

Facebook lost 2.8 million U.S. users under 25 in 2017

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Earlier in the week we posted up a story about how Facebook was seeing growth in their 55+ demographics, which unsurprisingly has started to drive the under 25 users away and saw 2.8 million of those users leave the platform in 2017 and it doesn't look like 2018 will be any better. Basically what this comes down to is that as more older people start using a platform (like your grandparents for example) the younger users find somewhere else to go so that Grandma isn't commenting on the same pictures as their friends.

Now the significance of this for Facebook is that advertisers want under 25 users as they've got lots of disposable income and are much more likely to buy their products online. This is actually a big deal for Facebook as if this trend continues they risk becoming the social media site for older people instead of the "hip" social network that they have marketed themselves as being.

[ReCode has more on this story.](#)

Facebook is losing young users even quicker than expected, according to new estimates by eMarketer.

The digital measurement firm predicted last year that Facebook would see a 3.4 percent drop in 12- to 17-year-old users in the U.S. in 2017, the first time it had predicted a drop in usage for any age group on Facebook.

The reality: The number of U.S. Facebook users in the 12- to 17-year-old demographic declined by 9.9 percent in 2017, eMarketer found, or about 1.4 million total users. That's almost three times the decline expected. There were roughly 12.1 million U.S. Facebook users in the 12- to 17-year-old demographic by the end of the year.