

PREDICTIONS 2026

MENA Edition

December 2025

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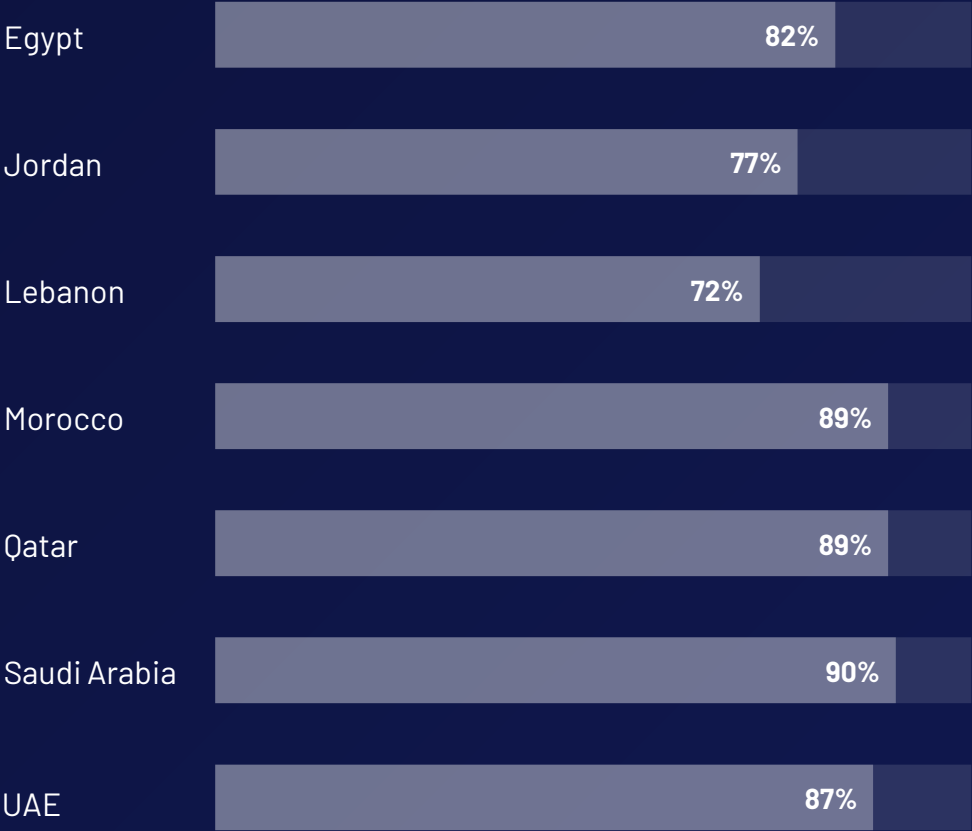
01

OVERALL EXPECTATIONS FOR 2026

In MENA, a sense of optimism shapes the outlook for 2026, with the majority expecting a better year ahead



By Country



That optimism extends into everyday life, reflected in expectations of better mental and physical health



% Agree

82%

My mental health will be better in 2026 than it was in 2025



% Agree

82%

My physical health will be better in 2026 than it was in 2025



EXPECTATIONS FOR WORLD AFFAIRS IN 2026

02

When it comes to global affairs, hope begins to take shape, with around half expecting 2026 to mark a turning point for conflicts in the Middle East and Ukraine



% Likely

54%

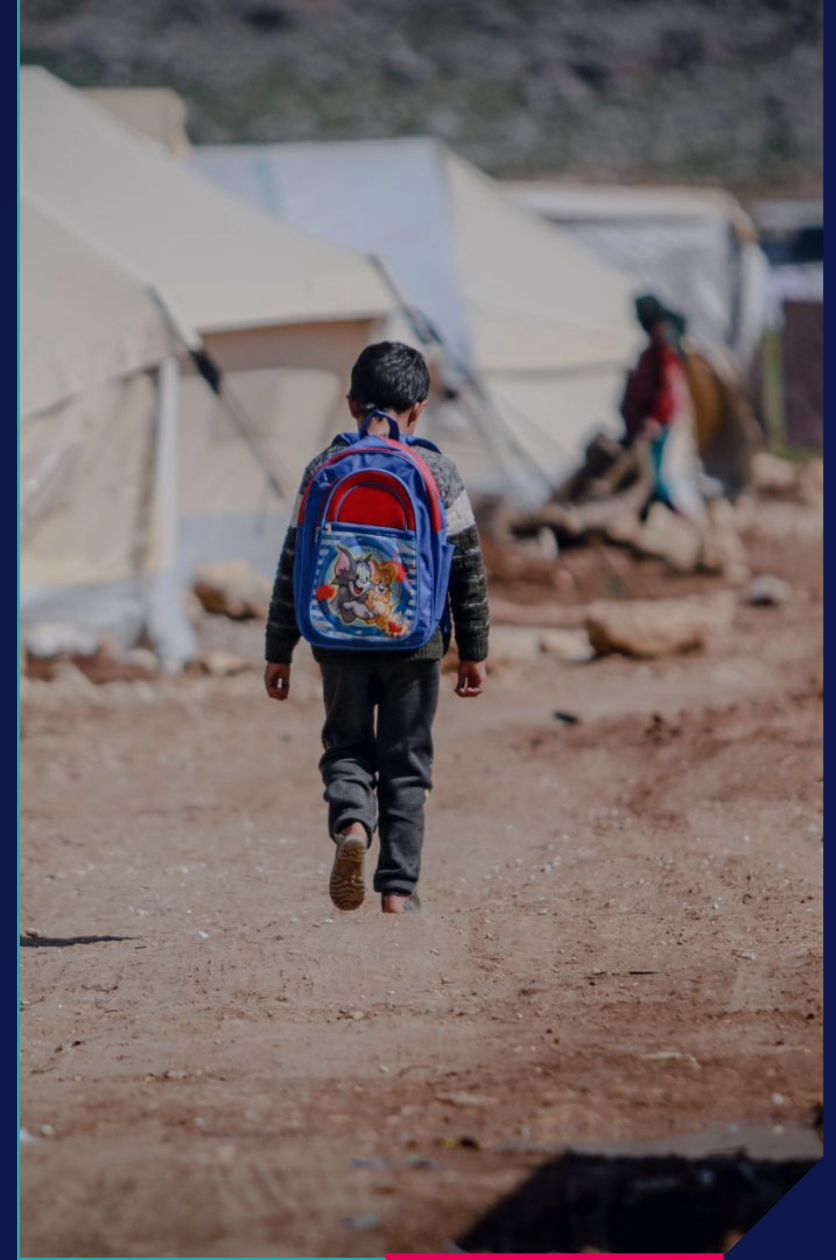
The war in Ukraine will end in 2026



% Likely

52%

The current wars in the Middle East will end in 2026



Beyond the prospect of endings, there is anticipation of beginnings – from reconstruction efforts to renewed diplomatic momentum

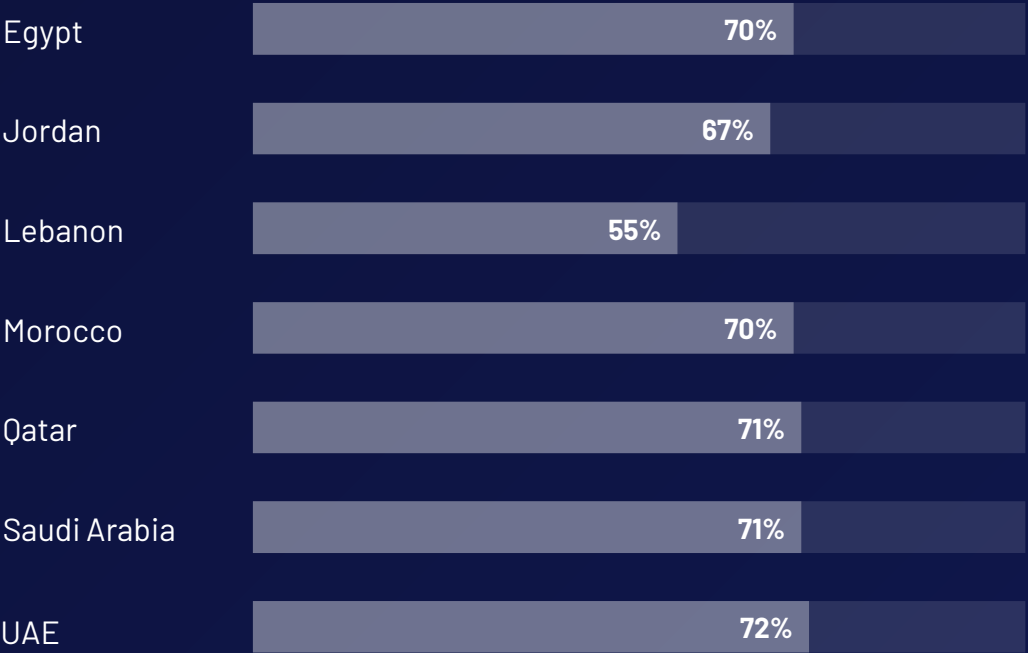
68%

% Likely

Major reconstruction efforts will commence in Gaza with international support in 2026



By Country



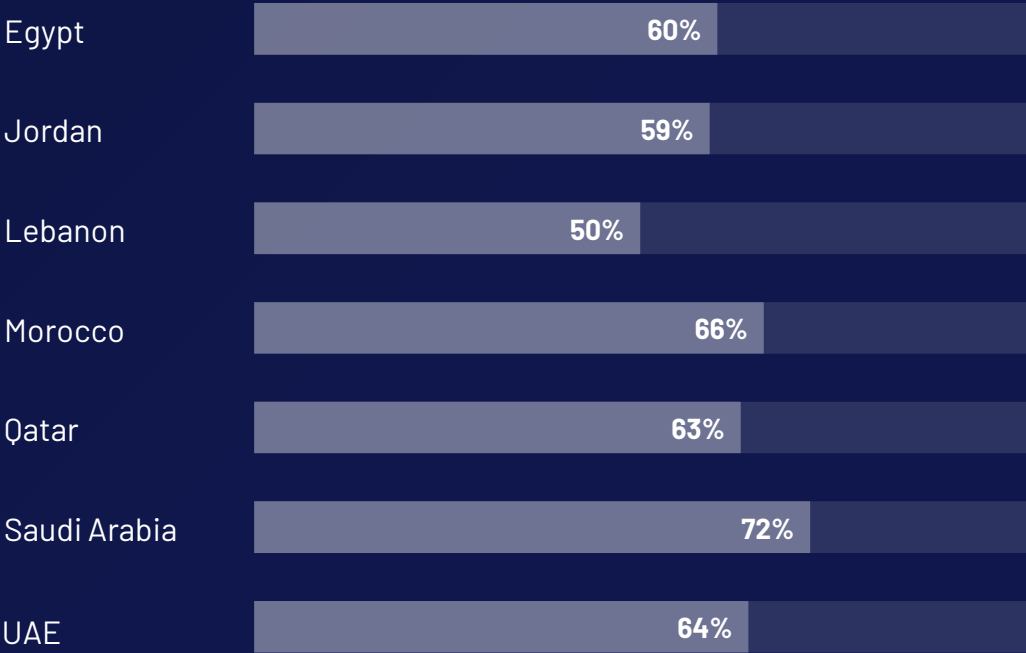
62%

% Likely

More major Western powers will formally recognize an independent State of Palestine



