



**Spotlight\* Kuwait**

# **Digital Adoption During The Pandemic**

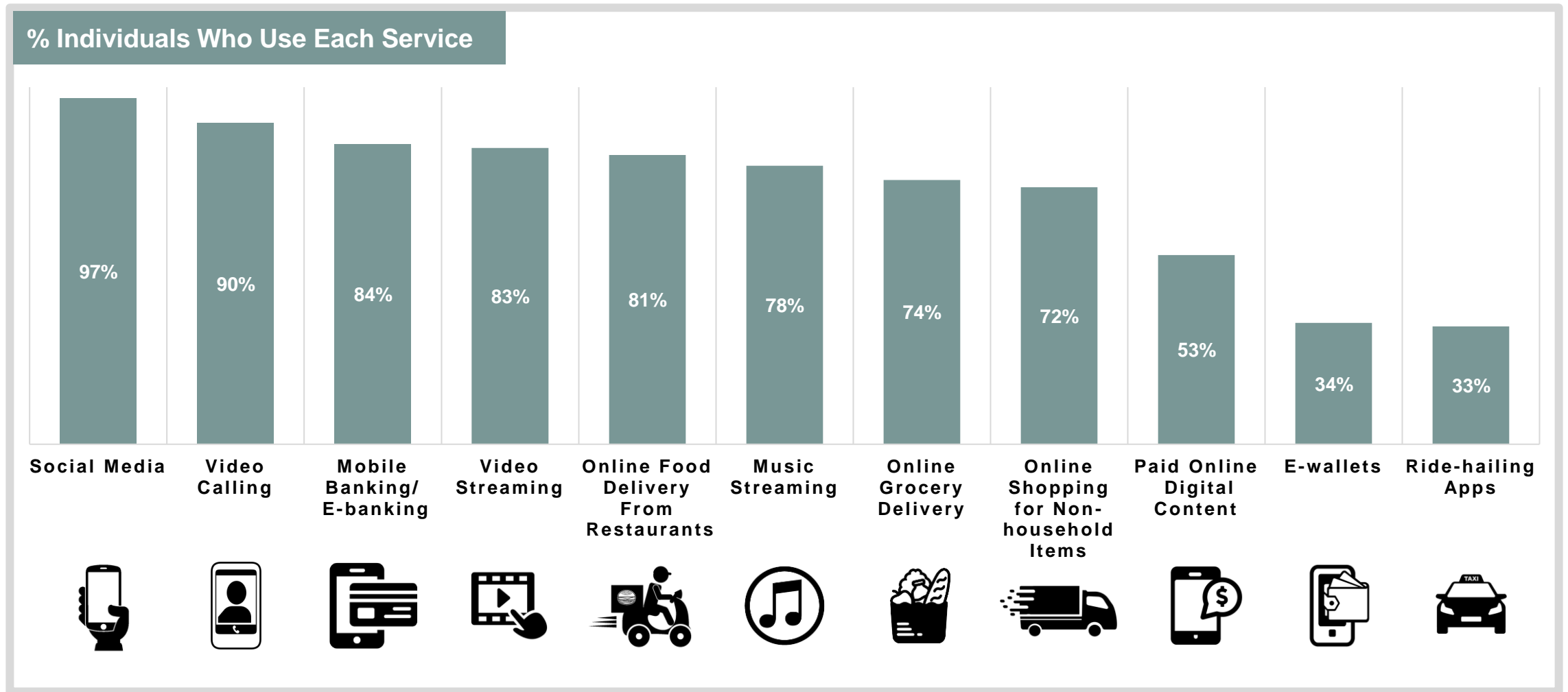
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**May – 2021**

