

Audience Size Comparison

# TikTok vs. YouTube

Summer 2023 Numbers Show YouTube Dwarving TikTok  
Globally, in the U.S., and on Mobile



As the U.S. contemplates a potential TikTok ban, numerous articles have surfaced touting huge TikTok audience numbers.



Multiple reports assert that TikTok is now far larger than YouTube.

Marketers are echoing that idea in everyday conversations.

But is it true? Who's bigger?

**Find out here, starting with Global Audiences.**

## **Earth: 8 Billion Souls on Board**

Source: [U.S. Census Bureau World Population Clock, August 2023](#)



**Earth: 8 Billion People**

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**5.3 Billion People – 66% of Global Citizens – have Internet Access**

*Source: [International Telecommunication Union, September 2022](#)*

***Next Up...How Many of the 5.3 Billion use YouTube and TikTok?***

**Earth: 8 Billion**

With Internet: 5.3 Billion

**You  
Tube**

**2.53 Billion**

Source: YouTube Advertising Resources,  
Unique Active Users, July 2023



**TikTok**

**1.08 Billion**

Source: TikTok Advertising Resources,  
Unique Active Users, July 2023



**48%**  
of the world's  
connected  
population are  
YouTube UAUs\*

**20%**

of the world's  
connected  
population are  
TikTok UAUs\*



\*UAUs: Unique Active Users, which is Monthly Active Users less each Platform's Estimate of Replicated Accounts



**Earth: 8 Billion**

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**With Internet: 5.3 Billion**

**YouTube UAUs\*: 2.53 Billion**

**TikTok UAUs\*: 1.08 Billion**



**Globally, YouTube has 2.3X more UAUs\* than TikTok**

TikTok is banned in India.

YouTube is banned in China.

Both India and China have populations of 1.4B.

*Neither platform is disadvantaged when comparing global audience numbers.*

***Next up...the United States.***

\*UAUs: Unique Active Users, which is Monthly Active Users less each Platform's Estimate of Replicated Accounts

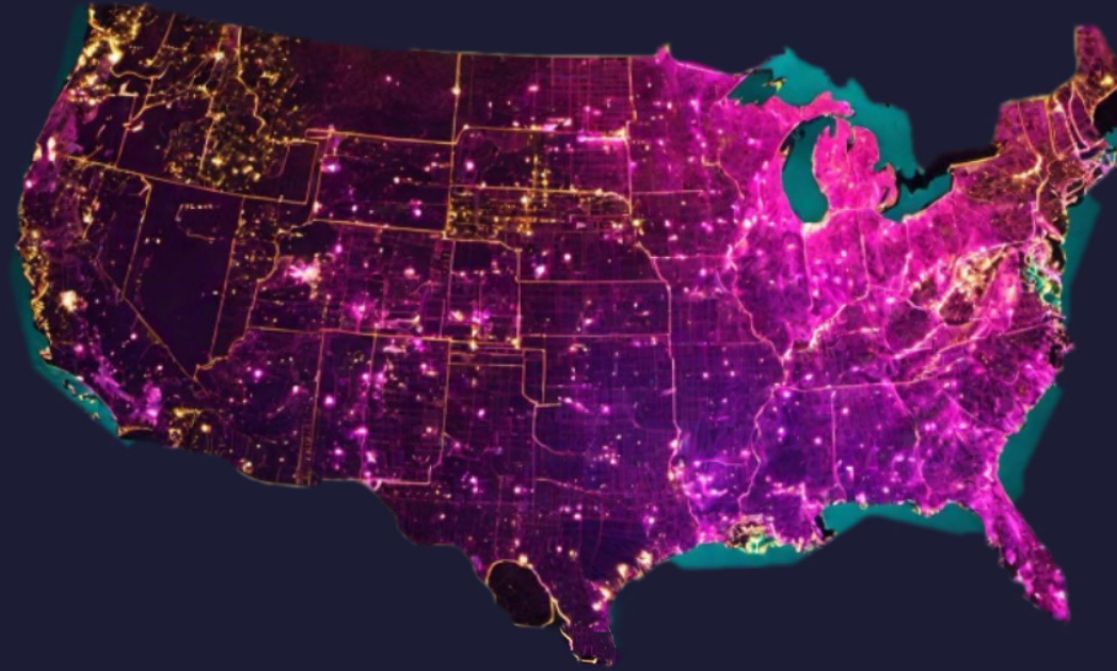
**Earth: 8 Billion**

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**With Internet: 5.3 Billion**

