

SPOTLIGHT*KUWAIT

VIEWS ON TECH & DIGITAL TRENDS

June - 2024

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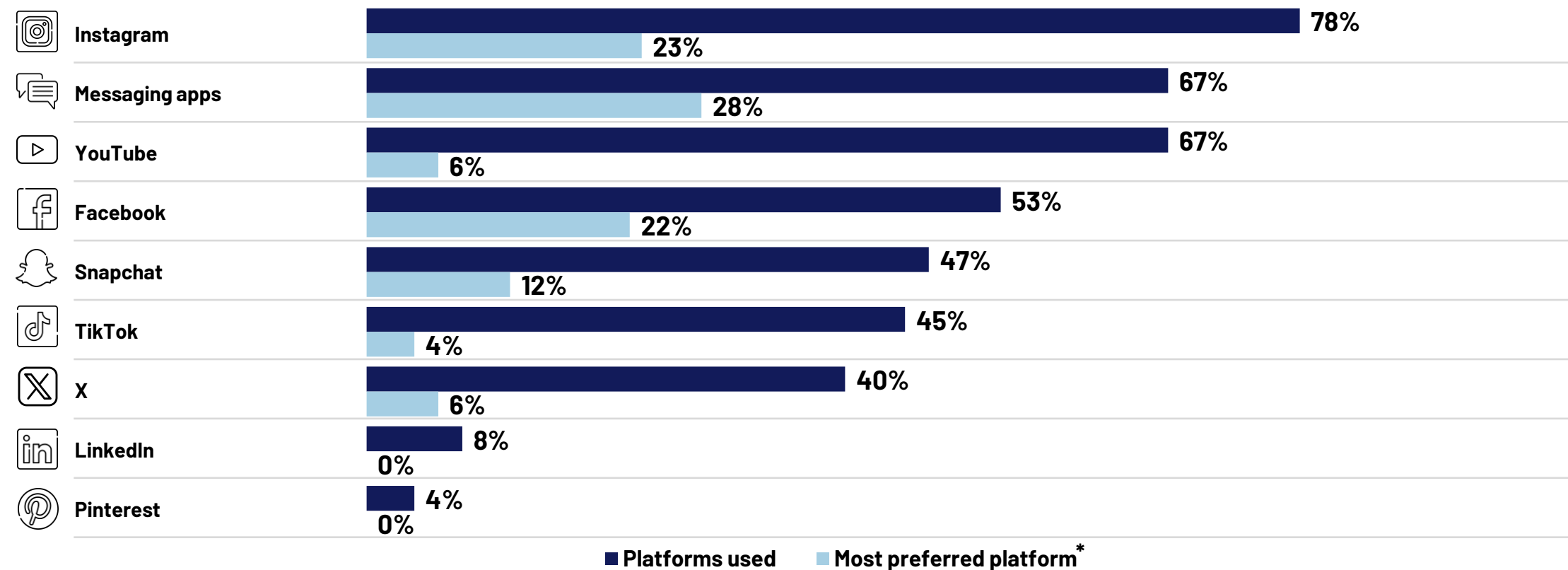
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in daily life**

SOCIAL MEDIA HABITS










Social media platforms usage and preference



*Base: % out those who use social media platforms








Social media platforms usage

% - by demographics

									
	Instagram	Messaging apps	YouTube	Facebook	Snapchat	TikTok	X	LinkedIn	Pinterest
Total	78%	67%	67%	53%	47%	45%	40%	8%	4%
Male	79%	73%	72%	55%	44%	38%	47%	6%	3%
Female	76%	57%	60%	51%	51%	55%	29%	11%	7%
18-24	86%	57%	57%	28%	63%	55%	54%	10%	7%
25-34	77%	70%	68%	52%	47%	45%	39%	8%	4%
35-44	78%	68%	72%	67%	40%	48%	36%	11%	4%
45+	72%	70%	69%	56%	44%	34%	35%	4%	3%
Nationals	84%	60%	59%	18%	64%	38%	57%	7%	3%
Expats	71%	74%	76%	87%	30%	51%	23%	9%	5%
A	86%	51%	49%	16%	51%	53%	63%	8%	4%
B	81%	60%	58%	27%	69%	36%	49%	6%	1%
C1	78%	71%	75%	58%	42%	43%	40%	6%	4%
C2	70%	76%	74%	87%	29%	54%	23%	12%	8%

