



# Webcertain search and social report

2025



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A TRANSPERFECT COMPANY

# • Introduction

This report provides the most up-to-date information about search engine and social media usage in 57 different countries around the world.

As well as the most popular search engines and social networks in each market, you will learn internet penetration rates, device usage break-downs and the most important factors to bear in mind when doing digital marketing for each country.

Webcertain search and social report 2025 is a must-have guide for any digital marketer engaging in international campaigns who wants an easy-to-digest overview of each country.

We hope you find it useful!

# Countries covered in this report

- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Bulgaria
- Cambodia
- Canada
- Chile
- China
- Colombia
- Croatia
- Czech Republic
- Denmark
- Egypt
- Estonia
- Finland
- France
- Germany

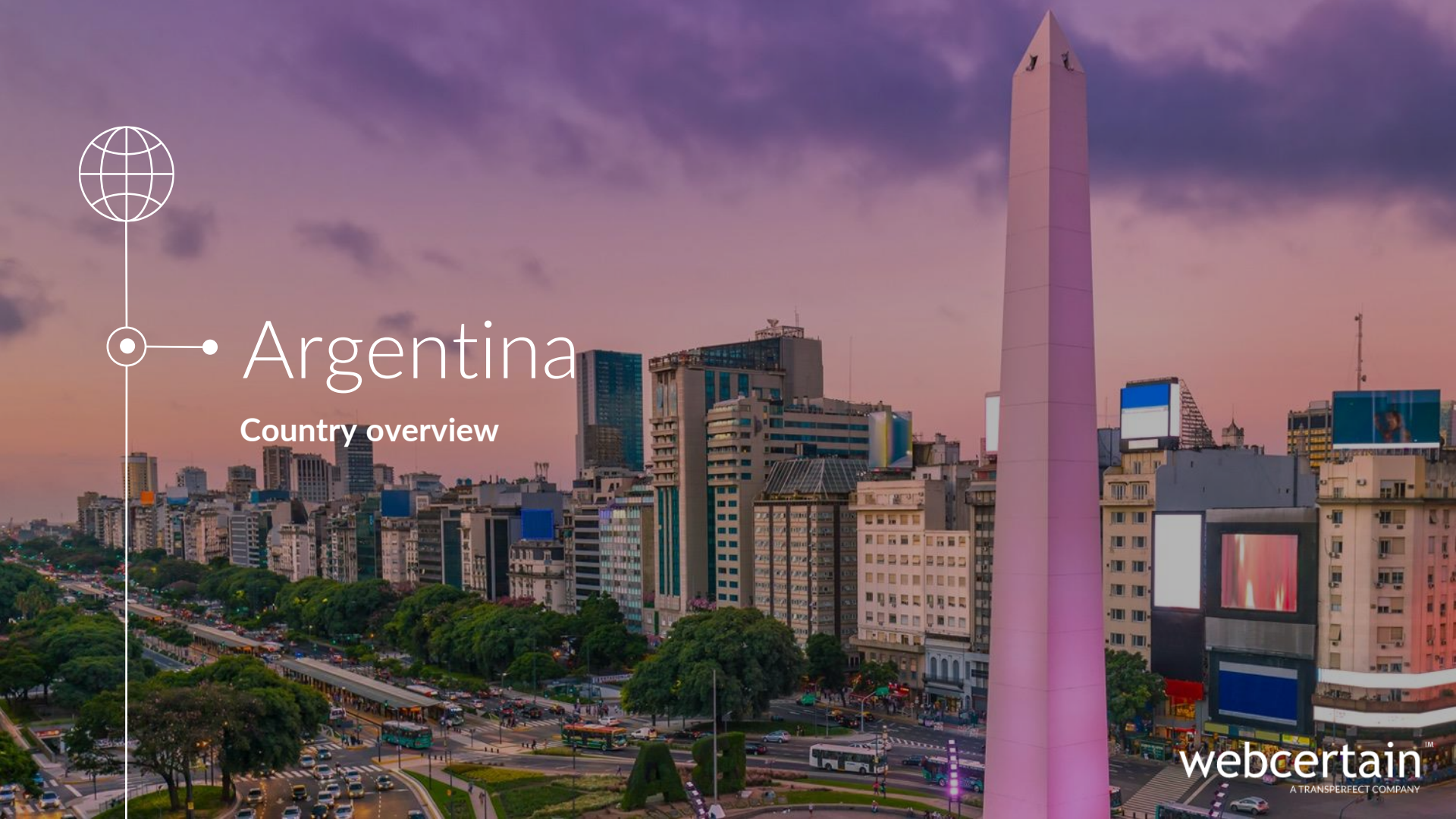
- Greece
- Hong Kong
- Hungary
- India
- Indonesia
- Israel
- Italy
- Japan
- Latvia
- Lithuania
- Malaysia
- Mexico
- Morocco
- Netherlands
- Norway
- Peru
- Philippines
- Poland
- Portugal

- Qatar
- Romania
- Saudi Arabia
- Serbia
- Singapore
- Slovakia
- Slovenia
- South Africa
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Türkiye
- United Arab Emirates
- United Kingdom
- United States
- Vietnam



# Argentina

Country overview





- Population: 46,100,000

- Internet penetration: 89.2%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

96.0%



Bing

2.8%

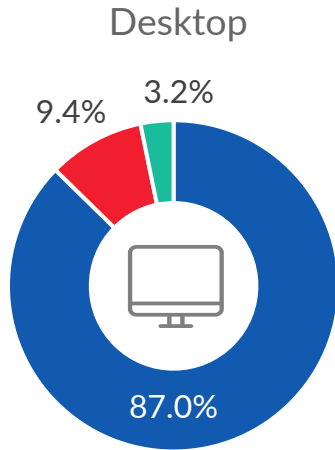


Yahoo

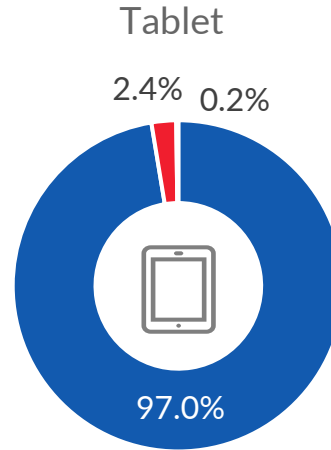
0.9%

Data source: [StatCounter](#) - February 2025

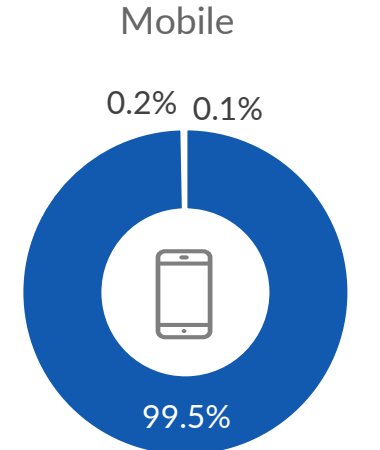
# Search engine market shares by device



■ Google ■ Bing ■ Yahoo



■ Google ■ Bing ■ Yandex



■ Google ■ Bing ■ Yandex

Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



WhatsApp

93%



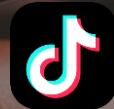
Instagram

87%



Facebook

82%



TikTok

58%



Facebook Messenger

55%

Data source: [DataReportal](#) - February 2025

## Commentary



[89.2%](#) of Argentinians are online, with the average internet user spending [8 hours and 44 minutes](#) online every day.



[Internet speeds](#) are around the global median on broadband, but slower than the global median on mobile. It is therefore still important to optimise your website for speed when targeting this market. As of January 2025, the median broadband speed is 93.04 MB per second, and the median mobile internet speed is 56.45 MB per second.



Looking at the [devices](#) Argentinians use to go online, 61% of internet traffic comes from mobile phones, 38% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Argentinian internet users have [concerns about their online privacy](#). 39% worry about how companies might use their online data, 33% decline cookies on websites, 26% use ad blocking tools, and 16% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 96% of the market share. It is followed by Bing in second place with 2.8% and Yahoo in third with 0.9%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ WhatsApp is the [most popular social platform](#), with 93% of Argentinian internet users saying they use the platform every month. This is followed by Instagram with 87%, Facebook with 82%, TikTok with 58% and Facebook Messenger with 55%.
- ✔ Social media is a key part of a successful digital marketing strategy in Argentina. According to [research](#) from February 2025, social networks are the number one main channel for online brand research in the country, and social media ads are the number one source of brand discovery.
- ✔ E-commerce still has plenty of growth ahead of it. [32%](#) of Argentinians have made a purchase using a mobile phone or the internet in the past year.

- ✔ The [most popular e-commerce platform](#) in the country is Mercado Libre, followed by Frávega, Amazon and AliExpress. The [consumer goods categories with the highest annual spend](#) are electronics, DIY and hardware, and fashion.
- ✔ Be aware that there is a very popular online shopping event called Hot Sale that takes place every year in Argentina. It promotes discounts and offers on various items when they are bought online during the Hot Sale period in May.
- ✔ And finally, when targeting Argentina, make sure to localise your content into Argentinian Spanish to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native Argentinian Spanish speaker.



## ● Additional information

- [A guide to digital marketing in Argentina](#)
- [3 tips for digital marketing in Argentina](#)
- [Online consumer behaviour report: Argentina](#)
- [Webcertain search and social report 2024: Argentina](#)
- [Webcertain search and social report 2023: Argentina](#)
- [Webcertain search and social report 2022: Argentina](#)



# Australia

Country overview



A large crowd of people is gathered on a beach, many sitting on towels or blankets. In the background, the Sydney Harbour Bridge spans across the water, with the city skyline visible on the hills. The sky is blue with some clouds.

- Population: 26,700,000

- Internet penetration: 97.1%

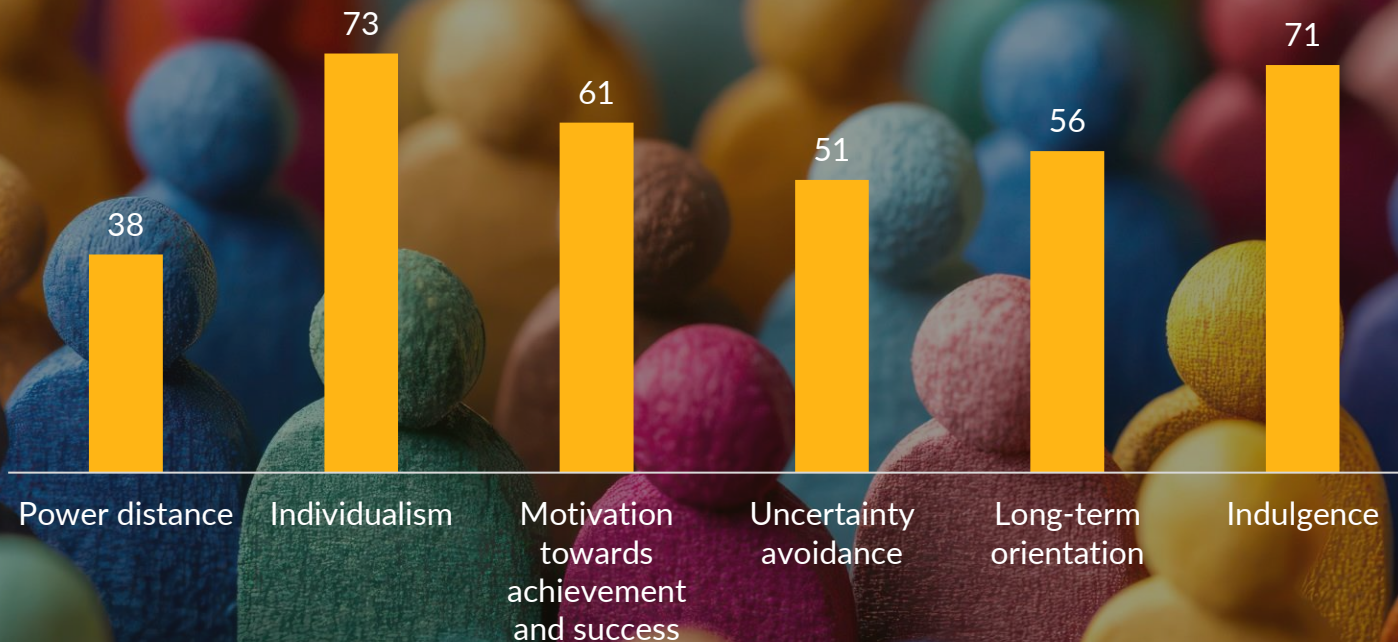
Data sources:

United Nations Population Fund - 2024

International Telecommunication Union - 2023

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## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

92.5%



Bing

5.5%

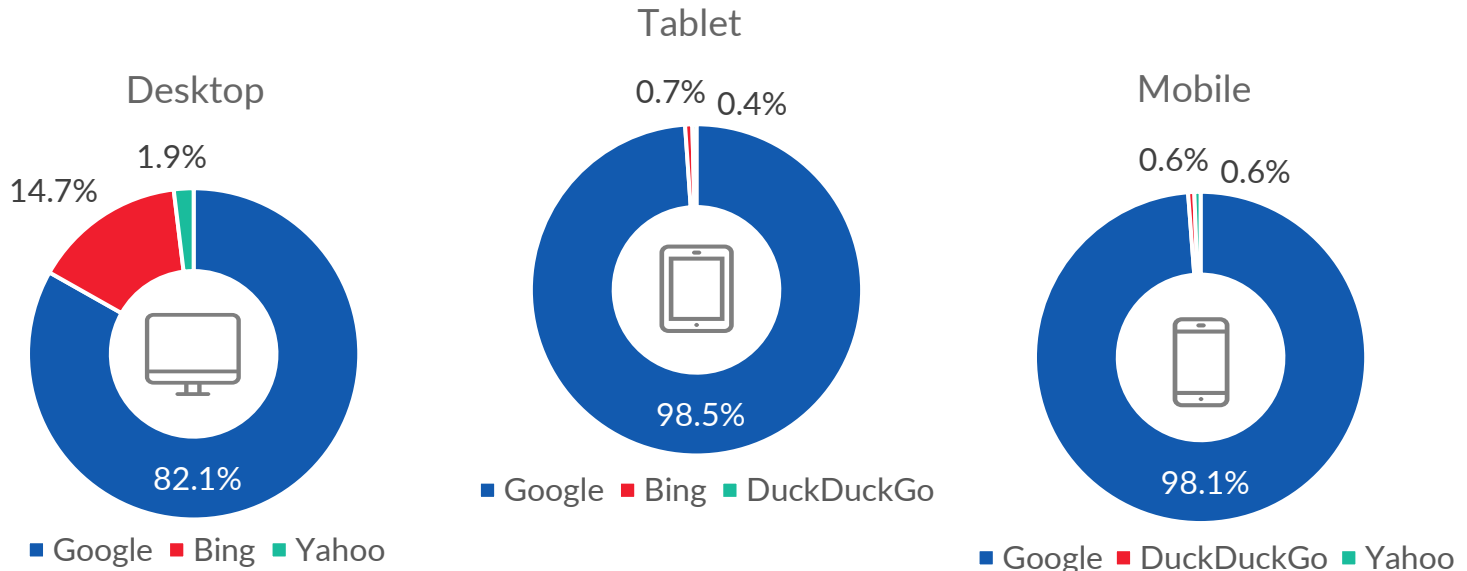


Yahoo

1.0%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

# • Social platform penetration rates



Facebook

78%



Facebook Messenger

69%



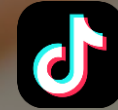
Instagram

65%



WhatsApp

48%



TikTok

44%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ [97.1%](#) of Australians are online, with the average internet user spending [6 hours and 5 minutes](#) online every day.
- ✓ [Internet speeds](#) are faster than the global median on mobile, but slower than the global median on broadband. It is therefore still important to optimise your website for speed when targeting this market. As of January 2025, the median mobile internet speed is 117.18 MB per second, and the median broadband speed is 79.18 MB per second.
- ✓ Looking at the [devices](#) Australians use to go online, 49% of internet traffic comes from computers, 47% comes from mobile phones, and 4% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.
- ✓ Australian internet users have [concerns about their online privacy](#). 43% worry about how companies might use their online data, 41% decline cookies on websites, 29% use ad blocking tools, and 25% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 92.5% of the market share. It is followed by Bing in second place with 5.5% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Australia. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✔ Facebook is the [most popular social platform](#), with 78% of Australian internet users saying they use the platform every month. This is followed by Facebook Messenger with 69%, Instagram with 65%, WhatsApp with 48% and TikTok with 44%.
- ✔ In November 2024, Australia passed a bill [banning under-16s](#) from using social media. This new law will come into effect in January 2026.

- ✔ E-commerce is popular in Australia. [77%](#) of Australians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Amazon, followed by eBay, OzBargain, Kmart, and BIG W. The [consumer goods categories with the highest annual spend](#) are fashion, DIY and hardware, and food.
- ✔ And finally, when targeting Australia, make sure to localise your content into Australian English to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native Australian English speaker.



- **Case study**

- How we helped generate over 26,000 leads from paid ads

A landscape photograph of Uluru, Australia, under a dramatic, cloudy sky. The rock formation is a reddish-brown color, and the foreground is filled with sparse, dry vegetation. A white vertical line runs down the left side of the image, with a circle at the top. Five horizontal lines extend from this vertical line to the left of the text items.

## ● Additional information

- [Online consumer behaviour report: Australia](#)
- [Webcertain search and social report 2024: Australia](#)
- [Webcertain search and social report 2023: Australia](#)
- [Webcertain search and social report 2022: Australia](#)
- [Webcertain search and social report 2021: Australia](#)



# Austria

Country overview



• Population: 9,000,000

• Internet penetration: 94.9%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2024](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

86.3%



Bing

7.0%

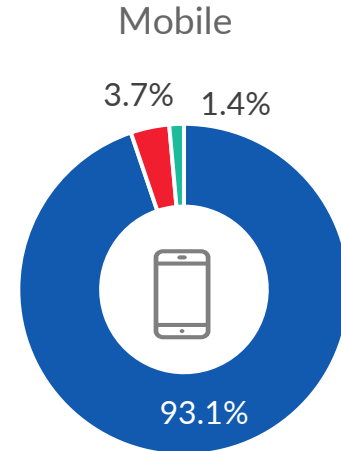
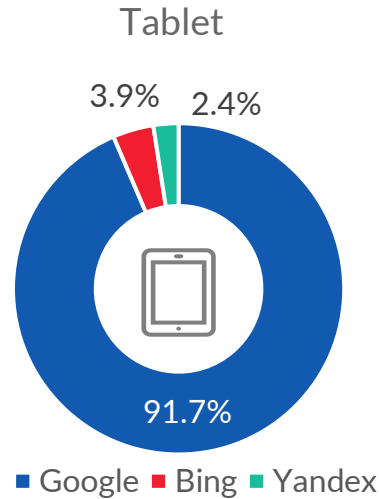
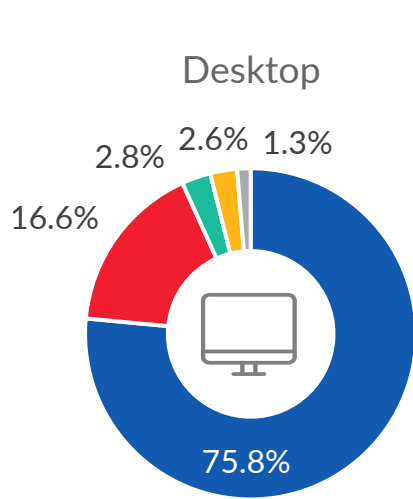


Yandex

2.7%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



■ Google ■ Bing ■ Yahoo ■ DuckDuckGo ■ Yandex

■ Google ■ Yandex ■ DuckDuckGo

Data source: [StatCounter](#) - February 2025

# • Social platform penetration rates



WhatsApp

86%



Facebook

64%



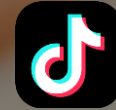
Instagram

63%



Facebook Messenger

42%



TikTok

32%

Data source: [DataReportal](#) - February 2025

## Commentary



[94.9%](#) of Austrians are online, with the average internet user spending [5 hours and 28 minutes](#) online every day.



[Internet speeds](#) are around the global median. As of January 2025, the median broadband speed is 100.60 MB per second, and the median mobile internet speed is 96.82 MB per second.



Looking at the [devices](#) Austrians use to go online, 51% of internet traffic comes from computers, 47% comes from mobile phones, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Austrian internet users have [concerns about their online privacy](#). 57% decline cookies on websites, 37% worry about how companies might use their online data, 32% use ad blocking tools, and 22% use a VPN to access the internet.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 86.3% of the market share. It is followed by Bing in second place with 7% and Yandex in third with 2.7%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ If you have not heard of the third-ranked search engine, Yandex, it is a Russian-owned search engine that is popular with Russian speakers across numerous countries.
- ✓ Search engine marketing is a key part of a successful digital marketing strategy in Austria. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✓ WhatsApp is the [most popular social platform](#), with 86% of Austrian internet users saying they use the platform every month. This is followed by Facebook with 64%, Instagram with 63%, Facebook Messenger with 42% and TikTok with 32%.

- ✔ E-commerce is popular, although it still has growth ahead of it. [64%](#) of Austrians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Amazon, followed by Willhaben, Temu, eBay and Geizhals. The [consumer goods categories with the highest annual spend](#) are fashion, electronics and furniture.
- ✔ Be aware that your Austrian website is [legally required to have an “Impressum”](#) page. The Impressum must be easy-to-access and provide the user with information including your business’ name, address, contact information, trade register number or equivalent, VAT/business identification number, information on your board of directors, and more.
- ✔ And finally, even though Austrians have a very high level of English proficiency, it is still best practice to localise your content into Austrian German, especially if your brand is B2C. This will ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native Austrian German speaker.



## • Case study

- How we wrote and scheduled social media posts for a cryptocurrency company




## • Additional information

- [Digital marketing insights and tips for Austria](#)
- [Webcertain search and social report 2024: Austria](#)
- [Webcertain search and social report 2023: Austria](#)
- [Webcertain search and social report 2022: Austria](#)
- [Webcertain search and social report 2021: Austria](#)



# Belgium

Country overview



- Population: 11,700,000

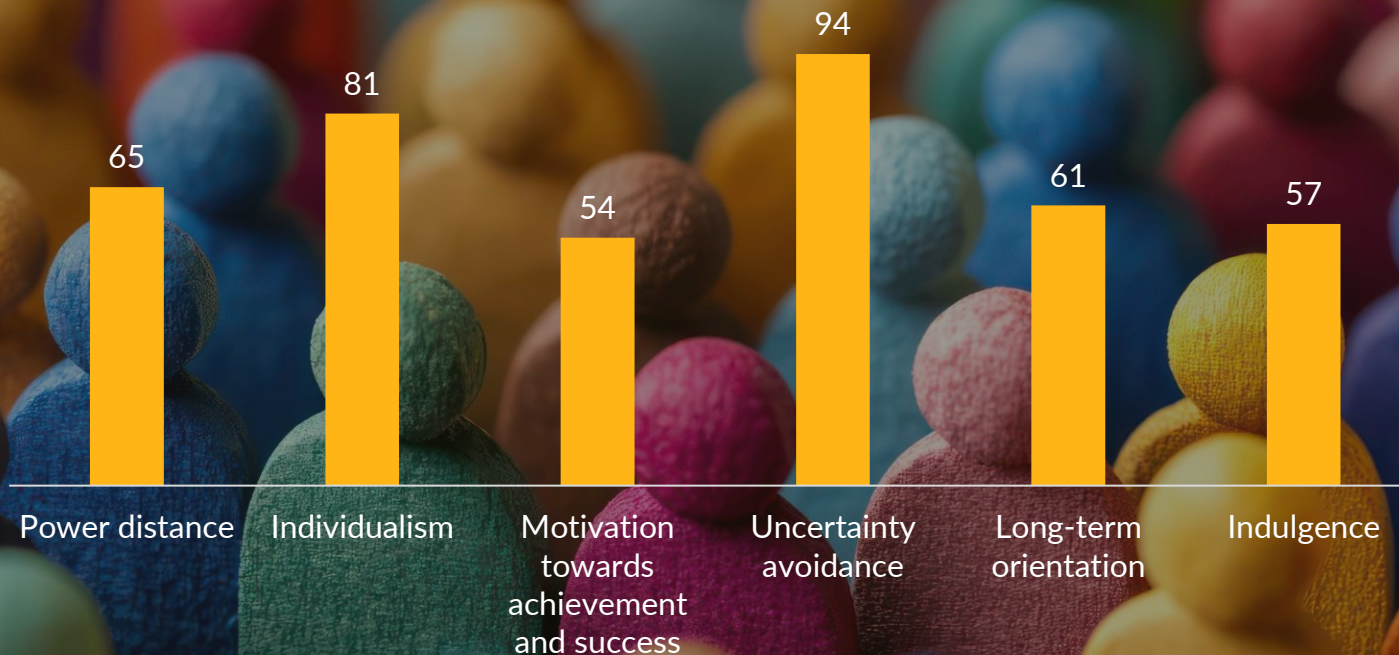
- Internet penetration: 94.6%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

91.3%



Bing

6.0%

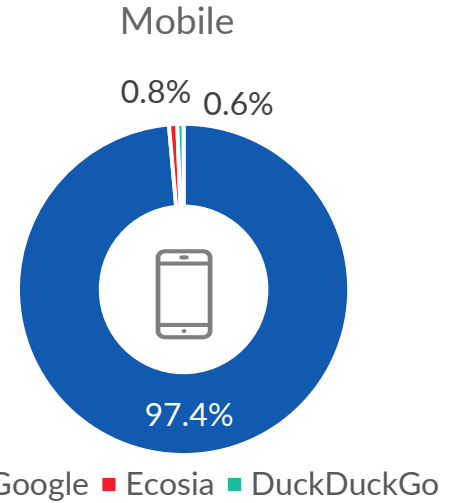
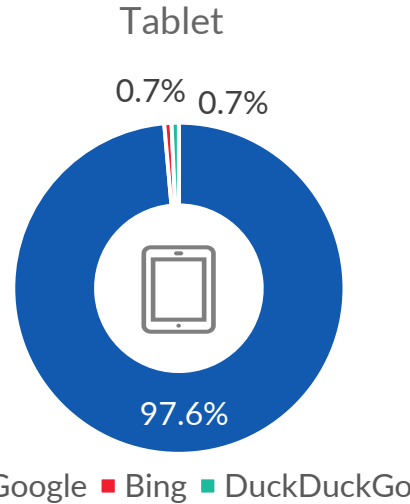
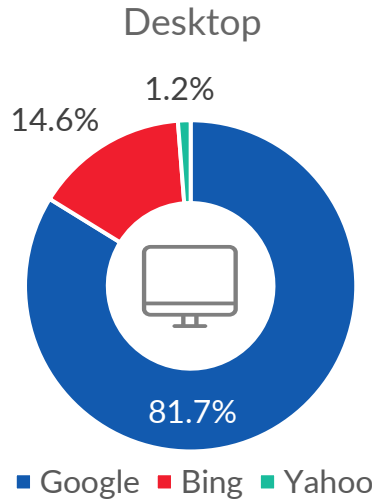


Ecosia

0.8%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

# • Social platform penetration rates



Facebook  
80%



WhatsApp  
79%



Facebook Messenger  
67%



Instagram  
63%



TikTok  
37%

Data source: [DataReportal](#) - February 2025

## Commentary



[95%](#) of Belgians are online, with the average internet user spending [5 hours and 26 minutes](#) online every day.



[Internet speeds](#) are faster than the global median on broadband, and around the global median on mobile. As of January 2025, the median broadband speed is 113.21 MB per second, and the median mobile internet speed is 97.86 MB per second.



Looking at the [devices](#) Belgians use to go online, 49% of internet traffic comes from mobile phones, 48% comes from computers, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Belgian internet users have [concerns about their online privacy](#). 50% decline cookies on websites, 39% worry about how companies might use their online data, 28% use ad blocking tools, and 20% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 91% of the market share. It is followed by Bing in second place with 6% and Ecosia in third with 0.8%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ If you have not heard of the third-ranked search engine, Ecosia, it is an environmentally-friendly search engine that uses its ad revenue to plant trees. Whilst it does not have a huge market share at the moment, it nevertheless shows that it is something that resonates with Belgian consumers.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Belgium. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.

- ✔ Facebook is the [most popular social platform](#), with 80% of Belgian internet users saying they use the platform every month. This is followed by WhatsApp with 79%, Facebook Messenger with 67%, Instagram with 63% and TikTok with 37%.
- ✔ E-commerce is popular, although it still has growth ahead of it. [68%](#) of Belgians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Bol.com, followed by 2dehands, AliExpress, Temu and Amazon. The [consumer goods categories with the highest annual spend](#) are fashion, electronics and furniture.
- ✔ And finally, be aware that Belgium is a multilingual country with three official languages: Dutch, French and German. Dutch is mostly spoken in the north, French in the south and German in the east. You should bear this in mind and conduct research into which language(s) your specific audience speaks when creating your content. Translation, localisation and copywriting should always be done by a professional native speaker.



- **Case study**

- How we localised a PPC campaign into 13 languages



# • Additional information

- [Online consumer behaviour report: Belgium](#)
- [Webcertain search and social report 2024: Belgium](#)
- [Webcertain search and social report 2023: Belgium](#)
- [Webcertain search and social report 2022: Belgium](#)
- [Digital marketing insights for the Belgian market](#)



# Brazil

Country overview





- Population: 217,600,000

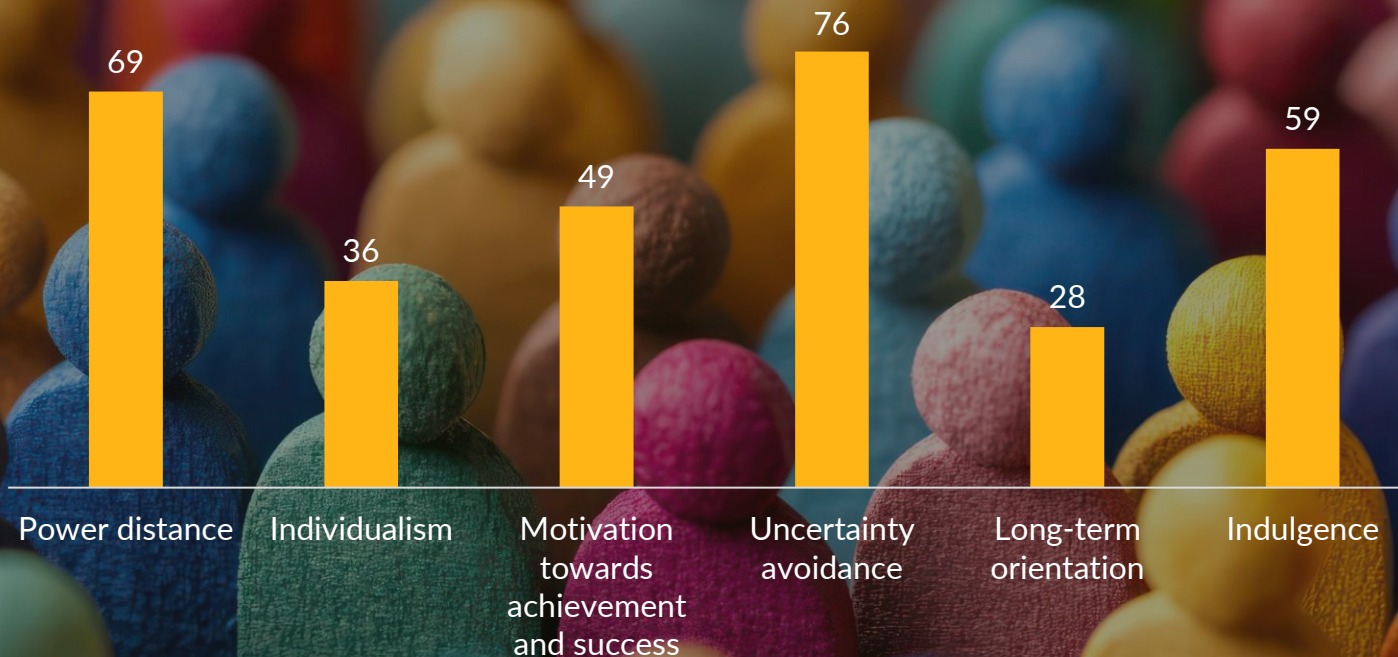
- Internet penetration: 84.2%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

93.2%



Bing

5.1%

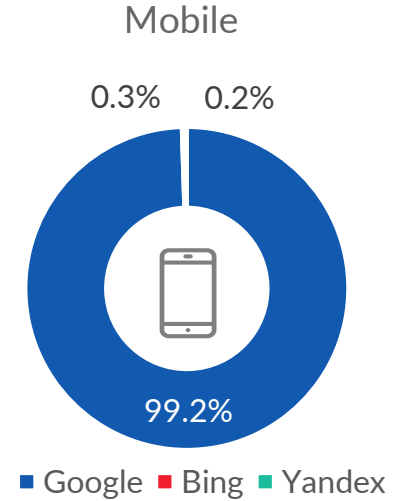
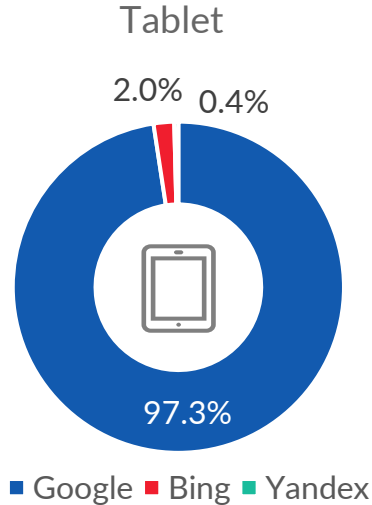
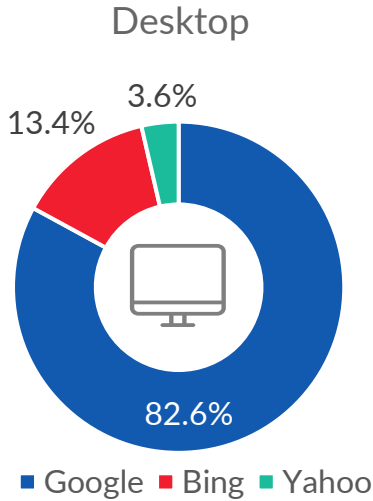


Yahoo

1.4%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



WhatsApp

94%



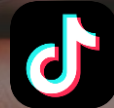
Instagram

92%



Facebook

82%



TikTok

64%



Facebook Messenger

56%

Data source: [DataReportal](#) - February 2025

## Commentary



[84%](#) of Brazilians are online, with the average internet user spending a whopping [9 hours and 9 minutes](#) online every day.



[Internet speeds](#) are faster than the global median. As of January 2025, the median mobile internet speed is 210.38 MB per second and the median broadband speed is 186.31 MB per second.



Looking at the [devices](#) Brazilians use to go online, 62% of internet traffic comes from mobile phones, 37% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Brazilian internet users have [concerns about their online privacy](#). 48% worry about how companies might use their online data, 47% decline cookies on websites, 31% use ad blocking tools, and 17% use a VPN to access the internet.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 93% of the market share. It is followed by Bing in second place with 5% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ WhatsApp is the [most popular social platform](#), with 94% of Brazilian internet users saying they use the platform every month. This is followed by Instagram with 92%, Facebook with 82%, TikTok with 64% and Facebook Messenger with 56%.
- ✓ Social media is a key part of a successful digital marketing strategy in Brazil. According to [research](#) from February 2025, social networks are the number one main channel for online brand research in the country.
- ✓ E-commerce still has plenty of growth ahead of it. [35%](#) of Brazilians have made a purchase using a mobile phone or the internet in the past year.

- ✔ The [most popular e-commerce platform](#) in the country is Mercado Livre, followed by Amazon, Shopee, Temu and OLX. The [consumer goods categories with the highest annual spend](#) are electronics, fashion and food.
- ✔ And finally, when targeting Brazil, make sure to localise your content into Brazilian Portuguese to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native Brazilian Portuguese speaker.



## • Case studies

- How we ran 41 PPC campaigns across multiple markets
- How we used paid social media to promote two new games

An aerial photograph of a densely populated town built on a steep, forested hillside. The buildings are mostly multi-story structures with light-colored facades and dark roofs. The surrounding landscape is lush green with dense vegetation. The lighting suggests late afternoon or early morning, with long shadows and warm tones.

## ● **Additional information**

- [A guide to digital marketing in Brazil](#)
- [Webinar: How to succeed online in Brazil](#)
- [Online consumer behaviour report: Brazil](#)
- [3 tips for adapting your marketing strategy for the Brazilian culture](#)
- [Webcertain search and social report 2024: Brazil](#)
- [Webcertain search and social report 2023: Brazil](#)
- [Webcertain search and social report 2022: Brazil](#)



# Bulgaria

Country overview



- Population: 6,600,000

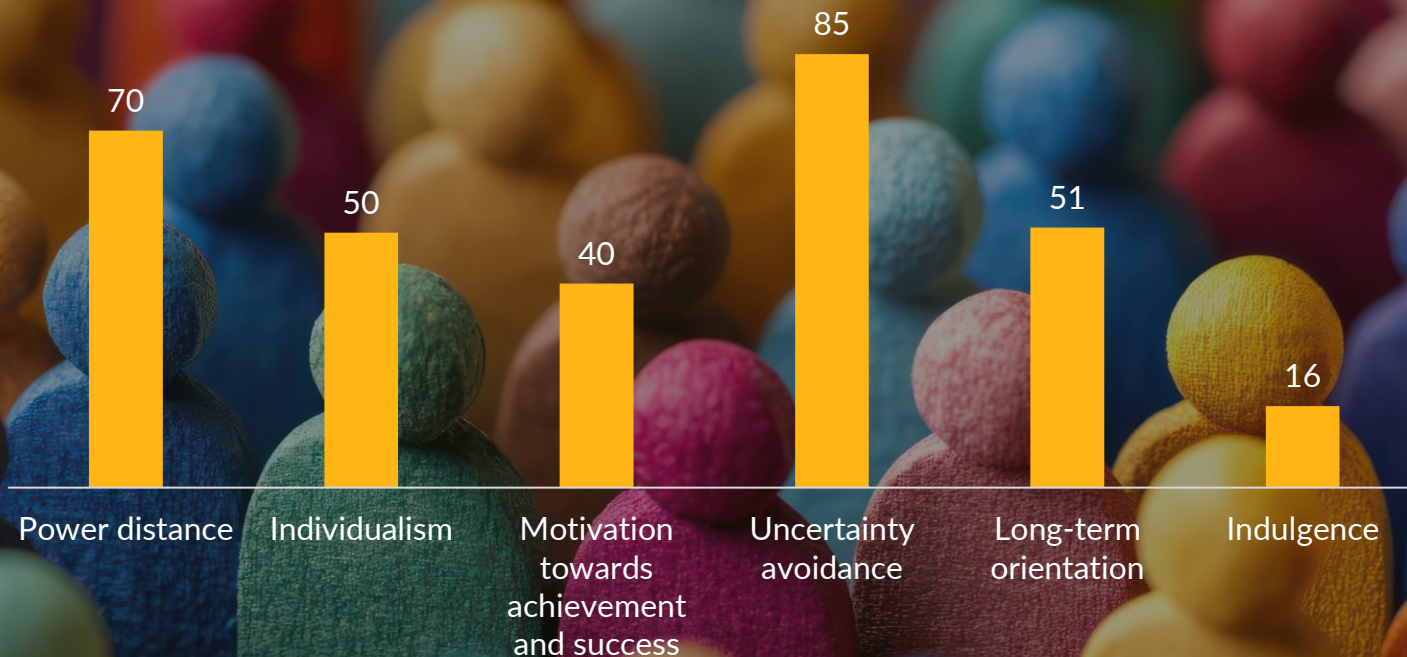
- Internet penetration: 80.4%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

96.0%



Bing

3.1%

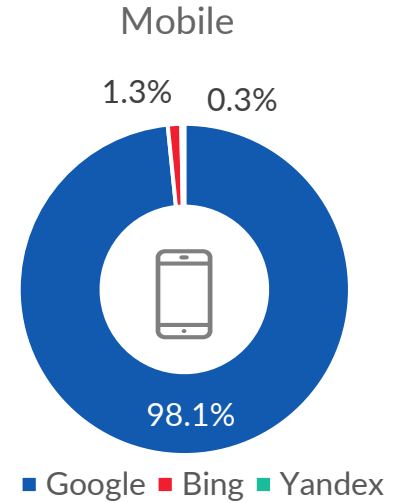
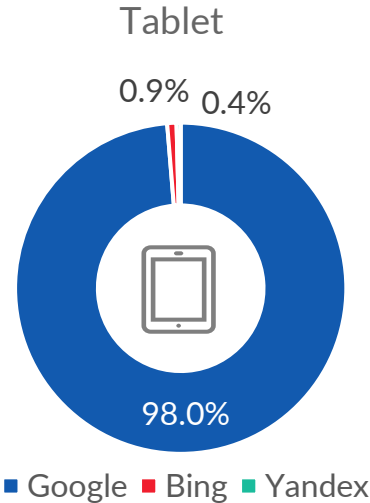
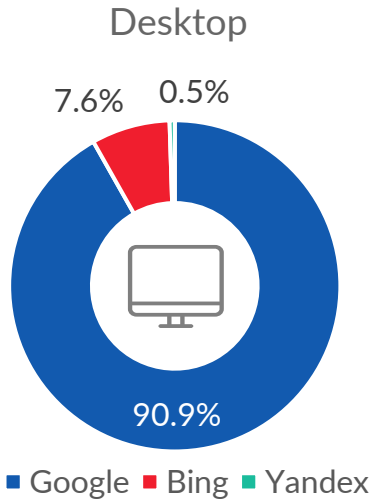


Yandex

0.3%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



Facebook

85%



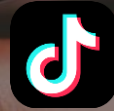
Facebook Messenger

77%



Instagram

59%



TikTok

49%



WhatsApp

33%

Data source: [DataReportal](#) - February 2025

## Commentary



[80%](#) of Bulgarians are online, with the average internet user spending [7 hours and 38 minutes](#) online every day.



[Internet speeds](#) are much faster than the global median on mobile. As of January 2025, the median mobile internet speed is 252.05 MB per second. However, internet speeds are slower than the global median on broadband, with the median broadband speed being 87.05 MB per second. It is therefore still important to optimise your website for speed when targeting this market.



To [improve internet connectivity](#) in the most remote and sparsely populated areas of the country, the Bulgarian government has allocated nearly 470 million levs to build and upgrade broadband cables in these areas.

- ✓ Looking at the [devices](#) Bulgarians use to go online, 64% of internet traffic comes from mobile phones, 35% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.
- ✓ Bulgarian internet users have [concerns about their online privacy](#). 43% decline cookies on websites, 36% worry about how companies might use their online data, 31% use ad blocking tools, and 20% use a VPN to access the internet.
- ✓ The [search engine landscape](#) is very much dominated by Google, which has 96% of the market share. It is followed by Bing in second place with 3% and Yandex in third with 0.3%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ If you have not heard of the third-ranked search engine, Yandex, it is a Russian-owned search engine that is popular with Russian speakers across numerous countries.

- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Bulgaria. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country.
- ✔ Facebook is the [most popular social platform](#), with 85% of Bulgarian internet users saying they use the platform every month. This is followed by Facebook Messenger with 77%, Instagram with 59%, TikTok with 49% and WhatsApp with 33%.
- ✔ E-commerce still has plenty of growth ahead of it. [39%](#) of Bulgarians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is OLX, followed by Bazar.bg, eMAG.bg, Temu and ALO.bg. The [consumer goods categories with the highest annual spend](#) are electronics, fashion and food.



The country's government has vowed to improve Bulgaria's digital prospects. The [Digital Transformation of Bulgaria for the period 2020-2030](#) document sets out six key objectives: to deploy a secure digital infrastructure; to ensure access to adequate technical knowledge and digital skills; to strengthen research and innovation capacity; to unlock the potential of data; to digitalise for a circular low carbon economy; and to improve public administration efficiency and the quality of public services.



And finally, when targeting Bulgaria, make sure to localise your content into Bulgarian to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Bulgarian speaker.



## • Additional information

- [Online consumer behaviour report: Bulgaria](#)
- [Webcertain search and social report 2024: Bulgaria](#)
- [Webcertain search and social report 2023: Bulgaria](#)
- [Webcertain search and social report 2022: Bulgaria](#)
- [Webcertain search and social report 2021: Bulgaria](#)



# Cambodia

Country overview



• Population: 17,100,000

• Internet penetration: 60.7%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## Search engine market shares



Google

95.1%



Bing

2.5%

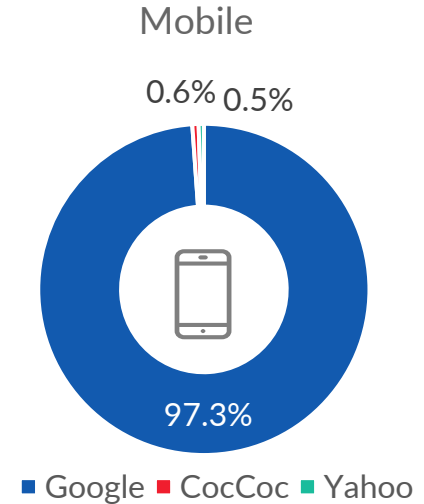
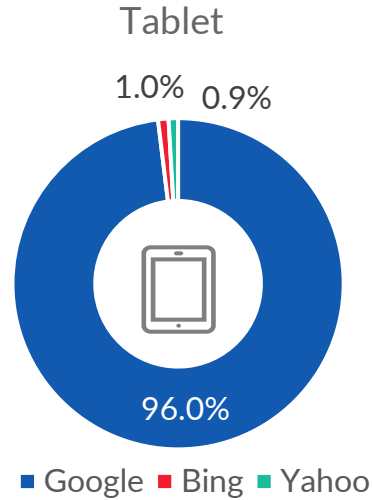
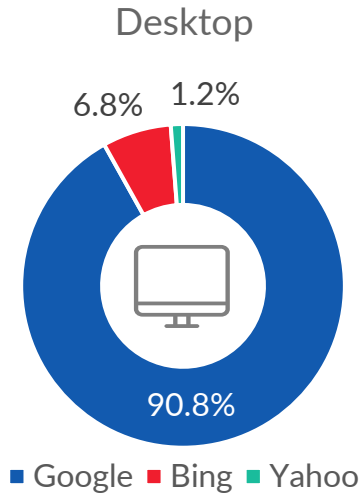


Yahoo

0.7%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

# • Social platform penetration rates



Facebook

72%



TikTok

60%



Facebook Messenger

49%



Instagram

9%



LinkedIn

4%

Data source: [DataReportal](#) - February 2025

## Commentary

✓ [61%](#) of people in Cambodia are online. With around 4 in 10 people in Cambodia still to come online, the country still has substantial growth ahead of it.

✓ [Internet speeds](#) are slower than the global median, meaning it is vital to optimise your website for speed when targeting this market. As of January 2025, the median mobile internet speed is 47.06 MB per second, and the median broadband speed is 46.89 MB per second.

✓ Looking at the [devices](#) Cambodians use to go online, 54% of internet traffic comes from mobile phones, 46% comes from computers, and 0.7% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

✓ The [search engine landscape](#) is very much dominated by Google, which has 95% of the market share. It is followed by Bing in second place with 3% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.

- ✔ Facebook is the most [popular social platform](#), with 72% of the Cambodian population being reachable through the platform. This is followed by TikTok with 60%, Facebook Messenger with 49%, Instagram with 9% and LinkedIn with 4%.
- ✔ E-commerce still has plenty of growth ahead of it. Only [4%](#) of Cambodians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Glad Market, followed by Mall855, MAIO Mall, RoseRb.com and AliExpress.
- ✔ The Cambodian government has pledged to improve the country's digital prospects. It has launched the [Go Digital Cambodia](#) website, which aims to “assist Cambodians in embracing and adopting digital technology in order to achieve better social and economic outcomes”.

- ✔ However, critics have [expressed concern](#) over the Cambodian government's proposal to reroute all internet traffic in the country through a National Internet Gateway. They argue this could degrade network performance, increase costs for consumers, risk turning the internet into a national intranet, and endanger freedom of expression.
- ✔ And finally, when targeting Cambodia, make sure to localise your content into Khmer to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Khmer speaker.



## • Additional information

- [Webcertaint search and social report 2024: Cambodia](#)
- [Webcertaint search and social report 2023: Cambodia](#)



# Canada

Country overview



- Population: 39,100,000

- Internet penetration: 94.0%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

89.6%



Bing

6.8%

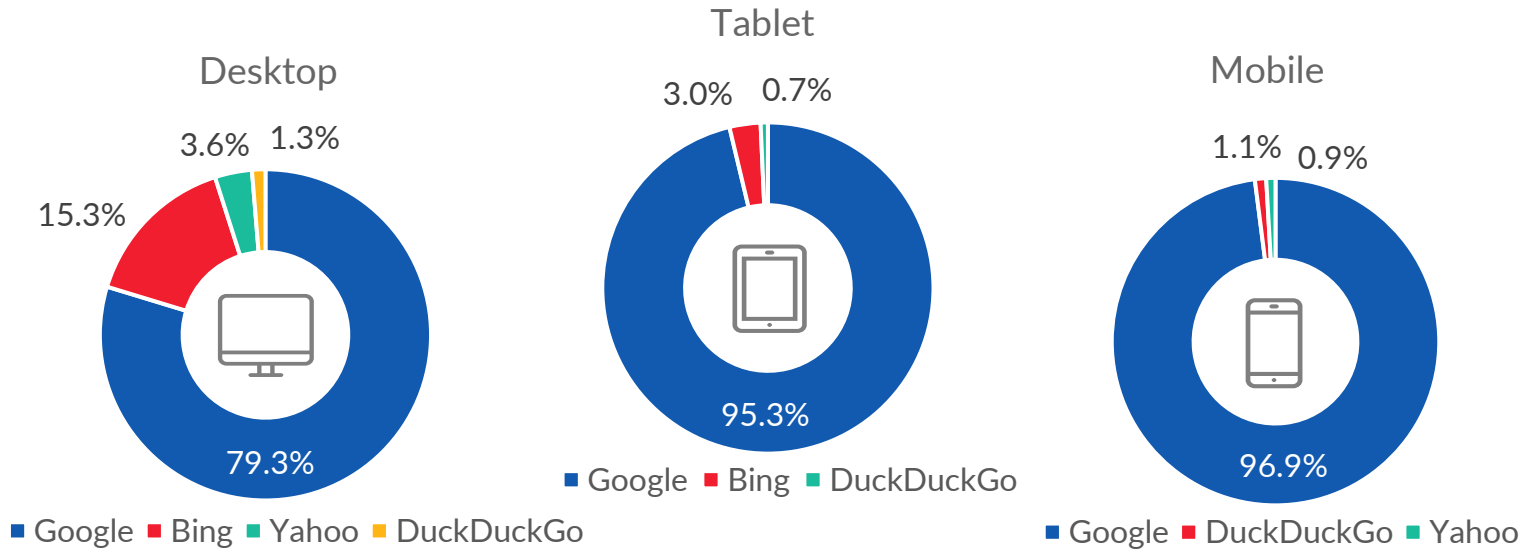


Yahoo

2.0%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



Facebook

77%



Facebook Messenger

65%



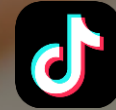
Instagram

58%



WhatsApp

44%



TikTok

38%

Data source: [DataReportal](#) - February 2025

## Commentary



94% of Canadians are online, with the average internet user spending [6 hours and 5 minutes](#) online every day.



[Internet speeds](#) are faster than the global median. As of January 2025, the median broadband speed is 231.74 MB per second, and the median mobile internet speed is 106.15 MB per second.



Looking at the [devices](#) Canadians use to go online, 49% of internet traffic comes from computers, 47% comes from mobile phones, and 4% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Canadian internet users have [concerns about their online privacy](#). 47% worry about how companies might use their online data, 45% decline cookies on websites, 32% use ad blocking tools, and 22% use a VPN to access the internet.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 90% of the market share. It is followed by Bing in second place with 7% and Yahoo in third with 2%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ Search engine marketing is a key part of a successful digital marketing strategy in Canada. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country.
- ✓ Facebook is the [most popular social platform](#), with 77% of Canadian internet users saying they use the platform every month. This is followed by Facebook Messenger with 65%, Instagram with 58%, WhatsApp with 44% and TikTok with 38%.
- ✓ E-commerce is popular in Canada. [70%](#) of Canadians have made a purchase using a mobile phone or the internet in the past year.

- ✔ The [most popular e-commerce platform](#) in the country is Amazon, followed by Walmart, Temu and Kijiji. The [consumer goods categories with the highest annual spend](#) are fashion, DIY and hardware, and electronics.
- ✔ And finally, be aware that Canada is a [bilingual country](#), with both English and French being official languages. You might therefore want to create both English and French content when targeting Canada – just make sure you localise your content to be Canadian English and Canadian French. Translation, localisation and copywriting should always be done by a professional native speaker.



