



**DIGITAL
UAE
2023**
FACTSHEET



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Introduction:

As the government acts as an enabler of society at large, a digital community represents the ideal environment for digital transformation to thrive and attain leadership.

Amidst this formula, the UAE experience emerges as a model of digital harmony between the government, private sector and members of the public alike.

Such formula is embodied in the following fact: The UAE was one of the first countries to show a keen interest in the telecommunications infrastructure and digital transformation. Because of this, it became the first worldwide in the Fiber to the Home (FTTH) Index, thus facilitating its rise to the top rank globally in the use of the Internet.

In this report, there are a lot of facts and figures that can provide similar facets of this causal relationship. Ultimately, a holistic and integrated digital life is a collective community effort involving the government, private sector and community members, and naturally benefits all.





DIGITAL LIFE FEATURES



9.38

million individuals

No. of Internet users
in UAE

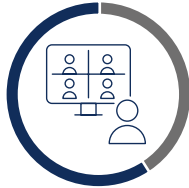
99%

Ratio of Internet users in
UAE to population

Internet Uses

(Purposes for using the Internet in UAE)

Objectives of using the Internet in the UAE range from connecting with family to entertainment and learning. Such objectives were as follows:



Connecting with family and friends

58.8%



Searching for information

54.1%



Discover new ideas

49.2%



Watching videos
TV shows – movies

49.1%



Researching how things are made

45.5%



Searching for products and brands

45.1%



Finding business-related topics

32.7%



Education

41.2%



Watching the news and catching up with events

44.6%



Listening to music

35.2%



Looking up health topics and products

35.4%



Seeking out new friendships and relationships

33.2%



Searching for: Places
Vacations – Travel

33.5%




Sharing opinions and ideas

32.2%

Devices Used

(Percentage of Internet users across all types of devices)

User preferences of the devices used to access the Internet vary according to the following percentages:


Smartphones
96.2%


Desktops and laptops
60.5%


Tablets
38%


Gaming Consoles
20.7%

8.2%
VR headsets

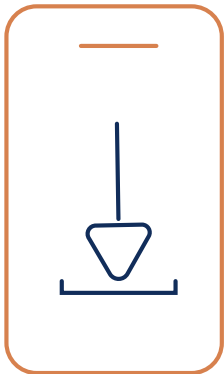
13.5%
Smart home equipment


17.7%
Televisions

38.6%
Smartwatches



Internet Speed



smartphones Download speed

161.15
MB/s

Annualized speed increase

+ 2.3%



Fixed Internet Download Speed

207.41
MB/s

Annualized speed increase

+ 80.1%

Internet Browsers

(Usage share of web browsers from across devices)

Internet users in the UAE browse the web using different browsers, according to the following percentages:



Chrome

68.72%



Safari

19.16%



Microsoft Edge

3%



Firefox

1.26%



Samsung Browser

2.34%



Opera

1.53%



Android Browser

0.12%



Other browsers

3.87%

Websites Visited

(Most visited sites on a monthly basis)

The most visited websites in the UAE were as follows:

130



YouTube

129



Google

18.8



Facebook

11.6



Twitter

10.4



Instagram



Number of visits
(million/month)



Unified Digital Platform U.ae

The digital presence front of the government of UAE, incorporating all information and services provided by government entities. The portal is managed by the Telecommunications and Digital Government Regulatory Authority (TDRA) in cooperation with all government entities.



World's shortest government domain composed of one letter (u)



19

M visitors

30

M visits

(in 2022)

90%

Portal Content Happiness Meter

263_k

Searches performed on the portal (2022)

2,630

Digital services on the portal

221

Government entities offer their services through the portal

Unified Digital Platform U.ae

Generative AI-supported search of UAE's Government Unified Digital Platform U.ae

launched by 25 May 2023



60,000

Searches by generative AI-supported version

98.5%

Percentage of customer satisfaction on the AI-supported version of U.ae.

Top search:



Recruitment & jobs



Entry permits
(tourist, residency & golden visa)



Education



Transportation & driving licenses



Search Engines

(Search Engine Market Share)

Search engine preferences of Internet users vary, with the percentages as follows:

95.78%

Google



Google

Bing



0.43%

yahoo!



