

SPOTLIGHT*KUWAIT

VIEWS ON TECH & DIGITAL TRENDS

July - 2026

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Key findings

Digital Socializing Leads to Screen Fatigue

Social media is a massive part of daily life, with platforms like **WhatsApp** and **Instagram** being the absolute favorites. People primarily use these apps to **stay connected with family and friends**, as well as for **entertainment**. However, this has caused a major shift in behavior: people now **spend more time socializing with friends online than they do face-to-face**. Because of this heavy digital diet, a significant portion of the population feels **they spend too much time** looking at screens and find it genuinely difficult to unplug.

Digital Integration Driven by Daily Convenience

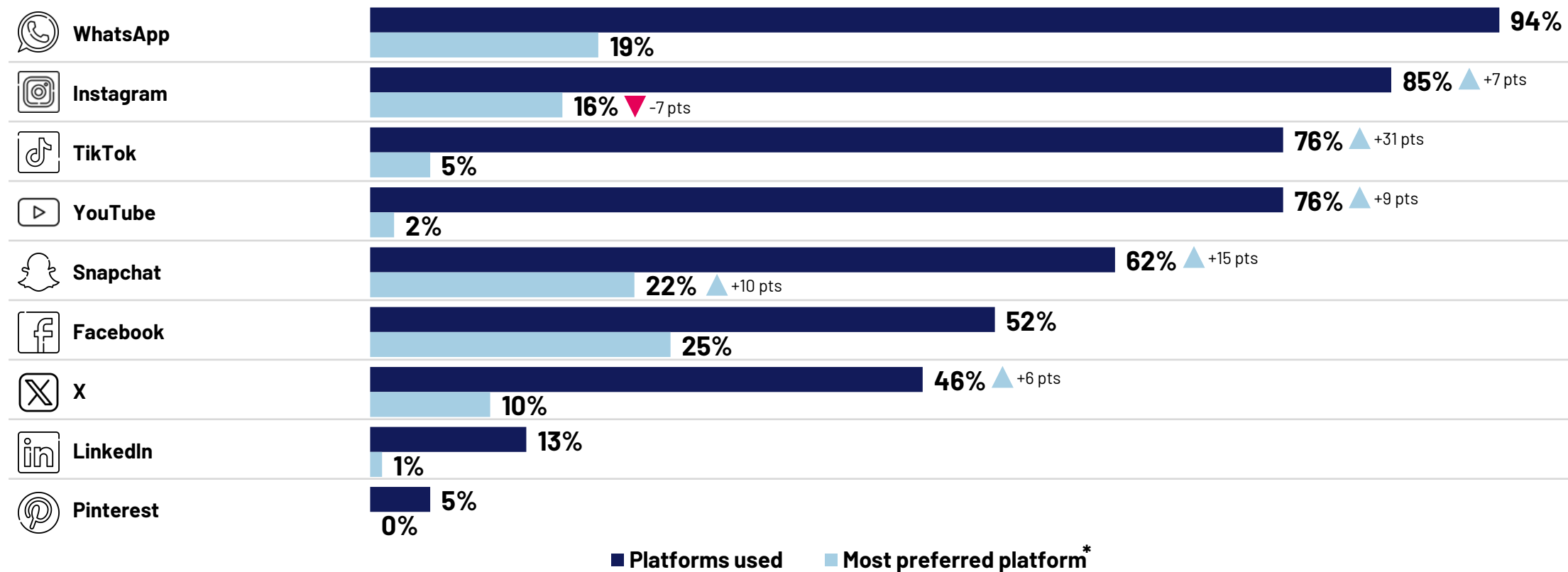
Technology is seamlessly woven into **everyday routines** in Kuwait. The most universally adopted digital habits revolve around **making life easier and more entertaining**, specifically **ordering meals** through food delivery apps, utilizing **mobile banking**, and **streaming videos or music**. While these convenience-driven tools are incredibly popular, more immersive or advanced technologies, such as **augmented reality, virtual reality, and smart home automation**, are still in the much earlier stages of adoption.

Conflicted Perceptions of Tech and Society

People hold very mixed, almost conflicting, feelings about technology's overall impact. On one hand, they **firmly believe that adopting new tech** is the only way to move forward as a society, and they acknowledge that it helps facilitate entirely new kinds of human relationships. On the other hand, there is a strong sense of nostalgia; **many agree that the world was actually a better place before** we became so immersed in digital tools, expressing concern that technological progress is also having **a negative impact on human connections**.

SOCIAL MEDIA HABITS

Social media platforms usage and preference



Social media platforms usage

% - by demographics



WhatsApp

Instagram

TikTok

YouTube

Snapchat

Facebook

X

LinkedIn

Pinterest

Total	94%	85%	76%	76%	62%	52%	46%	13%	5%
Male	95%	80%	81%	80%	56%	55%	52%	15%	6%
Female	94%	92%	68%	71%	71%	47%	37%	9%	5%
18-24	87%	90%	54%	63%	90%	15%	52%	10%	7%
25-34	96%	90%	86%	86%	66%	57%	53%	13%	3%
35-44	96%	88%	74%	78%	58%	63%	42%	13%	5%
45+	94%	72%	78%	69%	42%	54%	39%	15%	9%
Nationals	92%	90%	63%	71%	88%	13%	74%	20%	7%
Expats	97%	79%	89%	82%	35%	91%	18%	5%	3%
A	94%	86%	80%	75%	85%	17%	89%	25%	17%
B	94%	88%	67%	73%	78%	30%	67%	18%	4%
C1	95%	81%	80%	73%	46%	68%	33%	9%	5%
C2	95%	85%	78%	84%	55%	68%	23%	8%	3%

Social media platforms preference

% - by demographics



Facebook

Snapchat

WhatsApp

Instagram

X

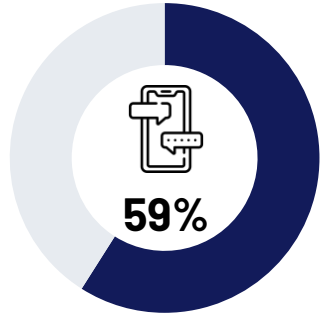
TikTok

YouTube

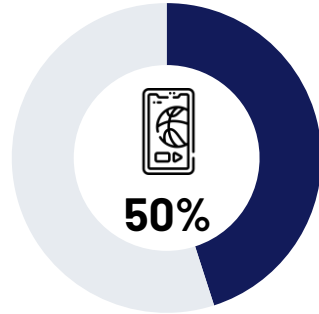
LinkedIn

Total	25%	22%	19%	16%	10%	5%	2%	1%
Male	21%	18%	25%	16%	10%	7%	3%	1%
Female	32%	28%	11%	15%	10%	2%	2%	-
18-24	7%	50%	11%	16%	13%	4%	-	-
25-34	25%	24%	15%	20%	6%	7%	3%	-
35-44	32%	13%	18%	17%	10%	7%	2%	1%
45+	29%	13%	32%	8%	14%	2%	2%	2%
Nationals	*	43%	12%	18%	19%	6%	1%	1%
Expats	50%	1%	27%	13%	1%	4%	3%	-
A	-	34%	13%	16%	23%	10%	2%	2%
B	8%	35%	16%	16%	16%	6%	2%	1%
C1	36%	12%	24%	17%	6%	5%	1%	-
C2	42%	15%	19%	14%	3%	3%	4%	-

