



DIGITAL 2020

SAUDI ARABIA

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



Hootsuite®

**we
are
social**



Hootsuite®



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.



DIGITAL 2020

GLOBAL DIGITAL OVERVIEW

ESSENTIAL INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE THE INTERNET, MOBILE DEVICES, SOCIAL MEDIA, AND ECOMMERCE



DIGITAL 2020

GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



[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	NIUE	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.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE 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.	U.K.
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	PITCAIRN 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	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECH REP.	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	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%



we
are
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SOURCES: POPULATION: UNITED NATIONS; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR. ALL LATEST AVAILABLE DATA IN JANUARY 2020. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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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



+2.4%

JAN 2020 vs. JAN 2019

+124 MILLION

INTERNET
USERS



+7.0%

JAN 2020 vs. JAN 2019

+298 MILLION

ACTIVE SOCIAL
MEDIA USERS



+9.2%

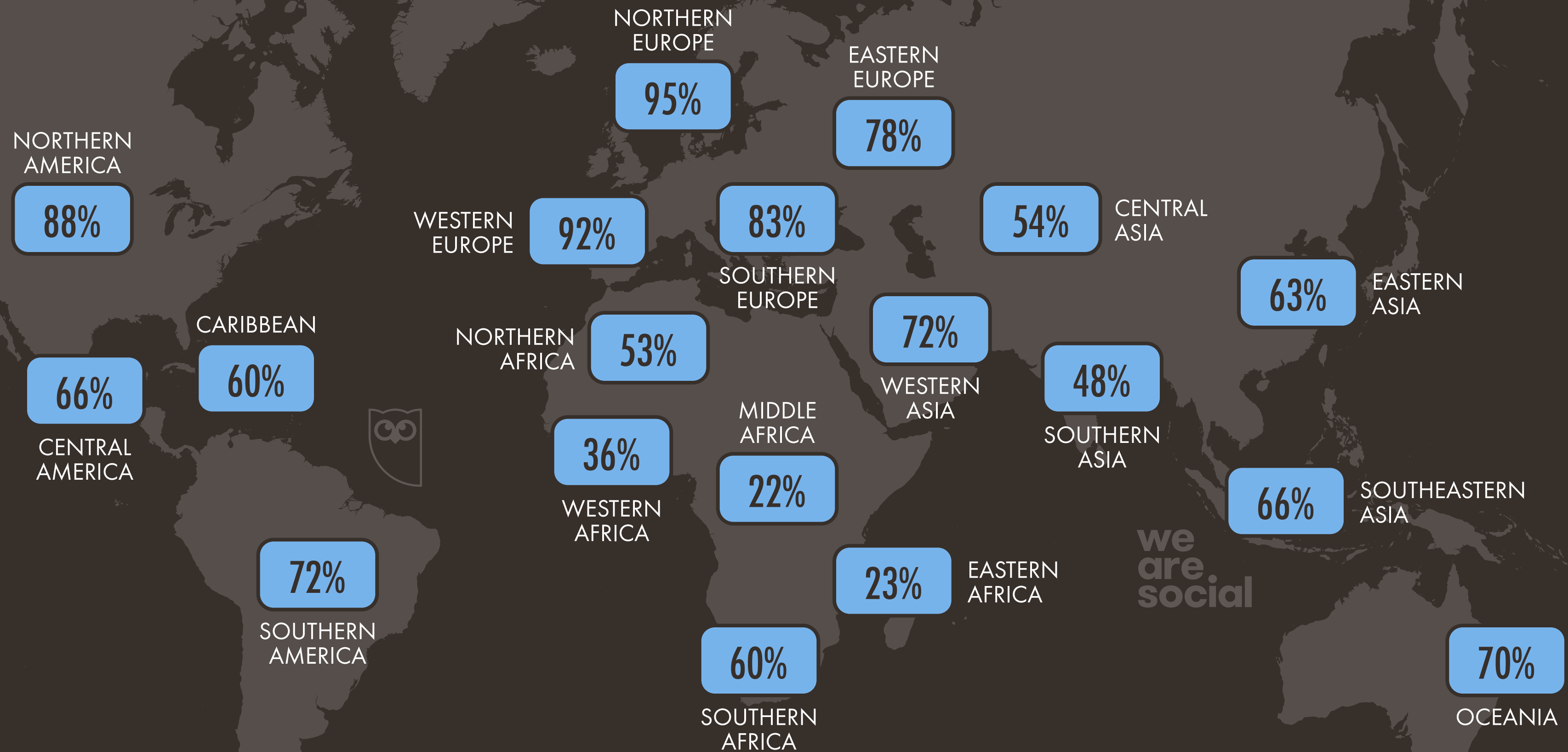
JAN 2020 vs. JAN 2019

+321 MILLION

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2020

INTERNET PENETRATION BY REGION

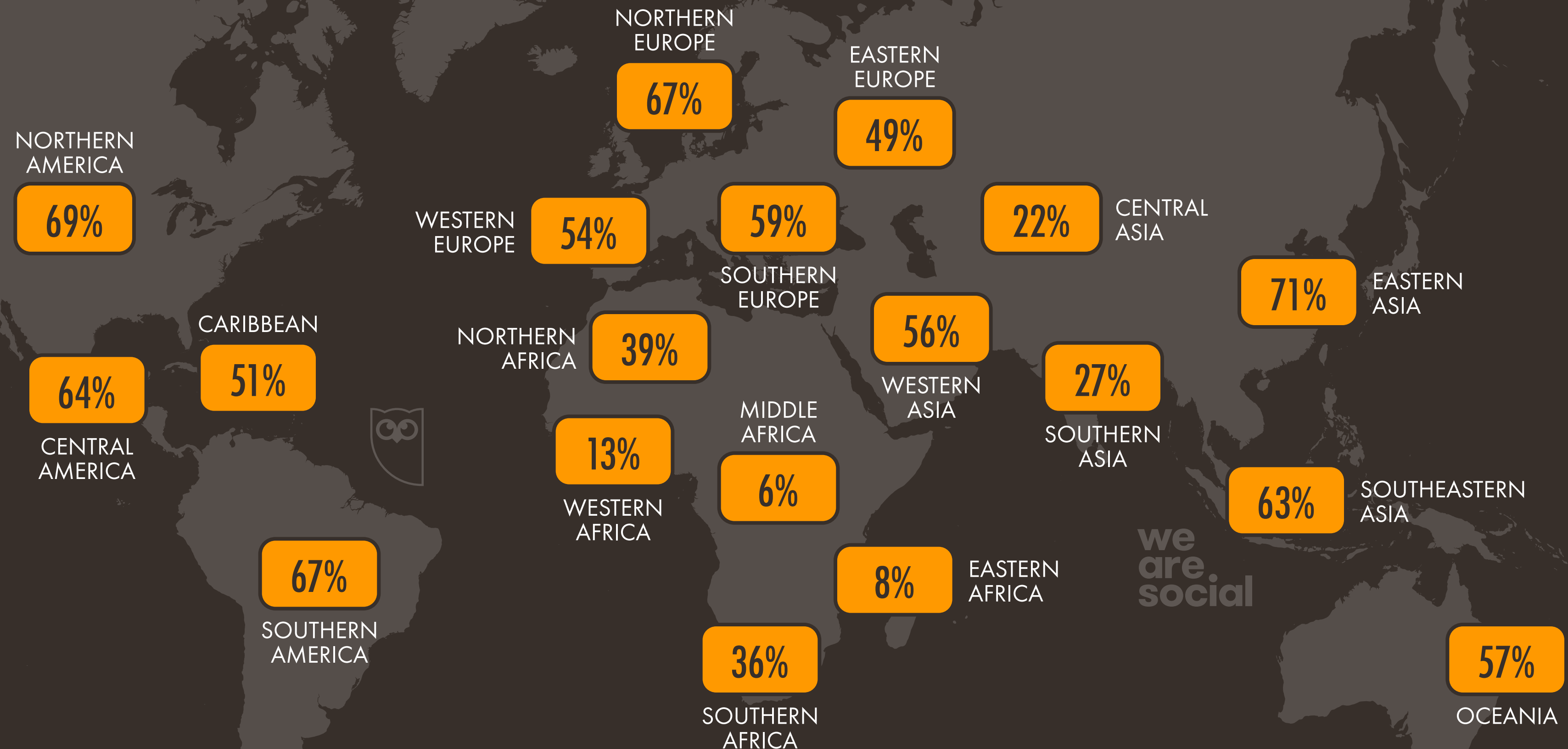
NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION*



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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

