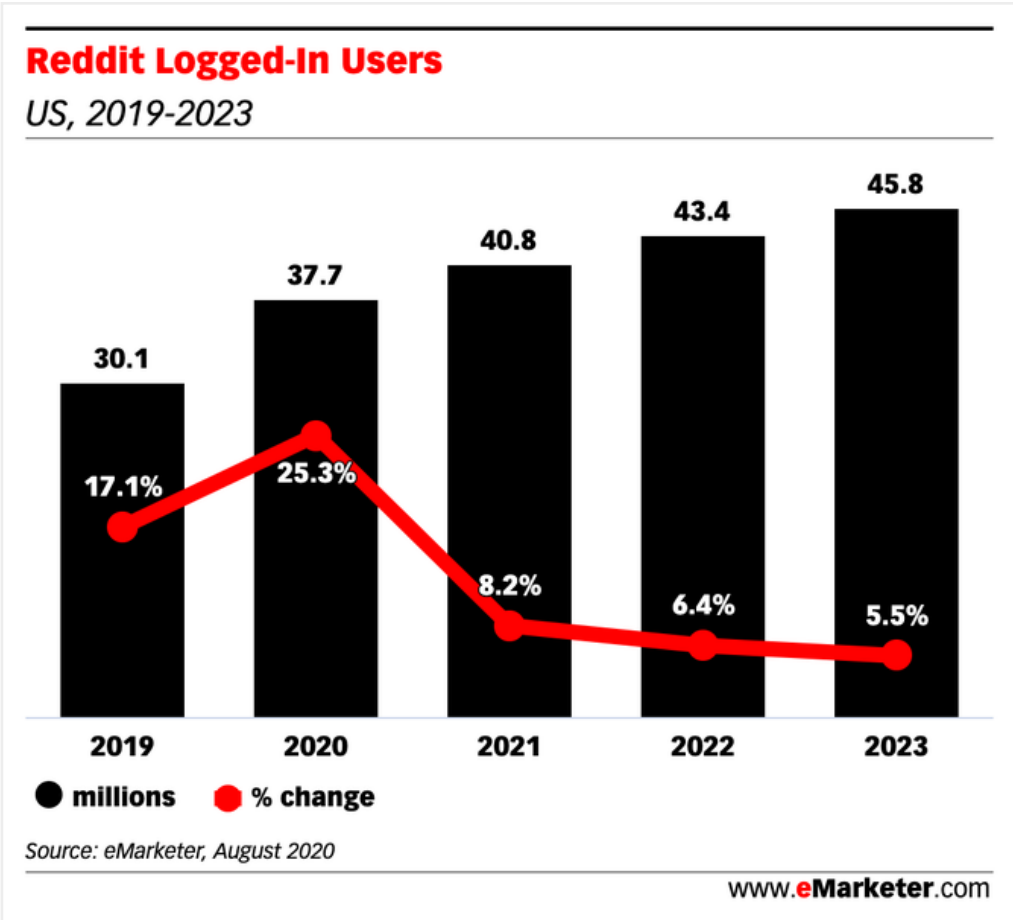


The number of reddit users will increase by 25.3% this year

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eMarketer Editors

This year, the number of US monthly reddit users will grow by over a quarter (25.3%) from last year to reach 37.7 million. This figure only accounts for logged-in users, as reddit's site and app allow for anonymous browsing—so the overall user base in 2020 will likely be significantly higher.



"The higher volume of news in 2020, due to both the pandemic and the fraught election cycle, is the main driver of higher reddit user growth," said Peter Newman, eMarketer senior forecasting analyst at Insider Intelligence.

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