

# PREDICTIONS 2025

UAE Edition

December 2024

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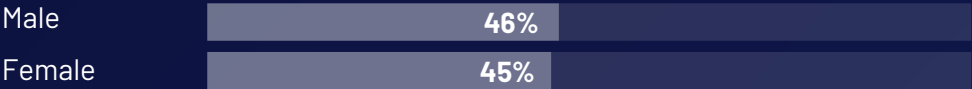
# 2024 IN RETROSPECT

# 01

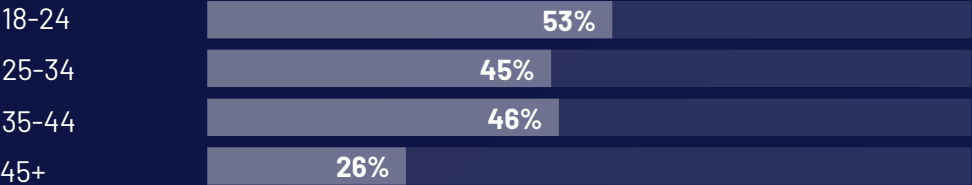
# Looking back on 2024, almost half of the individuals in UAE perceived the year as challenging



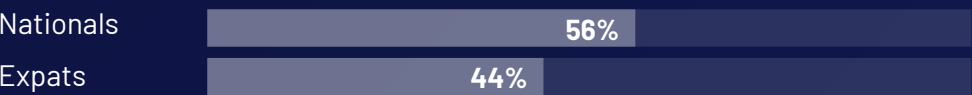
## By Gender



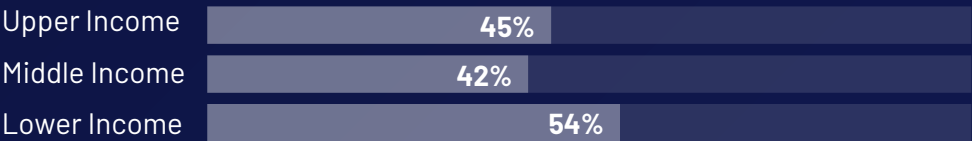
## By Age



## By Nationality



## By Income Level

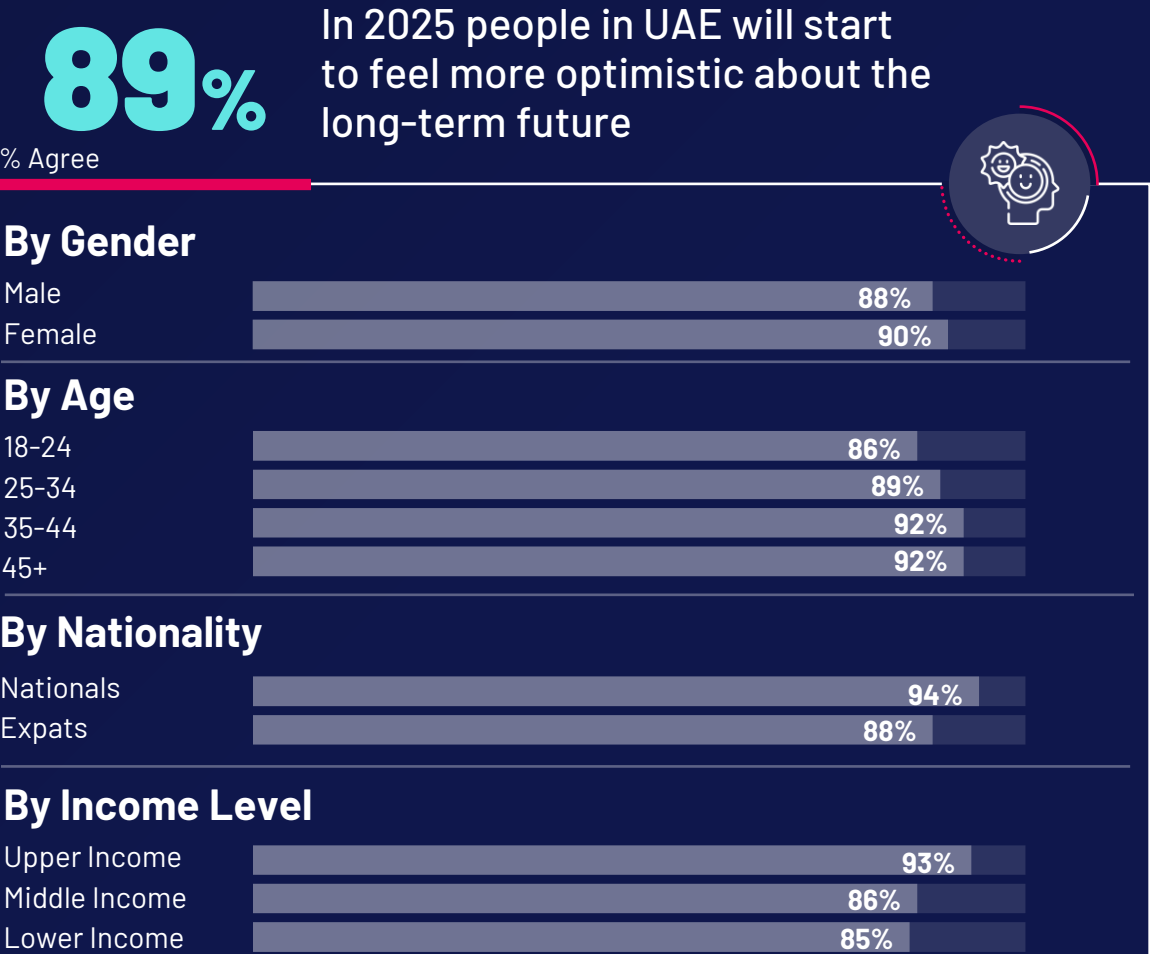
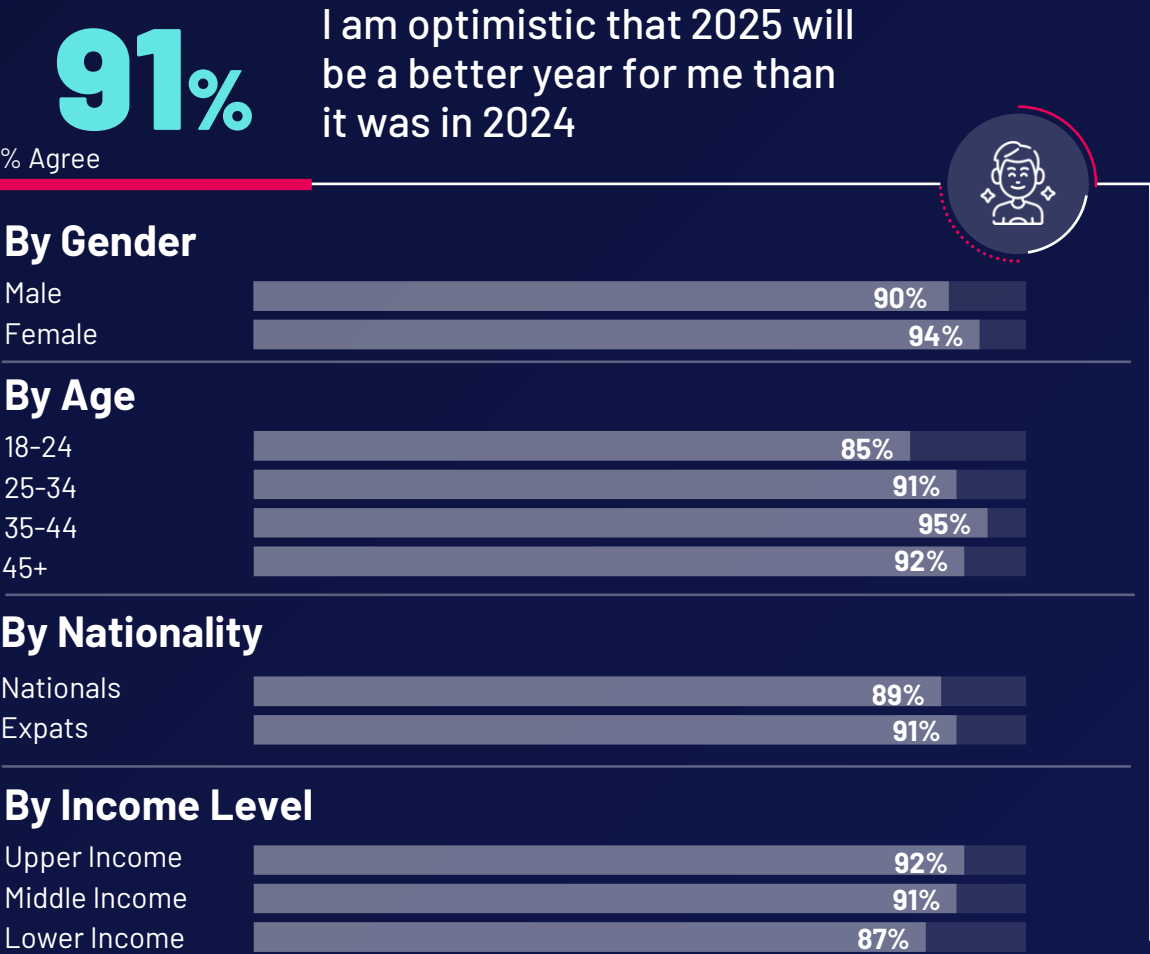