Social media platforms preference

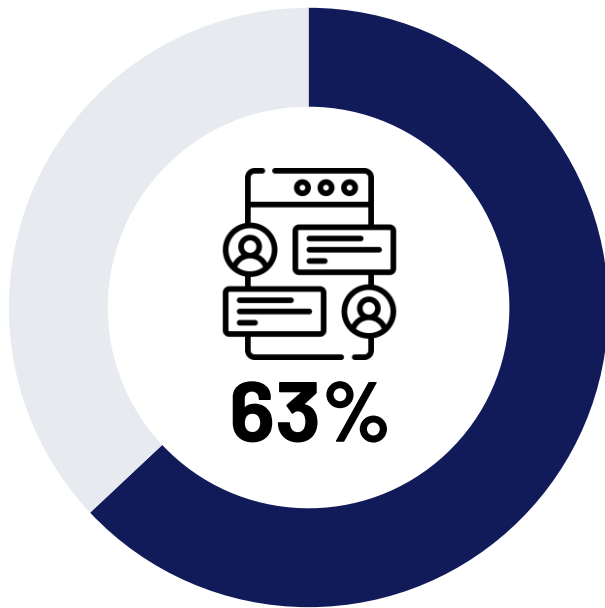
% - by demographics

	 Messaging apps	 Instagram	 Facebook	 Snapchat	 YouTube	 X	 TikTok
Total	28%	23%	22%	12%	6%	6%	4%
Male	35%	20%	19%	8%	6%	7%	4%
Female	16%	28%	26%	17%	5%	3%	5%
18-24	18%	33%	10%	19%	4%	10%	7%
25-34	30%	25%	18%	11%	7%	5%	4%
35-44	26%	19%	33%	7%	6%	5%	3%
45+	35%	19%	22%	12%	5%	4%	3%
Nationals	24%	34%	2%	23%	2%	10%	5%
Expats	32%	13%	41%	1%	9%	2%	3%
A	22%	49%	-	10%	-	12%	8%
B	21%	30%	3%	30%	2%	9%	6%
C1	39%	20%	22%	6%	5%	5%	4%
C2	25%	10%	48%	1%	13%	1%	1%