By Country



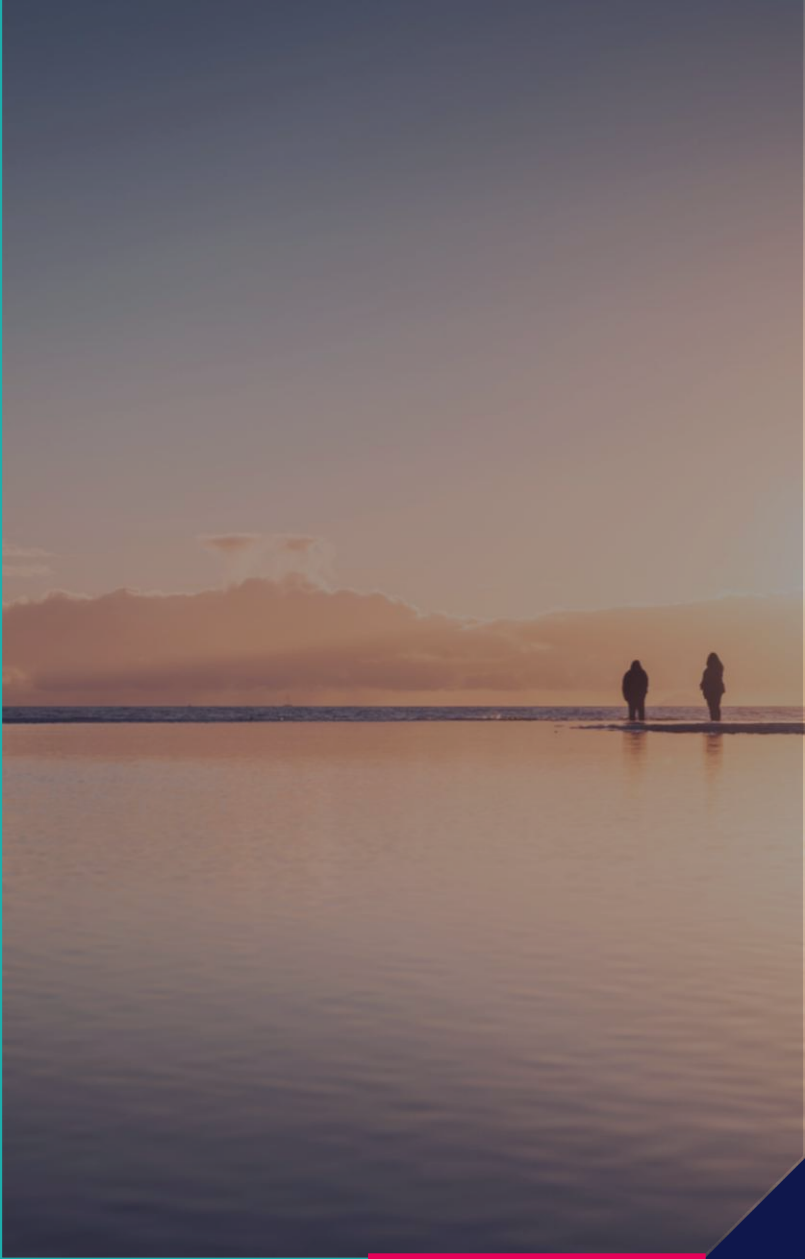
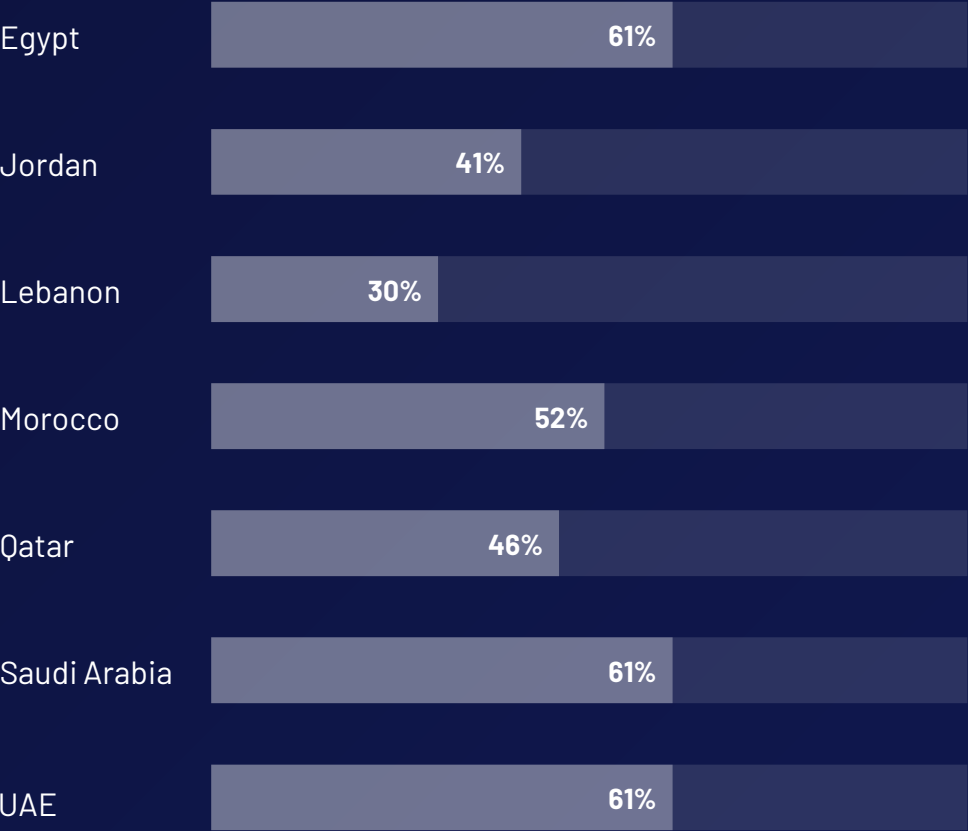
Alongside these expectations, half believe the world will be a safer place in 2026

% Likely

50%

The world will be a safer place in 2026

By Country



EXPECTATIONS FOR SOCIETY IN 2026

03

In society, expectations point to progress on women's leadership and pay equality



% Likely

78%

My country will see an increase in the participation of women in leadership roles



% Likely

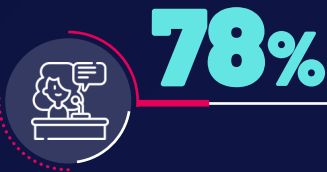
64%

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



Expectations for gender equality and leadership

% Likely - by country



	My country will see an increase in the participation of women in leadership roles	Women will be paid the same as men for the same work
Egypt	77%	68%
Jordan	78%	63%
Lebanon	74%	50%
Morocco	80%	65%
Qatar	79%	66%
Saudi Arabia	79%	69%
UAE	79%	67%

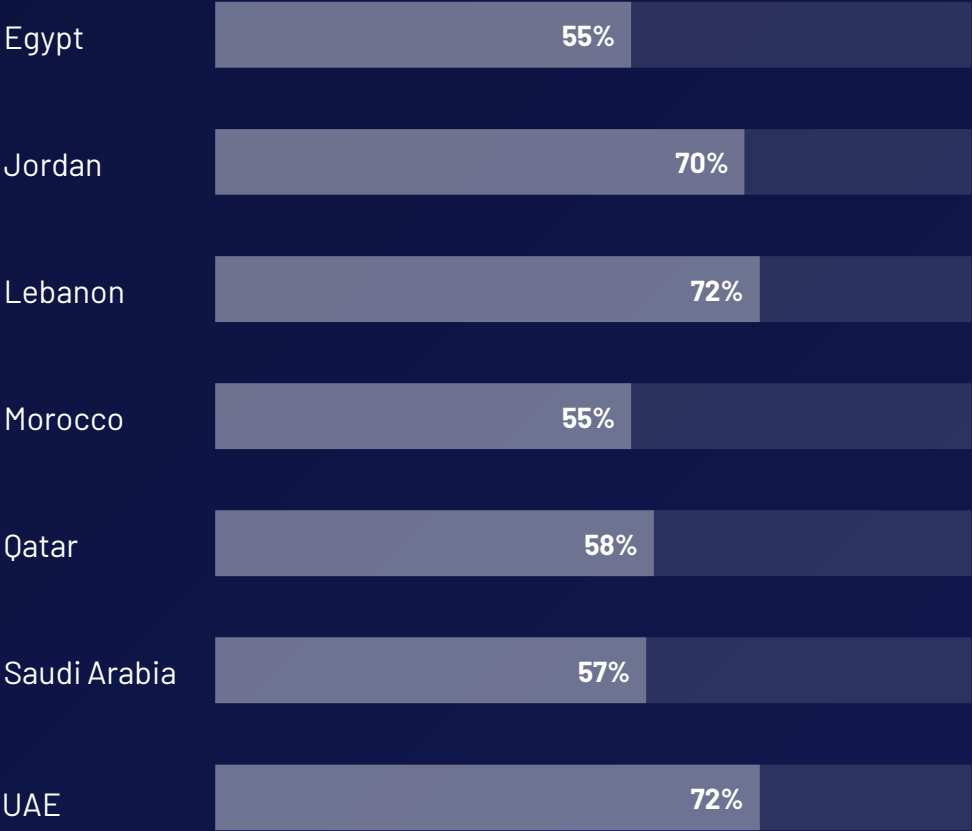
At the same time, commuting emerges as a growing daily-life challenge, with nearly 2 in 3 expecting traffic congestion to worsen

