Fact sheet
India

Audience

130M
MAU[1]

63%
Male

36%
Female

Languages

Language		Percentage
English	████████████████	**98%**
Hindi	▌	**4%**
Gujarati	▌	**1%**
Marathi		**0.3%**

Devices

4% iOS

96% Android
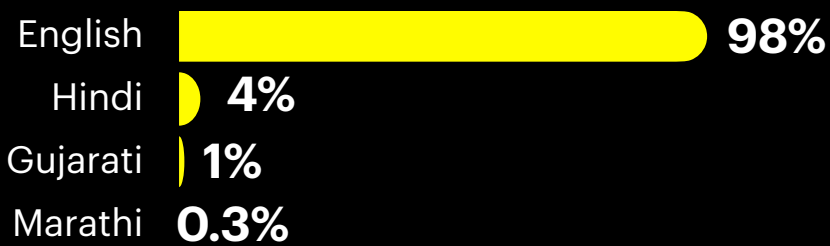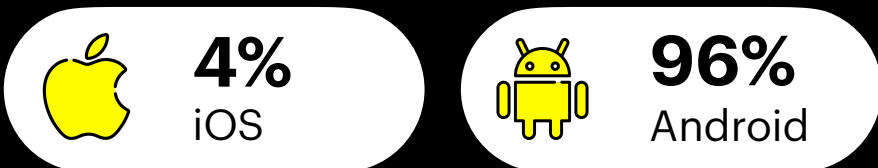
Top Snap Lifestyle Categories

Shoppers

Gamers

Film/TV Fans
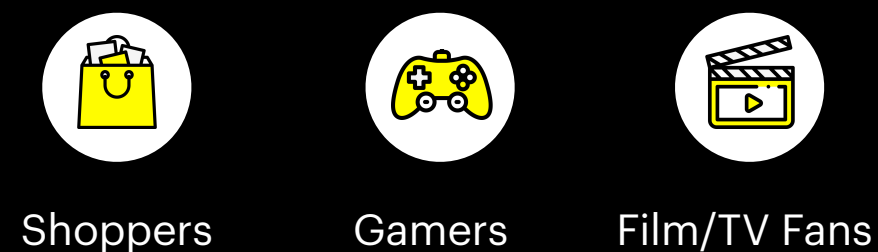
How They're Snapping
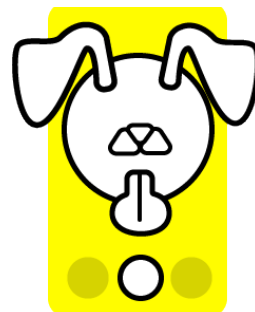
Lenses

3 in 4 share or save **Lenses** on a monthly basis

9 in 10 are in the **Lens Carousel** on a monthly basis

92% Lens Views (Swipes) Organic

80% Lens Shares/Saves Organic

Filters

1 in 5 share or save **Filters** on a monthly basis

2 in 5 are in the **Filter Carousel** on a monthly basis

49% Filter Views (Swipes) Organic

22% Filter Shares/Saves Organic

What They're Consuming (Content)

26% of Audience Watch **Discover Stories**

37% of Audience Watch **User Stories**

[1]Snap Inc. internal data Q1 2022
Snap Inc. Ads Manager Q2 2022