

# Instagram in Ukraine

## The research of Ukrainian Internet audience

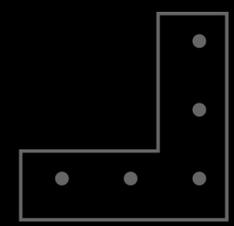
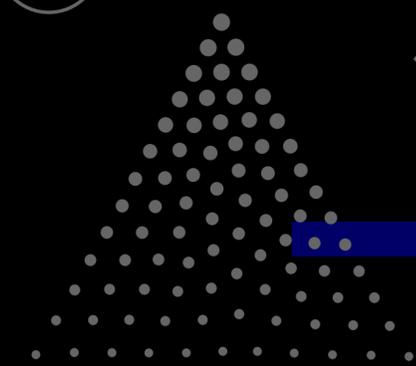
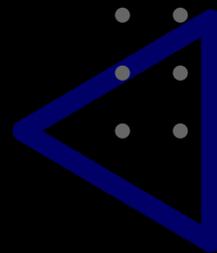
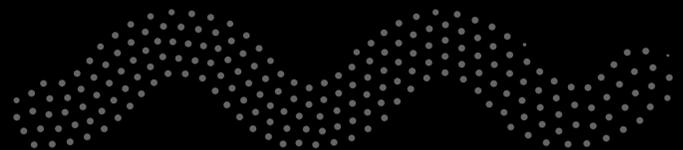
Instagram in Ukraine is growing dynamically. As of the beginning of March 2019, there are about 11 millions of Ukrainians who use this social network. In 2018, the number of users increased by 50.7%, from 7.3 million to 11 million.

The fastest growth of the audience was observed during Q3-4 of 2017 – that May 3.8 million of Ukrainians had been using Instagram. And just in early 2018 the number increased by 92.1% to 7.3 million.

In 2018, an Instagram mobile app was №1 in Ukraine by the number of downloads among social network applications.

Instagram expands significantly faster than Facebook. Within such growth rates of the Ukrainian Instagram audience, by the end of 2019 this social network will closely approach Facebook by the size of the audience, in Ukraine.

[PlusOne](#) is a communication agency with 8 years of experience on the digital market. Deep technological and creative expertise allows us to provide campaigns and craft the projects from the strategy development to implementation.



