



LOST IN THE SCROLL

PARENTING THE ALGORITHMS,
APPS, AND AI SHAPING
CHILDHOOD

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Foreword

Since 2019, Qustodio's annual data report has investigated children's digital lives to help families, educators, and policymakers better understand how young people experience and explore the digital world. **Over the past 7 years, we have observed the trends and technologies shaping the way children learn, play, and connect in the digital world** – and the equally rapid evolution of the challenges that come alongside this.

Each year, our goal remains the same: **to give clear, data-driven insight into how children and their parents navigate the digital world.** It offers a picture of where they spend their time online, the risks specific to their most-used applications, and expert advice to help ensure their safety as they explore.

We begin by exploring the family perspective through parent surveys that shed light onto **how parents and guardians currently monitor and manage their children's digital wellbeing.** We look at the ways families balance the benefits and pressures of technology, and how their

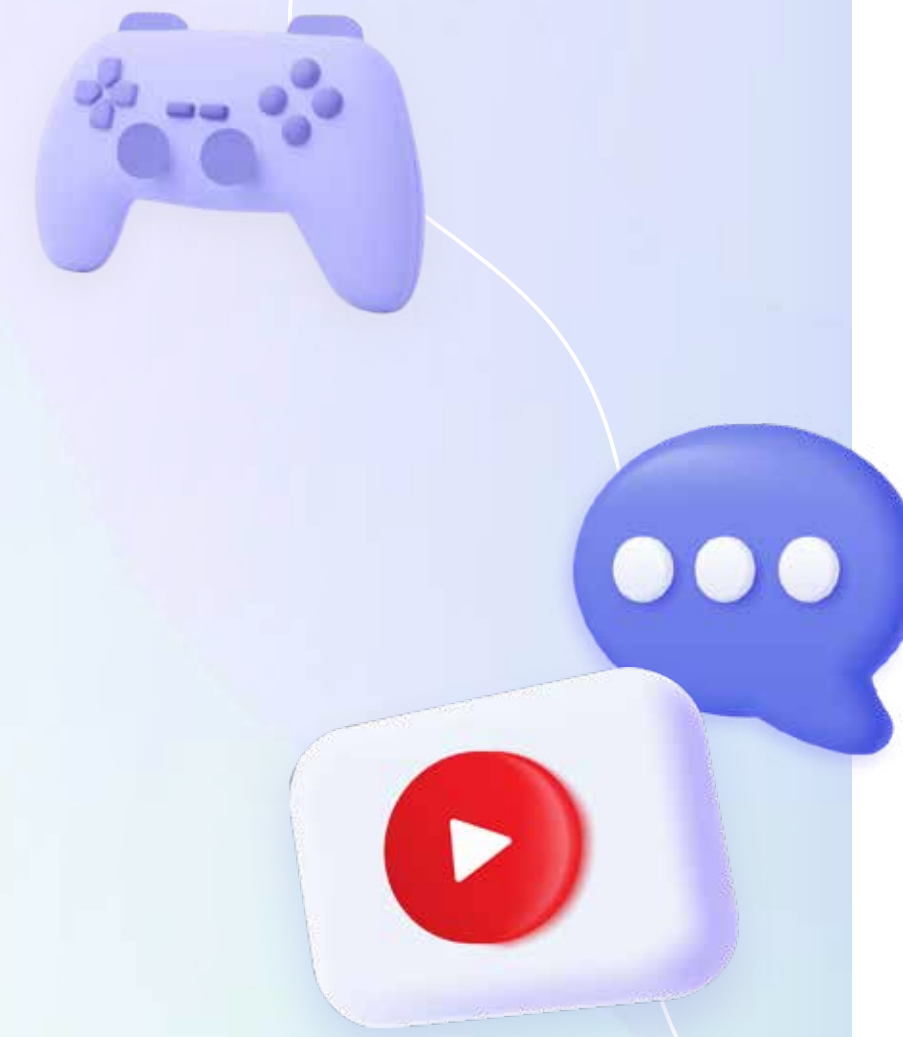
concerns align – or diverge – from the risks children face in their own digital reality.

Our research then turns to children's app use across 5 key categories: online video, social media, gaming, education, and communication. In each category, **we analyze trends in popularity and engagement, as well as the apps that families most frequently block across the year.**

Artificial intelligence, social media algorithms, and constantly shifting online experiences continue to shape how children see themselves and the world. Families need and deserve clear information and guidance to navigate these changes with confidence. Through this report, **we aim to give parents the insights they need to protect their children,** strike the right balance, and build a healthy digital future – together.

Viktorija Miliajeve

Qustodio CEO



ABOUT QUSTODIO

Founded in 2012 by cyber-security experts Eduardo Cruz, Josep Gaspar, and Josh Gabel, [Qustodio](#) set out with a vision to help families protect their children in a fast-growing, ever-changing digital world. A decade on, in 2022, Qustodio became part of the [Qoria group](#), strengthening a shared mission to **protect every child's digital journey** through a world-class collaboration between schools, parents, and educators in cyber safety.

Today, Qustodio has grown alongside the fast-paced digital landscape and the families that navigate it daily, becoming **the leading solution worldwide for families seeking a safe, healthy, and age-appropriate experience for their children as they grow and explore.** As technology evolves, so do we: going beyond safety tools to help families understand the realities children face online, build digital skills, and create balanced habits that last. Together with Qoria, **we combine world-class safety technology with holistic guidance for families and educators,** supporting them as they build a bright future for children in an increasingly connected world.



ABOUT OUR EXPERTS

Lost in the scroll was shaped with support and guidance from leading experts who work every day to improve children’s safety and wellbeing. Their insight helps us understand how technology affects young people, how families can build healthier digital habits together, and where parents and guardians need support.

The contributors to this report and our parent guides bring deep experience from across psychology, education, governance, law enforcement, and digital wellness. Their perspectives ensure that the findings in this report reflect both real challenges and real solutions – grounded in research and in the day-to-day experiences families have.



Teodora Pavkovic

Director of Wellbeing and Parent Advocacy, Qustodio

As a certified digital wellness educator with over a decade of experience in psychology, coaching, and child development, Teodora **supports parents, teachers, and schools on mental health and responsible technology use**. Her insight and guidance focuses on practical ways families can build healthier technology habits, safeguarding wellbeing and relationships in a digital age.



Yasmin London

Qoria Global Online Safety Expert

Yasmin is a globally respected cyber safety and digital resilience expert. A former police officer and youth liaison specialist, Yasmin brings a rare frontline perspective to the challenges of online harm, having worked directly with young people and families affected by cyberbullying, grooming, and mental health crises. Her expertise spans online safety education, technology law, and youth wellbeing, making her a trusted advisor to schools, governments, and communities.



Dr. Nicole Beurkens

Child psychologist

A holistic child psychologist with over 25 years of experience supporting children, young adults, and families. Dr. Beurkens **provides parents with effective, research-based strategies that build healthy foundations**. She is also a best-selling author and sought-after speaker, sharing practical approaches to help children reach their highest potential.



Gloria R. Ben

Psychologist & neuropsychologist

Gloria is a respected psychologist and expert in childhood and adolescence, family law, and learning and behavioral difficulties. As director of Desarrollarte, a psychology and educational development center, **she leads comprehensive interventions for children and teens and is a specialist in neuropsychological evaluation** for specific educational support needs.



METHODOLOGY

Since 2019, our research has investigated and documented children's digital habits in order to better understand their online experience. ***Lost in the scroll*** explores young people's **online app habits on mobile, desktop, and school devices**, from January 1, 2025, to December 31, 2025, compared with information from the same period between 2021 and 2024.

Our report consists of:

1. **A parent survey** of 1361 Qustodio respondents using digital wellbeing tools over the course of 2025, in order to gauge how parents using parental control tools manage family tech, and their viewpoints surrounding the current state of the digital world.
2. **An analysis showing the common risks children face** on their devices, garnered from families using Qustodio's search and message alert feature. These alerts show the rate at which children send or receive problematic messages, and actively search for problematic content online.
3. **An analysis of children's app usage across 2025**, based on anonymous use of mobile and desktop devices.
4. **An analysis of children's app and website usage in an educational setting**, based on anonymous app and online classroom tool insights provided from the wider Qoria group, scaling 10,000 schools across the US, UK, and Australia.
5. **A data annex chronicling children's app use** across all Qustodio annual reports, from 2020 to 2025.



Survey data presentation

We surveyed parents via email between August 2025–September 2025, who are either using Qustodio parental control tools or who subscribed to Qustodio in the past. The term “parent” in this survey refers to respondents who are parents or guardians of at least one child between the ages of 4 and 18. The survey collected responses from 1,361 parents across 6 countries: the United States (472), Brazil (134), United Kingdom (136), France (201), Spain (293), and Australia (125).

This was a non-probability sample, meaning results are descriptive of this user group and not nationally representative; no weights or significance tests were applied. We include open-ended responses in this report as illustrative quotes to add context and perspective: individual responses are not intended to represent statistical findings

App data presentation

Our report analyzes children’s app use in terms of popularity across the year and daily real-world app usage. These insights were collected anonymously from 400,000 families with children aged 4–18. Our findings assess global use, in addition to more localized insights from children in the United States, Brazil, United Kingdom, France, Spain, and Australia.

Risk data presentation

Our findings on search and message alerts assess the rate at which children send and receive problematic communications, and actively search for problematic content online on search engines including Google, YouTube search, Yahoo!, Bing, and DuckDuckGo. We analyzed 202,900,123 searches and 469,355,202 messages sent and received over the year to understand the rate at which children encounter online risk.

Message alerts encompass native messaging platforms, Line, and WhatsApp for both iOS and Android, while on Android devices, risks are also flagged over direct messages sent and received on Instagram, TikTok, Snapchat, and X.

How we calculate popularity versus real-world usage

Our popularity calculations only include the percentage of children who opened and used any given application for a total period of at least 5 minutes in a single day across the year. This filters out accidental usage and applications which have been downloaded and quickly deleted, distinguishing between casual and intentional usage. We use popularity calculations to rank the applications by most-to-least accessed across 2025, ordering them from 1st–6th place in each category.

To put day-to-day usage of an application in context, **we also present the average daily minutes children spent on the particular application across the year.** We compare the average daily minutes spent from 2021–2025, offering a picture of how children’s app usage has increased or decreased over the years.

In contrast, **we show the applications that parents blocked most throughout the year**, ranking applications in each category in terms of the overall percentage of parents who blocked them at any point throughout the year. **In our education chapter, we do not include a “most blocked” section** as educational apps are not a high priority for families to limit access to.

App categorization

These app insights are divided across 5 popular app categories: **online video, social media, gaming, education, and communication.** Some types of application offer multiple uses, easily fitting into more than one category. For example, while YouTube allows users to comment and encourages social sharing, we have classified it as online video, along with other live video streaming services such as Twitch. For the sake of simplicity, we have chosen just one category per app.

In addition, in the gaming category, we see a stark difference between the ways children use desktop gaming platforms, compared to mobile. Mobile games tend to be played for shorter periods, such as to pass time, while desktop gaming is more intentional, with children engaging for longer periods. Therefore, **for 2025, we have separated popularity and time spent on gaming into two**, looking into desktop and mobile gaming separately to track trends over time.

Exceptions

To provide a better picture of the apps and platforms kids are using, our research excludes game launchers such as Epic Games Launcher and Steam, email platforms like Gmail or apps native to specific devices like Phone and FaceTime. Finally, due to the age-inappropriate nature of gambling applications, we have excluded them from our research entirely.

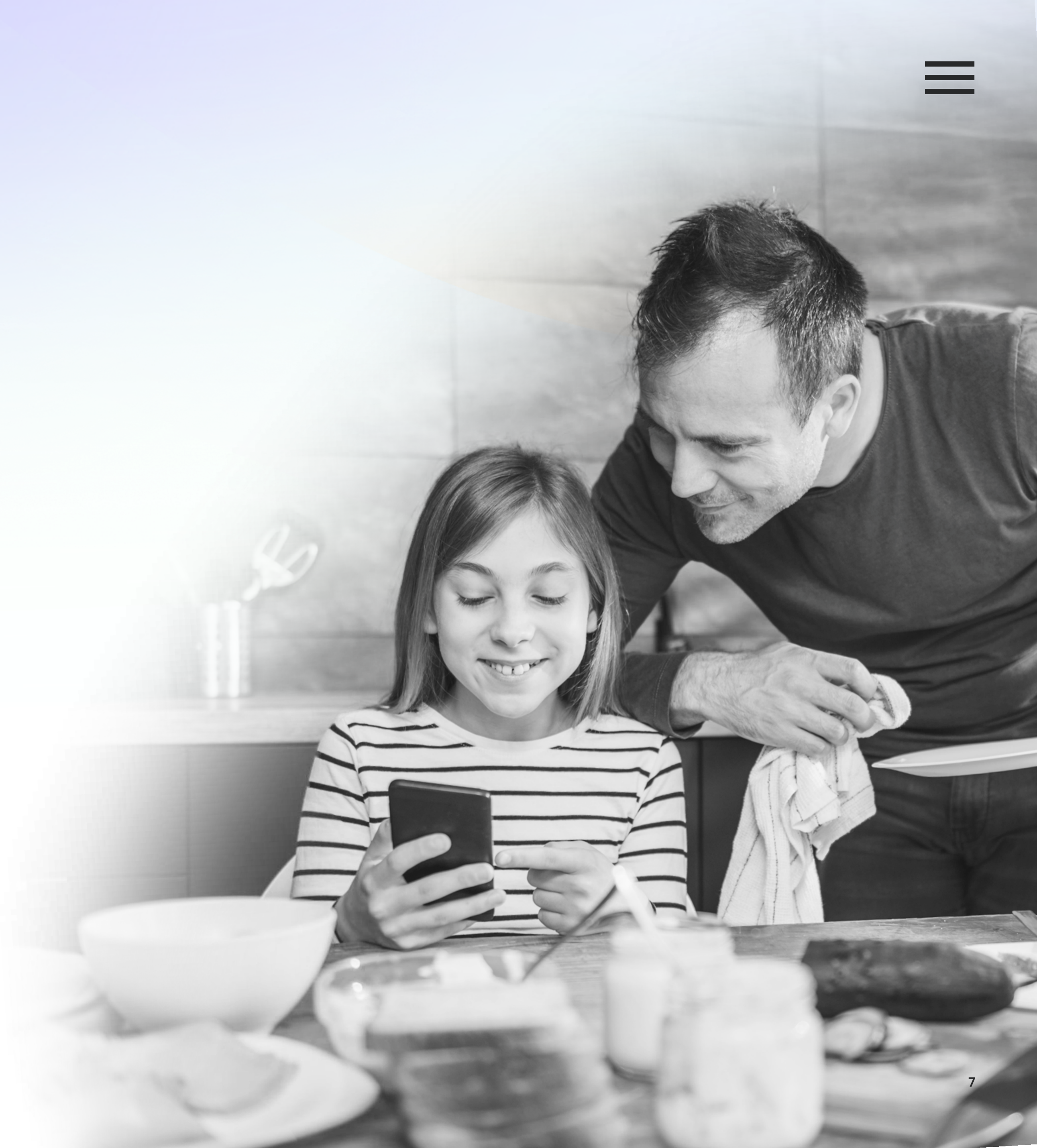
Introduction

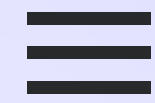
In 2025, the omnipresence of technology seems difficult to shut off. Children, adolescents and adults alike struggle with the blurring of the online world with reality. While the two seem to have merged seamlessly, the feeds, algorithms, and added layer of artificial intelligence don't always reflect what's happening in the offline world. **This new era of the internet offers so much promise:** pushing new boundaries, connecting digital trends and ideas across borders, and giving us something new to learn daily.

But this presence and power can be difficult to balance. Technology is no longer passive – it talks back, leads discourse, entertains, and educates, but it also sometimes misleads us. And for many, the reaction to this is a general anxiety, perhaps motivated by a fear that will never become true, but one which is driving change all the same: AI companions and pushback against them, global restrictions on social media, and a movement to “disconnect” that spans all generations.

Parents find themselves in the throes of a busy revolution of new technologies. Even for those who grew up with one foot in the online world, and one foot in a pre-internet era, **AI and constant, neverending access to content is a new adventure.** Families are learning how to use these technologies together, and evolving and adapting along the way.

To gain their perspective, we surveyed 1,361 parents and guardians using parental controls and digital wellbeing tools to understand how they navigate these digital changes with their children, how they manage parenting in a connected age, and where they see the future leading. **In this section of our report, we explore parents' experiences of helping children find the balance,** the risks they face, and their opinions on how we can build a safer digital world, together.





When and why do parents turn to controls?



Despite increased awareness of the risks children face online and the availability of parental control tools, mainstream adoption is relatively low – a 2025 study showed that [around half of parents of children aged 10-17 use parental controls](#) on tablets, and even less on smartphones (47%). But for the proactive parents that have decided to use parental controls, it’s not a question of if they should be placed on a device used by a child, but when.

Of the parents asked, **more than half (51%) first used parental controls on their children’s devices when the child was aged between 10 and 12** – corresponding to an age when many children receive their first smartphone. This suggests that parents acknowledge controls as essential guardrails, to be put in place ready for when their child begins their sole digital journey.

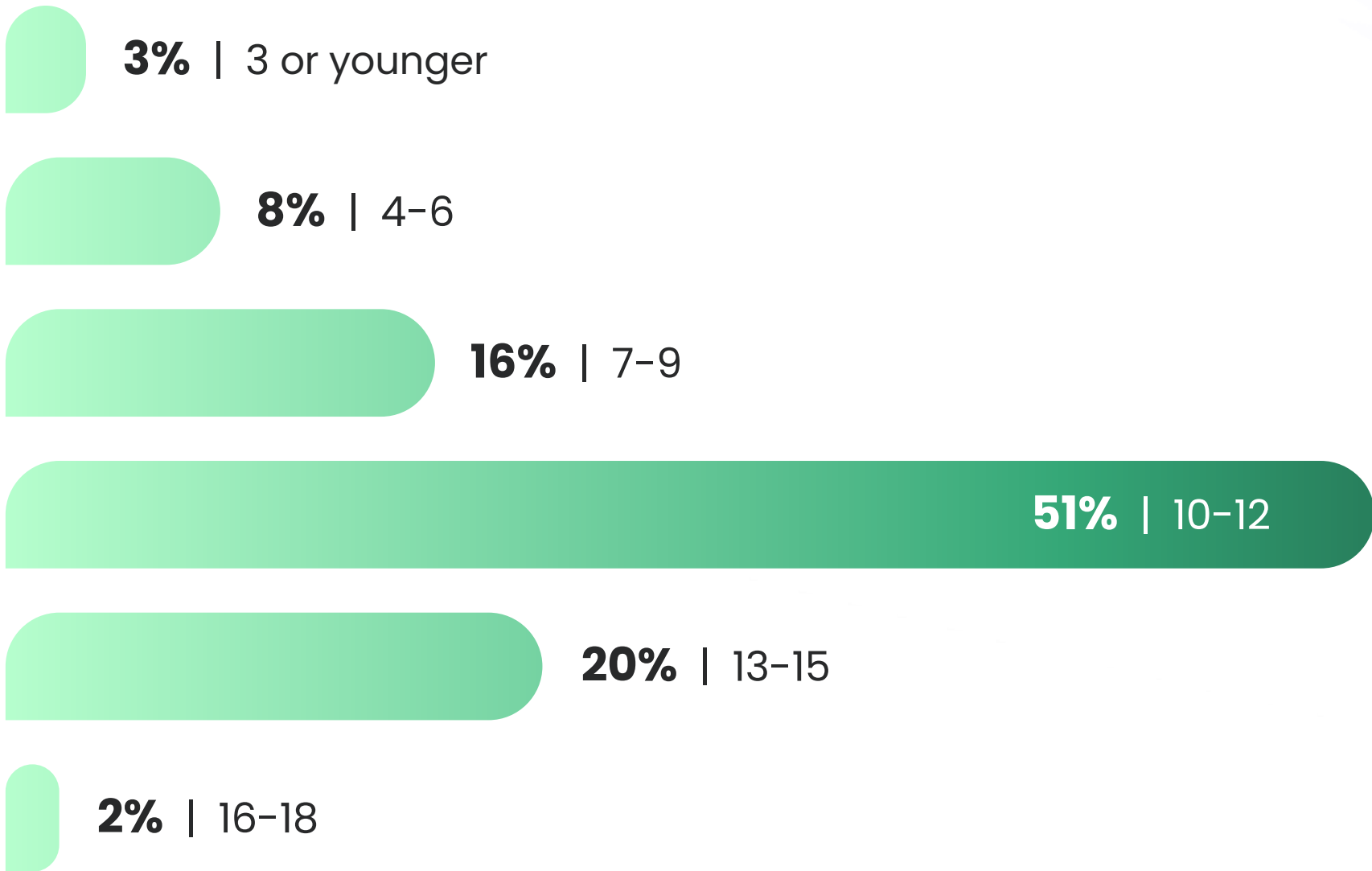
Some respondents established safeguards earlier, with more than a quarter (27%) stating

that they first used parental controls on a device used by their child when they were under 9.

When asked openly about their decision to put parental controls on their children’s devices, parents cited reasons such as to manage screen time, block harmful content, monitor activity, help make devices age-appropriate, and generally keep their online experience safe.

Some highlighted the specific risks that motivated them to start monitoring and applying safeguards to their kids’ devices. **Common concerns for parents were grooming, cyber-bullying, and their kids being exposed to pornography, violent content and hate speech.** These responses showed that, rather than a just knee-jerk reaction to unknown threats, parents are aware of the specific, real-life concerns and pitfalls of smartphone use – and are being proactive in providing a safer, healthier digital environment for their kids.

How old was your child when you first used parental controls on their devices?



Parent opinions | Parental controls

“

She was getting a phone for the first time and we wanted to be able to see what she was doing and where she was spending her time. **We also want to help her learn healthy boundaries** around her phone usage and time spent on a screen.”

– Parent of 1, 46, US

“

They enable me to de-smartphone a smartphone, **leaving access only to what was absolutely needed**, e.g., school app for homework, bus app, etc.”

– Parent of 2, 52, UK

“

I didn't want them to have free range of the internet because that can be a horrible place. **I also want to make sure they are safely communicating** with people that we know, not strangers.”

– Parent of 3, 42, US

“

I know **I can't do this alone**. There is a lot of harmful content and a lot of harmful people on the internet, and anything that can help me keep my children safe is a good thing.”

– Parent of 3, 42, Australia

“

[I wanted] To limit the amount of time spent on devices as well as restrict the content they were allowed to access on their devices. **It is important to us that our children have times when their phone is off limits**, especially during sleeping hours, to make sure they are getting plenty of rest.”

– Parent of 2, 47, US

“

Friends with older children said using parental controls had been useful for them, and **I wanted to provide support/advice to my children** as they started to use their first phones.”

– Parent of 2, 52, UK

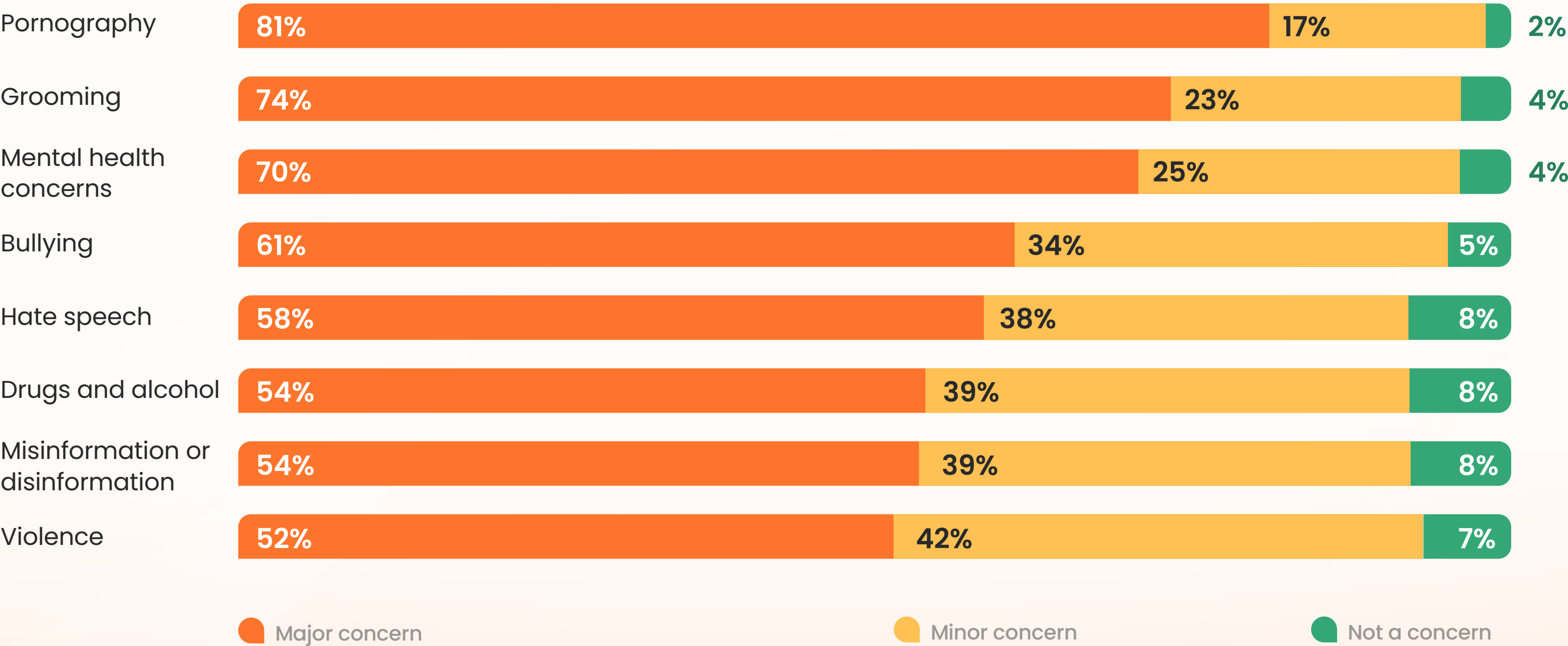


The digital dangers that keep parents guessing

Many parents turn to parental control tools as their first line of defense against online risks – with some dangers concerning parents more than others.

Being exposed to pornography was the online risk that worried parents the most, with over 4 out of 5 respondents (81%) describing it as a major concern. Next was grooming, which was rated as a major concern by almost 3 out of 4 parents (74%). Exposure to harmful mental health content, such as self-harm material, was the third most troubling risk for parents, with 7 out of 10 respondents (70%) rating it as a major concern.

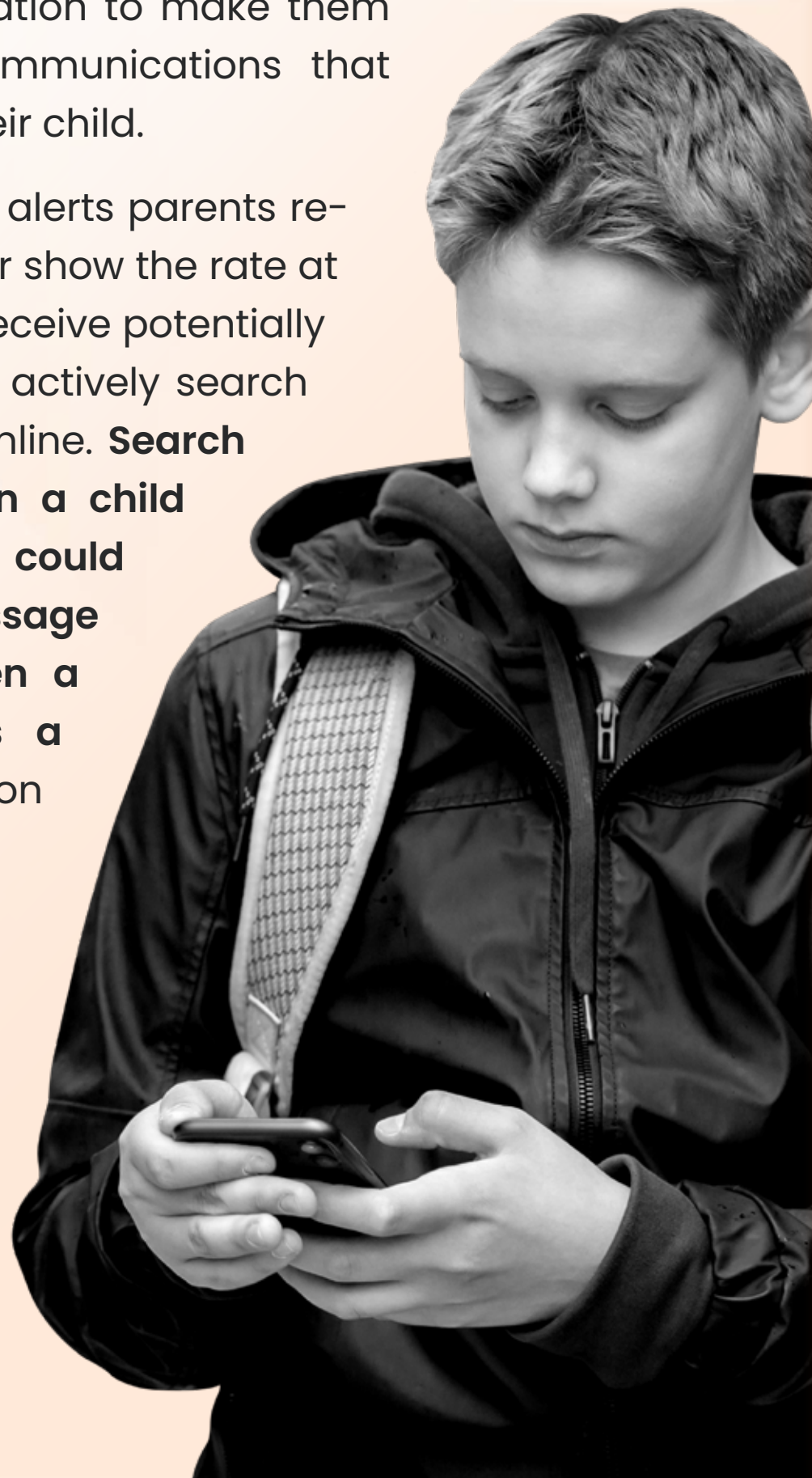
How much of a concern to you are the following risks your child could be exposed to through online content?



Online risks: What kids experience

Qustodio's search and message alerts, introduced in 2025, detect potential threats, sending parents a notification to make them aware of content or communications that could pose an issue for their child.

These insights, taken from alerts parents received throughout the year show the rate at which children send and receive potentially risky communication, and actively search for problematic content online. **Search alerts are triggered when a child searches for content that could be concerning, while message alerts are triggered when a child sends or receives a problematic text or DM on certain social platforms.**



Problematic searches

Roughly **1 in 24 searches** made by kids are concerning enough to trigger a risk alert.

Boys are about **16% more likely** than girls to make searches that trigger alerts.

Pornography-related terms appear in roughly **1 out of every 250 searches**.

Violence-related terms cropped up more often, in **1 out of 200 searches**.



Risks in messages

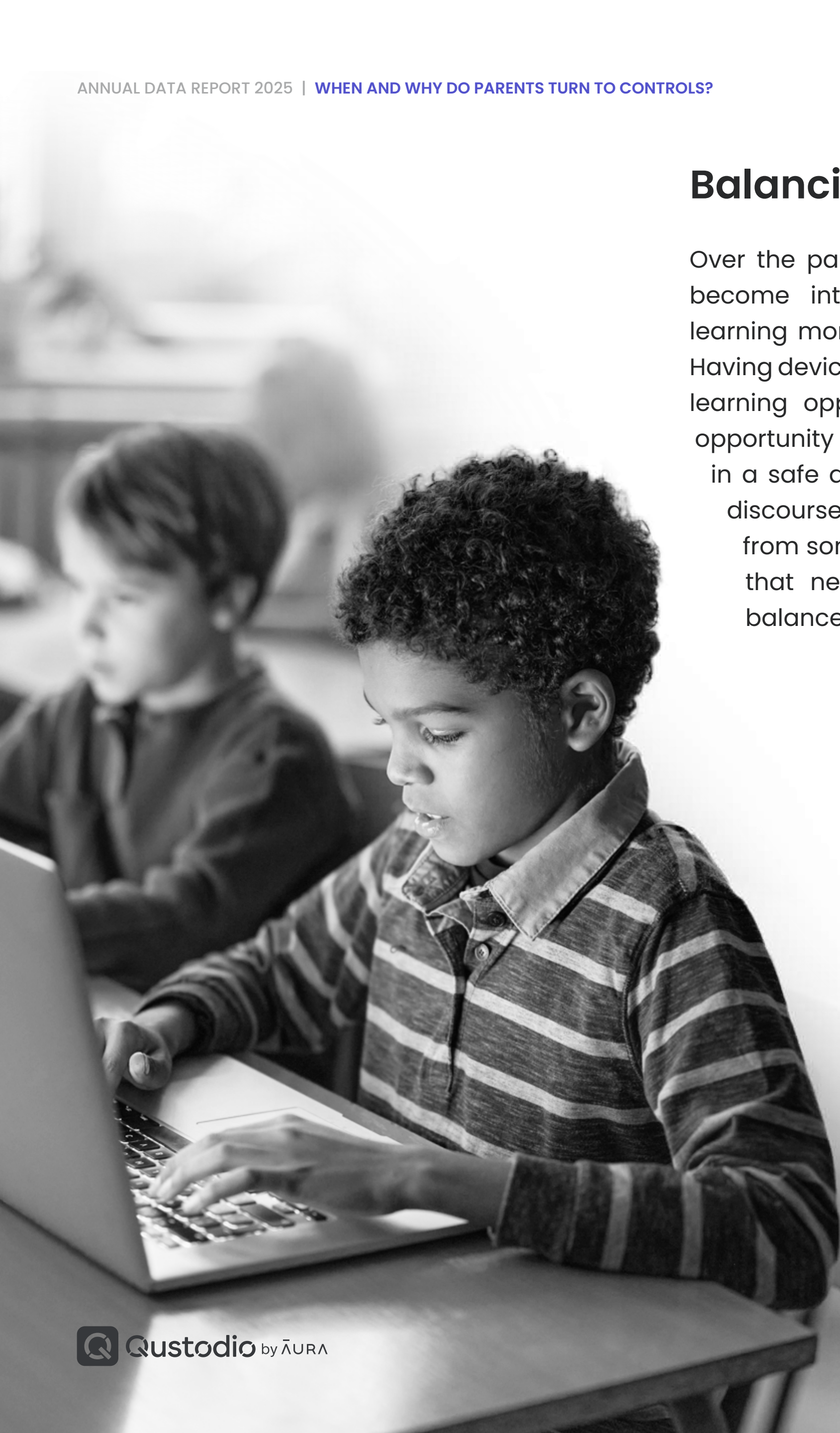
About **1 in every 43 messages** sent or received by a child triggers a risk alert.

64% of kids have received a message containing potential harassment in the past year.

Pornography-related terms appeared in roughly **1 in every 500 messages**.

About the same amount, **1 in 500 messages**, mentioned violence.





Balancing screens and study: **Device use in schools**

Over the past decade or so, technology has become integrated into curricula, making learning more interactive, engaging, and fun. Having devices in the classroom has expanded learning opportunities while giving kids the opportunity to be introduced to technology in a safe and supportive way. However, the discourse around tech in schools has shifted from something to fully embrace to a tool that needs a nuanced approach, with balance and care.

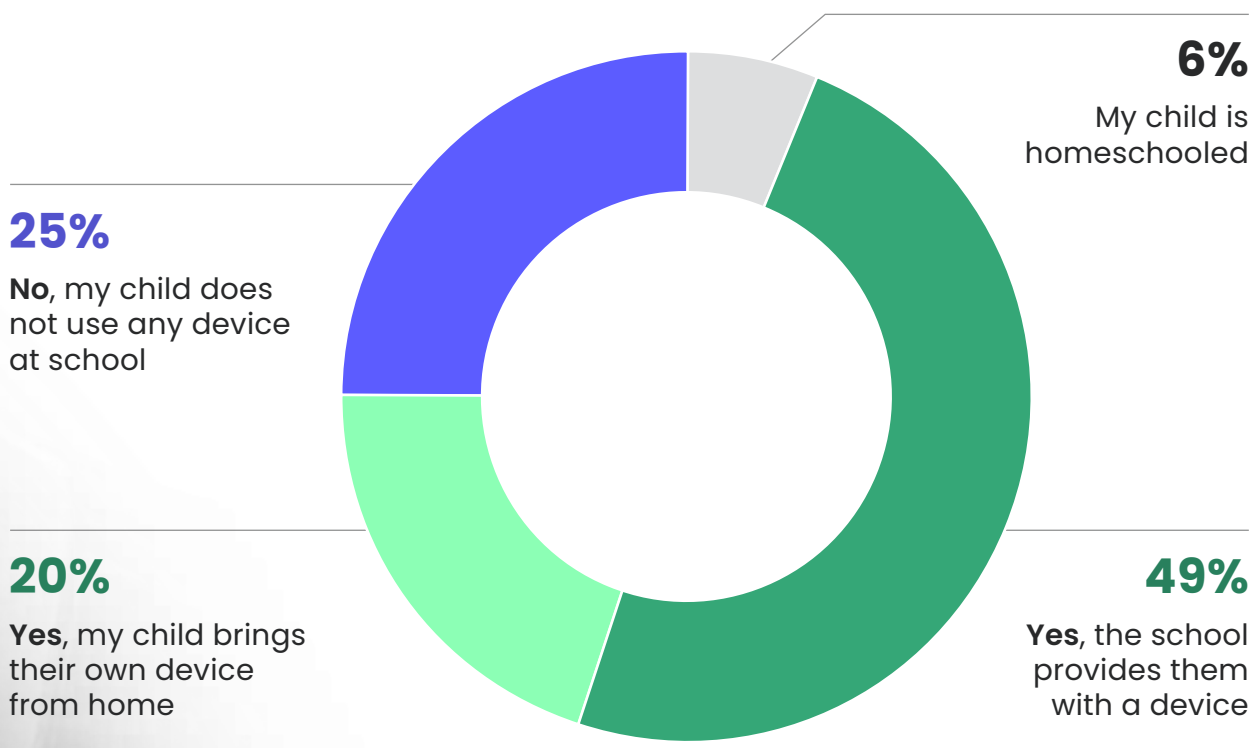
To encourage traditional learning methods alongside a more responsible use of tech, schools in some parts of the world are pausing, and even rolling back, the adoption of devices in the classroom. For example, some regional governments in Spain have banned the individual use of laptops, tablets, and phones in primary classrooms – with some schools [outright forbidding phones](#) for students under 16.

Of the parents we surveyed globally, **nearly half (49%) said that their child’s school provides**

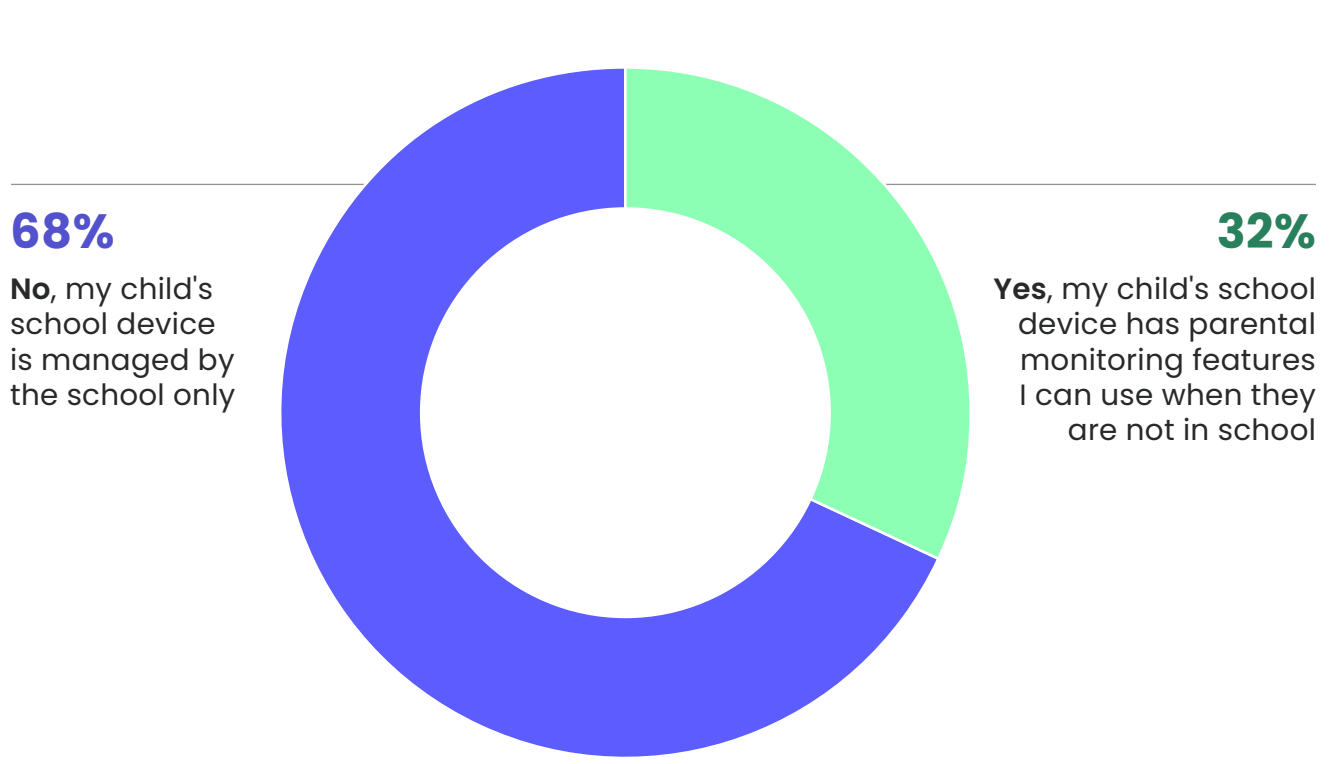
them with a device. 1 in 5 parents (20%) said their child brings their own device to school, while 1 in 4 (25%) said their child does not use any device in the classroom.

When it comes to safety controls on school devices, some allow parents to monitor usage, set time limits, and block apps when the device is used at home. However, **only about 1 in 3 parents (32%) said they have access to parental monitoring on their child’s school device.**

Are any of your children required to use a device for school?



Do you have access to parental monitoring features on your child's school device?





The first phone:

Out into the big, wide, (digital) world

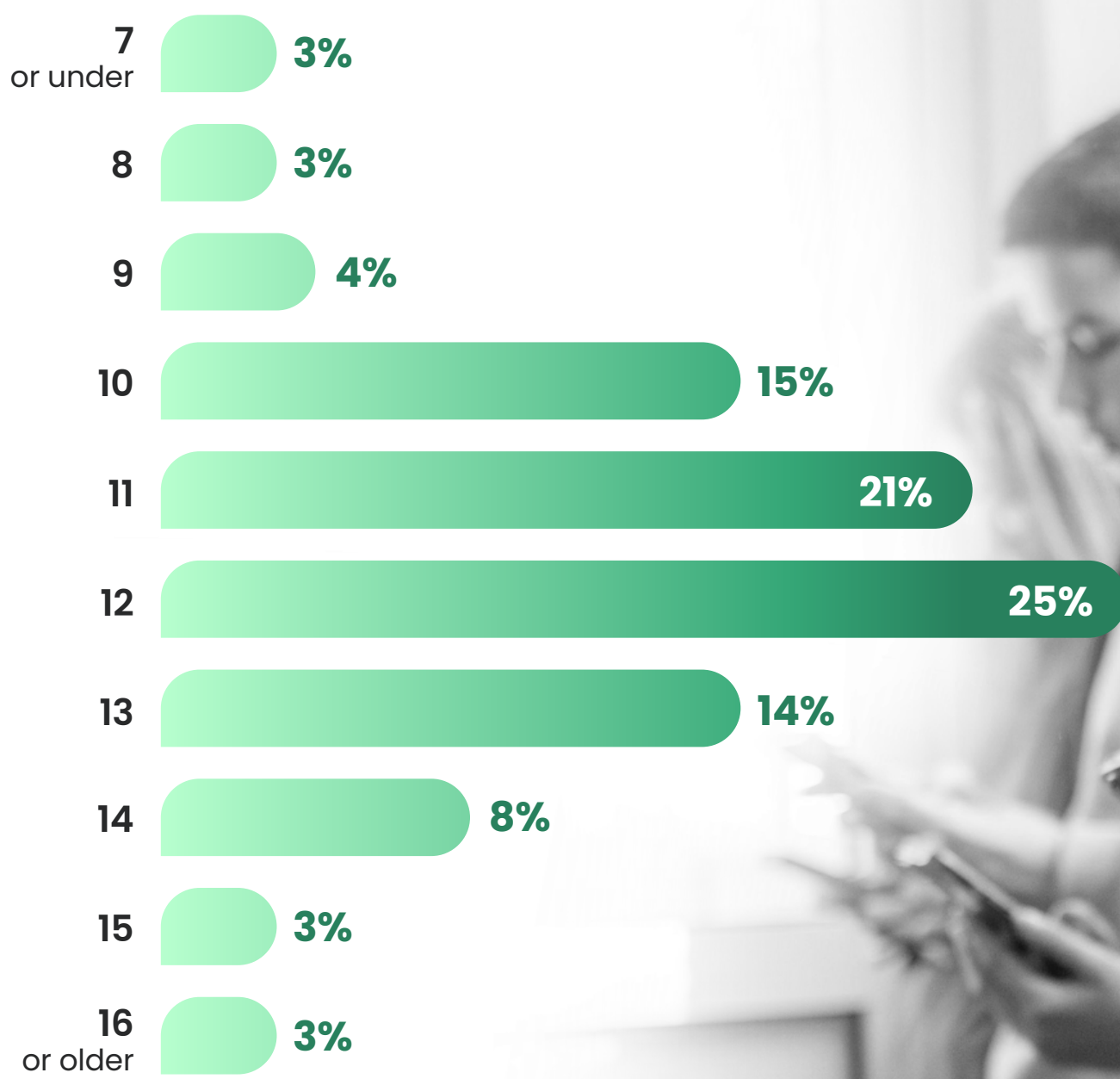
Throughout 2025, the right age for a child to get their first phone was a hotly debated topic – growing from grassroots campaigns into mainstream discussion at school meet-ups, inspiring books, podcasts, and national headlines. While talking more helps spread awareness, **the “right” age for a phone is yet another discussion point for parents to feel pressured and confused by** – and what kind of phone? A smart one? A “kid-friendly” one? A smartwatch, and no phone? Nothing at all? There’s no real consensus on the matter, which is part of what makes it so difficult for parents to decide.

In the US, pledges urging parents to hold off on getting a phone until the end of 8th grade started to snowball, evolving as conversation and interest deepened, with some experts recommending a first phone at the same age a child can get a driving license: at 16. But not all parents around the world can share the “ready to drive” philosophy. Many countries

outside the US set the driving age at 18, with a few outliers like the UK and Australia at 17. Which means, for parents, getting the “right” age isn’t that simple. What parents seem to agree on, however, is that **phones come hand-in-hand with an age of perceived independence** – and that a phone is a necessity to keep children safe as they venture further out into the world.

Across all parents surveyed, a quarter of children received their first phone at the age of 12. Looking further into the responses across the globe, **culture and local norms influence the first phone decision**. The age of independence seems to vary, often coinciding with the age children move into secondary education – but not always.

How old was your child when they received their own smartphone? *



* Note: Parents who responded “My child doesn’t have a smartphone yet” are not included in this representation (106 parents)



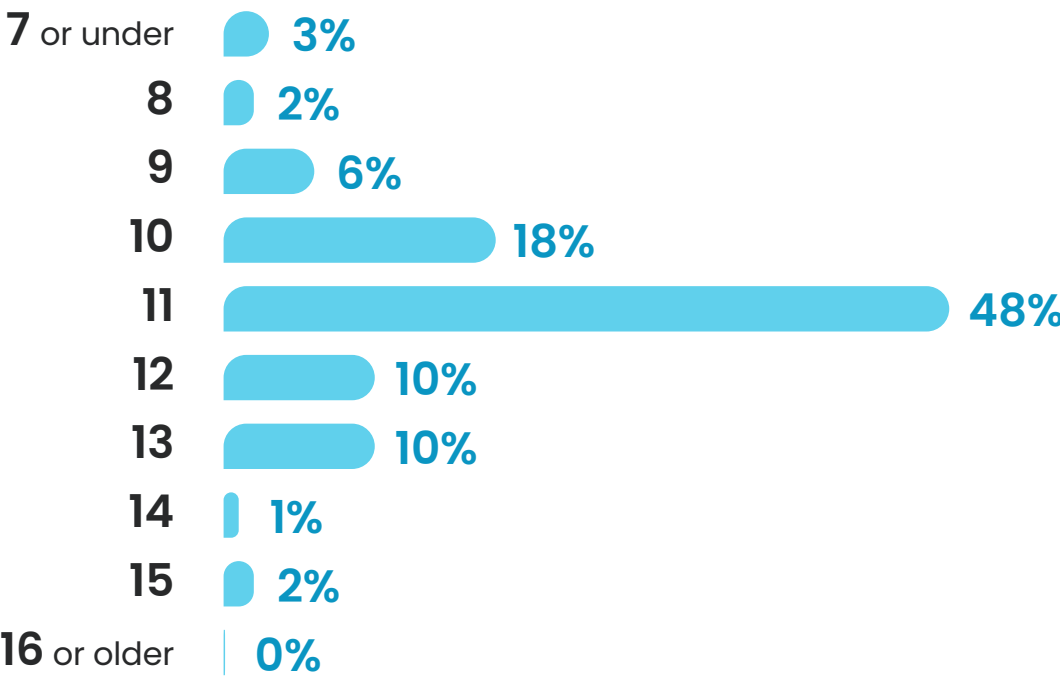
The “right” age, hand in hand with independence

In the UK and France, 11 was the most common age parents stated they gave their child their first smartphone, matching the age kids move up to secondary school in the UK, and the first stage of secondary education (collège) in France. In our parent survey, **almost half (48%) of UK children received their first smartphone by 11**, while in France, just over a third (36%) of 11-year-olds had already been given a phone.

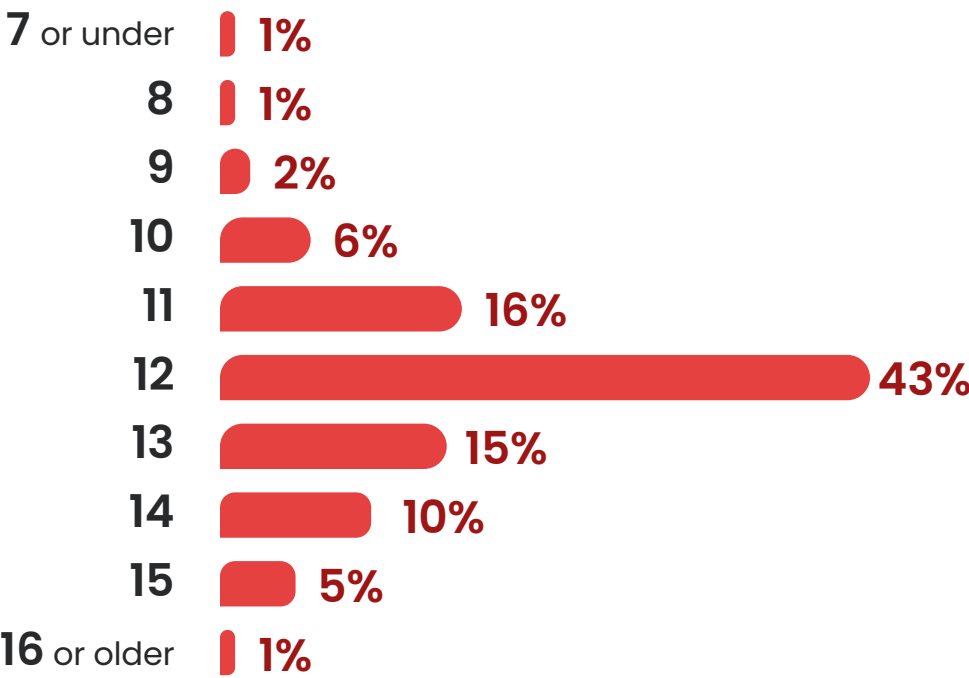
In Australia and Spain, the story is similar: **39% of the parents surveyed chose to give their child a smartphone aged 12 in Australia**, while in Spain, this was 43% – marking a clear “transition” age as the time kids progress from primary to secondary education.

How old was your child when they received their own smartphone?

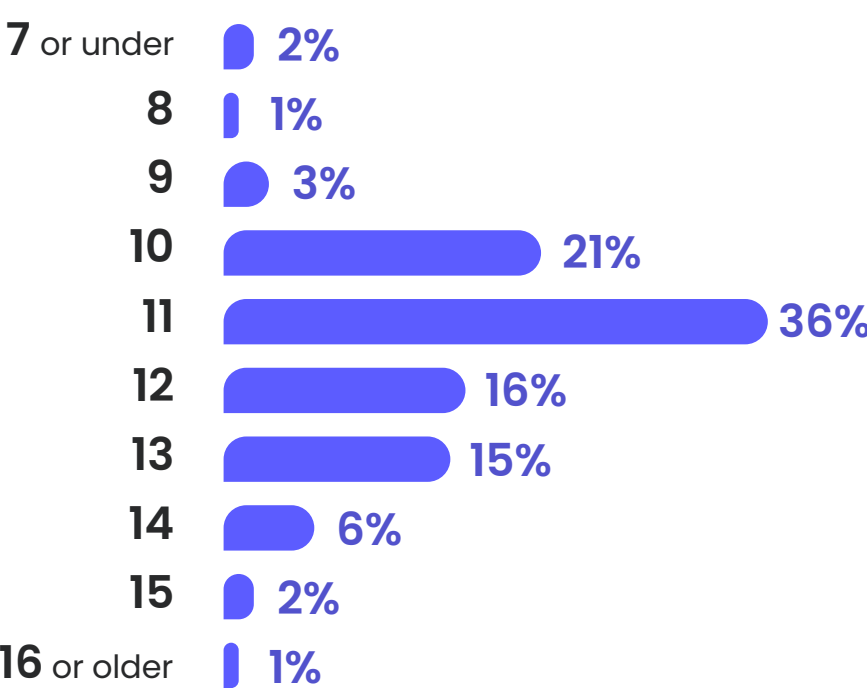
UK



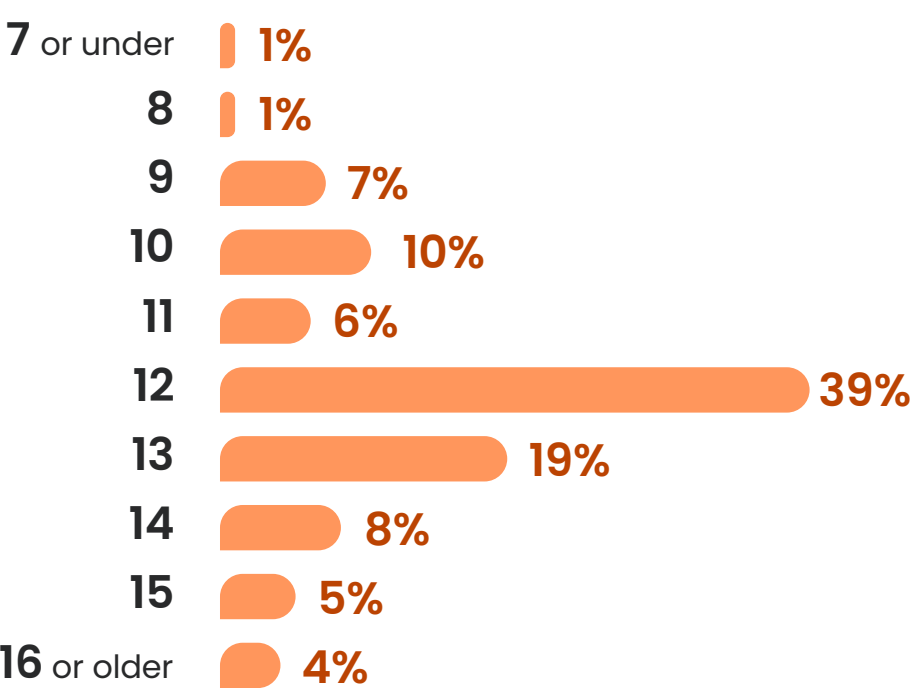
Spain



France



Australia





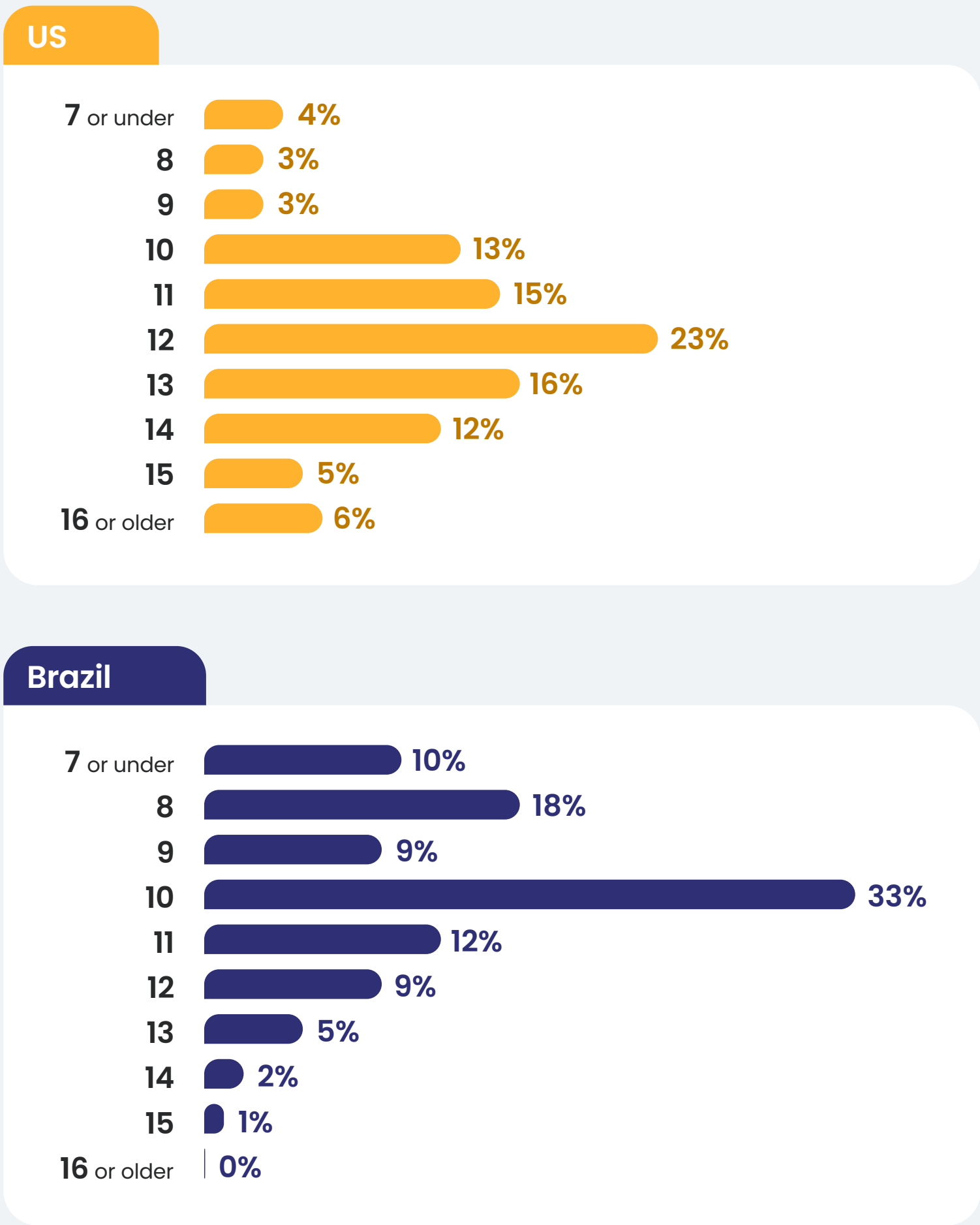
In the US, numbers weren't quite clear-cut: just under a quarter (23%) of parents chose 12 as the age to give their child a smartphone, while the rest leaned either earlier or later in similar numbers – 13% of 10-year-olds, versus 12% of 14-year-olds.

Brazil, on the other hand, tells a different story. While **1 in 3 parents chose to give their child a smartphone at 10**, that age doesn't coincide with secondary education – rather an age where children might begin to get more independence, such as walking to school alone, enjoying after school hobbies, or hanging out with friends without a parent.

Parents around the world give their children phones at different times, but no matter the age, **safety, security, and communication are top of mind**. Despite differences in the age they decided to give them a smartphone, many parents felt that “out-of-the-box” wasn't an option for their child, and **owning a phone needed to come with certain safety conditions** to help make their child's device age-appropriate and safe to use.

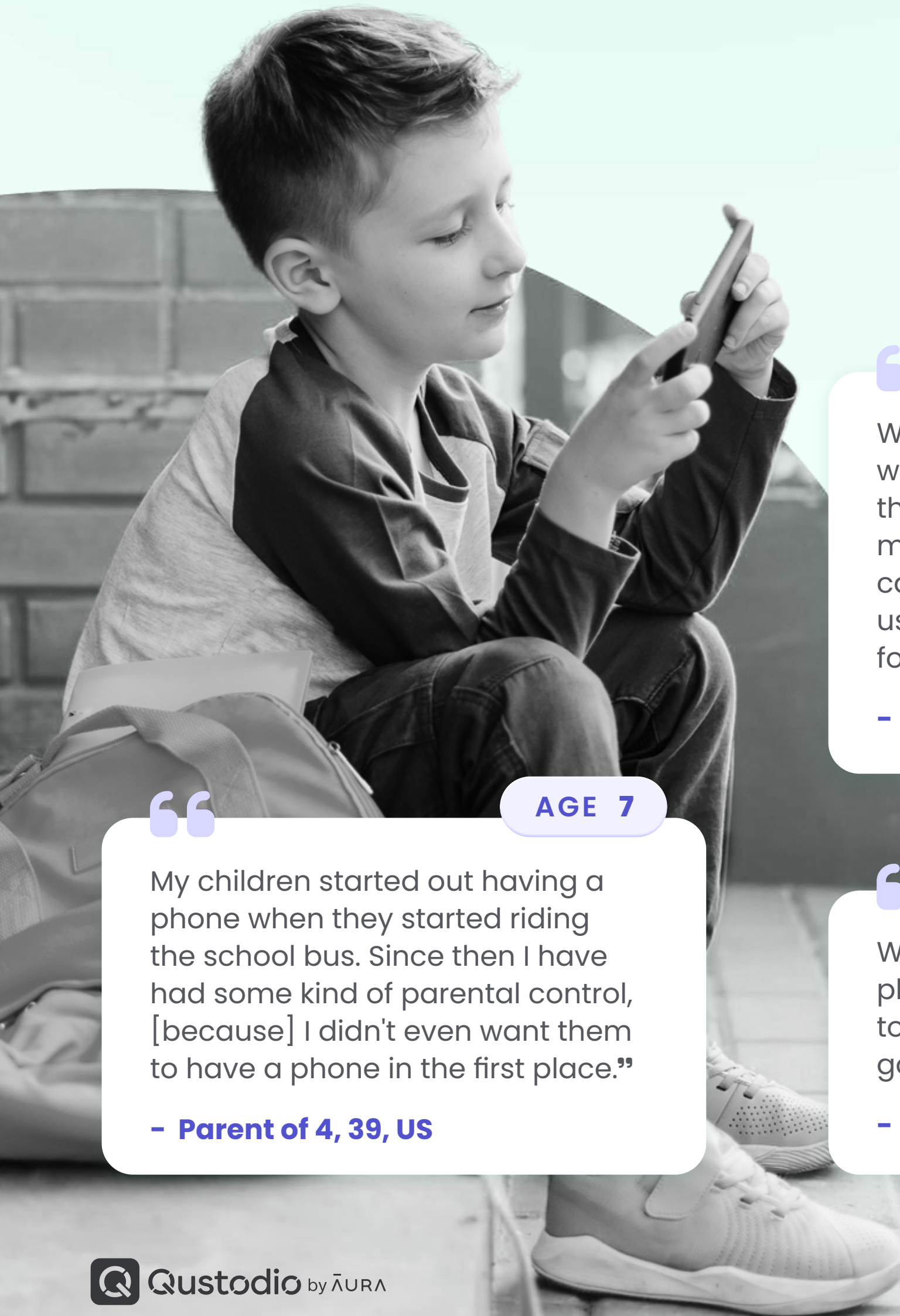


How old was your child when they received their own smartphone?





Parent opinions | A child's first phone



“

AGE 7

My children started out having a phone when they started riding the school bus. Since then I have had some kind of parental control, [because] I didn't even want them to have a phone in the first place.”

- Parent of 4, 39, US

“

AGE 8

We started using a phone with parental controls so that our daughter who is in middle school, and far away, can call us without having to use apps that aren't suitable for her age.”

- Parent of 2, 43, France

“

AGE 11

When I gave them a phone, it was under one condition: it had to come with parental control, both to protect the access they'd have to the internet, and the access the world would have to them.”

- Parent of 2, 56, Spain

“

AGE 11

I always wanted to hold off giving my daughter a phone for as long as possible. When I finally gave in at 11, I agreed to it, but only with clear rules and controls in place.”

- Parent of 2, 48, Brazil

“

AGE 11

[11] was the first age they had a phone and I wanted controls from the start, with phones basically having full access to everything.”

- Parent of 4, 44, US

“

AGE 12

I did not feel they were old enough or responsible enough for a phone but it was needed for safety reasons for after school activities.”

- Parent of 4, 36, US

“

AGE 12

I gave them a phone at 12 as they were travelling distances for school.”

- Parent of 1, 47, Australia

“

AGE 13

We first got our child a smartphone when he was 13 and we were very worried about what he would access online, inappropriate images and language.”

- Parent of 1, 50, US



Parent guide | Getting your child their first phone



With **Dr. Nicole Beurkens**

Child psychologist

Your child’s first phone is a big milestone in the step toward independence, for them and for you. **Getting a phone can help them feel more connected and confident, but it also introduces new responsibilities.** Before making the final decision, it’s important to understand both the benefits and challenges phones bring, and to set clear expectations together.