Yahoo

3.09%

Other

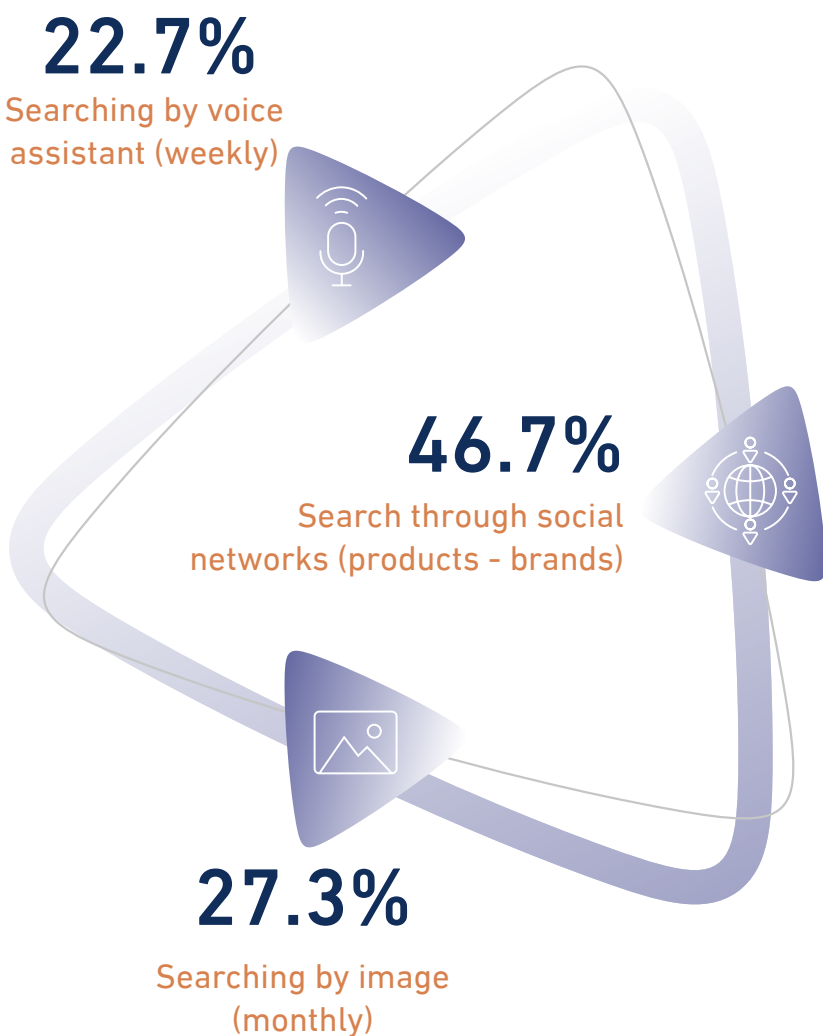


0.70%

Searching Online

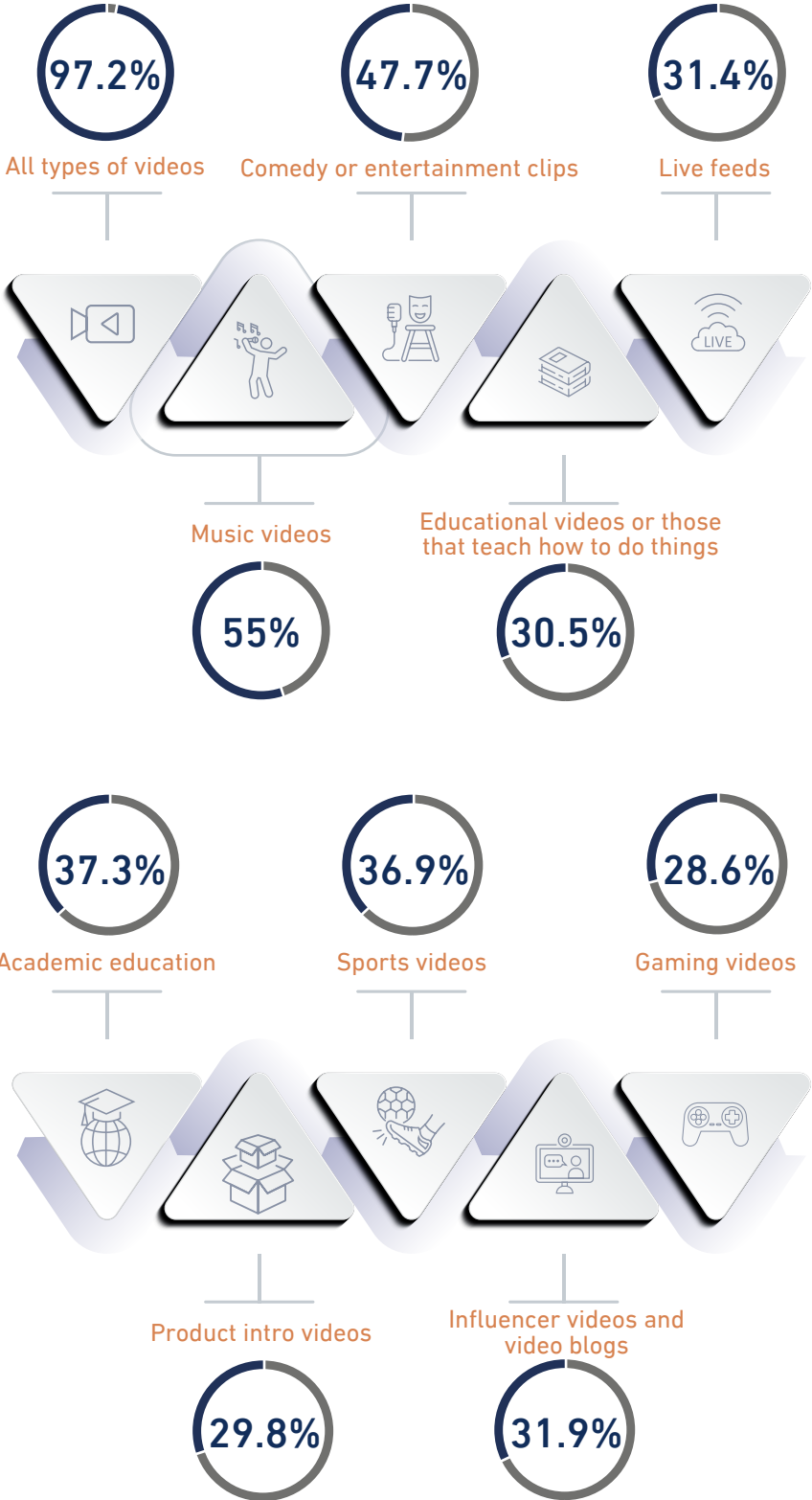
(Percentage of Internet users who used different methods to search for information)

Internet users in UAE confirmed that, in addition to direct searching, they used, other ways of searching such as: Searching by image ..etc.



Watching Digital Visual Content

(Percentage of Internet users who viewed different types of visual content on a weekly basis)



Digital Video Broadcasting (DVB)

(Percentage of Internet users who watched any type of broadcast TV on a monthly basis)



Percentage of Internet users who watched digital TV



Percentage of time spent watching digital TV vs. traditional broadcast



Average daily viewing of digital TV



Digital broadcasting



26.3%

Listening to digital radio stations



36.5%

Listening to digital music



21.4%

Listening to podcasts



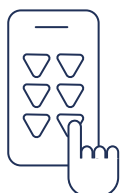
17.7%

Listening to audio books



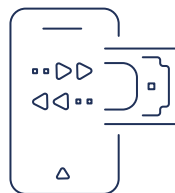
Digital Financial Services

(Percentage of Internet users who used any type of digital financial services on a monthly basis)



30%

Use of mobile payment services (e.g. Apple Pay, Samsung Pay .. etc.)



24.3%

Use of: Digital banking services – investment – insurance or digital apps



19.6%

Digital currency ownership (any type of cryptocurrency)

Social Media



10

Millions
active accounts
in UAE



Facts & Figures

Ratio of accounts (to population)



105.5%

Ratio of accounts (to Internet users)

106.6%

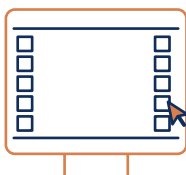
Average time spent on social media



2:50

 hrs. daily

Average number of platforms used (monthly)