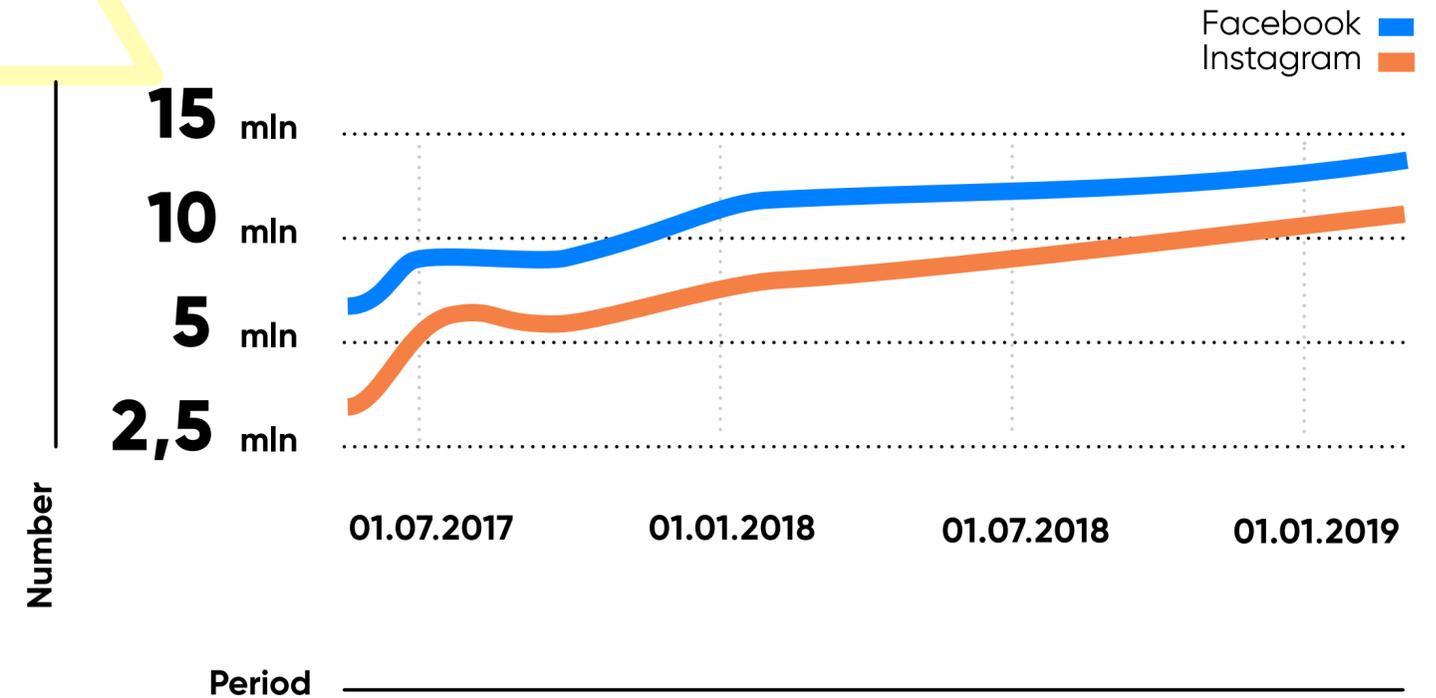
# I. General Information

**42,2** mln Citizens of Ukraine

**21,4** mln Internet Users

**11,0** mln Instagram Users

## Dynamics of the Instagram Audience's Change in Ukraine

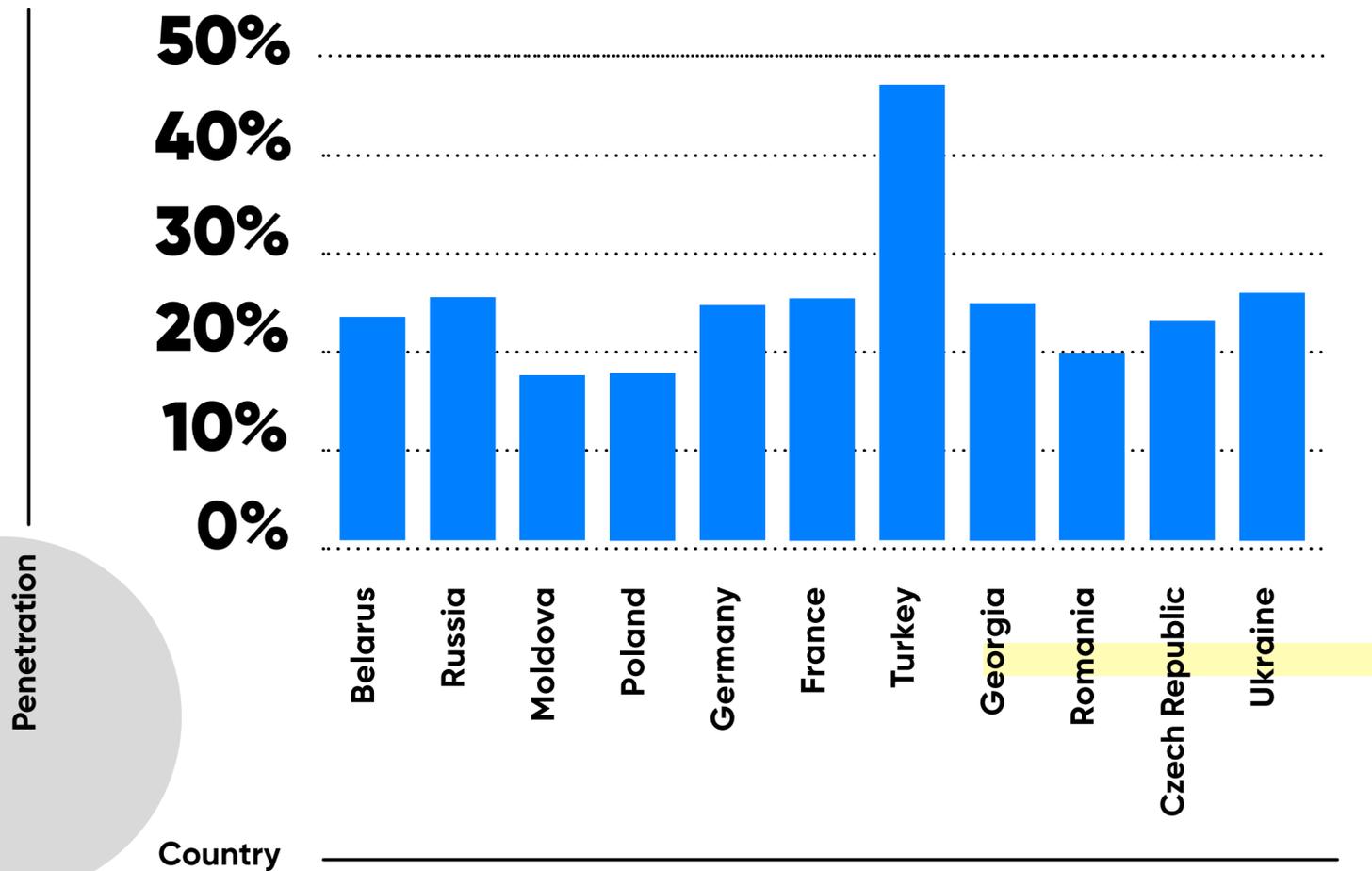


The fastest growth of the audience was observed during Q3-4 of 2017 – that May 3.8 million of Ukrainians had been using Instagram. And just in early 2018 the number increased by 92.1% to 7.3 million.

Over the last year, the number of Ukrainian users increased by 50.7% from 7.3 million to 11 million.

# I. General Information

## Instagram Penetration Rates in Europe

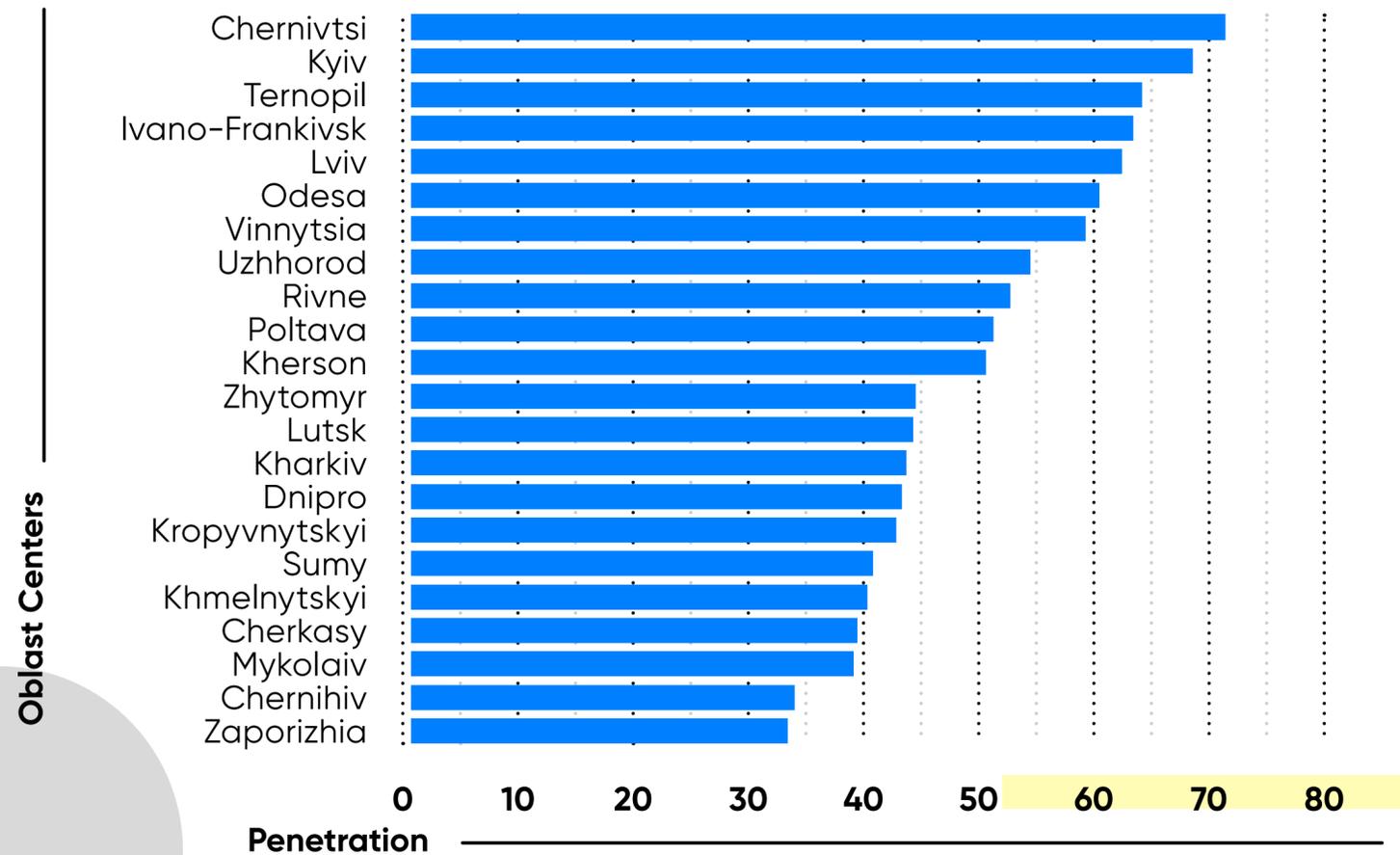


In recent years, the number of Ukrainian Instagram users has been growing actively, following the ban imposed on Russian social media and the smooth flow of the youth Facebook audience to Instagram.

10 European countries have been selected for the research. By Instagram penetration rates Ukraine now is at the same level as France and Germany. But taking into account such dynamic growth, Ukraine will significantly outrun those countries already in 2019.