## • Case studies

- How we localised a PPC campaign into 13 languages
- How we helped an animal healthcare organisation improve its email strategy in multiple languages



- **Additional information**

- [Online consumer behaviour report: Canada](#)

- [3 tips for adapting your marketing strategy for the Canadian culture](#)

- [Webcertain search and social report 2024: Canada](#)

- [Webcertain search and social report 2023: Canada](#)

- [Webcertain search and social report 2022: Canada](#)



# Chile

Country overview



- Population: 19,700,000

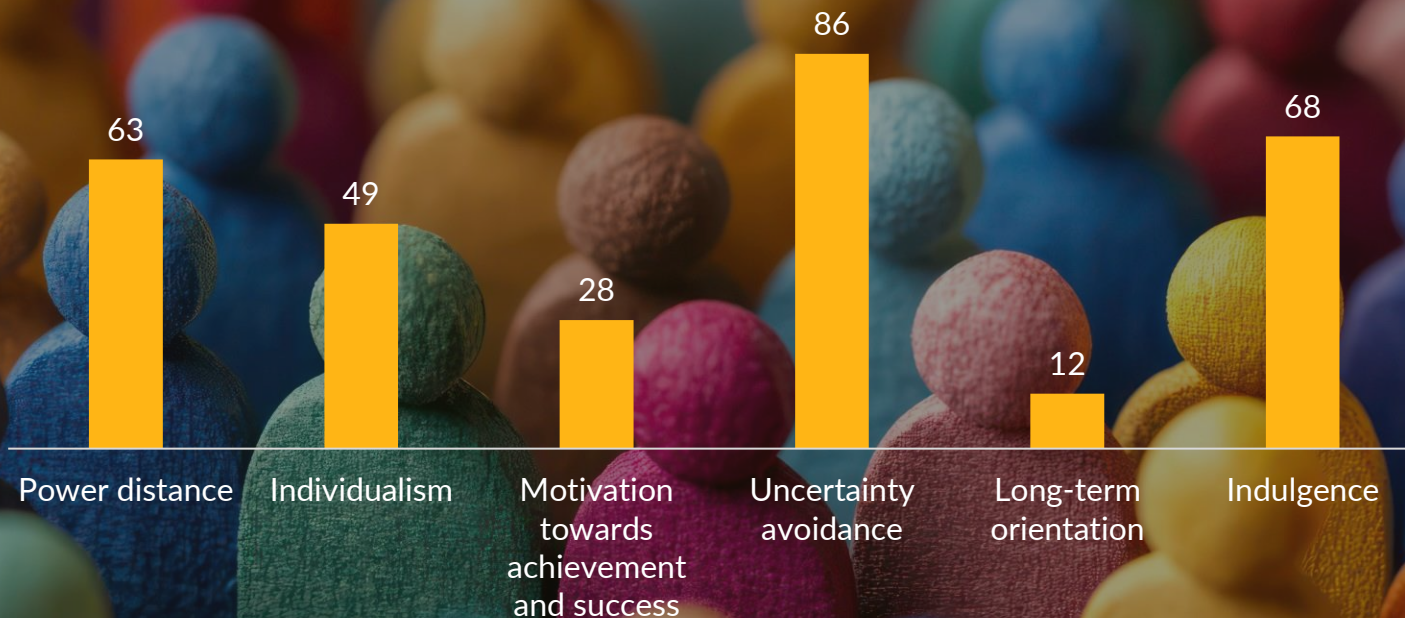
- Internet penetration: 94.5%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

94.0%



Bing

4.2%

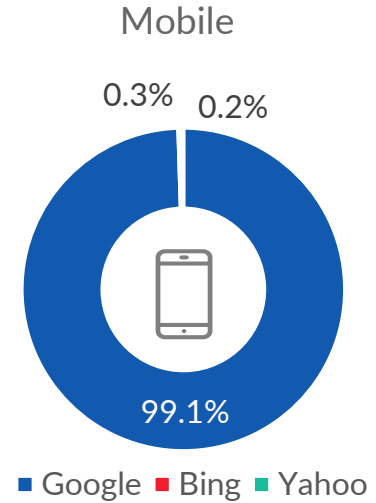
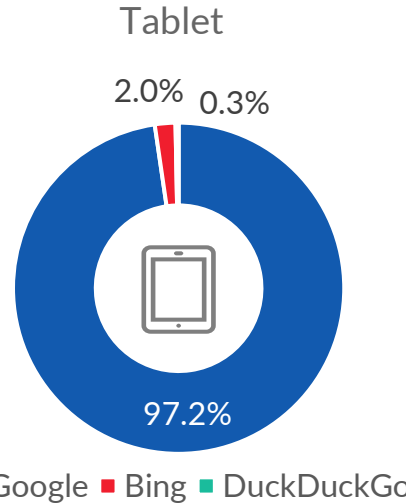
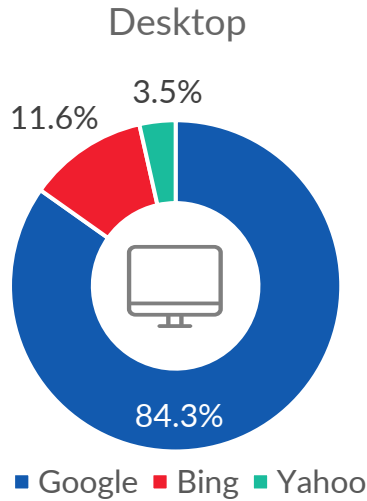


Yahoo

1.3%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



WhatsApp

92%



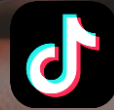
Instagram

87%



Facebook

82%



TikTok

69%



Facebook Messenger

60%

Data source: [DataReportal](#) - February 2025

## Commentary



[95%](#) of Chileans are online, with the average internet user spending [8 hours and 45 minutes online](#) every day.



[Internet speeds](#) are faster than the global median on broadband, but slower than the global median on mobile. It is therefore still important to optimise your website for speed when targeting this market. As of January 2025, the median broadband speed is 276.77 MB per second and the median mobile internet speed is 79.17 MB per second.



Looking at the [devices](#) Chileans use to go online, 56% of internet traffic comes from mobile phones, 43% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Chilean internet users have [concerns about their online privacy](#). 43% worry about how companies may use their online data, 33% decline cookies on websites, 26% use ad blocking tools, and 16% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 94% of the market share. It is followed by Bing in second place with 4% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ WhatsApp is the [most popular social platform](#), with 92% of Chilean internet users saying they use the platform every month. This is followed by Instagram with 87%, Facebook with 82%, TikTok with 69% and Facebook Messenger with 60%.
- ✔ Social media is a key part of a successful digital marketing strategy in Chile. According to [research](#) from February 2025, social networks are the number one main channel for online brand research in the country, and social media ads are the number one source of brand discovery.
- ✔ E-commerce still has plenty of growth ahead of it. [49%](#) of Chileans have made a purchase using a mobile phone or the internet in the past year.

- ✔ The [most popular e-commerce platform](#) in the country is Mercado Libre, followed by Temu, Falabella, AliExpress and París. The [consumer goods categories with the highest annual spend](#) are electronics, fashion, and DIY and hardware.
- ✔ And finally, when targeting Chile, make sure to localise your content into Chilean Spanish to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native Chilean Spanish speaker.



## • Additional information

- [Webinar: The Latin American and US Hispanic markets](#)
- [Webcertainty search and social report 2024: Chile](#)
- [Webcertainty search and social report 2023: Chile](#)
- [Webcertainty search and social report 2022: Chile](#)
- [Webcertainty global search report 2016: Chile](#)



# China

Country overview





- Population: 1,425,200,000

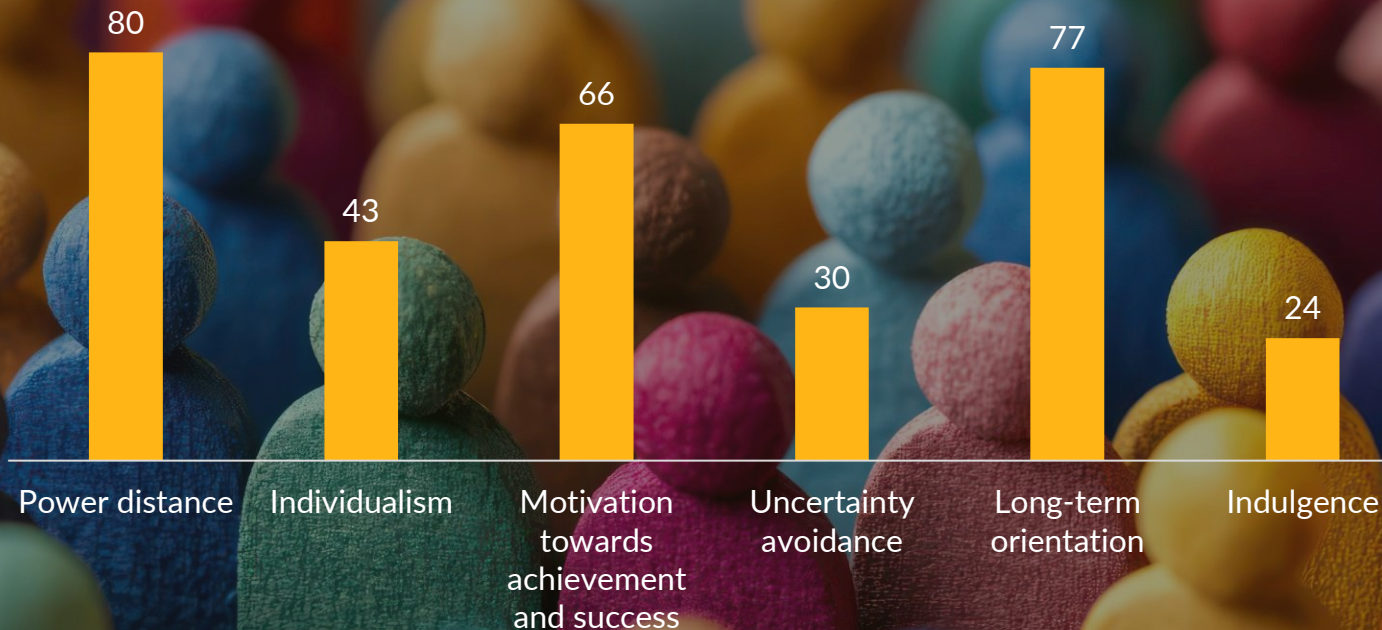
- Internet penetration: 77.5%

Data sources:

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Baidu

51.5%



Bing

30.7%

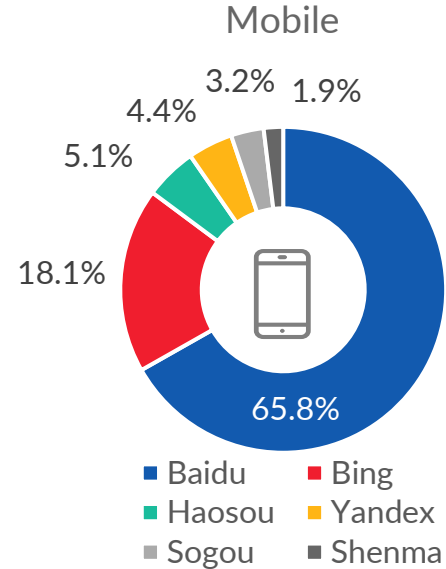
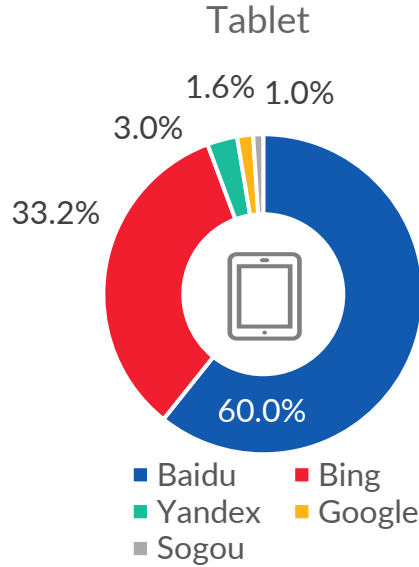
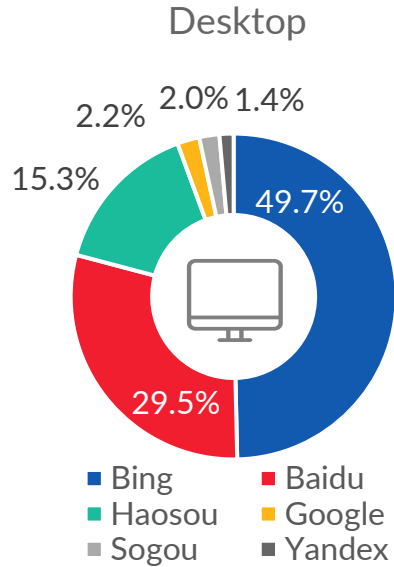


Haosou

9.1%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



WeChat

92%



Douyin

83%



QQ

63%



Baidu Tieba

60%



Xiaohongshu

56%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ [78%](#) of people in China are online. With over 1 in 5 people in China still to come online, the country still has substantial growth ahead of it.
- ✓ The average internet user spends [5 hours and 35 minutes](#) online every day.
- ✓ [Internet speeds](#) are faster than the global median. As of January 2025, the median broadband speed is 238.04 MB per second, and the median mobile internet speed is 171.01 MB per second.
- ✓ Looking at the [devices](#) Chinese people use to go online, 68% of internet traffic comes from mobile phones, 30% comes from computers, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

- ✓ The Chinese internet is heavily censored by the so-called “Great Firewall of China”. As of 2024, the country is listed as “not free” by [a report](#) on internet freedom around the world. Many Western websites and apps are blocked, and content is frequently censored by the authorities.
- ✓ Chinese internet users have [concerns about their online privacy](#). 38% use ad blocking tools, 24% decline cookies on websites, 21% use a VPN to access the internet, and 20% worry about how companies might use their online data.
- ✓ The Chinese [search engine landscape](#) is totally different from anywhere else in the world. The most popular search engine is Baidu, which has 51% of the market share. It is followed by Bing in second place with 31% and Haosou in third with 9%. Baidu should therefore be the focus of your SEO and PPC efforts. Baidu’s dominance is a result of its superior local knowledge, compliance with local laws and censorship, and a better understanding of the nuances of the Chinese language.



The [social media landscape](#) also looks totally different from anywhere else in the world. WeChat is the most popular social platform, with 92% of Chinese internet users saying they use the platform every month. This is followed by Douyin with 83%, QQ with 63%, Baidu Tieba with 60% and Xiaohongshu with 56%.



You might be unfamiliar with these social platforms, so let's take a closer look at them. The most popular, WeChat, is sometimes nicknamed China's "super app" due to its huge range of functions. Within WeChat, it is possible to message friends, share photos, order takeaways, book tickets, book hotel rooms, shop online, order professional services, leave business reviews, donate to charities, pay utility bills – and that barely scratches the surface. Whatever your business, there will likely be a place for you on WeChat.



Looking at the other popular social networks, Douyin is the Chinese version of TikTok, QQ is an instant messaging and social platform, Baidu Tieba is a content-oriented discussion forum, and Xiaohongshu is a social shopping platform.

- ✔ Social media marketing is a key part of a successful digital marketing strategy in China. According to [research](#) from February 2025, social networks are the number one main channel for online brand research in the country.
- ✔ E-commerce is popular in China. [80%](#) of people in China have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Douyin, followed by Taobao, Xiaohongshu, JD and Tmall. The [consumer goods categories with the highest annual spend](#) are physical media, food and fashion.
- ✔ Be aware that there is a very popular online shopping event called Singles' Day that takes place every year in China. It promotes discounts and offers on various items when they are bought online during Singles' Day on 11 November.



And finally, when targeting China, be aware that the written language is Simplified Chinese, and the spoken language is Mandarin. Make sure to create your content in these languages, to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native speaker.



## • Case studies

- How we improved engagement and follower numbers on a WeChat account
- How we provided high-quality technical translations for multiple global markets
- How we helped generate over 26,000 leads from paid ads
- How we used Chinese SEO to increase traffic from Baidu by 466%



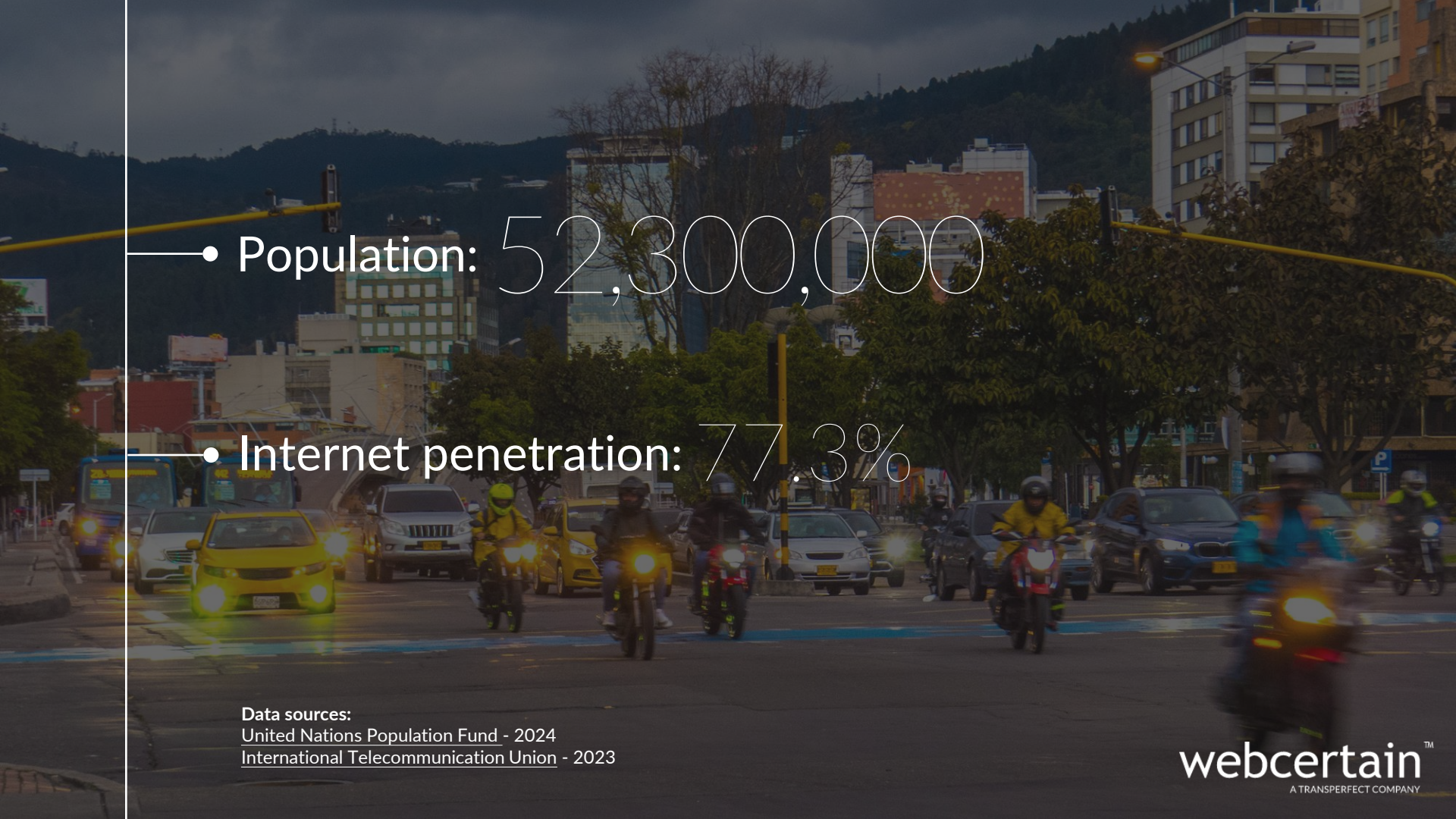
## ● **Additional information**

- [A guide to digital marketing in China](#)
- [Online consumer behaviour report: China](#)
- [Key digital platforms for targeting China](#)
- [Webinar: How to succeed online in China](#)
- [A guide to Chinese social media marketing](#)
- [B2B: How to adapt culturally when targeting China](#)
- [Webcertain search and social report 2024: China](#)



# Colombia

Country overview



- Population: 52,300,000

- Internet penetration: 77.3%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

94.3%



Bing

4.0%

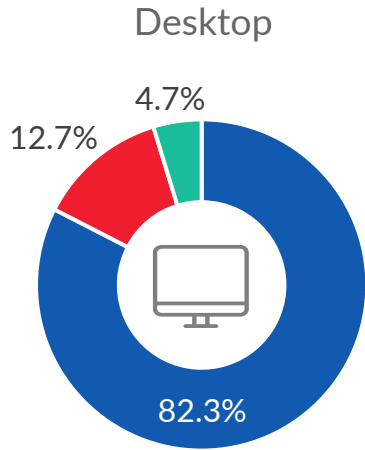


Yahoo

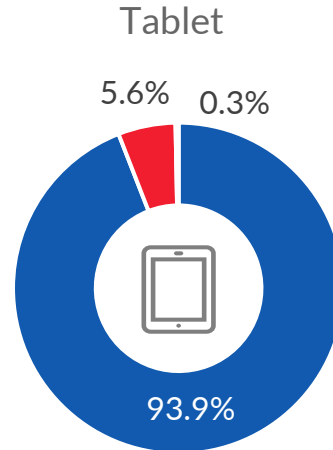
1.4%

Data source: [StatCounter](#) - February 2025

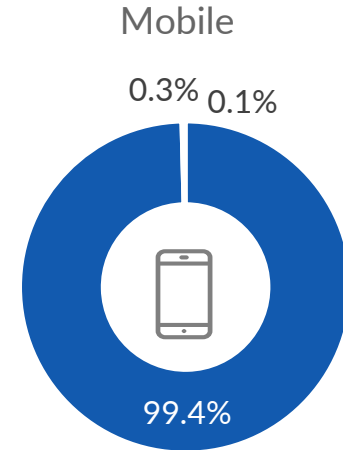
# Search engine market shares by device



■ Google ■ Bing ■ Yahoo



■ Google ■ Bing ■ DuckDuckGo



■ Google ■ Bing ■ Yahoo

Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



WhatsApp

92%



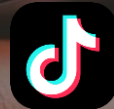
Facebook

89%



Instagram

86%



TikTok

74%



Facebook Messenger

69%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ [77%](#) of Colombians are online. With around a quarter of people in Colombia still to come online, the country still has substantial growth ahead of it.
- ✓ The country's government is committed to improving internet access. It has [allocated USD 20 billion](#) to boost internet connectivity in rural and remote areas of the country.
- ✓ The average internet user spends [8 hours and 44 minutes](#) online every day.
- ✓ [Internet speeds](#) are faster than the global median on broadband, but slower than the global median on mobile. It is therefore still important to optimise your website for speed when targeting this market. As of February 2025, the median broadband speed is 166.19 MB per second, and the median mobile internet speed is 31.21 MB per second.

- ✓ Looking at the [devices](#) Colombians use to go online, 65% of internet traffic comes from mobile phones, 35% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.
- ✓ Colombian internet users have [concerns about their online privacy](#). 38% worry about how companies might use their online data, 38% decline cookies on websites, 24% use ad blocking tools, and 23% use a VPN to access the internet.
- ✓ The [search engine landscape](#) is very much dominated by Google, which has 94% of the market share. It is followed by Bing in second place with 4% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ WhatsApp is the [most popular social platform](#), with 92% of Colombian internet users saying they use the platform every month. This is followed by Facebook with 89%, Instagram with 86%, TikTok with 74% and Facebook Messenger with 69%.

- ✔ Social media is a key part of a successful digital marketing strategy in Colombia. According to [research](#) from February 2025, social networks are the number one main channel for online brand research in the country, and social media ads are the number one source of brand discovery.
- ✔ E-commerce still has plenty of growth ahead of it. Only [15%](#) of Colombians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Mercado Libre, followed by Temu, Amazon, AliExpress and Alkosto. The [consumer goods categories with the highest annual spend](#) are electronics, fashion and furniture.
- ✔ Be aware that there is a very popular online shopping event called Hot Sale that takes place every year in Colombia. It promotes discounts and offers on various items when they are bought online during the Hot Sale period in March.



And finally, when targeting Colombia, make sure to localise your content into Colombian Spanish to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native Colombian Spanish speaker.



- **Case study**

- How we ran 41 PPC campaigns across multiple markets



## • Additional information

- [Webcertainty search and social report 2024: Colombia](#)
- [Webcertainty search and social report 2023: Colombia](#)
- [Webcertainty search and social report 2022: Colombia](#)
- [Webcertainty global search report 2016: Colombia](#)
- [Webinar: The Latin American and US Hispanic markets](#)



# Croatia

Country overview



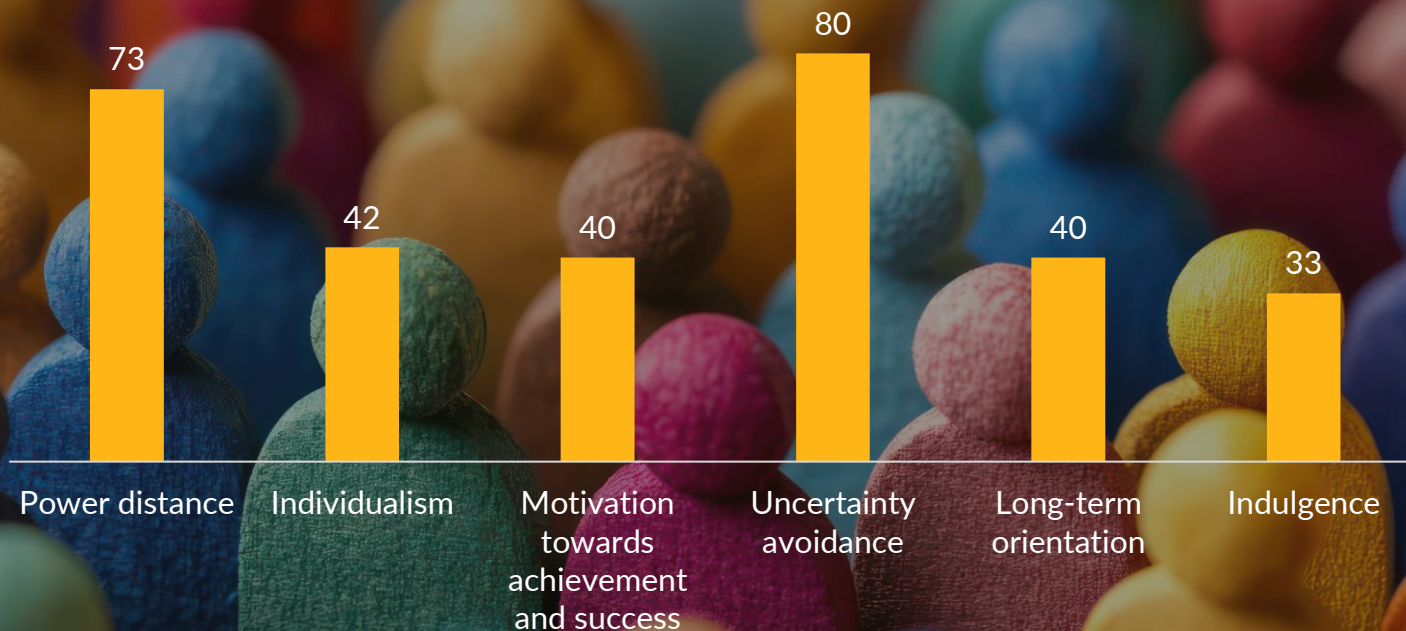


- Population: 4,000,000

- Internet penetration: 83.2%

Data sources:  
[United Nations Population Fund - 2024](#)  
[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

96.4%



Bing

2.5%

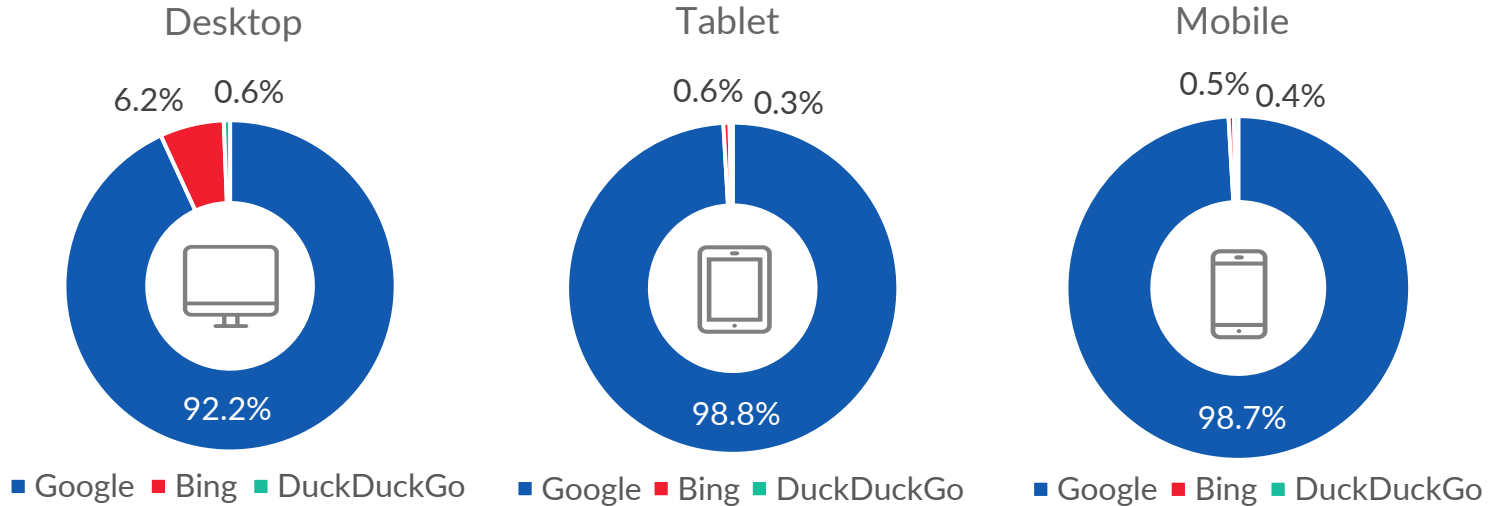


DuckDuckGo

0.5%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



WhatsApp

85%



Facebook

82%



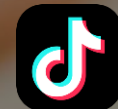
Instagram

71%



Facebook Messenger

67%



TikTok

47%

Data source: [DataReportal](#) - February 2025

## Commentary



[83%](#) of Croatians are online, with the average internet user spending [6 hours and 23 minutes](#) online every day.



[Internet speeds](#) are faster than the global median on mobile, and around the global median on broadband. As of February 2025, the median mobile internet speed is 108.18 MB per second, and the median broadband speed is 93.30 MB per second.



The government ultimately [aims](#) to offer broadband speeds of at least 100 MB per second to all households, as well as 5G coverage for all major towns and cities.



Looking at the [devices](#) Croatians use to go online, 53% of internet traffic comes from mobile phones, 45% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

- ✔ Croatian internet users have [concerns about their online privacy](#). 50% decline cookies on websites, 37% use ad blocking tools, 36% worry about how companies might use their online data, and 17% use a VPN to access the internet.
- ✔ The [search engine landscape](#) is very much dominated by Google, which has 96% of the market share. It is followed by Bing in second place with 3% and DuckDuckGo in third with 0.5%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ If you have not heard of the third-ranked search engine, DuckDuckGo, it is a privacy-focused search engine. Whilst it does not account for a huge amount of search volume, it nevertheless shows that privacy is important to Croatian internet users.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Croatia. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.

- ✔ WhatsApp is the [most popular social platform](#), with 85% of Croatian internet users saying they use the platform every month. This is followed by Facebook with 82%, Instagram with 71%, Facebook Messenger with 67% and TikTok with 47%.
- ✔ E-commerce still has plenty of growth ahead of it. [44%](#) of Croatians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is njuskalo.hr, followed by katalozi.net, aliexpress.com, pevex.hr and temu.com. The [consumer goods categories with the highest annual spend](#) are electronics, fashion and food.
- ✔ The country's government has vowed to improve Croatia's digital prospects. In February 2023, [it formed the Croatian Digital Transformation Council](#), whose job it is to oversee the country's digital transformation. The Council will ensure the implementation of the following goals of the Digital Croatia Strategy: "the digital development of the domestic economy, public administration, the development of broadband internet, the development of digital skills, and the forming of a digital society".



And finally, even though Croatians have a very high level of English proficiency, it is still best practice to localise your content into Croatian, especially if your brand is B2C. This will ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Croatian speaker.




## ● Additional information

- [Online consumer behaviour report: Croatia](#)
- [Webcertain search and social report 2024: Croatia](#)
- [Webcertain search and social report 2023: Croatia](#)
- [Webcertain search and social report 2022: Croatia](#)
- [Webcertain search and social report 2021: Croatia](#)



# Czech Republic

Country overview



- Population: 10,500,000

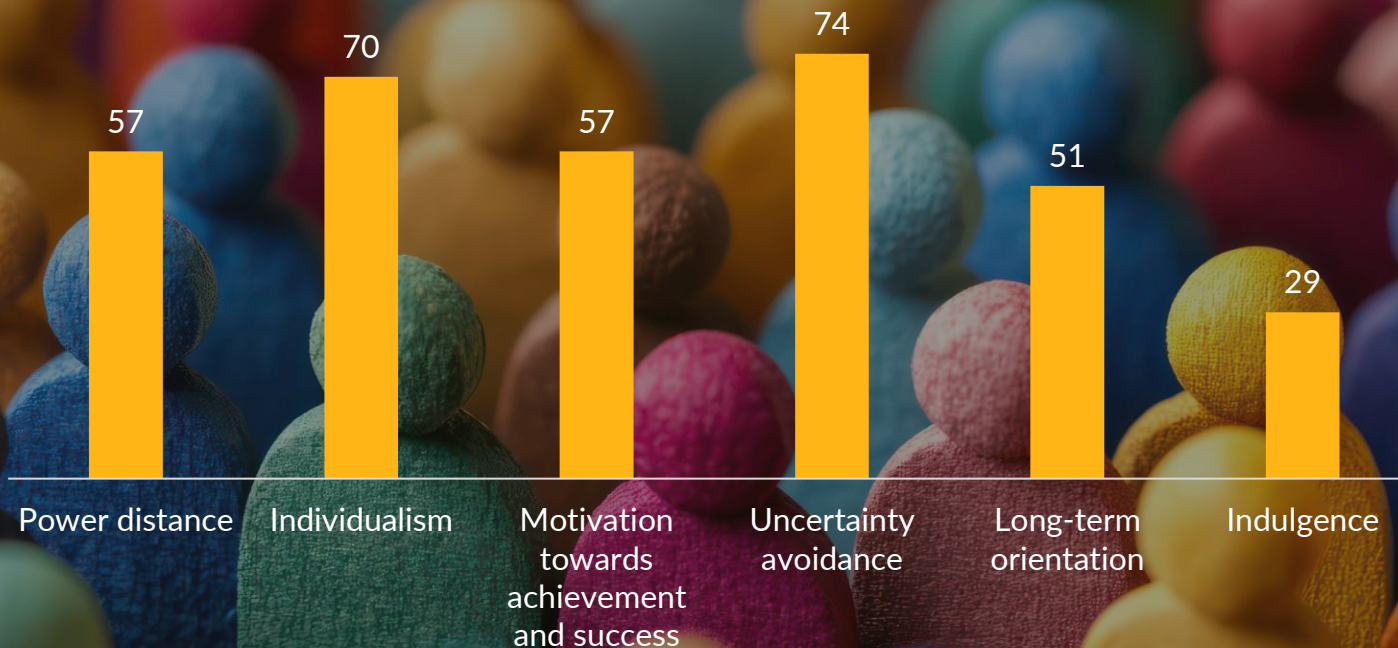
- Internet penetration: 86.0%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

82.0%



Seznam

11.5%

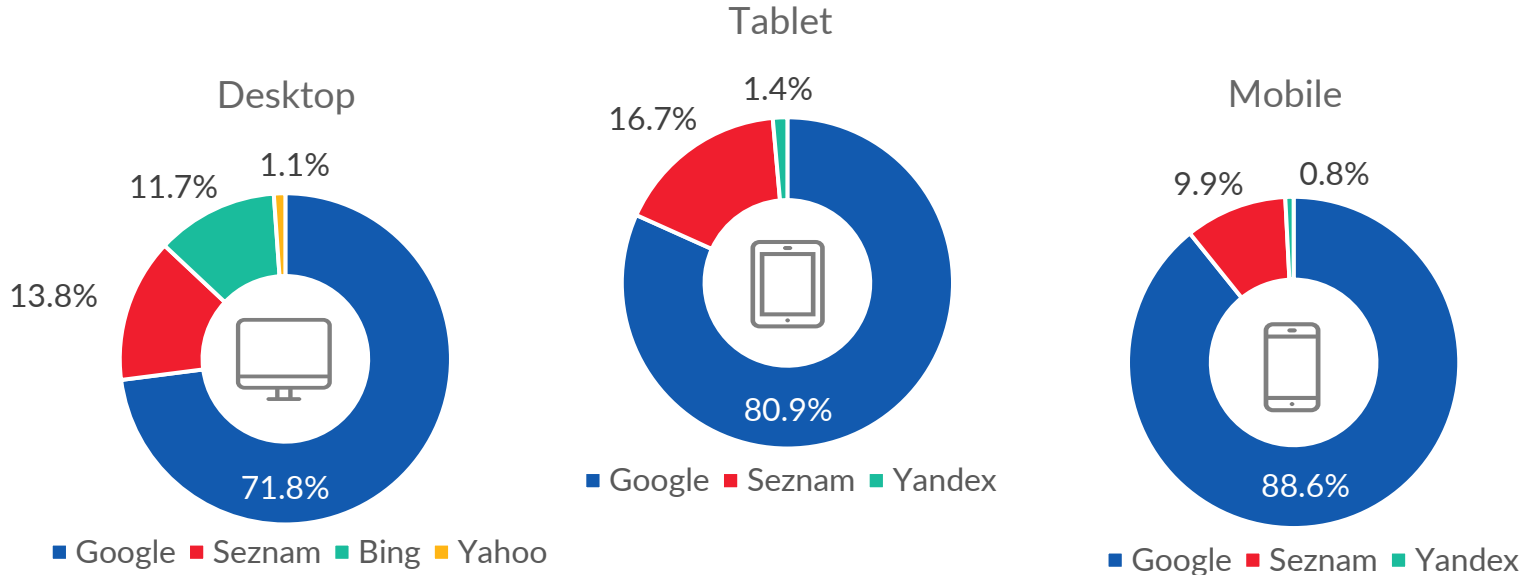


Bing

4.7%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



Facebook

82%



WhatsApp

76%



Facebook Messenger

74%



Instagram

57%



Pinterest

28%

Data source: [DataReportal](#) - February 2025

## Commentary



[86%](#) of Czechs are online, with the average internet user spending [6 hours and 13 minutes](#) online every day.



[Internet speeds](#) are faster than the global median on mobile, but slower than the global median on broadband. It is therefore still important to optimise your website for speed when targeting this market. As of February 2025, the median mobile internet speed is 103.31 MB per second, and the median broadband speed is 80.16 MB per second.



The government ultimately [aims](#) to offer broadband speeds of at least 100 MB per second to all households, as well as 5G coverage for all urban and rural areas.



Looking at the [devices](#) Czechs use to go online, 52% of internet traffic comes from computers, 47% comes from mobile phones, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

- ✔ Czech internet users have [concerns about their online privacy](#). 46% decline cookies on websites, 35% worry about how companies might use their online data, 29% use ad blocking tools, and 24% use a VPN to access the internet.
- ✔ The [search engine landscape](#) looks rather different from other countries. Whilst Google does come in first place with 82% of the search engine market share, homegrown competitor Seznam comes in a respectable second place with 12%. Bing comes in third with 5%.
- ✔ Since Google is in first place, it should be the focus of your SEO and PPC efforts. But, with Seznam also accounting for a sizeable chunk of searches done in the country, it is also worth considering Seznam as part of your search marketing efforts.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in the Czech Republic. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.

- ✔ Facebook is the [most popular social platform](#), with 82% of Czech internet users saying they use the platform every month. This is followed by WhatsApp with 76%, Facebook Messenger with 74%, Instagram with 57% and Pinterest with 28%.
- ✔ E-commerce is popular in the Czech Republic. [75%](#) of Czechs have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Alza, followed by Bazoš, Heureka, Allegro and Zboží. The [consumer goods categories with the highest annual spend](#) are fashion, electronics and food.
- ✔ And finally, when targeting the Czech Republic, make sure to localise your content into Czech to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Czech speaker.



## Additional information

- [A guide to digital marketing in the Czech Republic](#)
- [Online consumer behaviour report: Czech Republic](#)
- [Webcertain search and social report 2024: Czechia](#)
- [Webcertain search and social report 2023: Czechia](#)
- [Webcertain search and social report 2022: Czechia](#)
- [Webcertain search and social report 2021: Czechia](#)
- [3 things that prove Seznam is important in the Czech Republic](#)



# Denmark

Country overview





Population: 5,900,000

Internet penetration: 99.8%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2024

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

90.9%



Bing

5.4%

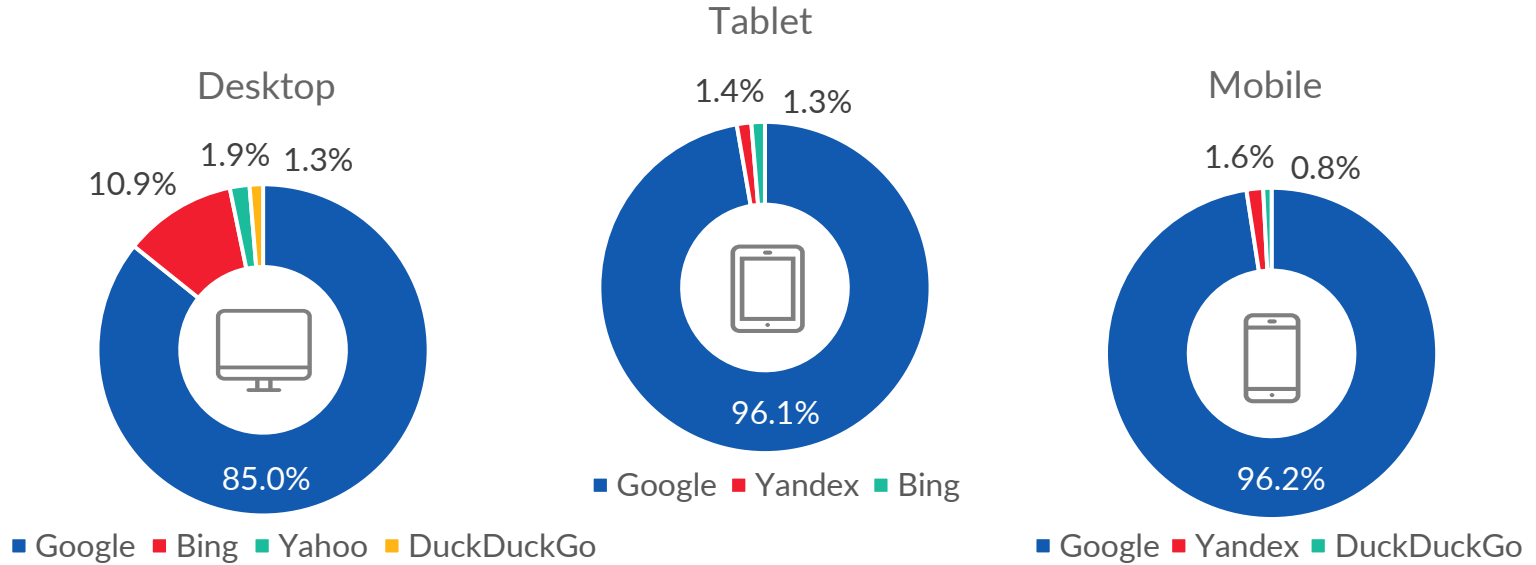


Yahoo

1.2%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



Facebook

83%



Facebook Messenger

76%



Instagram

66%



Snapchat

51%



LinkedIn

35%

Data source: [DataReportal](#) - February 2025

## Commentary



[99.8%](#) of Danes are online, with the average internet user spending [5 hours and 10 minutes](#) online every day.



[Internet speeds](#) are faster than the global median. As of February 2025, the median broadband speed is 254.75 MB per second, and the median mobile internet speed is 198.48 MB per second.



Looking at the [devices](#) Danes use to go online, 58% of internet traffic comes from computers, 40% comes from mobile phones, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Danish internet users have [concerns about their online privacy](#). 50% decline cookies on websites, 38% worry about how companies might use their online data, 28% use ad blocking tools, and 24% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 91% of the market share. It is followed by Bing in second place with 5% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Denmark. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✔ Facebook is the [most popular social platform](#), with 83% of Danish internet users saying they use the platform every month. This is followed by Facebook Messenger with 76%, Instagram with 66%, Snapchat with 51% and LinkedIn with 35%.
- ✔ E-commerce is popular in Denmark. [87%](#) of Danes have made a purchase using a mobile phone or the internet in the past year.

- ✔ The [most popular e-commerce platform](#) in the country is DBA, followed by PriceRunner, Temu, jem & fix, and Coop. The [consumer goods categories with the highest annual spend](#) are fashion, food and furniture.
- ✔ And finally, even though Danes have a very high level of English proficiency, it is still best practice to localise your content into Danish, especially if your brand is B2C. This will ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Danish speaker.



## • Case studies

- How we provided high-quality translations for the Nordic market
- How we did on-page SEO for a pharmaceutical website targeting the Nordic region
- How we localised a PPC campaign into 13 languages



## ● **Additional information**

- [Online consumer behaviour report: Denmark](#)
- [Webcertain search and social report 2024: Denmark](#)
- [Webcertain search and social report 2023: Denmark](#)
- [Webcertain search and social report 2022: Denmark](#)
- [Why to consider doing business in Denmark](#)



# Egypt

Country overview



- Population: 114,500,000

- Internet penetration: 72.7%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

96.7%



Bing

2.3%

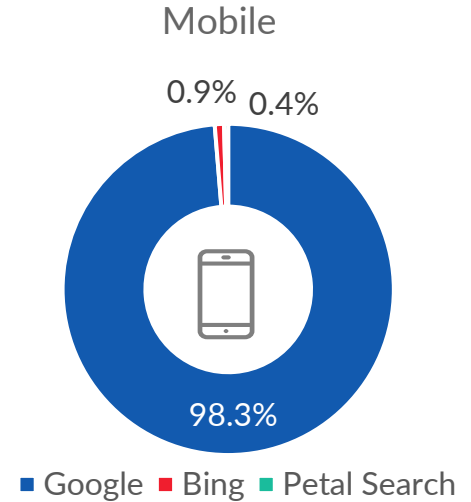
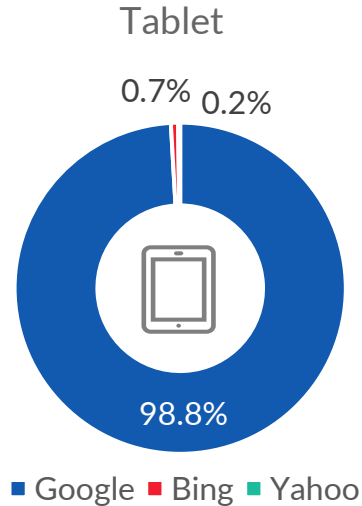
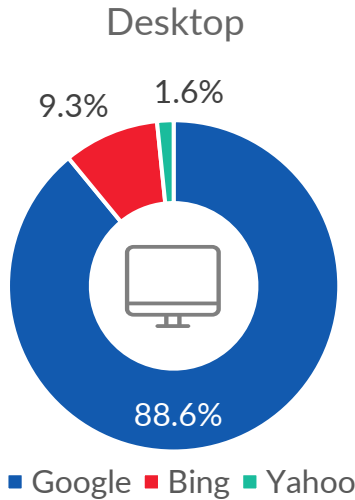


Yahoo

0.4%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



Facebook

80%



WhatsApp

71%



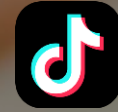
Facebook Messenger

69%



Instagram

68%



TikTok

64%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ [73%](#) of Egyptians are online. With over a quarter of people in Egypt still to come online, the country still has substantial growth ahead of it.
- ✓ The average internet user spends [7 hours and 27 minutes](#) online every day.
- ✓ [Internet speeds](#) are slower than the global median, meaning it is vital to optimise your website for speed when targeting this market. As of February 2025, the median broadband speed is 84.52 MB per second, and the median mobile internet speed is 38.25 MB per second.
- ✓ Looking at the [devices](#) Egyptians use to go online, 80% of internet traffic comes from mobile phones, 16% comes from computers, and 3% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

- ✓ The Egyptian internet suffers from problems with censorship. As of 2024, the country is listed as “not free” by [a report](#) on internet freedom around the world. Content is frequently censored by the authorities, especially that deemed critical of the government.
- ✓ Egyptian internet users have [concerns about their online privacy](#). 31% use ad blocking tools, 23% decline cookies on websites, 20% use a VPN to access the internet, and 20% worry about how companies might use their online data.
- ✓ The [search engine landscape](#) is very much dominated by Google, which has 97% of the market share. It is followed by Bing in second place with 2% and Yahoo in third with 0.4%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ Search engine marketing is a key part of a successful digital marketing strategy in Egypt. According to [research](#) from February 2025, search engines are the number one source of brand discovery in the country.

- ✔ Facebook is the [most popular social platform](#), with 80% of Egyptian internet users saying they use the platform every month. This is followed by WhatsApp with 71%, Facebook Messenger with 69%, Instagram with 68% and TikTok with 64%.
- ✔ Social media is another vital part of a successful digital marketing strategy in Egypt. According to [research](#) from February 2025, social networks are the number one main channel for online brand research in the country.
- ✔ E-commerce still has plenty of growth ahead of it. Only [3%](#) of Egyptians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Amazon, followed by Noon, AliExpress and Jumia. The [consumer goods categories with the highest annual spend](#) are electronics, fashion, beauty and personal care.

- ✔ The Egyptian government has launched an online platform called [Digital Egypt](#), which forms part of its plan to become a more digital society. Over 170 government services are available to citizens on the Digital Egypt platform.
- ✔ And finally, when targeting Egypt, make sure to localise your content into Arabic to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native speaker.



## • Additional information

- [Webcertain search and social report 2024: Egypt](#)
- [Webcertain search and social report 2023: Egypt](#)
- [Webcertain search and social report 2022: Egypt](#)
- [Webinar: How to translate and optimise Arabic content](#)
- [The opportunities in the emerging African market](#)



# Estonia

Country overview



- Population: 1,300,000

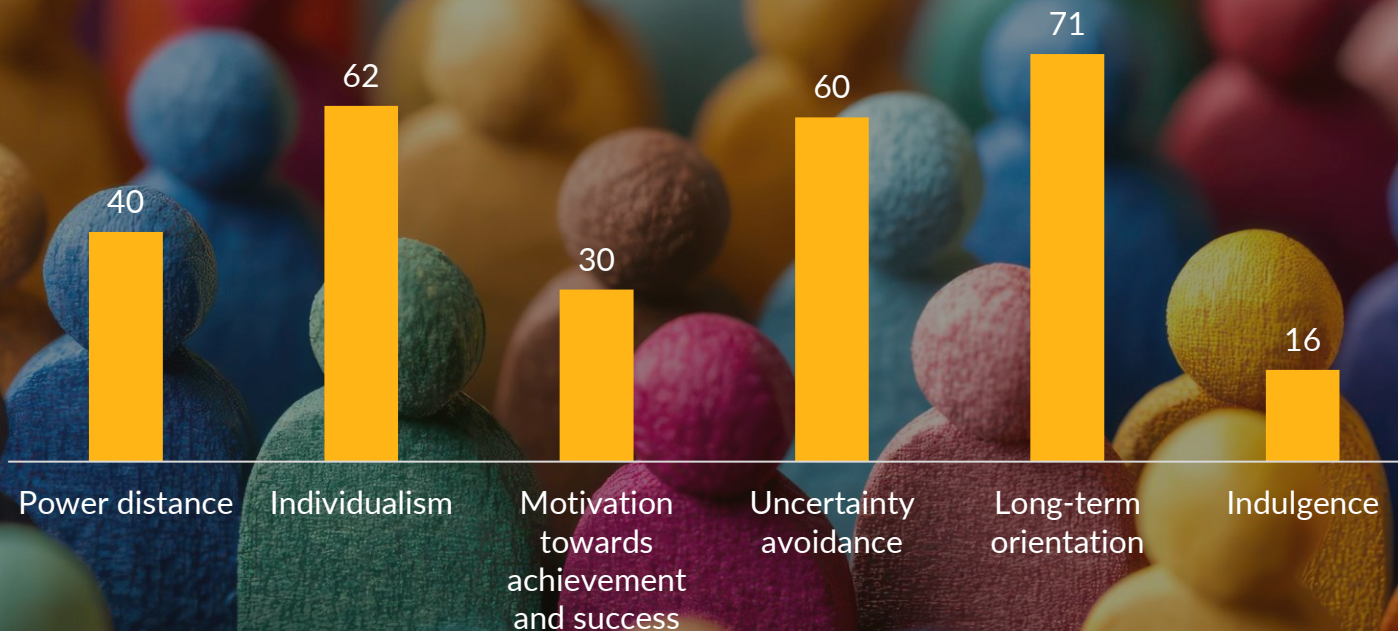
- Internet penetration: 93.2%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

91.5%



Bing

4.8%

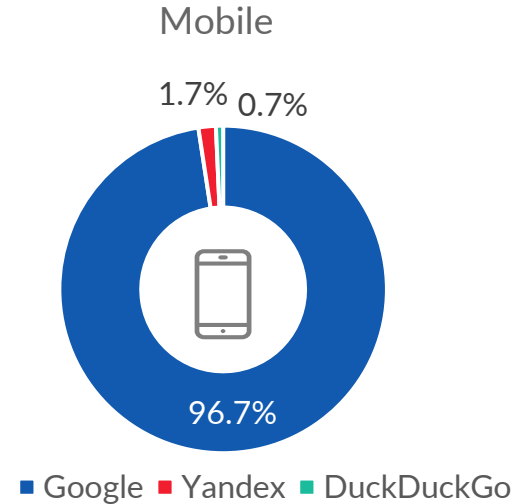
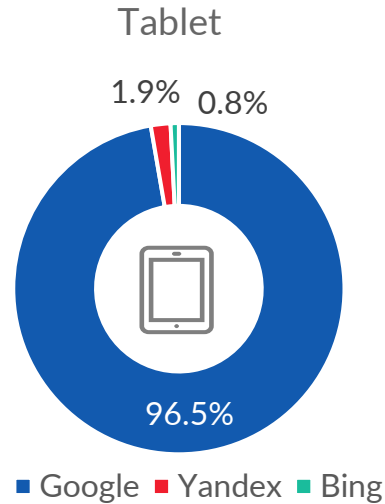
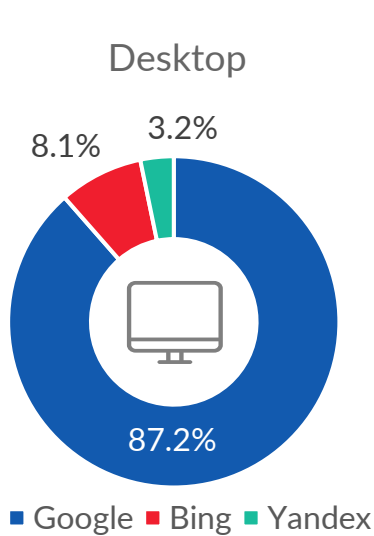


Yandex

2.5%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



Facebook

52%



Facebook Messenger

44%



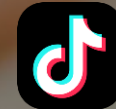
Instagram

36%



LinkedIn

33%



TikTok

29%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ Internet penetration in Estonia is high, with [93%](#) of people in the country being online.
- ✓ [Internet speeds](#) are faster than the global median on mobile, and around the global median on broadband. As of February 2025, the median mobile internet speed is 130.45 MB per second, and the median broadband speed is 92.42 MB per second.
- ✓ The government ultimately [aims](#) to offer broadband speeds of at least 100 MB per second to all households, as well as 5G coverage for selected residential and business areas.
- ✓ Looking at the [devices](#) Estonians use to go online, 72% of internet traffic comes from computers, 27% comes from mobile phones, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 91% of the market share. It is followed by Bing in second place with 5% and Yandex in third with 3%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ If you have not heard of the third-ranked search engine, Yandex, it is a Russian-owned search engine that is popular with Russian speakers across numerous countries.
- ✓ Facebook is the [most popular social platform](#), with 52% of the Estonian population being reachable through the platform. This is followed by Facebook Messenger with 44%, Instagram with 36%, LinkedIn with 33% and TikTok with 29%.
- ✓ E-commerce is popular, although it still has growth ahead of it. [69%](#) of Estonians have made a purchase using a mobile phone or the internet in the past year.
- ✓ The [most popular e-commerce platform](#) in the country is Kaup24, followed by On24, Hansapost, 1a and Shoppa.