# OVERALL EXPECTATIONS FOR 2025

# 02

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



# EXPECTATIONS FOR WORLD AFFAIRS IN 2025

# 03

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



% Likely

55%

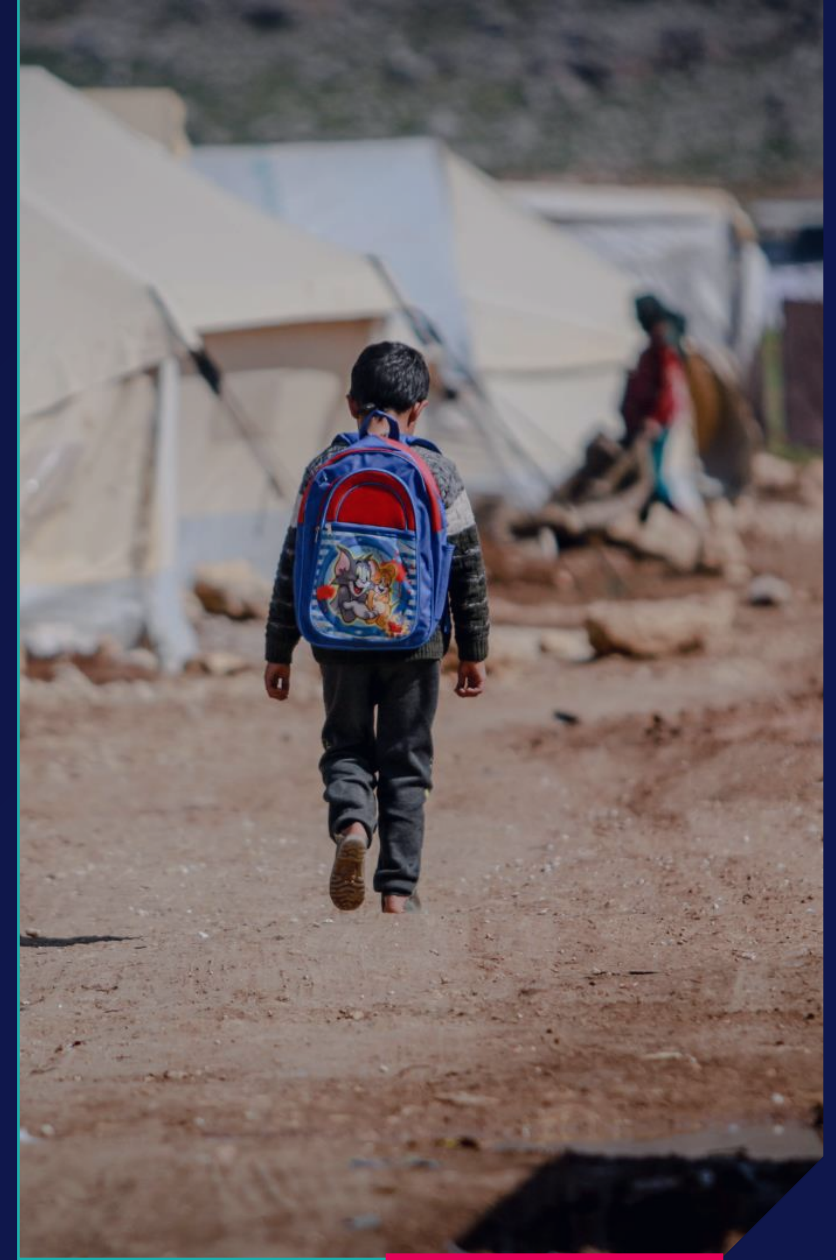
The war in Ukraine will end in 2025



% Likely

55%

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

**49%**

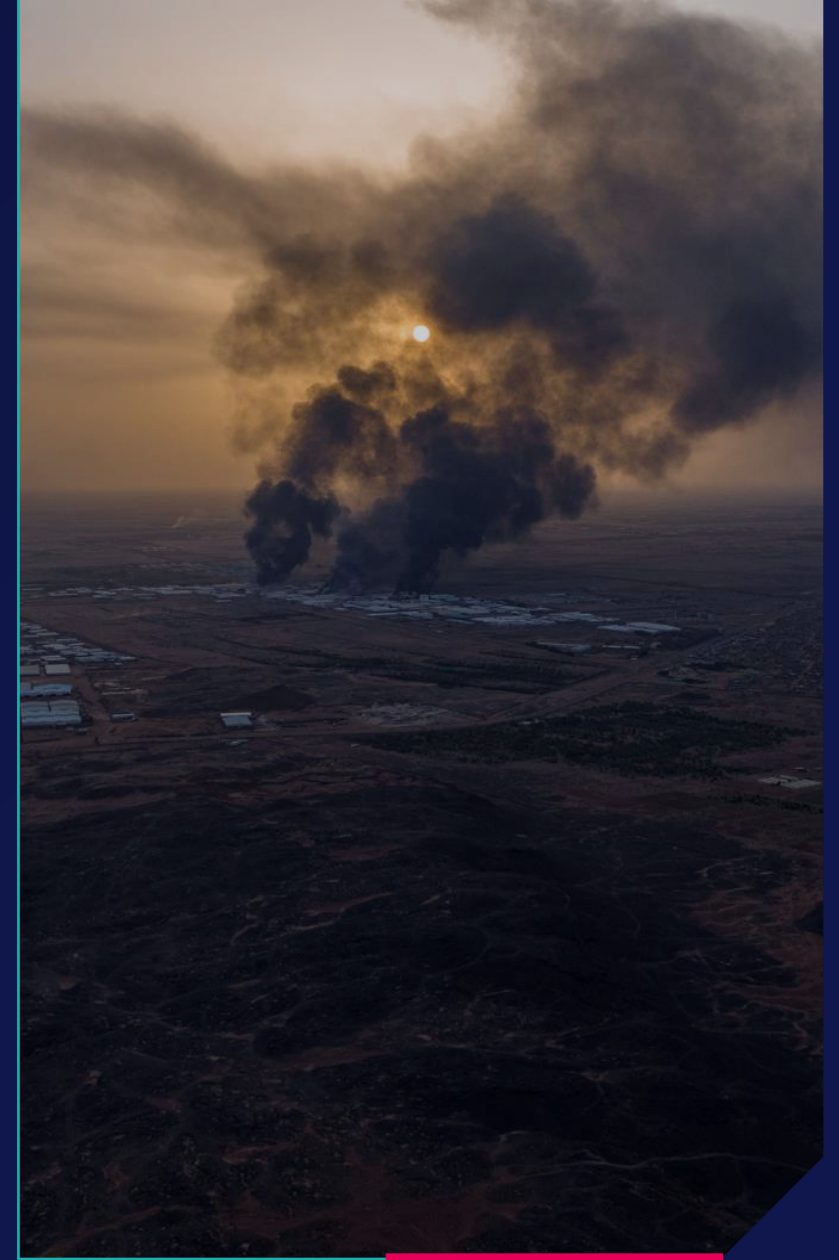
A large-scale armed conflict will erupt between Iran and Israel in 2025



% Likely

**44%**

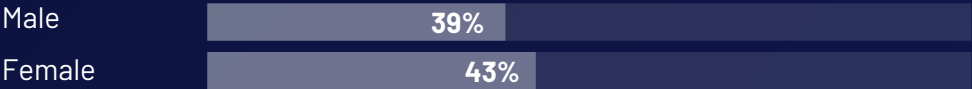
Nuclear weapons will be used in a conflict somewhere in the world



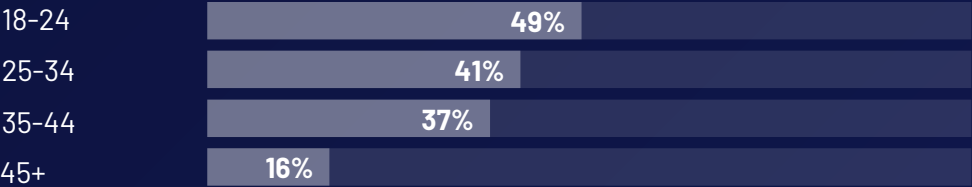
# Amid existing concerns, a considerable number in the UAE expect regional conflicts to potentially disrupt food supplies



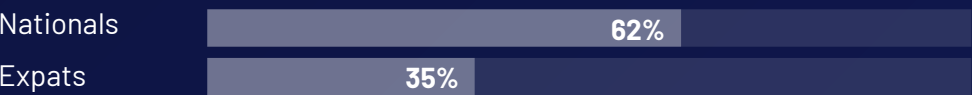
## By Gender



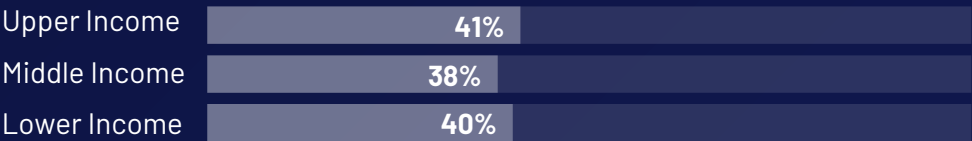
## By Age



## By Nationality



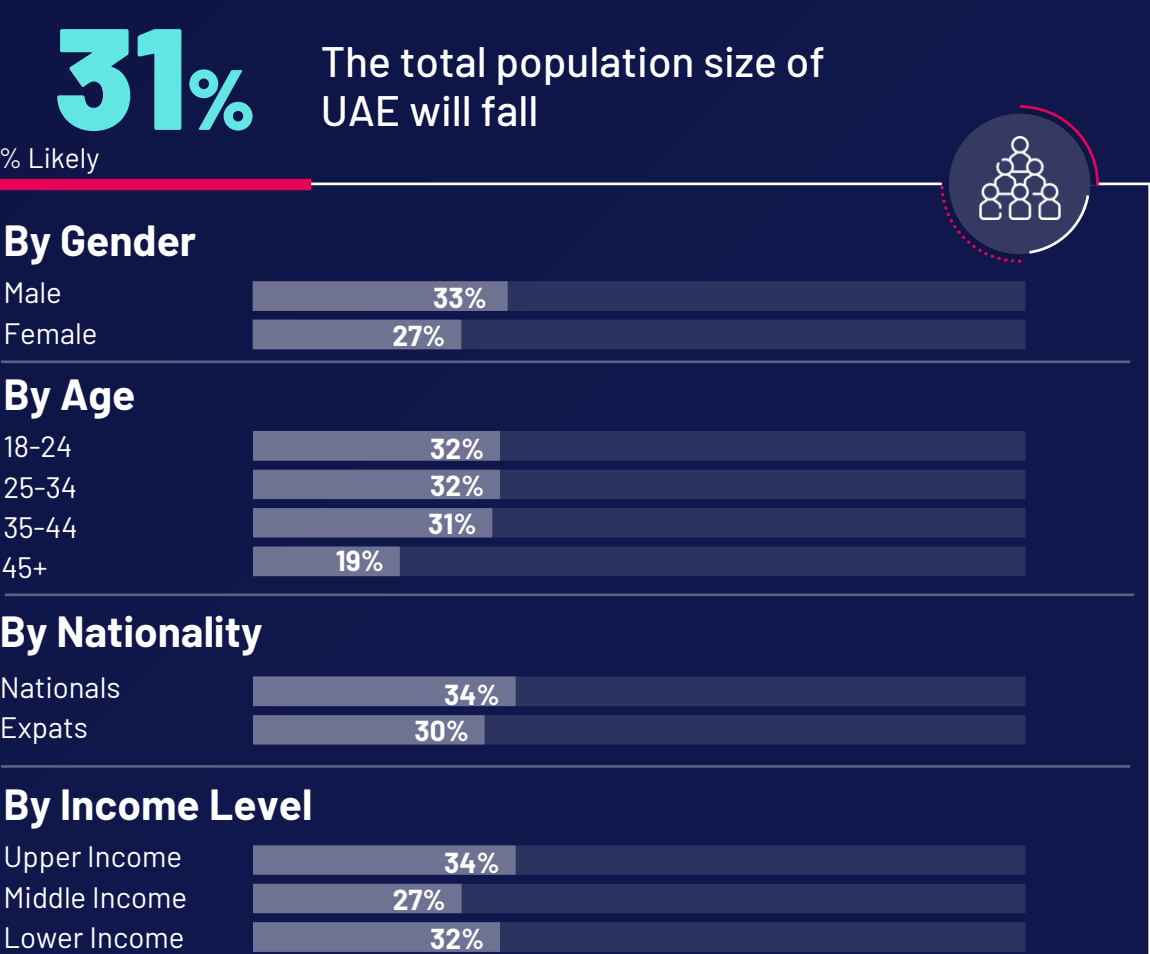
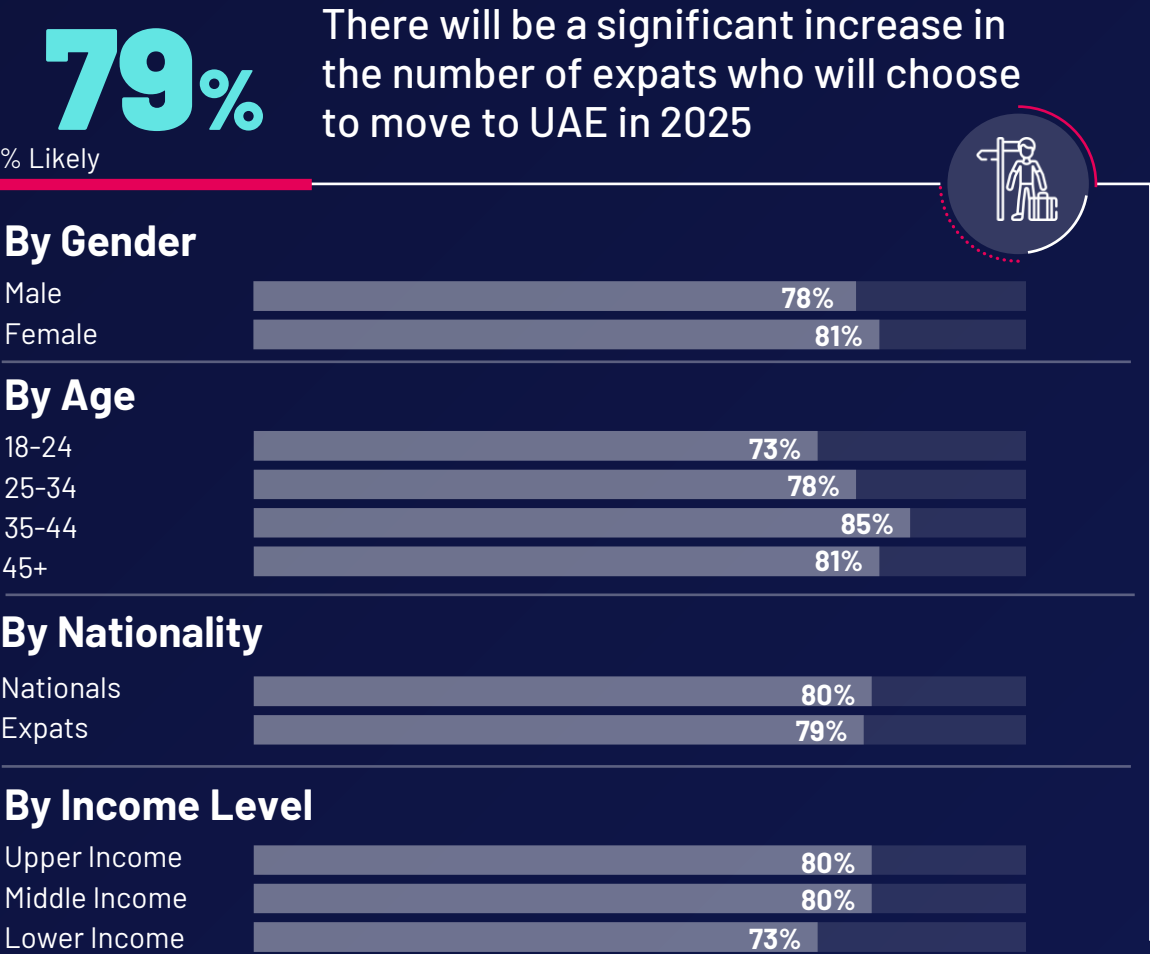
## By Income Level