Think about whether your child is ready for both the freedom and the responsibility that come with having a phone. **As a family, consider how you’ll navigate the cons,** and how you can prepare your child to encounter risks.

The pros and cons of owning a phone

- | | |
|--------------------------|--------------------------|
| ✓ Independence | ✗ Distraction |
| ✓ Safety | ✗ Costs |
| ✓ Connection | ✗ Exposure to risks |
| ✓ Learning opportunities | ✗ Screen time challenges |

Is your child ready?

- Responsibility:** Do they take care of their things? Can they be responsible for an expensive piece of tech?
- Privacy:** Do they know what’s safe to share online, and how to protect their personal information?
- Boundaries:** Can they handle peer pressure, negativity, and social comparison?
- Self-control:** Can they manage their emotions, follow screen time limits, and stop using devices when asked?
- Digital skills:** Do they know how to adjust privacy settings, block users and report issues?
- Teamwork:** A phone doesn’t mean full independence straight away. Are they open to your guidance and supervision?

How to make your child’s phone a success

- ☐ **Set clear rules** for when and how phones can be used.
- ☐ **Talk regularly** about what your child does online and what they experience.
- ☐ **Create phone-free zones**, like at meals and bedtime (for everyone!).
- ☐ **Encourage balance** between screen time and offline activities.
- ☐ **Model healthy phone habits** yourself.
- ☐ **Stay involved** and keep communication open.
- ☐ **Set up parental controls** to make the device age-appropriate. They can help you set limits, block unsafe content, and guide your child to healthier digital habits.



Tip:

Making small steps with phones makes it easier to pull back if you need to: **Your child’s first phone is much more than a device.** It’s an opportunity to teach responsibility, build trust, and support them as they learn to navigate the digital world with confidence.



“Not until you’re 16”:

The new social media norms?

2025 might go down in history as **the year society started to actively turn against social platforms** – perfectly illustrated by the Australian government’s decision to introduce a mandatory minimum age for social media, at 16. Australia’s government reasons that [these restrictions](#) aim to protect young people from social media’s risks and pressures, but they are still in their infancy, and only time will tell how effective these measures will be.

Much like the phone debate, parents are increasingly aware of the dangers their children can be exposed to on social media – but they also understand that social media is simply the way that many young people experience the world, express themselves, and navigate increasingly connected relationships. Social media itself has also evolved from a way to

connect with friends and share interests: it’s now another space to consume information, entertainment, and content from across the globe. **When the lines are blurred around what makes a social app “social”, protecting children from this can seem a daunting task.**





The riskiest platforms in parents’ eyes

We asked parents about the risk of content children could find across some of the social platforms included in Australia’s ban, along with popular platforms children use that offer up “social” elements such as online chat and comments, including a purely entertainment-based platform, Netflix, as a comparison.

Parents largely classified TikTok as the riskiest platform, with over three-quarters (77%) rating the content appearing on it as “high risk”

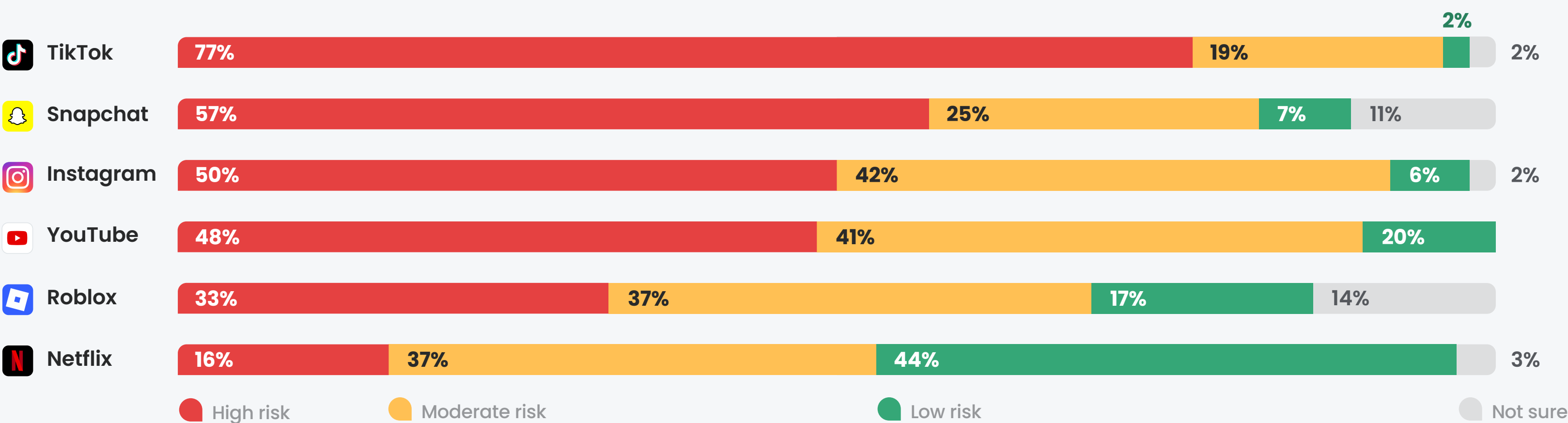
potential, and a further 19% labelling the content as “moderate risk”. The 2 other photo and video-based sharing platforms, Instagram and YouTube, were rated less risky. **Half of parents (50%) felt content on Instagram was potentially “high risk”**, followed closely by YouTube, at 48%. Snapchat, a communication hybrid, was rated as “high risk” by 57%, though more parents were unsure about the content children

could find on there – 1 in 10 stated they were “not sure” what risk content on Snapchat posed.

Platforms viewed as more “child-friendly” fared better: Roblox, for example, as a gaming platform, is excluded from Australia’s ban, but includes chat and social elements. Parents largely voted it as “moderate risk”, though 14% were “not sure”.

With so many platforms to understand and be aware of, **it makes sense that parents would prefer to set a recommended social media age** – giving parents expert backing and government restrictions as reasons to say “no”. Amid the global discussions surrounding social media, parents are beginning to form a consensus on the age they’d like that to be.

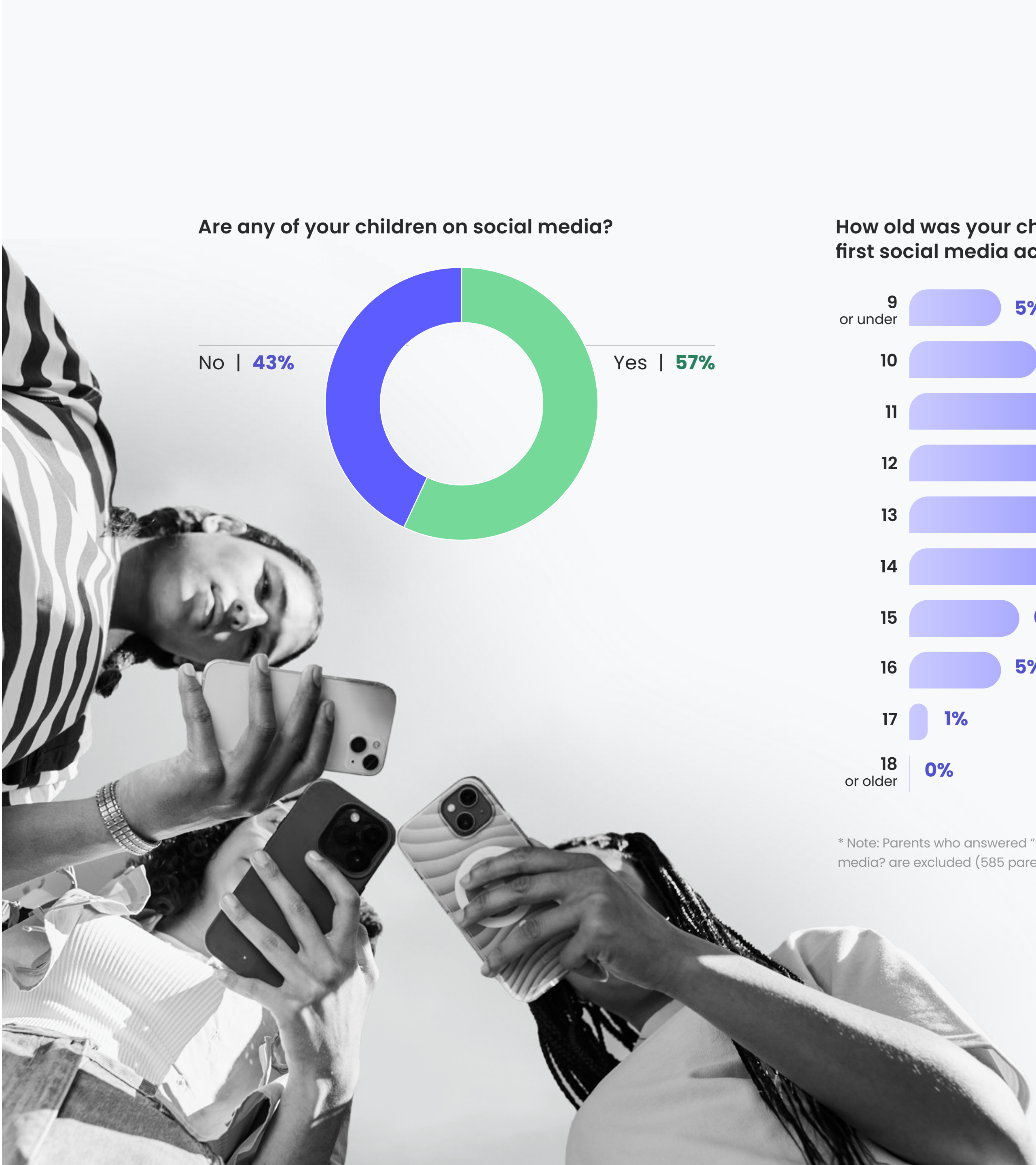
How would you classify the potential risk of content your child could access on these popular platforms?



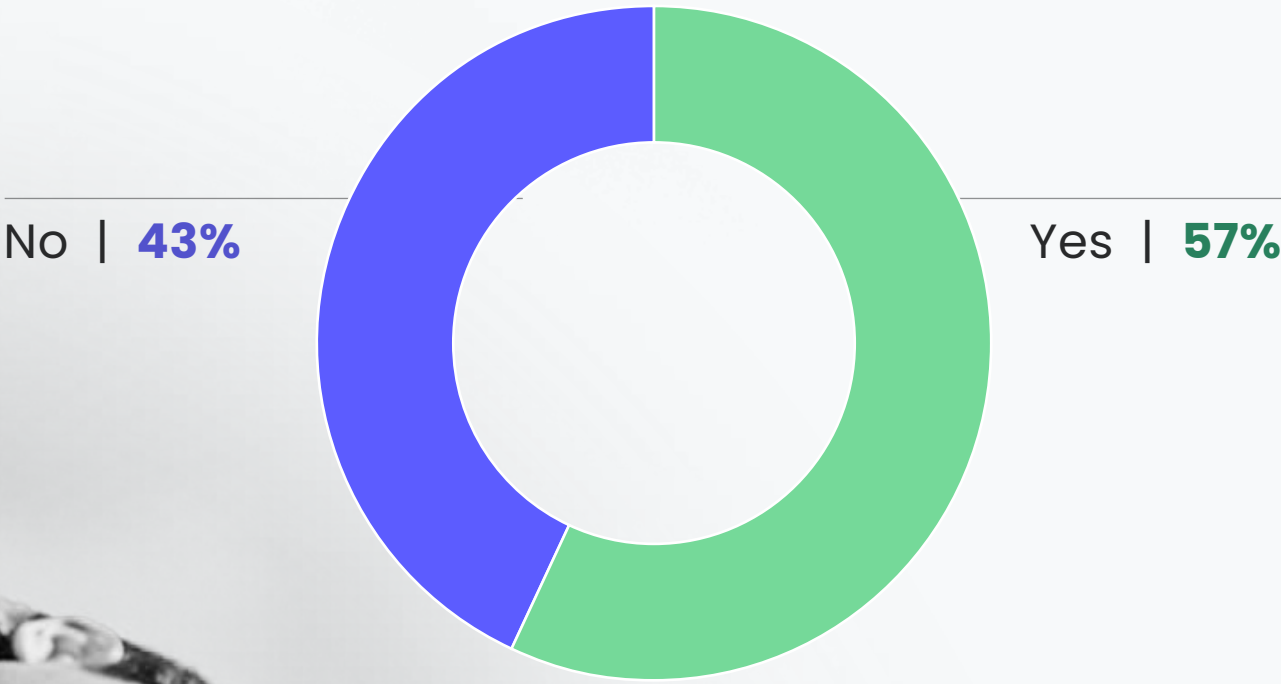


The 16-or-not debate: Where parents stand

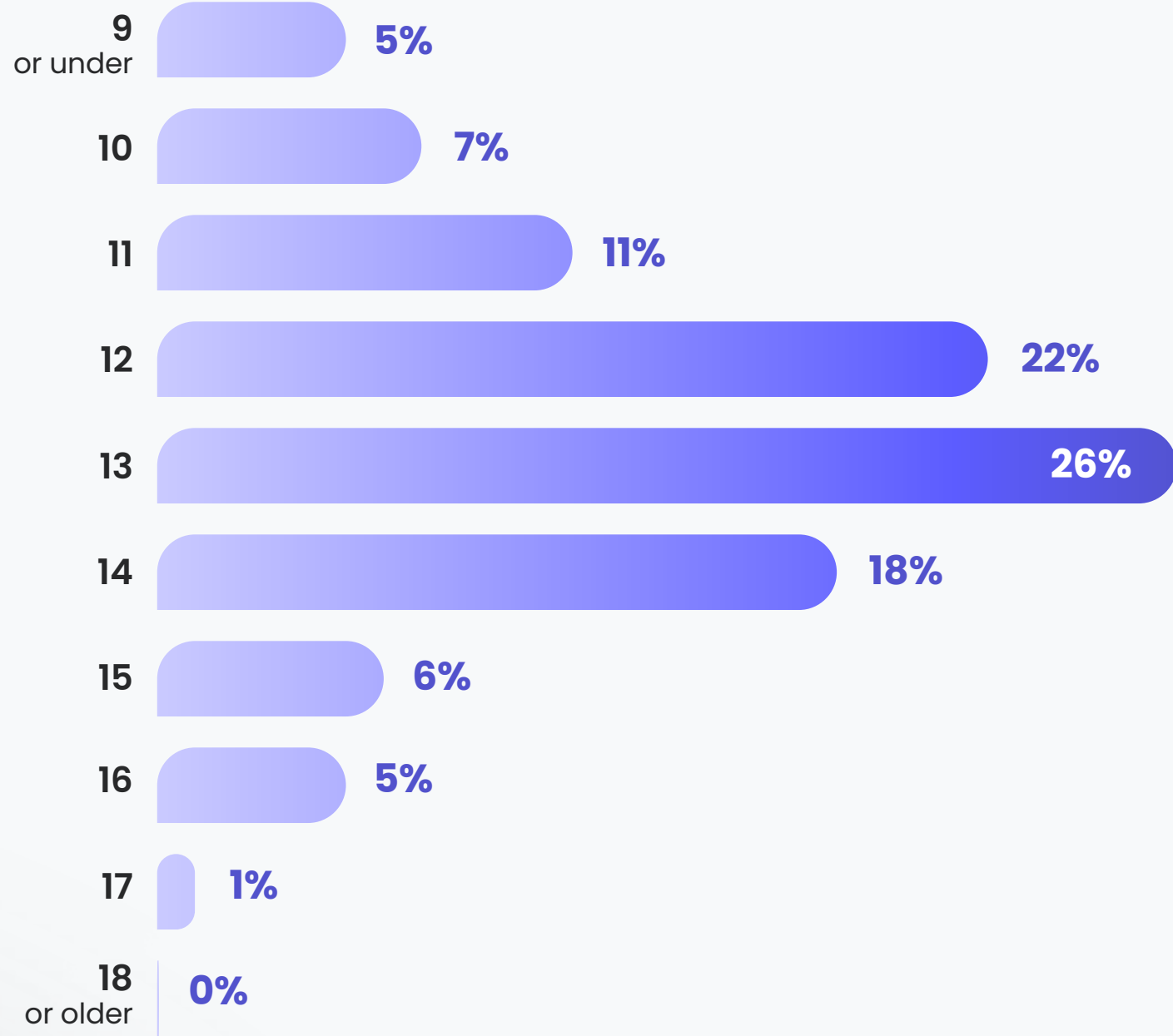
Of the parents in our survey, 57% had children on social media. The age their child first created a social media account varied, but largely coincided with the current age most platforms set out as the minimum in their terms and conditions: 13 (in most countries). 12 and 14 were the next most common ages for children to open their first social media account, followed by 11, 10, and then 15. In a small minority, 5% of both 9 and 16 year-olds had their own social media account at these ages, showing a wide spectrum of what parents are comfortable with, and varying boundaries set by different families.



Are any of your children on social media?



How old was your child when they created their first social media account? *

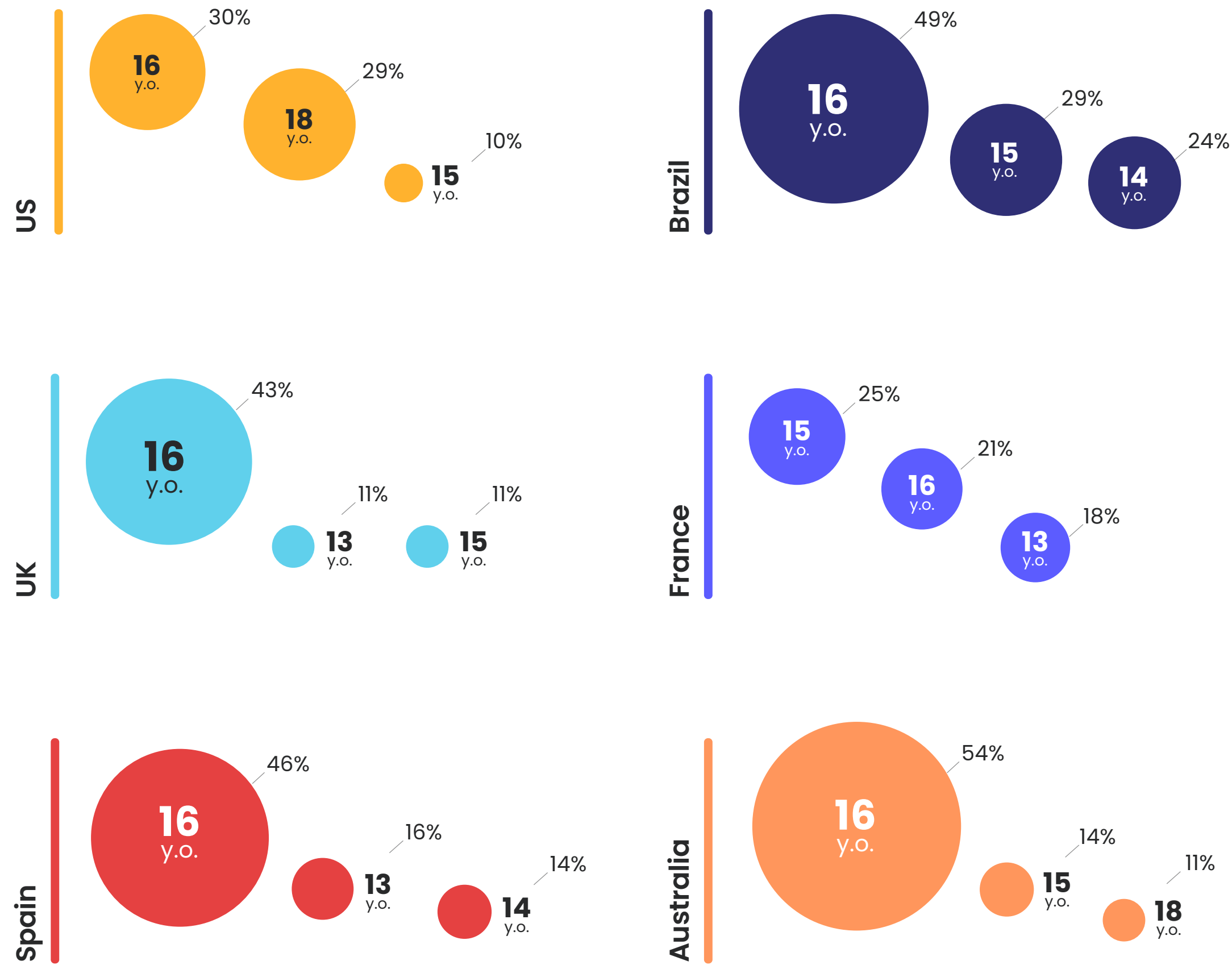


* Note: Parents who answered “No” to: Are any of your children on social media? are excluded (585 parents).



What age do you think is appropriate for children to start using social media?

Top 3 most frequent answers



When asked to consider the appropriate age for children to start using social media, parents overwhelmingly leaned later rather than earlier, for the most part coinciding with the age proposed by bans and restrictions across the world: 16.

Parents around the world were fairly united in 16 being the most appropriate age for social media, but slight differences in opinion came through when looking at the most common ages given overall. **France stood out as the only country to select age 15**, but by very few percentage points: 21% of parents still believed 16 to be appropriate. **For US parents, 18 was widely considered to be the acceptable age for social media, coming in a close second behind 16** – 30% of US parents felt 16 was appropriate for children to start using social media, versus 29% who felt the same for 18. In other countries, 16 was the clear choice, making up almost half of parents in Brazil (49%), Spain (46%), and the UK (43%). In Australia, where the social media ban made headlines around the world, over half of parents were on board – **54% of parents stated they believed 16 was the appropriate age for children to start using social media.**

Parents had different reasons behind the age they felt was most appropriate, most commonly referring to children’s level of maturity and ability to think critically. They expressed that children need to be emotionally and cognitively mature enough to navigate the risks posed by social media, peer pressure, and self-regulation.

While on the one hand, **some parents argued that social media offered no value at any age**, others noted that social media is part of the society kids grow up in, and is a way for them to connect and socialize in their own way. **Parents often saw it as their responsibility to help children navigate social media**, as delaying access would not give them the tools and knowledge they need to use it in a healthier way.

Parent opinions | Social media

“

AGE 8

It depends a lot on the education parents give to their children. For us, it was 8, but maybe there are parents who’d give their kids access much older, and some younger – it all depends.”

– Parent of 1, 45, Brazil

“

AGE 10

With parenting control in place. It is unavoidable because all the kids are using it and my son doesn’t want to be excluded – even for gaming they are using social media.”

– Parent of 1, 57, Australia

“

AGE 9

I believe that with guidance and supervision, [social media] should be part of the “new” early childhood education. You can’t exclude your child from this world, and if we are to include them, they need to be kept close and guided.”

– Parent of 1, 49, Brazil

“

AGE 11

It’s when most of their peers get access. I believe leaving them out is worse. However, I would never advise this age without strict parent controls.”

– Parent of 2, 51, UK

“

AGE 12

Honestly, I hate social media and think nobody should use it. But I’m realistic that kids’ friends use it and it’s a modern way to stay engaged with their peers. At age 12 there’s a more favorable risk-benefit; they are old enough to recognize something bad and avoid it, while having the benefit of connecting with peers. There’s always risks regardless of age; **any younger than 12 and they are too exposed** and unable to manage the risks themselves while not reaping sufficient benefit to justify the risk.”

– Parent of 4, 43, US

“

AGE 13

Age shouldn’t be the overriding factor. **It should be the example parents set**, and the discussions that they have with their children.”

– Parent of 1, 50, France



Parent opinions | Social media

“

AGE 14

At 14 I think as parents we’ve been able to teach them about the risks and set up boundaries. Before that, generally, they’re not mature enough.”

– Parent of 1, 53, Spain

“

AGE 14

Really, it depends on the kid involved. Some kids may be OK to use social media at 13, some not until they’re 16. **I don’t believe it’s a one-size-fits-all situation**, though, I understand why governments are feeling pressured to regulate access... and, frankly, some parents aren’t savvy enough to know how to effectively guide their kids into the online world, so some regulation is probably necessary.”

– Parent of 1, 51, Australia

“

AGE 15

I think 12–13 is too young. **I think having a few years to settle into high school before social media is a good thing.** I think if they are too close to adulthood when they start using it it is harder to teach and have conversations about it but around 15–16 this is still a very teachable age.”

– Parent of 2, 49, Australia

“

AGE 16

Australia have adopted 16 as the legal age and upon much reflection this feels like an age where their maturity might help them to navigate the dangers of social media. **I am conscious social media may be inevitable long term but the later the better in my view.** At 16, they hopefully have developed sufficient self-awareness and the ability to ask help when needed.”

– Parent of 2, 47, UK

“

AGE 16

I just want them to be more of a kid = **focus on IRL skills** like conversation, school, sport and friendships before going online and broadening sources of influence.”

– Parent of 2, 48, Australia

“

AGE 18

Social media is really addictive (and there’s evidence to support this), so just as I wouldn’t want my child smoking, drinking, or using any other addictive substances as a minor, **I wouldn’t want them exposed to social media as they are still developing.** I also think that because of anonymity on social media, there are people on there without morals or scruples who I don’t want my child to come into contact with. I prefer contact in real life.”

– Parent of 1, 49, Spain

AI: The new “social” dilemma

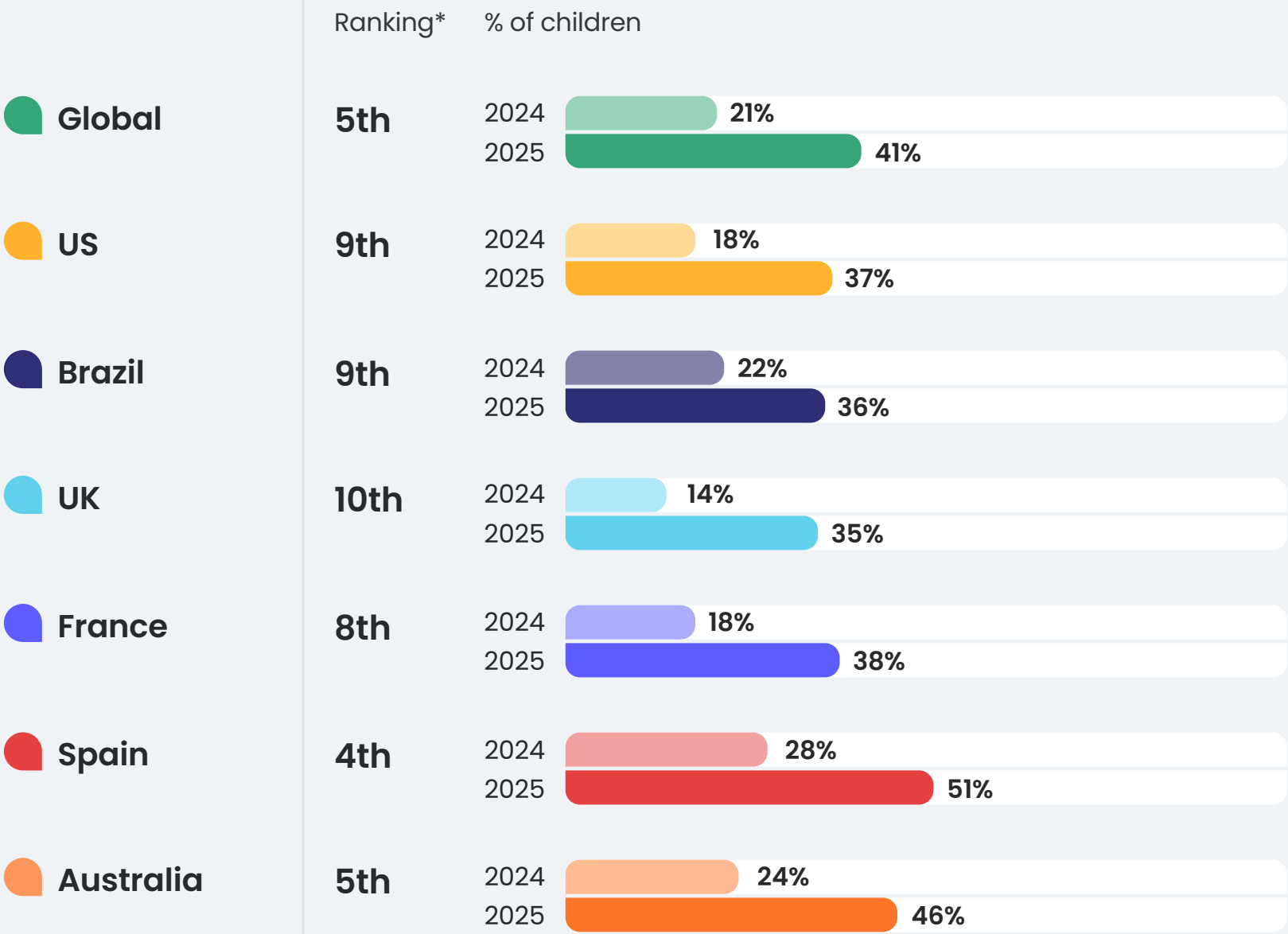
Mainstream AI tools are young, but the way that people are using them has already shifted in a short space of time. When AI platforms such as ChatGPT and Bard (later Gemini) first launched to the public, [concerns largely centered on dishonesty](#) – cheating, false information, and overreliance, particularly among children, who would be growing up not knowing anything different.

Fast forward to 2025, and these concerns still hold strong, but **people’s use of AI is rapidly evolving, shifting from a knowledge resource and helpful tool to a confidant and emotional support**. For the majority of children, though, AI tools still overwhelmingly act as a homework aid, an assistant for school projects, and a knowledge base providing answers.





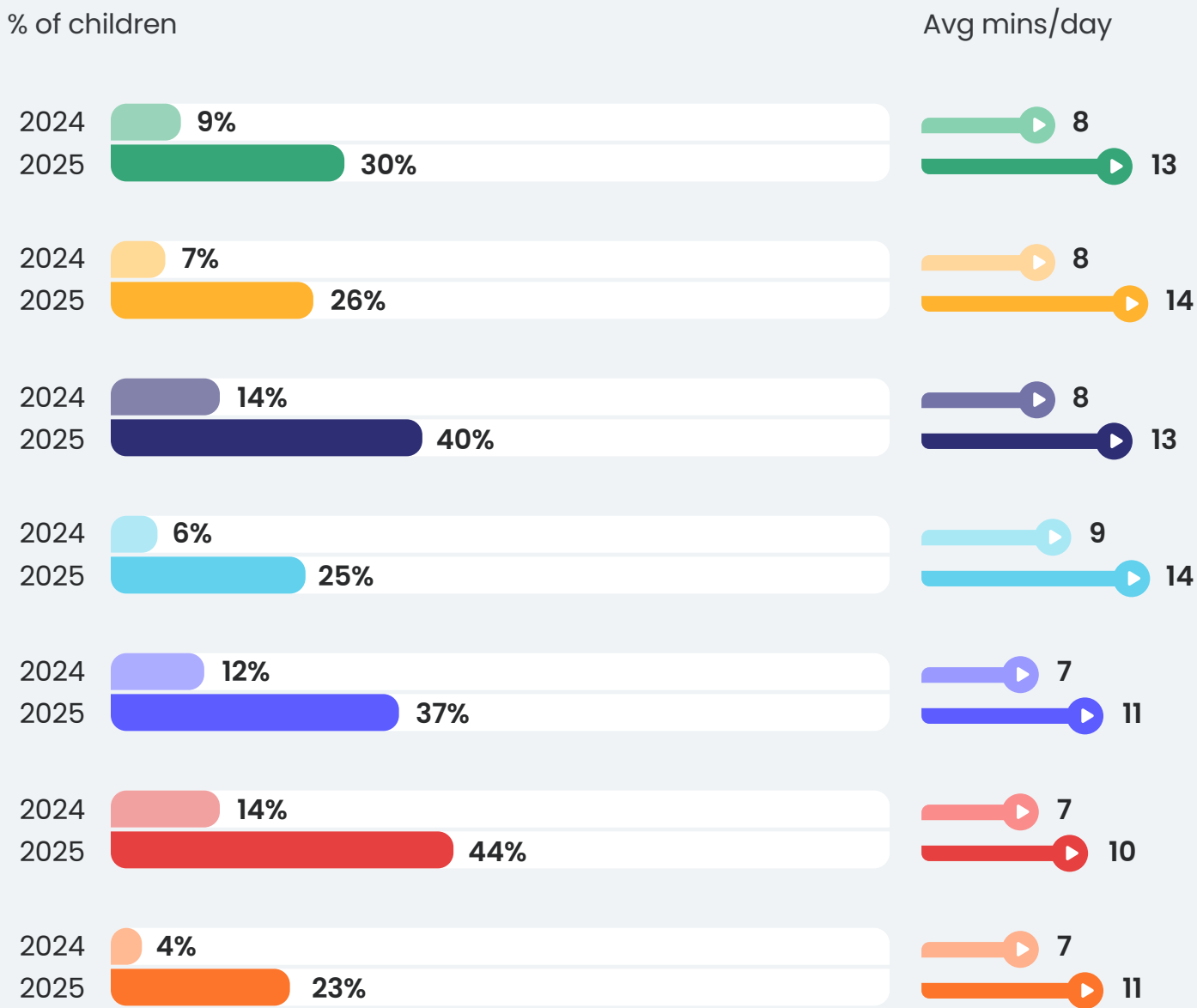
Percentage of children who visited chatgpt.com



* Most visited websites: position in 2025



Percentage of children using the ChatGPT app, and average daily use



How children are using AI

Qustodio’s own insights on app and website use show a fast uptick in 2025 for ChatGPT on kids’ devices, showing its dominance of AI, at least among children. ChatGPT has risen to become more mainstream and adopted: In 2024, just 9% of children around the world had downloaded and used the ChatGPT app – rising to 30% in 2025 where **almost 1 in 3 kids used the ChatGPT app.**

While the app grows in popularity, it’s the web browser where ChatGPT’s uptake becomes apparent. In 2024, the ChatGPT website placed 18th in the ranking of most-accessed websites over the year, while **in 2025, chatgpt.com was kids’ 5th most visited website globally**, with 41% of children having accessed the page at least once in the year.

ChatGPT’s insertion into everyday life in 2025 traveled the world: **the amount of children using the ChatGPT app climbed by 236% world-wide from just 9% of kids to 30% in the space of one year**, while in Australia, adoption grew by over 400%: in 2024, just 4% of kids used the ChatGPT app, while in 2025, just under a quarter (23% of kids) downloaded and used ChatGPT over the course of the year.



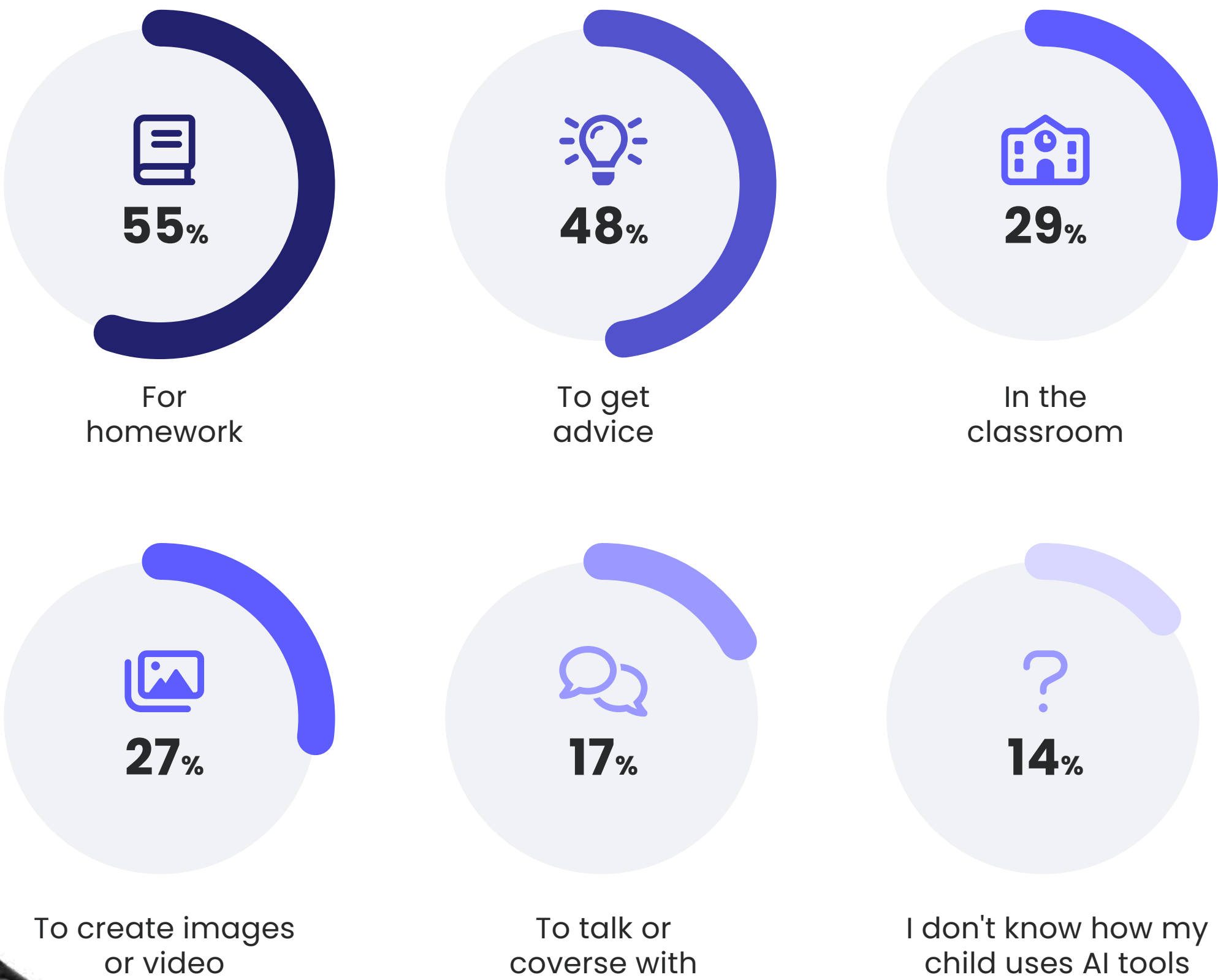
How parents see a future with AI

Parents assert that the way kids use AI tools ties in with ChatGPT’s offerings of help and assistance: in our parent survey, **55% of parents stated their child uses AI tools for homework**, and almost half (48%) use AI to get advice. 29% of kids use AI in the classroom, and just over a quarter (27%) use it to create images or videos. To their parents’ knowledge, a much smaller group of children (17% of kids) use AI to talk or converse with.

Within this “chatting”, a broad range of interactions can exist. Recent reports show that children may be using chatbots for mental health support, rather than simply chatting and engaging. A [2025 study from Common Sense Media](#) found that 33% of teens viewed

or use AI chatbots for social interaction and relationships: within this group, 18% used them “for conversation or social practice”, in line with the **17% of parents from our survey who asserted their children used AI tools “to talk or converse with”**, while 12% of teens in the Common Sense Media report reported viewing or using AI “for emotional or mental health support”.

How does your child use AI tools?



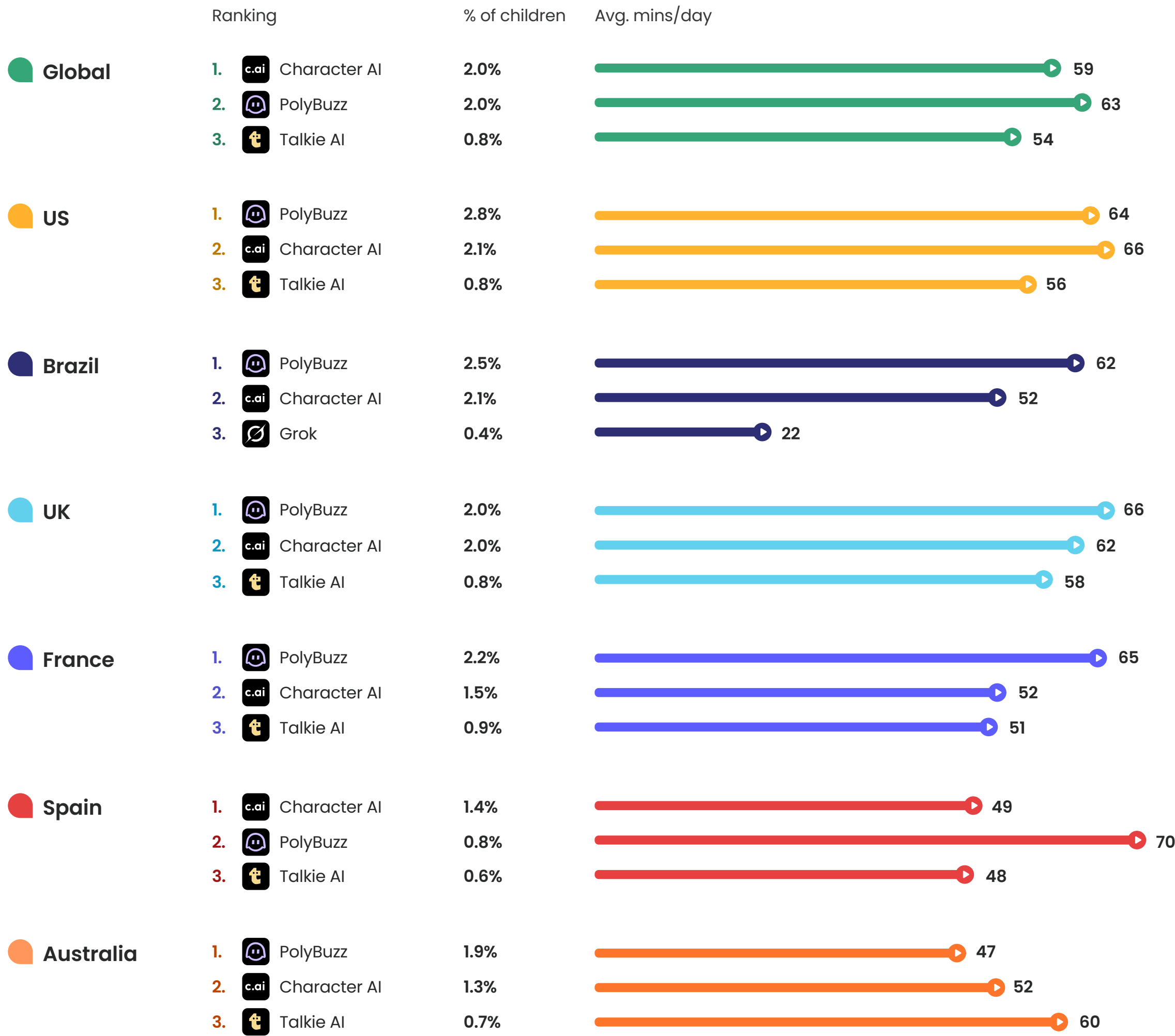


Companions and chatbots: Always by their side

As research evolves, and we understand more about how people are using chatbots, companions, and AI tools, early investigations are showing how conversational bots are designed to keep users engaged through emotional manipulation, such as [guilting people into staying when they try to sign off](#). For the group of kids using these bots, that means it’s harder to turn away – closely echoing the evolution of social media feeds over the years, keeping more vulnerable users locked in the scroll and swipe of endless videos. **Free tools and social channels, however entertaining and useful they may be, still have the goal of keeping us engaged, online, and interested.**

App data from Qustodio shows that **companion bots are not nearly as mainstream as tools like ChatGPT** – the percentage of children using them is much lower. But when looking at the average daily time spent on companion bots such as Character AI, these apps have a higher daily use, indicating more engagement among kids using them.

Top 3 most popular companion bot apps



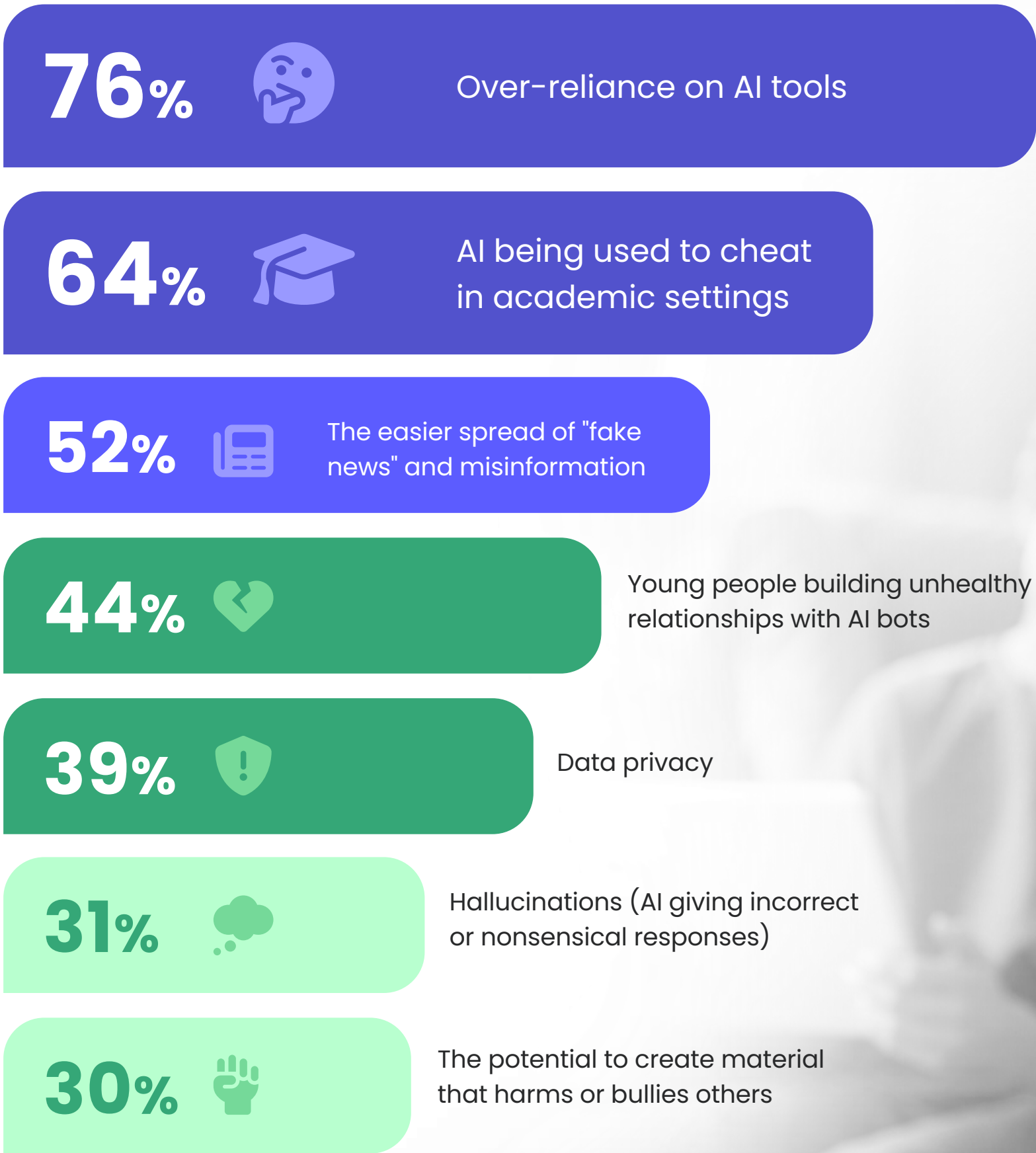


Kids and AI: What worries parents most

Overall, the parents in our survey were cautious about AI, expressing worry that children will grow up in a world where using AI will bring benefits, but not without cost if not managed properly. **Over three-quarters (76%) of parents believe the most worrying aspect of AI is that children could become over-reliant on it**, with many parents citing that their children losing the ability to think critically, or become less creative, was a concern.

The debate ChatGPT sparked on first release about its use in the classroom and how children could use it to get ahead easily seems to have stuck in parents’ minds: **64% were most concerned about AI being used to cheat in academic settings**. But with AI, cheaters have to be selective – the tools can easily serve up incorrect answers, which if unchecked could spread further online. Parents’ concerns reflected this, with 1 in 2 parents also worried about the spread of fake news and misinformation.

Which of the following AI-related risks your child might encounter worry you the most? *



* Note: Parents were asked to select up to 3 options. Percentages reflect the share of parents who selected each risk.

Parent opinions | The pros and cons of AI

Many parents acknowledged that AI could be useful and helpful when used correctly. But **despite AI’s practical uses, there’s a lot to navigate with their children** – challenges that blend seamlessly with the benefits: false information, hallucinations, and deeper connections being potentially forged with users the more they interact.

““

I use AI and see the benefits but feel **education is ignoring the benefits that it brings**. Hence young people are not being taught the disadvantages and how to use it safely.”

– Parent of 2, 50, UK

““

AI is a tool that can have huge positivity during academic years, but for my children who are all at the beginning of their GCSE journey [exams UK students take at age 15–16], **AI takes away the exploration of research, the use of books** – which is devastating – and the chance of self discovery.”

– Parent of 3, 43, UK

““

I’m worried about AI in education because I’ve seen **you can just upload a picture of homework and AI does it**. I’ve also seen that AI can change people’s photos, making them look different to how they are in real life.”

– Parent of 2, 48, Spain

““

If people rely on a magic answer box, they will not learn on their own. **AI is prone to hallucinations** and will give erroneous information.”

– Parent of 1, 44, US

““

Tech for **cheating has been around for decades**. AI makes it a touch easier. I’m more worried about AI generated photos and bullying.”

– Parent of 3, 40, US

““

AI can be a tool, but **even adults are using it poorly and relying on it too heavily** – every query builds their database and I don’t trust companies to do the right and ethical things with that amount of data.”

– Parent of 5, 37, US

““

The natural language of AI responses gives the illusion of correctness and **the ease of use is an irresistible shortcut** to the hard work of [children] thinking for themselves. This undermines the fundamental purpose of education and intellectual development.”

– Parent of 1, 46, Australia

““

I don’t yet know how AI will harm or help young people, but we’ll certainly have academic interference from it along with the increase in incorrect answers. **This generation will see dependence creep in**, just as we did with Google!”

– Parent of 1, 49, Brazil

““

Some AI tools don’t provide full control over data privacy. **We still don’t clearly understand the limits** of AI’s academic use – and schools don’t teach around that.”

– Parent of 2, 48, Brazil.



Parent opinions | The pros and cons of AI

Parents also worried about how bad actors could potentially cause harm, and the relationships both children and adults were developing with AI. Many parents expressed concern over the future of AI, and what it would mean for their children as they grow, showing the balance between help and harm is a difficult one to strike.

““

Not everything about AI is always true – AI recognizes that when you tell it. Dependency happens because of how responsive it is, and the memory it has. **Some really consider it a friend.**”

– Parent of 1, 46, France

““

We don’t know how AI will use the data we provide it with – will it be public? Can it respond to other people with my ideas? I also think AI can be used with bad intentions: I’ve seen secondary school kids using Meta’s AI to insult a classmate. And **if AI always tells you you’re right, why would you seek out a friend** who might sometimes tell you you’re wrong?”

– Parent of 2, 49, Spain

““

If young people rely on AI instead of their own thinking, we risk raising dependent citizens who lack true freedom and self-awareness. On top of that, face-to-face communication and real-world social skills are already declining. **Forming relationships with AI bots can blur the line** between reality and fiction, making it even harder for young people to navigate real life.”

– Parent of 3, 47, US

““

It’s easy to create content that you lose control over once it’s been shared, and the risk of unintentionally becoming a bully is high. We don’t know what these platforms do with our data, but as **they come to know us better than we know ourselves**, their power and influence grow dangerously strong. And with content so realistic and persuasive, how can we teach our children to tell what’s real and what’s fake when even we might struggle to?”

– Parent of 2, 45, France

““

Kids think less and work things out less due to simply asking AI to do things for them. This can be both helpful and harmful, depending on the context. Fake news is getting harder and harder to spot, fake reels, fake clips etc as video tools get better at creating fake news. **Kids are seeing things that didn’t even happen mixed in with things that did**, and it is becoming harder and harder to tell what is real or not.”

– Parent of 2, 48, Australia

““

I recently found an AI conversation in which **the bot had advised my child he would not get in trouble for trying alcohol.**”

– Parent of 1, 60, US

““

History is being re-written nowadays, misinformation is everywhere, **AI is giving answers as if there were a new truth**, what are the sources, how is this truth worthy. Children don’t know how to challenge AI for the real answers.”

– Parent of 3, 43, US



Parent guide | AI companions and your child



With Teodora Pavkovic
Director of Wellbeing and Parent Advocacy, Qustodio

AI companions are chatbots designed to simulate friendship or conversation. Children and teens might use them for fun, to explore ideas, or when they want “someone” to talk to. While chatbots can seem comforting, or allow space to be creative, it’s important to understand how they work and what children could be sharing with them.

What parents need to know

- AI companions may feel supportive or friendly, but they aren’t human.
- Conversations with chatbots may not always be appropriate or reliable.
- Overuse can make children depend on them emotionally.
- Chatbots can collect and store personal information.
- Companions and chatbots are designed to keep us engaged, and have been shown to actively delay people as they try to sign off.

Helping kids understand the risks: 6 steps parents can take

- 1 Talk openly** about what AI companions are, and how they work.
- 2 Get to know the platforms** out there and understand if there are any restrictions on them for minors, or if they’ve been labeled as unsuitable.
- 3 Set clear limits** on what children can, and can’t use.
- 4 Review privacy settings** and help children understand what they can and can’t share online.
- 5 Encourage balance** with real-world social connections.
- 6 Check in regularly** to understand the AI tools children use, and how they feel about them.

Warning signs parents should watch for



- Spending increasing amounts of time **chatting with bots or AI tools**, especially over friends or family.
- Being secretive** about certain apps, conversations, or “friends” they have.
- Relying on bots for **emotional support** during tough times, instead of turning to trusted adults.
- Sudden **changes in mood** after spending time online.
- Talking about **bots as if they’re real people**, spiritual guides, or authority figures.



How to start the conversation

“Have you heard about chatbots or AI friends people talk to online?”

“Why do you think some people like chatting with them?”

“What do you think are the differences between talking to a real person and an AI?”

Kids and app use in 2025

KEY INSIGHTS: A YEAR IN NUMBERS

In addition to investigating kids' AI use, found in the previous chapter, our annual report examines how children use applications on their personal devices. These most commonly include smartphones and tablets, but also computers, across 5 categories: online video, social media, gaming, education, and communication. **We track the year's most popular apps, and look at how long they engaged the kids who used them for.** Here are some of 2025's highlights.

4 hours

The total amount of **daily screen time** kids spent on their personal phones, tablets, and computers: no change from 2024.



x3

The increase of children using the **ChatGPT** app around the world, with **use tripling from 9% of kids to 30% globally.**



2.2 hours

The average daily time kids around the world spent on **TikTok**. The heaviest users were in the US, rising to an **average of 2.5 hours.**



#1

The new position for **Instagram**, rising to become **the most popular social media app** globally, and in Brazil, the UK, France, and Australia.



37 mins

The average daily time kids worldwide spent exploring immersive educational experiences in **Minecraft: Education.**



-14%

The **dip in time kids spent on communication apps** such as **Snapchat, WhatsApp, and Discord** globally, versus a +16% increase on social media apps.



+1 hour

How much more time each day kids around the world spent playing **Roblox on desktop** compared with mobile.



2x more

The extra time **US kids spent watching YouTube** compared to Spanish children, who watched YouTube the least - **86 daily minutes versus 43.**



Online video

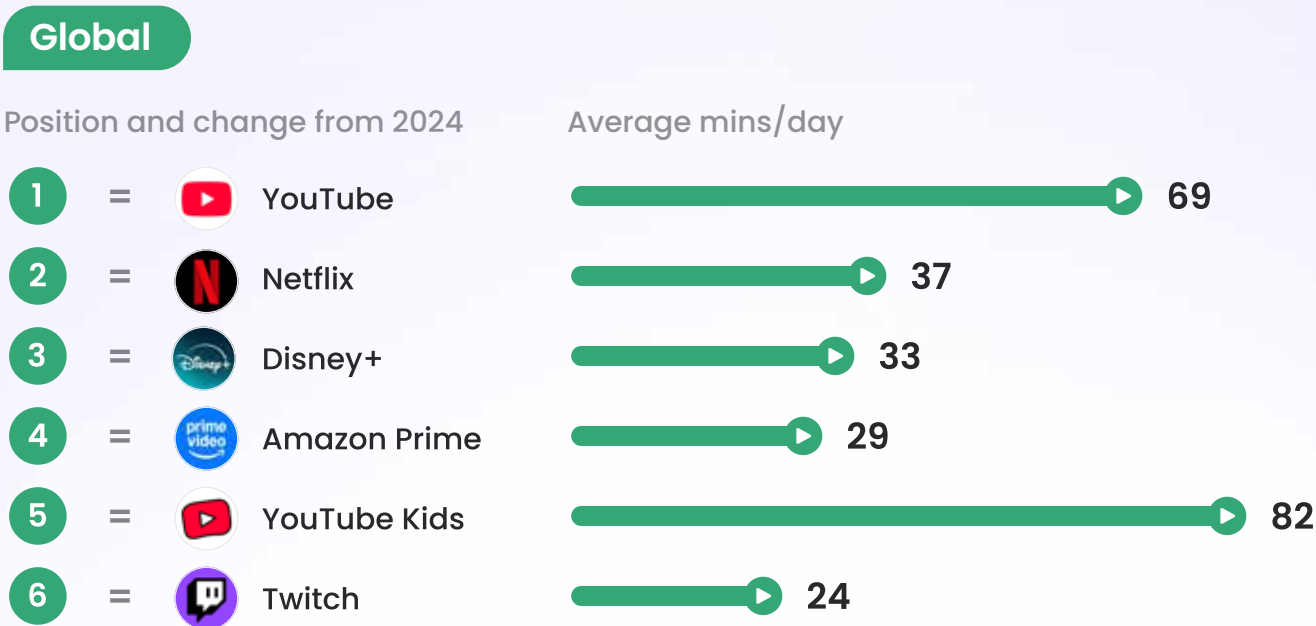
What we found

For many young viewers, video streaming platforms have eclipsed traditional network television to become the standard way to watch video content – whether on their smartphones and tablets, or via apps on the family’s smart TV.

By surpassing [200 billion daily views](#) in June 2025, Shorts cemented itself as an essential and prominent feature of YouTube. The platform’s introduction of new AI tools has drastically lowered the barrier for content creation, boosting the quantity and diversity of short-form videos.

Despite having more content than ever to choose from, **the average time kids spent on video apps in 2025 fell by 4 minutes per day compared to 2024** – with the time they spent watching the most popular video platform, YouTube, plateauing since 2023. **Disney+ was the only platform among the top 6 not to see a drop in viewing time**, while kids spent less time watching Netflix, Amazon Prime, and YouTube Kids than in the previous year.

Most popular online video apps in 2025 vs average daily time spent



*Ranked 1-6 from most-least popular, based on total % of children opening app for at least 5 minutes across the year





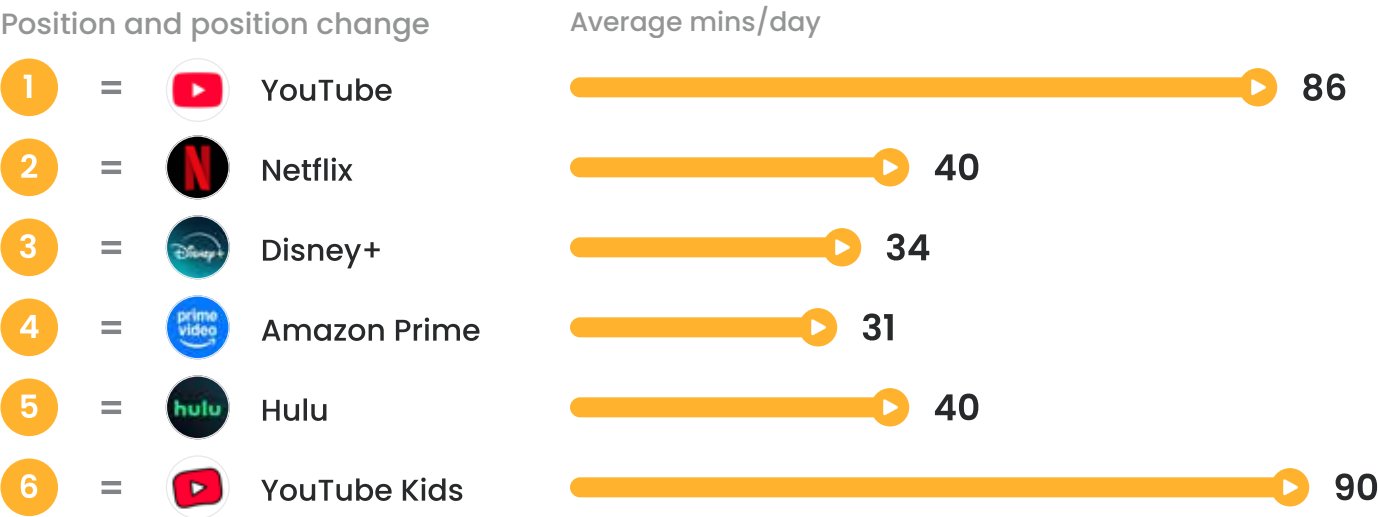
CHILDREN'S MOST POPULAR VIDEO APPS IN 2025

When it came to global popularity, 2025’s top 6 ranking was identical to that of 2024, with **YouTube still the most-widely used video app**, trailed by Netflix, Disney+, Amazon Prime, YouTube Kids, and Twitch.

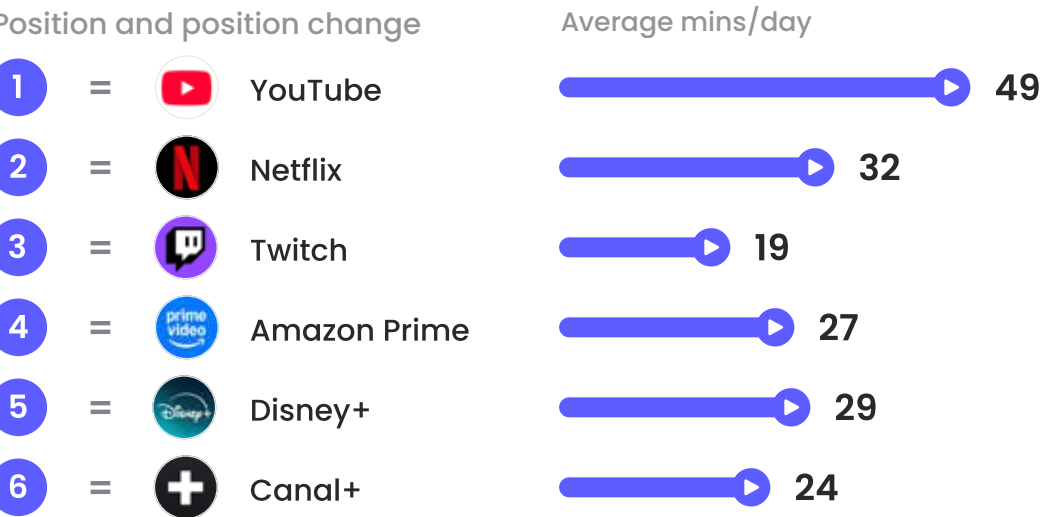
In Spain, 4th place switched from Twitch to Disney+, and down under, the Australian-only streaming service Stan. entered the top 6 for the first time.