- ✔ The country's government has made plans to continuously improve Estonia's digital prospects. The [Estonian Digital Agenda 2030](#) contains plans to provide a sufficient number of ICT professionals at the appropriate level, increase reskilling and upskilling initiatives related to digital skills, ensure that citizens have up-to-date skills to deal with digital solutions in a useful and safe manner, and invest in research and development activities to increase the capabilities of digital society.
- ✔ It recently achieved [100% digitalisation](#) of its government services.
- ✔ And finally, when targeting Estonia, make sure to localise your content into Estonian to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Estonian speaker.



## • Additional information

- [Webcertain search and social report 2024: Estonia](#)
- [Webcertain search and social report 2023: Estonia](#)
- [Webcertain search and social report 2022: Estonia](#)
- [Webcertain search and social report 2021: Estonia](#)
- [Webcertain global search report 2016: Estonia](#)



# Finland

Country overview





- Population: 5,500,000

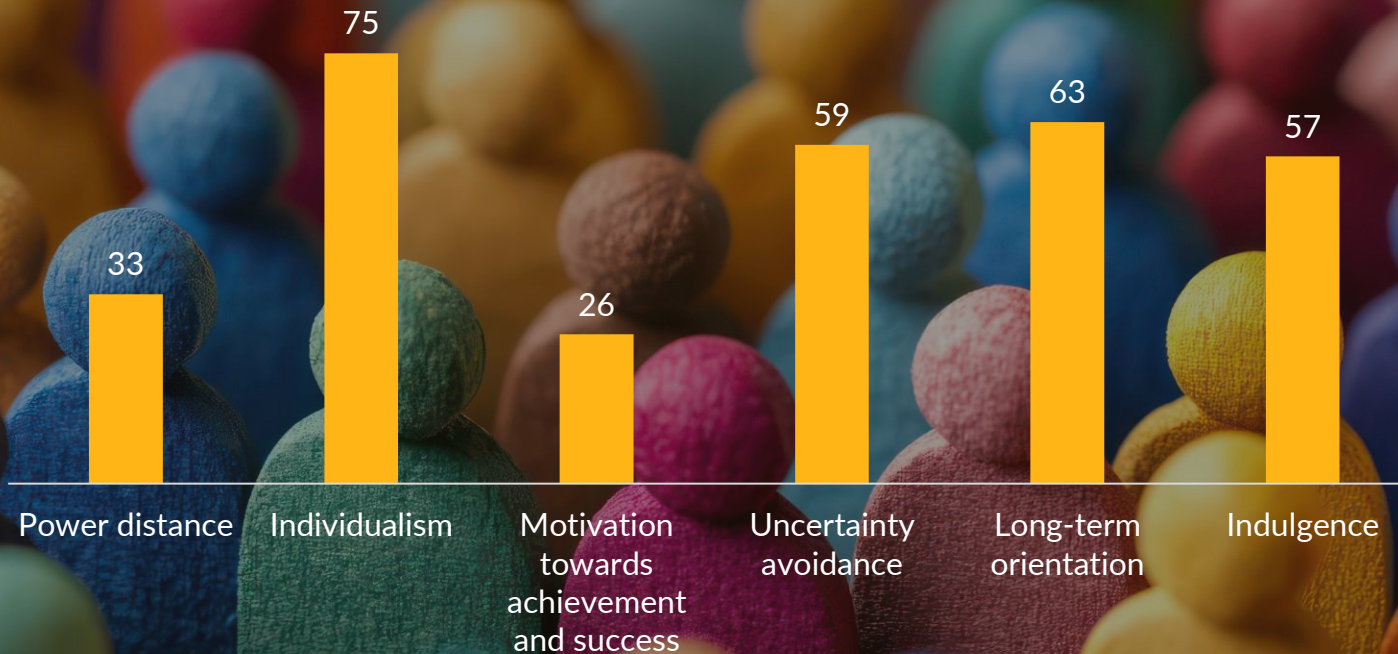
- Internet penetration: 93.5%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

90.5%



Bing

3.9%

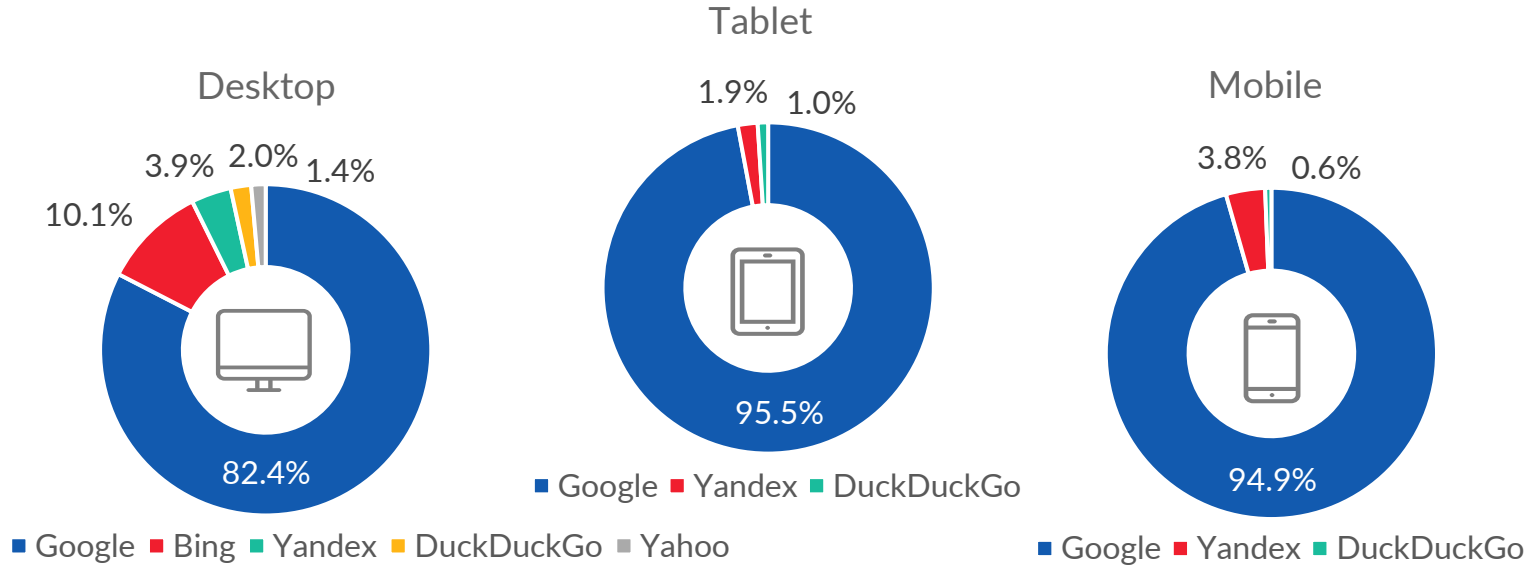


Yandex

3.8%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

# • Social platform penetration rates



Facebook

44%



Instagram

42%



X

39%



LinkedIn

37%



Snapchat

34%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ Internet penetration in Finland is high, with [94%](#) of people in the country being online.
- ✓ [Internet speeds](#) are faster than the global median. As of February 2025, the median broadband speed is 146.60 MB per second, and the median mobile internet speed is 140.01 MB per second.
- ✓ Looking at the [devices](#) Finns use to go online, 57% of internet traffic comes from computers, 42% comes from mobile phones, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.
- ✓ The [search engine landscape](#) is very much dominated by Google, which has 90% of the market share. It is followed by Bing in second place with 4% and Yandex in third with 4%. Google should therefore be the focus of your SEO and PPC efforts.

- ✓ If you have not heard of the third-ranked search engine, Yandex, it is a Russian-owned search engine that is most popular in its homeland but also has an increasing presence in various other countries.
- ✓ Facebook is the [most popular social platform](#), with 44% of the Finnish population being reachable through the platform. This is followed by Instagram with 42%, X (formerly known as Twitter) with 39%, LinkedIn with 37% and Snapchat with 34%.
- ✓ E-commerce is popular in Finland. [70%](#) of Finns have made a purchase using a mobile phone or the internet in the past year.
- ✓ The [most popular e-commerce platform](#) in the country is Tori, followed by Oikotie, Etuovi, Verkkokauppa and Tokmanni. The [consumer goods categories with the highest annual spend](#) are fashion, electronics and food.



And finally, when targeting Finland, make sure to localise your content into Finnish to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Finnish speaker.



## • Case studies

- How we did on-page SEO for a pharmaceutical website targeting the Nordic region
- How we boosted website visits and engagement through content and technical SEO



- **Additional information**

- [Online consumer behaviour report: Finland](#)

- [Webcertaint search and social report 2024: Finland](#)

- [Webcertaint search and social report 2023: Finland](#)

- [Webcertaint search and social report 2022: Finland](#)

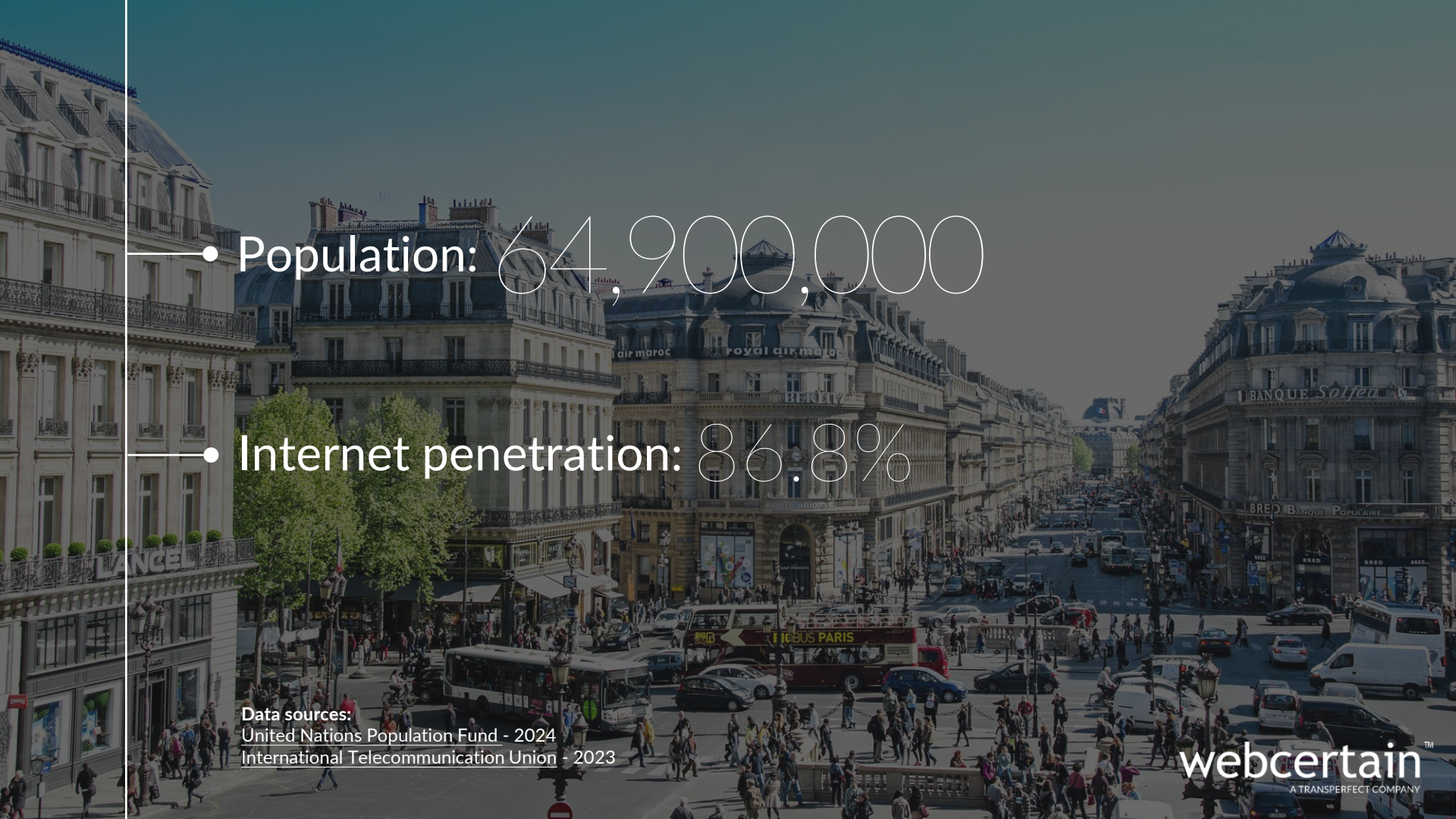
- [Webcertaint search and social report 2021: Finland](#)



# France

Country overview





- Population: 64,900,000

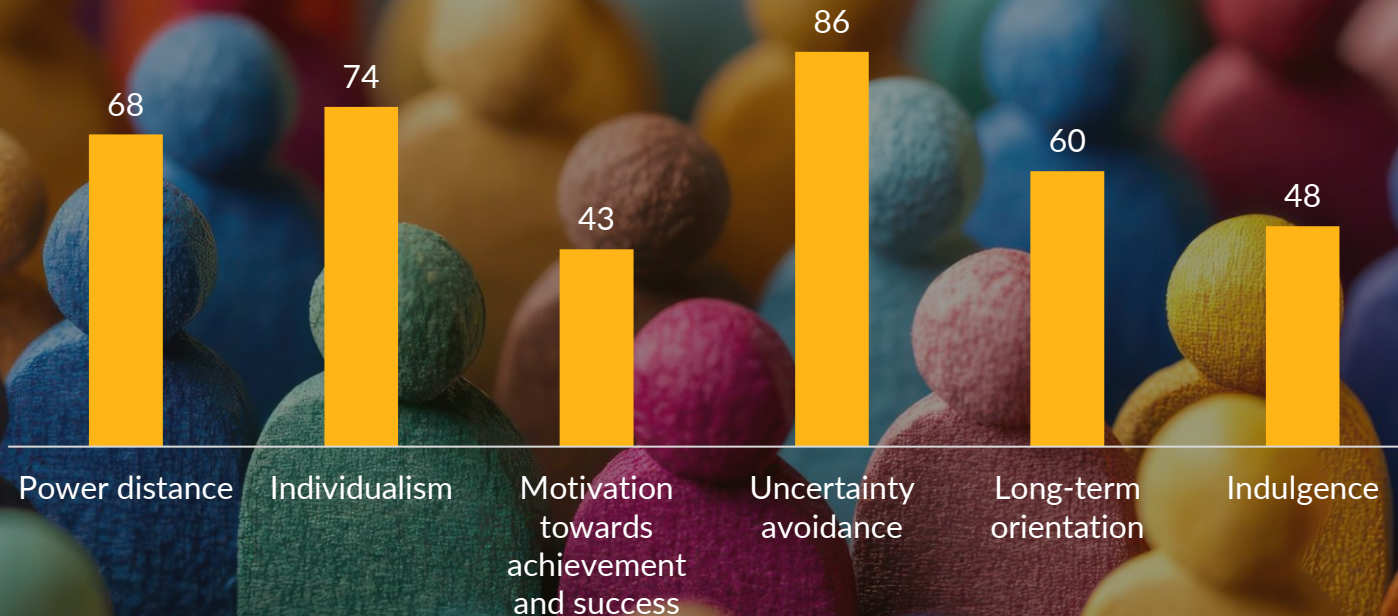
- Internet penetration: 86.8%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

87.9%



Bing

5.6%

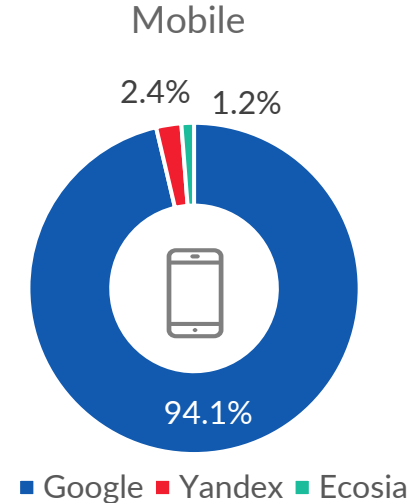
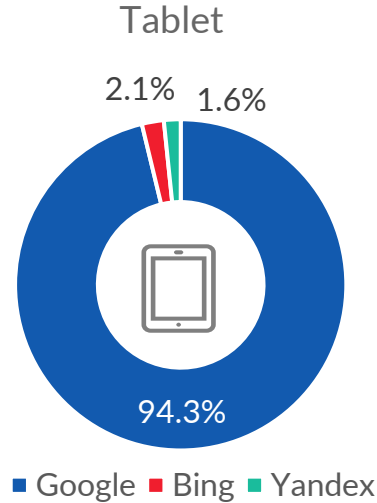
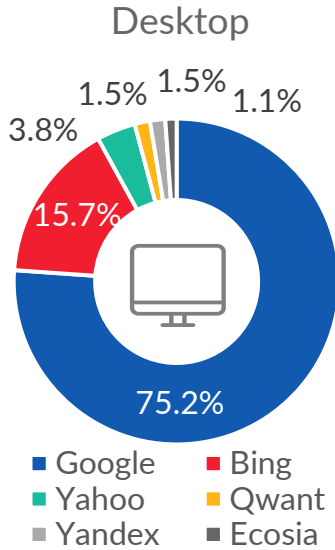


Yandex

2.0%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

# • Social platform penetration rates



Facebook  
70%



WhatsApp  
67%



Instagram  
61%



Facebook Messenger  
54%



Snapchat  
42%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ [87%](#) of people in France are online, with the average internet user spending [5 hours and 23 minutes](#) online every day.
- ✓ [Internet speeds](#) are faster than the global median. As of February 2025, the median broadband speed is 290.75 MB per second, and the median mobile internet speed is 133.66 MB per second.
- ✓ Looking at the [devices](#) people in France use to go online, 63% of internet traffic comes from mobile phones, 35% comes from computers, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.
- ✓ French internet users have [concerns about their online privacy](#). 51% decline cookies on websites, 42% worry about how companies might use their online data, 32% use ad blocking tools, and 21% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 88% of the market share. It is followed by Bing in second place with 6% and Yandex in third with 2%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ If you have not heard of the third-ranked search engine, Yandex, it is a Russian-owned search engine that is most popular in its homeland but also has an increasing presence in various other countries.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in France. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✔ Facebook is the [most popular social platform](#), with 70% of French internet users saying they use the platform every month. This is followed by WhatsApp with 67%, Instagram with 61%, Facebook Messenger with 54% and Snapchat with 42%.

- ✔ E-commerce is popular, although it still has plenty of growth ahead of it. [53%](#) of people in France have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Amazon, followed by Leboncoin, AliExpress, Temu and Cdiscount. The [consumer goods categories with the highest annual spend](#) are fashion, electronics and food.
- ✔ Be aware that there are [seasonal fluctuations](#) in the French e-commerce calendar, when people are more likely to buy. There are several important events around which online sales increase in France: Christmas, Mother's Day (which takes place on the last Sunday in May), Father's Day (the second-to-last Sunday in June) and Valentine's Day. There are also seasonal sales ("les soldes") which last for around a month and take place starting in early January and again from late June.



And finally, when targeting France, make sure to localise your content into French to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native French speaker.



## • Case studies

- How we ran an ROI-focused PPC campaign targeting France on Google Ads
- How we boosted a software client's product awareness in France
- How we restored paid website traffic following a website migration
- How we ran a programmatic advertising campaign to boost brand awareness and conversions
- How we provided high-quality technical translations for multiple global markets
- How we used social media to help a UK-based tech brand expand overseas
- How we boosted engagement and followers on LinkedIn using sponsored updates

An aerial photograph of a city roundabout, likely in Paris, featuring a central monument and surrounding urban buildings. The image is overlaid with a semi-transparent dark layer containing text and a list of links.

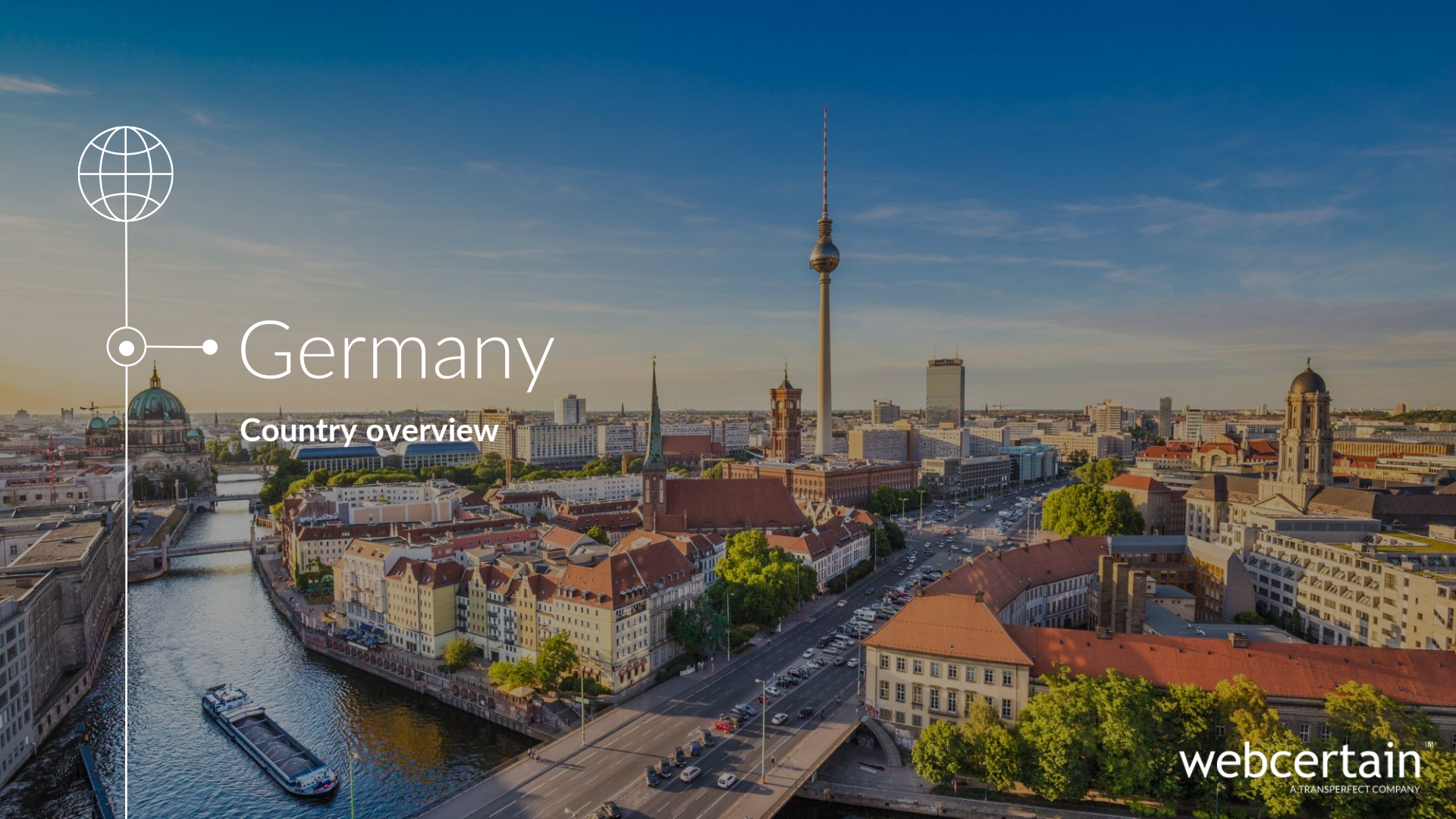
## ● Additional information

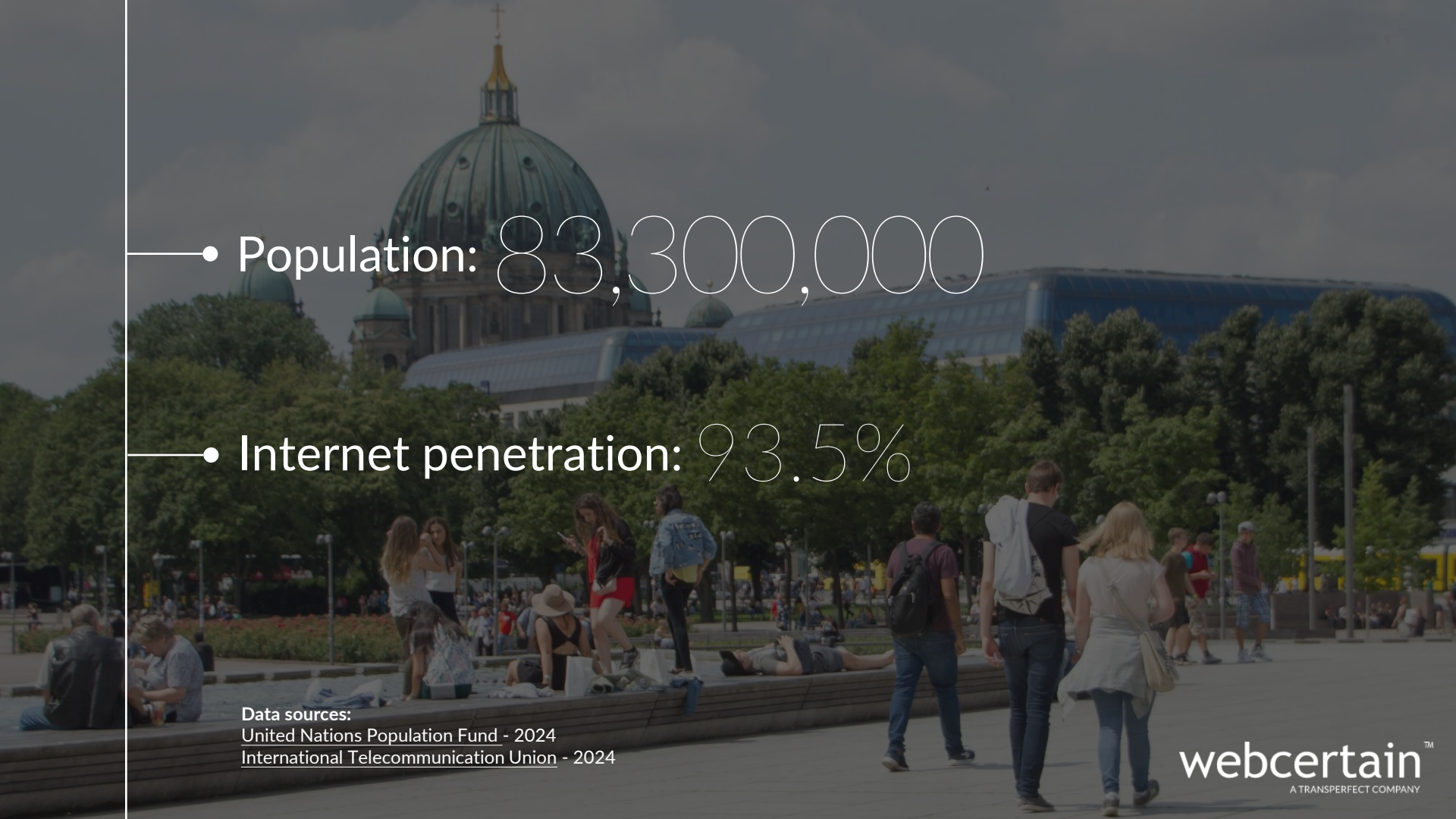
- [A guide to digital marketing in France](#)
- [Online consumer behaviour report: France](#)
- [Webinar: How to succeed online in France](#)
- [Webcertain search and social report 2024: France](#)
- [Webcertain search and social report 2023: France](#)
- [Webcertain search and social report 2022: France](#)
- [Webcertain search and social report 2021: France](#)



# Germany

Country overview





- Population: 83,300,000

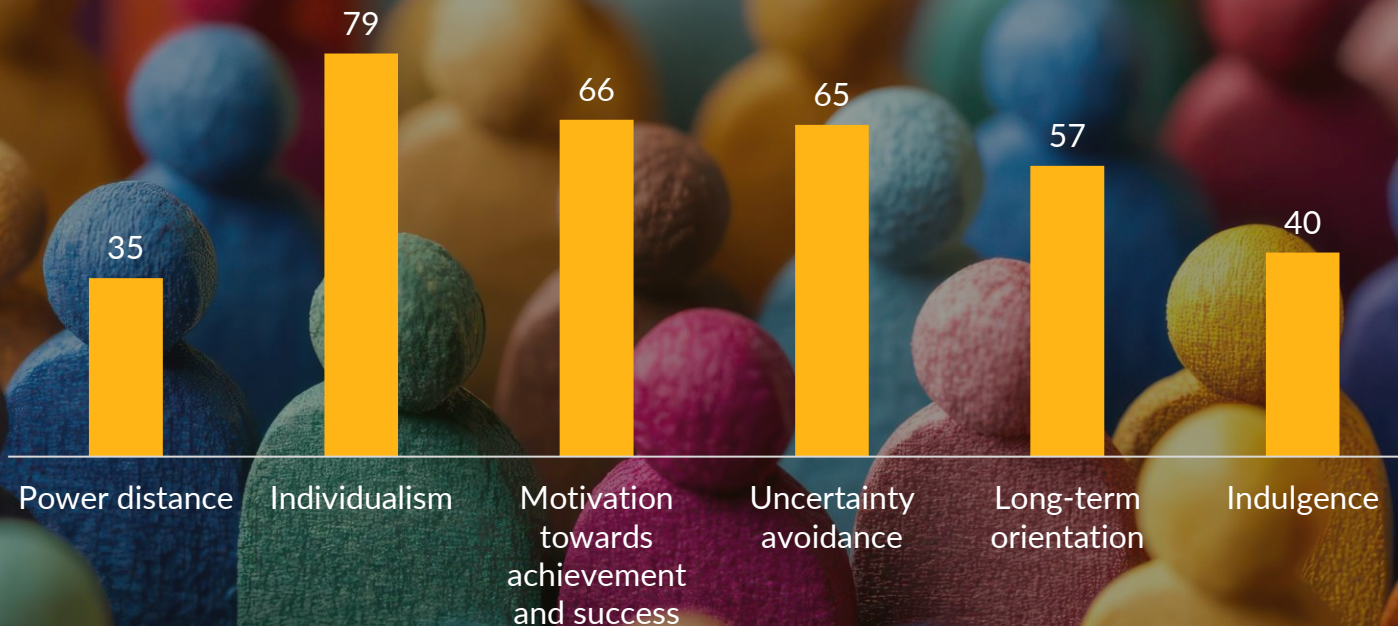
- Internet penetration: 93.5%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2024](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

86.9%



Bing

6.6%

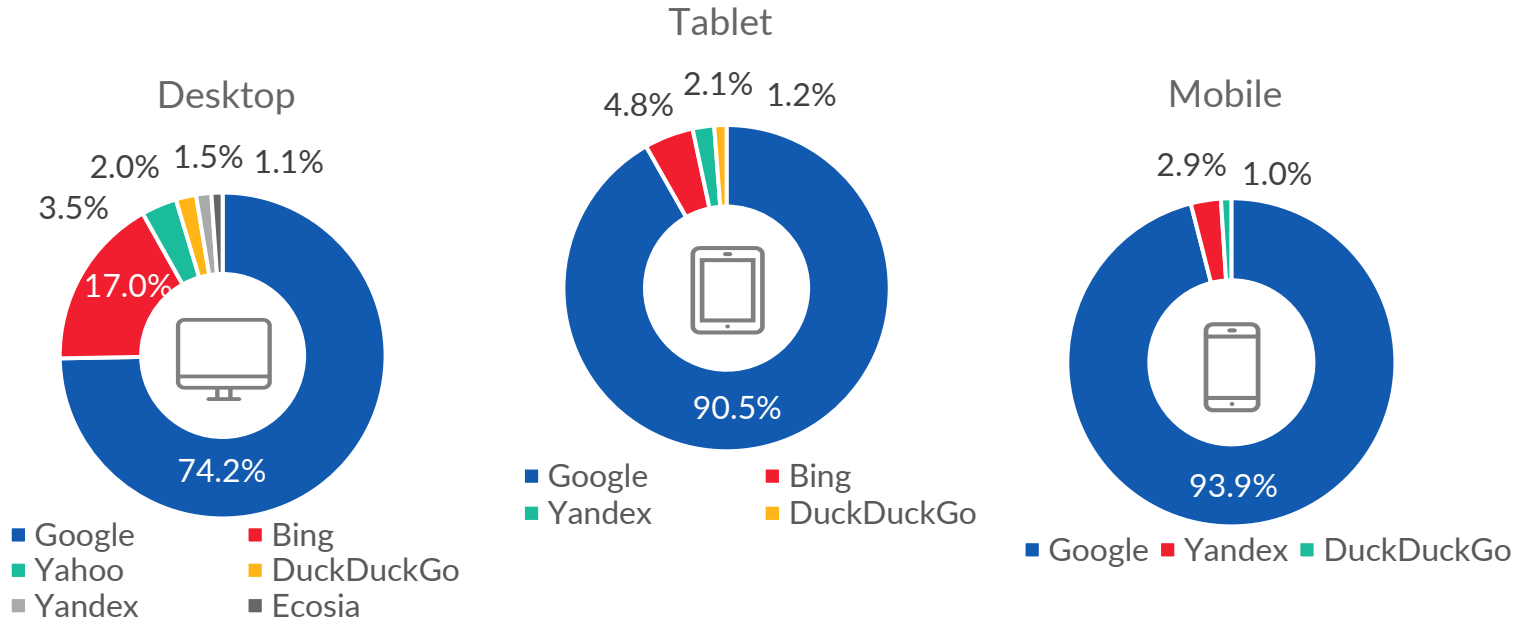


Yandex

2.4%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



WhatsApp

85%



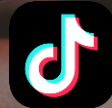
Instagram

63%



Facebook

60%



TikTok

39%



Facebook Messenger

36%

Data source: [DataReportal](#) - February 2025

## Commentary



[94%](#) of Germans are online, with the average internet user spending [5 hours and 28 minutes](#) online every day.



[Internet speeds](#) are around the global median on broadband, but slower than the global median on mobile. It is therefore still important to optimise your website for speed when targeting this market. As of February 2025, the median broadband speed is 96.33 MB per second, and the median mobile internet speed is 68.51 MB per second.



The government's [Digital Strategy and Gigabit Strategy](#) aims to provide “fibre optic and the latest mobile communications technologies [to] all areas by 2030”.



Looking at the [devices](#) Germans use to go online, 55% of internet traffic comes from computers, 42% comes from mobile phones, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Online privacy is very important to German internet users, who do not like to disclose personal information online or have their personal details stored. According to recent [research](#), 57% decline cookies on websites, 39% worry about how companies might use their online data, 33% use ad blocking tools, and 24% use a VPN to access the internet. It should therefore come as no surprise that the country has some of the strictest online privacy laws in the world.



The [search engine landscape](#) is very much dominated by Google, which has 87% of the market share. It is followed by Bing in second place with 7% and Yandex in third with 2%. Google should therefore be the focus of your SEO and PPC efforts.



If you have not heard of the third-ranked search engine, Yandex, it is a Russian-owned search engine that is most popular in its homeland but also has an increasing presence in various other countries.

- ✓ Search engine marketing is a key part of a successful digital marketing strategy in Germany. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✓ WhatsApp is the [most popular social platform](#), with 85% of German internet users saying they use the platform every month. This is followed by Instagram with 63%, Facebook with 60%, TikTok with 39% and Facebook Messenger with 36%.
- ✓ E-commerce is popular, although it still has growth ahead of it. [60%](#) of Germans have made a purchase using a mobile phone or the internet in the past year.
- ✓ The [most popular e-commerce platform](#) in the country is Amazon, followed by eBay, Kleinanzeigen, Idealo and Temu. The [consumer goods categories with the highest annual spend](#) are fashion, furniture and electronics.



There are seasonal fluctuations in the German e-commerce calendar, when people are more likely to buy. Black Friday and Cyber Monday have become increasingly popular in Germany in recent years, and the run up to Christmas is another popular time for Germans to shop online.



Be aware that your German website is [legally required to have an “Impressum”](#) page. The Impressum must be easy-to-access and provide the user with information including your business’ name, address, contact information, German trade register number or equivalent, VAT/business identification number, information on your board of directors, and more. Failure to have an Impressum on your German website can lead to fines of up to €50,000.



And finally, when targeting Germany, make sure to localise your content into German to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native German speaker.



## • Case studies

- [How we boosted visibility and rankings for a global tech giant in Germany](#)
- [How we provided high-quality technical translations for multiple global markets](#)
- [How we ran 41 PPC campaigns across multiple markets](#)
- [How we ran a programmatic advertising campaign to boost brand awareness and conversions](#)
- [How we designed banner ads for a programmatic advertising campaign](#)
- [How we used social media to help a UK-based tech brand expand overseas](#)
- [How we boosted engagement and followers on LinkedIn using sponsored updates](#)



## Additional information

- [A guide to digital marketing in Germany](#)
- [Online consumer behaviour report: Germany](#)
- [Webcertaint search and social report 2024: Germany](#)
- [Webcertaint search and social report 2023: Germany](#)
- [Webcertaint search and social report 2022: Germany](#)
- [3 tips for digital marketing in Germany](#)



# Greece

Country overview





- Population: 10,300,000

- Internet penetration: 85.0%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

96.3%



Bing

2.6%

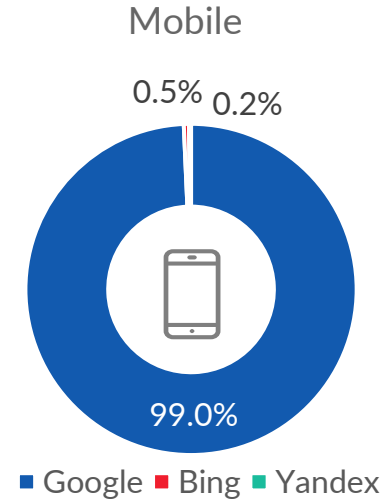
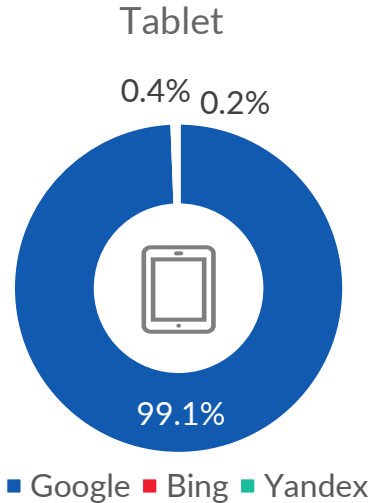
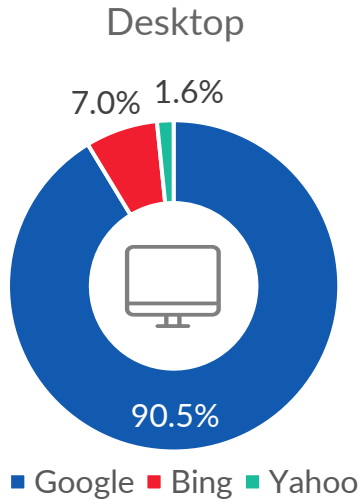


Yahoo

0.6%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



Facebook

84%



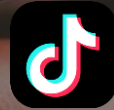
Facebook Messenger

80%



Instagram

76%



TikTok

57%



Pinterest

38%

Data source: [DataReportal](#) - February 2025

## Commentary



[85%](#) of Greeks are online, with the average internet user spending [5 hours and 21 minutes](#) online every day.



[Internet speeds](#) are faster than the global median on mobile, but slower than the global median on broadband. It is therefore still important to optimise your website for speed when targeting this market. As of February 2025, the median mobile internet speed is 112.09 MB per second, and the median broadband speed is 65.51 MB per second.



The government ultimately [aims](#) to offer broadband speeds of at least 100 MB per second to all buildings, as well as 5G coverage in urban and rural areas and on all major land transport routes.

- ✔ Looking at the [devices](#) Greeks use to go online, 57% of internet traffic comes from computers, 41% comes from mobile phones, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.
- ✔ Greek internet users have [concerns about their online privacy](#). 58% decline cookies on websites, 46% worry about how companies might use their online data, 35% use ad blocking tools, and 18% use a VPN to access the internet.
- ✔ The [search engine landscape](#) is very much dominated by Google, which has 96% of the market share. It is followed by Bing in second place with 3% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Greece. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.

- ✔ Facebook is the [most popular social platform](#), with 84% of Greek internet users saying they use the platform every month. This is followed by Facebook Messenger with 80%, Instagram with 76%, TikTok with 57% and Pinterest with 38%.
- ✔ E-commerce is popular, although it still has growth ahead of it. [61%](#) of Greeks have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Skroutz, followed by Vrisko, BestPrice, Temu and Lidl. The [consumer goods categories with the highest annual spend](#) are fashion, electronics, beauty and personal care.
- ✔ And finally, even though Greeks have a very high level of English proficiency, it is still best practice to localise your content into Greek, especially if your brand is B2C. This will ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Greek speaker.



## ● Additional information

- [Online consumer behaviour report: Greece](#)
- [Webcertain search and social report 2024: Greece](#)
- [Webcertain search and social report 2023: Greece](#)
- [Webcertain search and social report 2022: Greece](#)
- [Webcertain search and social report 2021: Greece](#)



# Hong Kong

Country overview





• Population: 7,531,800

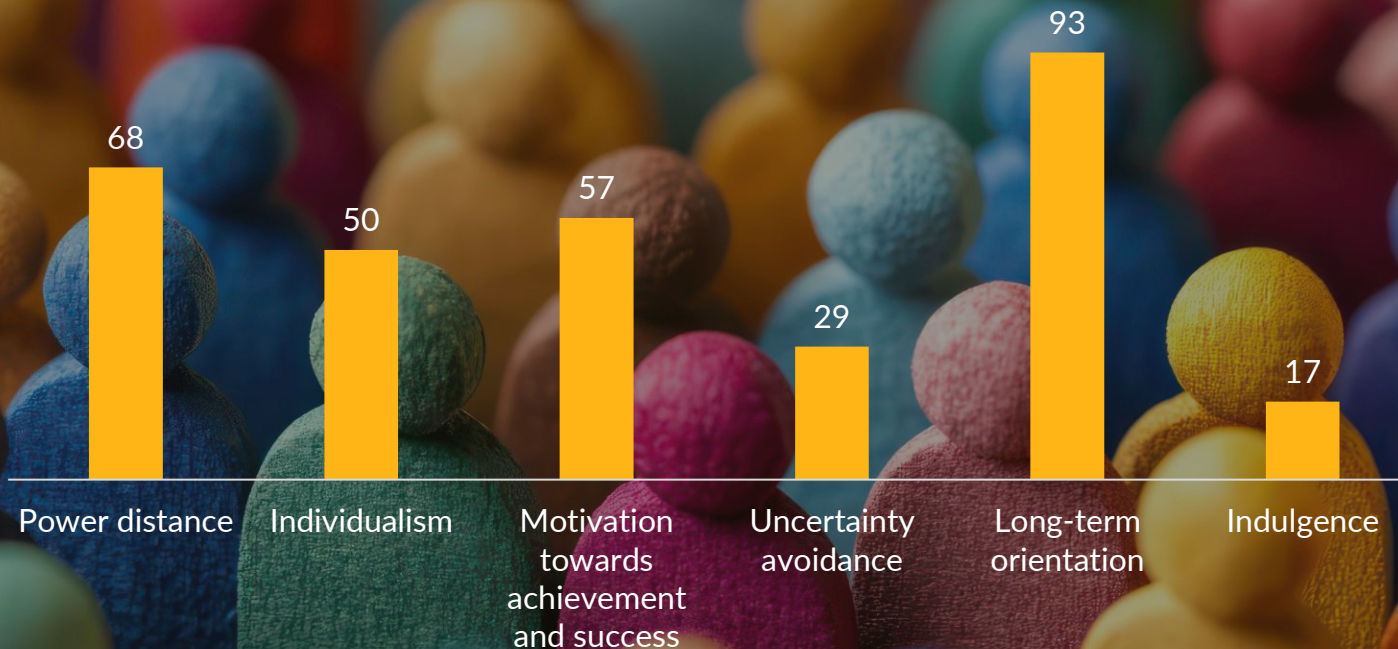
• Internet penetration: 96.0%

**Data sources:**

The Government of the Hong Kong Special Administrative Region - mid-2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

90.3%



Yahoo

4.8%

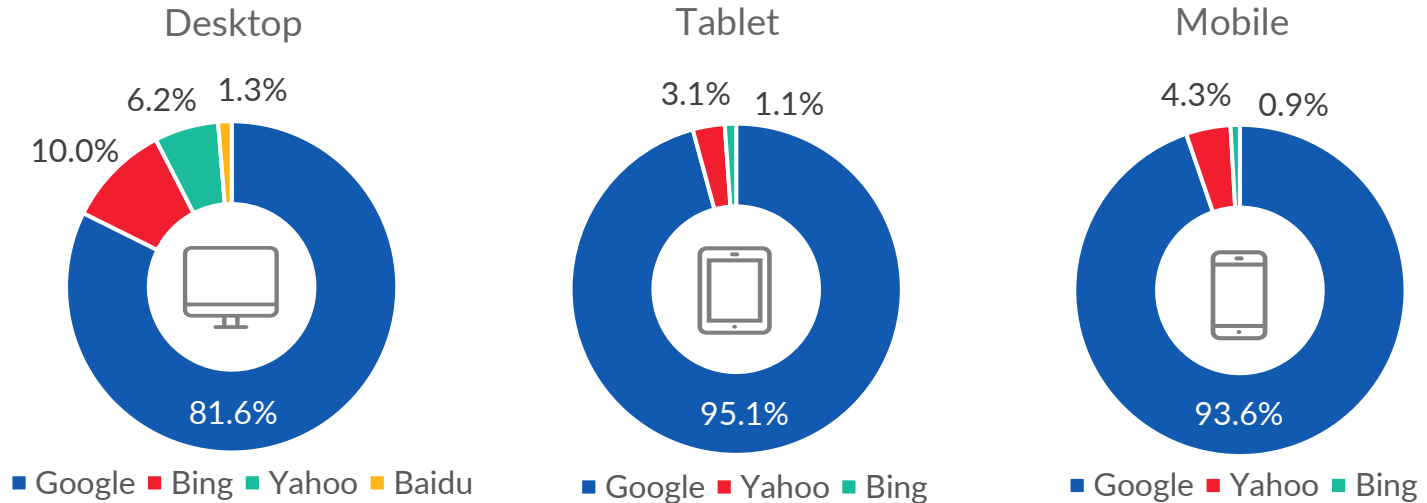


Bing

3.4%

Data source: [StatCounter](#) - February 2025

## Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



Facebook

71%



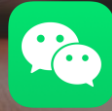
WhatsApp

71%



Instagram

58%



WeChat

49%



Facebook Messenger

40%

Data source: [DataReportal](#) - February 2025

## Commentary



96% of Hong Kongers are online, with the average internet user spending [5 hours and 30 minutes](#) online every day.



[Internet speeds](#) are faster than the global median on broadband, and around the global median on mobile. As of February 2025, the median broadband speed is 312.48 MB per second, and the median mobile internet speed is 84.61 MB per second.



Looking at the [devices](#) Hong Kongers use to go online, 54% of internet traffic comes from mobile phones, 42% comes from computers, and 4% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Hong Kong internet users have [concerns about their online privacy](#). 37% decline cookies on websites, 31% use ad blocking tools, 30% worry about how companies might use their online data, and 24% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 90% of the market share. It is followed by Yahoo in second place with 5% and Bing in third with 3%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Hong Kong. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✔ Facebook and WhatsApp are the joint [most popular social platforms](#), with 71% of Hong Kong internet users saying they use the platforms every month. They are followed by Instagram with 58%, WeChat with 49% and Facebook Messenger with 40%.



You might be unfamiliar with the fourth-ranked social platform, WeChat, so let's take a closer look at it. WeChat is sometimes nicknamed a “super app” due to its huge range of functions. Within WeChat, it is possible to message friends, share photos, order takeaways, book tickets, book hotel rooms, shop online, order professional services, leave business reviews, donate to charities, pay utility bills – and that barely scratches the surface. Whatever your business, there will likely be a place for you on WeChat.



E-commerce is popular, although it still has growth ahead of it. [61%](#) of Hong Kongers have made a purchase using a mobile phone or the internet in the past year.



The [most popular e-commerce platform](#) in the country is Taobao, followed by Carousell, Amazon, Price and HKTVmall. The [consumer goods categories with the highest annual spend](#) are fashion, electronics and furniture.



And finally, when targeting Hong Kong, be aware that the written language is Traditional Chinese, and the spoken language is Cantonese. Make sure to create your content in these languages, to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native speaker.



## • Case studies

- How we helped generate over 26,000 leads from paid ads alone
- How we promoted a new game on Facebook



## • Additional information

- [A guide to the different varieties of Chinese](#)
- [Webcertain search and social report 2024: Hong Kong](#)
- [Webcertain search and social report 2023: Hong Kong](#)
- [Webcertain global search report 2016: Hong Kong](#)
- [Online content consumption in the Hong Kong market](#)



# Hungary

Country overview





• Population: 10,000,000

• Internet penetration: 91.5%

Data sources:

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2024](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

97.4%



Bing

1.9%

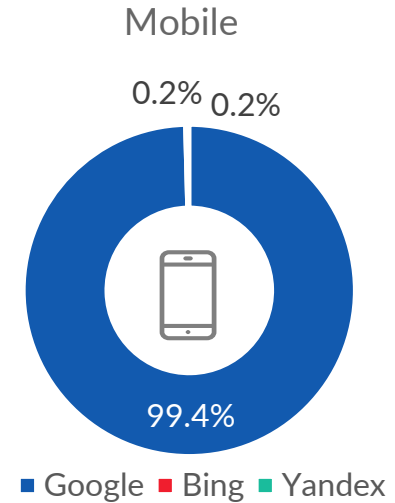
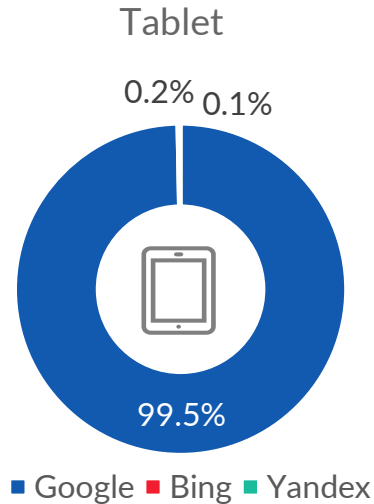
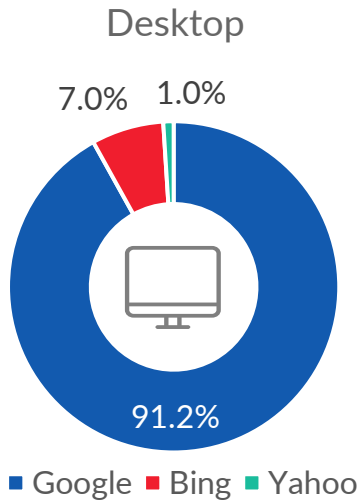


Yahoo

0.3%

Data source: [StatCounter](#) - February 2025

## Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



Facebook

87%



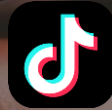
Facebook Messenger

84%



Instagram

55%



TikTok

48%



Pinterest

33%

Data source: [DataReportal](#) - February 2025

## Commentary



[92%](#) of Hungarians are online, with the average internet user spending [6 hours and 10 minutes](#) online every day.



