Threads overtakes X on mobile, but still lags far behind

After launching almost three years ago, Meta's Threads is now reportedly attracting more daily mobile users than rival platform X. According to Similarweb data shared by *TechCrunch*, Threads has 141.5 million daily active iOS and Android global app users as of January 7th, compared to 125 million users for Elon Musk's mobile platform.

Similarweb reports that Threads actually overtook X sometime between late October and early November after a consistent period of growth, meaning this milestone wasn't suddenly achieved in reaction to recent Grok-related controversies. X still has more mobile users than Threads in the US, according to Similarweb, but notes that Threads is catching up, and that X has half as many daily active mobile users in the US now as it did last year.

Web traffic is another story, however. As of January 13th, X was attracting 145.4 million daily web visitors, compared to just 8.5 million on Threads. Meta may have won the mobile battle, according to these new estimates, but with only 150 million daily users combined, it has an uphill struggle to catch up with X's more than 270 million.

https://www.theverge.com/news/864099/threads-overtakes-x-daily-mobile-ios-android-users