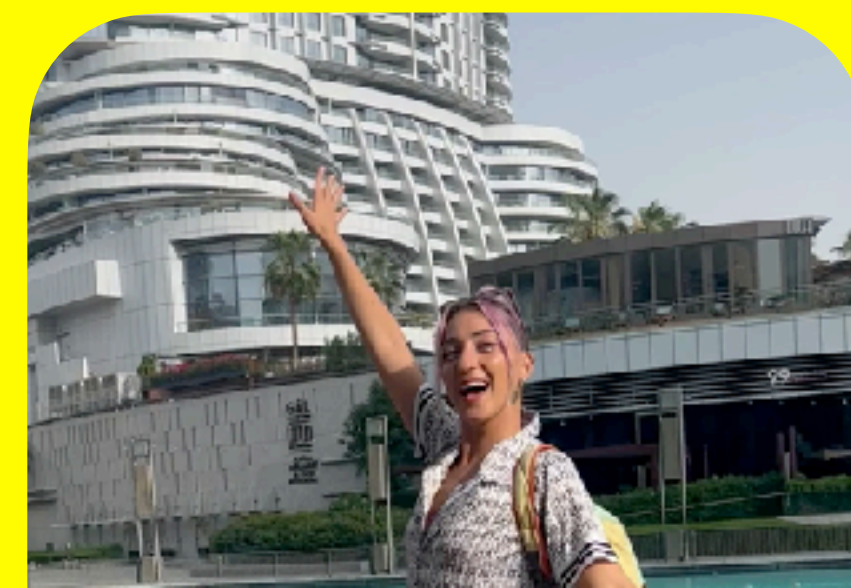
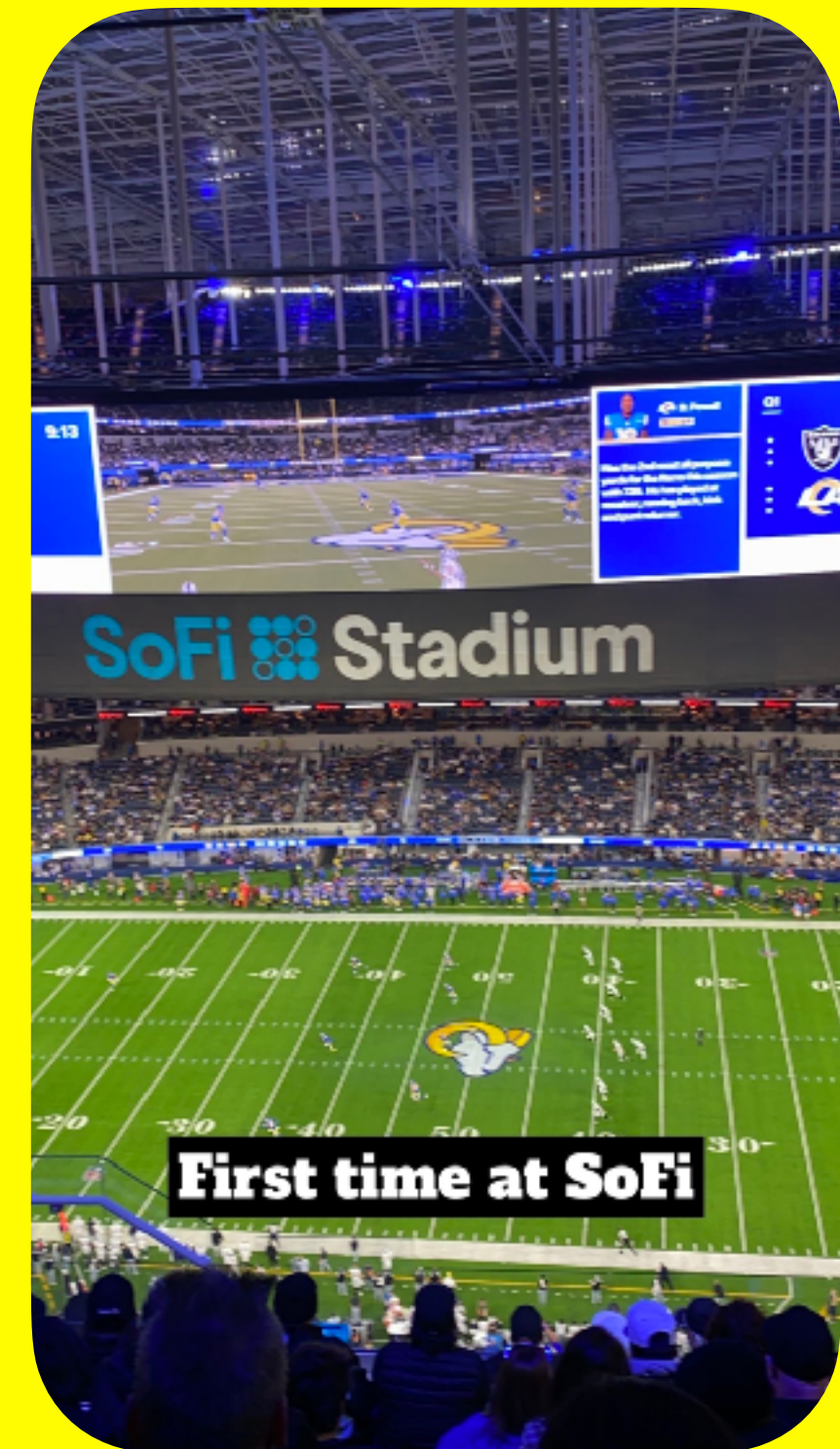




