

Egypt digital reported summary

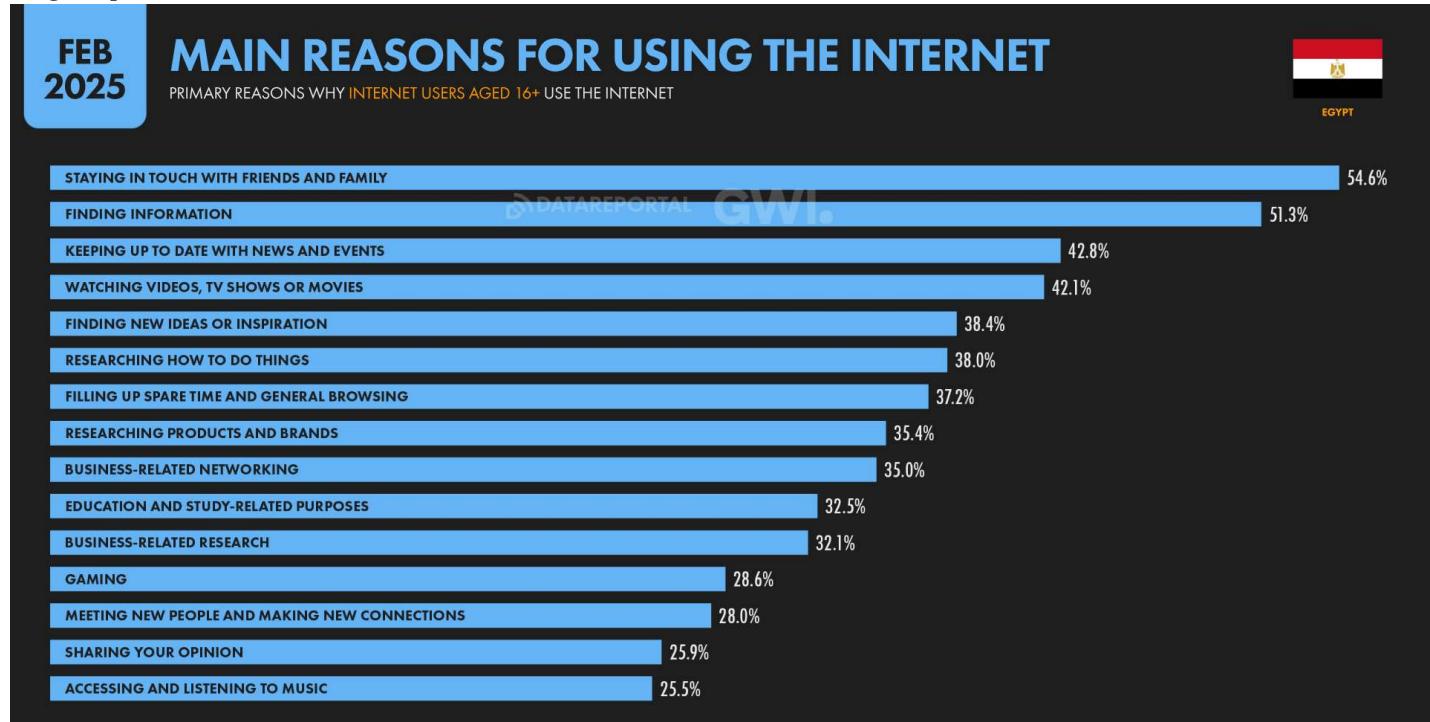
tags:: [[projects]], [[Rowad Final Project]] area:: research, mobile addiction deadline:: today 9/20/2025

من الشعب عنده موبايل ذكي و 47% من الشعب عنده لابتوب او كمبيوتر (11% عندهم جهاز العالب زي بلاستيشن او اكس بوكس)

قاعدین علی السوشيال میدیا دایما 88%

بیشوفوا بودکاست 75%

معظم الناس من فوق 16 سنة بيقدعوا 7 ساعات ونص (أصلاً لو قاعد اكتر من 4 أربعة تعتبر دخلت في مرحلة الإدمان!!)



{:height 350, :width 571}

- لاحظ ان اول 10 حاجات مفيش حاجة مفيدة غير المذاكرة



- لأول مره اعرف أن الإيمال في مصر بيستخدم بالنسبة دي

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	348 M	20.5 M	9M 22S	7.29
02	YOUTUBE.COM	138 M	11.1 M	16M 14S	9.16
03	FACEBOOK.COM	121 M	10.8 M	11M 12S	10.28
04	X.COM	37.6 M	4.15 M	15M 10S	19.39
05	CHATGPT.COM	29.8 M	2.67 M	6M 47S	4.10
06	WECIMA.MOVIE	28.0 M	3.06 M	4M 50S	5.64
07	WHATSAPP.COM	28.0 M	3.98 M	12M 17S	2.96
08	YOUN7.COM	25.4 M	5.42 M	1M 49S	2.36
09	INSTAGRAM.COM	24.5 M	4.34 M	7M 31S	10.01
10	AMAZON.EG	19.7 M	8.29 M	2M 01S	5.60