**YouTube UAUs\*: 2.53 Billion**

**TikTok UAUs\*: 1.08 Billion**



**United States Population: 335 Million**

Source: U.S. Census, August 2023

\*UAUs: Unique Active Users, which is Monthly Active Users less each Platform's Estimate of Replicated Accounts

**Earth: 8 Billion**

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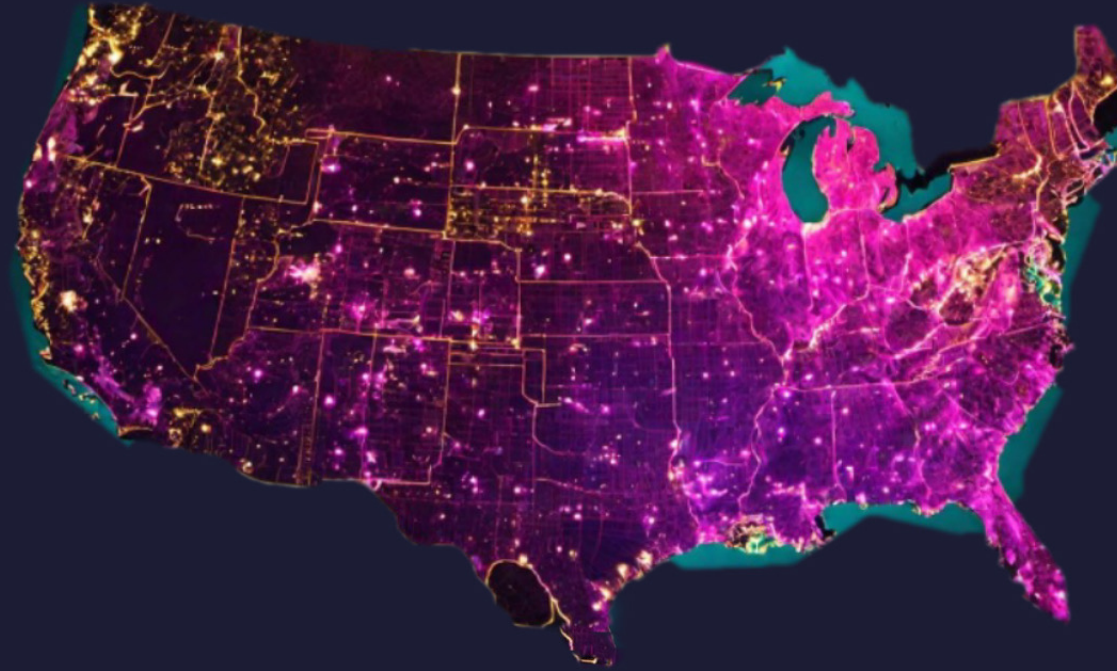
**With Internet: 5.3 Billion**

**YouTube UAUs\*: 2.53 Billion**

**TikTok UAUs\*: 1.08 Billion**

**U.S.: 335 Million**

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**U.S. Internet/Web Users: 319mm (95% of US)**

Source: [Statista Key Market Indicators, 2023](#)