2022 in a Snap

The biggest AR Lenses, moments, and trends that defined this year





A Year For Living in the Moment

In 2022, Snapchatters around the world connected with their closest friends and family and shared their passions for travel, food, fashion, entertainment, and sports.

In celebration of all the ways our community used Snapchat, here's a deep dive into the trends, habits, and interests that became more popular than ever.

Join us as we reveal the year's most viral AR Lenses, the moments that mattered most to Snapchatters, and the topics that got Snapchatters talking.

Viral AR Lenses

AR Lenses inspired Snapchatters with endless ways to express themselves. Cheers to the top AR Lenses that enhanced the year!

Crying



AR Lens of the Year:

The Crying Lens has been viewed more than **9.7 billion times** since launch.¹



Popular Lenses in 2022 include:²

Einstein



Cute Anime



Cartoon Kid



Shook



¹ Snap Inc. internal data May 01 - November 30, 2022.
² Snap Inc. internal data as of December 8, 2022.



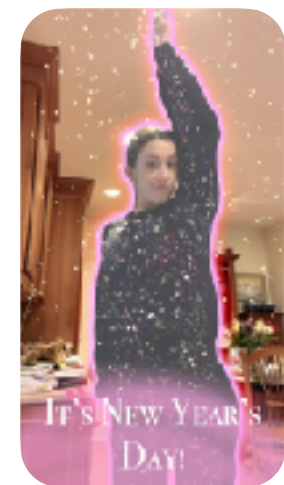
The Top Engagement Days

From experiencing everyday joys to celebrating major occasions, Snapchatters turned to the app to share their favorite moments all year long.¹

