

PREDICTIONS 2026

Saudi Arabia Edition

December 2025

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01

OVERALL EXPECTATIONS FOR 2026

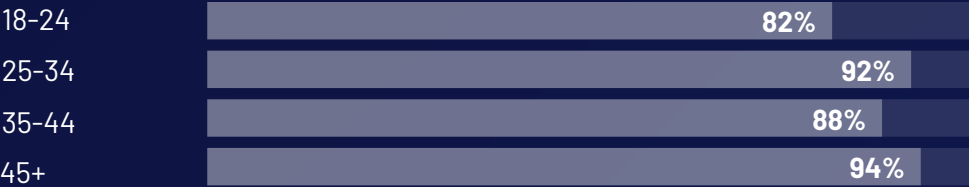
As people look ahead to 2026, a clear sense of optimism is emerging, with the vast majority anticipating a better year than 2025



By Gender



By Age



By Nationality



By Income Level



That optimism extends into well-being, as many expect improvements in both physical and mental health



% Agree

88%

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



% Agree

87%

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, there's growing hope that 2026 will mark a turning point in the conflicts in the Middle East and Ukraine



% Likely

63%

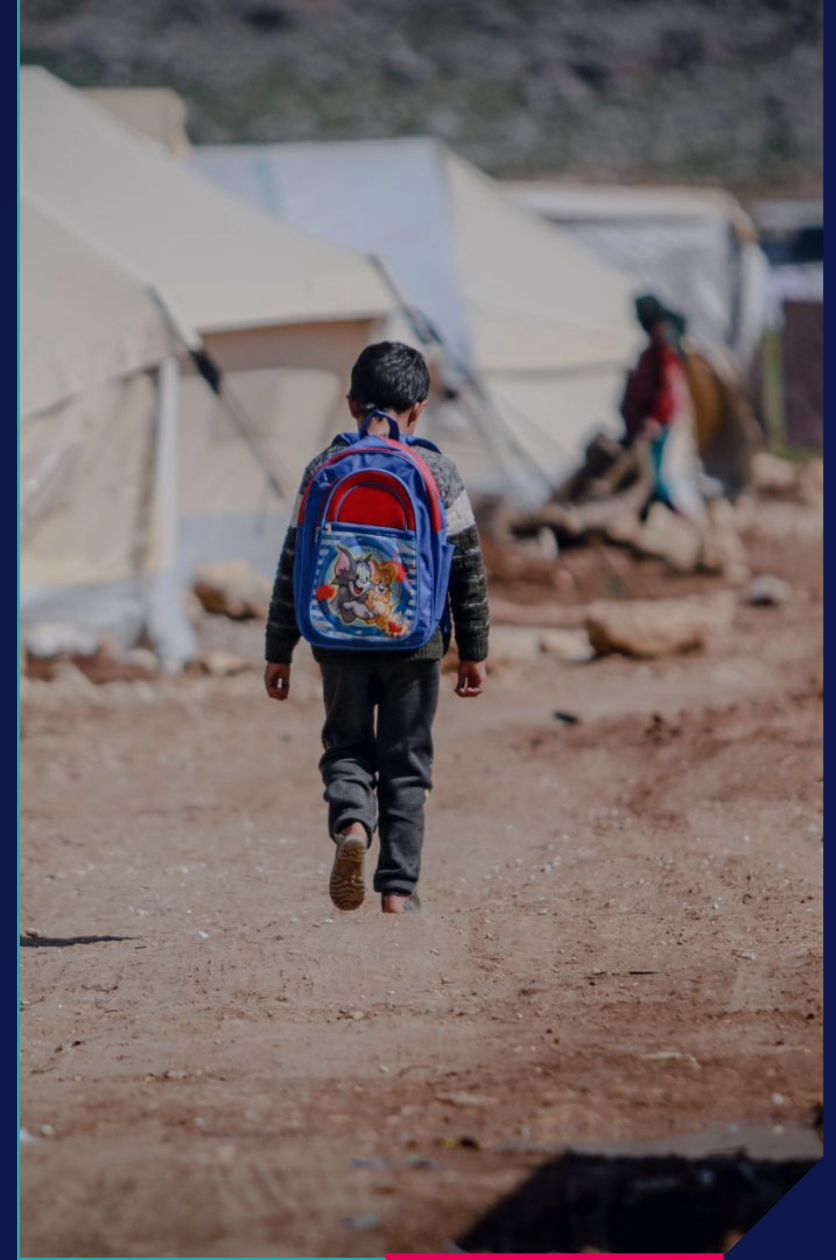
The current wars in the Middle East will end in 2026



% Likely

57%

The war in Ukraine will end in 2026



Beyond hopes for an end to these conflicts, most also anticipate meaningful diplomatic progress, with expectations of peace negotiations and broader political breakthroughs

% Likely

73%

Formal Middle East peace talks will take place in search for a lasting end to the conflicts in 2026