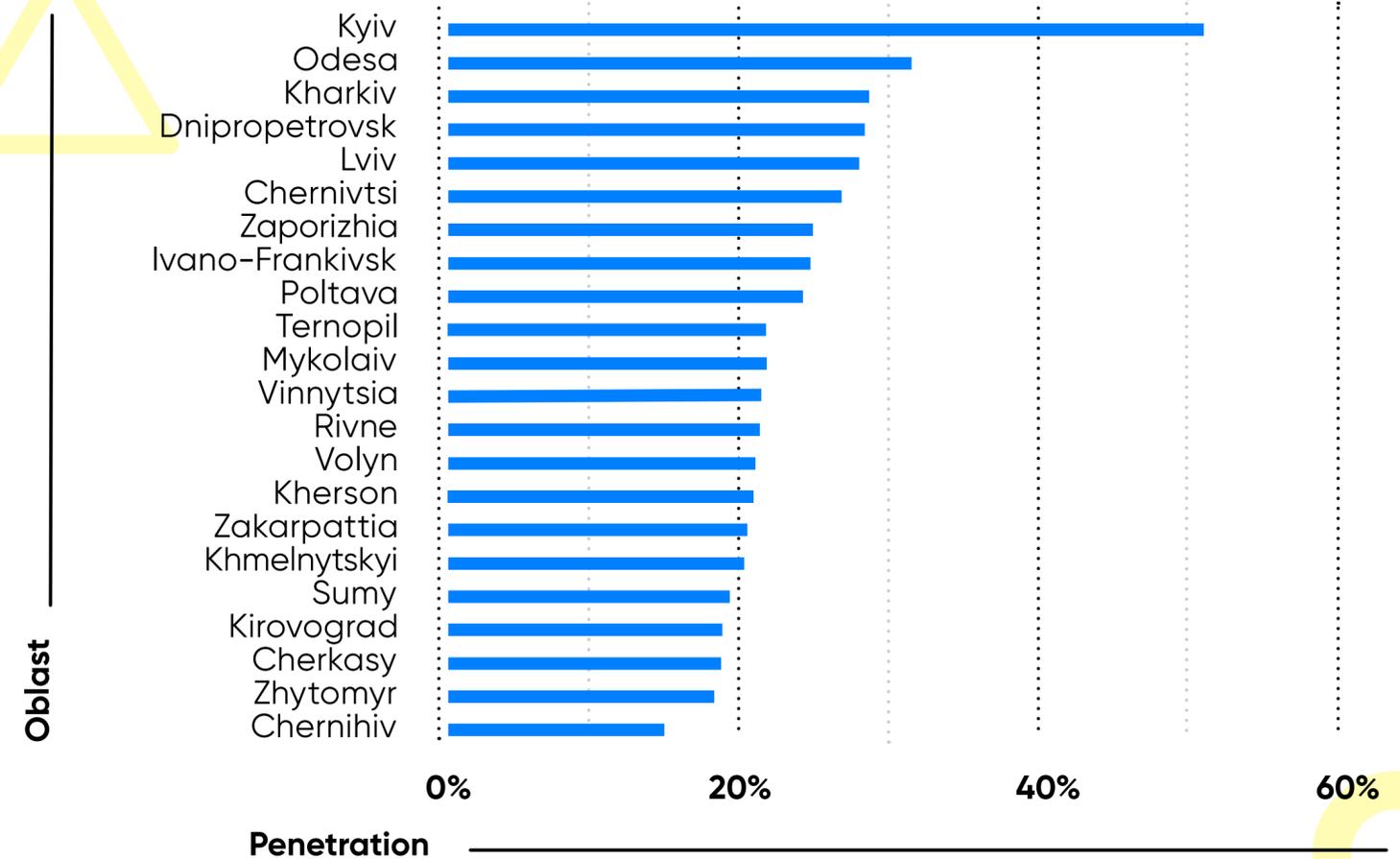
# I. General Information

## Instagram Penetration Rates by Oblast Centers



Interestingly, Chernivtsi is the leader at this rating (71.51%). At the second position – Kyiv (68.15%), at the third – Ternopil (64.02%). The fourth place goes to Ivano-Frankivsk (63.73%), the fifth – to Lviv (63.29%). Odesa took the sixth position with a result of 60.3%. In other oblast centers, the figures are below 60%. The smallest penetration rate is in Mykolaiv (39.07%), Chernihiv (33.86%) and Zaporizhia (33.53%).

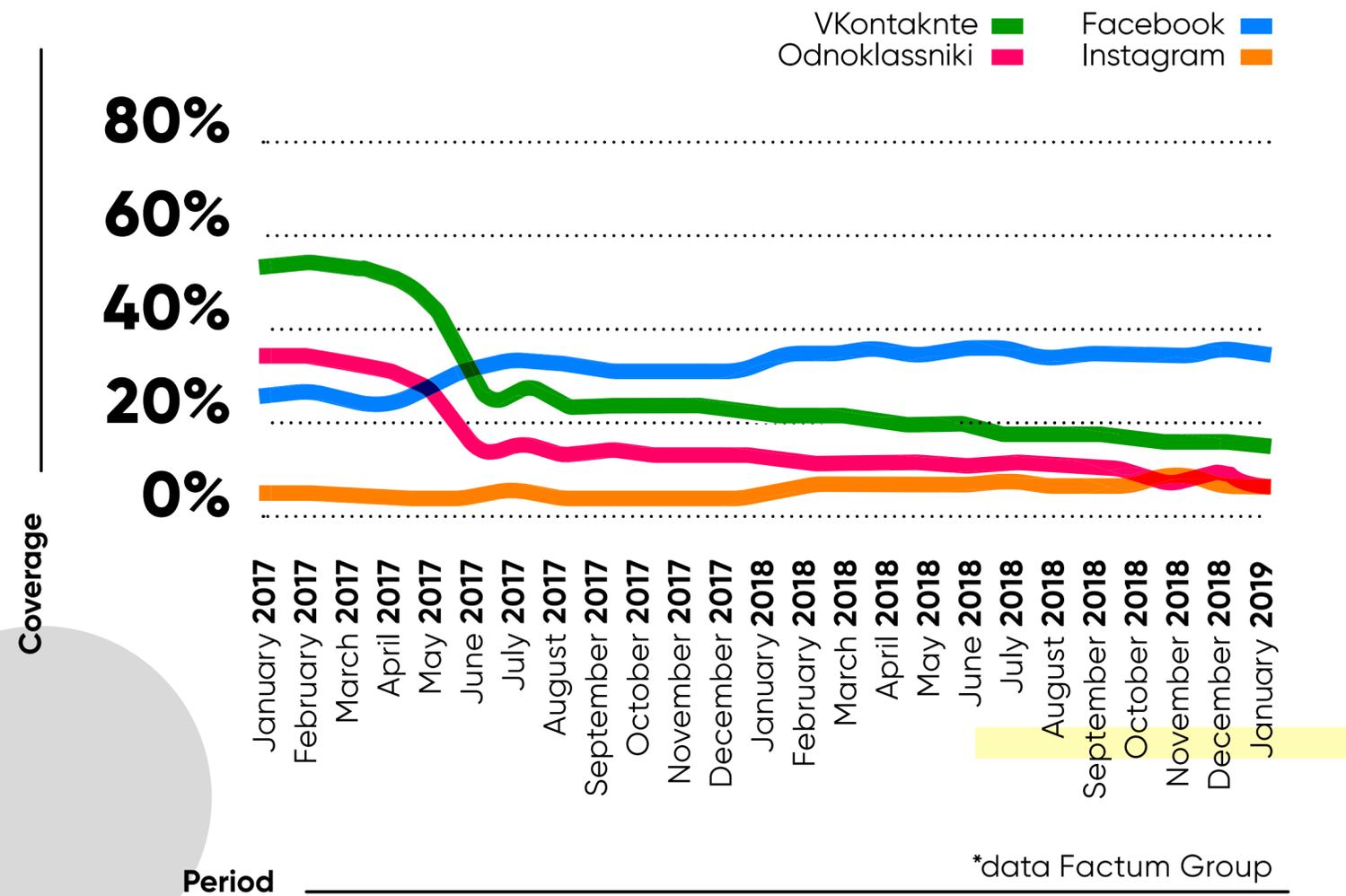
## Instagram Penetration Rates by Oblasts



Data is represented according to Instagram app's users.

