However, there's still a lot of room to grow as it only accounted for 1% of posts from Facebook brand profiles.

Instagram also saw a lot of increased activity, as the platform nearly reached its relative post interactions peak at the end of the quarter. Add that to the increased audience size and total interactions on Instagram for the top 50 biggest brands, and things continue to look positive for the platform going forward.





Influencer Marketing



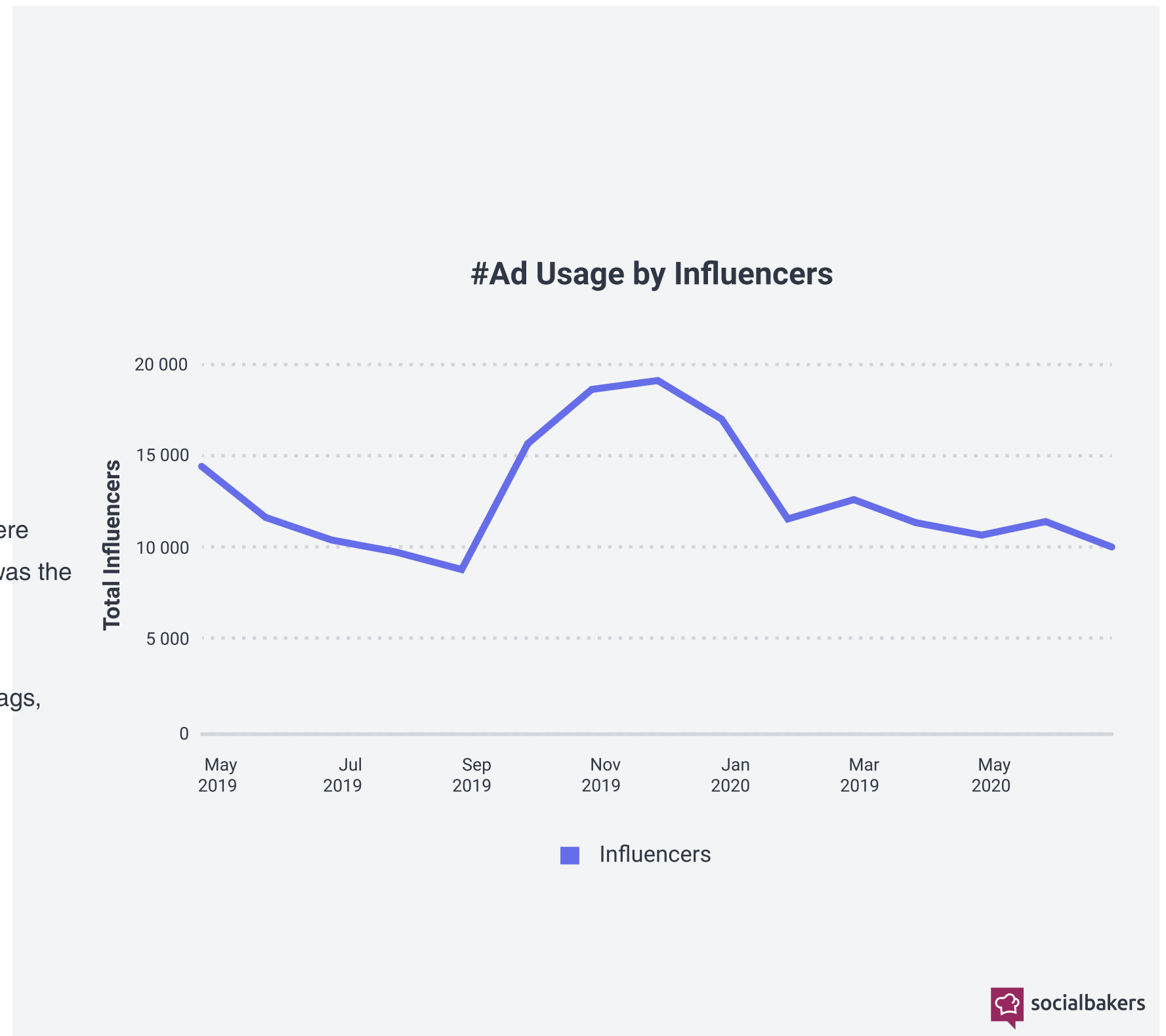


Influencer #Ad Usage Decreases 11%

In Q2 2020, the number of influencers who used #Ad in their posts decreased by 11.4% compared to Q2 2019.

While there were small fluctuations month-to-month, in June 2020 there were 10,171 influencers partnered with brands who used #Ad. That was the lowest single-month total since August 2019.

