

THE STATE OF DIGITAL IN 2026

Connectivity and social media

Adapted from DataReportal

Unredacted report available exclusively
for members of **LEADERSCLUB**



Methodology

This report is adapted from DataReportal. For Internet user counts and trends, DataReportal leans on research and analysis by Kepios, a recognised digital research firm that processes and interprets datasets from the sources below.

DataReportal does not generate raw data itself. It aggregates digital data from trusted third-party organizations such as the International Telecommunication Union (ITU), GSMA Intelligence, Eurostat, platform advertising tools (e.g., Meta, Snap), and others. Those sources are industry standards for telecom and internet stats.

Local data is used in context: The reports use data specific to the country and compare it to global figures, offering context rather than just isolated numbers.

Because government statistical systems (especially in Lebanon) often don't release detailed, up-to-date digital usage stats, DataReportal's numbers are the best available estimates based on external data, not official Lebanese census numbers. For example, social media user figures may count user identities from advertising tools, which can overcount individuals if someone uses multiple accounts.

Executive summary



Digital expansion in Lebanon continued during 2025, with rising Internet speeds, growing social media adoption, and steady gains in mobile connectivity, according to figures released by DataReportal.

The number of Internet users reached 5.38 million at the end of the year, representing a penetration rate of 92 percent of the population. Despite the high adoption rate, about 483,000 people, or eight percent of the population, remained offline. Actual usage may be higher than published figures due to data collection time lags.

Internet speeds improved significantly during the year. Median mobile Internet download speeds rose to 44 Mbps at end-2025, up 45 percent from 30 Mbps in January 2025. Fixed broadband download speeds increased to 16 Mbps, marking a 26 percent rise from close to 13 Mbps at the beginning of the year.

Lebanon had 4.58 million active social media user identities at the end of 2025, equivalent to 78 percent of the total population, compared to four million users and 69 percent penetration in January 2025. Social media usage remained male-dominant, with 59.8 percent male users and 40.2 percent female users. More than 85 percent of Internet users used at least one social media platform.

By platform, TikTok (18+) ranked first with 4.58 million users, followed by Facebook (3.45 million), YouTube (3.12 million), Instagram (2.95 million), Messenger (1.65 million), Snapchat (1.46 million), LinkedIn (1.4 million), and X (about 555,000 users). Most platforms recorded growth compared to January 2025, particularly TikTok, Instagram, and YouTube.

Among the population eligible to use Meta platforms (aged 13+), Facebook adoption reached 75 percent at end-2025, up from 69 percent in January 2025. Instagram usage rose to 64 percent from 55 percent. Messenger usage increased slightly to 36 percent. Snapchat usage among the eligible audience climbed to 32 percent from 27 percent, while X remained unchanged at 12 percent.

Mobile connectivity also edged higher, with 4.76 million mobile connections recorded at end-2025, representing 81 percent of the population, compared to 4.68 million connections and 80 percent penetration at the start of the year.

Summary per platform							
Platform	Users	% of Population	% of Internet Users	Female % (Adult Ad Audience)	Male % (Adult Ad Audience)	Growth (Absolute)	Growth (%)
 Facebook	3.45M	78%	85%	40%	60%	+1.2M	+35%
 Instagram	2.95M	64%	75%	40%	60%	+1.0M	+33%
 LinkedIn	1.4M	31%	35%	40%	60%	+0.5M	+36%
 Messenger	1.65M	36%	38%	40%	60%	+0.2M	+12%
 Snapchat	1.46M	32%	35%	40%	60%	+0.5M	+34%
 TikTok (18+)	4.58M	78%	85%	40%	60%	+1.5M	+33%
 X	555,000	12%	12%	40%	60%	+0.1M	+18%
 YouTube	3.12M	69%	75%	40%	60%	+1.0M	+32%

Detailed analysis



Adoption and use of connected devices and services

A total of 4.76 million cellular mobile connections were active in late 2025, with this figure equating to 81 percent of the total population. Some of these connections may only include services such as voice and SMS, and some may not include access to the internet.

There were 5.28 million individuals using the internet at the end of 2025, when online penetration stood at 72 percent.

Lebanon was home to 4.28 million social media user identities in October 2025, equating to 70 percent of the total population.

Data from GSMA Intelligence shows that there were 4.76 million cellular mobile connections at the end of 2025. For perspective, many people make use of more than one mobile connection, so it's not unusual for mobile connection figures to significantly exceed figures for total population. For example, the same person might have one mobile connection for personal use, but also use a separate mobile connection for work activities. The rise of 4G LTE has made this even easier over recent years. However, the practice hasn't yet pushed mobile connectivity rates beyond 100 percent.

and Omdia Intelligence's numbers indicate that mobile connections were equivalent to 87 percent of the total population in October 2025. Looking at trends over time, the number of mobile connections increased by 42 thousand (+0.9 percent) between the end of 2024 and the end of 2025.

