Digital Lifestyle

in the United Arab Emirates

2022
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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

Internet speed in UAE

Fixed Broadband Internet

13th Globally

Internet speed in UAE

Global average
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

Average global time 03:43 H

Via mobile

Average UAE time 04:35 H

11th Globally

Average global time 03:14 H

Via PC

Average UAE time 04:01 H

Top 10th Globally

Average global time 06:58 H

Across all devices

Average UAE time 08:36 H
Internet Uses

> Media-related

Social media utilization rate to total population

106%

Global utilization average of social media

58.4%

UAE is the only in the world to have its population engagement in social media exceed 100%.

The UAE surpassed in population engagement in social media the global rate by 200%.

> Professional

5th Globally
Internet Uses

> Educational

Top 20 Globally
50% Using digital videos as a source of learning

Top 10 Globally
27.6% Viewing blogs

Top 20
Globally
Using digital videos as a source of learning

Top 10
Globally
Viewing blogs

> Recreational

Top 10 Globally
90% Playing videogames

> Economical

Top 10 Globally
11.4% Population possessing cryptocurrencies

Top 20
Globally
Percentage of UAE population undergoing telemedicine

> 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
  - 59%
  - Percentage of UAE population buying their needs online weekly

- Weekly online purchases Via mobile
  - 13th Globally
  - 32.4%
  - Percentage of UAE population buying their needs by phone online weekly

- Digital content
  - Top 20 Globally
  - 68.1%
  - Percentage of UAE population buying miscellaneous digital content

- Weekly home food purchases
  - 9th Globally
  - 33.4%
  - 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
48.8%

Business-related
13th Globally
28%
Advertising on social media

Facebook

- 5th Globally
- 82.5% Facebook’s advertising reach in UAE
- 34.1% Facebook’s global advertising reach

YouTube

- 93.4% YouTube’s advertising reach in UAE
- 37.7% YouTube’s global advertising reach
Advertising on social media

**Instagram**

- 6th Globally
- 60.2% Instagram’s advertising reach in UAE
- 23.9% Instagram’s global advertising reach

**TikTok**

- 2nd Globally
- 81.3% TikTok’s advertising reach in UAE
- 15.9% TikTok’s global advertising reach
Advertising on social media

LinkedIn

3rd Globally

69%
Advertising reach of LinkedIn in UAE

14.6%
LinkedIn's global advertising reach

Snapchat

8th Globally

37.2%
Snapchat's advertising reach in UAE

9%
Snapchat's global advertising reach

Twitter

8th Globally

28.1%
Twitter's advertising reach in UAE

7.1%
Twitter's global advertising reach
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.