

App Store complaint report

Instagram · Instagram, Inc. · current version 452.0.0

Generated 2026-10-23 from the 300 most recent public App Store reviews across 3 storefronts (2026-10-12 to 2026-10-22).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	2.6
Reviews with a complaint	135 (45%)
Storefronts	GB 100, US 100, CA 100
All-time App Store rating (US)	4.69 from 29,626,506 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	93	2.1	451.0.0 (46), 452.0.0 (42), 450.1.0 (4)
Feature requests	42	1.8	451.0.0 (24), 452.0.0 (17), 313.0.0 (1)
UX / design	31	1.9	451.0.0 (15), 452.0.0 (12), 450.1.0 (3)
Ads	15	2.0	451.0.0 (8), 452.0.0 (7)
Performance	14	2.3	452.0.0 (9), 451.0.0 (5)
Crashes / freezes	8	2.5	452.0.0 (7), 451.0.0 (1)
Pricing / subscription	6	2.2	452.0.0 (3), 451.0.0 (3)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
452.0.0	154	2.8	40%
451.0.0	134	2.5	50%
450.1.0	10	1.6	50%
410.1.0	1	1.0	0%
313.0.0	1	1.0	100%

Representative quotes

Bugs

“The fall off is real – What happened to the good old days of instagram? Now there’s so many ads and promos. I can’t even update information on my account because it’s glitched and I can’t contact support because I get stuck with a useless ai. The live agents o” (1★, v451.0.0, CA, 2026-10-16)

“My account disabled without any issue – Hey Instagram, my Instagram account @safin_sawban25_official where disabled without any problems and i am trying to contact you i sent the same problem in different sites no response by Instagram. My friend also experien” (5★, v451.0.0, GB, 2026-10-18)

Feature requests

“Can’t turn off sound – Please give an option to stop sound automatically playing. There’s no way to permanently turn off sound on the app which means I just can’t open it most of the time.” (1★, v452.0.0, GB, 2026-10-21)

"Information commissioners office states a person should have access to be able to delete and rectify – I have filled out the complaint form on the information, commissioners office website due to the fact that I cannot amend my personal data and the stalking i" (1★, v451.0.0, GB, 2026-10-13)

UX / design

"Latest update for iPad makes IG unusable – What is wrong with the app designers? Who ever thought this update would promote engagement? If the black screen, stupid-sized window reel problem is not fixed soon I will uninstall and have zero engagement." (1★, v450.1.0, GB, 2026-10-12)

"with every update it becomes worse and worse – who is the UX designer? have they ever held a phone before? who asked for all this ai to be jammed down our throats?" (1★, v452.0.0, CA, 2026-10-20)

Ads

"Nondisclosed ad heaven – Ads arent even disclosed anymore, and if they are, theyll only tell you its an ad halfway through. Also, every other post is an ad, and youll get multiple ads in a row." (1★, v452.0.0, CA, 2026-10-21)

"Too many ads – Awful experience. Used to be amazing, now it's a mall. Controlling. Thieving." (2★, v451.0.0, CA, 2026-10-18)

Performance

"Dumb slow app – Fix ur stupid app . I've been trying to log into my accounts and it doesn't let me . It lets me log into my account on the web but the app is so slow and says it's not the correct password when it is . Also it's always suspending my accounts th" (1★, v452.0.0, US, 2026-10-22)

"Unusable now – If I reopen the app nothing loads and reels freeze at 2 seconds in. Have to fully close and reopen everytime" (1★, v452.0.0, GB, 2026-10-21)

Crashes / freezes

"Fix the bug – I want an app that lets me post things without freezing. That's the least anyone should expect from social media" (2★, v452.0.0, GB, 2026-10-19)

"frozen – completely frozen and they've never fixed. unusable app" (1★, v452.0.0, US, 2026-10-21)

Pricing / subscription

"Money hungry – Instagram has gone so down him since Adam Mosseri took it over. Creators worked hard to organically grow their following and he is only giving influencers and brand reach if they pay to play. I suggest deleting the app because it's so awful now." (1★, v452.0.0, US, 2026-10-21)

"Rubbish – What's the point? Nobody sees my photography posts now, unless I'm willing to pay. I'm not. This is my hobby, not a professional page. Well done META, you've ruined it." (1★, v452.0.0, GB, 2026-10-20)

The 10 most important fixes

1. Fix login / account access [Bugs · 53 reviews · avg severity 2.5/3 · versions 452.0.0, 451.0.0]

Audit the sign-in flow (SSO, password reset, verification emails) on the latest version; add clear error messages.