[Internet speeds](#) are faster than the global median on broadband, but slower than the global median on mobile. It is therefore still important to optimise your website for speed when targeting this market. As of February 2025, the median broadband speed is 215.30 MB per second, and the median mobile internet speed is 68.85 MB per second.



Looking at the [devices](#) Hungarians use to go online, 66% of internet traffic comes from mobile phones, 32% comes from computers, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Hungarian internet users have [concerns about their online privacy](#). 43% decline cookies on websites, 38% use ad blocking tools, 34% worry about how companies might use their online data, and 20% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 97% of the market share. It is followed by Bing in second place with 2% and Yahoo in third with 0.3%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Hungary. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✔ Facebook is the [most popular social platform](#), with 87% of Hungarian internet users saying they use the platform every month. This is followed by Facebook Messenger with 84%, Instagram with 55%, TikTok with 48% and Pinterest with 33%.
- ✔ E-commerce is popular, although it still has plenty of growth ahead of it. [56%](#) of Hungarians have made a purchase using a mobile phone or the internet in the past year.

- ✓ The [most popular e-commerce platform](#) in the country is Árukereső, followed by Temu, Jófogás, Ingatlan and eMAG. The [consumer goods categories with the highest annual spend](#) are electronics, fashion, beauty and personal care.
- ✓ There are seasonal fluctuations in the Hungarian e-commerce calendar, when people are more likely to buy. Nearly [40%](#) of e-commerce revenue is generated in the last two months of the year, before the holidays (Black Friday and Christmas).
- ✓ The government has vowed to improve the country's digital sphere. Its [National Digitalisation Strategy](#) aims "to provide 95% of households with gigabit networks, to increase digital skills of the population, to support digitalisation of business processes, and to increase the use of e-government services".
- ✓ And finally, when targeting Hungary, make sure to localise your content into Hungarian to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Hungarian speaker.



## • Additional information

- [Online consumer behaviour report: Hungary](#)
- [Webcertaint search and social report 2024: Hungary](#)
- [Webcertaint search and social report 2023: Hungary](#)
- [Webcertaint search and social report 2022: Hungary](#)
- [Webcertaint search and social report 2021: Hungary](#)



# India

Country overview





- Population: 1,441,700,000

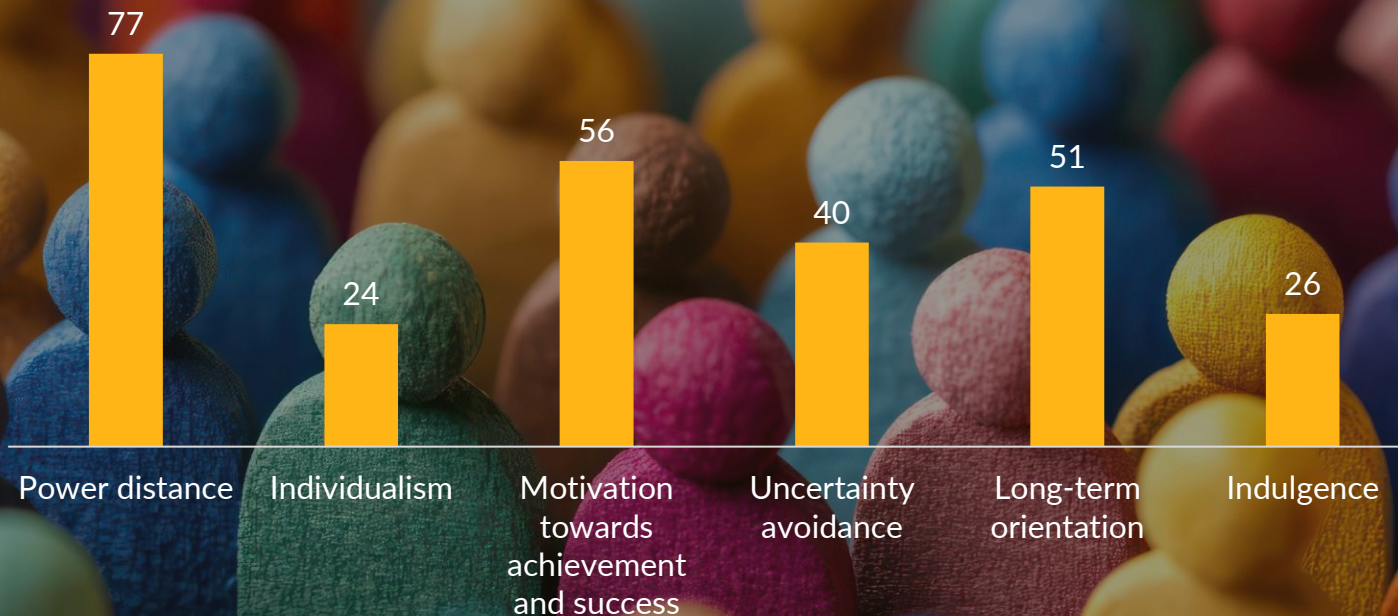
- Internet penetration: 55.9%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2022

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

97.6%



Bing

1.3%

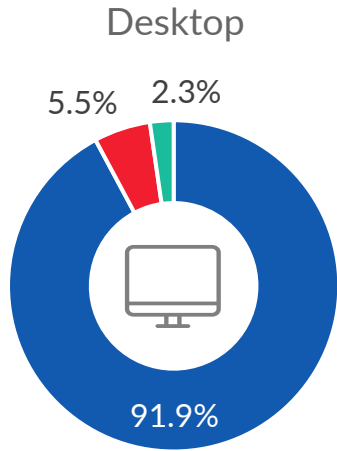


DuckDuckGo

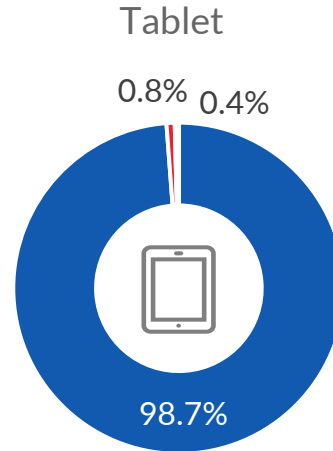
0.6%

Data source: [StatCounter](#) - February 2025

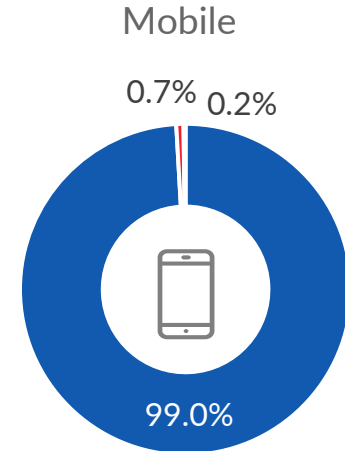
# Search engine market shares by device



■ Google ■ Bing ■ Yahoo



■ Google ■ Bing ■ DuckDuckGo



■ Google ■ DuckDuckGo ■ Bing

Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



WhatsApp

81%



Instagram

78%



Facebook

68%



Snapchat

47%



Facebook Messenger

42%

Data source: [DataReportal](#) - February 2025

## Commentary



[56%](#) of Indians are online. With over 4 in 10 people in India still to come online, the country still has substantial growth ahead of it.



Be aware that Indian internet users are not distributed evenly; there is still a [large digital divide](#) between urban and rural areas, as well as between the genders, with urban and male Indians having much higher levels of internet access than their rural and female counterparts.



The average internet user spends [6 hours and 49 minutes](#) online every day.



[Internet speeds](#) are faster than the global median on mobile, but slower than the global median on broadband. It is therefore still important to optimise your website for speed when targeting this market. As of February 2025, the median mobile internet speed is 144.33 MB per second, and the median broadband speed is 61.66 MB per second.

- ✓ Looking at the [devices](#) Indians use to go online, 78% of internet traffic comes from mobile phones, 21% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.
- ✓ Indian internet users have [concerns about their online privacy](#). 36% decline cookies on websites, 28% worry about how companies might use their online data, 26% use a VPN to access the internet, and 25% use ad blocking tools.
- ✓ The [search engine landscape](#) is very much dominated by Google, which has 98% of the market share. It is followed by Bing in second place with 1% and DuckDuckGo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ If you have not heard of the third-ranked search engine, DuckDuckGo, it is a privacy-focused search engine. Whilst it does not account for a huge amount of search volume, it nevertheless shows that privacy is important to Indian internet users.

- ✔ WhatsApp is the [most popular social platform](#), with 81% of Indian internet users saying they use the platform every month. This is followed by Instagram with 78%, Facebook with 68%, Snapchat with 47% and Facebook Messenger with 42%.
- ✔ Social media is a key part of a successful digital marketing strategy in India. According to [research](#) from February 2025, social networks are the number one main channel for online brand research in the country.
- ✔ E-commerce still has plenty of growth ahead of it. Only [8%](#) of Indians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Amazon, followed by Flipkart, IndiaMART and Meesho. The [consumer goods categories with the highest annual spend](#) are food, fashion and electronics.



Be aware that there are [seasonal fluctuations](#) in the Indian e-commerce calendar, when people are more likely to buy. The most important time around which online sales increase in India is October, during the run up to the important Hindu festivals of Diwali and Dussehra. The two biggest e-commerce platforms in India hold sales during this time, during which big discounts are applied to many products and online shoppers come out in force – Amazon’s sale is called Great Indian Festival and Flipkart’s sale is called Big Billion Days. Other important buying holidays include New Year (January), Ramadan (March to April), Rakhi (August) and Christmas (December).



And finally, be aware that India is a multilingual country with 22 official languages, plus many other languages which do not have “official” status. With such broad linguistic diversity, it is vital to research which language is spoken by your target audience/region so that you can create your content in the most appropriate language that will bring you the best results. Translation and copywriting should always be done by a professional native speaker.



- **Case study**

- How we helped generate over 26,000 leads from paid ads alone



## ● **Additional information**

- [A guide to digital marketing in India](#)
- [Online consumer behaviour report: India](#)
- [Webcertain search and social report 2024: India](#)
- [Webcertain search and social report 2023: India](#)
- [Webcertain search and social report 2022: India](#)
- [3 tips for adapting your marketing strategy for the Indian culture](#)
- [3 tips to attract Indian students to your educational institution](#)



# Indonesia

Country overview





- Population: 279,800,000

- Internet penetration: 69.2%

Data sources:  
United Nations Population Fund - 2024  
International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

93.3%



Bing

2.2%

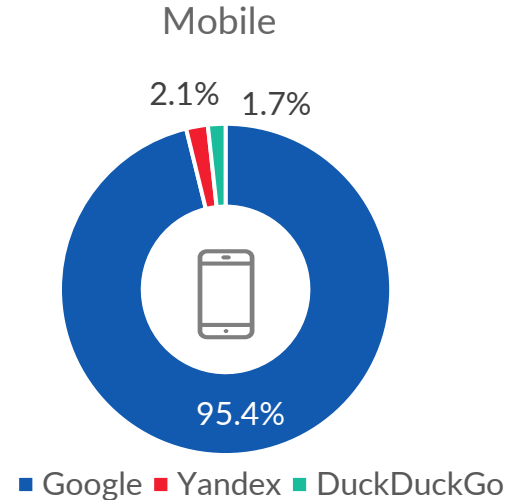
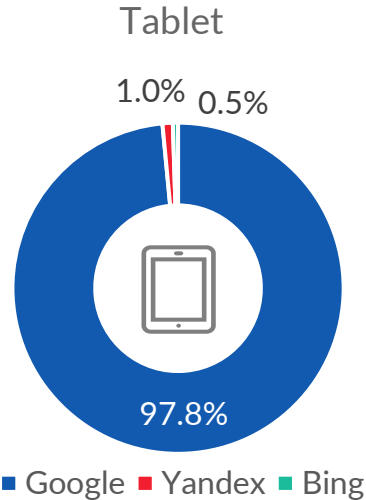
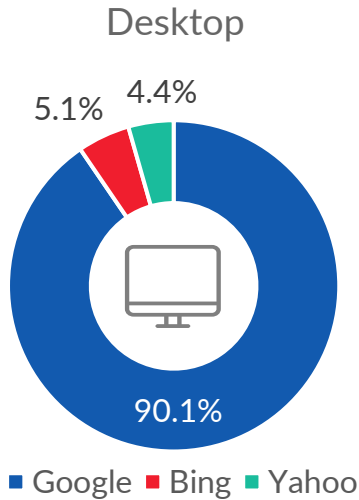


Yahoo

2.0%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



WhatsApp

92%



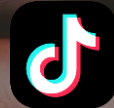
Instagram

85%



Facebook

83%



TikTok

77%



Facebook Messenger

51%

Data source: [DataReportal](#) - February 2025

## Commentary



[69%](#) of Indonesians are online. With around 3 in 10 people in Indonesia still to come online, the country still has substantial growth ahead of it.



The average internet user spends [7 hours and 22 minutes](#) online every day.



[Internet speeds](#) are slower than the global median. As of February 2025, the median mobile internet speed is 39.51 MB per second, and the median broadband speed is 32.38 MB per second. It is therefore vital to optimise your website for speed when targeting this market.



Looking at the [devices](#) Indonesians use to go online, 66% of internet traffic comes from mobile phones, 33% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

- ✔ Indonesian internet users have [concerns about their online privacy](#). 40% use ad blocking tools, 37% decline cookies on websites, 36% worry about how companies might use their online data, and 31% use a VPN to access the internet.
- ✔ The [search engine landscape](#) is very much dominated by Google, which has 93% of the market share. It is followed by Bing in second place with 2% and Yahoo in third with 2%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Indonesia. According to [research](#) from February 2025, search engines are the number one source of brand discovery in the country.
- ✔ WhatsApp is the [most popular social platform](#), with 92% of Indonesian internet users saying they use the platform every month. This is followed by Instagram with 85%, Facebook with 83%, TikTok with 77% and Facebook Messenger with 51%.

- ✔ Social media is another key part of a successful digital marketing strategy in Indonesia. According to [research](#) from February 2025, social networks are the number one main channel for online brand research in the country.
- ✔ E-commerce still has plenty of growth ahead of it. Only [18%](#) of Indonesians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Shopee, followed by Tokopedia, Blibli, Lazada and OLX. The [consumer goods categories with the highest annual spend](#) are food, electronics and fashion.



And finally, be aware that Indonesia is a multilingual country with hundreds of local languages, although the one “official” language is Bahasa Indonesian and this is what is typically used on the majority of websites in Indonesia. It is therefore important to localise your content into Bahasa Indonesian to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Bahasa Indonesian speaker.



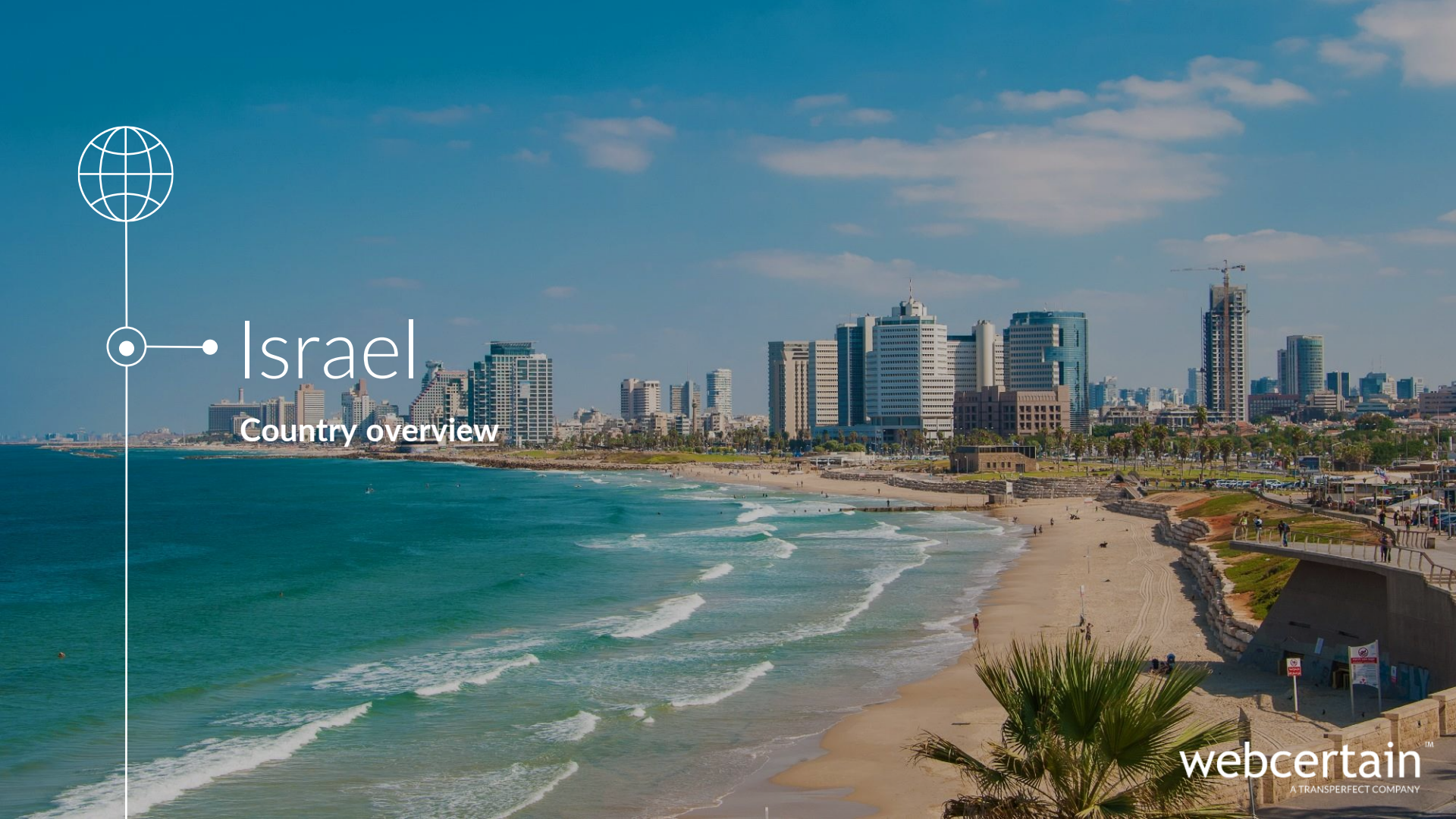
## ● Additional information

- [Webcertaint search and social report 2024: Indonesia](#)
- [Webcertaint search and social report 2023: Indonesia](#)
- [Webcertaint search and social report 2022: Indonesia](#)
- [Webcertaint global search report 2016: Indonesia](#)



# Israel

Country overview





• Population: 9,300,000

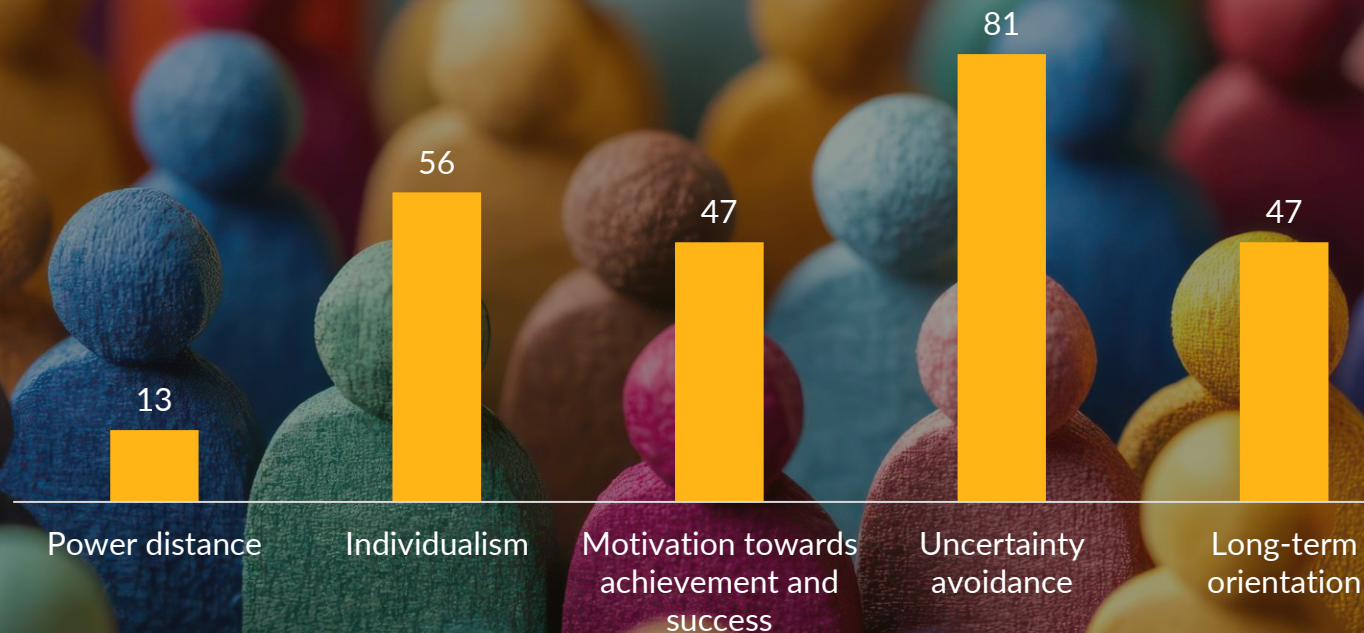
• Internet penetration: 87.0%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

98.4%



Bing

1.0%

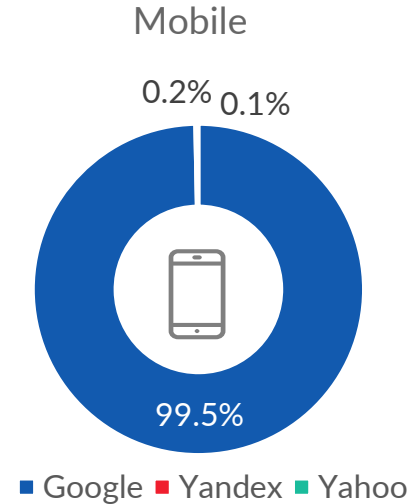
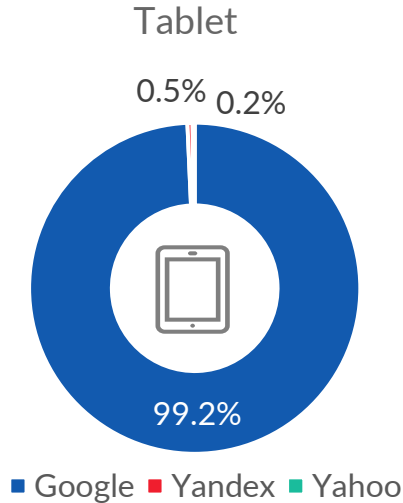
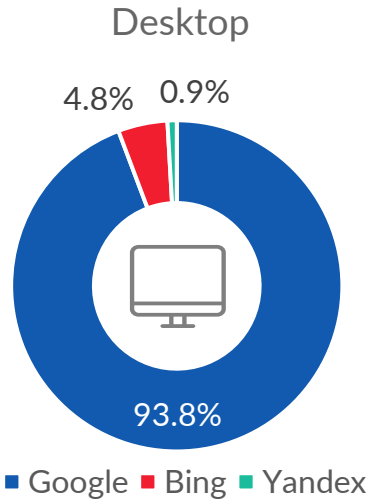


Yandex

0.4%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



WhatsApp

88%



Facebook

81%



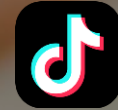
Instagram

69%



Facebook Messenger

55%



TikTok

44%

Data source: [DataReportal](#) - February 2025

## Commentary



[87%](#) of Israelis are online, with the average internet user spending [7 hours and 25 minutes](#) online every day.



[Internet speeds](#) are faster than the global median on broadband, but slower than the global median on mobile. It is therefore still important to optimise your website for speed when targeting this market. As of February 2025, the median broadband speed is 229.65 MB per second and the median mobile internet speed is 58.23 MB per second.



Looking at the [devices](#) Israelis use to go online, 62% of internet traffic comes from mobile phones, 36% comes from computers, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Israeli internet users have [concerns about their online privacy](#). 36% decline cookies on websites, 34% use ad blocking tools, 34% worry about how companies might use their online data, and 13% use a VPN to access the internet.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 98% of the market share. It is followed by Bing in second place with 1% and Yandex in third with 0.4%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ If you have not heard of the third-ranked search engine, Yandex, it is a Russian-owned search engine that is most popular in its homeland but also has an increasing presence in various other countries.
- ✓ Search engine marketing is a key part of a successful digital marketing strategy in Israel. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country.
- ✓ WhatsApp is the [most popular social platform](#), with 88% of Israeli internet users saying they use the platform every month. This is followed by Facebook with 81%, Instagram with 69%, Facebook Messenger with 55% and TikTok with 44%.

- ✔ E-commerce is popular, although it still has plenty of growth ahead of it. [51%](#) of Israelis have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is AliExpress, followed by yad2, Amazon and Super-Pharm. The [consumer goods categories with the highest annual spend](#) are fashion, electronics and food.
- ✔ And finally, when targeting Israel, make sure to localise your content into Hebrew to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Hebrew speaker.



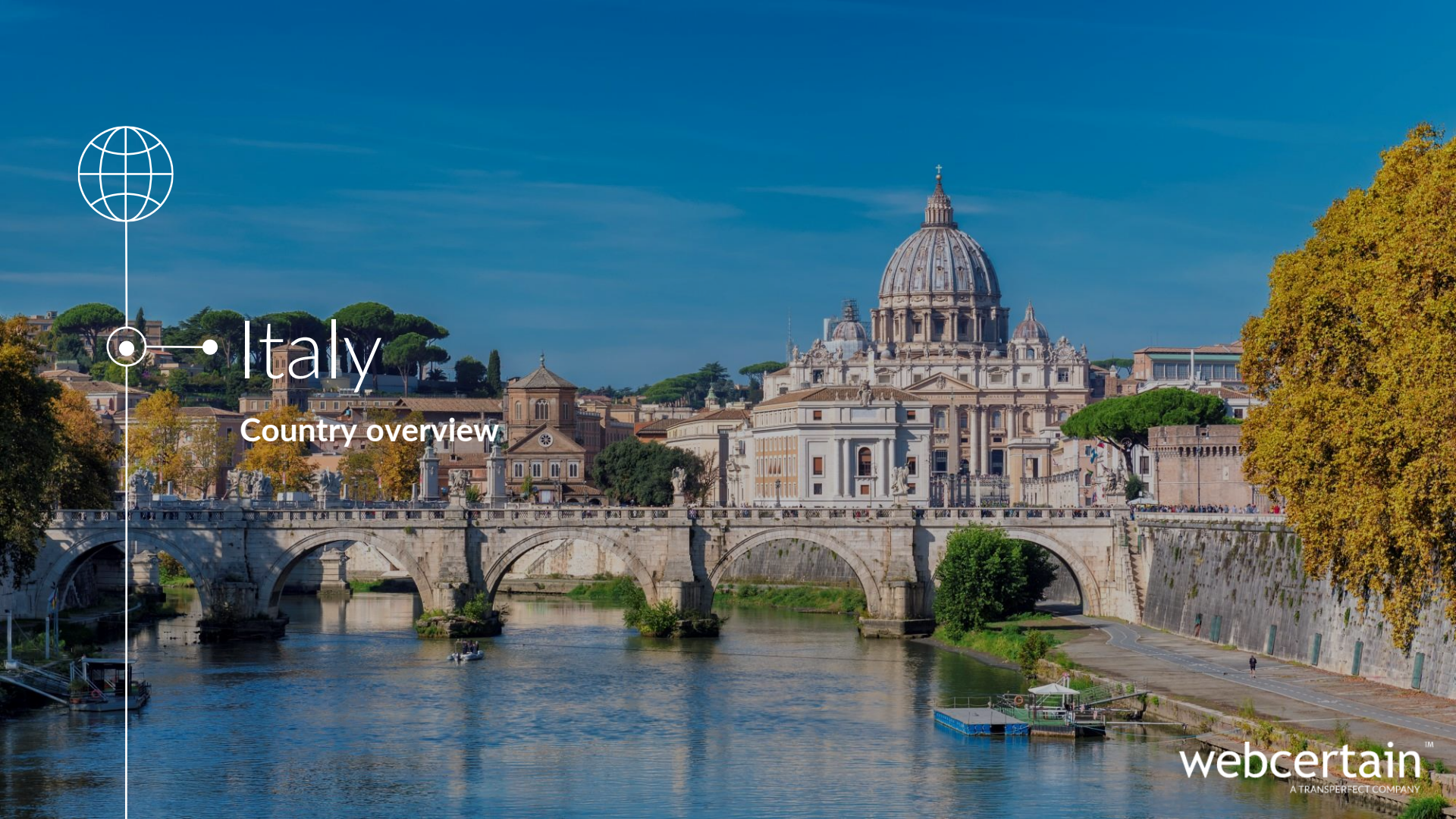
- **Additional information**

- [Online consumer behaviour report: Israel](#)
- [Webcertain search and social report 2024: Israel](#)
- [Webcertain search and social report 2023: Israel](#)
- [Webcertain search and social report 2022: Israel](#)
- [Digital marketing insights for the Israeli market](#)



# Italy

Country overview





• Population: 58,700,000

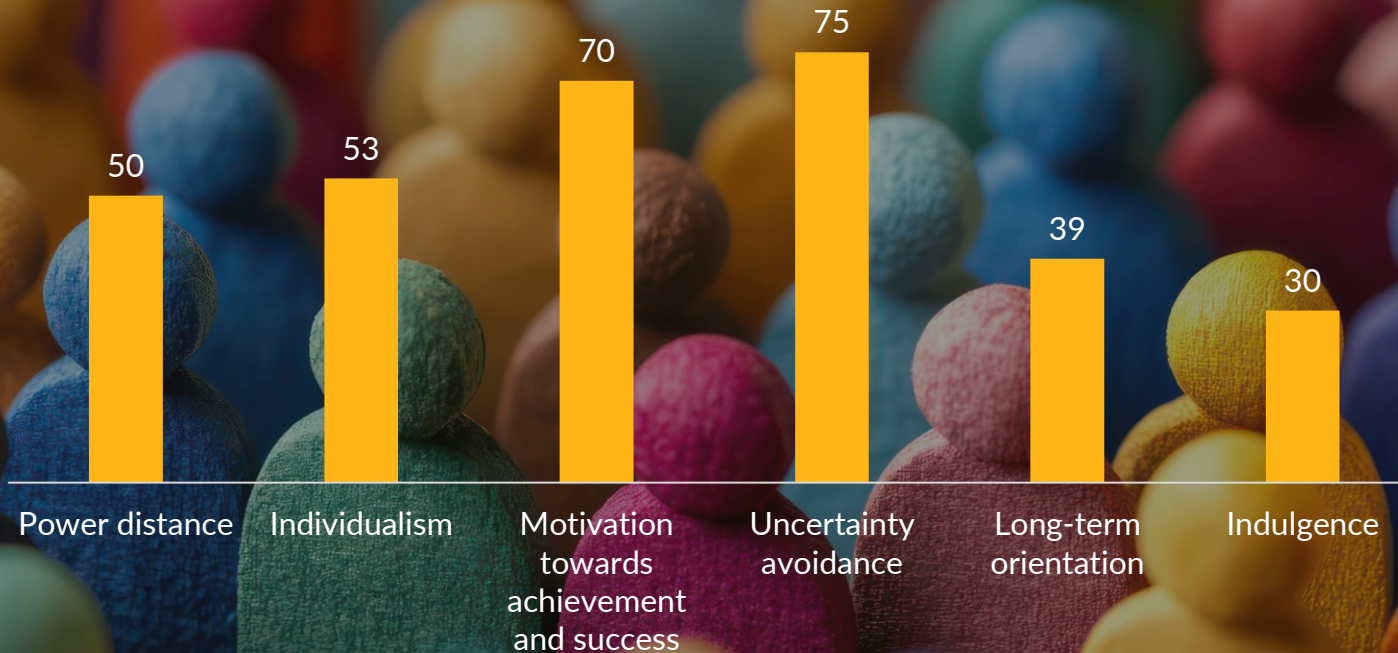
• Internet penetration: 87.0%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

93.1%



Bing

3.9%

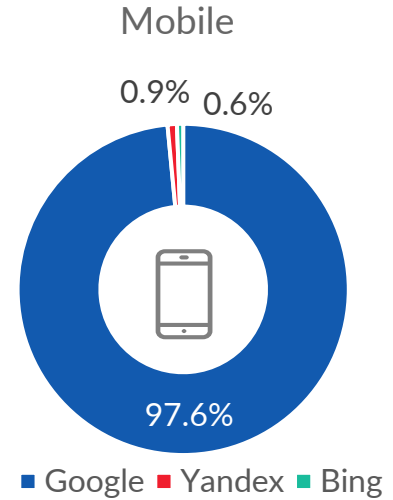
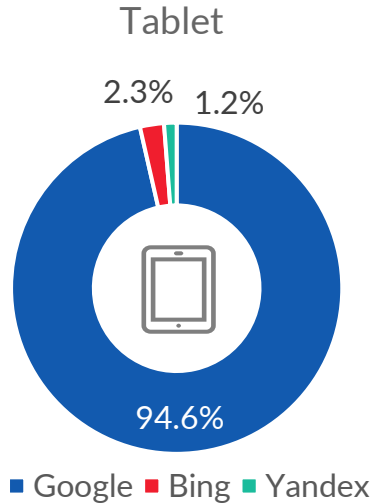
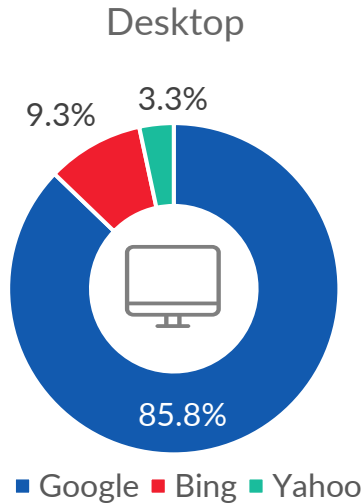


Yahoo

1.4%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



WhatsApp

90%



Facebook

76%



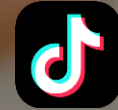
Instagram

75%



Facebook Messenger

48%



TikTok

44%

Data source: [DataReportal](#) - February 2025

## Commentary



[87%](#) of Italians are online, with the average internet user spending [5 hours and 39 minutes](#) online every day.



[Internet speeds](#) are around the global median. As of February 2025, the median broadband speed is 92.61 MB per second, and the median mobile internet speed is 86.52 MB per second.



Looking at the [devices](#) Italians use to go online, 55% of internet traffic comes from mobile phones, 43% comes from computers, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Italian internet users have [concerns about their online privacy](#). 53% decline cookies on websites, 35% worry about how companies might use their online data, 27% use ad blocking tools, and 20% use a VPN to access the internet.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 93% of the market share. It is followed by Bing in second place with 4% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ Search engine marketing is a key part of a successful digital marketing strategy in Italy. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✓ WhatsApp is the [most popular social platform](#), with 90% of Italian internet users saying they use the platform every month. This is followed by Facebook with 76%, Instagram with 75%, Facebook Messenger with 48% and TikTok with 44%.
- ✓ E-commerce is popular, although it still has plenty of growth ahead of it. [56%](#) of Italians have made a purchase using a mobile phone or the internet in the past year.

- ✓ The [most popular e-commerce platform](#) in the country is Amazon, followed by Subito, eBay, AliExpress and Temu. The [consumer goods categories with the highest annual spend](#) are fashion, electronics and food.
- ✓ There are [seasonal fluctuations](#) in the Italian e-commerce calendar, when people are more likely to buy. The busiest times of the year in terms of online spending are seen in the run-up to the following dates: Christmas, Easter and Valentine's Day. In recent years, Black Friday and Cyber Monday have also been adopted in Italy.
- ✓ Be aware that many Italians prefer to buy "[Made in Italy](#)" products as opposed to foreign brands when given the choice, especially when it comes to food, fashion, design, craftsmanship, manufacturing and engineering. If your products fall into any of these categories, you should therefore be aware that competition in the country may be very fierce. Do not let that put you off, though; so long as you have a unique selling point that sets you apart from the crowd, there could well be a place for you in the market.



And finally, when targeting Italy, make sure to localise your content into Italian to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Italian speaker.



## • Case studies

- [How we boosted website traffic and conversions in 5 markets using PPC](#)
- [How we ran 41 PPC campaigns across multiple markets](#)
- [How we localised a PPC campaign into 13 languages](#)
- [How we used social media to help a UK-based tech brand expand overseas](#)
- [How we boosted engagement and followers on LinkedIn using sponsored updates](#)
- [How we used paid social media to promote two new games](#)
- [How we increased revenue in 4 international locations in just 5 weeks](#)



## • **Additional information**

- [A guide to digital marketing in Italy](#)
- [Online consumer behaviour report: Italy](#)
- [Webcertain search and social report 2024: Italy](#)
- [Webcertain search and social report 2023: Italy](#)
- [Webcertain search and social report 2022: Italy](#)
- [3 tips for digital marketing in Italy](#)
- [Opportunities for success in the Italian market](#)



# Japan

Country overview



A wide-angle photograph of a busy city street, likely in Japan, showing a large crowd of pedestrians crossing a zebra crossing. The background is filled with tall buildings and numerous large billboards, including one for Yakult and another for DHC. The scene is captured during the day with a slightly hazy atmosphere.

• Population: 122,600,000

• Internet penetration: 87.0%

Data sources:  
[United Nations Population Fund - 2024](#)  
[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

80.2%



Yahoo Japan

9.5%

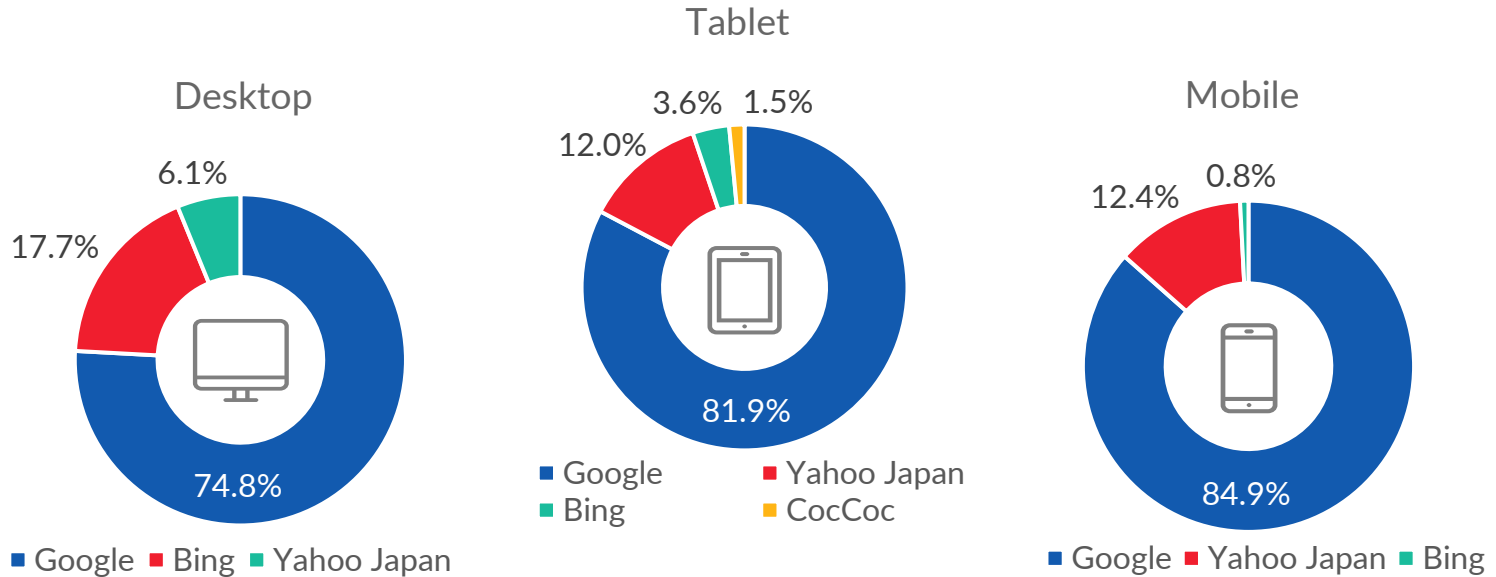


Bing

8.5%

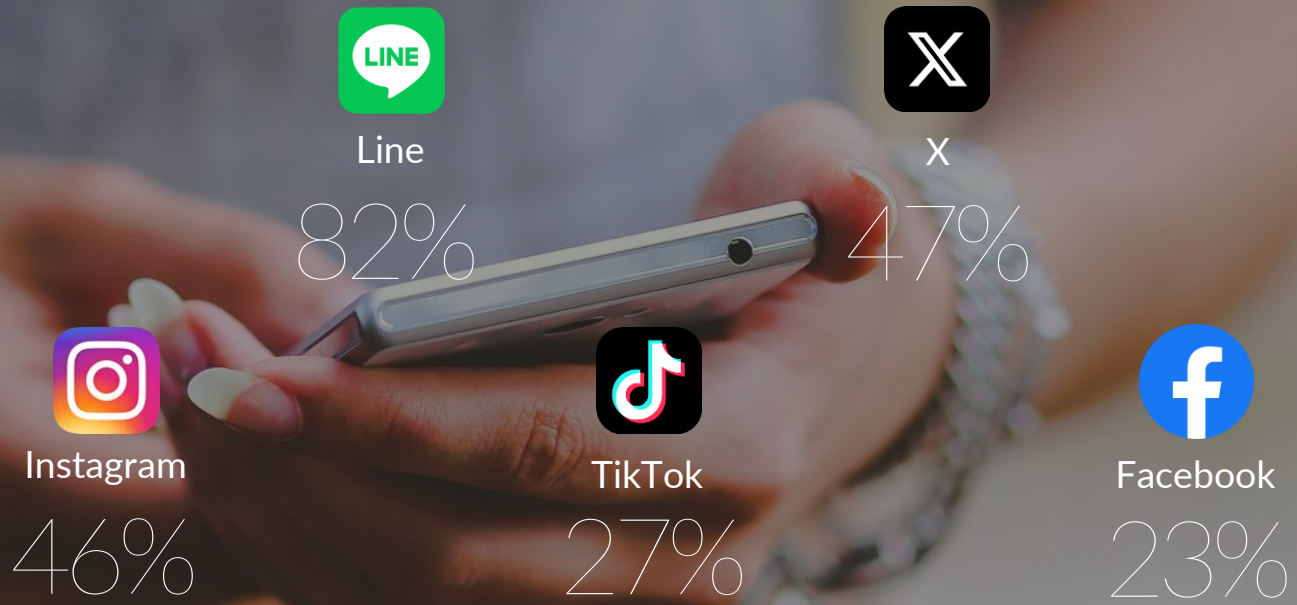
Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



Data source: [StatCounter](#) - February 2025

# • Social platform penetration rates



Data source: [DataReportal](#) - February 2025

## Commentary



[87%](#) of people in Japan are online, with the average internet user spending [4 hours and 9 minutes](#) online every day.



[Internet speeds](#) are faster than the global median on broadband, but slower than the global median on mobile. It is therefore still important to optimise your website for speed when targeting this market. As of February 2025, the median broadband speed is 217.11 MB per second and the median mobile internet speed is 63.74 MB per second.



Looking at the [devices](#) people in Japan use to go online, 53% of internet traffic comes from computers, 45% comes from mobile phones, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

- ✔ Japanese internet users have [concerns about their online privacy](#). 27% worry about how companies might use their online data, 20% decline cookies on websites, 17% use ad blocking tools, and 10% use a VPN to access the internet.
- ✔ The [search engine landscape](#) looks rather different from most countries. Whilst Google is the most popular search engine, it does not totally dominate the market the way it does in many other countries, with just 80% of the market share. Second-place Yahoo Japan commands 9% of the market, with Bing making up another 8%. You should include both Google and Yahoo Japan in your search marketing efforts in Japan.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Japan. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.

- ✓ The [social media landscape](#) also looks rather different. Line is the most popular social platform, with 82% of Japanese internet users saying they use the platform every month. This is followed by X (formerly known as Twitter) with 47%, Instagram with 46%, TikTok with 27% and Facebook with 23%.
- ✓ You might be unfamiliar with the most popular of these social platforms, Line, so let's take a closer look at it. Line started life as an app very similar to WhatsApp – i.e. an instant communication app. It is the main communication tool for many families, as it is popular across generations and genders. It then expanded its ecosystem to include Line Pay (its mobile payments system), Line Manga (for reading manga on your mobile phone), Line Music (for music streaming), Line News (for reading the news), and many more services. Line allows businesses to open an official account to advertise on the platform.
- ✓ Another quirk of the Japanese social media space you should be aware of is that Facebook is used as a professional social network, akin to LinkedIn in other countries. You therefore need to ensure your Facebook strategy is adapted to account for this.

- ✔ E-commerce is popular, although it still has plenty of growth ahead of it. [53%](#) of people in Japan have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Amazon, followed by Rakuten, Yahoo Shopping and Mercari. The [consumer goods categories with the highest annual spend](#) are fashion, food and electronics.
- ✔ And finally, when targeting Japan, make sure to localise your content into Japanese to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Japanese speaker.



## ● Case studies

- [How we improved rankings and visibility in Japan using SEO-translation](#)
- [How we boosted revenue in Japan by over 250%](#)
- [How we localised a PPC campaign into 13 languages](#)
- [How we used social media to help a UK-based tech brand expand overseas](#)
- [How we helped generate over 26,000 leads from paid ads alone](#)



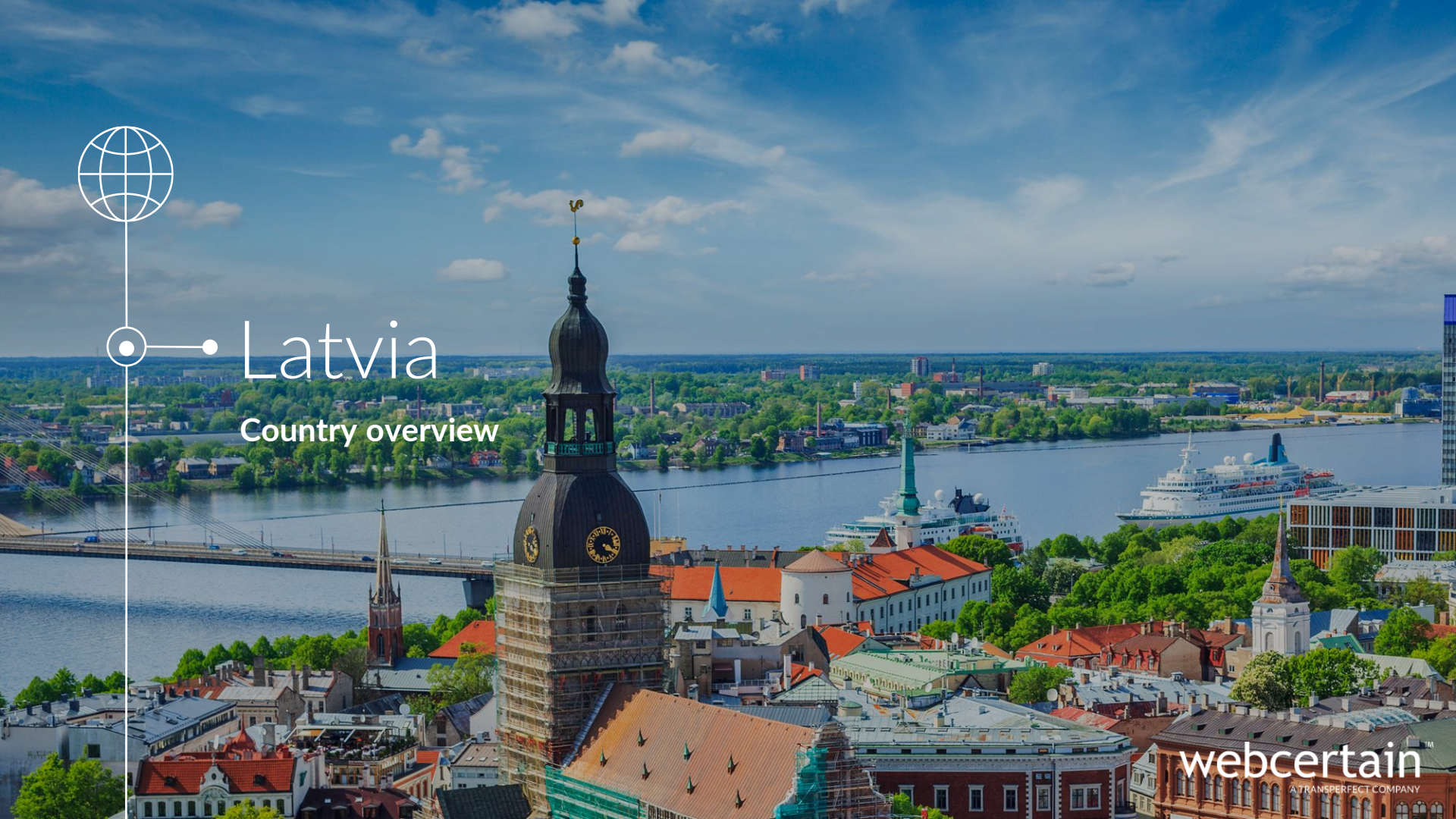
## ● Additional information

- [A guide to digital marketing in Japan](#)
- [Webinar: How to succeed online in Japan](#)
- [Online consumer behaviour report: Japan](#)
- [Webcertain search and social report 2024: Japan](#)
- [Webcertain search and social report 2023: Japan](#)
- [B2B: How to adapt culturally when targeting Japan](#)
- [3 tips for adapting your marketing strategy for the Japanese culture](#)



# Latvia

Country overview





- Population: 1,800,000

- Internet penetration: 92.2%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - March 2025

## Search engine market shares



Google

93.0%



Bing

3.9%

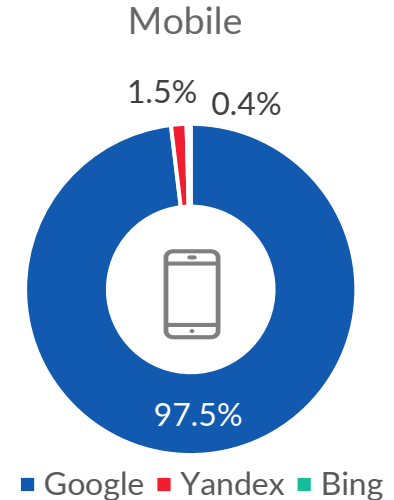
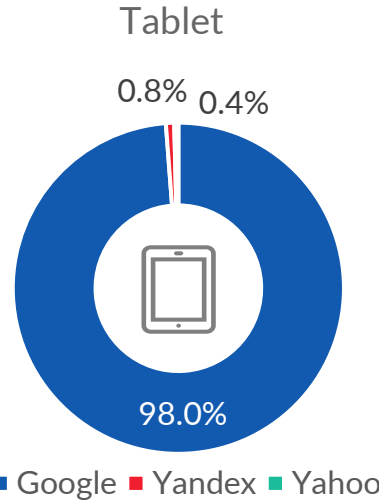
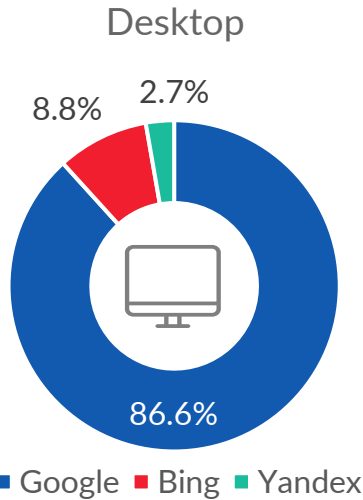


Yandex

2.0%

Data source: [StatCounter](#) - February 2025

# Search engine market shares by device



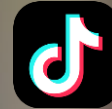
Data source: [StatCounter](#) - February 2025

## • Social platform penetration rates



Facebook

48%



TikTok

42%



Instagram

38%



LinkedIn

32%



Facebook Messenger

30%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ Internet penetration in Latvia is high, with [92%](#) of people in the country being online.
- ✓ [Internet speeds](#) are faster than the global median on mobile, and around the global median on broadband. As of February 2025, the median mobile internet speed is 132.72 MB per second and the median broadband speed is 96.09 MB per second.
- ✓ The government ultimately [aims](#) to offer broadband speeds of at least 100 MB per second in both urban and rural areas, as well as 5G coverage for all large urban areas.
- ✓ Looking at the [devices](#) Latvians use to go online, 56% of internet traffic comes from computers, 43% comes from mobile phones, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 93% of the market share. It is followed by Bing in second place with 4% and Yandex in third with 2%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ If you have not heard of the third-ranked search engine, Yandex, it is a Russian-owned search engine that is most popular in its homeland but also has an increasing presence in various other countries.
- ✓ Facebook is the [most popular social platform](#), with 48% of the Latvian population being reachable through the platform. This is followed by TikTok with 42%, Instagram with 38%, LinkedIn with 32% and Facebook Messenger with 30%.
- ✓ E-commerce is popular, although it still has plenty of growth ahead of it. [58%](#) of Latvians have made a purchase using a mobile phone or the internet in the past year.

