



DIGITAL 2020

THE UNITED ARAB EMIRATES

ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND HOW PEOPLE USE THE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE

we
are
social



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IMPORTANT NOTES ON CHANGES TO DATA

Changes to data sources, underlying data, and reporting methodologies mean that various figures in this report **will not be comparable** to similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a **◆ COMPARABILITY ADVISORY** in the footnotes of each relevant slide. These changes relate to either (1) a source change, where we have substantially changed the data sources that we use to inform data points; or (2) a base change, where either we or our data providers have made material changes to the ways in which we and / or they collect and / or report underlying data. Wherever such changes occur, we have also endeavoured to re-base the historical data we use for annual or quarterly growth figures, but where we have been unable to re-base historical data, we have included an advisory in the footnotes of each relevant slide. Please see the complete list of data sources at the end of this report for further details.



[CLICK HERE](#) TO READ OUR DIGITAL 2020
GLOBAL OVERVIEW REPORT, WITH MORE
THAN 200 PAGES OF ESSENTIAL CHARTS
AND INSIGHTS FROM AROUND THE WORLD



[CLICK HERE](#) TO READ OUR DIGITAL 2020
GLOBAL DIGITAL YEARBOOK, WITH
ESSENTIAL HEADLINE DIGITAL DATA
FOR EVERY COUNTRY IN THE WORLD

CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NILE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FAKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	UK
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PTCARI NIS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SWALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOSNIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECH REP.	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHELEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE



2020 GLOBAL HEADLINES

JAN
2020

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.75
BILLION

URBANISATION:

55%

UNIQUE MOBILE
PHONE USERS



5.19
BILLION

PENETRATION:

67%

INTERNET
USERS



4.54
BILLION

PENETRATION:

59%

ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

PENETRATION:

49%

JAN
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GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL
POPULATION



we
are
social

+1.1%

JAN 2020 vs. JAN 2019

+82 MILLION

UNIQUE MOBILE
PHONE USERS



we
are
social

+2.4%

JAN 2020 vs. JAN 2019

+124 MILLION

INTERNET
USERS



we
are
social

+7.0%

JAN 2020 vs. JAN 2019

+298 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+9.2%

JAN 2020 vs. JAN 2019

+321 MILLION

SOURCES: POPULATION: UNITED NATIONS; MOBILE: GSMA INTELLIGENCE; INTERNET (U): GLOBALWEBINDEX; COMPLAINTS: GSMA INTELLIGENCE; DIGITAL: LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; SOCIAL: MEDIA RESEARCH SELF-SERVICE ADVERTISING TOOLS; WEB: KATOX ANALYTICS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAMELBAZAR: ALL DATA AVAILABLE DATA IN JANUARY 2020. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGE IS

JAN
2020

INTERNET PENETRATION BY REGION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION*



SOURCES: ITU, GLOBEWIRE, DWAINTELLIGENCE, EUROSTAT, SOCIAL MEDIA PLATFORM, SEA SERVICE ADVERTISING TOOLS, LOCAL GOVERNMENT BODIES, AND REGULATORY AUTHORITIES, AFIP, UNITED NATIONS. *NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. @ COMPARABILITY ADVISOR: IF IMPORTANT SOURCE CHANGES, FIGURES ARE NOT DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

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SOCIAL MEDIA USE vs. TOTAL POPULATION BY REGION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO TOTAL POPULATION*, REGARDLESS OF AGE



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social

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THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



DATA UPDATED TO:
25 JANUARY 2020

SOURCES: KPMG ANALYSIS, COMPANY STATEMENTS AND EARNING ANNOUNCEMENTS, BATTORROW SELF-SERVICE ADVERTISING TOOLS (ALL LATEST AVAILABLE DATA). **NOTE:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS. PLATFORMS IDENTIFIED BY (**) DO NOT PUBLISH ANY DATA FIGURES FOR TWITTER AND SNAPCHAT USE EACH PLATFORM'S LATEST ADVERTISING AUDIENCE REACHING USE, AS REPORTED BY EACH PLATFORM'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020).

JAN
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TOP MESSENGER APPS AROUND THE WORLD

THE MOST ACTIVE MESSENGER APP* IN EACH COUNTRY OR TERRITORY IN DECEMBER 2019



SOURCE: SIMILASWEB (JANUARY 2020). *NOTES: RANKINGS ARE BASED ON MESSENGER APPS WITH THE HIGHEST NUMBER OF AVERAGE DAILY AND DAILY ACTIVE USERS IN EACH RESPECTIVE COUNTRY OR TERRITORY DURING DECEMBER 2019. FIGURES IN PARENTHESES IN THE LEGEND DENOTE THE NUMBER OF COUNTRIES OR TERRITORIES IN WHICH EACH APP IS THE TOP-RANKED MESSENGER. FIGURE FOR FACEBOOK MESSENGER INCLUDES MESSENGER I.T.E.

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MOBILE CONNECTIVITY BY REGION

NUMBER OF MOBILE CONNECTIONS* IN EACH REGION COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)



SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). *NOTES: CONNECTION FIGURES DO NOT INCLUDE 4G CELLULAR CONNECTIONS. PERCENTAGES MAY EXCEED 100% DUE TO MULTIPLE USE OF MULTIPLE CONNECTIONS RECORDS AS DEFINED BY THE UNITED NATIONS GEO SCHEME. †COMPARABILITY ADVISORY: BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA BY OUR PREVIOUS REPORTS.

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GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2019

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	WECHAT	TENCENT
05	INSTAGRAM	FACEBOOK
06	TIKTOK	BYTEDANCE
07	ALIPAY	ANT FINANCIAL SERVICES GRP.
08	QQ	TENCENT
09	TAOBAO	ALIBABA GROUP
10	BAIDU	BAIDU

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	HONOUR OF KINGS	TENCENT
04	ANIPOP	HAPPY ELEMENTS
05	GAME FOR PEACE	TENCENT
06	CLASH OF CLANS	SUPERCCELL
07	POKÉMON GO	NIANTIC
08	SUBWAY SURFERS	KILOO
09	CLASH ROYALE	SUPERCCELL
10	FREE FIRE	SEA

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GLOBAL ECOMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH

SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



we
are
social

80%

VISITED AN ONLINE
RETAIL STORE ON THE
WEB (ANY DEVICE)



we
are
social

90%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



we
are
social

74%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



we
are
social

36%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



52%



THE UNITED ARAB EMIRATES

JAN
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THE UNITED ARAB EMIRATES

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



THE UNITED ARAB EMIRATES

TOTAL
POPULATION



9.83
MILLION

URBANISATION:
87%

MOBILE PHONE
CONNECTIONS



18.38
MILLION

vs. POPULATION:
187%

INTERNET
USERS



9.73
MILLION

PENETRATION:
99%

ACTIVE SOCIAL
MEDIA USERS



9.73
MILLION

PENETRATION:
99%



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DIGITAL GROWTH INDICATORS

CHANGES IN KEY INDICATORS OF DIGITAL ADOPTION



THE UNITED ARAB EMIRATES

TOTAL
POPULATION



we
are
social

+1.3%

JAN 2020 vs. JAN 2019

+130 THOUSAND

MOBILE PHONE
CONNECTIONS



we
are
social

-1.3%

JAN 2020 vs. JAN 2019

-242 THOUSAND

INTERNET
USERS



we
are
social

+1.3%

JAN 2020 vs. JAN 2019

+128 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



+6.3%

JAN 2020 vs. APR 2019

+577 THOUSAND

JAN
2020

OVERVIEW OF THE POPULATION

CORE DEMOGRAPHIC INDICATORS



THE UNITED ARAB EMIRATES

TOTAL
POPULATION



9.83
MILLION

FEMALES AS A PERCENTAGE
OF POPULATION*



31%

MALES AS A PERCENTAGE
OF POPULATION*



69%

ANNUAL CHANGE
IN TOTAL POPULATION



+1.3%
+130 THOUSAND

MEDIAN
AGE



32.6

URBAN POPULATION AS A
SHARE OF TOTAL POPULATION



87%

POPULATION DENSITY
(PEOPLE PER KM²)



118.3

OVERALL LITERACY RATE
(ADULTS AGED 15+)



94%

FEMALE LITERACY RATE
(ADULTS AGED 15+)



96%

MALE LITERACY RATE
(ADULTS AGED 15+)



93%

SOURCES: UNITED NATIONS, U.S. CENSUS BUREAU, WORLD BANK, IWF, UNESCO, UNICEF, CIA WORLD FACTBOOK, REW RESEARCH (ALL LATEST DATA AVAILABLE IN JANUARY 2020). NOTE: NEITHER THE UNITED NATIONS NOR THE U.S. CENSUS BUREAU PUBLISH DATA FOR COUNTRIES OTHER THAN FEMALE OR MALE. DATA WHO COUNTRIES DEFINITIONS AS REPORTED BY EACH RESPECTIVE ORGANIZATION, BASED ON AVAILABLE DATA.