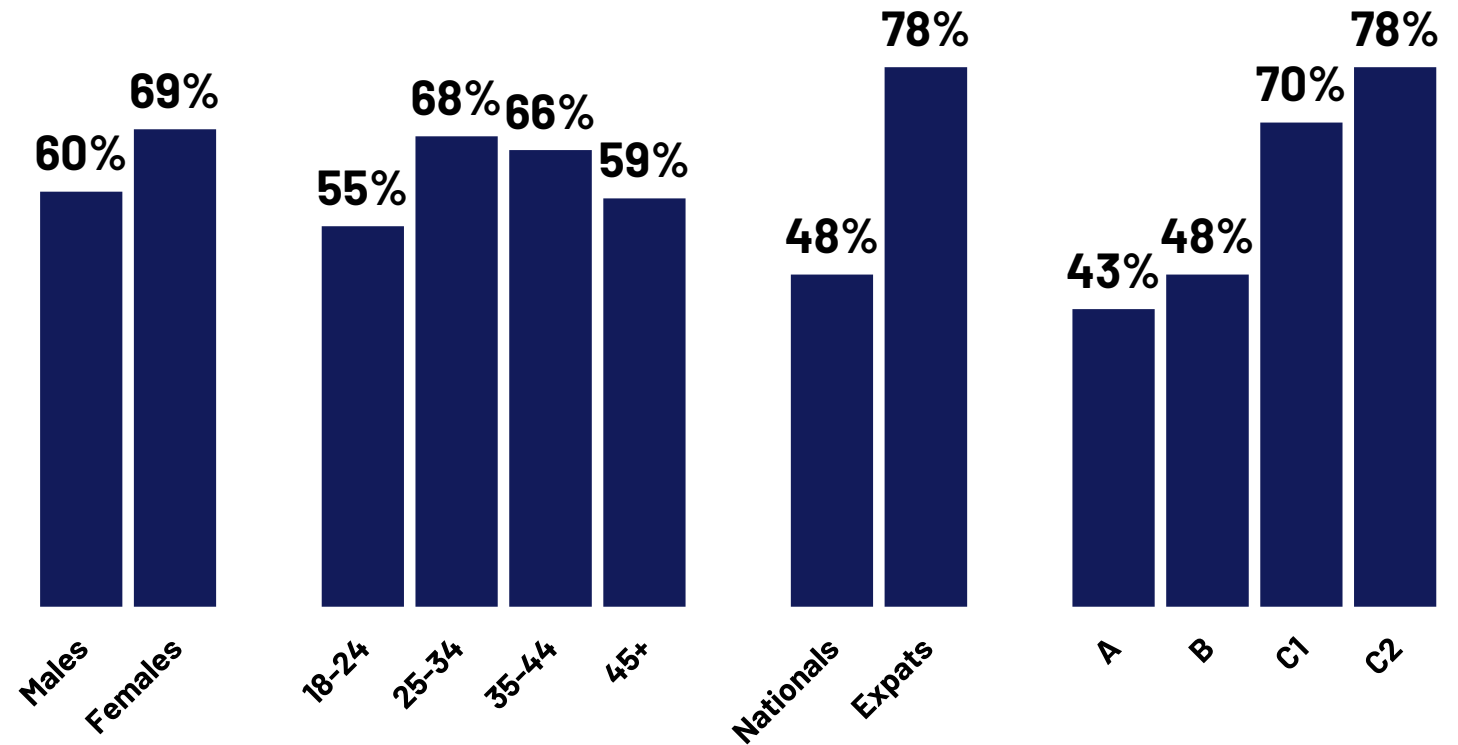
Base: % out those who use social media platforms

Socializing habits

% – by demographics



Spend more time socializing
with friends online than face-
to-face



Base: % out those who use social media platforms

Do people follow celebrities and influencers on social media platforms?