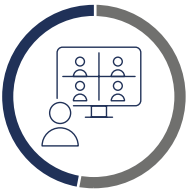


8.2

 platform



Purposes for Using Social Media



Connecting with family and friends

46.8%



Finding new stories

32.3%



Finding inspiring things (to simulate or buy)

30.4%



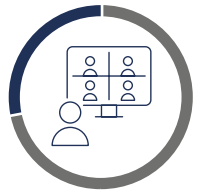
Following sports news

29.2%



Watching live feeds

29.2%



Making new friends

28.1%



Purposes for Using Social Media



Looking for varied content

27.4%



Searching for business-related topics

27.1%



Buying products

26.9%



Viewing branded content

25.2%



Following influencers

23.1%



Sharing opinions and ideas

22.6%



Sharing details of daily life

21.7%

Top Used Platforms

(Platform utilization on a monthly basis)



WhatsApp

79.6%



Facebook

78.7%



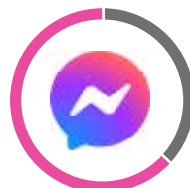
Instagram

74.4%



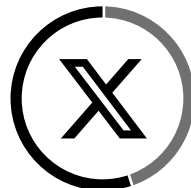
TikTok

67.4%



Facebook Messenger

63.2%



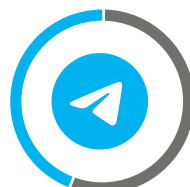
Twitter

55%



LinkedIn

48.1%



Telegram

44.5%



Snapchat

41.2%



Pinterest

31.9%



Skype

24.9%

ADVERTISING ON SOCIAL MEDIA



Facebook
7.30
 million users

77.8%



YouTube
8.99
 million users

95.8%



Instagram
4.95
 million users

52.7%



LinkedIn
6.6
 million users

70.3%



Snapchat
4
 million users

42.6%



TikTok
8.23
 million users (18+ only)

87.7%



Twitter
3.05
 million users

32.5%



ad reach



Advertising reach ratio (to no. of Internet users)

SMARTPHONES AND DIGITAL APPS



Smartphones

Number of Internet Phone Subscriptions

19.05
million

Smartphone Subscription Rate (per capita)

200.9%

Annualized gross increase

2.2M
subscriptions

Rate of increase

13.3%



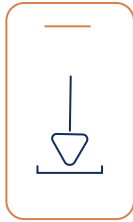
Internet Phone Subscriptions Growth



Digital apps

Total no. of app downloads

569 million



Increase of downloads

16.4%

Rate of increase

+ 80 M downloads
annual increase

1.587 B AED

SPENDING ON APP PURCHASES
(INCLUDES PURCHASING IN-APP FEATURES)

Annual Growth Rate

+ 321
M AED

Rate of increase

25.3%



App spending growth



WhatsApp



Facebook



Instagram



Facebook Messenger



TikTok

Most Frequently Used Apps



Telegram

amazon

Amazon

Botim



ALHOSN UAE



Twitter





TikTok



WhatsApp Business



Botim



Instagram



Facebook

Most Downloaded Apps



ALHOSN UAE



CapCut



WhatsApp

(Emirati) Digital Identity



imo



DIGITAL IDENTITY (UAE PASS)

The first digital national identity allowing all citizens, residents and visitors to access services of local, federal government entities and other service providers.

It provides easy solutions to access services via smartphones without the need for a password or username, as well as the ability to digitally sign and validate documents without the need to visit service centers



الهوية الرقمية
UAE PASS

4

Key Advantages

- Unified and secure digital identification
- Mobile ID
- Digital signature for documents and transactions
- Digital vault to share official documents

4

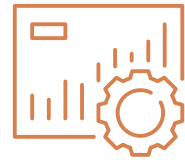
Millions

Registration by
face ID (AI)



5

Million users



15,000

Services



216

Government, semi-government
and private entities

35

Government entities



National Domain of UAE (.ae)



.ae is the UAE code top-level domain (ccTLD). This means that if an internet address has .ae at the end of it, it's registered in the United Arab Emirates and a part of the UAE national domains space, which the .aeDA regulates. Having the domain .ae enhances the website's credibility as belonging to one of the most dynamic economies.



