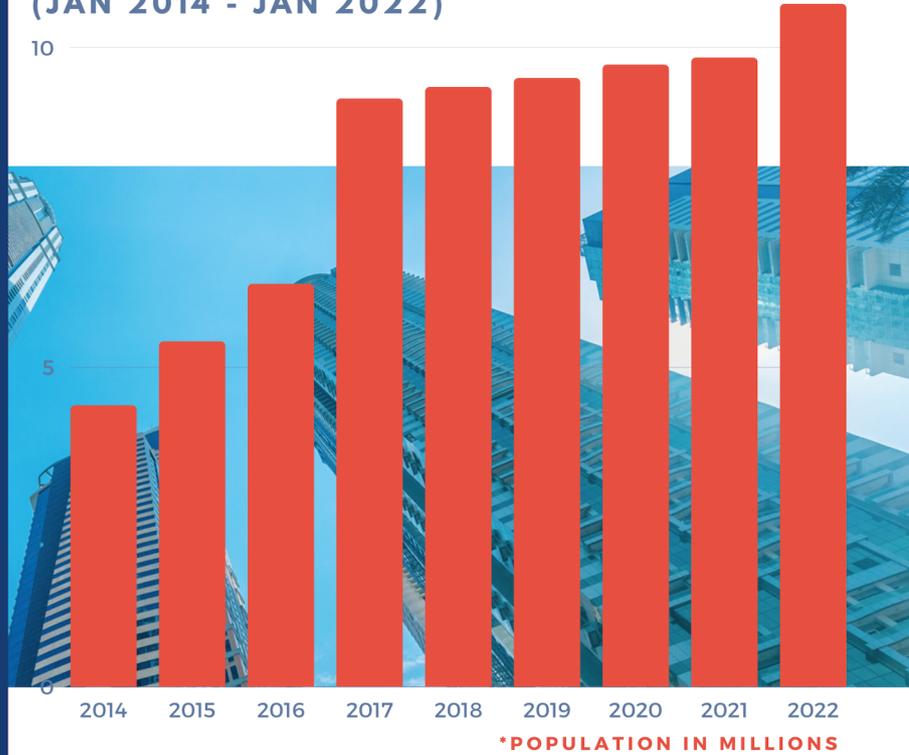




UAE SOCIAL MEDIA STATISTICS

SOCIAL MEDIA USER GROWTH (JAN 2014 - JAN 2022)*



10.08*
TOTAL POPULATION OF THE UAE



9.979*
TOTAL INTERNET USERS IN THE UAE



9.978*
TOTAL SOCIAL MEDIA USERS IN THE UAE



10.68*
SOCIAL MEDIA USERS INCLUDING BUSINESS USER ACCOUNTS



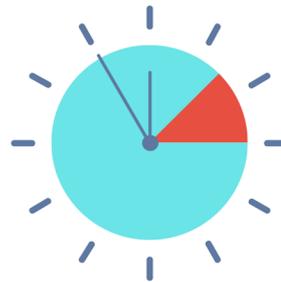
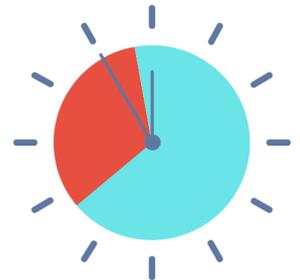
810,000*
ANNUAL GROWTH IN ACTIVE SOCIAL MEDIA USERS

SOCIAL MEDIA TIME SPENT



8H 36M

AVERAGE DAILY TIME SPENT USING INTERNET



3H 4M

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING AUDIENCE PROFILE BY GENDER AGE