# EXPECTATIONS FOR SOCIETY IN 2025

# 04

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





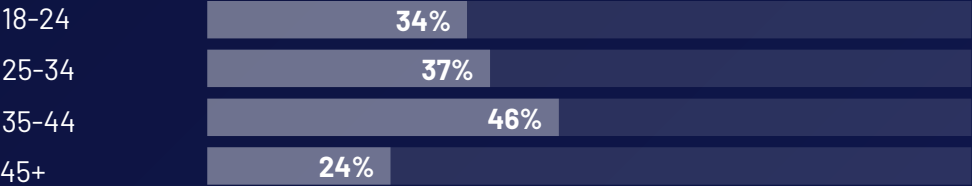
# Diving deeper into societal trends, about 2 in 5 anticipate a rise in divorce rates by 2025



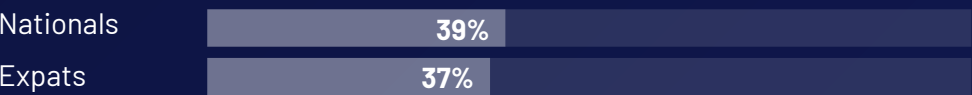
## By Gender



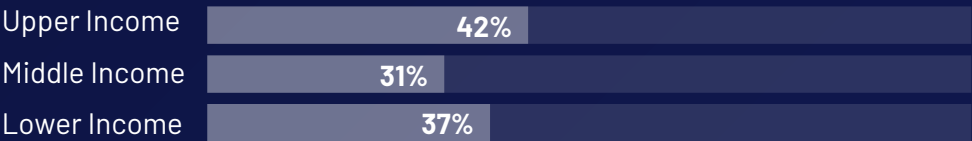
## By Age



## By Nationality



## By Income Level



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



% Likely

75%

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



% Likely

69%

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



# Expectations for gender equality and leadership

% Likely - by demographics



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	65%	69%

# EXPECTATIONS FOR HEALTH IN 2025

# 05



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



% Agree

88%

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



% Agree

87%

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

64%

We will find a cure for cancer



% Likely

39%

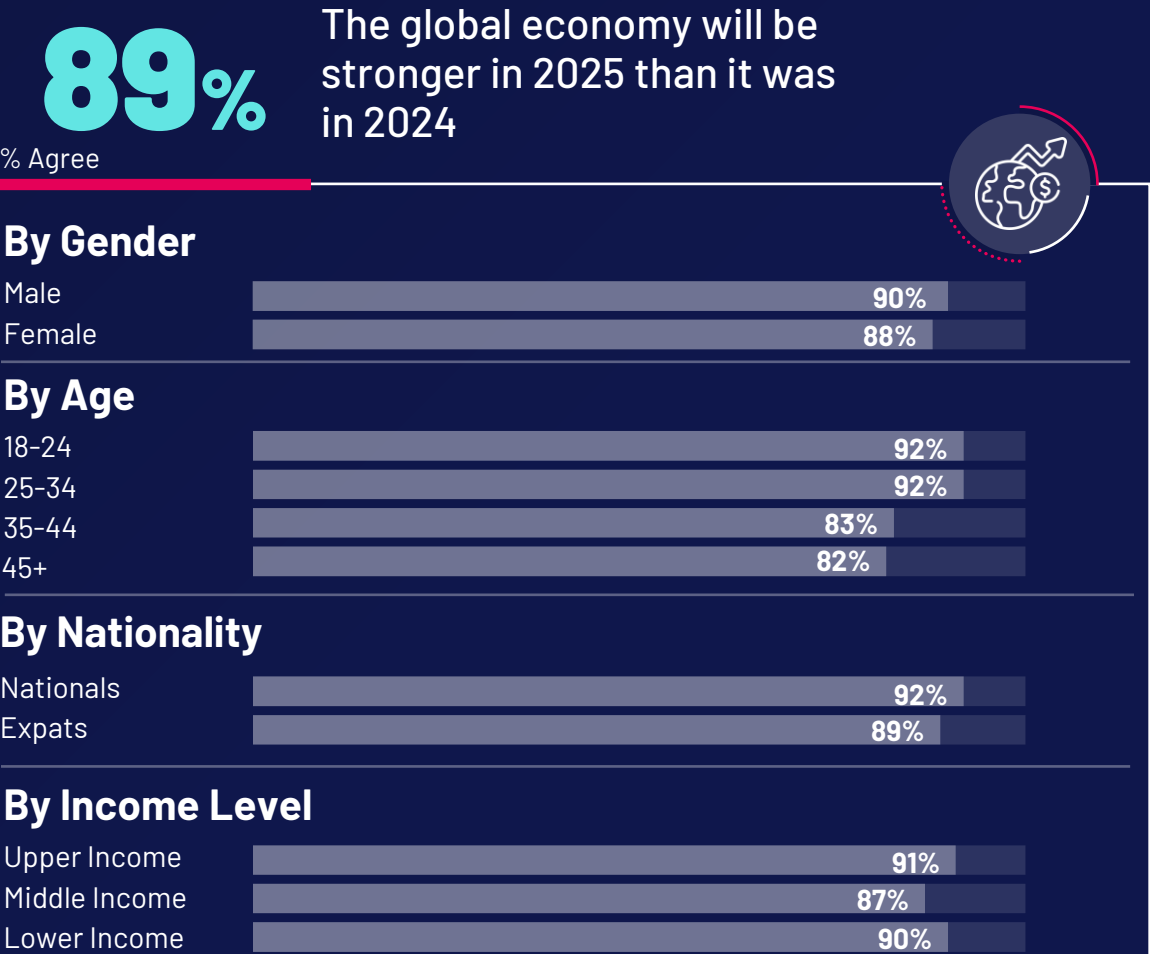
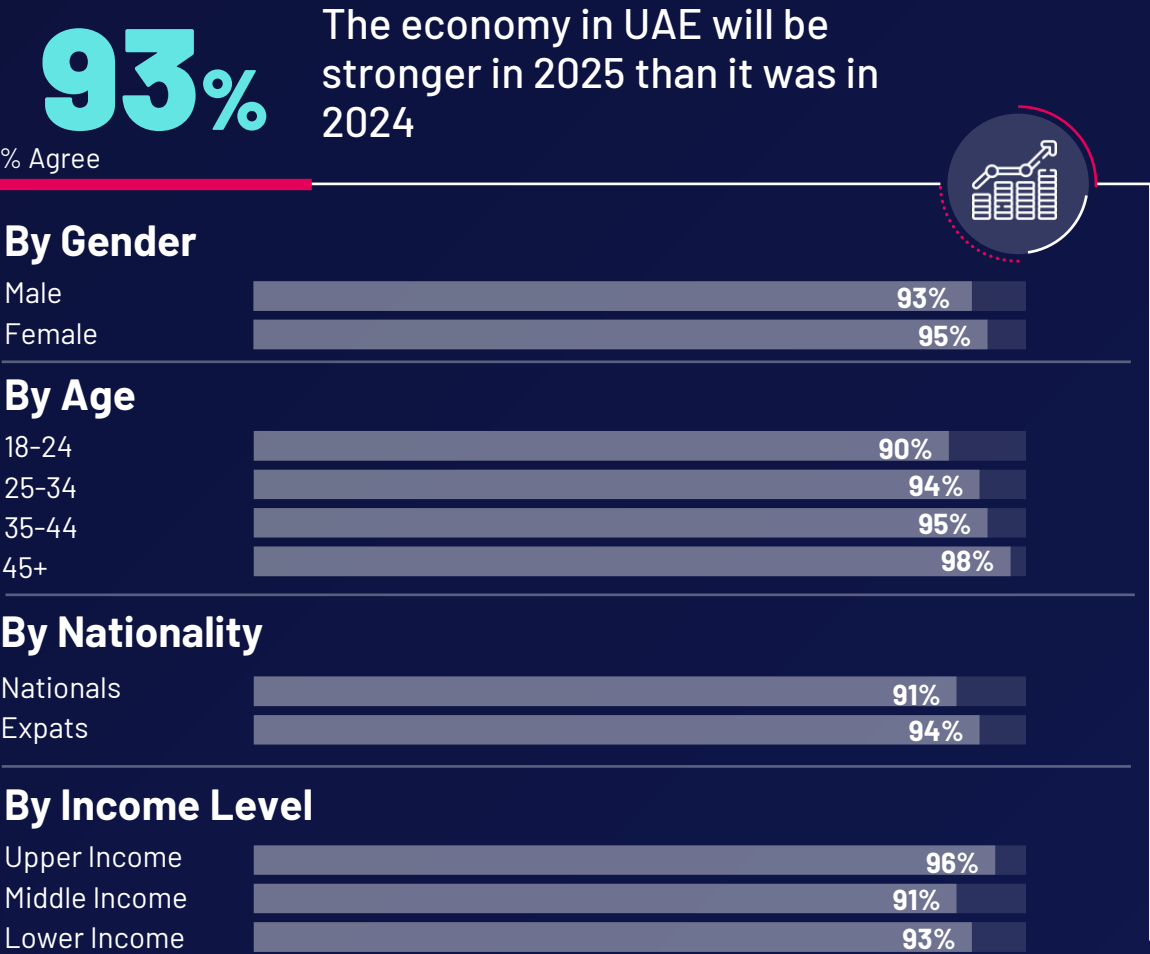
There will be a new global pandemic caused by a new virus