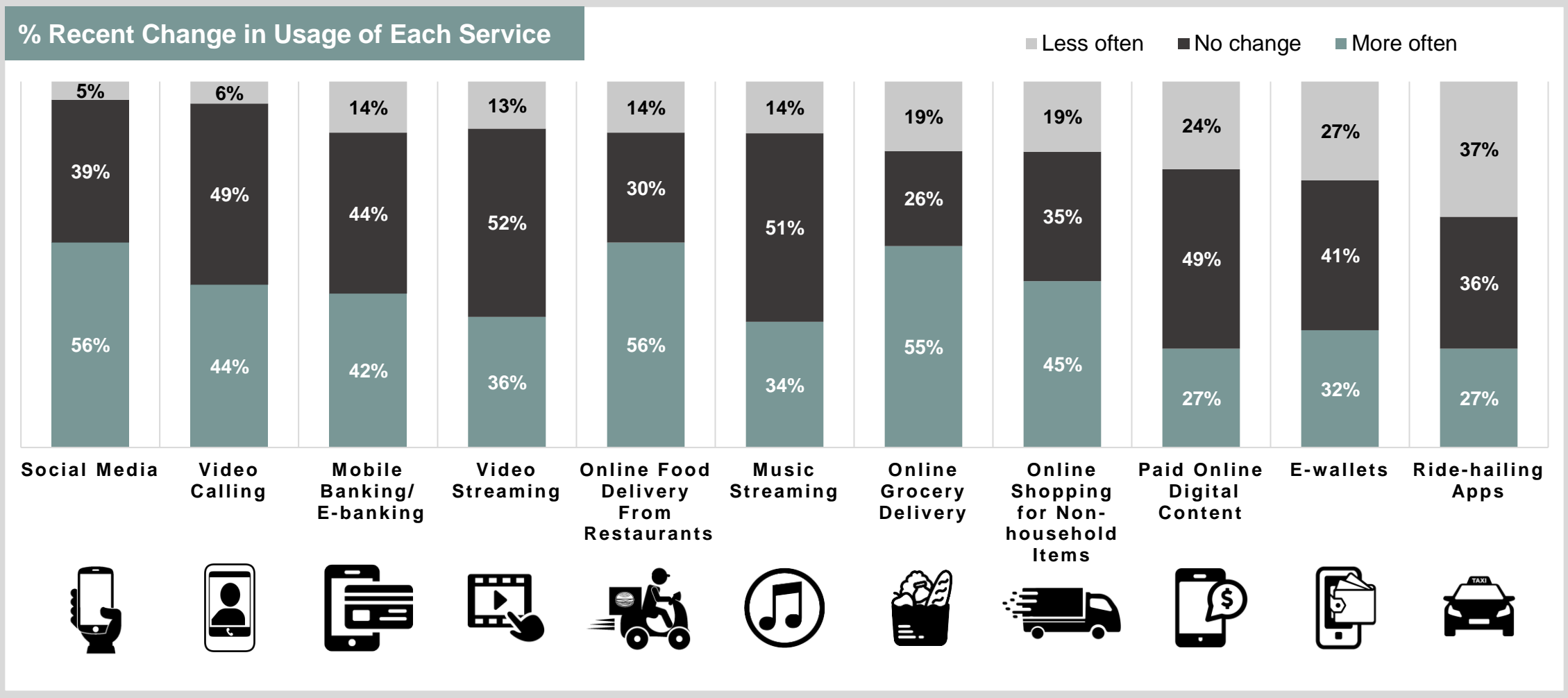
**GAME CHANGERS**



# Usage of Digital Services



# Change in Usage Resulting From Pandemic
















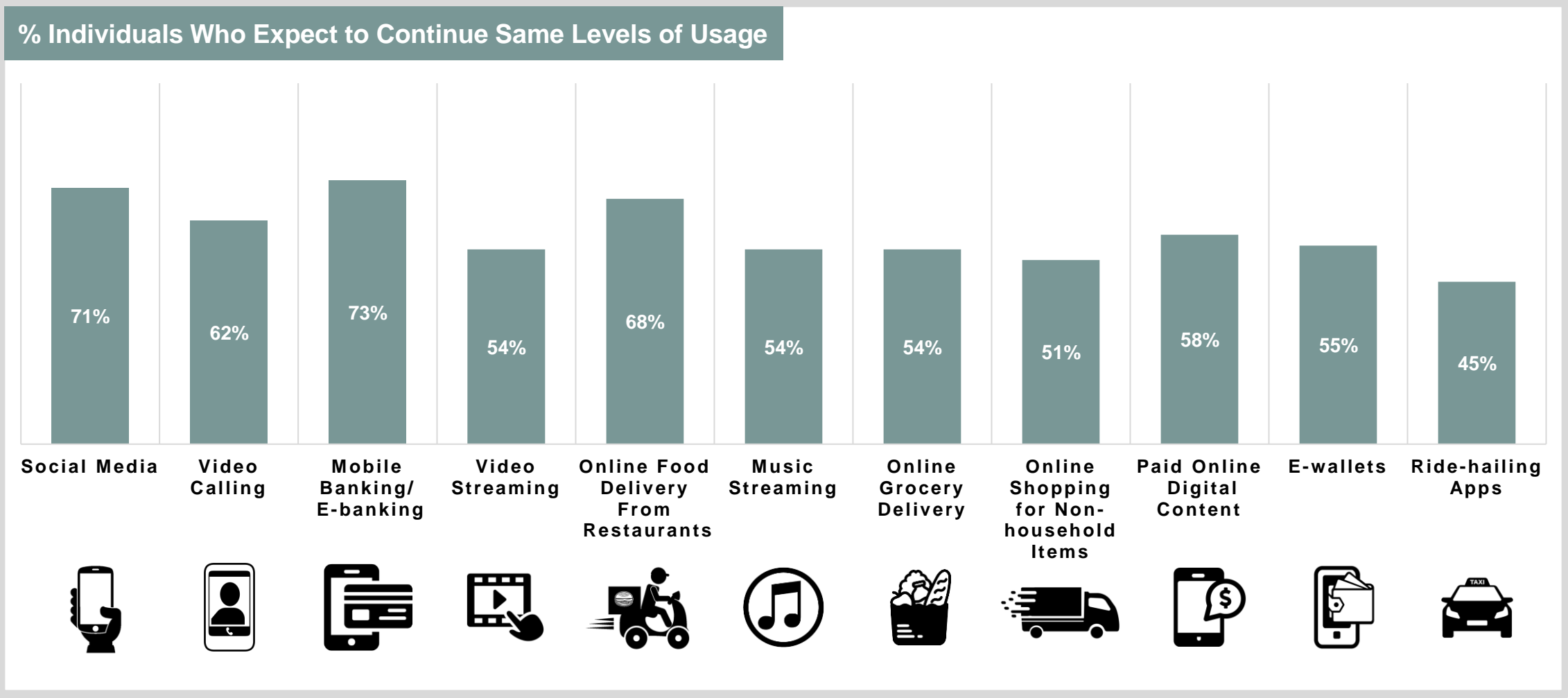
# Change in Usage Resulting From Pandemic