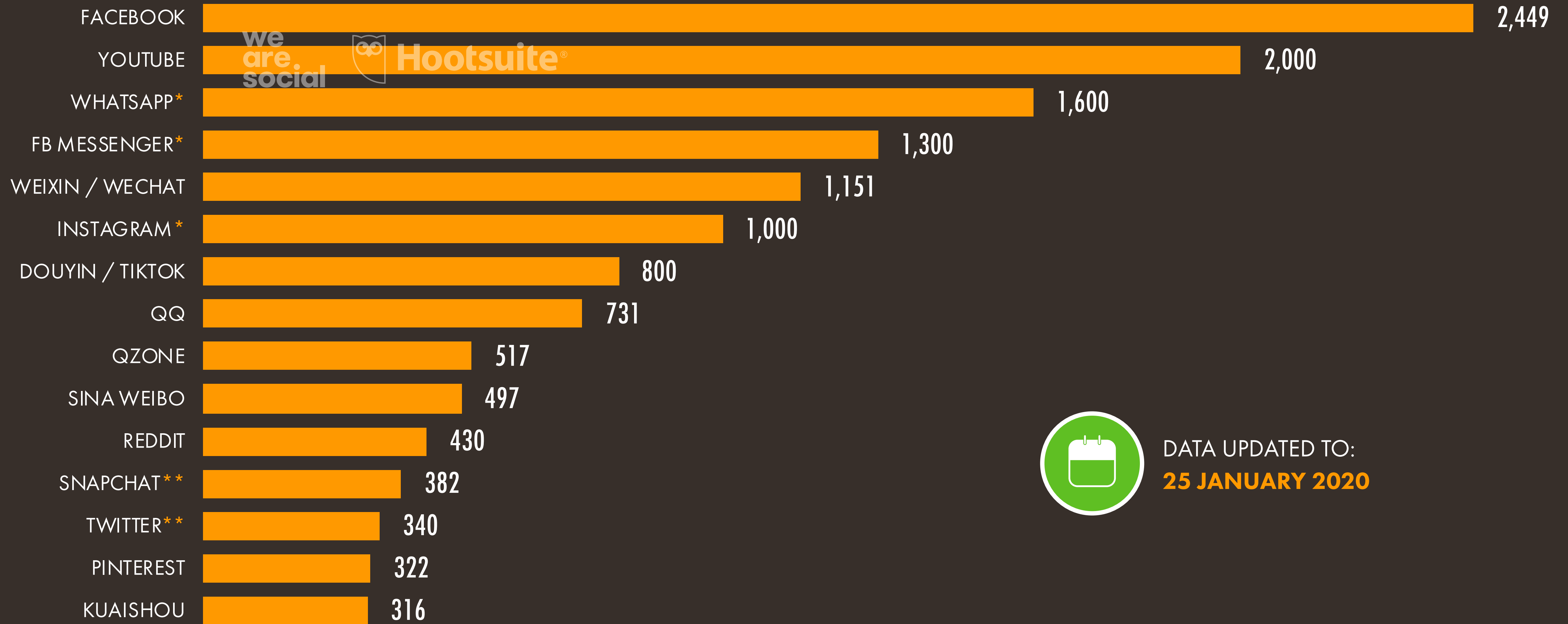


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THE WORLD'S MOST-USED SOCIAL PLATFORMS

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

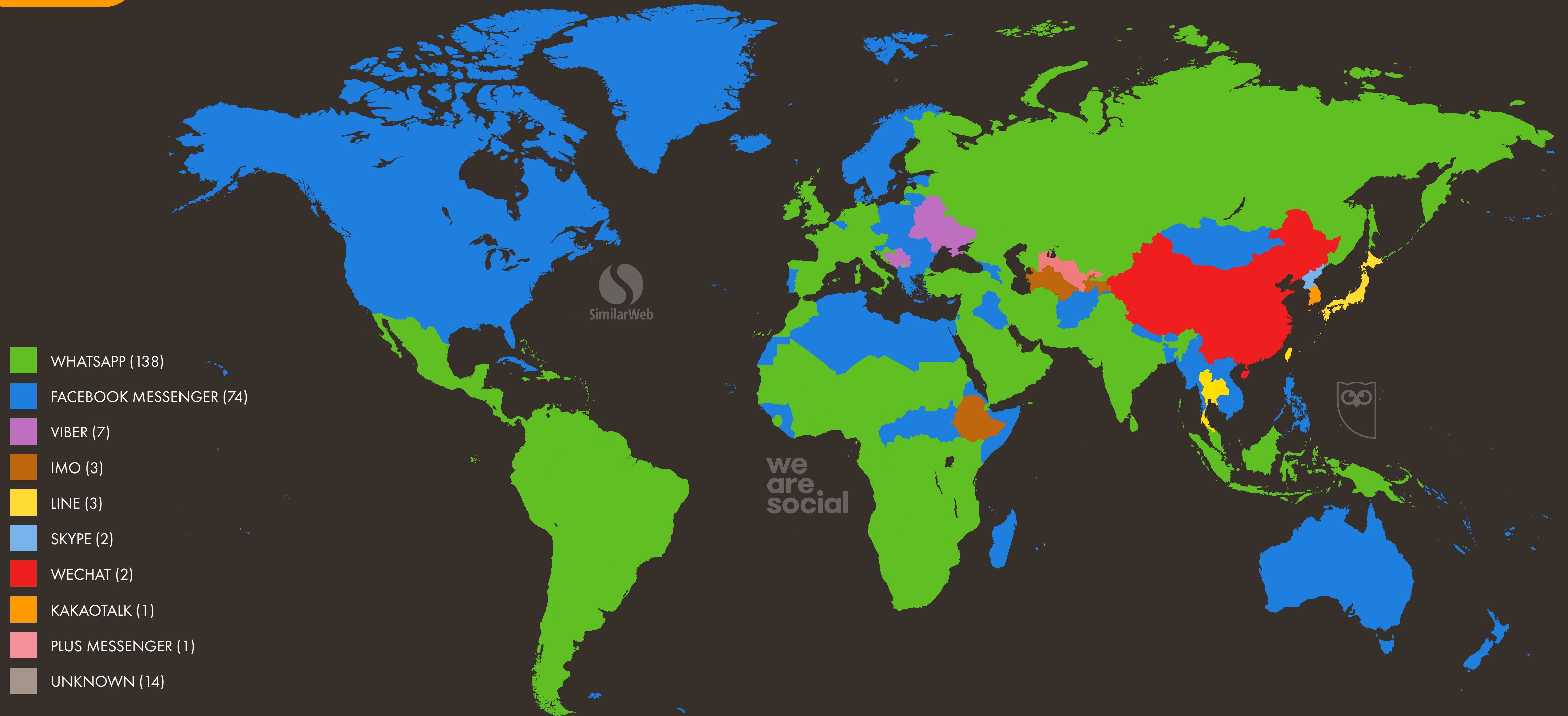


DATA UPDATED TO:
25 JANUARY 2020

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TOP MESSENGER APPS AROUND THE WORLD

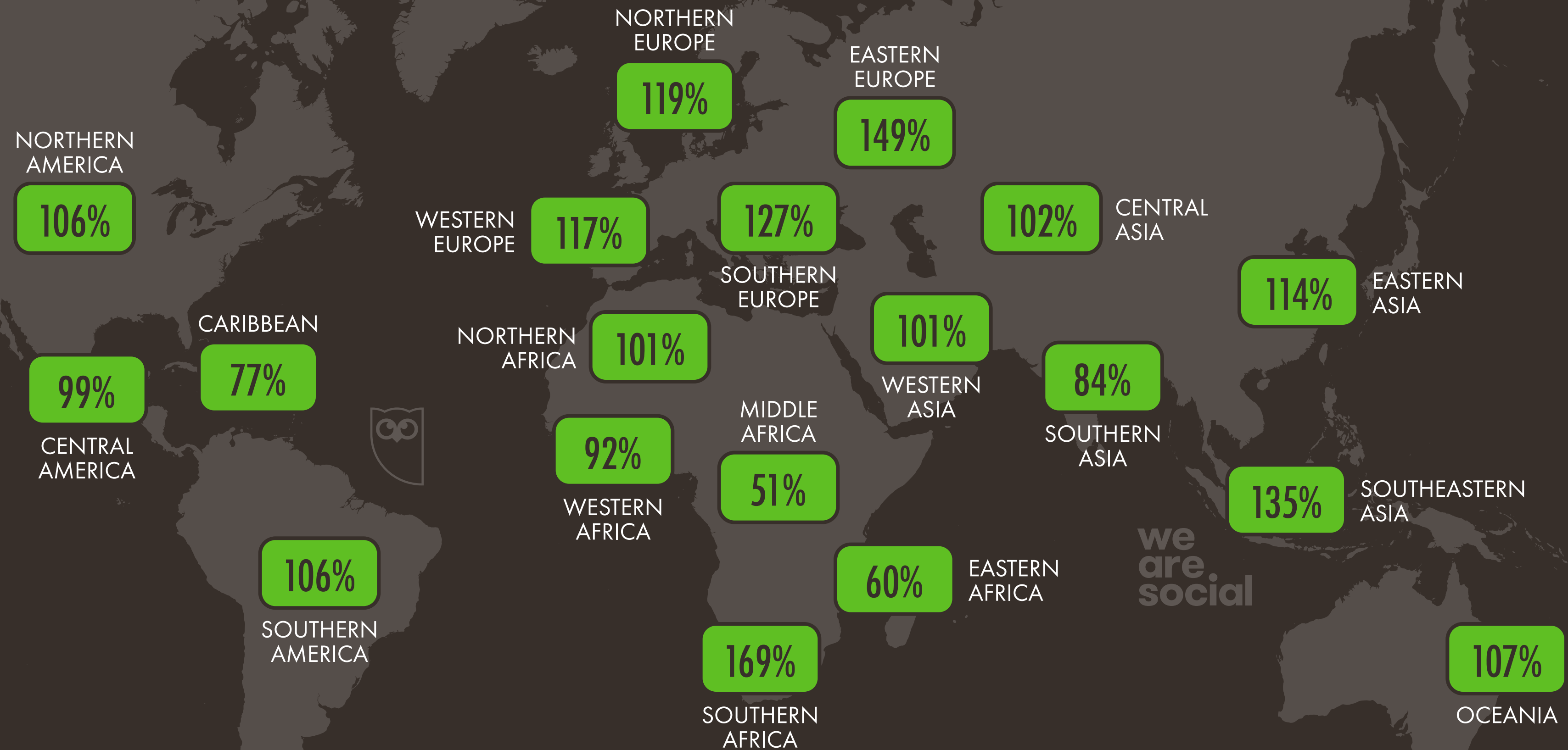
THE MOST ACTIVE MESSENGER APP* IN EACH COUNTRY OR TERRITORY IN DECEMBER 2019



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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 IOT CELLULAR CONNECTIONS. PERCENTAGES MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme. **◆ COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN 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)



global
web
index

80%

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



90%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



global
web
index

74%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



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36%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