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POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



THE UNITED ARAB EMIRATES

TOTAL
POPULATION



9.83
MILLION

we
are
social

POPULATION AGED
13 AND ABOVE



87%
8.5 MILLION

we
are
social

POPULATION AGED
18 AND ABOVE



83%
8.2 MILLION

we
are
social

POPULATION
AGED 16 TO 64



83%
8.2 MILLION

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DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE



THE UNITED ARAB EMIRATES

MOBILE PHONE
(ANY TYPE)



92%

SMART
PHONE



92%

NON-SMARTPHONE
MOBILE PHONE



11%

LAPTOP OR DESKTOP
COMPUTER



66%

TABLET
DEVICE



36%

DEVICE FOR STREAMING TV
CONTENT OVER THE INTERNET



9.3%

GAMES
CONSOLE



19%

SMART HOME
DEVICE



8.1%

SMART WATCH
OR WRISTBAND



19%

VIRTUAL
REALITY DEVICE



4.8%

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DAILY TIME SPENT WITH MEDIA

AVERAGE DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



THE UNITED ARAB EMIRATES

USING THE
INTERNET



we
are
social

7H 03M

USING
SOCIAL MEDIA



we
are
social

2H 57M

WATCHING
TELEVISION*



we
are
social

3H 02M

LISTENING TO MUSIC
STREAMING SERVICES



we
are
social

1H 26M

USING A
GAMES CONSOLE



we
are
social

1H 25M



INTERNET USE

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OVERVIEW OF INTERNET USE

NUMBER OF PEOPLE USING THE INTERNET, AND HOW MUCH TIME THEY SPEND USING THE INTERNET EACH DAY



THE UNITED ARAB EMIRATES

TOTAL NUMBER
OF INTERNET USERS
ON ANY DEVICE



we
are
social

9.73
MILLION

INTERNET USERS
AS A PERCENTAGE OF
TOTAL POPULATION



we
are
social

99%

ANNUAL GROWTH
IN THE NUMBER
OF INTERNET USERS



we
are
social

+1.3%
+128 THOUSAND

AVERAGE DAILY TIME SPENT
USING THE INTERNET ON ANY
DEVICE BY EACH INTERNET USER



7H 03M

SOURCES: ITU, GLOBALWEBINDEX, OSWAINTBUDENCE, EUROSTAT, SOCIAL MEDIA PLATFORMS, SELF-SERVICE ADVERTISING TOOLS, LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES. WE ARE SOCIAL HAS USED THE LATEST AVAILABLE DATA (IN JANUARY 2020). THE SHEET DATA FROM GLOBALWEBINDEX (Q3 2019), BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. **COMPARABILITY ADVISORY:** SOURCE CHANGES

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MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES



THE UNITED ARAB EMIRATES

TOTAL NUMBER
OF MOBILE
INTERNET USERS



9.06
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
TOTAL INTERNET USERS



93%

SHARE OF ALL INTERNET
USERS ACCESSING
VIA SMARTPHONES*



91%

SHARE OF ALL INTERNET
USERS ACCESSING
VIA FEATURE PHONES*



6.5%

AVERAGE DAILY TIME SPENT
USING THE INTERNET
ON MOBILE DEVICES



3H 53M

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INTERNET CONNECTION SPEEDS: OVERVIEW

AVERAGE DOWNLOAD SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS



THE UNITED ARAB EMIRATES

AVERAGE SPEED OF
MOBILE INTERNET
CONNECTIONS



we
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86.77
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF MOBILE
INTERNET CONNECTIONS



STATISTA

+81%

AVERAGE SPEED OF
FIXED INTERNET
CONNECTIONS



STATISTA

90.57
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF FIXED
INTERNET CONNECTIONS



+81%

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SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS IN DECEMBER 2019



THE UNITED ARAB EMIRATES

MOBILE
PHONES



54.5%

DEC 2019 vs. DEC 2018:

+2.8%

LAPTOPS &
DESKTOPS



44.0%

DEC 2019 vs. DEC 2018:

-1.8%

TABLET
COMPUTERS



1.5%

DEC 2019 vs. DEC 2018:

-32%

OTHER
DEVICES



0.06%

DEC 2019 vs. DEC 2018:

+20%

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MOST-VISITED WEBSITES (SIMILARWEB)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO SIMILARWEB



THE UNITED ARAB EMIRATES

#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	270,200,000	10M 28S	9.1
02	YOUTUBE.COM	STREAMING VIDEO	117,700,000	23M 19S	10.0
03	FACEBOOK.COM	SOCIAL	62,200,000	8M 25S	8.7
04	GOOGLE.COM.BR	SEARCH	18,310,000	6M 07S	6.9
05	INSTAGRAM.COM	SOCIAL	16,050,000	4M 42S	9.5
06	GOOGLE.AE	SEARCH	16,010,000	7M 22S	9.8
07	TWITTER.COM	SOCIAL	15,500,000	10M 16S	11.2
08	WHATSAPP.COM	SOCIAL	13,930,000	2M 59S	1.9
09	WIKIPEDIA.ORG	REFERENCE	12,970,000	3M 04S	2.7
10	AMAZON.AE	E-COMMERCE	12,510,000	6M 35S	9.3

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SOURCE: SIMILARWEB (JANUARY 2020). FIGURES BASED ON MONTHLY AVERAGE FOR Q4 2019. **NOTES:** CATEGORIES AND CATEGORY DEFINITIONS AS PER SIMILARWEB'S DEFINITION. MONTHLY TRAFFIC DOES NOT REPRESENT UNIQUE VISITORS. TIME PER VISIT FIGURES REPRESENT THE AVERAGE DURATION OF USERS' VISITS, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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MOST-VISITED WEBSITES (ALEXA)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO ALEXA



THE UNITED ARAB EMIRATES

#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	12M 09S	14.6
02	YOUTUBE.COM	11M 44S	6.7
03	GOOGLE.AE	5M 10S	7.7
04	FACEBOOK.COM	17M 48S	7.8
05	MANORAMAONLINE.COM	11M 11S	6.2
06	AMAZON.AE	8M 13S	7.6
07	YAHOO.COM	4M 34S	4.4
08	LIVE.COM	4M 53S	5.0
09	WIKIPEDIA.ORG	3M 55S	3.0
10	DUBIZZLE.COM	11M 16S	9.1

#	WEBSITE	TIME / VISIT	PAGES / VISIT
11	AMAZON.COM	9M 41S	9.0
12	MATHRUBHUMI.COM	7M 52S	4.2
13	OFFICE.COM	7M 05S	6.7
14	NETFLIX.COM	3M 15S	2.7
15	KHALEEJTIMES.COM	4M 25S	2.6
16	GULFNEWS.COM	4M 27S	2.4
17	NOON.COM	8M 01S	6.2
18	BLOGSPOT.COM	3M 32S	2.7
19	INSTAGRAM.COM	7M 07S	6.8
20	LINKEDIN.COM	10M 03S	8.3

SOURCE: ALEXA (JANUARY 2020) | NOTES: ALEXA IS THE NAME OF AMAZON'S INSIGHTS LAW, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON ALEXA-POWERED PLATFORMS. TIME / DAY FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON EACH SITE, ON DAYS THAT WE TRACK SITE METRICS IN MINUTES AND SECONDS. ADVISORY: SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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TOP GOOGLE SEARCH QUERIES

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH THROUGHOUT 2019



THE UNITED ARAB EMIRATES

#	SEARCH QUERY	INDEX
01	DUBAI	100
02	UAE	45
03	GOOGLE	22
04	ABU DHABI	21
05	YOUTUBE	16
06	TRANSLATE	16
07	EMIRATES	13
08	YOU	12
09	CRICKET	11
10	FACEBOOK	10

#	SEARCH QUERY	INDEX
11	WEATHER	10
12	INR TO AED	7
13	WORLD CUP	7
14	GOOGLE TRANSLATE	7
15	CRICKET LIVE	7
16	WHATSAPP	6
17	MANORAMA	6
18	GMAIL	6
19	DUBIZZLE	5
20	ETISALAT	5

