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2024 IN RETROSPECT



Looking back on 2024, almost half of the individuals in UAE perceived the year as challenging



2024 was a challenging year for me and my family

By Gender

Male	46%	
Female	45%	

By Age

18-24	53%	
25-34	45%	
35-44	46%	
45+	26%	

By Nationality

Nationals	56%	
Expats	44%	

By Income Level

Upper Income	45%	
Middle Income	42%	
Lower Income	54	4%



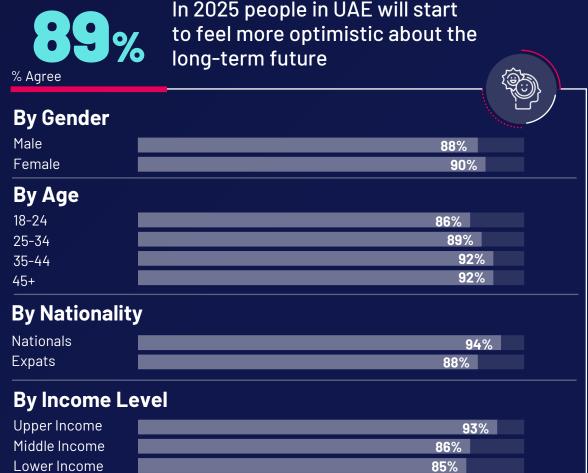


OVERALL EXPECTATIONS FOR 2025



Despite the perceived challenges, the majority are optimistic and look forward to a better year ahead







EXPECTATIONS FOR WORLD AFFAIRS IN 2025



In terms of global issues, there's hope as many are expecting the ongoing wars to end in 2025



% Likely

The war in Ukraine will end in 2025



% Likely

The current wars in the Middle East will end in 2025





Although there's optimism, worries remain as many foresee global disputes and expect nuclear weapons to be used



% Likely

A large-scale armed conflict will erupt between Iran and Israel in 2025



% Likely

Nuclear weapons will be used in a conflict somewhere in the world





Amid existing concerns, a considerable number in the UAE expect regional conflicts to potentially disrupt food supplies