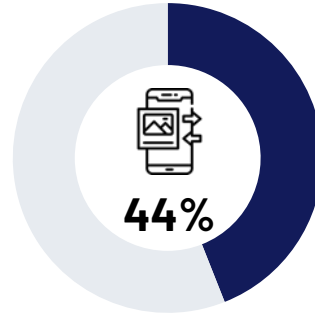
Social media main uses



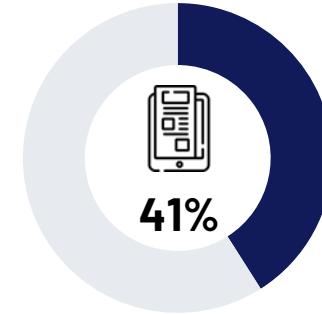
To stay connected with friends and family



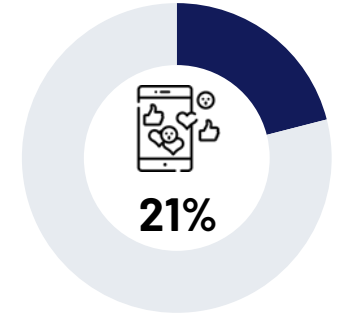
For entertainment and leisure



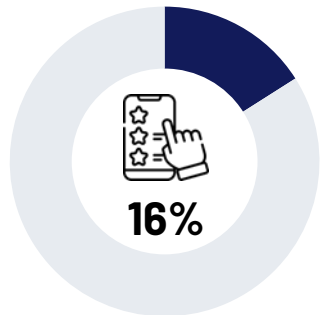
To share and view updates, photos or videos



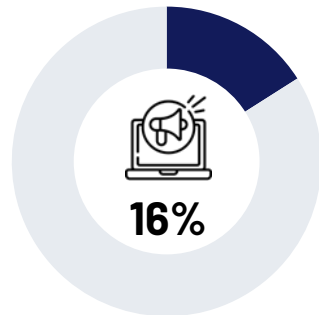
To discover news and information



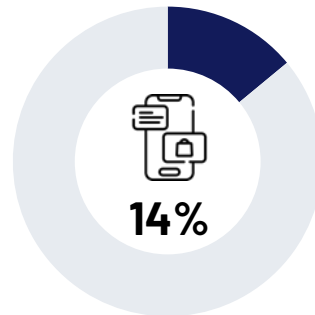
To follow and engage with celebrities or influencers



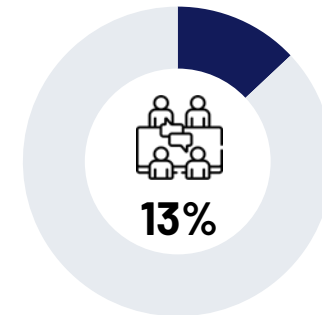
To follow and engage with brands or businesses



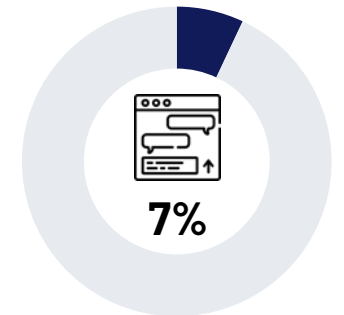
To promote personal or professional projects



To learn about products



To participate in professional networking



To find and participate in online communities

Social media main uses

% - by demographics

										
	Stay connected with friends and family	Entertainment and leisure	To share and view updates, photos or videos	To discover news and information	To follow and engage with celebrities or influencers	To follow and engage with brands or businesses	To promote personal or professional projects	To learn about products	To participate in professional networking	To find and participate in online communities
Total	59%	50%	44%	41%	21%	16%	16%	14%	13%	7%
Male	61%	53%	43%	47%	18%	14%	15%	13%	12%	7%
Female	57%	45%	46%	32%	26%	21%	16%	17%	15%	9%
18-24	42%	48%	42%	31%	23%	24%	14%	21%	18%	9%
25-34	64%	52%	51%	35%	24%	15%	17%	15%	10%	7%
35-44	59%	49%	46%	45%	22%	15%	12%	12%	14%	7%
45+	63%	50%	36%	49%	15%	16%	19%	12%	14%	8%
Nationals	48%	48%	40%	40%	26%	19%	12%	16%	14%	11%
Expats	70%	52%	49%	41%	16%	14%	19%	13%	13%	4%
A	50%	46%	36%	31%	32%	18%	12%	16%	21%	15%
B	56%	47%	43%	45%	24%	21%	13%	14%	9%	7%
C1	62%	52%	45%	47%	18%	14%	16%	13%	13%	4%
C2	61%	53%	49%	30%	18%	13%	19%	17%	16%	9%