% Likely

63%

Getting from one place to another in my country will take significantly longer in 2026 due to increased traffic congestion

By Country



04

EXPECTATIONS FOR THE ECONOMY IN 2026

Economically, most expect the global economy to strengthen in 2026, though nearly half also anticipate a major stock market crash

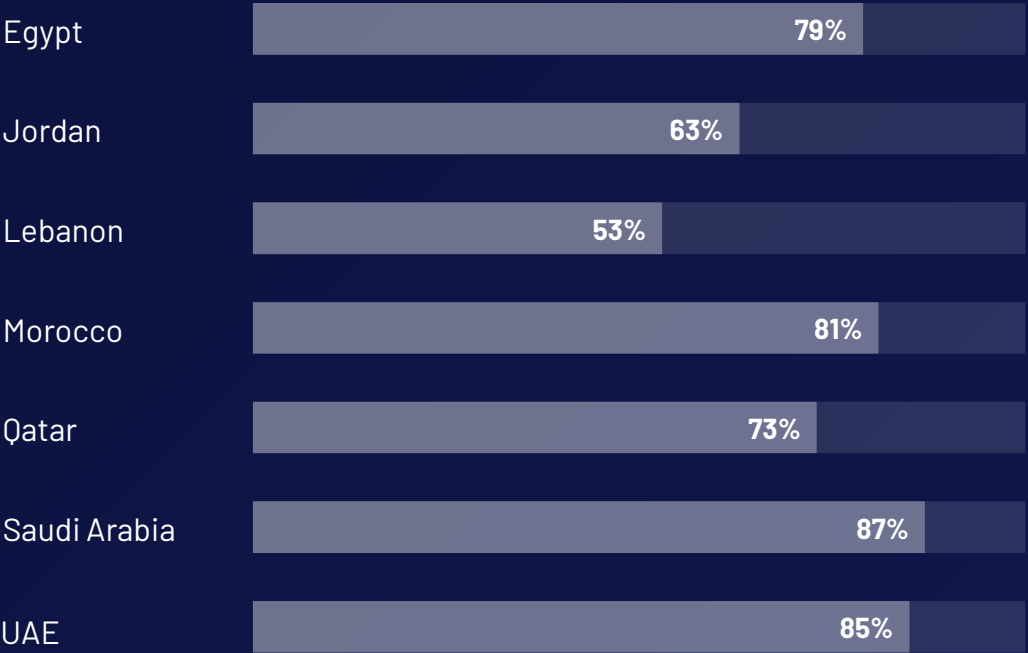
74%

% Agree

The global economy will be stronger in 2026 than it was in 2025



By Country



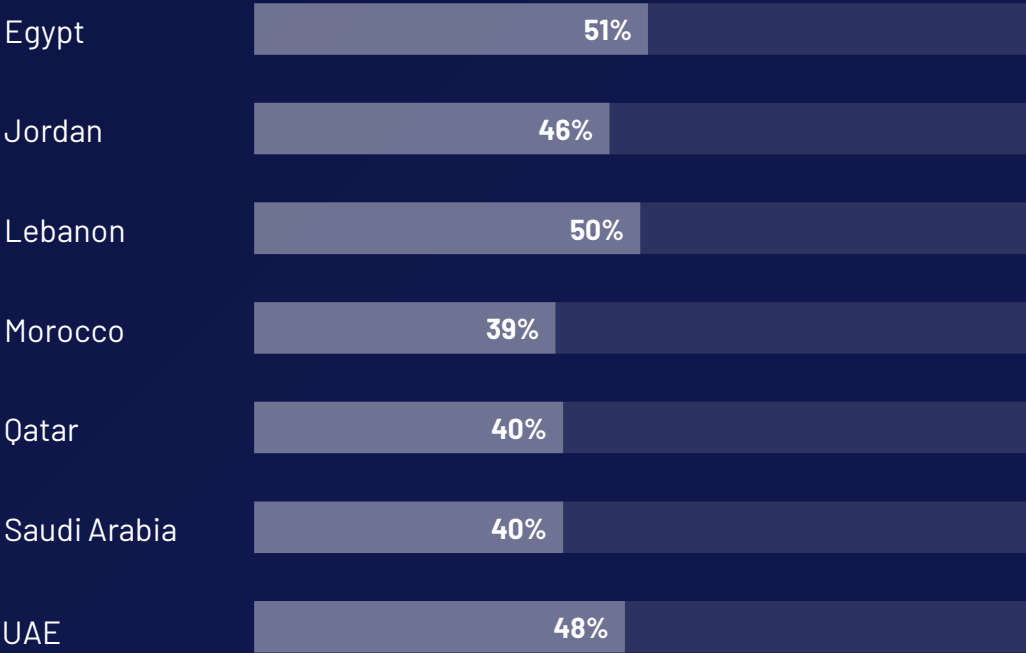
45%

% Likely

Major stock markets around the world will crash



By Country



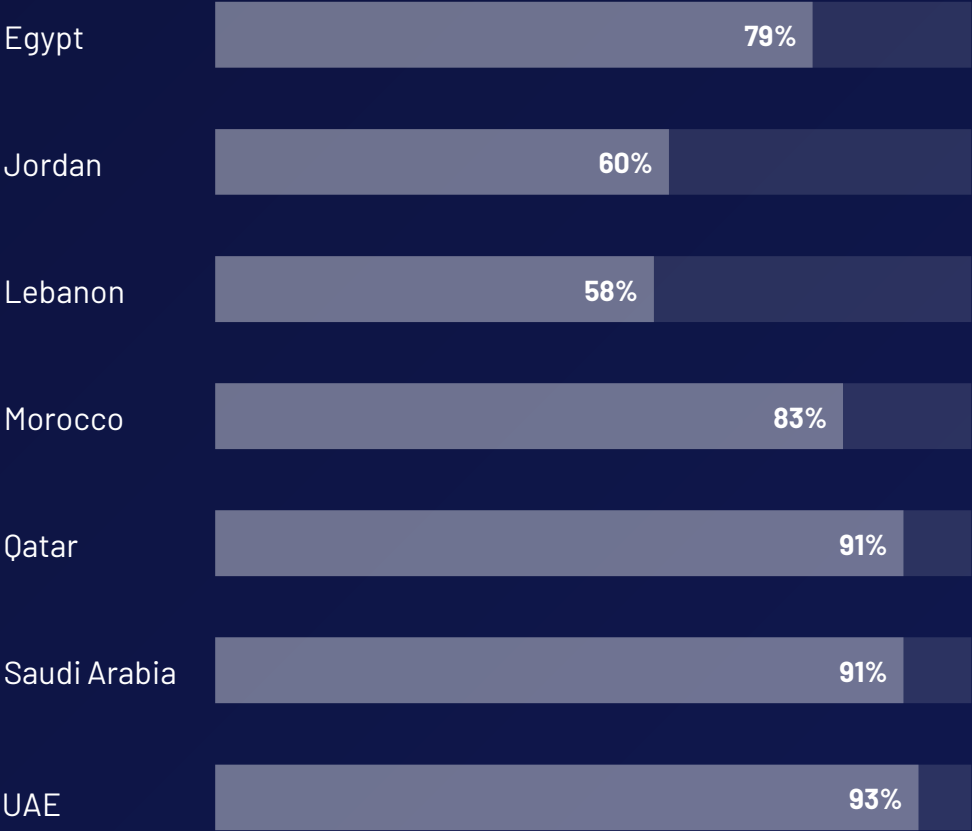
This confidence strengthens at the national level, where a clear majority expect their country's economy to improve compared with 2025

% Agree

79%

The economy in my country will be stronger in 2026 than it was in 2025

By Country



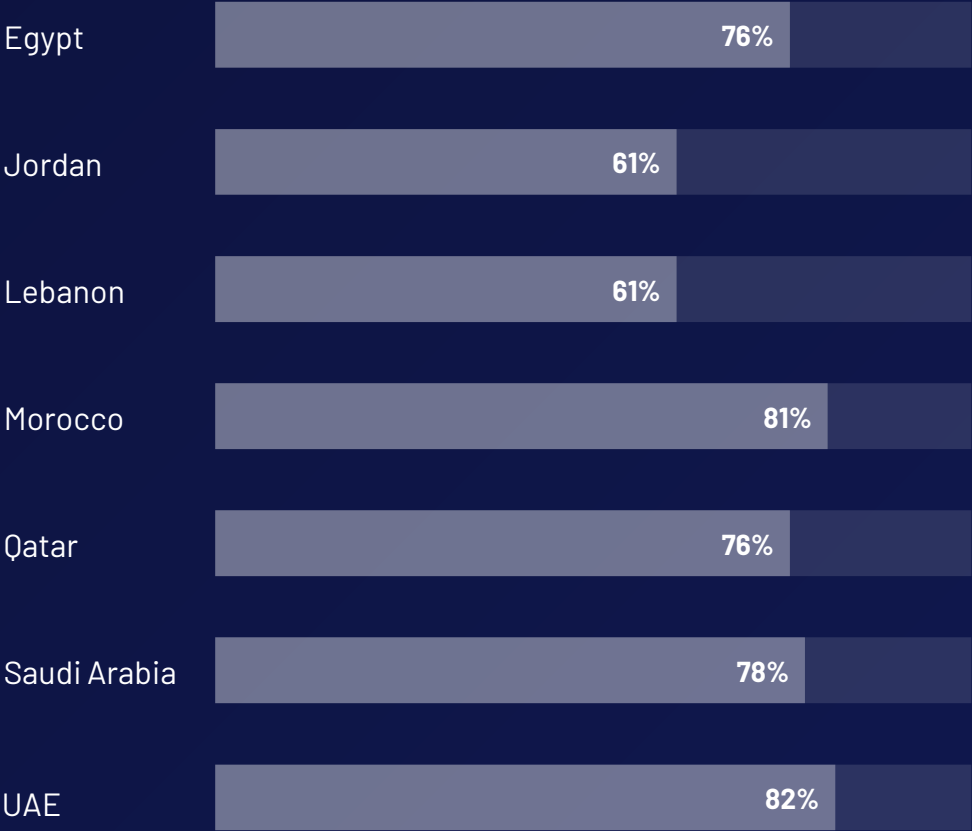
This optimism extends into capital flows, with nearly three-quarters expecting their country to attract more international investment