% Likely 6

Regional conflicts will disrupt food supplies to UAE

By Gender

Male	39%	
Female	43%	

By Age

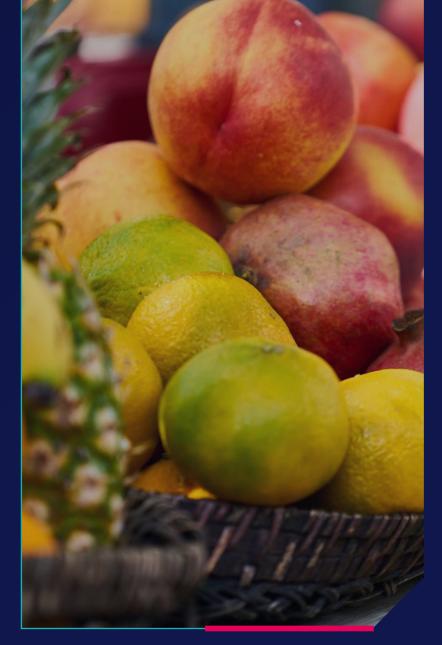
18-24	49%
25-34	41%
35-44	37%
45+	16%

By Nationality

Nationals	62%	
Expats	35%	

By Income Level

Upper Income	41%	
Middle Income	38%	
Lower Income	40%	

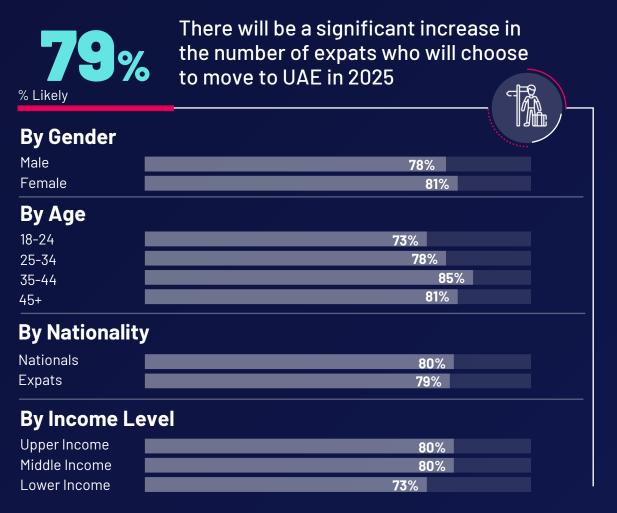


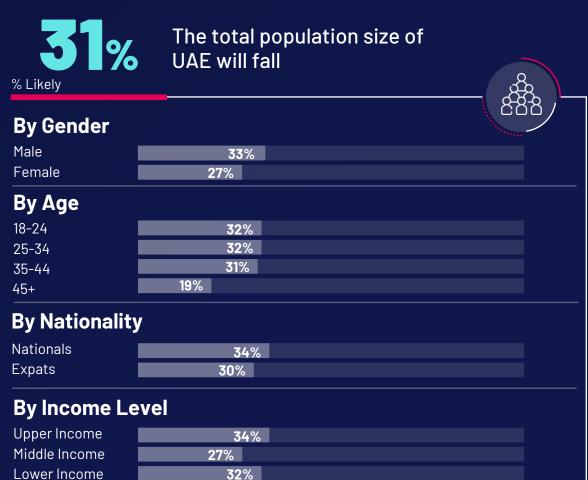


EXPECTATIONS FOR SOCIETY IN 2025



In terms of societal outlook, the majority expect an increase in expats relocating to the UAE next year, while only a minority anticipate a potential decrease in total population size







Diving deeper into societal trends, about 2 in 5 anticipate a rise in divorce rates by 2025

% Likely

37%

Divorce rates will increase in UAE

By Gender

Male	33%
Female	48%

By Age

18-24	34%	
25-34	37%	
35-44	46%	
45+	24%	

By Nationality

Nationals	39%	
Expats	37%	

By Income Level

Upper Income	42	2%
Middle Income	31%	
Lower Income	37%	





Examining societal progress, the majority foresee greater female leadership involvement and equal pay



% Likely

UAE will see an increase in the participation of women in politics and leadership roles



Women will be paid the same as men for the same work





Expectations for gender equality and leadership

% Likely - by demographics

	75%	69%
	UAE will see an increase in the participation of women in politics and leadership roles	Women will be paid the same as men for the same work
Male	74%	67%
Female	75%	74%
18 - 24	66%	67%
25 - 34	76%	69%
35 - 44	80%	75%
45+	79%	59%
Nationals	73%	65%
Expats	75%	70%
Upper Income	76%	67%
Middle Income	77%	72%
Lower Income		69%



EXPECTATIONS FOR HEALTH IN 2025



A promising health outlook unfolds, as the majority foresee improvements in both physical and mental health compared to last year



% Agree

My physical health will be better in 2025 than it was in 2024



% Agree

My mental health will be better in 2025 than it was in 2024





Regarding broader health scenarios, optimism for a cancer breakthrough meets the concern of a potential new pandemic



% Likely

6 4 % We will find a cure for cancer



% Likely

There will be a new global pandemic caused by a new virus

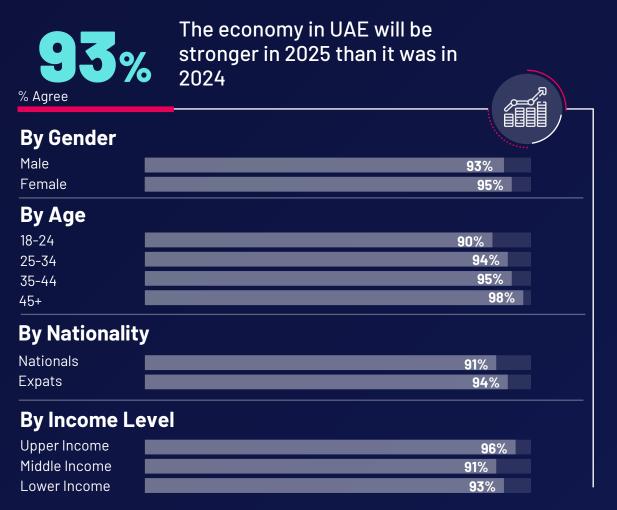




EXPECTATIONS FOR THE ECONOMY IN 2025



Economic confidence is high, with the majority foreseeing a stronger UAE economy in 2025 and anticipating growth in the global economy