## % Using More Often

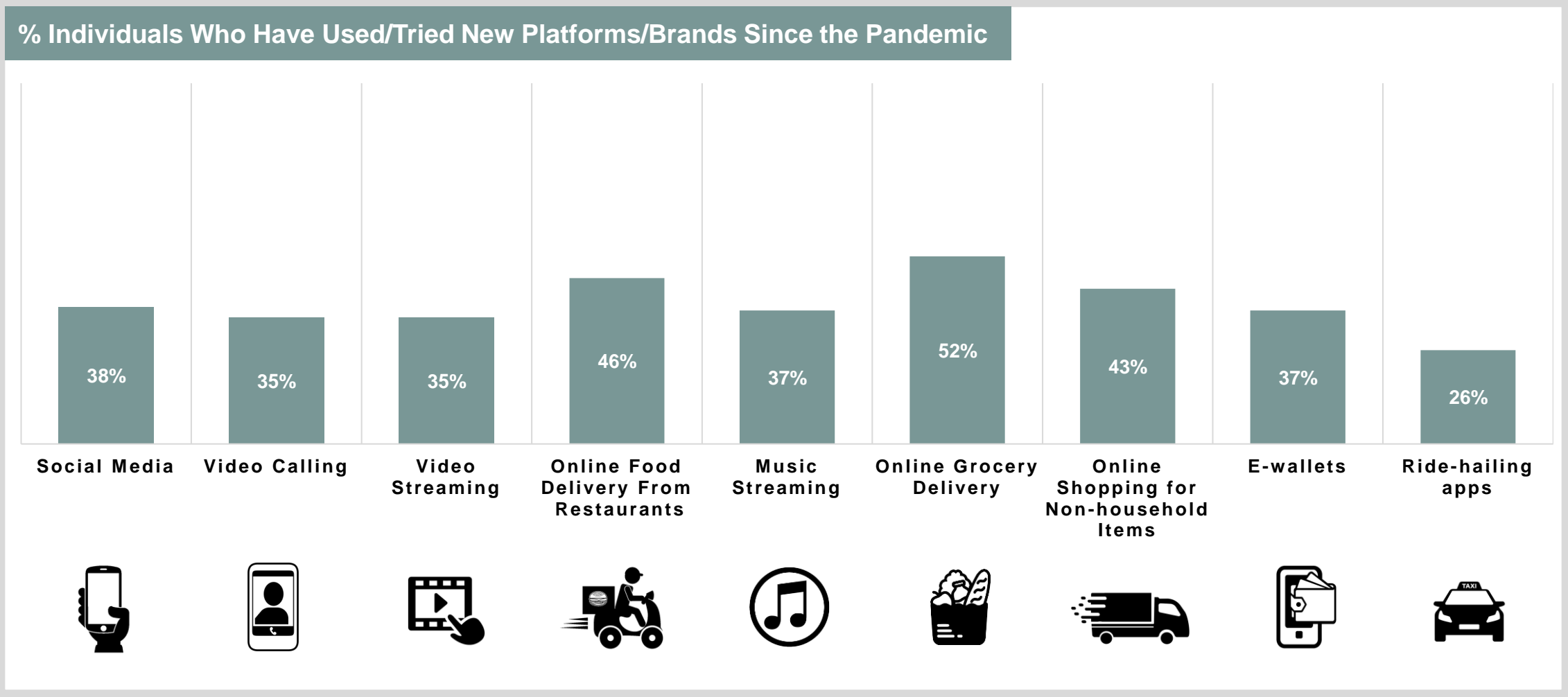
### % More Often Using Each Service – By Demographics

|              |  |  |  |  |  |  |  |  |  |  |  |
|--------------|---|---|---|--|---|---|---|---|---|---|---|
|              | Social Media  | Video Calling   | Mobile Banking/ E-banking   | Video Streaming  | Online Food Delivery From Restaurants   | Music Streaming   | Online Grocery Delivery   | Online Shopping For Non-household Items   | Paid Online Digital Content   | E-wallets   | Ride-hailing Apps   |
| Male         | 60%   | 50%   | 40%   | 38%  | 52%   | 32%   | 45%   | 39%   | 29%   | 38%   | 33%   |
| Female       | 52%   | 39%   | 44%   | 33%  | 59%   | 36%   | 64%   | 51%   | 25%   | 23%   | 21%   |
| 16-24        | 69%   | 51%   | 43%   | 48%  | 75%   | 44%   | 48%   | 45%   | 26%   | 35%   | 47%   |
| 25-34        | 58%   | 53%   | 40%   | 40%  | 50%   | 39%   | 56%   | 44%   | 31%   | 29%   | 24%   |
| 35-44        | 56%   | 43%   | 41%   | 36%  | 52%   | 33%   | 55%   | 42%   | 25%   | 31%   | 25%   |
| 45+          | 47%   | 32%   | 44%   | 23%  | 54%   | 24%   | 57%   | 51%   | 26%   | 34%   | 26%   |
| Nationals    | 58%   | 39%   | 47%   | 38%  | 66%   | 40%   | 59%   | 52%   | 31%   | 34%   | 36%   |
| Arab Expats  | 60%   | 51%   | 43%   | 36%  | 44%   | 29%   | 52%   | 35%   | 26%   | 37%   | 21%   |
| Asian Expats | 48%   | 47%   | 20%   | 30%  | 34%   | 28%   | 40%   | 36%   | 17%   | 22%   | 18%   |