The biggest moment on Snapchat is...
New Year's Eve²



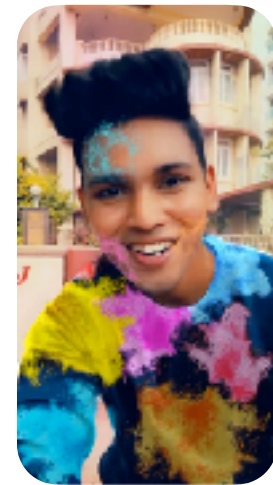
Jan 1
New Year's Day



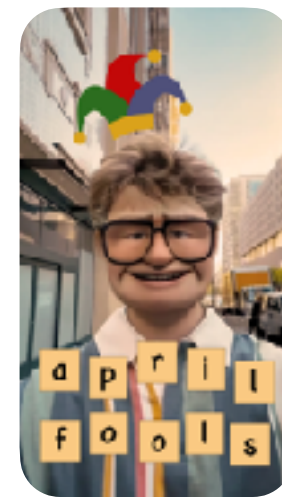
Feb 2
Angel Date



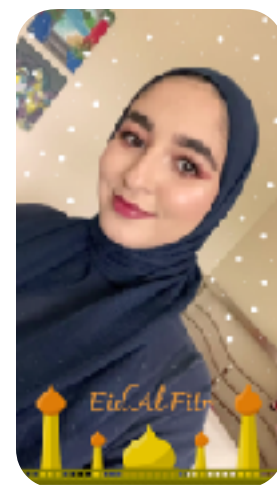
Mar 18
Holi



Apr 1
April Fools Day



May 1
Eid Al Fitr



Jun 21
Summer Solstice



Jul 30
International Friendship Day



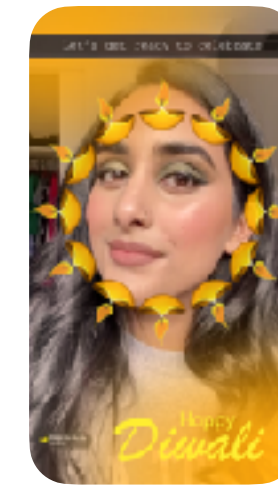
Aug/Sept
Start of the School Year



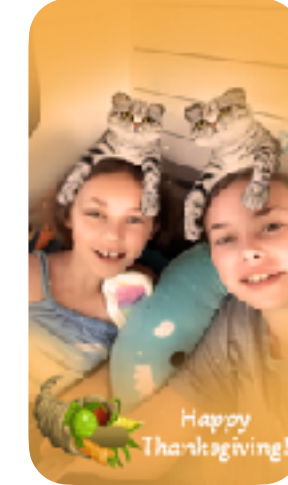
Sept 23
Australian Football League Grand Final