Screen time and socializing habits



60%

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

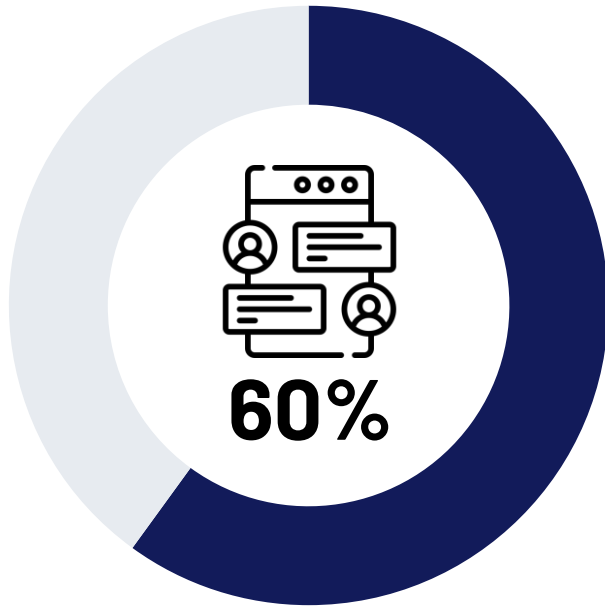


55%

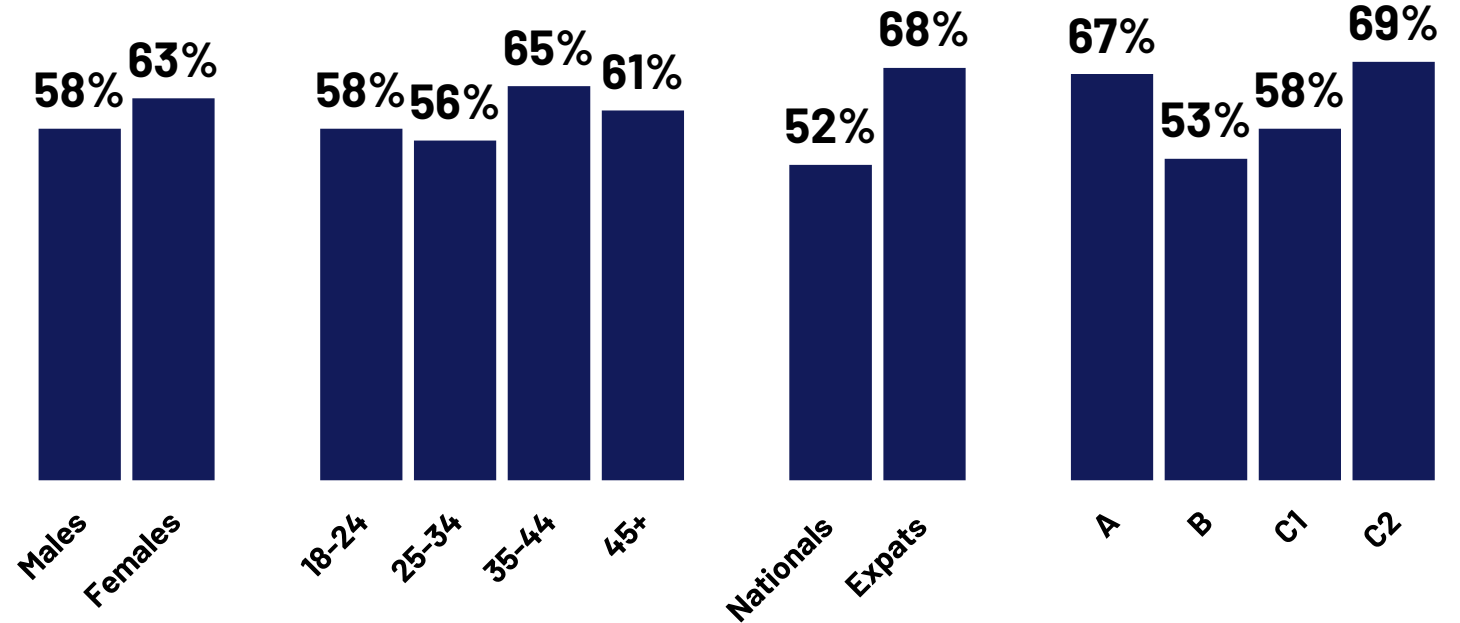
Spend too much time on
screen and find it difficult to
unplug

Socializing habits

% – by demographics

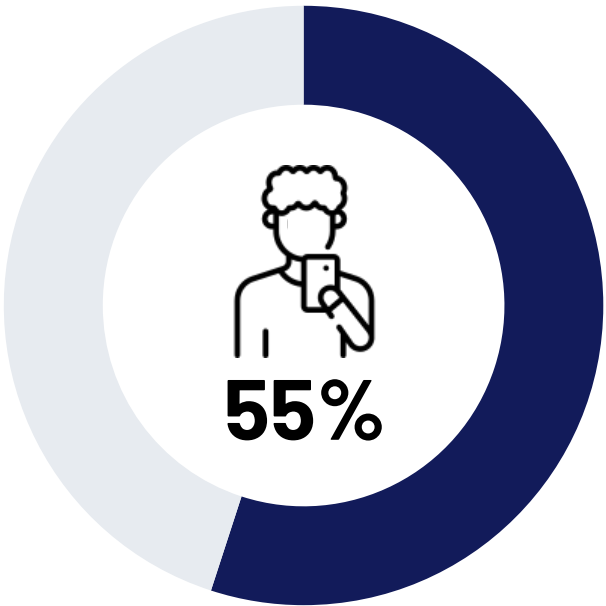


Spend more time socializing
with friends online than face-
to-face

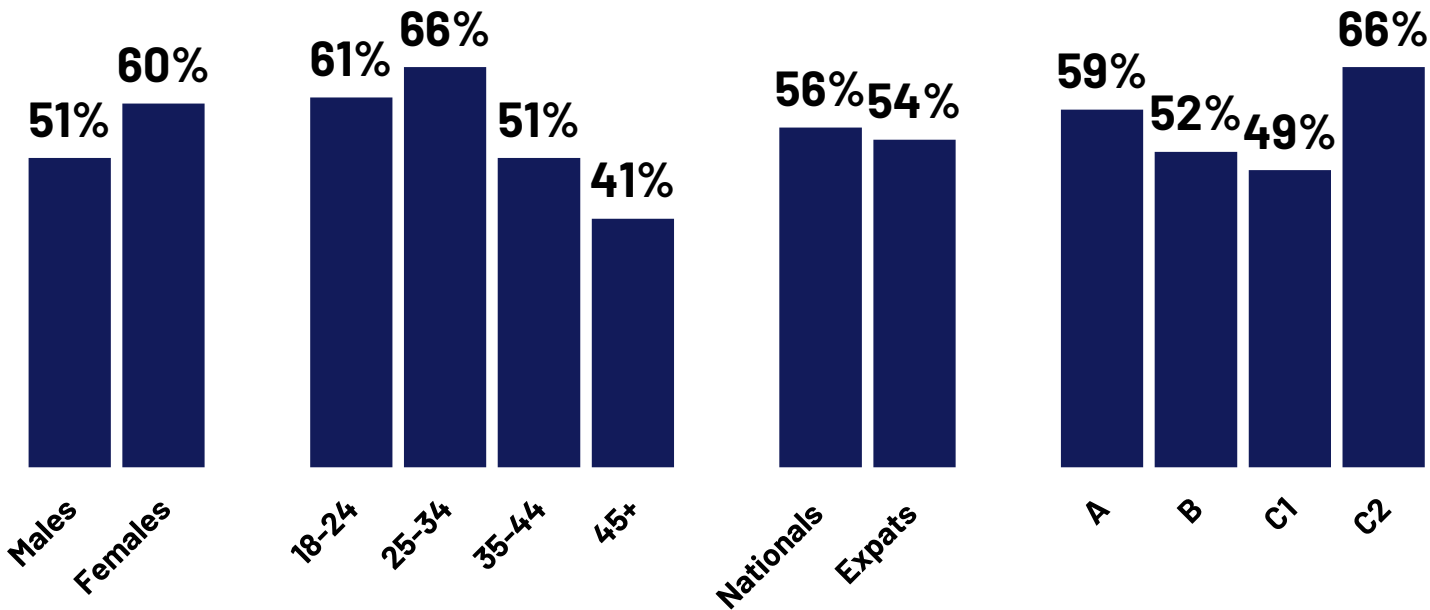


Screen time habits

% – by demographics

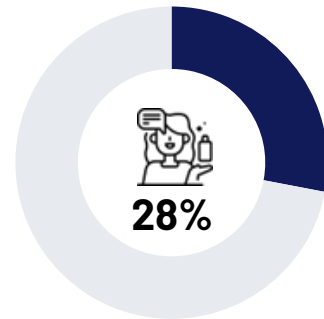


Spend too much time on screen
and find it difficult to unplug

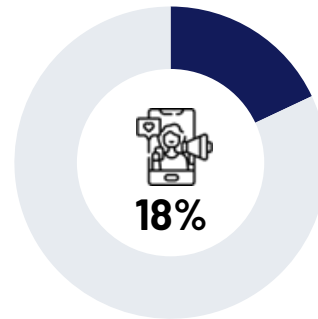


Do people follow celebrities and influencers on social media platforms?