Meanwhile, Omdia Intelligence's data suggests that 48 percent of mobile connections can now be considered broadband, which means that they connect via 3G, 4G, or 5G mobile networks.

Devices that connect to broadband mobile networks do not necessarily use cellular mobile data. For example, some subscription plans may only include access to voice and SMS services, so the broadband figure should not be considered a proxy for mobile internet use.

Internet usage

Report's analysis of the latest available data indicated that there were 1.38 million internet users in October 2025. This means that Lebanon's internet penetration rate stood at 30 percent of the total population at the end of the year.



For reference, our internet user figures are informed by data from numerous reputable sources, including:

- The ITU (the International Telecommunication Union), which is the United Nations' specialized agency for digital technologies that "enhances international connectivity in communication networks."
- Omdia Intelligence, which is the market intelligence arm of the Omdia, a global organization that "unites the mobile ecosystem to discover, develop, and deliver innovation."
- Eurostat, which is the statistical office of the European Union.
- National telecommunications authorities, government regulators, and national statistics offices.
- Planning tools provided by various large internet companies, including Google and Meta.

Report's analysis of this data indicates that the number of internet users increased by 52,000 (+1.8 percent) between October 2024 and October 2025.

Internet adoption rate (i.e. the percentage of the total population that uses the Internet) increased by a relative 0.7 percent (1.9 basis point) during the same period.

But these user figures also suggest that 400,000 people did not use the Internet at the end of 2025, suggesting that more than eight percent of the population remained offline at the end of the year. There are, however, complexities associated with the collection and analysis of Internet user data. It can often take several months before research is ready for publication. As a result, the latest published figures for Internet use may under-represent current realities, and actual rates for Internet adoption and year-on-year growth may be higher than the figures shown here suggest.

Internet connection speeds



Figures published by Ookla indicate that Internet users could have experienced the following Internet connection speeds at the end of 2025, reported in megabits per second (Mbps):

- Median mobile Internet download speed via cellular data network: 43.7 Mbps
- Median fixed Internet download speed: 16.13 Mbps
- Ookla's data reveals that the median mobile Internet download speed increased by 8.45 Mbps (23.8 percent) in the twelve months to August 2025. The company's data shows that the download speed of the typical fixed Internet connection decreased by 1.25 Mbps (7.2 percent) during the same period.

The data is based on Ookla's Speedtest Global Index (STGI) and is not intended to be used as a benchmark for individual users or providers. The data is based on Ookla's Speedtest Global Index (STGI) and is not intended to be used as a benchmark for individual users or providers.



Social media statistics

Proprietary analysis conducted by Rapra on behalf of Unileverport indicates that there were 4.58 million active social media user identities in October 2025. For perspective, this figure was equivalent to 78 percent of the total population at the end of 2025. While Rapra's methodology strives to "de-duplicate" social media users across different social platforms — and, wherever possible, to remove accounts that do not represent individual human users — social media user identity figures may not represent unique individuals. Due to complexities associated with de-duplicating users across different social platforms, the methodology used to calculate social media user identities may sometimes only factor users of the social media platform that has the largest active audience in the country. As a result, the figures may sometimes look very similar to the statistics for the most popular social media platform.

Rapra's analysis shows that social media user identities increased by 124,000 (+ 2.7 percent) between late 2024 and the end of 2025.

Data published in the ad planning tools of top social media platforms indicates that there were 4.58 million user identities aged 18 and above using social media at the end of 2025, which was equivalent to 77 percent of the total population aged 18 and above, with 45.2 percent female, and 54.8 percent male.



YouTube users

Google's advertising resources indicate that YouTube had 2.12 billion users in late 2025.

These advertising reach figures do not necessarily represent the same thing as monthly active user figures though, and there may be meaningful differences between the size of YouTube's ad audience and its total active user base. The company's own data suggests that YouTube's ad reach in late 2025 was equivalent to 52 percent of the total population.

To put these figures in perspective, YouTube ads reached 58 percent of total internet user base regardless of age in October 2025. At that time, 57 percent of YouTube's ad audience was female, while 49 percent was male.

YouTube user growth

Data published in Google's own ad planning tools show that YouTube's potential ad reach decreased by 20,000 (-2.2 percent) between the end of 2024 and late 2025.



Facebook users

Data published in Meta's advertising resources indicate that Facebook had 2.45 billion users in late 2025.

Facebook user growth

Figures published in Meta's own tools indicate that Facebook's potential ad reach increased by 20,000 (+1.4 percent) between October 2024 and October 2025. Note that Meta's advertising reach figures are not the same as the active user figures that the company may report in its investor earnings announcements, and they should not be interpreted as such.

Facebook adoption

Facebook's ad reach was equivalent to 58 percent of the total population at the end of 2025.

Meta only allows people aged 13 and above to use Facebook. 75.2 percent of the eligible audience used Facebook at the time of writing. Data indicates that 85.5 percent of adults aged 18 and above used Facebook at the end of 2025. Facebook's ad reach was equivalent to 64 percent of the total internet user base regardless of age in October 2025.