- ✔ The [most popular e-commerce platform](#) in the country is SS, followed by 1A, Amazon and eBay.
- ✔ And finally, when targeting Latvia, make sure to localise your content into Latvian to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Latvian speaker.



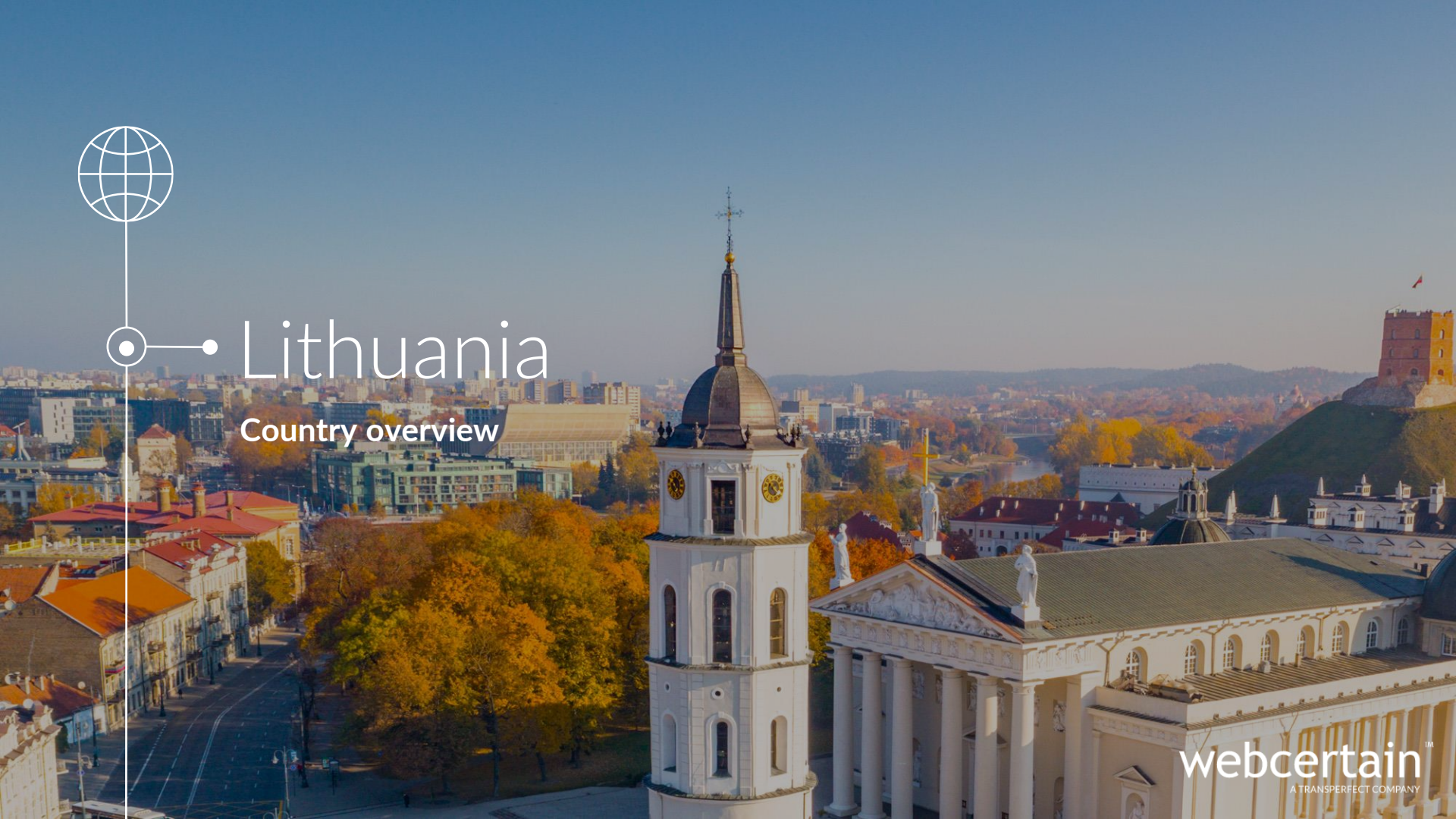
## • Additional information

- [Webcertaint search and social report 2024: Latvia](#)
- [Webcertaint search and social report 2023: Latvia](#)
- [Webcertaint search and social report 2022: Latvia](#)
- [Webcertaint search and social report 2021: Latvia](#)
- [Webcertaint global search report 2016: Latvia](#)



# Lithuania

Country overview





- Population: 2,700,000

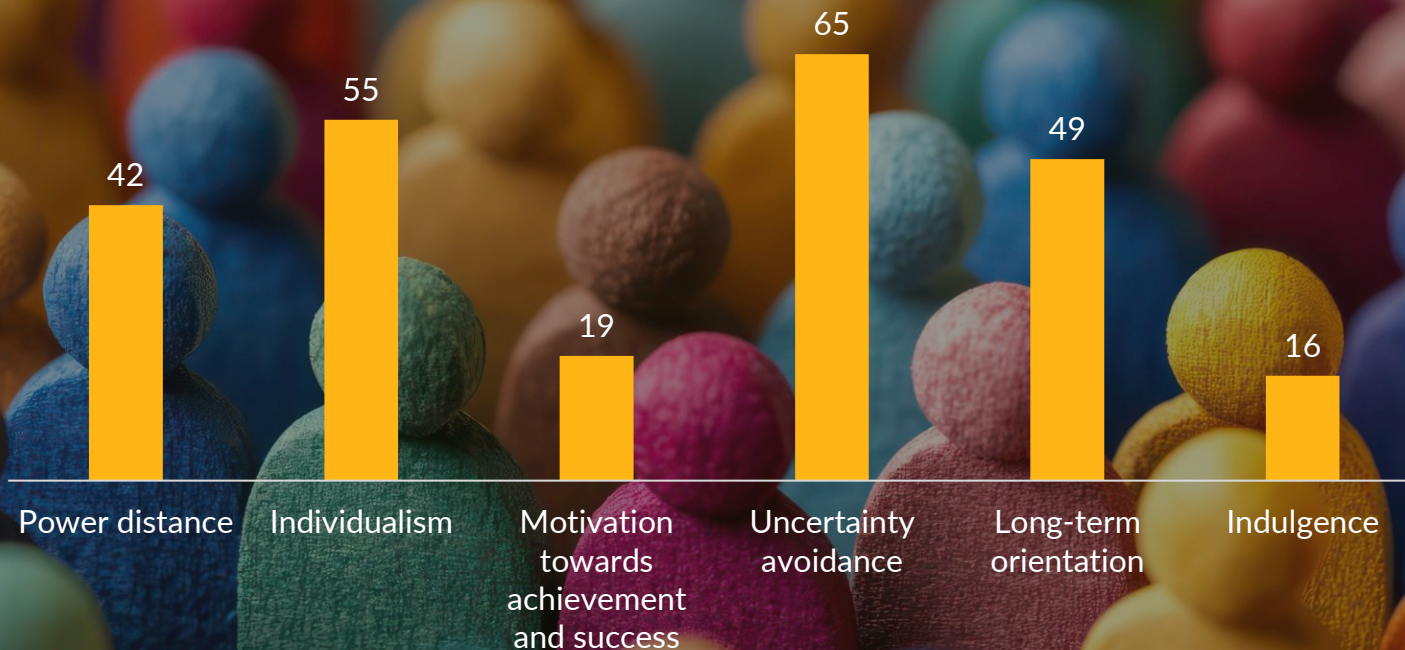
- Internet penetration: 88.5%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

91.2%



Bing

5.7%

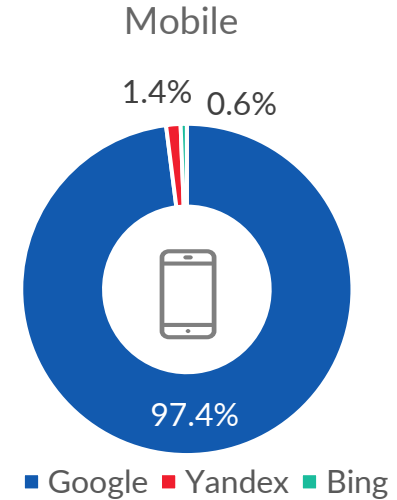
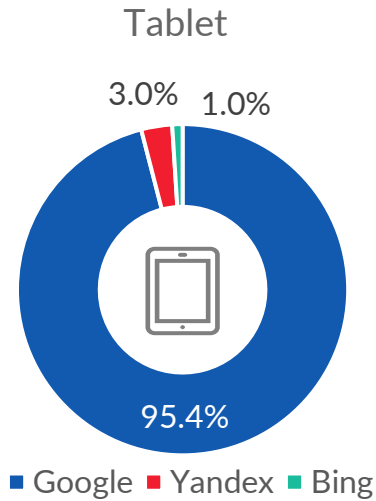
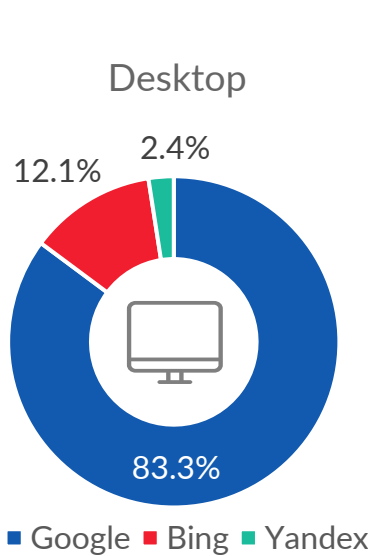


Yandex

1.8%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



Facebook

61%



Facebook Messenger

54%



TikTok

33%



Instagram

31%



LinkedIn

31%

Data source: [DataReportal](#) - February 2025

## Commentary



Internet penetration in Lithuania is fairly high, with [89%](#) of people in the country being online.



[Internet speeds](#) are faster than the global median. As of February 2025, the median broadband speed is 133.90 MB per second, and the median mobile internet speed is 118.32 MB per second.



Looking at the [devices](#) Lithuanians use to go online, 53% of internet traffic comes from computers, 46% comes from mobile phones, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



The [search engine landscape](#) is very much dominated by Google, which has 91% of the market share. It is followed by Bing in second place with 6% and Yandex in third with 2%. Google should therefore be the focus of your SEO and PPC efforts.

- ✔ If you have not heard of the third-ranked search engine, Yandex, it is a Russian-owned search engine that is most popular in its homeland but also has an increasing presence in various other countries.
- ✔ Facebook is the [most popular social platform](#), with 61% of the Lithuanian population being reachable through the platform. This is followed by Facebook Messenger with 54%, TikTok with 33%, Instagram with 31% and LinkedIn with 31%.
- ✔ E-commerce is popular, although it still has plenty of growth ahead of it. [53%](#) of Lithuanians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Skelbiu, followed by AliExpress, Pigu, Alio and eBay.



And finally, when targeting Lithuania, make sure to localise your content into Lithuanian to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Lithuanian speaker.



- **Additional information**

- [Webcertainty search and social report 2024: Lithuania](#)

- [Webcertainty search and social report 2023: Lithuania](#)

- [Webcertainty search and social report 2022: Lithuania](#)

- [Webcertainty search and social report 2021: Lithuania](#)



# Malaysia

Country overview





- Population: 34,700,000

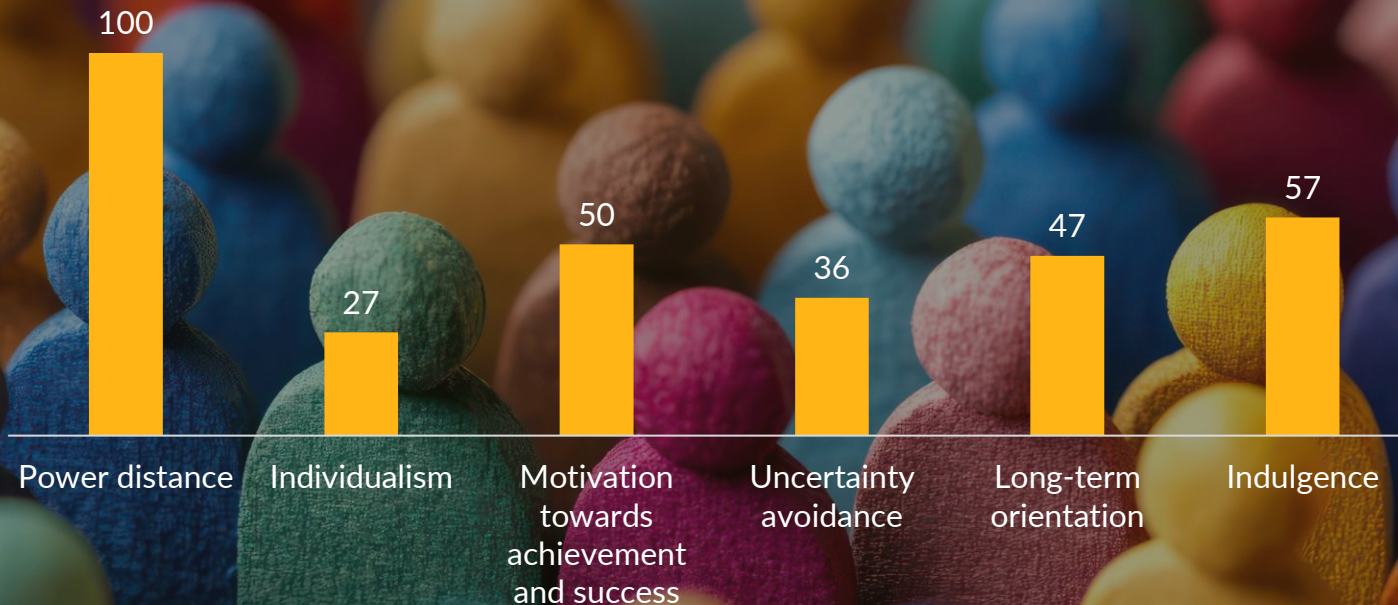
- Internet penetration: 97.7%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

94.3%



Bing

3.2%

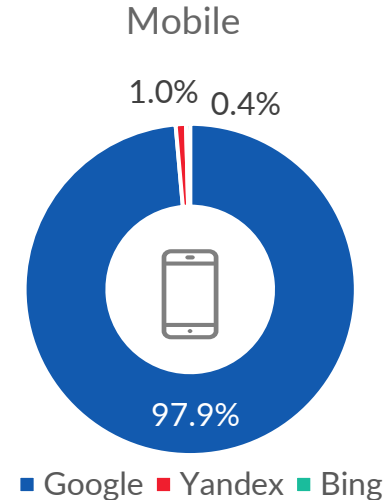
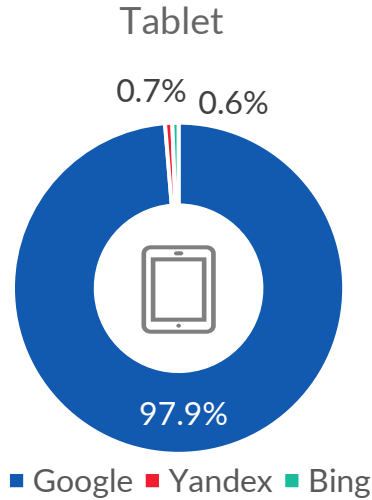
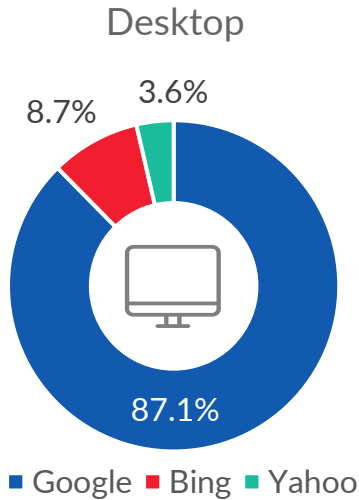


Yahoo

1.4%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



WhatsApp

92%



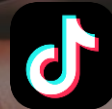
Facebook

87%



Instagram

79%



TikTok

73%



Facebook Messenger

55%

Data source: [DataReportal](#) - February 2025

## Commentary



[98%](#) of Malaysians are online, with the average internet user spending [8 hours and 13 minutes](#) online every day.



[Internet speeds](#) are faster than the global median. As of February 2025, the median mobile internet speed is 168.94 MB per second and the median broadband speed is 135.64 MB per second.



Looking at the [devices](#) Malaysians use to go online, 56% of internet traffic comes from mobile phones, 42% comes from computers, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Malaysian internet users have [concerns about their online privacy](#). 37% worry about how companies might use their online data, 36% decline cookies on websites, 32% use ad blocking tools, and 27% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 94% of the market share. It is followed by Bing in second place with 3% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Malaysia. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country.
- ✔ WhatsApp is the [most popular social platform](#), with 92% of Malaysian internet users saying they use the platform every month. This is followed by Facebook with 87%, Instagram with 79%, TikTok with 73% and Facebook Messenger with 55%.
- ✔ Social media marketing is another key part of a successful digital marketing strategy in Malaysia. According to [research](#) from February 2025, social media ads are the number one source of brand discovery in the country.

- ✔ E-commerce is popular, although it still has plenty of growth ahead of it. [50%](#) of Malaysians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Shopee, followed by Lazada, Mudah, Temu and Taobao. The [consumer goods categories with the highest annual spend](#) are electronics, fashion, beauty and personal care.
- ✔ Be aware that there are some popular online shopping events that take place every year in Malaysia, such as 11.11 (which takes place on 11 November) and 12.12 (which takes place on 12 December).



And finally, be aware that Malaysia is a multilingual country with 137 local languages, although the one “official” language is Malay. Other languages with significant popularity include English, Simplified Chinese and Tamil. With such broad linguistic diversity, it is vital to research which language is used by your target audience/region so that you can create your content in the most appropriate language that will bring you the best results. Translation and copywriting should always be done by a professional native speaker.



- **Case study**

- How we promoted a new game on Facebook



- **Additional information**

- [Webcertain search and social report 2024: Malaysia](#)

- [Webcertain search and social report 2023: Malaysia](#)

- [Webcertain search and social report 2022: Malaysia](#)

- [Webcertain global search report 2016: Malaysia](#)

- [A guide to the different varieties of Chinese](#)



# Mexico

Country overview



• Population: 129,400,000

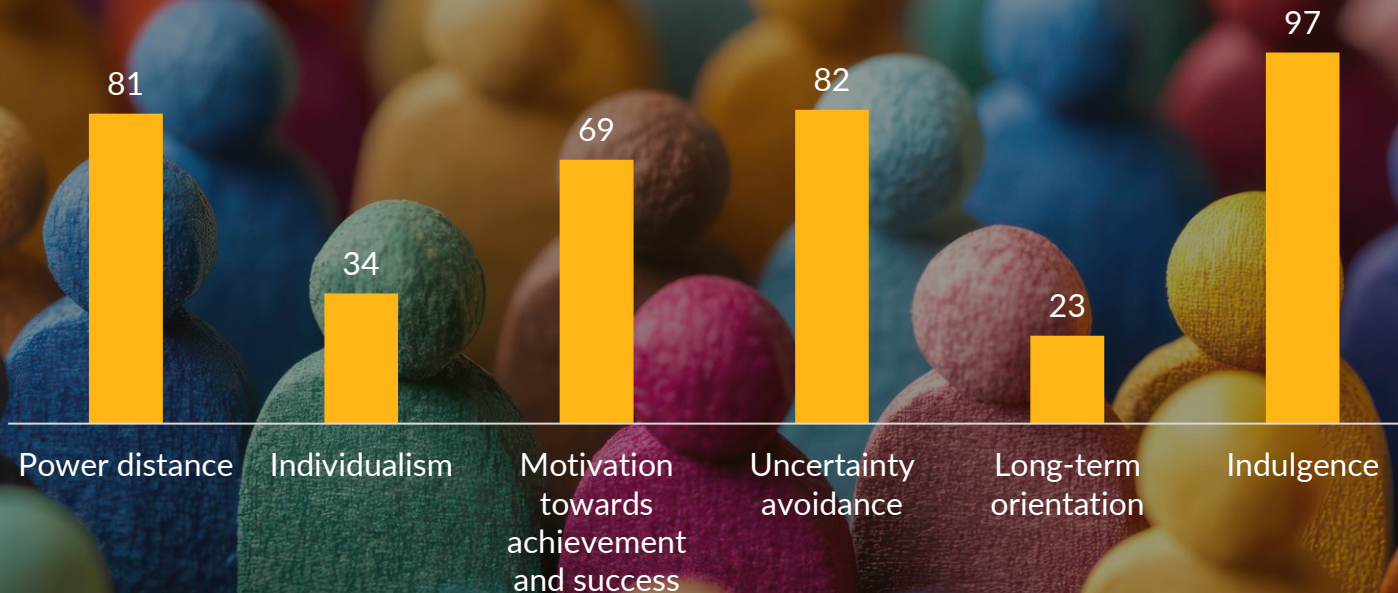
• Internet penetration: 81.2%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

89.4%



Bing

8.0%

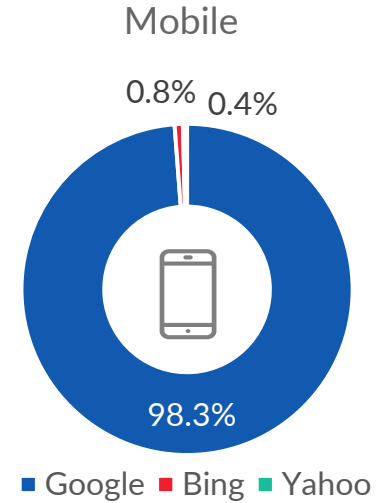
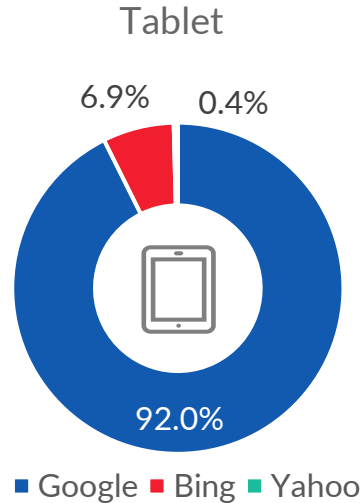
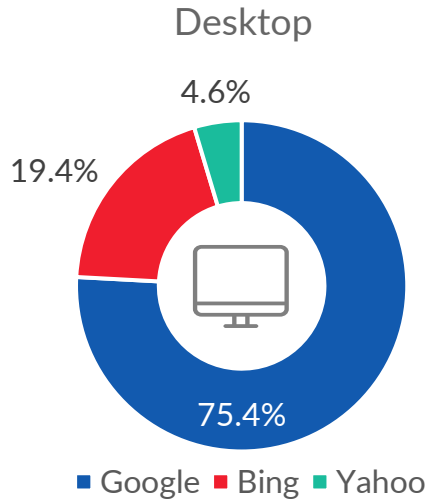


Yahoo

2.0%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



WhatsApp

93%



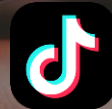
Facebook

92%



Instagram

81%



TikTok

79%



Facebook Messenger

76%

Data source: [DataReportal](#) - February 2025

## Commentary



[81%](#) of Mexicans are online, with the average internet user spending [7 hours and 32 minutes](#) online every day.



[Internet speeds](#) are slower than the global median. As of February 2025, the median broadband speed is 83.97 MB per second and the median mobile internet speed is 46.35 MB per second. It is therefore vital to optimise your website for speed when targeting this market.



Looking at the [devices](#) Mexicans use to go online, 77% of internet traffic comes from mobile phones, 22% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Mexican internet users have [concerns about their online privacy](#). 38% worry about how companies might use their online data, 33% decline cookies on websites, 22% use ad blocking tools, and 19% use a VPN to access the internet.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 89% of the market share. It is followed by Bing in second place with 8% and Yahoo in third with 2%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ WhatsApp is the [most popular social platform](#), with 93% of Mexican internet users saying they use the platform every month. This is followed by Facebook with 92%, Instagram with 81%, TikTok with 79% and Facebook Messenger with 76%.
- ✓ Social media is a key part of a successful digital marketing strategy in Mexico. According to [research](#) from February 2025, social networks are the number one main channel for online brand research in the country, and social media ads are the number one source of brand discovery.
- ✓ E-commerce still has plenty of growth ahead of it. Only [22%](#) of Mexicans have made a purchase using a mobile phone or the internet in the past year.

- ✓ The [most popular e-commerce platform](#) in the country is Mercado Libre, followed by Amazon, Temu, AliExpress and Walmart. The [consumer goods categories with the highest annual spend](#) are electronics, food and fashion.
- ✓ Be aware that there are [seasonal fluctuations](#) in the Mexican e-commerce calendar, when people are more likely to buy: Christmas, El Buen Fin (an online sales event, taking place in mid-November), Black Friday, Hot Sale (another online sales event, taking place in late May/early June), Cyber Monday and Mother's Day.
- ✓ And finally, when targeting Mexico, make sure to localise your content into Mexican Spanish to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native Mexican Spanish speaker.



- **Case study**

- How we localised a PPC campaign into 13 languages



## ● Additional information

- [A guide to digital marketing in Mexico](#)
- [Online consumer behaviour report: Mexico](#)
- [Webcertain search and social report 2024: Mexico](#)
- [Webcertain search and social report 2023: Mexico](#)
- [Webcertain search and social report 2022: Mexico](#)
- [3 tips for digital marketing in Mexico](#)
- [Webinar: The Latin American and US Hispanic markets](#)



# Morocco

Country overview





- Population: 38,200,000

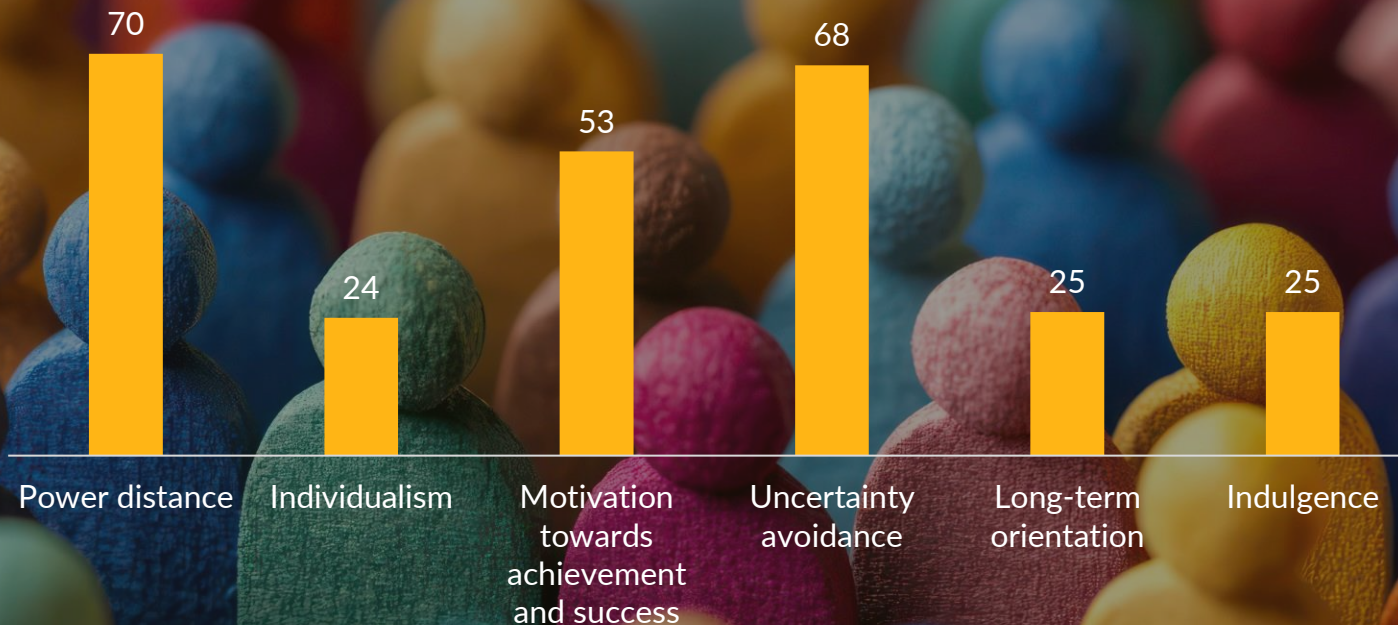
- Internet penetration: 91.0%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

96.1%



Bing

2.6%

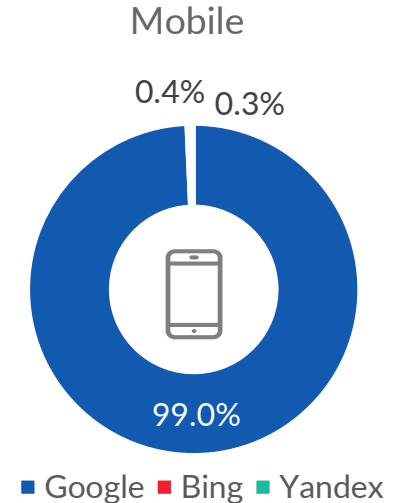
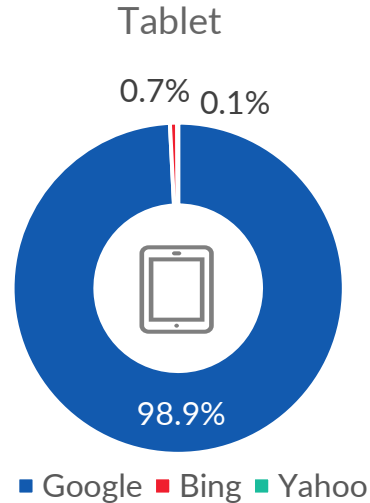
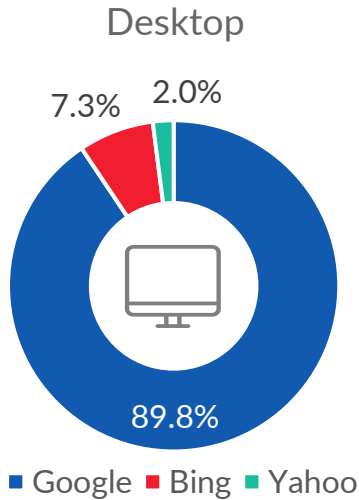


Yahoo

0.7%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



WhatsApp

96%



Facebook

94%



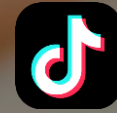
Facebook Messenger

82%



Instagram

74%



TikTok

70%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ Internet penetration in Morocco is high, with [91%](#) of people in the country being online.
- ✓ [Internet speeds](#) are slower than the global median, meaning it is vital to optimise your website for speed when targeting this market. As of February 2025, the median mobile internet speed is 62.21 MB per second and the median broadband speed is 36.37 MB per second.
- ✓ Looking at the [devices](#) Moroccans use to go online, 58% of internet traffic comes from mobile phones, 41% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.
- ✓ Moroccan internet users have [concerns about their online privacy](#). 24% use ad blocking tools, 13% decline cookies on websites, 9% worry about how companies might use their online data, and 8% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 96% of the market share. It is followed by Bing in second place with 3% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ WhatsApp is the [most popular social platform](#), with 96% of Moroccan internet users saying they use the platform every month. This is followed by Facebook with 94%, Facebook Messenger with 82%, Instagram with 74% and TikTok with 70%.
- ✔ Social media is a key part of a successful digital marketing strategy in Morocco. According to [research](#) from February 2025, social networks are the number one main channel for online brand research in the country, and social media ads are the number one source of brand discovery.
- ✔ E-commerce still has plenty of growth ahead of it. Only [10%](#) of Moroccans have made a purchase using a mobile phone or the internet in the past year.

- ✓ The [most popular e-commerce platform](#) in the country is Temu, followed by Avito, AliExpress, Amazon and Maroc Annonces. The [consumer goods categories with the highest annual spend](#) are electronics, fashion and furniture.
- ✓ And finally, when targeting Morocco, make sure to localise your content into Arabic to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native Arabic speaker.



## ● Additional information

- [Webcertain search and social report 2024: Morocco](#)
- [Webcertain search and social report 2023: Morocco](#)
- [Webcertain search and social report 2022: Morocco](#)
- [Webinar: How to translate and optimise Arabic content](#)
- [The opportunities in the emerging African market](#)



# Netherlands

Country overview





• Population: 17,700,000

• Internet penetration: 97.0%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

90.0%



Bing

4.8%

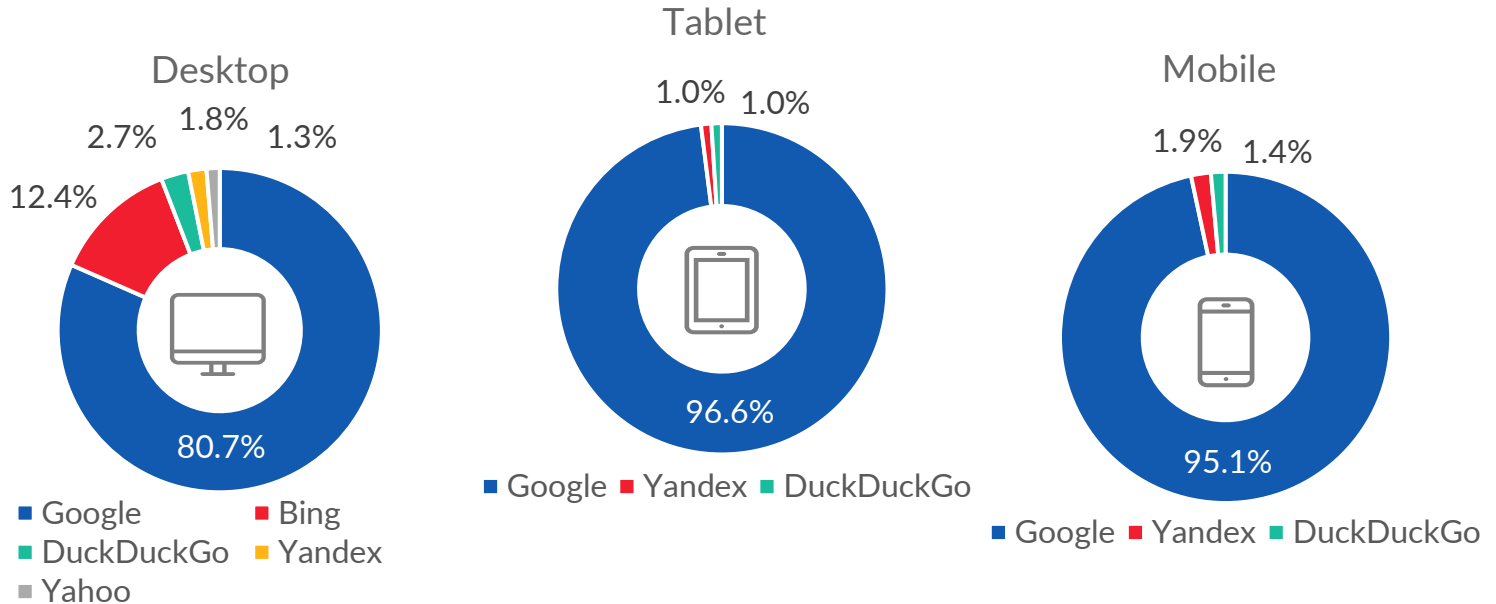


DuckDuckGo

1.9%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



WhatsApp

85%



Facebook

66%



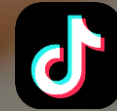
Instagram

64%



Facebook Messenger

41%



TikTok

38%

Data source: [DataReportal](#) - February 2025

## Commentary



[97%](#) of people in the Netherlands are online, with the average internet user spending [5 hours and 41 minutes](#) online every day.



[Internet speeds](#) are faster than the global median. As of February 2025, the median broadband speed is 202.75 MB per second, and the median mobile internet speed is 173.49 MB per second.



Looking at the [devices](#) people in the Netherlands use to go online, 52% of internet traffic comes from mobile phones, 46% comes from computers, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Dutch internet users have [concerns about their online privacy](#). 50% decline cookies on websites, 35% worry about how companies might use their online data, 31% use ad blocking tools, and 25% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 90% of the market share. It is followed by Bing in second place with 5% and DuckDuckGo in third with 2%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ If you have not heard of the third-ranked search engine, DuckDuckGo, it is a privacy-focused search engine. Whilst it does not account for a huge amount of search volume, it nevertheless shows that privacy is important to Dutch internet users.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in the Netherlands. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✔ WhatsApp is the [most popular social platform](#), with 85% of Dutch internet users saying they use the platform every month. This is followed by Facebook with 66%, Instagram with 64%, Facebook Messenger with 41% and TikTok with 38%.

- ✔ E-commerce is popular in the Netherlands. [76%](#) of people in the Netherlands have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Bol, followed by Marktplaats, Amazon, AliExpress and Tweakers. The [consumer goods categories with the highest annual spend](#) are fashion, furniture and electronics.
- ✔ There are [seasonal fluctuations](#) in the Dutch e-commerce calendar, when people are more likely to buy. The busiest times of the year in terms of online spending are seen in the run-up to the following dates: Valentine's Day (14 February), Mother's Day (the second Sunday in May), Father's Day (the third Sunday in June), Sinterklaas (5 December) and Christmas (25 December).
- ✔ Be aware that trustmarks are very important in the Netherlands. They are given to websites that are deemed safe to buy from. If you are selling goods online in the country, you should consider applying for the most popular one, [Thuiswinkel Waarborg](#).



And finally, even though people in the Netherlands have a very high level of English proficiency, it is still best practice to localise your content into Dutch, especially if your brand is B2C. This will ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Dutch speaker.



- **Case study**

- How we localised a PPC campaign into 13 languages



## • Additional information

- [A guide to digital marketing in the Netherlands](#)
- [Online consumer behaviour report: Netherlands](#)
- [3 tips for digital marketing in the Netherlands](#)
- [Webcertain search and social report 2024: Netherlands](#)
- [Webcertain search and social report 2023: Netherlands](#)
- [Webcertain search and social report 2022: Netherlands](#)
- [Digital marketing insights and tips for the Netherlands](#)



# Norway

Country overview



• Population: 5,500,000

• Internet penetration: 99.0%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

93.0%



Bing

4.4%

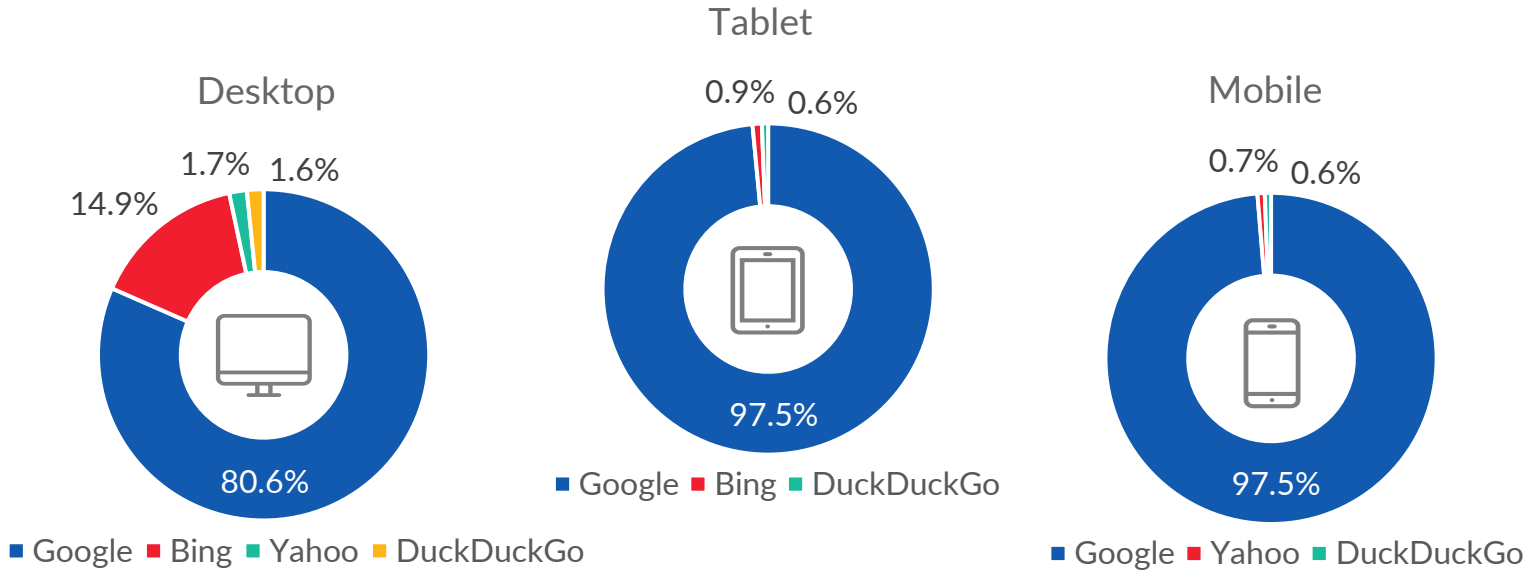


Yahoo

1.0%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



Facebook

84%



Facebook Messenger

77%



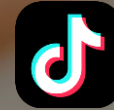
Instagram

75%



Snapchat

73%



TikTok

49%

Data source: [DataReportal](#) - February 2025

## Commentary



[99%](#) of Norwegians are online, with the average internet user spending [5 hours and 37 minutes](#) online every day.



[Internet speeds](#) are faster than the global median. As of February 2025, the median mobile internet speed is 162.37 MB per second, and the median broadband speed is 153.33 MB per second.



Looking at the [devices](#) Norwegians use to go online, 50% of internet traffic comes from computers, 49% comes from mobile phones, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Norwegian internet users have [concerns about their online privacy](#). 44% decline cookies on websites, 36% worry about how companies might use their online data, 33% use ad blocking tools, and 24% use a VPN to access the internet.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 93% of the market share. It is followed by Bing in second place with 4% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ Search engine marketing is a key part of a successful digital marketing strategy in Norway. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country.
- ✓ Facebook is the [most popular social platform](#), with 84% of Norwegian internet users saying they use the platform every month. This is followed by Facebook Messenger with 77%, Instagram with 75%, Snapchat with 73% and TikTok with 49%.
- ✓ Social media marketing is another key part of a successful digital marketing strategy in Norway. According to [research](#) from February 2025, social media ads are the number one source of brand discovery in the country.

- ✓ E-commerce is popular in Norway. [87%](#) of Norwegians have made a purchase using a mobile phone or the internet in the past year.
- ✓ The [most popular e-commerce platform](#) in the country is FINN.no, followed by Prisjakt, Clas Ohlson, Temu and Biltema. The [consumer goods categories with the highest annual spend](#) are fashion, electronics and furniture.
- ✓ There are [seasonal fluctuations](#) in the Norwegian e-commerce calendar, when people are more likely to buy. The busiest times of the year in terms of online spending are seen around Black Friday and Christmas.
- ✓ And finally, even though people in Norway have a very high level of English proficiency, it is still best practice to localise your content into Norwegian, especially if your brand is B2C. This will ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Norwegian speaker.



## • Case studies

- How we provided high-quality translations for the Nordic market
- How we did on-page SEO for a pharmaceutical website targeting the Nordic region



## ● Additional information

- [Online consumer behaviour report: Norway](#)
- [Webcertain search and social report 2024: Norway](#)
- [Webcertain search and social report 2023: Norway](#)
- [Webcertain search and social report 2022: Norway](#)
- [Opportunities for businesses targeting Scandinavia](#)
- [Digital marketing insights for the Scandinavian market](#)



# Peru

## Country overview





• Population: 34,700,000

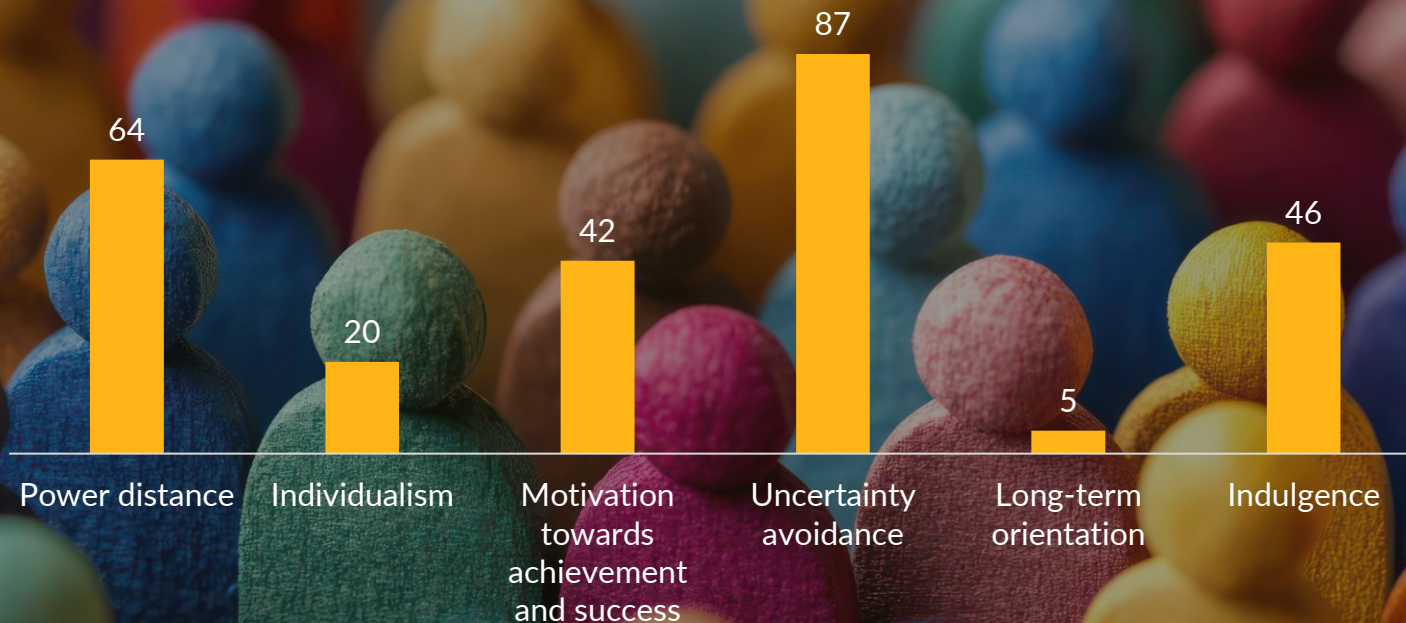
• Internet penetration: 79.5%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

93.0%



Bing

4.1%

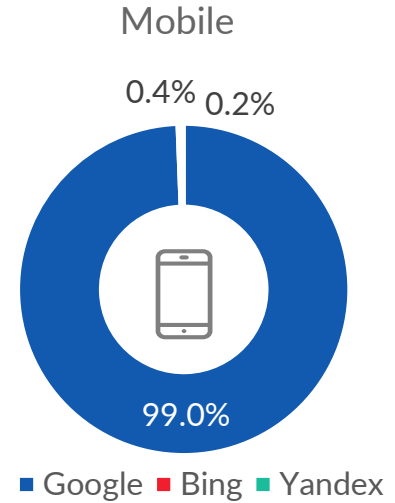
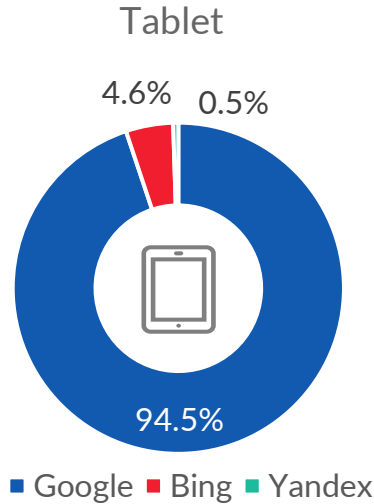
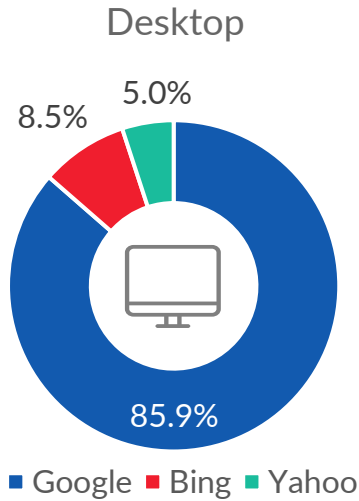


Yahoo

2.3%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

# • Social platform penetration rates



Facebook  
71%



TikTok  
71%



Facebook Messenger  
37%



LinkedIn  
32%



Instagram  
30%

Data source: [DataReportal](#) - February 2025

## Commentary



Internet penetration in Peru is fairly high, with [80%](#) of people in the country being online.



[Internet speeds](#) are faster than the global median on broadband, but slower than the global median on mobile. It is therefore still important to optimise your website for speed when targeting this market. As of February 2025, the median broadband speed is 200.79 MB per second, and the median mobile internet speed is 32.16 MB per second.



Looking at the [devices](#) Peruvians use to go online, 52% of internet traffic comes from computers, 47% comes from mobile phones, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



The [search engine landscape](#) is very much dominated by Google, which has 93% of the market share. It is followed by Bing in second place with 4% and Yahoo in third with 2%. Google should therefore be the focus of your SEO and PPC efforts.

- ✔ Facebook and TikTok are the joint [most popular social platforms](#), with 71% of the Peruvian population being reachable through these platforms. They are followed by Facebook Messenger with 37%, LinkedIn with 32% and Instagram with 30%.
- ✔ E-commerce still has plenty of growth ahead of it. Only [17%](#) of Peruvians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Falabella, followed by Temu, Mercado Libre, plazaVea and AliExpress. The [consumer goods categories with the highest annual spend](#) are electronics, food and fashion.
- ✔ And finally, when targeting Peru, make sure to localise your content into Peruvian Spanish to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native Peruvian Spanish speaker.



- **Case study**

- How we ran 41 PPC campaigns across multiple markets



## • Additional information

- [Webcertain search and social report 2024: Peru](#)
- [Webcertain search and social report 2023: Peru](#)
- [Webcertain search and social report 2022: Peru](#)
- [Webinar: The Latin American and US Hispanic markets](#)



# Philippines

Country overview



- Population: 119,100,000

- Internet penetration: 83.8%

Data sources:

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

90.9%



Bing

5.9%

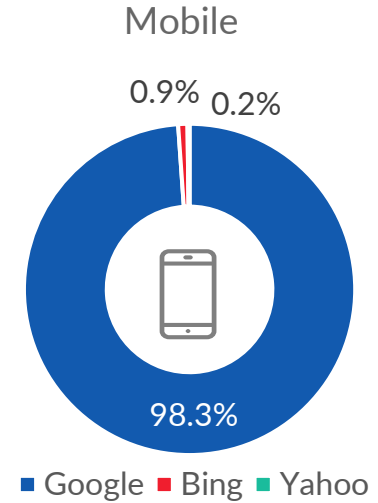
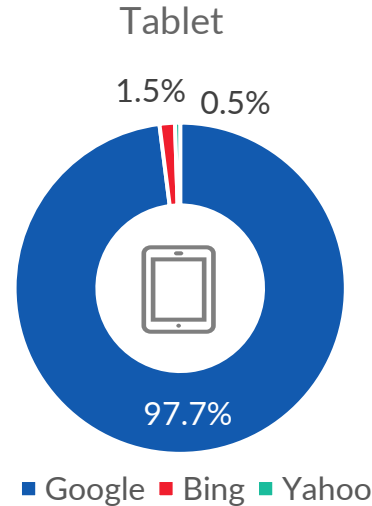
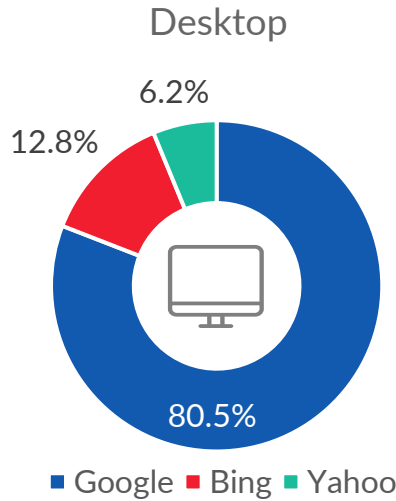


Yahoo

2.7%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

# • Social platform penetration rates



Facebook

95%



Facebook Messenger

93%



TikTok

82%



Instagram

71%



X

44%

Data source: [DataReportal](#) - February 2025

## Commentary



84% of Filipinos are online, with the average internet user spending [8 hours and 52 minutes](#) online every day.



[Internet speeds](#) are around the global median on broadband, but slower than the global median on mobile. It is therefore still important to optimise your website for speed when targeting this market. As of February 2025, the median broadband speed is 94.40 MB per second, and the median mobile internet speed is 58.83 MB per second.



Looking at the [devices](#) Filipinos use to go online, 83% of internet traffic comes from mobile phones, 16% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Filipino internet users have [concerns about their online privacy](#). 37% decline cookies on websites, 36% worry about how companies might use their online data, 26% use ad blocking tools, and 21% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 91% of the market share. It is followed by Bing in second place with 6% and Yahoo in third with 3%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ Facebook is the [most popular social platform](#), with 95% of Filipino internet users saying they use the platform every month. This is followed by Facebook Messenger with 93%, TikTok with 82%, Instagram with 71% and X (formerly known as Twitter) with 44%.
- ✔ Social media marketing is a key part of a successful digital marketing strategy in the Philippines. According to [research](#) from February 2025, social networks are the number one main channel for online brand research in the country, and social media ads are the number one source of brand discovery.
- ✔ E-commerce still has plenty of growth ahead of it. [36%](#) of Filipinos have made a purchase using a mobile phone or the internet in the past year.

