



Bark's 2025 Annual Report on Children and Technology

In 2025, Bark analyzed more than **11.1 billion messages** across texts, email, YouTube, and 30+ apps and social media platforms on behalf of families.*



Self-harm/suicide

37% of tweens and **64%** of teens were involved in a self-harm/suicidal situation.



Sexual content

62% of tweens and **80%** of teens encountered nudity or content of a sexual nature.



Anxiety

23% of tweens and **48%** of teens used language or were exposed to language about anxiety.



Drugs/alcohol

61% of tweens and **81%** of teens engaged in conversations surrounding drugs/alcohol.



Bullying

70% of tweens and **79%** of teens experienced bullying as a bully, victim, or witness.



Depression

45% of tweens and **51%** of teens engaged in conversations about depression.



Disordered eating

15% of tweens and **34%** of teens engaged with or encountered content about disordered eating.



Predators

4% of tweens and **7%** of teens encountered predatory behaviors from someone online.



Violence

68% of tweens and **84%** of teens expressed or experienced violent subject matter/thoughts.

Visit bark.us/annual-report-2025 for more insights into what it's like to grow up on the internet today.

*These findings exclude school-based accounts.