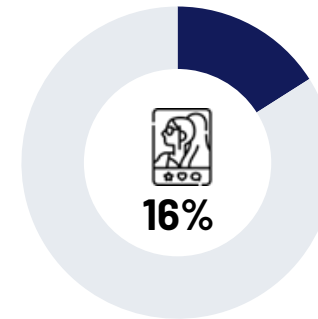
Follow influencers



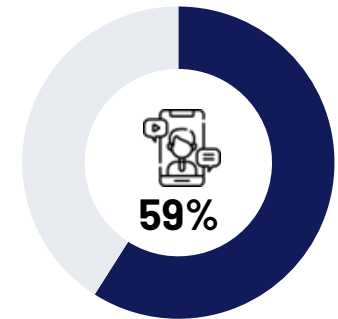
Follow local influencers



Follow regional influencers

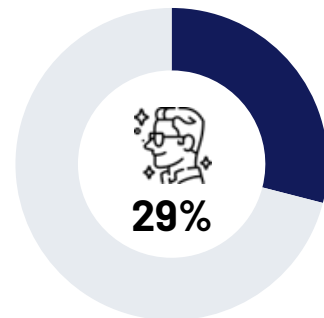


Follow international influencers

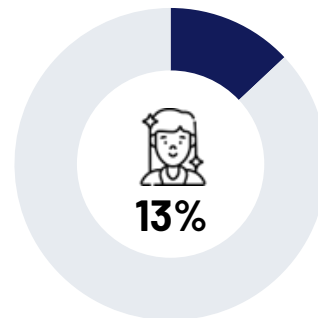


Of expats follow influencers from their home country*

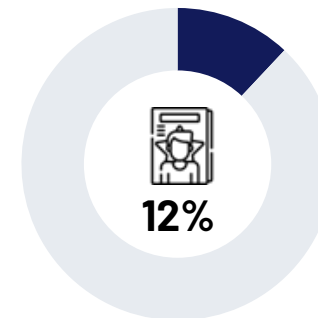
Follow celebrities



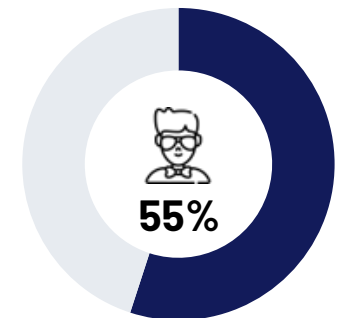
Follow local celebrities



Follow regional celebrities



Follow international celebrities



Of expats follow celebrities from their home country*

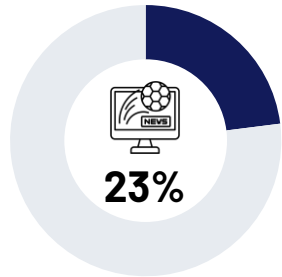
Do people follow celebrities and influencers on social media platforms?

% - by demographics

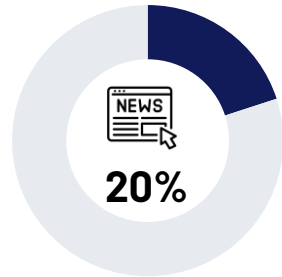
								
	Follow local influencers	Follow regional influencers	Follow international influencers	Of expats follow influencers from their home country*	Follow local celebrities	Follow regional celebrities	Follow international celebrities	Of expats follow celebrities from their home country*
Total	28%	18%	16%	59%	29%	13%	12%	55%
Male	25%	28%	21%	48%	24%	35%	15%	45%
Female	36%	29%	12%	76%	34%	20%	10%	71%
18-24	8%	41%	10%	59%	6%	38%	15%	46%
25-34	32%	29%	21%	64%	26%	34%	14%	52%
35-44	40%	18%	16%	64%	39%	21%	11%	62%
45+	26%	33%	20%	46%	29%	27%	14%	51%
Nationals	-	44%	24%	-	-	42%	16%	-
Expats	59%	13%	11%	59%	55%	16%	11%	55%
A	-	61%	43%	-	-	51%	30%	-
B	10%	33%	22%	43%	10%	41%	15%	43%
C1	41%	21%	15%	56%	34%	23%	9%	46%
C2	49%	19%	7%	69%	52%	15%	10%	73%