The Socialbakers data factors in regional and other sponsored hashtags, including #sp, #paid, and #promo, as well as #ad usage.












Influencers With the Highest Effectiveness Scores

In Q2 2020, the top influencers mentioning brands on Instagram were sissy sheridan 🙌👑💕🥰, BLM, rach 🧑🏻, and Benedetta Gargari.

The Socialbakers influencer score measures their effectiveness based on their interactions per 1,000 followers, the number of followers, and their posting activity.

Check any influencer's score using the Socialbakers AI platform

GET STARTED

Rank		Profile	Followers	Interactions	Scores
1		sissy sheridan /itsissys Sheridan	413,396	2,263,047	100
2		BLM /hannahkim27	482,372	5,201,845	100
3		rach /rachie.love	63,785	361,239	100
4		Benedetta Gargari /bennigargari	693,103	5,525,329	100
5		Noririn /noririnhayashi	27,962	314,721	100
6		Emma MacDonald /emmacdonald	242,461	1,205,982	100












Brands Mentioned by the Most Influencers

In Q2 2020, iDeal Of Sweden was the top brand Instagram profile in the world associated with influencers. The online retailer was mentioned by 1,426 influencers – nearly 3x as many as the next closest brand – and received 2,087 total mentions.

Walmart was in second place with 760 mentions from 524 influencers, and other profiles with successful influencer partnerships included fashion brand NA-KD.com, Netflix US, Quest Nutrition, and Ultra Beauty.

Find influencers for your industry in seconds with the Socialbakers platform

GET STARTED

Rank		Profile	# Mentions	# Influencers
1		IDEAL OF SWEDEN /idealofsweden	2,087	1,426
2		Walmart /walmart	760	524
3		NA-KD.com /nakdfashion	527	329
4		Quest Nutrition /questnutrition	661	308
5		Netflix US /netflix	315	295
6		Ultra Beauty /ultabeauty	345	267












Effective Influencer Campaigns

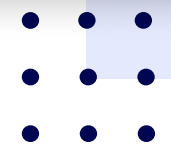
The Instagram brand profile worldwide that had the best influencer marketing efficiency in Q2 2020 was Granero Transportes, which had a cooperation efficiency of 249,922.33x and only 2.50% of the overall posts featured by influencers. Other profiles that did well in this area include partypoker, Kenneth Cole Productions, Inc., and Garnier India.

Cooperation Efficiency is the ratio of average interactions on an influencer’s post mentioning the brand compared to a post published by the brand itself.

Find influencers for your industry in seconds with the Socialbakers platform

GET STARTED

Rank		Profile	Influencers' Interactions %	Influencers' Posts %	Cooperation Efficiency
1		GRANERO TRANSPORTES /granerotransportes	99.98%	2.50%	249,922.33x
2		partypoker /partypoker	99.94%	0.80%	195,949.89x
3		Kenneth Cole Product... /kennethcole	99.95%	1.94%	101,435.00x
4		Mercado Pago Brasil /mercadopagobr	99.99%	16.67%	59,314.01x
5		Garnier India /garnierindia	99.90%	1.85%	55,487.37x
6		Cat's Pride Cat Litt... /catspride	99.99%	19.23%	54,033.21x