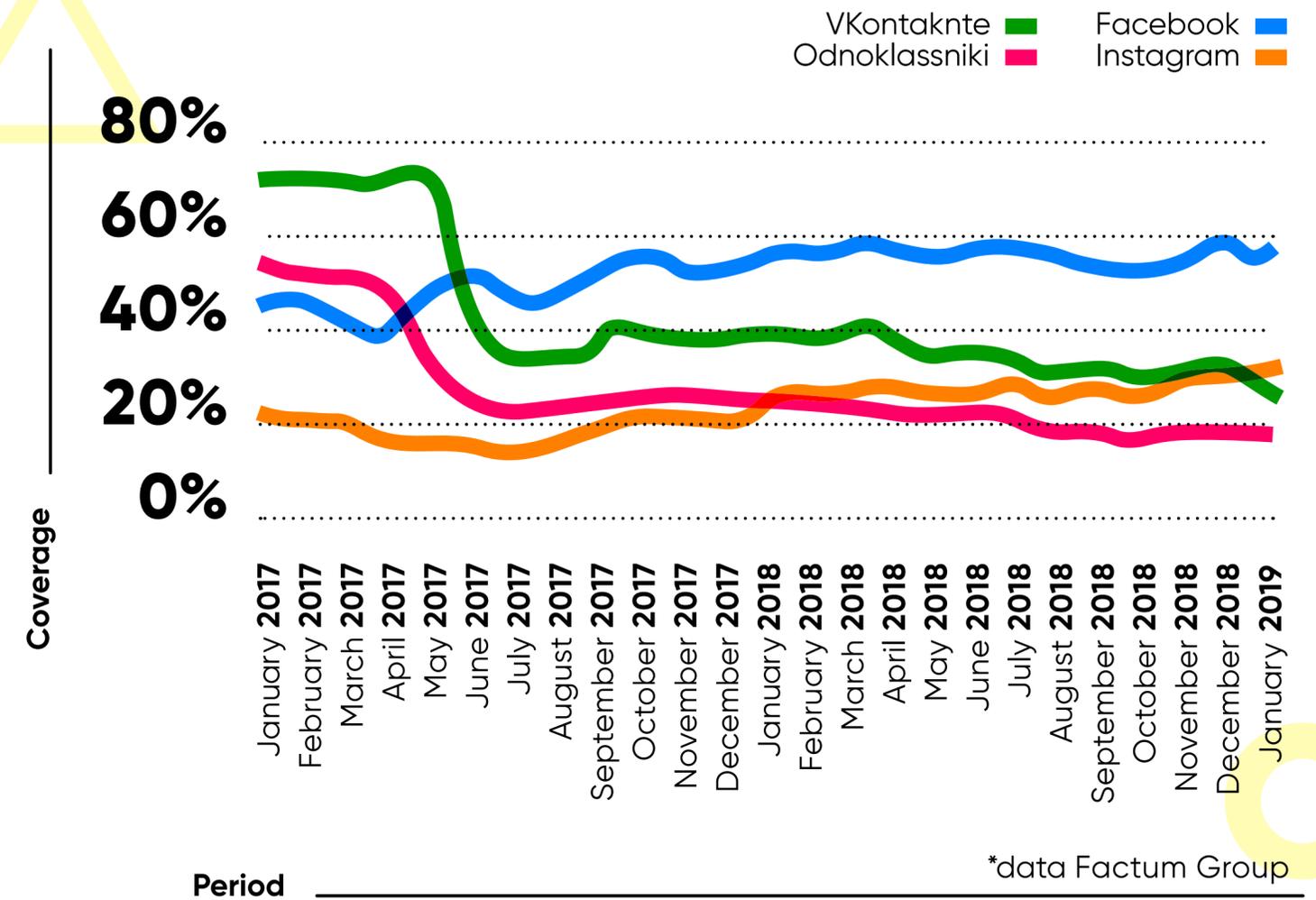
## II. Dynamics of the Instagram Web-Version's Audience

### Average daily share of the Ukrainian internet audience



The graphs illustrate aggregated data about the audience both of the desktop and mobile (Android only) web-versions of the social networks. The data does not include an information about the users which use mobile apps of the social networks only.

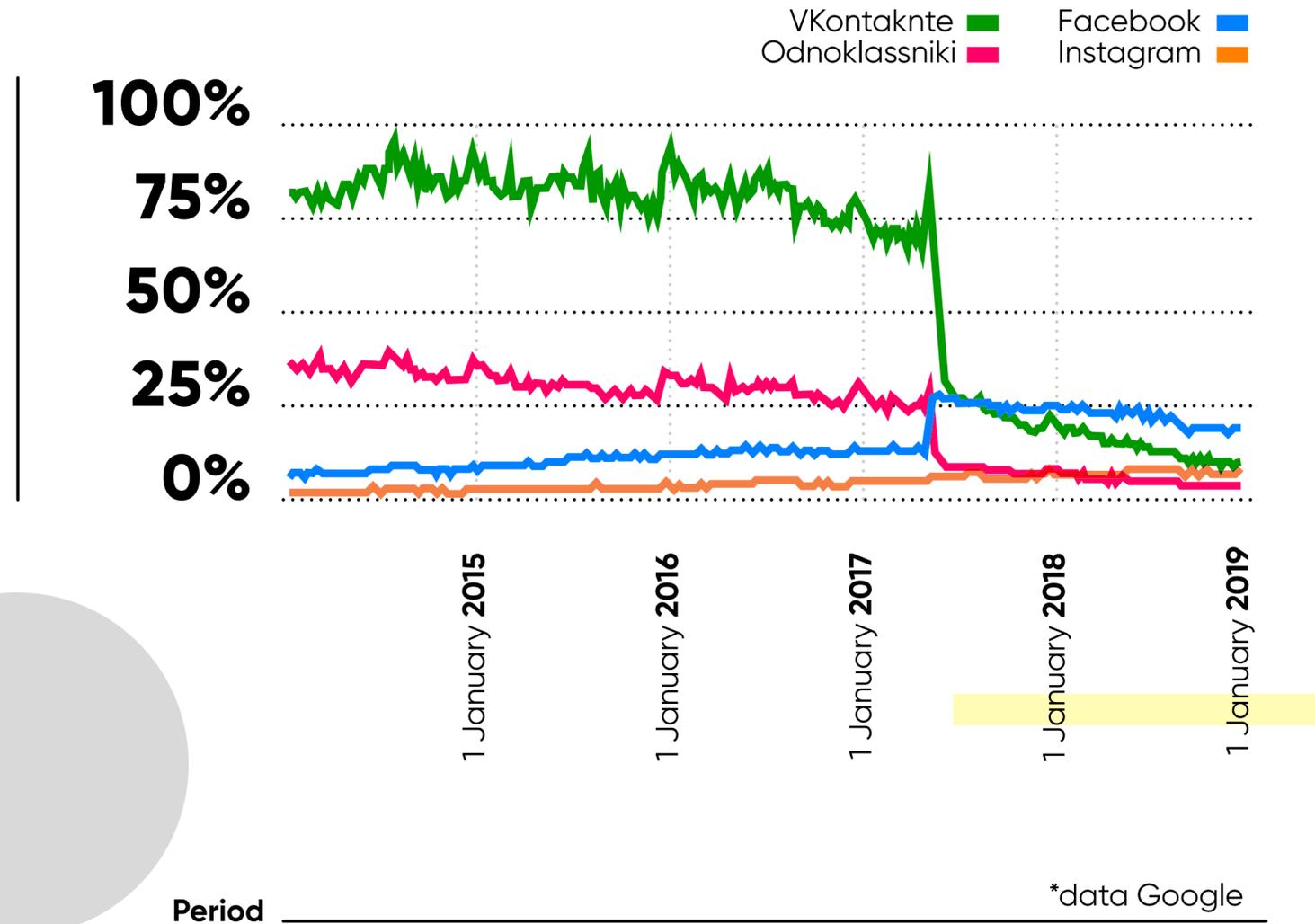
### Percentage of the internet users who visited the website at least once a month



VKontakte and Odnoklassniki have harshly lose a tangible part of Ukrainian users of their websites in May 2017. The ban imposed on those two social media platforms contributed to the increase in Facebook attendance.