72%

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



71%

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



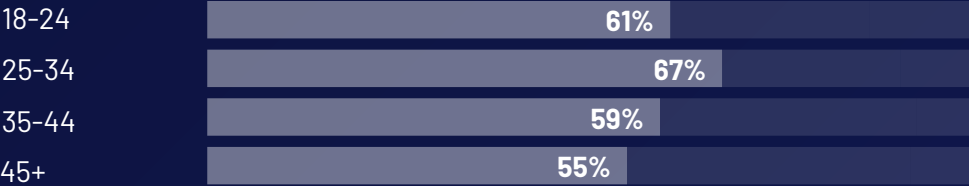
Against this backdrop, the global outlook brightens with growing belief that the world will be a safer place in 2026



By Gender



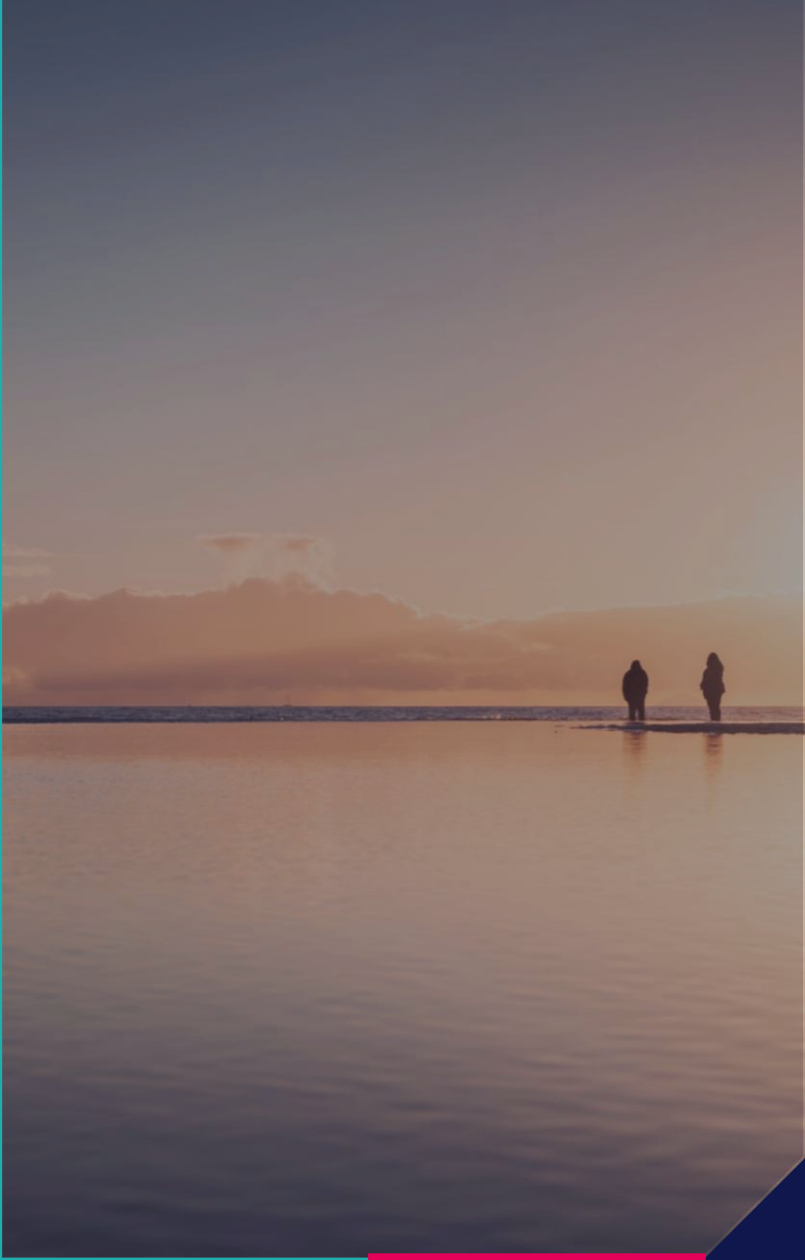
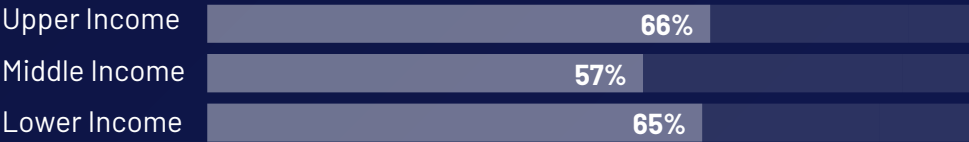
By Age



By Nationality



By Income Level



EXPECTATIONS FOR SOCIETY IN 2026

03

In societal outlooks, the majority foresee more expats choosing to relocate to Saudi Arabia in 2026

% Likely

73%

There will be a significant increase in the number of expats who will choose to move to Saudi Arabia in 2026 than in 2025