33%

Follow celebrities



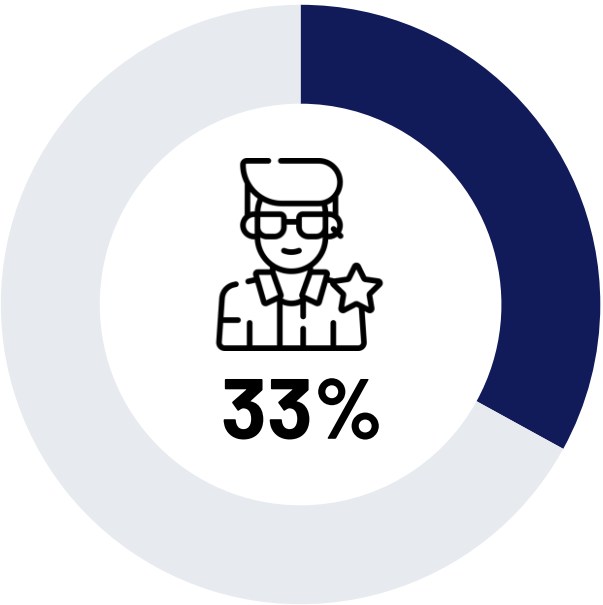
29%

Follow influencers

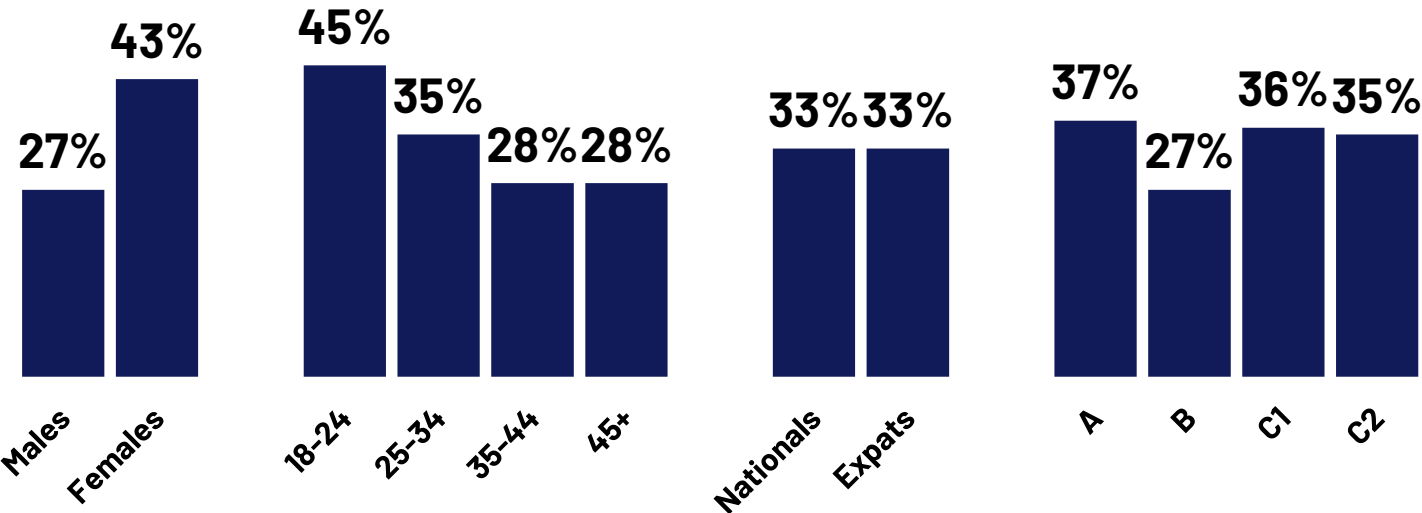
Base: % out those who use social media platforms

Following celebrities on social media platforms

% – by demographics



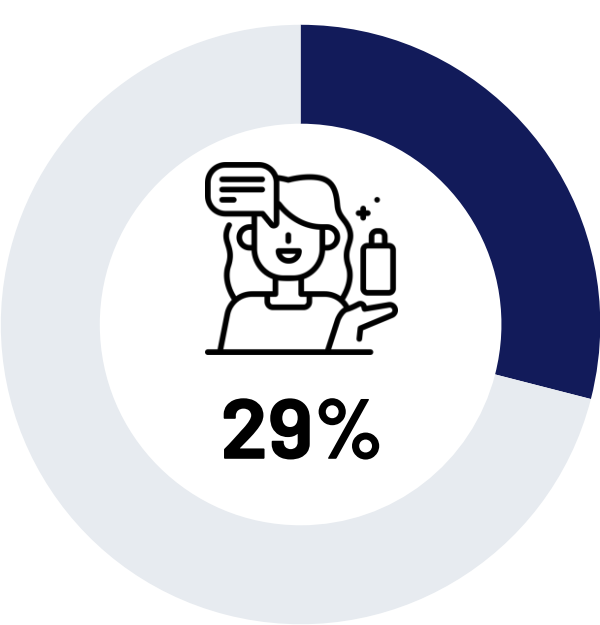
Follow celebrities on social media platforms