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APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



#	MOBILE APP	COMPANY
01	FACEBOOK	META
02	WHATSAPP MESSENGER	META
03	YOUTUBE	GOOGLE
04	FACEBOOK MESSENGER	META
05	CHROME BROWSER	GOOGLE
06	GOOGLE	GOOGLE
07	GOOGLE PLAY SERVICES	GOOGLE
08	INSTAGRAM	META
09	TIKTOK	BYTEDANCE
10	TELEGRAM	TELEGRAM

#	MOBILE GAME	COMPANY
01	PUBG MOBILE	TENCENT
02	ROBLOX	ROBLOX
03	SUBWAY SURFERS	TENCENT
04	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
05	EFOOTBALL 2024	KONAMI
06	FREE FIRE	SEA
07	EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS
08	MINECRAFT POCKET EDITION	MICROSOFT
09	8 BALL POOL	TENCENT
10	LUDO CLUB	STILLFRONT

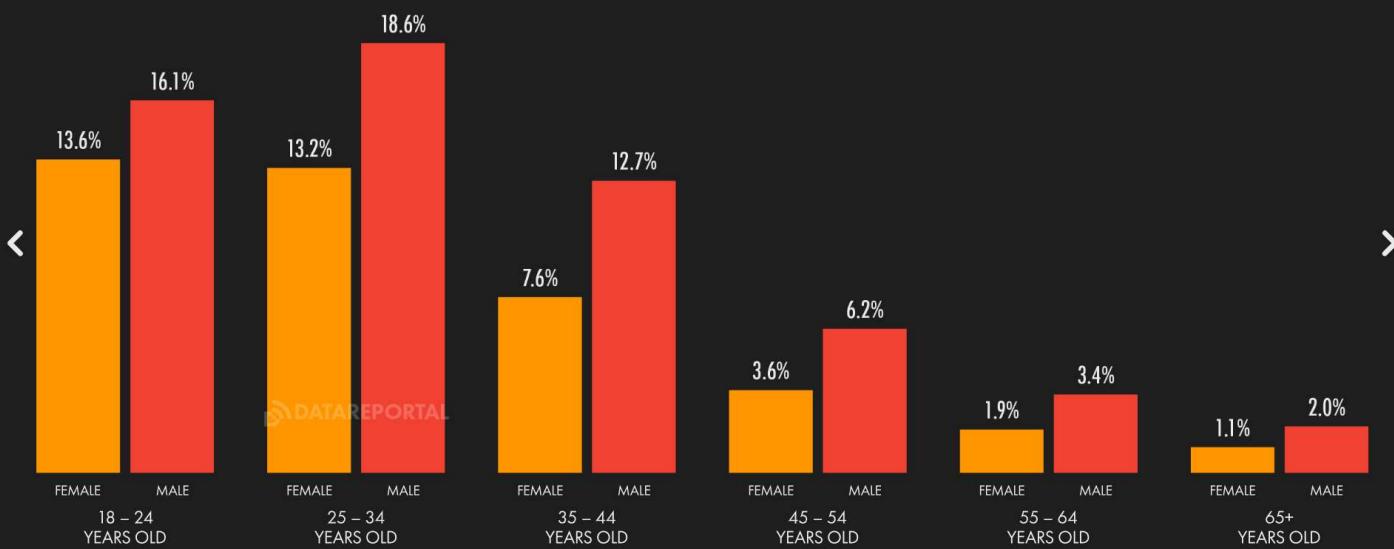
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SOURCE: DATA.AI (A SENSOR TOWER COMPANY). NOTES: RANKINGS BASED ON AVERAGE COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID PHONES BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024. RANKINGS INCLUDE PRE-INSTALLED APPS (E.G. YOUTUBE ON ANDROID PHONES).

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DEMOGRAPHIC PROFILE: META'S ADULT AUDIENCE

SHARE OF COMBINED, DEDUPLICATED AD REACH FOR USERS AGED 18+ ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER



SOURCES: META'S ADVERTISING RESOURCES; KPIOS ANALYSIS. NOTES: VALUES USE MIDPOINTS OF PUBLISHED RANGES. NOTE: META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH.

