

Digital Lifestyle

in the United Arab Emirates



2022

Contents

Introduction	3
Average Internet speed in UAE	4
Internet in UAE	5
Internet Uses	6
E-commerce	8
Digital Behaviors	10
Advertising on Social Media	11
Conclusion	14

Introduction

The UAE has the region's first e-government established in 2001. Along this eventful journey, digitization has been fostered as a way of life in society and businesses in their endeavor to maximize efficiency and effectiveness.

This report sheds some light on the UAE digital lifestyle, based on circulated figures of relevant global reports.

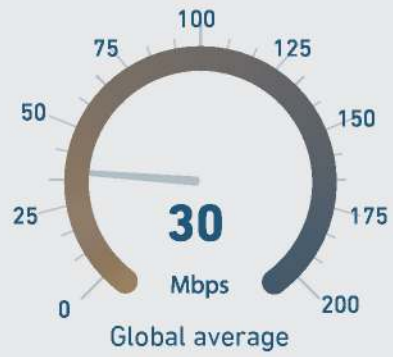
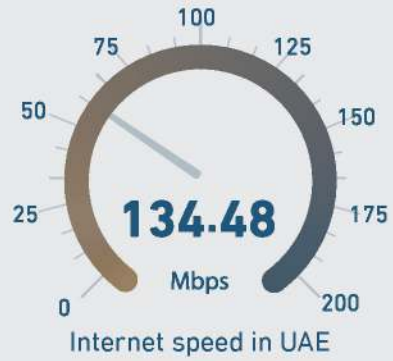


Average Internet speed in UAE

> Mobile Internet Speed

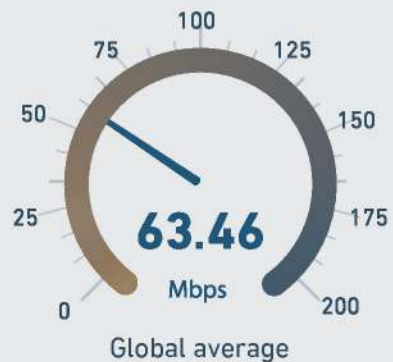
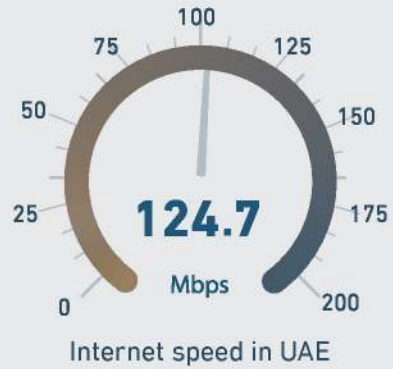


1st
Globally



> Fixed Broadband Internet

13th
Globally



Internet in UAE

> Internet utilization in UAE

2nd
Globally

62.5%
Global average



99%
in the UAE

Users in UAE **9,935,967**

> Time spent on using the Internet in UAE

12th
Globally



Via mobile



Average global time

03:43
H



Average UAE time

04:35
H

11th
Globally



Via PC



Average global time

03:14
H



Average UAE time

04:01
H

Top 10th
Globally



Across all devices



Average global time

06:58
H



Average UAE time

08:36
H

Internet Uses

> Media-related



Digital media (social media) in UAE *

1st
Globally



Social media utilization rate to total population



Global utilization average of social media

UAE is the only in the world

100%

to have its population engagement in social media exceed

The UAE surpassed

200%

in population engagement in social media the global rate by

> Professional



5th
Globally

* to total population

Internet Uses

> Educational



Top
20
Globally



Using digital videos
as a source of learning

Top
10
Globally



Viewing blogs
Digital visual

> Recreational



Top
10
Globally



Playing videogames

> Economical



Top
10
Globally



Population possessing
cryptocurrencies

> Medical



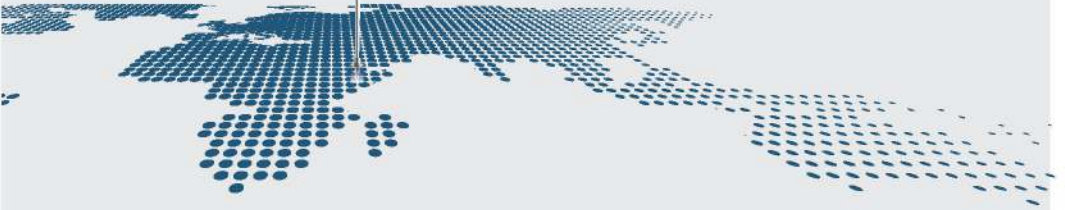
Top
20
Globally



Percentage of UAE population
Undergoing telemedicine

E-commerce

9th
Globally



> Average annual per capita
Digital spending in UAE

3,775
USD

> Average annual per capita
Global digital spending

1,766
USD



E-commerce



Volume of weekly purchases made online

14th
Globally



Percentage of UAE population buying their needs online weekly



Weekly online purchases Via mobile

13th
Globally



Percentage of UAE population buying their needs by phone online weekly



Digital content

Top

20th
Globally



Percentage of UAE population buying miscellaneous digital content



Weekly home food purchases

9th
Globally



Percentage of UAE population buying their food needs online weekly

Digital Behaviors

> Time spent on social media in the UAE

12th
Globally



04:35
H

11th
Globally

Average no. of social networking platforms used

Social media uses



• **Brand search**

Top

20
Globally



• **Business-related**

13th
Globally



Advertising on social media

facebook



Facebook's advertising reach in UAE



Facebook's global advertising reach



YouTube's advertising reach in UAE



YouTube's global advertising reach

youtube



Advertising on social media

Instagram



Instagram's advertising reach in UAE



Instagram's global advertising reach



TikTok's advertising reach in UAE



TikTok's global advertising reach

TikTok



Advertising on social media

LinkedIn



Advertising reach of LinkedIn in UAE



LinkedIn's global advertising reach



Snapchat's advertising reach in UAE



Snapchat's global advertising reach

Snapchat



Twitter's advertising reach in UAE



Twitter's global advertising reach

Twitter



Conclusion

This report is issued by TDRA, however, the figures therein are derived from the Digital 2022: Global Overview Report, as one of several inputs that can be included in subsequent reports dealing with other aspects of digital transformation.

