

DIGITAL 2024: PORTUGAL

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PLEASE NOTE...

We publish regular updates to the **Global Digital Reports** series. [Click here](#) to ensure you're using our latest data for Portugal.

This page contains all the latest data, insights, and trends you need to help you understand how people in [Portugal](#) use digital devices and services in **2024**.

If you want to check whether this is our most up-to-date report for Portugal, or if you're looking for data on digital

collection of reports on Portugal by [clicking here](#).

You'll also find the complete [Digital 2024](#) report for Portugal in the "full report" section below, but we'll start by taking a look at the essential headline numbers for Portugal this year.

Just before that, we'd like to thank [We Are Social](#) and [Meltwater](#) for making the 2024 **Global Digital Reports** series possible.

OK, let's get into the data...

The state of digital in Portugal in 2024

Here are [DataReportal's](#) essential headlines for digital adoption and use in Portugal in early 2024:

- There were **8.84 million** internet users in Portugal at the start of 2024, when internet penetration stood at **86.4 percent**.

media users in January 2024, equating to **72.6 percent** of the total population.

- A total of **14.26 million** cellular mobile connections were active in Portugal in early 2024, with this figure equivalent to **139.3 percent** of the total population.

These headline stats offer a great overview of the “state of digital” in Portugal, but in order to make sense of how digital trends and behaviours are *evolving*, we need to dig deeper into the data.

Let’s take a closer look at what the latest numbers tell us, starting with some valuable context relating to the population of Portugal.

Population of Portugal in 2024

The population of Portugal

Data shows that Portugal's population **decreased** by **24 thousand** (-0.2 percent)

between early 2023 and the start of 2024.

52.8 percent of Portugal's population is **female**, while **47.2 percent** of the population is **male**.

At the start of 2024, **68.1 percent** of Portugal's population lived in **urban centres**, while **31.9 percent** lived in **rural areas**.

Note: gender data are currently only available for "female" and "male".

Portugal's population by age

The median age of Portugal's population is **46.0**.

Here's how Portugal's total population breaks down by age group:

■ **4.0 percent** is between

- **4.9 percent** is between the ages of **13 and 17**.
- **7.6 percent** is between the ages of **18 and 24**.
- **10.9 percent** is between the ages of **25 and 34**.
- **12.6 percent** is between the ages of **35 and 44**.
- **15.3 percent** is between the ages of **45 and 54**.
- **14.1 percent** is between the ages of **55 and 64**.
- **23.5 percent** is aged **65 and above**.

Note: percentages may not sum to 100 percent due to rounding.

Internet use in Portugal in 2024

There were **8.84 million** internet users in Portugal in January 2024.

Portugal's internet penetration rate stood at **86.4 percent** of the total population at the start of 2024.

Kepios analysis indicates that

January 2023 and
January 2024.

For perspective, these user figures reveal that **1.39 million** people in Portugal did **not** use the internet at the start of 2024, suggesting that **13.6 percent** of the population remained offline at the beginning of the year.

However, complexities associated with the collection and analysis of internet user data mean that it can often take several months before research is ready for publication. As a result, the latest *published* figures for internet use invariably *under-*represent reality, and actual adoption and growth may be higher than the figures shown here suggest. Please see our comprehensive [notes on data](#) for further details.

Dig deeper: for the latest insights into internet adoption and use around the world, follow our regular [Global Statshot](#) reports.

Go global: see how

Portugal's current "state of digital" compares with connectivity in other countries by reading our flagship [Digital 2024 Global Overview Report](#), which includes hundreds of slides of global digital data, and our in-depth analysis of what these numbers might mean for you.

Internet connection speeds in Portugal in 2024

Data published by [Ookla](#) indicate that internet users in Portugal could have expected the following internet connection speeds at the start of 2024:

- Median **mobile** internet connection speed via cellular networks: **85.96 Mbps.**

Ookla's data reveals that the median **mobile** internet connection speed in Portugal **increased** by **23.01 Mbps** (+36.6 percent) in the twelve months to the start of 2024.

Meanwhile, Ookla's data shows that **fixed** internet connection speeds in Portugal **increased** by **35.30 Mbps** (+29.6 percent) during the same period.