% Likely

74%

My country will attract more international investments in 2026

By Country



Yet this positive momentum is accompanied by clear financial pressures, as rising prices, higher inflation and elevated interest rates are expected to shape the economic landscape in 2026

% Likely

70%

Prices in my country will increase faster than people's incomes



69%

Inflation in my country will be higher in 2026 than in 2025



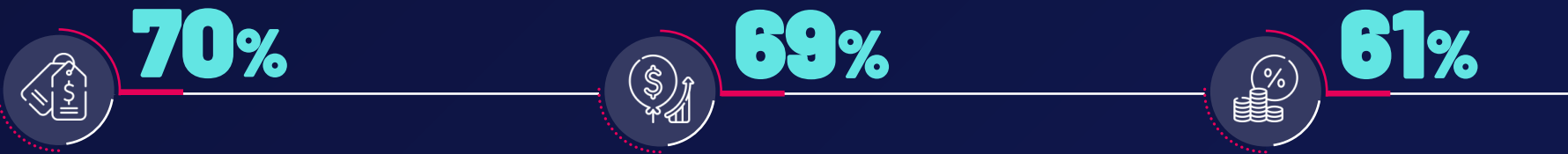
61%

Interest rates in my country will be higher in 2026 than in 2025



Economic expectations

% Likely - by country



	Prices in my country will increase faster than people's incomes	Inflation in my country will be higher in 2026 than in 2025	Interest rates in my country will be higher in 2026 than in 2025
Egypt	72%	77%	76%
Jordan	77%	76%	63%
Lebanon	81%	73%	52%
Morocco	73%	71%	65%
Qatar	64%	61%	55%
Saudi Arabia	55%	56%	56%
UAE	68%	68%	60%

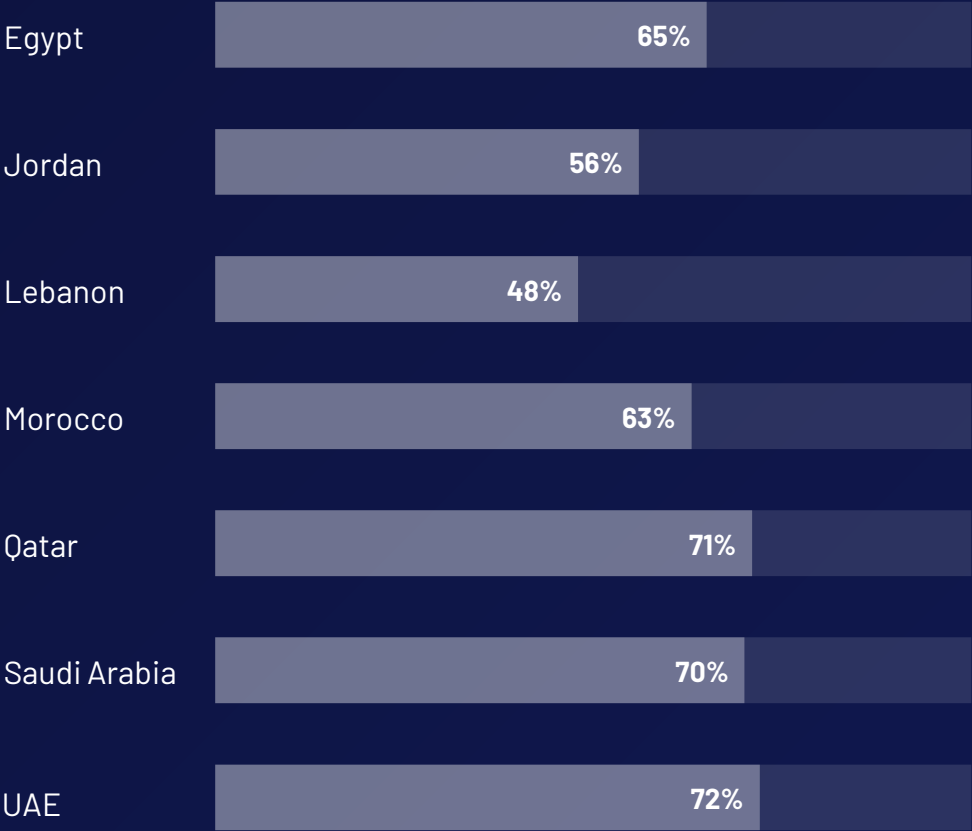
Despite these pressures, personal outlooks remain resilient, with many anticipating improvements in their own financial situation

% Likely

64%

My personal financial situation will improve in 2026

By Country



Looking ahead, investment remains strong, while only about half expect to make major purchases



75%

The price of gold will reach unprecedented high levels in 2026

% Likely



69%

The economic environment in my country will be better for investment in 2026 than it was in 2025

% Likely



50%

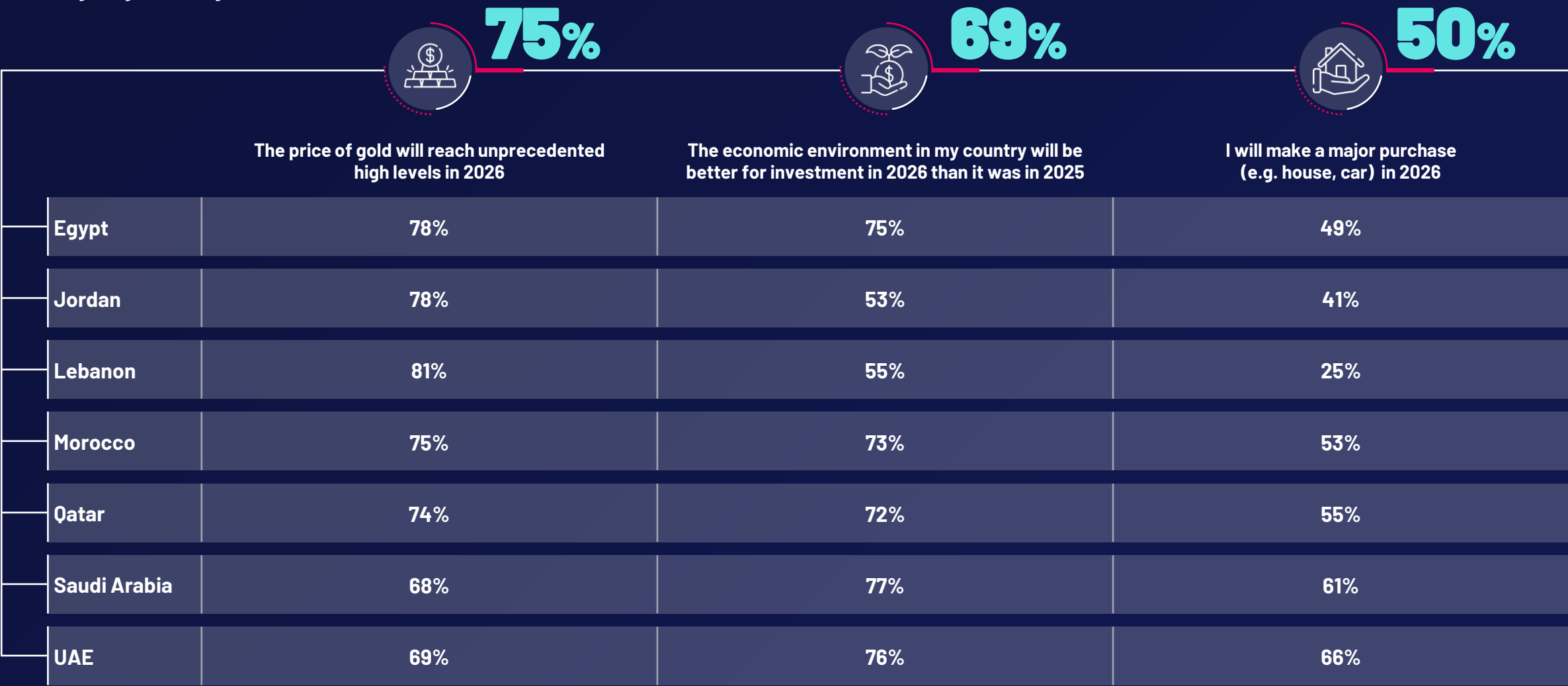
I will make a major purchase (e.g. house, car) in 2026

% Likely



Outlook on investment and major purchases

% Likely - by country



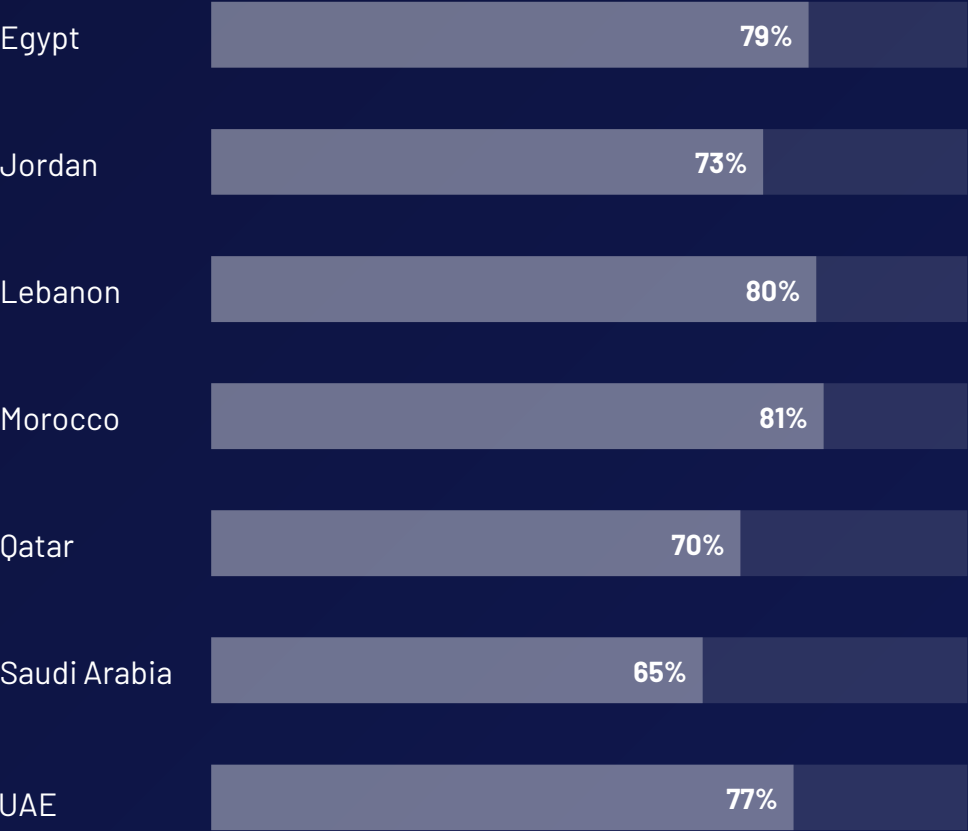
Housing, however, stands out as a key constraint, with 3 in 4 anticipating higher buying and renting costs