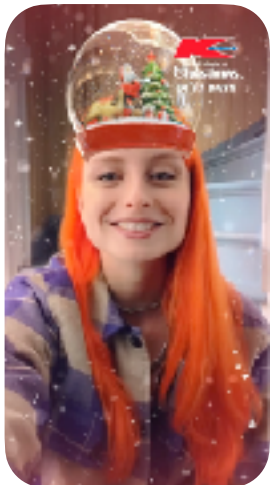
Oct 22
Diwali



Nov 24
Thanksgiving



Dec 25
Christmas



Jan

Dec

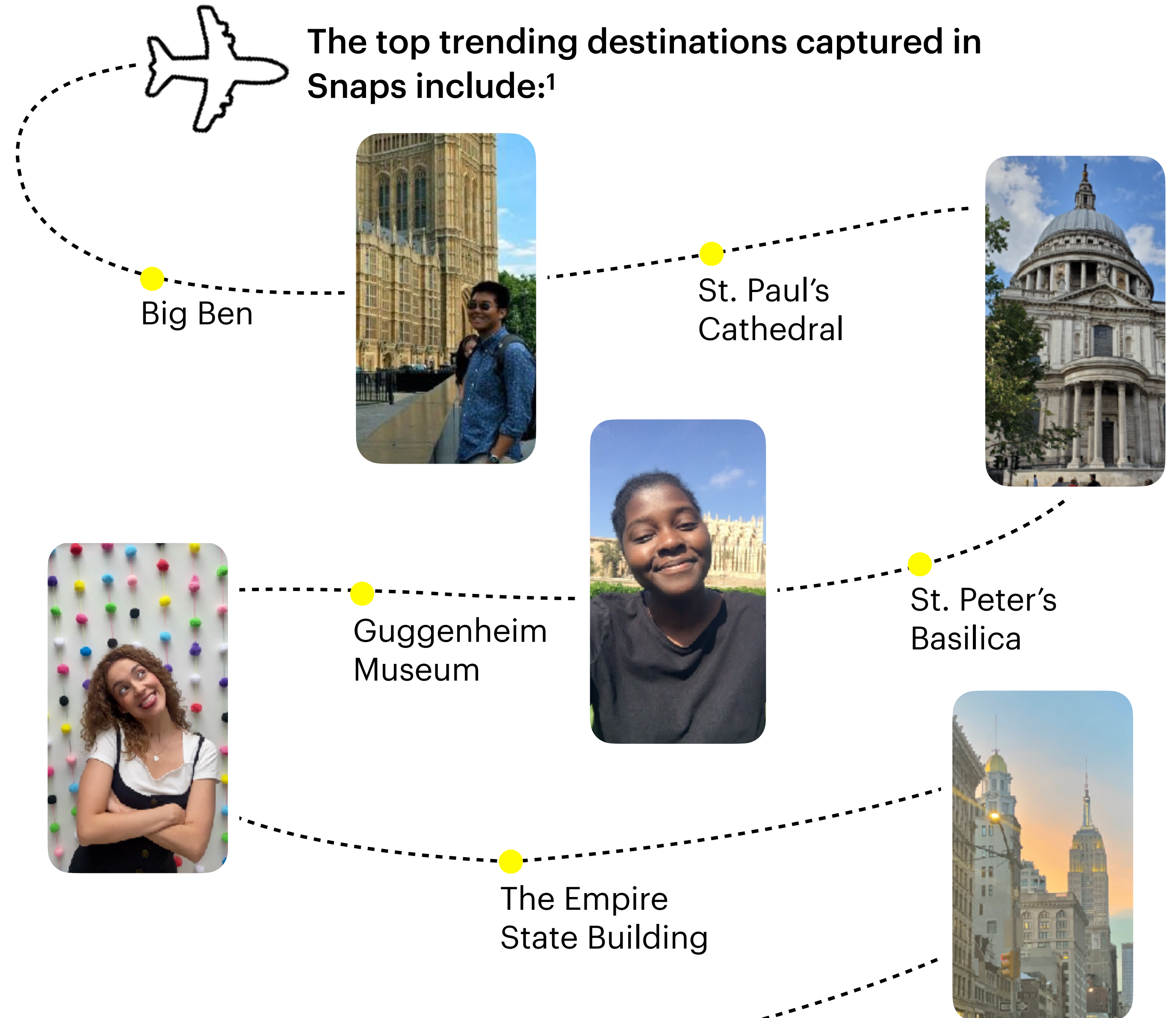
¹ Snap Inc. internal data Q4 2021 - Q3 2022. Included is a list of some of the top Engagement Days based on number of app opens.
² Snap Inc. internal data Q4 2021 - Q3 2022.



How Snapchatters did... **Travel** in 2022

Tourism was on the rise for Snapchatters this year, as they took in the sights of cities around the world.

The #1 tagged location was...
King Abdulaziz Airport in Saudi Arabia.²



¹ Snap Inc. internal data May 01 2021 - June 22 2022.
² Snap Inc. internal data as of December 8, 2022.

How Snapchatters did....

Food in 2022



The top trending foods captured in Snaps were... **Ketchup and Sriracha.**²

It's a battle of salty vs. sweet for the most popular food of the year.

Top trending food & drinks captured in Snaps include:¹

The top fast casual restaurants checked into were... **McDonald's, Starbucks, and Subway.**³