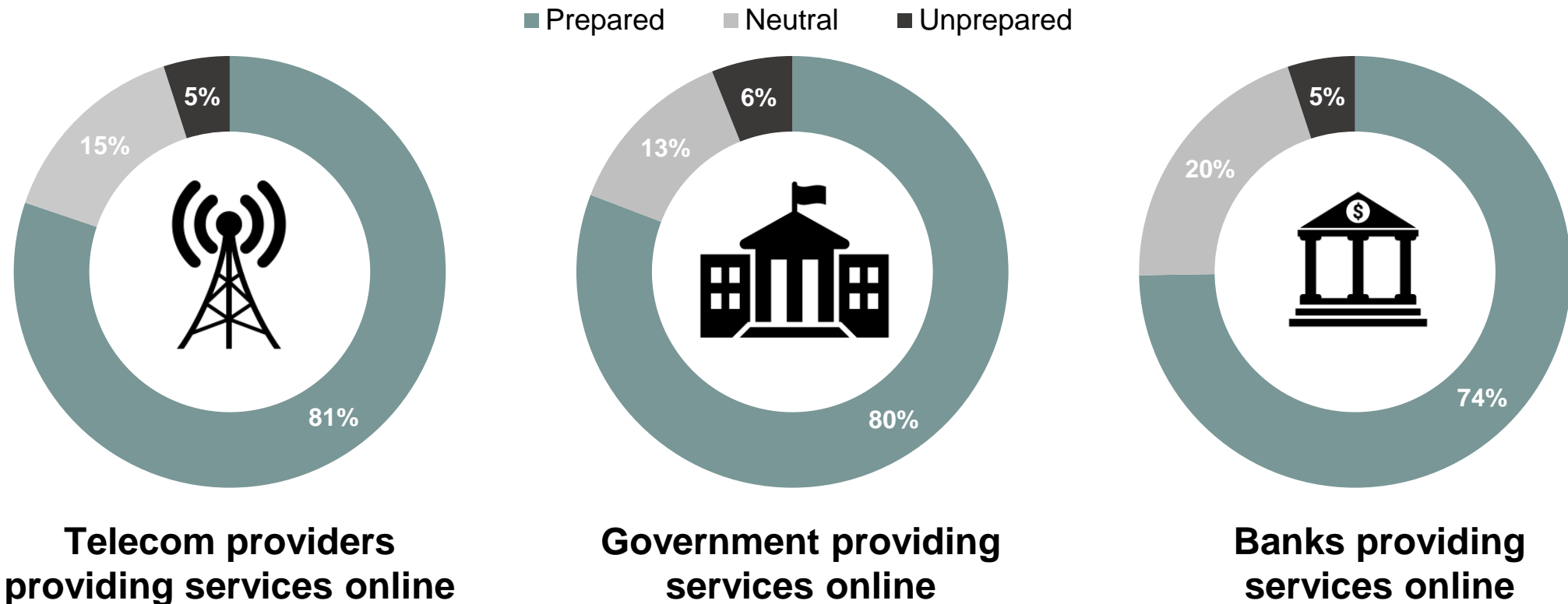
# Usage Expectations Post-Pandemic



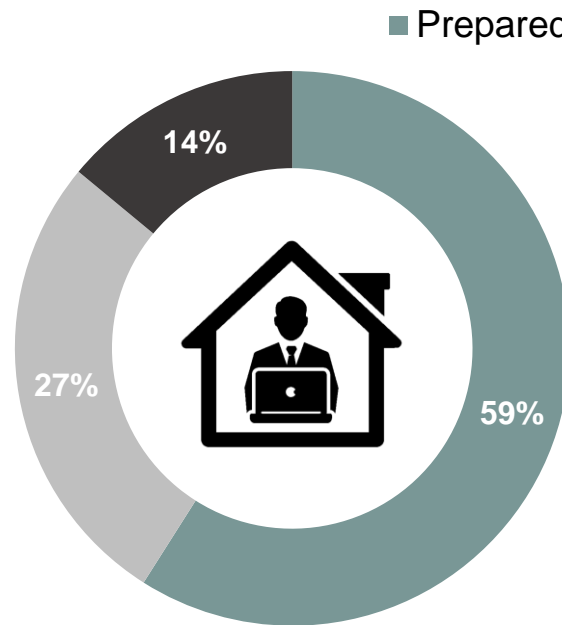
# Usage of New Platforms/Brands Since the Pandemic



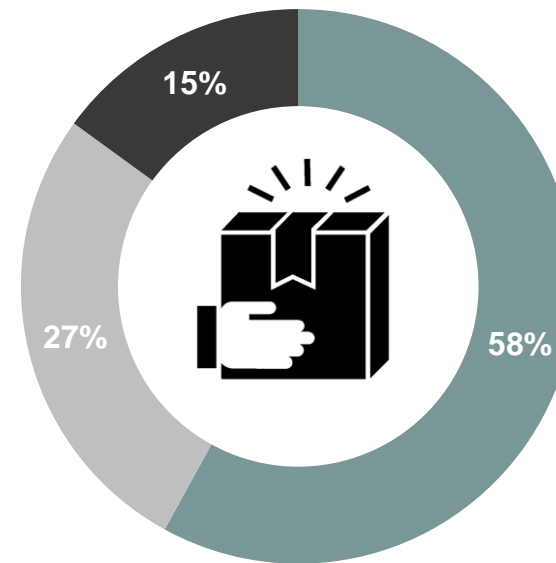
# Perceived Readiness in Providing Online Services