By Gender



By Age



By Nationality



By Income Level

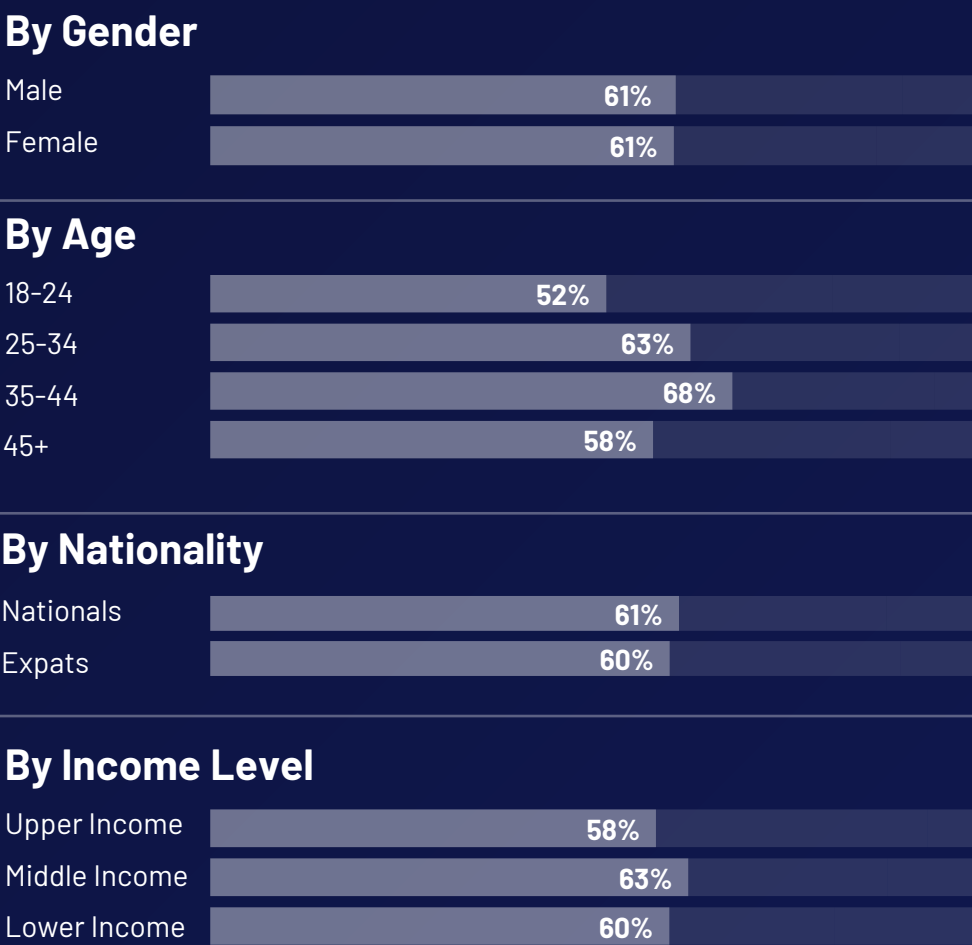


With this, nearly 2 in 3 expect Premium Residency rules to ease with a lower investment threshold

% Likely

61%

The minimum threshold for property/business investment required for Premium Residency will decrease in 2026



And looking towards broader social change, confidence in women's progress is strengthening, from leadership representation to equal pay



% Likely

79%

Saudi Arabia will see an increase in the participation of women in 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



Saudi Arabia will see an increase in the participation of women in leadership roles		Women will be paid the same as men for the same work
Male	77%	69%
Female	81%	69%
18 - 24	68%	54%
25 - 34	75%	67%
35 - 44	84%	72%
45+	88%	81%
Nationals	78%	67%
Expats	81%	71%
Upper Income	78%	69%
Middle Income	82%	71%
Lower Income	72%	62%

04

EXPECTATIONS FOR THE ECONOMY IN 2026

Heading into 2026, the majority largely expect stronger global economic growth, though some also predict a crash in major stock markets worldwide

87%

% Agree

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



By Gender

Male	84%
Female	92%

By Age

18-24	90%
25-34	89%
35-44	88%
45+	80%

By Nationality

Nationals	92%
Expats	80%

By Income Level

Upper Income	89%
Middle Income	85%
Lower Income	87%

40%

% Likely

Major stock markets around the world will crash



By Gender

Male	44%
Female	33%

By Age

18-24	28%
25-34	41%
35-44	51%
45+	37%

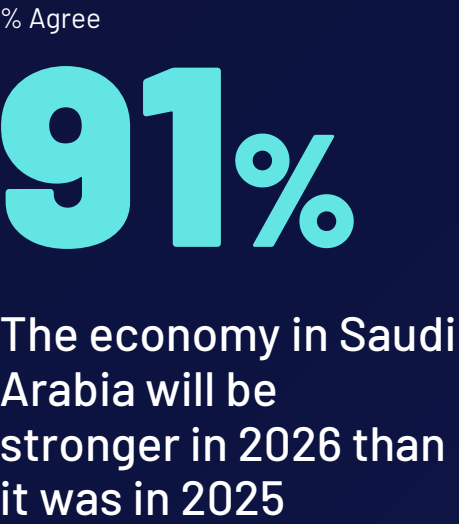
By Nationality

Nationals	41%
Expats	38%

By Income Level

Upper Income	44%
Middle Income	38%
Lower Income	37%

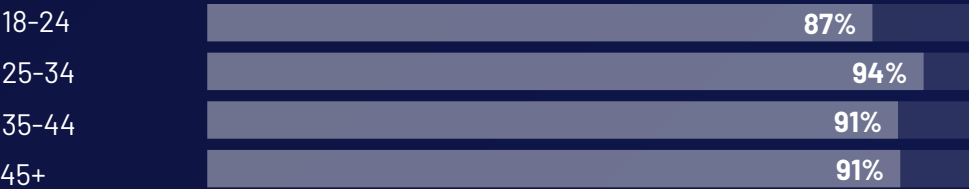
At the national level, optimism is even stronger, with widespread belief that the economy will continue to strengthen in 2026