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ONLINE CONTENT ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH



WATCH
ONLINE VIDEOS



we
are
social

96%

WATCH
VLOGS



we
are
social

55%

LISTEN TO MUSIC
STREAMING SERVICES



we
are
social

68%

LISTEN TO ONLINE
RADIO STATIONS



we
are
social

48%

LISTEN TO
PODCASTS



50%

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ONLINE PRIVACY AND WELL-BEING

EXTENT TO WHICH INTERNET USERS AGED 16 TO 64 WORRY ABOUT THEIR DIGITAL PRIVACY AND ONLINE WELL-BEING



THE UNITED ARAB EMIRATES

TRACKED SCREEN TIME OR
SET TIME LIMITS FOR SOME
APPS IN THE PAST MONTH



we
are
social

30%

EXPRESSED CONCERN
ABOUT WHAT'S REAL OR
FAKE ON THE INTERNET*



[N/A]

EXPRESSED CONCERN
ABOUT HOW COMPANIES
USE THEIR PERSONAL DATA



61%

USED SOME FORM OF AD-
BLOCKING TOOL IN THE
PAST MONTH (ANY DEVICE)



51%

DELETED COOKIES FROM
A WEB BROWSER IN THE
PAST MONTH (ANY DEVICE)



56%

SOURCES: GLOBAL WEB INDEX (Q3 2019, EXCEPT *); REUTERS INSTITUTE DIGITAL NEWS REPORT (2019 EDITION); GLOBAL WEB INDEX. FIGURES REPRESENT THE RESULTS OF A RECENT SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. (*) REUTERS INSTITUTE DIGITAL NEWS REPORT FIGURES REPRESENT THE FINDINGS OF A RECENT GLOBAL SURVEY OF ADULTS AGED 18 AND ABOVE.

JAN
2020

PLAYING GAMES: DEVICE PERSPECTIVE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE



THE UNITED ARAB EMIRATES

ANY
DEVICE



we
are
social

80%

SMART
PHONE



we
are
social

65%

PC (LAPTOP
OR DESKTOP)



we
are
social

30%

GAMES
CONSOLE



we
are
social

24%

TABLET
COMPUTER



24%

JAN
2020

GAMING-RELATED ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PARTICIPATED IN EACH GAMING-RELATED ACTIVITY IN THE PAST MONTH



THE UNITED ARAB EMIRATES

PURCHASED A
GAME ADD-ON
OR PAID FOR DLC*

PLAYED A GAME ON
A CLOUD GAMING OR
STREAMING PLATFORM

SHARED IMAGES
OR VIDEOS OF
OWN GAMEPLAY

WATCHED A LIVE STREAM
OF OTHER PEOPLE
PLAYING GAMES

WATCHED
AN ESPORTS
TOURNAMENT



4.4%

11%

9.7%

16%

9.0%

JAN
2020

ADOPTION OF DIGITAL INNOVATIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE OR OWN EACH KIND OF DEVICE OR TECHNOLOGY



THE UNITED ARAB EMIRATES

USE VOICE SEARCH OR
VOICE COMMANDS EACH
MONTH (ANY DEVICE)



41%

WATCH TV CONTENT VIA A
STREAMING SUBSCRIPTION
SERVICE EACH MONTH



64%

OWN SOME
FORM OF SMART
HOME DEVICE



8.1%

OWN SOME
FORM OF
CRYPTOCURRENCY



7.9%

we
are
social

global
web
index

we
are
social

JAN
2020

SMART HOME DEVICE MARKET OVERVIEW

SIZE AND VALUE OF THE MARKET FOR SMART HOME DEVICES IN 2019, WITH VALUE BY DEVICE SUB-CATEGORY (IN U.S. DOLLARS)



THE UNITED ARAB EMIRATES

NUMBER OF HOMES WITH
SMART HOME DEVICES



30.0
THOUSAND

TOTAL ANNUAL VALUE OF
SMART HOME DEVICES MARKET



\$14.00
MILLION

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET*



\$2.00
MILLION

VALUE OF SMART HOME
APPLIANCES MARKET



\$2.00
MILLION

VALUE OF SMART HOME
SECURITY DEVICE MARKET



\$5.00
MILLION

VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



\$1.00
MILLION

VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



\$1.00
MILLION

VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



\$2.00
MILLION

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSIED JANUARY 2020). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUE FOR 2019, IN U.S. DOLLARS. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. *NOTES: THE "CONTROL AND CONNECTIVITY" SEGMENT INCLUDES HUBS AND INTERFACES FOR CONNECTING TO HOME NETWORKS (E.G. SMART SPEAKERS, CENTRAL CONTROLLERS, SMART PLUGS, ETC.).

JAN
2020

SMART HOME DEVICE MARKET GROWTH

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET (2019 vs. 2018), WITH DETAIL BY SUB-CATEGORY



THE UNITED ARAB EMIRATES

ANNUAL CHANGE IN
SMART HOME PENETRATION*



+69%

Y.O.-Y VALUE CHANGE: OVERALL
SMART HOME DEVICES MARKET



+67%

Y.O.-Y VALUE CHANGE: SMART HOME
CONTROL & CONNECTIVITY MARKET



+84%

Y.O.-Y VALUE CHANGE: SMART
HOME APPLIANCES MARKET



+71%

Y.O.-Y VALUE CHANGE: SMART
HOME SECURITY DEVICE MARKET



+62%

Y.O.-Y VALUE CHANGE: SMART HOME
ENTERTAINMENT DEVICE MARKET



+64%

Y.O.-Y VALUE CHANGE: SMART HOME
COMFORT & LIGHTING MARKET



+71%

Y.O.-Y VALUE CHANGE: SMART HOME
ENERGY MANAGEMENT MARKET



+64%

SOURCE: STATIS MARKET OUTLOOK FOR THE SMARTHOME CATEGORY (ACCESSIBLE JANUARY 2020). GROWTH FIGURES REPRESENT THE YEAR-ON-YEAR CHANGE IN ESTIMATED FULL-YEAR REVENUE FOR 2019 COMPARED TO 2018. SEE [STATIS.COM/CHART/100000/DIGITAL-MARKETS](https://www.statista.com/chart/100000/digital-markets) FOR MORE DETAILS. *NOTES: "PENETRATION" REFERS TO THE NUMBER OF HOMES WITH SMART HOME DEVICES. Y.O.-Y VALUE CHANGE* FIGURES REFER TO THE YEAR-ON-YEAR CHANGE IN REVENUE.

JAN
2020

AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME IN 2019 (IN U.S. DOLLARS)



THE UNITED ARAB EMIRATES

PENETRATION OF
SMART HOME DEVICES*



2.7%



ARPU*: COMBINED SPEND ON
ALL SMART HOME DEVICES



\$549



ARPU*: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$81



ARPU*: SMART
HOME APPLIANCES



\$328

ARPU*: SMART HOME
SECURITY DEVICES



\$360



ARPU*: SMART HOME
ENTERTAINMENT DEVICES



\$108



ARPU*: SMART HOME
COMFORT & LIGHTING



\$68



ARPU*: SMART HOME
ENERGY MANAGEMENT



\$105

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSIB: JANUARY 2020). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUE FOR 2019 (IN U.S. DOLLARS). SEE STATISTA.COM/OUTLOOK/DIGITAL/SMARTS FOR MORE DETAILS. *NOTES: IN THIS CONTEXT, "REVENUE" DOES NOT REFER TO THE NUMBER OF HOMES WITH SMART HOME DEVICES, AND "ARPU" REFERS TO AVERAGE REVENUE PER HOME WITH A SMART DEVICE.