Most popular online video apps in 2025* vs average daily time spent by region

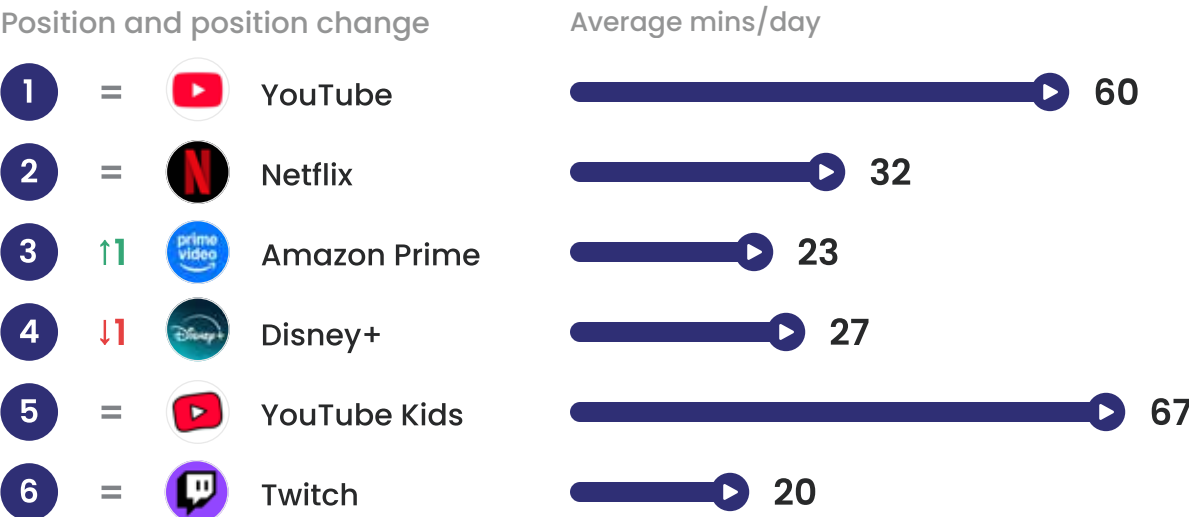
US



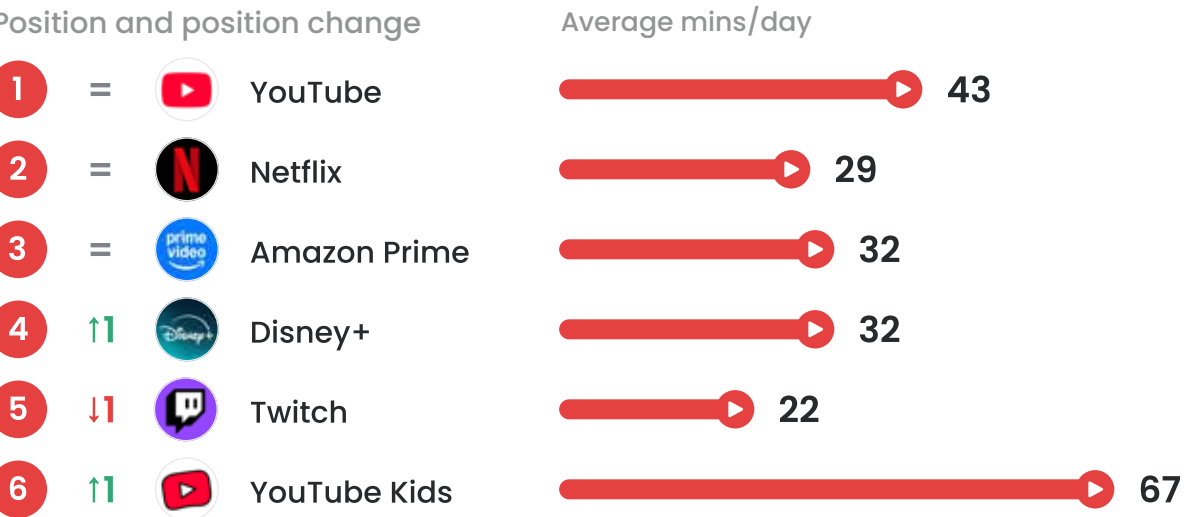
France



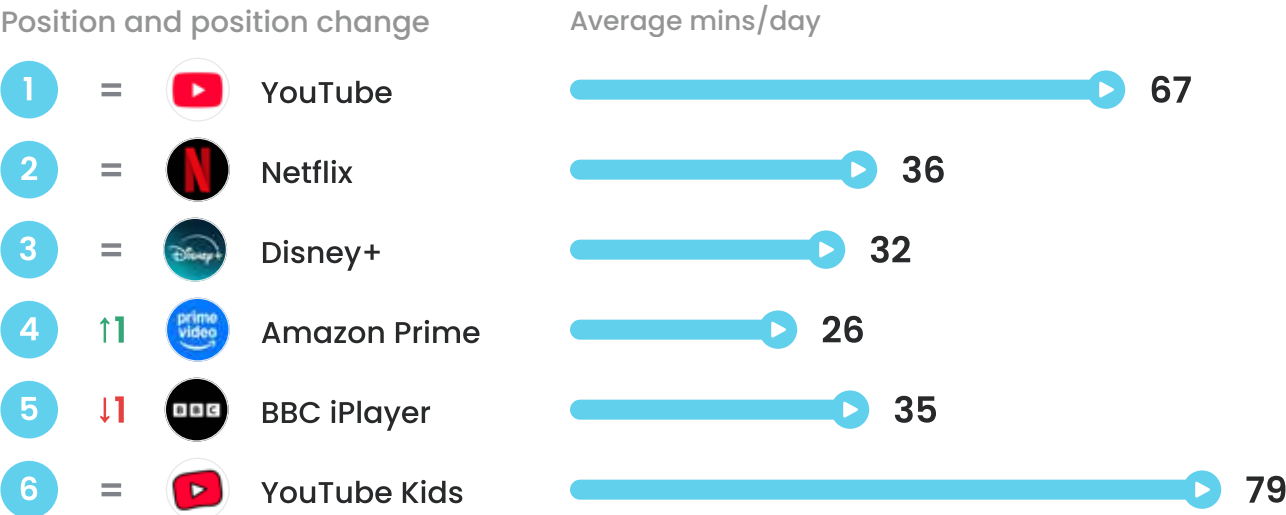
Brazil



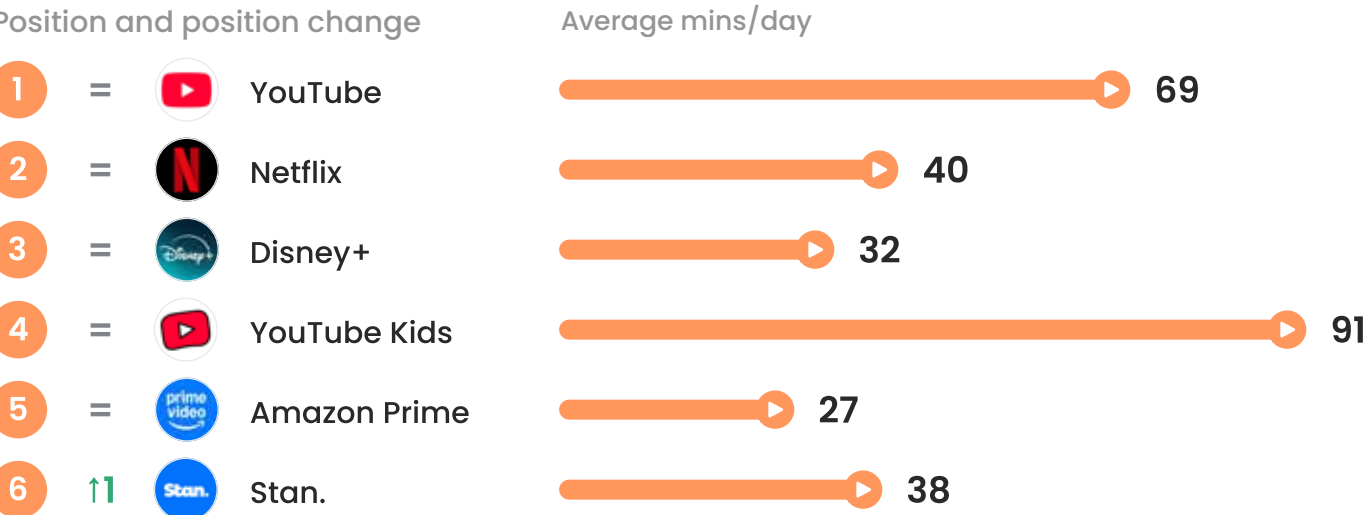
Spain



UK



Australia



*Ranked 1-6 from most-least popular, based on total % of children opening app for at least 5 minutes across the year



HOW LONG DID CHILDREN SPEND ON THEIR FAVORITE VIDEO APPS IN 2025?

While the apps kids used to watch content didn’t change, the time they spent on the platforms revealed interesting trends in viewing behavior. Following steady growth up to 2023, **kids globally have been spending roughly the same amount of time watching YouTube (around 1 hour 10 minutes) over the last 3 years.**

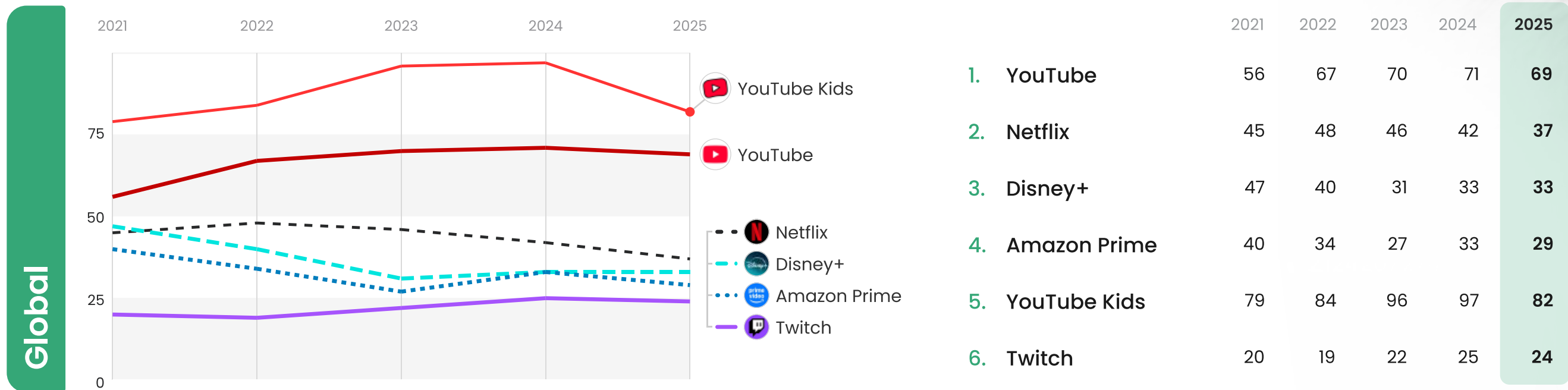
For children using Netflix, global watch time decreased by 5 minutes per day, from 42 minutes to 37. In contrast to its competitors, and perhaps due to its enhanced kids mode and stronger focus on child-friendly content,

Disney+’s daily watch time of 33 minutes in 2024 stayed constant. Like Netflix, Amazon Prime showed a decrease in global viewtime, with a drop from 33 minutes to 29.

It might rank as the 5th most popular video app (due to it being solely aimed at younger children), but **users of YouTube Kids spent a global average of 1 hour and 22 minutes per day on the platform.** This is the highest engagement among all video apps, yet it represents a 15-minute drop from 2024’s all-time high of 1 hour and 37 minutes.



Time spent on top 6 most popular online video apps, from 2021–2025



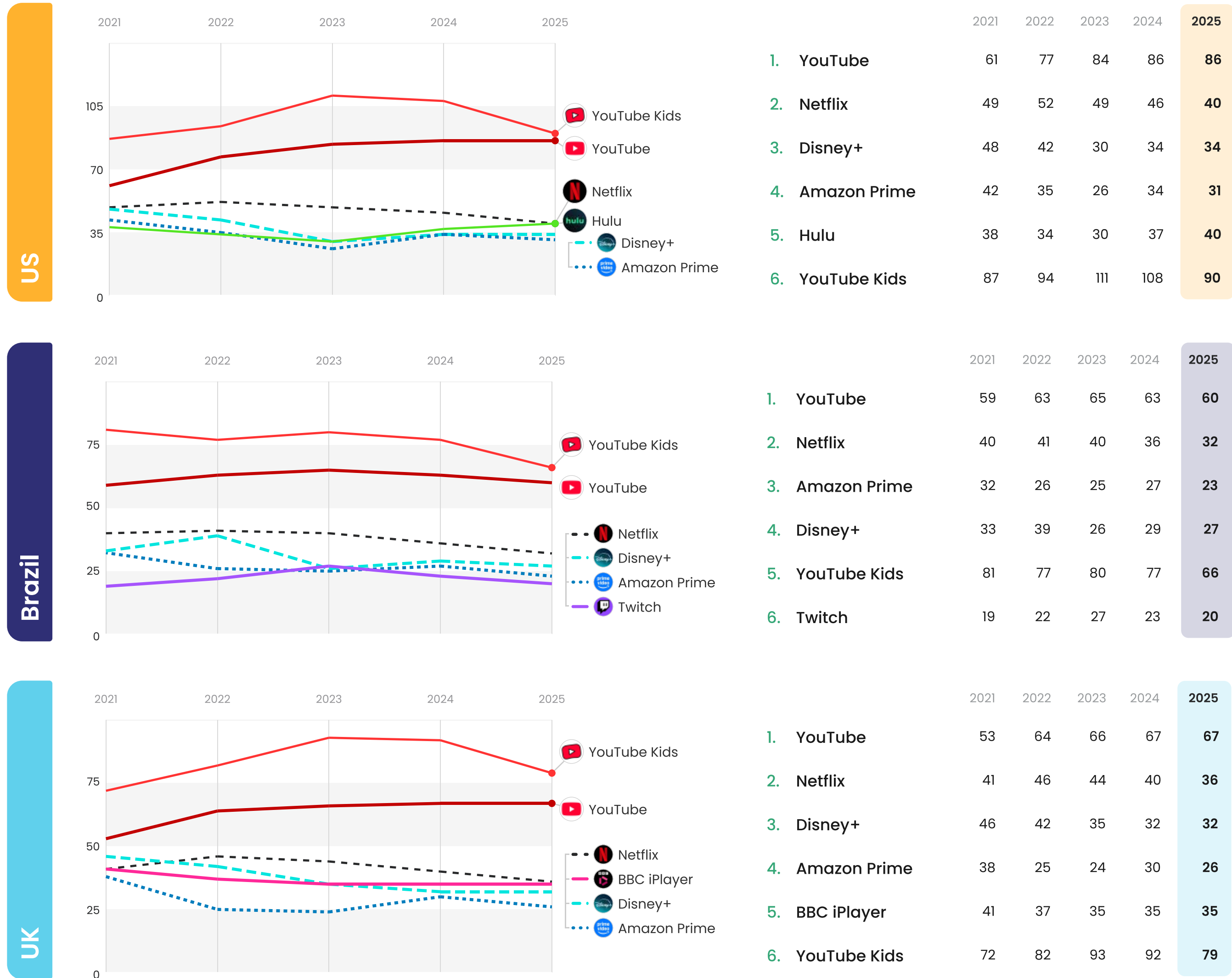


YouTube’s viewing-time plateau was there to see in individual countries, with daily watch time between 2024 and 2025 being more or less the same across nearly all countries. **The biggest gap was Brazil, where kids spent 60 minutes watching YouTube, down from 63 in 2024, and 65 in 2023.**

Netflix’s drop in viewtime since 2024 can be observed in all countries studied, with the US and Australia experiencing the largest fall of 6 minutes per day. In Brazil and the UK, kids watched 4 minutes less Netflix in 2025 than in the previous year.

The fall in viewtime for YouTube Kids was particularly pronounced in the US, where kids watched 18 minutes less per day than in 2024 – Brazilian kids watched 11 minutes less and UK kids watched 13 minutes less.

Time spent on top 6 most popular online video apps, from 2021–2025

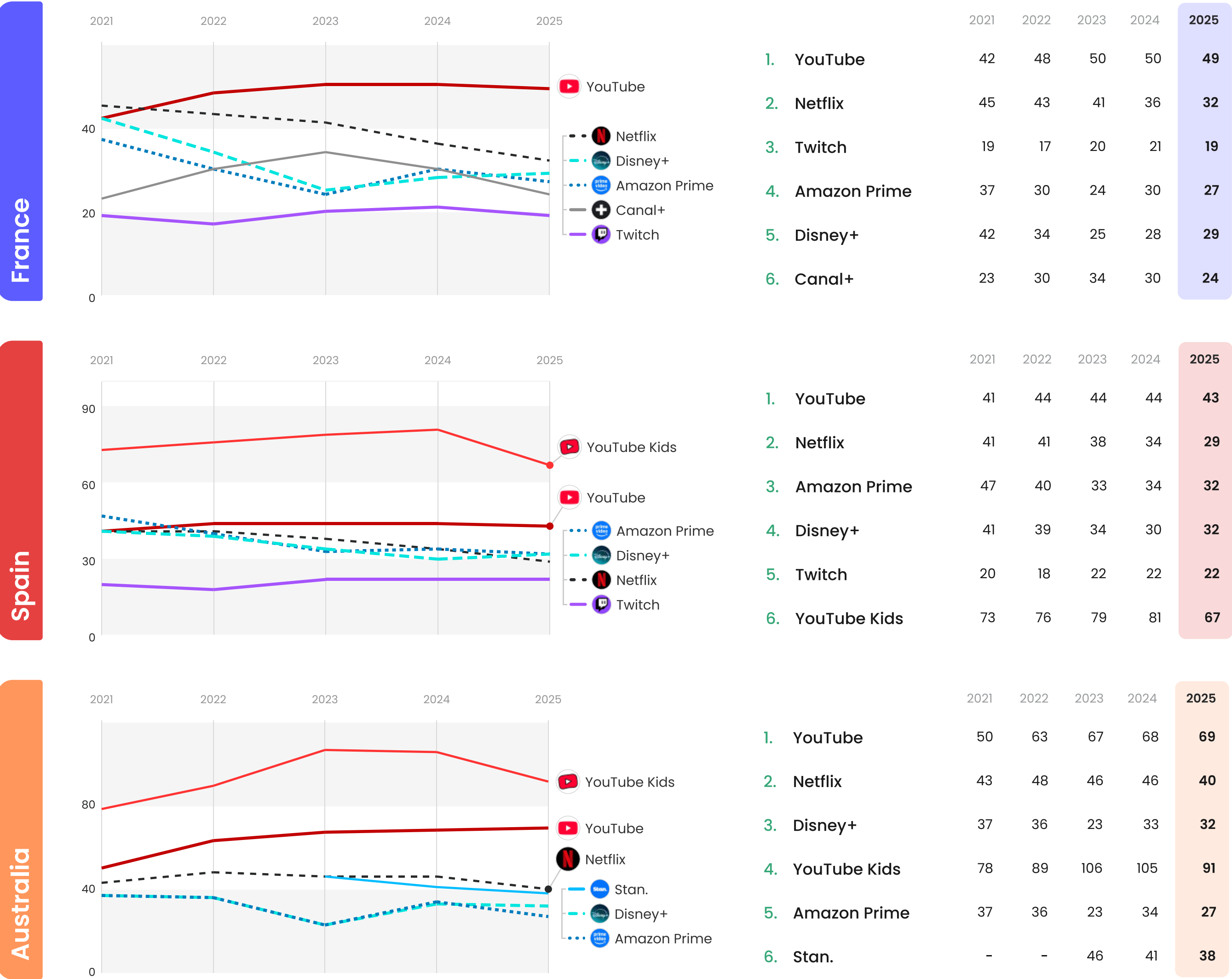




Whereas other streaming platforms plateaued or had less viewtime than in 2024, Disney+ showed a small increase in some of the countries studied - **the biggest increase in Disney+ viewtime was in Spain, where kids spent 2 more minutes tuning in than in the previous year.**

Like its on-demand competitor Netflix, Amazon Prime showed a decrease in viewtime in all countries, **with the drop most visible in Australia, where kids watched 7 minutes less Amazon Prime per day than in 2024.** Along with the US, **Australia had the highest viewtime for YouTube Kids with 1 hour 31 minutes per day, down from 1 hour 45 minutes in 2024.**

Time spent on top 6 most popular online video apps, from 2021–2025

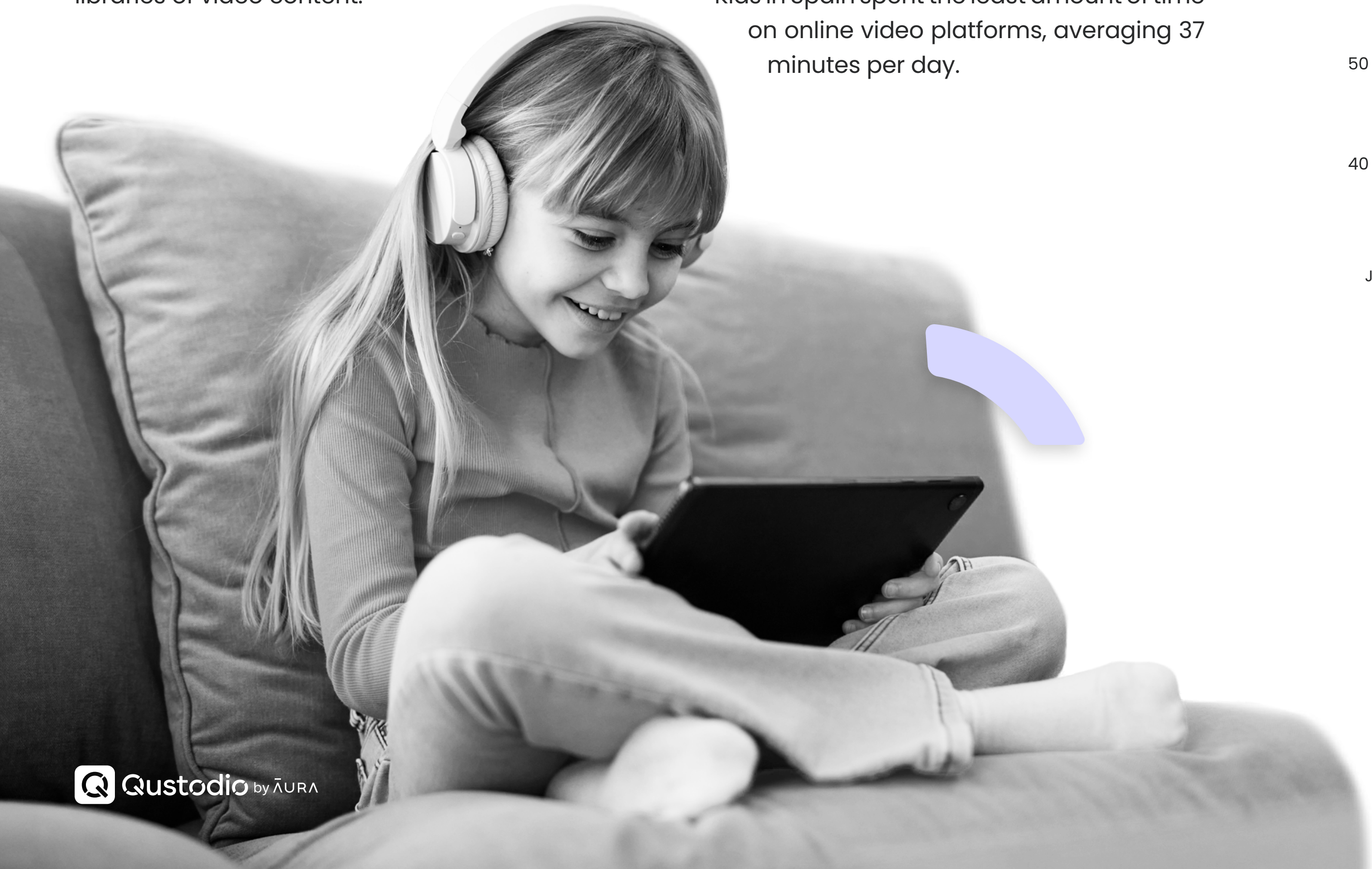




HOW LONG DID CHILDREN SPEND ON VIDEO APPS OVER 2025?

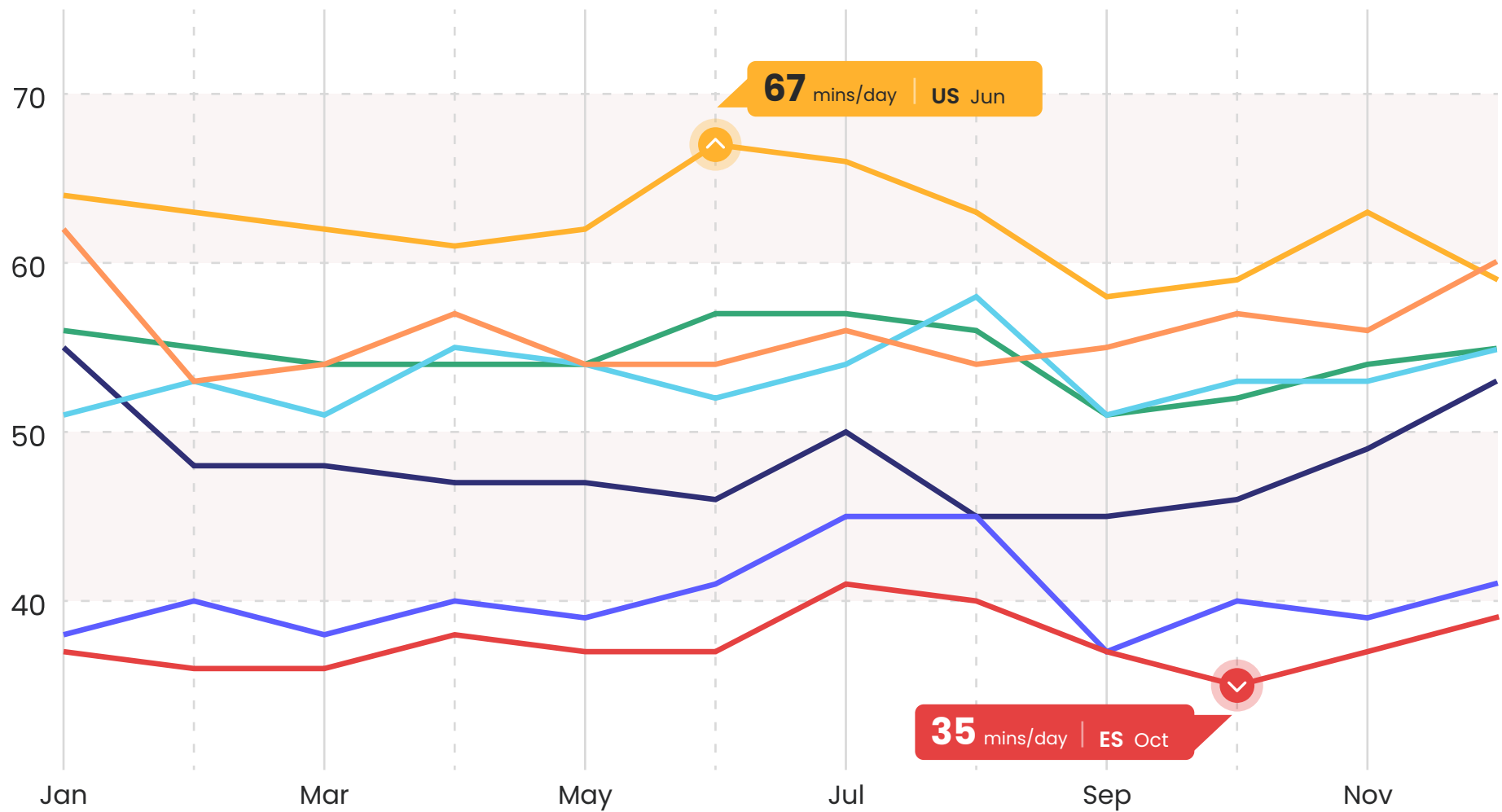
In 2025, the average global time kids spent on video apps overall fell from 58 minutes per day in 2024 to 54 minutes – the lowest since 2022. As to be expected, the time spent watching online videos peaked in the months that correspond with the country’s school break – when kids have more time to explore libraries of video content.

Like in previous years, the US is the country where kids consumed the most video content overall – US children spent 1 hour 2 minutes per day on their favorite streaming platforms, down from 1 hour 6 minutes in 2024. Next up was Australia, where kids spent 56 minutes per day watching online videos – 2 minutes fewer than in 2024. Kids in Spain spent the least amount of time on online video platforms, averaging 37 minutes per day.



Average time spent on online video apps, month by month

(avg. mins/day)

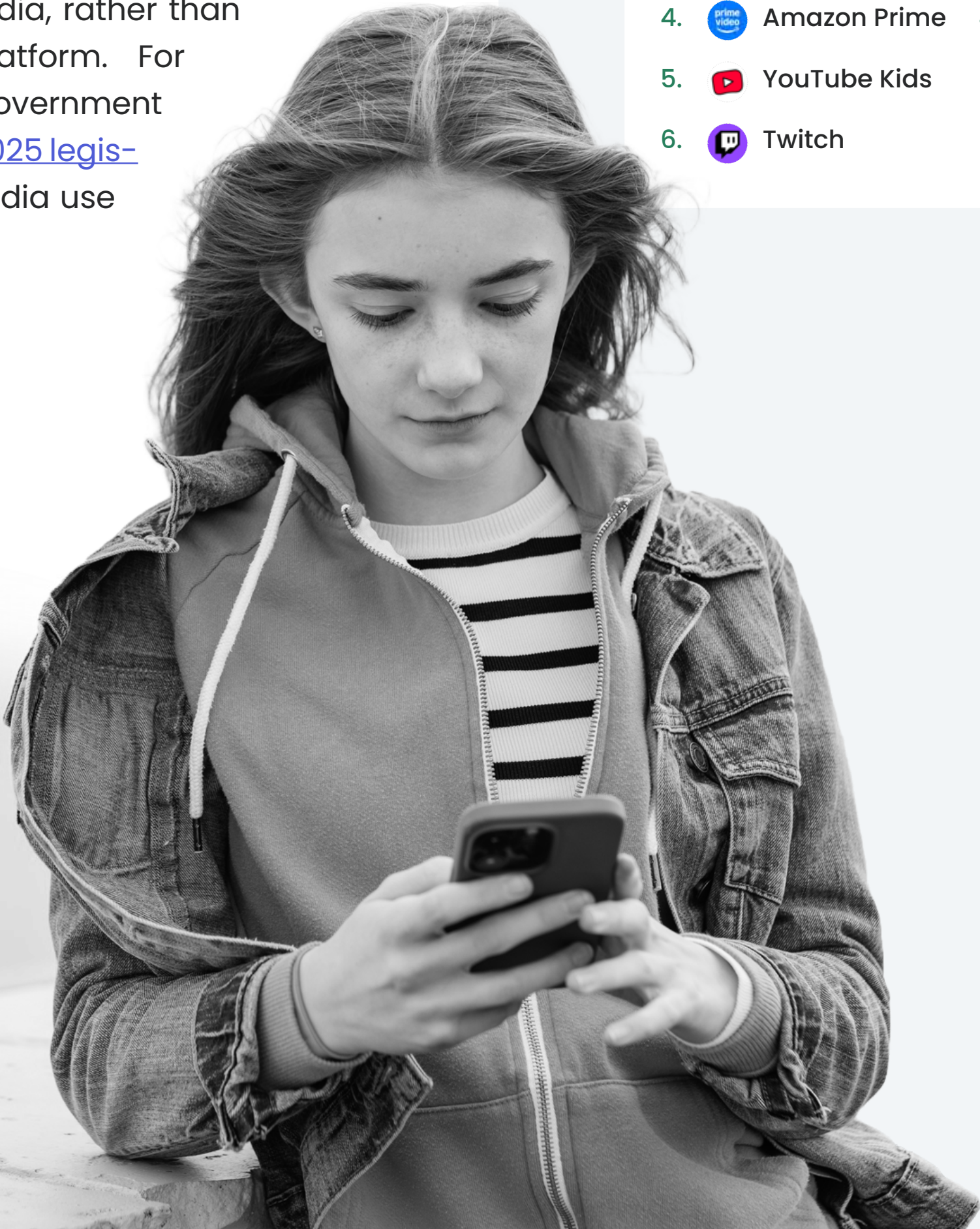


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2025 Avg	2024 Avg	2023 Avg
Global	56	55	54	54	54	57	57	56	51	52	54	55	54	58	57
US	64	63	62	61	62	67	66	63	58	59	63	59	62	66	64
Brazil	55	48	48	47	47	46	50	45	45	46	49	53	48	52	55
UK	51	53	51	55	54	52	54	58	51	53	53	55	53	56	56
France	38	40	38	40	39	41	45	45	37	40	39	41	40	42	43
Spain	37	36	36	38	37	37	41	40	37	35	37	39	37	39	39
Australia	62	53	54	57	54	54	56	54	55	57	56	60	56	58	58

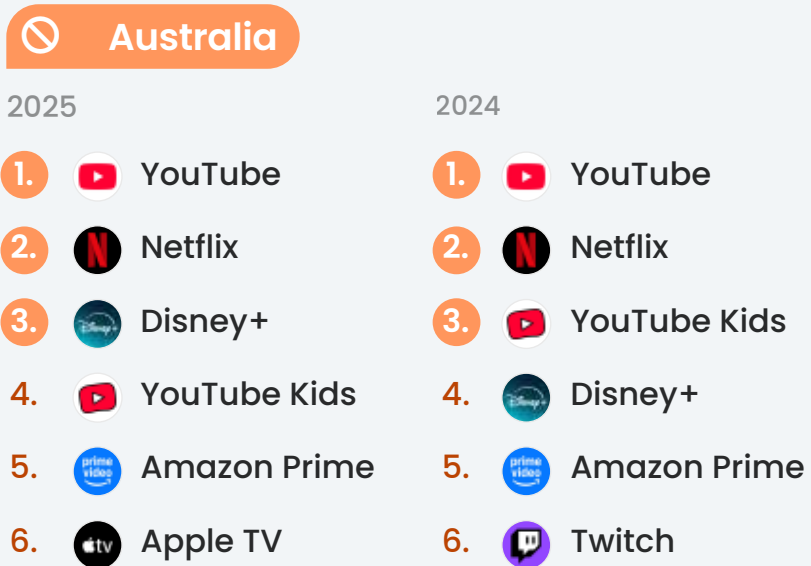
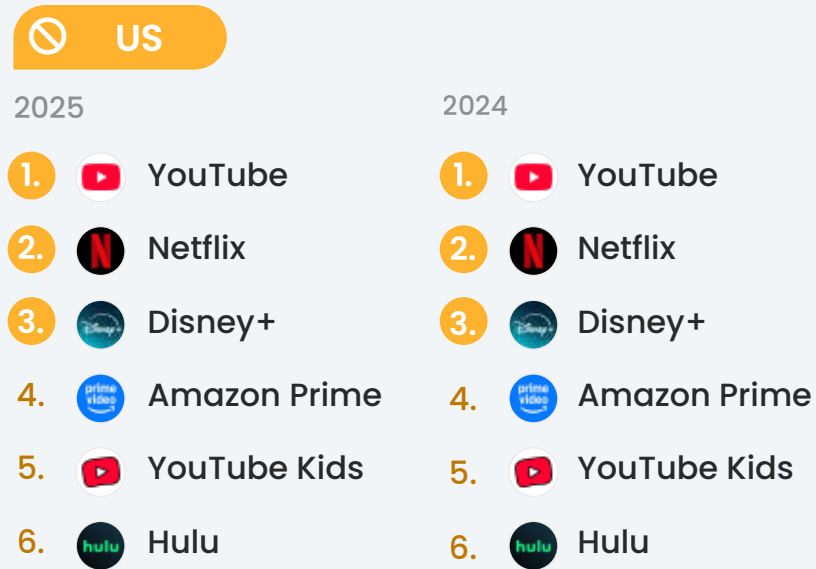
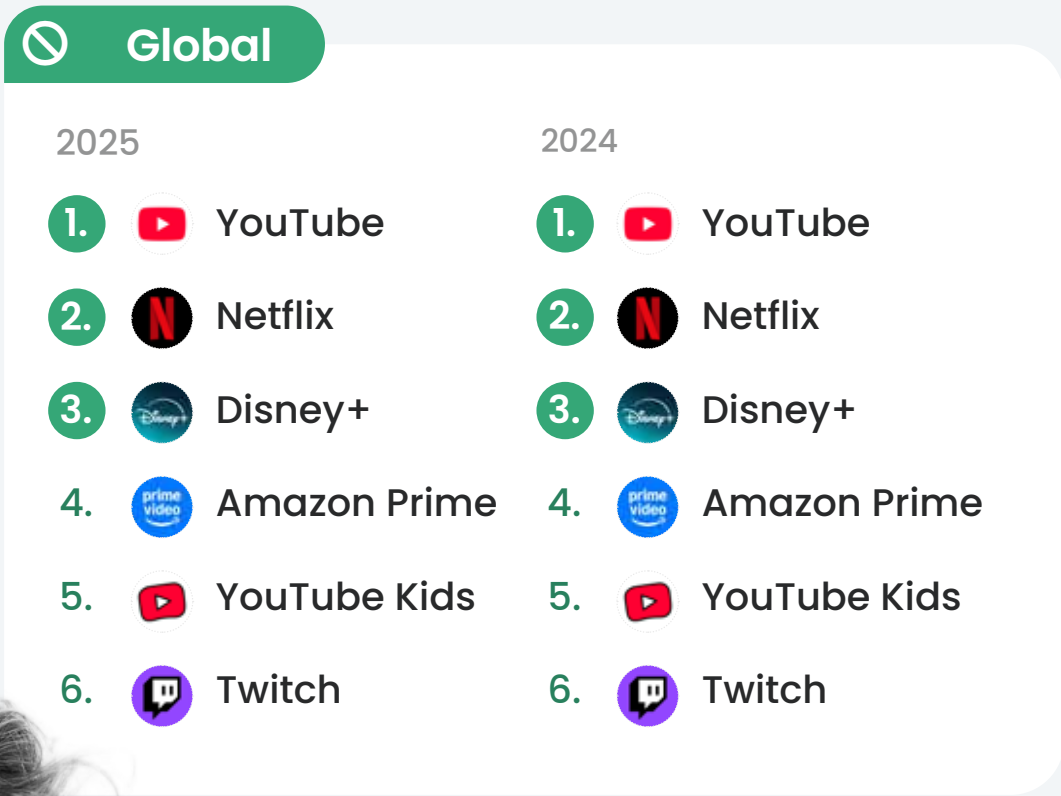


THE MOST BLOCKED ONLINE VIDEO SERVICES IN 2025

Its popularity and widespread use might explain why **YouTube was once again the video app parents blocked the most**, but the lure of Shorts and its increasingly social-media-style features might have played a role too. There is a growing argument that YouTube should be classed as social media, rather than a video streaming platform. For example, Australia’s government [included YouTube in its 2025 legislation](#) banning social media use for under-16s.



Most blocked online video apps (% of parents)





Parent guide | Building healthy short-video habits



With Gloria R. Ben
Psychologist & neuropsychologist

Short-form videos are everywhere you turn these days – not just on social media apps like TikTok and Instagram, but also on platforms that traditionally focus on long-form content, like YouTube, and even on educational sites and forums like Reddit. Shorts can’t be turned off in the YouTube app, and their fast-paced, visual format makes them easily shareable, meaning it’s hard for kids to avoid them.

What makes short videos appealing



Dopamine release:
Quick, enjoyable videos offer a small “feel-good” hit that makes us want to keep watching.

Easy access:
Integrated into apps, shared across group chats, and served up in search results, kids can access short videos with just a swipe or click.

Personalized feeds:
Algorithms learn what we like and serve us more of it, creating an endless stream of “rewards”.

Social pressure:
Teens (and younger kids, too) want to stay up-to-date with what their friends are watching or what’s trending.

The effects on kids

- Overstimulation:** Fast visuals and sounds train the brain to expect constant excitement, making calmer activities like reading feel “boring”.
- Dopamine overload:** The brain adapts to quick rewards, reducing patience for tasks that take more effort or time.
- Fragmented attention:** Constantly switching between videos makes it harder to focus on one thing for too long.
- Disrupted sleep:** Watching short videos before bed (and screen time in general) delays rest and lowers sleep quality.



AI’s impact on short videos

Artificial intelligence can make short videos even more appealing and harder to put down. **A lot of what kids see online is now enhanced or created through AI**, through artificially generated music, visuals, cartoons, and even “influencers”.

Content is faster, flashier, and everywhere. This can lead to “brain rot” content: **fast, overstimulating clips that are designed to keep us scrolling, watching, and waiting for more.** AI clips and “brain rot” like this show up in kids’ feeds through YouTube Shorts, or on social media platforms – and the more they watch, the more algorithms serve it up.

5 ways you can help kids strike a balance

- ✓ **Talk openly.** Ask about what your child enjoys, and why. Watching content together builds trust and awareness.
- ✓ **Share evidence calmly.** Explain how screen time can affect mood, focus, and sleep.
- ✓ **Set boundaries.** Agree on when and for how long kids can use these apps.
- ✓ **Model balance.** Show them what healthy habits look like by putting your own devices aside.
- ✓ **Encourage offline fun.** Suggest hobbies, sports, creative projects, or social connections.

Social media

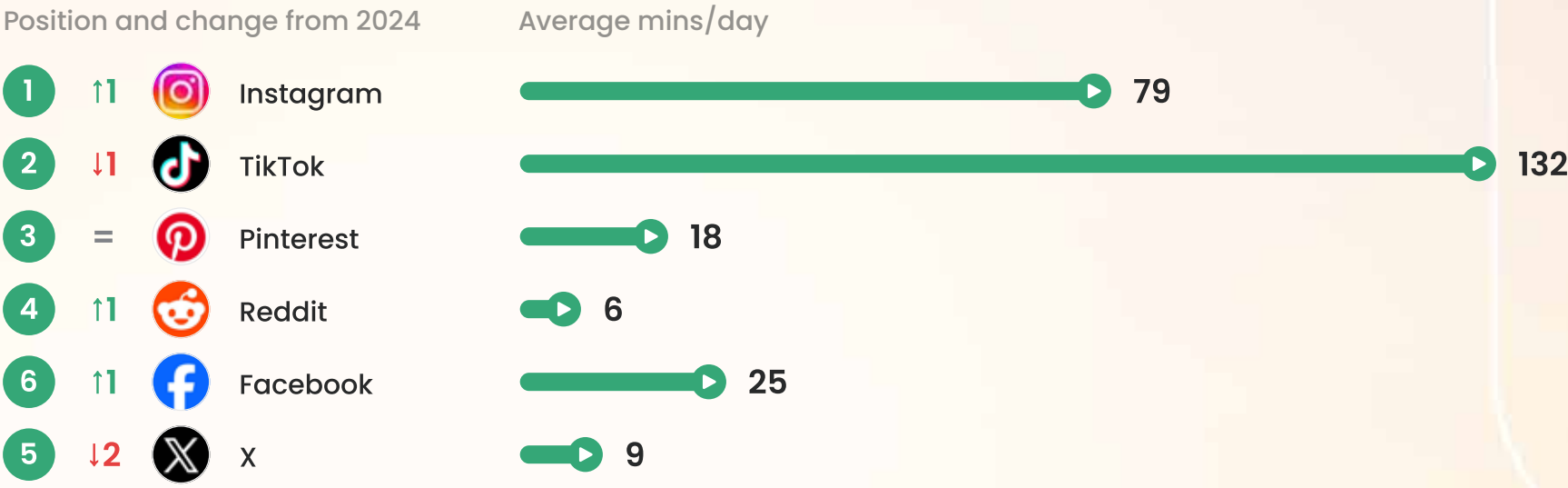
What we found

From takeovers to AI video creation, the faces and algorithms behind social media changed dramatically over 2025 - but the king of content, short-form video, still held strong. In 2025's feed, no two social experiences are the same, and while **pushback over inappropriate content and unfavorable environments for kids drove bans and platform guardrails** being implemented, the future of social media for teens remains uncertain.

2025 was also the year TikTok's popularity stronghold began to slip: in the midst of a rollout of "PG-13 guidelines", and [updates to Teen accounts](#), Instagram overtook TikTok for the first time as the most popular social media app for kids globally. Despite this shift, **TikTok still held the engagement crown, breaking watch-time records among kids for yet another year:** time spent swiping, double-tapping, and sharing grew by 10% (12 whole minutes) on TikTok globally.

Most popular social media apps in 2025* vs average daily time spent

Global

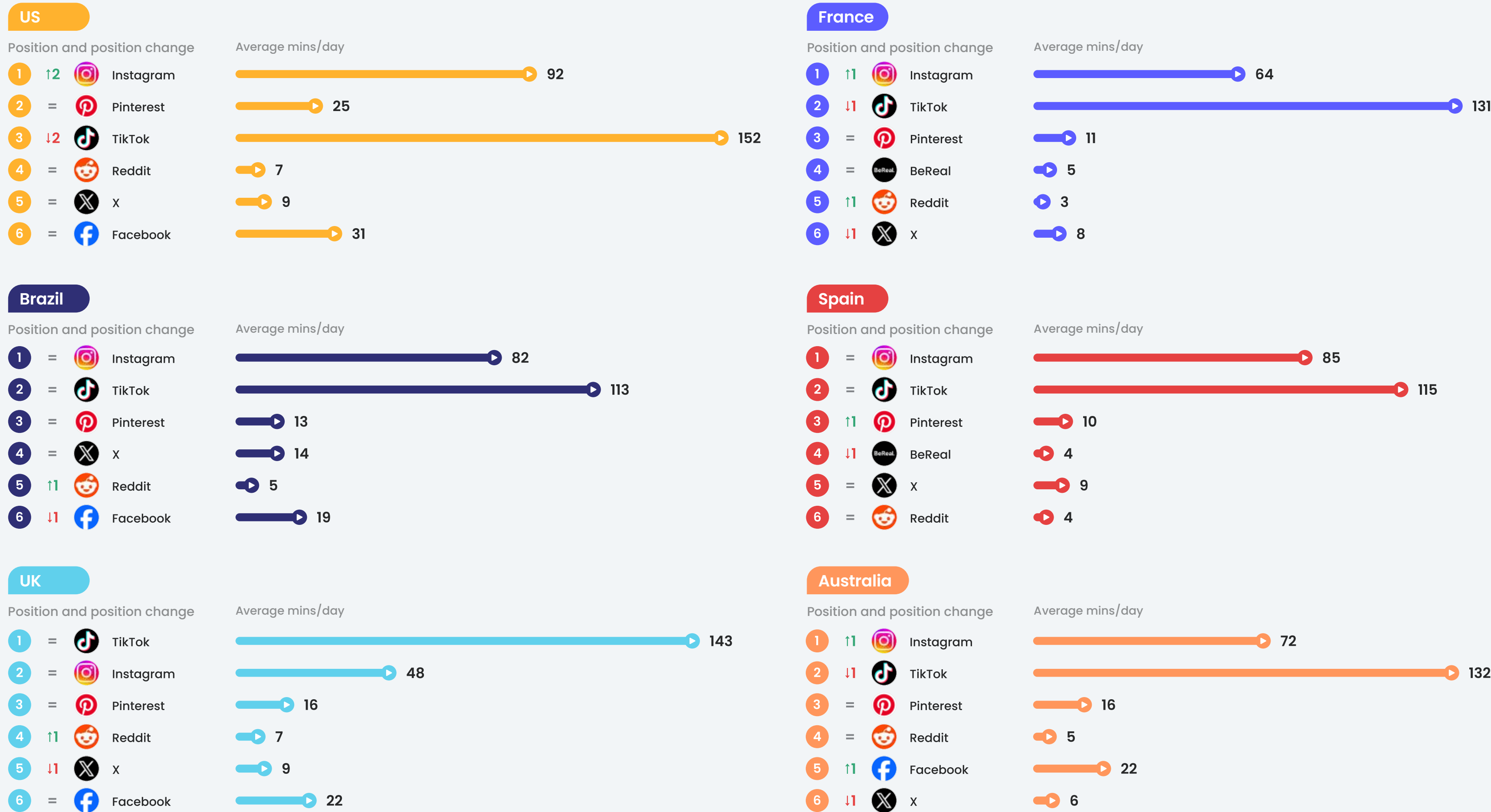


*Ranked 1-6 from most-least popular, based on total % of children opening app for at least 5 minutes across the year





Most popular social media apps in 2025* vs average daily time spent by region





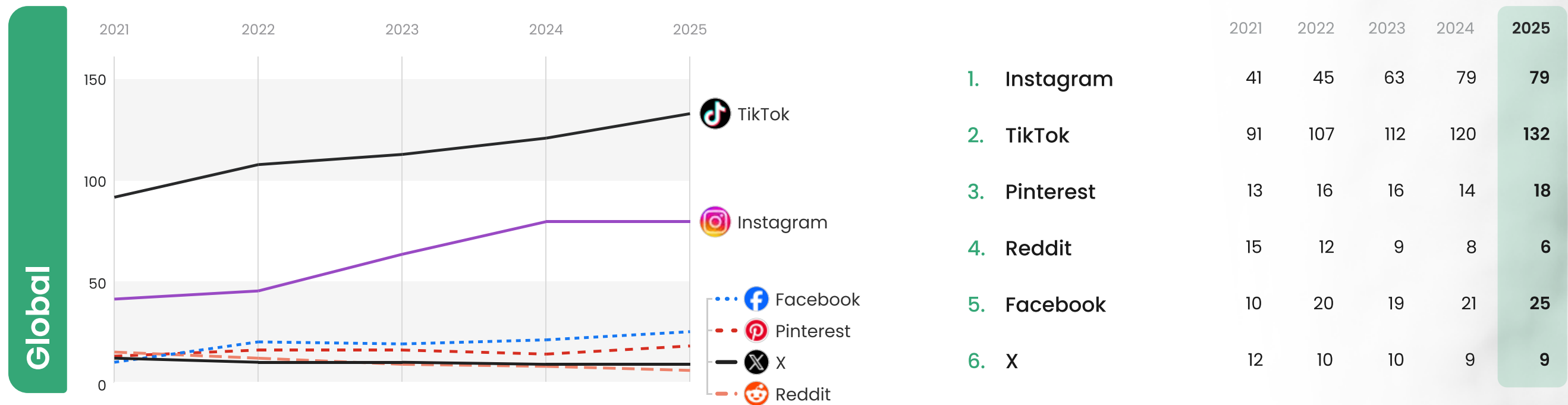
HOW LONG DID CHILDREN SPEND ON THEIR FAVORITE SOCIAL MEDIA APPS IN 2025?

Around the world, **children stayed on Instagram for the exact same time as they had in 2024**, equalling their time on Reels and Stories at an average of 1 hour, 19 minutes a day. This scroll time, however, is a drop in the ocean compared to TikTok’s engagement time over 2025. While not as popular, meaning fewer children opened the TikTok app over 2025 (or more parents blocked the app), **children still spent 10% more time on TikTok than they had in 2024**. On average, kids globally spent over two hours on TikTok on average, rounding out

the year at 2 hours 12 minutes daily, versus the 1 hour, 19 minutes they spent on Instagram.

Apps such as Pinterest and Facebook experienced a slight increase in daily time spent, with kids pinning inspirational photos and creating their own boards for an average of 18 minutes per day in 2025. In contrast, **the daily time kids invest into spaces like Reddit and X has been similar for years** – dipping to 10 minutes and under a day in 2023 and staying that way in 2025.

Time spent on top 6 most popular social media apps, from 2021-2025



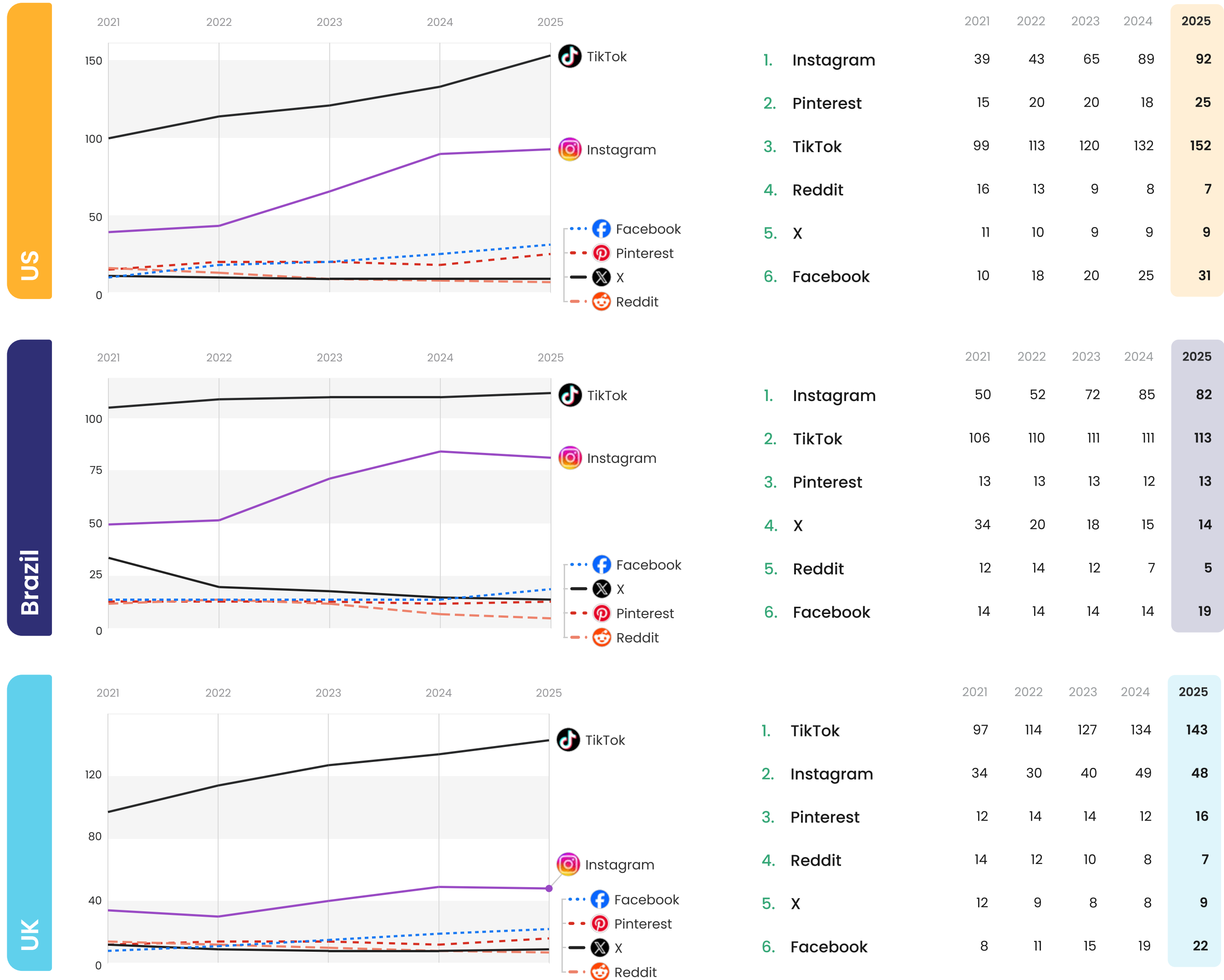


In Brazil and the UK, young people bucked the global trend of spending more time on Instagram, shaving 3 minutes and 1 minute off their daily time, respectively. **Children in the UK spent under an hour a day scrolling Instagram**, averaging 48 minutes checking stories, reels, and DMs.

In contrast, **kids spent more time on TikTok over the year in all countries**, demonstrating the pull of video-based feeds. Perhaps concerned that the TikTok they once knew would soon be changing hands, children in the US extended their daily TikTok scroll by an average of 20 minutes extra per day across 2025.

Kids in Brazil spent the most time on X daily out of all the countries in our report, browsing for 14 minutes on average, but their time on X has changed significantly over the years, down from 35 daily minutes in 2021.

Time spent on top 6 most popular social media apps, from 2021-2025



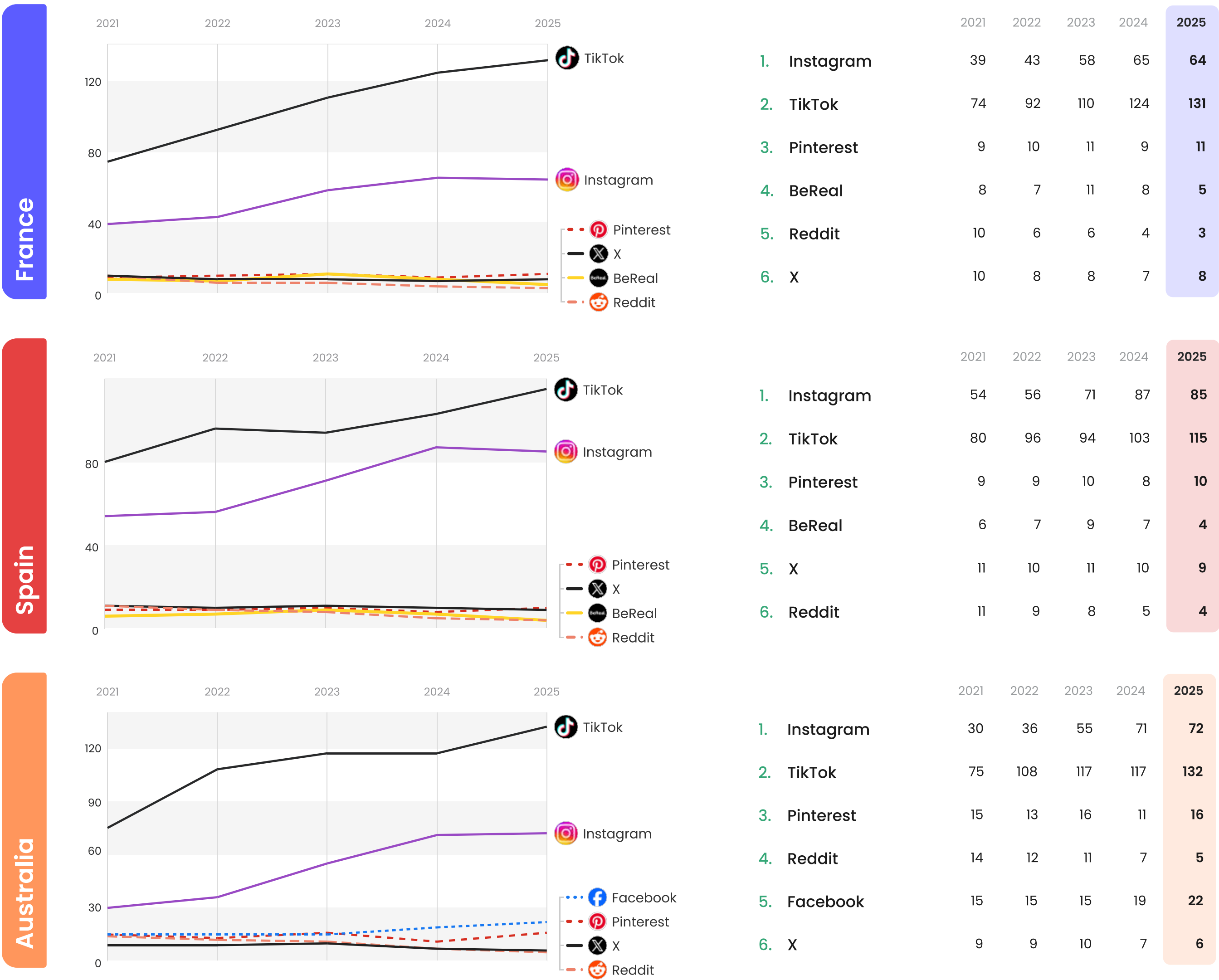


With a social media ban imminent, **children in Australia made almost no change to their Instagram habits year over year**, spending just over an hour (1 hour 12 minutes, up from 1 hour 11 in 2024) on average in the app. TikTok, however, just like other countries, was what really held their attention: kids upped their time on the app by 13% between 2024 and 2025.

Over the years, **children in Australia and France have made the most striking change in TikTok habits** - since 2021, children have increased their time on the app by 76% and 64% respectively, rising from 75 minutes in 2021 in Australia to 132 minutes daily, and from 80 to 131 in France.

BeReal - only appearing on the popularity list in Spain and France - was an outlier in social media, with a concept revolving around capturing the moment only. A tough challenge in the age of the endless scroll, and perhaps too much to ask: **time on BeReal slipped in Spain from 7 daily minutes in 2024 to just 4 on average.**

Time spent on top 6 most popular social media apps, from 2021-2025





HOW LONG DID CHILDREN SPEND ON SOCIAL MEDIA OVER 2025?

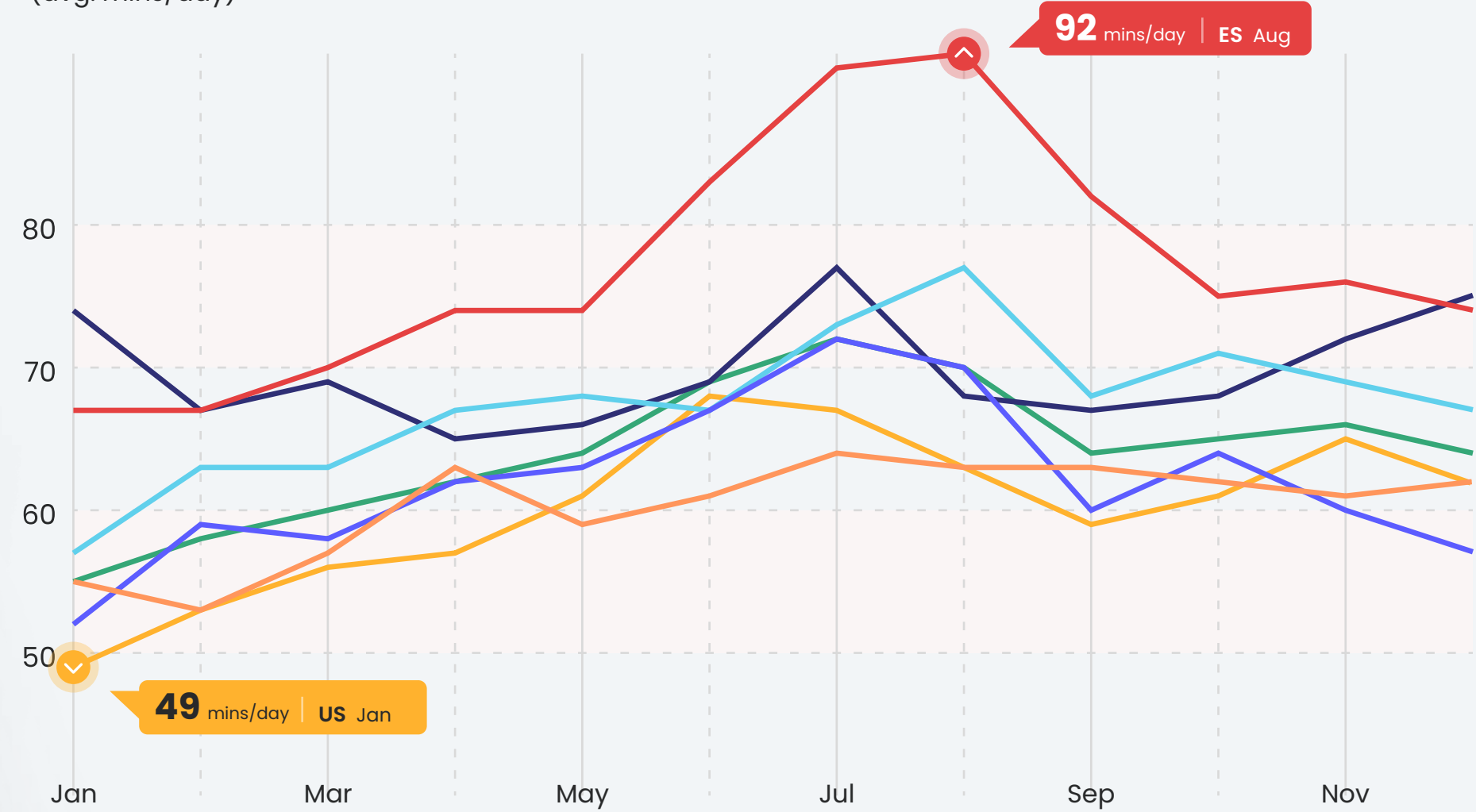
The time kids spend on social media has been increasing gradually over the years, and 2025 was no exception. Globally, **time reported on social apps across all children’s devices for the year averaged over an hour (64 minutes) a day**, rising above an hour for the first time since our study began in 2019. In most regions, social media scrolling peaked in their school break period – for the US, UK, France, and Spain, children spent more time on social media over the summer months.

Children in Spain were most likely to be immersed in their feeds over the year – their **daily time on social media averaged 1 hour 17 minutes a day over 2025, with a record high in August of over an hour and a half daily (92 mins/day)**. On the other side of the world, children in the US seemingly turned over a new leaf for the year, recording the lowest daily average in January at 49 minutes – but didn’t manage to match it again for the next 11 months.



Average time spent on social media apps, month by month

(avg. mins/day)

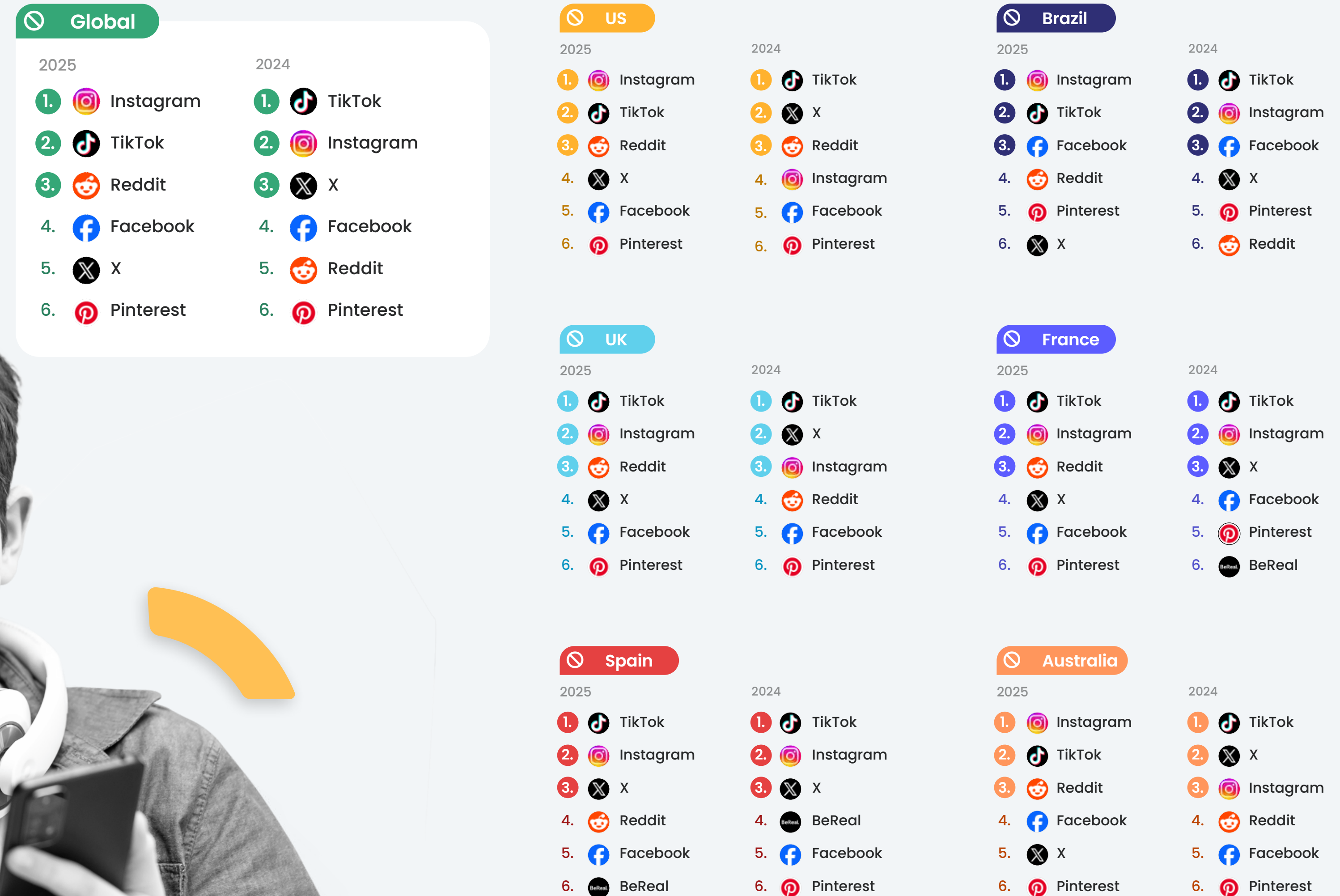


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2025 Avg	2024 Avg	2023 Avg
Global	55	58	60	62	64	69	72	70	64	65	66	64	64	55	52
US	49	53	56	57	61	68	67	63	59	61	65	62	59	49	46
Brazil	74	67	69	65	66	69	77	68	67	68	72	75	70	68	65
UK	57	63	63	67	68	67	73	77	68	71	69	67	67	58	55
France	52	59	58	62	63	67	72	70	60	64	60	57	62	55	53
Spain	67	67	70	74	74	83	91	92	82	75	76	74	77	67	59
Australia	55	53	57	63	59	61	64	63	63	62	61	62	60	51	51

THE MOST BLOCKED SOCIAL MEDIA APPS IN 2025

Following a news-filled year for both Instagram and TikTok, it should come as no surprise that the two most popular apps for children also turned out to be top of the blocking list for parents. Their concern is valid: while Instagram pushed to keep teens on their platform through extended safety features, [a 2025 report proved many to be ineffective](#). Over in the US, where scrutiny was heavily on TikTok, resulting in its final sale, 1 in 2 parents would go further than block, believing an [overall ban would improve children's safety](#).