By Gender



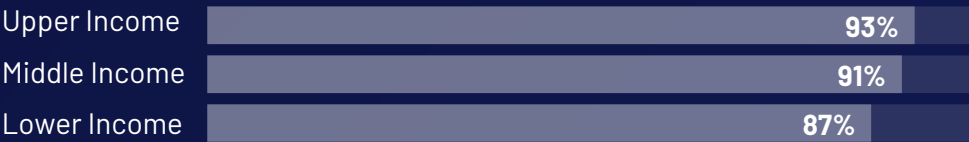
By Age



By Nationality



By Income Level



This optimism extends to the energy sector, with 2 in 3 expecting Saudi oil prices to stabilize



By Gender



By Age



By Nationality



By Income Level



Beyond energy, expectations also point to a stronger investment outlook with rising international inflows

% Likely

78%

Saudi Arabia will attract more international investments in 2026

By Gender

Male	78%
Female	78%

By Age

18-24	68%
25-34	78%
35-44	79%
45+	85%

By Nationality

Nationals	76%
Expats	80%

By Income Level

Upper Income	81%
Middle Income	81%
Lower Income	58%



However, many also express concerns for 2026, anticipating higher interest rates, rising inflation and faster price increases

% Likely

56%

Interest rates in Saudi Arabia will be higher in 2026 than in 2025



56%

Inflation in Saudi Arabia will be higher in 2026 than in 2025



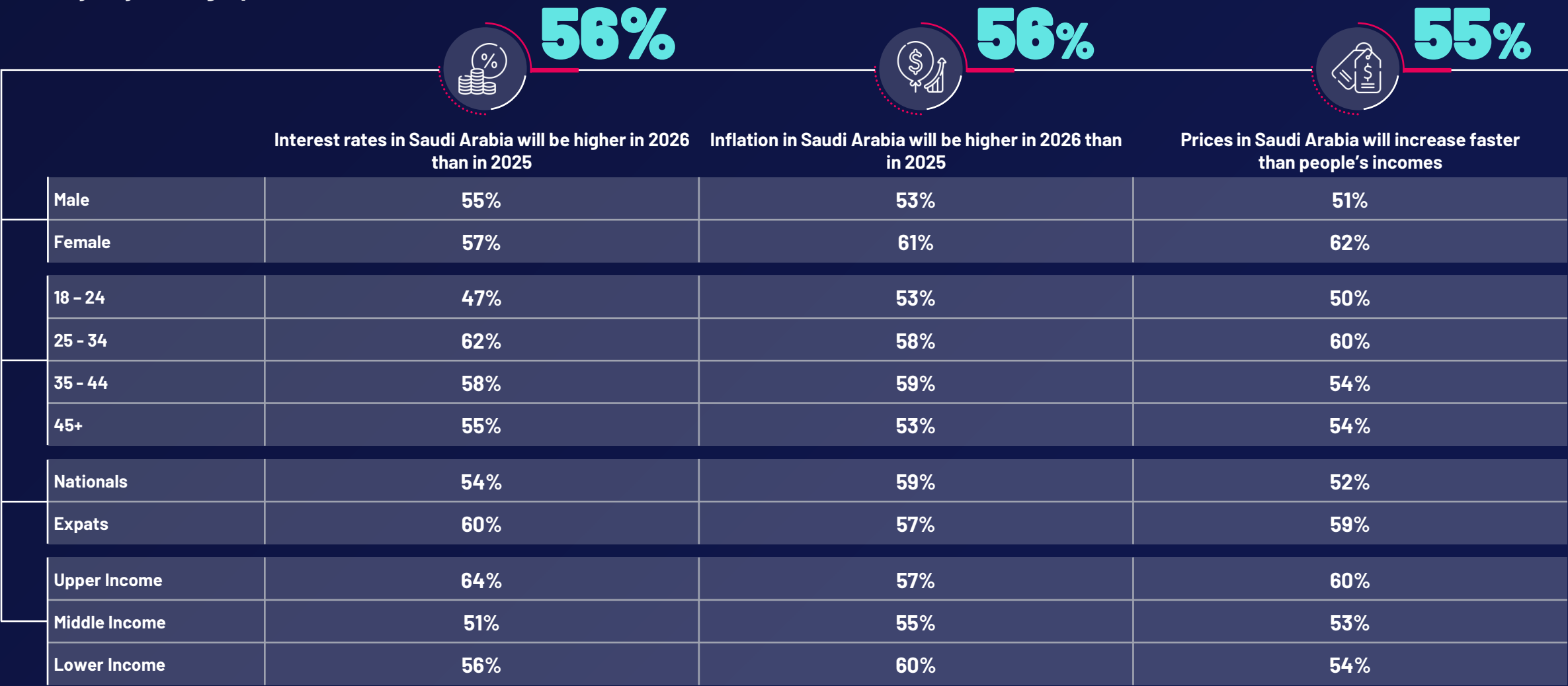
55%

Prices in Saudi Arabia will increase faster than people's incomes



Economic expectations

% Likely - by demographics



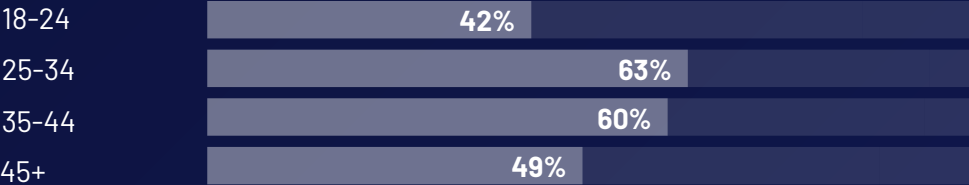
The sense of pressure continues into the labour market, with 1 in 2 predicting it will be more difficult to find a job