Social media statistics for Portugal in 2024

DataReportal's figures show that there were **7.43 million** active social media user identities in Portugal in January 2024.

Note: over the past year, we've made some important changes to how we calculate social media user numbers, and the data sources that we use to inform these calculations have also made significant and

As a result, our latest figure for social media use might appear to be quite different to the

values that we published in [previous years](#).

Because of this, we advise caution when comparing the social media user values published in this year's reports with those published in previous years, especially because changes in reported values may be the result of "corrections" in the source data, as well as changes in actual user behaviour.

For clarity, [Kepios](#) analysis shows that social media users in Portugal **remained unchanged** between early 2023 and the beginning of 2024.

The number of social media users in Portugal at the start of 2024 was equivalent to **72.6 percent** of the total population, but it's important to stress that social media users

Meanwhile, data published in the ad planning tools of top social media platforms indicates that there were **6.64 million** users aged **18 and above** using social media in Portugal at the start of 2024, which was equivalent to **77.1 percent** of the total population aged **18 and above** at that time.

More broadly, **84.0 percent** of Portugal's total internet user base (regardless of age) used at least one social media platform in January 2024.

At that time, **50.8 percent** of Portugal's social media users were **female**, while **49.2 percent** were **male**.

Note: gender data are currently only available for "female" and "male".

Get fresh insights: our handy social media [overview page](#) helps you stay up to date with

media adoption, as well as the latest user figures for the world's most

widely used social media platforms.

Facebook users in Portugal in 2024

Data published in Meta's advertising resources indicates that **Facebook** had **5.95 million** users in Portugal in early 2024.

However, Meta has made important changes to the way its advertising resources report audience reach data over recent months – including making significant revisions to its base audience data for Facebook – so the figures shown here may **not be directly comparable** with figures published in our previous reports.

To learn more about these

Facebook user growth in Portugal

Figures published in Meta's own tools indicate that Facebook's potential ad reach in Portugal **increased by 50 thousand** (+0.8 percent) between January 2023 and January 2024.

For more recent context, the same data show that the number of users that marketers could reach with ads on Facebook in Portugal **decreased by 500 thousand** (-7.8 percent) between October 2023 and January 2024.

However, it's important to stress that these advertising reach figures are **not** the same as the monthly active users figures that Meta reports in its investor earnings announcements, and they should not be interpreted as such.

As the company states within its

... is not a proxy, for monthly or daily active users, or for engagement.

Estimates aren't designed to match population, census estimates or other sources, and may differ depending on factors such as how many accounts across Meta technologies a person has, how many temporary visitors are in a particular geographic location at a given time, and Meta user-reported demographics."

As a result, changes in ad reach may *not* necessarily indicate any change in the platform's overall user base.

But despite these caveats, Meta's ad reach data still offers valuable insights into how Facebook use is evolving.

Facebook's ad reach in Portugal was equivalent to **58.1 percent** of the total population at the start of 2024.

However, Meta only allows people aged 13 and above to use Facebook, so it's worth highlighting that **65.3 percent** of the "eligible" audience in Portugal uses Meta in 2024.

For additional context, Facebook's ad reach in Portugal was equivalent to **67.3 percent** of the local internet user base (regardless of age) in January 2024.

At the start of 2024, **51.7 percent** of Facebook's ad audience in Portugal was **female**, while **48.3 percent** was **male**.

Note: Meta's advertising resources only publish audience gender data for "female" and "male" users.

► Looking for more **Facebook** stats? [Click here](#) to explore our in-depth Facebook data for

Portugal in 2024

Google's advertising resources indicate that **YouTube** had

7.43 million users in Portugal in early 2024.

It's important to stress that 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.

However, the company's own data suggests that YouTube's *ad reach* in early 2024 was equivalent to **72.6 percent** of Portugal's total population at the start of the year.

To put those figures in perspective, YouTube ads reached **84.0 percent** of Portugal's total internet user base (regardless of age) in January 2024.

At that time, **50.8 percent** of

Note: Google's advertising resources only publish audience gender data for "female" and "male" users.