**Earth: 8 Billion**

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With Internet: 5.3 Billion

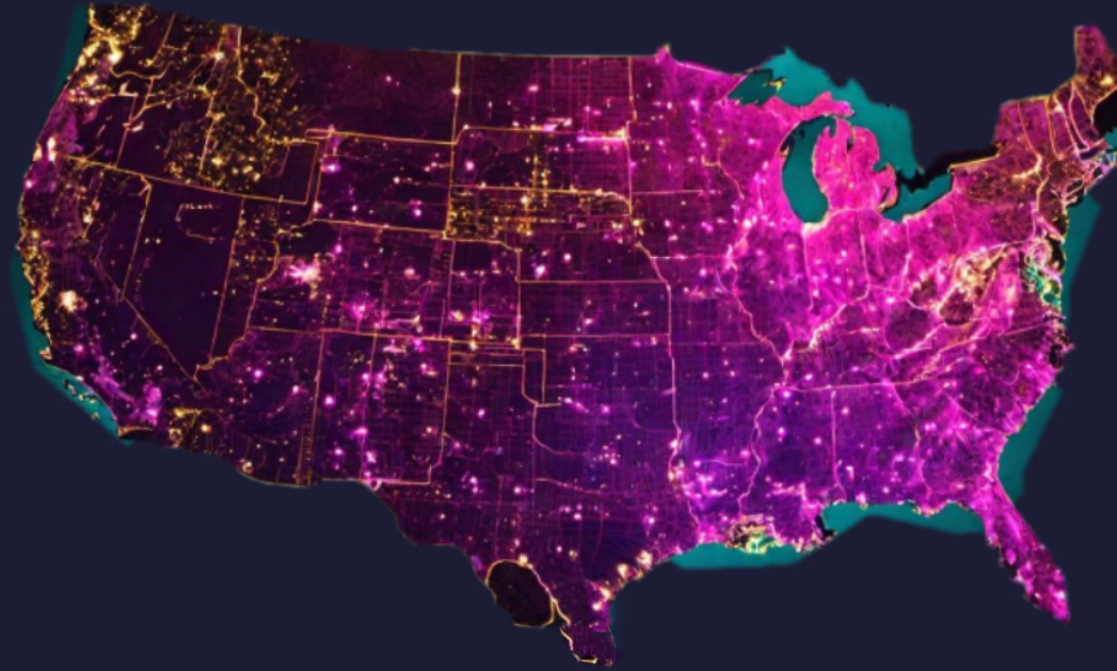
YouTube UAUs\*: 2.53 Billion

TikTok UAUs\*: 1.08 Billion

**U.S.: 335 Million**

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Web Users: 319mm (95%)



**You  
Tube**

**246mm**

Source: [YouTube Advertising Resources, Unique Active Users, July 2023](#)



**TikTok**

**122mm**

Source: [TikTok Advertising Resources, Unique Active Users, July 2023](#)



**77%**  
of the U.S.'s  
connected population  
watches YouTube Monthly.

**38%**  
of the U.S.'s  
connected population  
watches TikTok Monthly.





## Earth: 8 Billion

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With Internet: 5.3 Billion

YouTube UAUs\*: 2.53 Billion

TikTok UAUs\*: 1.08 Billion

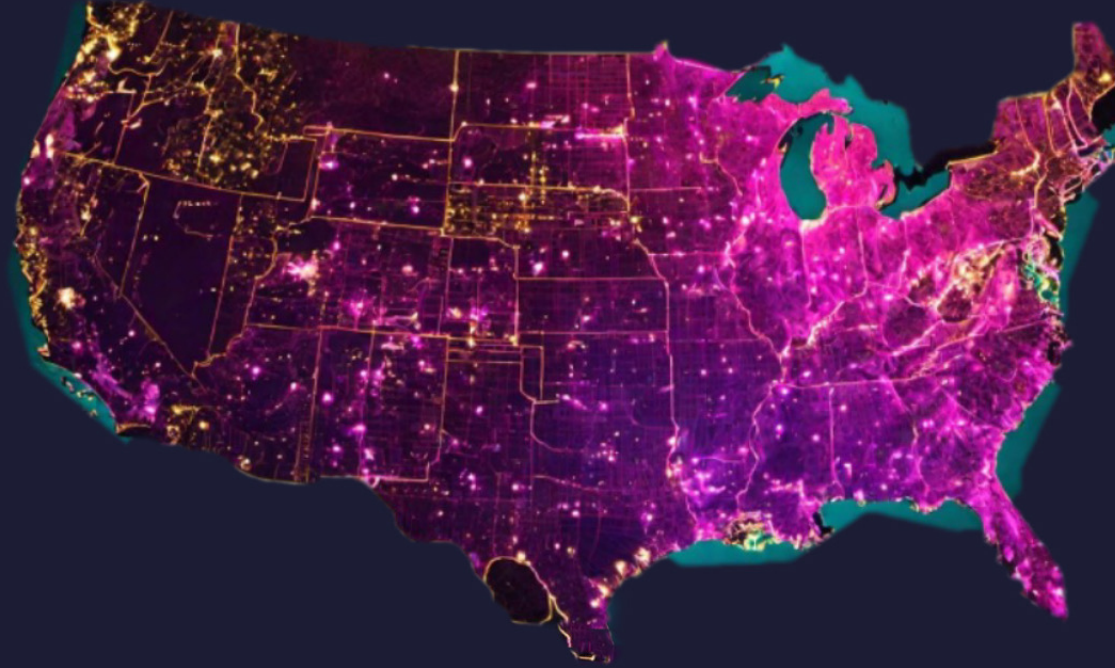
## U.S.: 335 Million

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Web Users: 319mm (95%)