- ✓ The [most popular e-commerce platform](#) in the country is Shopee, followed by Alibaba, Lazada, Temu and Amazon. The [consumer goods categories with the highest annual spend](#) are electronics, food, beauty and personal care.
- ✓ There are [seasonal fluctuations](#) in the Filipino e-commerce calendar, when people are more likely to buy, such as: New Year's Day (1 January), Mother's Day (the second Sunday in May), Father's Day (the third Sunday in June), Singles' Day (11 November), Black Friday (November), Cyber Monday (November) and Boxing Day (26 December).
- ✓ And finally, be aware that the Philippines is a multilingual country with 186 local languages, although the two "official" languages are Filipino and English. It is a good idea to research which language is used by your target audience/region so that you can create your content in the most appropriate language that will bring you the best results. Translation, localisation and copywriting should always be done by a professional native speaker.



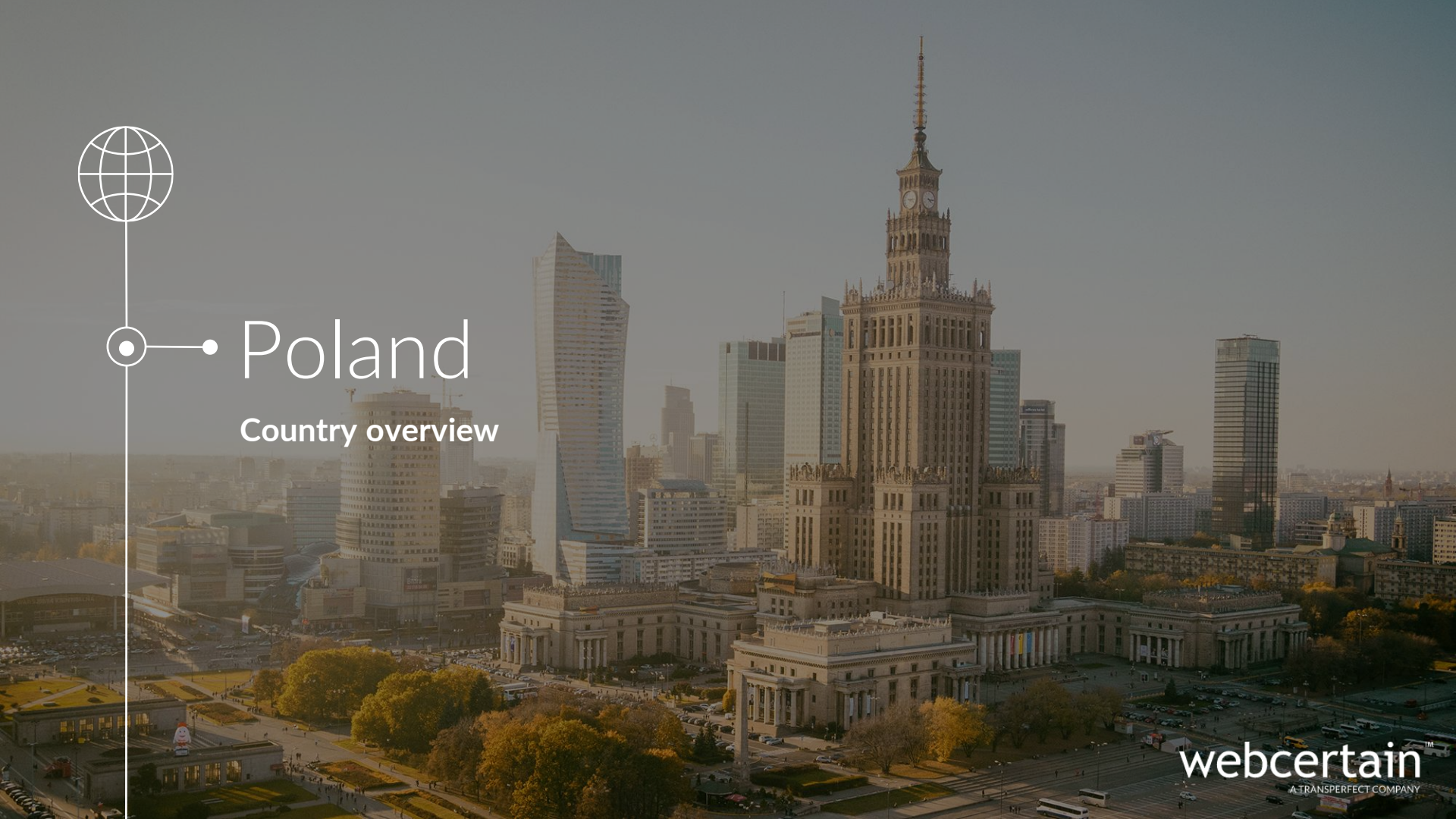
## • Additional information

- [A guide to digital marketing in the Philippines](#)
- [3 tips for digital marketing in the Philippines](#)
- [Webcertain search and social report 2024: Philippines](#)
- [Webcertain search and social report 2023: Philippines](#)
- [Webcertain search and social report 2022: Philippines](#)



# Poland

Country overview





- Population: 40,200,000

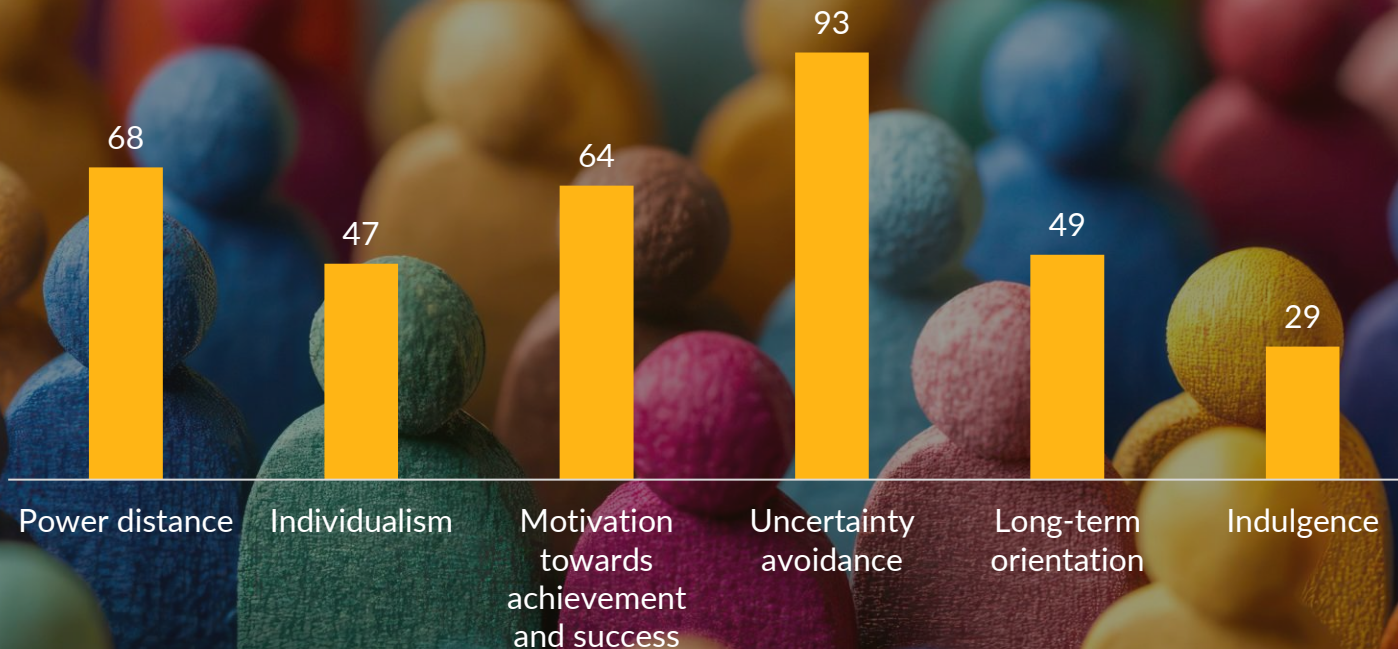
- Internet penetration: 86.4%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

91.2%



Bing

5.3%

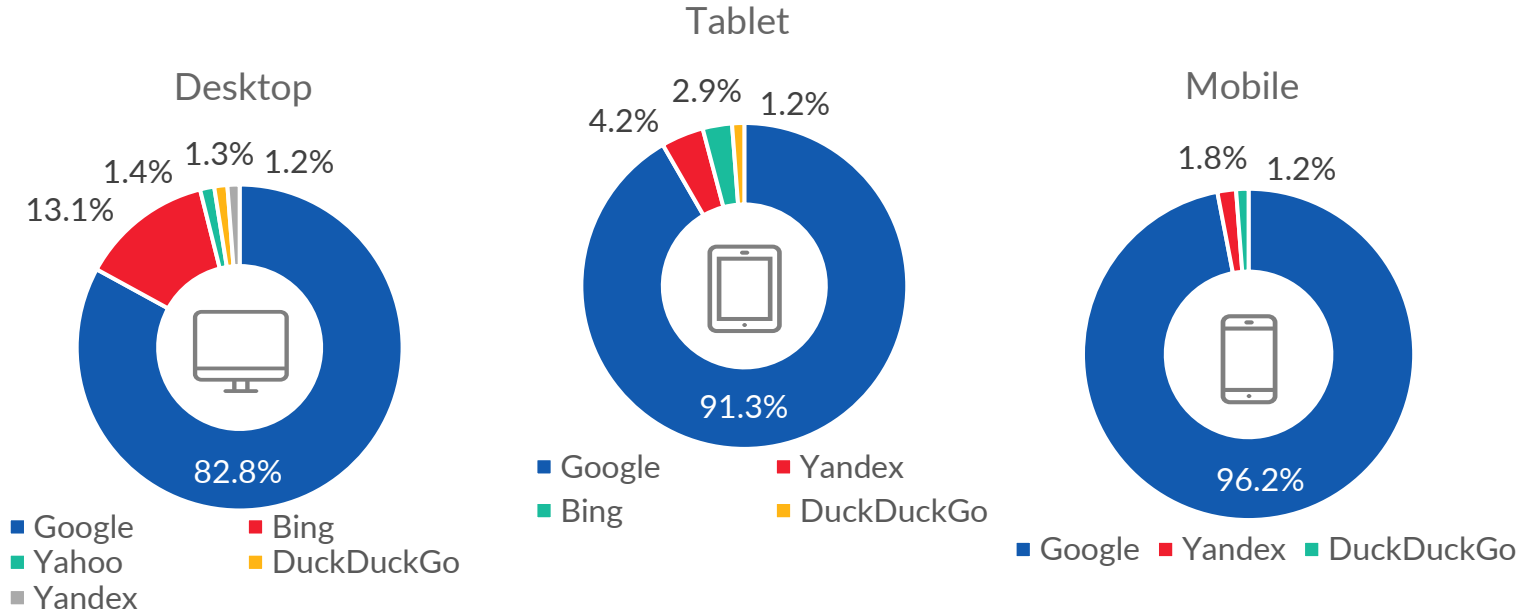


Yandex

1.6%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



Facebook

87%



Facebook Messenger

80%



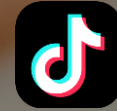
Instagram

63%



WhatsApp

59%



TikTok

52%

Data source: [DataReportal](#) - February 2025

## Commentary



[86%](#) of Poles are online, with the average internet user spending [6 hours and 26 minutes](#) online every day.



[Internet speeds](#) are faster than the global median on broadband, and around the global median on mobile. As of February 2025, the median broadband speed is 183.02 MB per second and the median mobile internet speed is 94.37 MB per second.



The government ultimately [aims](#) to offer 5G coverage in all urban centres and along major corridors.



Looking at the [devices](#) Poles use to go online, 60% of internet traffic comes from mobile phones, 39% comes from computers, and 0.4% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

- ✔ Polish internet users have [concerns about their online privacy](#). 41% worry about how companies might use their online data, 36% decline cookies on websites, 32% use ad blocking tools, and 21% use a VPN to access the internet.
- ✔ The [search engine landscape](#) is very much dominated by Google, which has 91% of the market share. It is followed by Bing in second place with 5% and Yandex in third with 2%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ If you have not heard of the third-ranked search engine, Yandex, it is a Russian-owned search engine that is most popular in its homeland but also has an increasing presence in various other countries.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Poland. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.

- ✔ Facebook is the [most popular social platform](#), with 87% of Polish internet users saying they use the platform every month. This is followed by Facebook Messenger with 80%, Instagram with 63%, WhatsApp with 59% and TikTok with 52%.
- ✔ E-commerce is popular, although it still has growth ahead of it. [68%](#) of Poles have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Allegro, followed by OLX, OTOMOTO, Ceneo and Temu. The [consumer goods categories with the highest annual spend](#) are fashion, electronics, beauty and personal care.
- ✔ There are [seasonal fluctuations](#) in the Polish e-commerce calendar, when people are more likely to buy. The busiest time of the year in terms of online spending is seen in November and December, in the run-up to Christmas.



And finally, when targeting Poland, make sure to localise your content into Polish to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Polish speaker.



## • Case studies

- How we localised a PPC campaign into 13 languages
- How we provided high-quality technical translations for multiple global markets
- How we boosted engagement and followers on LinkedIn using sponsored updates



## • Additional information

- [A guide to digital marketing in Poland](#)
- [Online consumer behaviour report: Poland](#)
- [3 tips for digital marketing in Poland](#)
- [How to grow your business in Poland](#)
- [Webcertain search and social report 2024: Poland](#)
- [Webcertain search and social report 2023: Poland](#)
- [Webcertain search and social report 2022: Poland](#)



# Portugal

Country overview





- Population: 10,200,000

- Internet penetration: 85.8%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

92.8%



Bing

5.4%

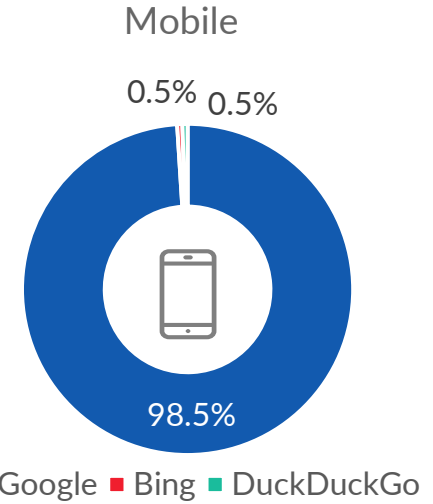
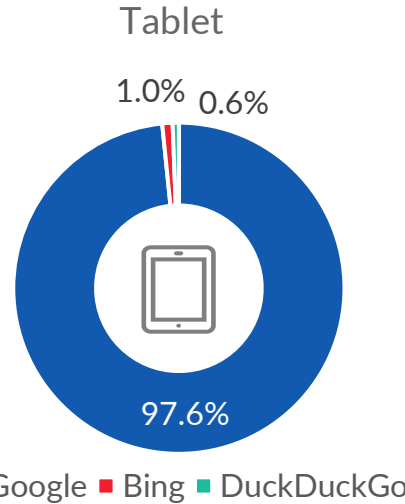
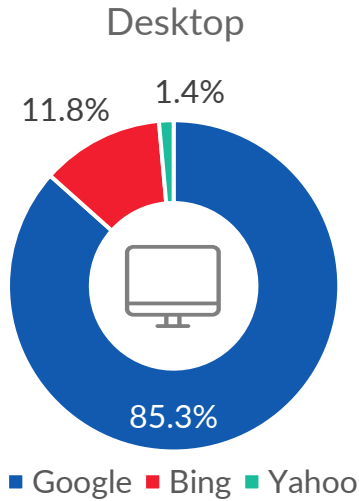


Yahoo

0.7%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



WhatsApp

90%



Instagram

82%



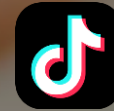
Facebook

82%



Facebook Messenger

66%



TikTok

49%

Data source: [DataReportal](#) - February 2025

## Commentary



[86%](#) of people in Portugal are online, with the average internet user spending [7 hours and 33 minutes](#) online every day.



[Internet speeds](#) are faster than the global median. As of February 2025, the median broadband speed is 207.95 MB per second, and the median mobile internet speed is 128.56 MB per second.



Looking at the [devices](#) people in Portugal use to go online, 58% of internet traffic comes from computers, 41% comes from mobile phones, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Portuguese internet users have [concerns about their online privacy](#). 51% worry about how companies might use their online data, 49% decline cookies on websites, 34% use ad blocking tools, and 25% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 93% of the market share. It is followed by Bing in second place with 5% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Portugal. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✔ WhatsApp is the [most popular social platform](#), with 90% of Portuguese internet users saying they use the platform every month. This is followed by Instagram with 82%, Facebook with 82%, Facebook Messenger with 66% and TikTok with 49%.
- ✔ E-commerce still has plenty of growth ahead of it. [41%](#) of people in Portugal have made a purchase using a mobile phone or the internet in the past year.

- ✓ The [most popular e-commerce platform](#) in the country is OLX, followed by Amazon, Worten, AliExpress and NiT. The [consumer goods categories with the highest annual spend](#) are fashion, electronics, beauty and personal care.
- ✓ There are [seasonal fluctuations](#) in the Portuguese e-commerce calendar, when people are more likely to buy, such as around Valentine's Day (14 February), Father's Day (19 March), Mother's Day (the first Sunday in May), Black Friday (November), Cyber Monday (November), Christmas (25 December) and New Year's Eve (31 December).
- ✓ And finally, even though people in Portugal have a very high level of English proficiency, it is still best practice to localise your content into Portuguese, especially if your brand is B2C. This will ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native Portuguese speaker.



## • Additional information

- [Online consumer behaviour report: Portugal](#)
- [Webcertain search and social report 2024: Portugal](#)
- [Webcertain search and social report 2023: Portugal](#)
- [Webcertain search and social report 2022: Portugal](#)
- [The ins and outs of targeting the Portuguese market](#)



# Qatar

Country overview





- Population: 2,700,000

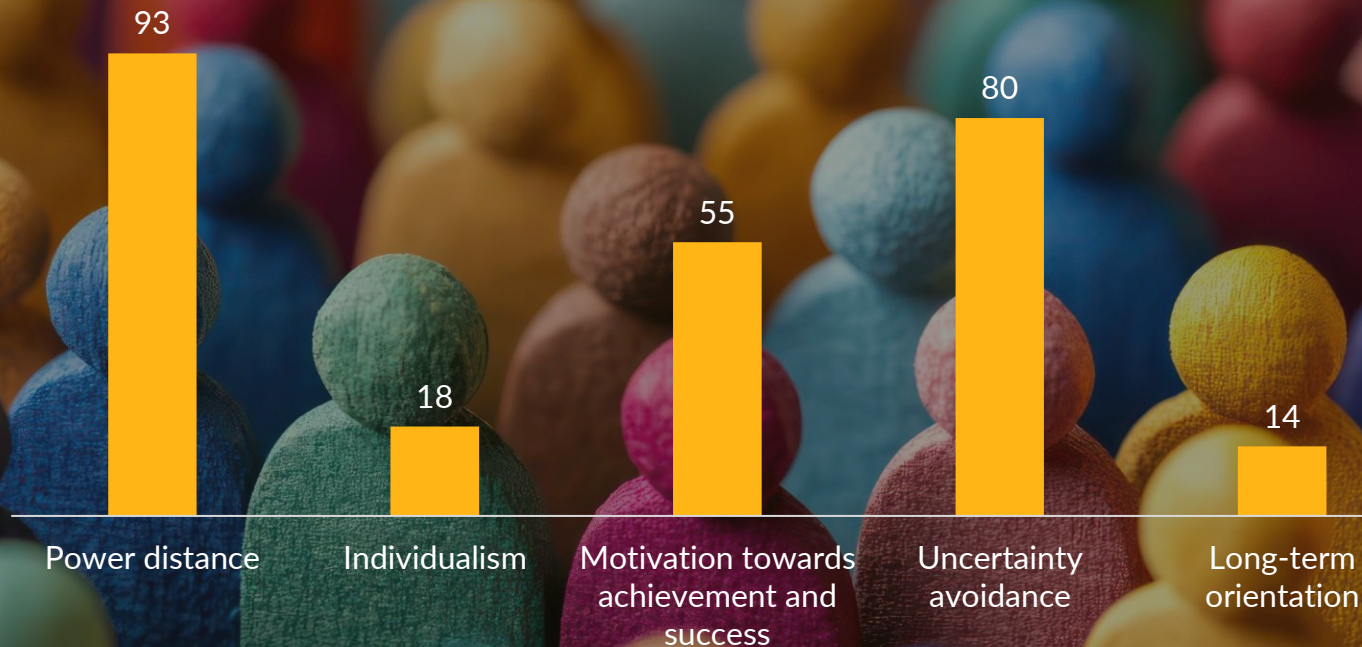
- Internet penetration: 99.7%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

95.2%



Bing

3.6%

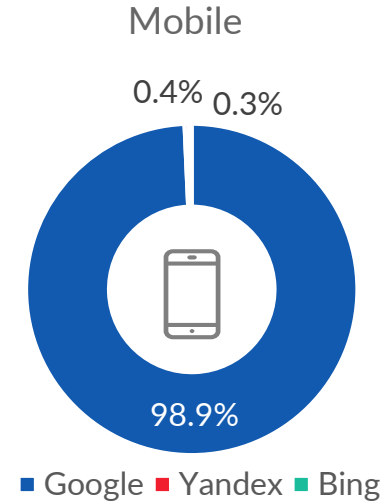
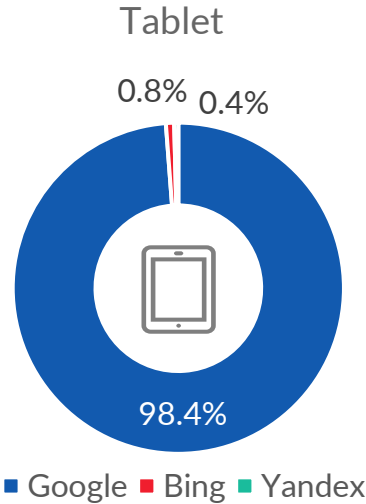
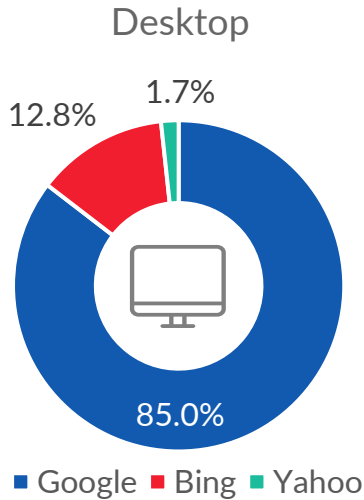


Yahoo

0.5%

Data source: [StatCounter](#) - March 2025

## Search engine market shares by device



Data source: [StatCounter](#) - March 2025

# • Social platform penetration rates



TikTok

84%



Facebook

78%



LinkedIn

55%



Instagram

52%



Facebook Messenger

50%

Data source: [DataReportal](#) - February 2025

## Commentary



Internet penetration in Qatar is very high, with [99.7%](#) of people in the country being online.



Mobile [internet speeds](#) are amongst the fastest in the world, and broadband speeds are also faster than the global median. As of February 2025, the median mobile internet speed is 522.48 MB per second, and the median broadband speed is 192.83 MB per second.



Looking at the [devices](#) Qataris use to go online, 73% of internet traffic comes from mobile phones, 26% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



The [search engine landscape](#) is very much dominated by Google, which has 95% of the market share. It is followed by Bing in second place with 4% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.

- ✔ TikTok is the [most popular social platform](#), with 84% of the Qatari population being reachable through the platform. This is followed by Facebook with 78%, LinkedIn with 55%, Instagram with 52% and Facebook Messenger with 50%.
- ✔ The [most popular e-commerce platform](#) in the country is Temu, followed by AliExpress, Amazon, AlAneesQatar and LuLu Hypermarket.
- ✔ There are [seasonal fluctuations](#) in the Qatari e-commerce calendar, when people are more likely to buy. The busiest time of the year in terms of online spending is seen during the religious festivals of Ramadan and Eid.
- ✔ And finally, when targeting Qatar, make sure to localise your content into Arabic to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native Arabic speaker.



## • Additional information

- [Webcertain search and social report 2024: Qatar](#)
- [Webcertain search and social report 2023: Qatar](#)
- [Webinar: How to translate and optimise Arabic content](#)
- [Webinar: How to succeed online in the Middle East](#)
- [Webinar: Search and social strategy for the Middle East](#)
- [Tips for universities targeting Middle Eastern students](#)



# Romania

Country overview





- Population: 19,600,000

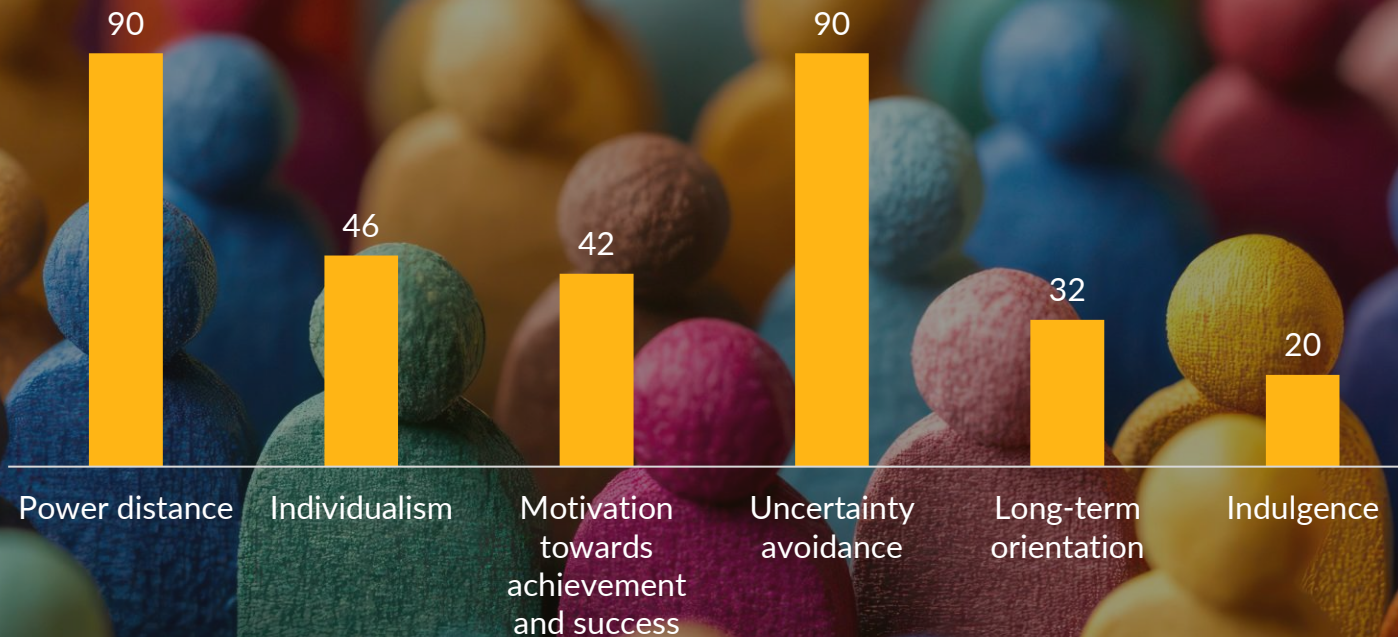
- Internet penetration: 89.2%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

96.4%



Bing

2.6%

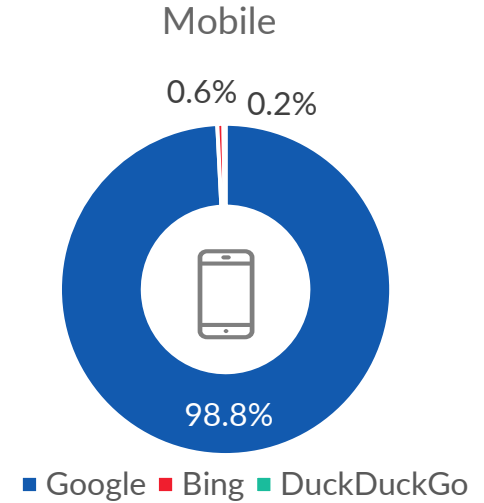
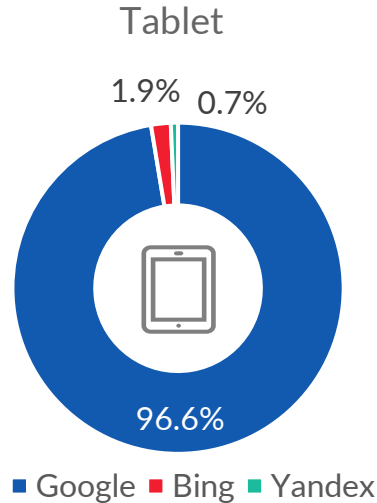
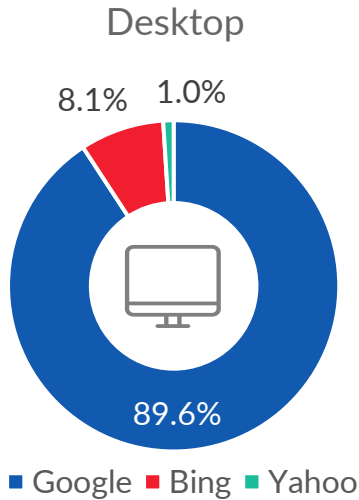


Yahoo

0.3%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



Facebook

87%



WhatsApp

87%



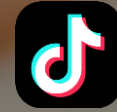
Facebook Messenger

73%



Instagram

65%



TikTok

61%

Data source: [DataReportal](#) - February 2025

## Commentary



[89%](#) of Romanians are online, with the average internet user spending [6 hours and 12 minutes](#) online every day.



[Internet speeds](#) are faster than the global median on broadband, but slower than the global median on mobile. It is therefore still important to optimise your website for speed when targeting this market. As of February 2025, the median broadband speed is 237.61 MB per second and the median mobile internet speed is 76.58 MB per second.



Looking at the [devices](#) Romanians use to go online, 52% of internet traffic comes from mobile phones, 47% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Romanian internet users have [concerns about their online privacy](#). 33% decline cookies on websites, 29% worry about how companies might use their online data, 28% use ad blocking tools, and 17% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 96% of the market share. It is followed by Bing in second place with 3% and Yahoo in third with 0.3%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Romania. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✔ Facebook and WhatsApp are the joint [most popular social platforms](#), with 87% of Romanian internet users saying they use the platforms every month. They are followed by Facebook Messenger with 73%, Instagram with 65% and TikTok with 61%.
- ✔ E-commerce still has plenty of growth ahead of it. [37%](#) of Romanians have made a purchase using a mobile phone or the internet in the past year.

- ✓ The [most popular e-commerce platform](#) in the country is eMAG, followed by OLX, Publi24, Temu and AliExpress. The [consumer goods categories with the highest annual spend](#) are fashion, electronics, beauty and personal care.
- ✓ And finally, when targeting Romania, make sure to localise your content into Romanian to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Romanian speaker.



## ● Additional information

- [Online consumer behaviour report: Romania](#)
- [Webcertain search and social report 2024: Romania](#)
- [Webcertain search and social report 2023: Romania](#)
- [Webcertain search and social report 2022: Romania](#)
- [Webcertain search and social report 2021: Romania](#)



# Saudi Arabia

Country overview



- Population: 37,500,000

- Internet penetration: 100%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

97.2%



Bing

1.9%

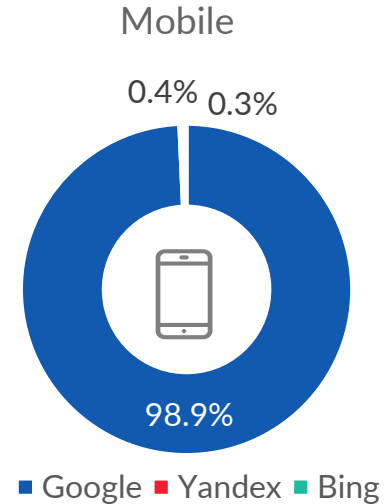
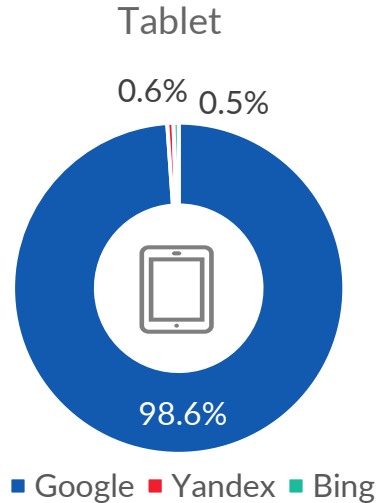
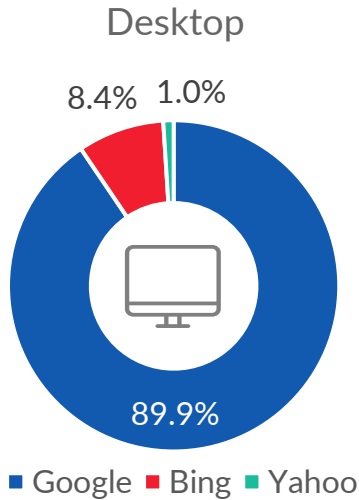


Yandex

0.5%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



WhatsApp

86%



Instagram

77%



TikTok

76%



Snapchat

72%



X

69%

Data source: [DataReportal](#) - February 2025

## Commentary



[100%](#) of Saudi Arabians are online, with the average internet user spending [7 hours and 1 minute](#) online every day.



[Internet speeds](#) are faster than the global median. As of February 2025, the median mobile internet speed is 199.44 MB per second, and the median broadband speed is 121.87 MB per second.



Looking at the [devices](#) Saudi Arabians use to go online, 83% of internet traffic comes from mobile phones, 16% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

- ✓ The Saudi Arabian internet suffers from problems with censorship. As of 2024, the country is listed as “not free” by [a report](#) on internet freedom around the world. Content is frequently censored by the authorities, especially that deemed critical of the government.
- ✓ Saudi Arabian internet users have [concerns about their online privacy](#). 32% decline cookies on websites, 28% use a VPN to access the internet, 28% use ad blocking tools, and 25% worry about how companies might use their online data.
- ✓ The [search engine landscape](#) is very much dominated by Google, which has 97% of the market share. It is followed by Bing in second place with 2% and Yandex in third with 0.5%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ If you have not heard of the third-ranked search engine, Yandex, it is a Russian-owned search engine that is most popular in its homeland but also has an increasing presence in various other countries.

- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Saudi Arabia. According to [research](#) from February 2025, search engines are the number one source of brand discovery in the country.
- ✔ WhatsApp is the [most popular social platform](#), with 86% of Saudi Arabian internet users saying they use the platform every month. This is followed by Instagram with 77%, TikTok with 76%, Snapchat with 72% and X (formerly known as Twitter) with 69%.
- ✔ Social media marketing is another key part of a successful digital marketing strategy in Saudi Arabia. According to [research](#) from February 2025, social networks are the number one main channel for online brand research in the country.
- ✔ E-commerce is popular, although it still has growth ahead of it. [62%](#) of Saudi Arabians have made a purchase using a mobile phone or the internet in the past year.

- ✔ The [most popular e-commerce platform](#) in the country is Amazon, followed by Temu, Noon, Haraj and AliExpress. The [consumer goods categories with the highest annual spend](#) are fashion, beauty, personal care and electronics.
- ✔ There are [seasonal fluctuations](#) in the Saudi Arabian e-commerce calendar, when people are more likely to buy. The busiest times of the year in terms of online spending are seen during the religious festivals of Ramadan and Eid, as well as in November for White Friday.
- ✔ The Saudi Arabian government has [launched several initiatives](#) that aim to make the country one of the most technologically advanced in the world. This includes significant investment in the research, development and innovation sector, as well as digital infrastructure developments.
- ✔ Looking at culture, be aware that Saudi Arabia is a very religiously conservative country, so you may need to adapt your content and imagery when targeting this market.



And finally, when targeting Saudi Arabia, make sure to localise your content into Arabic to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native Arabic speaker.



## • Additional information

- [Online consumer behaviour report: Saudi Arabia](#)
- [3 tips for adapting your marketing strategy for the Saudi Arabian culture](#)
- [Webcertain search and social report 2024: Saudi Arabia](#)
- [Webcertain search and social report 2023: Saudi Arabia](#)
- [Webcertain search and social report 2022: Saudi Arabia](#)
- [Webinar: How to succeed online in the Middle East](#)
- [Webinar: How to translate and optimise Arabic content](#)



# Serbia

Country overview



- Population: 7,100,000

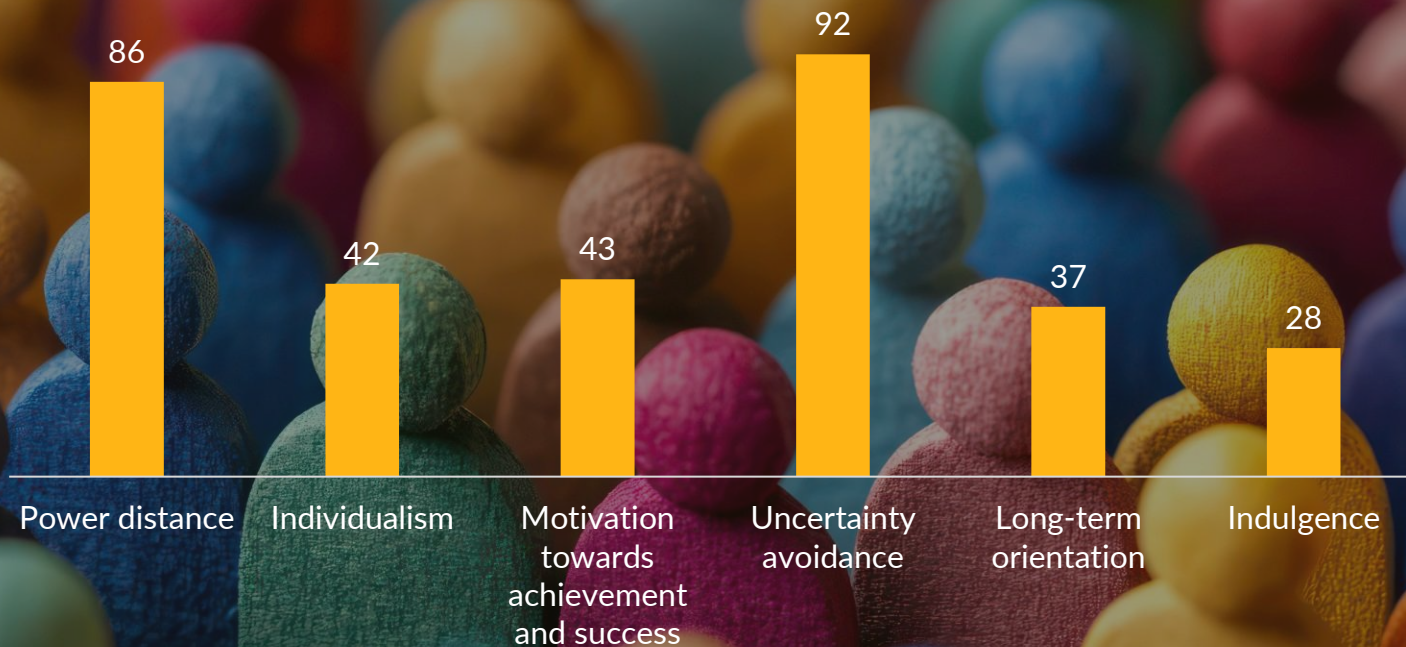
- Internet penetration: 85.4%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

97.4%



Bing

1.7%

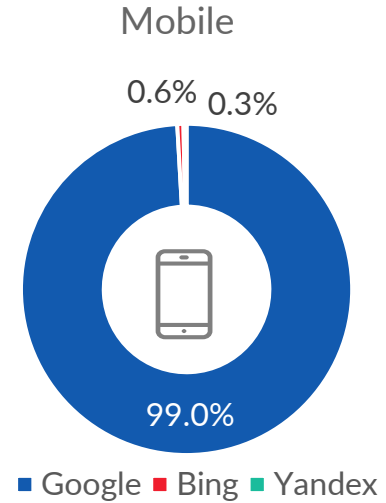
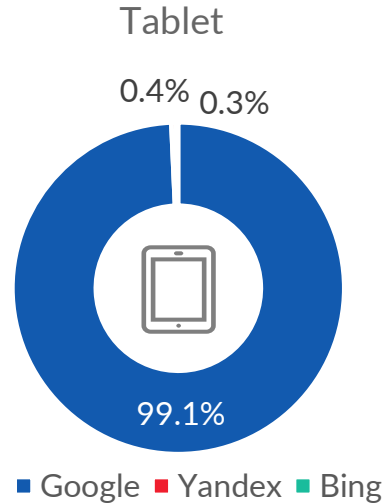
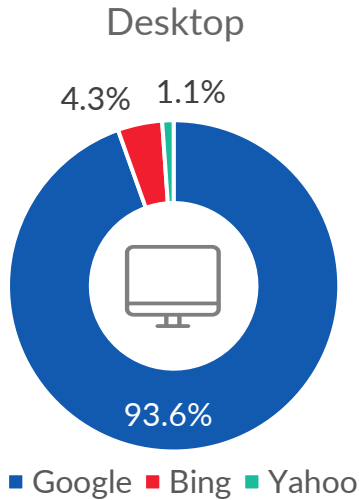


Yandex

0.4%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



Facebook

84%



Instagram

82%



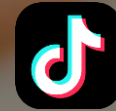
Facebook Messenger

70%



WhatsApp

61%



TikTok

51%

Data source: [DataReportal](#) - February 2025

## Commentary



[85%](#) of Serbians are online, with the average internet user spending [7 hours and 4 minutes](#) online every day.



[Internet speeds](#) are around the global median on broadband, but slower than the global median on mobile. It is therefore still important to optimise your website for speed when targeting this market. As of February 2025, the median broadband speed is 90.89 MB per second, and the median mobile internet speed is 70.92 MB per second.



Looking at the [devices](#) Serbians use to go online, 60% of internet traffic comes from mobile phones, 38% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Serbian internet users have [concerns about their online privacy](#). 41% decline cookies on websites, 37% use ad blocking tools, 31% worry about how companies might use their online data, and 14% use a VPN to access the internet.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 97% of the market share. It is followed by Bing in second place with 2% and Yandex in third with 0.4%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ If you have not heard of the third-ranked search engine, Yandex, it is a Russian-owned search engine that is most popular in its homeland but also has an increasing presence in various other countries.
- ✓ Search engine marketing is a key part of a successful digital marketing strategy in Serbia. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✓ Facebook is the [most popular social platform](#), with 84% of Serbian internet users saying they use the platform every month. This is followed by Instagram with 82%, Facebook Messenger with 70%, WhatsApp with 61% and TikTok with 51%.

- ✔ E-commerce still has plenty of growth ahead of it. [34%](#) of Serbians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is KupujemProdajem, followed by AliExpress, Halo Oglasi, ePonuda and Temu. The [consumer goods categories with the highest annual spend](#) are fashion, electronics, beauty and personal care.
- ✔ And finally, when targeting Serbia, make sure to localise your content into Serbian to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Serbian speaker.



## • Additional information

- [Online consumer behaviour report: Serbia](#)
- [Webcertain search and social report 2024: Serbia](#)
- [Webcertain search and social report 2023: Serbia](#)
- [Webcertain search and social report 2022: Serbia](#)
- [Webcertain search and social report 2021: Serbia](#)



# Singapore

Country overview





- Population: 6,100,000

- Internet penetration: 94.3%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

93.3%



Bing

3.4%

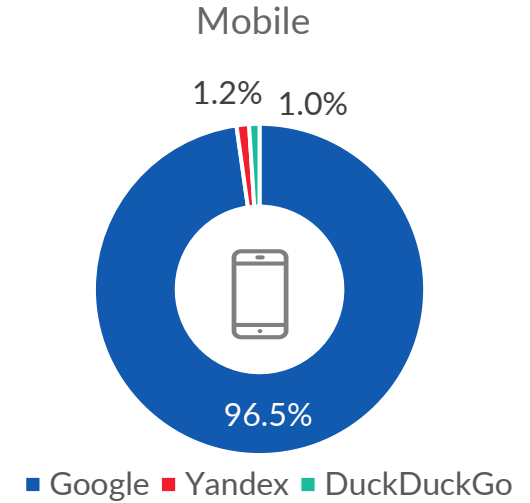
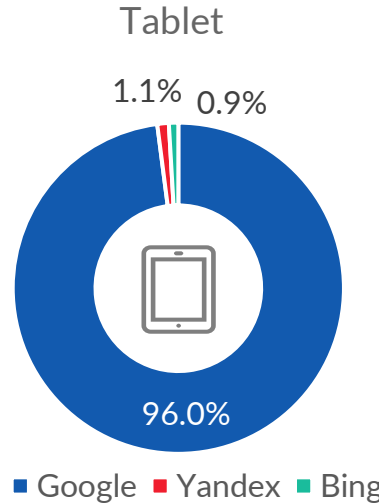
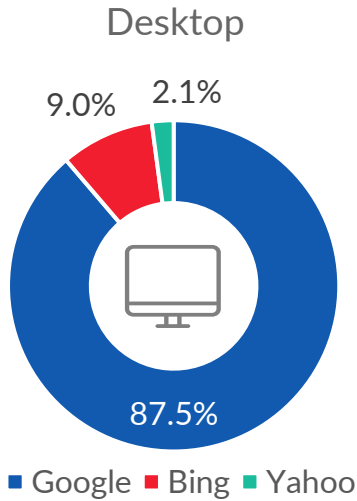


Yahoo

1.1%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



WhatsApp

80%



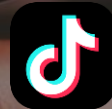
Facebook

72%



Instagram

63%



TikTok

57%



Facebook Messenger

41%

Data source: [DataReportal](#) - February 2025

## Commentary



94% of Singaporeans are online, with the average internet user spending [6 hours and 33 minutes](#) online every day.



Broadband [internet speeds](#) are amongst the fastest in the world, with mobile internet speeds also being faster than the global median. As of February 2025, the median broadband speed is 345.33 MB per second, and the median mobile internet speed is 160.56 MB per second.



Looking at the [devices](#) Singaporeans use to go online, 69% of internet traffic comes from mobile phones, 30% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Singaporean internet users have [concerns about their online privacy](#). 39% decline cookies on websites, 36% worry about how companies might use their online data, 30% use ad blocking tools, and 24% use a VPN to access the internet.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 93% of the market share. It is followed by Bing in second place with 3% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ Search engine marketing is a key part of a successful digital marketing strategy in Singapore. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✓ WhatsApp is the [most popular social platform](#), with 80% of Singaporean internet users saying they use the platform every month. This is followed by Facebook with 72%, Instagram with 63%, TikTok with 57% and Facebook Messenger with 41%.
- ✓ E-commerce is popular, although it still has plenty of growth ahead of it. [58%](#) of Singaporeans have made a purchase using a mobile phone or the internet in the past year.

- ✔ The [most popular e-commerce platform](#) in the country is Shopee, followed by Carousell, Amazon and Lazada. The [consumer goods categories with the highest annual spend](#) are electronics, fashion and food.
- ✔ There are [seasonal fluctuations](#) in the Singaporean e-commerce calendar, when people are more likely to buy. The busiest times of the year in terms of online spending are seen around Lunar New Year, Ramadan, the Great Singapore Sale, Singles' Day, Black Friday, Cyber Monday and Christmas.
- ✔ And finally, be aware that Singapore is a multilingual country with four official languages: English, Malay, Simplified Chinese (Mandarin) and Tamil. It is therefore important to research which language is spoken by your target audience so that you can create your content in the most appropriate language that will bring you the best results. Translation, localisation and copywriting should always be done by a professional native speaker.



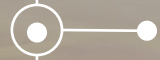
- **Case study**

- How we helped generate over 26,000 leads from paid ads alone



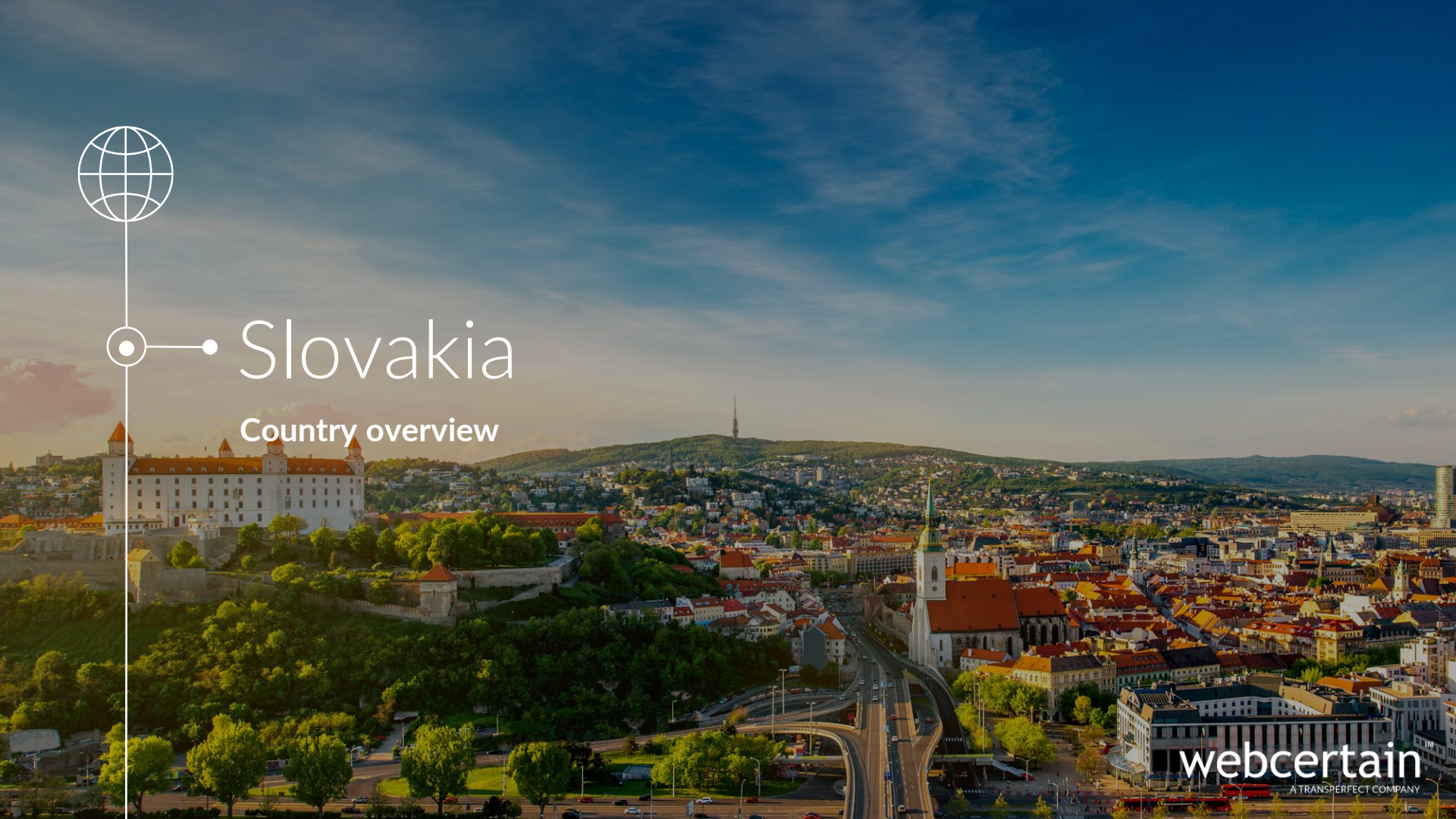
## ● Additional information

- [Online consumer behaviour report: Singapore](#)
- [Webcertain search and social report 2024: Singapore](#)
- [Webcertain search and social report 2023: Singapore](#)
- [Webcertain search and social report 2022: Singapore](#)
- [A guide to the different varieties of Chinese](#)



# Slovakia

Country overview





• Population: 5,700,000

• Internet penetration: 89.8%

Data sources:

United Nations Population Fund - 2024

International Telecommunication Union - 2024

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

95.6%



Bing

3.3%

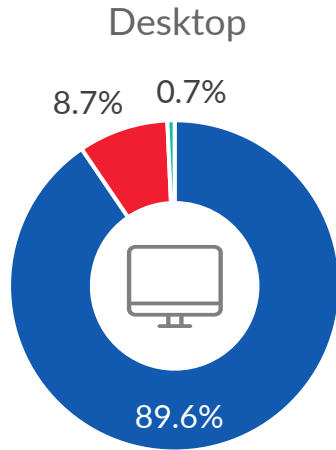


DuckDuckGo

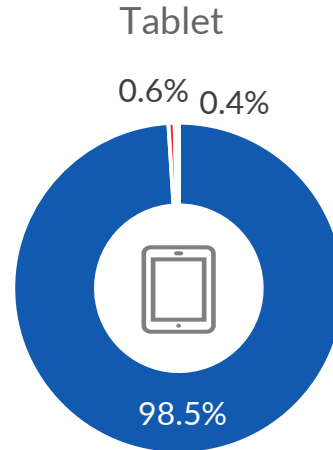
0.4%

Data source: [StatCounter](#) - March 2025

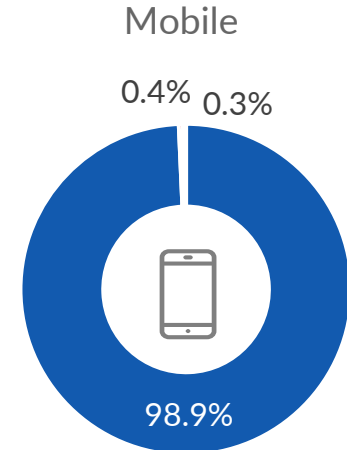
# Search engine market shares by device



■ Google ■ Bing ■ DuckDuckGo



■ Google ■ DuckDuckGo ■ Bing



■ Google ■ Bing ■ Yandex

Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



Facebook

47%



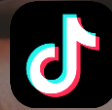
Facebook Messenger

41%



Instagram

29%



TikTok

20%



Pinterest

18%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ Internet penetration in Slovakia is high, with [90%](#) of people in the country being online.
- ✓ [Internet speeds](#) are around the global median. As of February 2025, the median broadband speed is 92.27 MB per second, and the median mobile internet speed is 89.93 MB per second.
- ✓ The government ultimately [aims](#) to offer broadband speeds of at least 100 MB per second to all households in Slovakia by 2030.
- ✓ Looking at the [devices](#) Slovaks use to go online, 53% of internet traffic comes from mobile phones, 45% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 96% of the market share. It is followed by Bing in second place with 3% and DuckDuckGo in third with 0.4%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ If you have not heard of the third-ranked search engine, DuckDuckGo, it is a privacy-focused search engine. Whilst it does not account for a huge amount of search volume, it nevertheless shows that privacy is important to Slovakian internet users.
- ✓ Facebook is the [most popular social platform](#), with 47% of the Slovakian population being reachable through the platform. This is followed by Facebook Messenger with 41%, Instagram with 29%, TikTok with 20% and Pinterest with 18%.
- ✓ E-commerce is popular, although it still has growth ahead of it. [68%](#) of Slovaks have made a purchase using a mobile phone or the internet in the past year.