300 K
domains registered



46 K
new domains in 2022



UAE domains name increase
ratio in 2022



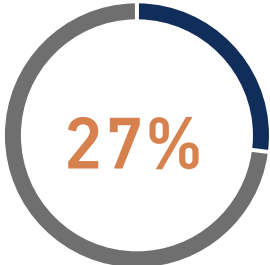
National Domain of UAE (.ae)

Name idea:

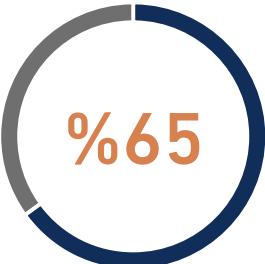
Suggested by AI tools



Registered domains after the service launched in April 2023



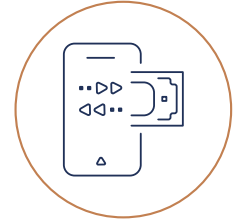
Registered domains increase ratio in April



Registered domains increase ratio in May



E-COMMERCE



Facts & Figures

75.1%

Online bill payments

25.4%

Digital purchases

15.9%

Digital payments



11.5%

Transferring money over the phone

13.3%

Mobile wallet ownership

DIGITAL SHOPPING

(Weekly basis)

62.3%

Buying products or services online

37%

Buy groceries online

16%

Buying used devices online

Online Purchase Drivers

Motives of Internet users to buy via digital commerce platforms range from a host of factors, of which the key ones are:



Fast, easy online payments

24.2%



Flexible return policy

32%



Free delivery

45.2%



Collecting customer loyalty points

29.7%



Discounts and offers

30%



Customer product reviews

26.2%



Cash on Delivery

26.2%



Getting exclusive content or services

17.5%



Volume of online consumer goods trade

(Digital spending figures are limited to products and services sold from businesses to the end consumer only, not between companies)



42.267

AED, billion

Total spending on online consumer goods (2022)

6,000

AED

Average per capita digital spending on consumer goods

70.5%

Percentage of goods purchases from total digital purchases via smartphones

7
million

Number of digital buyers (who used the Internet to purchase services or consumer goods)



Electronics

7.081

(AED, billion)



Furniture

4.197

(AED, billion)

Digital Commerce Sector Size



Gaming & hobbies

6.314

(AED, billion)



Food industry

1.181

(AED, billion)



Fashion

16.68

(AED, billion)



Personal care

4.234

(AED, billion)



Data and digital
storage devices

2.420

(AED, billion)

Payment methods in digital commerce



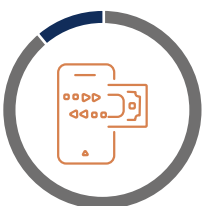
Digital vault/wallet
(via smartphone)

23%



Credit and debit
cards

48%



Online wire
transfer

11%



Purchases with
cash on delivery

10%

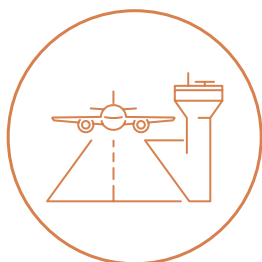


Other methods

8%

Travel and tourism services online

(Spending on tourism and travel in 2022)



Airline flights

1.567

(AED, billion)



Car rentals

361

(AED, million)



Hotel reservations

1.151

(AED, billion)



Vacation home rentals

613.5

(AED, million)



Holiday packages

1.115

(AED, billion)



Cruises

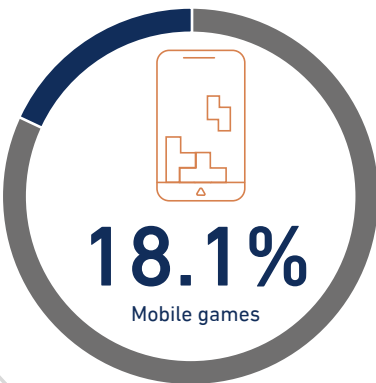
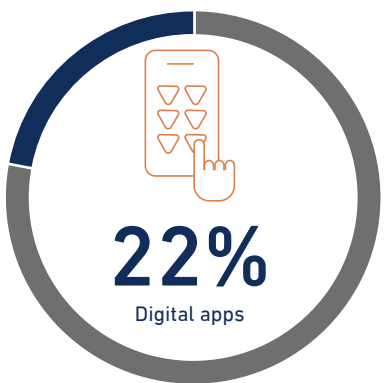
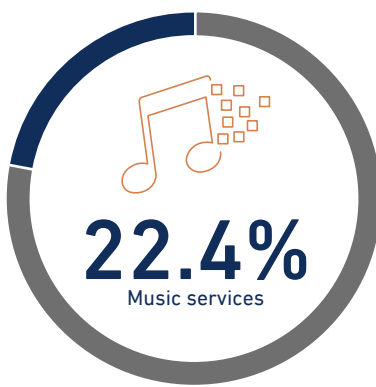
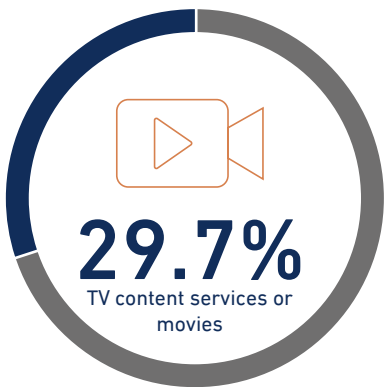
8.6