YouTube UAUs: 246mm

TikTok UAUs: 122mm



**In the United States, YouTube has 2X more UAUs than TikTok.**

*Next up...Mobile*



Looking at Mobile alone, plenty of writers have called TikTok the  
**“Most Downloaded App of the Year”**

*There’s an obvious flaw in this statistic,  
but no published piece we’ve found acknowledges it.*

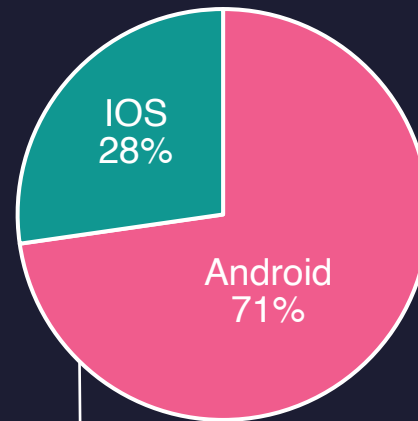


## The Flaw?

YouTube comes pre-installed on Android.  
No need to download it.

*And Android's market share is massive.*

Global Market Shares

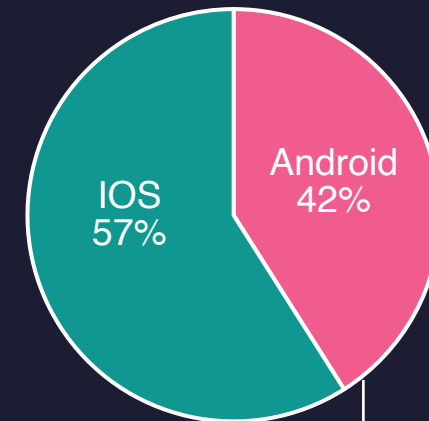


**You  
Tube**

Pre-Installed

On 71 of every 100 phones

U.S. Market Shares



**You  
Tube**

Pre-Installed

On 42 of every 100 phones

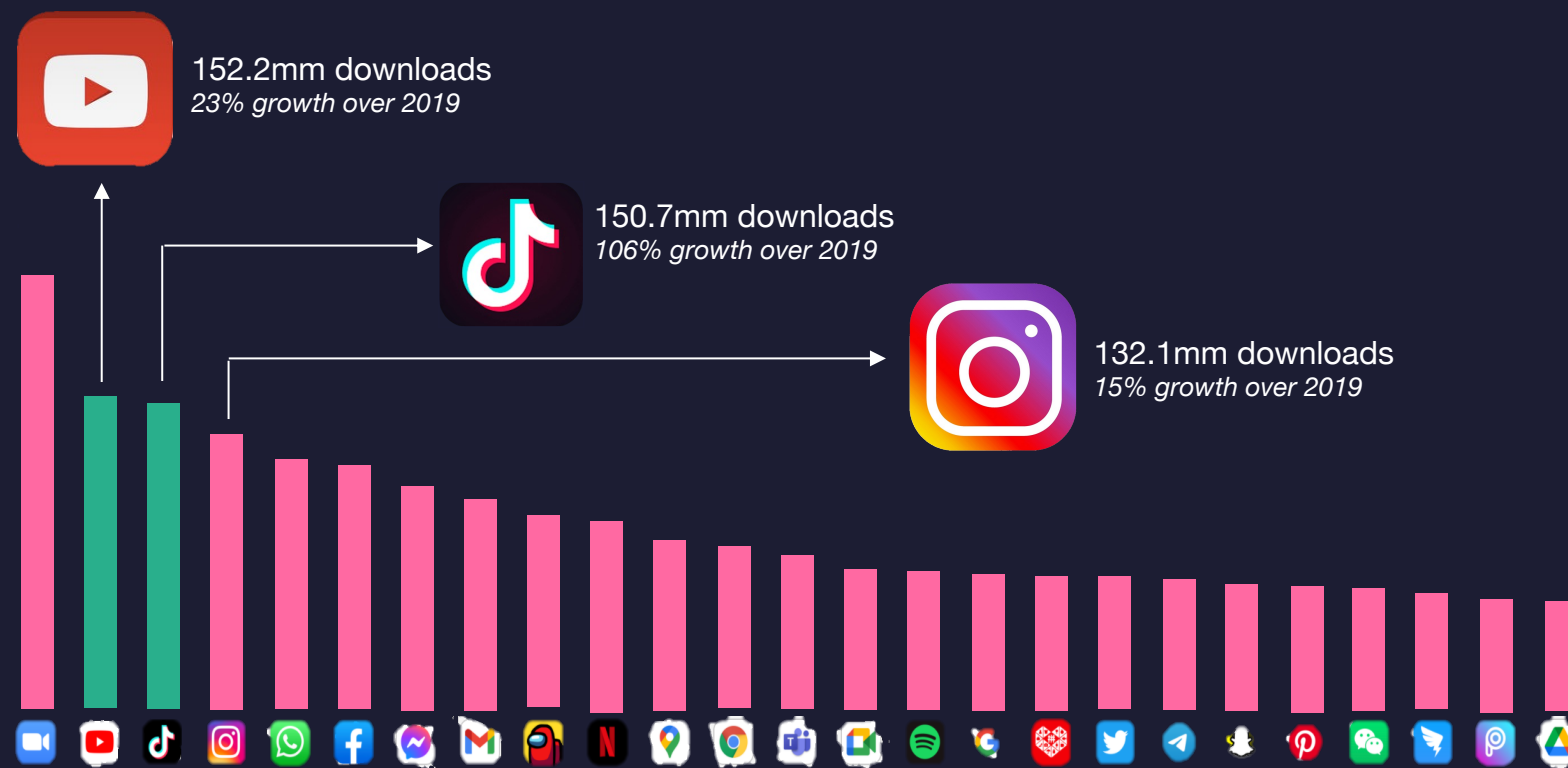
Source: [Statscounter, July 2023](#)