# Perceived Digital Business Continuity Readiness



**Businesses' ability to move to remote working**

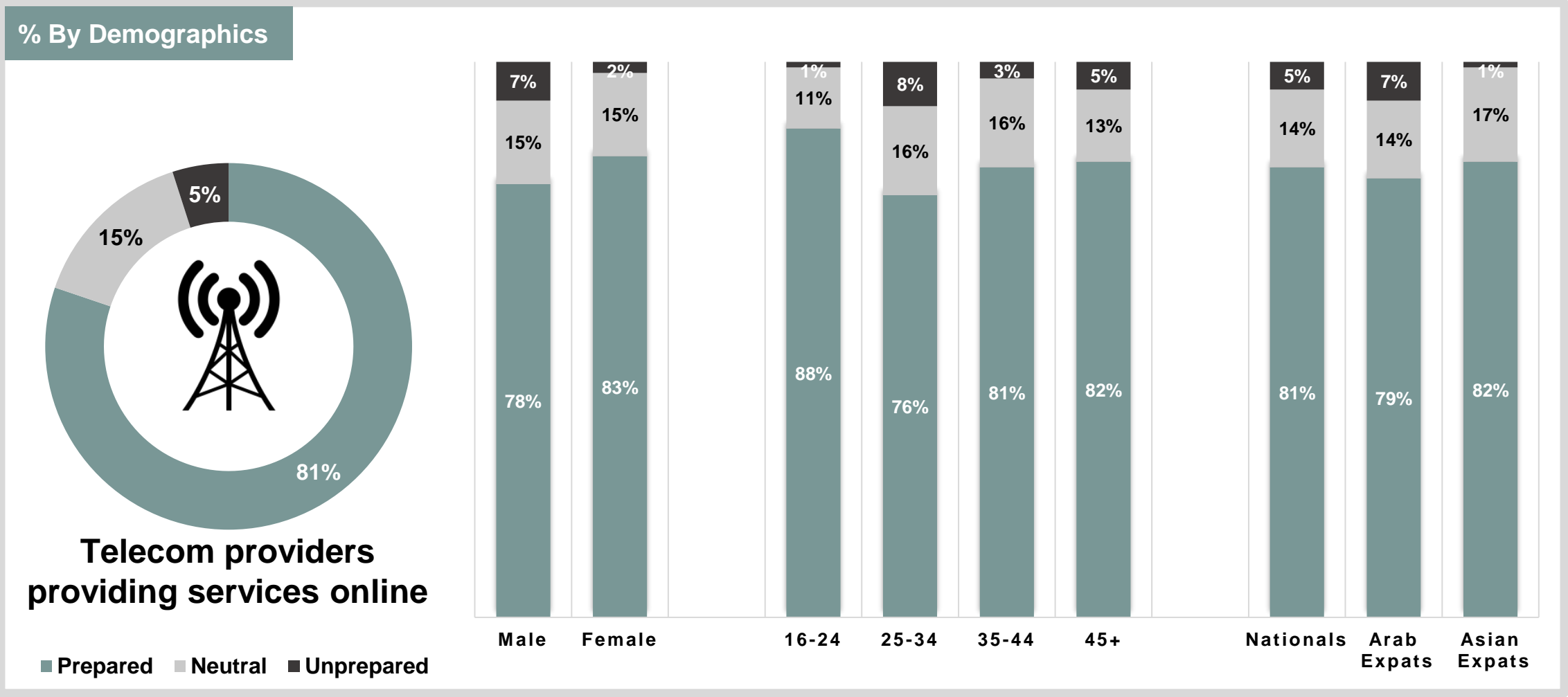


**Retailers' ability to deliver goods online**