YouTube user growth in Portugal

Data published in Google's own ad planning tools show that YouTube's potential ad reach in Portugal **remained unchanged** between the start of 2023 and early 2024.

Meanwhile, the same data show that the number of users that marketers could reach with ads on YouTube in Portugal also **remained unchanged** between October 2023 and January 2024.

▶ Looking for more **YouTube** stats? [Click here](#) to explore our in-depth YouTube data for every country in the world.

Need more social media numbers? Our [platform guides](#) help

media platforms.

Instagram users in Portugal in 2024

Numbers published in Meta's advertising tools indicate that **Instagram** had **5.80 million** users in Portugal in early 2024.

The company's regularly **revised** figures suggest that Instagram's ad reach in Portugal was equivalent to **56.7 percent** of the total population at the start of the year.

However, Meta only allows people aged 13 and above to use Instagram, so it's worth highlighting that **63.7 percent** of the "eligible" audience in Portugal uses Instagram in 2024.

It's also worth noting that Instagram's ad reach in Portugal at the start of 2024 was equivalent to

In early 2024, **55.8 percent** of Instagram's ad audience in Portugal was **female**, while **44.2 percent** was **male**.

Note: Meta's advertising resources only publish audience gender data for "female" and "male" users.

Instagram user growth in Portugal

Data published in Meta's planning tools show that Instagram's potential ad reach in Portugal **increased** by **500 thousand** (+9.4 percent) between January 2023 and January 2024.

On a quarterly basis, the company's data also reveal that the size of Instagram's ad audience in Portugal **decreased** by **200 thousand** (-3.3 percent) between October 2023 and January 2024.

As we noted in the Facebook section above though, changes in the audience reach figures

overall changes in its platforms' active user bases.

▶ Looking for more

Instagram stats? [Click here](#)

to explore our in-depth Instagram data for every country in the world.

TikTok users in Portugal in 2024

Figures published in ByteDance's advertising resources indicate that **TikTok** had **3.67 million** users aged 18 and above in Portugal in early 2024.

Note that ByteDance 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*.

For context, ByteDance's figures indicate that TikTok ads reached **42.6 percent** of all adults aged 18 and above in Portugal at the start of 2024.

internet user base at the beginning of the year, regardless of age.

In early 2024, **52.4 percent** of TikTok's ad audience in Portugal was **female**, while **47.6 percent** was **male**.

Note: ByteDance's advertising resources only publish audience gender data for "female" and "male" users.

TikTok user growth in Portugal

Data published in ByteDance's own ad planning tools show that TikTok's potential ad reach in Portugal **increased** by **432 thousand** (+13.3 percent) between the start of 2023 and early 2024.

However, figures indicate that the potential reach of ads on TikTok in Portugal actually **increased** by **563 thousand** (+18.1 percent) between October 2023 and January 2024, suggesting that

Having said that, ad audiences often only account for a subset of a platform's total users, and given that TikTok's ad tools only publish data for users aged 18 and above, it's important to remember that trends in TikTok's ad reach figures may not necessarily match changes in the platform's overall user base.

▶ Looking for more **TikTok** stats? [Click here](#) to explore our in-depth TikTok data for every country in the world.

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in Portugal in 2024

Data published in Meta's advertising resources indicate that ads on **Facebook Messenger** reached **4.75 million** users in Portugal in early 2024.

The company's frequently **revised** audience numbers suggest that Facebook Messenger's ad reach in Portugal was equivalent to **46.4 percent** of the total population at the start of the year.

Meta only allows people aged 13 and above to use Facebook Messenger though, so it's worth highlighting that **52.1 percent** of Facebook Messenger's "eligible" audience in Portugal in 2024.

For additional context, Facebook Messenger's ad reach in Portugal is equivalent to **53.7 percent** of the local

53.2 percent of Facebook Messenger's ad audience in Portugal was **female**, while **46.8 percent** was **male**.

Notes: Meta's advertising resources only publish audience gender data for "female" and "male" users.

Facebook Messenger user growth in Portugal

Data published in Meta's planning tools show that Facebook Messenger's potential ad reach in Portugal **increased by 150 thousand** (+3.3 percent) between January 2023 and January 2024.

