



Social Media Statistics of Cambodia: Insights and Trends Now

Social Media Statistics of Cambodia: Insights and Trends Now; Cambodia, a vibrant Southeast Asian nation, has witnessed remarkable growth in digital adoption and social media usage. In this article, we delve into the latest statistics, shedding light on how Cambodians engage with social platforms. Whether you're a marketer, business owner, or simply curious, these insights will inform your strategies.

Population Overview

- As of January 2022, Cambodia's total population stands at 17.06 million.
- Gender distribution: 51.2% female and 48.8% male.
- Urban vs. rural split: 25.1% urban and 74.9% rural.

Internet Penetration and Speed

- 13.44 million Cambodians use the internet, representing 78.8% of the population.
- Average mobile internet speed: 16.51 Mbps (cellular networks).
- Average fixed internet speed: 18.96 Mbps.



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Social Media Landscape

- **Facebook**

- 11.60 million Facebook users in Cambodia (early 2022).
- Reach: 68.0% of the total population.
- Gender split: 44.4% female and 55.6% male.

- **Instagram**

- 2.05 million Instagram users (early 2022).
- 12.0% of the total population.
- Gender distribution: 54.6% female and 45.4% male.

Growth Trends

- From 2020 to 2021, social media users increased by 2.3 million (a 24% growth).
- The number of social media users in 2022 reached 12.60 million, accounting for 73.9% of the population.



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Challenges and Opportunities

- **COVID-19 Impact:** While the pandemic influenced internet adoption, actual figures may surpass reported numbers due to ongoing research limitations.
- **Content Localization:** Crafting content in Khmer (Cambodia's official language) can enhance engagement.
- **E-Commerce Potential:** As digital literacy grows, **e-commerce platforms** can tap into Cambodia's market.

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