SOCIAL MEDIA USE

JAN
2020

SOCIAL MEDIA OVERVIEW

BASED ON THE REPORTED POTENTIAL ADVERTISING REACH OF SELECTED SOCIAL MEDIA PLATFORMS



THE UNITED ARAB EMIRATES

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

9.73
MILLION

SOCIAL MEDIA USERS
COMPARED TO
TOTAL POPULATION



Arab
World
Indicia

99%

CHANGE IN SOCIAL
MEDIA USER NUMBERS
(APR. 2019 TO JAN 2020)



Statista

+6.3%
+577 THOUSAND

PERCENTAGE OF ACTIVE
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



99%

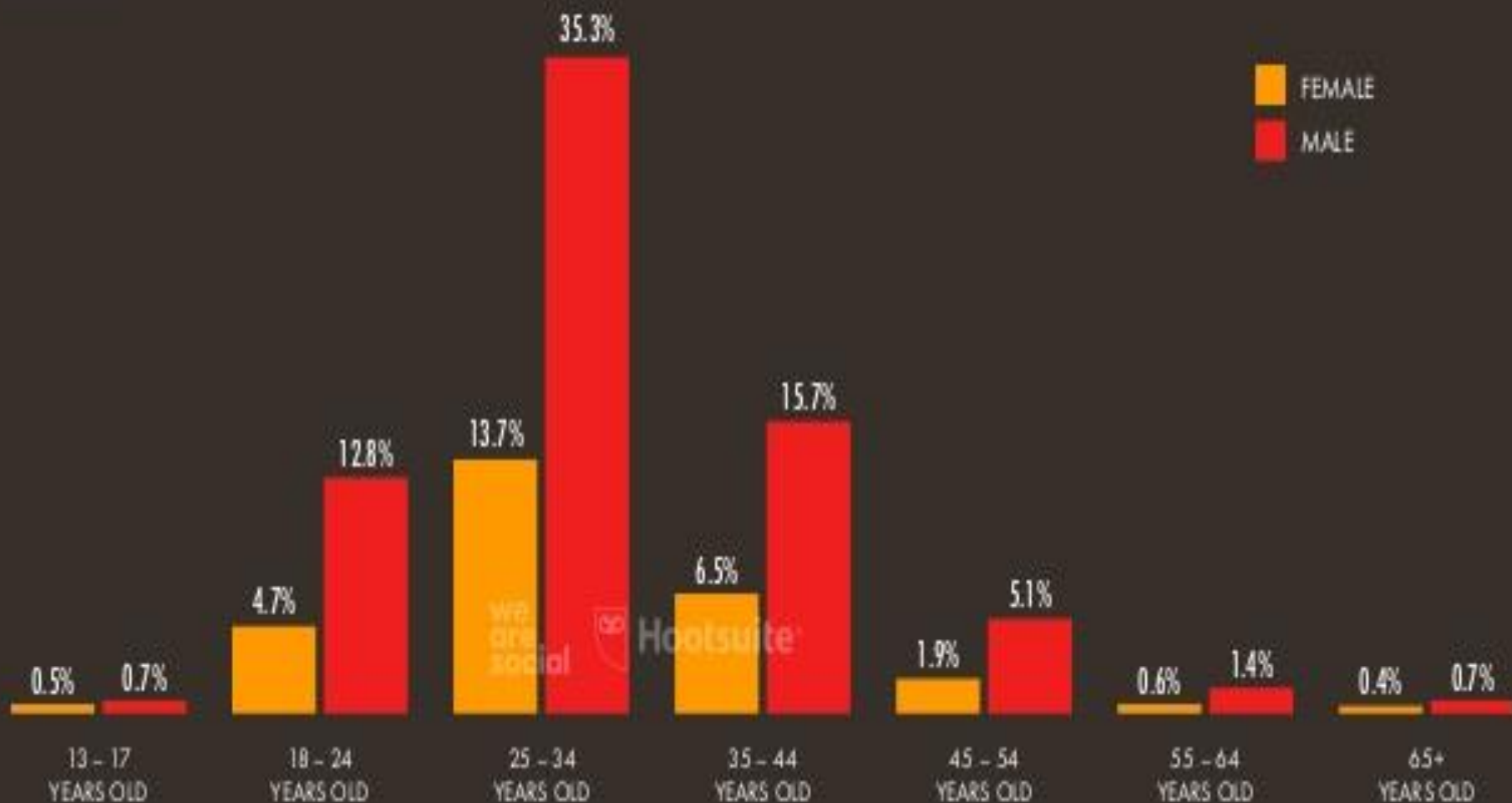
JAN
2020

SOCIAL MEDIA ADVERTISING AUDIENCE PROFILE

SHARE OF THE TOTAL ADVERTISING AUDIENCE* ACROSS FACEBOOK, INSTAGRAM, AND FB MESSENGER, BY AGE AND GENDER



THE UNITED ARAB EMIRATES



SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), BASED ON ACTIVE USERS OF FACEBOOK, INSTAGRAM, AND /OR FACEBOOK MESSAGING. * **NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN MALE OR FEMALE. * **ADVISORY:** DATA ON THIS CHART REPRESENT THE SOCIAL MEDIA ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE SOCIAL MEDIA USERS. † **COMPARABILITY ADVISORY:** SEE CHANGES

JAN
2020

SOCIAL MEDIA BEHAVIOURS

DETAILS OF HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



THE UNITED ARAB EMIRATES

VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH*



99%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



86%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



2H 57M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



10.5

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES



45%

SOURCE: GLOBAL WEB INDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
*NOTE: FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INCLUDE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH. *ADVISOR: FIGURE FOR PERCENTAGE OF INTERNET USERS WHO VISITED OR USED A SOCIAL PLATFORM IN THE PAST MONTH MAY NOT CORRELATE TO TOTAL NUMBER OF SOCIAL MEDIA USERS DUE TO DIFFERENT BEHAVIOUR BASES AND METHODOLOGIES.

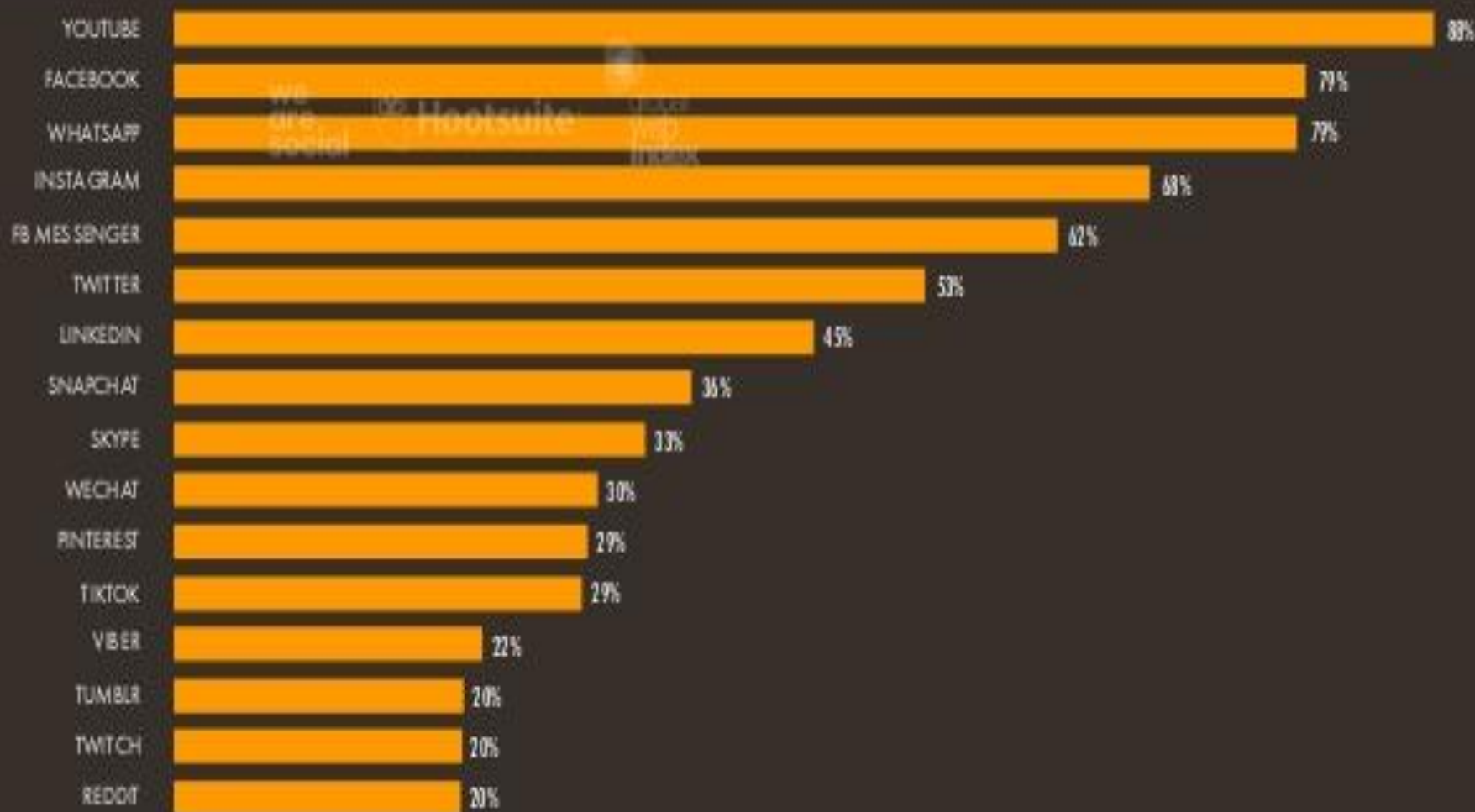
JAN
2020

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH PLATFORM IN THE PAST MONTH



THE UNITED ARAB EMIRATES



SOURCE: GLOBAL WEB INDEX (Q1 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
NOTE: FIGURES ARE BASED ON B2B USERS' SELF-REPORTED BEHAVIOR, AND MAY NOT MATCH THE WOMBERLY ACTIVE USER FIGURES OR ADDRESSABLE ADVERTISING AUDIENCE REACH FIGURES FOR EACH PLATFORM THAT WE PUBLISH ELSEWHERE IN THIS REPORT.

