**US Instagram User Growth Slows, Promo Revenue Surges**

EMarketer is estimating Instagram's US user growth rate will drop to 6.7% for 2019 -- the first time it has hit single digits -- and will continue the downward trend due to lagging adoption among older adults, but expects the platform's promotional revenue to increase 46.6% from 2019 to 2020.

***eMarketer 1/2/20***

[***https://www.emarketer.com/content/instagram-user-growth-in-the-us-will-drop-to-single-digits-for-the-first-time***](https://www.emarketer.com/content/instagram-user-growth-in-the-us-will-drop-to-single-digits-for-the-first-time)