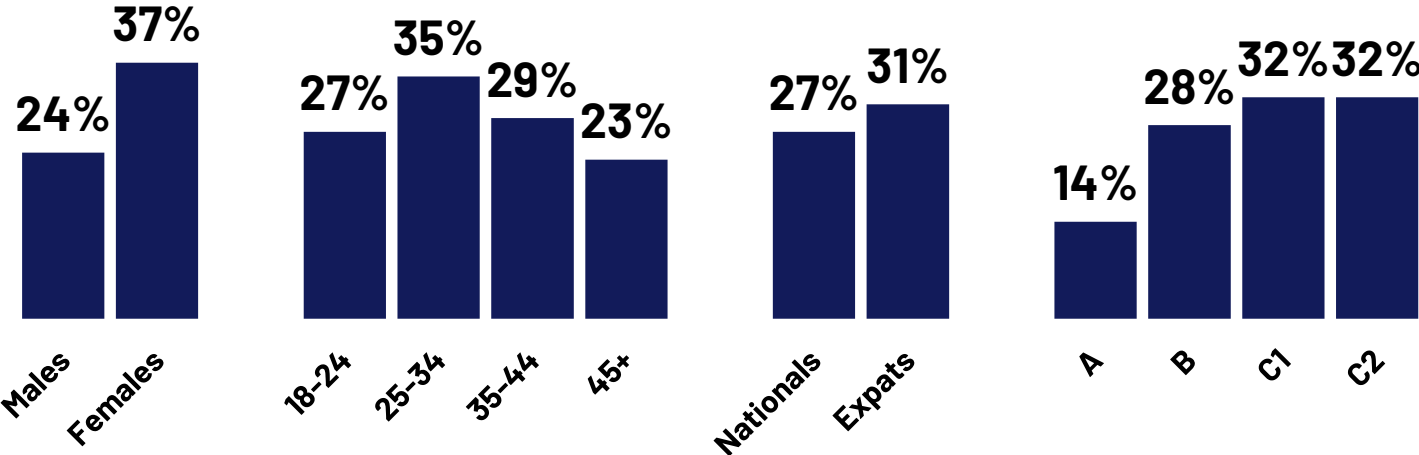
Base: % out those who use social media platforms

