

Facebook & Instagram Ad Interests

The 302 ad targeting interests Meta's Marketing API returns across its own category tree, with the audience size Meta estimates for each one.

INTERESTS	CATEGORIES	SNAPSHOT
302	9	Sep 2026

Audience sizes are Meta's own estimated reach bounds across Facebook and Instagram worldwide, before any country, age or placement targeting narrows them down. Meta does not publish a complete interest list — this is the browsable category tree. To look up a niche that isn't here, search it in the free interest finder at eachspy.com/tools/interest-explorer/

Compiled by **EACHSPY** · eachspy.com/facebook-ads-interests/ · 23 September 2026

Business and industry

40 interests

Advertising	466M–548M
Agriculture	390M–458M
Architecture	434M–510M
Aviation	164M–193M
Banking	429M–504M
Business	997M–1.2B
Construction	466M–548M
Design	920M–1.1B
Economics	309M–363M
Engineering	470M–552M
Entrepreneurship	382M–449M

BANKING

Investment banking	33M–38M
Online banking	91M–106M

DESIGN

Fashion design	347M–409M
Graphic design	315M–371M

ONLINE

Digital marketing	149M–176M
Email marketing	14M–17M
Online advertising	156M–184M
Search engine optimization	36M–43M
Social media	634M–745M

PERSONAL FINANCE

Credit cards	435M–511M
Insurance	340M–400M

Higher education	563M–663M
Management	332M–391M
Marketing	605M–712M
Online	1.1B–1.4B
Personal finance	730M–858M
Real estate	425M–499M
Retail	713M–838M
Sales	892M–1.0B
Science	600M–706M
Small business	177M–208M

Retail banking	24M–28M
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Interior design	488M–574M
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Social media marketing	84M–99M
Web design	54M–63M
Web development	46M–54M
Web hosting	24M–28M

Investment	413M–485M
Mortgage loans	144M–170M

Entertainment

73 interests

Entertainment	1.8B–2.1B
Games	1.2B–1.5B
Live events	956M–1.1B
Movies	1.4B–1.7B

GAMES

Action games	153M–180M
Board games	88M–103M
Browser games	52M–61M
Card games	272M–320M
Casino games	43M–51M
First-person shooter games	559M–657M
Gambling	331M–390M
Massively multiplayer online games	111M–131M
Massively multiplayer online role-playing games	110M–129M

Music	1.5B–1.8B
Reading	1.3B–1.5B
TV	990M–1.2B

Online games	596M–700M
Online poker	151M–178M
Puzzle video games	288M–339M
Racing games	123M–145M
Role-playing games	152M–179M
Simulation games	93M–109M
Sports games	168M–198M
Strategy games	57M–67M
Video games	946M–1.1B

Word games	62M–73M
LIVE EVENTS	
Ballet	100M–118M
Bars	294M–346M
Concerts	260M–306M
Dancehalls	103M–122M
Music festivals	293M–345M
MOVIES	
Action movies	627M–738M
Animated movies	419M–492M
Anime movies	386M–453M
Bollywood movies	375M–441M
Comedy movies	1.0B–1.2B
Documentary movies	440M–518M
MUSIC	
Blues music	454M–534M
Classical music	324M–381M
Country music	471M–553M
Dance music	286M–336M
Electronic music	763M–898M
Heavy metal music	604M–710M
Hip hop music	824M–969M
READING	
Books	581M–684M
Comics	285M–335M
E-books	367M–431M
Fiction books	408M–479M
Literature	373M–439M
Magazines	613M–721M
TV	
TV game shows	111M–130M
TV reality shows	521M–612M

Nightclubs	335M–393M
Parties	384M–452M
Plays	206M–242M
Theatre	513M–603M

Drama movies	473M–557M
Horror movies	377M–443M
Musical theatre	99M–117M
Science fiction movies	364M–427M
Thriller movies	553M–650M

Jazz music	462M–544M
Music videos	985M–1.2B
Pop music	995M–1.2B
Rhythm and blues music	669M–787M
Rock music	959M–1.1B
Soul music	461M–542M

Manga	226M–266M
Mystery fiction	147M–173M
Newspapers	815M–959M
Non-fiction books	37M–43M
Romance novels	230M–270M

TV talkshows	131M–155M
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Family and relationships

7 interests

Family	1.0B–1.2B
Fatherhood	353M–415M
Friendship	716M–843M
Marriage	234M–275M

Motherhood	698M–821M
Parenting	284M–334M
Weddings	305M–359M

Fitness and wellness

7 interests

Fitness and wellness	1.1B–1.3B
Bodybuilding	196M–231M
Physical exercise	647M–761M

Physical fitness	679M–798M
Running	296M–348M
Weight training	192M–225M

Yoga	382M–450M
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Food and drink

44 interests

Food and drink	1.3B–1.6B
Alcoholic beverages	533M–627M
Beverages	855M–1.0B
Cooking	753M–885M

ALCOHOLIC BEVERAGES

Beer	333M–392M
Distilled beverage	205M–240M

BEVERAGES

Coffee	536M–630M
Energy drinks	98M–115M
Juice	224M–263M

COOKING

Baking	356M–419M
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CUISINE

Chinese cuisine	152M–179M
French cuisine	89M–105M
German cuisine	29M–34M
Greek cuisine	32M–37M
Indian cuisine	92M–108M
Italian cuisine	147M–172M
Japanese cuisine	136M–160M

FOOD

Barbecue	348M–409M
Chocolate	475M–559M
Desserts	399M–469M
Fast food	446M–524M
Organic food	273M–321M