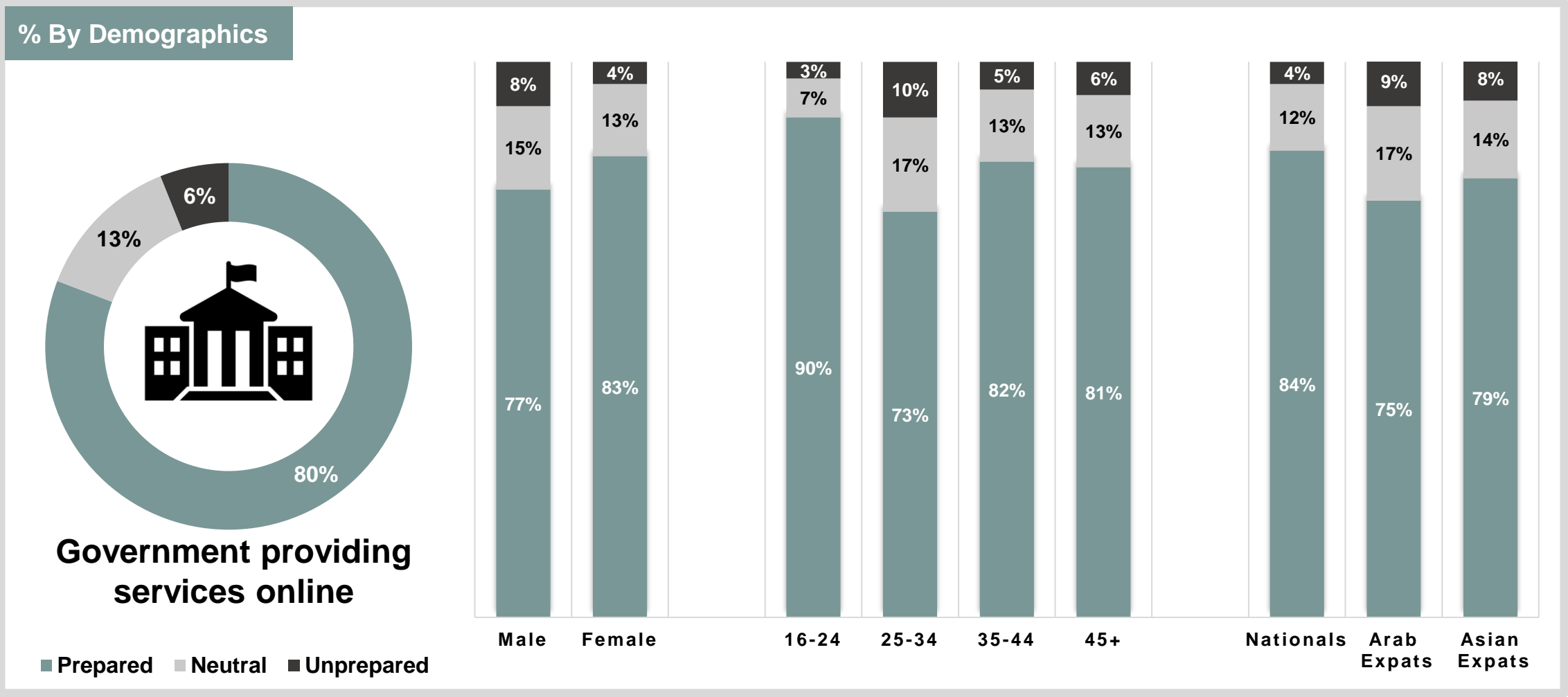


# Perceived Readiness in Providing Online Services

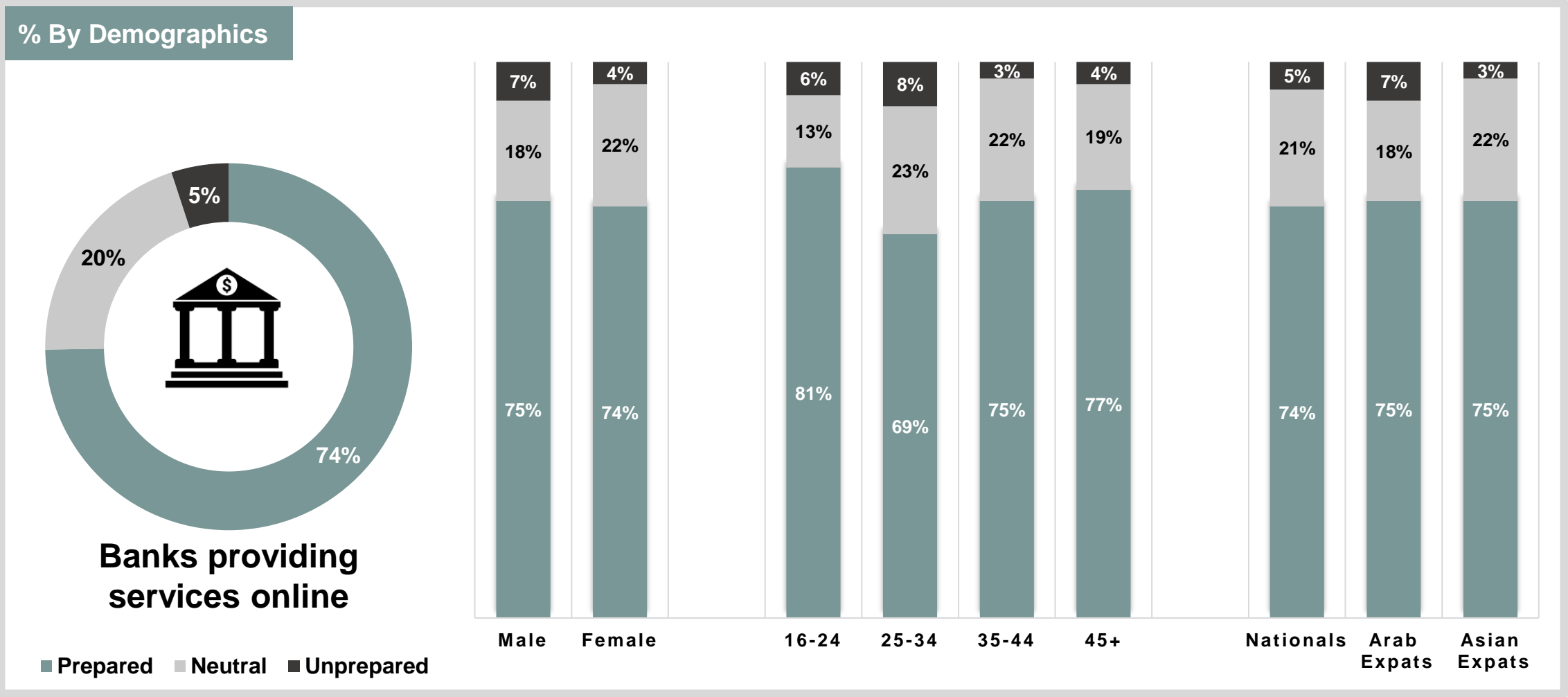
## Telecom Providers



# Perceived Readiness in Providing Online Services