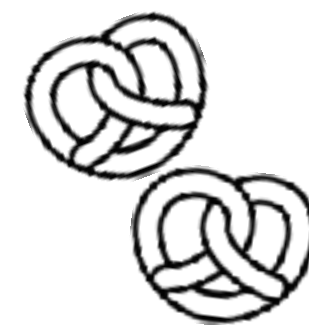
Citrus Fruits

- Kumquats
- Apricots
- Lemons



Asian Cuisine

- Samosas
- Spring Rolls
- Sashimi
- Fried Rice



Salty Snacks

- Cheetos
- Tortilla Chips
- Olives



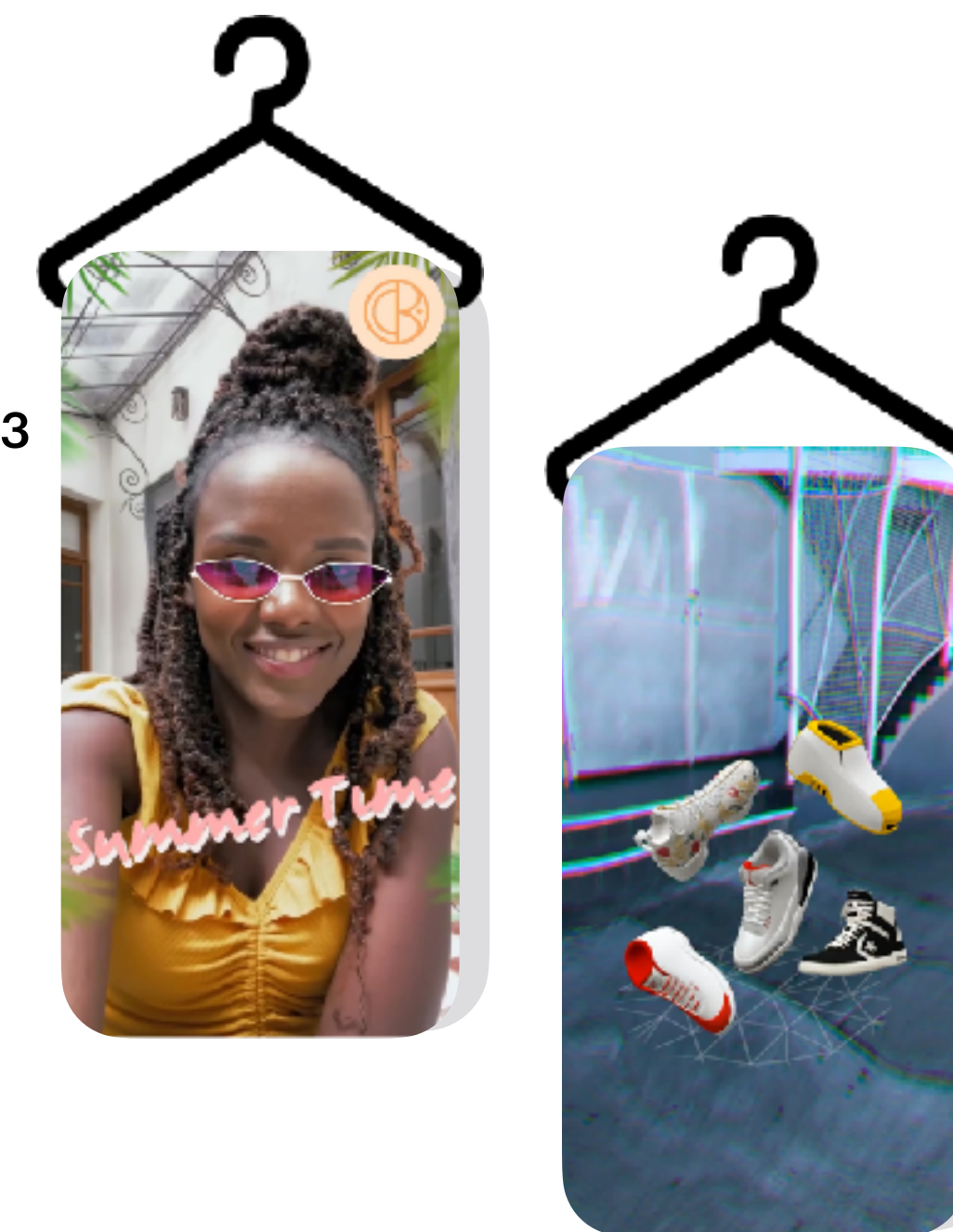
Sports and Energy Drinks

- Gatorade
- Red Bull



How Snapchatters did.... **Fashion** in 2022

Shopping is now the #1 reason for using AR,¹ especially for seeing how products would match their lives and spaces.