Following influencers on social media platforms

% – by demographics



Follow influencers on social media platforms

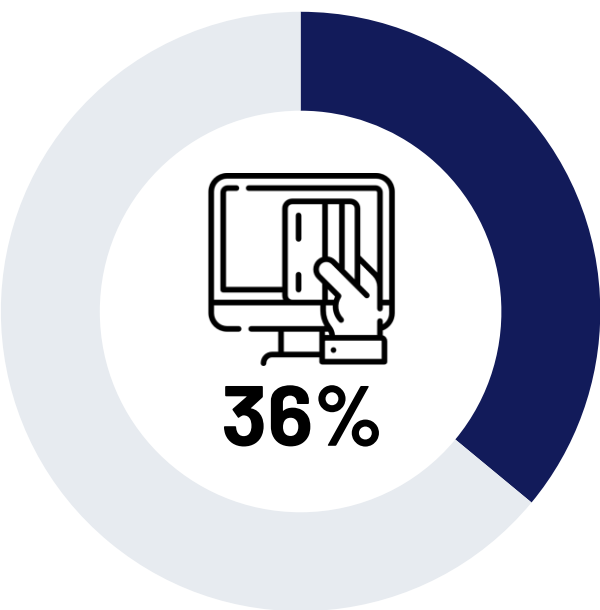


Base: % out those who use social media platforms

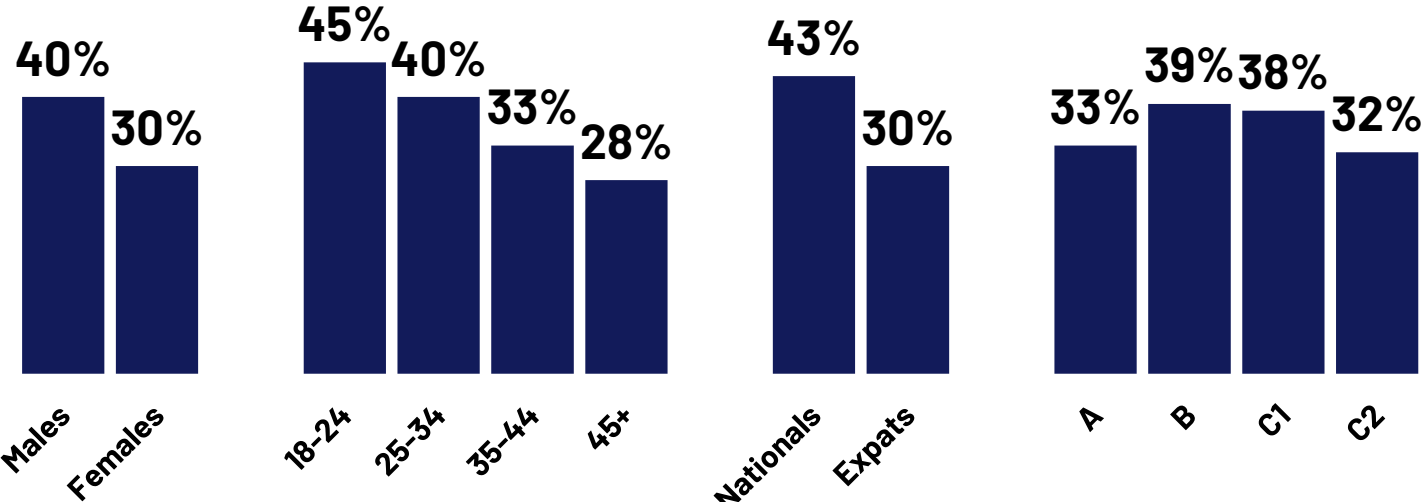
DIGITAL CONTENT SUBSCRIPTION

Paid subscriptions

% – by demographics



Paid for digital content
in the past six months



TRENDS ADOPTION

Trends adoption

% distribution of trend adopters

33%

Laggards:

prefer to stay with what they're used to as long as possible and would rather not change if it's not necessary



50%

Main followers:

try out new trends after they become popular, and more people have tried them



17%

Early adopters:

like to be among the first to try out the latest trends and have their own opinion about it



Trends adoption

% distribution of trend adopters - by demographics



Laggards



Main Followers



Early Adopters

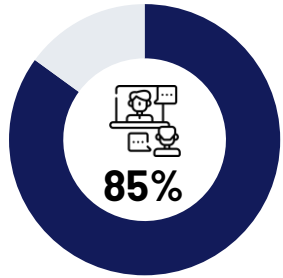
Total	33%	50%	17%
Male	36%	48%	16%
Female	29%	54%	17%
18-24	13%	60%	27%
25-34	28%	49%	23%
35-44	40%	48%	11%
45+	45%	47%	8%
Nationals	30%	49%	21%
Expats	36%	51%	13%
A	29%	55%	16%
B	35%	49%	16%
C1	29%	51%	20%
C2	36%	50%	14%

