

# 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.

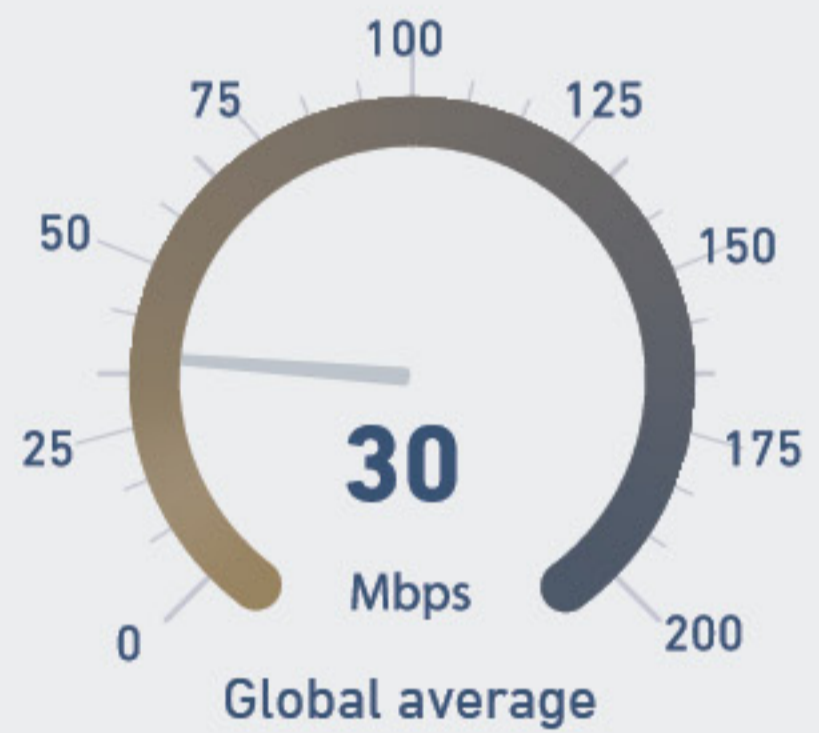
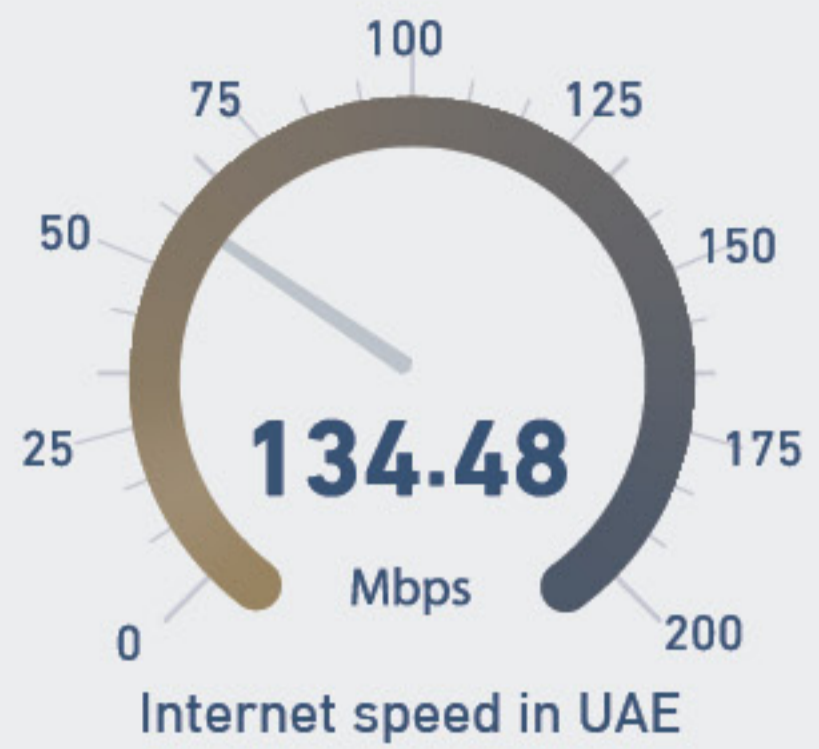


