

Adobe Global Emoji Trend Report 2021 Key Findings

Adobe surveyed 7,000 global emoji users in the US, UK, Germany, France, Japan, Australia and South Korea to explore the impact of emoji on digital communication and how it connects millions of people around the world. Key survey findings include:

Emoji bring joy, create understanding of one another and positively impact mental health.

- Global emoji users' top five favorite emoji are 😂 (#1), 👍 (#2), ❤️ (#3), 😞 (#4), 😬 (#5).
- Love (#1), happiness (#2), sadness (#3), anger (#4) and surprise (#5) are the top five emotions users express through emoji.
- Global emoji users' top three favorite emoji pairings are 🤔😂 (#1), 😞❤️ (#2), 😂❤️ (#3).
- The majority of emoji users leverage emoji to lighten the mood of a conversation (91%) and show support to people (83%).
- More than half of global emoji users agree that using emoji in communications has positively impacted their mental health (55%).
- 88% of global emoji users are more likely to feel empathetic toward someone if they use an emoji.
- 67% of global emoji users think that people who use emoji are friendlier, funnier and cooler than those who don't.
- 86% of global emoji users like that it takes only a few emoji to share their thoughts and ideas.
- Global emoji users include emoji in their messaging nearly half of the time (46%) and use emoji exclusively in their messaging a quarter of the time (25%).
 - Gen Z'ers include emoji in text or online messaging half of the time (53%) and exclusively use emoji in text or online messaging a third of the time (32%).

Emoji help us express our emotions and make us feel more connected to others.

- The majority of global emoji users agree that emoji make it easier for them to express themselves (90%) and communicate across language barriers (89%).
- 74% of global emoji users agree they feel more connected to people who use emoji.
- 66% of global emoji users are more comfortable expressing emotions through emoji than text-only conversations.
- More than half of global emoji users are more comfortable expressing emotions through emoji than phone conversations (55%) and in-person conversations (51%).
- Emotional/Feeling (#1), Relationship (#2), Food/Drink (#3), Animal/Nature (#4) and Object (#5) are the top five categories of emoji that global users would like to see expanded.

People interpret emoji differently, but they all agree emoji etiquette is important.

- 75% of global emoji users feel confident that they are up to date on the meaning of the latest emoji.
- The top three most misunderstood emoji globally are 🍆 (#1), 🍑 (#2) and 🤪 (#3).
- 63% of Gen Z'ers agree they use emoji differently than their intended meaning.
- More than half of global emoji users have received the wrong emoji from someone (52%), while a third have sent an emoji they later regretted sending (33%).
- 76% of global emoji users say you should only use emoji you fully understand the meaning of in conversations.
- 75% of global emoji users say it is ok to send an emoji as a quick response, instead of words, but overuse of emoji is annoying in conversation (67%).
- The top three make it or break it emoji when it comes to flirting or dating:
 - 😏 (#1), 😊 (#2), 😬 (#3) make you more likable.

- 🍆 (#1), 🍑 (#2), 😊 (#3) make you less likable.

Emoji use at work brings big benefits for talent retention, collaboration, and communication.

- 69% of global emoji users say they use emoji at work.
- The majority of emoji users like when people use emoji at work (66%) and feel they positively impact likability (71%) and credibility (62%).
- 👍 (#1), 🤝 (#2), and 🙌 (#3) are the most effective emoji at motivating users at work.
- Emoji use at work boosts creativity (50%) and makes people feel more connected (62%) and more receptive to new tasks when emoji are used in the ask (51%).
- Using emoji at work helps users quickly share ideas (73%), makes team decision-making more efficient (63%) and reduces the need for meetings/calls (51%).
- More than half of Gen Z'ers would be more satisfied at their job if their team, boss, or supervisor used more emoji in workplace communications (51%).
- 66% of global emoji users say using emoji at work makes positive news or feedback more sincere.

Emoji users want brands to communicate with them using emoji.

- The majority of global emoji users say they are likely to open email or push notifications that contain emoji (60%), especially if that emoji is their favorite (63%).
 - Gen Z'ers (70%) and Millennials (63%) say they are likely to open an email or push notification with an emoji in the subject line.
- Nearly half of global emoji users are more likely to respond to a message if it contains an emoji (47%).
- Half of global emoji users find brands more relatable when they use emoji in online marketing (51%), and are more likely to like, comment or share posts from brands on social media if they include emoji (50%).
- Nearly half of global emoji users are more likely to follow brands on social media if they use emoji (46%).
- 42% of global emoji users are more likely to purchase products that are advertised using emoji.
- The top three products global emoji users are willing to purchase with an emoji include takeout meals (#1), clothing (#2) and streaming services (#3).
- Nearly half (49%) of global Gen Z'ers say they prefer customer support teams use emoji in chat or email with them.