# III. Dynamics of the Search Requests

## Which social networks Ukrainians have been searching within the last 5 years

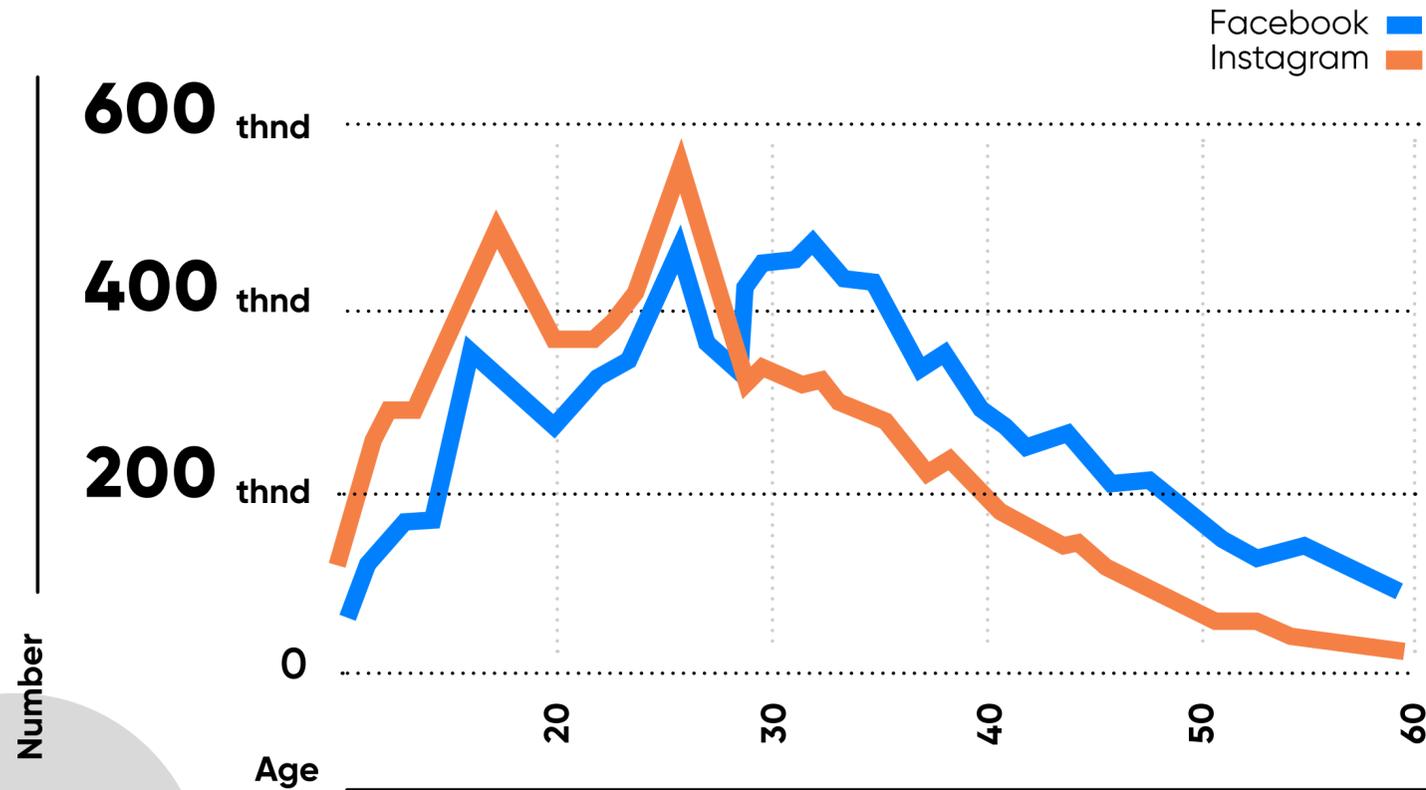


The biggest part of the search requests is generated by users typing the name of the website, not its domain name, on the address bar. Since May 2017, after the Russian social media platforms' ban, Ukrainian users tend to google VKontakte and Odnoklassniki less often, as well as to visit their websites from the desktop.

Since mid-2017, Ukrainians tend to google Instagram more often.

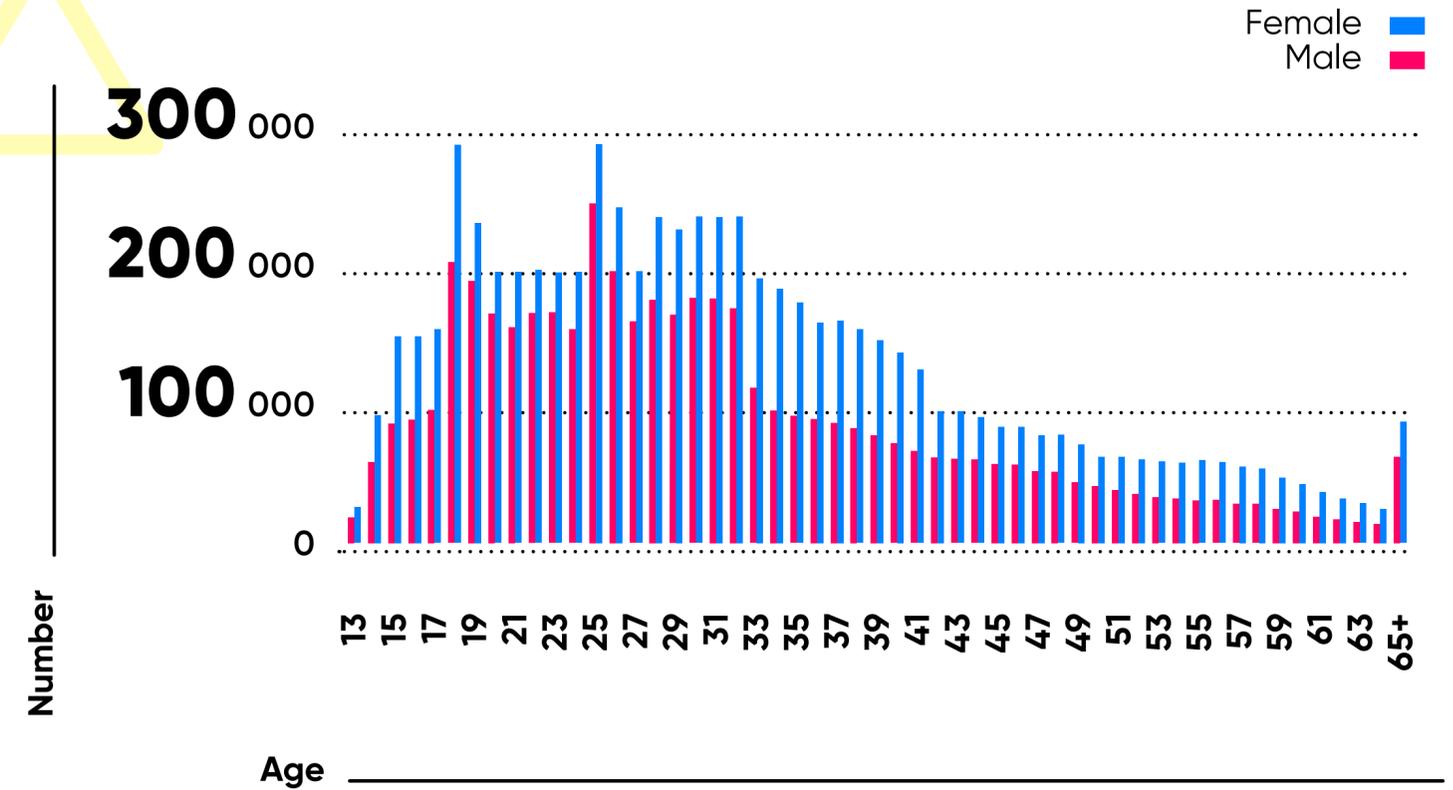
# IV. Age Groups

## Number of Instagram and Facebook Users by Age



Ukrainians from the age of 13 (min age permitted to use the social network by its rules) use Instagram. Hypothetically, there are many users under the age of 13 which use Instagram as well by lying during the registration and choosing the age much older than actual. It explains an unusual peak of users of 18 to 25 years.