Most blocked social media apps (% of parents)





Parent guide | Curating a more positive social media feed



With Dr. Nicole Beurkens

Child psychologist

Social media plays a major role in teens’ lives, shaping how they see themselves and the world. While countries around the world are tightening age limits and regulations, parents are understandably worried about their children’s social media feeds. But **for teens who are ready to use social media with guidance, it’s vital that they learn and understand that they can make their feeds more uplifting**, positive, and – for the most part – safe.

Ways your teen can build a positive feed

-  **Follow accounts that uplift and inspire.** Seek out creators who promote creativity, learning, empathy, or healthy habits.
-  **Listen to a variety of voices.** Different perspectives help teens think critically and avoid echo chambers, where everyone’s saying the same thing.
-  **Take regular breaks.** Carve out phone-free times to help your teen stay connected to the offline world, especially around meals or bedtime.
-  **Unfollow what doesn’t feel good.** Encourage your teen to remove content that fuels comparison, negativity, or stress. On some platforms driven by an algorithm, you can indicate you’re “not interested” in seeing certain content or videos.
-  **Be mindful while scrolling.** Stopping to think is important. Help them take a moment to pause and notice how certain posts or content make them feel. If something brings them down, it’s a sign to make a change.
-  **Be aware of bots, misinformation, and fake content.** As AI-generated content develops, it can sometimes be hard to tell what’s real, and some people may use AI to generate negativity. Help teens to be critical and question what they see in their feed.



Choosing positive role models online

- ✓ **Talk** about who your teen admires online, and why.
- ✓ **Explore** new creators together who reflect healthy, balanced views.
- ✓ **Encourage** them to think about what influencers’ messages and motivations really are.
- ✓ **Highlight** a wide range of positive figures and share who inspires you – from scientists, to artists, to educators, or people who make you smile.
- ✓ **Model** the behavior you’d like to see by engaging with respectful, uplifting content yourself, and showing you know when to set devices down.

Social media safety: The non-negotiable

- ☐ **Keep accounts private** and only accept requests from people they know
- ☐ **Turn off location sharing** in posts and stories
- ☐ Review and **adjust privacy and safety settings** regularly
- ☐ **Know how to block**, report, or mute harmful and inappropriate content
- ☐ **Make use of digital wellbeing tools or parental controls** that help keep their experience safer, and which encourage them to take breaks
- ☐ Know they can **come to you with any concerns** or anything that makes them feel uncomfortable



Mobile gaming

What we found

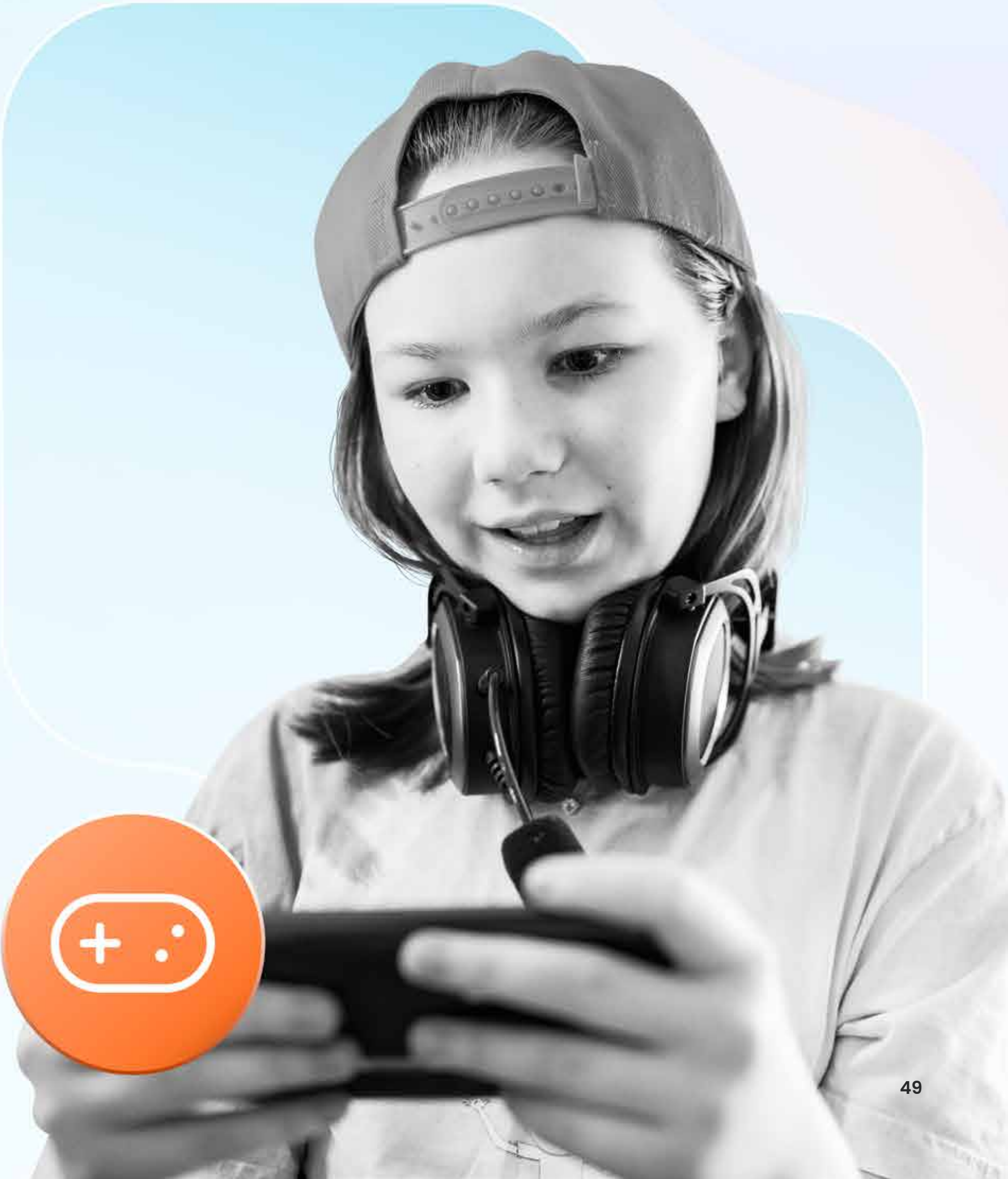
Now making up [over half of the worldwide gaming market](#), mobile gaming is bigger business than ever. Cheaper and faster smartphones, coupled with the reduced latency offered by 5G networks, have opened the door for more people to play high-end, immersive, multiplayer games, wherever they are.

Children’s top picks for the year reflected the ways they delve into entertainment on the go: fast, easy-to-play, and easy-to-learn games, like Brawl Stars, Block Blast, and Magic Tiles 3. Standing out above the rest, however, **Roblox remained the most popular gaming app in 2025**, with kids spending a global average of 1 hour and 16 minutes per day on mobile. Even though Roblox continues to capture kids’ attention, **the average time spent on mobile gaming apps dropped in 2025** – with kids spending an average of 5 minutes less on these platforms than they had in 2024.

Most popular mobile gaming apps in 2025* vs average daily time spent



*Ranked 1–6 from most–least popular, based on total % of children opening app for at least 5 minutes across the year





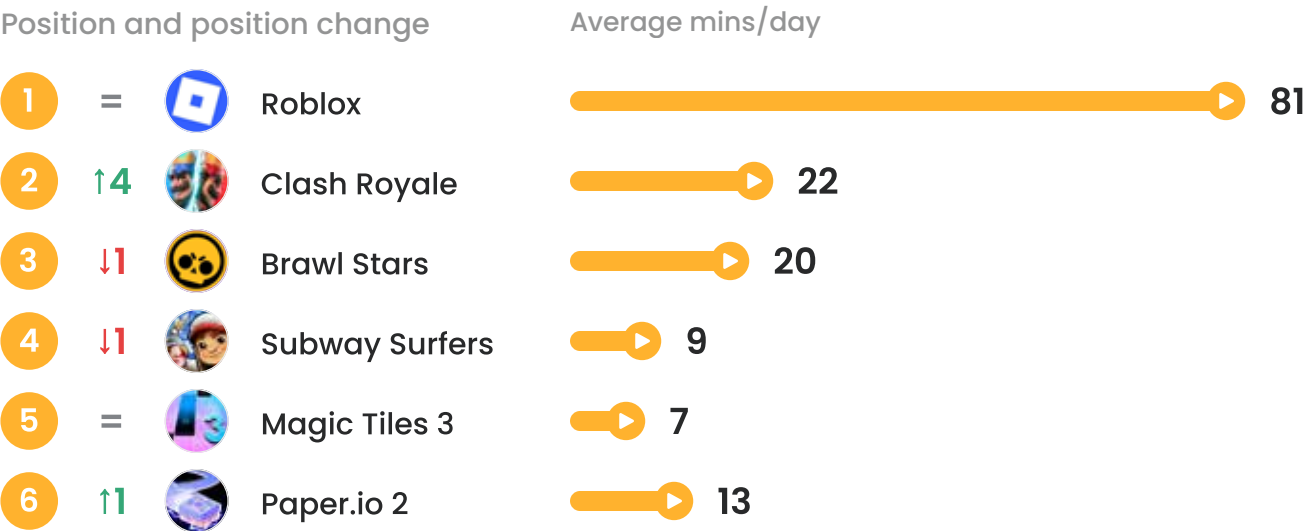
CHILDREN'S MOST POPULAR MOBILE GAMING APPS IN 2025

For another year, **Roblox** was the most popular mobile gaming app overall, and the number 1 in all countries studied – with the exception of Spain, where Brawl Stars took the top spot. Clash Royale took the global number 2 position, up from 6th in 2024, in front of Brawl Stars which moved down to 3rd in the popularity ranking. Making up the rest of the top 6, respectively, were Subway Surfers, Magic Tiles 3, and new entrant Block Blast!.

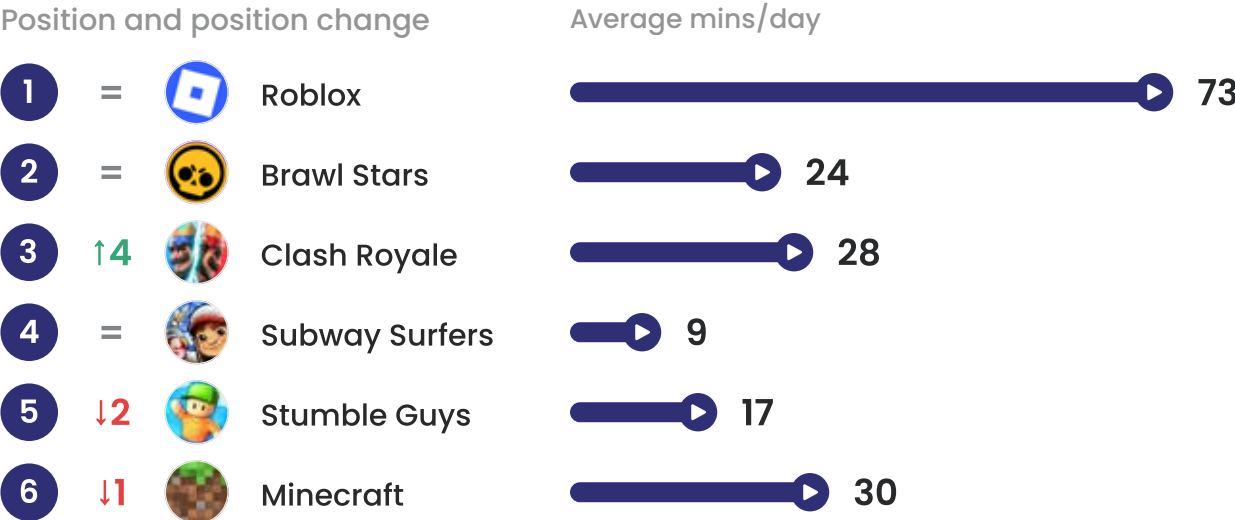
Other notable mentions include Paper.io 2, which just made the top 6 in the US, UK, and Australia, and Among Us, which was the 5th most popular mobile game in Spain.

Most popular mobile gaming apps in 2025* vs average daily time spent by region

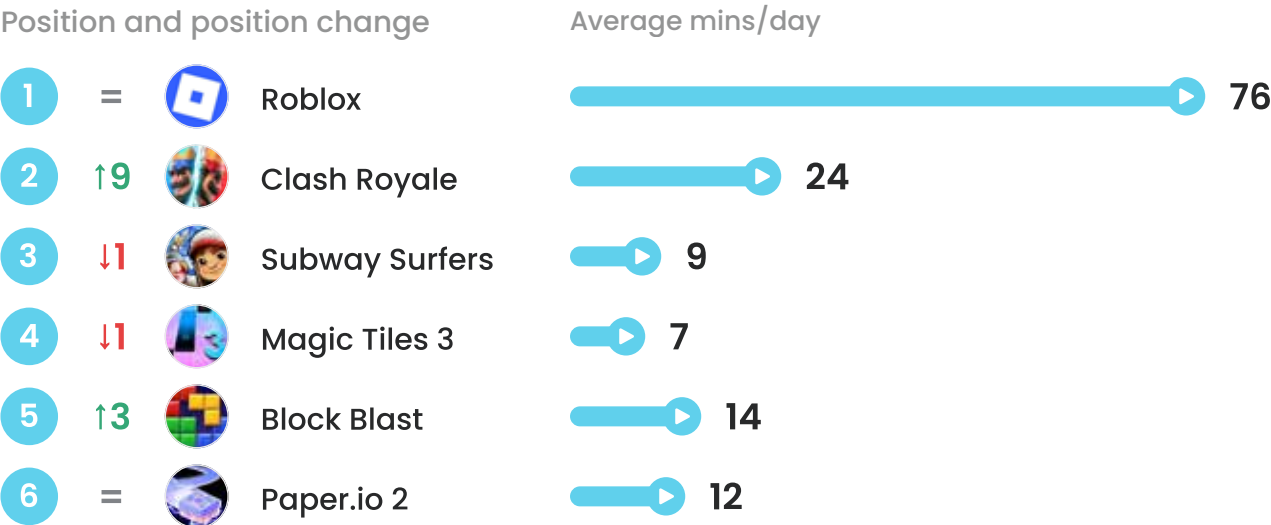
US



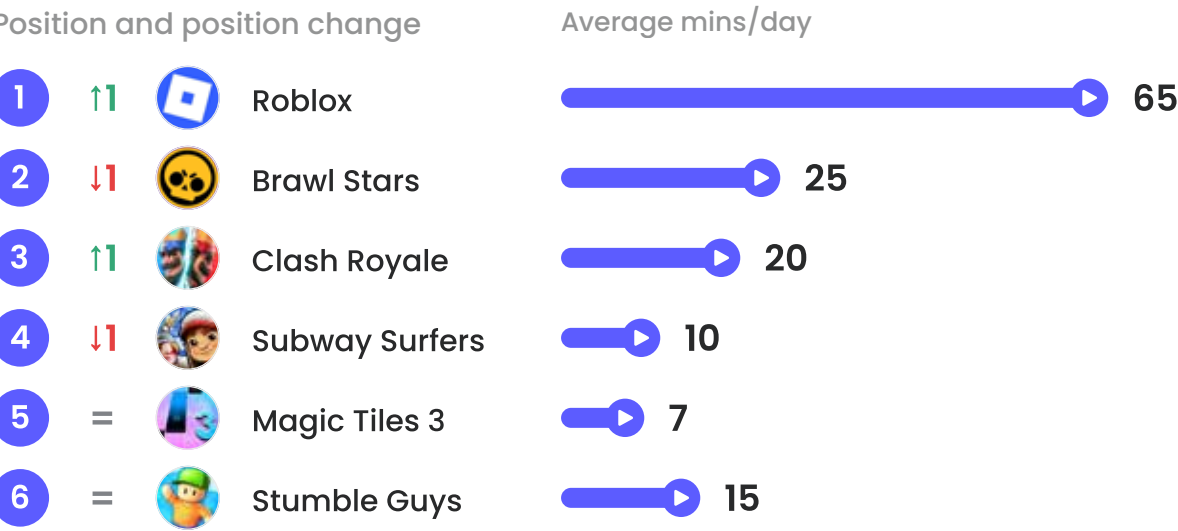
Brazil



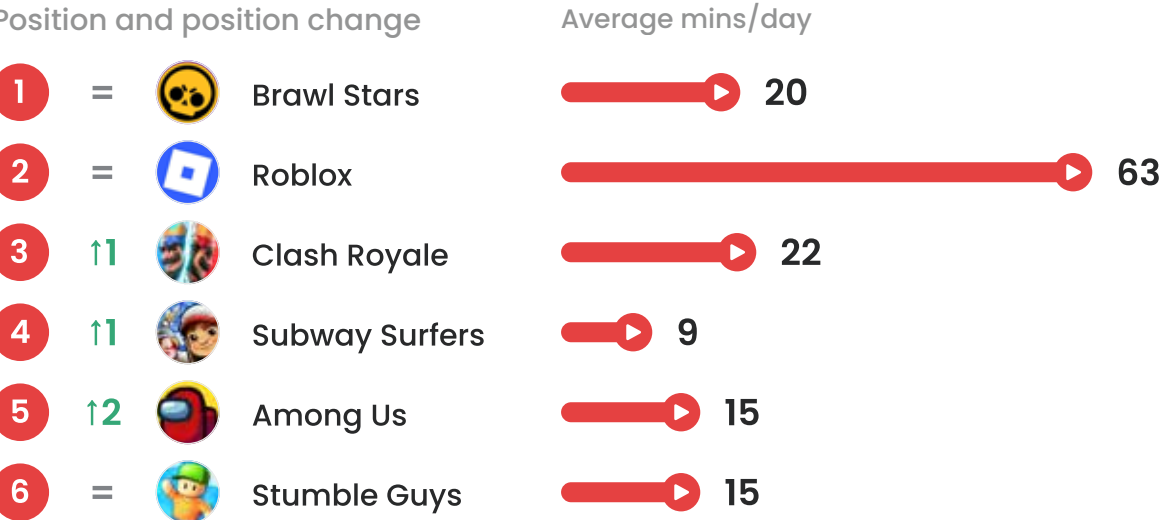
UK



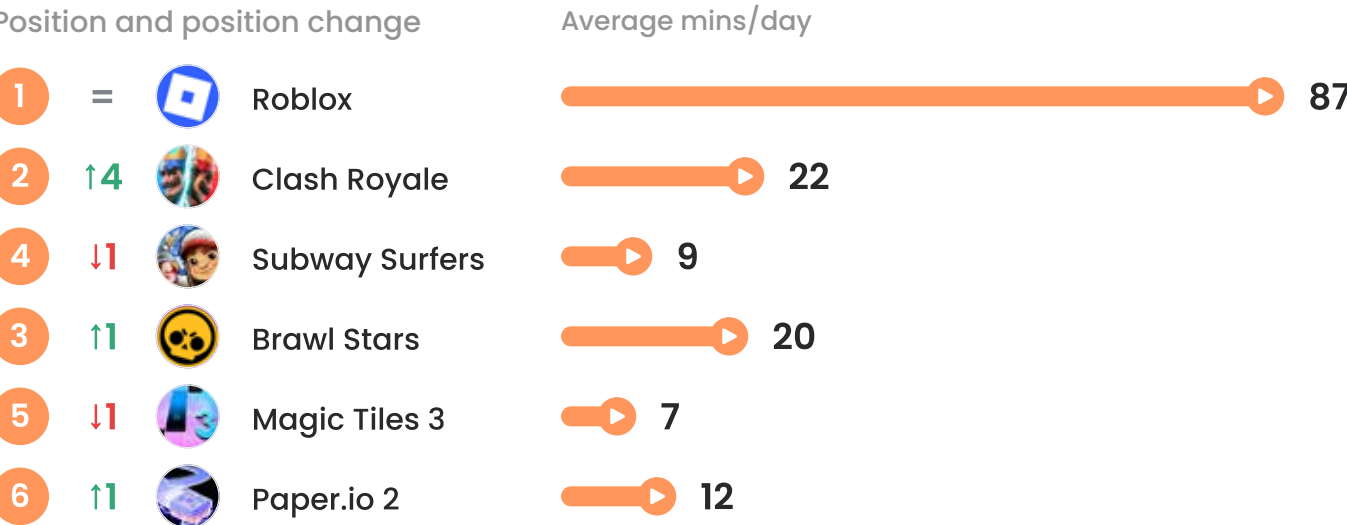
France



Spain



Australia



*Ranked 1-6 from most-least popular, based on total % of children opening app for at least 5 minutes across the year



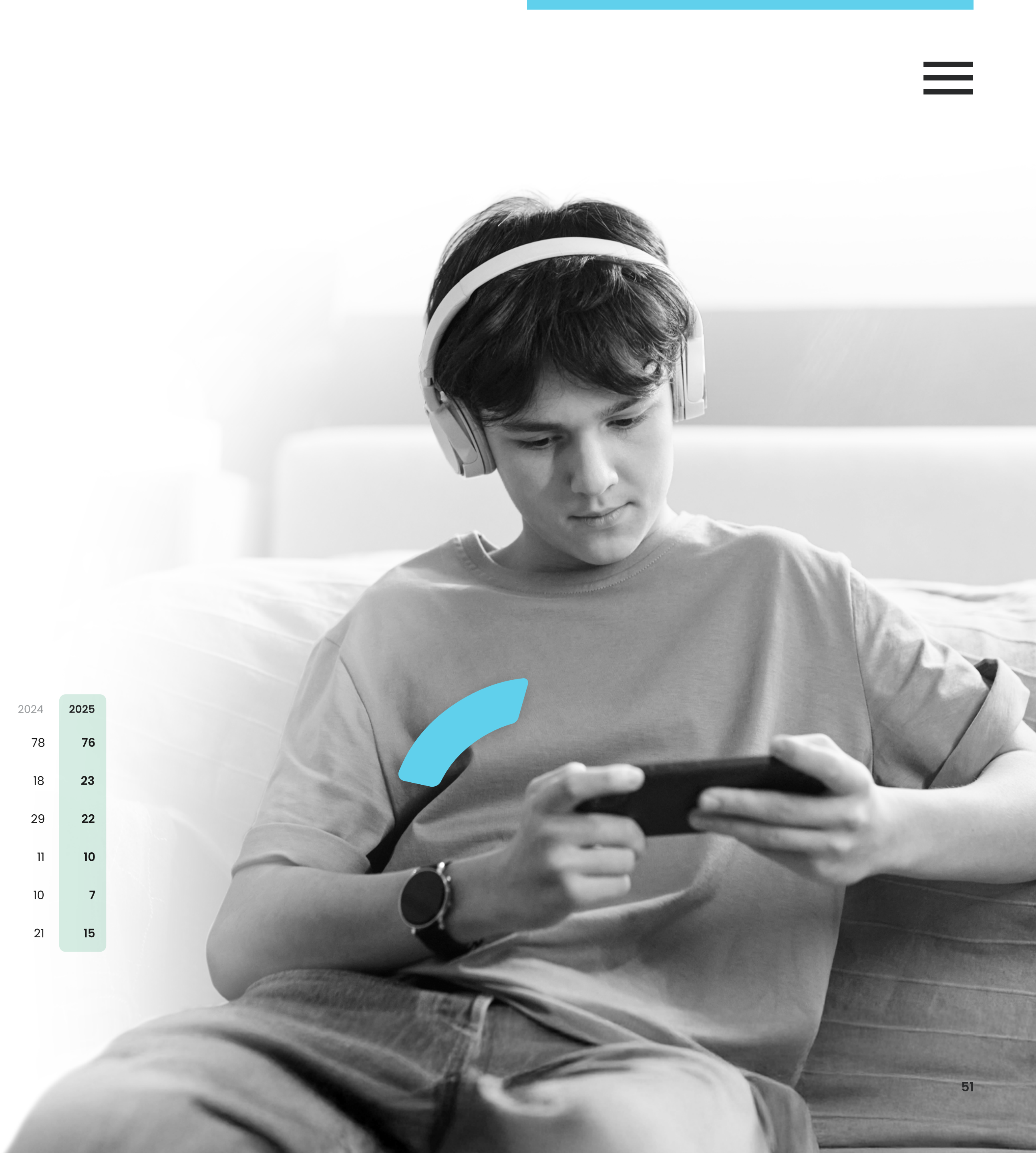
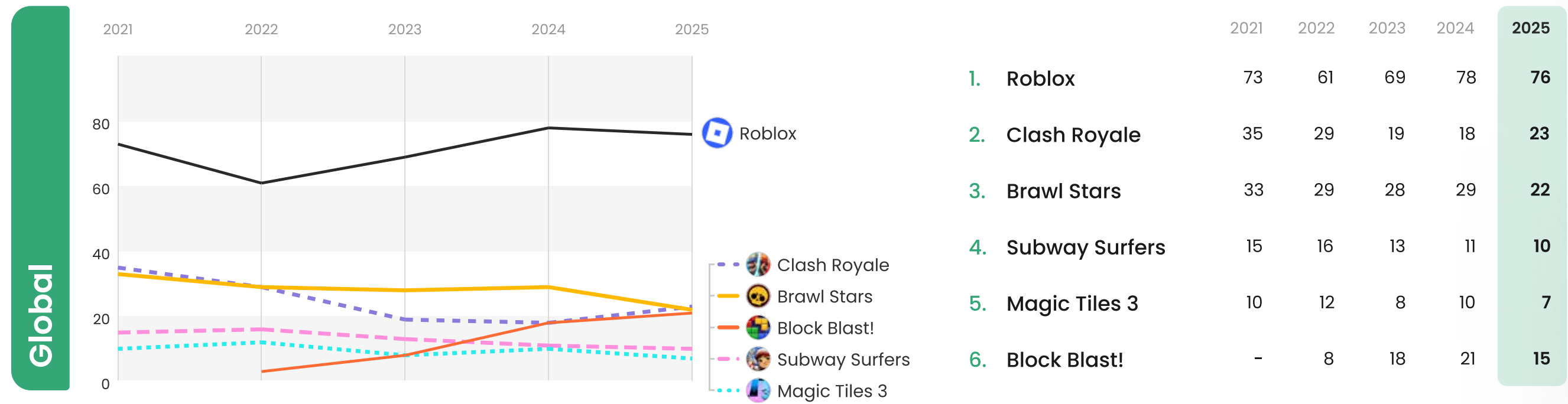
HOW LONG DID CHILDREN SPEND ON THEIR FAVORITE MOBILE GAMING APPS IN 2025?

Continuing its year-on-year domination, Roblox was leagues ahead on time spent, with **Roblox users globally spending 1 hour 16 minutes daily on the mobile app** – though in most countries, gaming time spent on Roblox dipped slightly from 2024. Mobile gamers spent almost an hour more each day playing Roblox than **Clash Royale, the 2nd most popular game globally. Clash Royale saw an increase in daily game time** – from 18 minutes in the previous year to 23 minutes in 2025. In contrast, 3rd placed **Brawl Stars saw global**

playtime drop to 22 minutes, from 29 minutes in the previous year.

When comparing Roblox playtime to other mobile games, it should be noted that Brawl Stars, Clash Royale, Subway Surfers, Block Blast!, and Magic Tiles 3 are **mobile games designed for quick, short sessions** – rather than the immersive, open-world experience of Roblox. For illustration, you can play a full session on Brawl Stars in the time it takes to load into a Roblox world.

Time spent on top 6 most popular mobile gaming apps, from 2021–2025

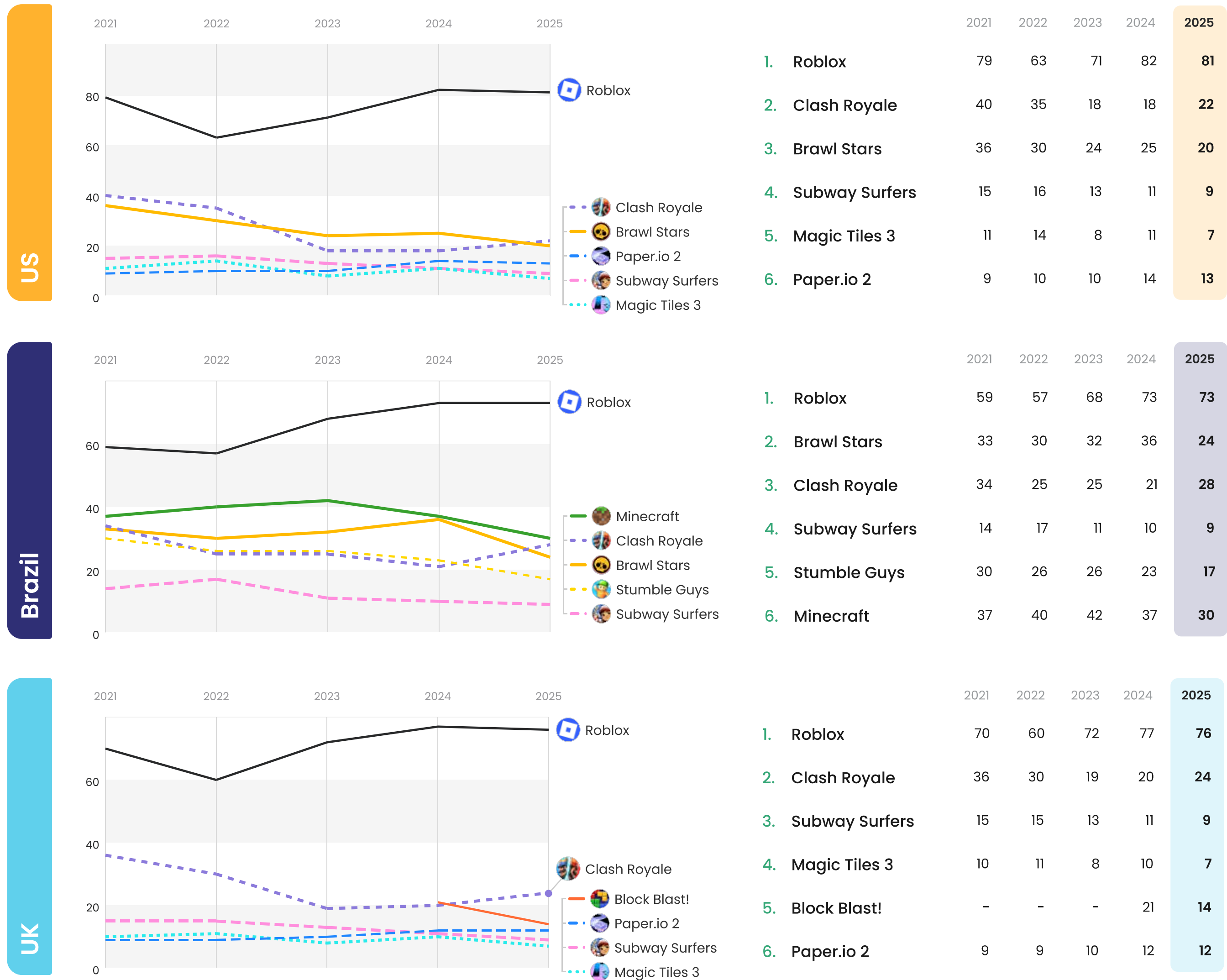




With 1 hour and 21 minutes of daily play, Roblox players in the US had the 2nd-highest playtime globally (behind Australia), while players in the UK ranked 3rd with 1 hour and 16 minutes per day.

Brazil had the highest playtime for Clash Royale, followed closely by the UK, with kids in these countries spending 28 minutes and 24 minutes per day, respectively, on the mobile game.

Time spent on top 6 most popular mobile gaming apps, from 2021-2025

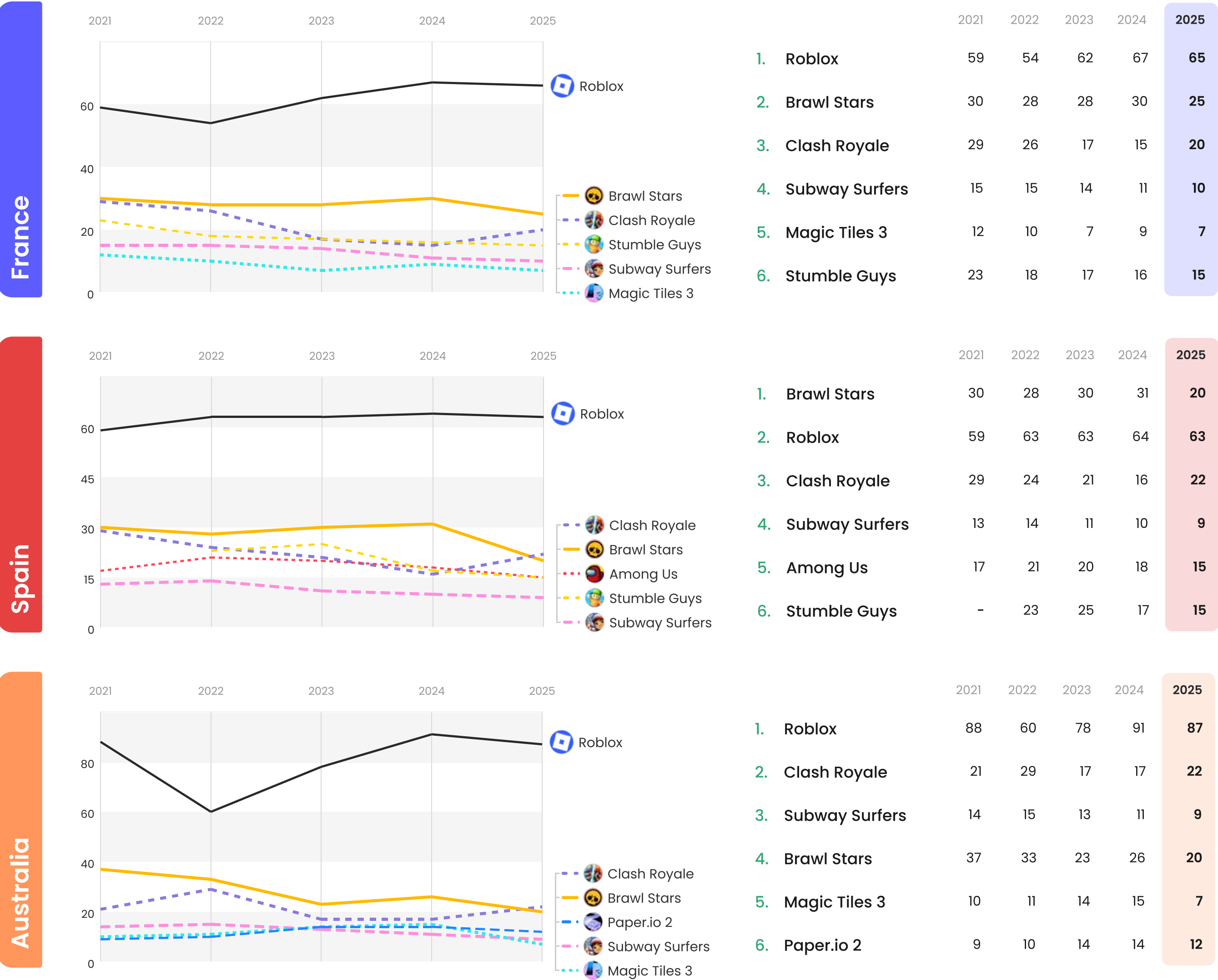




Australia was where young Roblox players dedicated the most amount of time to the app with 1 hour 27 minutes per day. Spain and France were where kids spent the least amount of time playing Roblox, at just over an hour per day.

Kids in France played the most Brawl Stars with 25 minutes per day. In Spain - where Brawl Stars edged out Roblox in overall popularity - users spent an average of 20minutes per day playing - 11 minutes less than in 2024.

Time spent on top 6 most popular mobile gaming apps, from 2021-2025





HOW LONG DID CHILDREN SPEND ON MOBILE GAMING APPS OVER 2025?

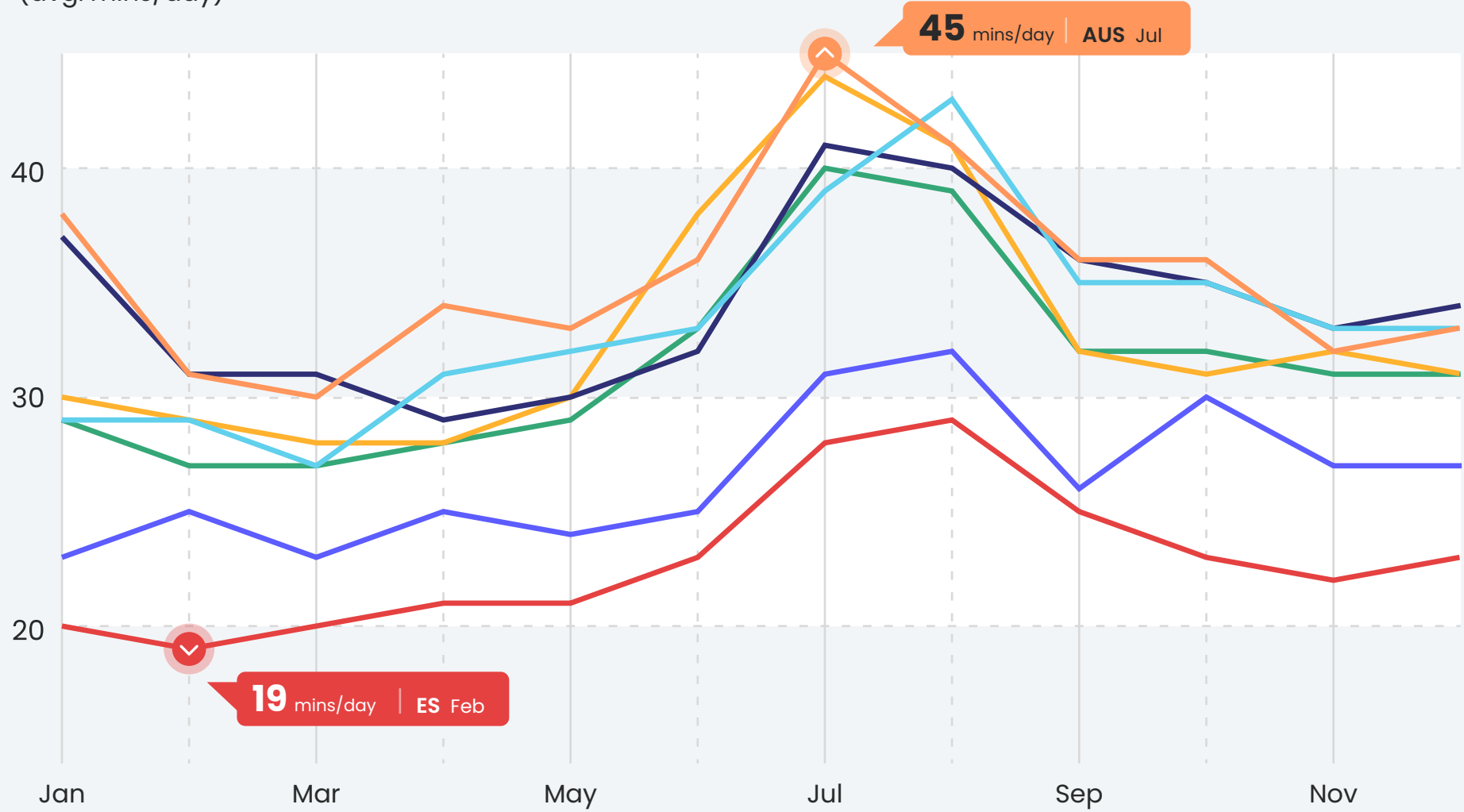
The average time kids spent on mobile gaming apps overall dropped by 5 minutes – from 37 minutes per day in 2024 to 32 minutes in 2025. Not only did they play the most Roblox, but kids in Australia spent the most time playing mobile gaming apps overall, racking up 36 minutes per day. Brazil came 2nd with 35 minutes daily.

As to be expected, peaks in mobile gaming time lined up with kids having more free time over school breaks. In Europe and the US, the winter months of February and March were when kids played mobile games the least.



Average time spent on mobile gaming apps, month by month

(avg. mins/day)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2025 Avg	2024 Avg	2023 Avg
Global	29	27	27	28	29	33	40	39	32	32	31	31	32	37	28
US	30	29	28	28	30	38	44	41	32	31	32	31	33	31	28
Brazil	37	31	31	29	30	32	41	40	36	35	33	34	35	36	33
UK	29	29	27	31	32	33	39	43	35	35	33	33	34	32	31
France	23	25	23	25	24	25	31	32	26	30	27	27	27	27	24
Spain	20	19	20	21	21	23	28	29	25	23	22	23	23	26	24
Australia	38	31	30	34	33	36	45	41	36	36	32	33	36	35	32

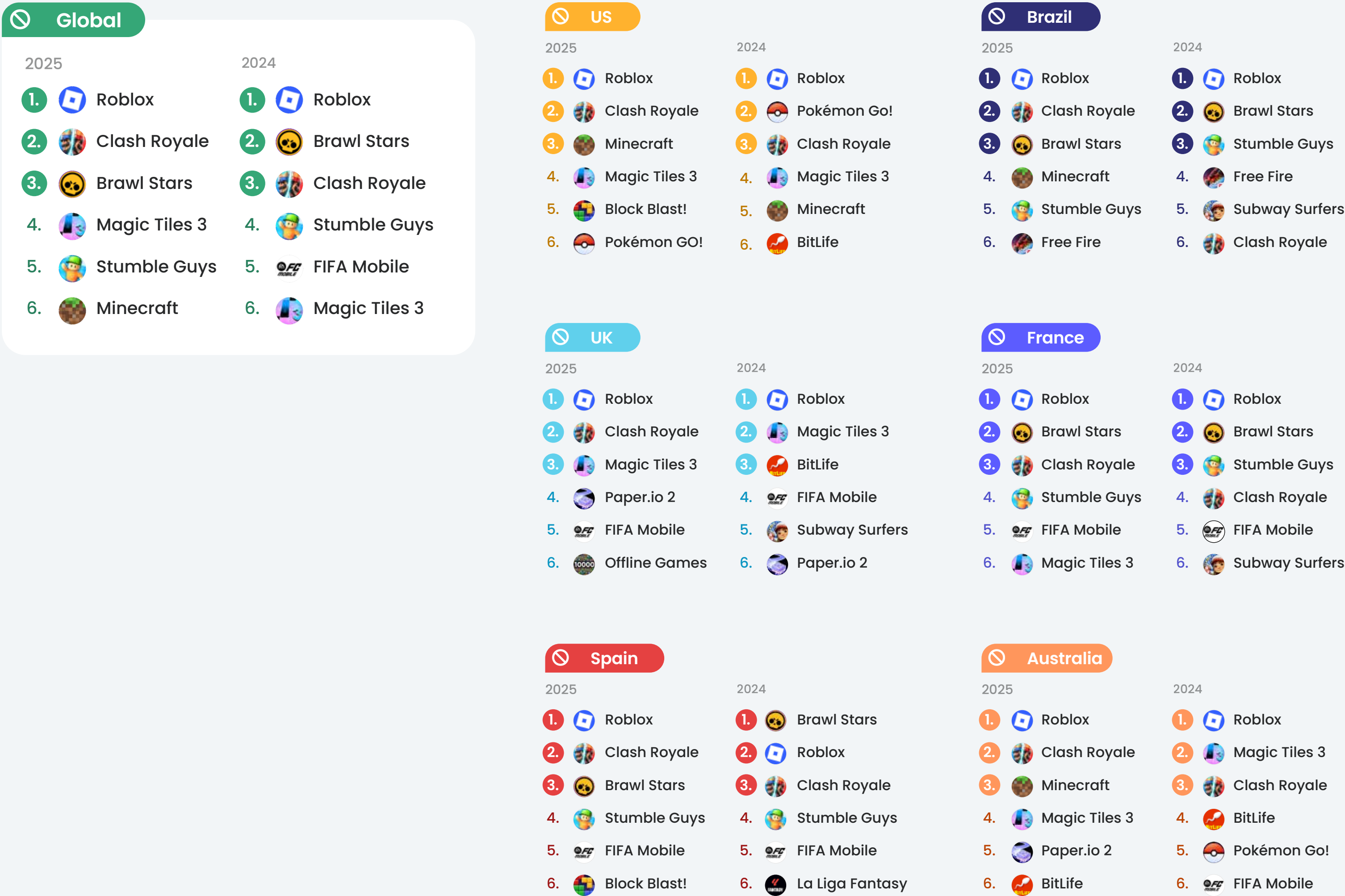


THE MOST BLOCKED MOBILE GAMES IN 2025

Despite significant updates to its parental controls in 2025, **Roblox became the most blocked mobile gaming app** in all regions. Aside from the ample time kids spent on the platform, parents may have been concerned over [significant Roblox scrutiny throughout the year](#) for child safety issues, inappropriate content, and exploitation. The rest of the global most-blocked list is similar to children’s most popular picks, only with the inclusion of Stumble Guys and Minecraft, and the exclusion of Subway Surfers and Block Blast!.

Apart from distraction and excessive screen time, parents may have chosen to block or limit specific mobile games over inappropriate content, in-app purchases and ads, among other issues.

Most blocked mobile gaming apps (% of parents)



Desktop gaming

What we found

In 2025, the ongoing, mega-popularity of social games such as Roblox, Fortnite, and Minecraft shows us that gaming for young people is less about gameplay and more about hanging out. For many kids, **the vast open worlds of Roblox or Minecraft are where they meet and chat with friends**, and not the park or playground.

These social-focused, community games dominated desktop gaming experiences in 2025, though **Roblox was the clear winner in children's eyes**. Unsurprisingly, with so many games and endless worlds to explore, it was where children dedicated the most time globally, spending 2 hours and 17 minutes on average on the platform – shaving just 2 minutes off their 2024 average.

Most popular desktop gaming apps in 2025* vs average daily time spent

Global

Position and change from 2024

Average mins/day

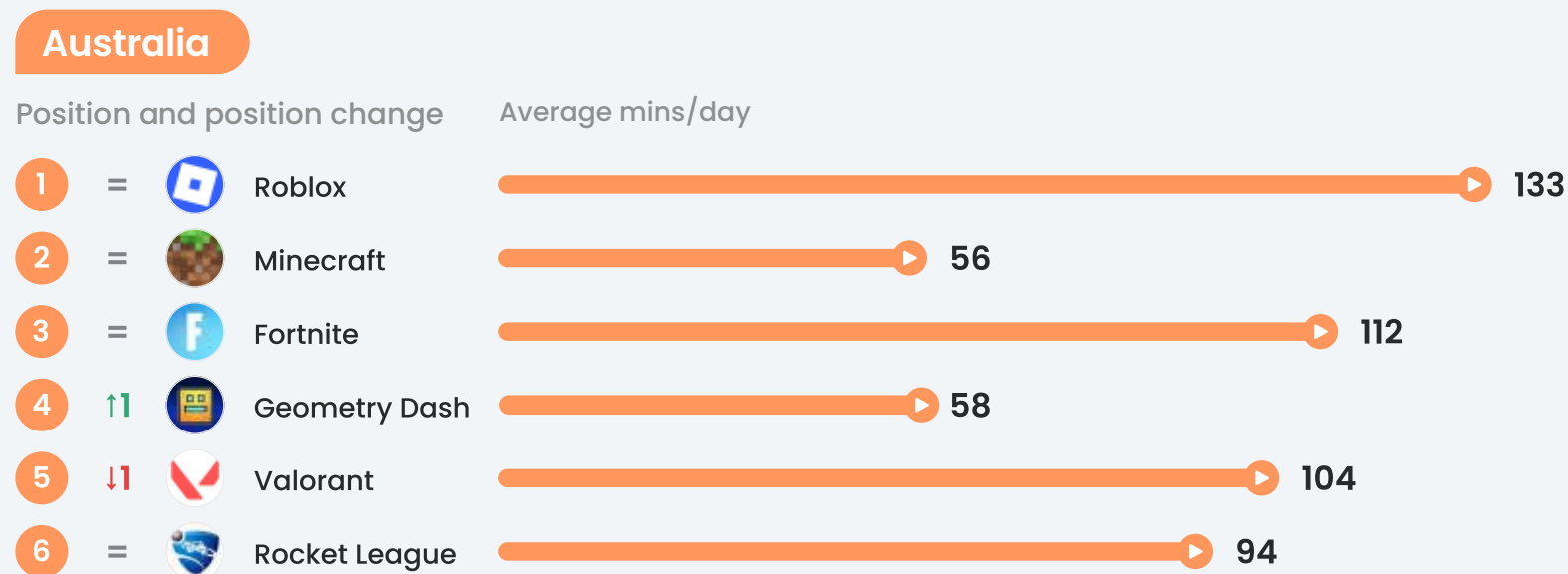
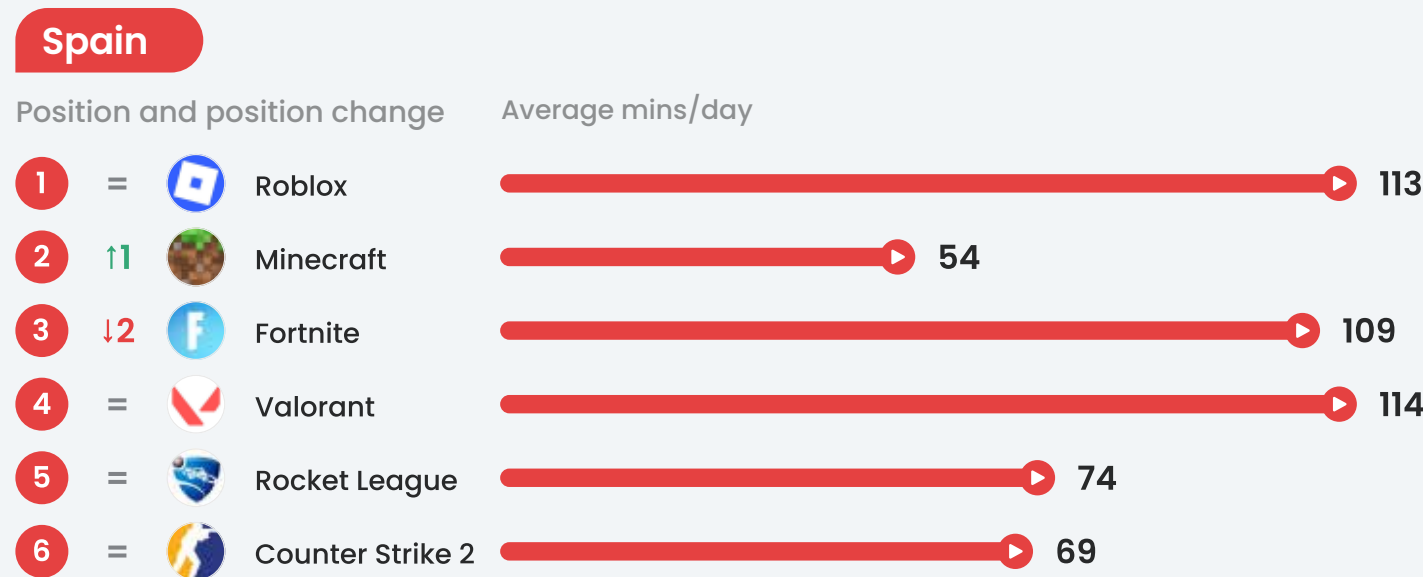
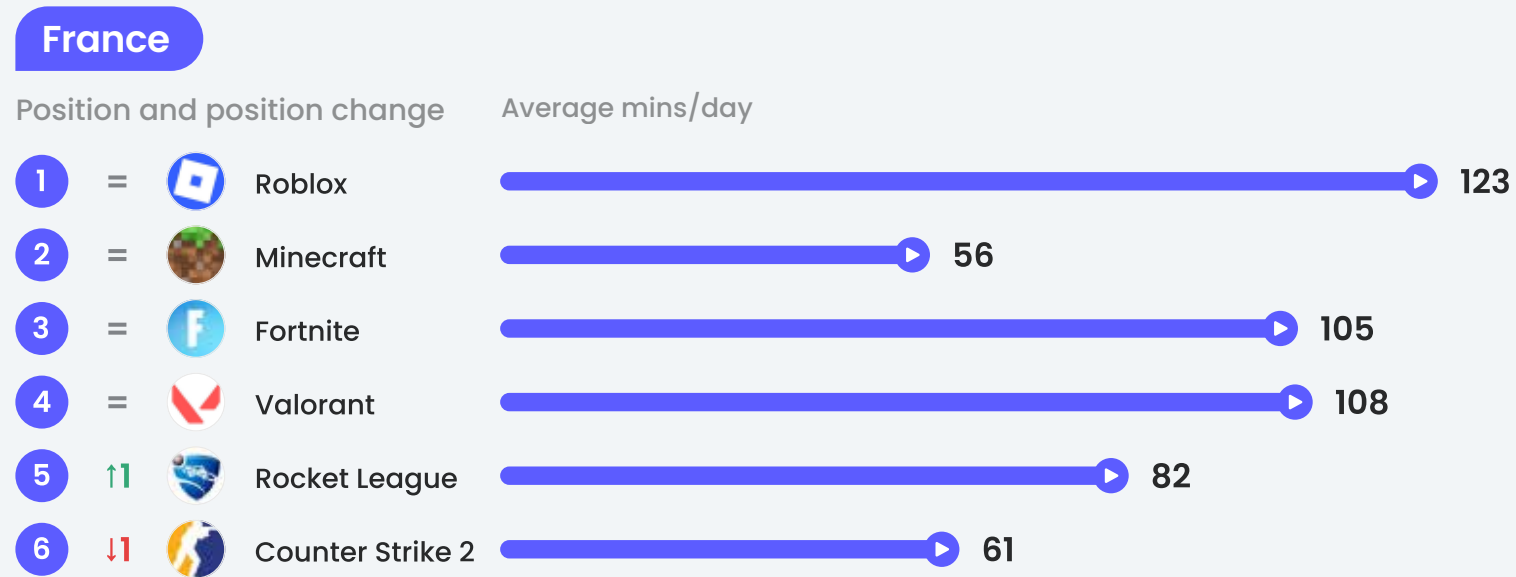
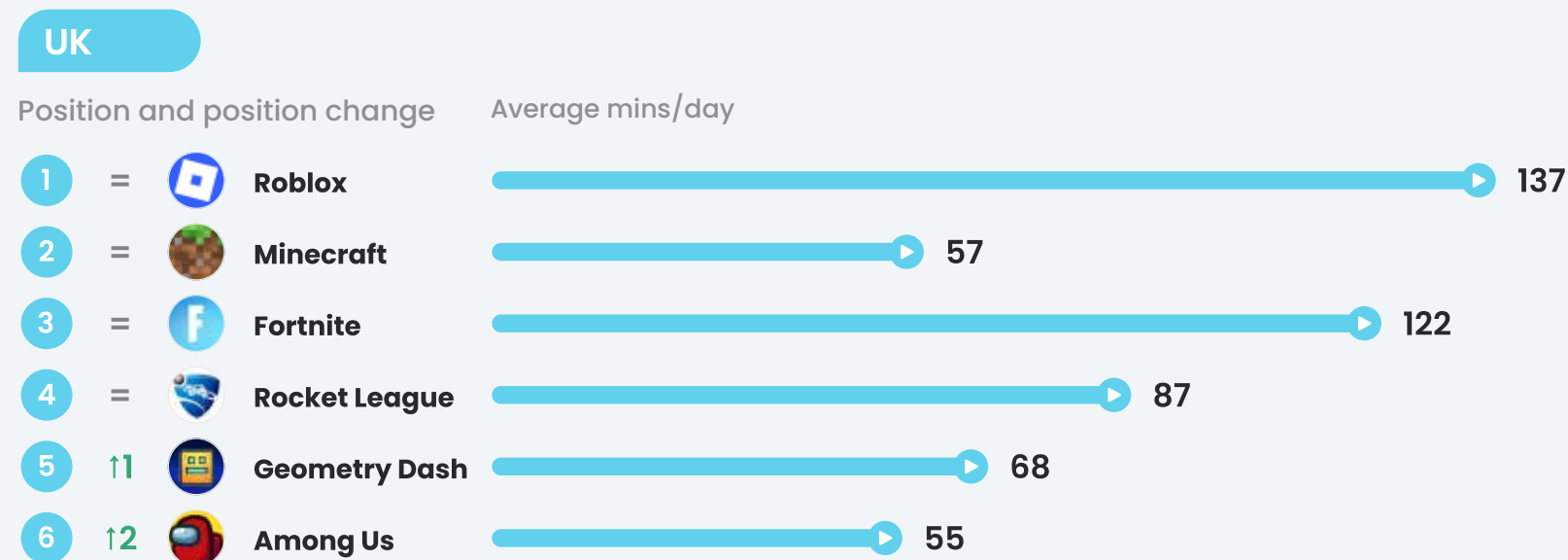
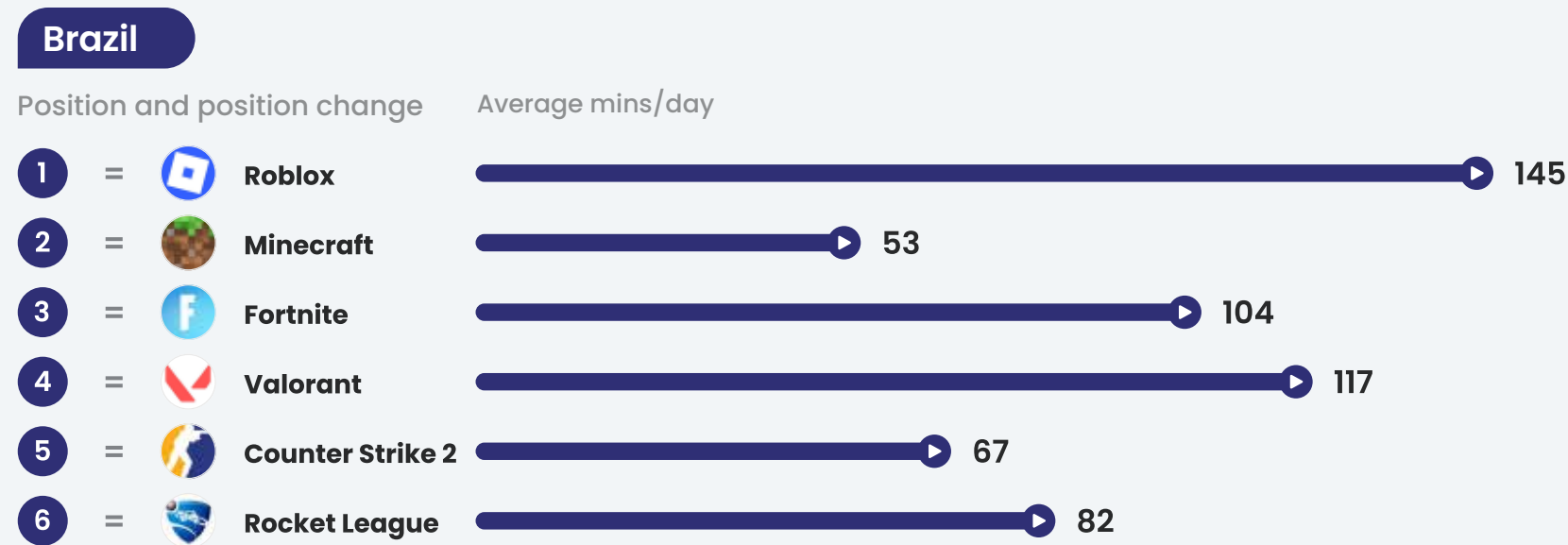
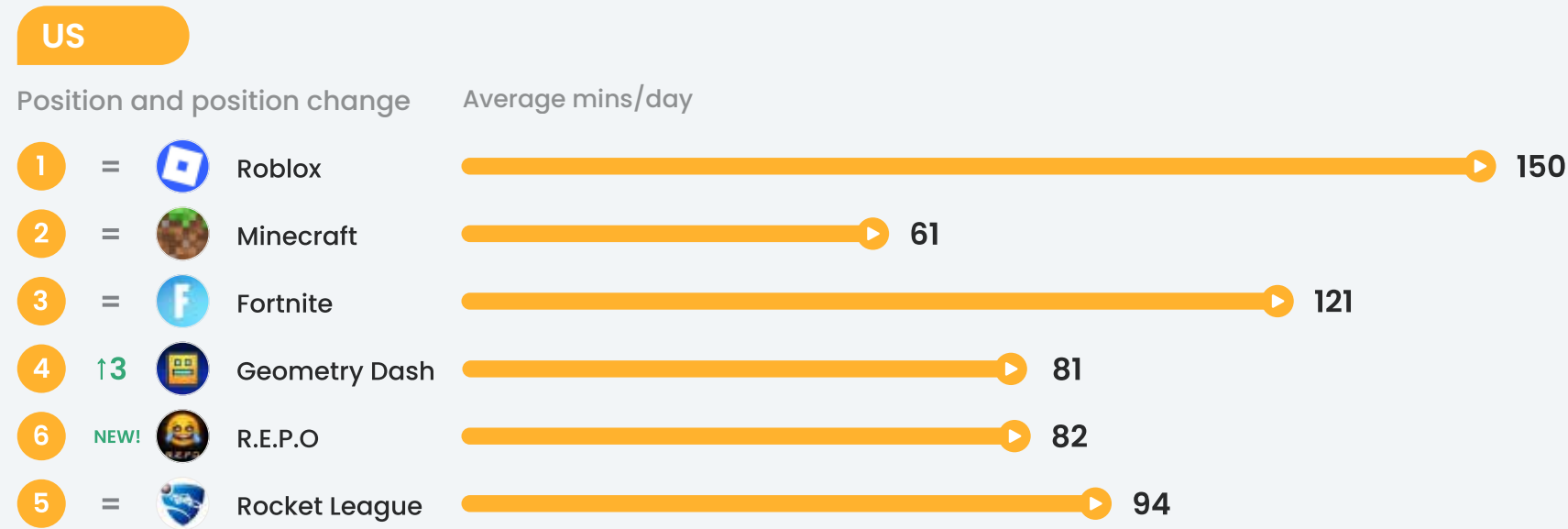


*Ranked 1-6 from most-least popular, based on total % of children opening app for at least 5 minutes across the year





Most popular desktop gaming apps in 2025* vs average daily time spent by region



CHILDREN'S MOST POPULAR DESKTOP GAMING APPS IN 2025

For most kids, the desktop gaming experience is quite different from mobile gaming. Most mobile games are more “pick-up-and-play” and designed for quick sessions, whereas desktop games tend to be much more immersive with ingrained social elements. That said, in 2025 top mobile gaming app **Roblox was also the most popular desktop gaming app in all of the countries studied.**

However, the rest of the 6 most popular desktop gaming apps differed from the mobile equivalent, dominated by multiplayer games offering more in-depth experiences: **the 2nd most popular desktop gaming app was Minecraft** – a game known for its endless possibilities for building, creating, and exploring – followed by Fortnite, Valorant, Rocket League, and Counter Strike 2.

*Ranked 1-6 from most-least popular, based on total % of children opening app for at least 5 minutes across the year

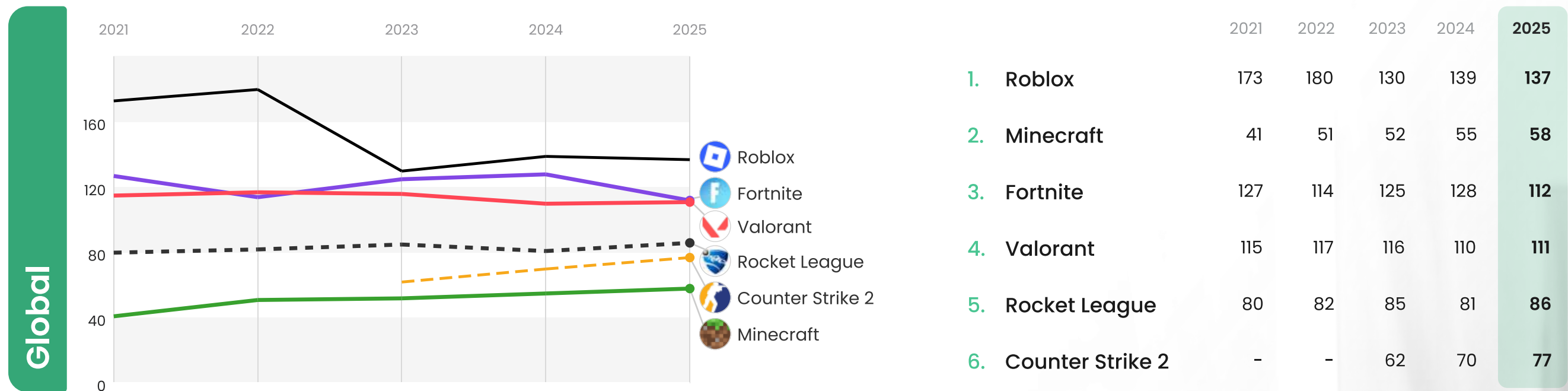


HOW LONG DID CHILDREN SPEND ON THEIR FAVORITE MOBILE GAMING APPS IN 2025?

Desktop was where young gamers dedicated the most time to their favorite games. In 2025, **kids globally spent an average 2 hours and 17 minutes per day playing Roblox on desktop** - over an hour more than they played the game

on mobile. Fortnite players weren't too far behind with 1 hour 52 minutes daily play time (down from 2 hours 8 minutes in 2024) while Valorant players put in a respectable 1 hour 51 minutes each day.