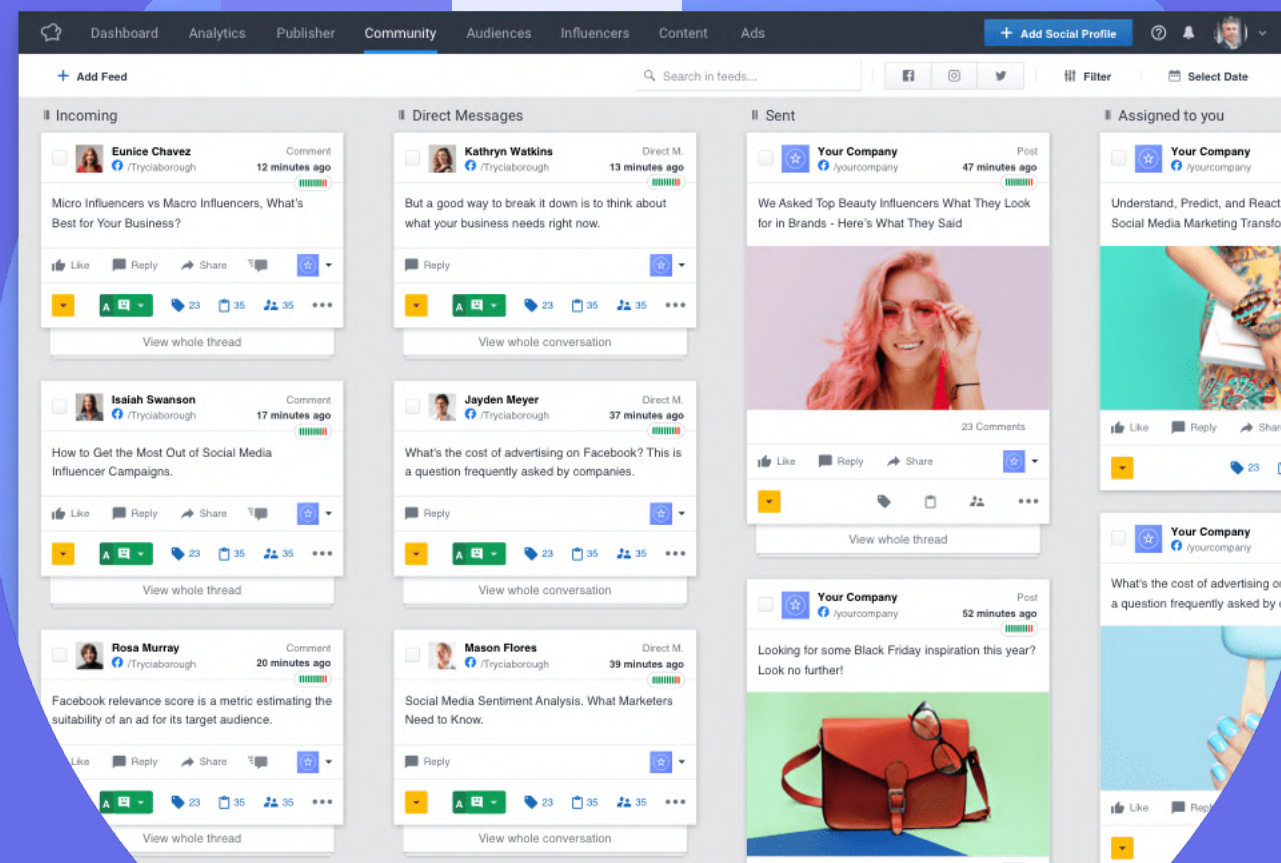
Influencer Takeaways

As further detailed in Socialbakers' recent State of Influencer Marketing Report, the pandemic appeared to have a large impact on brands willingness to use influencer marketing partnerships at this time.

That certainly wasn't true for all brands, as iDeal Of Sweden worked with even more influencers in Q2 2020. But overall, brands either slowed down with influencers or turned their attentions to smaller influencers who were capable of driving campaigns with their loyal base of followers.

To get a full grasp on the current state of influencer marketing [download Socialbakers' report.](#)





Socialbakers is the trusted social media management partner to thousands of enterprise brands and SMBs. Leveraging the largest social media dataset in the industry,

Socialbakers' unified marketing platform helps brands large and small ensure their investment in social media is delivering measurable business outcomes. With over 2,500 clients across 100 countries, Socialbakers is the leading social media management platform.

Socialbakers has been a Facebook Marketing Partner since 2011, a Pinterest Marketing Partner since 2017, and a LinkedIn Marketing Partner since 2017. Socialbakers was named in the 2018 Inc. 5000 list of the fastest-growing private companies in Europe.

www.socialbakers.com



Methodology and Glossary

The Socialbakers quarterly trends report reflects the state of the Socialbakers database during the quarter analyzed in the report (or if an extended period is used - the state during that period). The data is collected only once for the defined period.

The minimum threshold for the report to be generated is 50 Profiles on Instagram and 50 Pages on Facebook for any given category.

Additional thresholds are applied for specific data sets:

- Total interactions distribution at a minimum of 300
- Internal Ads-Benchmarks at a minimum of 200 active benchmarks for a region or industry
- #AD hashtags at a minimum of 10 #AD hashtags per month in the influencer section



Reactions:

The sum of Like, Love, Haha, Wow, Sorry and Anger reactions on posts published by a Page on Facebook.

Interactions:

Interactions on Facebook are calculated as a sum of all Reactions, Comments and Shares on posts published by a Page. Interactions on Instagram are calculated as a sum of Likes and Comments on posts published by a Profile.

Median interactions in time:

Median value for profiles (pages) in the sample. The value is the sum of Interactions gathered on posts published in a given month.

Relative median interactions in time:

Same as Median Interactions in time, but the values are the ratios of the maximum value in the given time period (separately for each platform).