Government

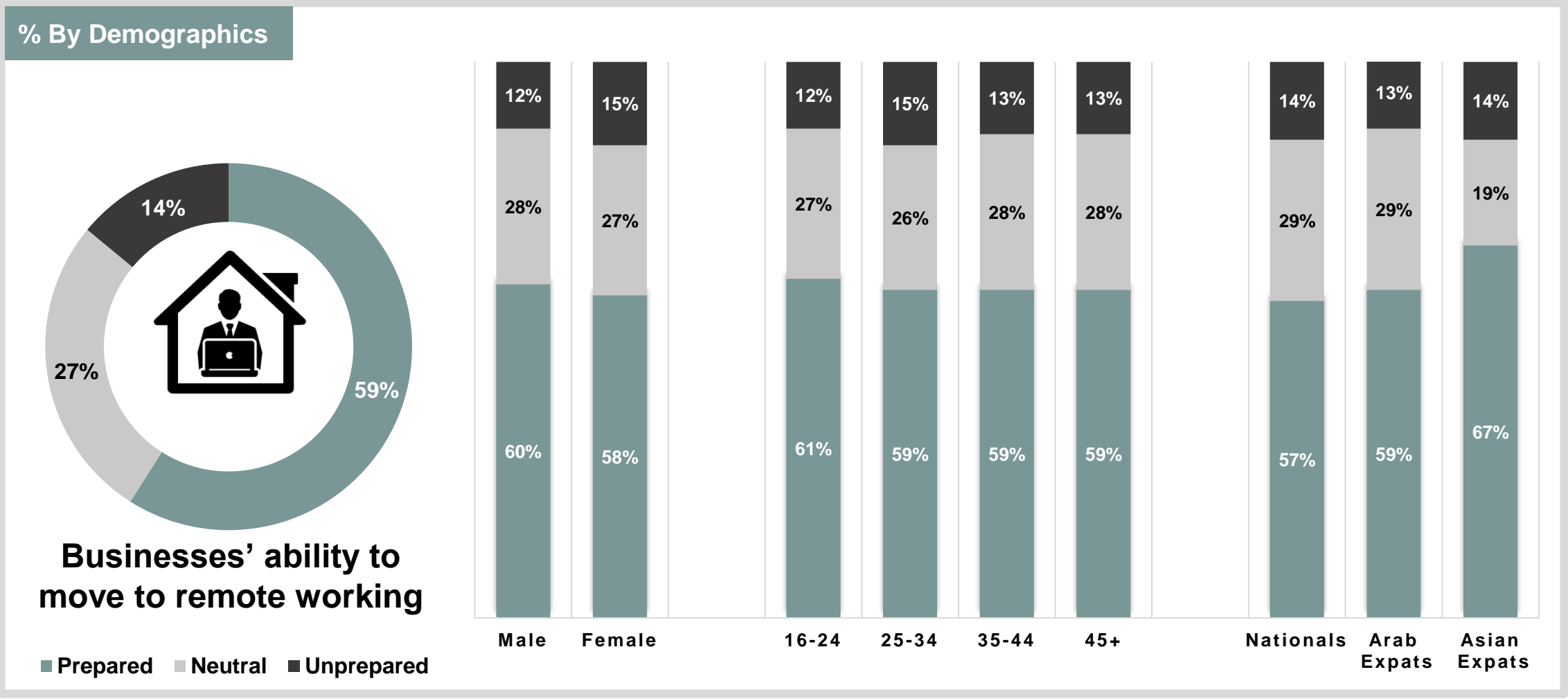


# Perceived Readiness in Providing Online Services Banks



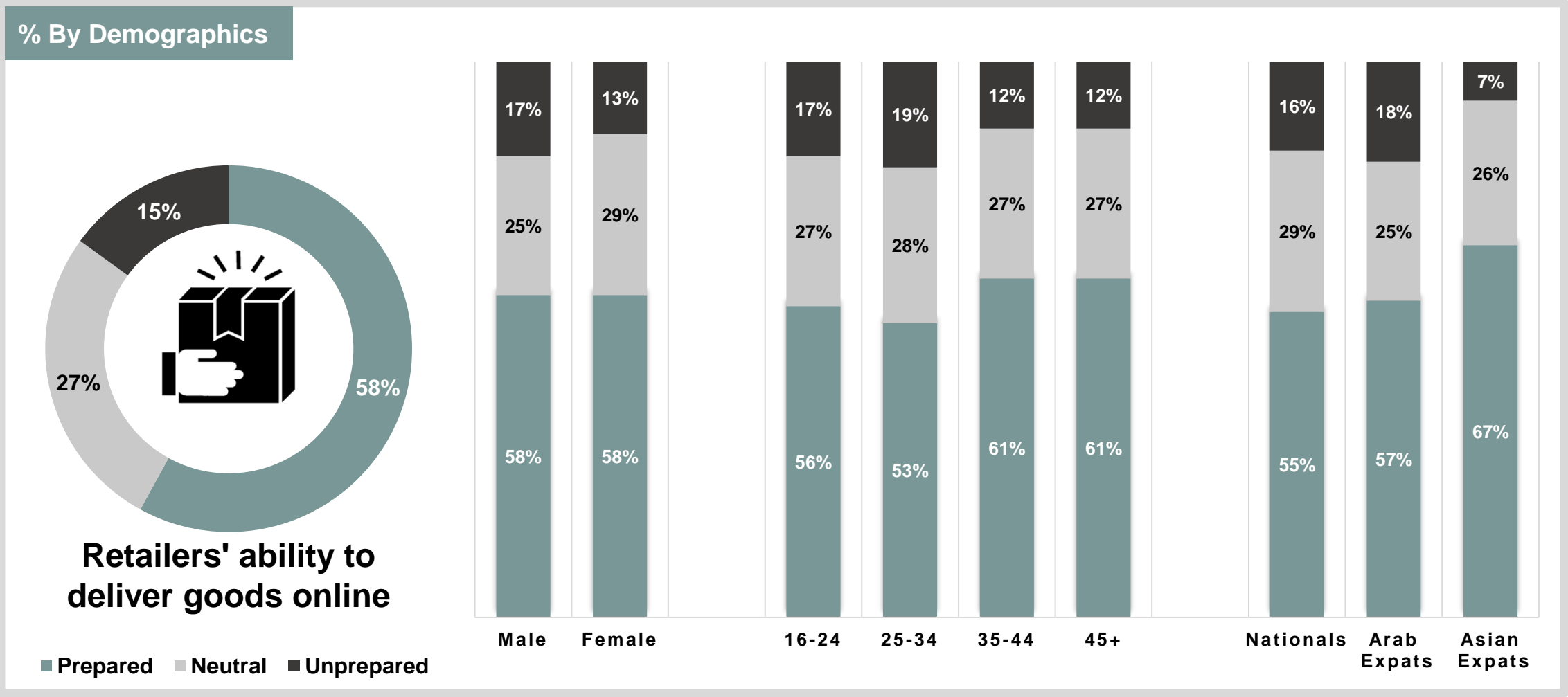
# Perceived Digital Business Continuity Readiness