The future of emoji is promising and has the power to spark positive change.

- 76% of global emoji users agree that emoji are an important communication tool for creating unity, respect and understanding of one another.
- 70% of emoji users agree that inclusive emoji can help spark positive conversations about important cultural and societal issues.
- The majority of global emoji users agree that emoji will be better developed and more progressive in the next five years (59%).

Additional Study Findings

Gen Z are emoji savvy and use emoji in unique ways for self-expression.

- Gen Z'ers top five favorite emoji are 😂 (#1), ❤️ (#2), 😞 (#3), 🤔 (#4), 😊 (#5).
- Gen Z'ers include emoji in text or online messaging half of the time (53%) and exclusively use emoji in text or online messaging a third of the time (32%).
- 63% of Gen Z'ers agree they use emoji differently than their intended meaning.

- 93% of Gen Z'ers feel confident that they are up to date on the meaning of the latest emoji.
- Gen Z'ers are significantly more likely to say they've sent an emoji they later regretted sending (50% Gen Z'ers vs. 42% Millennials, 30% Gen X'ers, 19% Boomers).
- 77% of Gen Z'ers agree that inclusive emoji can help spark positive conversations about important cultural and societal issues.
- Gen Z'ers are significantly more likely to use emoji with friends (86%) compared to Millennials (80%), Gen X'ers (76%) and Boomers (75%).
- Gen Z'ers (75%) and Millennials (77%) are more likely to report emoji use at work vs. Gen X'ers (69%) and Boomers (52%).
- Gen Z'ers (75%) are significantly more likely than Millennials (66%), Gen X'ers (58%) and Boomers (59%) to agree using emoji at work makes team decision-making more efficient.
- Gen Z'ers (51%) and Millennials (42%) are significantly more likely than Gen X'ers (34%) and Boomers (33%) to agree they would be more satisfied at their job if their team, boss or supervisor used more emoji in workplace communications.
- 70% of Gen Z'ers and 63% of Millennials say they are likely to open an email or push notification with an emoji in the subject line.
- Gen Z'ers (62%) are significantly more likely than Millennials (56%), Gen X'ers (44%) and Boomers (31%) to follow brands on social media if they use emoji.

Women and men use emoji in surprisingly different ways to express themselves.

- Male and female emoji users use different emoji to express their emotions.
 - Surprise: 😲 (M), 😊 (F)
 - Frustration: 😞 (M), 😡 (F)
 - Pride: 😎 (M), 😏 (F)
- Male and female emoji users have different favorites when it comes to emoji:
 - #1: 😂 (M) and (F)
 - #2: 👍 (M), ❤️ (F)
 - #3: 😞 (M), 👍 (F)
- Globally, female emoji users (52%) are significantly more likely than male users (40%) to include emoji in their messaging.
- Female emoji users globally are significantly more likely to use emojis to lighten the mood of conversations (92%) and show support (86%) than male emoji users (89%, 81% respectively).
- Female emoji users (65%) globally are significantly more likely than males (56%) to say they use emoji to make conversations more fun.
- 44% of men have sent an emoji that was taken out of context compared to just a third (33%) of women.
- 27% of male emoji users have sent an emoji that got them in trouble with friends, family or a significant other compared to 17% of female emoji users.
- Male emoji users (38%) are significantly more likely to say they've sent an emoji they later regretted sending versus female emoji users (27%).
- Female emoji users especially like that emoji aid their self-expression (91% vs. 88% male users) and that it only takes a few emoji to share their thoughts and ideas (88% vs. 84% male users).
- Male emoji users (53%) are significantly more likely than females (49%) to prefer expressing emotions through emoji than in-person conversations.
- Globally, male emoji users (70%) are significantly more likely than female users (67%) to use emoji to replace words, and over half of male users (51%) are significantly more likely than female users (44%) to respond to a message if it contains an emoji.



- Female emoji users (89%) are significantly more likely than male emoji users (87%) to feel understanding or empathetic toward someone if they use an emoji.