Time spent on top 6 most popular desktop gaming apps, from 2021-2025

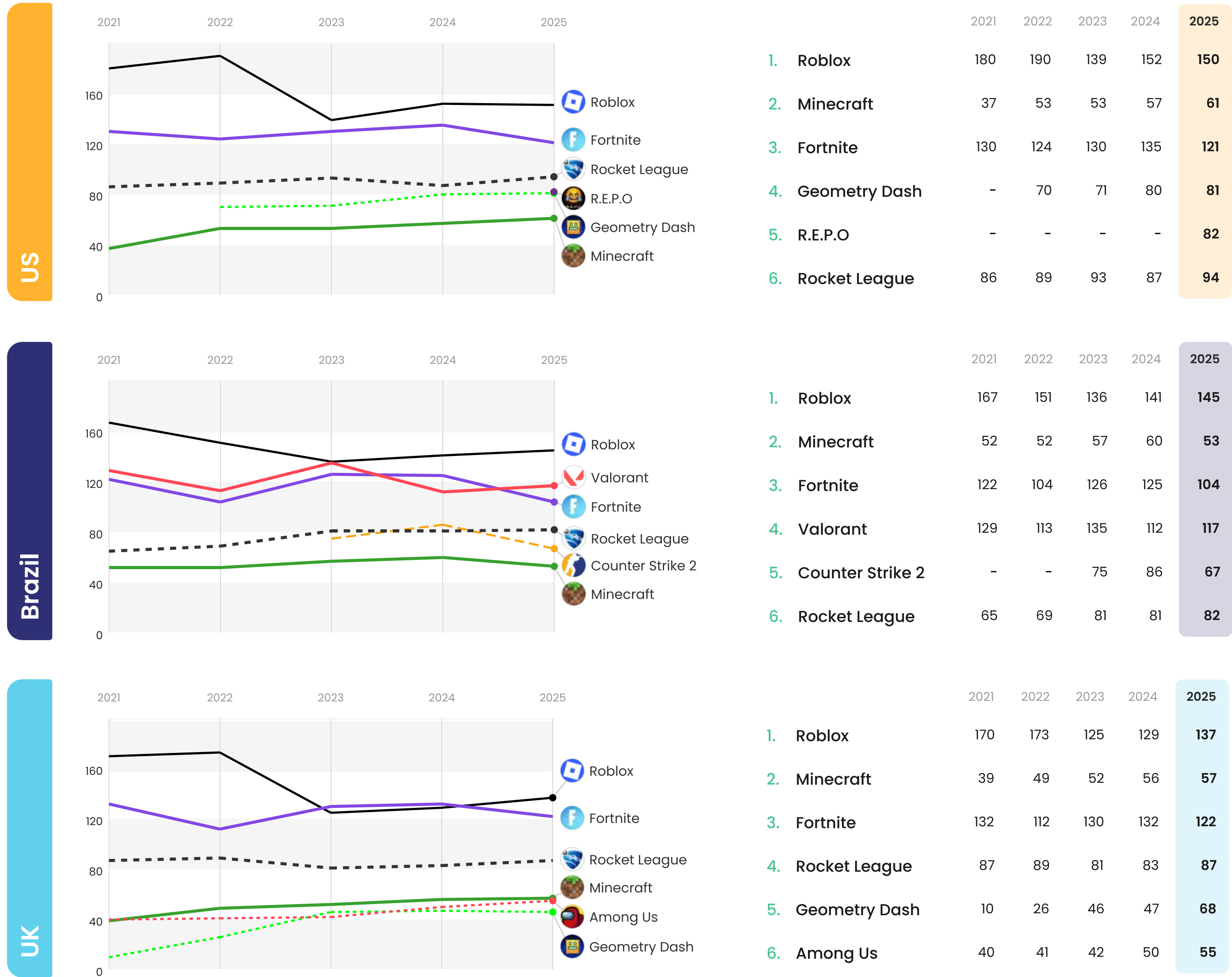




While kids in Australia played the most Roblox on mobile, **it's US kids that spent the most amount of time on its desktop app**, with 2 hours 31 minutes daily. They were followed closely by Brazilian kids and children in the UK, who spent 2 hours 25 minutes and 2 hours 17 minutes, respectively, playing Roblox on desktop.

In Brazil, Valorant players invested some significant time into the first-person shooter, with 1 hour 57 minutes per day. UK kids, however, seemed to prefer Fortnite, dedicating 2 hours 2 minutes to the multiplayer sandbox game in 2025, though they still spent 10 minutes less time playing than they had the previous year.

Time spent on top 6 most popular desktop gaming apps, from 2021-2025



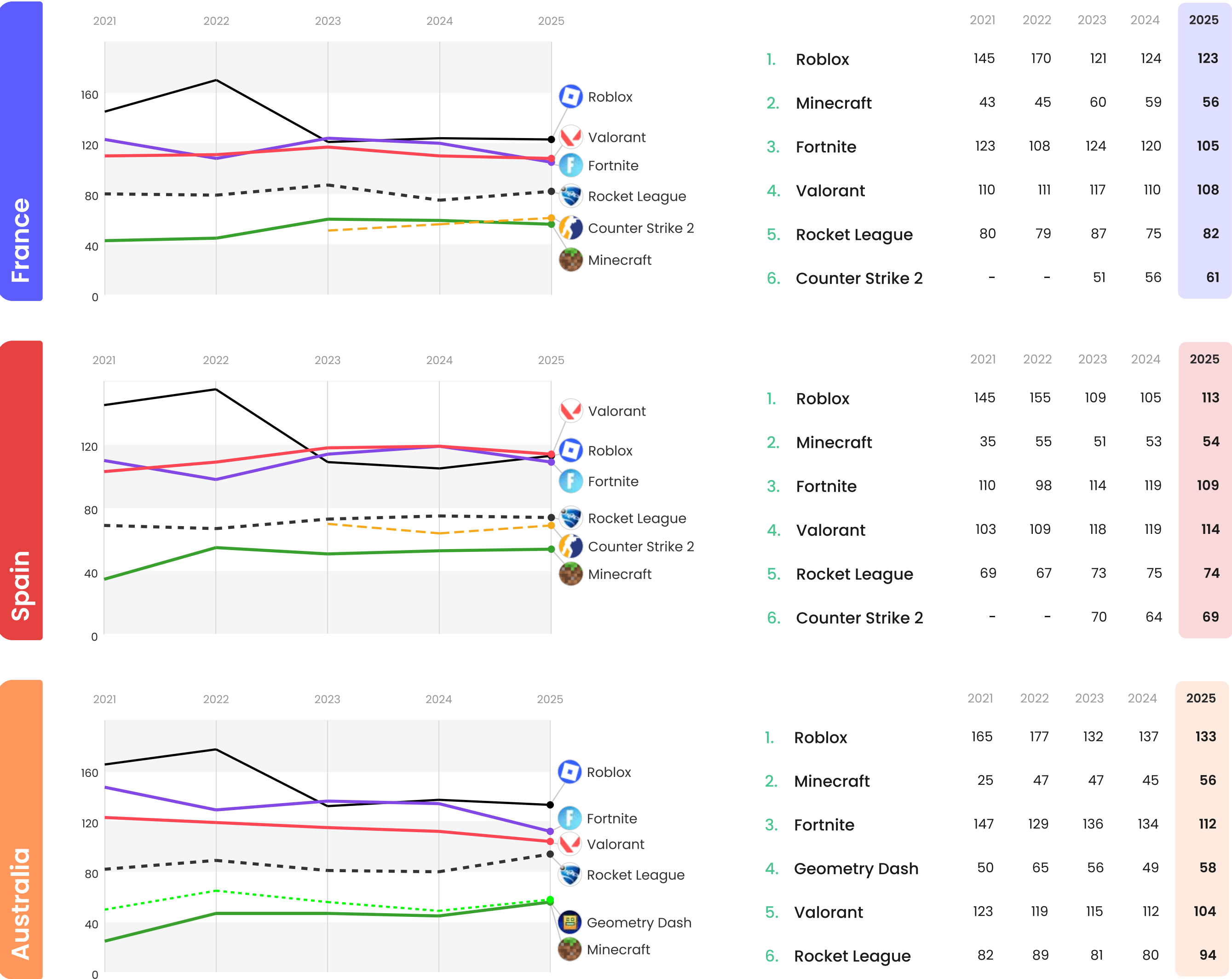


With 2 hours 13 minutes per day, **Australian kids spent 46 more minutes playing Roblox on desktop than they did on mobile.**

Spain and the UK showed the biggest increase in Roblox play time on desktop with kids in both countries spending 8 minutes more in 2025 than in the previous year.

Fortnite experienced the biggest drop-off in playtime among the top desktop games, particularly in Australia, where kids spent 22 fewer minutes playing in 2025 than in 2024. In Brazil, playtime fell by 21 minutes, and in France by 15 minutes.

Time spent on top 6 most popular desktop gaming apps, from 2021-2025





HOW LONG DID CHILDREN SPEND ON DESKTOP GAMING APPS OVER 2025?

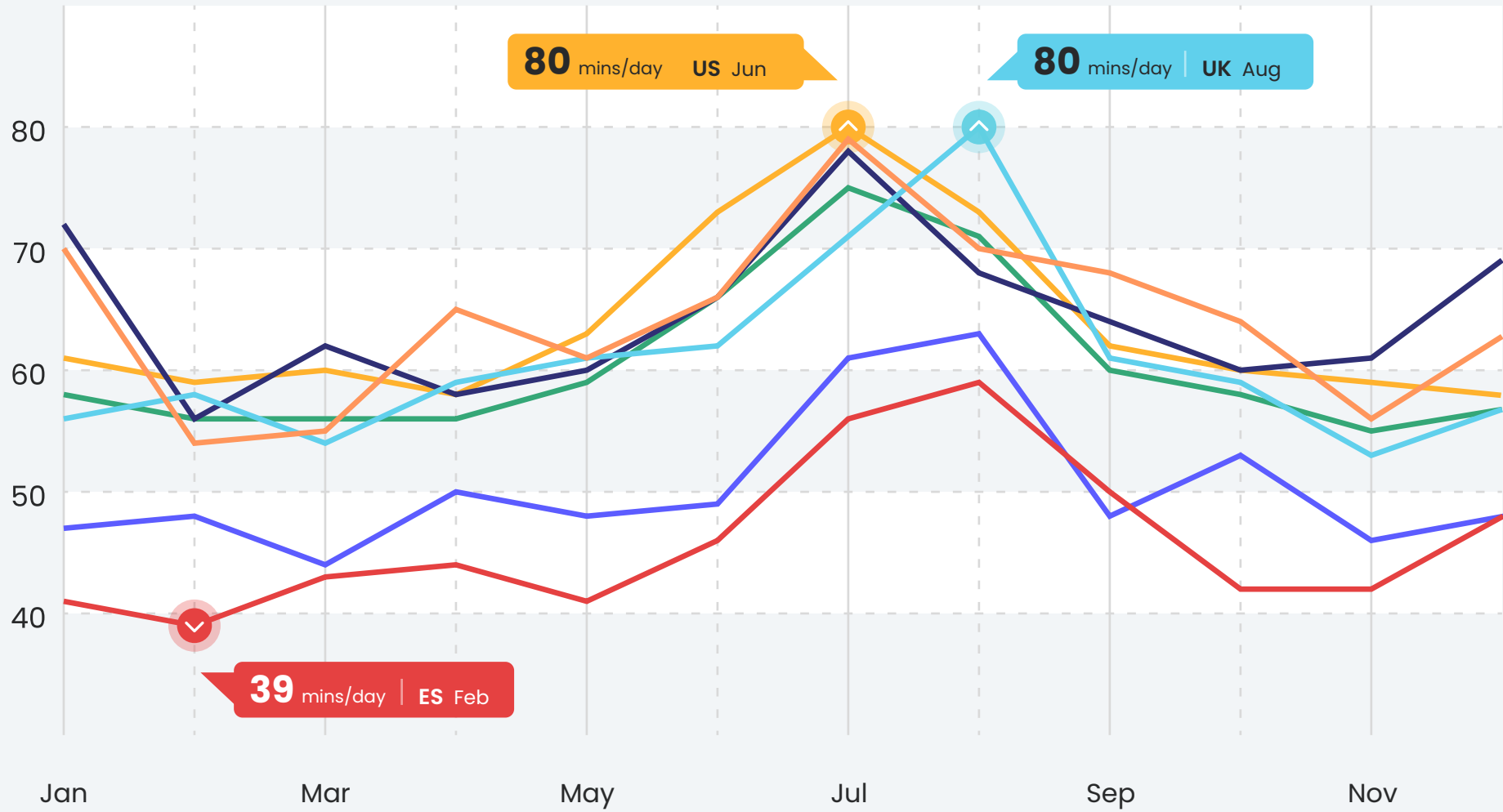
While they spent 32 minutes playing games on mobile, **kids spent almost twice as much time (61 minutes per day) playing games on desktop** – a drop of 10 minutes since 2024. The biggest desktop gamers were in Brazil, where kids spent 65 minutes playing per day. Kids in Spain spent the least amount of time playing games on desktop, with just 46 minutes per day, 11 minutes less than the previous year. France had the biggest drop off, with kids spending 13 minutes less per day on desktop games than they did the previous year.

Looking month-by-month, **kids in the US were less likely to play desktop games in April, November, and December than in any other months.** For Brazil and Spain it was February; for France, it was March and December, for the UK, it was November and December; and for Australia, the least active months were February, March, and November.



Average time spent on desktop gaming apps, month by month

(avg. mins/day)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2025 Avg	2024 Avg	2023 Avg
Global	58	56	56	56	59	66	75	71	60	58	55	57	61	71	58
US	61	59	60	58	63	73	80	73	62	60	59	58	64	74	59
Brazil	72	56	62	58	60	66	78	68	64	60	61	69	65	72	63
UK	56	58	54	59	61	62	71	80	61	59	53	57	61	71	57
France	47	48	44	50	48	49	61	63	48	53	46	48	50	63	55
Spain	41	39	43	44	41	46	56	59	50	42	42	48	46	57	49
Australia	70	54	55	65	61	66	79	70	68	64	56	63	64	73	60

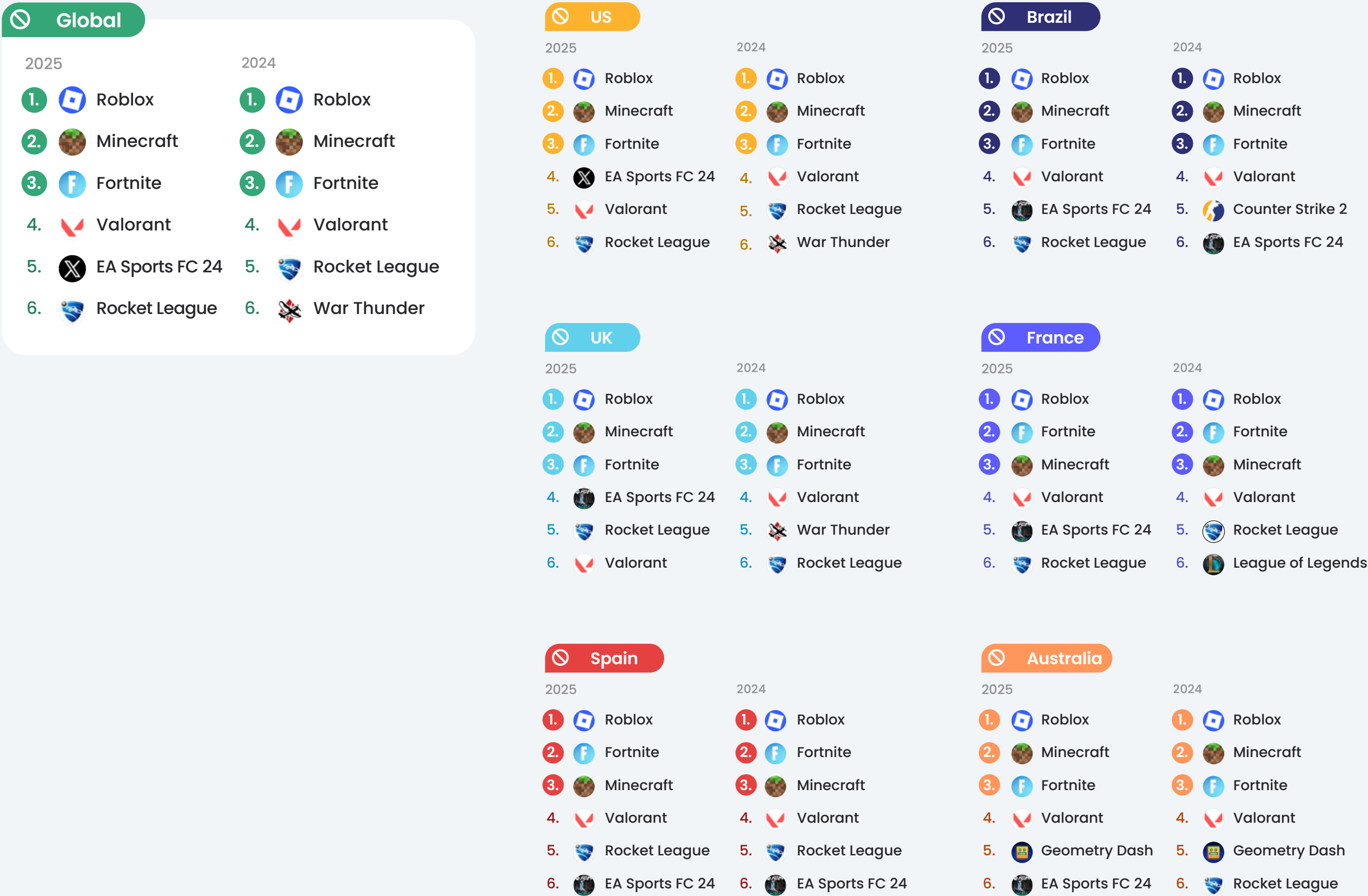


THE MOST BLOCKED DESKTOP GAMES IN 2025

2025 marks the first year that Roblox topped the block list for both mobile and desktop for all countries – which shows that Roblox is a constant concern for parents all over the world, whether kids are playing on mobile or desktop. Globally, **the 2nd most blocked game on desktop was Minecraft**, followed by other kid-favorites Fortnite and Valorant.

With young desktop gamers putting in 2 hours and 17 minutes per day playing Roblox, and 1 hour 52 minutes playing Fortnite, it’s not too surprising that parents wanted to block these titles and curb overall screen time. But desktop gaming comes with other risk factors that may influence a parent’s decision to block or use parental controls, including in-game chat.

Most blocked desktop gaming apps (% of parents)





Parent guide | Understanding in-game chat and its risks



With Yasmin London
Qoria global online safety expert

Particularly for kids, gaming is as much about hanging out with their friends as it is about gameplay. Games like Roblox, Minecraft, and Fortnite are built on connection and community, where virtual worlds have become social hubs. In-game chat is key to the social nature of such games. While these chats can make gaming more fun and collaborative, there are inherent risks that parents should be aware of.

How in-game chat works

-  **Text chat:** In-game group chats, or direct messages to specific users. In Roblox, each experience (game) has a small chat window where players in the same server can talk to each other. In multiplayer worlds or servers on Minecraft, players can send messages to everyone or just to specific users.
-  **Voice chat:** Talking aloud with other players in a game, usually with a headset. In Fortnite, voice chat is the main way players communicate. On Roblox, voice chat is only available for verified users over 13. Minecraft doesn't have built-in voice chat.
-  **Separate apps:** Many players use a game's built-in chat features, but others prefer separate apps or tools, such as **Discord** or **Xbox Party Chat**, to communicate. For example, since Minecraft doesn't offer voice chat, players might use Discord instead to talk.

The risks of in-game chat



-  **Contact with strangers:** Children may be contacted by people they don't know – including adults pretending to be younger players.
-  **Bad language:** Even with moderation, kids can still be exposed to swearing, hate speech, or sexual references in chats that the filters don't catch. Voice chat can be especially problematic and hard to moderate.
-  **Bullying and hate:** Teasing, exclusion, and "trash-talk-gone-too-far" can all occur in gaming chats. Again, this behavior is harder to monitor in voice chats as there's no written record of what's been said.
-  **Revealing personal information:** During a heated match or casual chat, a child might let slip some private details, such as their real name, school, or location.

In-game chat: How to keep kids safe when they play their favorite games

- ✓ **Disable or restrict chat** – Consider using restricted or "friends-only" modes where you allow text communication with approved friends only.
- ✓ **Co-play or supervise** – Playing together, or even just watching your child play, will help you better understand the game and spot potential red flags.
- ✓ **Teach "safe chat rules"** – Non-negotiables should be: no sharing of personal information, no meeting up with people they meet online, and telling an adult immediately if any chat feels wrong.
- ✓ **Discuss blocking and reporting** – You won't always be around to protect them against problematic chats. Ensure they know what to do when a user harasses them or behaves inappropriately.
- ✓ **Monitor external apps** – Older kids often use communication apps like Discord, WhatsApp, or Xbox Party Chat instead of a game's built-in chat: your supervision should cover these platforms too.

Education

What we found

Educational apps played a small – but steady – role in children’s lives outside school. From looking at the top apps kids used across 2025 on their own devices, it’s clear that educational apps form a part of how kids explore the digital world, but not in a dominant way. **Kid-favorite tools like Duolingo, Photomath and Quizlet are used for just minutes a day**, while **gamified educational apps such as Minecraft: Education get much more play time**. Most children naturally spend more time doing school-related activities on dedicated school devices like Chromebooks, while their own screens stay focused on socializing and entertainment.

At the same time, school device use evolved over 2025, with many countries around the world tightening their approach towards tech in the classroom. In Spain, the community of Madrid, **screens at school took a back seat** for the academic year starting 2025, with a decree [banning tablets and laptops in class](#). Sweden, along with [certain states](#) in the US, [implemented phone bans](#) prohibiting students from using their phones during school hours. Schools now head towards a more selective, purposeful focus on tech in the classroom, to help students make the most of what the digital world has to offer.



School devices

THE MOST USED PLATFORMS ON SCHOOL DEVICES IN 2025

In 2025, school-issued devices continued to reflect regional teaching styles, and priorities from each curriculum. **Reading platforms, coding environments, and classroom management tools dominated usage**, reflecting a steady reliance on digital systems that help educators organize lessons, check progress, and reinforce core skills.

While each country’s top lists varied, the core picture of educational platforms and apps showed that schools lean on a mix of learning management systems (LMS), creative STEM tools, and quiz-based practice platforms to support day-to-day learning.

The most used platforms on school devices in 2025

US	UK	Australia
1.  Clever	1.  Google Classroom	1.  Gradpoint
2.  Google Classroom	2.  Kahoot!	2.  Blooket
3.  CollegeBoard	3.  Beanstack	3.  Google Classroom
4.  Classlink	4.  Scratch MIT	4.  Kahoot!
5.  Blooket	5.  Blooket	5.  ClickView
6.  I-Ready	6.  GradPoint	6.  Grammarly
7.  Canvas by Instructure	7.  WordReference	7.  Canvas by Instructure
8.  Powerschools Learning	8.  Skolon	8.  Education Perfect
9.  Learnosity	9.  Quizlet	9.  Stile
10.  DRC Insight	10.  Wayground (Quizizz)	10.  ABCya!

Gathered mostly from school-issued and BYOD devices, Qoria group insights reveal the top 10 most popular learning-related platforms kids used across 2025, comparing use in the US, UK, and Australia.

This representation reflects device use in schools in these different countries. Depending on where children grow up, access to school devices varies dramatically. Out of the 6 countries analyzed in our report, these 3 have a higher level of school device penetration, which is why we explore learning platforms on educational devices in these locations alone.



Personal devices

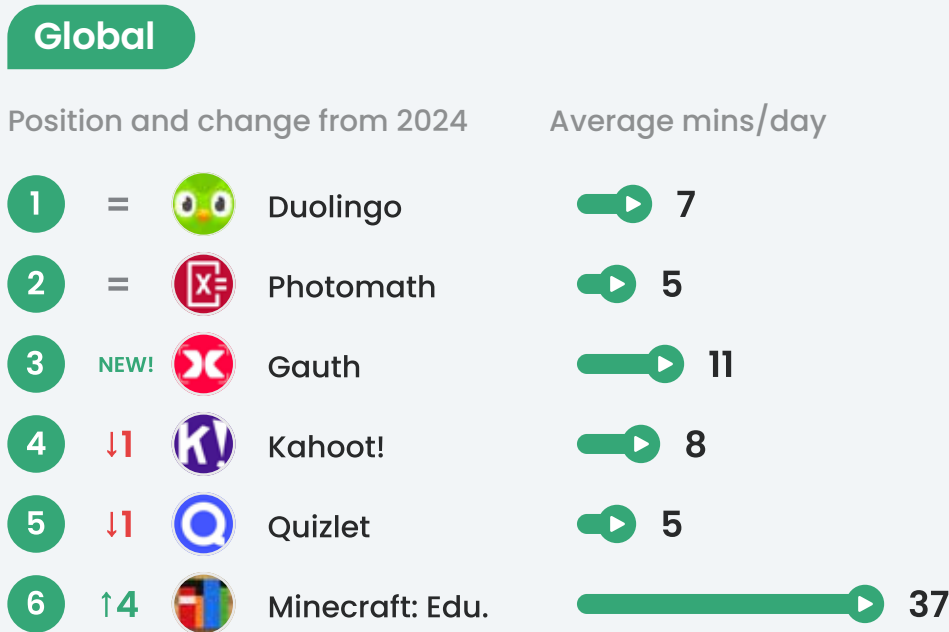
CHILDREN’S MOST POPULAR EDUCATIONAL APPS IN 2025

For another year, language-learning reigned supreme, with Duolingo taking the top spot globally as kids’ most popular educational app for 2025. **Gamified learning took up 2 of the top positions in the education charts:** Duolingo, through streaks, badges, and a famous green owl, and Minecraft: Education, through immersive experiences designed to get kids problem-solving, thinking, and building digital skills.

Other educational **highlights included apps designed to help refresh and review topics**, like Kahoot! and Quizlet, and this year’s refreshed entry for kids, Gauth – an AI homework helper, previously known as Gauthmath, expanded to cover more subjects, and remodeled for the AI era as a study companion.

Most popular educational apps in 2025* vs average daily time spent

*Ranked 1–6 from most–least popular, based on total % of children opening app for at least 5 minutes across the year



To understand how children are engaging with learning apps during their downtime, we focus on apps that children use on their personal devices, as opposed to school-based tools such as Google Classroom. As educational apps typically see lower usage compared to other categories like social media and gaming, we have left out the “most blocked” section as these apps are not typically seen as a common problem for parents.



Most popular educational apps in 2024* vs average daily time spent

US

Position and position change			Average mins/day
1	=	Duolingo	7
2	NEW!	Gauth	12
3	↓1	Photomath	6
4	=	Quizlet	4
5	↓1	Kahoot	9
6	=	Khan Academy	18

Brazil

Position and position change			Average mins/day
1	=	Duolingo	7
2	=	Kahoot!	9
3	NEW!	Gauth	9
4	↓2	Photomath	5
5	↑5	Minecraft: Edu.	19
6	↓1	Quizlet	4

UK

Position and position change			Average mins/day
1	=	Duolingo	7
2	NEW!	Gauth	10
5	↑2	Quizlet	6
4	=	Kahoot!	7
3	↓2	Photomath	6
6	NEW!	Simply Draw	13

France

Position and position change			Average mins/day
1	=	Duolingo	7
2	=	Kahoot!	9
3	↑3	Quizlet	5
4	↑1	Knowunity	3
5	↓1	Photomath	5
6	↓3	Brainly	4

Spain

Position and position change			Average mins/day
1	=	Duolingo	6
2	=	Photomath	5
3	↑1	Knowunity	3
4	↓1	Kahoot!	9
5	↑5	Minecraft Edu.	44
6	NEW!	Gauth	7

Australia

Position and position change			Average mins/day
1	=	Duolingo	7
2	=	Minecraft Edu.	37
3	↑1	Kahoot!	7
4	NEW!	Simply Draw	18
5	↑1	Simply Piano	9
6	↑3	Reading Eggs	3

*Ranked 1-6 from most-least popular, based on total % of children opening app for at least 5 minutes across the year

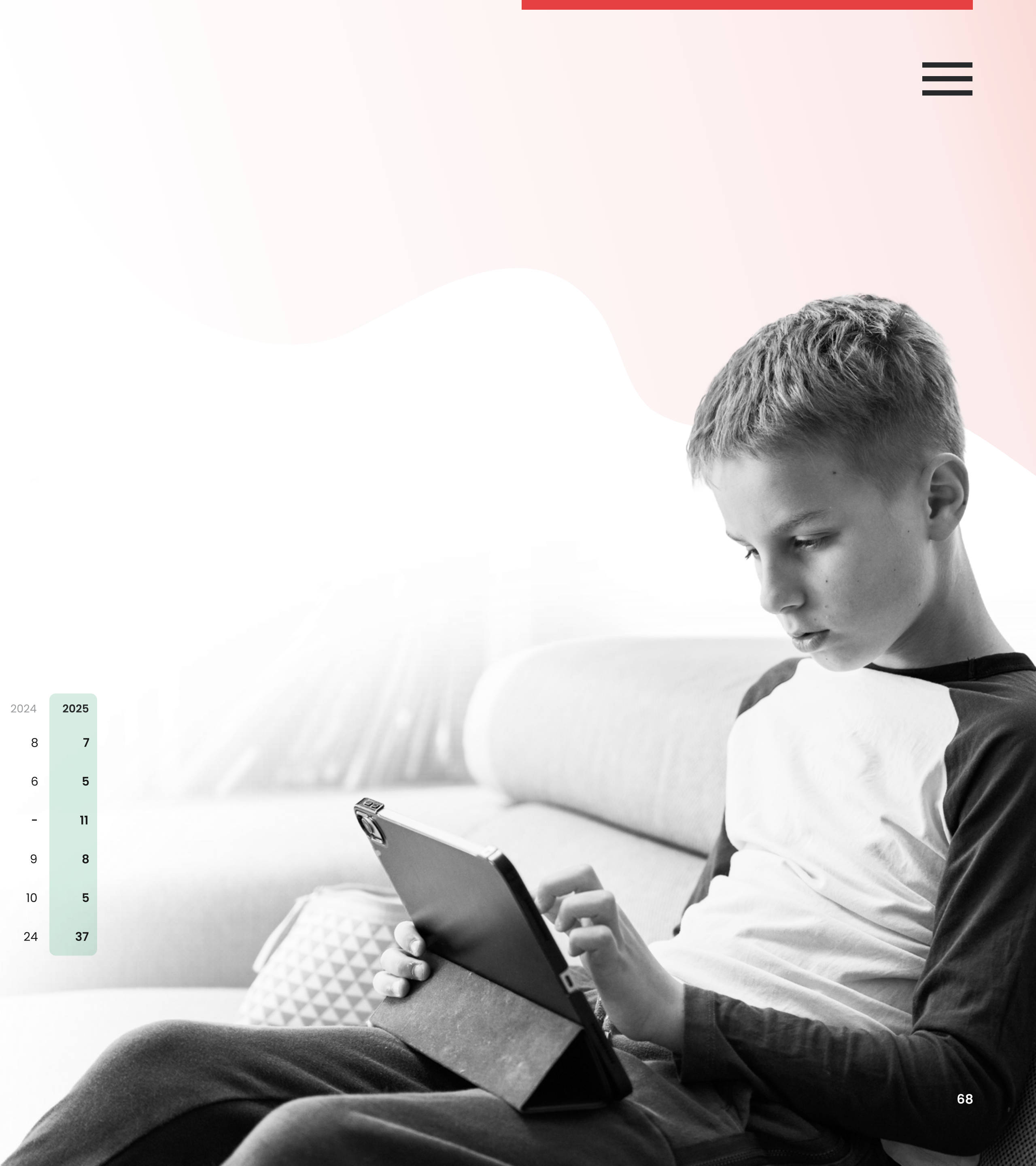
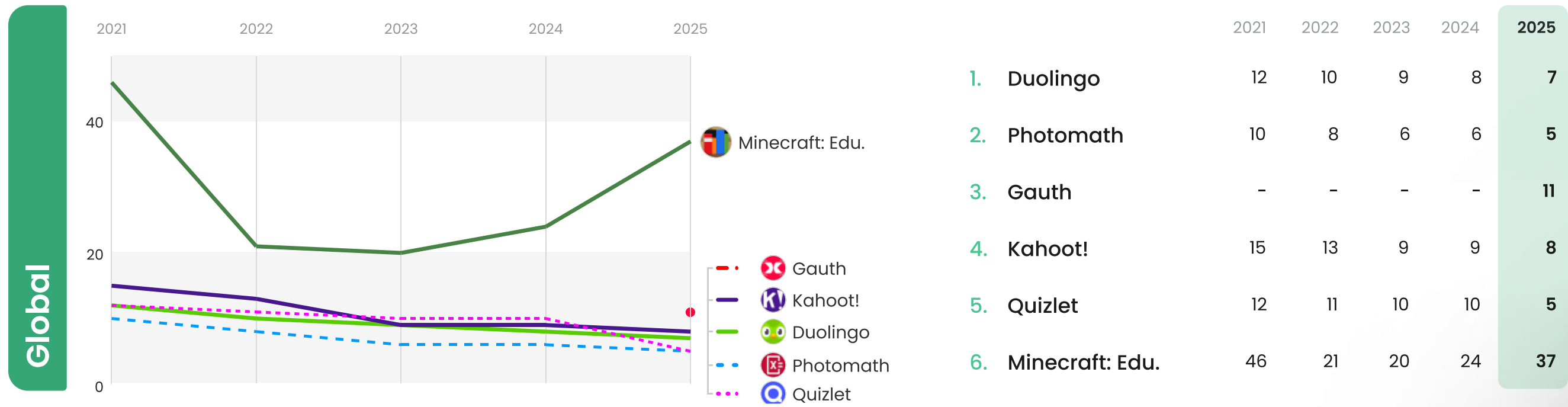


HOW LONG DID CHILDREN SPEND ON THEIR FAVORITE EDUCATIONAL APPS OVER 2025?

Year by year, time kids have spent on educational apps on their own phones, tablets, and computers, has fallen, having reached highs during the 2020 pandemic and the months following, where families turned more frequently to digital education refreshers and tools to help kids study at home. **The time kids spend on the number 1 educational app, Duolingo, has fallen gradually over the years, from its high of 12 minutes on average daily in 2021, to 7 minutes in 2025 - a loss of 5 minutes learning time.**

Bucking the trend for more obvious reasons is Minecraft: Education. Through a game-centric approach, and immersive environments that help kids learn in a more interactive way, kids have dedicated more time each year to the platform after a brief dip experienced in 2022. On average, in 2025, **kids racked up 37 minutes of gameplay a day on Minecraft’s educational offering.**

Time spent on top 6 most popular educational apps, from 2021–2025

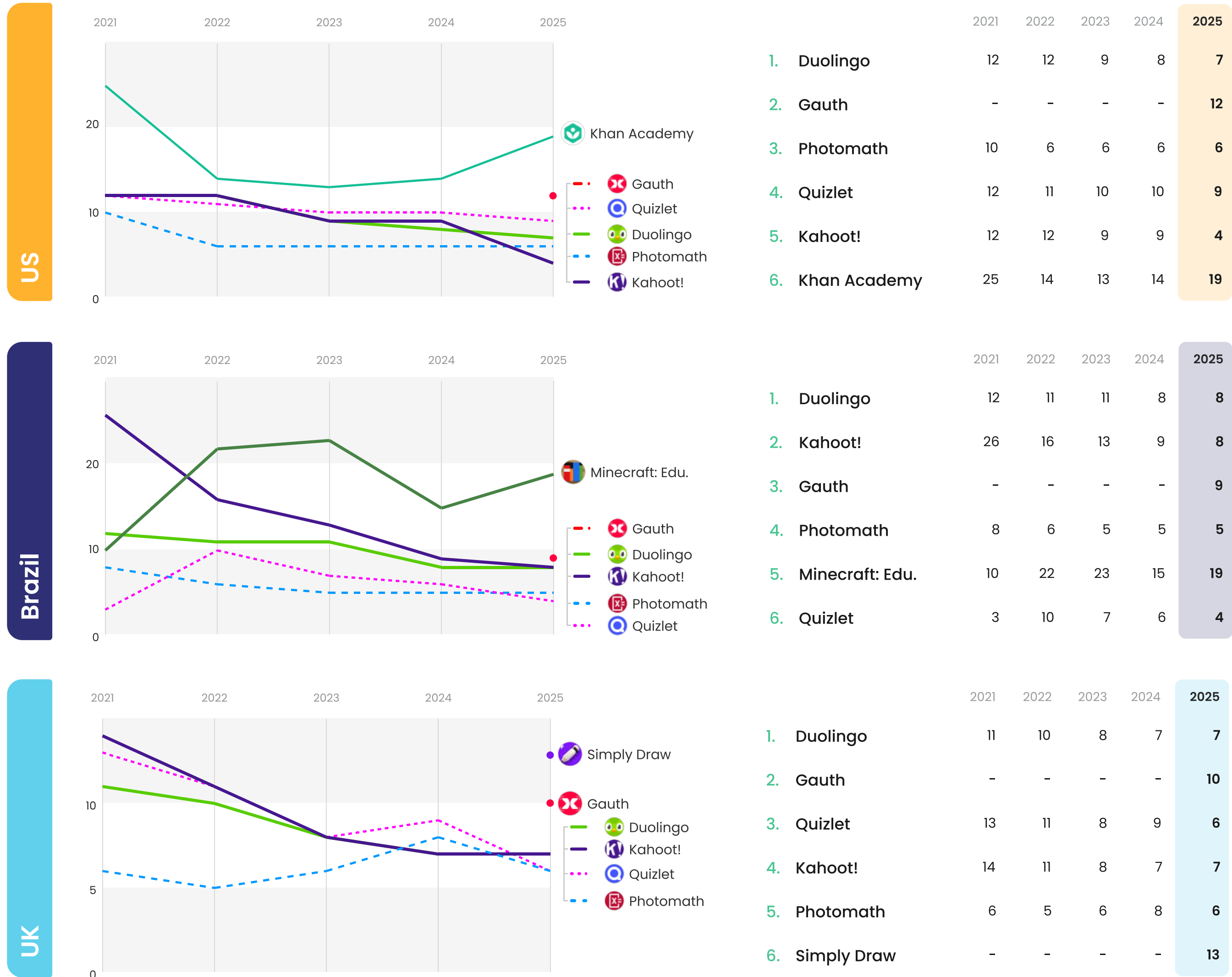




Kids in Brazil bucked the global trend of more time spent playing **Minecraft: Education**, keeping their average playtime under 20 minutes a day for the 2nd year in a row. They spent a similar amount of time (16 mins/day) brushing up on their math skills on **Matific**, a series of math-based games designed for ages 4-12.

In the UK and US, however, where Minecraft: Education didn't even enter the top 6 most popular educational apps, kids spent a little more time learning elsewhere. For kids in the UK, they took up most time sketching, experimenting with, and testing out their artistic flair on **Simply Draw** (13 mins/day), while kids in the US spent more time exploring educational videos through **Khan Academy** (19 mins/day), spending 5 more minutes on average on the platform than they had in 2024.

Time spent on top 6 most popular educational apps, from 2021-2025

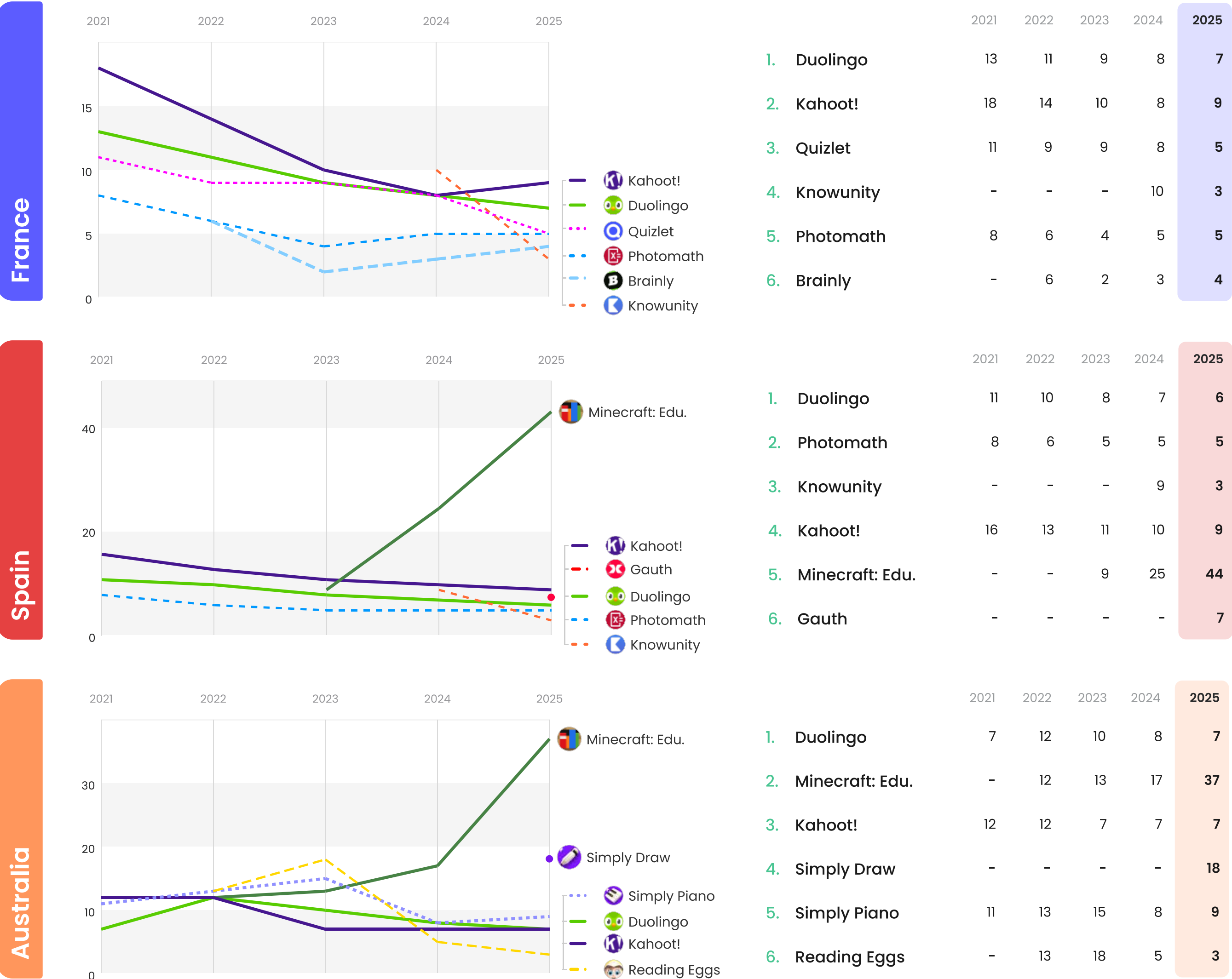




Time children in France spent on their favorite educational apps dropped across the board for almost every app, with the exception of **Kahoot!** and **Brainly**, an AI learning companion designed to help kids study and aid with homework. Even so, **kids only added 1 more minute to their learning time** for both apps: rising from 8 mins/day for Kahoot! to 9, and from 3 mins/day to 4 for Brainly.

Australia and Spain were the only two other countries in our investigation to favor **Minecraft: Education** in their top 6, and in both locations it's where they spent the most learning time. Kids in Australia averaged 37 mins/day on the educational game, while Spanish kids managed to score an all-round high for all learning apps featured in our report, playing for 44 minutes a day on average.

Time spent on top 6 most popular educational apps, from 2021–2025





HOW LONG DID CHILDREN SPEND ON EDUCATIONAL APPS IN 2025?

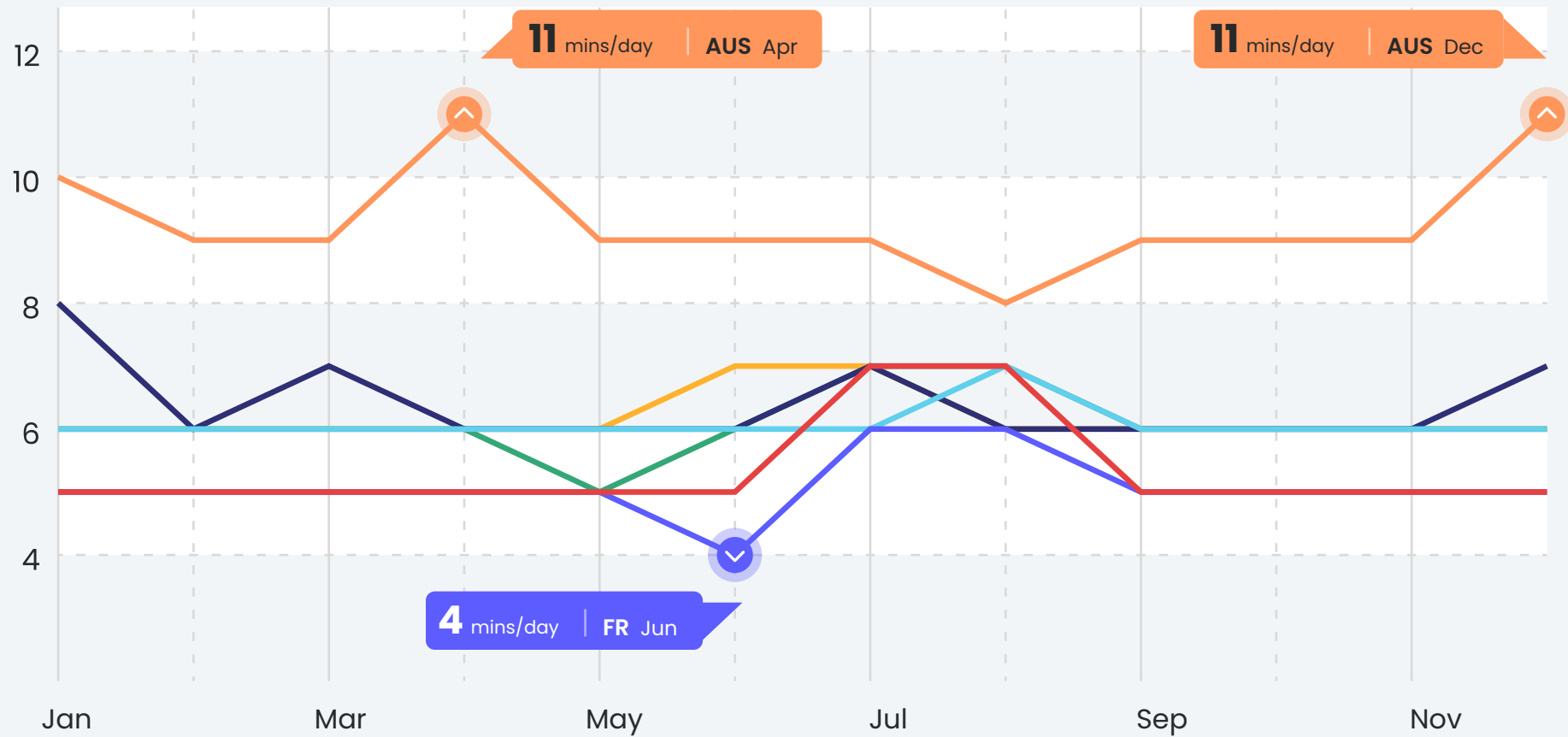
Time kids spend on educational apps tends not to change much over the year – learning apps are a constant, and while not the protagonists in kids’ digital lives, they still stay the course, taking up a few minutes each day. The time kids spent on these apps didn’t change between 2024 and 2025 – **children averaged 6 minutes a day on educational apps for the 3rd year in a row.**

Kids in France and Spain were the least likely to reach for educational support, spending 5 minutes or fewer each day on learning apps for most of the year, only increasing their time when school was out for the summer in July. On the other hand, **Australian kids recorded the highest use of educational apps**, recording the year’s highs of 11 minutes a day in April and December.



Average time spent on educational apps, month by month

(avg. mins/day)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2025 Avg	2024 Avg	2023 Avg
Global	6	6	6	6	5	6	7	7	6	6	6	6	6	6	6
US	6	6	6	6	6	7	7	6	6	6	6	6	6	6	6
Brazil	8	6	7	6	6	6	7	6	6	6	6	7	6	7	7
UK	6	6	6	6	6	6	6	7	6	6	6	6	6	6	6
France	5	5	5	5	5	4	6	6	5	5	5	5	5	6	7
Spain	5	5	5	5	5	5	7	7	5	5	5	5	5	5	6
Australia	10	9	9	11	9	9	9	8	9	9	9	11	9	7	9

Parent guide | AI as a learning tool, not a replacement



With Teodora Pavkovic
Director of Wellbeing and Parent Advocacy, Qustodio

AI tools are now part of everyday life – and we’re all learning as we go. Used well, these tools can give children different ways of looking at information, or help them organize ideas, but when used carelessly, they can replace effort, creativity, and critical thinking, and make it harder for kids to learn by themselves.

AI in homework: the positives and negatives

- ✓ Offer alternative explanations or examples

✓ Provide ideas or prompts that help children organize their thoughts

✓ Support planning or offer ideas for homework structure

✓ Encourage children to explore new topics or investigate further

✓ Allow children to personalize learning according to their own needs
- ✗ Children skip the thinking and problem-solving activities they need to do to learn

✗ Answers are sometimes inaccurate or biased

✗ Kids’ work might not reflect their real ability or their individual voice and style

✗ Overreliance on AI tools can make them feel less confident in doing work alone

✗ Children don’t remember and retain as much information

✗ Children can eventually become emotionally, not just academically, reliant

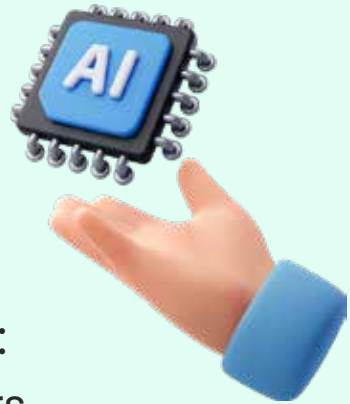
Quick tips to encourage healthier AI use

- ☐ **Set expectations:** Talk to kids about what AI can and can’t do.

☐ **Agree on boundaries:** For example, you can agree that AI can help your child brainstorm, but not write out full answers.

☐ **Discuss AI as a companion:** Even general use bots, like ChatGPT, can begin to feel familiar and friendly after a while. Encourage them to think of AI as a piece of technology, not a human being. Emphasize the importance of having trusted peers and adults to turn to.
- ☐ **Check for accuracy:** Look over the answers AI gives your child and talk about them together.

☐ **Encourage effort, not “perfection”:** When your child works through answers themselves, celebrate this, not the final answer.



What does overreliance look like?

- ⚠ Your child goes straight to AI for support without trying on their own

⚠ They struggle to explain work they’ve been assigned in their own words

⚠ They send in work that doesn’t match their usual style or ability

⚠ They get frustrated when AI asks them too many follow-up questions

⚠ When doing work by themselves, they lose confidence in their ability and their own answers

Ways to start the conversation

- “What do you think AI might be useful for, and what do you prefer to work through yourself?”
- “If AI gives you an answer, how can you check it’s right?”
- “When you use AI, what can you do to make sure your homework’s still your own?”
- “What are some ways you think it’s absolutely wrong to use AI in school?”



Communication

What we found

As online chatting, video messaging, and group chats evolve, there seems to be less need for children to turn to separate communications apps. When kids can open Instagram or TikTok to DM videos, message friends, and bring groups together, all while staying involved with the latest trends and creators, **what’s the point in multiple messaging apps?** Communication apps and social media walk a fine, hybrid line: WhatsApp allows us to follow communities, brands, and creators, while group chats, voice notes, and messages are just as easy to send over Instagram – meaning kids are pulled wherever their attention is held best.

Perhaps, for this reason, time kids spent on their favorite messaging, video chat, and group chat apps dipped across 2025. Undeniably the kings of communication, **WhatsApp and Snapchat reigned for yet another year as the top 2 communication apps globally.** Despite their dominance, time kids spent on messaging apps slipped over

2025, though children still managed to average just under an hour a day on Snapchat – considerably more than time spent on WhatsApp.

Most popular communication apps in 2025* vs average daily time spent



*Ranked 1–6 from most–least popular, based on total % of children opening app for at least 5 minutes across the year





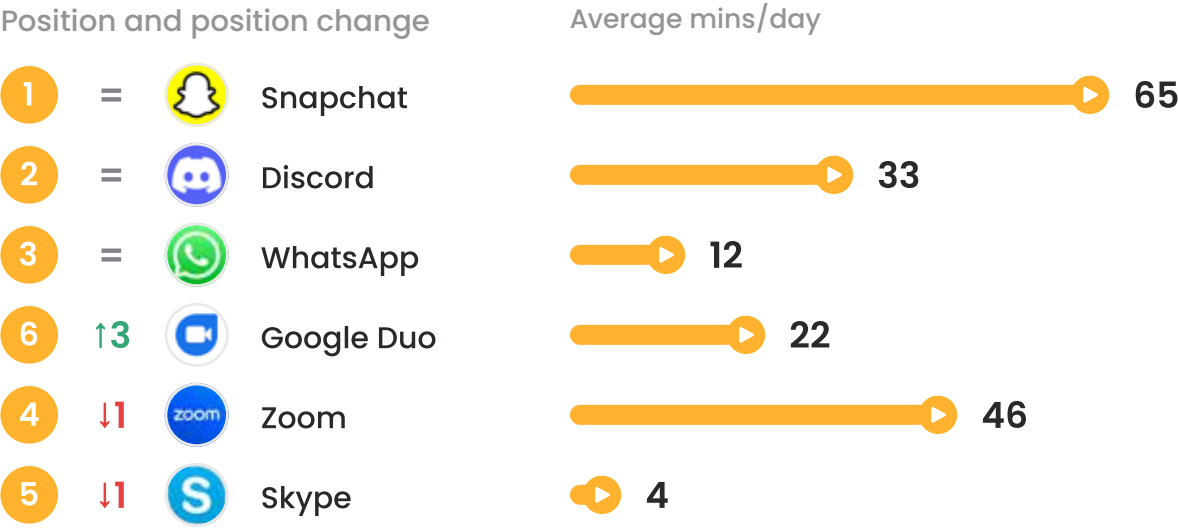
CHILDREN’S MOST POPULAR COMMUNICATION APPS IN 2025

Children’s most popular communication apps – WhatsApp and Snapchat – held their top positions globally and in all countries, with no changes from 2024. For most kids around the world, **WhatsApp is the communication app of choice**, coming in at number 1 in Brazil, the UK, France, Spain, and Australia – in the US, however, the top candidate was Snapchat. With [Snapchat included in Australia’s 2025 social media restrictions](#) for under-16s, time will tell if the apps kids favor there shift over time.

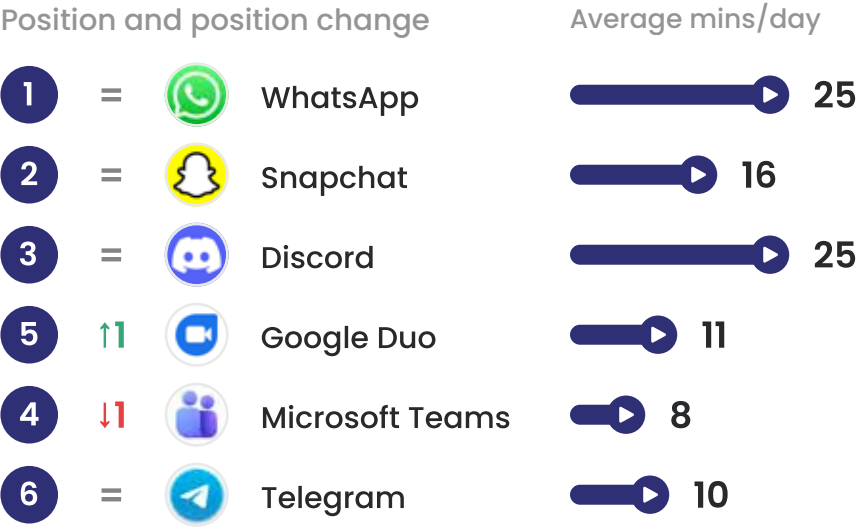
Video apps such as Zoom and Microsoft Teams, once a vital part of children’s weekly schedules during lockdowns and online study, were less relevant but still formed a part of family life, with **Teams, Zoom, and Google Duo forming part of kids’ top 6 communication apps globally**. Although still appearing in most countries’ top 6, Skype was retired mid-2025.

Most popular communication apps in 2025* vs average daily time spent by region

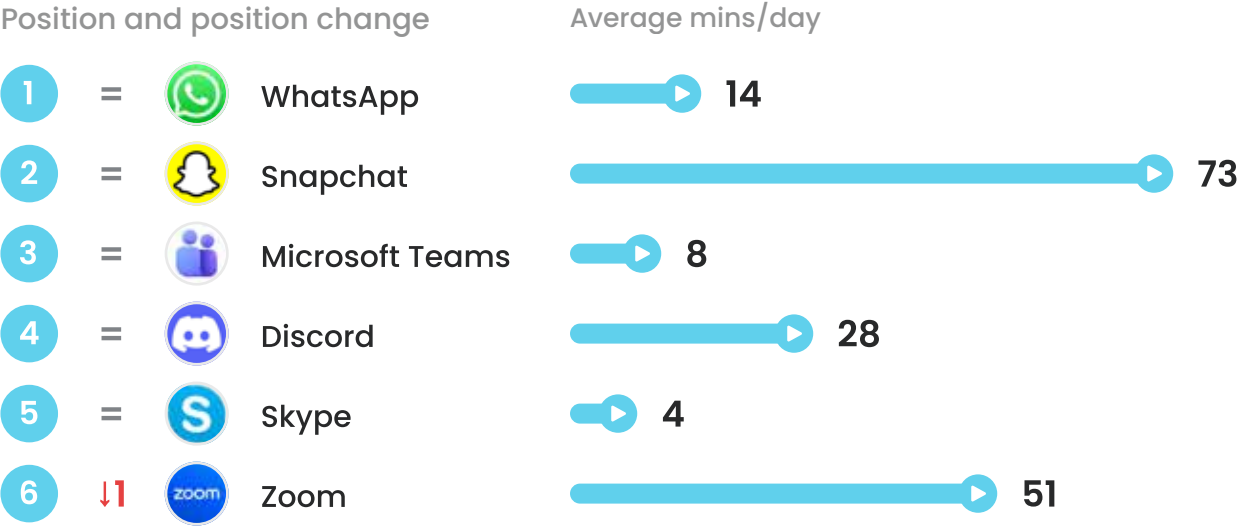
US



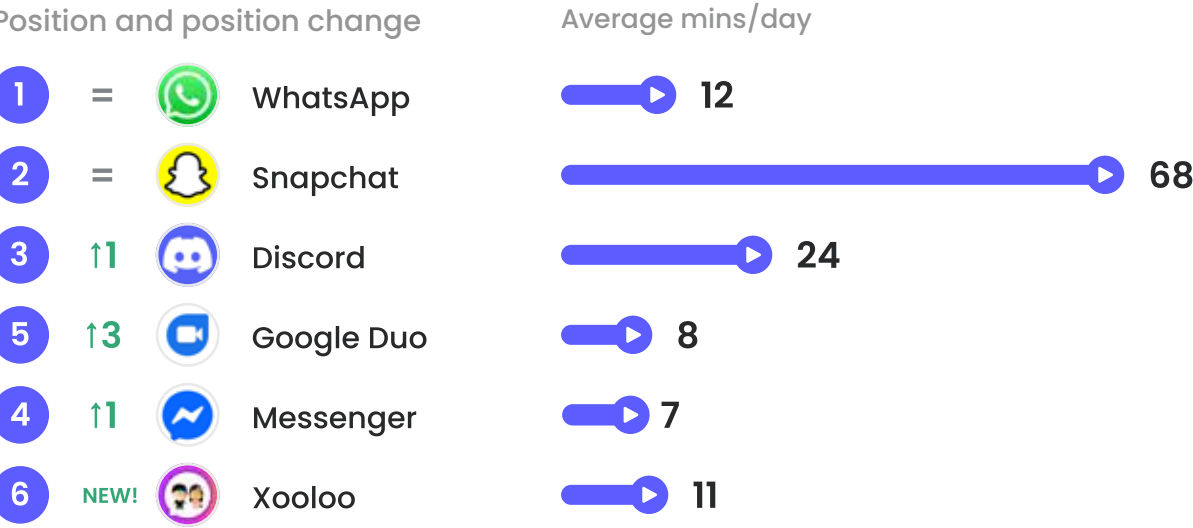
Brazil



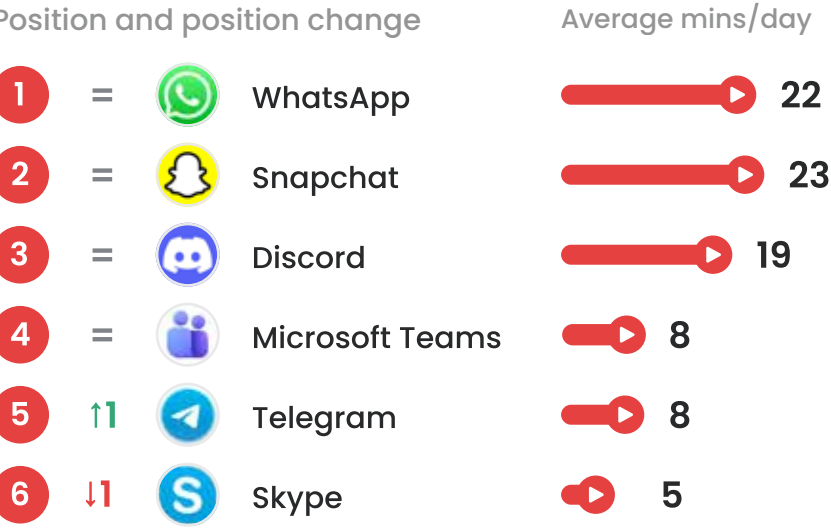
UK



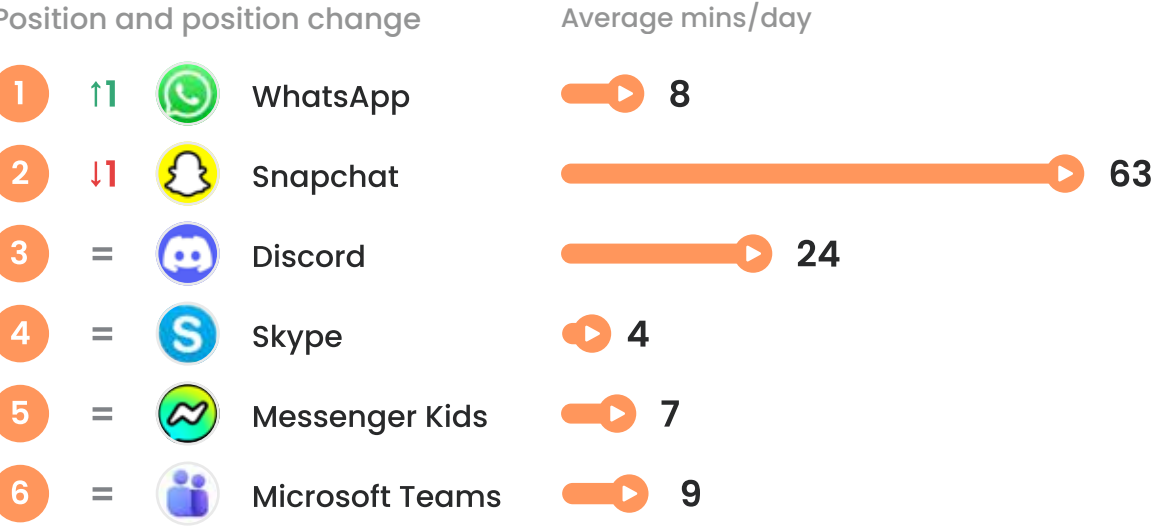
France



Spain



Australia



*Ranked 1-6 from most-least popular, based on total % of children opening app for at least 5 minutes across the year

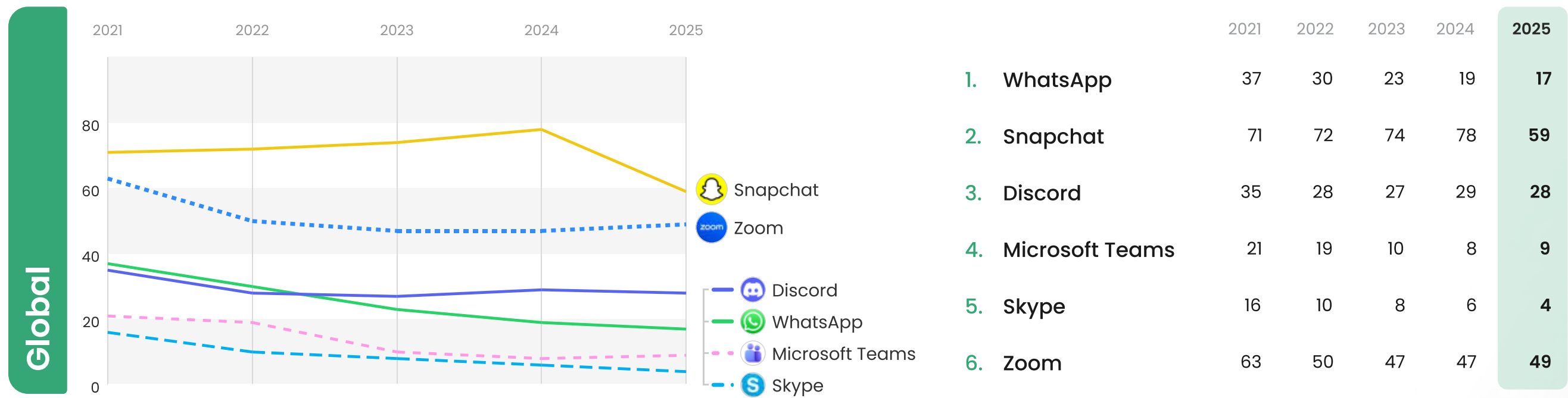


HOW LONG DID CHILDREN SPEND ON THEIR FAVORITE COMMUNICATION APPS OVER 2025?

Despite Snapchat and WhatsApp’s popularity, time spent on the platforms decreased over the year. For WhatsApp, this trend is nothing new – **time kids spend on WhatsApp has been decreasing since 2021**, from 37 minutes a day in 2021 to 17 minutes a day in 2025. Time kids spent on Snapchat, on the other hand, had

slowly been increasing over the years until 2025, which could indicate more parental awareness surrounding the platform – more families placing limits and blocks on the app over the year – or a push towards more traditional “social” platforms, where time increased yet again over 2025.