By Gender



By Age



By Nationality



By Income Level



Nevertheless, a strong majority remain optimistic about their own personal financial situation

% Likely

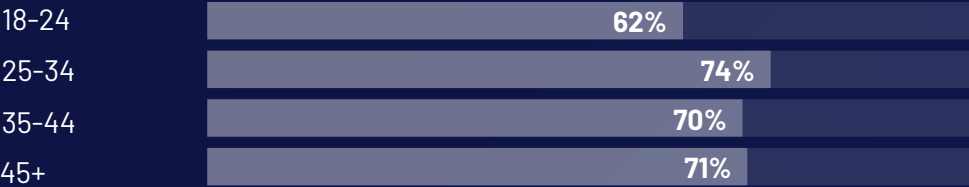
70%

My personal financial situation will improve in 2026

By Gender



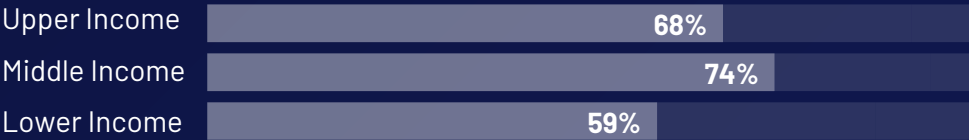
By Age



By Nationality



By Income Level





They also look to 2026 as a year of financial opportunity, with stronger investment prospects, soaring gold prices and major purchases on the horizon



77%

The economic environment in Saudi Arabia will be better for investment in 2026 than it was in 2025

% Likely



68%

The price of gold will reach unprecedented high levels in 2026

% Likely



61%

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

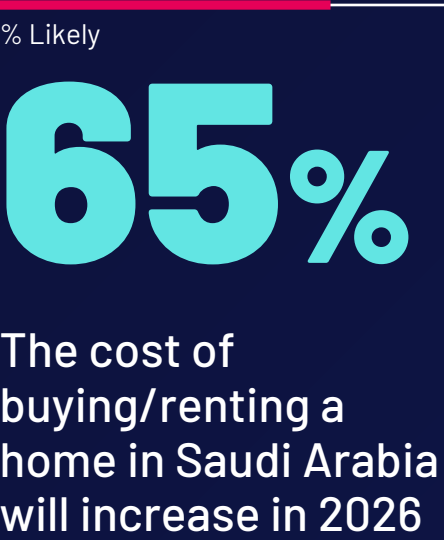
% Likely

Outlook on investment and major purchases

% Likely – by demographics



But even with this financial momentum, around 2 in 3 expect higher housing costs



By Gender



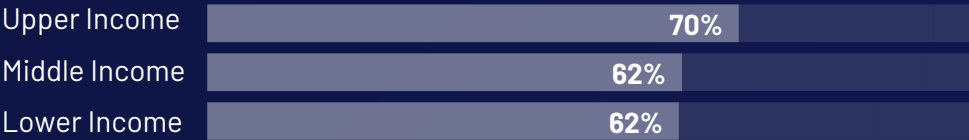
By Age



By Nationality



By Income Level



05

EXPECTATIONS FOR THE WORKPLACE IN 2026

Alongside job-market concerns, many foresee companies reducing flexibility in remote work arrangements

% Likely

61%

Businesses in Saudi Arabia will become less flexible in work arrangements like remote working compared to 2025

By Gender

Male	63%
Female	58%

By Age

18-24	61%
25-34	67%
35-44	56%
45+	58%

By Nationality

Nationals	62%
Expats	59%


By Income Level

Upper Income	62%
Middle Income	61%
Lower Income	58%



06

EXPECTATIONS FOR TOURISM IN 2026



In tourism and global appeal, most expect Saudi Arabia to attract more tourists while gaining wider recognition as both a top destination and a hotspot for major events



84%

Saudi Arabia will be widely recognized as a leading hub for major sporting and entertainment events in 2026

% Likely



81%

More tourists will enter Saudi Arabia in 2026 compared to 2025

% Likely



80%

Saudi Arabia will be recognized worldwide as one of the top tourist destinations by 2026

% Likely

07

EXPECTATIONS FOR THE ENVIRONMENT IN 2026

In environmental outlooks, there's a broad anticipation of rising global temperatures and more extreme weather events in Saudi Arabia



% Likely

70%

Average global temperatures will increase



% Likely

60%

There will be more extreme weather events in Saudi Arabia in 2026 than there were in 2025



With these climate concerns in mind, the majority expect the government to introduce tougher targets to accelerate carbon-emission reductions