% Likely

75%

The cost of buying/renting a home in my country will increase in 2026

By Country



05

EXPECTATIONS FOR THE WORKPLACE IN 2026

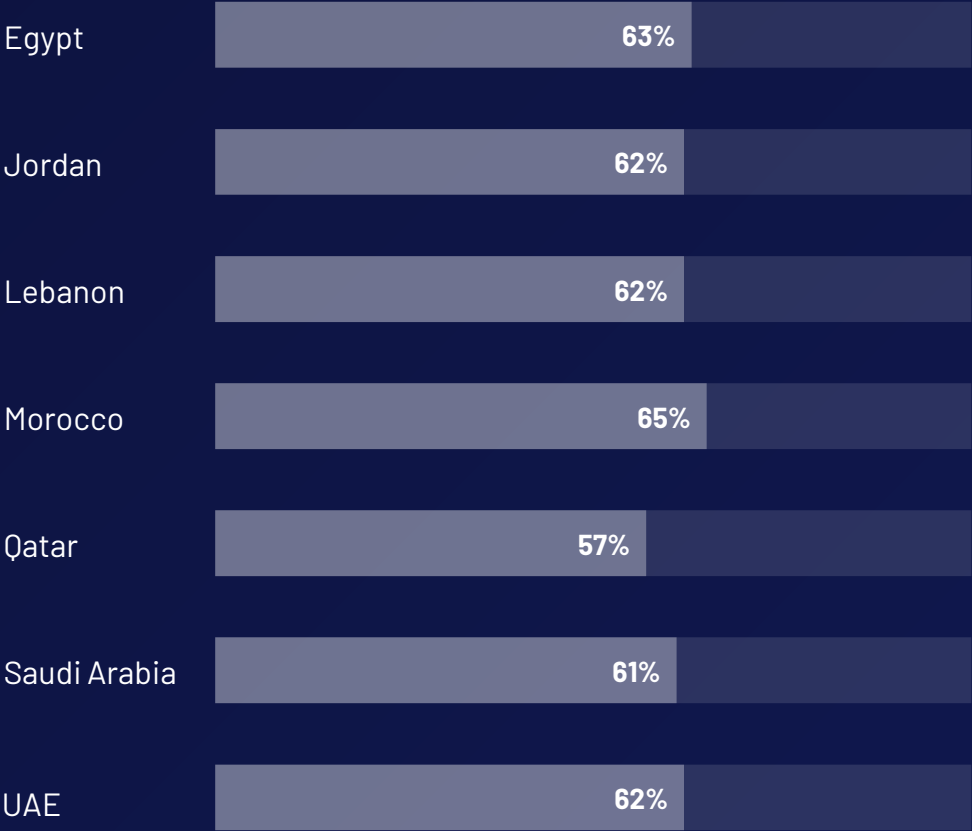
In the workplace, most foresee companies shifting away from remote and hybrid arrangements

% Likely

62%

Businesses in my country will become less flexible in work arrangements like remote working compared to 2025

By Country



06

EXPECTATIONS FOR TOURISM IN 2026

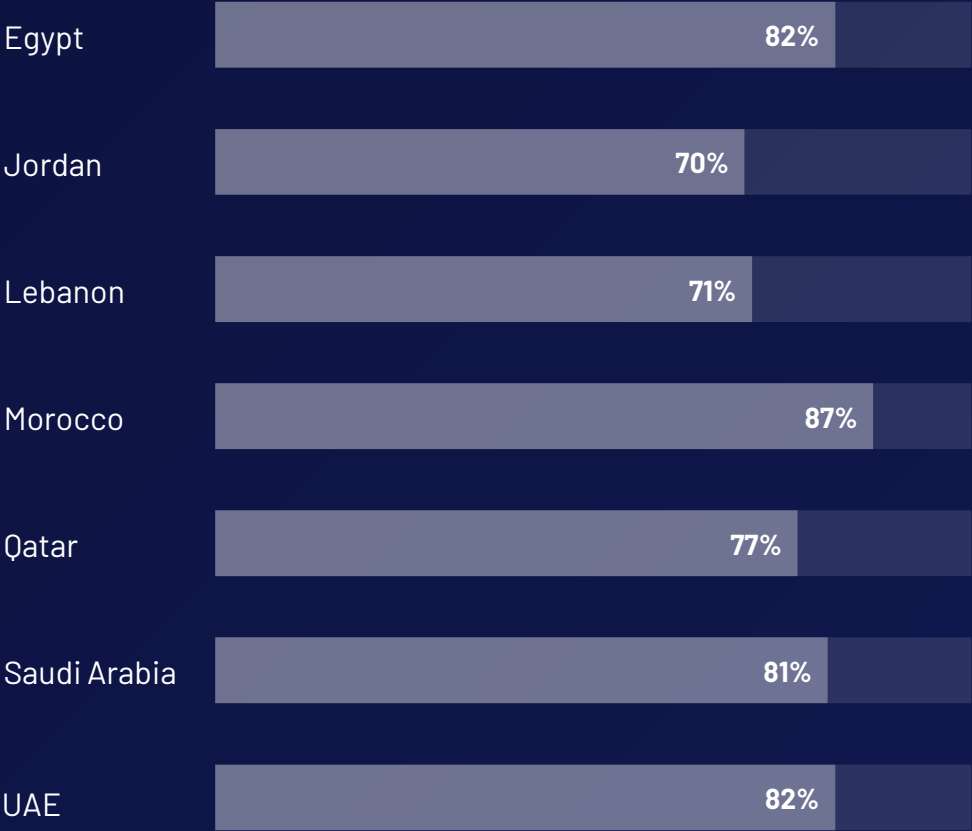
When it comes to tourism, expectations are strongly positive, with around 4 in 5 anticipating higher tourist arrivals

% Likely

79%

More tourists will enter my country in 2026 compared to 2025

By Country



07

EXPECTATIONS FOR THE ENVIRONMENT IN 2026

In environmental expectations, climate concerns are prominent, shaped by expectations of rising global temperatures and more extreme weather



% Likely

77%

Average global temperatures will increase



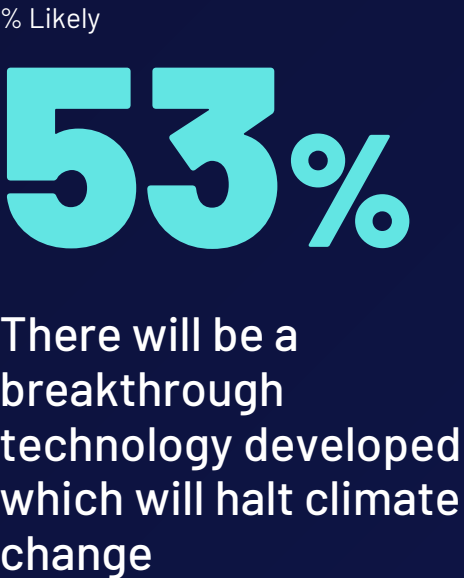
% Likely

68%

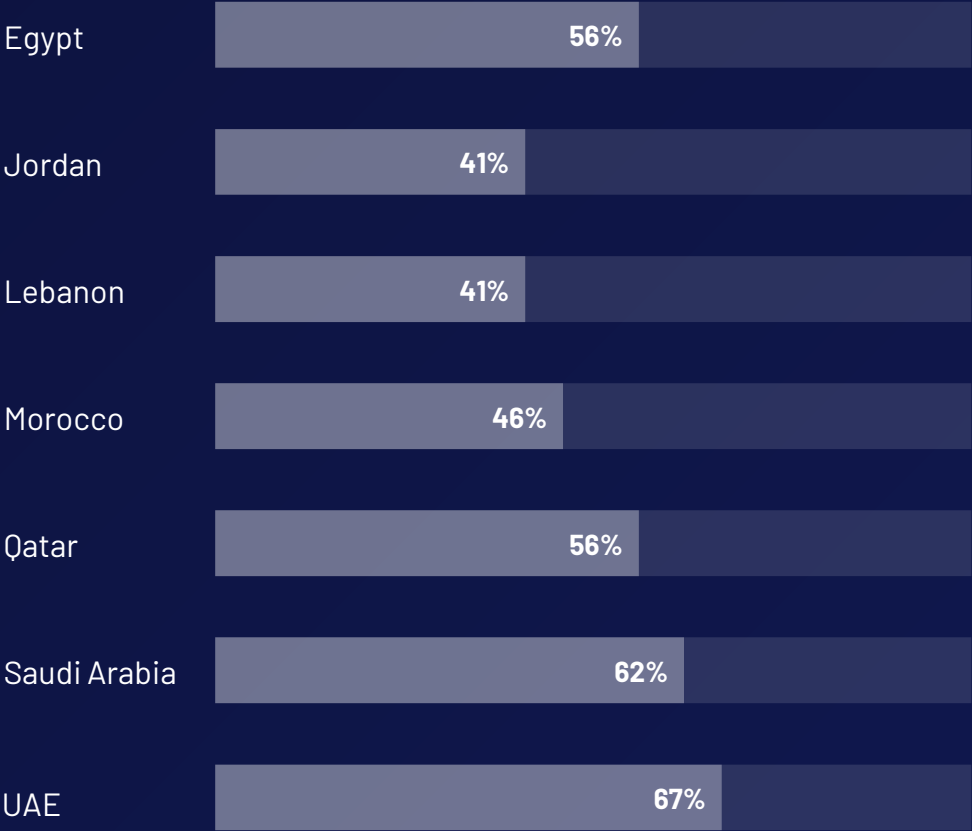
There will be more extreme weather events in my country in 2026 than there were in 2025



With these climate concerns in mind, 1 in 2 place their faith in innovation to deliver a climate breakthrough