# Average Internet speed in UAE

## Mobile Internet Speed

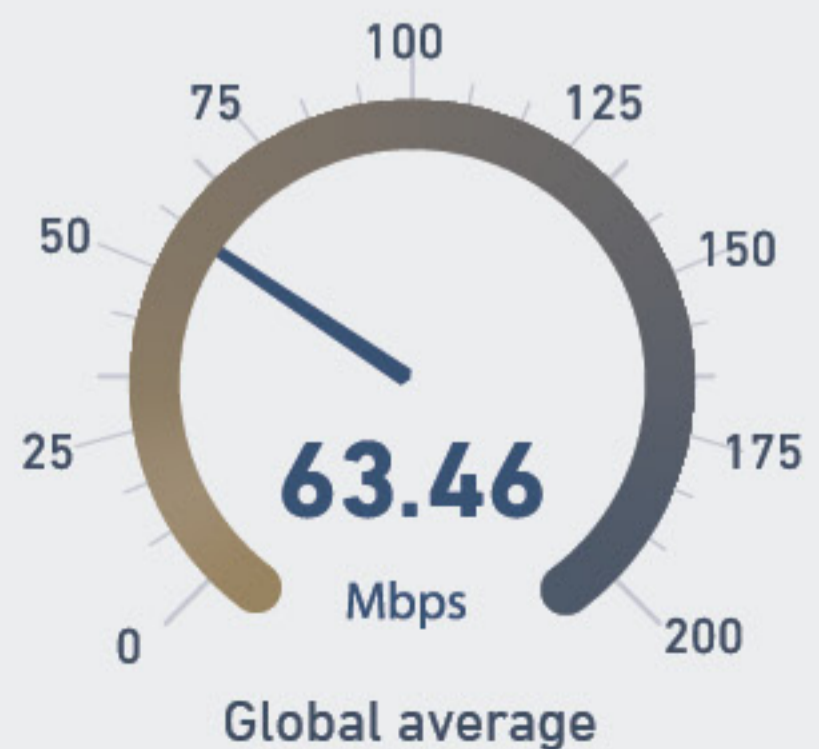
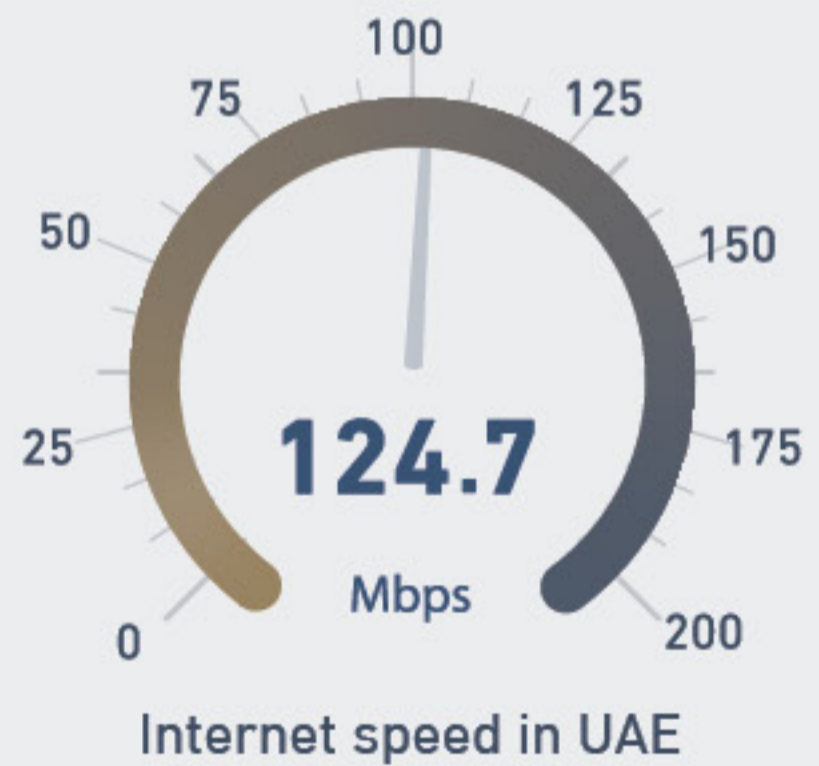