"Can't log into my account. – I've tried to log into my account and the stuff kept saying can't confirm it's you when I have login to my email and everything even my old phone where I used to log into and it still doesn't let me log into it." (1★, GB)

2. Soften the redesign backlash [UX / design · 41 reviews · avg severity 2.0/3 · versions 451.0.0, 452.0.0]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

"Latest iPad OS Version sucks – The search view is awful on iPad OS now. When you click a tile, a cropped version of the post appears as a window in the centre of the screen. Can't see all of it and the icons for comments etc are on the ri" (1★, CA)

3. Answer support requests [Bugs · 27 reviews · avg severity 2.5/3 · versions 452.0.0, 451.0.0]

Add an in-app contact option and reply to these App Store reviews; Apple lets developers respond publicly.

"Corporate Scum – Corporate scum that purposefully doesn't provide any agents to help with problems. UNLESS YOU WANT TO PAY 62.99/month FOR ONE CONTACT like are we fmg serious here? GREED OF THE HIGHEST LEVEL, someone illegally uploaded pho" (1★, CA)

4. Improve content quality [Feature requests · 22 reviews · avg severity 2.0/3 · versions 452.0.0, 451.0.0]

Review the content areas users name; add a "report a problem" button on content.

"AAAA – Why instagram is posting sexual content ads? When I report them, the report comes as there was nothing wrong with ads and they do not go against their standard although it's very obvious sexual content." (1★, GB)

5. Ship the most requested feature [Feature requests · 19 reviews · avg severity 1.6/3 · versions 451.0.0, 452.0.0]

Read the quotes below for the exact request; consider a public roadmap.

"Ba – I hate having to, go to my story, and adding the posts into a highlight☹☹☹☹ bring back where we js had to go to the highlight to add wtv story post we wanted ☹☹" (1★, US)

6. Stop data / progress loss [Bugs · 12 reviews · avg severity 2.3/3 · versions 451.0.0, 452.0.0]

Reproduce sync and restore paths; add server-side backup and a visible "restore" option.

"Excellent – Deleted all my highlights are update? Restore it My account c.bxrry7" (1★, GB)

7. Reduce ad frequency and length [Ads · 13 reviews · avg severity 2.0/3 · versions 451.0.0, 452.0.0]

Cap ads per session, avoid unskippable video, and never show ads in the middle of a core task.

"Adding back ads to stories & censoring free speech more every week – The beginning of the end . No censorship , no tacky advertising bolted on posts ... the edge of the edge of the edge . If it exists in 2 years it'll have a health warnin" (1★, GB)

8. Fix features broken by the latest update [Bugs · 13 reviews · avg severity 1.9/3 · versions 451.0.0, 452.0.0]

Add regression tests for the features users name in these reviews before the next release.

"Effects not working since update – Effects not working since update" (1★, GB)

9. Simplify navigation [UX / design · 10 reviews · avg severity 1.7/3 · versions 452.0.0, 451.0.0]

Run a quick usability test on the screens users mention; remove extra taps and pop-ups.

"Fix the saved – Every time now when i remove something from my saved list It brings me all the way back to the top. It never used to do this. This is especially frustrating when i have 100s of things saved and am trying to clean up. I have " (1★, US)

10. Fix in-use crashes and freezes [Crashes / freezes · 6 reviews · avg severity 2.4/3 · versions 452.0.0]

Match quoted actions to crash reports; ship a hotfix for the top stack trace.

"Amazing App! – This is an amazing app. Love watching videos on both my iPhone & on my Google Android Smart TV. There's a major bug in the Google Android Smart TV version of the app. When I try to scroll through videos while watching the" (5★, US)

Method: the most recent public App Store reviews across up to 6 storefronts, collected via a third-party Apify scraper, plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews × average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.