Types of influencer/celebrity content followed

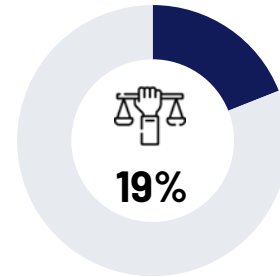
Top 10



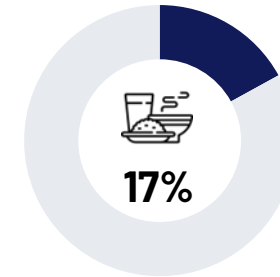
Entertainment news



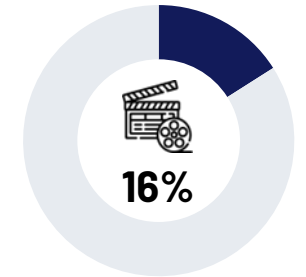
News and current events



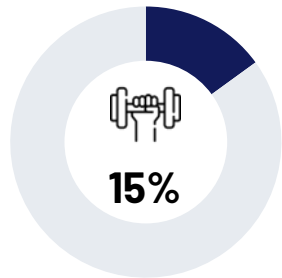
Social issues



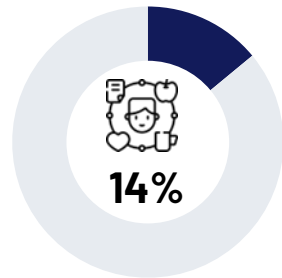
Food



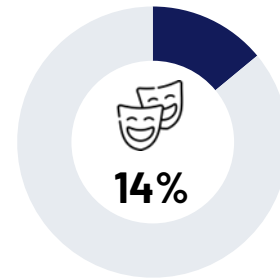
Movies and TV shows



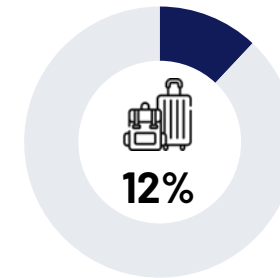
Health, fitness and sports



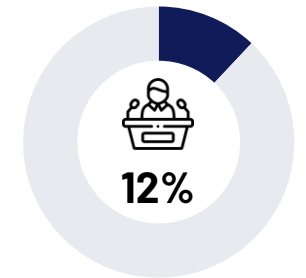
Lifestyle



Comedy



Travel

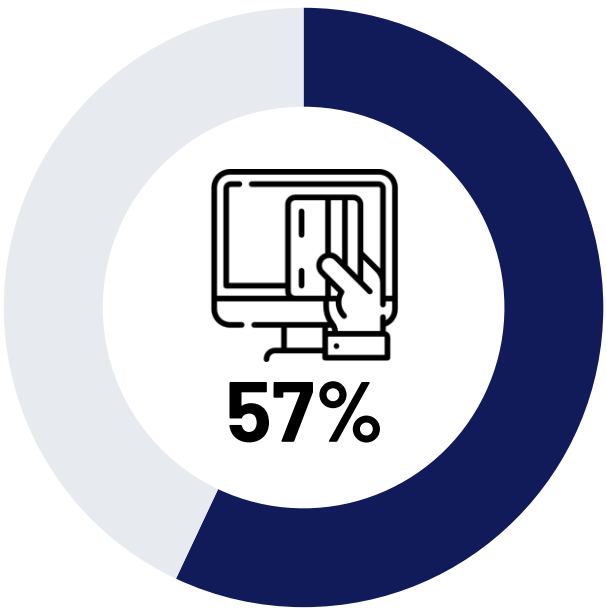


Politics

DIGITAL CONTENT SUBSCRIPTION

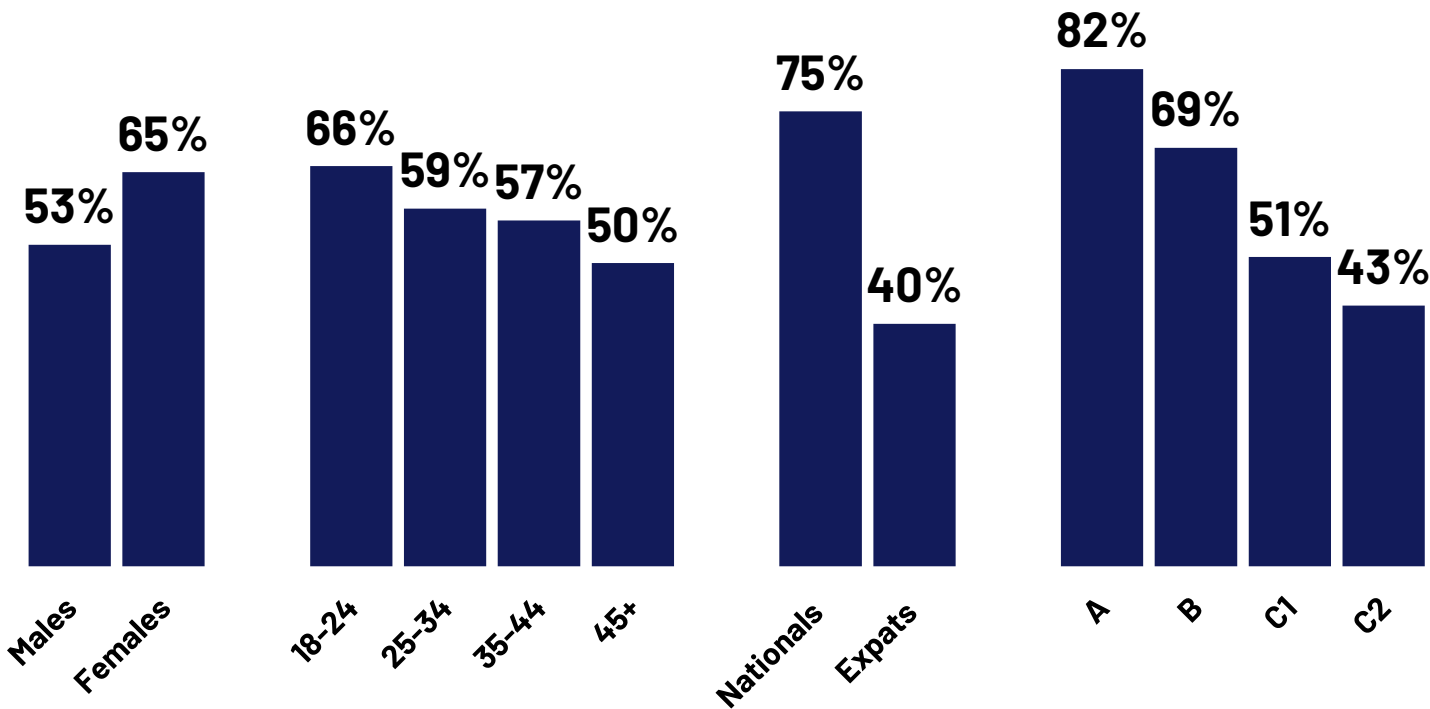
Paid subscriptions

% – by demographics



Paid for digital content
in the past six months

▲ +21 pts



▲ Change vs 2024

TRENDS ADOPTION

Trends adoption

% distribution of trend adopters

36%

Laggards:

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



45%

Main followers:

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



19%

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



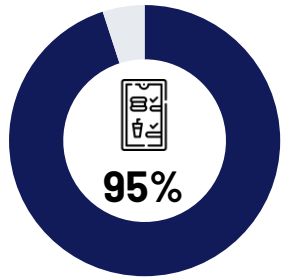
Early Adopters

Total	36%	45%	19%
Male	42%	42%	16%
Female	27%	50%	23%
18-24	19%	46%	35%
25-34	32%	46%	23%
35-44	35%	49%	17%
45+	55%	39%	5%
Nationals	31%	43%	26%
Expats	42%	47%	11%
A	35%	44%	21%
B	41%	40%	19%
C1	37%	43%	20%
C2	29%	55%	15%