Median weekly value:

Calculated as median weekly ad account spend. Per each account we look at weekly spend value and from all of these ad accounts in one category we calculate median value.

SOCIAL MEDIA LANDSCAPE

Audience size:

Sum of all Followers (or Fans) of the profiles in the sample

Activity volume:

Sum of all posts published in given time period (stories are not included)

User engagement:

Sum of all interactions on posts published in a given time period. The bubble sizes are calculated for each metric separately in order to compare each pair of metrics between platforms

ADS

Organic means not promoted (not paid to be shown in the feed). We use Socialbakers' internal algorithm that detects with almost 100% accuracy whether a post has been promoted or not.

Cost per Click (CPC) or Impressions by Device Platform:

Median of given metric for all available Ad Accounts. As an Ad Account can be used on Facebook, Instagram in Messenger or Audience Network, data is for all platforms together.



Cost per Click (CPC) and Cost per mille (CPM) by Platform Position:

Median for all available Ad accounts. Platform positions are different for Facebook and Instagram. The chart shows only the top 5 positions by relative spend (see below).

Relative Spend by Platform Position:

Identifies on which positions the highest budget was allocated. The data is normalized (%) and shows the average distribution of an account's spend.

Click-Through Rate (CTR) by Platform Position:

CTR median values of the top 5 positions by relative spend. CPC, CPM and Spend metrics are in USD.

Post grade:

Post grade is a metric provided exclusively by Socialbakers for performance prediction and uses an A+ to D grading system to show how each post is predicted to perform based on the previous 72 hours organic performance.

INFLUENCERS

Influencer:

Instagram business profile of a person followed by more than 1000 profiles.

Evolution of #AD Usage:

The total number of distinct Influencers who have posted #AD (or available local equivalent) aggregated by month. To be included, the post must contain both the #AD hashtag and a mention of a profile from the given region and category.

Influencer's score:

The score represents influencer's relative performance in key metrics: the sum of interactions, Interactions per 1000 followers, number of followers and their posting activity.

Top Influencers Mentioning {category} Profiles:

Ranking of influencers who mentioned at least one profile from a given category and region in the given time range. Influencers are not filtered by country and therefore may occur in multiple rankings.



Influencer Marketing Efficiency:

Is the ratio of Interactions acquired on influencer's (e.g. Hermione Granger) post mentioning the profile (e.g. Hogwarts Express) compared to post published by the Hogwarts Express itself.

The higher the score is, the more efficient the cooperation. To be included in the ranking, the influencers posts must include both #AD (or local equivalent) and a profile mention (@Hogwarts_Express) to be displayed in the report (transportation brands in the UK).

APPENDIX

% Comments: the percentage of total interactions on comments

% Reactions: the percentage of total interactions on reactions

% Shares: the percentage of total interactions on shares

% Live Video: the percentage of all posts on live video posts

% Other Than Like: shows the percentage of reactions excluding like reactions (love, haha, wow, sorry, anger)

% Paid Media: percentage of all posts on promoted posts

Activity:

Average posts published by a profile on the platform in a given time period.

Community Size:

Average Fans/Followers/Subscribers count on the platform

Interactions:

Average Interactions per page received on posts published in the given time period

#AD Usage:

The total number of influencers who used #AD (or available local equivalent) in Instagram posts Extended glossary available on [Socialbakers website](#)

Reach (Total):

The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)



Paid Reach:

The number of people who had any content from your Page or about your Page enter their screen through paid distribution such as an ad. (Unique Users)

Organic Reach:

The number of people who had any content from your Page or about your Page enter their screen through unpaid distribution. This includes posts, stories, check-ins, social information from people who interact with your Page and more. (Unique Users)

Ad Benchmarks Regions

Western Europe: Austria, Belgium, France, Germany, Liechtenstein, Luxembourg, Monaco, Netherlands, Switzerland

Central America: Belize, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama

Northern America: Bermuda, Canada, Greenland, Saint Pierre and Miquelon, United States

Southern Europe: Albania, Andorra, Bosnia and Herzegovina, Croatia, Gibraltar, Greece, Vatican City State, Italy, Macedonia, Malta, Montenegro, Portugal, San Marino, Serbia, Slovenia, Spain

South America: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Falkland Islands, French Guiana, Guyana, Paraguay, Peru, Suriname, Uruguay, Venezuela

East Asia: China, Hong Kong, Japan, North Korea, South Korea, Macao, Mongolia, Taiwan

Southeast Asia: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor, Vietnam



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**Have a question regarding any
of the data in the report?**

Contact us at ask@socialbakers.com

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