On a quarterly basis, the company's data reveal that the size of Facebook Messenger's ad audience in Portugal **decreased by 300 thousand** (-5.9 percent) between October 2023 and January 2024.

However, as we noted in the

planning tools **do not** necessarily correlate with overall changes in its platforms' active user bases.

▶ Looking for more **Facebook Messenger** stats? [Click here](#) to explore our in-depth Facebook Messenger data for every country in the world.

LinkedIn users in Portugal in 2024

Figures published in LinkedIn's advertising resources indicate that **LinkedIn** had **4.90 million** "members" in Portugal in early 2024.

However, note that 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

The company's advertising reach figures suggest that LinkedIn's audience in Portugal was equivalent to **47.9 percent** of the total population at the start of 2024.

LinkedIn prevents people below the age of 18 from using its platform though, so it's also helpful to know that **56.9 percent** of the "eligible" audience in Portugal uses LinkedIn in 2024.

For additional context, LinkedIn's ad reach in Portugal was equivalent to **55.4 percent** of the local internet user base (regardless of age) at the start of the year.

In early 2024, **47.8 percent** of LinkedIn's ad audience in Portugal was **female**, while **52.2 percent** was **male**.

Note: LinkedIn's advertising resources only publish audience gender data for "female" and "male" users.

Data published in LinkedIn's planning tools show that LinkedIn's potential ad reach in Portugal **increased** by **600**

thousand (+14.0 percent) between the start of 2023 and the beginning of 2024.

On a quarterly basis, the company's data reveal that the size of LinkedIn's ad audience in Portugal **increased** by **200 thousand** (+4.3 percent) between October 2023 and January 2024.

However, because LinkedIn's ad audience figures are based on *total registered members* rather than monthly active users, it's unclear whether these trends might reflect changes in *active* LinkedIn use too.

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latest digital data for every country in the world, and more than a decade of historical numbers, trends, and insights.

Snapchat users in Portugal in 2024

Data published in Snap's advertising resources indicate that **Snapchat** had **1.04 million** users in Portugal in early 2024.

This figure means that Snapchat's ad reach in Portugal was equivalent to **10.1 percent** of the total population at the start of the year.

However, Snap only allows people aged 13 and above to use the platform, so it's also worth noting that **11.4 percent** of the "eligible" audience in Portugal uses Snap in 2024.

Portugal was equivalent to **11.7 percent** of the local internet user base (regardless of age) at the start of the year.

In early 2024, **58.9 percent** of Snapchat's ad audience in Portugal was **female**, while **40.1 percent** was **male**.

Note: Snap's advertising resources only publish audience gender data for "female" and "male" users, but the figures published for these demographics don't always add up to the total user figure, so percentages shown here may not sum to 100 percent.

Snapchat user growth in Portugal

Data published in Snap's own ad planning tools show that Snapchat's potential ad reach in Portugal **decreased** by **65 thousand** (-5.9 percent) between the start of 2023 and early 2024.

Meanwhile, the same data show that the number of users

thousand (-25.4 percent) between October 2023 and January 2024.

However, it's important to stress that these advertising reach figures do **not** represent monthly active user figures, and there may be meaningful differences between the size of Snapchat's ad audience and its total active user base.

▶ Looking for more **Snapchat** stats? [Click here](#) to explore our in-depth Snapchat data for every country in the world.

X users in Portugal in 2024

Numbers published in X (Twitter)'s advertising resources indicate that **X** had **2.01 million** users in Portugal in early 2024.

This figure means that X's ad reach in Portugal was equivalent to **19.6 percent** of the total population at the time.

monthly active user figures, and there may be meaningful differences between the size of

X's ad audience and its total active user base.

Moreover, we've seen some particularly bizarre trends in the data reported in X's advertising tools over the past year, so we'd advise caution when it comes to analysing these X figures.

It's worth noting that X only allows people aged 13 and above to use its platform, so the latest figures suggest that **22.0 percent** of the "eligible" audience in Portugal uses X in 2024.

For additional context, X's ad reach in Portugal was equivalent to **22.7 percent** of the local internet user base (regardless of age) at the start of the year.