## Businesses

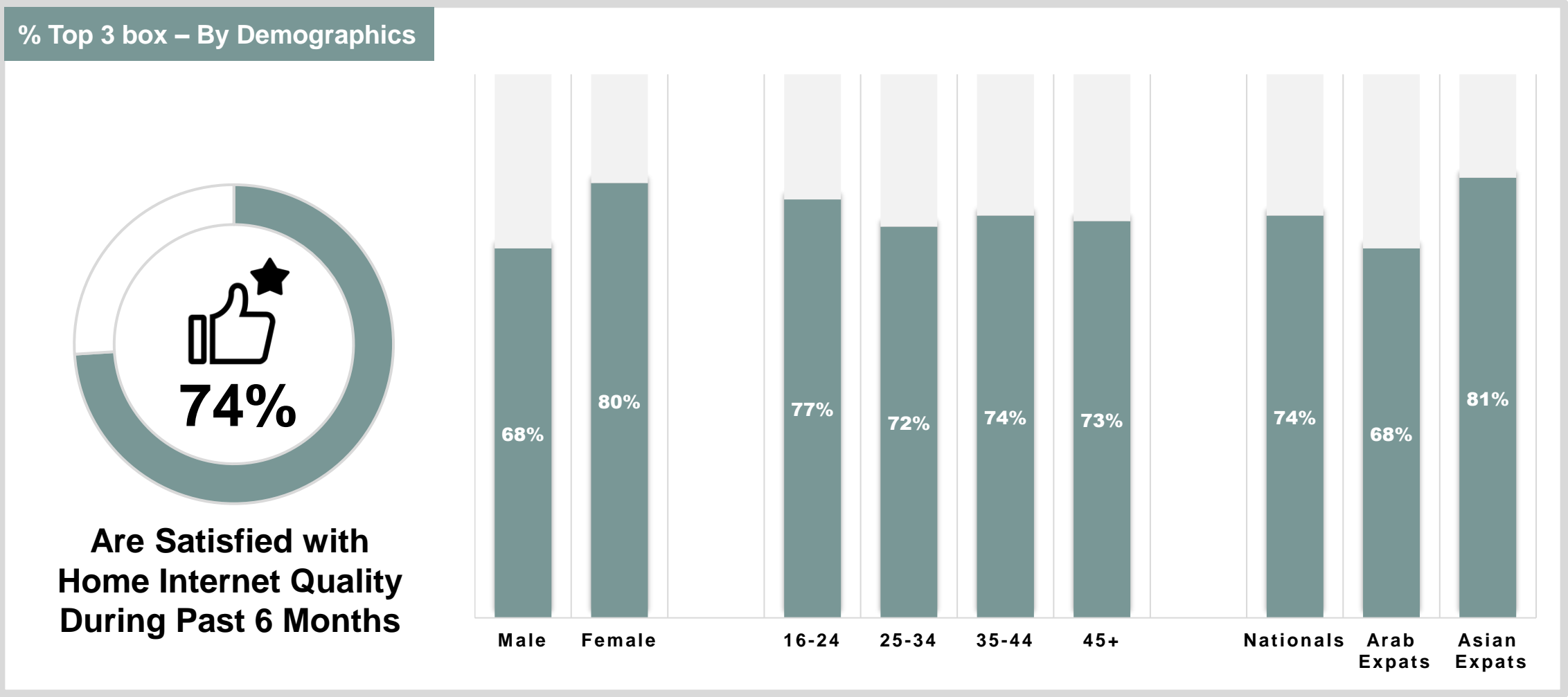


# Perceived Digital Business Continuity Readiness

## Retailers

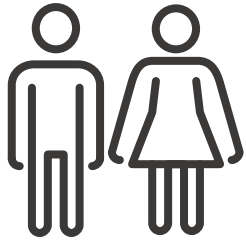


# Satisfaction With Home Internet Quality





# Methodology



## Sample Size

1035 Interviews. Interviewed Individuals are the General Public.



## Sample Criteria

The Survey Covered Nationals & Expats Aged 16 Years Old and Above, Males and Females.



## Methodology

The Survey Was Conducted Via Face-To-Face Interviews.



## Geographical Coverage

Conducted Across All Regions in Kuwait.

## For More Information:

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**GAME CHANGERS**