52%



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SAUDI ARABIA

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



SAUDI ARABIA

TOTAL
POPULATION



34.54
MILLION

URBANISATION:

84%

MOBILE PHONE
CONNECTIONS



40.20
MILLION

vs. POPULATION:

116%

INTERNET
USERS



32.23
MILLION

PENETRATION:

93%

ACTIVE SOCIAL
MEDIA USERS



25.00
MILLION

PENETRATION:

72%



SOURCES: POPULATION: UNITED NATIONS; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR. ALL LATEST AVAILABLE DATA IN JANUARY 2020. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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DIGITAL GROWTH INDICATORS

CHANGES IN KEY INDICATORS OF DIGITAL ADOPTION



SAUDI ARABIA

TOTAL
POPULATION



we
are
social

+1.6%

JAN 2020 vs. JAN 2019

+556 THOUSAND

MOBILE PHONE
CONNECTIONS



+0.09%

JAN 2020 vs. JAN 2019

+35 THOUSAND

INTERNET
USERS



+15%

JAN 2020 vs. JAN 2019

+4.3 MILLION

ACTIVE SOCIAL
MEDIA USERS



+8.7%

JAN 2020 vs. APR 2019

+2.0 MILLION

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OVERVIEW OF THE POPULATION

CORE DEMOGRAPHIC INDICATORS



SAUDI ARABIA

TOTAL
POPULATION



we
are
social

34.54
MILLION

FEMALES AS A PERCENTAGE
OF POPULATION*



42%

MALES AS A PERCENTAGE
OF POPULATION*



58%

ANNUAL CHANGE
IN TOTAL POPULATION



+1.6%
+556 THOUSAND

MEDIAN
AGE



31.8

URBAN POPULATION AS A
SHARE OF TOTAL POPULATION



84%

POPULATION DENSITY
(PEOPLE PER KM²)



16.2

OVERALL LITERACY RATE
(ADULTS AGED 15+)



95%

FEMALE LITERACY RATE
(ADULTS AGED 15+)



we
are
social

93%

MALE LITERACY RATE
(ADULTS AGED 15+)



97%

JAN
2020

POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



SAUDI ARABIA

TOTAL
POPULATION



we
are
social

34.54
MILLION

POPULATION AGED
13 AND ABOVE



KEPIOS

78%
27.0 MILLION

POPULATION AGED
18 AND ABOVE



HOOTSUITE

71%
24.6 MILLION

POPULATION
AGED 16 TO 64



70%
24.3 MILLION

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DEVICE OWNERSHIP

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



SAUDI ARABIA

MOBILE PHONE
(ANY TYPE)



93%



SMART
PHONE



92%



NON-SMARTPHONE
MOBILE PHONE



10%



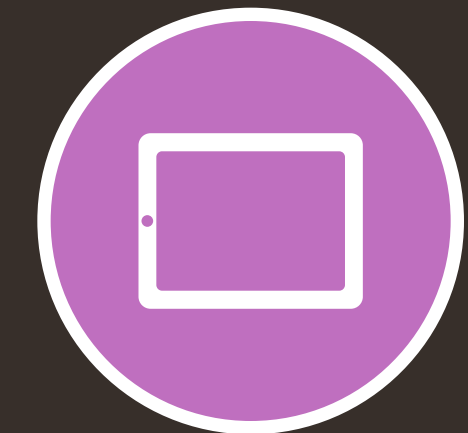
LAPTOP OR DESKTOP
COMPUTER



57%



TABLET
DEVICE



34%

DEVICE FOR STREAMING TV
CONTENT OVER THE INTERNET



6.9%



GAMES
CONSOLE



19%



SMART HOME
DEVICE



7.0%



SMART WATCH
OR WRISTBAND



19%



VIRTUAL
REALITY DEVICE



6.3%

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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



SAUDI ARABIA

USING THE
INTERNET



we
are
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7H 46M

USING
SOCIAL MEDIA



global
web
index

3H 02M

WATCHING
TELEVISION*



owl

3H 27M

LISTENING TO MUSIC
STREAMING SERVICES



global
web
index

1H 09M

USING A
GAMES CONSOLE



1H 33M



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



SAUDI ARABIA

TOTAL NUMBER
OF INTERNET USERS
ON ANY DEVICE



we
are
social

32.23
MILLION

INTERNET USERS
AS A PERCENTAGE OF
TOTAL POPULATION



93%

ANNUAL GROWTH
IN THE NUMBER
OF INTERNET USERS



global
web
index

+15%
+4.3 MILLION

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



7H 46M

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MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES



SAUDI ARABIA

TOTAL NUMBER
OF MOBILE
INTERNET USERS



30.46
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
TOTAL INTERNET USERS



95%

SHARE OF ALL INTERNET
USERS ACCESSING
VIA SMARTPHONES*



92%

SHARE OF ALL INTERNET
USERS ACCESSING
VIA FEATURE PHONES*



9.5%

AVERAGE DAILY TIME SPENT
USING THE INTERNET
ON MOBILE DEVICES



4H 14M



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INTERNET CONNECTION SPEEDS: OVERVIEW

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



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AVERAGE SPEED OF
MOBILE INTERNET
CONNECTIONS



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55.58
MBPS

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



KEPIOS

+90%

AVERAGE SPEED OF
FIXED INTERNET
CONNECTIONS



Hootsuite

52.93
MBPS

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



+69%

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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



SAUDI ARABIA

MOBILE
PHONES



61.5%

DEC 2019 vs. DEC 2018:

+12%

LAPTOPS &
DESKTOPS



37.2%

DEC 2019 vs. DEC 2018:

-14%

TABLET
COMPUTERS



1.2%

DEC 2019 vs. DEC 2018:

-41%

OTHER
DEVICES



0.2%

DEC 2019 vs. DEC 2018:

-10%



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MOST-VISITED WEBSITES (SIMILARWEB)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO **SIMILARWEB**



SAUDI ARABIA

#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	94,540,000	13M 27S	9.8
02	YOUTUBE.COM	STREAMING VIDEO	87,480,000	25M 17S	10.3
03	FACEBOOK.COM	SOCIAL	20,520,000	14M 21S	11.1
04	GOOGLE.COM.SA	SEARCH	19,750,000	9M 22S	11.4
05	TWITTER.COM	SOCIAL	12,780,000	15M 57S	19.0
06	WHATSAPP.COM	SOCIAL	10,610,000	3M 05S	1.6
07	YAHOO.COM	SEARCH ENGINE	6,253,000	7M 57S	6.0
08	LIVE.COM	SEARCH	6,224,000	8M 38S	9.2
09	NETFLIX.COM	STREAMING VIDEO	5,275,000	9M 28S	4.2
10	MOE.GOV.SA	GOVERNMENT	4,916,000	20M 23S	26.4



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MOST-VISITED WEBSITES (ALEXA)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO ALEXA



SAUDI ARABIA

#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	12M 09S	14.6
02	YOUTUBE.COM	11M 44S	6.7
03	GOOGLE.COM.SA	5M 24S	7.9
04	SABQ.ORG	4M 20S	2.7
05	LIVE.COM	4M 53S	5.0
06	FACEBOOK.COM	17M 48S	7.8
07	ARGAAM.COM	13M 03S	8.7
08	YAHOO.COM	4M 34S	4.4
09	SOUQ.COM	6M 54S	6.1
10	MOE.GOV.SA	19M 02S	10.2

#	WEBSITE	TIME / VISIT	PAGES / VISIT
11	ABSHER.SA	10M 35S	15.8
12	ALMUBASHER.COM.SA	10M 52S	8.6
13	WIKIPEDIA.ORG	3M 55S	3.0
14	AMAZON.COM	9M 41S	9.0
15	BLOGSPOT.COM	3M 32S	2.7
16	SO3ODY.COM	3M 25S	2.2
17	ALIEXPRESS.COM	12M 17S	9.0
18	TWITTER.COM	10M 48S	7.8
19	AL-MARSD.COM	7M 48S	4.7
20	NETFLIX.COM	3M 15S	2.7