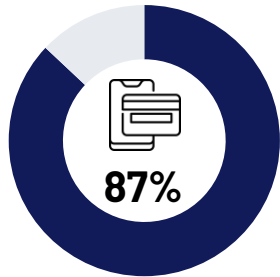
DIGITAL INTEGRATION IN DAILY LIFE

Technology integration

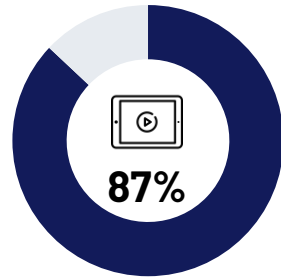
% usage in the past six months



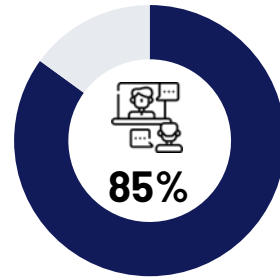
Ordered food using food apps
▲ +13 pts



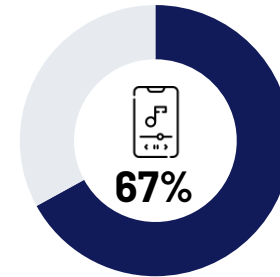
Used mobile banking apps
▲ +26 pts



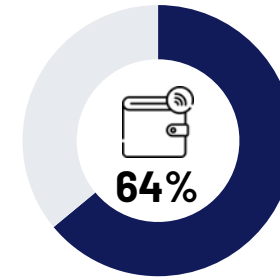
Streamed videos online
▲ +10 pts



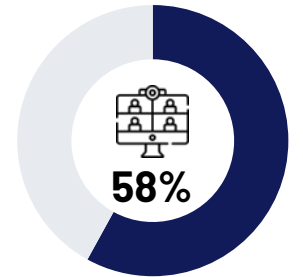
Used VOIP apps



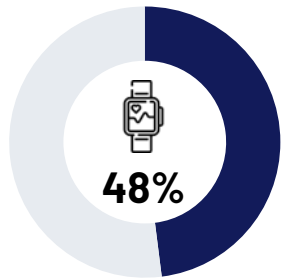
Streamed music on websites or apps



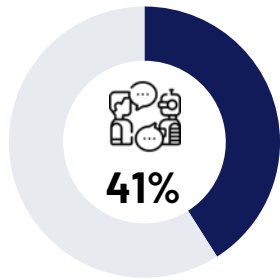
Used digital wallet apps
▲ +9 pts



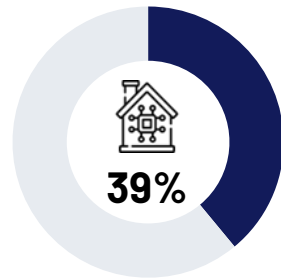
Used video conferencing tools



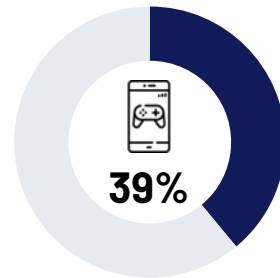
Used fitness or health tracking apps or devices
▲ +11 pts



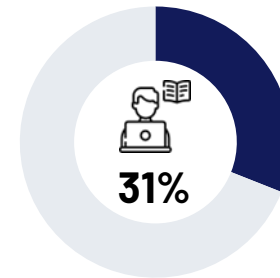
Used virtual assistant services



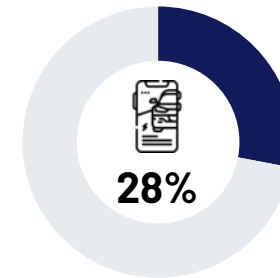
Used smart home devices or automation technologies



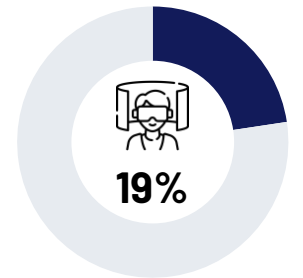
Participated in online/mobile gaming or esports activities



Engaged in online learning or attended virtual classes



Used ride hailing apps



Used AR or VR apps, devices or experiences

Technology integration

% usage in the past six months - by demographics

														
	Ordered food using food apps	Used mobile banking apps	Streamed videos	Used VOIP apps	Streamed music	Used digital wallet apps	Used video conferencing tools	Used health tracking apps or devices	Used virtual assistant services	Used smart home devices	Participated in online/mobile gaming	Engaged in online learning	Used ride hailing apps	Used AR or VR apps/ devices
Total	95%	87%	87%	85%	67%	64%	58%	48%	41%	39%	39%	31%	28%	19%
Male	93%	87%	91%	89%	65%	72%	75%	42%	48%	42%	38%	26%	20%	23%
Female	97%	87%	81%	78%	69%	53%	33%	59%	29%	33%	40%	38%	39%	14%
18-24	96%	92%	87%	73%	72%	34%	50%	54%	42%	48%	38%	61%	14%	23%
25-34	97%	85%	89%	87%	76%	71%	68%	47%	42%	43%	39%	29%	26%	20%
35-44	93%	89%	85%	83%	68%	71%	51%	51%	36%	35%	45%	26%	39%	17%
45+	93%	85%	85%	90%	50%	65%	60%	43%	44%	31%	32%	19%	27%	19%
Nationals	97%	94%	89%	71%	75%	61%	65%	53%	47%	62%	43%	40%	11%	29%
Expats	92%	80%	84%	98%	58%	68%	51%	44%	35%	16%	35%	21%	45%	9%
A	95%	97%	96%	82%	70%	88%	79%	71%	66%	72%	54%	36%	20%	35%
B	96%	90%	91%	77%	73%	67%	75%	42%	41%	54%	38%	36%	12%	28%
C1	93%	83%	84%	89%	64%	56%	52%	47%	40%	30%	37%	25%	31%	9%
C2	96%	86%	82%	89%	62%	62%	40%	49%	31%	19%	37%	30%	48%	16%