# EXPECTATIONS FOR THE ECONOMY IN 2025

# 06

# 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 challenges, with many predicting prices rising faster than income growth, increased taxes and interest rates

% Likely

61%

Prices in UAE will increase faster than people's incomes



60%

Inflation in UAE will be higher in 2025 than in 2024



60%

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



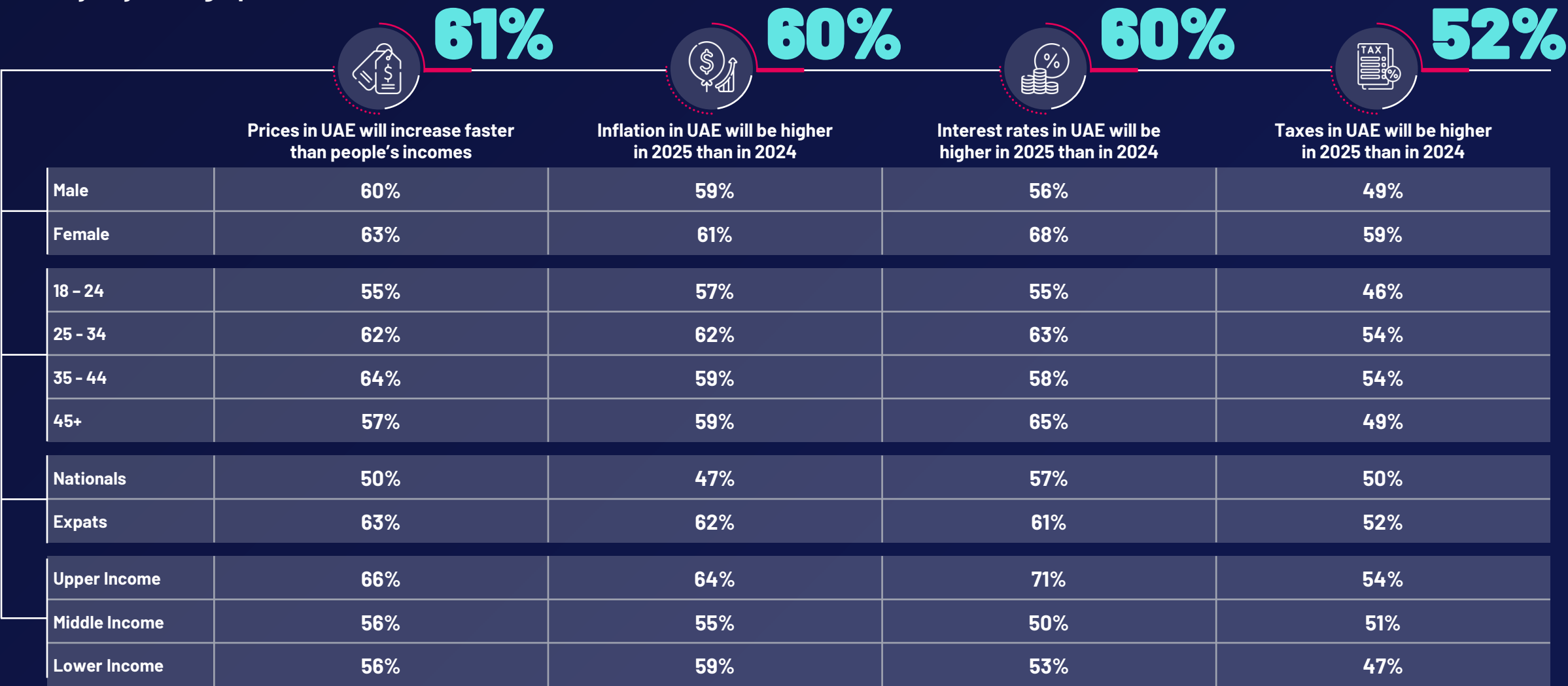
52%

Taxes in UAE will be higher in 2025 than in 2024

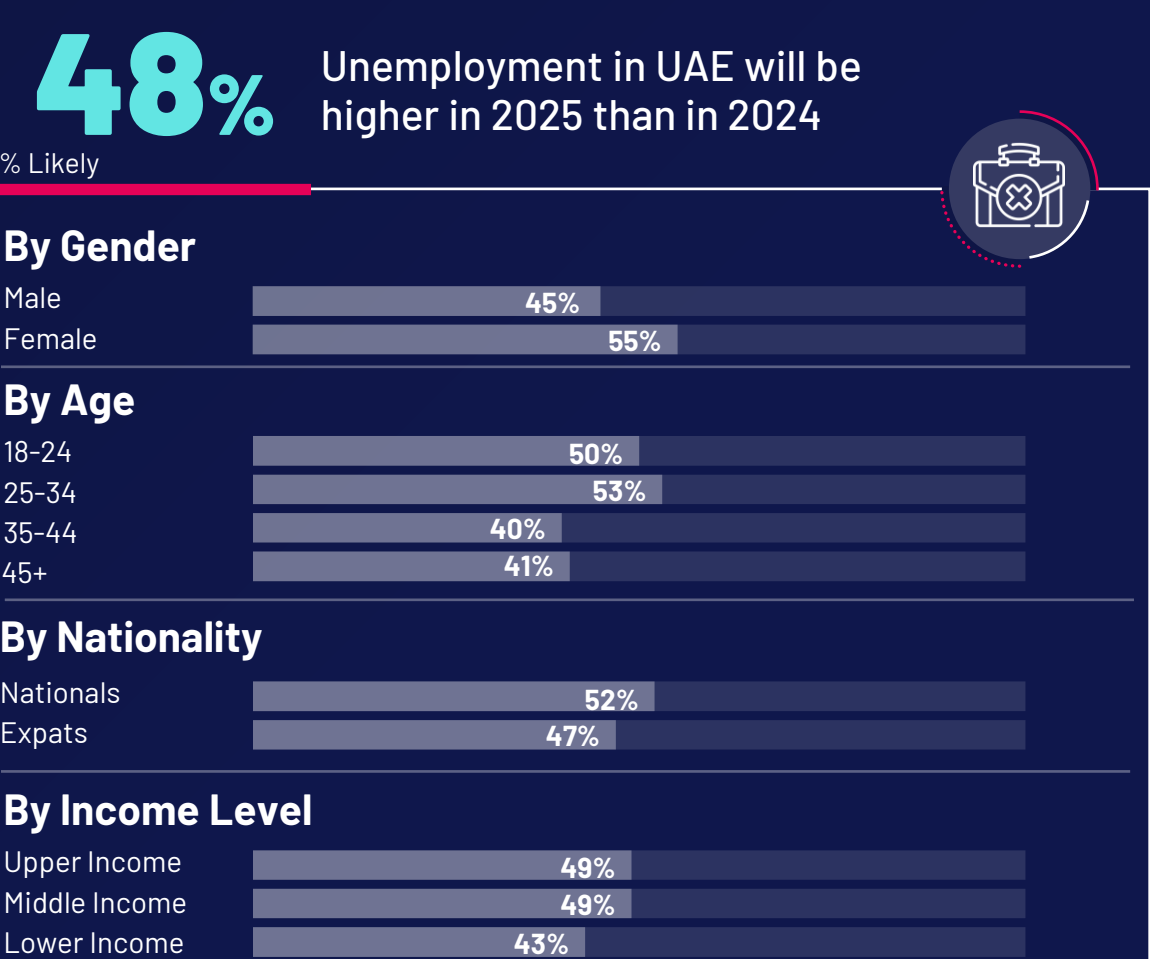
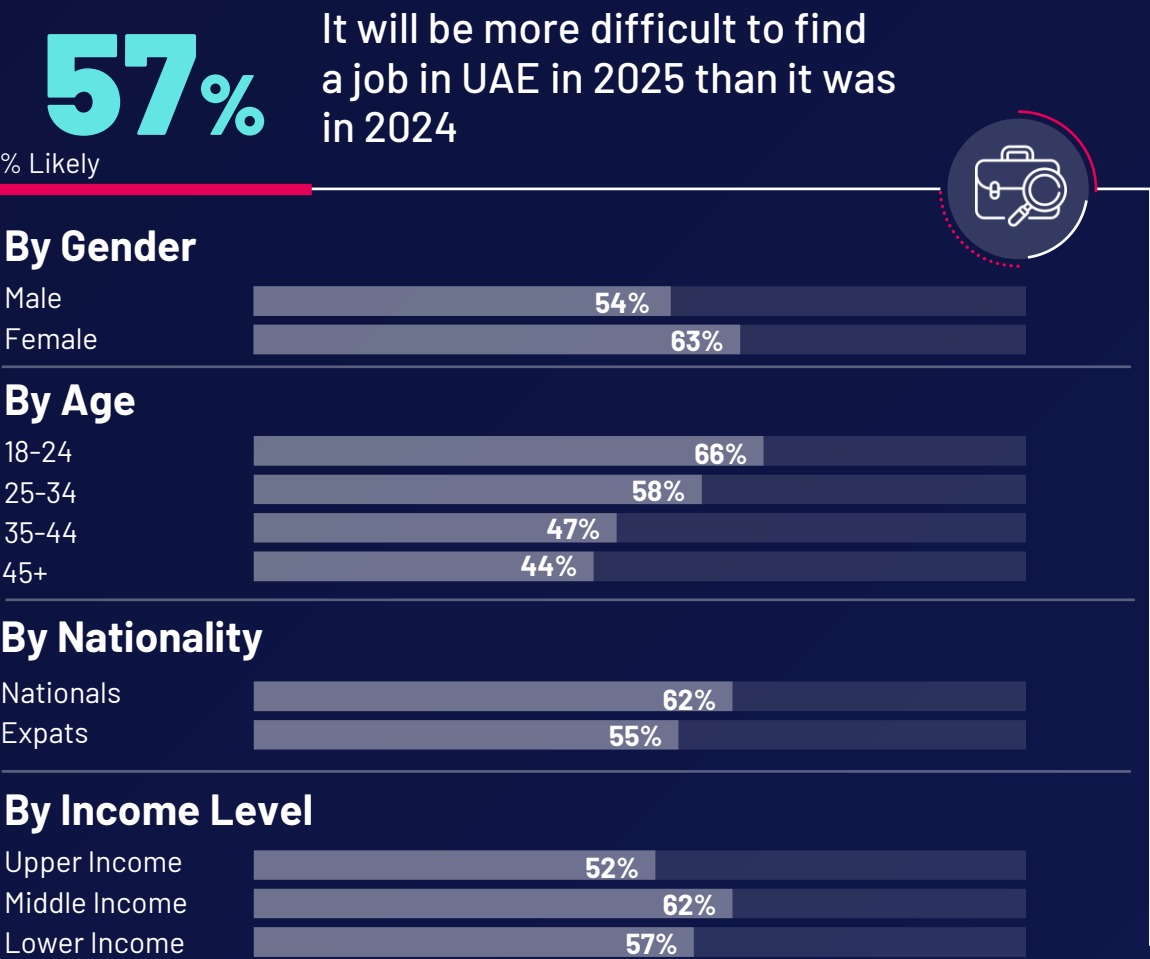