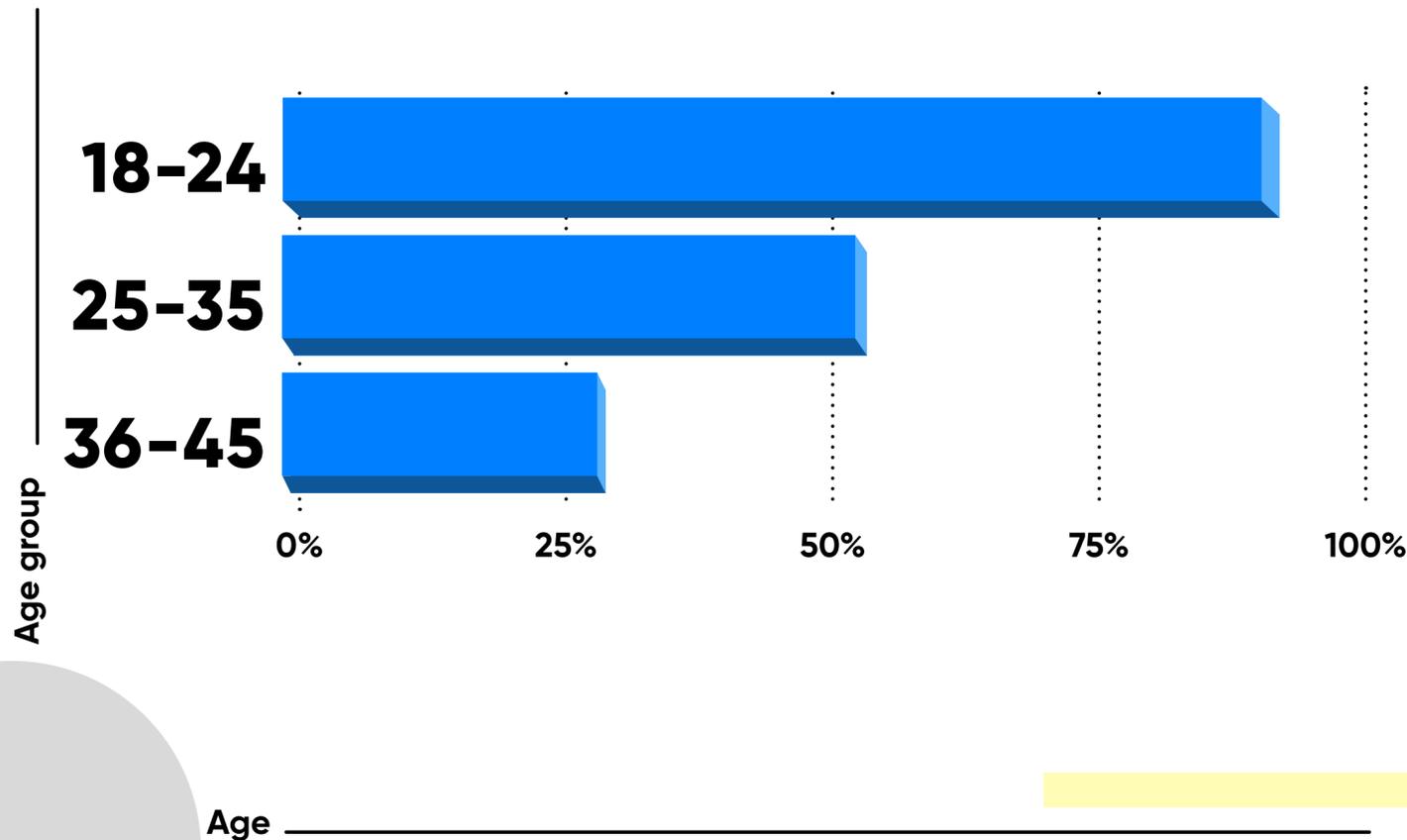
## Gender Distribution of Ukrainian Instagram Users



Ads manager also combines to one group all users older than 65 years. Ukraine ranked 10th in the world by the number of women using Instagram – 58.27% of the total number of Ukrainian Instagram users.

# IV. Age Groups

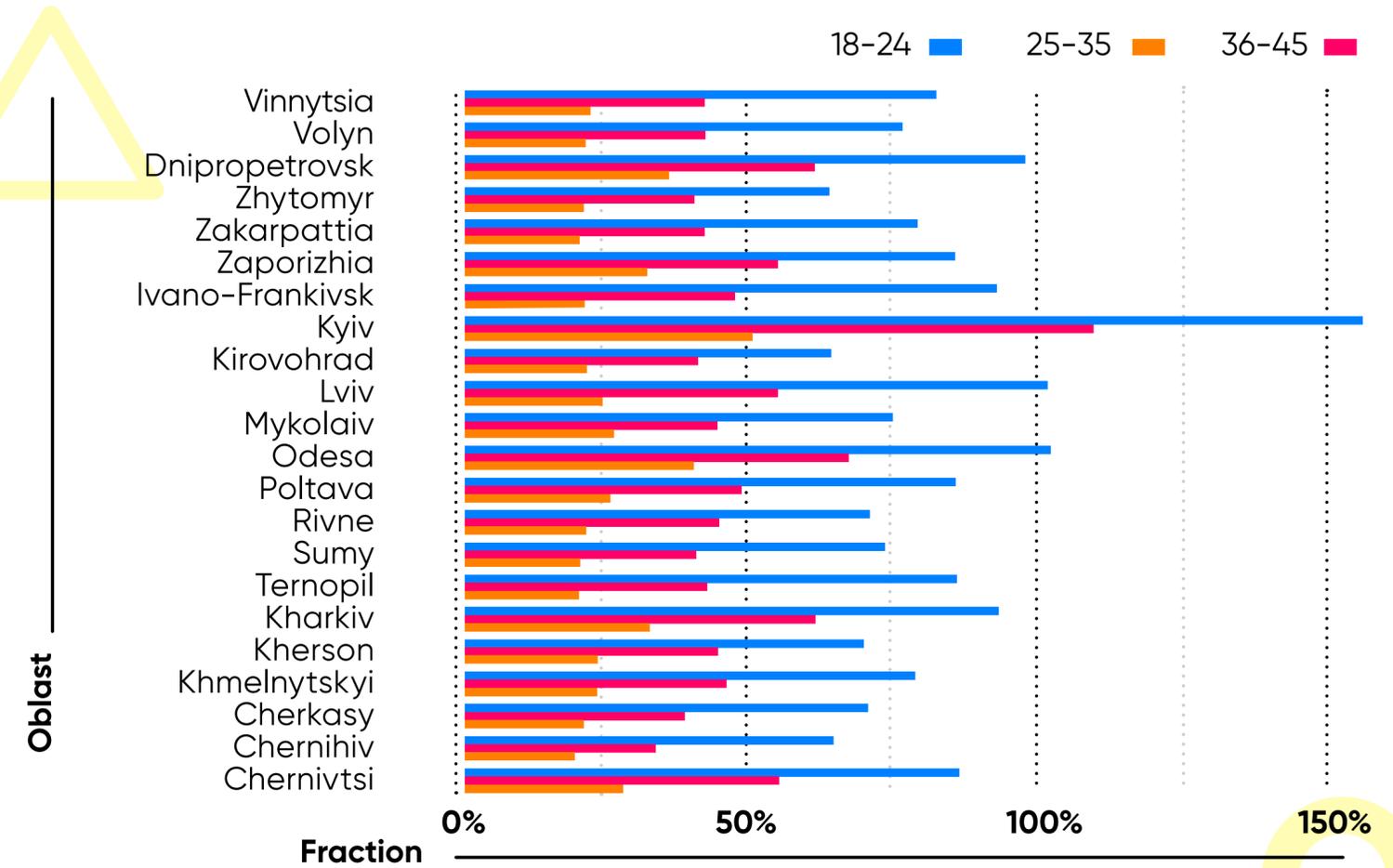
## Instagram Users Share by the Age Groups



Among the age group of 18 to 24 years, 2.8 million of Ukrainians, or 91.04% of all citizens of that age, use Instagram.