PERCEPTIONS ON TECHNOLOGY AND SOCIETY

Perceptions on technological progress

% Agree



62%

Adopting new technology
is the only way to progress
as a society

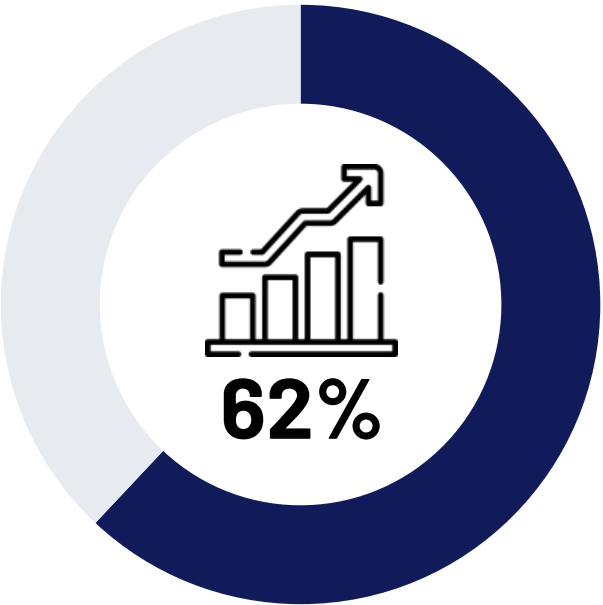


69%

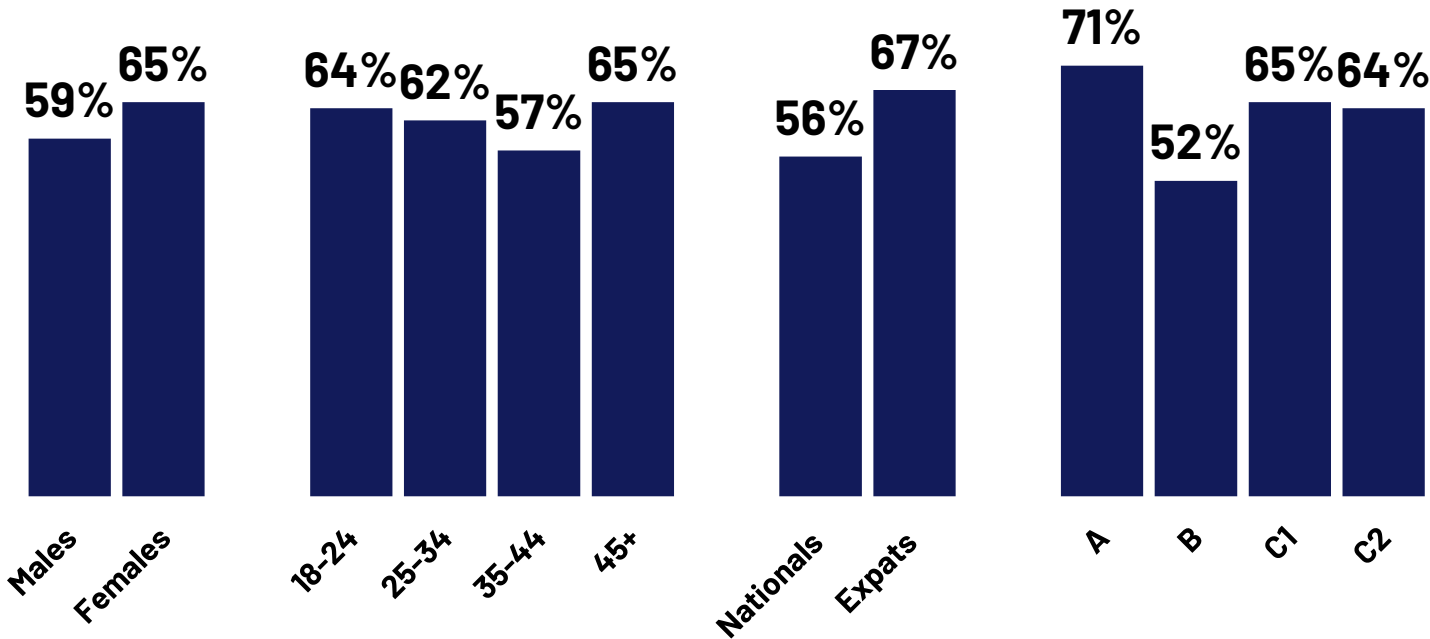
The world was a better
place before we became
immersed in technology
and digital tools

Is new technology adoption the only way to progress as a society?

% – by demographics

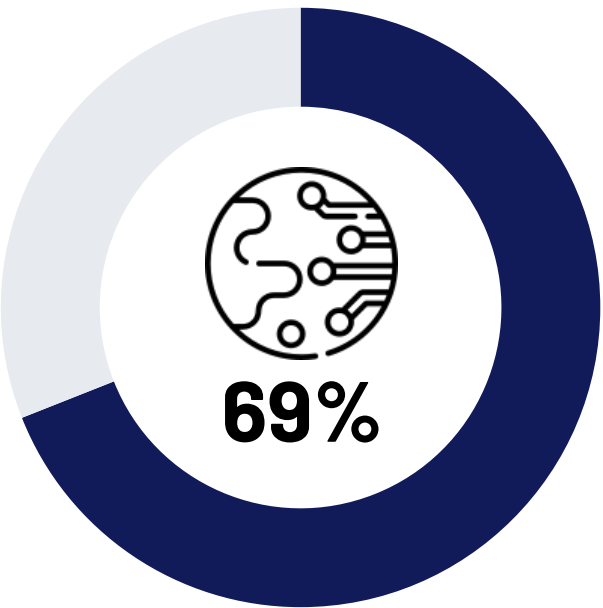


Adopting new technology is the only way to progress as a society

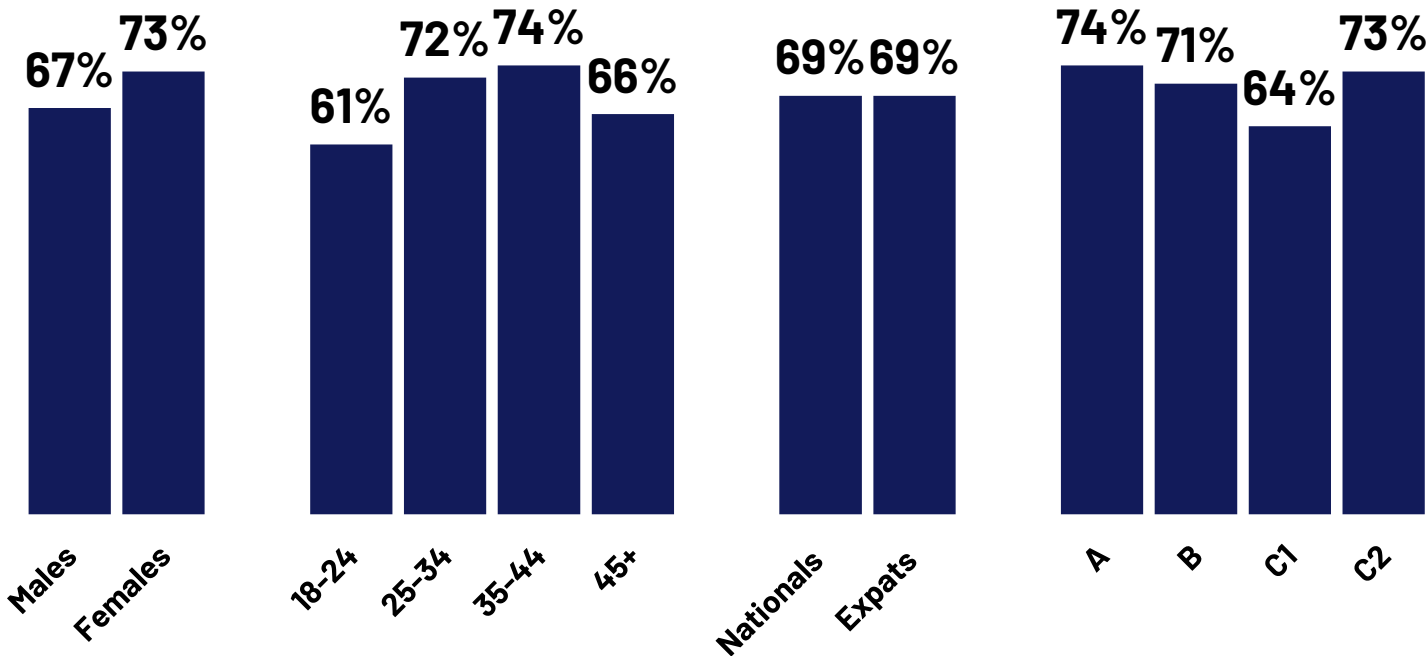


Was the world better before digital technology?