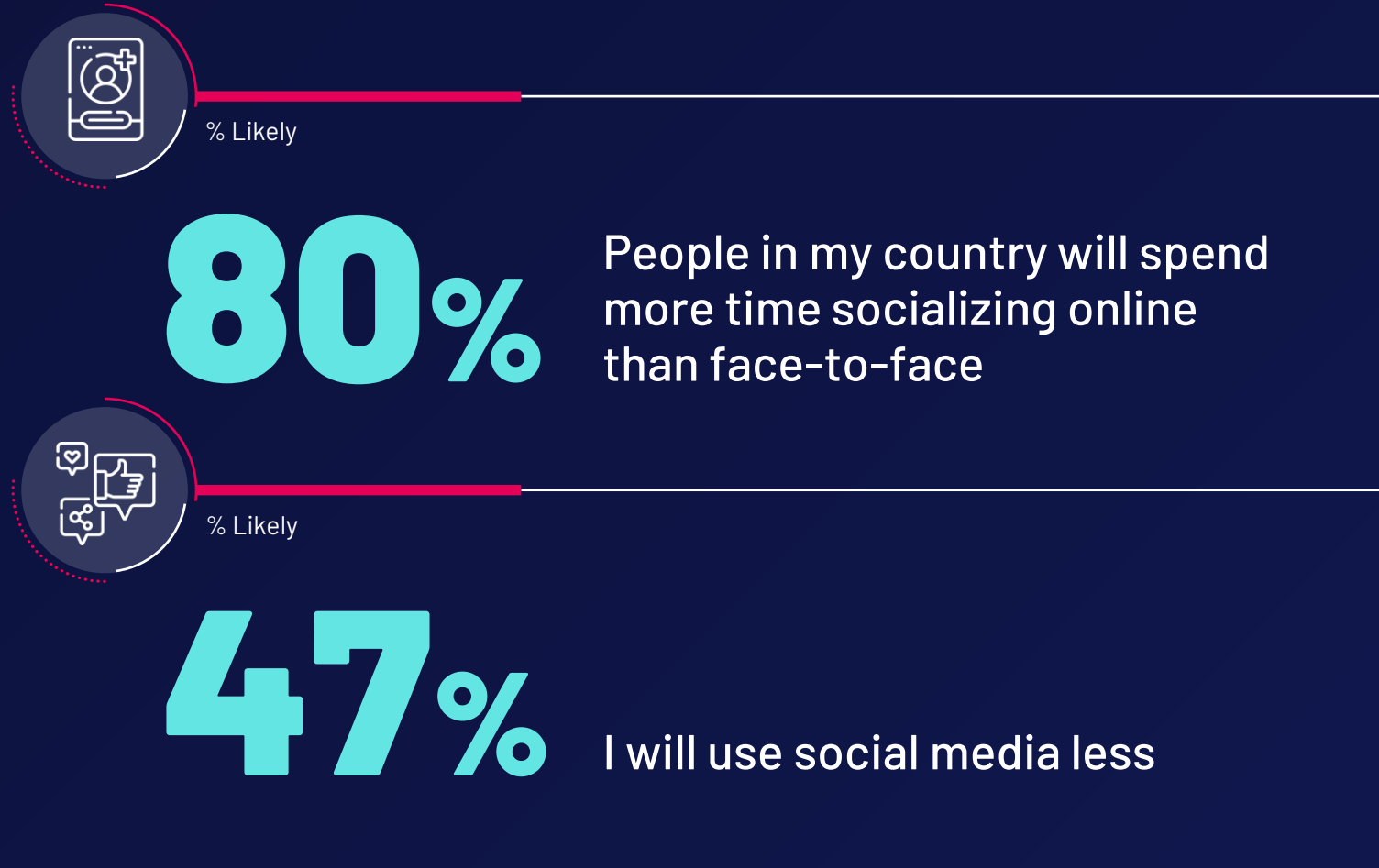
By Country



EXPECTATIONS FOR TECHNOLOGY IN 2026

08

Technology's social impact shows a dual effect: while a vast majority expect digital interaction to deepen, some also intend to reduce their use of social media



Expectations for technology

% Likely - by country



	People in my country will spend more time socializing online than face-to-face	I will use social media less
Egypt	79%	50%
Jordan	85%	46%
Lebanon	83%	37%
Morocco	85%	51%
Qatar	76%	49%
Saudi Arabia	76%	49%
UAE	77%	49%

This duality extends into views on AI, which is widely recognized for its potential to create new opportunities while simultaneously posing risks to the existing employment landscape

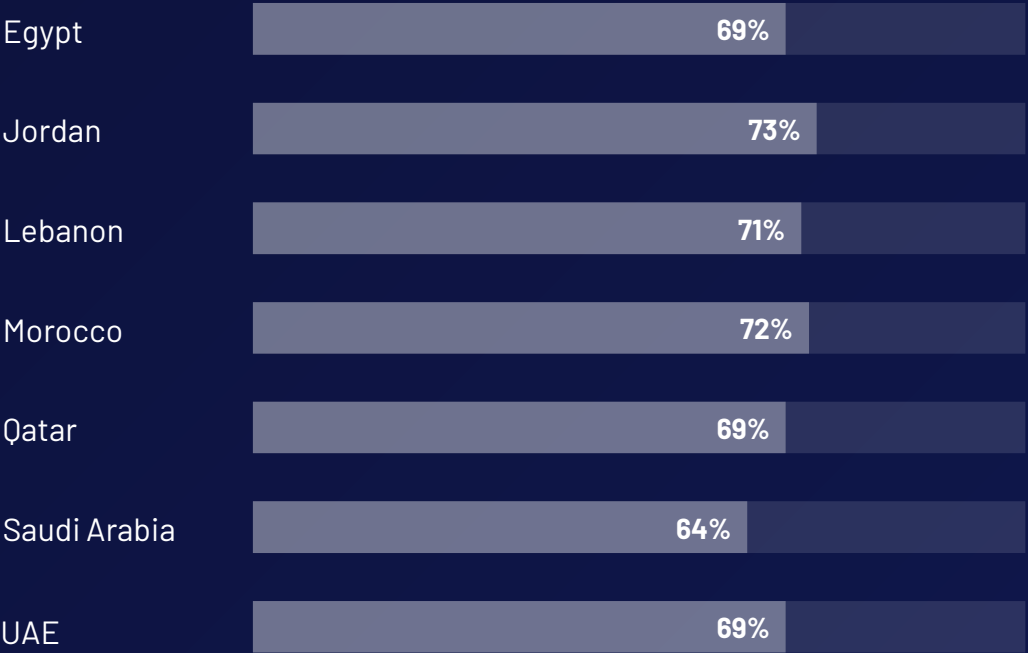
70%

% Likely

Artificial intelligence will lead to many new jobs being lost in my country



By Country



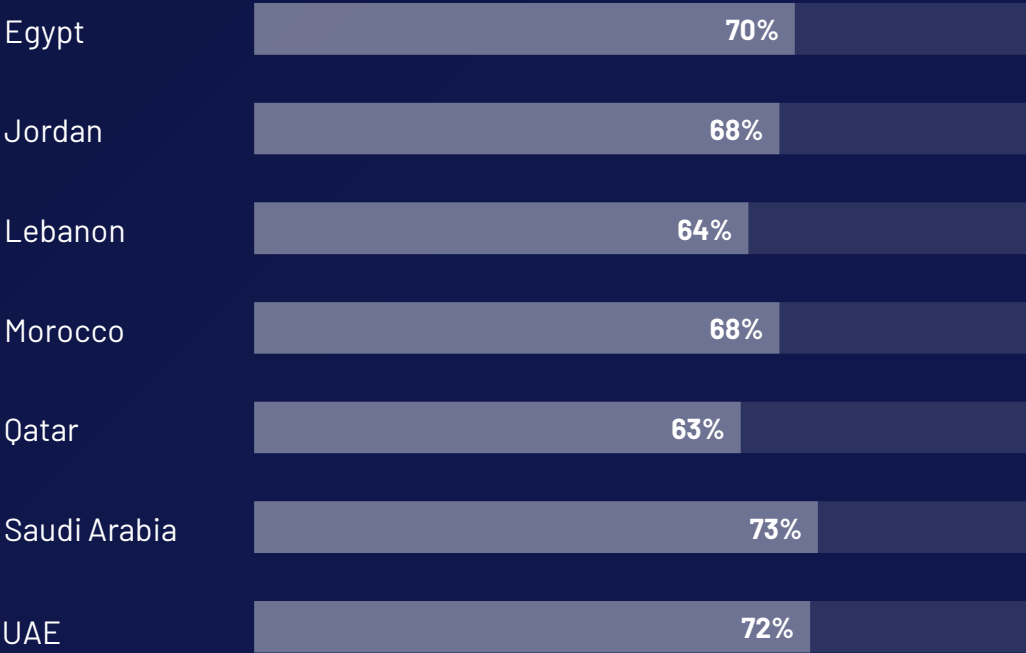
68%

% Likely

Artificial intelligence will lead to many new jobs being created in my country



By Country



Beyond jobs, concerns extend to AI's broader societal impacts, including difficulty telling real content from fake and greater risks to personal data privacy

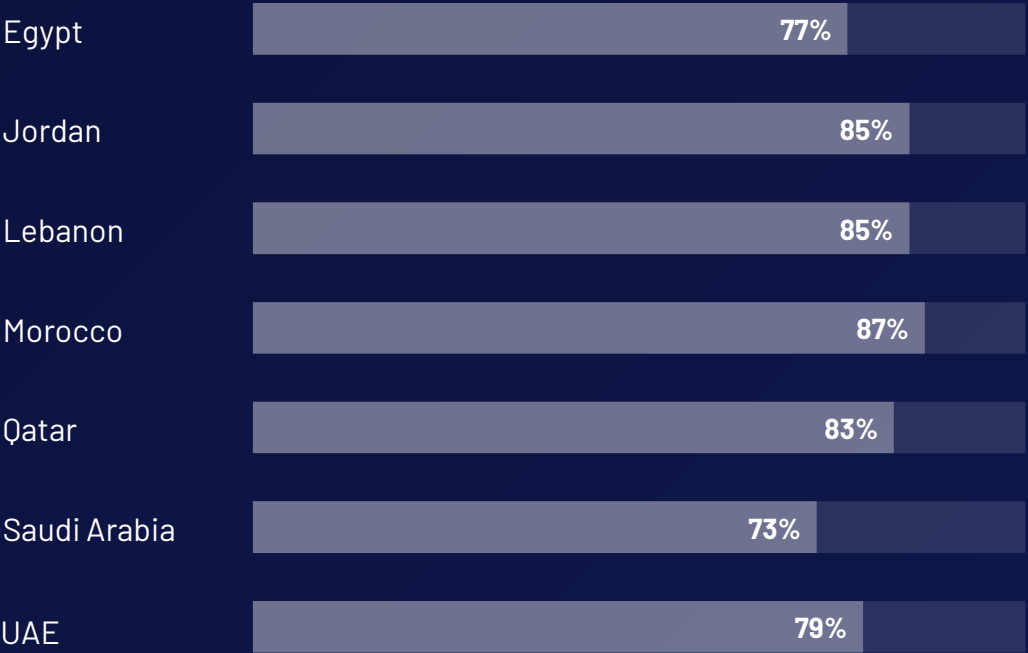
81%

% Likely

By 2026, most people will have trouble telling real content from AI-generated content