DIGITAL INTEGRATION IN DAILY LIFE

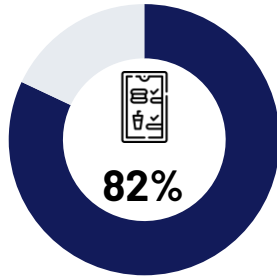


Technology integration

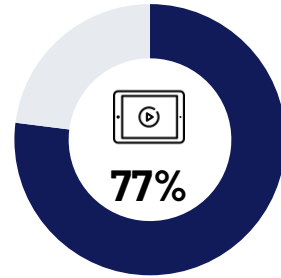
% usage in the past six months



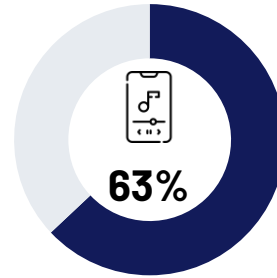
Used VOIP apps



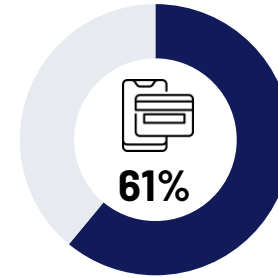
Ordered food using food apps



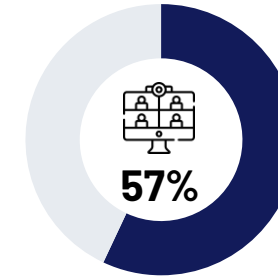
Streamed videos online



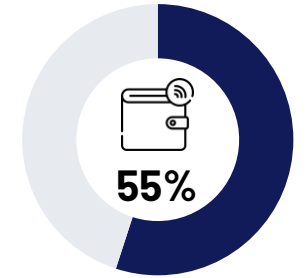
Streamed music on websites or apps



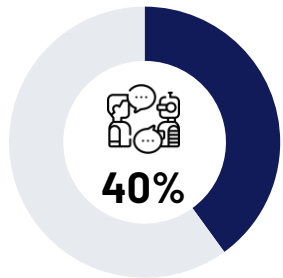
Used mobile banking apps



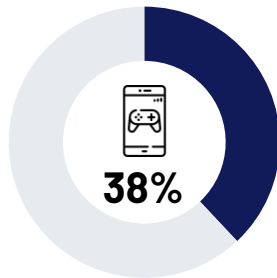
Used video conferencing tools



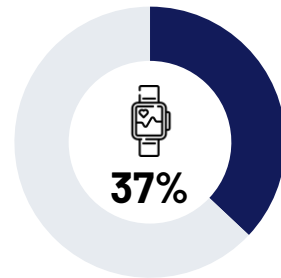
Used digital wallet apps



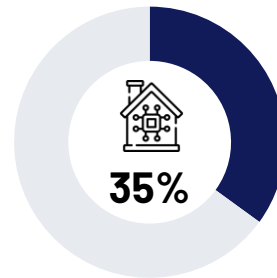
Used virtual assistant services



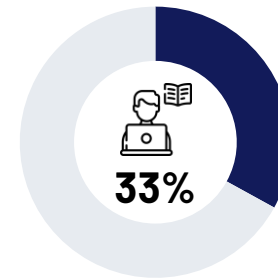
Participated in online/mobile gaming or esports activities



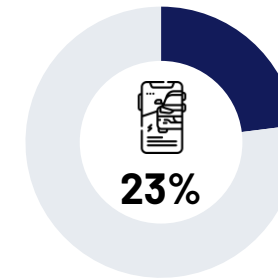
Used fitness or health tracking apps or devices



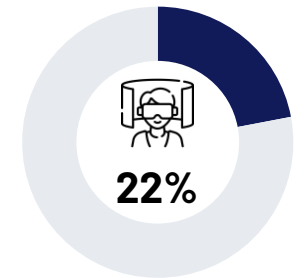
Used smart home devices or automation technologies



Engaged in online learning or attended virtual classes

















Used ride hailing apps



Used AR or VR app, devices or experiences

Technology integration

% usage in the past six months – by demographics

	 Used VOIP apps	 Ordered food using food apps	 Streamed videos	 Streamed music	 Used mobile banking apps	 Used video conferencing tools	 Used digital wallet apps	 Used virtual assistant services	 Participated in online/mobile gaming	 Used health tracking apps/devices	 Used smart home devices	 Engaged in online learning	 Used ride hailing apps	 Used AR or VR apps/devices
Total	85%	82%	77%	63%	61%	57%	55%	40%	38%	37%	35%	33%	23%	22%
Male	87%	86%	80%	64%	75%	61%	65%	46%	44%	40%	40%	30%	24%	26%
Female	82%	76%	71%	61%	40%	51%	38%	30%	29%	32%	27%	37%	22%	16%
18-24	92%	92%	84%	81%	58%	61%	52%	43%	48%	34%	34%	48%	25%	27%
25-34	85%	80%	77%	68%	65%	57%	61%	43%	41%	43%	34%	32%	23%	23%
35-44	80%	79%	75%	61%	65%	58%	56%	42%	40%	41%	38%	29%	23%	20%
45+	85%	80%	72%	46%	54%	52%	46%	31%	23%	26%	34%	26%	22%	22%
Nationals	80%	85%	82%	70%	63%	66%	57%	45%	40%	40%	46%	36%	14%	26%
Expats	89%	79%	72%	57%	60%	49%	52%	36%	36%	34%	25%	29%	32%	19%
A	84%	94%	84%	71%	47%	80%	45%	39%	24%	39%	55%	41%	20%	27%
B	76%	81%	80%	65%	63%	68%	55%	46%	44%	41%	52%	40%	13%	29%
C1	87%	84%	74%	57%	62%	51%	58%	39%	36%	35%	24%	27%	17%	20%
C2	91%	76%	74%	66%	64%	44%	54%	36%	40%	34%	24%	29%	41%	16%

Sample and methodology

Sample size

500 respondents

Sample criteria

General public
representative of the population across gender, age (18+),
nationality and SEC

Methodology

The survey was conducted via computer-aided
personal interviews

Geographical coverage

Conducted in Kuwait
with a nationwide coverage

FOR MORE INFORMATION

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