

UNCOVERING THE TECH SCENE IN THE GCC

Tech Tracker 2020 a study of internet, content and technology consumption

GAME CHANGERS



**TECH-TRACKER
EXAMINES THE
EMERGING
TECHNOLOGY TRENDS
AND THE CONSUMERS
SHAPING THEM, IT ALSO
TRACKS THEM ON AN
ON-GOING BASIS TO
PROVIDE VALUABLE
INSIGHTS ON FUTURE
DIRECTIONS.**



Internet
Usage



Online
Media



Electronic
Devices



Applications
and
Social Media



E-Commerce



Video
Games

The study's objective is to gather **consumer-based insights** regarding the **ICT sector in the GCC**

AREAS COVERED

Internet Usage:

Devices owned / Overview / Activities
Based on Devices / Activities Performed

Online Media:

Platforms Used For Video / Paid
Platforms / Platforms Used For Music /
Ad Blocking

Electronic Devices:

Virtual Reality / Smart Watch / Sources
of Information / Mobile Devices

Applications and Social Media:

Download Habits / Types Interested /
Social Media Platforms / Social Media
Usage



E-Commerce:

Types of E-commerce / Products
Purchased / Payment Methods /
Frequency / E-Banking

Video Games:

Devices Used / Gamers Habits /
Top Games Played

Modern Technology:

Awareness and Familiarity of
Modern Technologies (Drones,
5G, Crypto Currencies...)

Demographics Breakdown:

Assessing the previously
mentioned attributes by
demographics

A SNEAK PEAK INTO 2020'S INTERNET RESULTS...

36%

OF THE PEOPLE IN GCC REGION
ARE FAMILIAR WITH 5G INTERNET,
AND 17% CONNECTED TO A 5G NETWORK.



82%

of those who use internet **download applications** on their smartphones



33%

rely on **social media** as their **main source of news information**



89%

Facebook
users in GCC



51%

Instagram
users in GCC



33%

TikTok
users in GCC



PROVIDING A 360° VIEW ON THE TECH SCENE IN THE GCC

53%

Foldable Phones

are aware of foldable phones and 11% own one in the GCC region

26%

Smart Watches

Around 3 out of 10 people in the GCC region own a smartwatch, with Apple Watch being the most used brand

12%

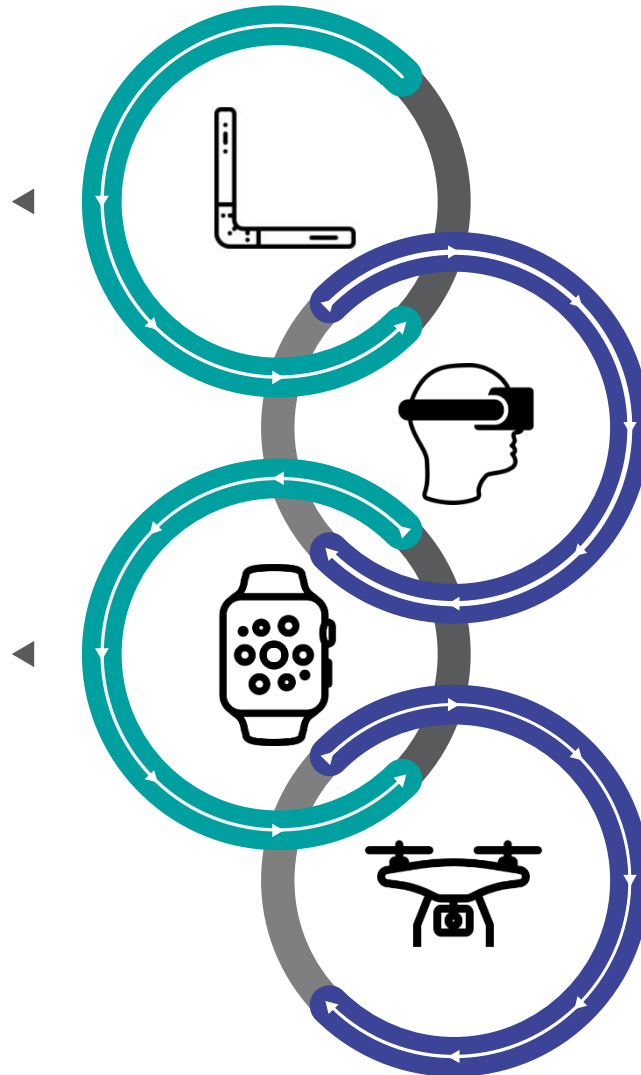
VR Headsets

12% own a virtual reality headset, with samsung gear vr being the most owned brand