Time spent on top 6 most popular communication apps, from 2021–2025



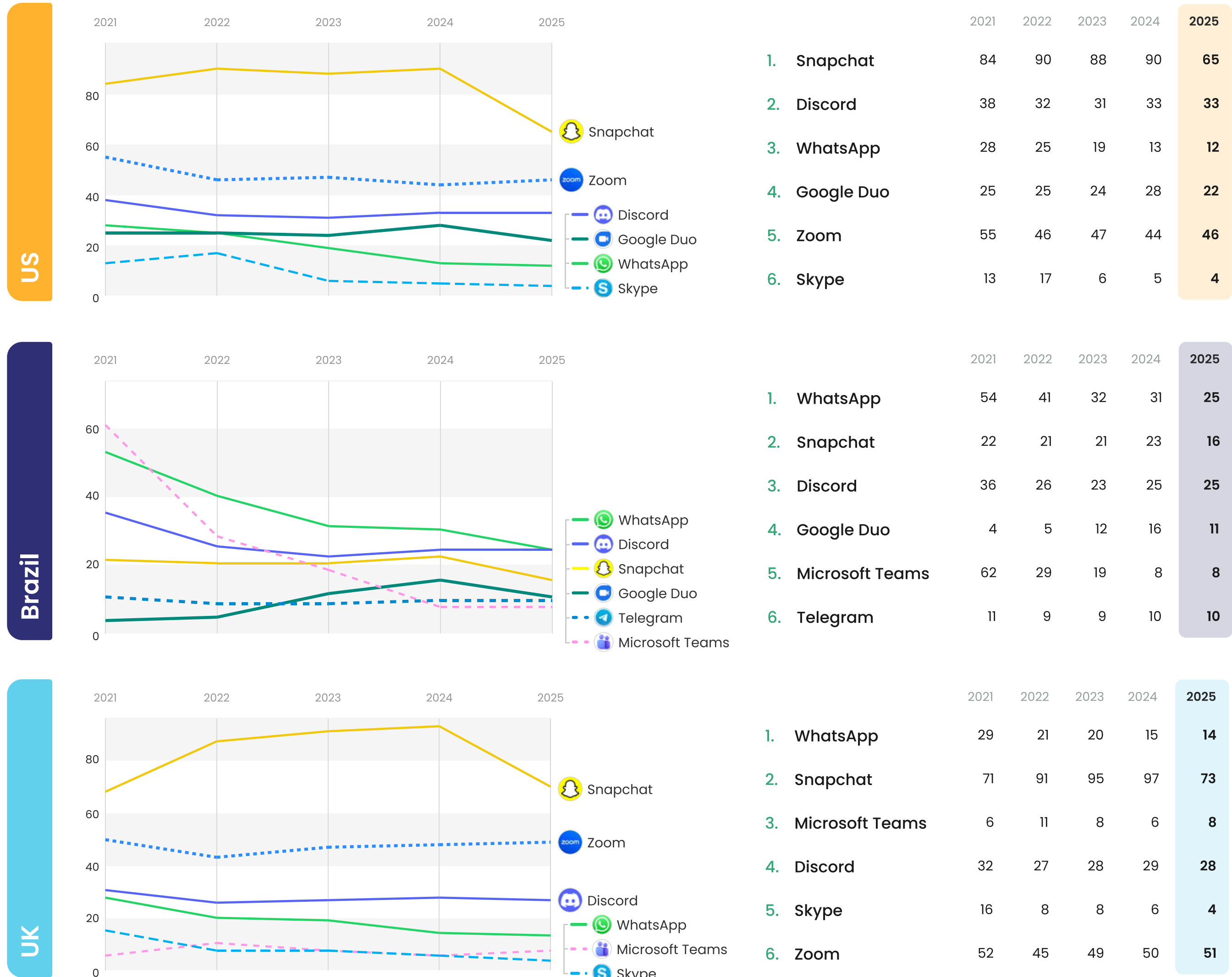


Unlike the other countries featured in our report, kids in the US didn't favor WhatsApp over Snapchat: and it shows. In the US, **children only averaged 12 minutes a day on WhatsApp, versus the 65 minutes a day they spent on Snapchat**. Discord servers also offered more of a pull: US kids spent an average of 33 mins/day chatting there.

On the other end of the spectrum, **children in WhatsApp-friendly Brazil spent the least amount of time on Snapchat out of all countries in our report** – just 16 minutes a day. But despite their preference for WhatsApp, time children in Brazil spent on the app still follows the declining trend: 25 daily minutes in 2025, compared to the 54 they spent on WhatsApp in 2021.

While more kids in the UK had access to WhatsApp over the year, it's Snapchat where they really spent their time, racking up 73 minutes a day across 2025 – though **UK children were less chatty on Snap than they had been in 2024**, spending 25% less time there over the year.

Time spent on top 6 most popular communication apps, from 2021–2025

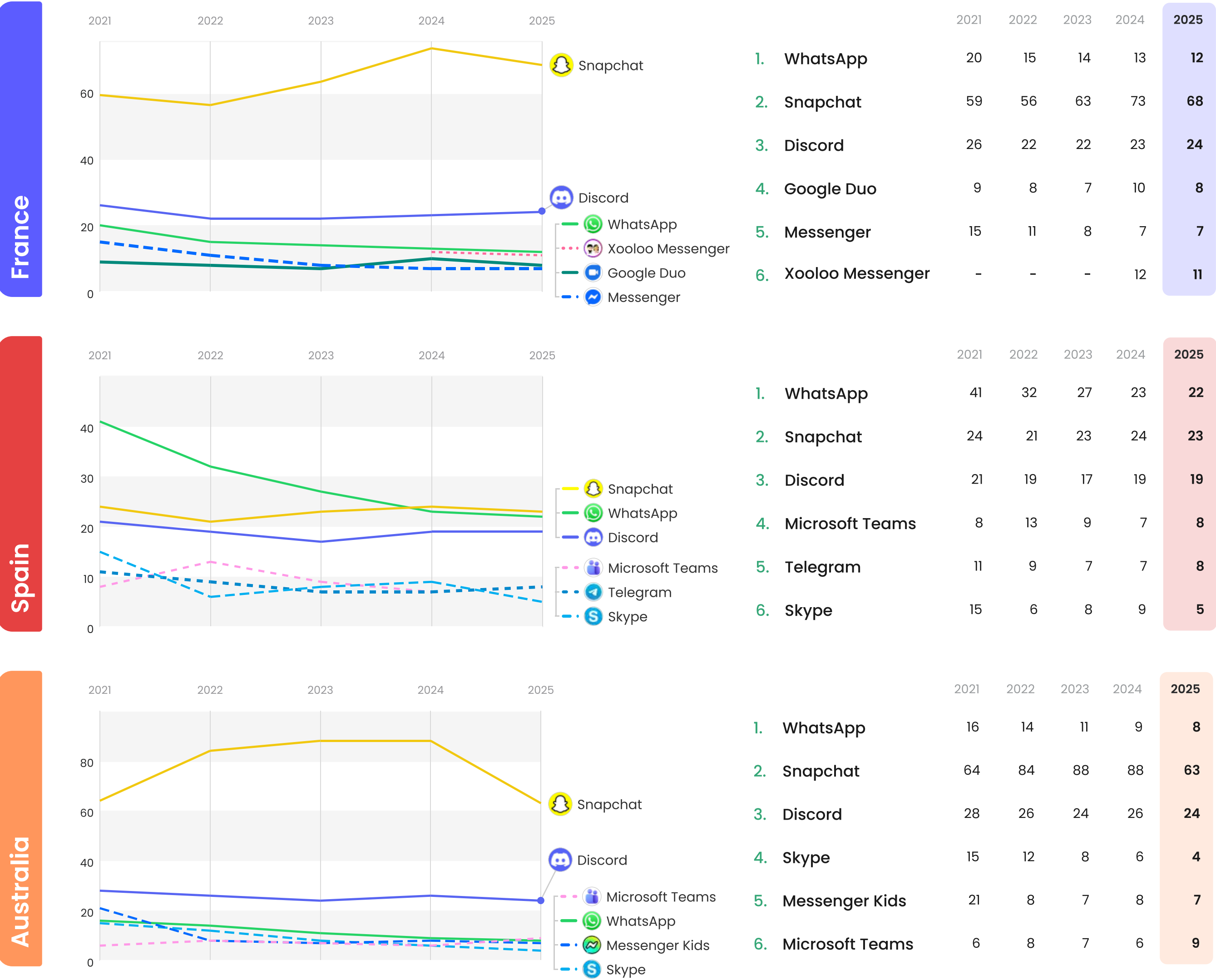




Time spent on top 6 most popular communication apps, from 2021-2025

Children in France and Australia were the only ones to favor a “built for kids” communication platform in their top 6 most popular apps, though neither managed to engage kids at the same level as other communication apps throughout the year. In France, children averaged 11 minutes a day on Xooloo Messenger Kids, while in Australia, kids spent just 7 minutes a day on average on Meta’s Messenger Kids. **Children in both countries, however, spent over an hour a day on Snapchat** - 68 minutes a day in France, and 63 on average in Australia.

Spanish children overall didn’t spend as much time on communication apps over 2025 - including Snapchat - preferring to devote their time to social platforms like Instagram instead.

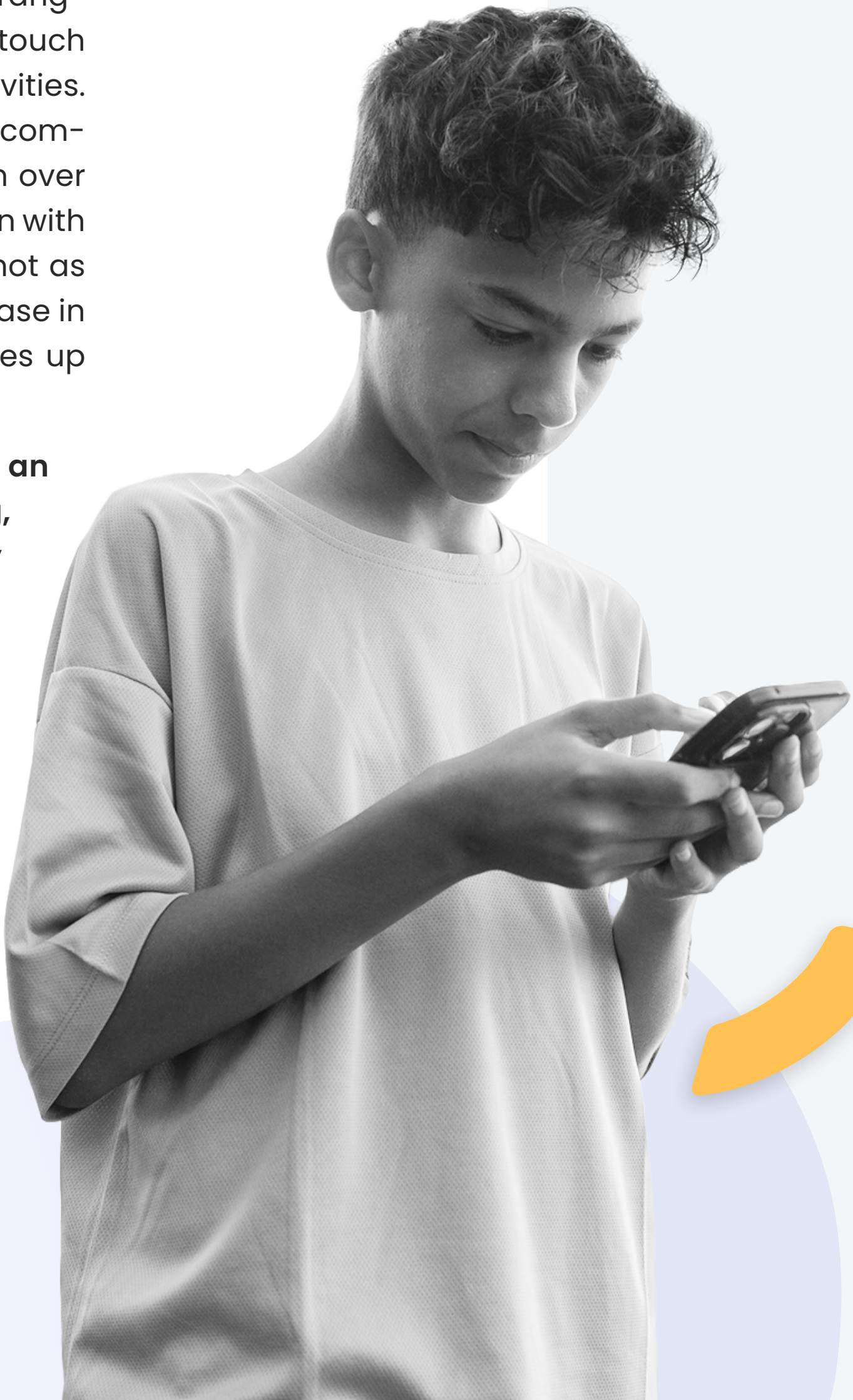




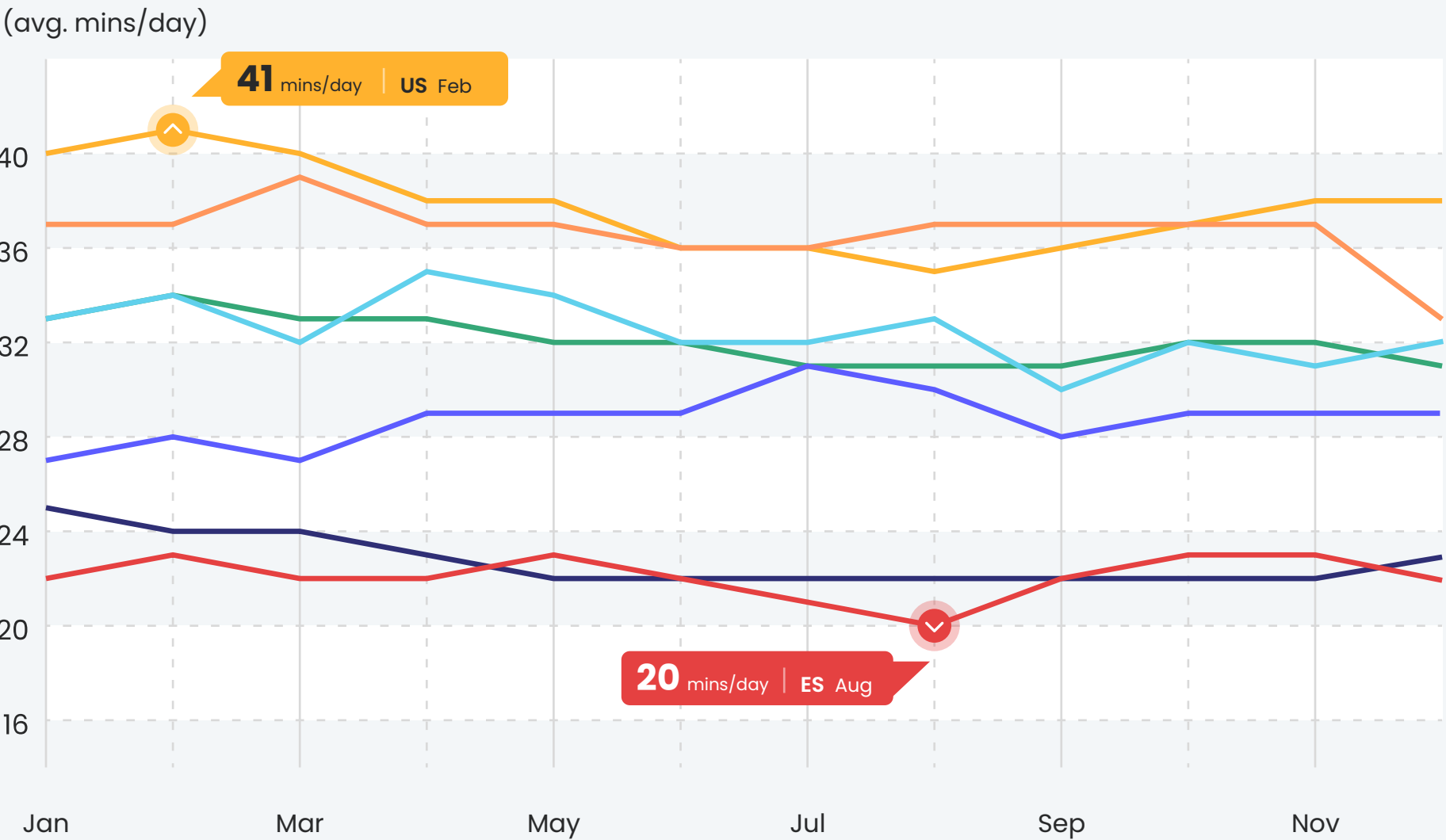
HOW LONG DID CHILDREN SPEND ON COMMUNICATION APPS OVER 2025?

Communication apps are a staple in kids' lives: messaging friends, family, and arranging their social life while also staying in touch with classmates and extracurricular activities. Because of this, time children spend communicating does not tend to vary much over the year. Typical high and low points seen with other categories, such as gaming, are not as apparent, though a slight average increase in time spent on communication apps lines up with summer vacations in most regions.

Overall, **kids averaged just over half an hour (32 mins) texting, video calling, and checking in with friends and family throughout the year**, representing a 5% drop from 2024. Kids in the US were the chattiest – and with Snapchat being the number 1 communication app there, it shows the pull that communication apps with social features can have.



Average time spent on communication apps, month by month



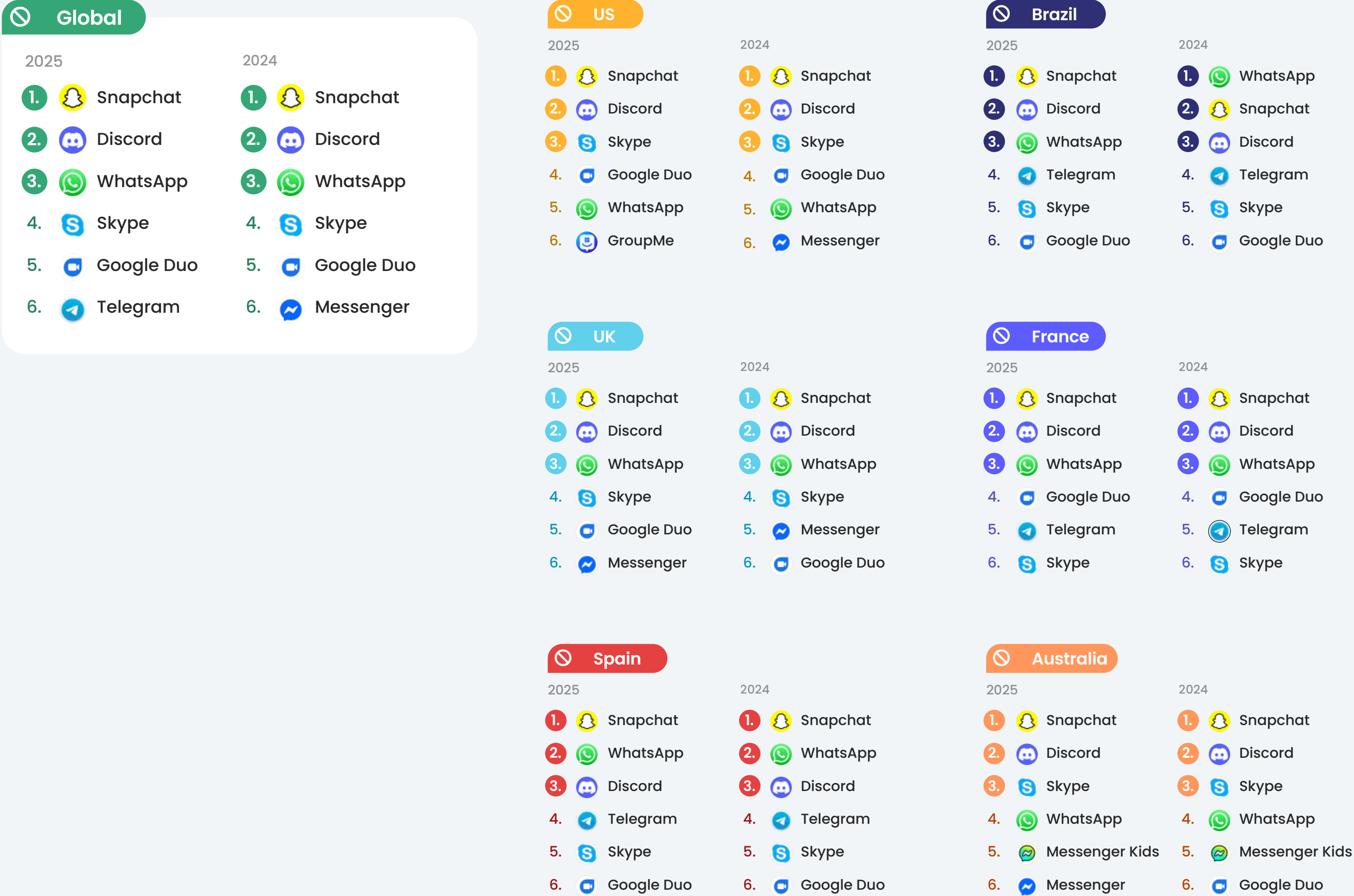
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2025 Avg	2024 Avg	2023 Avg
Global	33	34	33	33	32	32	31	31	31	32	32	31	32	37	39
US	40	41	40	38	38	36	36	35	36	37	38	38	38	44	45
Brazil	25	24	24	23	22	22	22	22	22	22	22	23	22	28	27
UK	33	34	32	35	34	32	32	33	30	32	31	32	32	39	42
France	27	28	27	29	29	29	31	30	28	29	29	29	29	30	29
Spain	22	23	22	22	23	22	21	20	22	23	23	22	22	23	21
Australia	37	37	39	37	37	36	36	37	37	37	37	33	37	43	47



THE MOST BLOCKED COMMUNICATION APPS IN 2025

Despite the fact that WhatsApp was the most popular app for kids globally, **parents overwhelmingly chose to block Snapchat**, making it top of the block list globally and in every country included in our report. Skype was retired halfway through 2025, but still featured on parents’ block list for one final time. **The block list also shows how WhatsApp has become a core messaging platform for children** – in most cases, parents’ choices to block coincide with kids’ top picks, but this wasn’t the case for WhatsApp in 2025. Globally, and in the US, UK, France, Australia, and Brazil, **Discord was parents’ 2nd most frequent block choice**, likely because of its more social elements, where children can communicate in closed servers with strangers.

Most blocked desktop communication apps (% of parents)





Parent guide | Navigating disappearing messages



With Gloria R. Ben
Psychologist & neuropsychologist

Disappearing messages are texts, photos, or videos that delete themselves after a set time, or after being viewed just once. But disappearing on screen doesn't mean these messages and photos disappear in real life. Anyone can screenshot, screen-record, or save the content with another device - or simply remember what was said - and it can be shared instantly.

Here one minute, gone the next: The risks

- ⚠️ **Sharing personal photos** or information
- ⚠️ **Saying things you normally wouldn't** face-to-face
- ⚠️ **Talking about riskier topics** or subjects because there'll be "no proof"
- ⚠️ **Participating in mean and hurtful behavior** as bullies believe messages can't be traced back to them
- ⚠️ **Talking to strangers** in private chats that can be covered up

Why kids like disappearing messages

Kids and teens like these messages and photos because they seem private and temporary - the idea they "won't be saved" makes them feel more free to chat, joke, or share things without leaving a trail.

Where kids see disappearing messages

- 👤 **Snapchat:** Messages and "snaps" vanish after viewing
- 📱 **WhatsApp:** Auto-deleting messages and one-time-view photos
- 📷 **Instagram:** Stories, Notes, and Vanish Mode (though Teen accounts have some restrictions)
- 📱 **Other apps:** Some apps like Telegram have secret or disappearing chats



What you can do

- ✓ **Some apps allow disappearing messages to be turned off**, some don't. Review apps together with your child to understand where they can come across them.
- ✓ **Review app privacy settings together**, and set profiles to private or make use of family safety settings, such as on Instagram where Vanish Mode is disabled for Teen Accounts.
- ✓ **Agree on clear boundaries and expectations**. Help your child understand when these kinds of messages are inappropriate, and why they can be risky.
- ✓ **Use supervision tools with transparency** and teamed with open conversations. For example, supervision tools can flag when your child receives a hurtful message, letting you check in on their wellbeing.

How to talk to your child

- "Have you seen messages that disappear on any of your apps? How do they work?"
- "How could people use these kinds of messages in the wrong way?"
- "Do you think disappearing messages feel safer? Why?"
- "How can you decide what's OK to send or talk about, even when your message disappears?"
- "What do you think people forget when they use messages that disappear?"

The final word

For children, their parents, guardians, and educators trying to navigate the digital landscape together, “knowledge is power”. But for a deeper understanding, and to make real progress in keeping children safe, the saying is missing a crucial element: **knowledge, plus presence, is where we will truly find power.**

Parents, educators, campaigners, regulators, developers, researchers, and big tech companies all have their part to play in keeping children safe online, and being present in their own way. **Technology offers huge benefits and opportunity, but shines most when used responsibly,** safely, and in a way that’s both age and developmentally appropriate for kids – rather than too much, too soon.

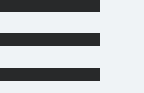
We all want to keep our children safe. The emotional, knee-jerk response to harm – removing devices, keeping them away from the internet until adulthood, and shutting off access to many parts of the online world may seem logical, but technology, and the children surrounded by it constantly, are often one step ahead of us.

There is still much work to be done. Parents and children may feel lost in the digital world, **but through collaboration and support from the wider community, we can build the long-term digital skills children need,** and work to close the gaps that children so often fall through.

As seen through parents’ eyes, age-appropriate access, right from the start, is what makes a real difference, supported by steady guidance. Pairing a practical safety approach with true presence through honest conversations, and a society that works together – from families and schools to tech companies and policymakers – will help us give children space to grow while protecting them as they explore technology.

Yes, there is still much work to be done, but we are making progress, learning together and evolving constantly. Through showing up for children, and being involved in their digital lives, staying connected and present, a clearer path lies ahead – one we must all walk together.





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Annex

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MOBILE GAMING	110	COMMUNICATION	148
Time spent	113	Time spent	151
Most blocked	120	Most blocked	158



Online video Most popular online video apps: 1–5 ranking, time spent (mins/day)

Global	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. YouTube	64	1. YouTube	56	1. YouTube	67	1. YouTube	70	1. YouTube	71	1. YouTube	69
	2. Netflix	38	2. Netflix	45	2. Netflix	48	2. Netflix	46	2. Netflix	42	2. Netflix	37
	3. Twitch	27	3. Disney+	47	3. Disney+	40	3. Disney+	31	3. Disney+	33	3. Disney+	33
	4. Disney+	46	4. Twitch	20	4. Amazon Prime	34	4. Amazon Prime	27	4. Amazon Prime	33	4. Amazon Prime	29
	5. Hulu	36	5. Hulu	38	5. Twitch	19	5. Twitch	22	5. YouTube Kids	97	5. YouTube Kids	82
US	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. YouTube	71	1. YouTube	61	1. YouTube	77	1. YouTube	84	1. YouTube	86	1. YouTube	86
	2. Netflix	37	2. Netflix	49	2. Netflix	52	2. Netflix	49	2. Netflix	46	2. Netflix	40
	3. Disney+	48	3. Disney+	48	3. Disney+	42	3. Disney+	30	3. Disney+	34	3. Disney+	34
	4. Twitch	24	4. Twitch	20	4. Amazon Prime	35	4. Amazon Prime	26	4. Amazon Prime	34	4. Amazon Prime	31
	5. Hulu	36	5. Hulu	38	5. Hulu	24	5. Hulu	30	5. Hulu	37	5. Hulu	40
Brazil	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. YouTube	66	1. YouTube	59	1. YouTube	63	1. YouTube	65	1. YouTube	63	1. YouTube	60
	2. Netflix	45	2. Netflix	40	2. Netflix	41	2. Netflix	40	2. Netflix	36	2. Netflix	32
	3. Twitch	26	3. Disney+	33	3. Disney+	39	3. Disney+	26	3. Disney+	29	3. Amazon Prime	23
	4. Amazon Prime	33	4. Twitch	19	4. Twitch	22	4. Amazon Prime	25	4. Amazon Prime	27	4. Disney+	27
	5. YouTube Kids	72	5. Amazon Prime	32	5. Amazon Prime	26	5. YouTube Kids	80	5. YouTube Kids	77	5. YouTube Kids	67



Online video Most popular online video apps: 1–5 ranking, time spent (mins/day)

UK	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. YouTube	59	1. YouTube	53	1. YouTube	64	1. YouTube	66	1. YouTube	67	1. YouTube	67
	2. Netflix	35	2. Netflix	41	2. Netflix	46	2. Netflix	44	2. Netflix	40	2. Netflix	36
	3. Twitch	28	3. Disney+	46	3. Disney+	42	3. Disney+	35	3. Disney+	32	3. Disney+	32
	4. Disney+	44	4. Twitch	16	4. Amazon Prime	25	4. Amazon Prime	24	4. BBC iPlayer	35	4. Amazon Prime	26
	5. YouTube Kids	63	5. BBC iPlayer	41	5. Twitch	16	5. BBC iPlayer	35	5. Amazon Prime	30	5. BBC iPlayer	35
France	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. YouTube	47	1. YouTube	42	1. YouTube	48	1. YouTube	50	1. YouTube	50	1. YouTube	49
	2. Netflix	43	2. Netflix	45	2. Netflix	43	2. Netflix	41	2. Netflix	36	2. Netflix	32
	3. Twitch	26	3. Twitch	19	3. Twitch	17	3. Twitch	20	3. Twitch	21	3. Twitch	19
	4. Disney+	40	4. Disney+	42	4. Disney+	34	4. Disney+	25	4. Amazon Prime	30	4. Amazon Prime	27
	5. YouTube Kids	46	5. Amazon Prime	37	5. Amazon Prime	30	5. Amazon Prime	24	5. Disney+	28	5. Disney+	29



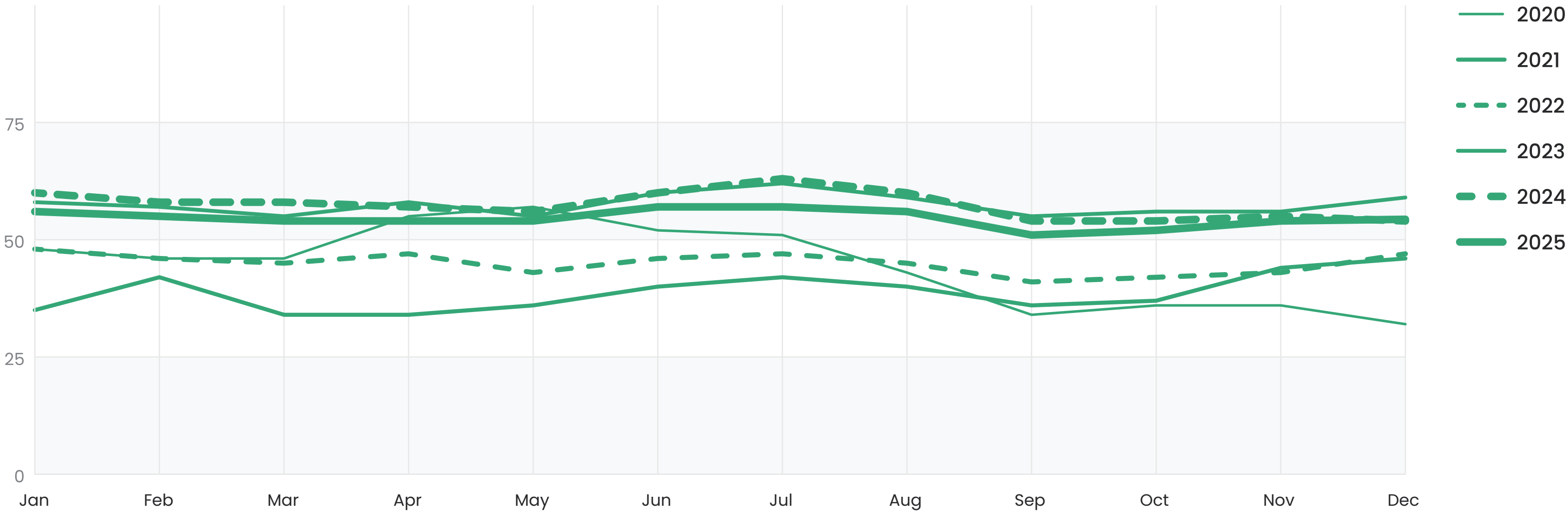
Online video Most popular online video apps: 1–5 ranking, time spent (mins/day)

Spain	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. YouTube	54	1. YouTube	41	1. YouTube	44	1. YouTube	44	1. YouTube	44	1. YouTube	43
	2. Netflix	41	2. Netflix	41	2. Netflix	41	2. Netflix	38	2. Netflix	34	2. Netflix	29
	3. Twitch	35	3. Twitch	20	3. Amazon Prime	40	3. Amazon Prime	33	3. Amazon Prime	34	3. Amazon Prime	32
	4. Disney+	48	4. Disney+	41	4. Twitch	18	4. Twitch	22	4. Twitch	22	4. Disney+	32
	5. Amazon Prime	59	5. Amazon Prime	47	5. Disney+	39	5. Disney+	34	5. Disney+	30	5. Twitch	22
Australia	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. YouTube	63	1. YouTube	50	1. YouTube	63	1. YouTube	67	1. YouTube	68	1. YouTube	69
	2. Netflix	33	2. Netflix	43	2. Netflix	48	2. Netflix	46	2. Netflix	46	2. Netflix	40
	3. Disney+	54	3. Disney+	37	3. Disney+	36	3. Disney+	32	3. Disney+	33	3. Disney+	32
	4. Twitch	15	4. Twitch	22	4. Amazon Prime	36	4. YouTube Kids	106	4. YouTube Kids	105	4. YouTube Kids	91
	5. YouTube Kids	77	5. YouTube Kids	78	5. Twitch	16	5. Amazon Prime	23	5. Amazon Prime	34	5. Amazon Prime	27



Online video Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	56	55	54	54	54	57	57	56	51	52	54	55	54
2024	60	58	58	57	56	60	63	60	54	54	55	54	58
2023	58	57	55	58	55	60	62	59	55	56	56	59	57
2022	48	46	45	47	43	46	47	45	41	42	43	47	45
2021	35	42	34	34	36	40	42	40	36	37	44	46	38
2020	48	46	46	55	57	52	51	43	34	36	36	32	45

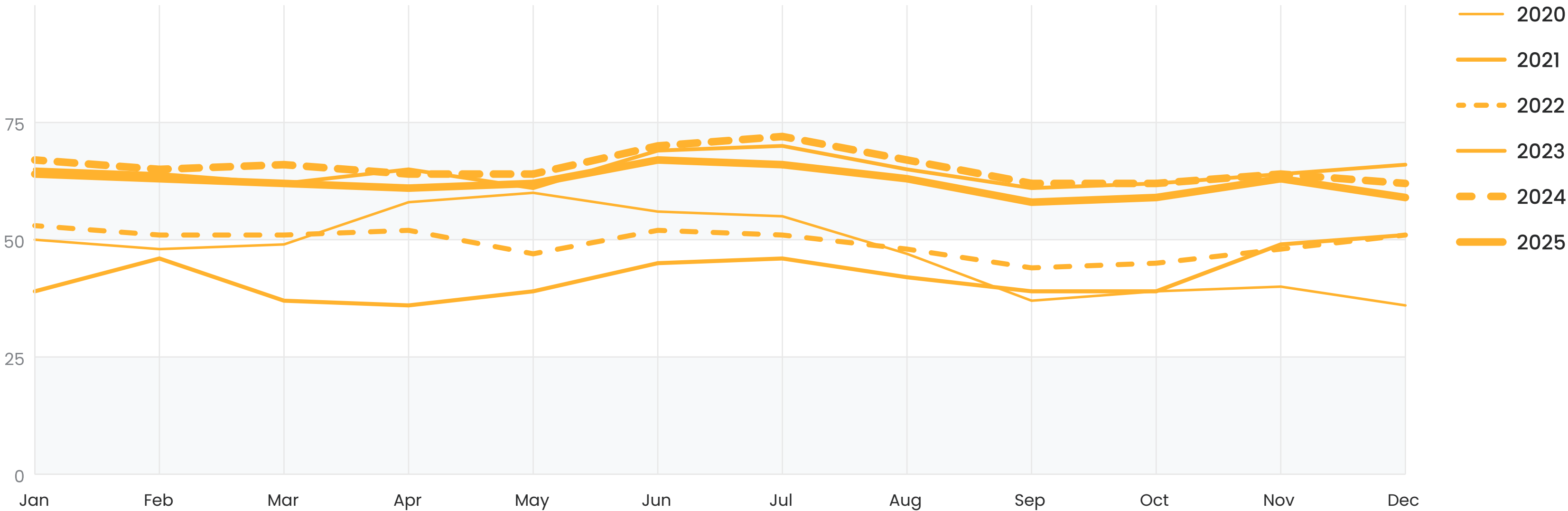


Global



Online video Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	64	63	62	61	62	67	66	63	58	59	63	59	62
2024	67	65	66	64	64	70	72	67	62	62	64	62	66
2023	65	64	62	65	61	69	70	65	61	62	64	66	64
2022	53	51	51	52	47	52	51	48	44	45	48	51	49
2021	39	46	37	36	39	45	46	42	39	39	49	51	42
2020	50	48	49	58	60	56	55	47	37	39	40	36	48

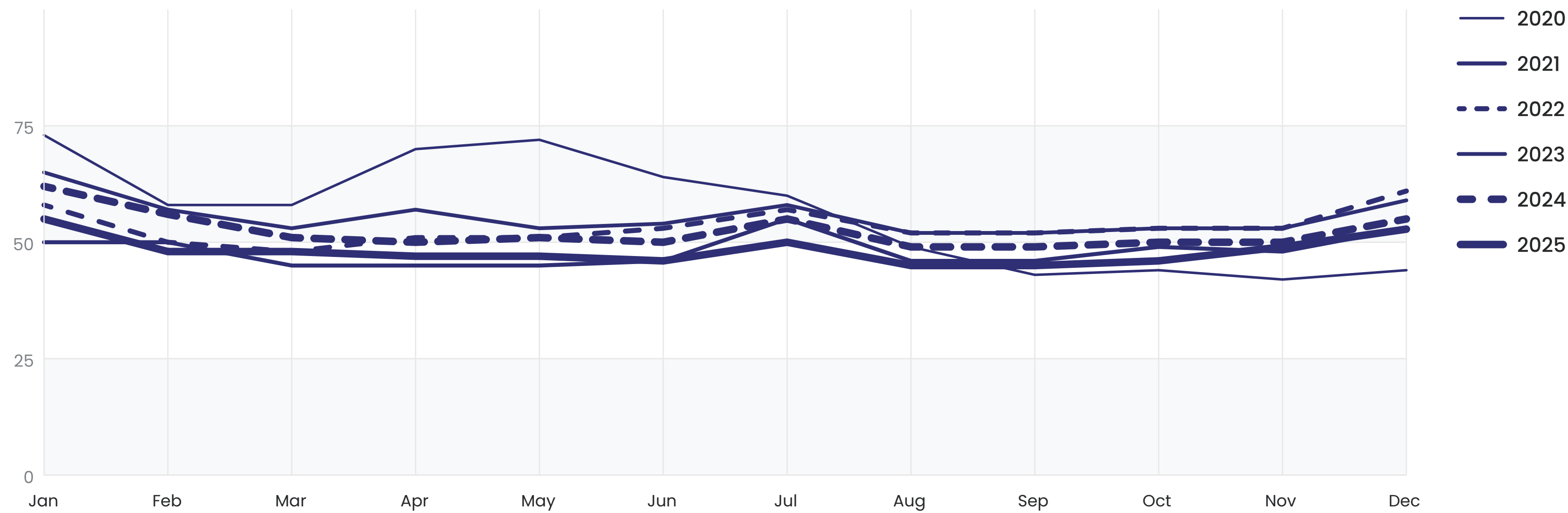


US



Online video Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	55	48	48	47	47	46	50	45	45	46	49	53	48
2024	62	56	51	50	51	50	55	49	49	50	50	55	52
2023	65	57	53	57	53	54	58	52	52	53	53	59	55
2022	58	50	48	51	51	53	57	52	52	53	53	61	53
2021	50	50	45	45	45	46	55	46	46	49	48	53	48
2020	73	58	58	70	72	64	60	49	43	44	42	44	56

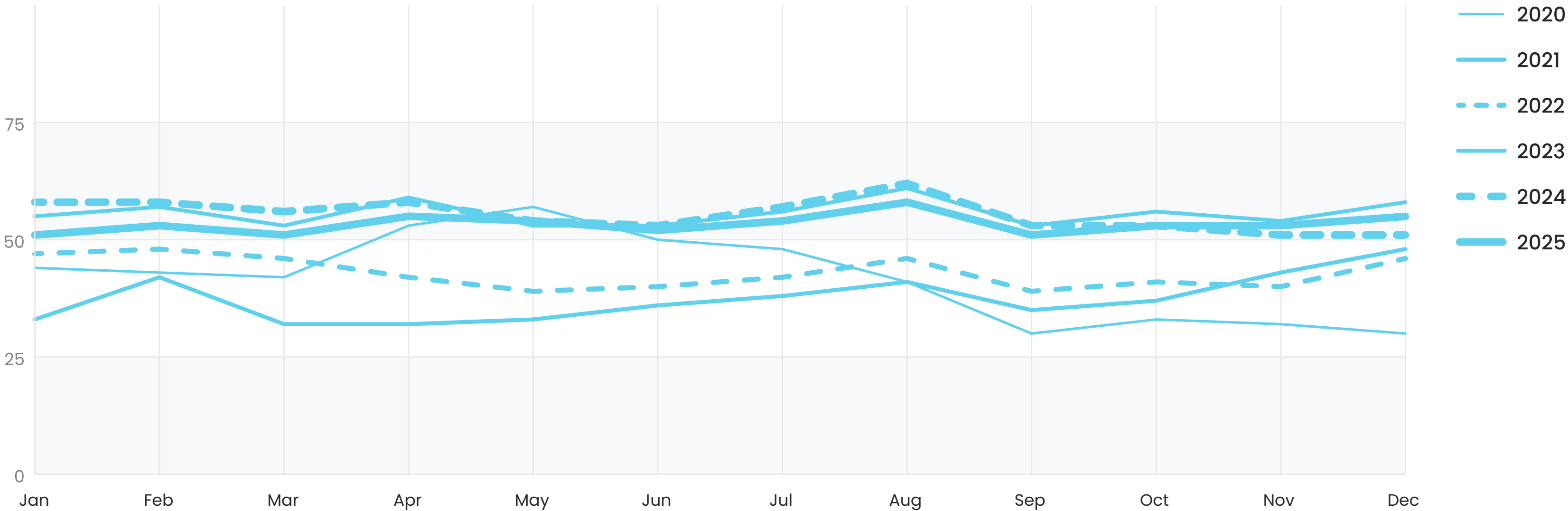


Brazil



Online video Time spent (mins/day)

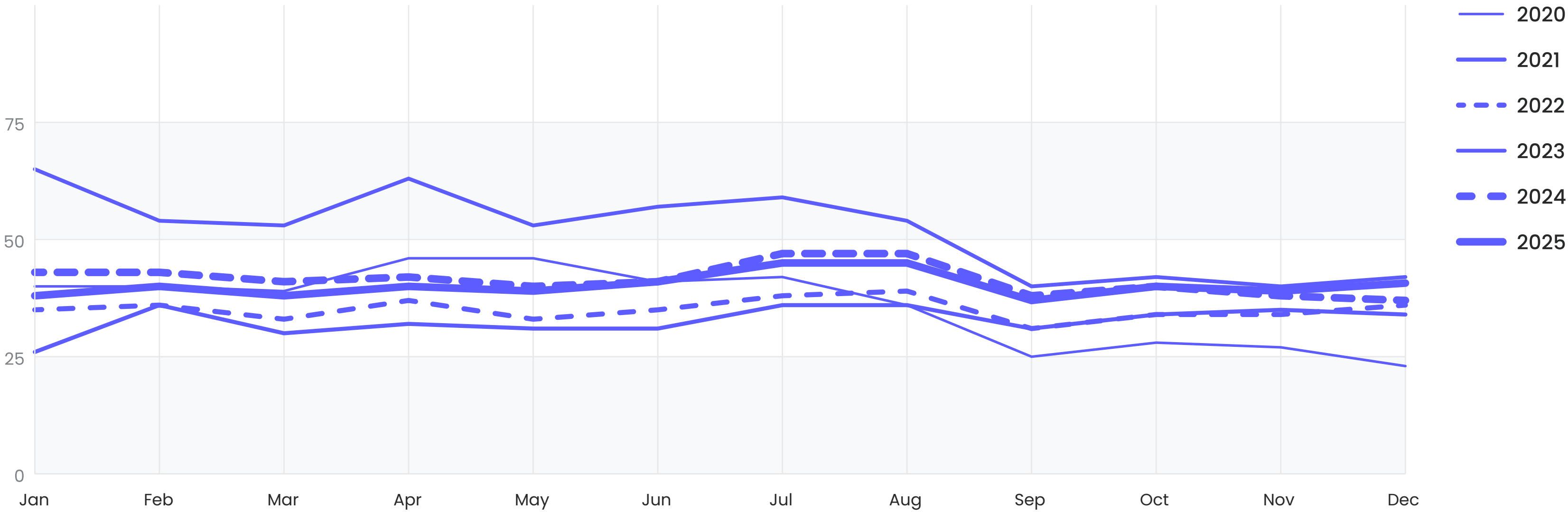
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	51	53	51	55	54	52	54	58	51	53	53	55	53
2024	58	58	56	58	54	53	57	62	53	53	51	51	56
2023	55	57	53	59	53	53	56	61	53	56	54	58	56
2022	47	48	46	42	39	40	42	46	39	41	40	46	43
2021	33	42	32	32	33	36	38	41	35	37	43	48	37
2020	44	43	42	53	57	50	48	41	30	33	32	30	42





Online video Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	38	40	38	40	39	41	45	45	37	40	39	41	40
2024	43	43	41	42	40	41	47	47	38	40	38	37	42
2023	65	54	53	63	53	57	59	54	40	42	40	42	43
2022	35	36	33	37	33	35	38	39	31	34	34	36	35
2021	26	36	30	32	31	31	36	36	31	34	35	34	33
2020	40	40	39	46	46	41	42	36	25	28	27	23	36

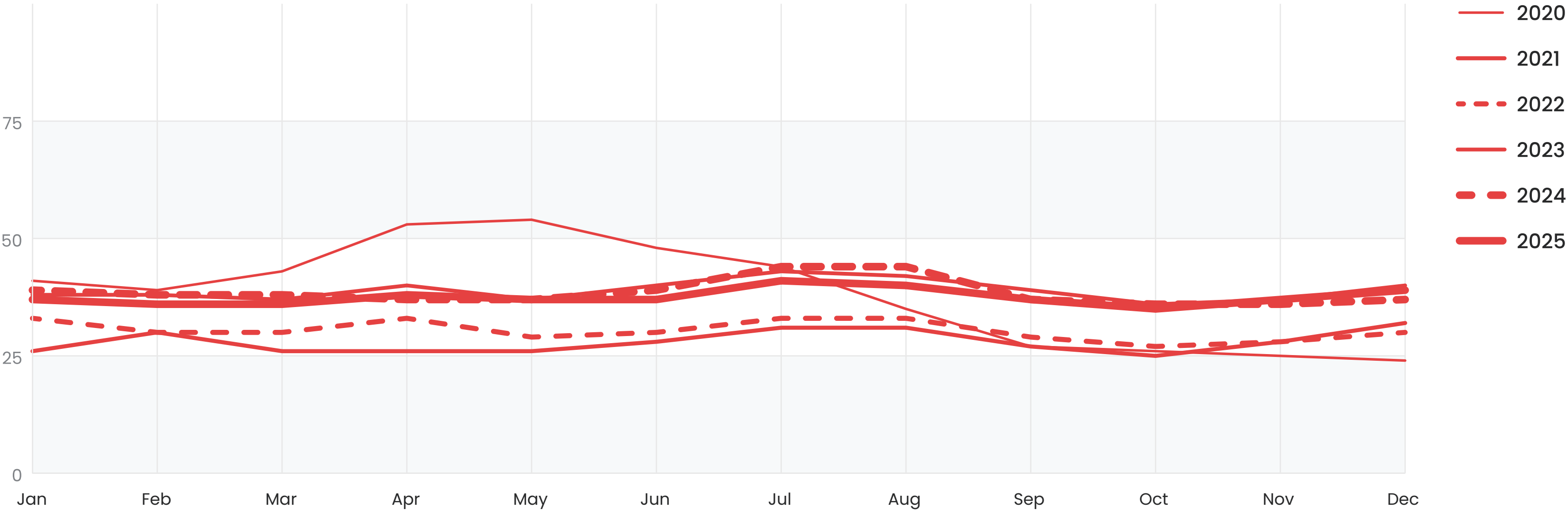


France



Online video Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	37	36	36	38	37	37	41	40	37	35	37	39	37
2024	39	38	38	37	37	39	44	44	37	36	36	37	39
2023	38	38	37	40	37	40	43	42	39	36	37	40	39
2022	33	30	30	33	29	30	33	33	29	27	28	30	30
2021	26	30	26	26	26	28	31	31	27	25	28	32	28
2020	41	39	43	53	54	48	44	35	27	26	25	24	38

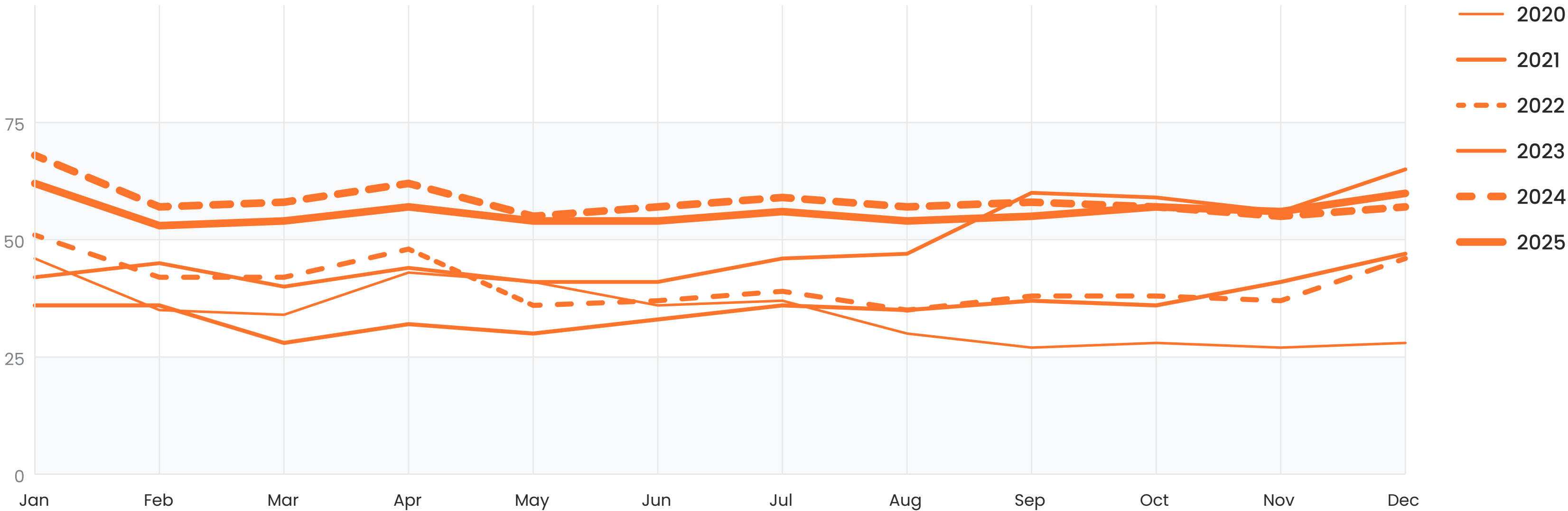


spain



Online video Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	62	53	54	57	54	54	56	54	55	57	56	60	56
2024	68	57	58	62	55	57	59	57	58	57	55	57	58
2023	42	45	40	44	41	41	46	47	60	59	56	65	58
2022	51	42	42	48	36	37	39	35	38	38	37	46	39
2021	36	36	28	32	30	33	36	35	37	36	41	47	35
2020	46	35	34	43	41	36	37	30	27	28	27	28	34





Online video Most blocked online video apps (% of parents): 1–5 ranking

Global	2020 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. Amazon Prime
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Online video Most blocked online video apps (% of parents): 1–5 ranking

UK	2020 1. YouTube 2. Netflix 3. YouTube Kids 4. Twitch 5. BBC iPlayer	2021 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. YouTube Kids	2022 1. YouTube 2. Netflix 3. Disney+ 4. Twitch 5. Amazon Prime	2023 1. YouTube 2. Netflix 3. Disney+ 4. YouTube Kids 5. Amazon Prime	2024 1. YouTube 2. Netflix 3. Disney+ 4. YouTube Kids 5. Amazon Prime	2025 1. YouTube 2. Netflix 3. Disney+ 4. YouTube Kids 5. Amazon Prime
	2020 1. YouTube 2. Netflix 3. Twitch 4. YouTube Kids 5. Disney+	2021 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. Amazon Prime	2022 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. Amazon Prime	2023 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. Amazon Prime	2024 1. YouTube 2. Netflix 3. Twitch 4. Amazon Prime 5. Disney+	2025 1. YouTube 2. Netflix 3. Twitch 4. Amazon Prime 5. Disney+



Online video Most blocked online video apps (% of parents): 1–5 ranking

Spain	2020 1. YouTube 2. Netflix 3. Twitch 4. Amazon Prime 5. Movistar+	2021 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. Amazon Prime	2022 1. YouTube 2. Netflix 3. Twitch 4. Amazon Prime 5. Disney+	2023 1. YouTube 2. Netflix 3. Twitch 4. Amazon Prime 5. Disney+	2024 1. YouTube 2. Netflix 3. Amazon Prime 4. Twitch 5. Disney+	2025 1. YouTube 2. Netflix 3. Amazon Prime 4. Twitch 5. Disney+
	2020 1. YouTube 2. Netflix 3. YouTube Kids 4. Twitch 5. Disney+	2021 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. YouTube Kids	2022 1. YouTube 2. Netflix 3. Disney+ 4. Twitch 5. YouTube Kids	2023 1. YouTube 2. Netflix 3. Disney+ 4. YouTube Kids 5. Twitch	2024 1. YouTube 2. Netflix 3. YouTube Kids 4. Disney+ 5. Amazon Prime	2025 1. YouTube 2. Netflix 3. Disney+ 4. YouTube Kids 5. Amazon Prime



Social media Most popular social media apps: 1–5 ranking, time spent (mins/day)

Global	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. TikTok	75	1. TikTok	91	1. TikTok	107	1. TikTok	112	1. TikTok	120	1. Instagram	79
	2. Facebook	17	2. Facebook	10	2. Facebook	20	2. Facebook	19	2. Instagram	79	2. TikTok	132
	3. Instagram	44	3. Instagram	41	3. Pinterest	16	3. X	10	3. Pinterest	14	3. Pinterest	18
	4. Pinterest	17	4. Pinterest	13	4. Instagram	45	4. Reddit	9	4. X	9	4. Reddit	6
	5. Twitter	13	5. Reddit	15	5. Twitter	10	5. Instagram	63	5. Reddit	8	5. Facebook	25
US	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Facebook	17	1. TikTok	99	1. TikTok	113	1. TikTok	120	1. TikTok	132	1. Instagram	92
	2. TikTok	87	2. Facebook	10	2. Facebook	18	2. X	9	2. Pinterest	18	2. Pinterest	25
	3. Pinterest	20	3. Pinterest	15	3. Pinterest	20	3. Reddit	9	3. Instagram	89	3. TikTok	152
	4. Instagram	40	4. Instagram	39	4. Reddit	13	4. Facebook	20	4. Reddit	8	4. Reddit	7
	5. Reddit	28	5. Reddit	16	5. Twitter	10	5. Pinterest	20	5. X	9	5. X	9
Brazil	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. TikTok	74	1. TikTok	106	1. TikTok	110	1. Instagram	72	1. Instagram	85	1. Instagram	82
	2. Instagram	53	2. Instagram	50	2. Instagram	52	2. TikTok	111	2. TikTok	111	2. TikTok	113
	3. Facebook	25	3. Facebook	14	3. Pinterest	13	3. Pinterest	13	3. Pinterest	12	3. Pinterest	13
	4. Pinterest	15	4. Pinterest	13	4. Facebook	14	4. X	18	4. X	15	4. X	14
	5. Twitter	30	5. Twitter	34	5. Twitter	20	5. Facebook	14	5. Facebook	14	5. Reddit	5



Social media Most popular social media apps: 1–5 ranking, time spent (mins/day)

UK	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. TikTok	70	1. TikTok	97	1. TikTok	114	1. TikTok	127	1. TikTok	134	1. TikTok	143
	2. Facebook	16	2. Facebook	8	2. Facebook	11	2. X	8	2. Instagram	49	2. Instagram	48
	3. Instagram	40	3. Instagram	34	3. Pinterest	14	3. Facebook	15	3. Pinterest	12	3. Pinterest	16
	4. Pinterest	12	4. Pinterest	12	4. Twitter	9	4. Reddit	10	4. X	8	4. Reddit	7
	5. Twitter	10	5. Reddit	14	5. Instagram	30	5. Pinterest	14	5. Reddit	8	5. X	9
France	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. TikTok	52	1. TikTok	74	1. TikTok	92	1. TikTok	110	1. TikTok	124	1. Instagram	64
	2. Instagram	37	2. Instagram	39	2. Instagram	43	2. Instagram	58	2. Instagram	65	2. TikTok	131
	3. Facebook	15	3. Facebook	9	3. Facebook	13	3. Facebook	14	3. Facebook	9	3. Pinterest	11
	4. Pinterest	11	4. Pinterest	9	4. Pinterest	10	4. X	8	4. X	8	4. BeReal	5
	5. Twitter	12	5. Twitter	10	5. Twitter	8	5. Pinterest	11	5. Pinterest	7	5. Reddit	3



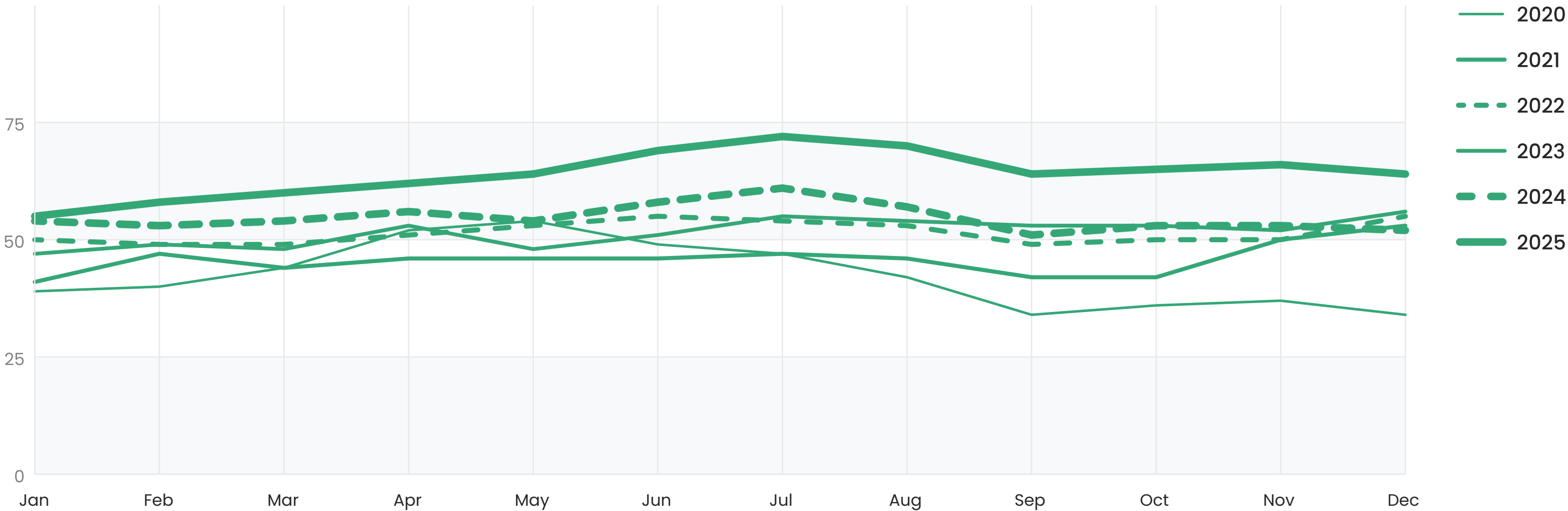
Social media Most popular social media apps: 1-5 ranking, time spent (mins/day)

Spain	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. TikTok	65	1. TikTok	80	1. TikTok	96	1. TikTok	94	1. Instagram	87	1. Instagram	85
	2. Instagram	63	2. Instagram	54	2. Instagram	56	2. Instagram	71	2. TikTok	103	2. TikTok	115
	3. Facebook	29	3. Facebook	5	3. Facebook	20	3. X	11	3. BeReal	7	3. Pinterest	10
	4. Pinterest	16	4. Pinterest	9	4. Pinterest	9	4. Facebook	23	4. Pinterest	8	4. BeReal	4
	5. Twitter	12	5. Twitter	11	5. Twitter	10	5. BeReal	9	5. X	10	5. X	9
Australia	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Facebook	22	1. Facebook	15	1. TikTok	108	1. X	10	1. TikTok	117	1. Instagram	72
	2. TikTok	64	2. TikTok	75	2. Facebook	15	2. TikTok	117	2. Instagram	71	2. TikTok	132
	3. Instagram	35	3. Pinterest	15	3. Pinterest	13	3. Facebook	15	3. Pinterest	11	3. Pinterest	16
	4. Pinterest	14	4. Instagram	30	4. Reddit	12	4. Reddit	11	4. Reddit	7	4. Reddit	5
	5. Reddit	16	5. Reddit	14	5. Twitter	9	5. Pinterest	16	5. X	7	5. Facebook	22



Social media Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	55	58	60	62	64	69	72	70	64	65	66	64	64
2024	54	53	54	56	54	58	61	57	51	53	53	52	55
2023	47	49	48	53	48	51	55	54	53	53	52	56	52
2022	50	49	49	51	53	55	54	53	49	50	50	55	52
2021	41	47	44	46	46	46	47	46	42	42	50	53	45
2020	39	40	44	52	54	49	47	42	34	36	37	34	42

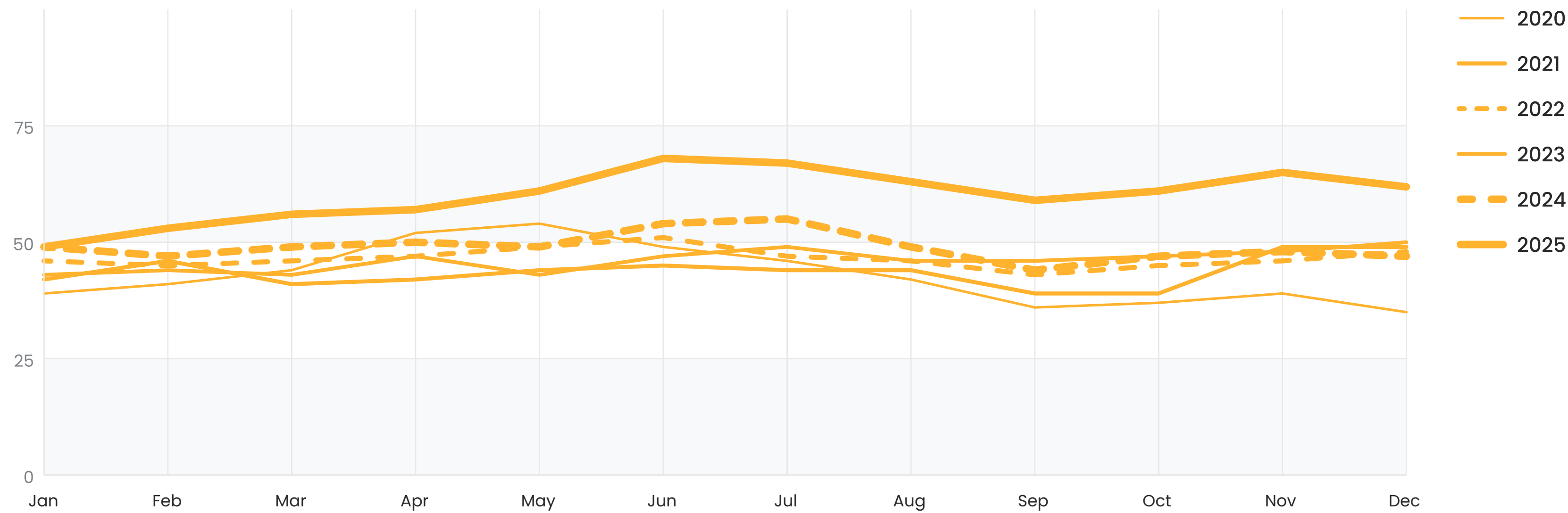


Global



Social media Time spent (mins/day)

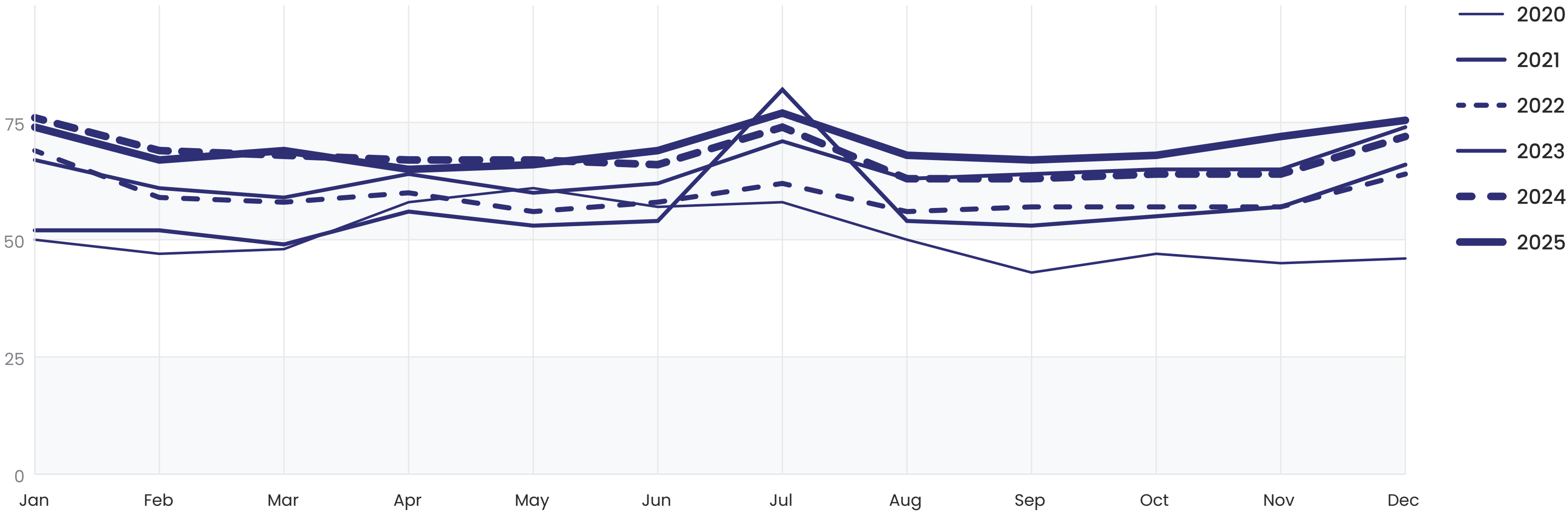
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	49	53	56	57	61	68	67	63	59	61	65	62	59
2024	49	47	49	50	49	54	55	49	44	47	48	47	49
2023	43	44	43	47	43	47	49	46	46	47	48	50	46
2022	46	45	46	47	49	51	47	46	43	45	46	48	47
2021	42	46	41	42	44	45	44	44	39	39	49	49	43
2020	39	41	44	52	54	49	46	42	36	37	39	35	43