(AED, million)

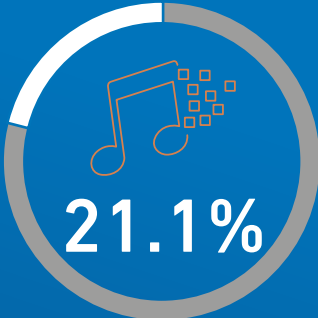


Types of paid digital content

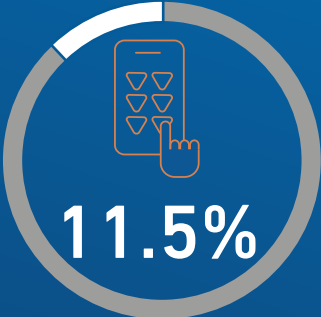
(Percentage of Internet users who paid for any type of digital content on a monthly basis)



Digital apps



Music downloads



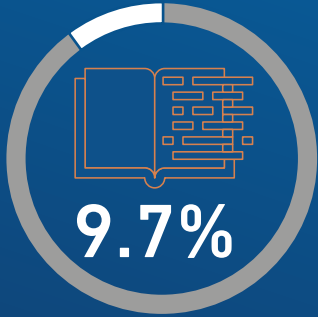
In-app purchases



News services users



Movie downloads or live feeds



Buying e-books



Digital magazine subscriptions



Digital Media Spending

(Spending on downloads and digital media subscriptions)



Total digital media spending

1.902

(AED, billion)



Video on demand

592.7

(AED, million)



Video games

1.05

(AED, billion)



Digital music

125.8

(AED, million)



E-publishing

132.16

(AED, million)

DIGITAL MARKETING

Channels for brand awareness

(Percentage of Internet users who have discovered new brands, products or services through different marketing channels)





Interaction with digital marketing



48.5%

Brand search before making a purchase



16.3%

Clicking sponsored banners in websites



17.4%

Clicking ad banners in websites



20.3%

Downloading or using the brand's app



Digital advertising spending

4.96
(AED, billion)
Total advertising
spending (digital and
(traditional)



467
(AED, million)
Growth in advertising
market size (digital and
(traditional)

3.72
(AED, billion)
Digital
advertising
market size



401.5
(AED, million)
Digital advertising
market growth

Ad Spending Segments



936.5

(AED, million)

Search engine advertising



779.6

(AED, million)

Digital video advertising



1.442

(AED, billion)

Digital banner advertising



175.8

(AED, million)

Influencer advertising



299.7

(AED, million)

Classifieds



11.9

(AED, million)

Digital audio advertising

HEALTH, DIGITALLY

(Digital healthcare refers to the adoption of digital devices and services in healthcare)

Facts & Figures



4.55

million

No. of users of health apps and services



909.2

(AED, million)

Digital healthcare market size (2022)



160.6

(AED, million)

Digital healthcare services market growth (YoY)



%21.6

Growth rate



3.49

million

No. of digital fitness & well-being service users



743.5

(AED, million)

Digital fitness & well-being service market size



24.09

(AED, million)

Digital fitness & well-being services market growth size (YoY)



%3.3

Growth rate



Sources:

● PPro

● GWI

● Ookla

● Statista

● Skai

● GSMA Intelligence

● Locowise

● Semrush

● Similarweb

● Data.AI