% Likely

78%

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

By Gender

Male	79%
Female	78%

By Age

18-24	69%
25-34	79%
35-44	82%
45+	82%

By Nationality

Nationals	80%
Expats	77%

By Income Level

Upper Income	78%
Middle Income	79%
Lower Income	78%



Despite these stronger climate ambitions, many don't expect restrictions to extend to cars and foresee worsening traffic congestion

% Likely

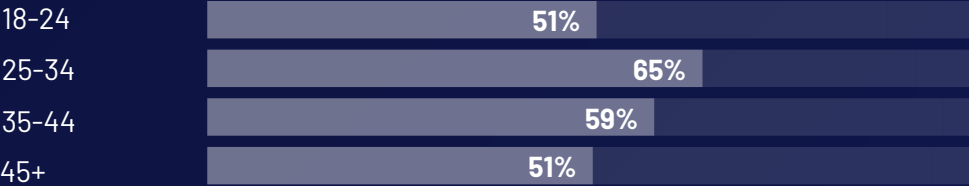
57%

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

By Gender



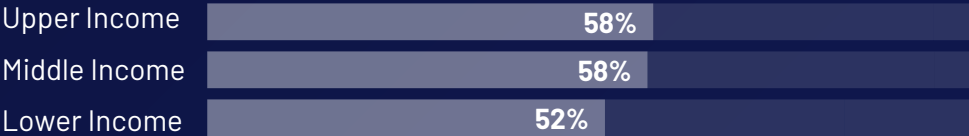
By Age



By Nationality



By Income Level



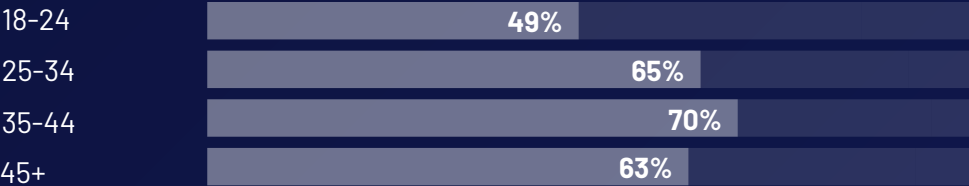
However, there is a growing sense of optimism, with predictions that a breakthrough technology could be developed to halt climate change



By Gender



By Age



By Nationality



By Income Level



EXPECTATIONS FOR TECHNOLOGY IN 2026

08

Technology's social impact presents a paradox, with high expectations of increased online interaction although fewer have intentions to scale back social media use



% Likely

76%

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



% Likely

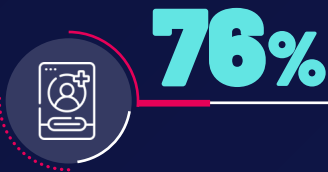
49%

I will use social media less



Expectations for technology

% Likely - by demographics



People in Saudi Arabia will spend more time socializing online than face-to-face		I will use social media less	
Male	77%	49%	
Female	76%	48%	
18 - 24	72%	52%	
25 - 34	73%	49%	
35 - 44	84%	47%	
45+	77%	47%	
Nationals	76%	48%	
Expats	77%	49%	
Upper Income	79%	44%	
Middle Income	76%	50%	
Lower Income	75%	52%	

A similar duality emerges around AI, with most seeing it as a source of new job opportunities, while a sizable share also fear it will put existing roles at risk

73%

Artificial intelligence will lead to many new jobs being created in Saudi Arabia

% Likely



By Gender

Male	73%
Female	74%

By Age

18-24	70%
25-34	72%
35-44	74%
45+	77%

By Nationality

Nationals	74%
Expats	73%

By Income Level

Upper Income	73%
Middle Income	76%
Lower Income	63%

64%

Artificial intelligence will lead to many new jobs being lost in Saudi Arabia

% Likely



By Gender

Male	63%
Female	65%

By Age

18-24	53%
25-34	63%
35-44	68%
45+	69%

By Nationality

Nationals	62%
Expats	67%

By Income Level

Upper Income	63%
Middle Income	64%
Lower Income	65%

And beyond employment, worries extend to how AI may blur content authenticity and increase exposure to data-privacy threats

73%

% Likely

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



By Gender

Male	74%
Female	72%

By Age

18-24	69%
25-34	72%
35-44	74%
45+	77%

By Nationality

Nationals	71%
Expats	76%

By Income Level

Upper Income	76%
Middle Income	73%
Lower Income	68%

66%

% Likely

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



By Gender

Male	68%
Female	63%

By Age

18-24	66%
25-34	62%
35-44	68%
45+	70%

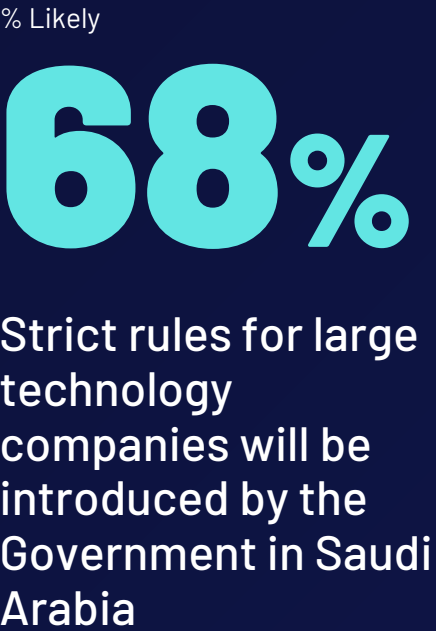
By Nationality

Nationals	63%
Expats	71%

By Income Level

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

As AI-related concerns intensify, just over two-thirds expect stricter rules and closer government oversight of major tech companies