By Country



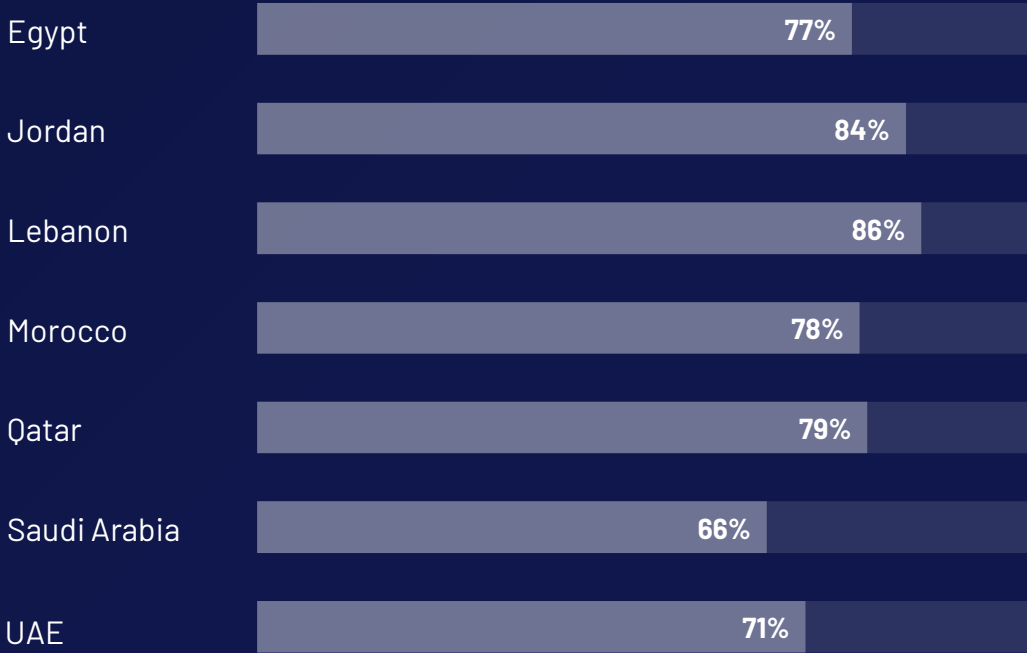
77%

% Likely

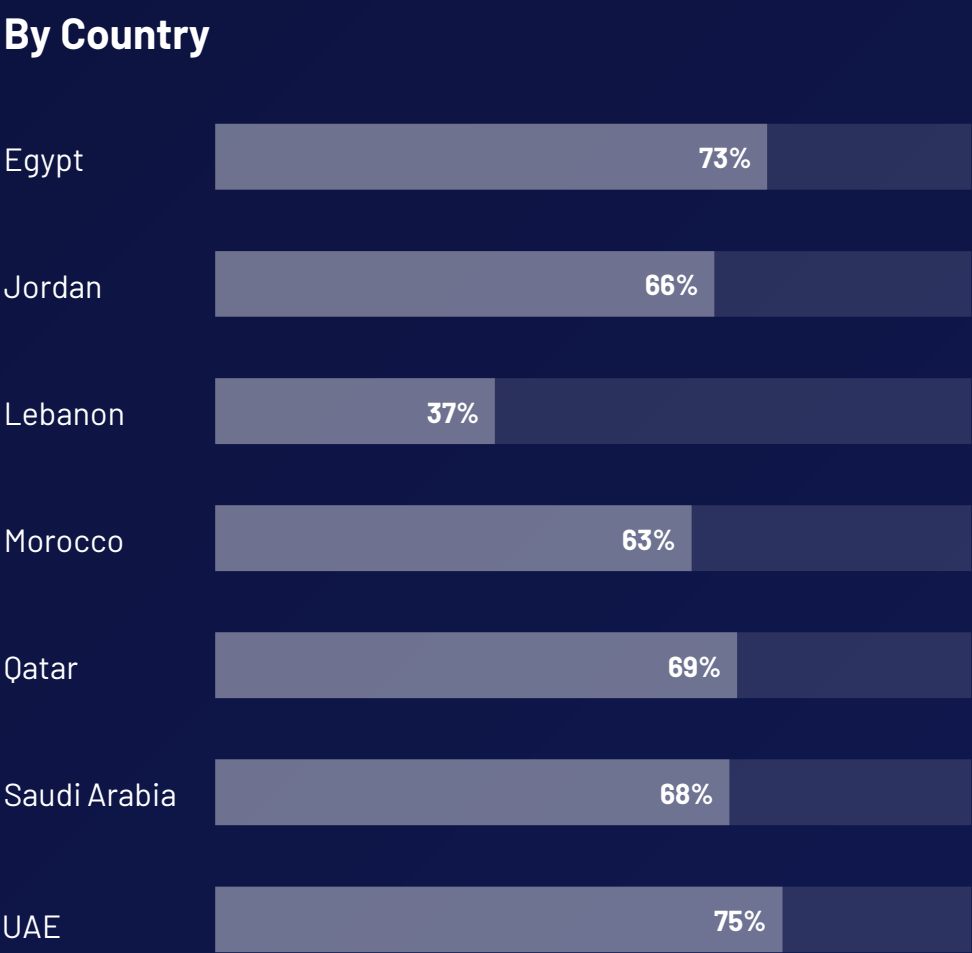
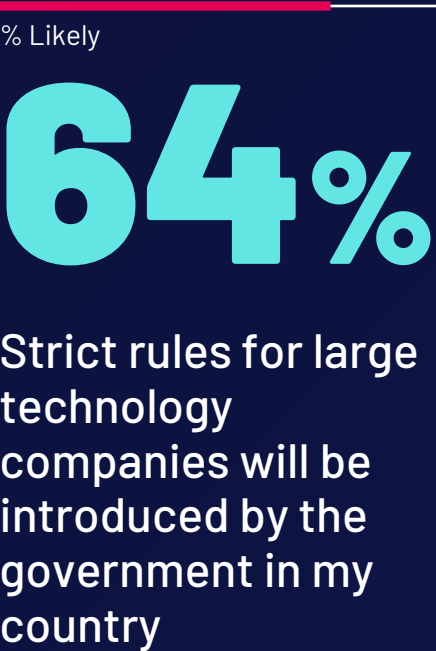
AI will increase the risk of personal data being exposed or leaked in 2026



By Country



In response, expectations are rising for governments to impose stricter regulation on technology companies



EXPECTATIONS FOR THE 2026 WORLD CUP

09

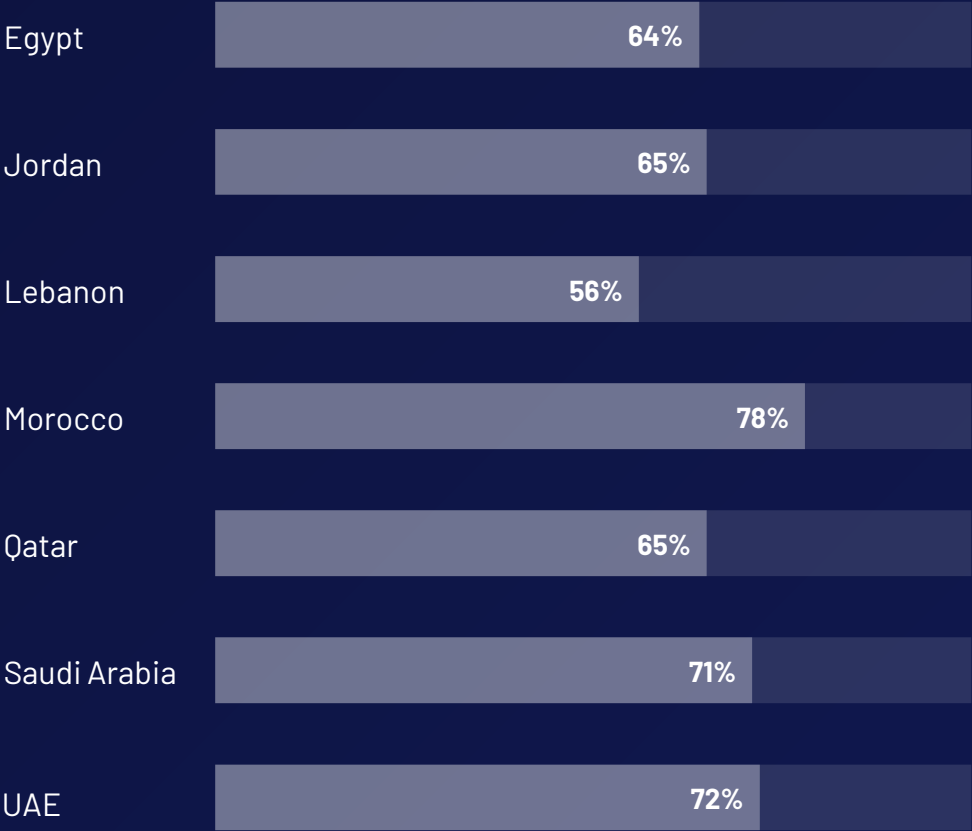
When it comes to the 2026 World Cup, expectations point to unprecedented outcome, with 2 in 3 anticipating a first-time champion

% Likely

67%

In 2026, a team that has never won the World Cup title before, will win it for the first time