- ✔ The [most popular e-commerce platform](#) in the country is Bazoš, followed by Modrý koník, Heureka, Lidl and Dr. Max.
- ✔ There are [seasonal fluctuations](#) in the Slovakian e-commerce calendar, when people are more likely to buy. The busiest times of the year in terms of online spending are seen around Christmas, Black Friday, Valentine's Day and Easter.
- ✔ And finally, when targeting Slovakia, make sure to localise your content into Slovak to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Slovak speaker.



## ● **Additional information**

- [Online consumer behaviour report: Slovakia](#)
- [Webcertain search and social report 2024: Slovakia](#)
- [Webcertain search and social report 2023: Slovakia](#)
- [Webcertain search and social report 2022: Slovakia](#)
- [Webcertain search and social report 2021: Slovakia](#)



# Slovenia

Country overview

An aerial photograph of a coastal town, likely Dubrovnik, showing a dense cluster of buildings with terracotta roofs, a harbor filled with boats, and a large, paved square in the foreground. The image is overlaid with white text and a vertical line on the left side.

• Population: 2,100,000

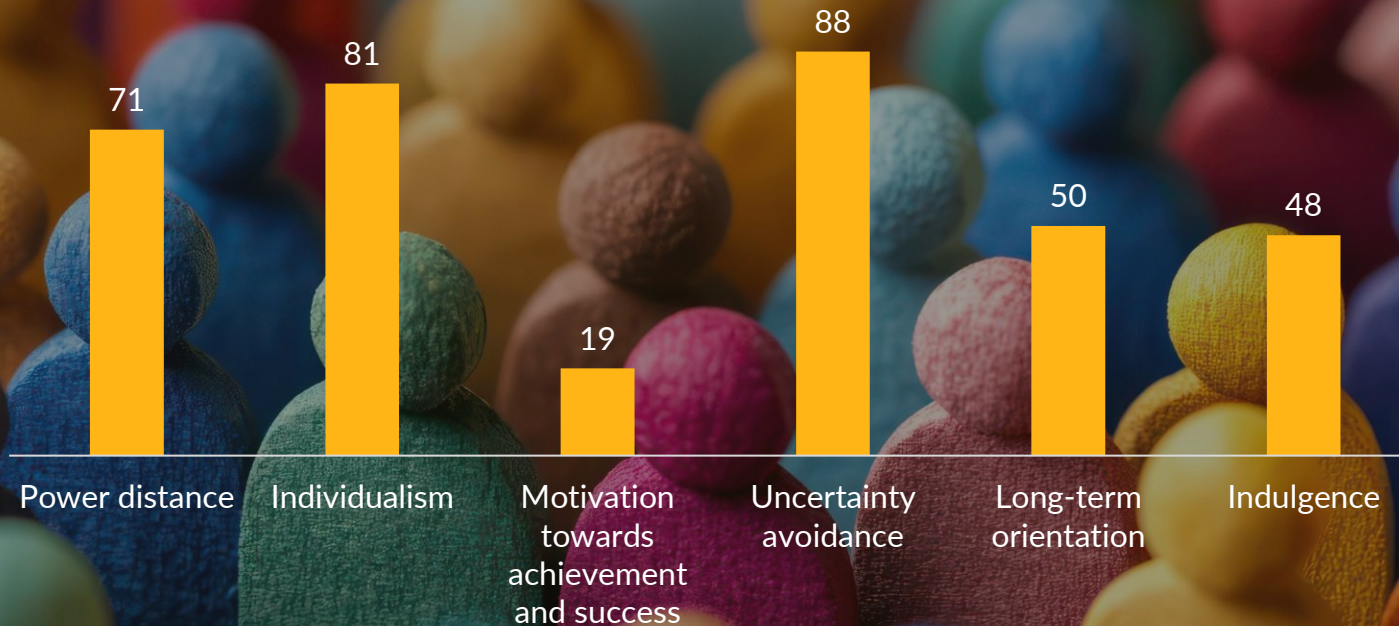
• Internet penetration: 90.4%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

93.7%



Bing

4.6%

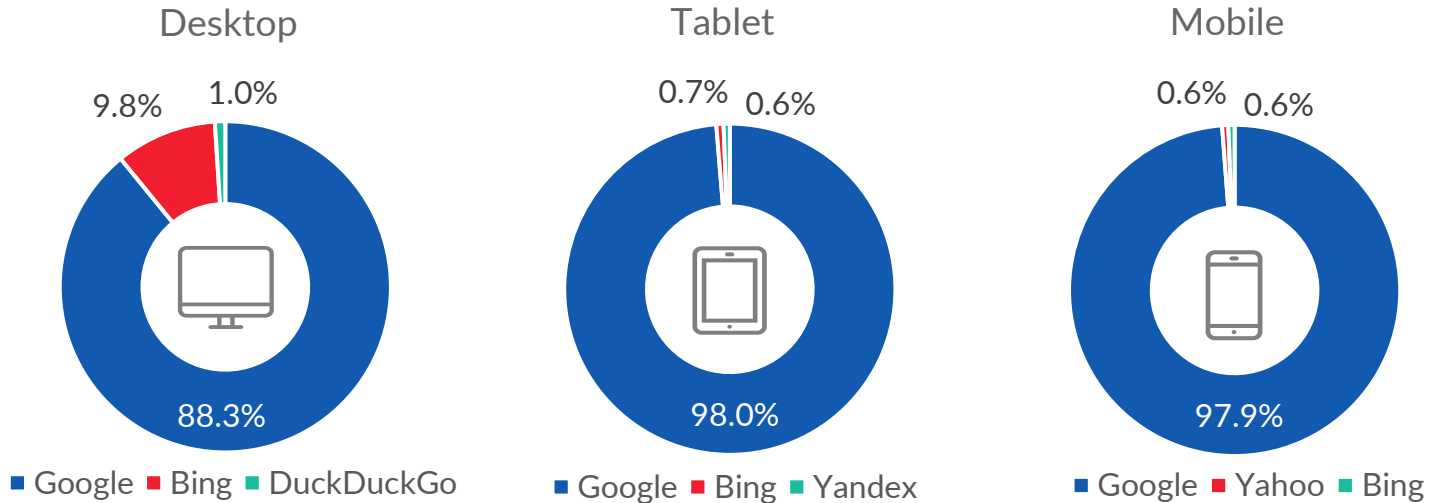


DuckDuckGo

0.7%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



Facebook

48%



Facebook Messenger

38%



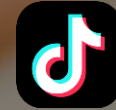
Instagram

32%



LinkedIn

27%



TikTok

24%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ Internet penetration in Slovenia is high, with [90%](#) of people in the country being online.
- ✓ [Internet speeds](#) are faster than the global median. As of March 2025, the median mobile internet speed is 126.90 MB per second, and the median broadband speed is 118.49 MB per second.
- ✓ Looking at the [devices](#) Slovenians use to go online, 55% of internet traffic comes from computers, 44% comes from mobile phones, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.
- ✓ The [search engine landscape](#) is very much dominated by Google, which has 94% of the market share. It is followed by Bing in second place with 5% and DuckDuckGo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.

- ✔ If you have not heard of the third-ranked search engine, DuckDuckGo, it is a privacy-focused search engine. Whilst it does not account for a huge amount of search volume, it nevertheless shows that privacy is important to Slovenian internet users.
- ✔ Facebook is the [most popular social platform](#), with 48% of the Slovenian population being reachable through the platform. This is followed by Facebook Messenger with 38%, Instagram with 32%, LinkedIn with 27% and TikTok with 24%.
- ✔ E-commerce is popular, although it still has plenty of growth ahead of it. [55%](#) of Slovenians have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Amazon, followed by eBay, Zalando, Ceneje and Mimovrste.



And finally, when targeting Slovenia, make sure to localise your content into Slovenian to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Slovenian speaker.

An aerial photograph of a city, likely Ljubljana, Slovenia, featuring a prominent castle on a hill in the background and a dense urban area with red-tiled roofs in the foreground. The sky is blue with scattered white clouds.

## • Additional information

- [Webcertain search and social report 2024: Slovenia](#)
- [Webcertain search and social report 2023: Slovenia](#)
- [Webcertain search and social report 2022: Slovenia](#)
- [Webcertain search and social report 2021: Slovenia](#)



# South Africa

Country overview



- Population: 61,000,000

- Internet penetration: 75.7%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

93.8%



Bing

5.4%

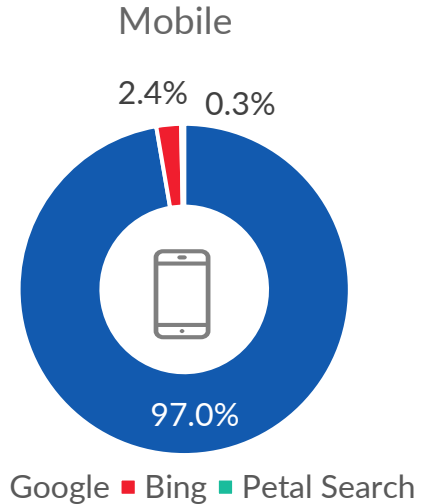
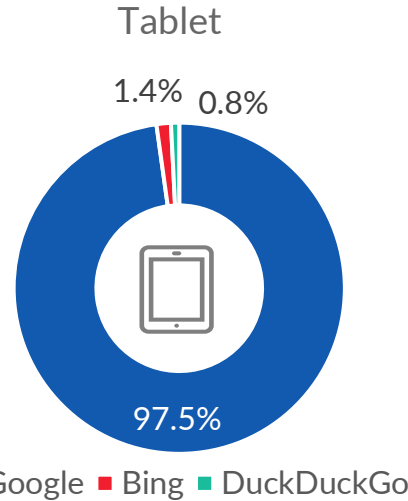
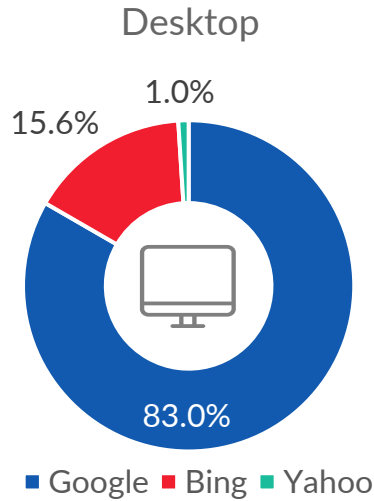


Yahoo

0.3%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



WhatsApp

94%



Facebook

89%



TikTok

77%



Instagram

71%



Facebook Messenger

68%

Data source: [DataReportal](#) - February 2025

## Commentary



[76%](#) of South Africans are online. With around a quarter of people in South Africa still to come online, the country still has substantial growth ahead of it.



Those who are online are avid internet users, with the average internet user spending a whopping [9 hours and 37 minutes](#) online every day.



[Internet speeds](#) are slower than the global median. It is therefore vital to optimise your website for speed when targeting this market. As of March 2025, the median mobile internet speed is 61.95 MB per second, and the median broadband speed is 48.42 MB per second.



Looking at the [devices](#) South Africans use to go online, 78% of internet traffic comes from mobile phones, 21% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

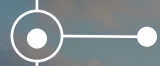
- ✓ South African internet users have [concerns about their online privacy](#). 42% decline cookies on websites, 41% worry about how companies might use their online data, 32% use ad blocking tools, and 19% use a VPN to access the internet.
- ✓ The [search engine landscape](#) is very much dominated by Google, which has 94% of the market share. It is followed by Bing in second place with 5% and Yahoo in third with 0.3%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ Search engine marketing is a key part of a successful digital marketing strategy in South Africa. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country.
- ✓ WhatsApp is the [most popular social platform](#), with 94% of South African internet users saying they use the platform every month. This is followed by Facebook with 89%, TikTok with 77%, Instagram with 71% and Facebook Messenger with 68%.

- ✔ E-commerce still has plenty of growth ahead of it. Only [14%](#) of South Africans have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Takealot, followed by Temu, Makro, Amazon and Woolworths. The [consumer goods categories with the highest annual spend](#) are electronics, fashion and food.
- ✔ There are [seasonal fluctuations](#) in the South African e-commerce calendar, when people are more likely to buy. The busiest times of the year in terms of online spending are seen around Black Friday and Cyber Monday.
- ✔ And finally, be aware that South Africa is a multilingual country with 12 official languages, plus many other languages which do not have “official” status. With such broad linguistic diversity, it is vital to research which language is spoken by your target audience/region so that you can create your content in the most appropriate language that will bring you the best results. Translation, localisation and copywriting should always be done by a professional native speaker.



## ● **Additional information**

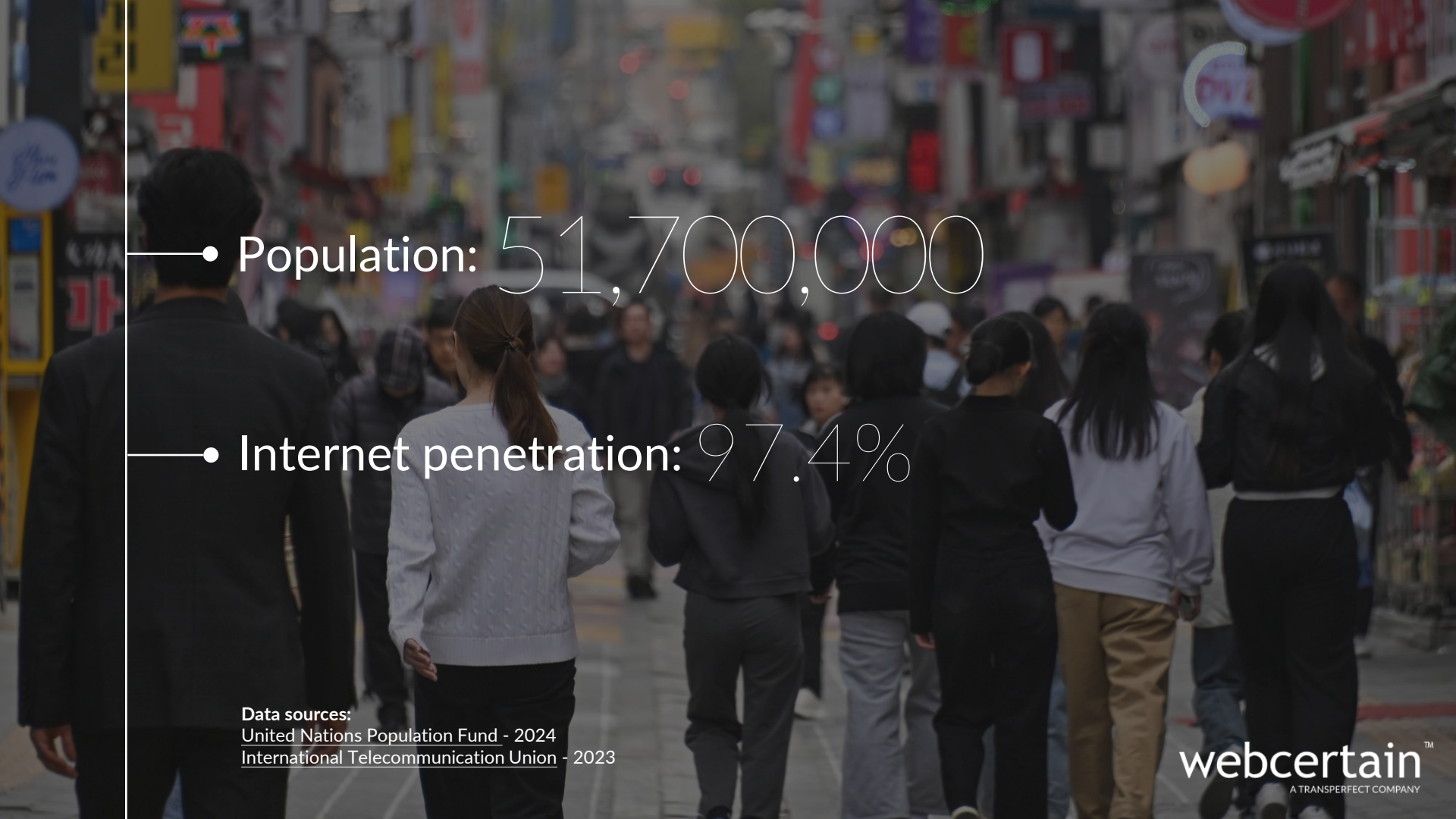
- [Webcertain search and social report 2024: South Africa](#)
- [Webcertain search and social report 2023: South Africa](#)
- [Webcertain search and social report 2022: South Africa](#)
- [Webcertain global search report 2016: South Africa](#)
- [The opportunities in the emerging African market](#)



# South Korea

Country overview





- Population: 51,700,000

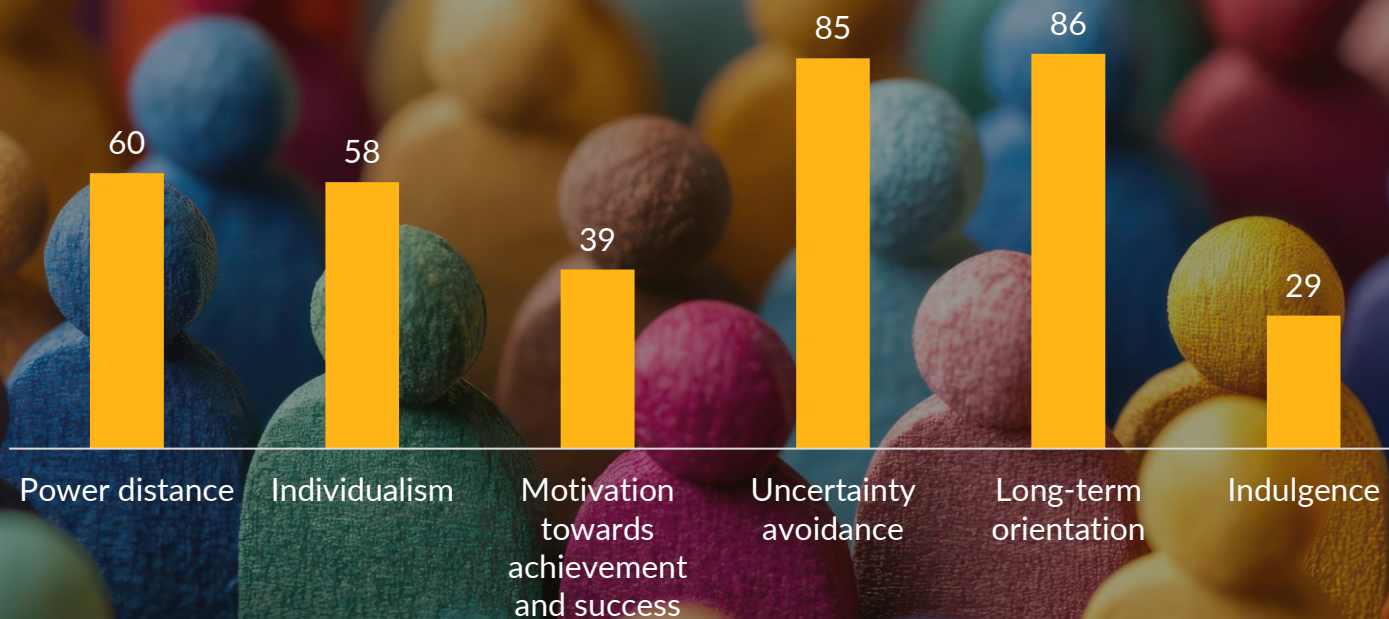
- Internet penetration: 97.4%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Naver

48.0%



Google

44.0%

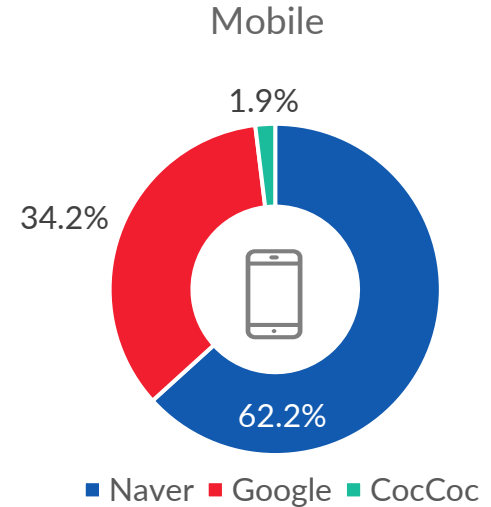
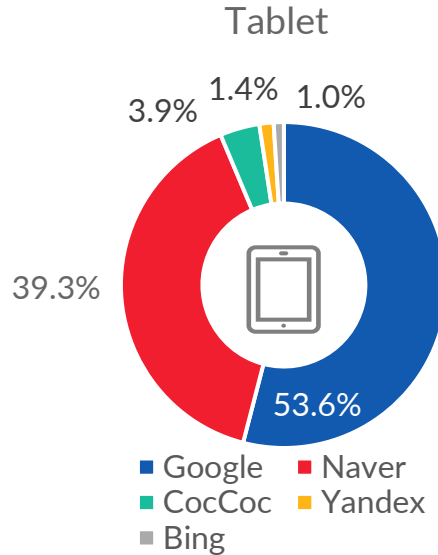
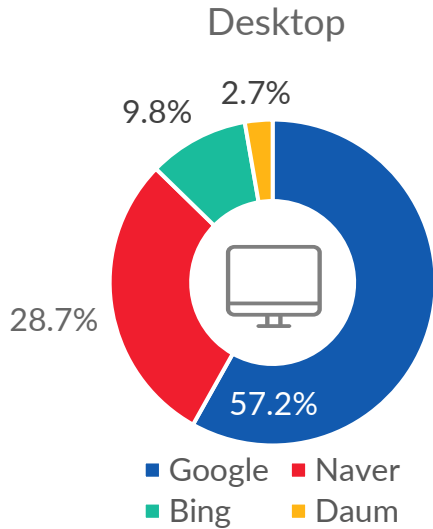


Bing

4.4%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

# • Social platform penetration rates



KakaoTalk

83%



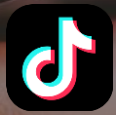
Instagram

64%



Facebook

39%



TikTok

35%



X

23%

Data source: [DataReportal](#) - February 2025

## Commentary



97% of South Koreans are online, with the average internet user spending [5 hours and 22 minutes](#) online every day.



[Internet speeds](#) are faster than the global median. As of March 2025, the median broadband speed is 218.24 MB per second, and the median mobile internet speed is 215.12 MB per second.



Looking at the [devices](#) South Koreans use to go online, 59% of internet traffic comes from mobile phones, 40% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



South Korean internet users have [concerns about their online privacy](#). 33% worry about how companies might use their online data, 21% decline cookies on websites, 18% use ad blocking tools, and 15% use a VPN to access the internet.

- ✓ The [search engine landscape](#) in South Korea is unique. The most popular search engine is Naver, which has 48% of the market share. It is followed by Google in second place with 44% and Bing in third with 4%.
- ✓ In case you have not heard of Naver before, it is a homegrown South Korean search engine that was made to suit the preferences of South Korean internet users. The typical Naver search engine results page is split into many different sections, including websites, images, videos, maps, news, academic publications and adverts, as well as pulling from its content platforms Naver Blog, Naver Cafe and Naver Post.
- ✓ If you are targeting South Korea, it is wise to include both Naver and Google in your SEO and PPC efforts.
- ✓ Search engine marketing is a key part of a successful digital marketing strategy in South Korea. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.

- ✓ The [social media landscape](#) also looks rather different from most countries. KakaoTalk is the most popular social platform, with 83% of South Korean internet users saying they use the platform every month. This is followed by Instagram with 64%, Facebook with 39%, TikTok with 35% and X (formerly known as Twitter) with 23%.
- ✓ You might be unfamiliar with the most popular of these social platforms, KakaoTalk, so let's take a closer look at it.
- ✓ On KakaoTalk, users can: send and receive messages, photos and videos; take part in group chats; use emojis; and make voice and video calls. But KakaoTalk is more than just a simple messenger app. It has a number of features such as Kakao Gift, Kakao Shopping, Kakao News – and most importantly for businesses, KakaoTalk Channel. KakaoTalk Channel is a business tool created by KakaoTalk. It is used by both small and large companies as a tool to communicate and promote their services or products in South Korea. If used effectively, KakaoTalk Channel can act as a PR and sales channel for your brand in the South Korean market.



Another quirk of the South Korean social media space you should be aware of is that the search engine Naver has various “social” features, including Naver Blog (a blogging platform), Naver Post (like a slimmed-down version of Naver Blog, with less text and more imagery) and Naver Cafe (a forum platform). These have significant popularity in South Korea – and rank well in the Naver search engine – so they should definitely be taken into account.



E-commerce is popular in South Korea. [78%](#) of South Koreans have made a purchase using a mobile phone or the internet in the past year.



The [most popular e-commerce platform](#) in the country is Coupang, followed by Naver Shopping, AliExpress, LotteON and Gmarket. The [consumer goods categories with the highest annual spend](#) are fashion, food and electronics.

- ✔ Be aware that there are [seasonal fluctuations](#) in the South Korean e-commerce calendar, when people are more likely to buy, such as around Lunar New Year (winter), Children's Day (5 May), Parents' Day (8 May), Chuseok (the 15th day of the eighth lunar month) and Christmas (25 December).
- ✔ And finally, when targeting South Korea, make sure to localise your content into Korean to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native Korean speaker.



## • Case studies

- [How we increased conversions on Google Ads in South Korea](#)
- [How we boosted visibility for a luxury fashion brand in South Korea](#)
- [How we localised a PPC campaign into 13 languages](#)
- [How we increased lead generation, built customer relationships and improved brand loyalty](#)
- [How we helped generate over 26,000 leads from paid ads alone](#)

A traditional Korean street scene with tiled roofs and a stone wall. The image shows a narrow alleyway between traditional Korean buildings with tiled roofs. In the background, a modern cityscape is visible, including the N Seoul Tower. The foreground features a stone wall with a red geometric pattern and a wooden door.

## Additional information

- [Webinar: Search marketing in South Korea](#)
- [Webinar: Social media strategy for South Korea](#)
- [Online consumer behaviour report: South Korea](#)
- [3 tips for digital marketing in South Korea](#)
- [B2B: How to adapt culturally when targeting South Korea](#)
- [3 tips for adapting your marketing strategy for the South Korean culture](#)
- [3 ways KakaoTalk can support your CRM marketing in South Korea](#)



# Spain

Country overview



- Population: 47,500,000

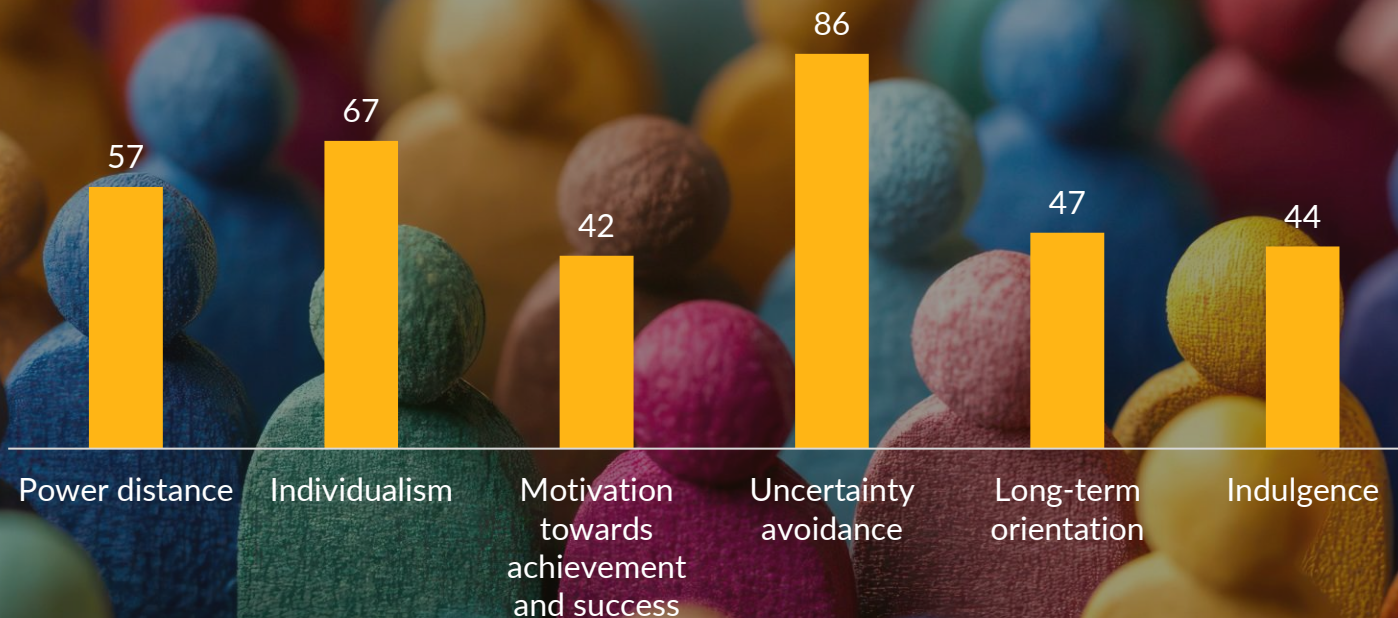
- Internet penetration: 95.4%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

94.5%



Bing

3.7%

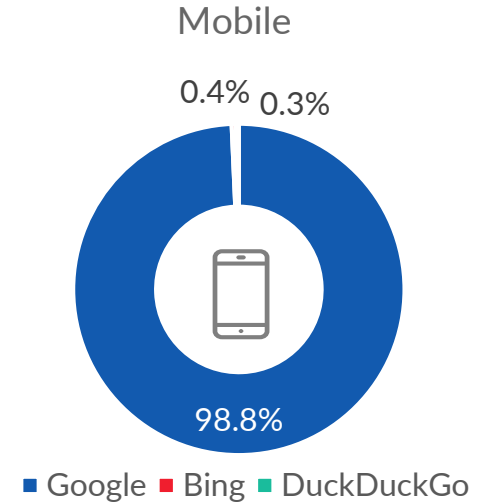
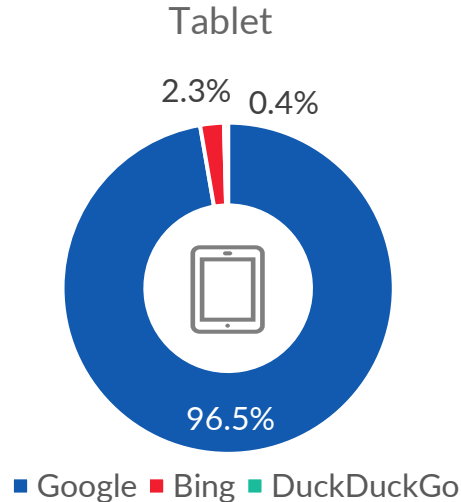
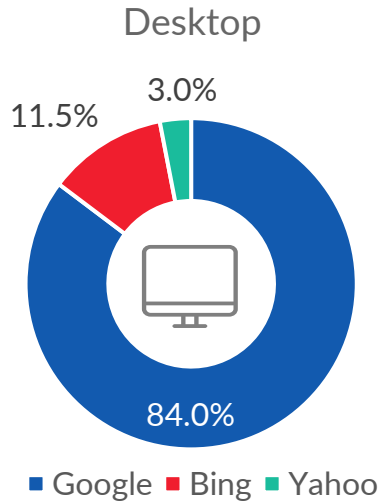


Yahoo

1.1%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



WhatsApp

91%



Instagram

78%



Facebook

69%



TikTok

53%



X

41%

Data source: [DataReportal](#) - February 2025

## Commentary



[95%](#) of Spaniards are online, with the average internet user spending [5 hours and 40 minutes](#) online every day.



[Internet speeds](#) are faster than the global median on broadband, and around the global median on mobile. As of March 2025, the median broadband speed is 248.95 MB per second and the median mobile internet speed is 81.97 MB per second.



Looking at the [devices](#) Spaniards use to go online, 59% of internet traffic comes from mobile phones, 39% comes from computers, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Spanish internet users have [concerns about their online privacy](#). 52% worry about how companies might use their online data, 49% decline cookies on websites, 33% use ad blocking tools, and 22% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 94% of the market share. It is followed by Bing in second place with 4% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Spain. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✔ WhatsApp is the [most popular social platform](#), with 91% of Spanish internet users saying they use the platform every month. This is followed by Instagram with 78%, Facebook with 69%, TikTok with 53% and X (formerly known as Twitter) with 41%.
- ✔ E-commerce is popular, although it still has plenty of growth ahead of it. [58%](#) of Spaniards have made a purchase using a mobile phone or the internet in the past year.

- ✓ The [most popular e-commerce platform](#) in the country is Amazon, followed by AliExpress, Temu, El Corte Inglés and Wallapop. The [consumer goods categories with the highest annual spend](#) are fashion, food and electronics.
- ✓ Be aware that there are [seasonal fluctuations](#) in the Spanish e-commerce calendar, when people are more likely to buy. January and July are when the winter and summer sales take place respectively, when big discounts encourage Spanish shoppers to buy. Black Friday (taking place on the last Friday of November) has also become popular in Spain. And, of course, in the run up to Christmas, people are busy buying gifts for family and friends.
- ✓ The Spanish government has adopted the [Digital Spain Agenda 2026](#), which aims to improve the country's digital prospects through the development of digital infrastructures, the promotion of innovation and entrepreneurship, the improvement of digital skills and training, the digitisation of public administration, and the improvement of cybersecurity.



Be aware that Spain is a multilingual country with six official languages. Spanish is the only official language that applies to the whole of Spain, but there are several other languages that have co-official status in their specific regions: Galician (in Galicia), Catalan (in Catalonia and the Balearic Islands), Basque (in the Basque Country), Valencian (in the Valencian region) and Aranese (in Val d'Aran). These languages all have significant usage, with the exception of Aranese (so you can probably safely exclude Aranese from your digital marketing strategy).



If your localisation budget is limited and you can only create content in one language, make sure to focus on Spanish, because this is the only language spoken across all regions of Spain.



However, if you have additional budget and are targeting one or more of the special areas mentioned above (Galicia, Catalonia, the Balearic Islands, the Basque Country or the Valencian region), you may also want to create your content in the corresponding co-official language (Galician, Catalan, Basque or Valencian).



Translation, localisation and copywriting should always be done by a professional native speaker.



## • Case studies

- [How we increased revenue in just five weeks](#)
- [How we ran 41 PPC campaigns across multiple markets](#)
- [How we designed banner ads for a programmatic advertising campaign](#)
- [How we ran a programmatic advertising campaign to boost brand awareness and conversions](#)
- [How we used paid social media to promote two new games](#)
- [How we boosted engagement and followers on LinkedIn using sponsored updates](#)
- [How we used social media to help a UK-based tech brand expand overseas](#)



## • Additional information

- [A guide to digital marketing in Spain](#)
- [3 things to know about digital marketing in Spain](#)
- [Online consumer behaviour report: Spain](#)
- [Webcertain search and social report 2024: Spain](#)
- [Webcertain search and social report 2023: Spain](#)
- [Webcertain search and social report 2022: Spain](#)



# Sweden

Country overview



An aerial view of a city street, likely in Copenhagen, showing several blue trams on tracks. Pedestrians are walking on the sidewalks, and there are various buildings and trees in the background. The scene is bright and clear.

- Population: 10,700,000

- Internet penetration: 95.7%

Data sources:

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

88.9%



Bing

7.3%

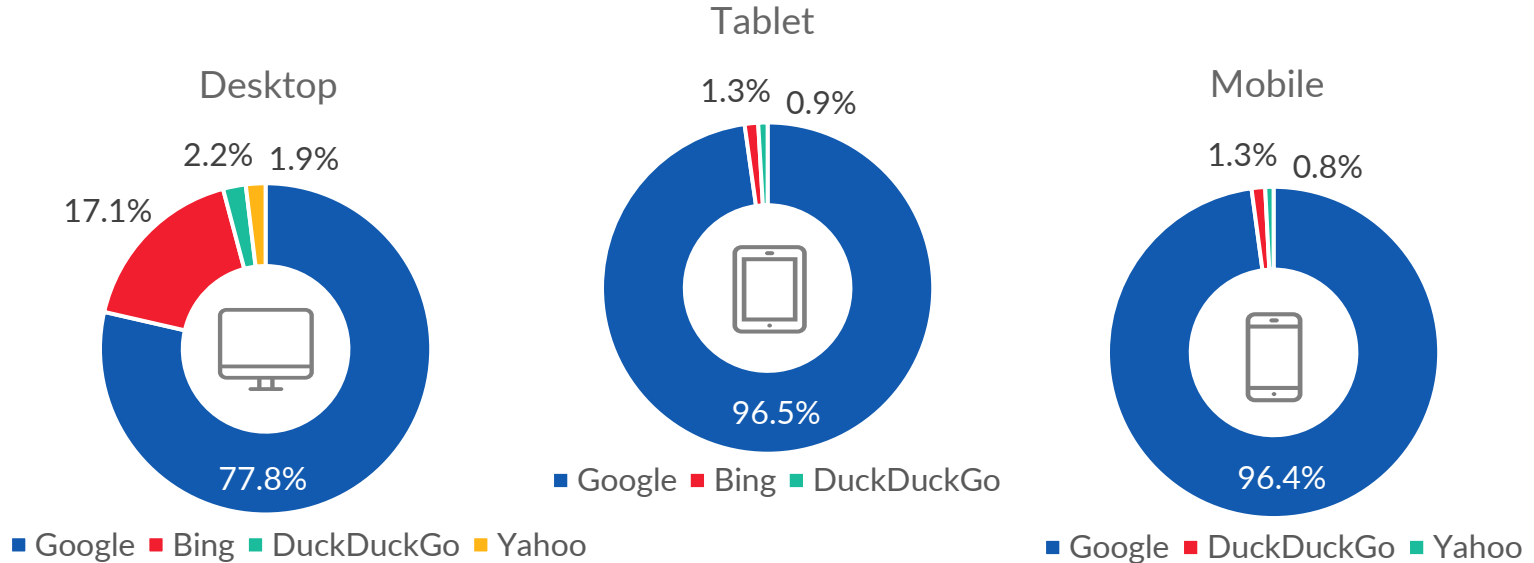


DuckDuckGo

1.6%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

# • Social platform penetration rates



Facebook  
82%



Instagram  
77%



Facebook Messenger  
75%



WhatsApp  
50%



Snapchat  
49%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ [96%](#) of Swedes are online, with the average internet user spending [6 hours](#) online every day.
- ✓ [Internet speeds](#) are faster than the global median. As of March 2025, the median broadband speed is 181.96 MB per second, and the median mobile internet speed is 112.13 MB per second.
- ✓ Looking at the [devices](#) Swedes use to go online, 54% of internet traffic comes from computers, 44% comes from mobile phones, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.
- ✓ Swedish internet users have [concerns about their online privacy](#). 47% decline cookies on websites, 32% use ad blocking tools, 30% worry about how companies might use their online data, and 24% use a VPN to access the internet.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 89% of the market share. It is followed by Bing in second place with 7% and DuckDuckGo in third with 2%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ If you have not heard of the third-ranked search engine, DuckDuckGo, it is a privacy-focused search engine. Whilst it does not account for a huge amount of search volume, it nevertheless shows that privacy is important to Swedish internet users.
- ✓ Search engine marketing is a key part of a successful digital marketing strategy in Sweden. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✓ Facebook is the [most popular social platform](#), with 82% of Swedish internet users saying they use the platform every month. This is followed by Instagram with 77%, Facebook Messenger with 75%, WhatsApp with 50% and Snapchat with 49%.

- ✔ E-commerce is popular in Sweden. [79%](#) of Swedes have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Amazon, followed by Blocket, Tradera, Clas Ohlson and Temu. The [consumer goods categories with the highest annual spend](#) are fashion, furniture and electronics.
- ✔ Be aware that there are [seasonal fluctuations](#) in the Swedish e-commerce calendar, when sales take place and people are more likely to buy. These sales typically take place immediately after Christmas, and in the run up to Midsummer (in late June) until the first half of July.
- ✔ And finally, even though Swedes have a very high level of English proficiency, it is still best practice to localise your content into Swedish, especially if your brand is B2C. This will ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Swedish speaker.



## • Case studies

- How we provided high-quality translations for the Nordic market
- How we did on-page SEO for a pharmaceutical website targeting the Nordic region
- How we localised a PPC campaign into 13 languages

An aerial photograph of a Swedish landscape. In the foreground, a dense forest of tall, thin evergreen trees covers a hillside. A paved road with yellow dashed lines winds through the forest. In the middle ground, a large, calm blue lake is nestled in a valley. The background features rolling green hills and distant, hazy mountains under a clear sky. On the left side of the image, there is a vertical white line with a circle at the top, from which horizontal lines extend to the left of the text items.

## ● Additional information

- [A guide to digital marketing in Sweden](#)
- [Online consumer behaviour report: Sweden](#)
- [3 tips for digital marketing in Sweden](#)
- [3 tips for adapting your marketing strategy for the Swedish culture](#)
- [Webcertain search and social report 2024: Sweden](#)
- [Webcertain search and social report 2023: Sweden](#)
- [Webcertain search and social report 2022: Sweden](#)



# Switzerland

Country overview





- Population: 8,900,000

- Internet penetration: 97.3%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

85.8%



Bing

8.3%

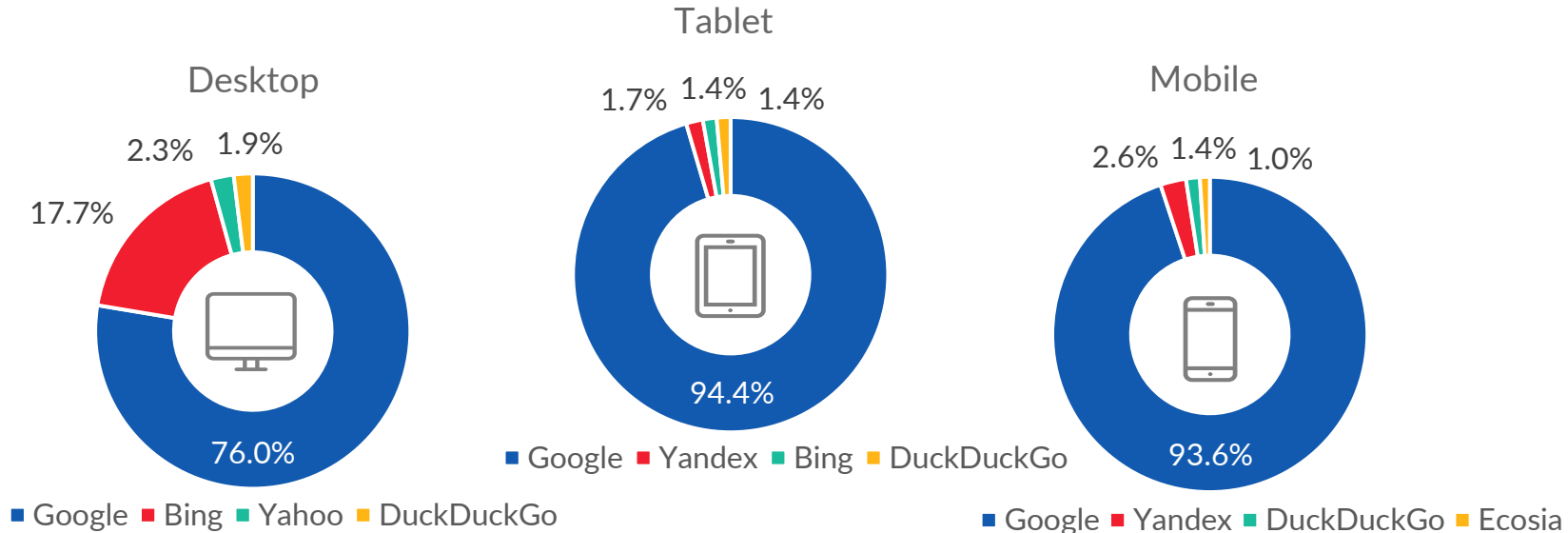


Yandex

1.9%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



WhatsApp

87%



Instagram

70%



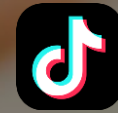
Facebook

66%



Facebook Messenger

42%



TikTok

38%

Data source: [DataReportal](#) - February 2025

## Commentary



[97%](#) of people in Switzerland are online, with the average internet user spending [5 hours and 47 minutes](#) online every day.



[Internet speeds](#) are faster than the global median. As of March 2025, the median broadband speed is 251.78 MB per second, and the median mobile internet speed is 111.43 MB per second.



Looking at the [devices](#) people in Switzerland use to go online, 52% of internet traffic comes from computers, 46% comes from mobile phones, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



Swiss internet users have [concerns about their online privacy](#). 52% decline cookies on websites, 36% worry about how companies might use their online data, 29% use ad blocking tools, and 27% use a VPN to access the internet.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 86% of the market share. It is followed by Bing in second place with 8% and Yandex in third with 2%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ If you have not heard of the third-ranked search engine, Yandex, it is a Russian-owned search engine that is most popular in its homeland but also has an increasing presence in various other countries.
- ✓ Search engine marketing is a key part of a successful digital marketing strategy in Switzerland. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✓ WhatsApp is the [most popular social platform](#), with 87% of Swiss internet users saying they use the platform every month. This is followed by Instagram with 70%, Facebook with 66%, Facebook Messenger with 42% and TikTok with 38%.

- ✔ E-commerce is popular, although it still has plenty of growth ahead of it. [51%](#) of people in Switzerland have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Galaxus, followed by Ricardo, Amazon, tutti.ch and Migros. The [consumer goods categories with the highest annual spend](#) are fashion, furniture and electronics.
- ✔ Your Swiss website is [legally required to have an “Impressum”](#) page. The Impressum must be easy-to-access and provide the user with information including your business’ name, address, contact information, trade register number or equivalent, VAT/business identification number, information on your board of directors, and more.



And finally, be aware that Switzerland is a multilingual country with four official languages: German, French, Italian and Romansh. You should bear this in mind and research which language is spoken by your target audience/region so that you can create your content in the most appropriate language that will bring you the best results. Translation, localisation and copywriting should always be done by a professional native speaker.



- **Case study**

- How we wrote and scheduled social media posts for a cryptocurrency company



## ● Additional information

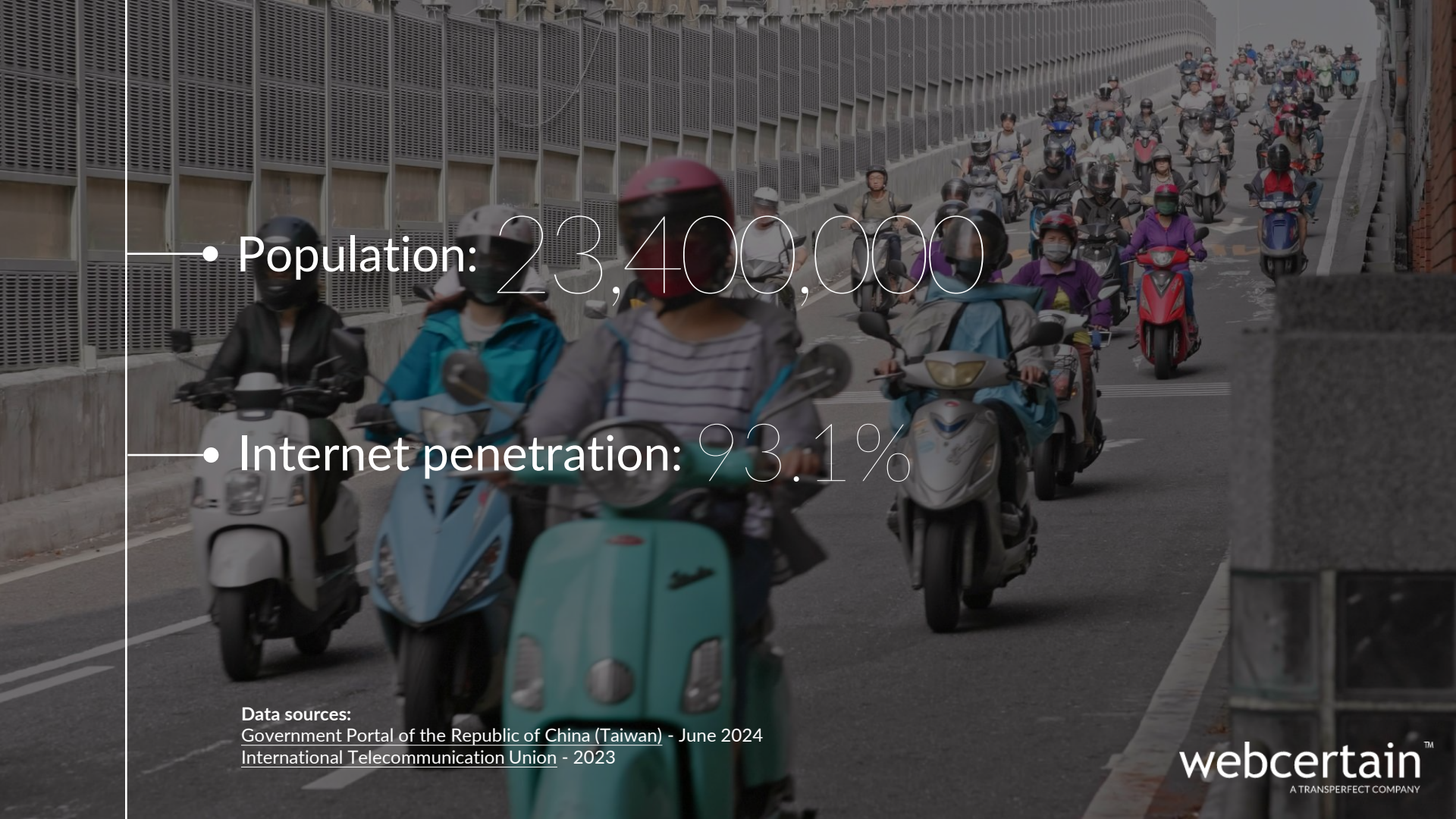
- [A guide to digital marketing in Switzerland](#)
- [3 things to know about digital marketing in Switzerland](#)
- [The Swiss approach to multilingual SEO](#)
- [Webcertain search and social report 2024: Switzerland](#)
- [Webcertain search and social report 2023: Switzerland](#)
- [Webcertain search and social report 2022: Switzerland](#)
- [Digital marketing tips for the Swiss market](#)



# Taiwan

Country overview





- Population: 23,400,000

- Internet penetration: 93.1%

**Data sources:**

Government Portal of the Republic of China (Taiwan) - June 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

79.8%



Yahoo

13.2%

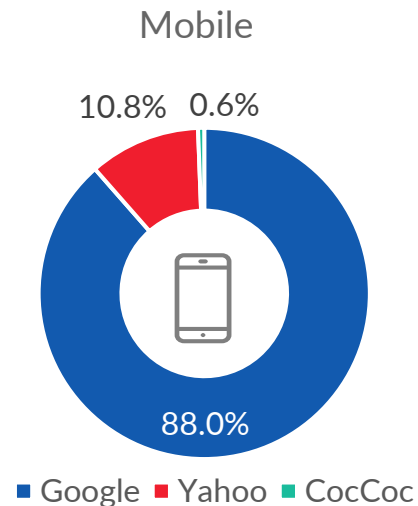
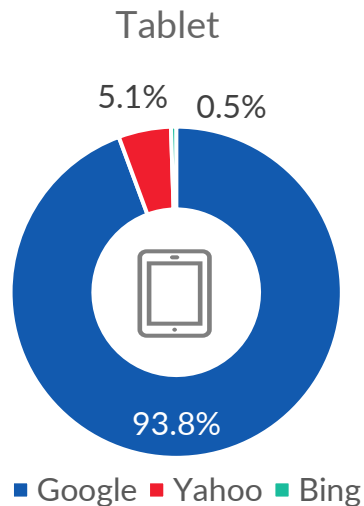
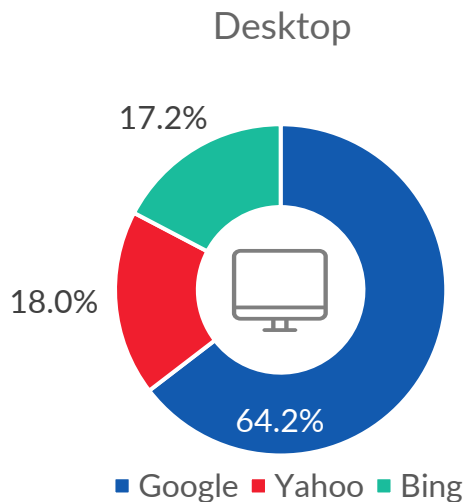


Bing

6.3%

Data source: [StatCounter](#) - March 2025

## Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



Line

92%



Facebook

85%



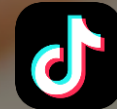
Instagram

68%



Facebook Messenger

61%



TikTok

40%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ [93%](#) of people in Taiwan are online, with the average internet user spending [7 hours and 23 minutes](#) online every day.
- ✓ [Internet speeds](#) are faster than the global median. As of March 2025, the median broadband speed is 222.91 MB per second, and the median mobile internet speed is 118.66 MB per second.
- ✓ Looking at the [devices](#) people in Taiwan use to go online, 57% of internet traffic comes from mobile phones, 38% comes from computers, and 4% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.
- ✓ Taiwanese internet users have [concerns about their online privacy](#). 35% decline cookies on websites, 34% use ad blocking tools, 29% worry about how companies might use their online data, and 18% use a VPN to access the internet.