Despite overall economic optimism, people expect financial callenges, with many predicting prices rising faster than income growth, increased taxes and interest rates

% Likely

61%

60%

60%

52%

Prices in UAE will increase faster than people's incomes

Inflation in UAE will be higher in 2025 than in 2024

Interest rates in UAE will be higher in 2025 than in 2024

Taxes in UAE will be higher in 2025 than in 2024





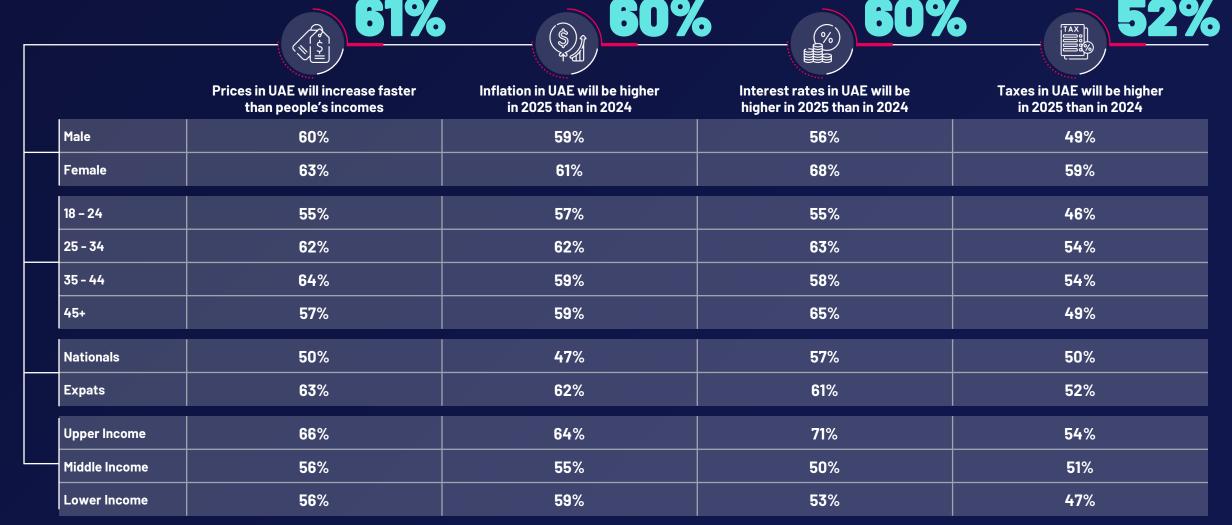






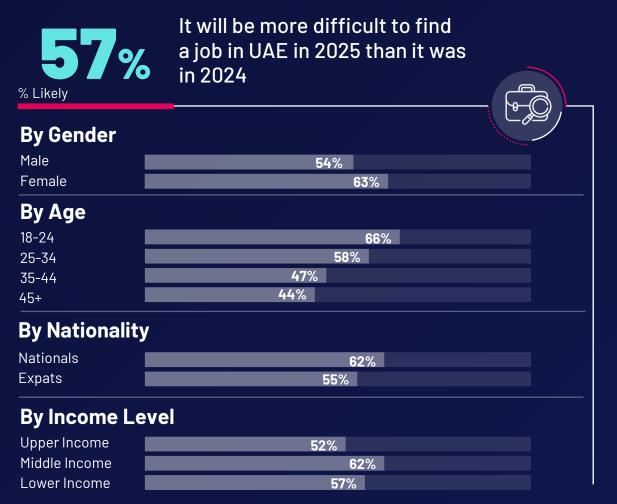
Economic expectations

% Likely - by demographics





Many also foresee challenges in the labor market, with predictions of job-finding difficulties and higher unemployment in 2025







The outlook for personal finances is positive, as the majority foresee enhancements in their personal financial situations

% Likely

70%

My personal financial situation will improve in 2025

By Gender

Male	70%	
Female	70%	

By Age

18-24	67%
25-34	71%
35-44	71%
45+	72 %

By Nationality

Nationals	69%	
Expats	70%	

By Income Level

Upper Income	77%	
Middle Income	65%	
Lower Income	63%	





Additionally, optimism surrounds investment opportunities, with numerous individuals anticipating major purchases