Source: [Statscounter, July 2023](#)



To fairly compare TikTok and YouTube app downloads, only IOS can be considered.

## In 2020,\* TikTok's Biggest Download Year, YouTube Still Had More



Source: SensorTower, 2020 Global App Downloads, IOS only (by subscription only)

\* SensorTower via Statista, Quarterly Global App Downloads over time





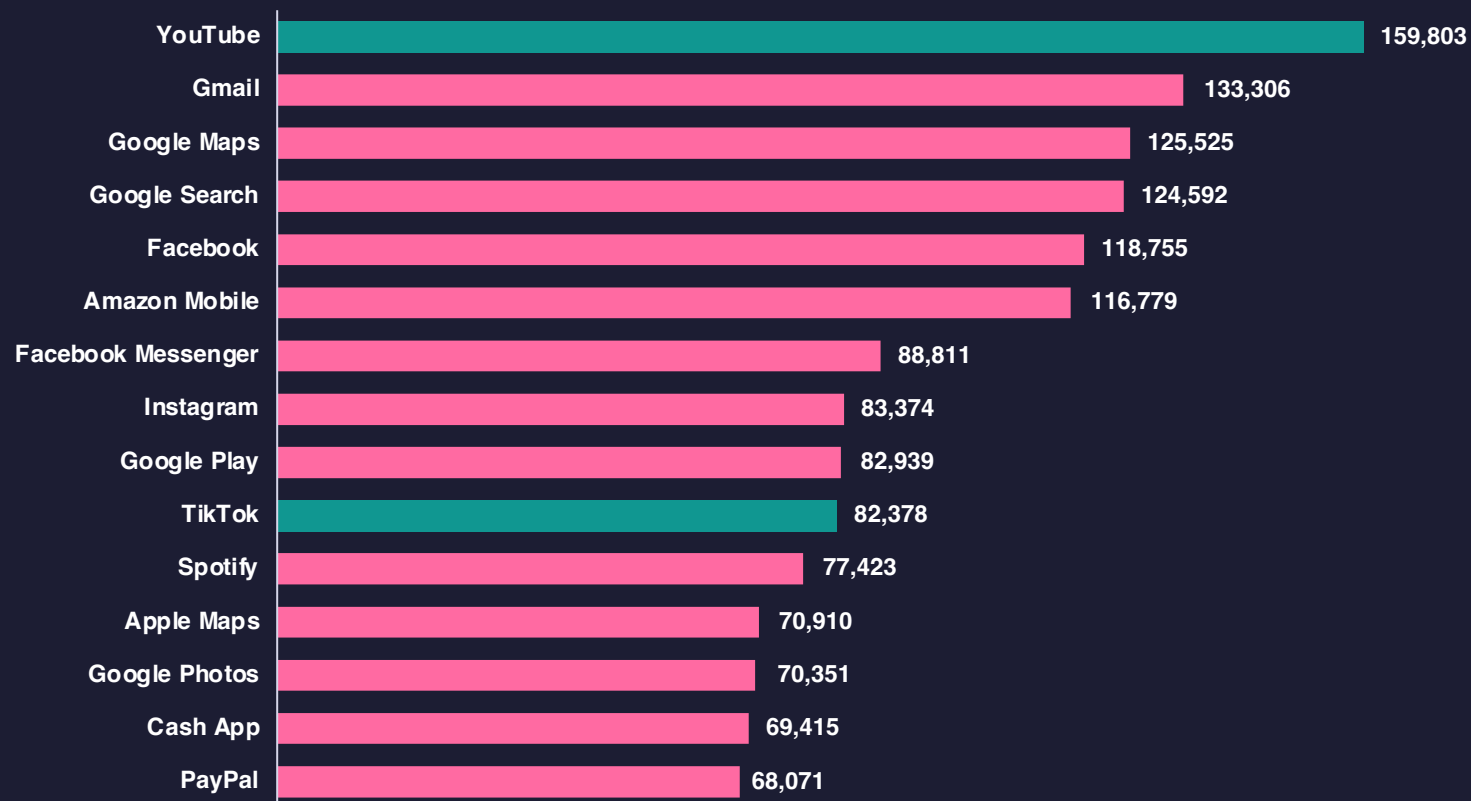
Why count downloads anyway?