- ✔ The [search engine landscape](#) looks rather different from most other countries. Whilst Google does come in first place with 80% of the search engine market share, Yahoo comes in a respectable second place with 13%. Bing comes in third with 6%.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Taiwan. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✔ Line is the [most popular social platform](#), with 92% of Taiwanese internet users saying they use the platform every month. This is followed by Facebook with 85%, Instagram with 68%, Facebook Messenger with 61% and TikTok with 40%.



You might be unfamiliar with the most popular of these social platforms, Line, so let's take a closer look at it. Line started life as an app very similar to WhatsApp – i.e. an instant communication app. It then expanded its ecosystem to include Line Pay (its mobile payments system), Line Manga (for reading manga on your mobile phone), Line Music (for music streaming), Line News (for reading the news), and many more services. Line allows businesses to open an official account to advertise on the platform.



E-commerce is popular, although it still has plenty of growth ahead of it. [56%](#) of people in Taiwan have made a purchase using a mobile phone or the internet in the past year.



The [most popular e-commerce platform](#) in the country is Shopee, followed by Momo, 7-Eleven, Taobao and Books.com.tw. The [consumer goods categories with the highest annual spend](#) are fashion, electronics and food.



Be aware that there are [seasonal fluctuations](#) in the Taiwanese e-commerce calendar, when sales take place and people are more likely to buy. These sales take place around Singles' Day (11 November), Black Friday (late November) and 12.12 (12 December).



And finally, when targeting Taiwan, be aware that the written language is Traditional Chinese, and the spoken language is Mandarin. Make sure to create your content in these languages, to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native speaker.



- **Case study**

- How we promoted a new game on Facebook



## • **Additional information**


- [Online consumer behaviour report: Taiwan](#)
- [Webcertain search and social report 2024: Taiwan](#)
- [Webcertain search and social report 2023: Taiwan](#)
- [Webcertain search and social report 2022: Taiwan](#)
- [Line marketing tips for 2024](#)
- [A guide to the different varieties of Chinese](#)



# Thailand

Country overview





- Population: 71,900,000

- Internet penetration: 89.5%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

97.3%



Bing

1.6%

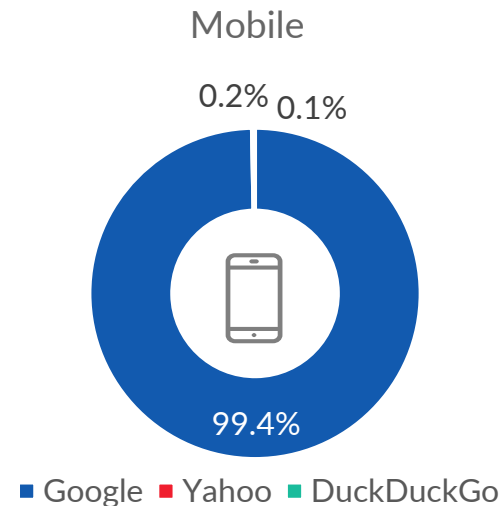
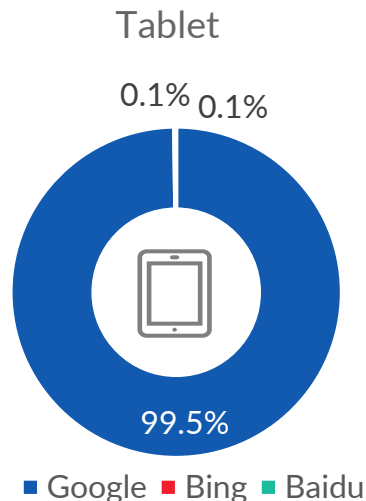
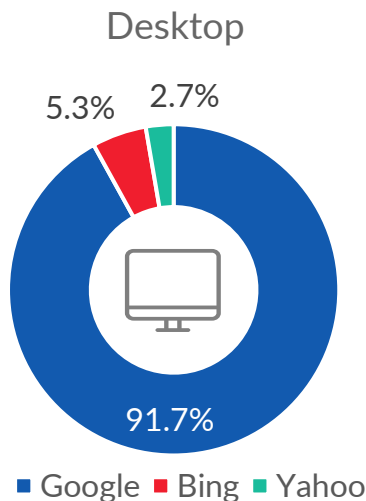


Yahoo

0.9%

Data source: [StatCounter](#) - March 2025

## Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



Facebook

91%



Line

91%



TikTok

86%



Facebook Messenger

82%



Instagram

64%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ [90%](#) of Thais are online, with the average internet user spending [7 hours and 54 minutes](#) online every day.
- ✓ [Internet speeds](#) are faster than the global median. As of March 2025, the median broadband speed is 242.03 MB per second and the median mobile internet speed is 103.49 MB per second.
- ✓ Looking at the [devices](#) Thais use to go online, 60% of internet traffic comes from mobile phones, 37% comes from computers, and 3% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.
- ✓ The Thai internet suffers from problems with censorship. As of 2024, the country is listed as “not free” by [a report](#) on internet freedom around the world. Content is frequently censored by the authorities, especially content that is deemed critical of the monarchy.

- ✔ Thai internet users have [concerns about their online privacy](#). 39% decline cookies on websites, 26% worry about how companies might use their online data, 24% use ad blocking tools, and 18% use a VPN to access the internet.
- ✔ The [search engine landscape](#) is very much dominated by Google, which has 97% of the market share. It is followed by Bing in second place with 2% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Thailand. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✔ Facebook and Line are the joint [most popular social platforms](#), with 91% of Thai internet users saying they use the platforms every month. They are followed by TikTok with 86%, Facebook Messenger with 82% and Instagram with 64%.



You might be unfamiliar with one of these social platforms, Line, so let's take a closer look at it. Line started life as an app very similar to WhatsApp – i.e. an instant communication app. It then expanded its ecosystem to include Line Pay (its mobile payments system), Line Manga (for reading manga on your mobile phone), Line Music (for music streaming), Line News (for reading the news), and many more services. Line allows businesses to open an official account to advertise on the platform.



E-commerce is popular, although it still has plenty of growth ahead of it. [51%](#) of Thais have made a purchase using a mobile phone or the internet in the past year.



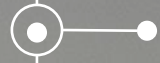
The [most popular e-commerce platform](#) in the country is Shopee, followed by Lazada, Temu, AliExpress and Central. The [consumer goods categories with the highest annual spend](#) are beauty, personal care, food and electronics.

- ✔ Be aware that there are [seasonal fluctuations](#) in the Thai e-commerce calendar, when sales take place and people are more likely to buy. These sales take place around 9 September, 11 November (Singles' Day) and 12 December.
- ✔ And finally, when targeting Thailand, make sure to localise your content into Thai to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Thai speaker.

A scenic view of a tropical bay with turquoise water, limestone karsts, and traditional wooden boats. The water is a vibrant greenish-blue, and the surrounding cliffs are covered in lush green vegetation. In the foreground, a person is standing in the shallow water near some rocks. Two traditional wooden boats with colorful ribbons are docked on the right. The sky is overcast with soft clouds.

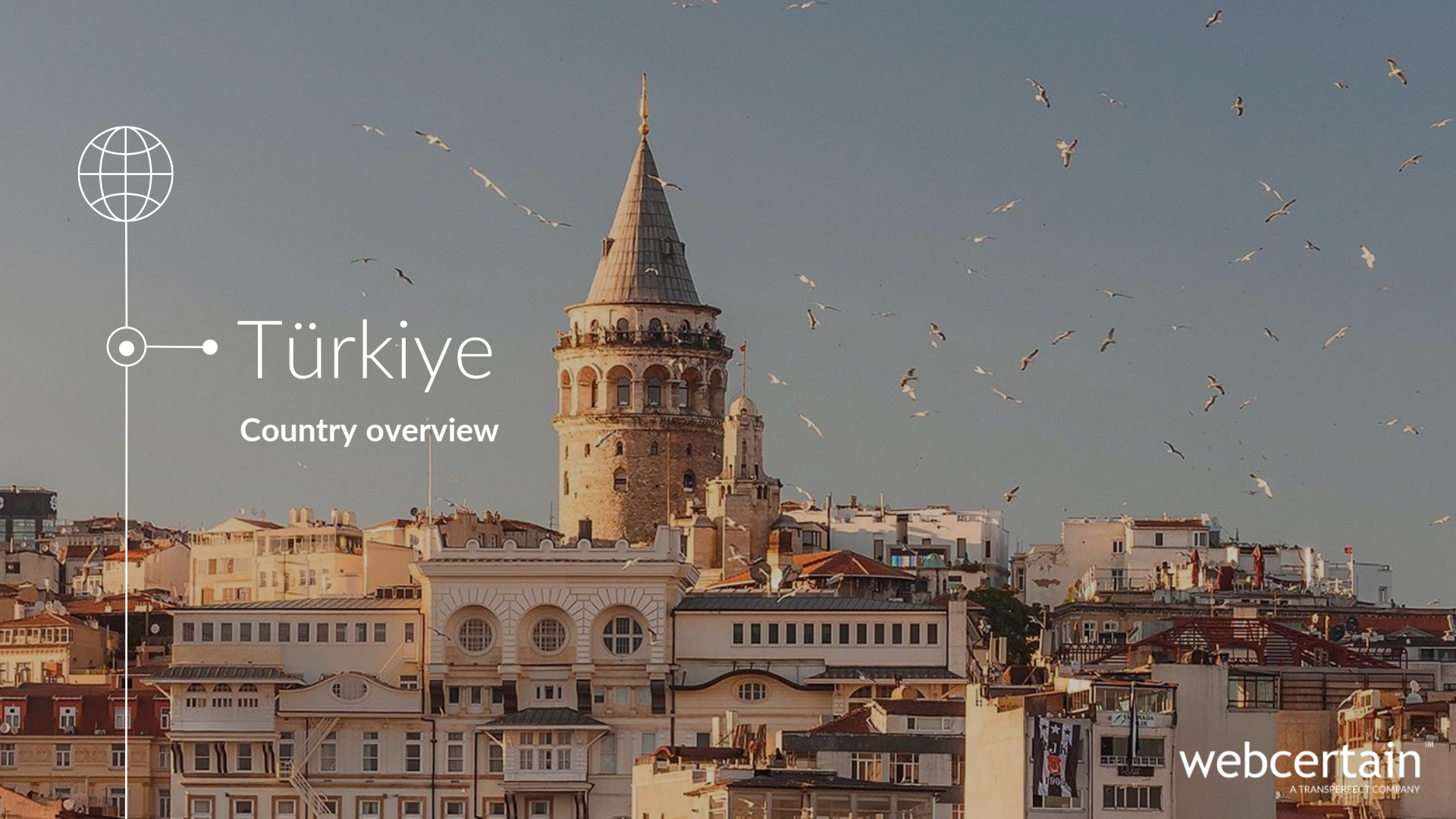
## ● Additional information

- [Webcertain search and social report 2024: Thailand](#)
- [Webcertain search and social report 2023: Thailand](#)
- [Webcertain search and social report 2022: Thailand](#)
- [Line marketing tips for 2024](#)



# Türkiye

Country overview





- Population: 86,300,000

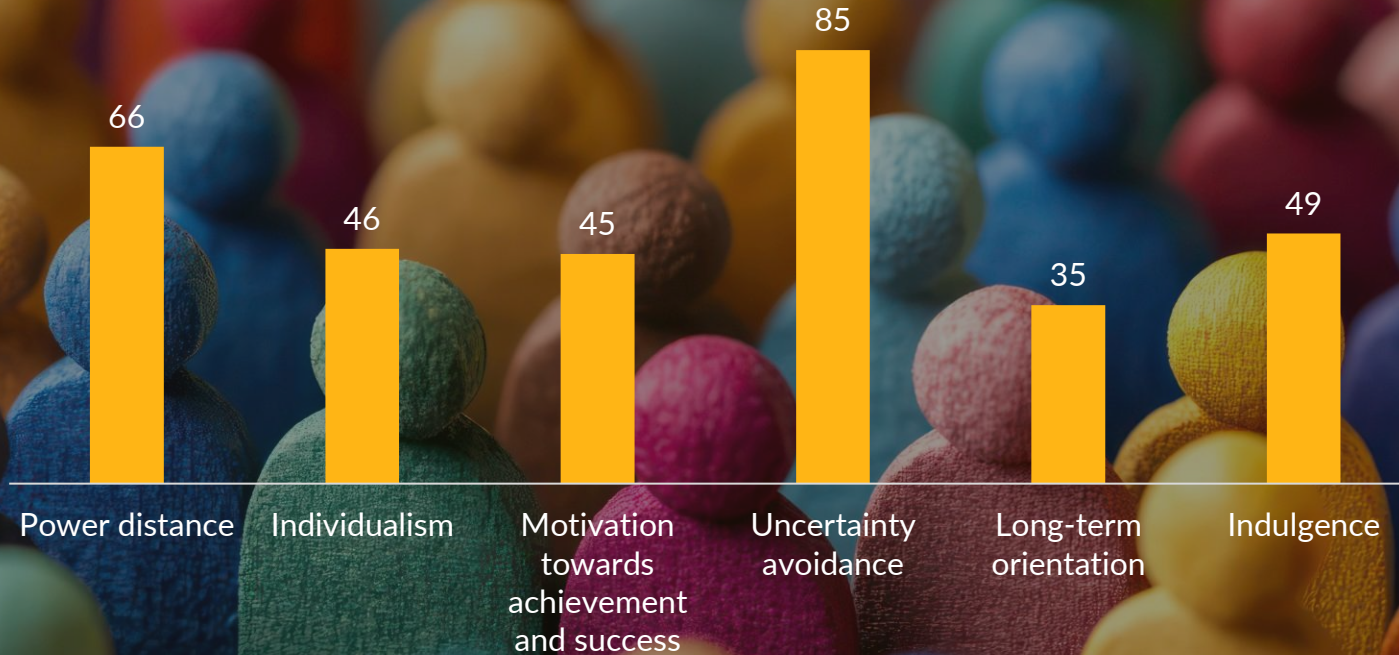
- Internet penetration: 87.3%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2024

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Yandex

48.6%



Google

48.5%

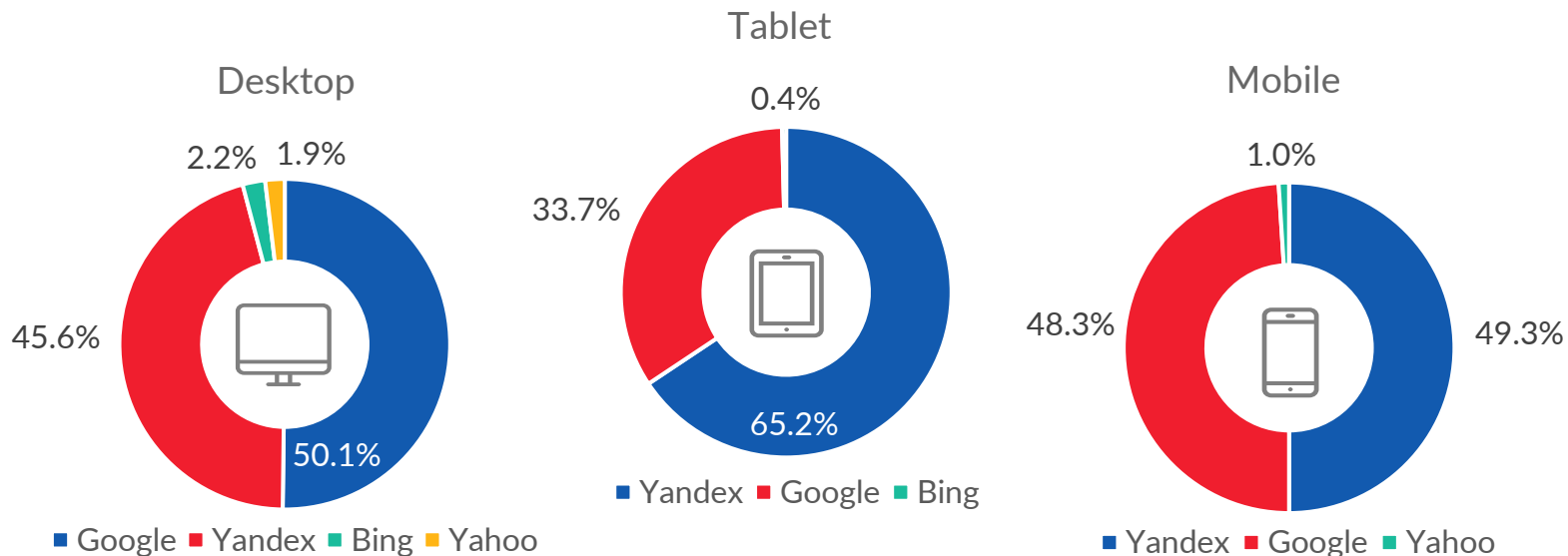


Yahoo

1.2%

Data source: [StatCounter](#) - March 2025

## Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



Instagram

92%



WhatsApp

91%



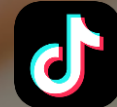
Facebook

71%



X

61%



TikTok

50%

Data source: [DataReportal](#) - February 2025

## Commentary



[87%](#) of Turks are online, with the average internet user spending [7 hours and 13 minutes](#) online every day.



[Internet speeds](#) are slower than the global median, meaning it is vital to optimise your website for speed when targeting this market. As of March 2025, the median mobile internet speed is 69.73 MB per second, and the median broadband speed is 53.40 MB per second.



Looking at the [devices](#) Turks use to go online, 71% of internet traffic comes from mobile phones, 27% comes from computers, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

- ✔ The Turkish internet suffers from problems with censorship. As of 2024, the country is listed as “not free” by [a report](#) on internet freedom around the world. Websites are frequently blocked and content is frequently censored by the authorities, especially that deemed critical of the government.
- ✔ Turkish internet users have [concerns about their online privacy](#). 50% decline cookies on websites, 33% use a VPN to access the internet, 33% use ad blocking tools, and 29% worry about how companies might use their online data.
- ✔ The [search engine landscape](#) looks rather different from most other countries. Yandex and Google are almost neck and neck, with around 49% of the search engine market share each. Yahoo comes in third with 1%.
- ✔ Both Yandex and Google should therefore be part of your SEO and PPC efforts.

- ✓ If you have not heard of Yandex, it is a Russian-owned search engine that is most popular in its homeland but also has an increasing presence in various other countries.
- ✓ Search engine marketing is a key part of a successful digital marketing strategy in Türkiye. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country.
- ✓ Instagram is the [most popular social platform](#), with 92% of Turkish internet users saying they use the platform every month. This is followed by WhatsApp with 91%, Facebook with 71%, X (formerly known as Twitter) with 61% and TikTok with 50%.
- ✓ Social media marketing is another key part of a successful digital marketing strategy in Türkiye. According to [research](#) from February 2025, social media ads are the number one source of brand discovery in the country.

- ✔ E-commerce still has plenty of growth ahead of it. [30%](#) of Turks have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Sahibinden, followed by Trendyol, Hepsiburada, Akakçe and Amazon. The [consumer goods categories with the highest annual spend](#) are fashion, DIY and hardware, and electronics.
- ✔ Be aware that there are [seasonal fluctuations](#) in the Turkish e-commerce calendar, when sales take place and people are more likely to buy. These sales take place around Valentine's Day, back-to-school, 11.11 (on 11 November) and Black Friday.
- ✔ And finally, when targeting Türkiye, make sure to localise your content into Turkish to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Turkish speaker.



## • Case studies

- How we boosted website traffic and conversions in 5 markets using PPC
- How we ran 41 PPC campaigns across multiple markets
- How we boosted engagement and followers on LinkedIn using sponsored updates



## • **Additional information**

- [Online consumer behaviour report: Turkey](#)
- [Webcertain search and social report 2024: Türkiye](#)
- [Webcertain search and social report 2023: Turkey](#)
- [Webcertain search and social report 2022: Turkey](#)
- [How to do digital marketing in Turkey](#)
- [Digital marketing insights for the Turkish market](#)



# United Arab Emirates

Country overview



- Population: 9,600,000

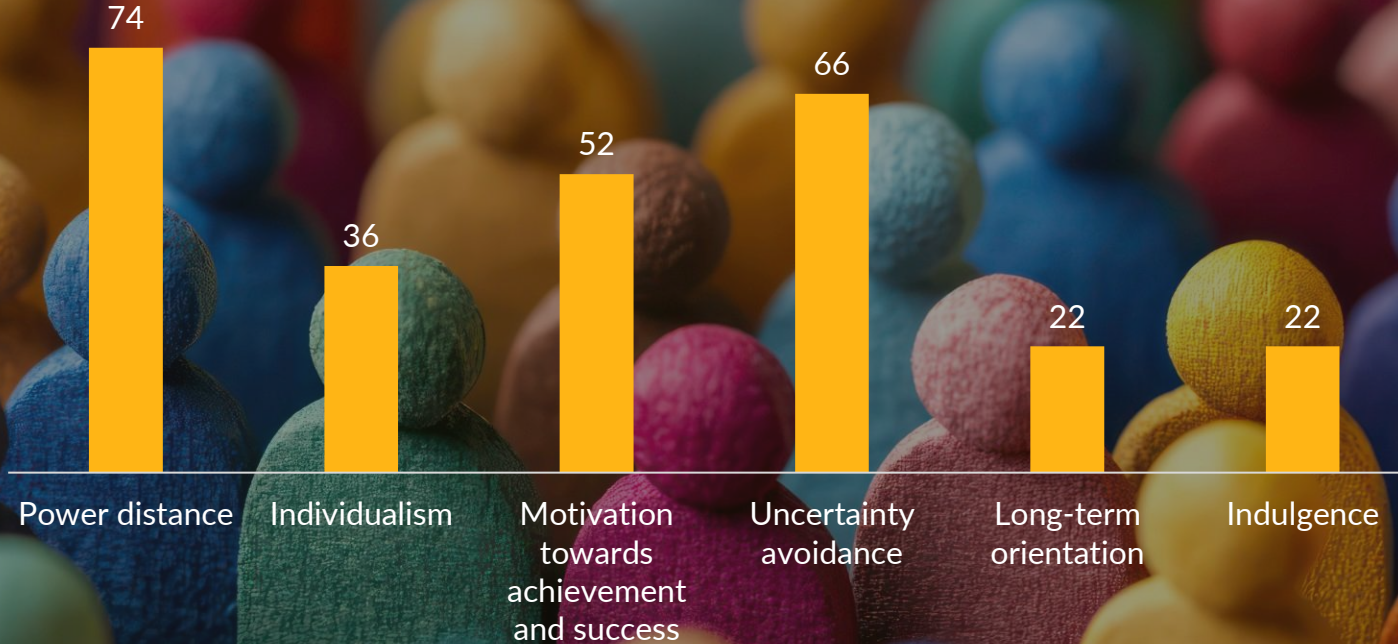
- Internet penetration: 100.0%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

95.4%



Bing

2.9%

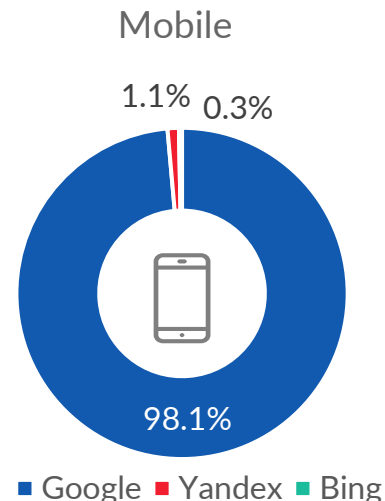
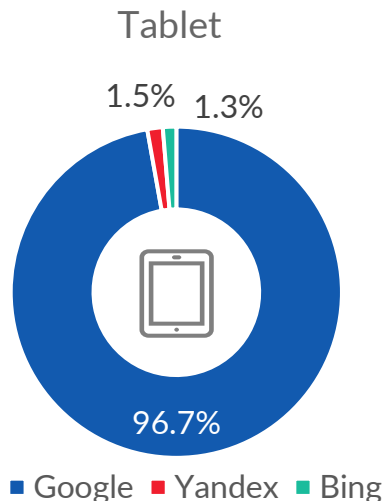
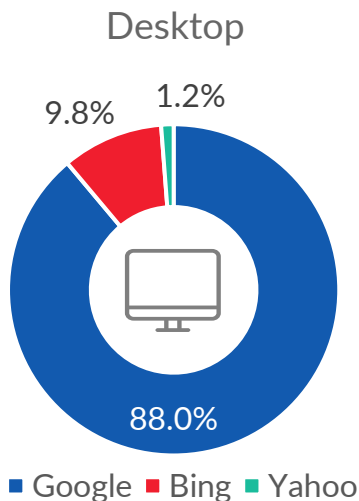


Yandex

1.0%

Data source: [StatCounter](#) - March 2025

## Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



WhatsApp

81%



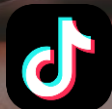
Instagram

81%



Facebook

80%



TikTok

66%



Facebook Messenger

61%

Data source: [DataReportal](#) - February 2025

## Commentary



[100%](#) of Emiratis are online, with the average internet user spending [7 hours and 59 minutes](#) online every day.



Both broadband and mobile [internet speeds](#) are amongst the fastest in the world. As of March 2025, the median mobile internet speed is 543.29 MB per second, and the median broadband speed is 321.30 MB per second.



Looking at the [devices](#) Emiratis use to go online, 79% of internet traffic comes from mobile phones, 20% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



The Emirati internet suffers from problems with censorship. As of 2024, the country is listed as “not free” by [a report](#) on internet freedom around the world. Content is frequently censored and manipulated by the authorities, and internet users are routinely surveilled and harassed by the government.

- ✔ Emirati internet users have [concerns about their online privacy](#). 42% use a VPN to access the internet, 42% decline cookies on websites, 29% use ad blocking tools, and 26% worry about how companies might use their online data.
- ✔ The [search engine landscape](#) is very much dominated by Google, which has 95% of the market share. It is followed by Bing in second place with 3% and Yandex in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ If you have not heard of the third-ranked search engine, Yandex, it is a Russian-owned search engine that is most popular in its homeland but also has an increasing presence in various other countries.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in the UAE. According to [research](#) from February 2025, search engines are the number one source of brand discovery in the country.

- ✔ WhatsApp and Instagram are the joint [most popular social platforms](#), with 81% of Emirati internet users saying they use the platforms every month. They are followed by Facebook with 80%, TikTok with 66% and Facebook Messenger with 61%.
- ✔ Social media marketing is another key part of a successful digital marketing strategy in the UAE. According to [research](#) from February 2025, social networks are the number one main channel for online brand research in the country.
- ✔ E-commerce still has plenty of growth ahead of it. Only [25%](#) of Emiratis have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Amazon, followed by Temu, Noon and Dubizzle. The [consumer goods categories with the highest annual spend](#) are fashion, electronics and furniture.

- ✔ Be aware that there are [seasonal fluctuations](#) in the Emirati e-commerce calendar, when sales take place and people are more likely to buy. These sales take place around Ramadan and Black Friday.
- ✔ And finally, when targeting the UAE, make sure to localise your content into Arabic to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native Arabic speaker.

An aerial photograph of Dubai, United Arab Emirates, showing the city skyline with numerous skyscrapers in the background and the Palm Jumeirah artificial island in the foreground. The water is a clear turquoise color, and the sky is a soft, hazy blue. A vertical line with circular markers runs down the left side of the image, serving as a design element for the list.

## • Additional information

- [Webcertain search and social report 2024: UAE](#)
- [Webcertain search and social report 2023: UAE](#)
- [Webcertain search and social report 2022: UAE](#)
- [Webinar: How to translate and optimise Arabic content](#)
- [Webinar: How to succeed online in the Middle East](#)
- [Webinar: Search and social strategy for the Middle East](#)
- [Tips for universities targeting Middle Eastern students](#)



# United Kingdom

Country overview





- Population: 69,100,000

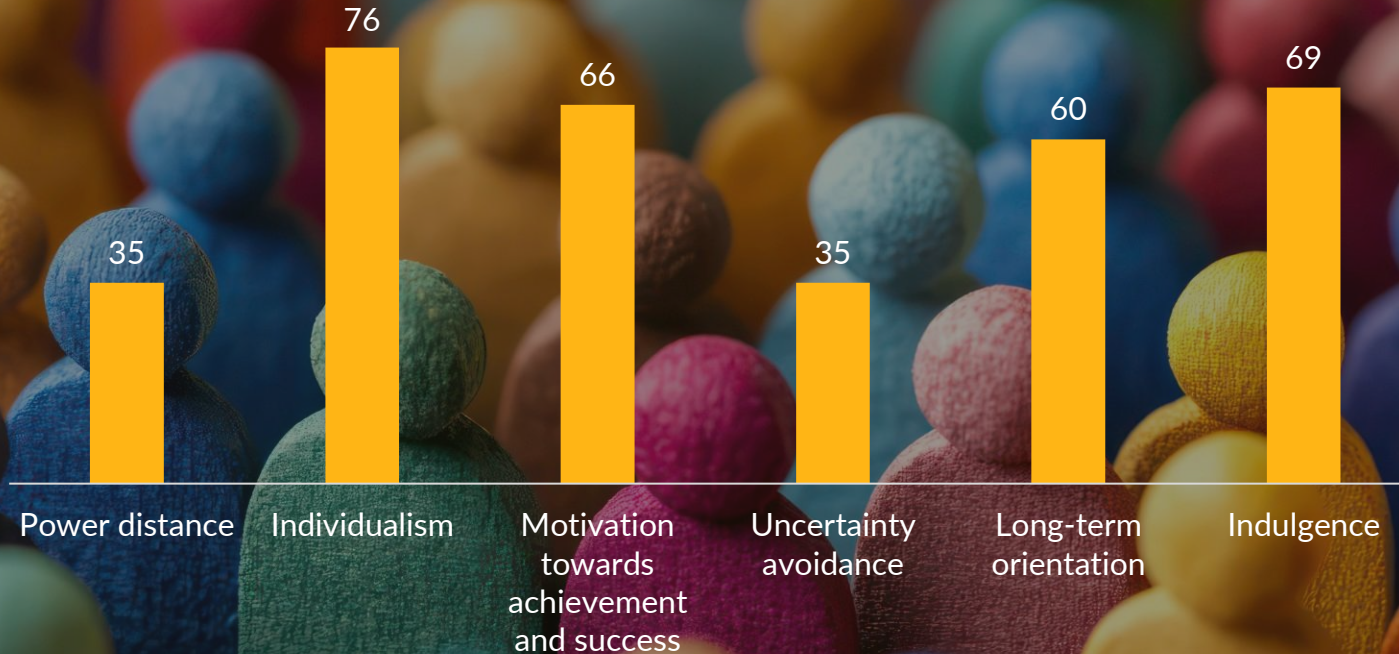
- Internet penetration: 96.3%

**Data sources:**

International Telecommunication Union - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

## Search engine market shares



Google

93.1%



Bing

4.2%

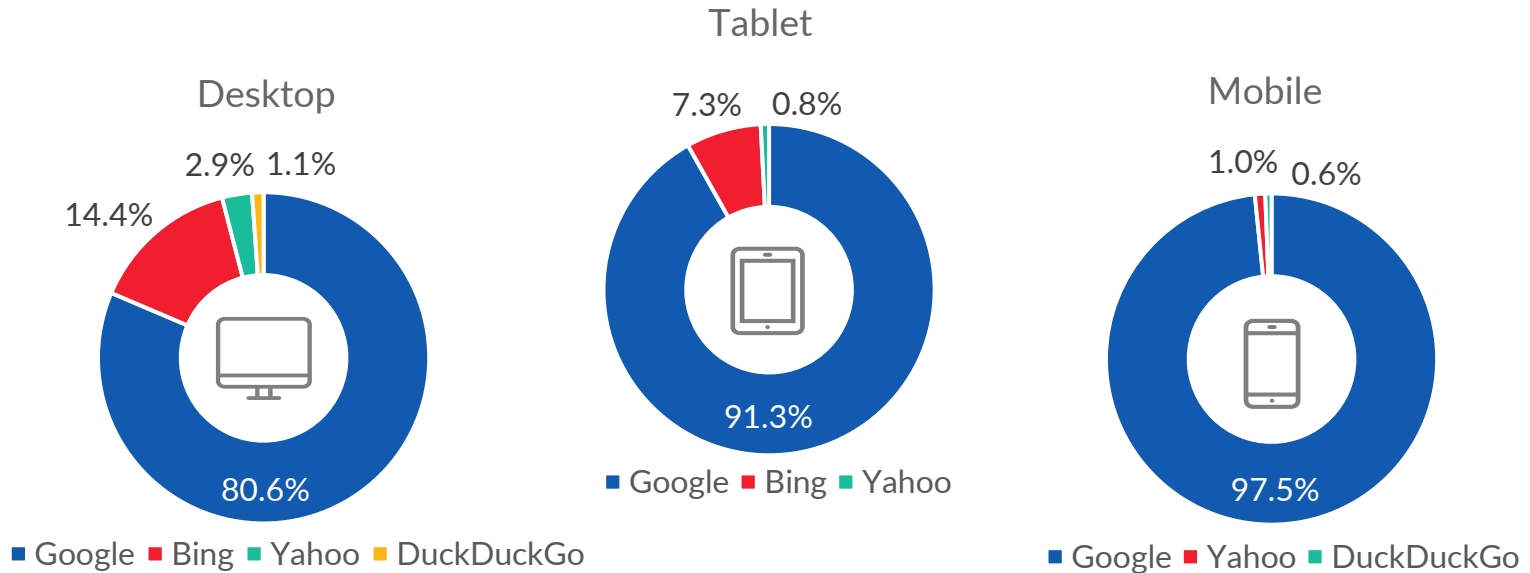


Yahoo

1.4%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



WhatsApp

80%



Facebook

72%



Facebook Messenger

57%



Instagram

54%



X

37%

Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ [96%](#) of Brits are online, with the average internet user spending [5 hours and 36 minutes](#) online every day.
- ✓ [Internet speeds](#) are faster than the global median on broadband, but slower than the global median on mobile. It is therefore still important to optimise your website for speed when targeting this market. As of March 2025, the median broadband speed is 140.12 MB per second and the median mobile internet speed is 70.78 MB per second.
- ✓ Looking at the [devices](#) Brits use to go online, 55% of internet traffic comes from mobile phones, 40% comes from computers, and 5% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.
- ✓ British internet users have [concerns about their online privacy](#). 50% decline cookies on websites, 41% worry about how companies might use their online data, 27% use ad blocking tools, and 23% use a VPN to access the internet.

- ✔ The [search engine landscape](#) is very much dominated by Google, which has 93% of the market share. It is followed by Bing in second place with 4% and Yahoo in third with 1%. Google should therefore be the focus of your SEO and PPC efforts.
- ✔ Search engine marketing is a key part of a successful digital marketing strategy in the UK. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country, and the number one source of brand discovery.
- ✔ WhatsApp is the [most popular social platform](#), with 80% of British internet users saying they use the platform every month. This is followed by Facebook with 72%, Facebook Messenger with 57%, Instagram with 54% and X (formerly known as Twitter) with 37%.
- ✔ E-commerce is popular, although it still has growth ahead of it. [64%](#) of Brits have made a purchase using a mobile phone or the internet in the past year.

- ✔ The [most popular e-commerce platform](#) in the country is Amazon, followed by eBay, Etsy, Argos and Temu. The [consumer goods categories with the highest annual spend](#) are fashion, electronics and food.
- ✔ There are [seasonal fluctuations](#) in the British e-commerce calendar, when people are more likely to buy. The busiest time of the year in terms of online spending is seen in December, in the run-up to Christmas. In recent years, Black Friday and Cyber Monday have also been adopted in the UK.
- ✔ From 25 July 2025, the [Online Safety Act](#) comes into effect in the UK, meaning that social media, search and gaming websites/apps operating in the UK must comply with a new set of online safety laws.
- ✔ And finally, when targeting the UK, make sure to localise your content into British English to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native British English speaker.



## • Case studies

- [How we improved organic rankings on Google using entity-based optimisation](#)
- [How we improved page speed by optimising for Core Web Vitals](#)
- [How we ran 41 PPC campaigns across multiple markets](#)
- [How we ran a programmatic advertising campaign to boost brand awareness and conversions](#)
- [How we designed banner ads for a programmatic advertising campaign](#)
- [How we boosted engagement and followers on LinkedIn using sponsored updates](#)
- [How we used paid social media to promote two new games](#)



## ● **Additional information**

- [A guide to digital marketing in the UK](#)
- [Online consumer behaviour report: UK](#)
- [Webcertain search and social report 2024: UK](#)
- [Webcertain search and social report 2023: UK](#)
- [Webcertain search and social report 2022: UK](#)
- [3 key differences between British English and American English](#)
- [Differences between the US and UK markets](#)



# United States

Country overview



A wide-angle, high-angle shot of a busy city street, likely Times Square in New York City. The street is filled with cars, including many yellow taxis, and a large crowd of pedestrians. Tall buildings line both sides of the street, covered in numerous large, colorful billboards and advertisements. The sky is overcast. The overall scene is one of a vibrant, densely populated urban environment.

- Population: 341,800,000

- Internet penetration: 93.1%

**Data sources:**

[United Nations Population Fund - 2024](#)

[International Telecommunication Union - 2023](#)

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - April 2025

# Search engine market shares



Google

86.8%



Bing

7.6%

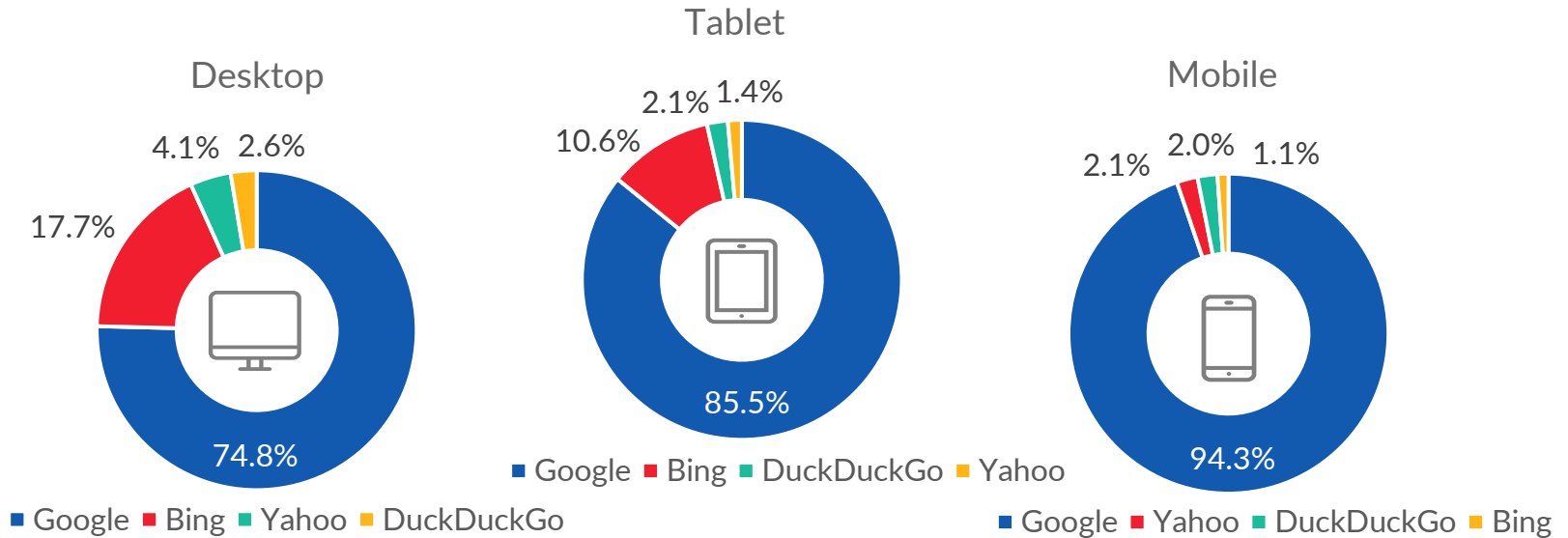


Yahoo

2.8%

Data source: [StatCounter](#) - March 2025

# Search engine market shares by device



Data source: [StatCounter](#) - March 2025

## • Social platform penetration rates



Facebook

74%



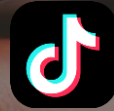
Facebook Messenger

59%



Instagram

58%



TikTok

45%



Pinterest

36%

Data source: [DataReportal](#) - February 2025

## Commentary



[93%](#) of Americans are online, with the average internet user spending [6 hours and 40 minutes](#) online every day.



[Internet speeds](#) are faster than the global median. As of March 2025, the median broadband speed is 287.43 MB per second, and the median mobile internet speed is 173.80 MB per second.



Looking at the [devices](#) Americans use to go online, 51% of internet traffic comes from computers, 46% comes from mobile phones, and 2% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.



American internet users have [concerns about their online privacy](#). 48% decline cookies on websites, 44% worry about how companies might use their online data, 33% use ad blocking tools, and 25% use a VPN to access the internet.

- ✓ The [search engine landscape](#) is very much dominated by Google, which has 87% of the market share. It is followed by Bing in second place with 8% and Yahoo in third with 3%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ Search engine marketing is a key part of a successful digital marketing strategy in the US. According to [research](#) from February 2025, search engines are the number one main channel for online brand research in the country.
- ✓ Facebook is the [most popular social platform](#), with 74% of American internet users saying they use the platform every month. This is followed by Facebook Messenger with 59%, Instagram with 58%, TikTok with 45% and Pinterest with 36%.
- ✓ E-commerce is popular in the US. [75%](#) of Americans have made a purchase using a mobile phone or the internet in the past year.

- ✔ The [most popular e-commerce platform](#) in the country is Amazon, followed by eBay, Walmart, Temu and Etsy. The [consumer goods categories with the highest annual spend](#) are DIY and hardware, fashion, and food.
- ✔ There are [seasonal fluctuations](#) in the American e-commerce calendar, when people are more likely to buy. The busiest time of the year in terms of online spending is seen in November, December and January, when there are Black Friday and Cyber Monday, as well as the run up to Christmas and the post-Christmas sales.
- ✔ And finally, when targeting the US, make sure to localise your content into American English to ensure that your message is fully understood and resonates well with the local audience. Translation, localisation and copywriting should always be done by a professional native American English speaker.



## ● Case studies

- How we boosted traffic and conversions in the US Hispanic market
- How we optimised and executed PPC campaigns in the medical sector
- How we ran 41 PPC campaigns across multiple markets
- How we used paid social media to promote two new games
- How we helped an agency partner increase revenue by 20%



## ● Additional information

- [Online consumer behaviour report: US](#)
- [Breaking the US \(but like in a good way\)](#)
- [Webcertain search and social report 2024: US](#)
- [Webcertain search and social report 2023: US](#)
- [Webcertain search and social report 2022: US](#)
- [Webinar: The Latin American and US Hispanic markets](#)
- [Differences between the US and UK markets](#)



# Vietnam

Country overview





• Population: 99,500,000

• Internet penetration: 78.1%

**Data sources:**

United Nations Population Fund - 2024

International Telecommunication Union - 2023

## • Cultural insights (Hofstede's cultural dimensions)



Learn what it means in [this blog post](#).  
Data source: [The Culture Factor](#) - May 2025

## Search engine market shares



Google

94.8%



Cốc Cốc

4.3%

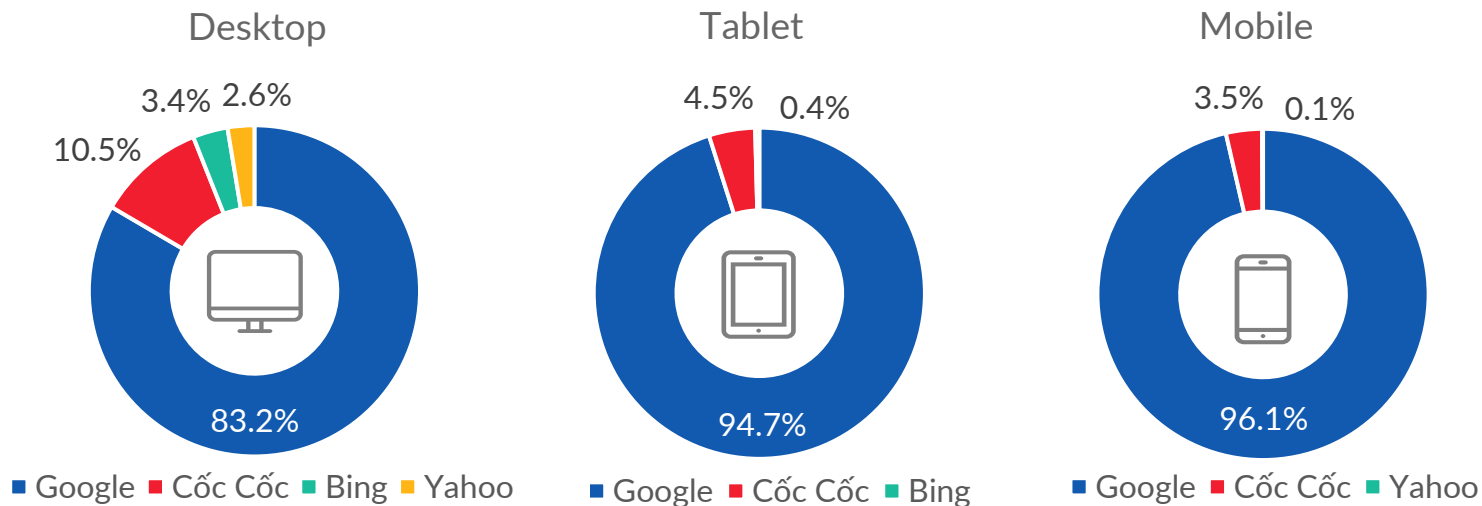


Bing

0.5%

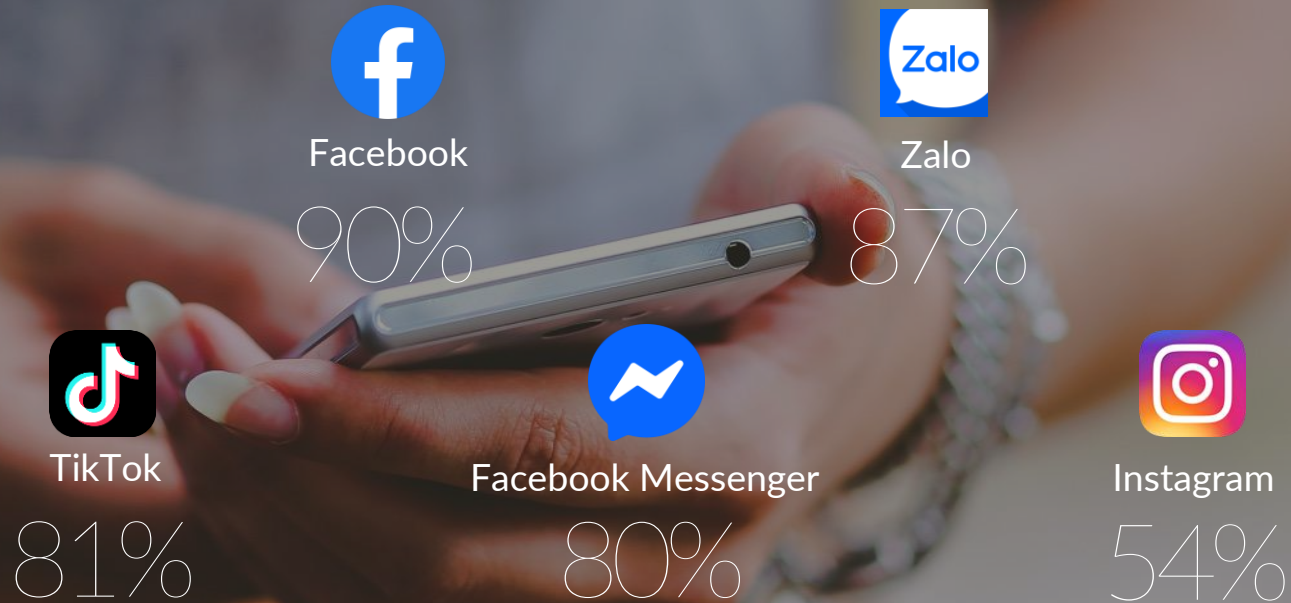
Data source: [StatCounter](#) - April 2025

## Search engine market shares by device



Data source: [StatCounter](#) - April 2025

## • Social platform penetration rates



Data source: [DataReportal](#) - February 2025

## Commentary

- ✓ [78%](#) of people in Vietnam are online. With around 1 in 5 people in Vietnam still to come online, the country still has substantial growth ahead of it.
- ✓ The average internet user spends [6 hours and 5 minutes](#) online every day.
- ✓ [Internet speeds](#) are faster than the global median. As of March 2025, the median broadband speed is 166.99 MB per second and the median mobile internet speed is 150.43 MB per second.
- ✓ Looking at the [devices](#) people in Vietnam use to go online, 85% of internet traffic comes from mobile phones, 13% comes from computers, and 1% comes from tablets. It is therefore important that your website is optimised to work well across a variety of devices.

- ✓ The Vietnamese internet suffers from problems with censorship. As of 2024, the country is listed as “not free” by [a report](#) on internet freedom around the world. Content is frequently censored by the authorities, with tight restrictions on freedom of expression (particularly political expression), religious freedom and civil society activism.
- ✓ Vietnamese internet users have [concerns about their online privacy](#). 36% use ad blocking tools, 29% use a VPN to access the internet, 28% decline cookies on websites, and 26% worry about how companies might use their online data.
- ✓ The [search engine landscape](#) is very much dominated by Google, which has 95% of the market share. It is followed by Cốc Cốc in second place with 4% and Bing in third with 0.5%. Google should therefore be the focus of your SEO and PPC efforts.
- ✓ If you have not heard of the second-ranked search engine, Cốc Cốc, it is a homegrown search engine and browser that says its [mission](#) is “to make Vietnamese people happier by helping them get the most of the digital world”.

- ✔ Search engine marketing is a key part of a successful digital marketing strategy in Vietnam. According to [research](#) from February 2025, search engines are the number one source of brand discovery in the country.
- ✔ Facebook is the [most popular social platform](#), with 90% of Vietnamese internet users saying they use the platform every month. This is followed by Zalo with 87%, TikTok with 81%, Facebook Messenger with 80% and Instagram with 54%.
- ✔ You might be unfamiliar with the second most popular of these social platforms, Zalo, so let's take a closer look at it. Zalo is a messaging platform that allows users to communicate via text, voice and video, as well as search for friends and brands. Businesses can open an official account, which allows you to publish content and provide customer support via message, voice call and chatbot. There are also various advertising and e-commerce features available.


- ✔ Social media marketing is another key part of a successful digital marketing strategy in Vietnam. According to [research](#) from February 2025, social networks are the number one main channel for online brand research in the country.
- ✔ E-commerce still has plenty of growth ahead of it. [40%](#) of people in Vietnam have made a purchase using a mobile phone or the internet in the past year.
- ✔ The [most popular e-commerce platform](#) in the country is Shopee, followed by Lazada, Bách Hóa Xanh, Az24 and Chợ Tốt. The [consumer goods categories with the highest annual spend](#) are electronics, fashion and food.
- ✔ Be aware that there are [seasonal fluctuations](#) in the Vietnamese e-commerce calendar, when sales take place and people are more likely to buy. These sales take place around Lunar New Year (January or February), 9.9 (9 September), Singles' Day (11 November), Black Friday (the fourth Friday of November), Online Friday (the first Friday of December) and 12.12 (12 December).

- ✔ The country's government has unveiled its [Digital Infrastructure Master Plan to 2030](#), which includes the development of high-speed internet, green data centres and specialised IT parks, whilst also prioritising comprehensive cybersecurity measures to position the country as a prominent hub for network security in Asia by 2030.
- ✔ And finally, when targeting Vietnam, make sure to localise your content into Vietnamese to ensure that your message is fully understood and resonates well with the local audience. Translation and copywriting should always be done by a professional native Vietnamese speaker.



## ● Additional information

- [Webcertain search and social report 2024: Vietnam](#)
- [Webcertain search and social report 2023: Vietnam](#)
- [3 useful facts about digital marketing in Vietnam in 2023](#)
- [Webcertain search and social report 2022: Vietnam](#)
- [Webcertain search and social report 2021: Vietnam](#)



- **Thank you for reading the Webcertain search and social report 2025**

- Need support with international digital marketing?

- Contact us at [solutions@webcertain.com](mailto:solutions@webcertain.com)