In early 2024, the company's own data indicated that

However, it's worth noting that X infers its users' gender, by analysing signals such as the name that users enter in their profile, and their broader activity on the platform.

This contrasts with the gender data offered in the advertising tools of platforms like Facebook, which relies on the gender that users themselves enter in their own profile.

Moreover, our analysis suggests that X's inferences may not be particularly reliable in determining users' gender, especially in countries where English is *not* the dominant language.

For example, consumer research findings published by [GWI](#) often offer quite a different picture of X use by gender compared with X's own audience data.

But the apparent distortions that frequently appear in X's

active user data (e.g. accounts that represent businesses, animals, musicians, etc.), especially because X doesn't currently separate these accounts out from "real" human individuals in the ways that Facebook and Instagram do.

Regardless of the cause of these anomalies though, we advise caution when analysing or interpreting X's reported figures for use by gender.

X user growth in Portugal

Data published in X (Twitter)'s own ad planning tools show that X's potential ad reach in Portugal **increased by 105 thousand** (+5.5 percent) between the start of 2023 and early 2024.

Meanwhile, the same data show that the number of users that marketers could reach with ads on X in Portugal **decreased by 645 thousand** (-24.3 percent)

However, please note that the figures published in X's planning tools appear to be liable to significant fluctuation – even over short periods of time – and these anomalies may impact the reliability and representativeness of this change data.

► Looking for more **Twitter** stats? [Click here](#) to explore our in-depth Twitter data for every country in the world.

Dig deeper: [click here](#) to access all of the reports in our **Digital 2024** series.

Pinterest users in Portugal in 2024

Data published in Pinterest's advertising resources indicate that **Pinterest** had **2.52 million** users in Portugal in early 2024.

47.0 percent of the total population at the start of the year.

However, Pinterest only allows people aged 13 and above to use its platform, so it may be helpful to know that **27.6 percent** of the “eligible” audience in Portugal uses Pinterest in 2024.

Meanwhile, Pinterest’s ad reach in Portugal was equivalent to **28.4 percent** of the local internet user base at that time, regardless of age.

At the start of 2024, **69.5 percent** of Pinterest’s ad audience in Portugal was **female**, while **24.5 percent** was **male**.

Pinterest’s tools also publish audience data for users of “unspecified” gender, and these users accounted for **6.0 percent** of Pinterest’s total ad audience in Portugal at the start of 2024.

Data published in Pinterest's own ad planning tools show that Pinterest's potential ad reach in Portugal **increased by 455 thousand** (+22.1 percent) between the start of 2023 and early 2024.

On a quarter-by-quarter basis, the number of users that marketers could reach with ads on Pinterest in Portugal **increased by 210 thousand** (+9.1 percent) between October 2023 and January 2024.

However, remember that these advertising reach figures do **not** represent monthly active user figures, and the size of Pinterest's ad audience may be significantly different to its total active user base.

► Looking for more **Pinterest** stats? [Click here](#) to explore our in-depth Pinterest data for every country in the world.

**Mobile
connections in
Portugal in 2024**

million cellular mobile connections in Portugal at the start of 2024.

However, note that many people around the world make use of more than one mobile connection – for example, they might have one connection for personal use, and another one for work – so it's not unusual for mobile connection figures to significantly exceed figures for total population.

GSMA Intelligence's numbers indicate that mobile connections in Portugal were equivalent to **139.3 percent** of the total population in January 2024.

The number of mobile connections in Portugal **increased** by **423 thousand** (+3.1 percent) between the start of 2023 and the start of 2024.

Need quick stats for

Headlines Report,
with essential digital
data for every country in
the world.

Additional resources

Just before we get to the full report, here are some suggestions for further reading, which will provide additional context for our full set of **Digital 2024** numbers for Portugal:

- Read our complete [Digital 2024 Global Overview Report](#) to get a comprehensive overview of the “state of digital” around the world in 2024.
- [Click here](#) to see all of the Global Digital Reports we’ve published on **Portugal** over the past decade.
- Explore all of our reports on countries in **Southern**

of the most reports in the **Global Digital Reports** series.

- If you'd like to receive updates when we publish new reports, [click here](#) to sign up for our newsletter.

Full report

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