***App usage is what's important.***

*Next Up...Unique App Users*



## The Most Heavily Used Mobile Apps in the U.S.



Source: Comscore, U.S., July 2023





## U.S. Smartphone Users: 312mm (93% of US)

Source: Statista Key Market Indicators, 2023

**You  
Tube**

**160mm**

Source: [Comscore, U.S. Mobile App Users, July 2023](#)



**TikTok**

**82mm**

Source: [Comscore, U.S. Mobile App Users, July 2023](#)



**51%**  
of U.S. Smartphone Users  
Watch YouTube's  
Mobile App Monthly.

**26%**  
of U.S. Smartphone Users  
Watch TikTok's  
Mobile App Monthly.







**In Mobile, YouTube has 2X more App Users than TikTok**

*Source: [Comscore, U.S. Mobile App Users, July 2023](#)*

***Next up...Summary***

# Summary



**YouTube has  
2.3X more UAUs  
than TikTok.**

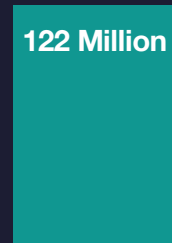


YouTube Global UAUs\*

TikTok Global UAUs\*



**YouTube has  
2X more UAUs  
than TikTok.**

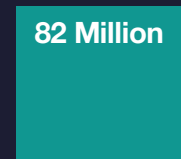


YouTube USA UAUs\*

TikTok USA UAUs\*



**YouTube has  
2X more  
monthly app users  
than TikTok.**



YouTube Mobile App Uniques

TikTok Mobile App Uniques

*\*UAUs: Unique Active Users, which is Monthly Active Users less each Platform's Estimate of Replicated Accounts*

# About Touchstorm & VideoAmigo

## Touchstorm

Touchstorm is the original YouTube Channel Management agency. What we invented in 2007 is now industry standard. Today, Touchstorm provides online video strategy and execution on both TikTok and YouTube for global brands like Toyota, T-Mobile, Gillette, Johnson & Johnson, Grey Goose, Estée Lauder, and more. In addition to paid media, influencer marketing, organic growth, and e-commerce promotion, our big data listening technology turns YouTube's 2.5 billion users into the World's Largest Focus Group, generating invaluable consumer insights for brands. Working in 22 countries globally, Touchstorm supports worldwide operations in 28 languages.

## VideoAmigo

VideoAmigo is a self-serve, all-in-one video data platform. We have replicated YouTube's database and appended it with critical data that both marketers and channel managers need to crack the algorithmic gateways to online content visibility. The platform also reveals topical trends in every category, enables brands to determine what content to make, and tracks performance against closest competition. VideoAmigo unlocks the insights, provides the tools, and creates the access for agencies, media conglomerates, and internal social media teams to grow audiences and earnings on YouTube independently.

[touchstorm.com](https://touchstorm.com) [videoamigo.com](https://videoamigo.com)

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