JAN
2020

FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



THE UNITED ARAB EMIRATES

NUMBER OF PEOPLE THAT
FACEBOOK REPORTS
CAN BE REACHED WITH
ADVERTS ON FACEBOOK



we
are
social

8.10
MILLION

FACEBOOK'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 13+



95%

QUARTER-ON-
QUARTER CHANGE
IN FACEBOOK'S
ADVERTISING REACH



+5.2%
+400 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



26.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



73.8%

SOURCES: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (ACCESSIBLE JANUARY 2020); POPULATION DATA FROM THE U.N. **NOTE:** FACEBOOK DOES NOT PUBLISH ADVERTISING AUDIENCE DATA BY GENDERS OTHER THAN MALE AND FEMALE. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL ACTIVE USERS. **COMPARABILITY ADVISORY:** QUARTER-ON-QUARTER CHANGE DATA MAY NOT BE COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN
2020

FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



THE UNITED ARAB EMIRATES

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA ANY
KIND OF MOBILE PHONE



99.1%

PERCENTAGE OF FACEBOOK
USERS WHO ONLY ACCESS VIA A
LAPTOP OR DESKTOP COMPUTER



0.9%

PERCENTAGE OF FACEBOOK
USERS WHO ACCESS VIA BOTH
PHONES AND COMPUTERS



10.2%

PERCENTAGE OF FACEBOOK
USERS WHO ONLY ACCESS
VIA A MOBILE PHONE



89.0%

JAN
2020

FACEBOOK ACTIVITY FREQUENCY

HOW OFTEN A 'TYPICAL' USER* PERFORMS EACH ACTIVITY ON FACEBOOK



THE UNITED ARAB EMIRATES

NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME*)



1

FEMALE: MALE:

1 1

POSTS LIKED IN
THE PAST 30 DAYS
(ALL POST TYPES)



13

FEMALE: MALE:

12 13

COMMENTS MADE IN
THE PAST 30 DAYS
(ALL POST TYPES)



5

FEMALE: MALE:

6 4

FACEBOOK POSTS
SHARED IN THE PAST 30
DAYS (ALL POST TYPES)



1

FEMALE: MALE:

1 1

FACEBOOK ADVERTS
CLICKED IN THE PAST 30
DAYS (ANY CLICK TYPE)



10

FEMALE: MALE:

14 9

SOURCE: FACEBOOK (JANUARY 2020). *NOTE: FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE. FIGURE FOR THE NUMBER OF FACEBOOK PAGES LIKED IS THE MEDIAN NUMBER OF PAGES THAT THE TYPICAL FACEBOOK USER HAS LIKED (NOT THE TIME THEY HAVE BEEN USING FACEBOOK, NOT DAYS IN THE PAST MONTH TO BE REACHED, THE WORLDWIDE MEDIAN IS JUST ONE PAGE).

JAN
2020

FACEBOOK PAGE REACH BENCHMARKS

AVERAGE* MONTHLY GROWTH IN PAGE LIKES (FANS), AVERAGE REACH OF PAGE POSTS, AND THE ROLE OF PAID MEDIA



THE UNITED ARAB EMIRATES

AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.12%

AVERAGE POST REACH
vs. PAGE LIKES



8.9%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



5.9%

PERCENTAGE OF PAGES
USING PAID MEDIA



38.0%

AVERAGE PAID REACH
vs. TOTAL REACH



31.0%

JAN
2020

FACEBOOK ENGAGEMENT BENCHMARKS

AVERAGE* NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE POST COMPARED TO POST REACH



THE UNITED ARAB EMIRATES

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS OF ANY KIND



3.10%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



4.48%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE IMAGE POSTS



3.99%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



3.10%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



1.31%

JAN
2020

INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



THE UNITED ARAB EMIRATES

NUMBER OF PEOPLE THAT
INSTAGRAM REPORTS
CAN BE REACHED WITH
ADVERTS ON INSTAGRAM



3.80
MILLION

INSTAGRAM'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 13+



44%

QUARTER-ON-
QUARTER CHANGE
IN INSTAGRAM'S
ADVERTISING REACH



+12%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



36.8%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



63.2%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOL FOR INSTAGRAM (ACCESSED JANUARY 2020); POPULATION DATA FROM THE U.N. **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON INSTAGRAM'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL ACTIVE USERS. **COMPARABILITY ADVISORY:** BASE CHANGES. DATA MAY NOT BE COMPARABLE TO FIGURES PUBLISHED BY PREVIOUS REPORTS.

JAN
2020

SNAPCHAT AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT



THE UNITED ARAB EMIRATES

NUMBER OF PEOPLE THAT
SNAPCHAT REPORTS
CAN BE REACHED WITH
ADVERTS ON SNAPCHAT



2.35
MILLION

SNAPCHAT'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 13+



28%

QUARTER-ON-
QUARTER CHANGE
IN SNAPCHAT'S
ADVERTISING REACH



+9.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



55.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



44.2%

SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. POPULATION DATA FROM THE U.K. *NOTE: SNAPCHAT'S TOOLS DO NOT PUBLISH ADVERTISING AUDIENCE DATA FOR OTHERS OTHER THAN WAIVE AND TEENAGE BUT THE DATA THAT THE PLATFORM REPORTS FOR MALE AND FEMALE AUDIENCES DO NOT SUM TO 100% OF THE TOTAL AUDIENCE FIGURE. GENDER SHARE FIGURES REFLECT A SHARE OF TOTAL AUDIENCE, SO WILL NOT SUM TO 100%.

JAN
2020

TWITTER AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



THE UNITED ARAB EMIRATES

NUMBER OF PEOPLE THAT
TWITTER REPORTS
CAN BE REACHED WITH
ADVERTS ON TWITTER



3.03
MILLION

TWITTER'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 13+



35%

QUARTER-ON-
QUARTER CHANGE
IN TWITTER'S
ADVERTISING REACH



-0.5%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



36.4%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



63.6%

JAN
2020

LINKEDIN AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



THE UNITED ARAB EMIRATES

NUMBER OF PEOPLE THAT
LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN*



4.30
MILLION

LINKEDIN'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 18+



53%

QUARTER-ON-
QUARTER CHANGE
IN LINKEDIN'S
ADVERTISING REACH



-2.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



29.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



70.8%

SOURCE: EXTRAPOLATIONS OF DATA FROM LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020); POPULATION DATA FROM THE U.N. ***NOTES:** LINKEDIN'S ADVERTISING AUDIENCE FIGURES ARE BASED ON 30M+ (REGISTERED) MEMBERS, NOT WORKING ACTIVE USERS, SO DATA ON THIS CHART MAY NOT BE COMPARABLE TO SIMILAR DATA POINTS FOR OTHER PLATFORMS. LINKEDIN DOES NOT REPORT ADVERTISING AUDIENCE FIGURES FOR GENDERB OTHER THAN "MALE" OR "FEMALE". GENDERB OTHER FIGURES HAVE BEEN EXTRAPOLATED FROM AVAILABLE DATA.