In the age group of 25 to 35 years, there are 4 million Facebook users, or 54.29% of all citizens of that age. 1.8 million, or 28.91% of the age group of 36 to 45, use Instagram in Ukraine.

## Instagram Users Share by Age and Oblasts



The share of Kyiv, Lviv and Odesa Oblasts is more than 100% due to the fact that a large number of Ukrainian students study in its oblast centers. Another factor is that many people who are officially living in other Oblasts actually work and live in Kiev, Lviv or Odesa. Those users are identified by the system as residents of Kyiv and Kyiv oblast.

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**2,6** mln use iOS

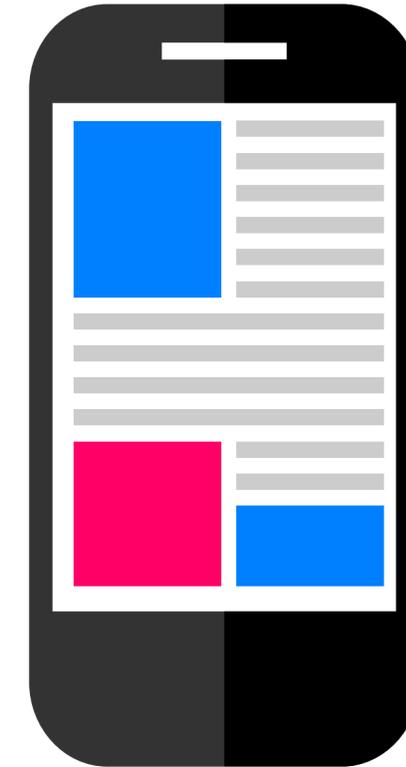
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**8,5** mln Android operating system

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**100** thnd use both operating systems

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## Mobile

## The most popular smartphone brands among Instagram users

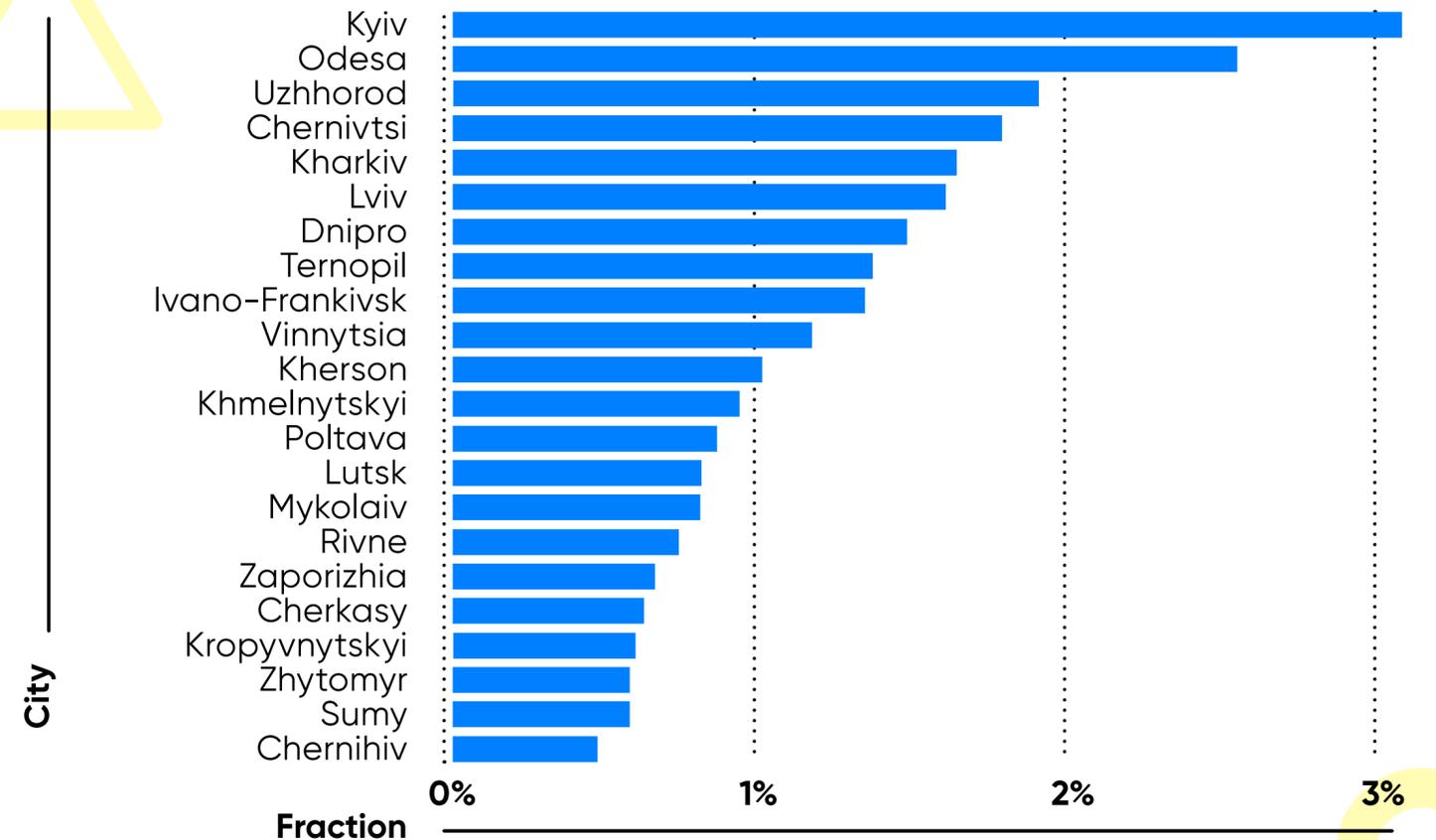
 **3,0 mln Samsung**

 **2,5 mln iPhone**

 **2,5 mln Xiaomi**

 **1,6 mln Huawei**

## Expensive Smartphones' Owners Share by the City



Expensive smartphones (iPhone X, iPhone XR, iPhone XS, iPhone XS Max, Samsung Galaxy S9, Samsung Galaxy S9+) are mostly popular among Instagram users from Kyiv (3,2%) and Odesa (2,67%).