# Economic expectations

% 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



## By Gender



## By Age



## By Nationality



## By Income Level





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



% Likely

**77%**

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



% Likely

**61%**

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



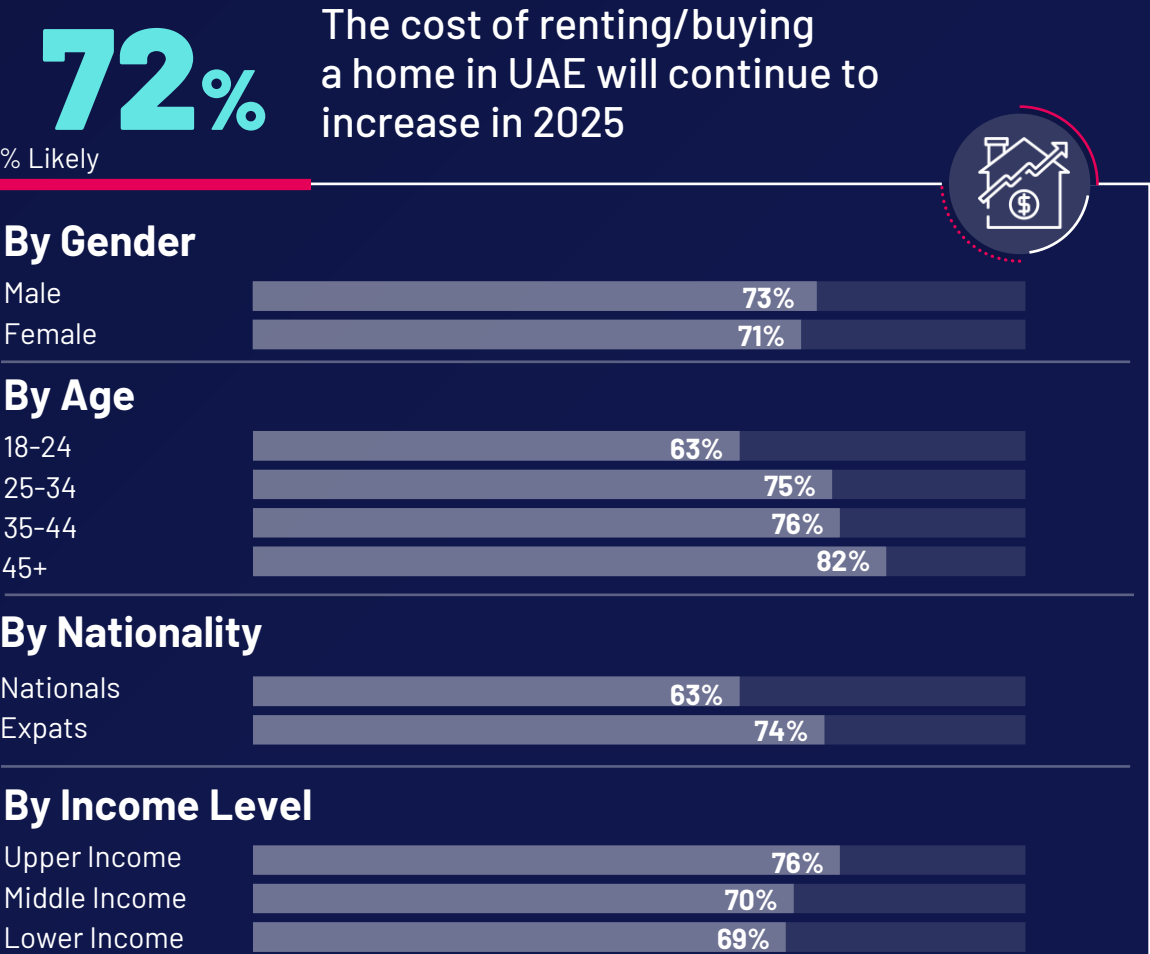
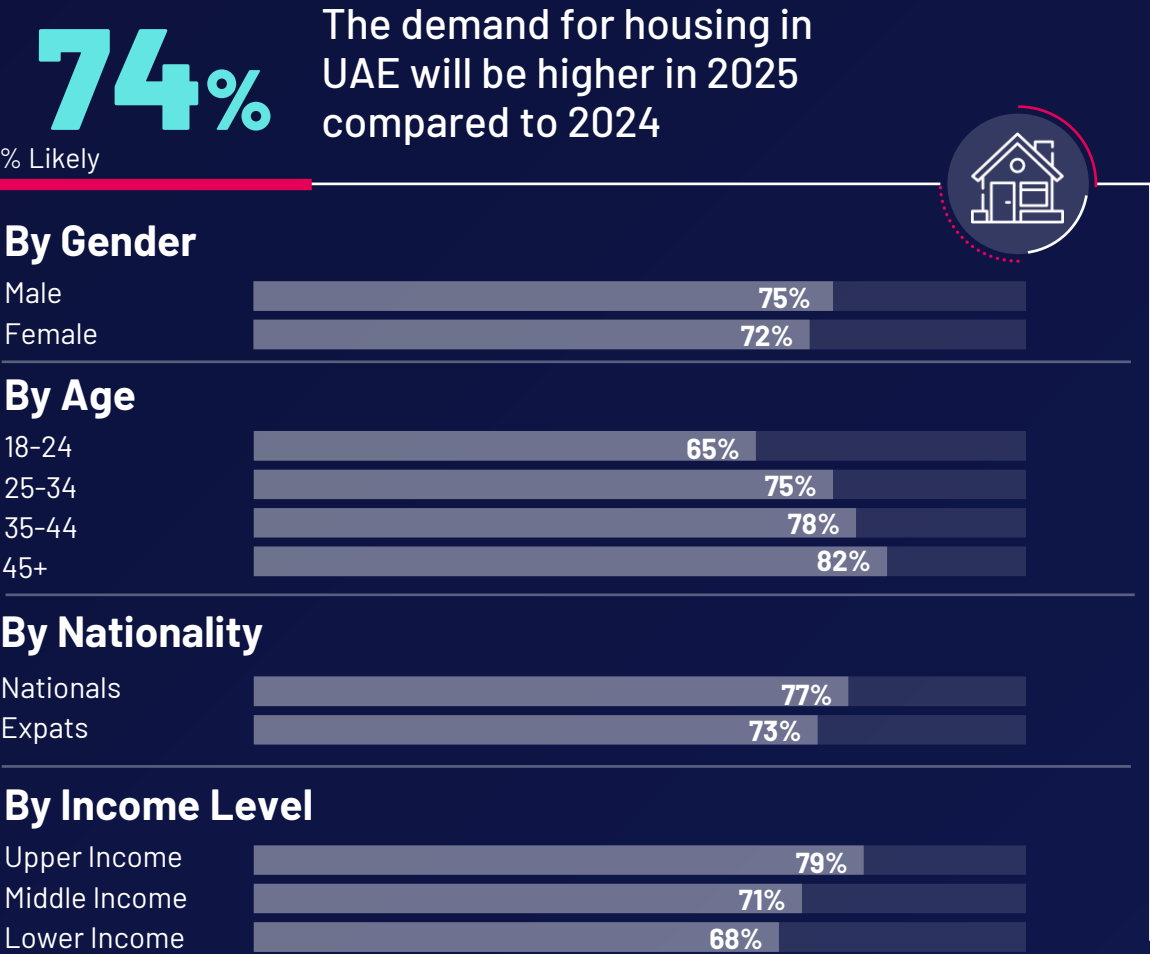
# Outlook on investment and major purchases

% 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



07

# 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

**74%**

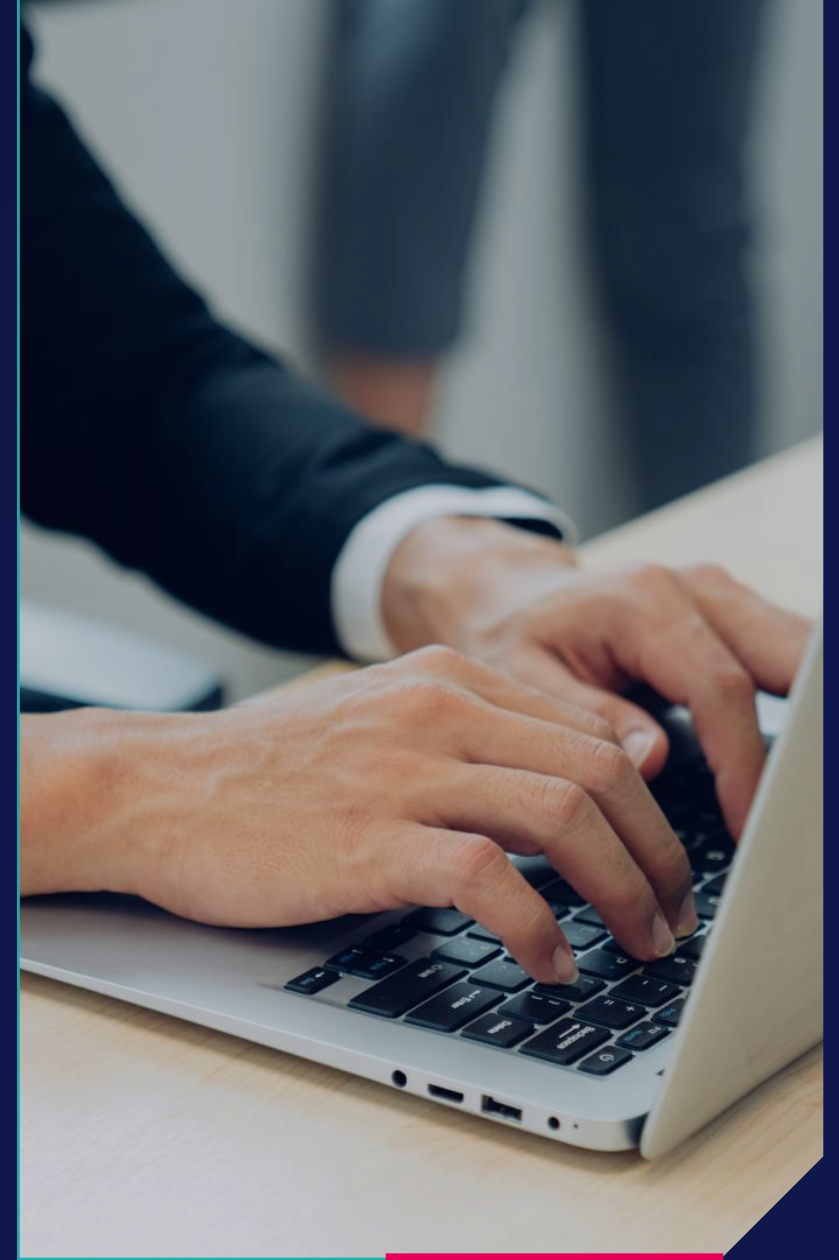
Businesses in UAE will offer employees more flexibility in work arrangements compared to 2024



% 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



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	75%	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 FOR TRAVEL IN 2025

# 08

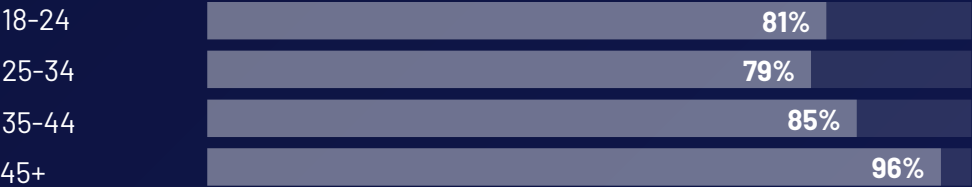
# There is an expectation among the public for tourism to expand, with more visitors expected in UAE in 2025