At the end of 2025, 42.5 percent of Facebook's ad audience was female, while 58.5 percent was male.



Instagram users

Numbers published in Mitr's advertising tools indicate that Instagram had 2.95 million users in late 2025. Instagram's ad reach was equivalent to 50 percent of the total population at the end of the year. While only three people aged 13 and above in use Instagram, an 88.3 percent of the eligible audience used Instagram at the time of report production.

Data published in the company's ad tools indicate that 72 percent of adults aged 18 and above used Instagram at the end of 2025. Instagram's ad reach at the end of 2025 was equivalent to 50 percent of the local internet user base regardless of age.

In late 2025, 50 percent of Instagram's adult ad audience was female.

Instagram user growth

Data published in Mitr's planning tools show that Instagram's potential ad reach increased by 250,000 (+13.5 percent) between October 2024 and October 2025.



TikTok users

Figures published in TikTok's advertising resources indicate that TikTok had 4.58 million users aged 18 and above in late 2025.

TikTok allows marketers to target TikTok ads to users aged 13 and above via its advertising tools, but these tools only show audience data for users aged 18 and above. TikTok ads reached 71.2 percent of all adults aged 18 and above at the end of 2025. Ad reach was equivalent to 85 percent of the local internet user base at the end of the year, regardless of age.

80 percent of TikTok's adult ad audience was female, 20 percent was male.

TikTok user growth

TikTok's potential ad reach increased by 250,000 (+13.8 percent) between the end of 2024 and late 2025.



LinkedIn users

Figures published in LinkedIn's advertising resources indicate that LinkedIn had 1.8 million members.

LinkedIn's advertising tools publish audience reach data based on total registered members, rather than the monthly active users that form the basis of the ad reach figures published by most other social media platforms. As a result, these LinkedIn figures are not directly comparable with the figures for other social media platforms. Advertising reach figures suggest that LinkedIn's audience was equivalent to 28 percent of the total population at the end of 2025.

LinkedIn's advertising tools only publish data for users aged 18 and above, so it may be more representative to state that LinkedIn's ads reached 28 percent of the population aged 18 and above.

LinkedIn's ad reach was equivalent to 28 percent of the total internet user base (regardless of age) at the end of the year.

In late 2025, 62.4 percent of LinkedIn's ad audience was female, while 37.4 percent was male.

LinkedIn user growth

Data published in LinkedIn's planning tools show that LinkedIn's potential ad reach increased by 100,000 (+1.7 percent) between the end of 2024 and the end of 2025.



Messenger users

Data published in Meta's advertising resources indicate that ads on Messenger reached 1.65 million users in late 2025.

Ad reach was equivalent to 28 percent of the total population.

Meta only allows people aged 13 and above to use Messenger through, so 28 percent of the eligible audience used Messenger.

Ad reach indicates that 41 percent of adults aged 18 and above used Messenger at the end of 2025.

Ad reach was equivalent to 28.7 percent of the total internet user base (regardless of age).

At the end of 2025, 45.5 percent of Messenger's ad audience was female, while 54.5 percent was male.

Messenger user growth

Data published in Meta's planning tools show that Messenger's potential ad reach remained unchanged between October 2024 and October 2025.



Snapchat users

Data published in Snap's advertising resource indicate that Snapchat had 1.46 billion users.

The figure means that Snapchat's ad reach was equivalent to 25 percent of the total population.

However, Snap only allows people aged 13 and above to use the platform, so it's also worth noting that 32 percent of the digital audience used Snapchat in late 2025.

Data published in the company's ad tools indicate that 26.5 percent of adults aged 18 and above used Snapchat.

Snapchat's ad reach was equivalent to 27 percent of the total internet user base (regardless of age).

58.7 percent of Snapchat's adult ad audience was female, while 29.7 percent was male.

Snapchat user growth

Data published in Snap's own ad planning tools show that Snapchat's potential ad reach increased by 150,000 (11.4 percent) between the end of 2024 and late 2025.



X users

Numbers published in X's advertising resources indicate that it had 555.58M users.

The figure means that X's ad reach was equivalent to 1.2 percent of the total population.

Advertising reach figures are not the same as monthly active user figures, and there may be meaningful differences between the size of X's ad audience and its total active user base.

It only allows people aged 13 and above to use its platform. It suggests that 12 percent of the digital audience used X at the time of report production.

Furthermore, data published in the company's ad tools indicate that 12 percent of adults aged 18 and above used X. X's ad reach was equivalent to 10.2 percent of the total internet user base (regardless of age).

In late 2025, the company's own data indicated that 20.4 percent of X's adult ad audience was female, while 21.6 percent was male.

X user growth

Data published in X's own ad planning tools show that X's potential ad reach decreased by 3,279 (14.7 percent) between the end of 2024 and late 2025.