77%

The economic environment in UAE will be better for investment in 2025 than it was in 2024



I will make a major purchase (e.g. house, car) in 2025





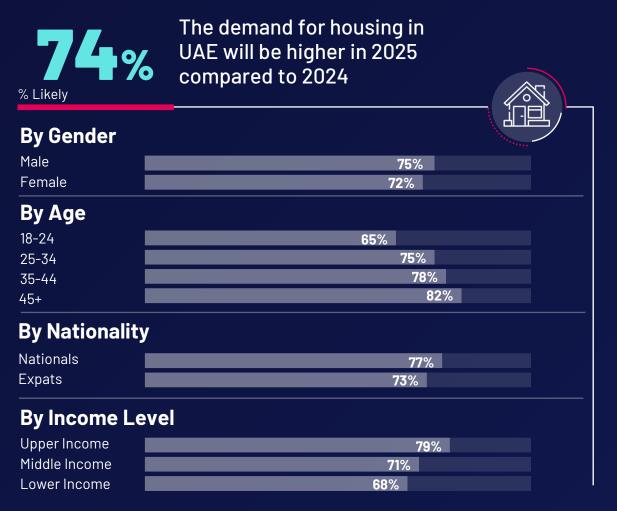
Outlook on investment and major purchases

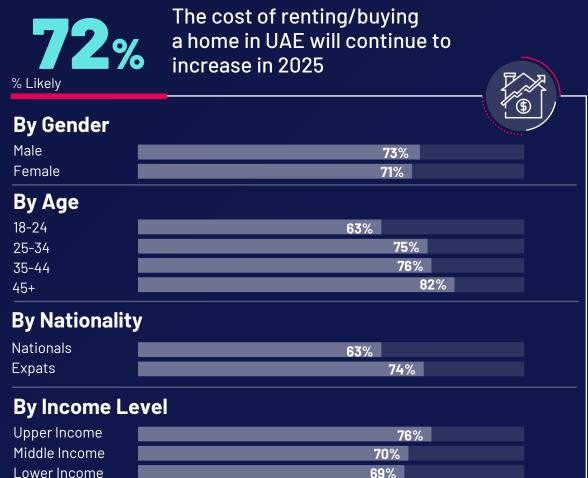
% Likely - by demographics

	The economic environment in UAE will be better for investment in 2025 than it was in 2024	I will make a major purchase (e.g. house, car) in 2025
Male	80%	60%
Female	72%	65%
18 - 24	70%	48%
25 - 34	80%	69%
35 - 44	79%	61%
45+	80%	60%
Nationals	81%	72%
Expats	77%	59%
Upper Income	82%	70%
Middle Income	76%	54%
Lower Income	70%	54%



While optimistic about investments, the majority predict a rise in demand for real estate, anticipating higher costs in the housing market







EXPECTATIONS FOR THE WORKPLACE IN 2025



The future of workplace culture is expected to further evolve, as the majority expect greater flexibility to become the norm



% Likely

Businesses in UAE will offer employees more flexibility in work arrangements compared to 2024 to 2024



% Likely

65%

It will become normal for businesses in my country to implement a four-day working week





Predictions for the workplace

% Likely - by demographics

	74%	65%
	Businesses in UAE will offer employees more flexibility in work arrangements compared to 2024	It will become normal for businesses in my country to implement a four-day working week
Male	74%	66%
Female	7 5%	65%
18 - 24	69%	61%
25 - 34	73%	69%
35 - 44	79%	65%
45+	82%	61%
Nationals	75 %	77%
Expats	74%	63%
Upper Income	80%	65%
Middle Income	71%	67%
Lower Income	68%	62%



EXPECTATIONS FORTRAVEL IN 2025



There is an expectation among the public for tourism to expand, with more visitors expected in UAE in 2025

% Likely **82%**

More tourists will enter UAE in 2025 compared to 2024

By Gender

Male	83%	
Female	80%	

By Age

18-24	81%
25-34	79%
35-44	85%
45+	96%

By Nationality

Nationals	77%
Expats	83%

By Income Level

Upper Income	84%	
Middle Income	83%	
Lower Income	77%	





EXPECTATIONS FOR THE ENVIRONMENT IN 2025



People predict significant changes related to the environment, including increased temperatures, more extreme weather and the reoccurrence of flash floods