The top items tried via Lenses include:³

- Sunglasses
- Sneakers
- Eyeliner and Lipstick
- Dresses
- Back to School Furniture



The top items that grew in popularity for apparel include:⁴

- Swimsuits
- Jumpsuits
- Kimonos
- Raincoats

Style Alert:
Snapchatters used Lenses to try on shoes **104 million times.**²

¹ 2022 Ipsos Global Augmentality Shift Study commissioned by Snap Inc. | Base Global Consumers: Smartphones users n=24,758 | Q. Below are some reasons others have given for using AR. Please choose the main reason(s) you use / would use AR. (NET: 'To find out additional information about specific products or services', 'To make shopping experiences easier', 'To ask friends / family for their opinions on what to buy').

² Snap Inc. internal data as of December 8 2022. AR try ons based on number of Lens swipes.
³ Snap Inc. internal data as of December 8 2022. Lens try ons is based on the number of Lens swipes.

⁴ Snap Inc. internal data May 01 2021 - June 22 2022.

How Snapchatters did....

Entertainment in 2022

The most popular songs:¹

- "Happy Birthday" by Vitamin A
- "El Haraka De" by Ahmed Helmy
- "Like Me Better" by Lauv
- "Yummy" by Justin Bieber
- "Heat Waves" by Glass Animals

The most popular movies:³

- *Doctor Strange in the Multiverse of Madness*
- *Hotel Transylvania: Transformania*
- *Minions: The Rise of Gru*
- *Thor: Love and Thunder*
- *Hocus Pocus 2*

The most popular TV shows:⁴

- *Cobra Kai*
- *Euphoria*
- *Love Island*
- *Stranger Things*
- *House of the Dragon*

The number of Snap Stories with music grew more than **3x in 2022.**²

1 Snap Inc. internal data January 1 2022 - November 12 2022.
2 Snap Inc. internal data as of November 2022.
3 Snap Inc. internal data as of November 2022.
4 Snap Inc. internal data as of November 2022.

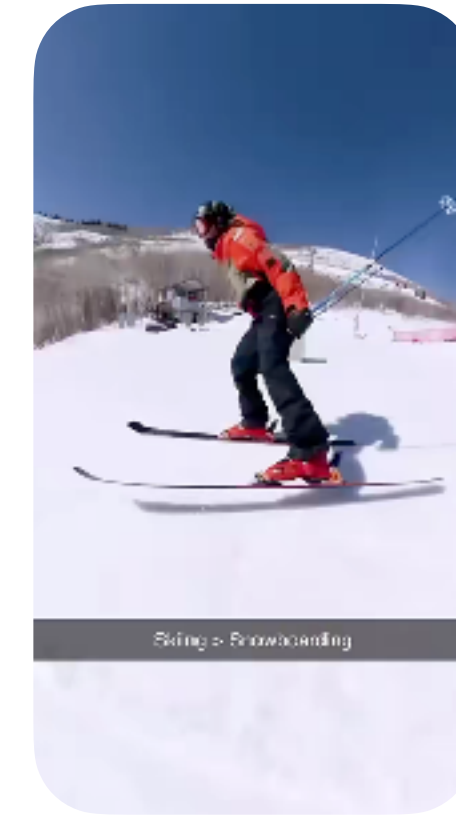


How Snapchatters did....