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TOP GOOGLE SEARCH QUERIES

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



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#	SEARCH QUERY	INDEX
01	تويتر	100
02	مسلسل	81
03	يوتيوب	53
04	حراج	53
05	السعودية	50
06	سبق	49
07	مترجم	49
08	ترجمة	39
09	نور	37
10	قوقل	37

#	SEARCH QUERY	INDEX
11	GOOGLE	31
12	الطقس	31
13	الهلال	26
14	YOUTUBE	25
15	TRANSLATE	24
16	كورة	24
17	قصة عشق	23
18	ترجمه	22
19	الراجحي	21
20	دعاء	20

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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



SAUDI ARABIA

WATCH
ONLINE VIDEOS



global
web
index

97%

WATCH
VLOGS



54%

LISTEN TO MUSIC
STREAMING SERVICES



global
web
index

71%

LISTEN TO ONLINE
RADIO STATIONS



we
are
social

43%

LISTEN TO
PODCASTS



56%

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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



SAUDI ARABIA

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



we
are
social

36%

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



[N/A]

EXPRESSED CONCERN ABOUT HOW COMPANIES USE THEIR PERSONAL DATA



global
web
index

61%

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



KEPIOS

55%

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



53%

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PLAYING GAMES: DEVICE PERSPECTIVE

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



SAUDI ARABIA

ANY
DEVICE



we
are
social

89%

SMART
PHONE



global
web
index

78%

PC (LAPTOP
OR DESKTOP)



owl

38%

GAMES
CONSOLE



global
web
index

31%

TABLET
COMPUTER



25%

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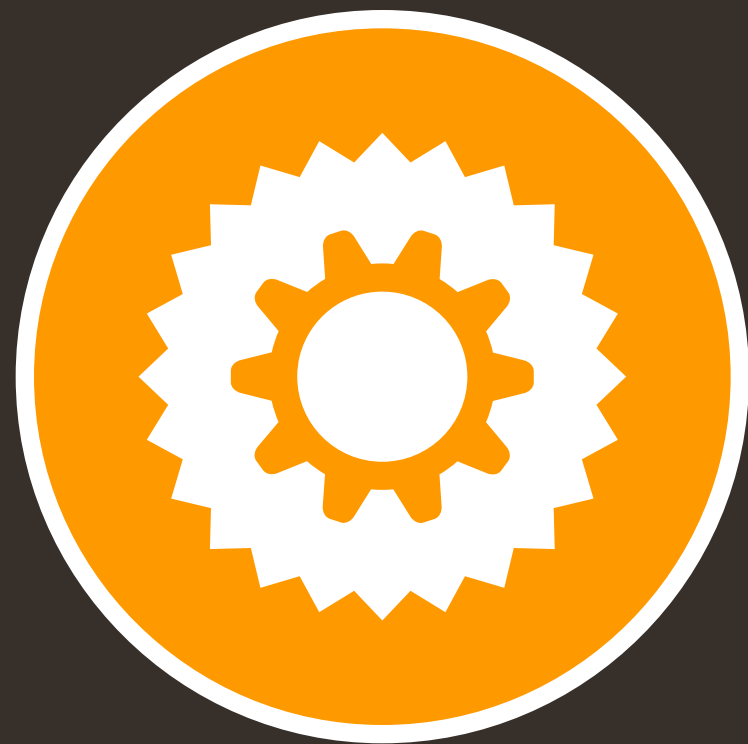
GAMING-RELATED ACTIVITIES

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



SAUDI ARABIA

PURCHASED A
GAME ADD-ON
OR PAID FOR DLC*



5.4%

PLAYED A GAME ON
A CLOUD GAMING OR
STREAMING PLATFORM



10%

SHARED IMAGES
OR VIDEOS OF
OWN GAMEPLAY



12%

WATCHED A LIVE STREAM
OF OTHER PEOPLE
PLAYING GAMES



22%

WATCHED
AN ESPORTS
TOURNAMENT



10%



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ADOPTION OF DIGITAL INNOVATIONS

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



SAUDI ARABIA

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



46%

we
are
social

WATCH TV CONTENT VIA A
STREAMING SUBSCRIPTION
SERVICE EACH MONTH



61%

global
web
index

OWN SOME
FORM OF SMART
HOME DEVICE



7.0%



OWN SOME
FORM OF
CRYPTOCURRENCY



4.9%

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)



SAUDI ARABIA

NUMBER OF HOMES WITH
SMART HOME DEVICES



270.0
THOUSAND



TOTAL ANNUAL VALUE OF
SMART HOME DEVICES MARKET



\$202.0
MILLION

statista

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET*



\$17.00
MILLION



VALUE OF SMART HOME
APPLIANCES MARKET



\$47.00
MILLION

VALUE OF SMART HOME
SECURITY DEVICE MARKET



\$71.00
MILLION

statista

VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



\$29.00
MILLION

we
are
social

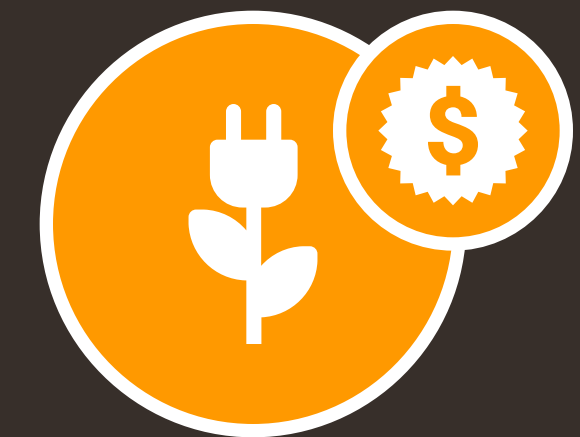
VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



\$24.00
MILLION

KEPIOS

VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



\$12.00
MILLION

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JANUARY 2020). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2019, IN U.S. DOLLARS. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. ***NOTES:** THE "CONTROL AND CONNECTIVITY" SEGMENT INCLUDES HUBS AND INTERFACES FOR "INTELLIGENT HOME NETWORKS" (E.G. SMART SPEAKERS, CENTRAL CONTROL UNITS, 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