Social media Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	74	67	69	65	66	69	77	68	67	68	72	75	70
2024	76	69	68	67	67	66	74	63	63	64	64	72	68
2023	67	61	59	64	60	62	71	63	64	65	65	74	65
2022	69	59	58	60	56	58	62	56	57	57	57	64	59
2021	52	52	49	56	53	54	82	54	53	55	57	66	58
2020	50	47	48	58	61	57	58	50	43	47	45	46	51

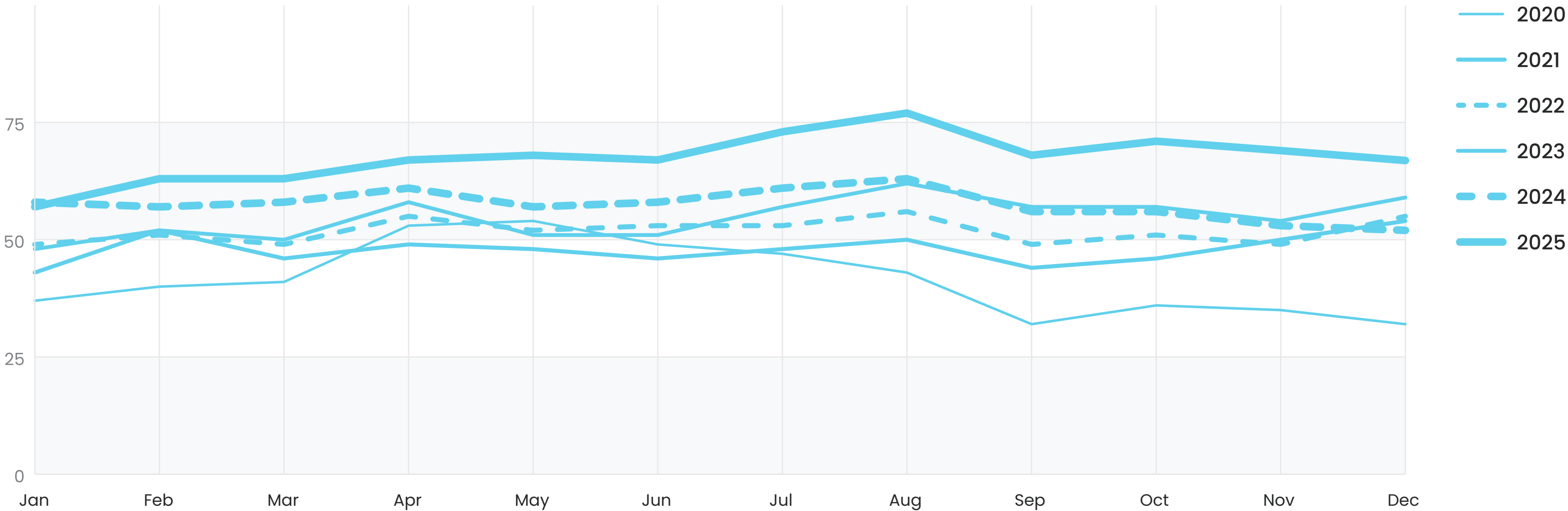


Brazil



Social media Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	57	63	63	67	68	67	73	77	68	71	69	67	67
2024	58	57	58	61	57	58	61	63	56	56	53	52	58
2023	48	52	50	58	51	51	57	62	57	57	54	59	55
2022	49	51	49	55	52	53	53	56	49	51	49	55	52
2021	43	52	46	49	48	46	48	50	44	46	50	54	48
2020	37	40	41	53	54	49	47	43	32	36	35	32	41

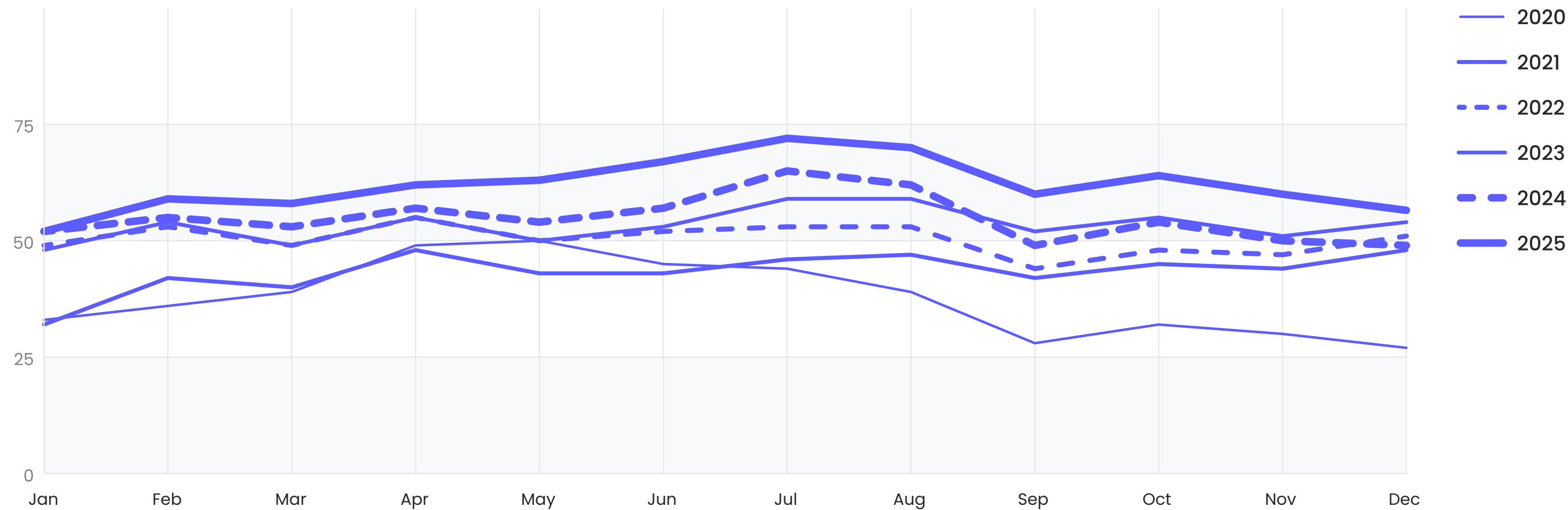


UK



Social media Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	52	59	58	62	63	67	72	70	60	64	60	57	62
2024	52	55	53	57	54	57	65	62	49	54	50	49	55
2023	48	54	49	55	50	53	59	59	52	55	51	54	53
2022	49	53	49	55	50	52	53	53	44	48	47	51	50
2021	32	42	40	48	43	43	46	47	42	45	44	48	44
2020	33	36	39	49	50	45	44	39	28	32	30	27	38

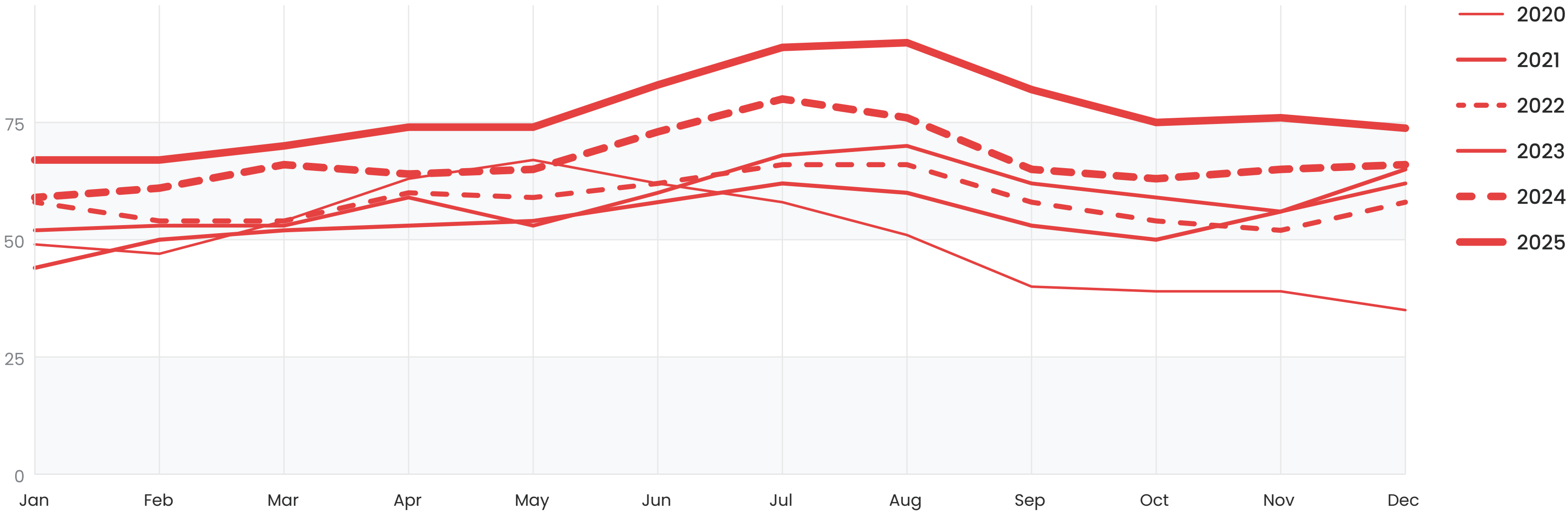


France



Social media Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	67	67	70	74	74	83	91	92	82	75	76	74	77
2024	59	61	66	64	65	73	80	76	65	63	65	66	67
2023	52	53	53	59	53	60	68	70	62	59	56	62	59
2022	58	54	54	60	59	62	66	66	58	54	52	58	59
2021	44	50	52	53	54	58	62	60	53	50	56	65	55
2020	49	47	54	63	67	62	58	51	40	39	39	35	50

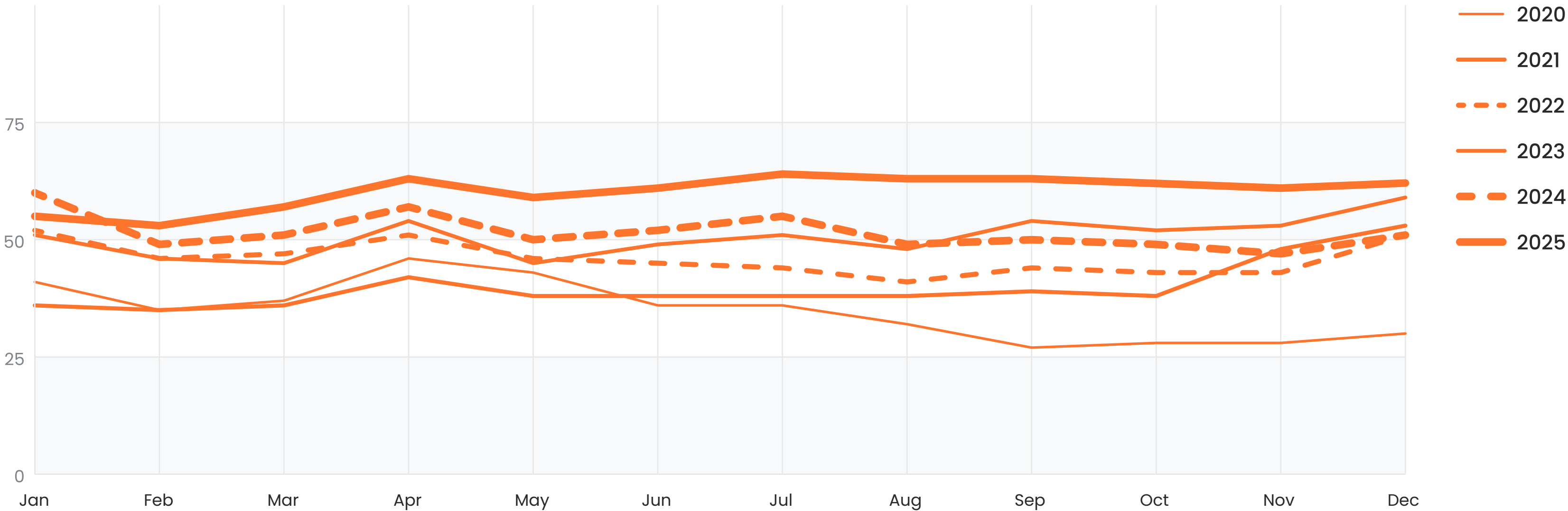


spain



Social media Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	55	53	57	63	59	61	64	63	63	62	61	62	60
2024	60	49	51	57	50	52	55	49	50	49	47	51	51
2023	51	46	45	54	45	49	51	48	54	52	53	59	51
2022	52	46	47	51	46	45	44	41	44	43	43	51	46
2021	36	35	36	42	38	38	38	38	39	38	48	53	39
2020	41	35	37	46	43	36	36	32	27	28	28	30	35





Social media Most blocked social media apps (% of parents): 1-5 ranking

Global	2020 1. TikTok 2. Instagram 3. Facebook 4. Pinterest 5. Twitter	2021 1. TikTok 2. Instagram 3. Facebook 4. Pinterest 5. Twitter	2022 1. TikTok 2. Instagram 3. Facebook 4. Twitter 5. Pinterest	2023 1. TikTok 2. Instagram 3. X 4. Facebook 5. Pinterest	2024 1. TikTok 2. Instagram 3. X 4. Facebook 5. Reddit	2025 1. Instagram 2. TikTok 3. Reddit 4. Facebook 5. X
US	2020 1. TikTok 2. Instagram 3. Facebook 4. Pinterest 5. Reddit	2021 1. TikTok 2. Facebook 3. Instagram 4. Pinterest 5. Reddit	2022 1. TikTok 2. Facebook 3. Instagram 4. Twitter 5. Reddit	2023 1. TikTok 2. X 3. Facebook 4. Reddit 5. Instagram	2024 1. TikTok 2. X 3. Reddit 4. Instagram 5. Facebook	2025 1. Instagram 2. TikTok 3. Reddit 4. X 5. Facebook
Brazil	2020 1. TikTok 2. Instagram 3. Facebook 4. Pinterest 5. Twitter	2021 1. TikTok 2. Instagram 3. Facebook 4. Pinterest 5. Twitter	2022 1. TikTok 2. Instagram 3. Facebook 4. Pinterest 5. Twitter	2023 1. TikTok 2. Instagram 3. Facebook 4. X 5. Pinterest	2024 1. TikTok 2. Instagram 3. Facebook 4. X 5. Pinterest	2025 1. Instagram 2. TikTok 3. Facebook 4. Reddit 5. Pinterest



Social media Most blocked social media apps (% of parents): 1-5 ranking

UK	2020 1. TikTok 2. Instagram 3. Facebook 4. Pinterest 5. Twitter
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Social media Most blocked social media apps (% of parents): 1-5 ranking

Spain	2020 1. TikTok 2. Instagram 3. Facebook 4. Twitter 5. Houseparty	2021 1. TikTok 2. Instagram 3. Pinterest 4. Facebook 5. Twitter	2022 1. TikTok 2. Instagram 3. Facebook 4. Twitter 5. Pinterest	2023 1. TikTok 2. Instagram 3. X 4. BeReal 5. Facebook	2024 1. TikTok 2. Instagram 3. X 4. BeReal 5. Facebook	2025 1. TikTok 2. Instagram 3. X 4. Reddit 5. Facebook
	2020 1. TikTok 2. Instagram 3. Facebook 4. Pinterest 5. Reddit	2021 1. TikTok 2. Instagram 3. Pinterest 4. Facebook 5. Twitter	2022 1. TikTok 2. Facebook 3. Instagram 4. Twitter 5. Pinterest	2023 1. TikTok 2. X 3. Facebook 4. Instagram 5. Reddit	2024 1. TikTok 2. X 3. Facebook 4. Instagram 5. Reddit	2025 1. Instagram 2. TikTok 3. Reddit 4. Facebook 5. X



Mobile gaming Most popular mobile gaming apps: 1–5 ranking, time spent (mins/day)

Global	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Roblox	60	1. Roblox	73	1. Roblox	61	1. Roblox	69	1. Roblox	78	1. Roblox	76
	2. Among Us	29	2. Clash Royale	35	2. Clash Royale	29	2. Clash Royale	19	2. Brawl Stars	29	2. Clash Royale	23
	3. Minecraft	44	3. Minecraft	48	3. Subway Surfers	16	3. Brawl Stars	28	3. Subway Surfers	11	3. Brawl Stars	22
	4. What Would	11	4. Among Us	20	4. Brawl Stars	29	4. Stumble Guys	17	4. Magic Tiles 3	10	4. Subway Surfers	10
	5. Clash Royale	21	5. Brawl Stars	33	5. Stumble Guys	23	5. Among Us	17	5. Clash Royale	18	5. Magic Tiles 3	7
US	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Roblox	62	1. Roblox	79	1. Roblox	63	1. Roblox	71	1. Roblox	82	1. Roblox	81
	2. Minecraft	44	2. Clash Royale	40	2. Clash Royale	35	2. Clash Royale	18	2. Brawl S	25	2. Clash Royale	22
	3. What Would	11	3. Minecraft	50	3. Minecraft	41	3. Magic Tiles 3	8	3. Subway Surfers	11	3. Brawl Stars	20
	4. Among Us	35	4. Among Us	23	4. Clash of Clans	19	4. Among Us	18	4. Magic Tiles 3	11	4. Subway Surfers	9
	5. Clash Royale	18	5. Clash of Clans	22	5. Subway Surfers	16	5. Minecraft	40	5. Paper.io 2	14	5. Magic Tiles 3	7
Brazil	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Roblox	63	1. Roblox	59	1. Roblox	57	1. Roblox	68	1. Roblox	73	1. Roblox	73
	2. Among Us	31	2. Among Us	17	2. Subway Surfers	17	2. Stumble Guys	26	2. Brawl Stars	24	2. Brawl Stars	24
	3. Brawl Stars	42	3. Minecraft	37	3. Stumble Guys	26	3. Subway Surfers	11	3. Stumble Guys	16	3. Clash Royale	28
	4. Minecraft	45	4. Brawl Stars	33	4. Minecraft	40	4. Brawl Stars	32	4. Subway Surfers	9	4. Subway Surfers	9
	5. Garena Free Fire	94	5. Clash Royale	34	5. Brawl Stars	30	5. Garena Free Fire	58	5. Minecraft	30	5. Stumble Guys	17



Mobile gaming Most popular mobile gaming apps: 1–5 ranking, time spent (mins/day)

UK	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Roblox	59	1. Roblox	70	1. Roblox	60	1. Roblox	72	1. Roblox	77	1. Roblox	76
	2. What Would	12	2. Clash Royale	36	2. Clash Royale	30	2. Magic Tiles 3	8	2. Subway Surfers	11	2. Clash Royale	24
	3. Minecraft	42	3. Minecraft	51	3. Subway Surfers	15	3. Among Us	16	3. Magic Tiles 3	10	3. Subway Surfers	9
	4. Among Us	26	4. Among Us	21	4. Minecraft	41	4. Subway Surfers	13	4. Paper.io 2	12	4. Magic Tiles 3	7
	5. Fortnite	38	5. Clash of Clans	24	5. Among Us	19	5. Minecraft	37	5. Among Us	15	5. Block Blast	14
France	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Brawl Stars	33	1. Roblox	59	1. Roblox	54	1. Roblox	62	1. Brawl Stars	30	1. Roblox	65
	2. Clash Royale	24	2. Brawl Stars	30	2. Clash Royale	26	2. Brawl Stars	28	2. Roblox	67	2. Brawl Stars	25
	3. Roblox	47	3. Clash Royale	29	3. Brawl Stars	28	3. Clash Royale	17	3. Subway Surfers	11	3. Clash Royale	20
	4. Among Us	23	4. Among Us	18	4. Subway Surfers	15	4. Stumble Guys	17	4. Clash Royale	15	4. Subway Surfers	10
	5. Clash of Clans	18	5. Clash of Clans	19	5. Stumble Guys	18	5. Magic Tiles 3	7	5. Stumble Guys	16	5. Magic Tiles 3	7



Mobile gaming Most popular mobile gaming apps: 1–5 ranking, time spent (mins/day)

Spain

2020	
App	Time spent (mins)
1. Brawl Stars	40
2. Among Us	25
3. Clash Royale	24
4. Roblox	55
5. Clash of Clans	19

2021	
App	Time spent (mins)
1. Clash Royale	29
2. Brawl Stars	30
3. Roblox	59
4. Among Us	16
5. Clash of Clans	17

2022	
App	Time spent (mins)
1. Clash Royale	24
2. Stumble Guys	23
3. Roblox	63
4. Brawl Stars	28
5. Hay Day	23

2023	
App	Time spent (mins)
1. Brawl Stars	30
2. Roblox	63
3. Stumble Guys	16
4. Clash Royale	21
5. FIFA Mobile	25

2024	
App	Time spent (mins)
1. Brawl Stars	31
2. Roblox	64
3. Stumble Guys	17
4. Clash Royale	16
5. Subway Surfers	10

2025	
App	Time spent (mins)
1. Brawl Stars	20
2. Roblox	63
3. Clash Royale	22
4. Subway Surfers	9
5. Among Us	15

Australia

2020	
App	Time spent (mins)
1. Roblox	56
2. Minecraft	42
3. What Would	15
4. Among Us	28
5. Clash Royale	21

2021	
App	Time spent (mins)
1. Roblox	88
2. Minecraft	54
3. Clash Royale	36
4. Clash of Clans	21
5. Among Us	21

2022	
App	Time spent (mins)
1. Roblox	60
2. Clash Royale	29
3. Minecraft	41
4. Subway Surfers	15
5. Clash of Clans	16

2023	
App	Time spent (mins)
1. Roblox	78
2. Subway Surfers	13
3. Magic Tiles 3	14
4. Brawl Stars	23
5. Paper.io 2	14

2024	
App	Time spent (mins)
1. Roblox	91
2. Subway Surfers	11
3. Magic Tiles 3	15
4. Brawl Stars	26
5. Paper.io 2	14

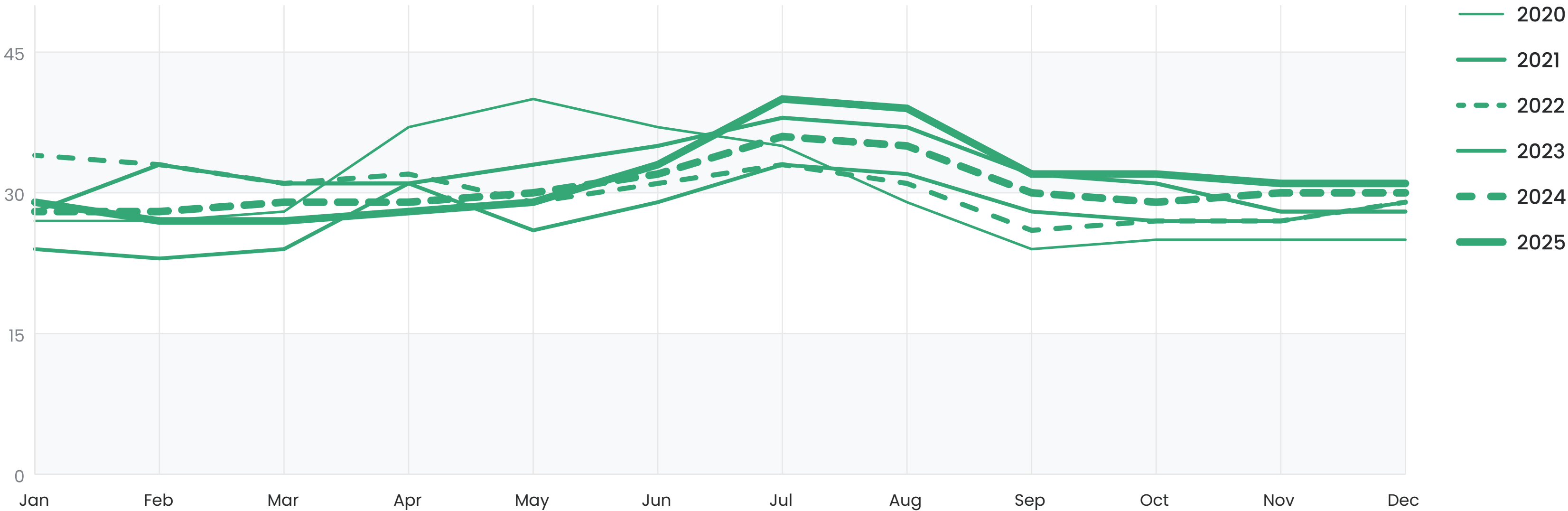
2025	
App	Time spent (mins)
1. Roblox	87
2. Clash Royale	22
3. Subway Surfers	9
4. Brawl Stars	20
5. Magic Tiles 3	7



Mobile gaming

Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	29	27	27	28	29	33	40	39	32	32	31	31	32
2024	28	28	29	29	30	32	36	35	30	29	30	30	31
2023	24	23	24	31	26	29	33	32	28	27	27	29	28
2022	34	33	31	32	29	31	33	31	26	27	27	29	30
2021	28	33	31	31	33	35	38	37	32	31	28	28	33
2020	27	27	28	37	40	37	35	29	24	25	25	25	30

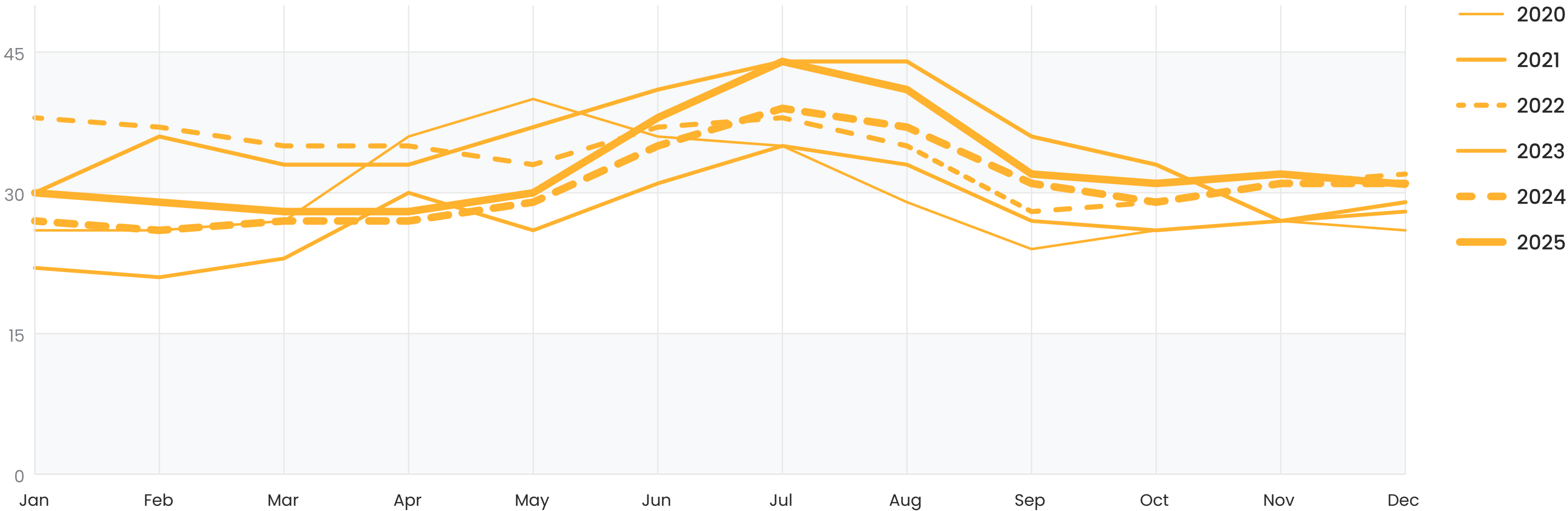


Global



Mobile gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	30	29	28	28	30	38	44	41	32	31	32	31	33
2024	27	26	27	27	29	35	39	37	31	29	31	31	31
2023	22	21	23	30	26	31	35	33	27	26	27	28	28
2022	38	37	35	35	33	37	38	35	28	29	31	32	34
2021	30	36	33	33	37	41	44	44	36	33	27	29	36
2020	26	26	27	36	40	36	35	29	24	26	27	26	30

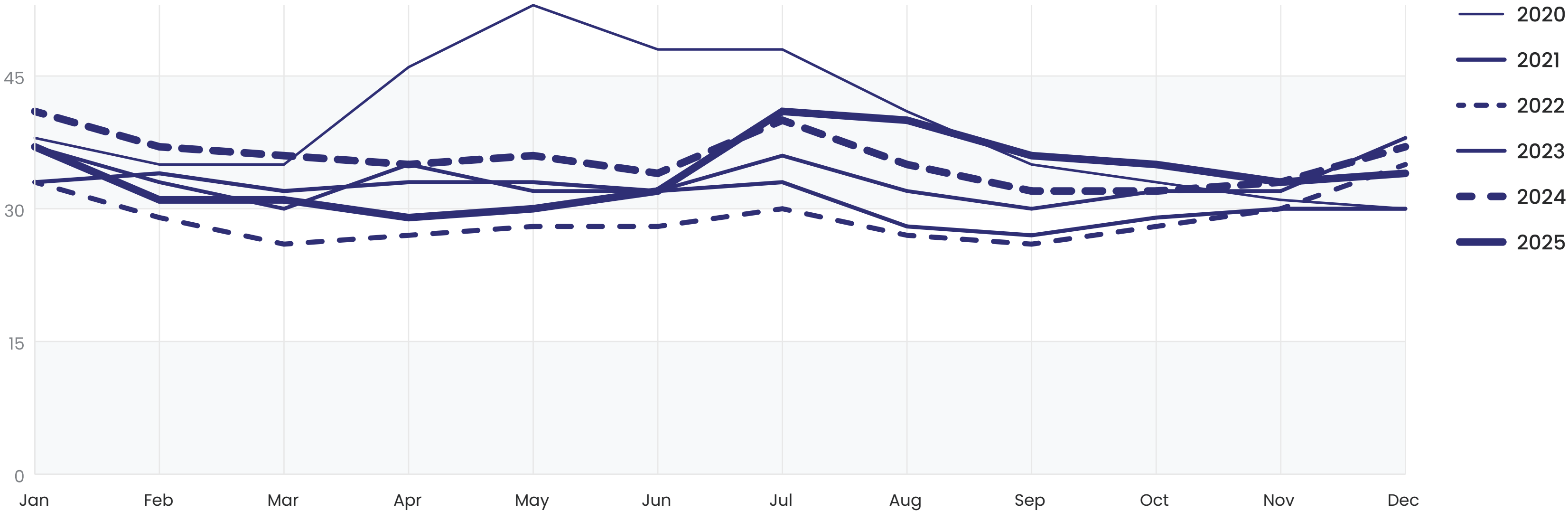


US



Mobile gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	37	31	31	29	30	32	41	40	36	35	33	34	35
2024	41	37	36	35	36	34	40	35	32	32	33	37	36
2023	37	33	30	35	32	32	36	32	30	32	32	38	33
2022	33	29	26	27	28	28	30	27	26	28	30	35	29
2021	33	34	32	33	33	32	33	28	27	29	30	30	31
2020	38	35	35	46	53	48	48	41	35	33	31	30	39

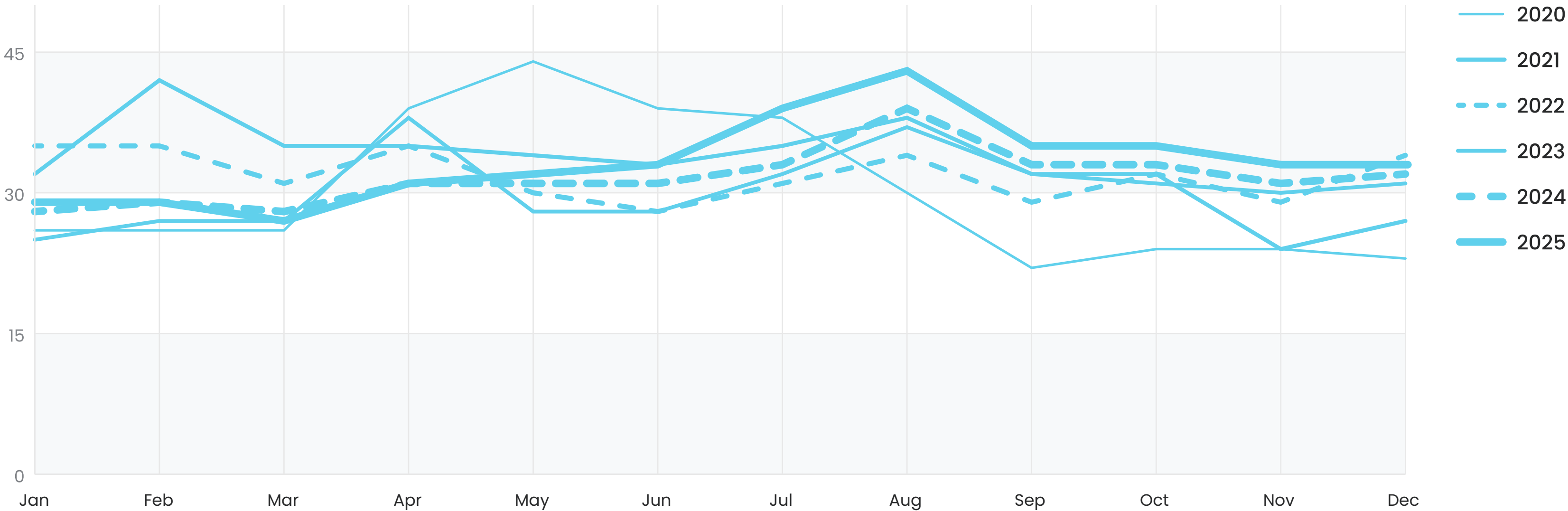


Brazil



Mobile gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	29	29	27	31	32	33	39	43	35	35	33	33	34
2024	28	29	28	31	31	31	33	39	33	33	31	32	32
2023	25	27	27	38	28	28	32	37	32	31	30	31	31
2022	35	35	31	35	30	28	31	34	29	32	29	34	32
2021	32	42	35	35	34	33	35	38	32	32	24	27	34
2020	26	26	26	39	44	39	38	30	22	24	24	23	29

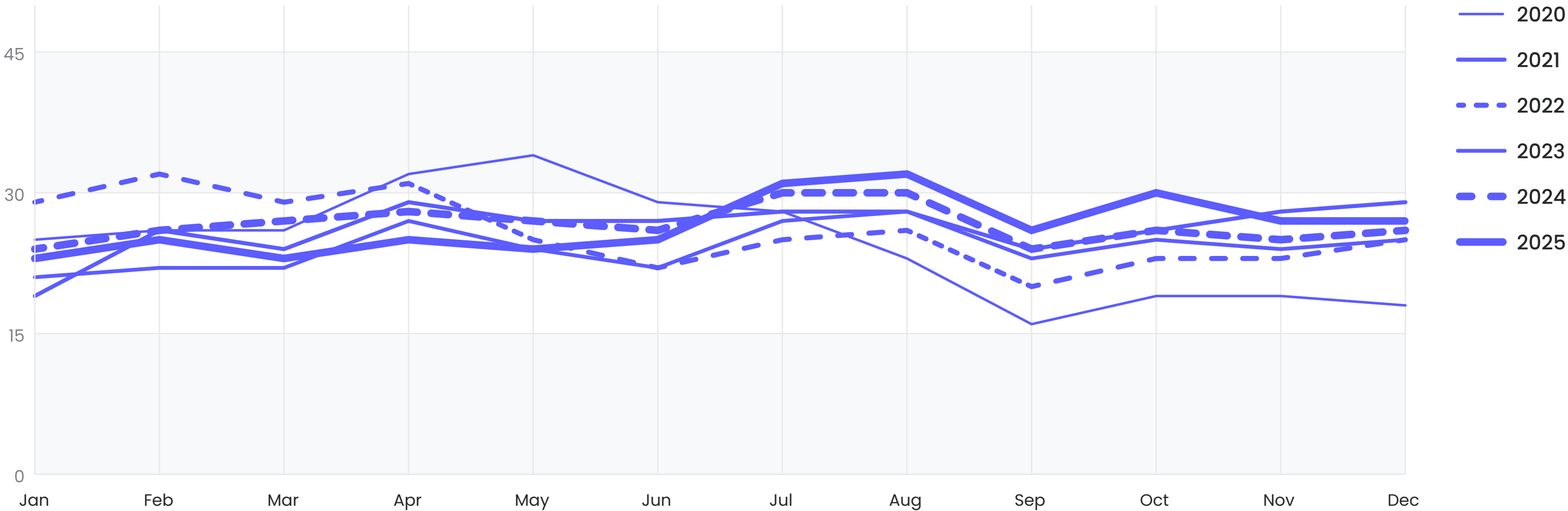


UK



Mobile gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	23	25	23	25	24	25	31	32	26	30	27	27	27
2024	24	26	27	28	27	26	30	30	24	26	25	26	27
2023	21	22	22	27	24	22	27	28	23	25	24	25	24
2022	29	32	29	31	25	22	25	26	20	23	23	25	26
2021	19	26	24	29	27	27	28	28	24	26	28	29	26
2020	25	26	26	32	34	29	28	23	16	19	19	18	25

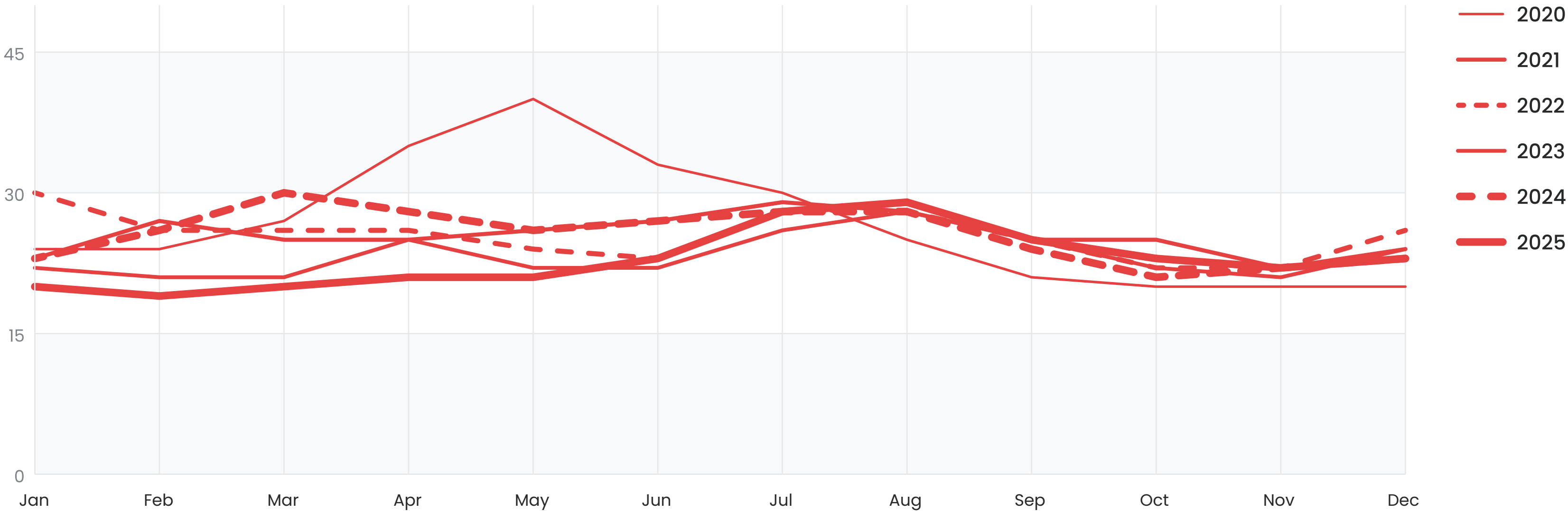


France



Mobile gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	20	19	20	21	21	23	28	29	25	23	22	23	23
2024	23	26	30	28	26	27	28	28	24	21	22	23	26
2023	22	21	21	25	22	22	26	28	25	22	21	24	24
2022	30	26	26	26	24	23	28	28	25	22	22	26	25
2021	23	27	25	25	26	27	29	28	25	25	22	24	26
2020	24	24	27	35	40	33	30	25	21	20	20	20	27

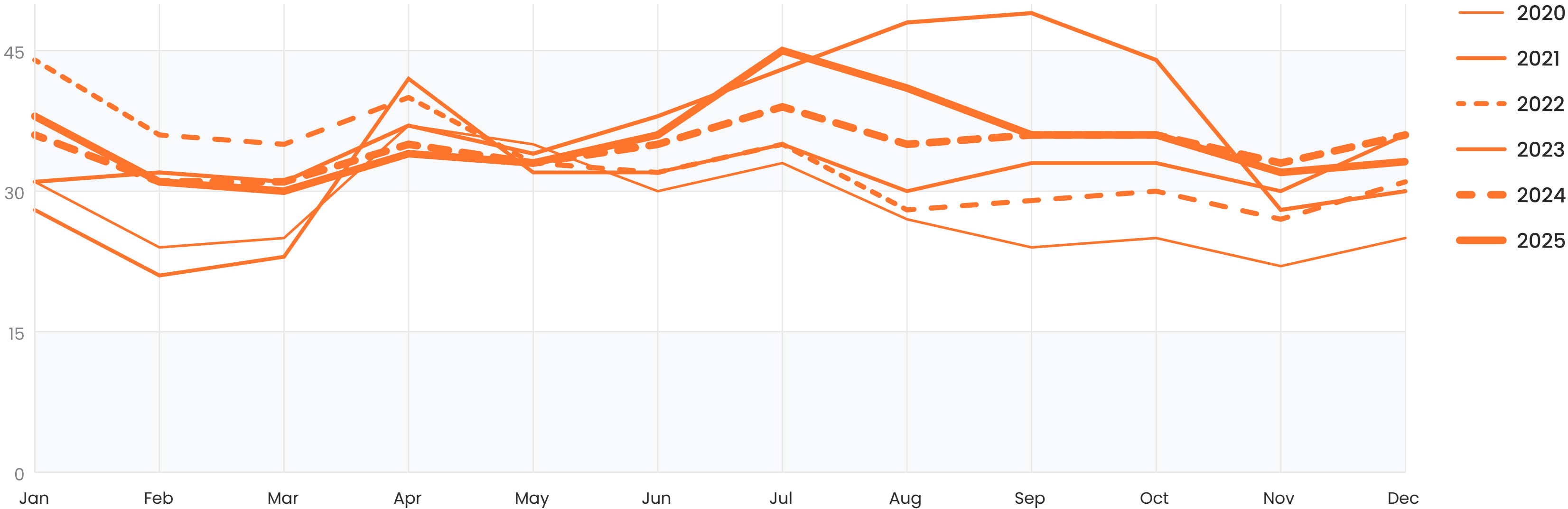


spain



Mobile gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	38	31	30	34	33	36	45	41	36	36	32	33	36
2024	36	31	31	35	33	35	39	35	36	36	33	36	35
2023	28	21	23	42	32	32	35	30	33	33	30	36	32
2022	44	36	35	40	33	32	35	28	29	30	27	31	33
2021	31	32	31	37	34	38	43	48	49	44	28	30	38
2020	31	24	25	37	35	30	33	27	24	25	22	25	28



Australia



Mobile gaming Most blocked mobile gaming apps (% of parents): 1–5 ranking

Global	2020 1. Roblox 2. Clash Royale 3. Brawl Stars 4. Clash of Clans 5. Among Us
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Mobile gaming Most blocked mobile gaming apps (% of parents): 1-5 ranking

UK	2020 1. Roblox 2. What Would You Choose?
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3.

Clash of Clans

4.

Clash Royale

5.

Fortnite



Mobile gaming Most blocked mobile gaming apps (% of parents): 1–5 ranking

Spain	2020 1. Brawl Stars 2. Clash Royale 3. Pokémon GO! 4. Among Us 5. Clash of Clans
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Desktop gaming Most popular desktop gaming apps: 1–5 ranking, time spent (mins/day)

Global	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Roblox	96	1. Roblox	173	1. Roblox	180	1. Roblox	130	1. Roblox	139	1. Roblox	137
	2. Minecraft	68	2. Minecraft	41	2. Minecraft	51	2. Minecraft	52	2. Minecraft	55	2. Minecraft	58
	3. Fortnite	131	3. Fortnite	127	3. Fortnite	114	3. Fortnite	125	3. Fortnite	128	3. Fortnite	112
	4. Among Us	45	4. Among Us	36	4. Valorant	117	4. Valorant	116	4. Valorant	110	4. Valorant	111
	5. Rocket League	85	5. Valorant	115	5. Rocket League	82	5. Rocket League	85	5. Rocket League	81	5. Rocket League	86
US	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Roblox	100	1. Roblox	180	1. Roblox	190	1. Roblox	139	1. Roblox	152	1. Roblox	150
	2. Minecraft	79	2. Minecraft	37	2. Minecraft	53	2. Minecraft	53	2. Minecraft	57	2. Minecraft	61
	3. Fortnite	139	3. Fortnite	130	3. Fortnite	124	3. Fortnite	130	3. Fortnite	135	3. Fortnite	121
	4. Among Us	49	4. Among Us	38	4. Valorant	117	4. Valorant	119	4. Valorant	110	4. Geometry Dash	81
	5. Valorant	105	5. Valorant	115	5. Among Us	48	5. Rocket League	85	5. Rocket League	87	5. R.E.P.O	82
Brazil	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Roblox	90	1. Roblox	167	1. Roblox	151	1. Roblox	136	1. Roblox	141	1. Roblox	145
	2. Minecraft	56	2. Minecraft	52	2. Minecraft	52	2. Minecraft	57	2. Minecraft	60	2. Minecraft	53
	3. Fortnite	141	3. Fortnite	122	3. Fortnite	104	3. Fortnite	126	3. Fortnite	125	3. Fortnite	104
	4. Among Us	37	4. Valorant	129	4. Valorant	113	4. Valorant	135	4. Valorant	112	4. Valorant	117
	5. LoL*	75	5. CS:GO**	92	5. CS:GO**	79	5. CS:GO**	87	5. Counter Strike 2	86	5. Counter Strike 2	67

*League of Legends. **Counter Strike: Global Offensive.



Desktop gaming Most popular desktop gaming apps: 1–5 ranking, time spent (mins/day)

UK	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Roblox	95	1. Roblox	170	1. Roblox	173	1. Roblox	125	1. Roblox	129	1. Roblox	137
	2. Minecraft	73	2. Minecraft	39	2. Minecraft	49	2. Minecraft	52	2. Minecraft	56	2. Minecraft	57
	3. Fortnite	137	3. Fortnite	132	3. Fortnite	112	3. Fortnite	130	3. Fortnite	132	3. Fortnite	122
	4. Among Us	42	4. Among Us	40	4. Rocket League	89	4. Rocket League	81	4. Rocket League	83	4. Rocket League	87
	5. Rocket League	64	5. Rocket League	87	5. Among Us	41	5. Valorant	118	5. Valorant	118	5. Geometry Dash	68
France	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Roblox	135	1. Roblox	145	1. Roblox	170	1. Roblox	121	1. Roblox	124	1. Roblox	123
	2. Minecraft	47	2. Minecraft	43	2. Minecraft	45	2. Minecraft	60	2. Minecraft	59	2. Minecraft	56
	3. Fortnite	114	3. Fortnite	123	3. Fortnite	108	3. Fortnite	124	3. Fortnite	120	3. Fortnite	105
	4. Rocket League	67	4. Rocket League	80	4. Rocket League	79	4. Rocket League	87	4. Valorant	110	4. Valorant	108
	5. CS:GO*	78	5. Among Us	33	5. Valorant	111	5. Valorant	117	5. Counter Strike 2	56	5. Rocket League	82

*Counter Strike: Global Offensive.



Desktop gaming Most popular desktop gaming apps: 1–5 ranking, time spent (mins/day)

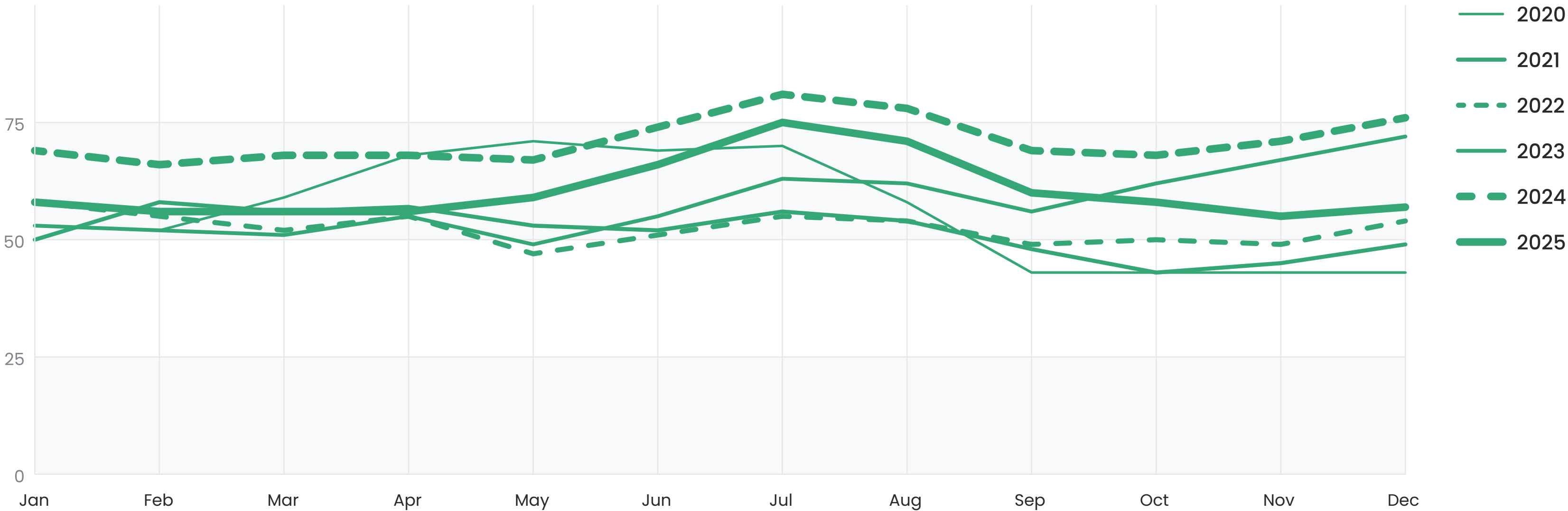
Spain	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Minecraft	79	1. Roblox	145	1. Roblox	155	1. Roblox	109	1. Fortnite	119	1. Roblox	113
	2. Roblox	86	2. Minecraft	35	2. Minecraft	55	2. Minecraft	51	2. Roblox	105	2. Minecraft	54
	3. Fortnite	120	3. Fortnite	110	3. Fortnite	98	3. Fortnite	114	3. Minecraft	53	3. Fortnite	109
	4. Among Us	35	4. Valorant	103	4. Valorant	109	4. Valorant	118	4. Valorant	119	4. Valorant	114
	5. LoL*	116	5. Rocket League	69	5. Rocket League	67	5. Rocket League	73	5. Rocket League	75	5. Rocket League	74
Australia	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Roblox	118	1. Roblox	165	1. Roblox	177	1. Roblox	132	1. Roblox	137	1. Roblox	133
	2. Minecraft	69	2. Minecraft	58	2. Minecraft	47	2. Minecraft	47	2. Minecraft	45	2. Minecraft	56
	3. Fortnite	138	3. Fortnite	147	3. Fortnite	129	3. Fortnite	136	3. Fortnite	134	3. Fortnite	112
	4. Among Us	47	4. Valorant	123	4. Valorant	119	4. Valorant	115	4. Valorant	112	4. Geometry Dash	58
	5. Valorant	106	5. Among Us	32	5. Rocket League	89	5. Geometry Dash	56	5. Geometry Dash	49	5. Valorant	104

*League of Legends.



Desktop gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	58	56	56	56	59	66	75	71	60	58	55	57	61
2024	69	66	68	68	67	74	81	78	69	68	71	76	71
2023	53	52	51	55	49	55	63	62	56	62	67	72	58
2022	58	55	52	55	47	51	55	54	49	50	49	54	52
2021	50	58	56	57	53	52	56	54	48	43	45	49	52
2020	53	52	59	68	71	69	70	58	43	43	43	43	56

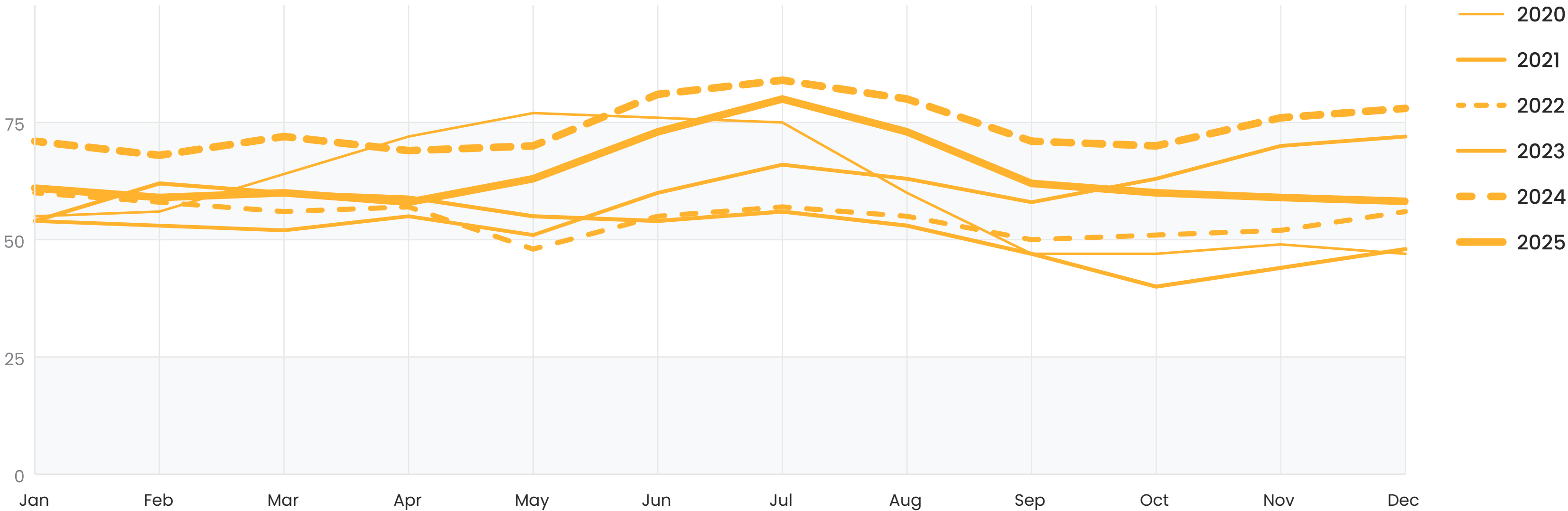


Global



Desktop gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	61	59	60	58	63	73	80	73	62	60	59	58	64
2024	71	68	72	69	70	81	84	80	71	70	76	78	74
2023	54	53	52	55	51	60	66	63	58	63	70	72	59
2022	60	58	56	57	48	55	57	55	50	51	52	56	55
2021	54	62	60	59	55	54	56	53	47	40	44	48	53
2020	55	56	64	72	77	76	75	60	47	47	49	47	60

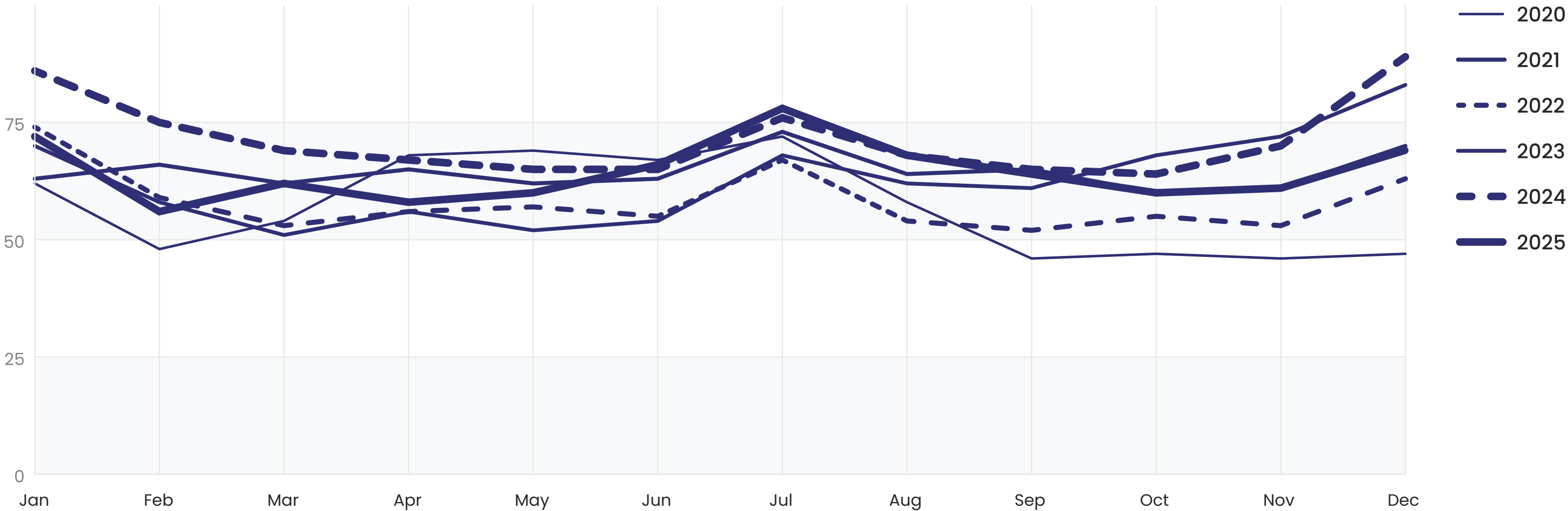


US



Desktop gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	72	56	62	58	60	66	78	68	64	60	61	69	65
2024	86	75	69	67	65	65	76	68	65	64	70	89	72
2023	70	58	51	56	52	54	68	62	61	68	72	83	63
2022	74	59	53	56	57	55	67	54	52	55	53	63	58
2021	63	66	62	65	62	63	73	64	65	60	61	70	64
2020	62	48	54	68	69	67	72	58	46	47	46	47	55

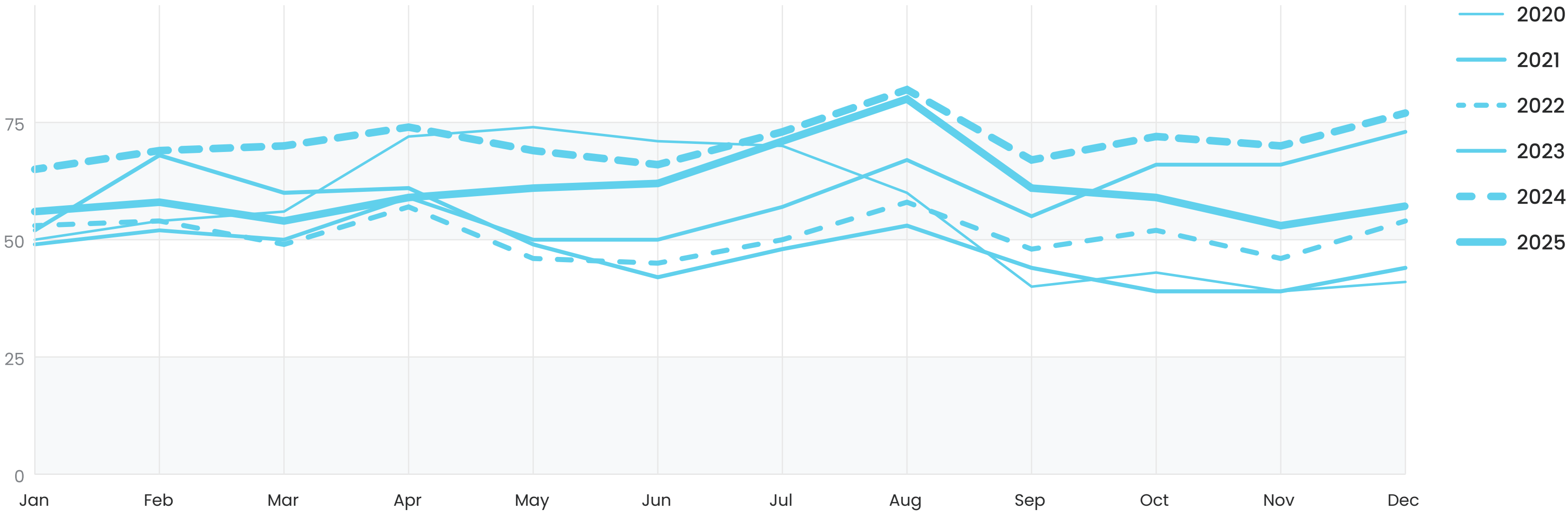


Brazil



Desktop gaming Time spent (mins/day)

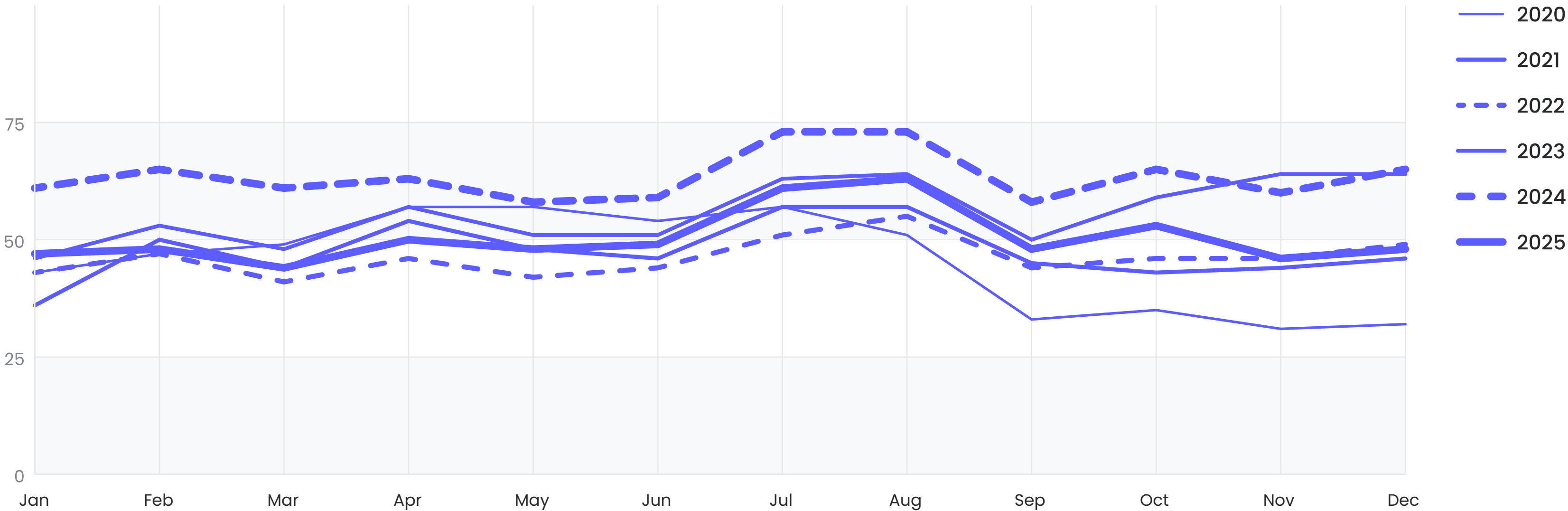
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	56	58	54	59	61	62	71	80	61	59	53	57	61
2024	65	69	70	74	69	66	73	82	67	72	70	77	71
2023	49	52	50	59	50	50	57	67	55	66	66	73	57
2022	53	54	49	57	46	45	50	58	48	52	46	54	51
2021	52	68	60	61	49	42	48	53	44	39	39	44	50
2020	50	54	56	72	74	71	70	60	40	43	39	41	56





Desktop gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	47	48	44	50	48	49	61	63	48	53	46	48	50
2024	61	65	61	63	58	59	73	73	58	65	60	65	63
2023	46	53	48	57	51	51	63	64	50	59	64	64	55
2022	43	47	41	46	42	44	51	55	44	46	46	49	46
2021	36	50	44	54	48	46	57	57	45	43	44	46	47
2020	43	47	49	57	57	54	57	51	33	35	31	32	46