% – by demographics

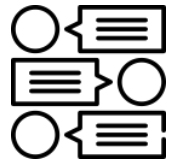


The world was a better place before we became immersed in technology and digital tools



Perceptions on technology's impact on human relationships

% Agree



65%

Technological progress is
facilitating new kinds of
human relationships

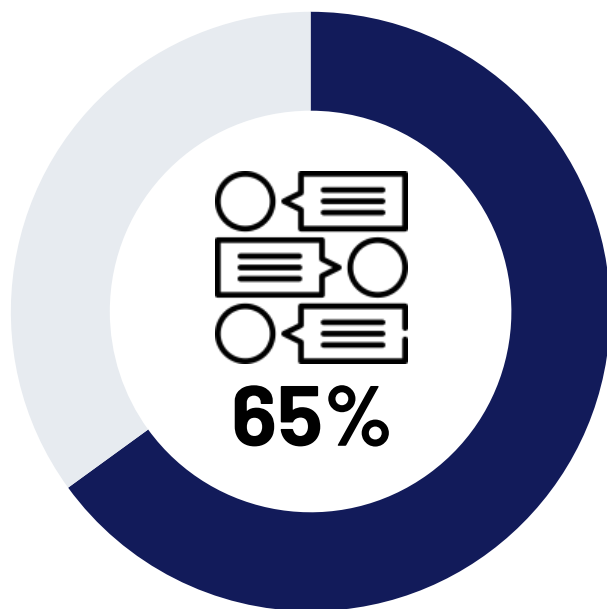


56%

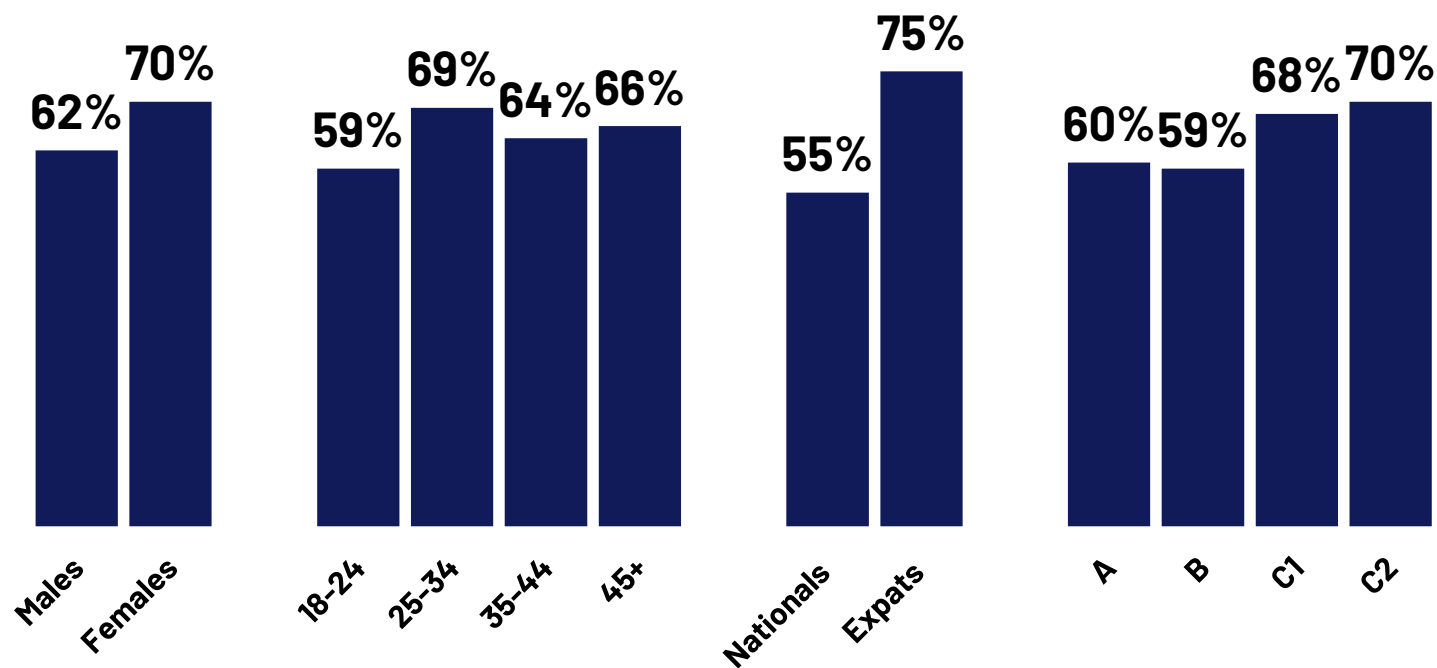
Technological progress
has a negative impact on
human relationships

Technology-driven changes in human relationships

% Agree – by demographics



Technological progress is facilitating new kinds of human relationships

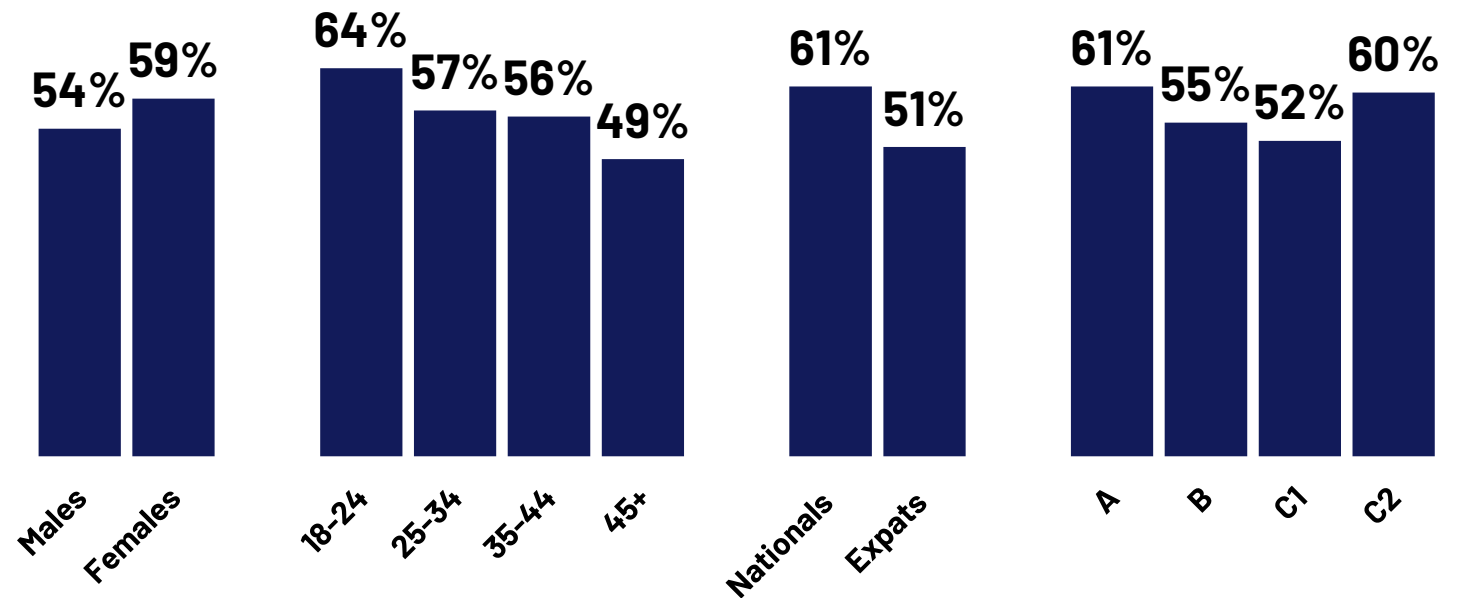


Perceived impact of technology on relationships

% Agree – by demographics



Technological progress has a negative impact on human relationships



Sample and methodology

Sample size

506 respondents

Sample criteria

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

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in Kuwait
with a nationwide coverage

FOR MORE INFORMATION

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