RESTAURANTS

Coffeehouses	412M–484M
Diners	118M–139M

Cuisine	590M–694M
Food	1.2B–1.4B
Restaurants	730M–859M

Wine	332M–391M
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Soft drinks	187M–220M
Tea	395M–465M

Recipes	481M–565M
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Korean cuisine	102M–120M
Latin American cuisine	42M–49M
Mexican cuisine	103M–121M
Middle Eastern cuisine	28M–33M
Spanish cuisine	36M–42M
Thai cuisine	57M–67M
Vietnamese cuisine	48M–57M

Pizza	442M–519M
Seafood	270M–318M
Veganism	325M–382M
Vegetarianism	208M–244M

Fast casual restaurants	127M–150M
Fast food restaurants	170M–200M

Hobbies and activities

60 interests

Arts and music	1.4B–1.6B
Current events	880M–1.0B
Pets	896M–1.1B

ARTS AND MUSIC

Acting	196M–230M
Crafts	424M–498M
Dance	546M–642M

Politics and social issues	1.0B–1.2B
Travel	1.2B–1.4B
Vehicles	847M–996M

Drawing	198M–233M
Drums	116M–137M
Fine art	140M–165M

Guitar	150M–177M
Painting	402M–473M
Performing arts	431M–507M
Photography	1.1B–1.3B

HOME AND GARDEN

Do it yourself	418M–492M
Furniture	522M–614M
Gardening	356M–419M

PETS

Birds	353M–415M
Cats	448M–527M
Dogs	492M–578M
Fish	322M–378M

POLITICS AND SOCIAL ISSUES

Charity and causes	65M–76M
Community issues	236M–278M
Law	478M–562M

TRAVEL

Adventure travel	275M–324M
Air travel	306M–360M
Beaches	413M–486M
Car rentals	154M–181M
Cruises	173M–203M
Ecotourism	124M–146M
Hotels	603M–710M

VEHICLES

Automobiles	677M–797M
Boats	146M–171M
Electric vehicle	98M–115M
Hybrids	64M–75M
Minivans	49M–57M

Sculpture	132M–155M
Singing	426M–501M
Writing	342M–402M

Home Appliances	265M–312M
Home improvement	336M–395M

Horses	258M–304M
Pet food	108M–127M
Rabbits	115M–135M
Reptiles	49M–58M

Politics	461M–542M
Volunteering	77M–90M

Lakes	169M–198M
Mountains	310M–364M
Nature	815M–959M
Theme parks	199M–235M
Tourism	773M–909M
Vacations	313M–368M

Motorcycles	416M–489M
RVs	53M–63M
SUVs	232M–273M
Scooters	116M–137M
Trucks	272M–320M

Shopping and fashion

25 interests

Beauty	1.3B–1.5B
Clothing	1.2B–1.4B
Fashion accessories	978M–1.2B

BEAUTY

Beauty salons	618M–727M
Cosmetics	954M–1.1B
Fragrances	557M–655M

CLOTHING

Children's clothing	262M–308M
Men's clothing	456M–536M

Shopping	1.4B–1.7B
Toys	481M–565M

Hair products	726M–853M
Spas	589M–692M
Tattoos	496M–583M

Shoes	841M–990M
Women's clothing	598M–703M

FASHION ACCESSORIES

Dresses	573M–674M
Handbags	413M–486M

SHOPPING

Boutiques	533M–627M
Coupons	578M–679M
Discount stores	394M–463M

Jewelry	722M–849M
Sunglasses	371M–436M

Luxury goods	674M–792M
Online shopping	1.3B–1.6B
Shopping malls	588M–692M

Sports and outdoors

23 interests

Outdoor recreation	581M–684M
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OUTDOOR RECREATION

Boating	77M–90M
Camping	240M–282M
Fishing	279M–328M
Horseback riding	103M–121M

SPORTS

American football	418M–491M
Association football	1.2B–1.5B
Auto racing	316M–372M
Baseball	451M–530M
Basketball	714M–840M
College football	107M–125M
Golf	264M–311M

Sports	1.4B–1.7B
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Hunting	202M–237M
Mountain biking	95M–111M
Surfing	126M–148M

Marathons	190M–223M
Skiing	141M–166M
Snowboarding	109M–129M
Swimming	228M–268M
Tennis	330M–388M
Triathlons	95M–112M
Volleyball	342M–402M

Technology

23 interests

Technology	1.5B–1.8B
Computers	1.2B–1.4B

COMPUTERS

Computer memory	35M–41M
Computer monitors	145M–171M
Computer processors	186M–219M
Computer servers	87M–103M
Desktop computers	156M–183M

CONSUMER ELECTRONICS

Audio equipment	44M–52M
Camcorders	19M–22M
Cameras	436M–512M
E-book readers	46M–54M
GPS devices	25M–29M

Consumer electronics	1.4B–1.6B
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Free software	561M–660M
Hard drives	122M–144M
Network storage	19M–22M
Software	926M–1.1B
Tablet computers	513M–603M

Mobile phones	1.0B–1.2B
Portable media players	7.0M–8.2M
Projectors	32M–37M
Smartphones	790M–929M
Televisions	1.1B–1.3B

The interests that aren't in this list

Meta's API returns far more interests than fit its published category tree, and many never appear in the Ads Manager dropdown at all. The interest finder queries the same API by keyword, so you can pull those segments for any niche, compare their audience sizes side by side, and export the results.

eachspy.com/tools/interest-explorer/