## By Gender



## By Age



## By Nationality



## By Income Level

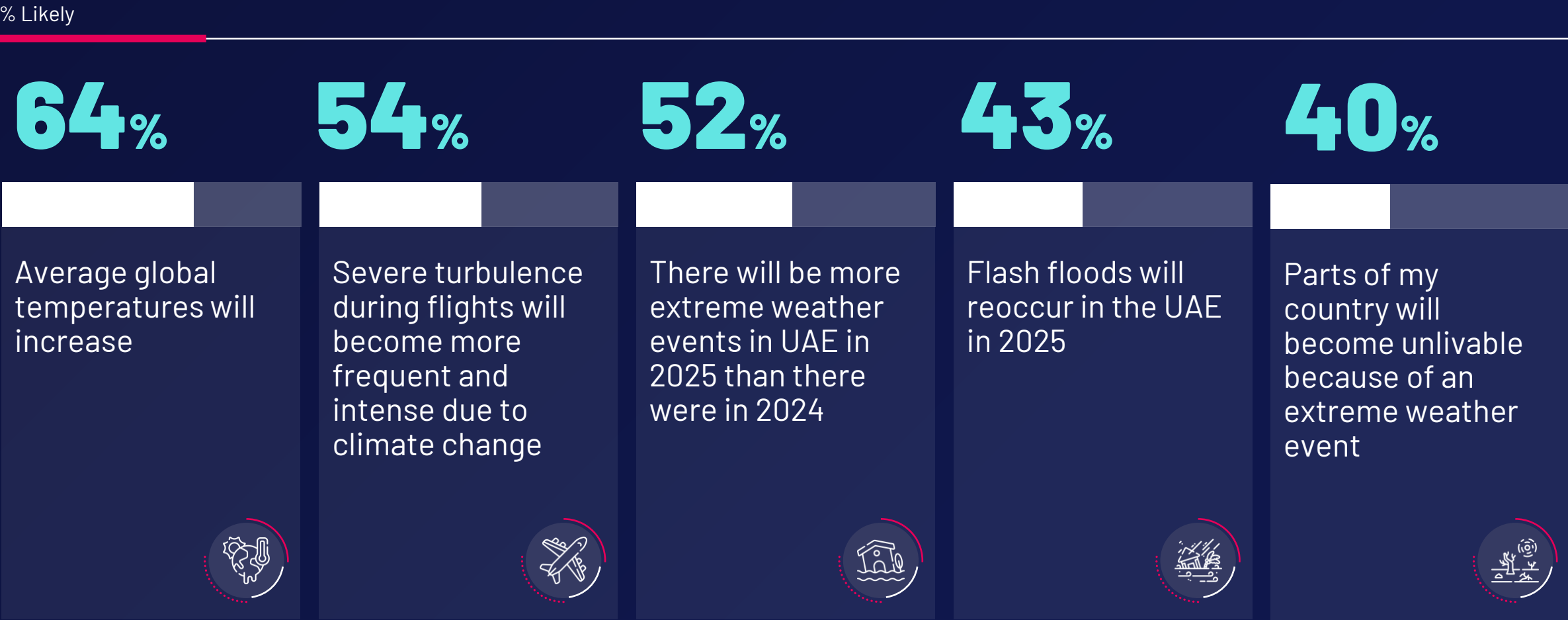


09

# 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



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



% Likely

**73%**

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



% Likely

**49%**

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

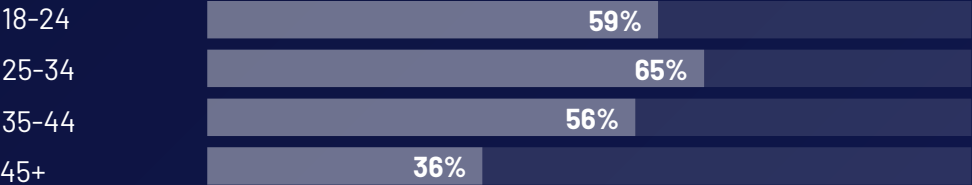
59%

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

## By Gender



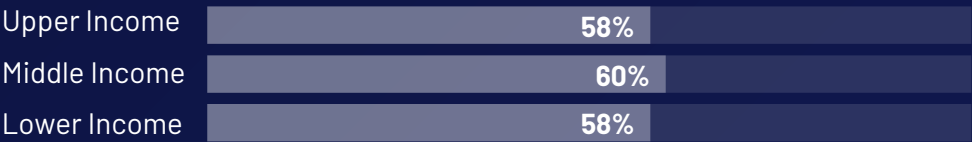
## By Age



## By Nationality



## By Income Level



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



% Likely

# 75%

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



% Likely

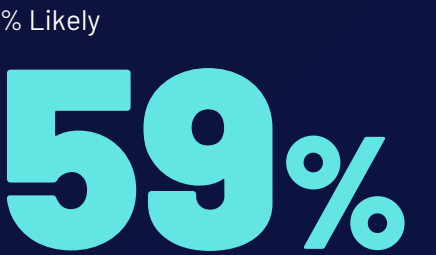
# 67%

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