**1<sup>st</sup>**  
**Globally**



## Fixed Broadband Internet

**13<sup>th</sup>**  
**Globally**



# Internet in UAE

## > Internet utilization in UAE

**2<sup>nd</sup>**  
**Globally**

**62.5%**  
Global average



**99%**  
in the UAE

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

## > Time spent on using the Internet in UAE

**12<sup>th</sup>**  
**Globally**



**Via mobile**



Average global time

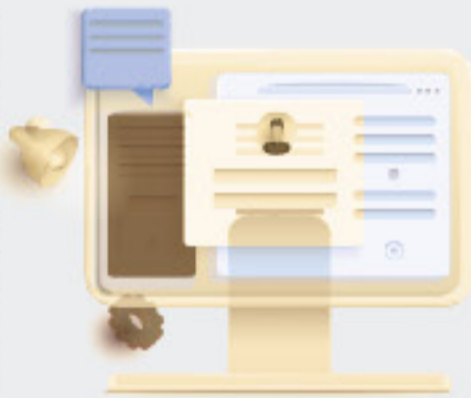
**03:43**  
H



Average UAE time

**04:35**  
H

**11<sup>th</sup>**  
**Globally**



**Via PC**



Average global time

**03:14**  
H



Average UAE time

**04:01**  
H

**Top 10<sup>th</sup>**  
**Globally**



**Across all devices**



Average global time

**06:58**  
H



Average UAE time

**08:36**  
H

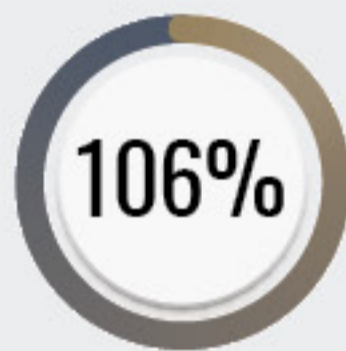
# Internet Uses

## > Media-related



Digital media (social media) in UAE \*

**1<sup>st</sup>**  
**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

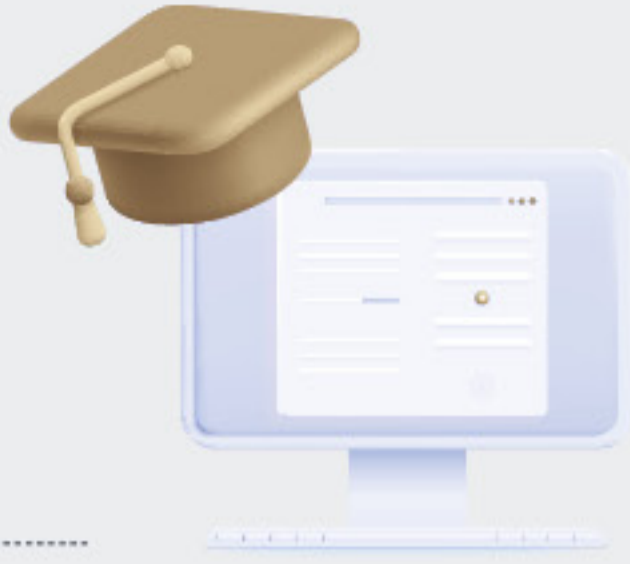