SAUDI ARABIA

ANNUAL CHANGE IN
SMART HOME PENETRATION*



+23%



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



+24%



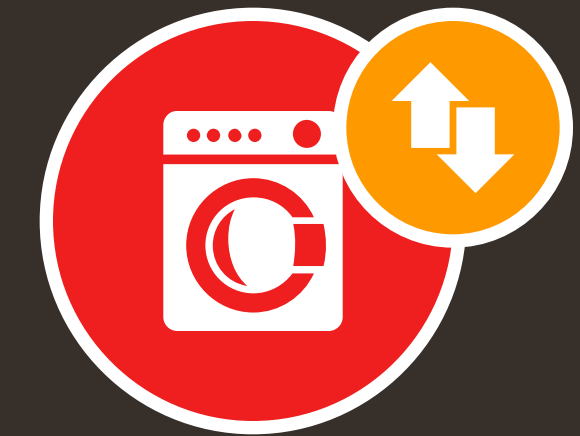
Y-O-Y VALUE CHANGE: SMART HOME
CONTROL & CONNECTIVITY MARKET



+41%



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



+26%

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



+22%



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



+19%



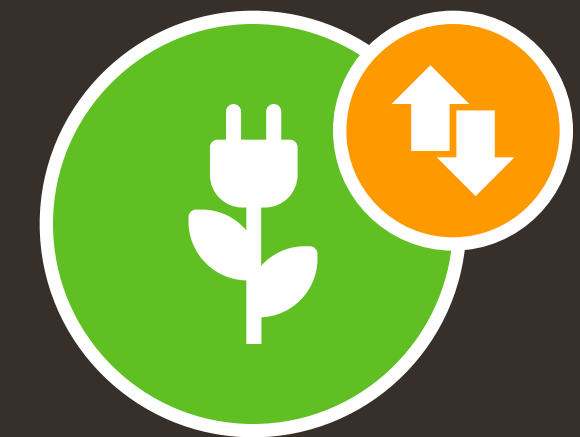
Y-O-Y VALUE CHANGE: SMART HOME
COMFORT & LIGHTING MARKET



+22%



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



+26%

JAN
2020

AVERAGE ANNUAL REVENUE PER SMART HOME

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



SAUDI ARABIA

PENETRATION OF
SMART HOME DEVICES*



5.4%



ARPU*: COMBINED SPEND ON
ALL SMART HOME DEVICES



\$758



ARPU*: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$76



ARPU*: SMART
HOME APPLIANCES



\$379

ARPU*: SMART HOME
SECURITY DEVICES



\$356



ARPU*: SMART HOME
ENTERTAINMENT DEVICES



\$165



ARPU*: SMART HOME
COMFORT & LIGHTING



\$131



ARPU*: SMART HOME
ENERGY MANAGEMENT



\$67



SOCIAL MEDIA USE

JAN
2020

SOCIAL MEDIA OVERVIEW

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



SAUDI ARABIA

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

25.00
MILLION

SOCIAL MEDIA USERS
COMPARED TO
TOTAL POPULATION



global
web
index

72%

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



+8.7%
+2.0 MILLION

PERCENTAGE OF ACTIVE
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



100%

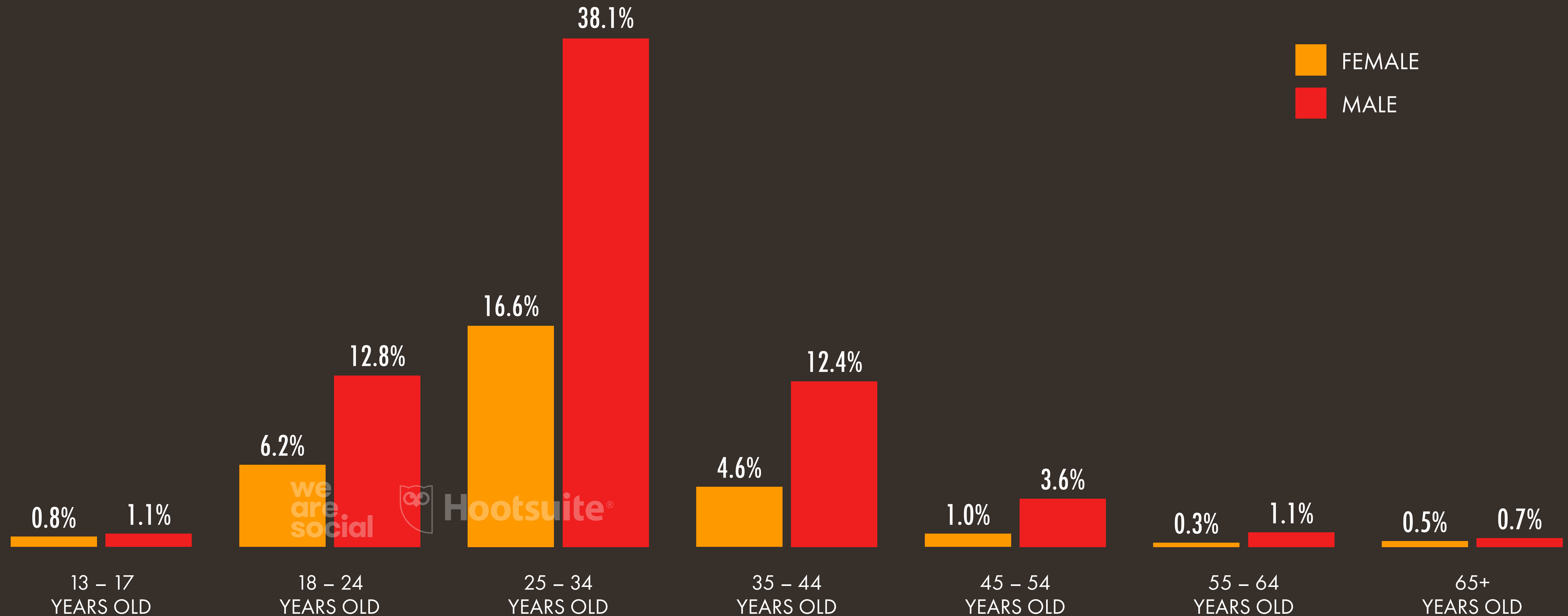
JAN
2020

SOCIAL MEDIA ADVERTISING AUDIENCE PROFILE

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



SAUDI ARABIA



JAN
2020

SOCIAL MEDIA BEHAVIOURS

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



SAUDI ARABIA

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



98%

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



88%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



3H 02M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



8.9

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES



50%



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

*NOTE: FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH. *ADVISORY: 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 REPORTING BASES AND METHODOLOGIES.



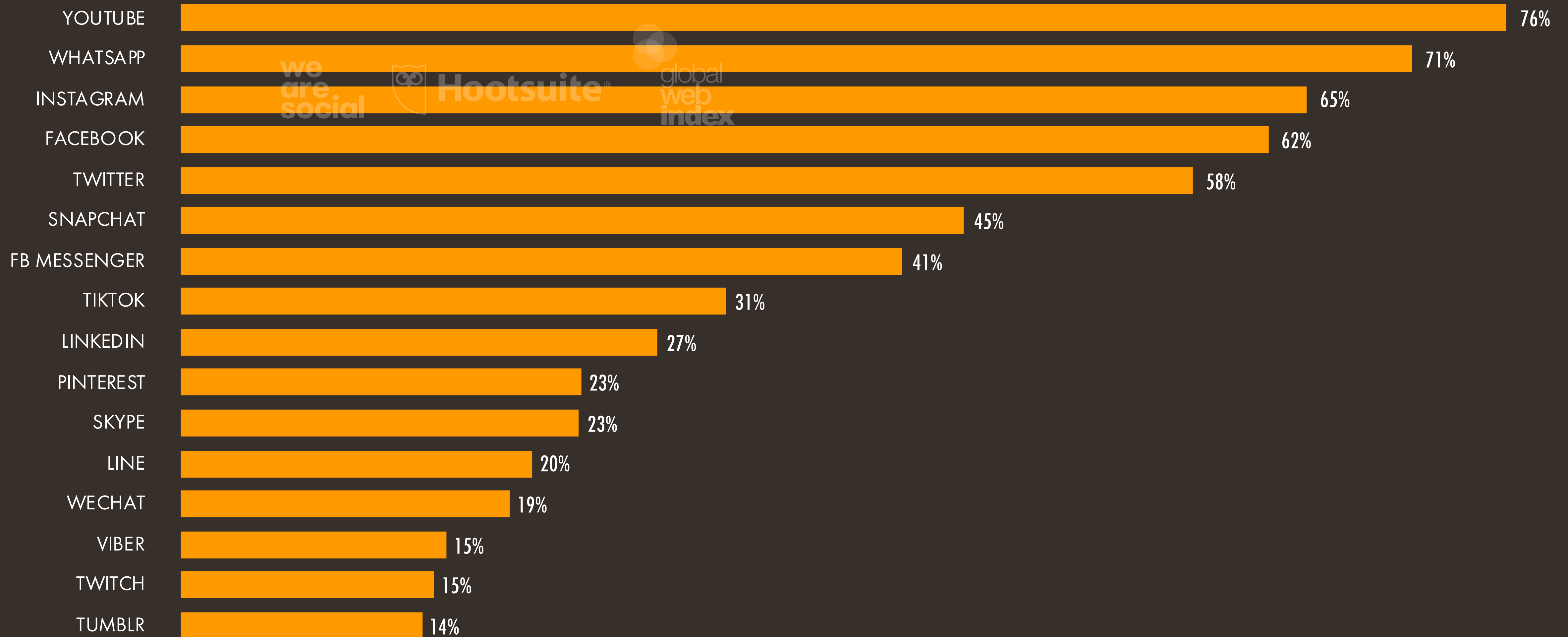
JAN
2020

MOST-USED SOCIAL MEDIA PLATFORMS

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



SAUDI ARABIA



we
are
social



Hootsuite®



43 **SOURCE:** GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.
NOTE: FIGURES ARE BASED ON INTERNET USERS' SELF-REPORTED BEHAVIOUR, AND MAY NOT MATCH THE MONTHLY ACTIVE USER FIGURES OR ADDRESSABLE ADVERTISING AUDIENCE REACH FIGURES FOR EACH PLATFORM THAT WE PUBLISH ELSEWHERE IN THIS REPORT.

we
are
social



Hootsuite®

JAN
2020

FACEBOOK AUDIENCE OVERVIEW

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



SAUDI ARABIA

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



we
are
social

13.00
MILLION

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



48%

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



+8.3%
+1.0 MILLION

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*



21.8%

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*



78.2%

JAN
2020

FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



SAUDI ARABIA

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA ANY
KIND OF MOBILE PHONE



99.4%

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



0.6%

PERCENTAGE OF FACEBOOK
USERS WHO ACCESS VIA BOTH
PHONES AND COMPUTERS



6.1%

PERCENTAGE OF FACEBOOK
USERS WHO ONLY ACCESS
VIA A MOBILE PHONE



93.3%

JAN
2020

FACEBOOK ACTIVITY FREQUENCY

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



SAUDI ARABIA

NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME*)



1

FEMALE: MALE:

1 1

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



9

FEMALE: MALE:

7 9

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



4

FEMALE: MALE:

4 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)



8

FEMALE: MALE:

8 8

JAN
2020

FACEBOOK PAGE REACH BENCHMARKS

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



SAUDI ARABIA

AVERAGE MONTHLY
CHANGE IN PAGE LIKES



locowise

+0.12%

AVERAGE POST REACH
vs. PAGE LIKES



we
are
social

7.4%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



locowise

6.2%

PERCENTAGE OF PAGES
USING PAID MEDIA



owl

32.1%

AVERAGE PAID REACH
vs. TOTAL REACH



29.4%

JAN
2020

FACEBOOK ENGAGEMENT BENCHMARKS

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



SAUDI ARABIA

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS OF ANY KIND



2.79%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



3.95%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE IMAGE POSTS



3.72%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



3.12%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



2.12%

JAN
2020

INSTAGRAM AUDIENCE OVERVIEW

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



SAUDI ARABIA

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



12.00
MILLION

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



44%

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



0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



37.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



62.4%



JAN
2020

SNAPCHAT AUDIENCE OVERVIEW

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



SAUDI ARABIA

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



16.10
MILLION

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



60%

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



+2.9%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



50.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



48.5%

JAN
2020

TWITTER AUDIENCE OVERVIEW

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



SAUDI ARABIA

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



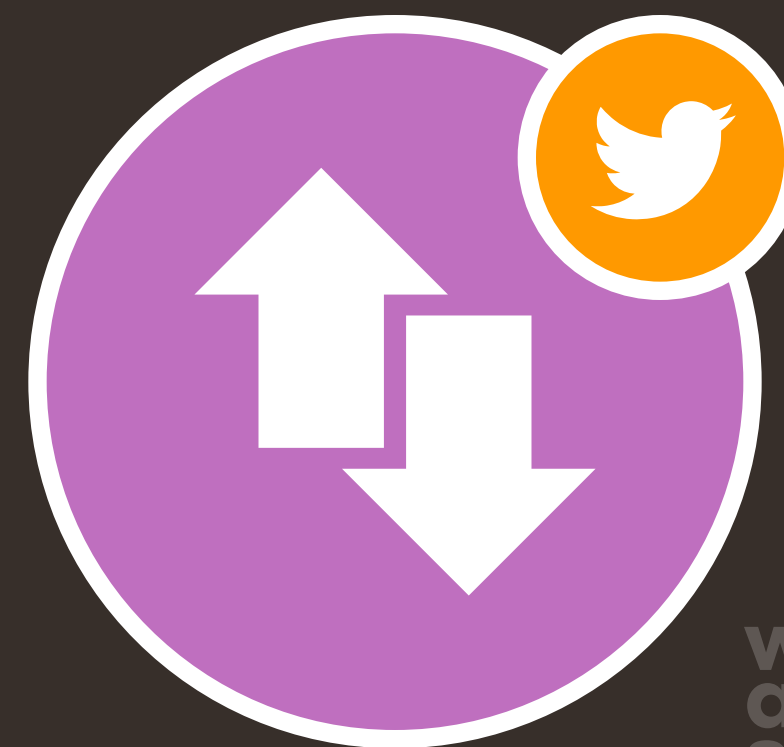
14.35
MILLION

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



53%

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



-2.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



30.8%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



69.2%

JAN
2020

LINKEDIN AUDIENCE OVERVIEW

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



SAUDI ARABIA

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



4.10
MILLION

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



17%

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



+5.1%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE*



18.6%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE*



81.4%

JAN
2020

TOP YOUTUBE SEARCH QUERIES

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



SAUDI ARABIA

#	SEARCH QUERY	INDEX
01	مسلسل	100
02	اغاني	68
03	كيف كيف	64
04	اغنيه	52
05	شيلة	47
06	شيلات	44
07	شباب البومب	36
08	بيبي	35
09	شيله	32
10	اطفال	26

#	SEARCH QUERY	INDEX
11	افلام	24
12	SONGS	24
13	مباشر	23
14	فورت نايت	22
15	الهلال	20
16	فلم	18
17	فيحان	16
18	جونبي	14
19	جونبي جونبي	14
20	بيجي	14

we
are
social





MOBILE USE

JAN
2020

MOBILE CONNECTIONS BY TYPE

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



SAUDI ARABIA

NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)



GSMA

40.20
MILLION

MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION



GSMA

116%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID



GSMA

72%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID



we are social

28%

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



88%

JAN
2020

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF KEY ENABLERS AND DRIVERS OF MOBILE INTERNET CONNECTIVITY



SAUDI ARABIA

OVERALL COUNTRY
INDEX SCORE



69.97

OUT OF MAX. 100

MOBILE NETWORK
INFRASTRUCTURE



69.76

OUT OF MAX. 100

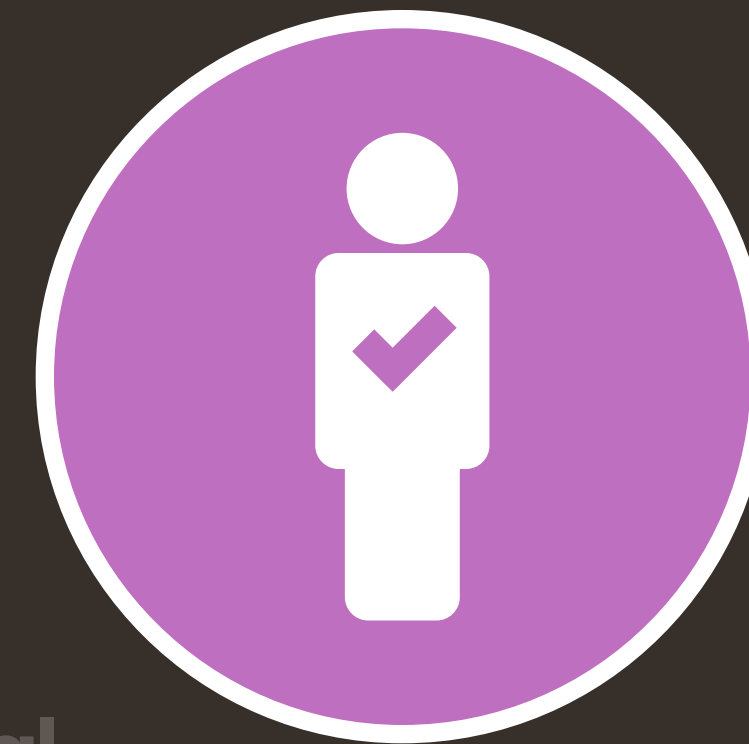
AFFORDABILITY OF
DEVICES & SERVICES



75.14

OUT OF MAX. 100

CONSUMER
READINESS



66.90

OUT OF MAX. 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



68.37

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



SAUDI ARABIA

CHAT APPS
(MESSENGERS)



93%



SOCIAL
NETWORKING APPS



94%



ENTERTAINMENT
OR VIDEO APPS



75%



GAMES
(ANY TYPE)



54%



SHOPPING
APPS



55%

MUSIC
APPS



41%



MAP
APPS



67%



BANKING
APPS



34%



DATING AND
FRIENDSHIP APPS



[N/A]



HEALTH AND
FITNESS APPS



30%

JAN
2020

SHARE OF WEB TRAFFIC BY MOBILE OS

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



SAUDI ARABIA

SHARE OF WEB TRAFFIC
ORIGINATING FROM
ANDROID DEVICES



we
are
social

70.7%

DEC 2019 vs. DEC 2018:

+7.8%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
APPLE IOS DEVICES



KEPIOS

29.2%

DEC 2019 vs. DEC 2018:

-14%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
KAI OS DEVICES



HOOTSUITE

[N/A]

DEC 2019 vs. DEC 2018:

[N/A]

SHARE OF WEB TRAFFIC
ORIGINATING FROM
SAMSUNG OS DEVICES*



STATCOUNTER

0.05%

DEC 2019 vs. DEC 2018:

-17%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
OTHER OS DEVICES



0.06%

DEC 2019 vs. DEC 2018:

-83%

JAN
2020

MOBILE ACTIONS

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



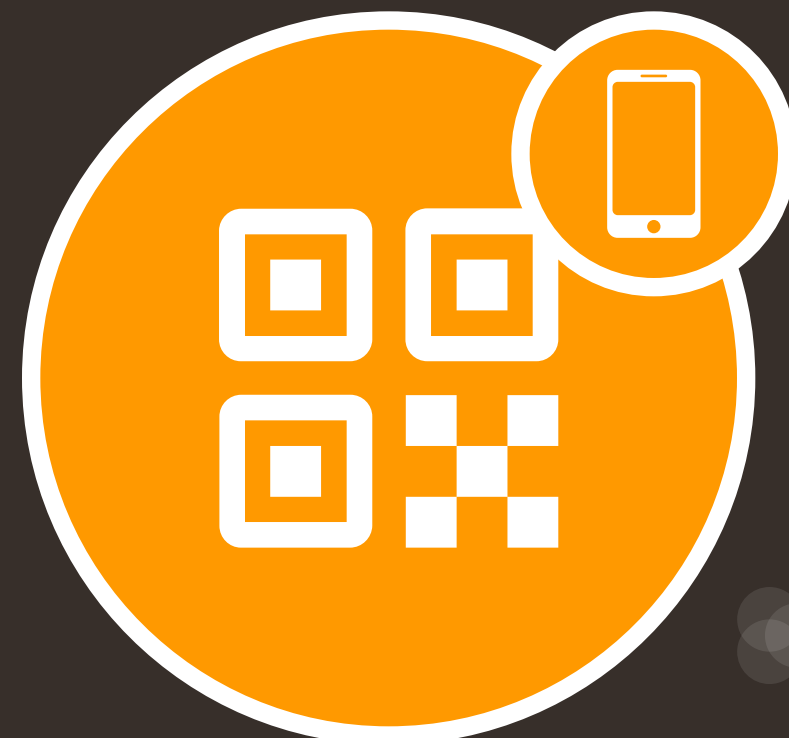
SAUDI ARABIA

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



30%

USE OR
SCAN
QR CODES



22%

USE AN
IMAGE SEARCH
TOOL OR SERVICE



33%

USE A MOBILE
PHONE AS A TICKET
OR BOARDING PASS



26%

TRANSFER MONEY
TO FRIENDS
OR FAMILY



38%



ECOMMERCE USE

JAN
2020

FINANCIAL INCLUSION FACTORS

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



SAUDI ARABIA

HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



72%



HAS A
CREDIT CARD



16%



HAS A MOBILE
MONEY ACCOUNT



[N/A]



MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



39%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



8.4%



PERCENTAGE OF MEN
WITH A CREDIT CARD



21%



PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



29%



PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



45%

JAN
2020

ECOMMERCE ACTIVITIES

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



SAUDI ARABIA

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



global
web
index

90%

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



90%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



global
web
index

73%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



we
are
social

26%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



58%

JAN
2020

ECOMMERCE SPEND BY CATEGORY

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



SAUDI ARABIA

FASHION
& BEAUTY



\$383.0
MILLION

statista

ELECTRONICS &
PHYSICAL MEDIA



\$458.0
MILLION



FOOD &
PERSONAL CARE



\$115.0
MILLION

we
are
social

FURNITURE &
APPLIANCES



\$205.0
MILLION

TOYS, DIY
& HOBBIES



\$487.0
MILLION



TRAVEL (INCLUDING
ACCOMMODATION)*



\$9.85
BILLION

we
are
social

DIGITAL
MUSIC



\$64.00
MILLION

statista

VIDEO
GAMES



\$322.0
MILLION



JAN
2020

ECOMMERCE GROWTH BY CATEGORY

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



SAUDI ARABIA

FASHION
& BEAUTY



+1.8%

statista

ELECTRONICS &
PHYSICAL MEDIA



+5.3%



FOOD &
PERSONAL CARE



+7.3%

we
are
social

FURNITURE &
APPLIANCES



+7.9%

TOYS, DIY
& HOBBIES



+4.7%



TRAVEL (INCLUDING
ACCOMMODATION)*



+7.4%

we
are
social

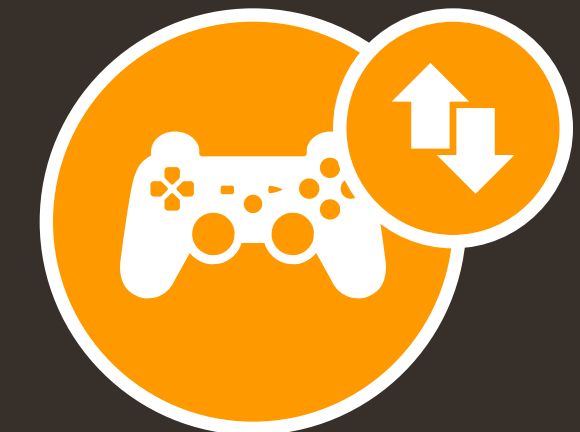
DIGITAL
MUSIC



+5.1%

statista

VIDEO
GAMES



+9.7%



JAN
2020

ONLINE PURCHASES OF CONSUMER GOODS

OVERVIEW OF THE MARKET FOR ONLINE CONSUMER GOODS PURCHASES IN 2019



SAUDI ARABIA

TOTAL NUMBER OF PEOPLE PURCHASING CONSUMER GOODS ONLINE IN 2019



22.70
MILLION



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



\$1.65
BILLION



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



\$73



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



0.3%

JAN
2020

ECOMMERCE VALUE: ALTERNATIVE PERSPECTIVES

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



SAUDI ARABIA

TOTAL VALUE OF THE
CONSUMER (B2C)
ECOMMERCE MARKET



we
are
social

\$9.80
BILLION

ANNUAL GROWTH
IN THE VALUE OF B2C
ECOMMERCE SPEND



+25%

B2C ECOMMERCE SPEND
AS A PERCENTAGE OF
TOTAL B2C RETAIL SPEND



9.0%

AVERAGE ANNUAL
ONLINE SPEND PER
B2C CONSUMER



\$594

MOBILE'S SHARE OF
B2C ECOMMERCE
TRANSACTION VALUE



42%

JAN
2020

ECOMMERCE PURCHASES BY PAYMENT METHOD

PERCENTAGE OF ECOMMERCE TRANSACTIONS COMPLETED USING EACH METHOD OF PAYMENT



SAUDI ARABIA

CREDIT CARD



we
are
social

37%

CASH



KEPIOS

46%

BANK TRANSFER



owl

6.0%

EWALLET



lightbulb

0%

OTHER



11%

JAN
2020

DIGITAL PAYMENTS OVERVIEW

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



SAUDI ARABIA

NUMBER OF PEOPLE
MAKING DIGITALLY ENABLED
PAYMENT TRANSACTIONS*



we
are
social

22.40
MILLION

TOTAL ANNUAL VALUE
OF DIGITALLY ENABLED
CONSUMER PAYMENTS



statista

\$13.46
BILLION

ANNUAL CHANGE IN THE
VALUE OF DIGITALLY ENABLED
CONSUMER PAYMENTS



+13%

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



\$602

JAN
2020

RIDE-HAILING MARKET OVERVIEW

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



SAUDI ARABIA

NUMBER OF PEOPLE
USING DIGITALLY ENABLED
RIDE-HAILING SERVICES*



4.20
MILLION



TOTAL VALUE OF THE
DIGITALLY ENABLED
RIDE-HAILING MARKET



\$690.0
MILLION



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



+22%



ANNUAL REVENUE PER
USER OF DIGITALLY ENABLED
RIDE-HAILING SERVICES



\$165

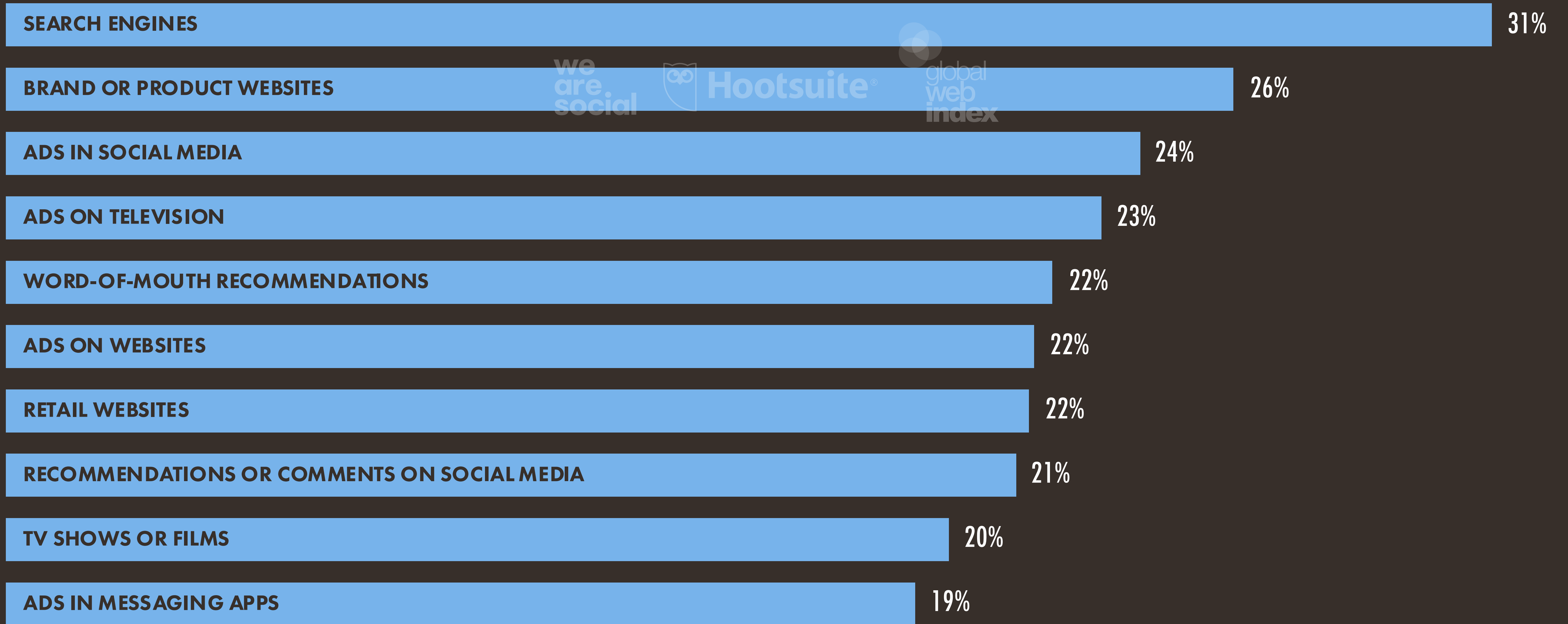
JAN
2020

SOURCES OF NEW BRAND DISCOVERY

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



SAUDI ARABIA



JAN
2020

TOP GOOGLE SHOPPING QUERIES

MOST COMMON GOOGLE SHOPPING SEARCH QUERIES THROUGHOUT 2019



SAUDI ARABIA

#	SEARCH QUERY	INDEX
01	جرير	100
02	SHOES	50
03	ايكيا	49
04	ساكو	40
05	اكسترا	40
06	نون	29
07	مكتبة جرير	23
08	سوق كوم	21
09	JARIR BOOKSTORE	21
10	6294003802011	17

#	SEARCH QUERY	INDEX
11	حراج	17
12	يوتيوب	17
13	السيف غاليري	17
14	تويتر	13
15	AMAZON	13
16	40306452	11
17	62906319	8
18	6294003802370	8
19	4030600060117	6
20	TRANSLATE	6

we
are
social



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



SAUDI ARABIA

TOTAL DIGITAL AD
SPEND IN 2019



\$2.07
BILLION

we
are
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SPEND ON DIGITAL
SEARCH ADS IN 2019



\$900.0
MILLION

statista

SPEND ON SOCIAL
MEDIA ADS IN 2019



\$310.0
MILLION

SPEND ON DIGITAL
BANNER ADS IN 2019



\$419.0
MILLION

statista

SPEND ON DIGITAL
VIDEO ADS IN 2019



\$238.0
MILLION



SPEND ON DIGITAL
CLASSIFIED ADS IN 2019



\$207.0
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-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **NOTES:** SPEND VALUES ARE IN U.S. DOLLARS. INCLUDES ADVERTISING ON MOBILE AND DESKTOP DEVICES. VALUES DO NOT INCLUDE SPEND ON E-MAIL MARKETING, AUDIO ADVERTS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS.