By Country



PAST & FUTURE RESOLUTIONS

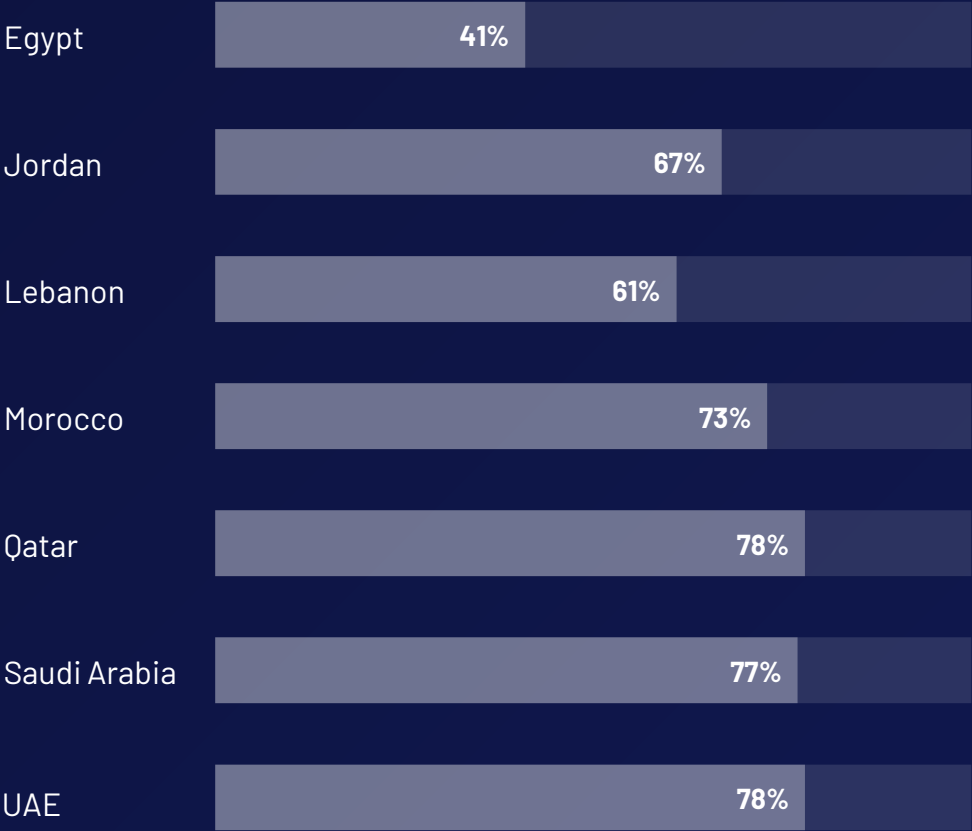
10

Reflecting on 2025, 2 in 3 began the year with personal goals they hoped to achieve

68%

Had set resolutions for things they wanted to accomplish in 2025

By Country



While only a small share fully reached those goals, most made meaningful progress over the course of the year

Success in achieving 2025 goals set

16%



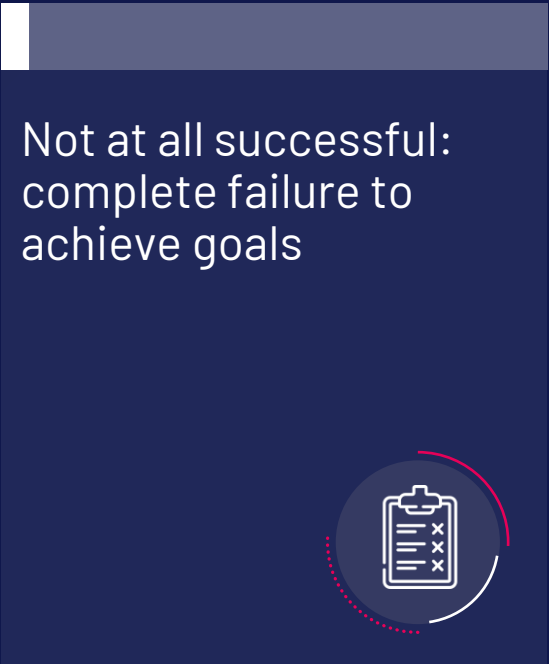
58%



21%



5%

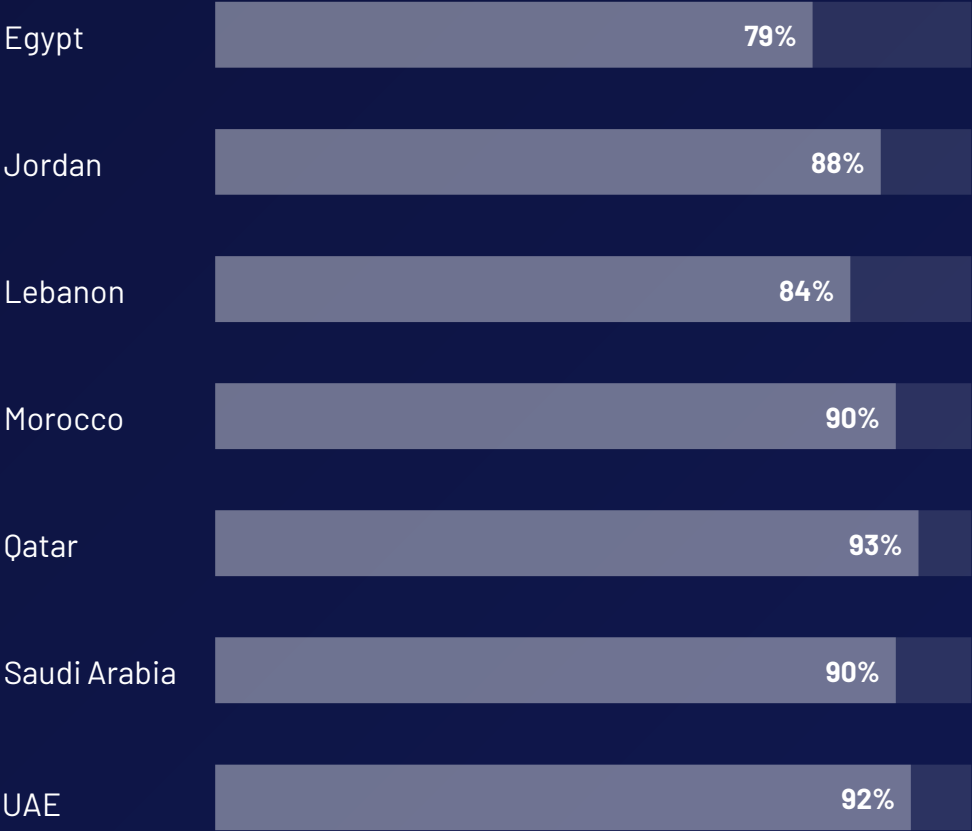


This experience appears to be shaping outlooks for the year ahead: as 2026 approaches, ambition strengthens with even more people planning to set personal goals

88%

Will set personal resolutions to accomplish specific goals in 2026

By Country



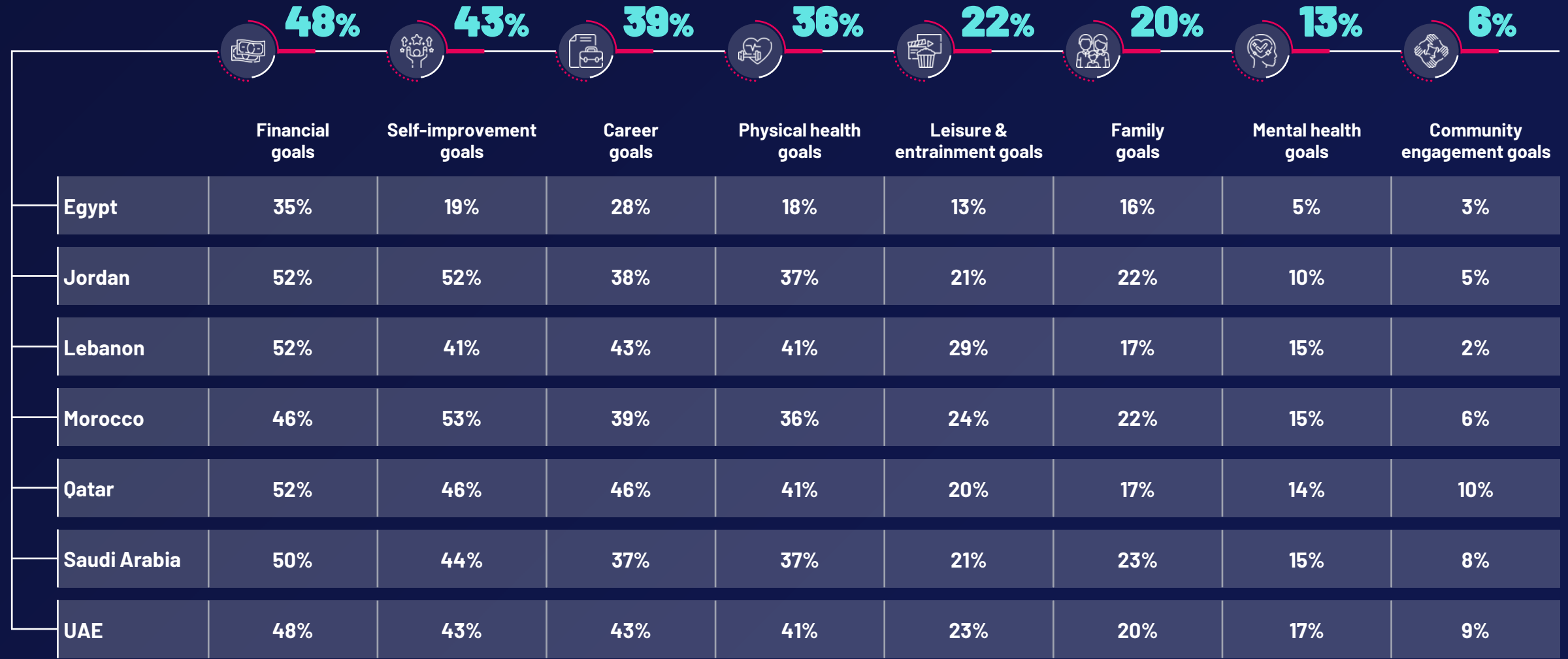
These ambitions are wide-ranging, led by financial and self-improvement priorities, followed closely by health and career goals

Types of personal goals for 2026



Types of personal goals for 2026

% Likely - by country



Sample and methodology

Sample size

3,500 respondents

Sample criteria

General public: age (18+), national representation

Methodology

The survey was conducted via Ipsos online panel, computer aided telephone interviews and computer aided personal interviews

Geographical coverage

Conducted in MENA with a nationwide coverage across: Egypt, Jordan, Lebanon, Morocco, Saudi Arabia and UAE

FOR MORE INFORMATION

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