**5<sup>th</sup>**  
**Globally**

\* to total population

# Internet Uses

## > Educational

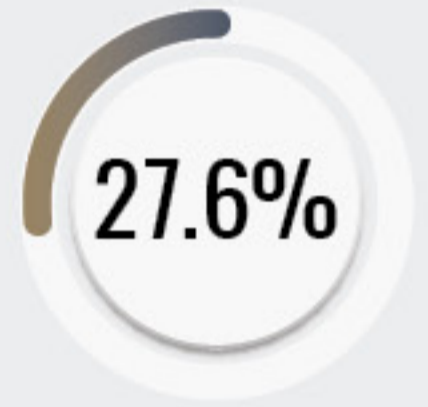


Top  
**20**  
Globally



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

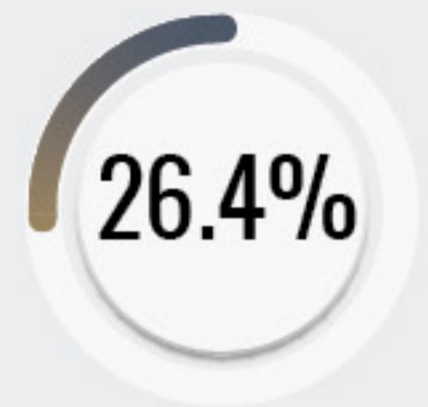


Population possessing  
cryptocurrencies

## > Medical



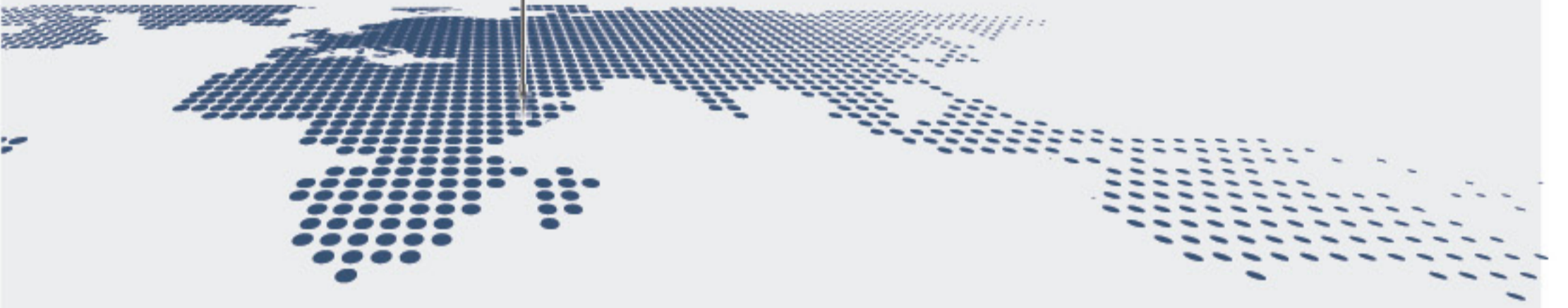
Top  
**20**  
Globally



Percentage of UAE population  
Undergoing telemedicine

# E-commerce

**9<sup>th</sup>**  
**Globally**



> **Average annual per capita  
Digital spending in UAE**

**3,775**  
USD

> **Average annual per capita  
Global digital spending**

**1,766**  
USD



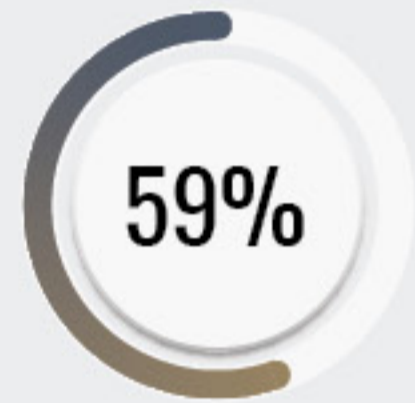


# E-commerce



## Volume of weekly purchases made online

**14<sup>th</sup>**  
**Globally**

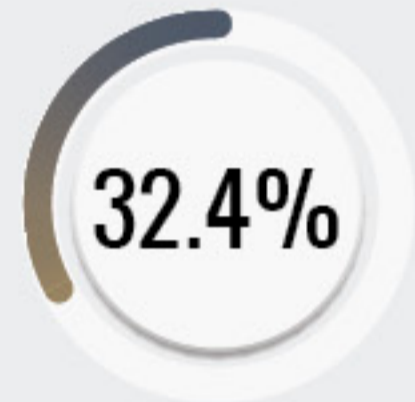


Percentage of UAE population buying their needs online weekly



## Weekly online purchases Via mobile

**13<sup>th</sup>**  
**Globally**



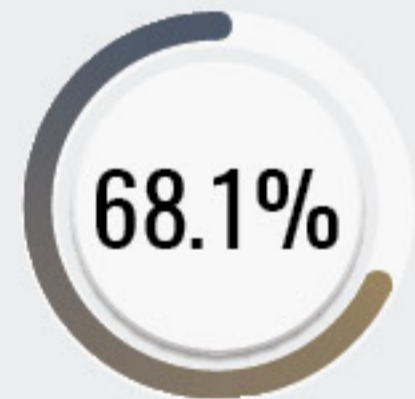