31%

Drones

are familiar with the technology of drones and 14% of the population in GCC own at least one drone



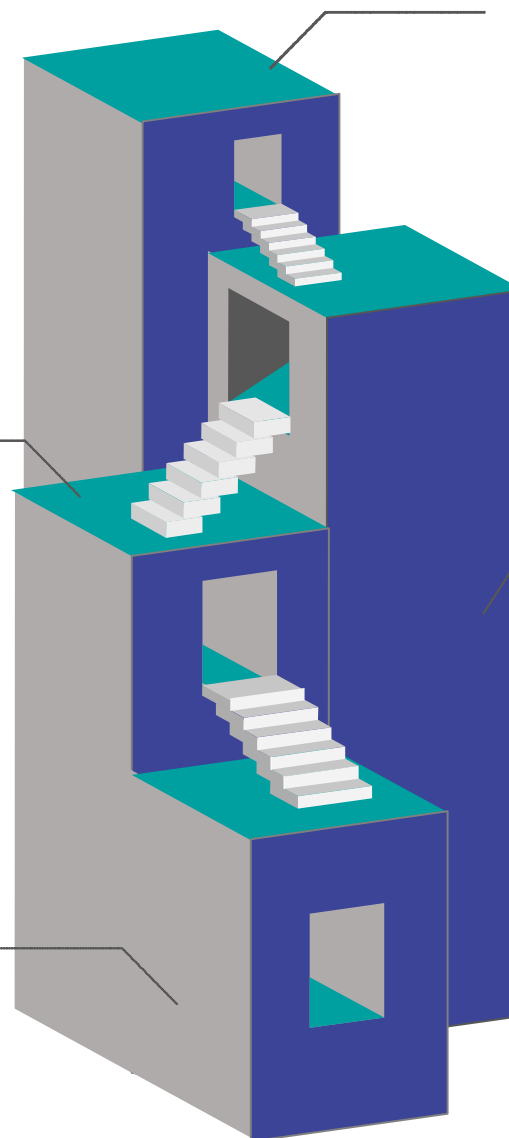
AND MANY MORE VALUABLE INSIGHTS...



67%
of the population in the GCC region **have played video games in 2020**, mostly on their smartphones...



40%
rely mainly on their **debit cards to make online payments for online shopping**



79%
of those who use the internet
tend to **access social media platform on daily bases**



51%
of the population in the GCC region **have performed an E-commerce activity in 2020**

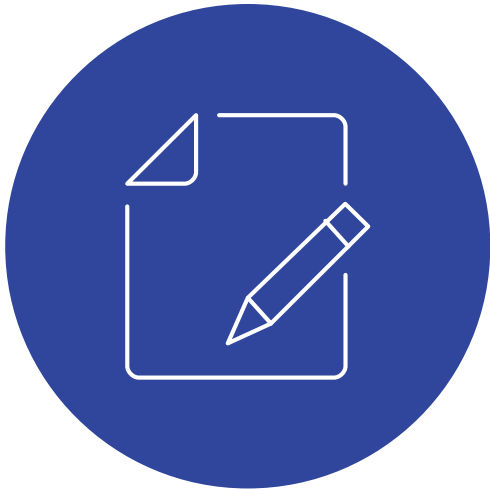


SAMPLE SIZE FOR EACH COUNTRY

In 2020, the GCC Tech Tracker covers a total of seven markets in the region. The methodology adapted is hybrid (online x face-to-face) for a sample distribution that is nationally representative. Results are weighted to represent the respective population size of each market. Respondents are all **15+ years old** and been resident in any of the listed countries for at least 6 months.

6
Markets

KSA Sample of: 5,000 respondents	UAE Sample of: 4,033 respondents	Kuwait Sample of: 3,000 respondents
Oman Sample of: 1,500 respondents	Bahrain Sample of: 1,288 respondents	Qatar Sample of: 1,286 respondents



For more information

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