JAN
2020

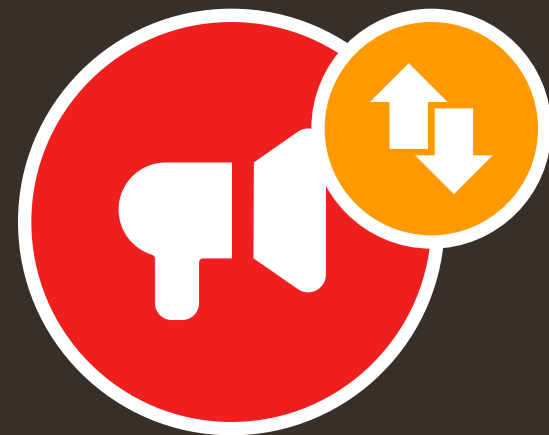
DIGITAL ADVERTISING MARKET: VALUE GROWTH

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



SAUDI ARABIA

YEAR-ON-YEAR CHANGE
IN TOTAL DIGITAL AD SPEND



+7.0%

we
are
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YEAR-ON-YEAR CHANGE IN
DIGITAL SEARCH AD SPEND



+6.3%

statista

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA AD SPEND



+17%

YEAR-ON-YEAR CHANGE IN
DIGITAL BANNER AD SPEND



+2.3%

statista

YEAR-ON-YEAR CHANGE IN
DIGITAL VIDEO AD SPEND



+8.1%



YEAR-ON-YEAR CHANGE IN
DIGITAL CLASSIFIED AD SPEND



+4.8%

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	NIUE	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.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE 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.	U.K.
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	PITCAIRN 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	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECH REP.	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE

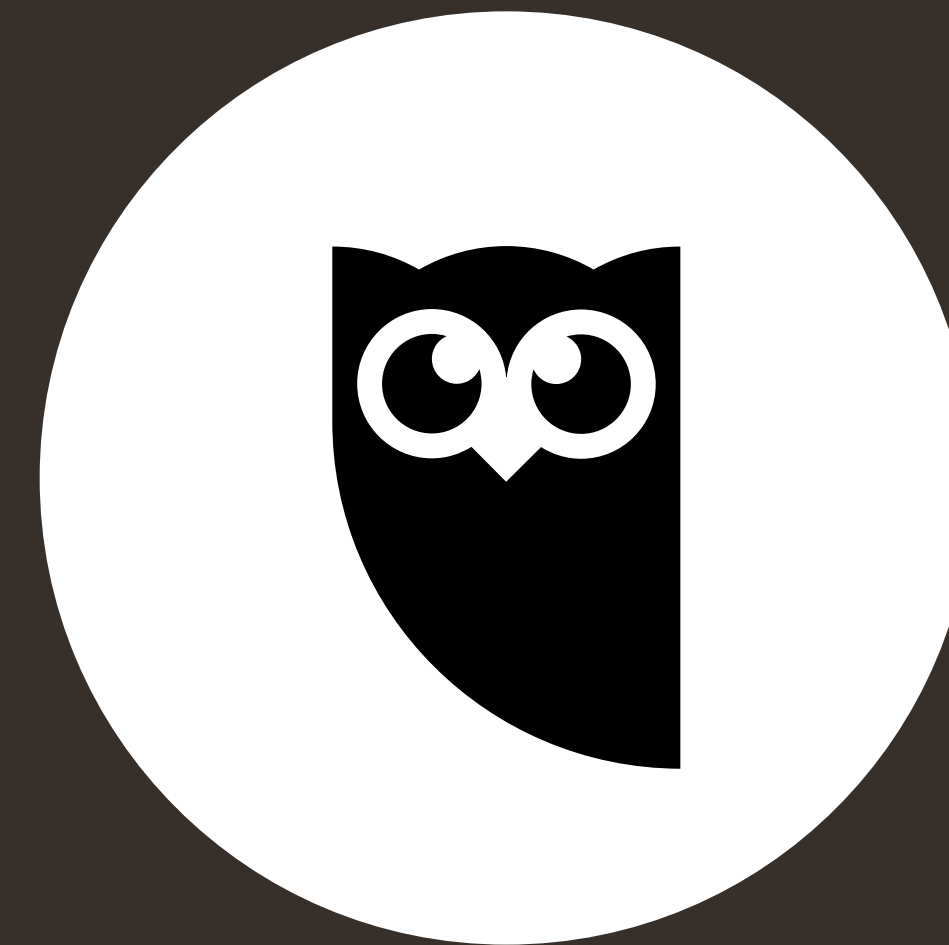


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FROM WE ARE SOCIAL AND HOOTSUITE:**



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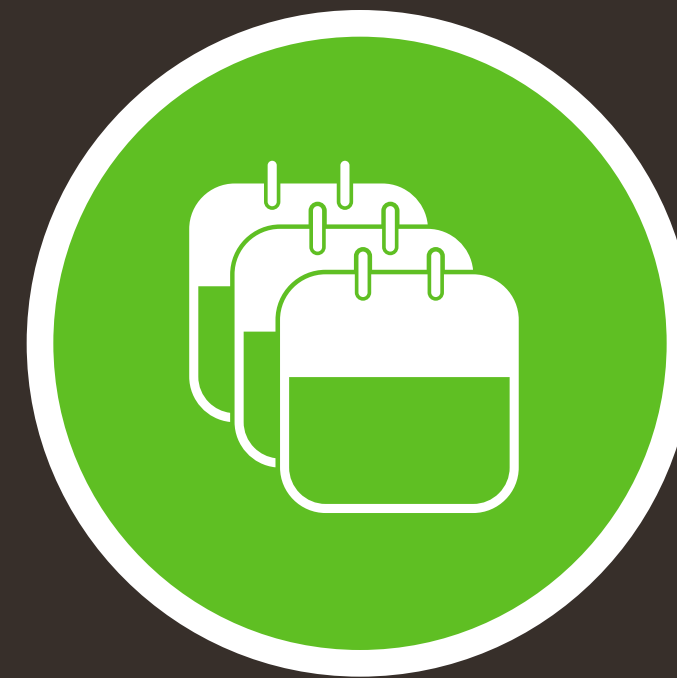
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ACROSS 46 MARKETS**



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INTERNET POPULATION**



**OVER 150 COUNTRIES
AND REGIONS**



**98% OF WORLDWIDE
ECONOMIC POWER**



**MORE THAN 30,000
INTERACTIVE STATISTICS**

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SPECIAL THANKS: GSMA INTELLIGENCE

The logo for GSMA Intelligence, featuring the text "GSMA" in a small red font above the word "Intelligence" in a larger black font, 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.

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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**

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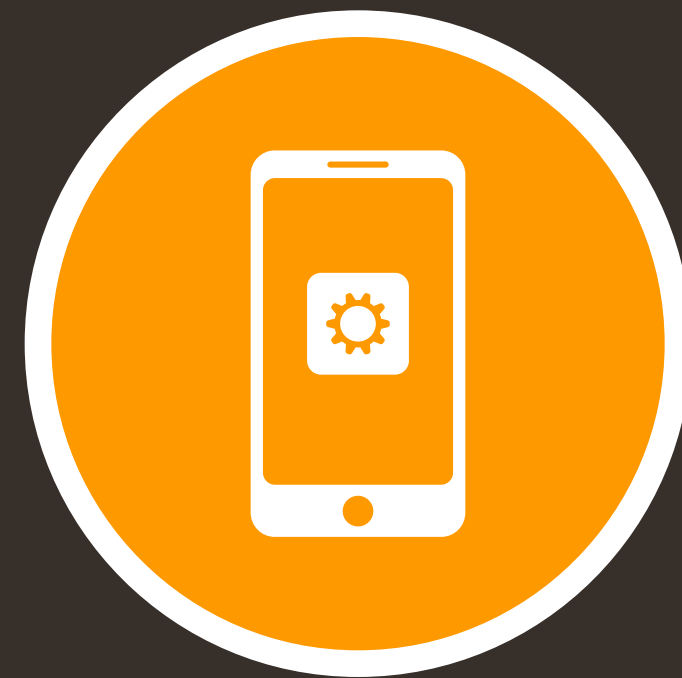


SPECIAL THANKS: SIMILARWEB

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
COVERAGE**



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ANALYSIS**

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**INSIGHTS FROM ALL
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-service 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 Locowise (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 & Ecommerce 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@kepios.com.

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