% Likely

64%

54%

52%

43%

40%

Average global temperatures will increase

Severe turbulence during flights will become more frequent and intense due to climate change

There will be more extreme weather events in UAE in 2025 than there were in 2024

Flash floods will reoccur in the UAE in 2025

Parts of my country will become unlivable because of an extreme weather event













Yet, there is strong anticipation of government intervention, with the expected implementation of stricter carbon reduction goals and driving limitations



% Likely

75%

The Government in UAE will introduce more demanding targets to reduce carbon emissions more quickly



There will be restrictions introduced to reduce the amount people drive in their cars in UAE





Despite the expected driving limitations, 3 in 5 expect more congestion on the roads

% Likely **59%**

Getting from one place to another in the UAE will take significantly longer in 2025 due to increased traffic congestion

By Gender

Male	54%
Female	70%

By Age

18-24	59%	
25-34	65%	
35-44	56%	
45+	36%	

By Nationality

Nationals	67%	
Expats	57 %	

By Income Level

Upper Income	58%	
Middle Income	60%	
Lower Income	58%	





Amid actions taken to combat environmental issues, the majority also predict a shift towards renewables and the widespread adoption of electric vehicles



% Likely

alternative energy sources for its energy needs UAE will primarily rely on



Electric vehicles will become the primary mode of transportation for most people in LIAE Electric vehicles will become the for most people in UAE





There are also high hopes for innovation, with 3 in 5 expecting a breakthrough technology to tackle climate change

% Likely **59%**

There will be a breakthrough technology developed which will halt climate change

By Gender		
Male	59 %	
Female	57%	
By Age		
18-24	56%	
25-34	59%	
35-44	63%	
45+	52 %	
By Nationa	lity	
Nationals	66%	
Expats	57%	
By Income	Level	
Upper Income	61%	
Middle Income	53%	
Lower Income	66%	





EXPECTATIONS FOR TECHNOLOGY IN 2025





The future of social interaction is going digital, with many predicting more virtual interactions. Yet nearly half plan to cut back on social media



% Likely

% Likely

75%

People in UAE will spend more time socializing online than faceto-face



66 % Many more people will live their lives in virtual worlds



% Likely

47% I will use social media less



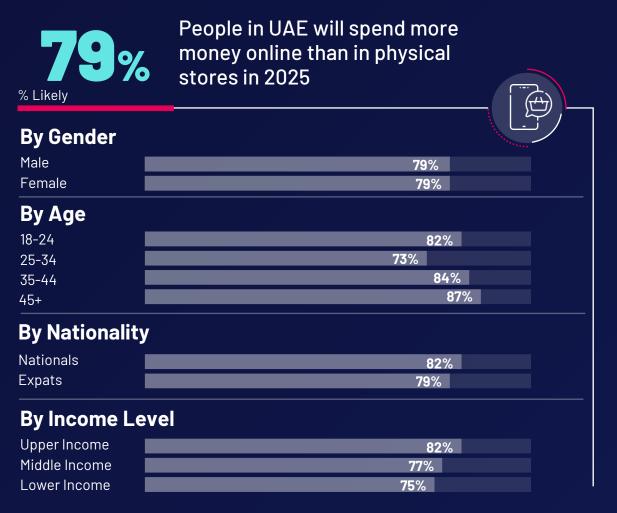
Predicted impact of technology on social interaction