By Gender



By Age



By Nationality



By Income Level



EXPECTATIONS FOR THE 2026 WORLD CUP

09

With the World Cup taking place next year, there's an anticipation of a new champion, while Saudi Arabia is expected to deliver an outstanding performance



% Likely

82%

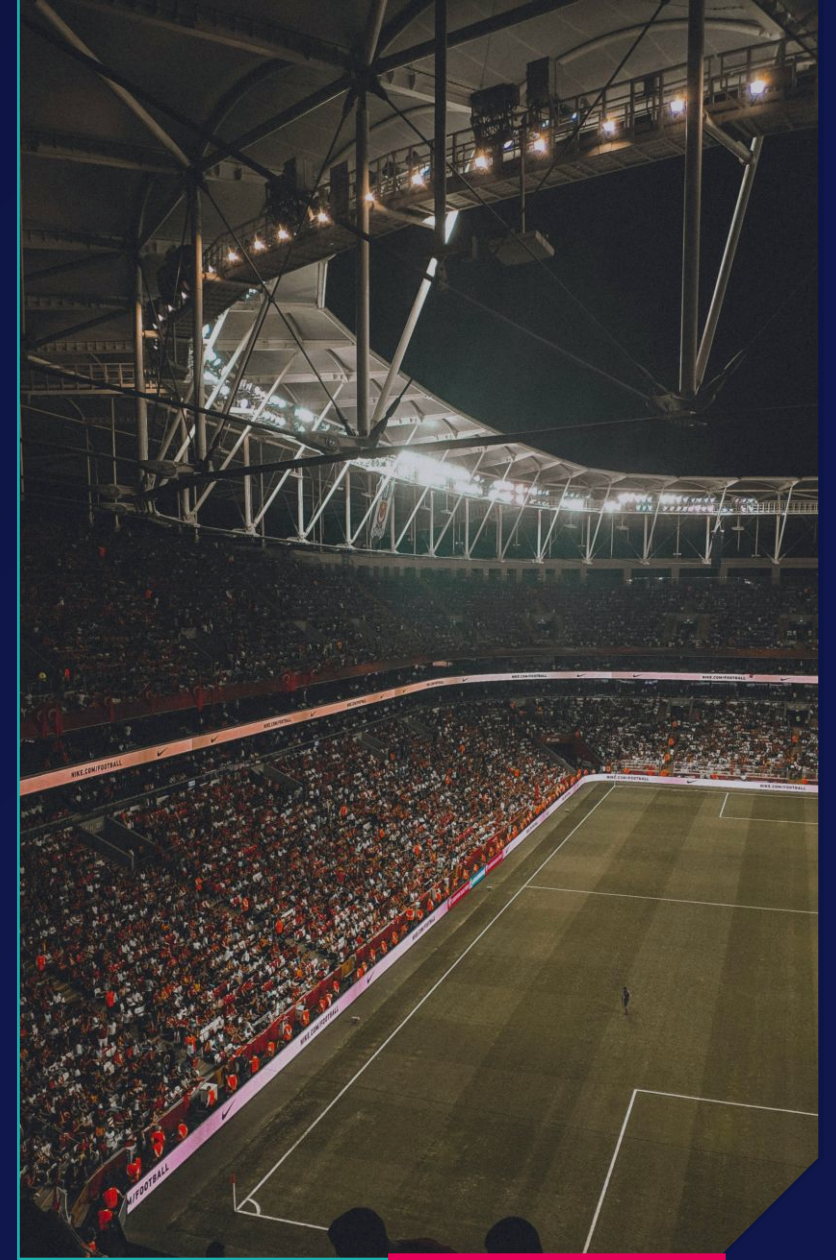
Saudi Arabia's team will perform strongly and qualify for the later stages of the World Cup



% Likely

71%

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



Expectations for the 2026 World Cup

% Likely - by demographics



Saudi Arabia's team will perform strongly and qualify for the later stages of the World Cup		In 2026, a team that has never won the World Cup title before, will win it for the first time	
	Male	82%	66%
	Female	80%	79%
	18 - 24	74%	69%
	25 - 34	86%	77%
	35 - 44	84%	68%
	45+	80%	71%
	Nationals	82%	73%
	Expats	81%	69%
	Upper Income	83%	72%
	Middle Income	80%	70%
	Lower Income	82%	74%

PAST & FUTURE RESOLUTIONS

10

Most people entered 2025 with clear goals in mind, setting resolutions for what they wanted to achieve