Sports in 2022

Individual sports dominated the fastest growing sports captured in Snaps:²

- Cross country skiing
- Snowshoeing
- Mixed martial arts
- Ski jumping
- Mountaineering



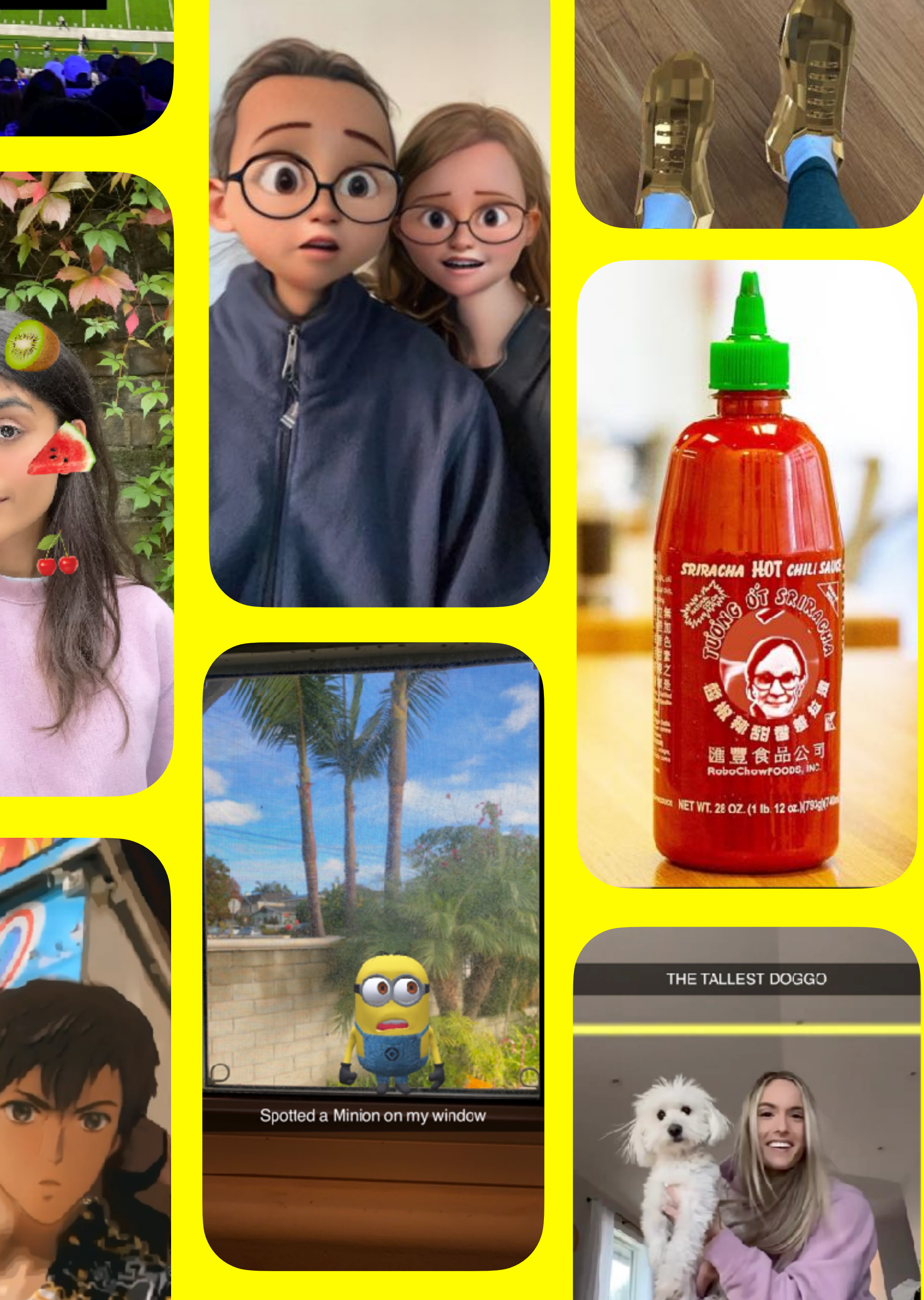
Sports were one of the fastest growing categories Snapchatters captured in their Snaps in 2022.¹

In the US, the #1 tagged sports venue was...
Fenway Park.⁴



Engagement spiked for the biggest sporting events mentioned on Snapchat:³

- Super Bowl LVI
- World Cup
- March Madness
- The Masters
- The Grand Prix
- NFL Playoffs



See your own **Year End Story** on Snapchat