JAN
2020

TOP YOUTUBE SEARCH QUERIES

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO YOUTUBE'S SEARCH TOOLS THROUGHOUT 2019



THE UNITED ARAB EMIRATES

#	SEARCH QUERY	INDEX
01	SONG	100
02	SONGS	86
03	LIVE	62
04	MOVIES	55
05	HOT	33
06	NEWS LIVE	32
07	MALAYALAM MOVIE	24
08	BABY	21
09	HINDI MOVIE	20
10	MUSIC	18

#	SEARCH QUERY	INDEX
11	MALAYALAM FULL MOVIE	17
12	COMEDY	15
13	INDIA	13
14	SEXY	12
15	امعاني	11
16	HINDI MOVIES	11
17	NEW SONG	10
18	ASIANET NEWS	10
19	FORTNITE	9
20	ASIANET NEWS LIVE	8

we
are
social





MOBILE USE

JAN
2020

MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH



THE UNITED ARAB EMIRATES

NUMBER OF MOBILE
CONNECTIONS
(EXCLUDING IOT)



18.38
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



187%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



81%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



19%

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G - 5G)



88%

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). NOTE: PERCENTAGES \gg POPULATION MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. TOTAL GLOBAL CONNECTIONS FIGURE QUOTED HERE DOES NOT INCLUDE IOT OR WIRELESS CONNECTIONS. \oplus COMMUNITY ADVISORY: SAZE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA BY OUR PREVIOUS REPORTS.

JAN
2020

MOBILE CONNECTIVITY INDEX

GSM.A INTELLIGENCE'S ASSESSMENT OF KEY ENABLERS AND DRIVERS OF MOBILE INTERNET CONNECTIVITY



THE UNITED ARAB EMIRATES

OVERALL COUNTRY
INDEX SCORE



73.79

OUT OF MAX. 100

MOBILE NETWORK
INFRASTRUCTURE



78.49

OUT OF MAX. 100

AFFORDABILITY OF
DEVICES & SERVICES



74.07

OUT OF MAX. 100

CONSUMER
READINESS



67.03

OUT OF MAX. 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



76.07

OUT OF MAX. 100

JAN
2020

USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH TYPE OF MOBILE APP EACH MONTH



THE UNITED ARAB EMIRATES

CHAT APPS
(MESSENGERS)



92%

SOCIAL
NETWORKING APPS



93%

ENTERTAINMENT
OR VIDEO APPS



80%

GAMES
(ANY TYPE)



42%

SHOPPING
APPS



61%

MUSIC
APPS



37%

MAP
APPS



76%

BANKING
APPS



30%

DATING AND
FRIENDSHIP APPS



[N/A]

HEALTH AND
FITNESS APPS



24%

JAN
2020

SHARE OF WEB TRAFFIC BY MOBILE OS

SHARE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT MOBILE OPERATING SYSTEMS



THE UNITED ARAB EMIRATES

SHARE OF WEB TRAFFIC
ORIGINATING FROM
ANDROID DEVICES



we
are
social

78.2%

DEC 2019 vs. DEC 2018:

-0.8%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
APPLE IOS DEVICES



K
L

21.6%

DEC 2019 vs. DEC 2018:

+6.6%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
KAI OS DEVICES



OS

[N/A]

DEC 2019 vs. DEC 2018:

[N/A]

SHARE OF WEB TRAFFIC
ORIGINATING FROM
SAMSUNG OS DEVICES*



OS

0.07%

DEC 2019 vs. DEC 2018:

-30%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
OTHER OS DEVICES



0.2%

DEC 2019 vs. DEC 2018:

-80%

SOURCE: STATCOUNTER (ACCESSED JANUARY 2020). FIGURES REPRESENT EACH OPERATING SYSTEM'S SHARE OF WEB PAGE REQUESTS TO WEB BROWSERS ONLY. SHARE FIGURES ARE FOR DECEMBER 2019. ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2019 TO DECEMBER 2018. *NOTES: FIGURE FOR SAMSUNG OS REFERS ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. GALAXY AND NOTE), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID.

JAN
2020

MOBILE ACTIONS

PERCENT OF INTERNET USERS AGED 16 TO 64 WHO PERFORM EACH ACTION USING THEIR MOBILE PHONE EACH MONTH



THE UNITED ARAB EMIRATES

WATCH CONTENT
ON A TV BY CASTING IT
FROM A MOBILE PHONE*



32%

USE OR
SCAN
QR CODES



25%

USE AN
IMAGE SEARCH
TOOL OR SERVICE



36%

USE A MOBILE
PHONE AS A TICKET
OR BOARDING PASS



24%

TRANSFER MONEY
TO FRIENDS
OR FAMILY



30%



ECOMMERCE USE

JAN
2020

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



THE UNITED ARAB EMIRATES

HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



87%

HAS A
CREDIT CARD



45%

HAS A MOBILE
MONEY ACCOUNT



21%

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



60%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



37%

PERCENTAGE OF MEN
WITH A CREDIT CARD



49%

PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



54%

PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



62%

JAN
2020

ECOMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH



THE UNITED ARAB EMIRATES

SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



we
are
social

81%

VISITED AN ONLINE
RETAIL STORE ON THE
WEB (ANY DEVICE)



we
are
social

86%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



we
are
social

66%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



we
are
social

25%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



51%

JAN
2020

ECOMMERCE SPEND BY CATEGORY

TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2019, IN U.S. DOLLARS



THE UNITED ARAB EMIRATES

FASHION
& BEAUTY



statista 5

\$1.09
BILLION

ELECTRONICS &
PHYSICAL MEDIA



we
are
social

\$949.0
MILLION

FOOD &
PERSONAL CARE



we
are
social

\$399.0
MILLION

FURNITURE &
APPLIANCES



\$413.0
MILLION

TOYS, DIY
& HOBBIES



we
are
social

\$858.0
MILLION

TRAVEL (INCLUDING
ACCOMMODATION)*



we
are
social

\$3.25
BILLION

DIGITAL
MUSIC



statista 5

\$47.00
MILLION

VIDEO
GAMES



\$184.0
MILLION

JAN
2020

ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR GROWTH IN TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES (2019 vs. 2018)



THE UNITED ARAB EMIRATES

FASHION
& BEAUTY



statista 54

+4.5%

ELECTRONICS &
PHYSICAL MEDIA



we
are
social

+3.0%

FOOD &
PERSONAL CARE



we
are
social

+7.8%

FURNITURE &
APPLIANCES



+12%

TOYS, DIY
& HOBBIES



we
are
social

+6.1%

TRAVEL (INCLUDING
ACCOMMODATION)*



we
are
social

+4.8%

DIGITAL
MUSIC



statista 54

+5.0%

VIDEO
GAMES



-0.2%

JAN
2020

ONLINE PURCHASES OF CONSUMER GOODS

OVERVIEW OF THE MARKET FOR ONLINE CONSUMER GOODS PURCHASES IN 2019



THE UNITED ARAB EMIRATES

TOTAL NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS ONLINE IN 2019



8.70
MILLION

VALUE OF THE MARKET FOR
ONLINE CONSUMER GOODS
PURCHASES (IN U.S. DOLLARS)



\$3.71
BILLION

AVERAGE ANNUAL REVENUE PER
ONLINE CONSUMER GOODS
SHOPPER (ARPU) IN U.S. DOLLARS



\$426

ONLINE CONSUMER GOODS
ARPU AS A PERCENTAGE OF GDP
PER CAPITA (BOTH U.S. DOLLARS)



1.0%

SOURCES: STATSWARE OUTLOOK (ACCESSED JANUARY 2020); SEE [STATS.COM/OUTLOOK/DIGITAL-MARKET/](https://www.statista.com/outlook/digital-market/) FOR MORE DETAILS. ***NOTES:** FIGURES INCLUDE ONLINE REVENUE FROM CONSUMER GOODS CATEGORIES ONLY (FASHION & BEAUTY, ELECTRONICS & PHYSICAL MEDIA, FOOD & DRINK, FURNITURE & APPLIANCE, AND TOYS, HOBBIES & DIY), AND DO NOT INCLUDE REVENUE FROM TRAVEL, ACCOMMODATION, DIGITAL CONTENT, OR ANY B2B PURCHASES. **COMPARABILITY ADVISORY:** BASE CHANGES DATA ARE NOT COMPARABLE TO PREVIOUS REPORTS.