Percentage of UAE population buying their needs by phone online weekly



## Digital content

Top

**20<sup>th</sup>**  
**Globally**

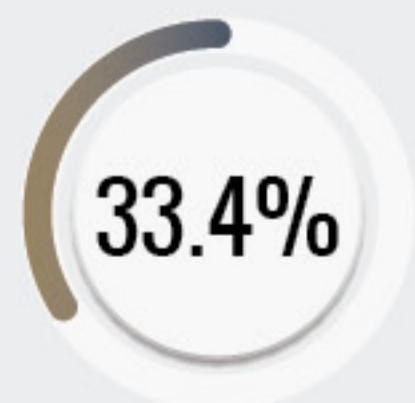


Percentage of UAE population buying miscellaneous digital content



## Weekly home food purchases

**9<sup>th</sup>**  
**Globally**



Percentage of UAE population buying their food needs online weekly

# Digital Behaviors

> Time spent on social media in the UAE

**12<sup>th</sup>**  
Globally



**04:35**  
H

**11<sup>th</sup>**  
Globally

Average no. of social networking platforms used

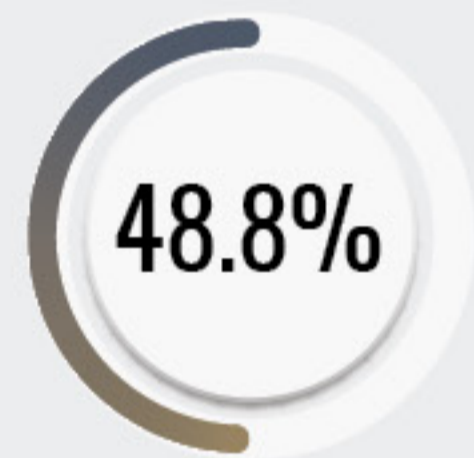
## Social media uses



■ Brand search

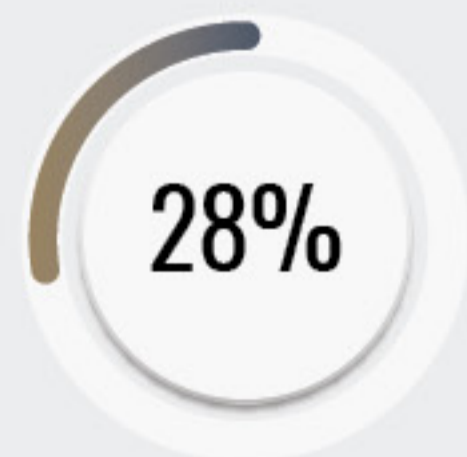
Top

**20<sup>th</sup>**  
Globally



■ Business-related

**13<sup>th</sup>**  
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



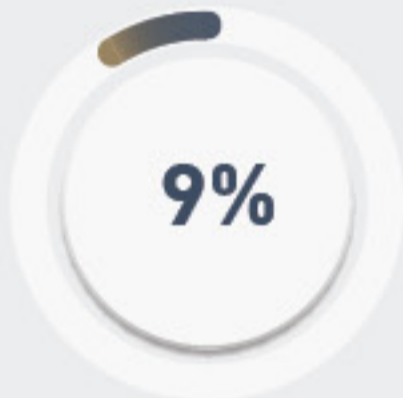
Advertising reach of LinkedIn in UAE



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.



 |  |  |  |  |   
@TDRAUAE, [www.tdra.gov.ae](http://www.tdra.gov.ae)