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

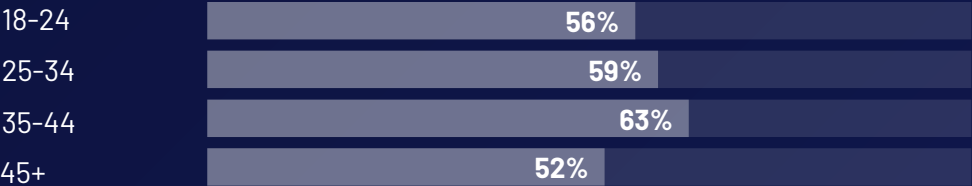


There will be a breakthrough technology developed which will halt climate change

## By Gender



## By Age



## By Nationality



## By Income Level





# EXPECTATIONS FOR TECHNOLOGY IN 2025

# 10



**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

**73%**

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



% Likely

**66%**

Many more people will live their lives in virtual worlds



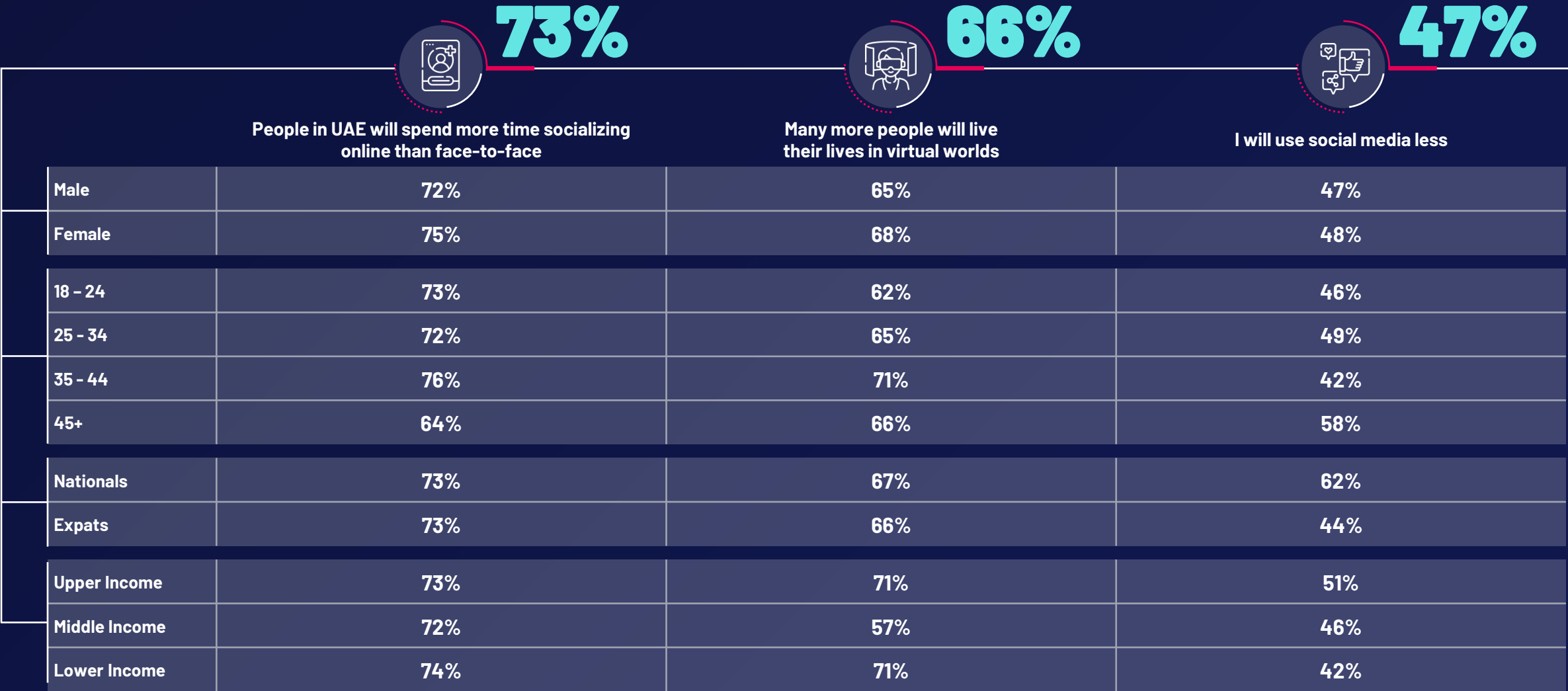
% Likely

**47%**

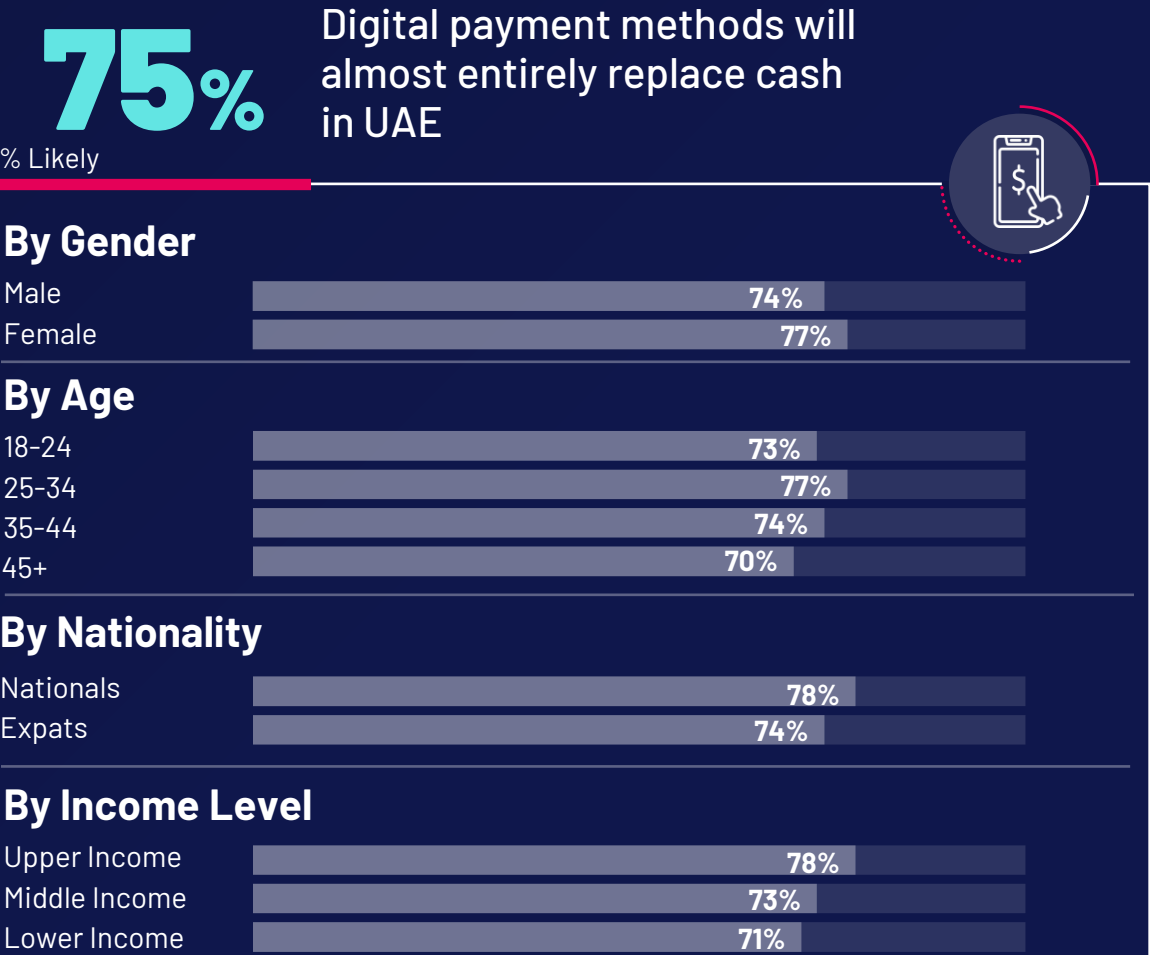
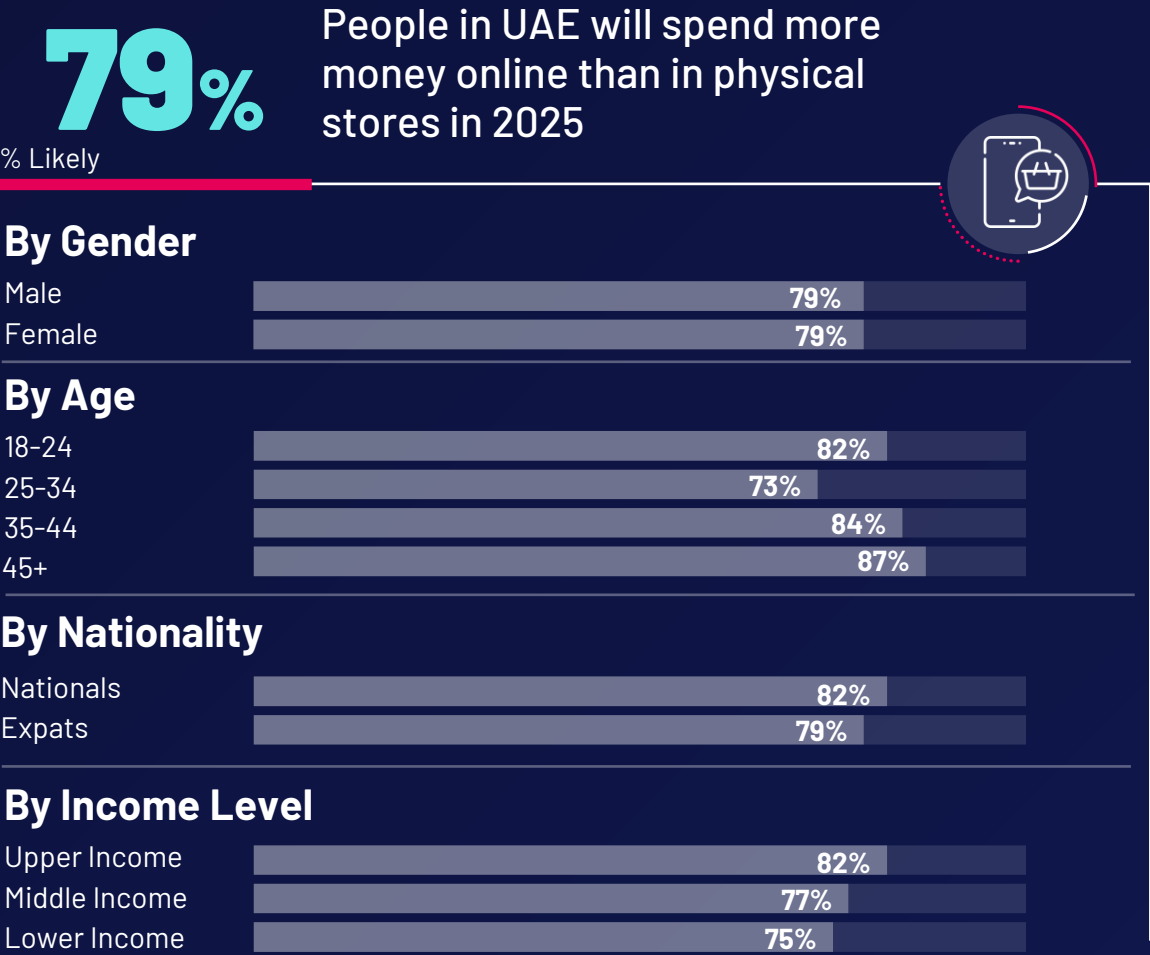
I will use social media less

# Predicted impact of technology on social interaction

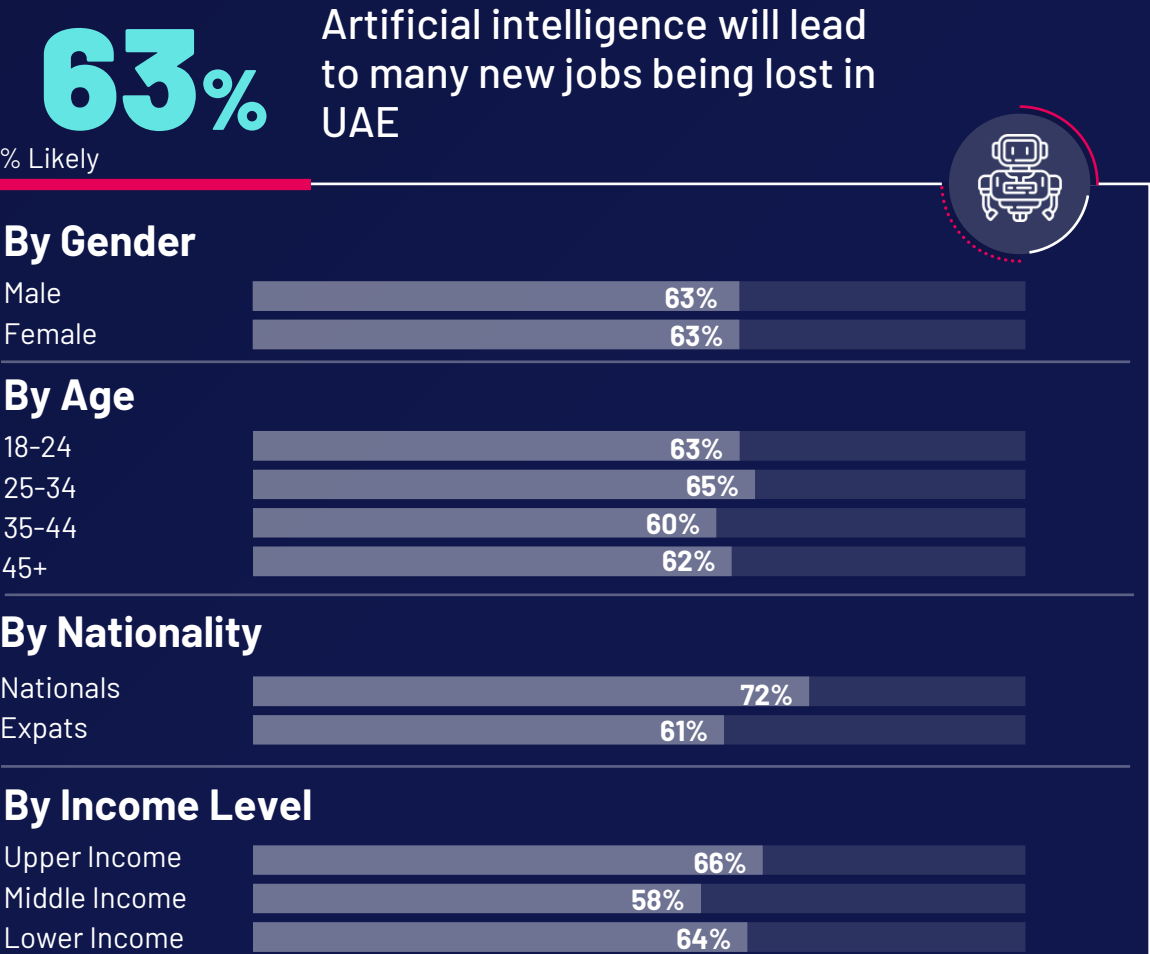
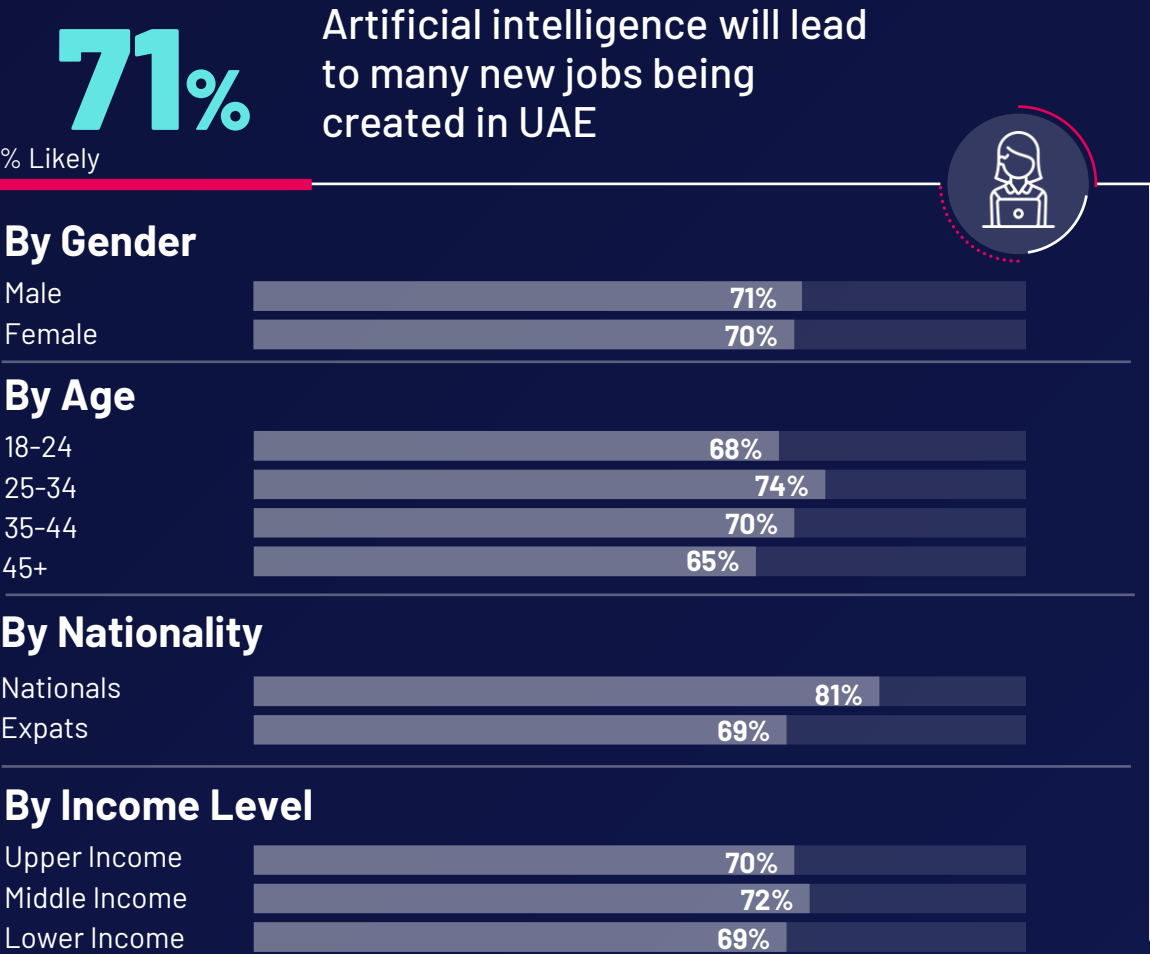
% Likely - by demographics