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ECOMMERCE VALUE: ALTERNATIVE PERSPECTIVES

ALTERNATIVE PERSPECTIVES ON THE OVERALL SIZE, VALUE, AND GROWTH OF THE B2C ECOMMERCE MARKET (IN U.S. DOLLARS)



THE UNITED ARAB EMIRATES

TOTAL VALUE OF THE
CONSUMER (B2C)
ECOMMERCE MARKET

ANNUAL GROWTH
IN THE VALUE OF B2C
ECOMMERCE SPEND

B2C ECOMMERCE SPEND
AS A PERCENTAGE OF
TOTAL B2C RETAIL SPEND

AVERAGE ANNUAL
ONLINE SPEND PER
B2C CONSUMER

MOBILE'S SHARE OF
B2C ECOMMERCE
TRANSACTION VALUE



we
are
social

\$7.40
BILLION



+18%



5.0%



\$1,277



49%

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2020

ECOMMERCE PURCHASES BY PAYMENT METHOD

PERCENTAGE OF ECOMMERCE TRANSACTIONS COMPLETED USING EACH METHOD OF PAYMENT



THE UNITED ARAB EMIRATES

CREDIT CARD



we
are
social

36%

CASH



21%

BANK TRANSFER



14%

EWALLET



18%

OTHER



11%

JAN
2020

DIGITAL PAYMENTS OVERVIEW

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET IN 2019 (IN U.S. DOLLARS)



THE UNITED ARAB EMIRATES

NUMBER OF PEOPLE
MAKING DIGITALLY ENABLED
PAYMENT TRANSACTIONS*



we
are
social

8.70
MILLION

TOTAL ANNUAL VALUE
OF DIGITALLY ENABLED
CONSUMER PAYMENTS



statista

\$9.08
BILLION

ANNUAL CHANGE IN THE
VALUE OF DIGITALLY ENABLED
CONSUMER PAYMENTS



statista

+5.1%

AVERAGE TOTAL ANNUAL VALUE OF
DIGITAL PAYMENT TRANSACTIONS
PER DIGITAL PAYMENTS USER



\$1,049

JAN
2020

RIDE-HAILING MARKET OVERVIEW

SIZE AND GROWTH OF THE RIDE-HAILING MARKET IN 2019 (IN U.S. DOLLARS)



THE UNITED ARAB EMIRATES

NUMBER OF PEOPLE
USING DIGITALLY ENABLED
RIDE-HAILING SERVICES *



2.50
MILLION

TOTAL VALUE OF THE
DIGITALLY ENABLED
RIDE-HAILING MARKET



\$959.0
MILLION

ANNUAL GROWTH IN THE TOTAL
VALUE OF THE DIGITALLY ENABLED
RIDE-HAILING MARKET



+15%

ANNUAL REVENUE PER
USER OF DIGITALLY ENABLED
RIDE-HAILING SERVICES



\$382

SOURCE: STATISTA MARKET OUTLOOK FOR ONLINE MOBILITY SERVICES (ACCESSED JANUARY 2020). FIGURES USE FULL-YEAR VALUES FOR 2019, WITH COMPARISONS TO EQUIVALENT 2018 DATA. SEE STATISTA.COM/OUTLOOK/MOBILITYMARKETS FOR MORE DETAILS. * NOTE: IN THIS CONTEXT, "DIGITALLY ENABLED RIDE-HAILING SERVICES" INCLUDE RANSI SERVICES ON NETWORK COMPANIES THAT OFFER RIDESHARE PRIVATE VEHICLES (E.G. UBER, DIDI, GRAB), DELIVERING SERVICES, AND REGULAR TAXI SERVICES BOOKED ONLINE OR THROUGH A SMARTPHONE APP.

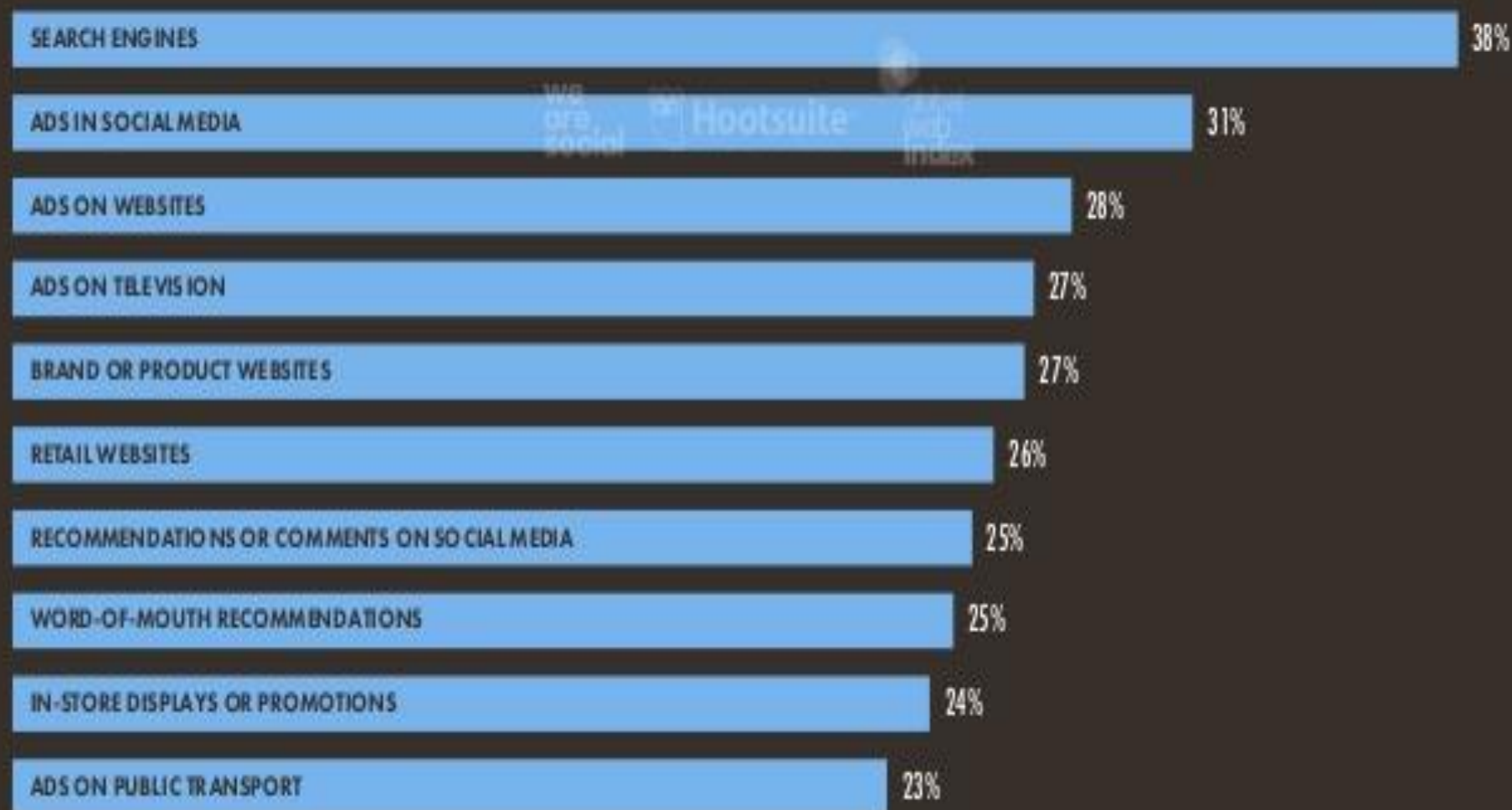
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SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY DISCOVER NEW BRANDS AND PRODUCTS VIA EACH CHANNEL



THE UNITED ARAB EMIRATES



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2020

TOP GOOGLE SHOPPING QUERIES

MOST COMMON GOOGLE SHOPPING SEARCH QUERIES THROUGHOUT 2019



THE UNITED ARAB EMIRATES

#	SEARCH QUERY	INDEX
01	IPHONE	100
02	SHOES	98
03	AMAZON	69
04	ADIDAS	45
05	HUAWEI	38
06	NIKE	37
07	SOUQ	35
08	IKÉA	31
09	NOON	23
10	IPHONE 8	21

#	SEARCH QUERY	INDEX
11	IPHONE 7	20
12	AMAZON UAE	20
13	LAPTOP	16
14	SHARAF DG	16
15	IPHONE X	15
16	ADIDAS SHOES	15
17	IPHONE XS	14
18	CARREFOUR	14
19	EBAY	11
20	GOOGLE	11

we
are
social

100

JAN
2020

VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2019, WITH DETAIL OF SPEND IN INDIVIDUAL SUB-CATEGORIES



THE UNITED ARAB EMIRATES

TOTAL DIGITAL AD
SPEND IN 2019



\$1.20
BILLION

we
are
social

SPEND ON DIGITAL
SEARCH ADS IN 2019



\$345.0
MILLION

statista 75

SPEND ON SOCIAL
MEDIA ADS IN 2019



\$467.0
MILLION

SPEND ON DIGITAL
BANNER ADS IN 2019



\$189.0
MILLION

statista 75

SPEND ON DIGITAL
VIDEO ADS IN 2019



\$104.0
MILLION

130

SPEND ON DIGITAL
CLASSIFIED ADS IN 2019



\$90.00
MILLION

SOURCE: STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JANUARY 2020). FIGURES REPRESENT FULL-YEAR DIGITAL ADVERTISING SPEND FOR 2019.

SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKET](https://www.statista.com/outlook/digital-market) FOR MORE DETAILS. NOTES: SPEND VALUES ARE IN U.S. DOLLARS. INCLUDES ADVERTISING ON MOBILE AND DESKTOP DEVICES. VALUES DO NOT INCLUDE SPEND ON BILLBOARD MARKETING, AUDIO ADVERTS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS.

JAN
2020

DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BETWEEN 2018 AND 2019



THE UNITED ARAB EMIRATES

YEAR-ON-YEAR CHANGE IN TOTAL DIGITAL AD SPEND



+6.8%

we
are
social

YEAR-ON-YEAR CHANGE IN DIGITAL SEARCH AD SPEND



+4.0%

statista 5

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA AD SPEND



+13%

YEAR-ON-YEAR CHANGE IN DIGITAL BANNER AD SPEND



+1.6%

statista 5

YEAR-ON-YEAR CHANGE IN DIGITAL VIDEO AD SPEND



+7.5%

statista 5

YEAR-ON-YEAR CHANGE IN DIGITAL CLASSIFIED AD SPEND



-0.1%

SOURCE: STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JANUARY 2020). FIGURES COMBINE FULL-YEAR DIGITAL ADVERTISING SPEND IN 2019 TO EQUIVALENT Q4A FOR 2018. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS-FOR-MORE-DETAILS. NOTES: INCLUDES ADVERTISING ON MOBILE AND DESKTOP DEVICES. VALUES DO NOT INCLUDE SPEND ON BILLBOARD MARKETING, AUDIO ADVERTISING, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS.

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GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NILE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FAKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	UK
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PTCABIN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SWALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOSNIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIR, ST. EUSTATIUS & SABA	CZECH REP.	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHELEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUYANA	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE



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COVERAGE**



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ACROSS 46 MARKETS**



**CROSS-DEVICE
COVERAGE**

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statista

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INTERNET POPULATION



OVER 150 COUNTRIES
AND REGIONS



98% OF WORLDWIDE
ECONOMIC POWER



MORE THAN 30,000
INTERACTIVE STATISTICS

Learn more about Statista at <https://www.statista.com>

SPECIAL THANKS: GSMA INTELLIGENCE

The logo for GSMA Intelligence, featuring the text "GSMA Intelligence" in a sans-serif font, with "GSMA" in red and "Intelligence" in black, all contained within a white circular background.

GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

Leading operators, vendors, regulators, financial institutions and third-party industry players rely on GSMA Intelligence to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself. GSMA Intelligence's team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

Learn more about GSMA Intelligence at <https://www.gsmainelligence.com>

SPECIAL THANKS: APP ANNIE



App Annie is the industry's most trusted mobile data and analytics platform. App Annie's mission is to help customers create winning mobile experiences and achieve excellence. The company created the mobile app data market and is committed to delivering the industry's most complete mobile performance offering. More than 1,100 enterprise clients and 1 million registered users across the globe and spanning all industries rely on App Annie as the standard to revolutionize their mobile business. The company is headquartered in San Francisco with 12 offices worldwide.



**1 MILLION
REGISTERED USERS**



**BEST-IN-CLASS
DATA**



**COVERAGE ACROSS
150 COUNTRIES**



**UNPARALLELED
SERVICE & SUPPORT**

Learn more about App Annie at <https://www.appannie.com>



SPECIAL THANKS: SIMILARWEB

SimilarWeb provides the measure of the digital world. With an international online panel consisting of hundreds of millions of devices, SimilarWeb provides granular insights about any website or app across a wide array of industries. Global brands such as Google, eBay, and adidas rely on SimilarWeb to understand, track and grow their digital market share. The company has 450 employees and offices spanning four continents. SimilarWeb has been named one of Wall Street's Secret Weapons, and one of Calcalist's 2018 List of 50 Most Promising Israeli Startups.



**WEB
INTELLIGENCE**



**APP
INTELLIGENCE**



**GLOBAL
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**GRANULAR
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BUILDER WITH
OVER 300 METRICS**



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YOUR NETWORKS
IN ONE PLACE**



**PREDICTIVE
METRICS TO DRIVE
FUTURE STRATEGY**

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DATA SOURCES

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2019 Revision; US Census Bureau (accessed January 2020); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in January 2020). **Literacy rates:** UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2020). **GDP and financial inclusions data:** World Bank DataBank; IMF Data; CIA World Factbook (all accessed January 2020). **Device ownership and time spent by media:** GlobalWebIndex (Q3 2019).*

INTERNET USERS: ITU Statistics; Eurostat Data Explorer; GlobalWebIndex; Facebook's self-serve advertising tools; local government authorities and telecom regulatory bodies; APJII (all accessed January 2020). **Mobile internet share** based on data from GlobalWebIndex (Q3 2019)*, and extrapolations of data reported in Facebook's self-serve advertising tools. **Internet connection speed** data from Ookla Speedtest (values for December 2019). **Time spent on the internet** from GlobalWebIndex (Q3 2019)*. **World's top websites** from SimilarWeb (December 2019) and Alexa (monthly average based on 3-month period to mid-January 2020). **Web language** insights

via W3Techs (January 2020). **Google search** insights from Google Trends (data for full year 2019). Data on use of **data misuse fears, voice search, and ad blockers** from GlobalWebIndex (Q3 2019). * Data on concerns about **'fake news'** from Reuters Institute Digital News Report (2019 edition). **Content streaming** insights from GlobalWebIndex (Q3 2019). * **Smart Home** insights from Statista Digital Market Outlook* (accessed January 2020); GlobalWebIndex (Q3 2019).

SOCIAL MEDIA USERS & ADVERTISING

AUDIENCES: Social media platforms' self-serve advertising tools (including extrapolations); company earnings announcements; press releases and promotional materials; remarks by senior platform executives at public events; statements on company websites; reports in reputable media (all latest data available in January 2020). **TikTok** data from a company sales presentation published by AdAge (October 2019). **YouTube** insights via YouTube press website (accessed January 2020). **Top messenger platforms** from SimilarWeb (January 2020, based on data for December 2019). **Time spent on social media** from GlobalWebIndex (Q3 2019)*. **Facebook and Instagram reach and engagement** data from Locawise (January 2020, based on averages for Q4 2019).

MOBILE USERS & CONNECTIONS: GSMA Intelligence (January 2020); Ericsson Mobility Report (November 2019); Ericsson Mobility Calculator and Visualizer tools (accessed January 2020). **Mobile Apps:** App Annie (January 2020); SimilarWeb (January 2020). **Mobile actions:** GlobalWebIndex (Q3 2019).

ECOMMERCE USERS & SPEND: Statista Digital Market Outlook* (accessed January 2020); GlobalWebIndex (Q3 2019)*; PPRO Payments & Commerce reports (2019 and 2020 editions). **Brand discovery channels:** GlobalWebIndex (Q3 2019). **Ride-Hailing** insights from Statista Digital Market Outlook* (accessed January 2020); GlobalWebIndex (Q3 2019). **Digital advertising market:** Statista Digital Market Outlook* (accessed January 2020); eMarketer (February 2019).

*For more details of GlobalWebIndex's methodology, visit <https://www.globalwebindex.com>.

*For more details of Statista's Market Outlook, visit <https://www.statista.com/outlook/digital-markets>.

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data. However, the user numbers published by social media platforms can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media. These data are also more likely to be updated on a regular basis, as social media companies relies on this data to help sell their advertising products and services.

As a result, on occasion, we've used the latest addressable advertising audience data from social media platforms' self-service advertising tools to inform our internet user numbers, especially in less-developed economies, where 'official' internet user numbers are published less frequently. Consequently, there are a number of instances in this report where the reported number of social media users equals the reported number of internet users.

It's unlikely that one hundred percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, we've changed the source for a number of our data points in this year's reports, and a number of metrics that we reported in last year's Global Digital reports have also been revised by the original data provider since publication. As a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports in case the original base has changed.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@keprios.com.

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