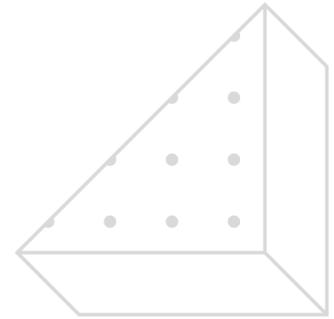
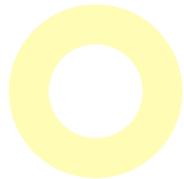
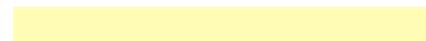
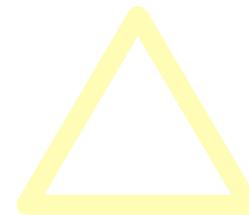
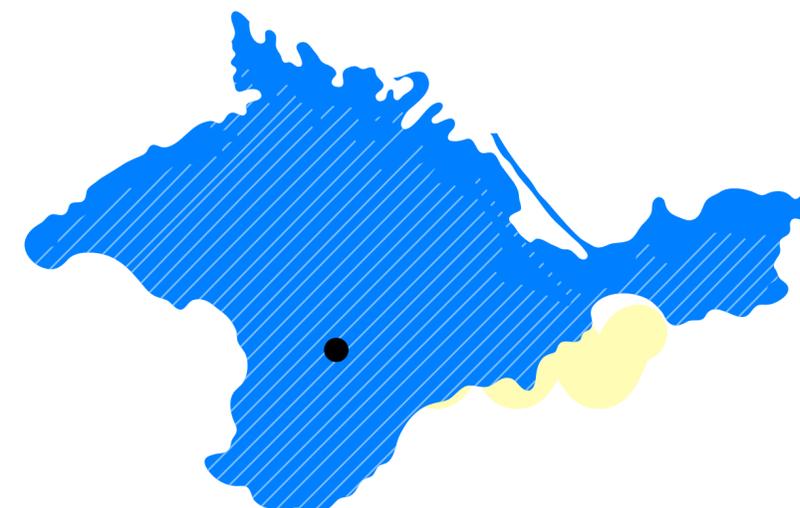
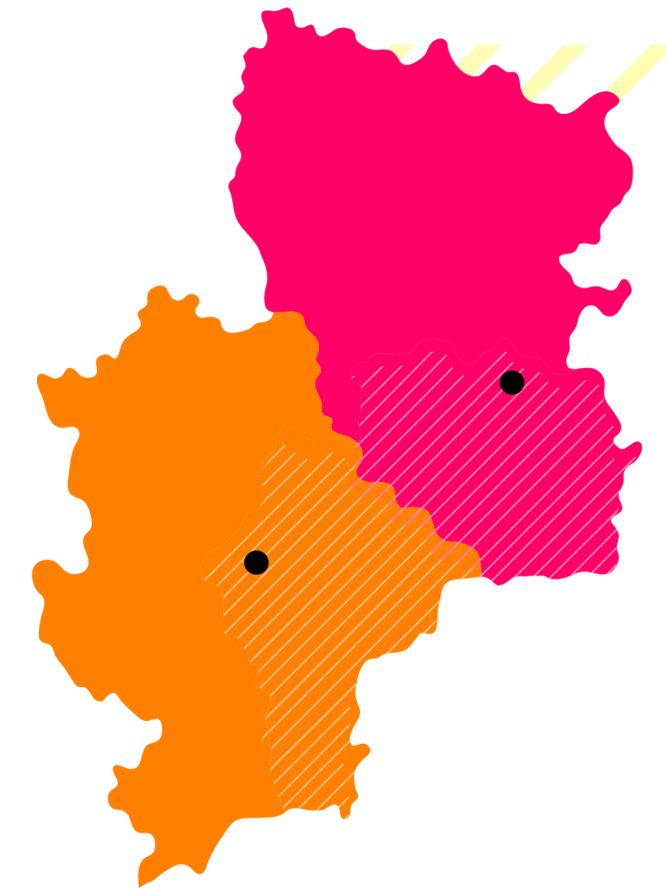
Interestingly, the next in rates are the cities with much lower number of citizens like Uzhhorod (1,84%) or Chernivtsi (1,77%), while the same index is lower in the bigger cities: Kharkiv (1,66%), Lviv (1,65%) and Dnipro (1,5%). Other oblast centers demonstrate the index around 1.5% or less.

# VI. Data

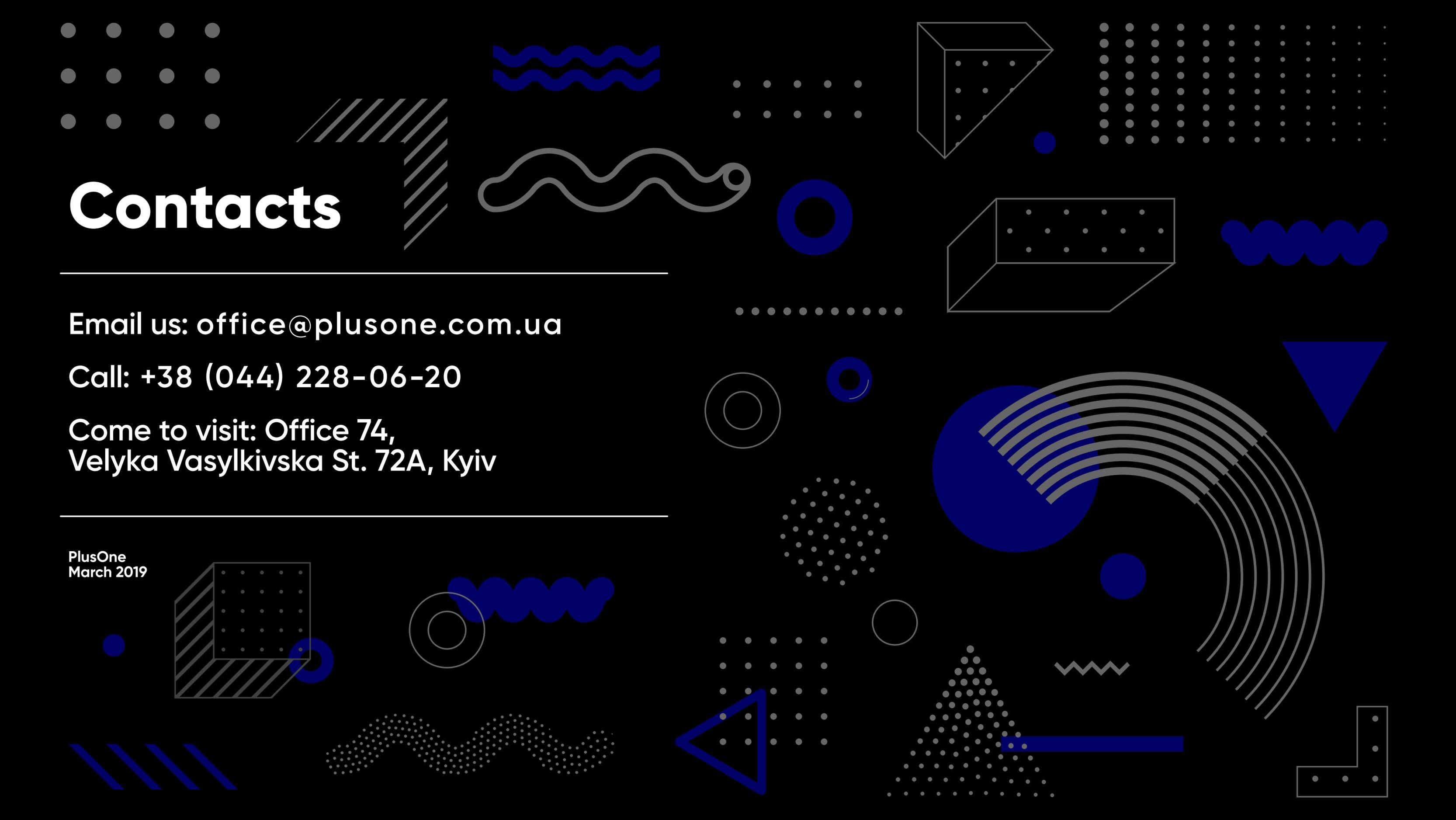
This research does not include data for the Russia-occupied territories. The graphs dedicated to the exact oblasts also do not include Ukraine-controlled areas of Donetsk and Luhansk oblasts. The reason is that all available data for the regions is scarce and fragmented, both from Facebook and State Statistics Service.

**The research is based on the data** provided by the Facebook Ads Manager, State Statistics Service of Ukraine, Factum Group, Digital 2019 reports from Hootsuite and We Are Social, and Google.

On its statistics Facebook considers an Instagram user on one condition: if this person has used own Instagram account at least once during the last 30 days, while being logged in.



# Contacts



Email us: [office@plusone.com.ua](mailto:office@plusone.com.ua)

Call: +38 (044) 228-06-20

Come to visit: Office 74,  
Velyka Vasylykivska St. 72A, Kyiv

PlusOne  
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