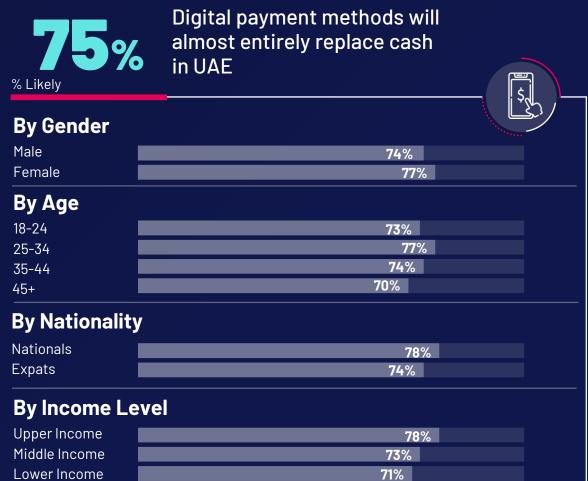
% Likely - by demographics

	People in UAE will spend more time socializing online than face-to-face	Many more people will live their lives in virtual worlds	l will use social media less
Male	72%	65%	47%
Female	75%	68%	48%
18 - 24	73%	62%	46%
25 - 34	72%	65%	49%
35 - 44	76%	71%	42%
45+	64%	66%	58%
Nationals	73%	67%	62%
Expats	73%	66%	44%
Upper Income	73%	71%	51%
Middle Income	72%	57%	46%
Lower Income	74%	71%	42 %



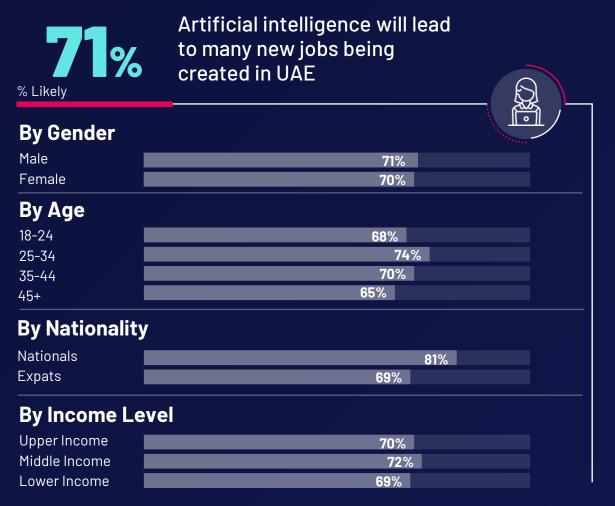
Looking ahead, the majority envision commerce and technology to further embrace digital, with online shopping and digital payments becoming the norm

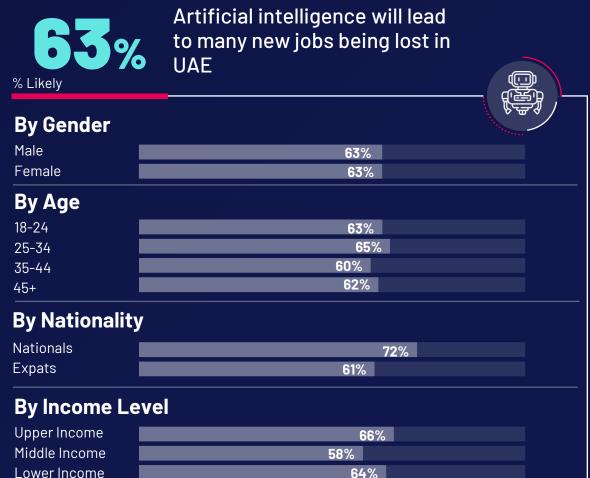






When it comes to Al's impact on employment, there's recognition of its potential to create new opportunities, though it is also expected to pose risks to the current job market







Expectations for great technological advancements are strong, with many also expecting flying cars to be introduced in the UAE next year

% Likely 66%

Flying cars will be introduced in the UAE in 2025

By Gender

Male	67%
Female	63%

By Age

18-24	52%
25-34	70%
35-44	71%
45+	73%

By Nationality

Nationals	71%
Expats	65%

Upper Income	72%
Middle Income	59%
Lower Income	66%





Expectations also point to more government intervention, with most predicting stricter regulations for large tech companies

% Likely **65%**

Strict rules for large technology companies will be introduced by the Government in UAE

By Gender

Male	63%
Female	72%

By Age

18-24	62%
25-34	65%
35-44	70%
45+	61%

By Nationality

Nationals	61%
Expats	66%

Upper Income	69%
Middle Income	60%
Lower Income	65%





PAST & FUTURE RESOLUTIONS



Reflecting on past goals, many began 2024 with clear resolutions, aiming to accomplish specific objectives

