

TikTok hits one billion users

TikTok is the second-fastest social media platform to one billion users, just behind Facebook, after reaching the milestone in just 5.1 years, with Facebook Messenger the only social media app to beat it after accomplishing the feat in just 4.9 years.



Source: © raw pixel [123rf](#)

TikTok joined the elite club of social media applications to reach one billion active users in the second half of 2021.

This is according to data presented by Buyshares.

“TikTok is the social media platform that is generating a lot of buzz in the last couple of years, particularly among the younger generations,” says Robert Pascal, tech editor at Buyshares.

“The app’s popularity is impossible to miss as it has fully permeated mainstream pop-culture, ensuring that the one billion user mark is not the only milestone the platform will break in the near future.”

The next fastest after TikTok is Chinese app WeChat which took a little over seven years to accomplish the feat.

Facebook’s (now known as Meta) other apps such as its main app for Facebook, Instagram and WhatsApp took 7.7 years, 8.5 years and 8.7 years respectively to reach the milestone. Video-sharing platform, YouTube, took a little over eight years

to reach the one billion user mark.

For the last couple of years, TikTok's stature as a social media platform has grown rapidly, and is now a household name.



#YearOnTikTok 2021 unveils in SA

7 Dec 2021



Origins

TikTok's origin starts with an app that started in September 2016 and was popularised in Mainland China known as Douyin. TikTok is the international version of the Chinese app

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