# 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 AI'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





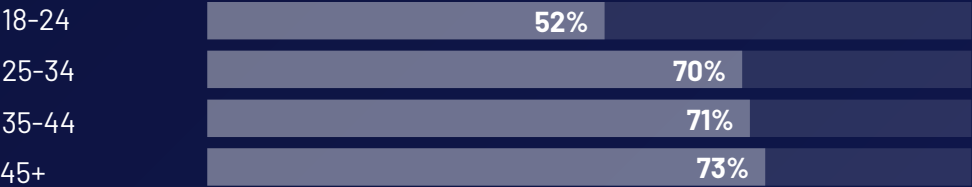
# Expectations for great technological advancements are strong, with many also expecting flying cars to be introduced in the UAE next year



## By Gender



## By Age



## By Nationality



## By Income Level



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

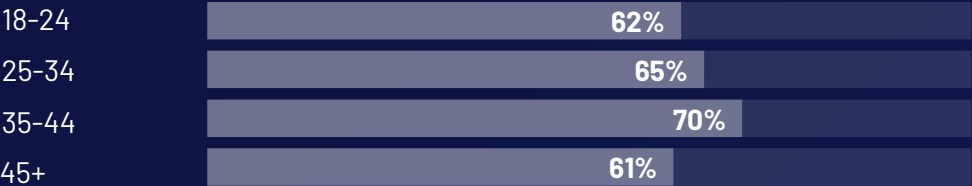


Strict rules for large technology companies will be introduced by the Government in UAE

## By Gender



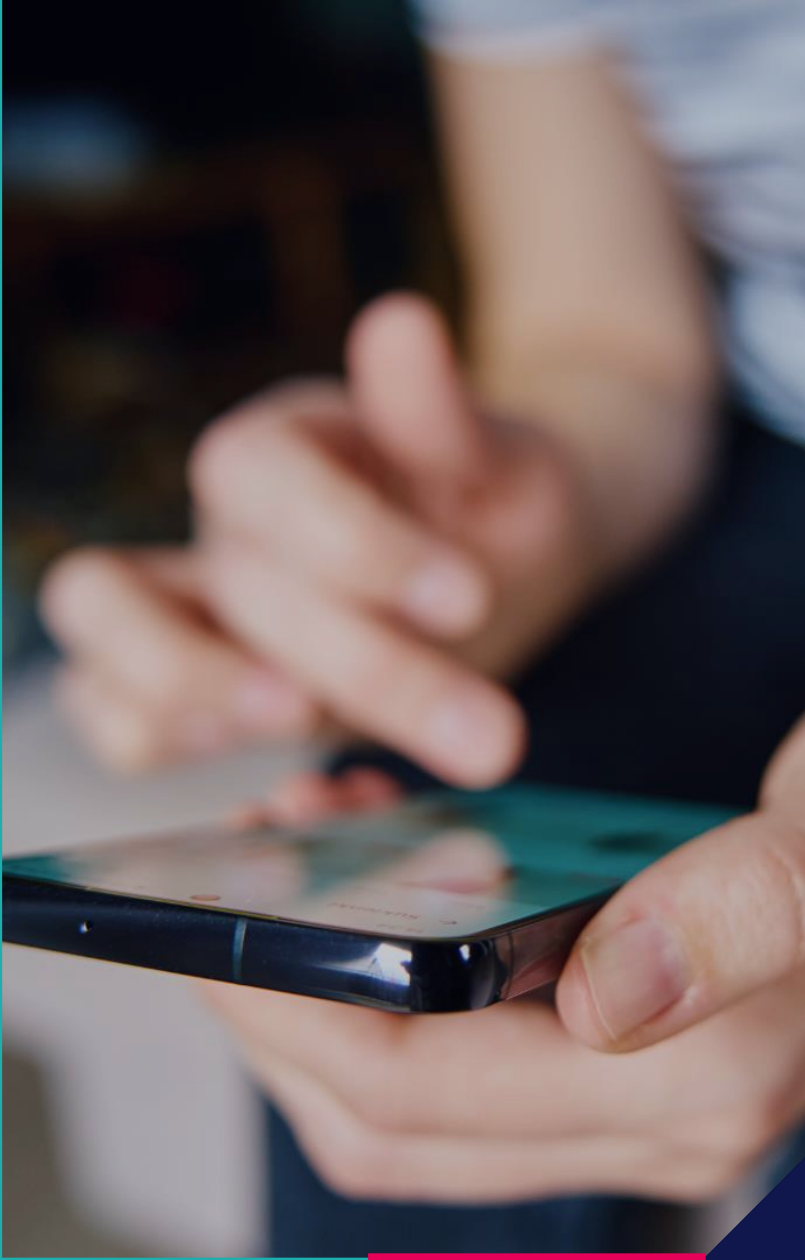
## By Age



## By Nationality



## By Income Level



# PAST & FUTURE RESOLUTIONS

# 11

# 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



## By Age



## By Nationality

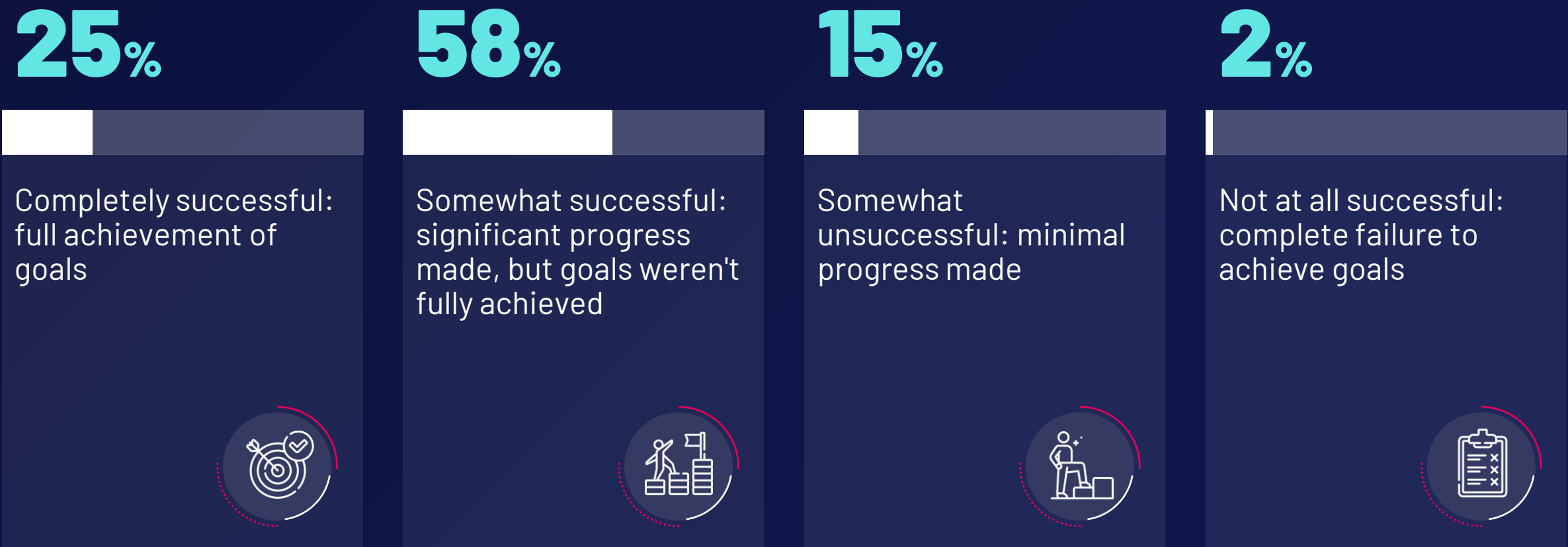


## By Income Level



# 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





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

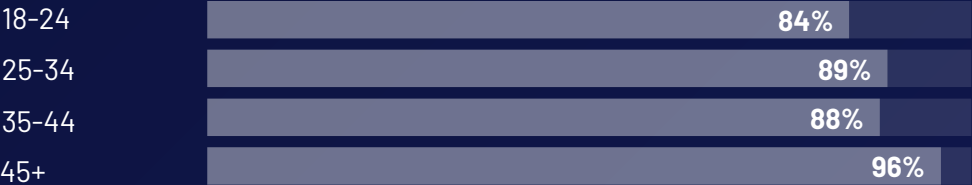
88%

Will set personal resolutions to accomplish specific goals in 2025

## By Gender



## By Age



## By Nationality

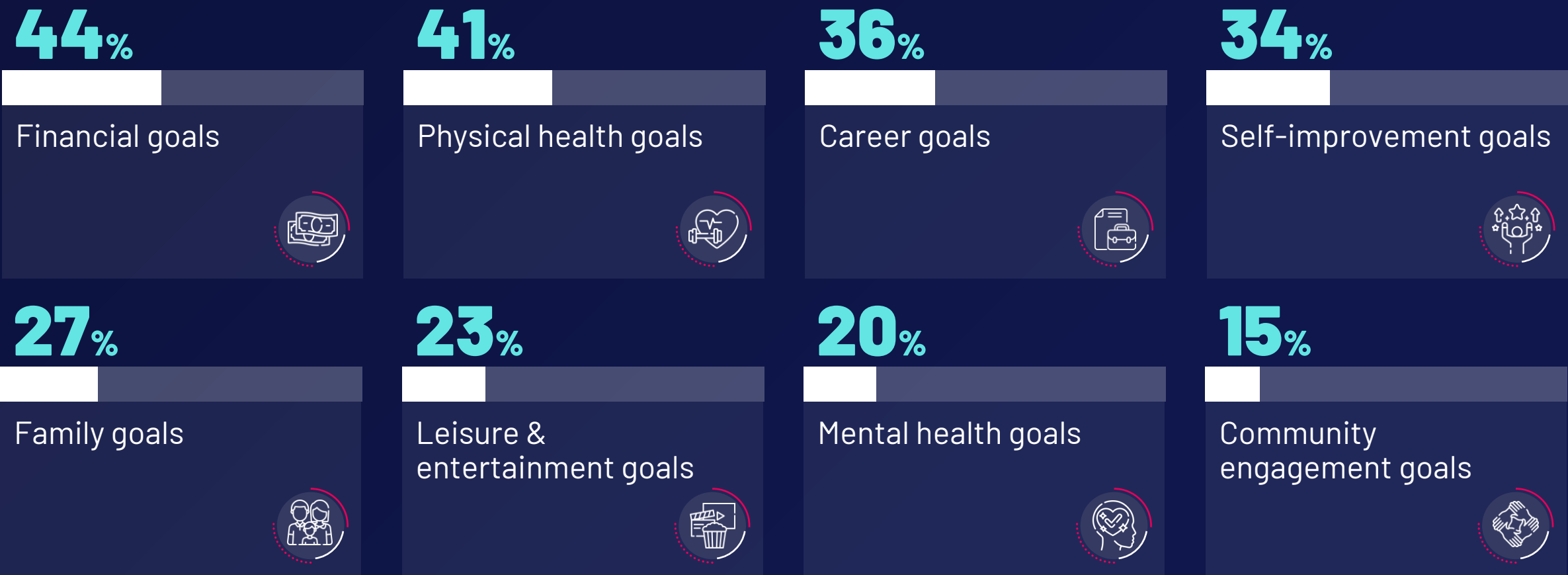


## By Income Level



# 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

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