



(2017 AdBlocking Report)

Index of adblock penetration by country and region

Top Ad Markets

Adblock penetration per online capita (in percentage)

Country	Desktop	Mobile	Overall
United States	18%	1%	18%
China	1%	13%	13%
United Kingdom	16%	1%	16%
Japan	3%	-	3%
Germany	29%	1%	29%
Australia	20%	2%	20%
Canada	24%	-	25%
France	11%	1%	11%
Brazil	6%	1%	6%
South Korea	4%	-	4%
Russia	6%	3%	6%

Italy	17%	1%	17%
Netherlands	17%	2%	17%
Spain	19%	-	19%
Mexico	8%	-	9%
Sweden	27%	-	27%
Indonesia	8%	58%	58%
Denmark	25%	2%	25%
India	1%	28%	28%
Argentina	14%	-	14%
Finland	23%	-	23%

Region-wise Ad Markets

Adblock penetration per online capita (in percentage)

Country	Desktop	Mobile	Overall
Asia-Pacific	3%	16%	16%
Central & Eastern Europe	12%	1%	12%
Latin America	7%	1%	7%
Middle East & Africa	2%	2%	2%
North America	18%	1%	18%
Western Europe	20%	1%	20%
Worldwide	7%	11%	11%

All Ad Markets

Adblock penetration per online capita (in percentage)

Country	Desktop	Mobile	Overall
Albania	8%	-	8%
Algeria	5%	-	5%
Andorra	14%	-	14%
Argentina	14%	-	14%
Armenia	5%	-	5%
Aruba	9%	-	9%
Australia	20%	2%	20%
Austria	26%	-	26%
Bahamas	4%	-	4%
Bahrain	4%	-	4%
Bangladesh	2%	-	2%
Barbados	9%	-	9%
Belarus	10%	-	10%
Belgium	12%	-	12%
Belize	4%	-	4%
Bermuda	10%	-	10%
Bolivia	4%	-	4%
Brazil	6%	1%	6%
Bulgaria	21%	-	21%
Cambodia	8%	-	8%
Canada	24%	-	25%
Chile	12%	-	13%

China	1%	13%	13%
Colombia	8%	2%	8%
Costa Rica	6%	-	6%
Croatia	22%	-	22%
Cyprus	15%	-	15%
Czech Republic	10%	-	10%
Denmark	25%	2%	25%
Dom. Rep.	4%	-	4%
Ecuador	9%	-	9%
Egypt	3%	-	5%
El Salvador	4%	-	4%
Estonia	26%	-	26%
Finland	23%	-	23%
France	11%	1%	11%
Georgia	5%	-	5%
Germany	29%	1%	29%
Greece	39%	-	39%
Greenland	7%	-	7%
Guatemala	2%	-	2%
Honduras	4%	-	4%
Hong Kong	10%	2%	10%
Hungary	26%	-	26%
Iceland	27%	-	27%
India	1%	28%	28%
Indonesia	8%	58%	58%
Iraq	8%	-	8%
Ireland	39%	-	39%

Israel	19%	-	19%
Italy	17%	1%	17%
Jamaica	5%	-	5%
Japan	3%	-	3%
Jordan	3%	-	3%
Kazakhstan	3%	-	3%
Kuwait	4%	-	4%
Laos	2%	-	2%
Latvia	17%	-	17%
Lebanon	2%	-	2%
Libya	2%	-	2%
Lithuania	21%	-	21%
Luxembourg	15%	-	15%
Malaysia	5%	8%	8%
Malta	17%	-	17%
Mexico	8%	-	8%
Moldova	7%	-	7%
Mongolia	3%	-	3%
Montenegro	8%	-	8%
Morocco	2%	-	2%
Myanmmar	2%	-	2%
Namibia	3%	-	3%
Nepal	2%	-	2%
Netherlands	17%	-	17%
New Zealand	24%	1%	24%
Nicaragua	4%	-	4%
Nigeria	-	2%	2%

Oman	2%	-	2%
Pakistan	2%	32%	32%
Panama	5%	-	5%
Paraguay	2%	-	2%
Peru	10%	-	10%
Philippines	7%	3%	7%
Poland	33%	-	33%
Portugal	21%	-	21%
Puerto Rico	5%	-	5%
Qatar	6%	-	6%
Romania	21%	-	21%
Russia	6%	3%	6%
Saudi Arabia	6%	21%	21%
Serbia	17%	-	17%
Singapore	29%	9%	29%
Slovakia	9%	-	9%
Slovenia	23%	-	23%
Somalia	2%	-	2%
South Africa	2%	2%	2%
South Korea	4%	-	4%
Spain	19%	-	19%
Sri Lanka	2%	-	2%
Sweden	27%	-	27%
Switzerland	18%	-	18%
Thailand	6%	1%	6%
Tunisia	2%	-	2%
Turkey	7%	-	7%

Ukraine	13%	-	13%
United Arab Emirates	7%	14%	14%
United Kingdom	16%	1%	16%
United States	18%	1%	18%
Uruguay	11%	-	11%
Venezuela	3%	-	3%
Vietnam	4%	2%	4%



Sources -

<http://www.internetlivestats.com/internet-users-by-country/>

<http://www.emarketer.com>