72%

Had set resolutions for things they wanted to accomplish in 2024

By Gender

Male	73%
Female	69%

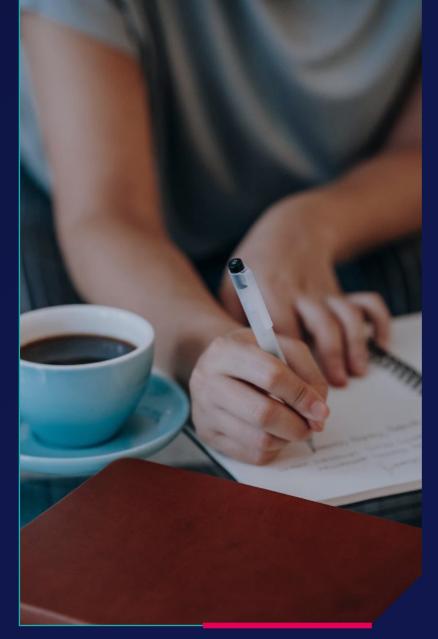
By Age

18-24	77%
25-34	75%
35-44	66%
45+	58%

By Nationality

Nationals	76%	
Expats	71%	

Upper Income	74%
Middle Income	71%
Lower Income	69%





However, success in meeting these resolutions varied, with some individuals fully reaching them and many making significant progress, while others faced challenges in achieving their objectives

Success in achieving 2024 goals set

25%

58%

15%

2%

Completely successful: full achievement of goals

Somewhat successful: significant progress made, but goals weren't fully achieved

Somewhat unsuccessful: minimal progress made

Not at all successful: complete failure to achieve goals









Looking forward to the new year, more people plan to set resolutions, reflecting an increased interest in personal development

88%

Will set personal resolutions to accomplish specific goals in 2025

By Gender

Male	86%	
Female	92%	

By Age

18-24	84%
25-34	89%
35-44	88%
45+	96%

By Nationality

Nationals	87%	
Expats	88%	

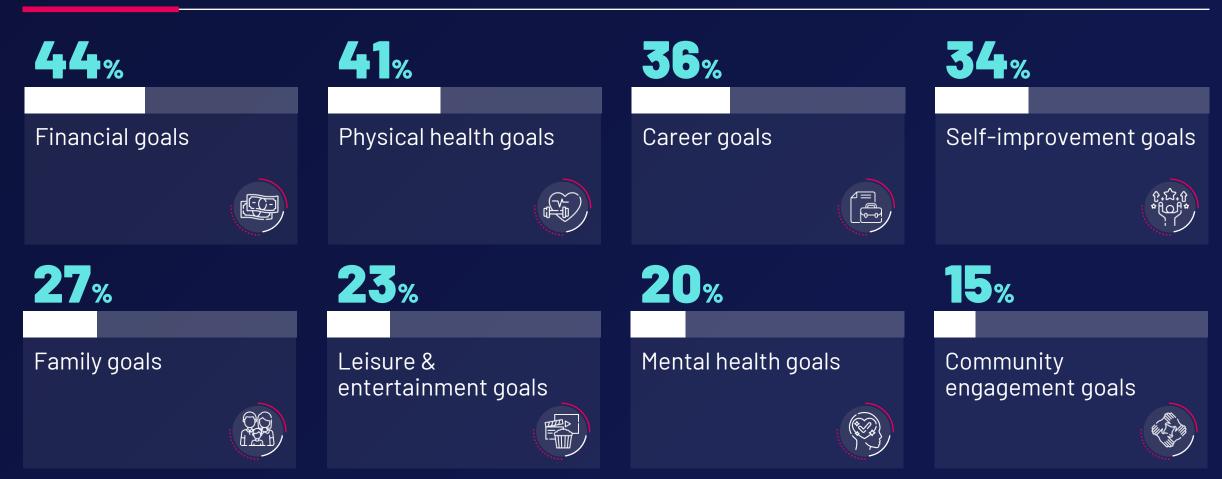
Upper Income	88%	
Middle Income	89%	
Lower Income	86%	





Goals for 2025 show diversity, with a focus on financial and health objectives. There is also a notable focus on career and self-improvement goals

Types of personal goals for 2025



Sample and methodology

Sample size

500 respondents

Sample criteria

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

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in UAE with a nationwide coverage



FOR MORE INFORMATION

Saad Masri Client Director Ipsos in UAE saad.masri@ipsos.com