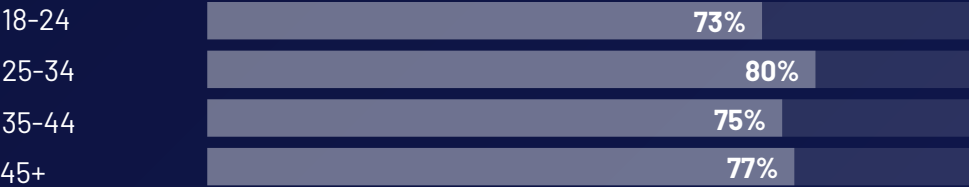
77%

Had set resolutions for things they wanted to accomplish in 2025

By Gender



By Age



By Nationality



By Income Level



But success varied. While some fully achieved their goals, most made meaningful progress, and only a small minority fell short

Success in achieving 2025 goals set

24%



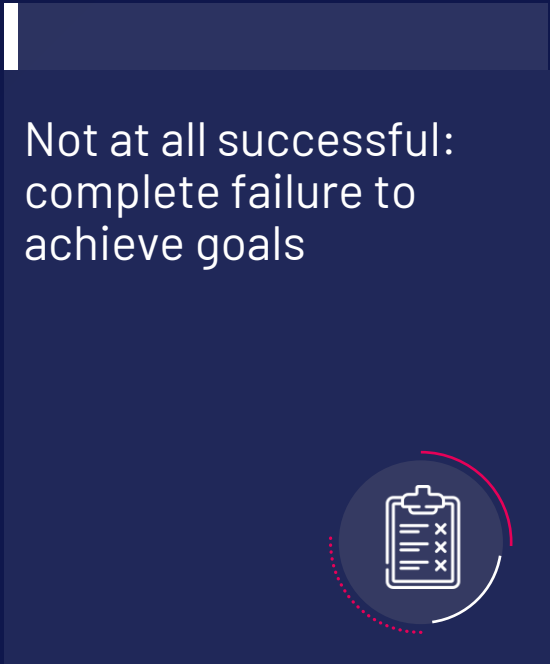
59%



14%



2%



As 2026 approaches, even more people plan to set resolutions, signaling a growing appetite for personal growth

90%

Will set personal resolutions to accomplish specific goals in 2026

By Gender



By Age



By Nationality

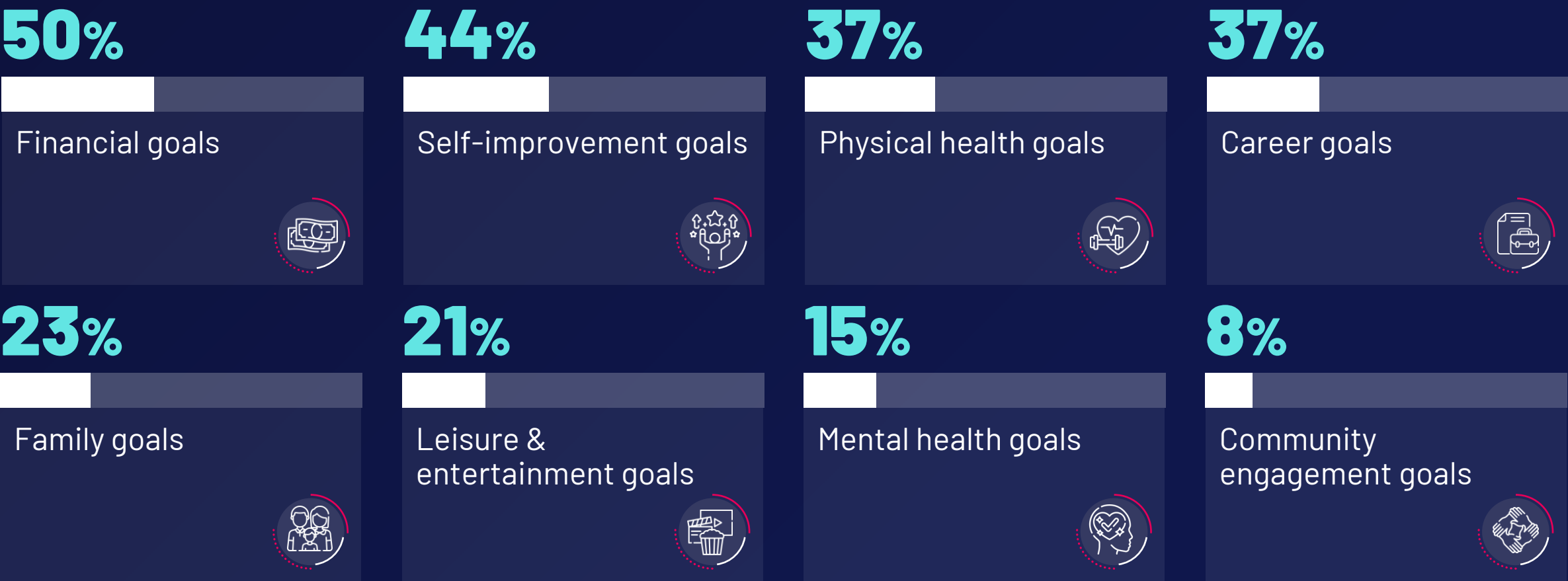


By Income Level



And the goals for 2026 are diverse, mirroring those of 2025 with financial and self-improvement ambitions at the forefront, followed closely by physical health and career goals

Types of personal goals for 2026



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 Saudi Arabia with a nationwide coverage

FOR MORE INFORMATION

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