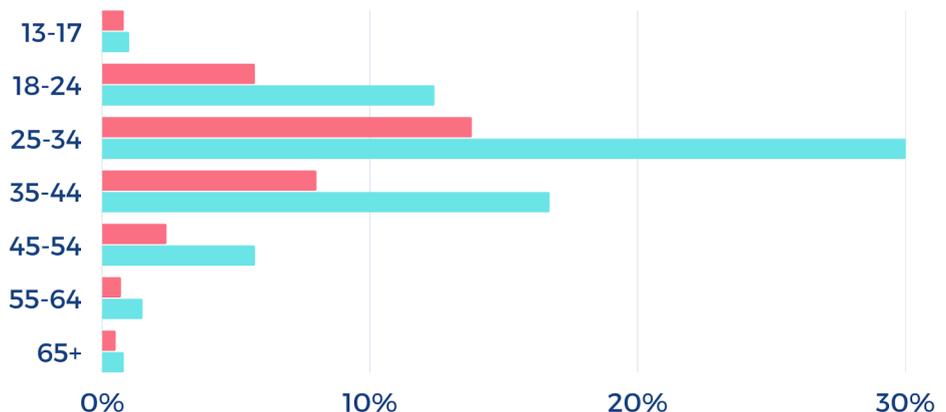
FEMALE MALE



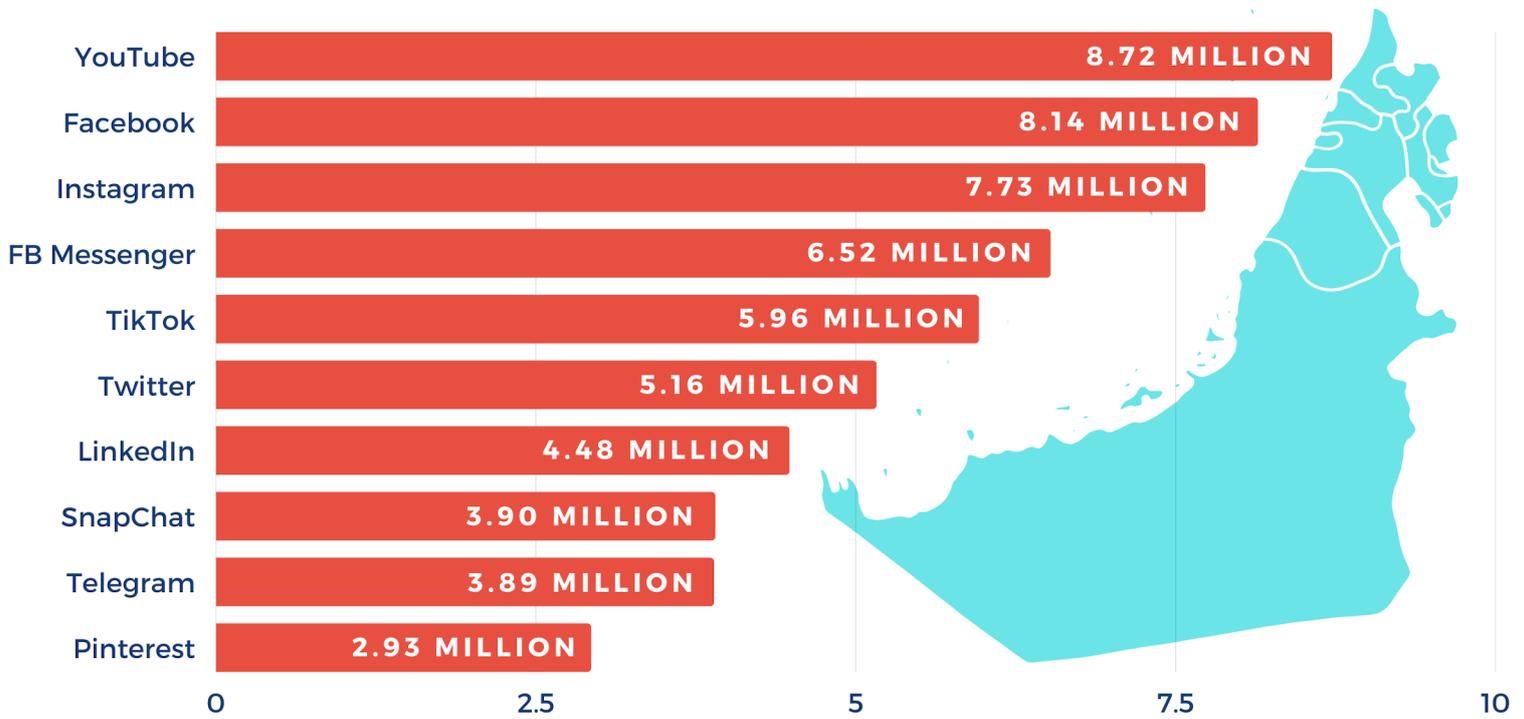
31.90%



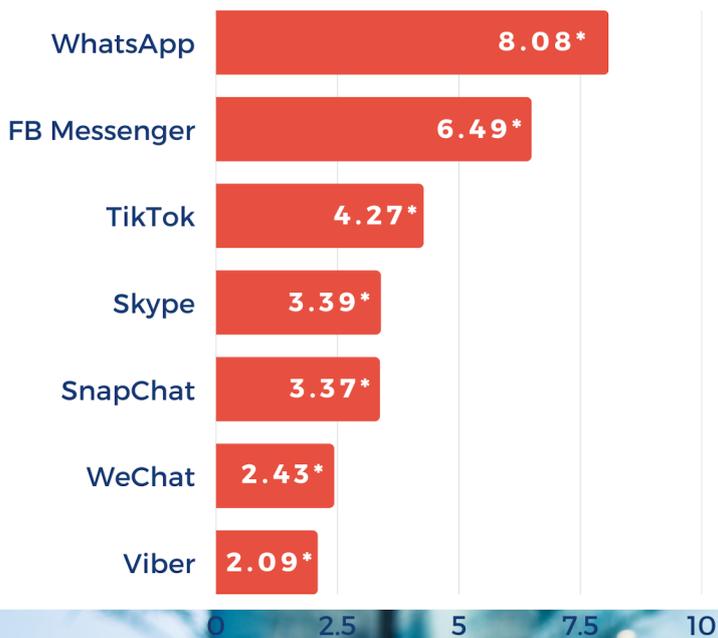
68.10%



10 MOST USED SOCIAL MEDIA PLATFORMS BY UAE POPULATION



POPULAR MESSENGER APPS IN THE UAE



10 MAIN REASONS FOR USING SOCIAL MEDIA