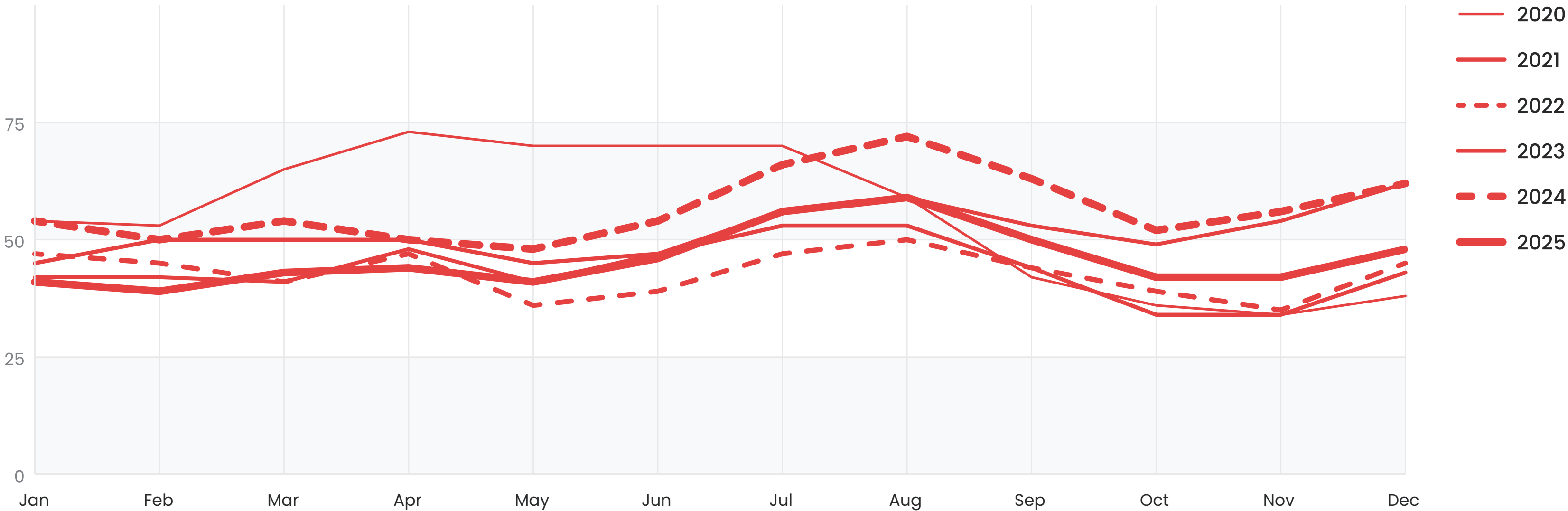


France



Desktop gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	41	39	43	44	41	46	56	59	50	42	42	48	46
2024	54	50	54	50	48	54	66	72	63	52	56	62	57
2023	42	42	41	48	41	47	56	59	53	49	54	62	49
2022	47	45	41	47	36	39	47	50	44	39	35	45	43
2021	45	50	50	50	45	47	53	53	44	34	34	43	46
2020	54	53	65	73	70	70	70	59	42	36	34	38	55

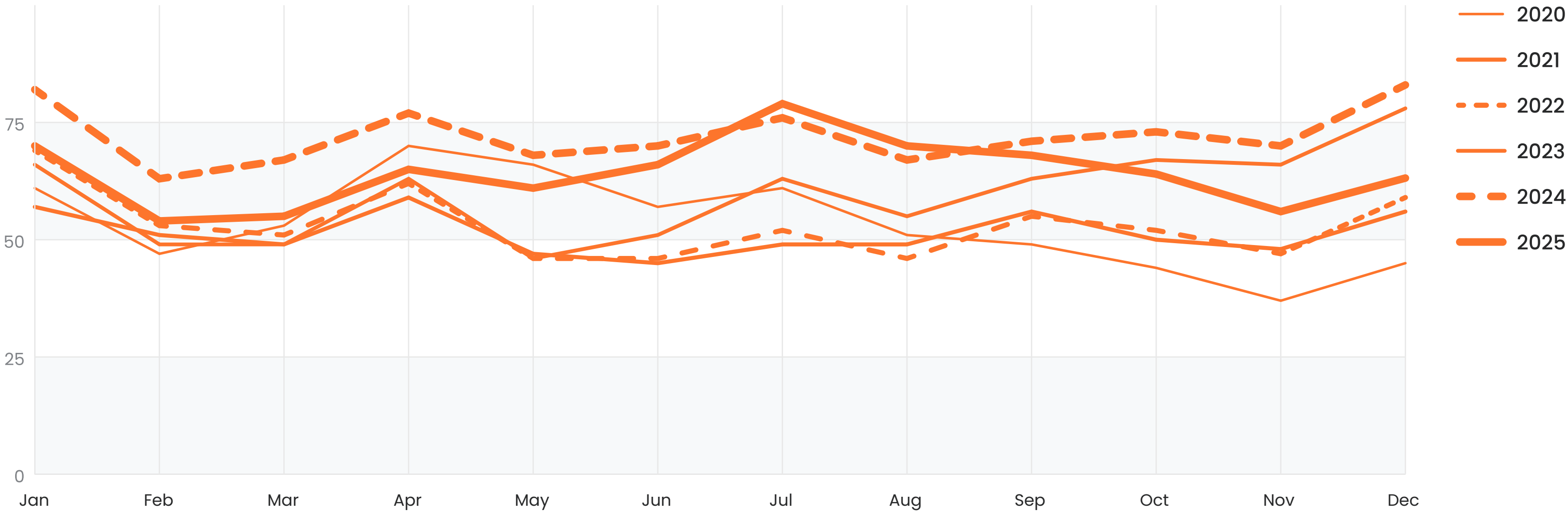


spain



Desktop gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	70	54	55	65	61	66	79	70	68	64	56	63	64
2024	82	63	67	77	68	70	76	67	71	73	70	83	73
2023	66	49	49	63	46	51	63	55	63	67	66	78	60
2022	69	53	51	62	46	46	52	46	55	52	47	59	53
2021	57	51	49	59	47	45	49	49	56	50	48	56	51
2020	61	47	53	70	66	57	61	51	49	44	37	45	54



Australia



Desktop gaming Most blocked desktop gaming apps (% of parents): 1-5 ranking

Global	2020 1. Roblox 2. Minecraft 3. Fortnite 4. Among Us 5. CS:GO*	2021 1. Roblox 2. Minecraft 3. Fortnite 4. Among Us 5. Valorant	2022 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Rocket League	2023 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Rocket League	2024 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Rocket League	2025 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. EA Sports FC 24
US	2020 1. Roblox 2. Minecraft 3. Fortnite 4. Among Us 5. CS:GO*	2021 1. Roblox 2. Minecraft 3. Fortnite 4. Among Us 5. Valorant	2022 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Among Us	2023 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Rocket League	2024 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Rocket League	2025 1. Roblox 2. Minecraft 3. Fortnite 4. EA Sports FC 24 5. Valorant
Brazil	2020 1. Roblox 2. Minecraft 3. Fortnite 4. League of Legends 5. CS:GO*	2021 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. CS:GO*	2022 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. CS:GO*	2023 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. CS:GO*	2024 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Counter Strike 2	2025 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. EA Sports FC 24

*Counter Strike: Global Offensive



Desktop gaming

Most blocked desktop gaming apps (% of parents): 1-5 ranking

UK	2020 1. Roblox 2. Minecraft 3. Fortnite 4. CS:GO* 5. Among Us	2021 1. Roblox 2. Minecraft 3. Fortnite 4. Rocket League 5. Among Us	2022 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Rocket League	2023 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Rocket League	2024 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Rocket League	2025 1. Roblox 2. Minecraft 3. Fortnite 4. EA Sports FC 24 5. Rocket League
	2020 1. Roblox 2. Minecraft 3. Fortnite 4. CS:GO* 5. League of Legends	2021 1. Roblox 2. Minecraft 3. Fortnite 4. Rocket League 5. Among Us	2022 1. Roblox 2. Minecraft 3. Fortnite 4. Rocket League 5. Valorant	2023 1. Roblox 2. Fortnite 3. Minecraft 4. Rocket League 5. Valorant	2024 1. Roblox 2. Fortnite 3. Minecraft 4. Valorant 5. Rocket League	2025 1. Roblox 2. Fortnite 3. Minecraft 4. Valorant 5. EA Sports FC 24

*Counter Strike: Global Offensive



Desktop gaming Most blocked desktop gaming apps (% of parents): 1-5 ranking

Spain	2020 1. Roblox 2. Minecraft 3. Fortnite 4. League of Legends 5. Among Us	2021 1. Roblox 2. Minecraft 3. Fortnite 4. Rocket League 5. Valorant	2022 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Rocket League	2023 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Rocket League	2024 1. Roblox 2. Fortnite 3. Minecraft 4. Valorant 5. Rocket League	2025 1. Roblox 2. Fortnite 3. Minecraft 4. Valorant 5. Rocket League
	2020 1. Roblox 2. Minecraft 3. Fortnite 4. Among Us 5. League of Legends	2021 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Among Us	2022 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Rocket League	2023 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Rocket League	2024 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Geometry Dash	2025 1. Roblox 2. Minecraft 3. Fortnite 4. Valorant 5. Geometry Dash



Education Most popular educational apps: 1–5 ranking, time spent (mins/day)

Global	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Duolingo	8	1. Duolingo	12	1. Duolingo	10	1. Duolingo	9	1. Duolingo	8	1. Duolingo	7
	2. Kahoot!	15	2. Photomath	10	2. Photomath	8	2. Photomath	6	2. Photomath	6	2. Photomath	5
	3. Photomath	9	3. Kahoot!	15	3. Kahoot!	13	3. Kahoot!	9	3. Kahoot!	9	3. Gauth	11
	4. WordRef	3	4. WordRef	3	4. WordRef	3	4. Quizlet	10	4. Quizlet	10	4. Kahoot!	8
	5. Quizlet	11	5. Quizlet	12	5. Quizlet	11	5. Simply Piano	8	5. Simply Piano	19	5. Quizlet	5
US	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Duolingo	8	1. Duolingo	12	1. Duolingo	12	1. Duolingo	9	1. Duolingo	8	1. Duolingo	7
	2. Photomath	10	2. Photomath	10	2. Photomath	9	2. Photomath	6	2. Photomath	6	2. Gauth	12
	3. Kahoot!	14	3. Kahoot!	16	3. Kahoot!	14	3. Kahoot!	9	3. Quizlet	10	3. Photomath	6
	4. Quizlet	11	4. Quizlet	12	4. Quizlet	11	4. Quizlet	10	4. Kahoot!	9	4. Quizlet	4
	5. Khan Academy	–	5. TED	4	5. TED	4	5. Khan Academy	13	5. Khan Academy	14	5. Kahoot!	9
Brazil	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Duolingo	8	1. Duolingo	12	1. Duolingo	11	1. Duolingo	11	1. Duolingo	8	1. Duolingo	7
	2. Photomath	6	2. Kahoot!	26	2. Kahoot!	16	2. Kahoot!	13	2. Kahoot!	9	2. Kahoot!	9
	3. Kahoot!	17	3. Photomath	8	3. Photomath	6	3. Photomath	5	3. Photomath	5	3. Gauth	9
	4. Simply Piano	19	4. Simply Piano	10	4. Simply Piano	13	4. Brainly	2	4. Brainly	6	4. Photomath	5
	5. Khan Academy	10	5. Khan Academy	11	5. Khan Academy	22	5. Simply Piano	15	5. Quizlet	4	5. Minecraft Edu	19



Education Most popular educational apps: 1–5 ranking, time spent (mins/day)

UK	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Duolingo	8	1. Duolingo	11	1. Duolingo	10	1. Duolingo	8	1. Duolingo	7	1. Duolingo	7
	2. Kahoot!	14	2. Kahoot!	14	2. Kahoot!	11	2. Kahoot!	8	2. Photomath	8	2. Gauth	10
	3. Quizlet	8	3. Quizlet	13	3. Quizlet	11	3. Photomath	6	3. Kahoot!	7	3. Quizlet	6
	4. WordRef	3	4. WordRef	2	4. Photomath	5	4. Quizlet	8	4. Quizlet	9	4. Kahoot!	7
	5. Photomath	7	5. TED	6	5. WordRef	2	5. Gauthmath	8	5. Simply Piano	5	5. Photomath	6
France	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Duolingo	9	1. Duolingo	13	1. Duolingo	11	1. Duolingo	9	1. Duolingo	8	1. Duolingo	7
	2. WordRef	3	2. WordRef	3	2. WordRef	3	2. Kahoot!	10	2. Kahoot!	8	2. Kahoot!	9
	3. Photomath	7	3. Photomath	8	3. Photomath	6	3. Brainly	2	3. Brainly	3	3. Quizlet	5
	4. Kahoot!	12	4. Kahoot!	18	4. Kahoot!	14	4. Photomath	4	4. Photomath	5	4. Knowunity	3
	5. Quizlet	12	5. Quizlet	11	5. Quizlet	9	5. Quizlet	9	5. Knowunity	10	5. Photomath	5



Education Most popular educational apps: 1–5 ranking, time spent (mins/day)

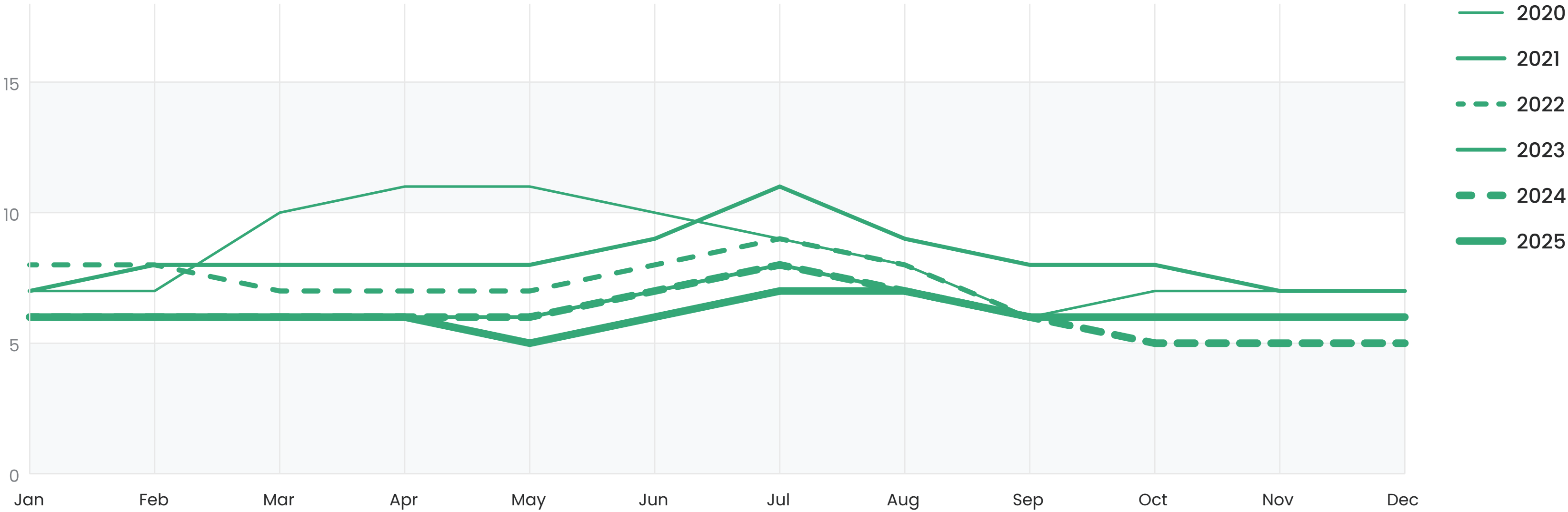
Spain	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Duolingo	11	1. Photomath	8	1. Duolingo	10	1. Duolingo	8	1. Duolingo	7	1. Duolingo	6
	2. Photomath	9	2. Kahoot!	16	2. Photomath	6	2. Photomath	5	2. Photomath	5	2. Photomath	5
	3. Kahoot!	14	3. Duolingo	11	3. Kahoot!	13	3. Kahoot!	11	3. Kahoot!	10	3. Knowunity	3
	4. WordRef	2	4. WordRef	3	4. WordRef	3	4. WordRef	3	4. Knowunity	9	4. Kahoot!	9
	5. Smartick	8	5. Smartick	26	5. Smartick	29	5. Brainly	3	5. Brainly	3	5. Minecraft Edu	44
Australia	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Duolingo	10	1. Duolingo	7	1. Duolingo	12	1. Duolingo	10	1. Duolingo	8	1. Duolingo	7
	2. Kahoot!	19	2. Kahoot!	12	2. Kahoot!	12	2. Minecraft Edu	11	2. Minecraft Edu	11	2. Minecraft Edu	37
	3. TED	2	3. TED	2	3. Photomath	6	3. Kahoot!	7	3. Mathletics	15	3. Kahoot!	7
	4. Photomath	6	4. Photomath	11	4. TED	2	4. Mathletics	18	4. Kahoot!	7	4. Simply Draw	18
	5. IXL	94	5. WordRef	2	5. Quizlet	11	5. Reading Eggs	18	5. Photomath	5	5. Simply Piano	9



Education

Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	6	6	6	6	5	6	7	7	6	6	6	6	6
2024	6	6	6	6	6	7	8	7	6	5	5	5	6
2023	6	6	6	6	6	7	8	7	6	6	6	6	6
2022	8	8	7	7	7	8	9	8	6	6	6	6	7
2021	7	8	8	8	8	9	11	9	8	8	7	7	8
2020	7	7	10	11	11	10	9	8	6	7	7	7	8

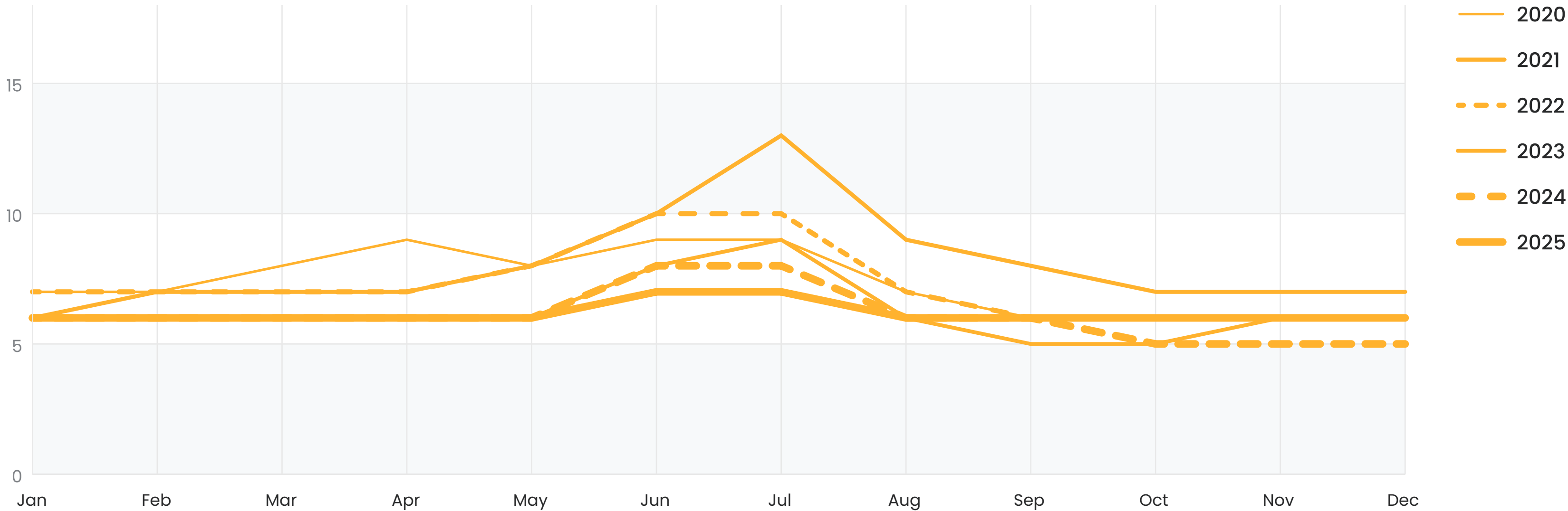




Education

Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	6	6	6	6	6	7	7	6	6	6	6	6	6
2024	6	6	6	6	6	8	8	6	6	5	5	5	6
2023	6	6	6	6	6	8	9	6	5	5	6	6	6
2022	7	7	7	7	8	10	10	7	6	6	6	6	7
2021	6	7	7	7	8	10	13	9	8	7	7	7	8
2020	7	7	8	9	8	9	9	7	6	6	6	6	7

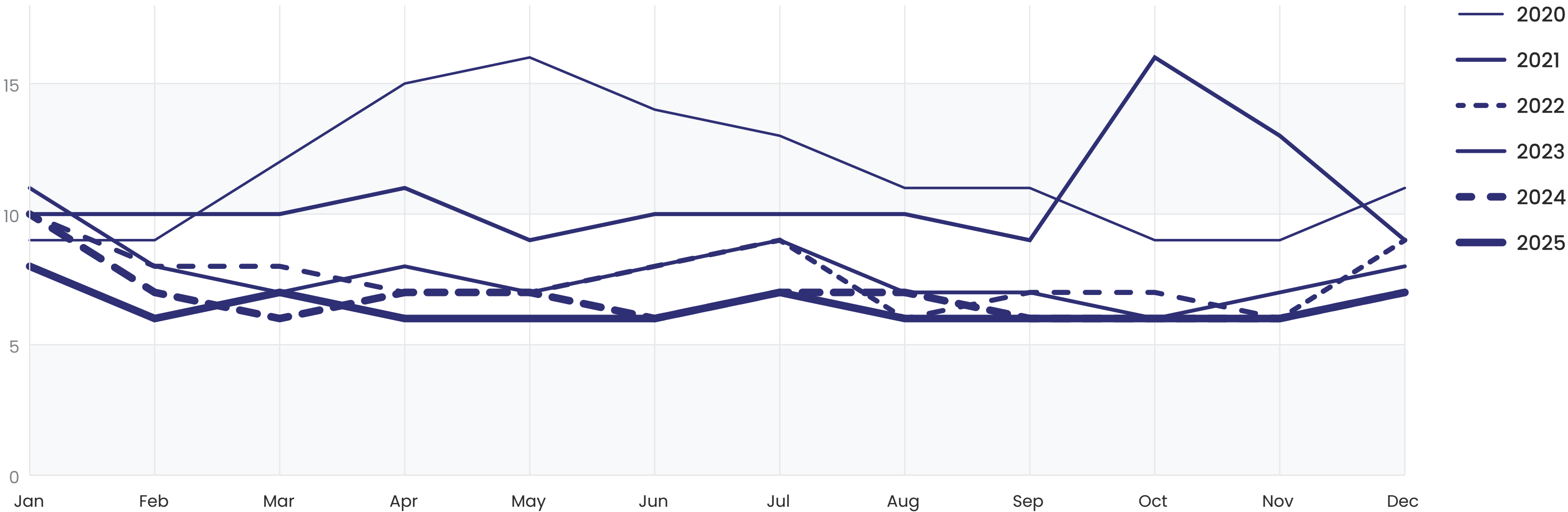




Education

Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	8	6	7	6	6	6	7	6	6	6	6	7	6
2024	10	7	6	7	7	6	7	7	6	6	6	7	7
2023	11	8	7	8	7	8	9	7	7	6	7	8	7
2022	10	8	8	7	7	8	9	6	7	7	6	9	7
2021	10	10	10	11	9	10	10	10	9	16	13	9	11
2020	9	9	12	15	16	14	13	11	11	9	9	11	12

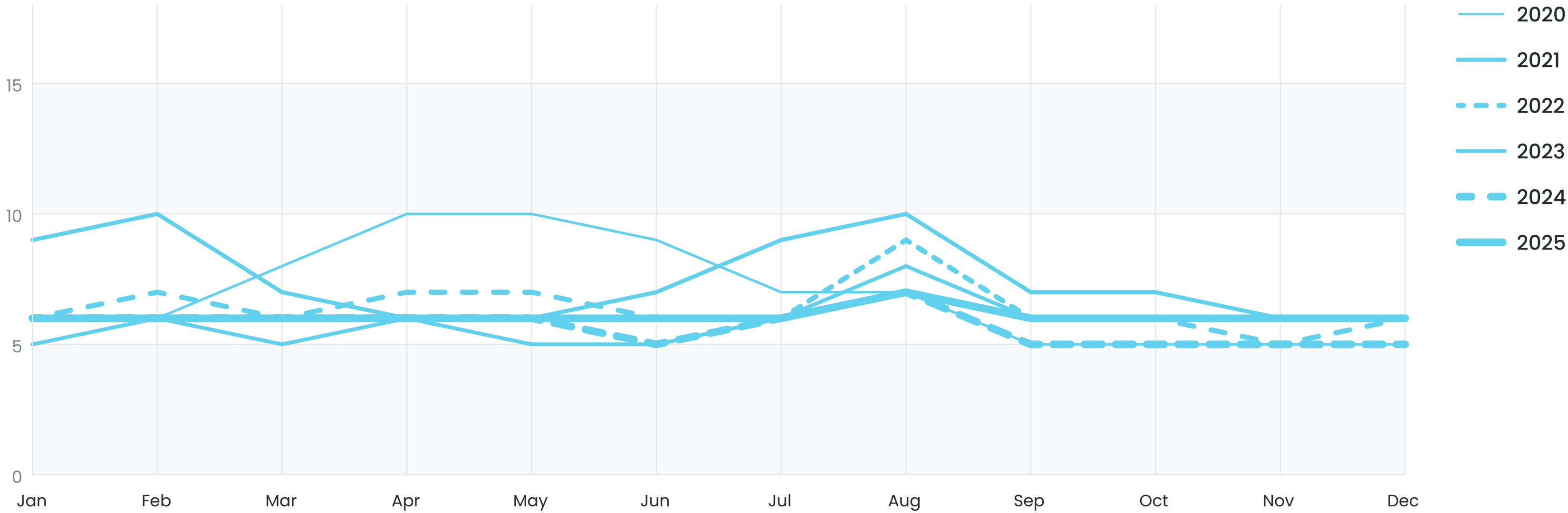




Education

Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	6	6	6	6	6	6	6	7	6	6	6	6	6
2024	6	6	6	6	6	5	6	7	5	5	5	5	6
2023	5	6	5	6	5	5	6	8	6	6	6	6	6
2022	6	7	6	7	7	6	6	9	6	6	5	6	6
2021	9	10	7	6	6	7	9	10	7	7	6	6	8
2020	6	6	8	10	10	9	7	7	5	5	5	5	7



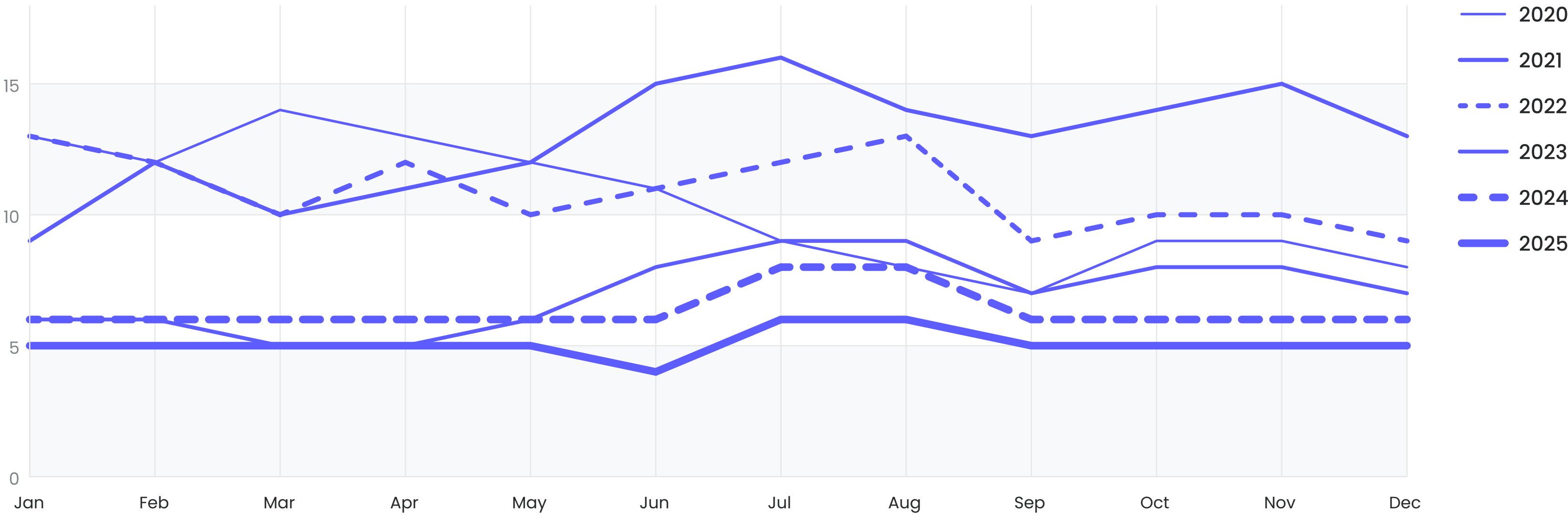
UK



Education

Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	5	5	5	5	5	4	6	6	5	5	5	5	5
2024	6	6	6	6	6	6	8	8	6	6	6	6	6
2023	6	6	5	5	6	8	9	9	7	8	8	7	7
2022	13	12	10	12	10	11	12	13	9	10	10	9	11
2021	9	12	10	11	12	15	16	14	13	14	15	13	13
2020	13	12	14	13	12	11	9	8	7	9	9	8	11



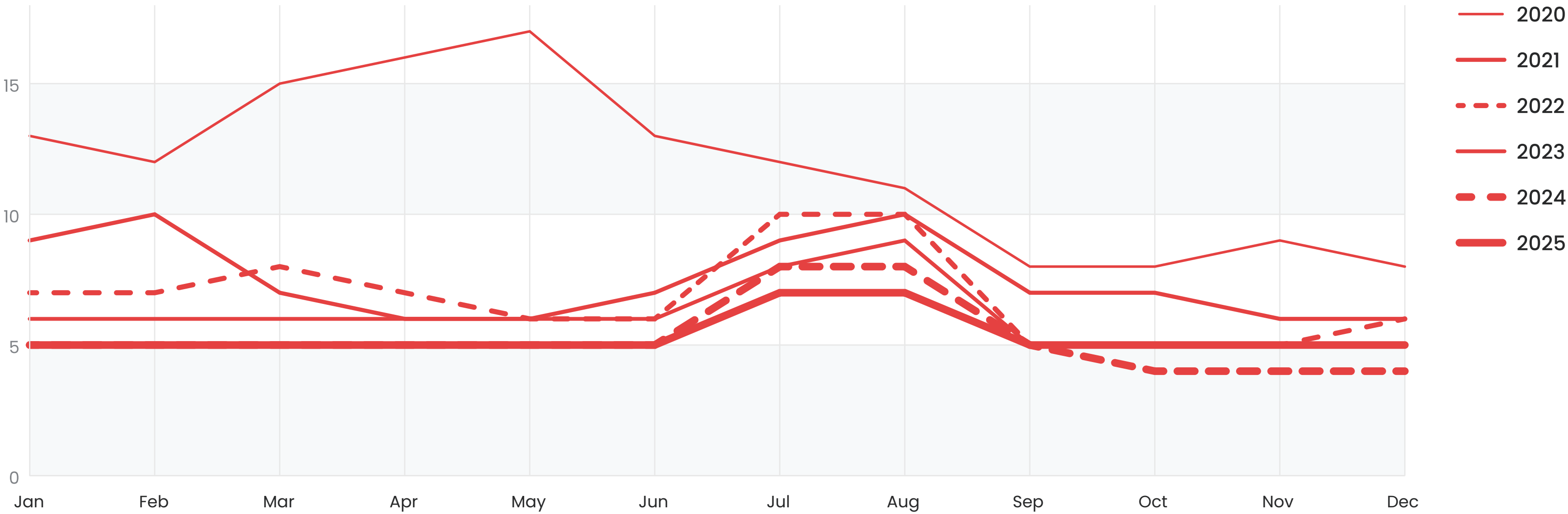
France



Education

Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	5	5	5	5	5	5	7	7	5	5	5	5	5
2024	5	5	5	5	5	5	8	8	5	4	4	4	5
2023	6	6	6	6	6	6	8	9	5	5	5	5	6
2022	7	7	8	7	6	6	10	10	5	5	5	6	6
2021	9	10	7	6	6	7	9	10	7	7	6	6	9
2020	13	12	15	16	17	13	12	11	8	8	9	8	12



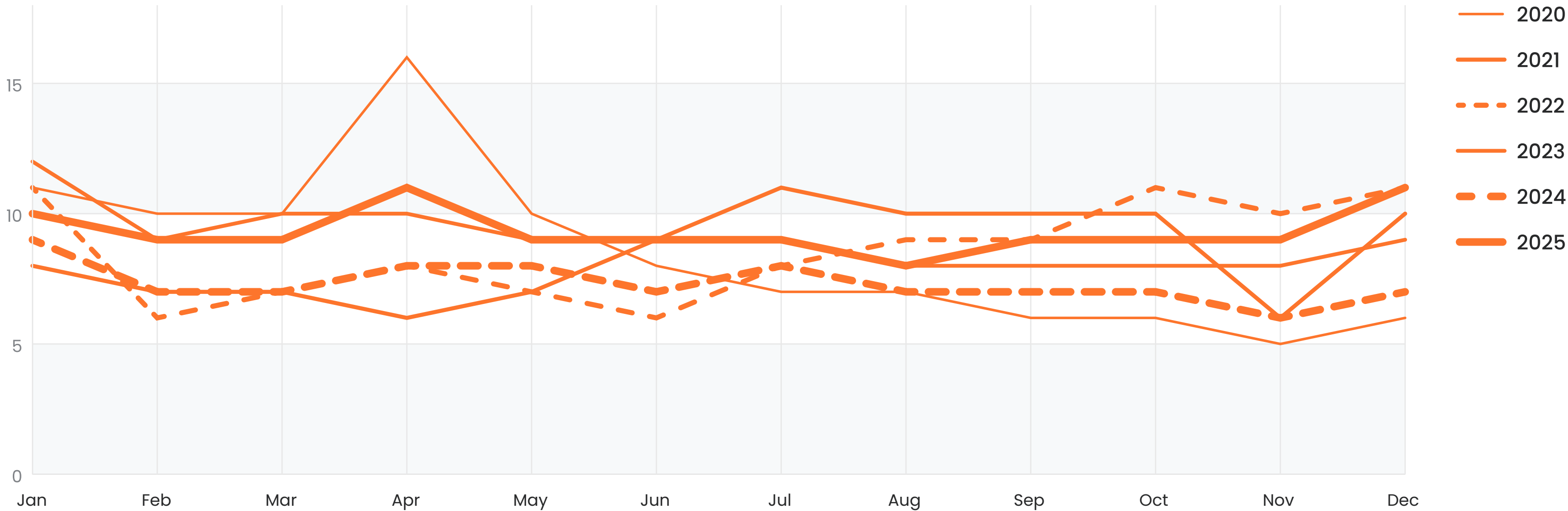
spain



Education

Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	10	9	9	11	9	9	9	8	9	9	9	11	9
2024	9	7	7	8	8	7	8	7	7	7	6	7	7
2023	12	9	10	10	9	9	9	8	8	8	8	9	9
2022	11	6	7	8	7	6	8	9	9	11	10	11	9
2021	8	7	7	6	7	9	11	10	10	10	6	10	9
2020	11	10	10	16	10	8	7	7	6	6	5	6	9





Education Educational apps for schools (1–10 ranking)

US	2022 1. Google Classroom 2. Clever 3. GradPoint 4. Classlink 5. ABCya! 6. PowerSchools Learning 7. i-Ready 8. Canvas by Instructure 9. Kahoot! 10. Learnosity	2023 1. Google Classroom 2. Clever 3. Classlink 4. ABCya! 5. CollegeBoard 6. GradPoint 7. Powerschools Learning 8. I-Ready 9. Blooket 10. Canvas by Instructure	2024 1. Clever 2. Google Classroom 3. CollegeBoard 4. Classlink 5. Beanstack 6. I-Ready 7. ABCya! 8. Powerschools Learning 9. Blooket 10. Canvas by Instructure	2025 1. Clever 2. Google Classroom 3. CollegeBoard 4. Classlink 5. Blooket 6. I-Ready 7. Canvas by Instructure 8. Powerschools Learning 9. Learnosity 10. DRC Insight
	2022 NO DATA	2023 1. Google Classroom 2. Kahoot! 3. GradPoint 4. Zearn 5. Blooket 6. Scratch MIT 7. Quizlet 8. WordReference 9. Quizizz 10. Socrative	2024 1. Google Classroom 2. Kahoot! 3. Beanstack 4. Scratch MIT 5. Blooket 6. GradPoint 7. WordReference 8. Skolon 9. Quizlet 10. Quizizz	2025 1. Google Classroom 2. Kahoot! 3. Beanstack 4. Scratch MIT 5. Blooket 6. GradPoint 7. WordReference 8. Skolon 9. Quizlet 10. Wayground (Quizizz)



Education Educational apps for schools (1–10 ranking)

Australia

2022

- 1. GradPoint
- 2. Grammarly
- 3. Google Classroom
- 4. Canvas by Instructure
- 5. Kahoot!
- 6. Education Perfect
- 7. ClickView
- 8. Stile
- 9. Compass
- 10. ABCya!

2023

- 1. GradPoint
- 2. Google Classroom
- 3. Grammarly
- 4. Kahoot!
- 5. ABCya!
- 6. ClickView
- 7. Stile
- 8. Compass
- 9. Quizlet
- 10. Mathspace

2024

- 1. Beanstack
- 2. GradPoint
- 3. Google Classroom
- 4. Kahoot!
- 5. Grammarly
- 6. Blooket
- 7. ABCya!
- 8. ClickView
- 9. Stile
- 10. Education Perfect

2025

- 1. GradPoint
- 2. Blooket
- 3. Google Classroom
- 4. Kahoot!
- 5. ClickView
- 6. Grammarly
- 7. Canvas by Instructure
- 8. Education Perfect
- 9. Stile
- 10. ABCya!



Communication Most popular communication apps: 1-5 ranking, time spent (mins/day)

Global	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. WhatsApp	32	1. WhatsApp	37	1. WhatsApp	30	1. WhatsApp	23	1. WhatsApp	19	1. WhatsApp	17
	2. Snapchat	39	2. Snapchat	71	2. Snapchat	72	2. Snapchat	74	2. Snapchat	78	2. Snapchat	59
	3. Zoom	50	3. Zoom	63	3. Discord	28	3. Discord	27	3. Discord	29	3. Discord	28
	4. Discord	32	4. Discord	35	4. Messages	12	4. Messages	11	4. Zoom	47	4. Microsoft Teams	9
	5. Skype	18	5. Skype	16	5. Skype	10	5. Skype	8	5. Microsoft Teams	8	5. Skype	4
US	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Zoom	46	1. Snapchat	84	1. Snapchat	90	1. Discord	31	1. Snapchat	90	1. Snapchat	65
	2. Snapchat	47	2. Discord	38	2. Discord	32	2. Snapchat	88	2. Discord	33	2. Discord	33
	3. Discord	35	3. Zoom	55	3. Skype	8	3. Messages	15	3. WhatsApp	13	3. WhatsApp	12
	4. Messages	17	4. Skype	13	4. Messages	17	4. Skype	6	4. Zoom	44	4. Google Duo	22
	5. Skype	19	5. Messages	24	5. Zoom	46	5. Google Duo	24	5. Skype	5	5. Zoom	46
Brazil	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. WhatsApp	52	1. WhatsApp	54	1. WhatsApp	31	1. WhatsApp	32	1. WhatsApp	31	1. WhatsApp	25
	2. Discord	33	2. Discord	36	2. Discord	26	2. Discord	23	2. Snapchat	23	2. Snapchat	16
	3. Snapchat	13	3. Snapchat	22	3. Snapchat	21	3. Snapchat	21	3. Discord	25	3. Discord	25
	4. Messages	3	4. Messages	4	4. Messages	2	4. Messages	2	4. Microsoft Teams	8	4. Google Duo	11
	5. Zoom	69	5. Zoom	90	5. Skype	9	5. Microsoft Teams	19	5. Google Duo	16	5. Microsoft Teams	8



Communication Most popular communication apps: 1–5 ranking, time spent (mins/day)

UK	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. WhatsApp	25	1. WhatsApp	29	1. WhatsApp	21	1. WhatsApp	20	1. WhatsApp	15	1. WhatsApp	14
	2. Snapchat	39	2. Snapchat	71	2. Snapchat	91	2. Snapchat	95	2. Snapchat	97	2. Snapchat	73
	3. Skype	16	3. Skype	16	3. Skype	8	3. Messages	5	3. Microsoft Teams	6	3. Microsoft Teams	8
	4. Messages	8	4. Discord	32	4. Discord	27	4. Discord	28	4. Discord	29	4. Discord	28
	5. Discord	32	5. Messages	9	5. Messages	6	5. Skype	8	5. Skype	6	5. Skype	4
France	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. WhatsApp	18	1. WhatsApp	20	1. WhatsApp	15	1. WhatsApp	14	1. WhatsApp	13	1. WhatsApp	12
	2. Snapchat	30	2. Snapchat	59	2. Snapchat	56	2. Snapchat	63	2. Snapchat	73	2. Snapchat	68
	3. Messages	10	3. Messages	9	3. Messages	9	3. Messages	8	3. Discord	23	3. Discord	24
	4. Discord	25	4. Discord	22	4. Discord	22	4. Discord	22	4. Skype	8	4. Google Duo	8
	5. Skype	16	5. Skype	9	5. Skype	9	5. Google Duo	7	5. Telegram	8	5. Messenger	7



Communication Most popular communication apps: 1-5 ranking, time spent (mins/day)

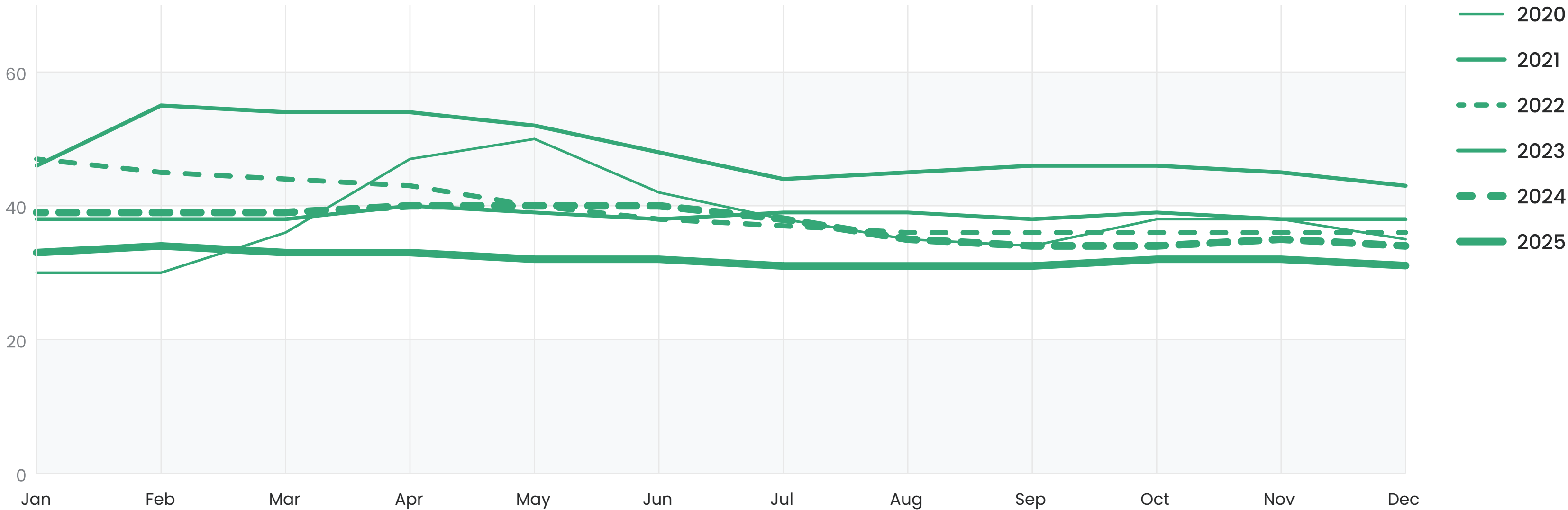
Spain	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. WhatsApp	38	1. WhatsApp	41	1. WhatsApp	32	1. WhatsApp	27	1. WhatsApp	23	1. WhatsApp	22
	2. Skype	17	2. Messages	2	2. Snapchat	21	2. Messages	1	2. Snapchat	24	2. Snapchat	23
	3. Snapchat	14	3. Discord	21	3. Messages	1	3. Snapchat	23	3. Discord	19	3. Discord	19
	4. Hangouts	17	4. Snapchat	24	4. Discord	19	4. Discord	17	4. Microsoft Teams	7	4. Microsoft Teams	8
	5. Messages	2	5. Skype	15	5. Skype	6	5. Skype	8	5. Skype	9	5. Telegram	8
Australia	2020		2021		2022		2023		2024		2025	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
	1. Discord	27	1. Discord	28	1. Snapchat	84	1. Snapchat	88	1. Snapchat	88	1. WhatsApp	8
	2. Snapchat	38	2. Snapchat	64	2. Discord	26	2. Discord	24	2. WhatsApp	9	2. Snapchat	63
	3. Zoom	45	3. Zoom	41	3. Skype	12	3. Skype	8	3. Discord	26	3. Discord	24
	4. WhatsApp	16	4. Skype	15	4. WhatsApp	14	4. WhatsApp	11	4. Skype	6	4. Skype	4
	5. Skype	19	5. WhatsApp	16	5. Messages	8	5. Messages	7	5. Messenger Kids	8	5. Messenger Kids	7



Communication

Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	33	34	33	33	32	32	31	31	31	32	32	31	32
2024	39	39	39	40	40	40	38	35	34	34	35	34	37
2023	38	38	38	40	39	38	39	39	38	39	38	38	39
2022	47	45	44	43	40	38	37	36	36	36	36	36	39
2021	46	55	54	54	52	48	44	45	46	46	45	43	48
2020	30	30	36	47	50	42	38	35	34	38	38	35	38



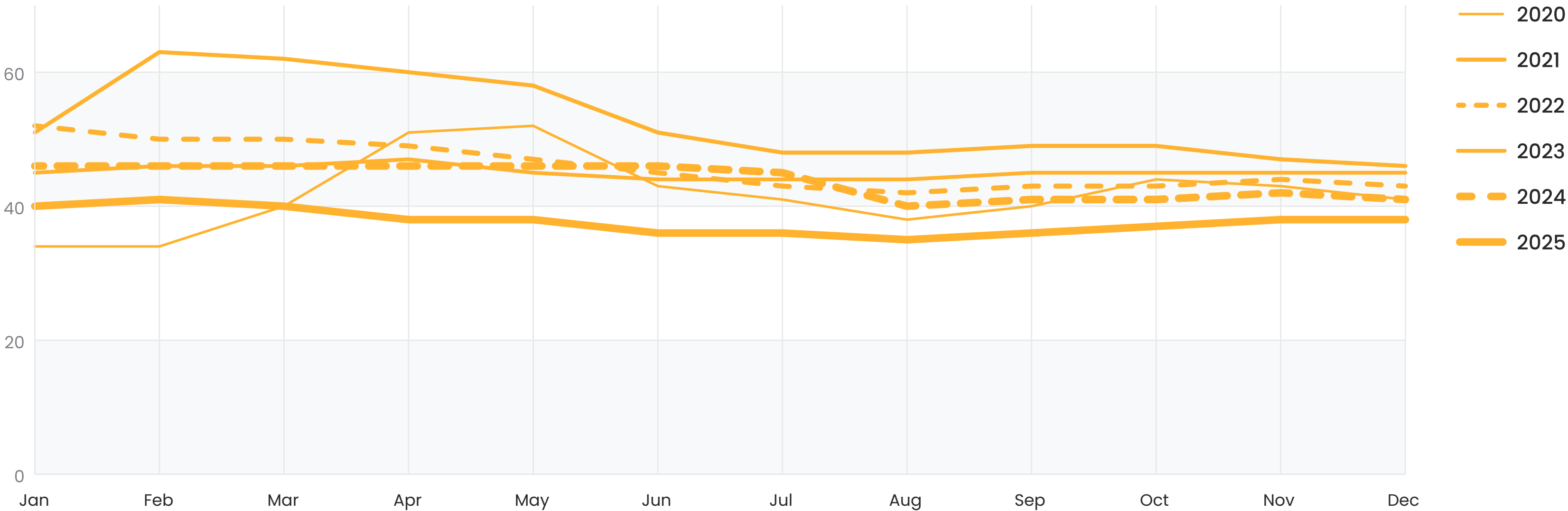
Global



Communication

Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	40	41	40	38	38	36	36	35	36	37	38	38	38
2024	46	46	46	46	46	46	45	40	41	41	42	41	44
2023	45	46	46	47	45	44	44	44	45	45	45	45	45
2022	52	50	50	49	47	45	43	42	43	43	44	43	46
2021	51	63	62	60	58	51	48	48	49	49	47	46	53
2020	34	34	40	51	52	43	41	38	40	44	43	41	42

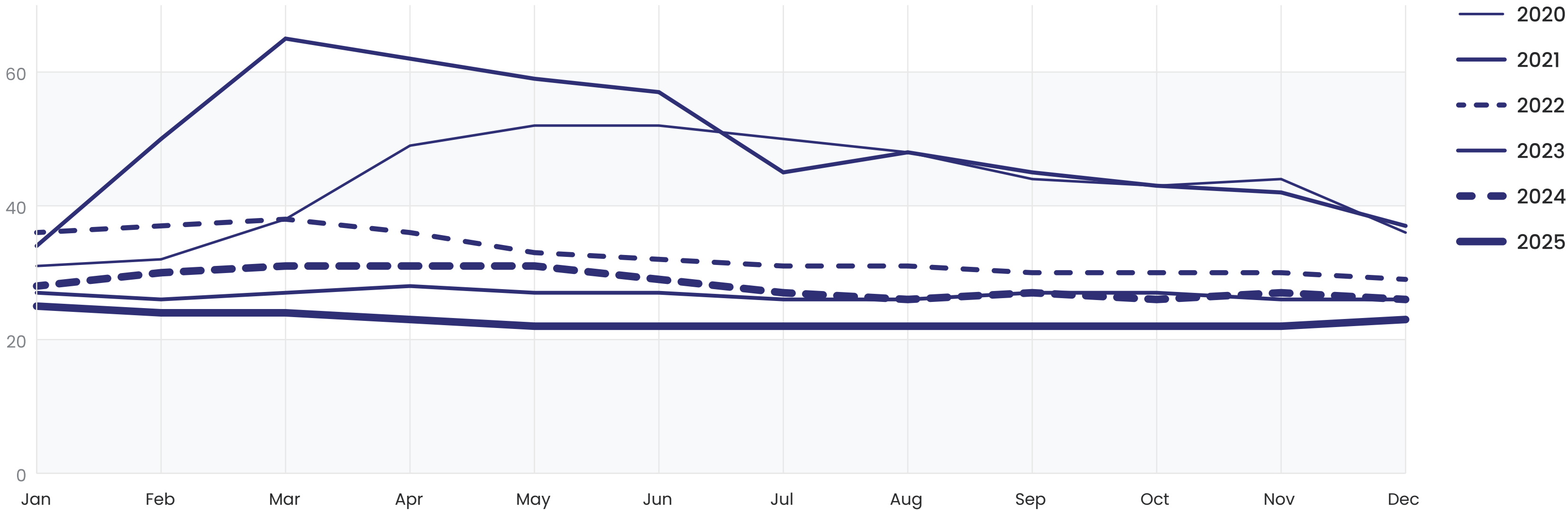


US



Communication Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	25	24	24	23	22	22	22	22	22	22	22	23	22
2024	28	30	31	31	31	29	27	26	27	26	27	26	28
2023	27	26	27	28	27	27	26	26	27	27	26	26	27
2022	36	37	38	36	33	32	31	31	30	30	30	29	33
2021	34	50	65	62	59	57	45	48	45	43	42	37	49
2020	31	32	38	49	52	52	50	48	44	43	44	36	44



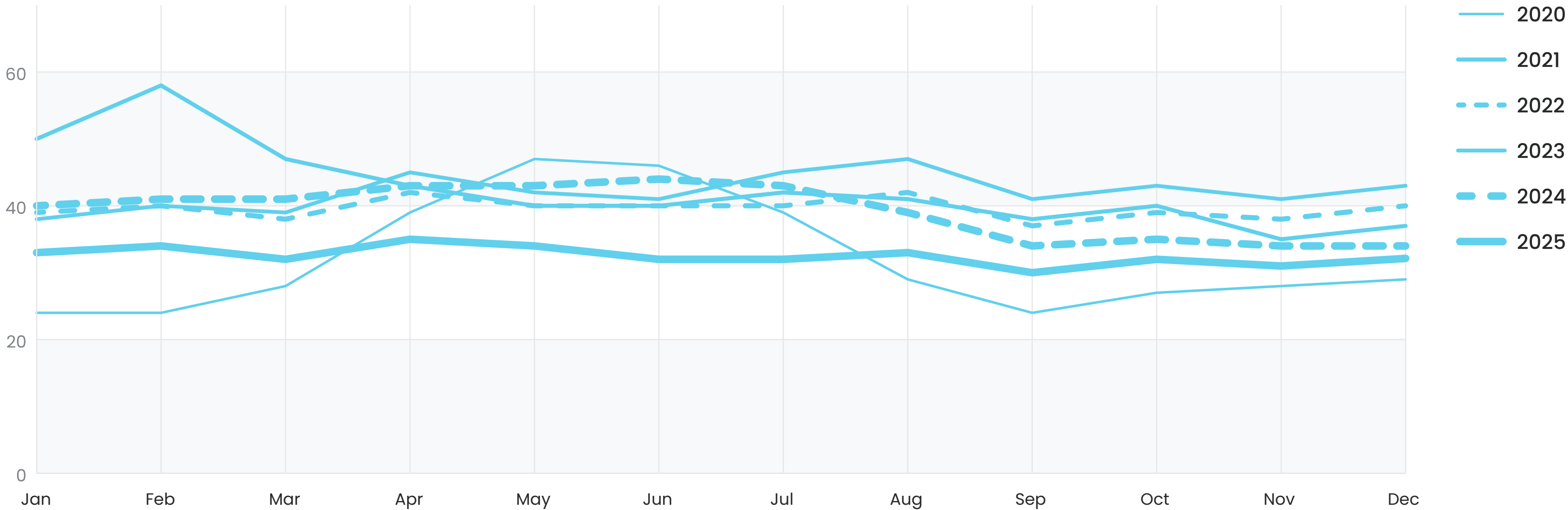
Brazil



Communication

Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	33	34	32	35	34	32	32	33	30	32	31	32	32
2024	40	41	41	43	43	44	43	39	34	35	34	34	39
2023	38	40	39	45	42	41	45	47	41	43	41	43	42
2022	39	40	38	42	40	40	40	42	37	39	38	40	40
2021	50	58	47	43	40	40	42	41	38	40	35	37	43
2020	24	24	28	39	47	46	39	29	24	27	28	29	31

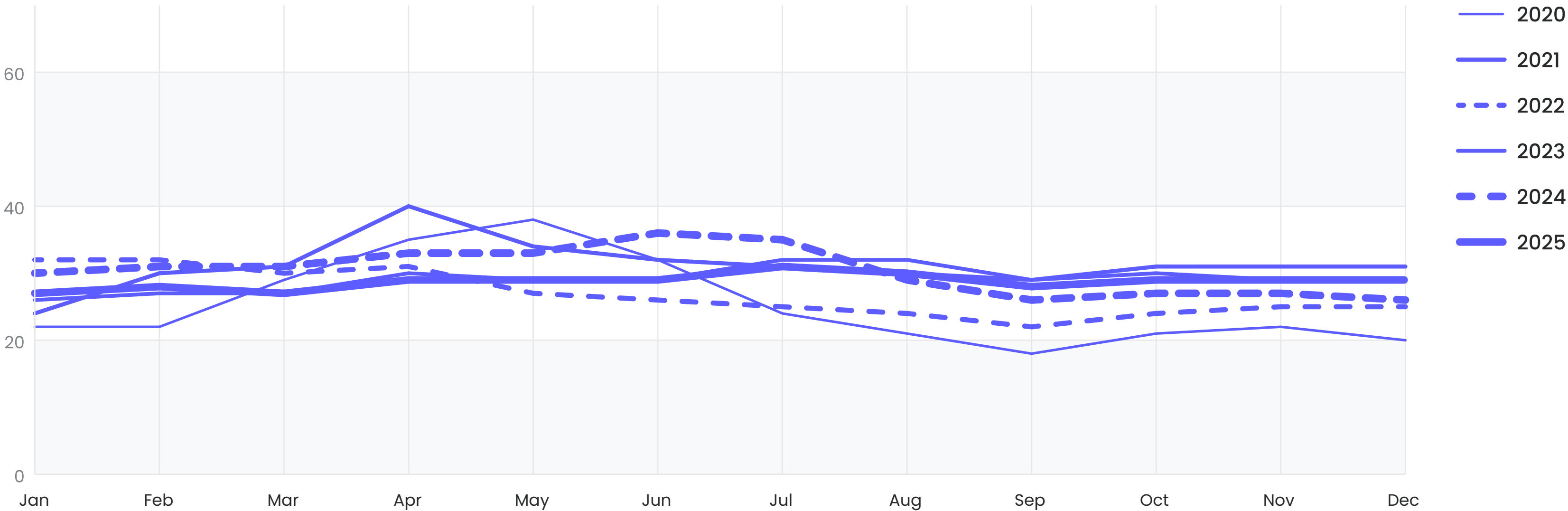




Communication

Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	27	28	27	29	29	29	31	30	28	29	29	29	29
2024	30	31	31	33	33	36	35	29	26	27	27	26	30
2023	26	27	27	30	29	29	32	32	29	30	29	29	29
2022	32	32	30	31	27	26	25	24	22	24	25	25	27
2021	24	30	31	40	34	32	31	30	29	31	31	31	31
2020	22	22	29	35	38	32	24	21	18	21	22	20	25

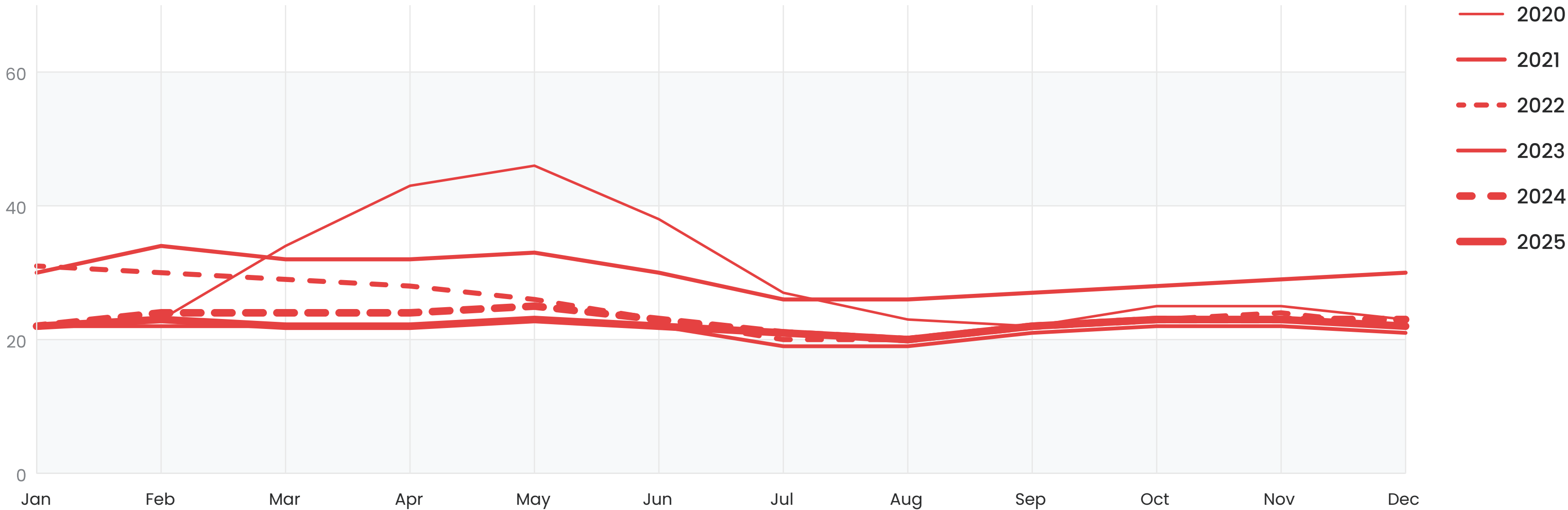


France



Communication Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	22	23	22	22	23	22	21	20	22	23	23	22	22
2024	22	24	24	24	25	23	21	20	22	23	23	23	21
2023	22	22	22	22	23	22	19	19	21	22	22	21	21
2022	31	30	29	28	26	23	20	20	22	23	24	22	24
2021	30	34	32	32	33	30	26	26	27	28	29	30	30
2020	22	23	34	43	46	38	27	23	22	25	25	23	29



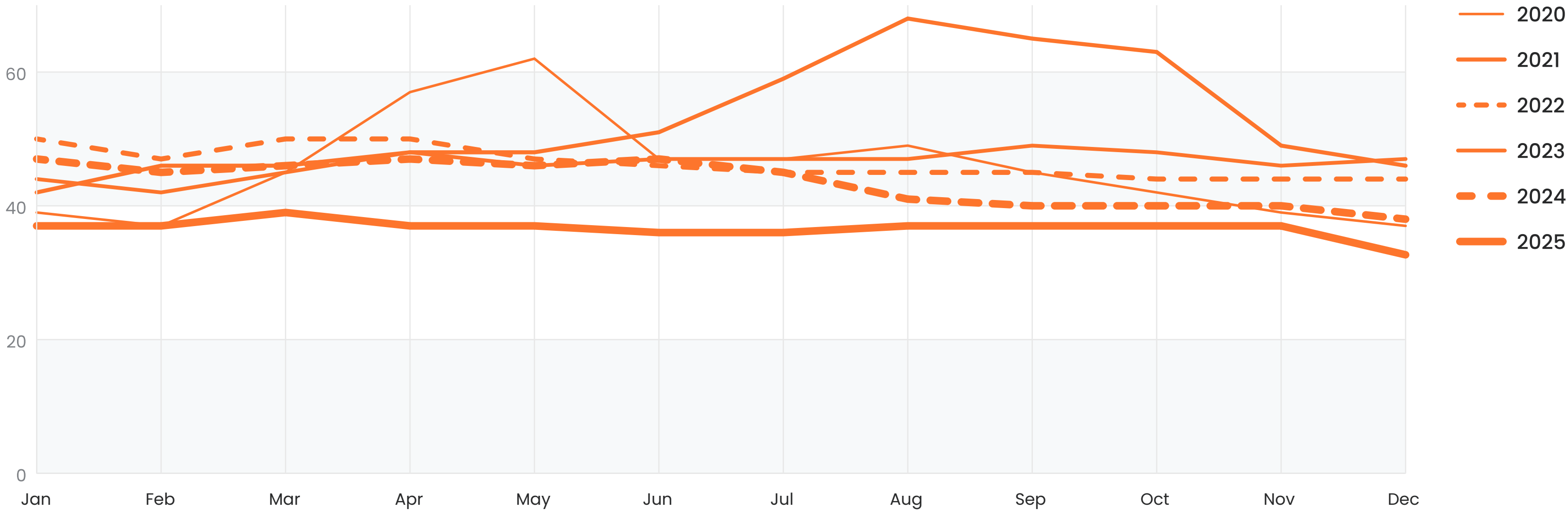
spain



Communication

Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2025	37	37	39	37	37	36	36	37	37	37	37	33	37
2024	47	45	46	47	46	47	45	41	40	40	40	38	43
2023	44	42	45	48	46	47	47	47	49	48	46	47	47
2022	50	47	50	50	47	46	45	45	45	44	44	44	46
2021	42	46	46	48	48	51	59	68	65	63	49	46	54
2020	39	37	45	57	62	47	47	49	45	42	39	37	46





Communication Most blocked communication apps (% of parents): 1–5 ranking

Global	2020 1. Discord 2. WhatsApp 3. Snapchat 4. Messages 5. Zoom	2021 1. Discord 2. WhatsApp 3. Snapchat 4. Skype 5. Zoom	2022 1. Snapchat 2. Discord 3. WhatsApp 4. Skype 5. Messages	2023 1. Snapchat 2. Discord 3. WhatsApp 4. Skype 5. Messages	2024 1. Snapchat 2. Discord 3. WhatsApp 4. Skype 5. Google Duo	2025 1. Snapchat 2. Discord 3. WhatsApp 4. Skype 5. Google Duo
	2020 1. Discord 2. Snapchat 3. Messages 4. Zoom 5. Google Duo	2021 1. Discord 2. Snapchat 3. Messages 4. Skype 5. Zoom	2022 1. Snapchat 2. Discord 3. Skype 4. Messages 5. Google Duo	2023 1. Snapchat 2. Discord 3. Skype 4. Messages 5. Google Duo	2024 1. Snapchat 2. Discord 3. Skype 4. Google Duo 5. WhatsApp	2025 1. Snapchat 2. Discord 3. Skype 4. Google Duo 5. WhatsApp
	2020 1. WhatsApp 2. Discord 3. Snapchat 4. Messages 5. Skype	2021 1. WhatsApp 2. Discord 3. Snapchat 4. Messages 5. Skype	2022 1. WhatsApp 2. Discord 3. Snapchat 4. Messages 5. Skype	2023 1. WhatsApp 2. Discord 3. Snapchat 4. Messages 5. Skype	2024 1. WhatsApp 2. Snapchat 3. Discord 4. Telegram 5. Skype	2025 1. Snapchat 2. Discord 3. WhatsApp 4. Telegram 5. Skype



Communication Most blocked communication apps (% of parents): 1–5 ranking

UK	2020 1. WhatsApp 2. Snapchat 3. Messages 4. Discord 5. Skype	2021 1. WhatsApp 2. Discord 3. Snapchat 4. Skype 5. Messages	2022 1. Snapchat 2. WhatsApp 3. Discord 4. Skype 5. Messages	2023 1. Snapchat 2. Discord 3. WhatsApp 4. Skype 5. Messages	2024 1. Snapchat 2. Discord 3. WhatsApp 4. Skype 5. Messenger	2025 1. Snapchat 2. Discord 3. WhatsApp 4. Skype 5. Google Duo
	2020 1. Snapchat 2. WhatsApp 3. Discord 4. Messages 5. Skype	2021 1. Snapchat 2. WhatsApp 3. Discord 4. Messages 5. Skype	2022 1. Snapchat 2. WhatsApp 3. Discord 4. Messages 5. Skype	2023 1. Snapchat 2. Discord 3. WhatsApp 4. Skype 5. Messages	2024 1. Snapchat 2. Discord 3. WhatsApp 4. Google Duo 5. Telegram	2025 1. Snapchat 2. Discord 3. WhatsApp 4. Google Duo 5. Telegram



Communication Most blocked communication apps (% of parents): 1–5 ranking

Spain	2020 1. WhatsApp 2. Hangouts 3. Snapchat 4. Discord 5. Messages
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Contact us

Researcher or parent with
questions about this report?

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