Digital 2025 Egypt | ABILITY: SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT, BASED IN WHICH IS SEE NOTES ON DATA

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- عاجبني ان الرجال دائمًا محتلين المراكز الأولى

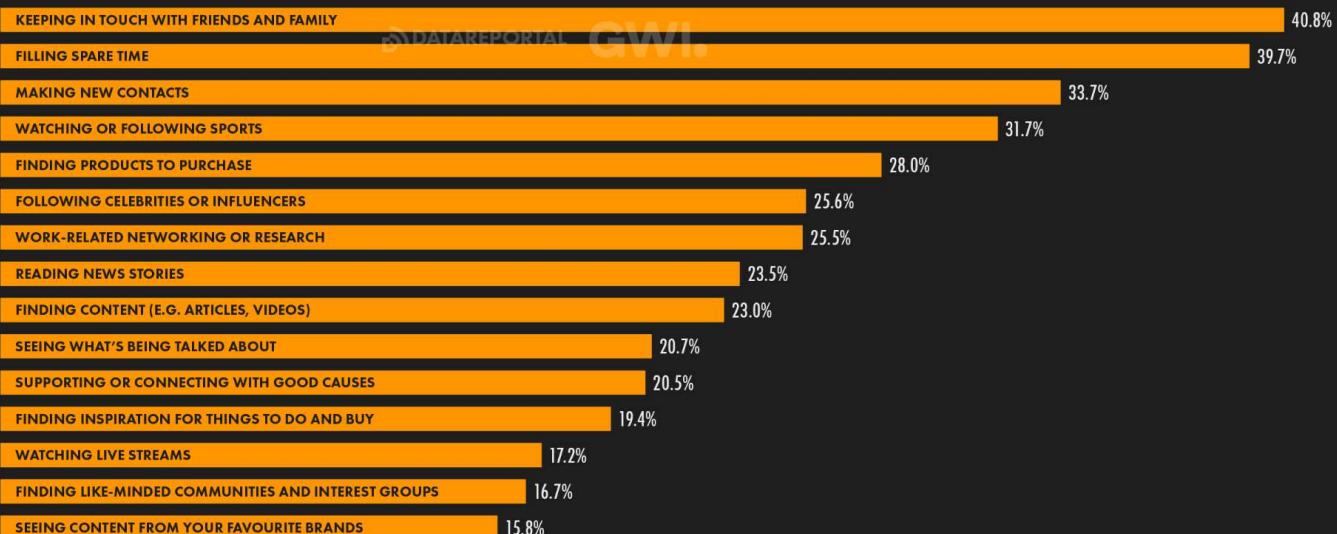
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MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS



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SOURCE: GWI | Q3 2024 | NOTE: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16+ WHO REPORT USING AT LEAST ONE SOCIAL MEDIA PLATFORM OR MESSENGER SERVICE IN THE PAST MONTH.
COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.



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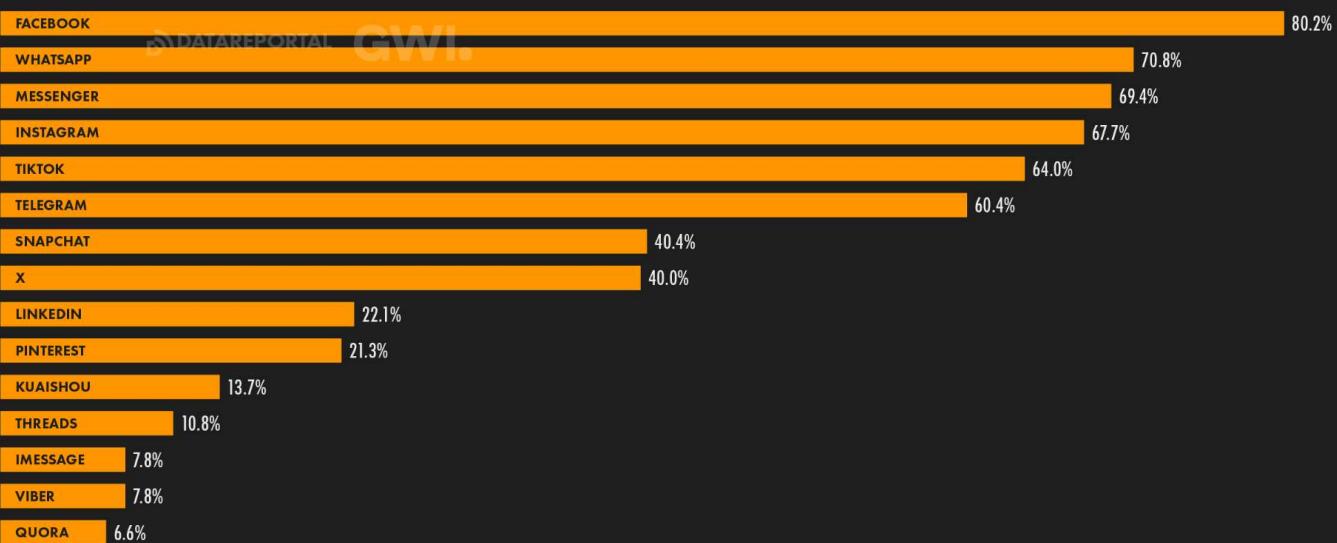
- لاحظ ان مفيش حاجة عدله او مفيدة في القائمة كلها

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MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



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SOURCE: GWI | Q3 2024 | FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16+. SEE GWI.COM. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY.



- فيس بوك وانستجرام مازال متربعين علي العرش

إعلانك علي يوتيوب ممكن يوصل لأكثر من 50 مليون مصرى

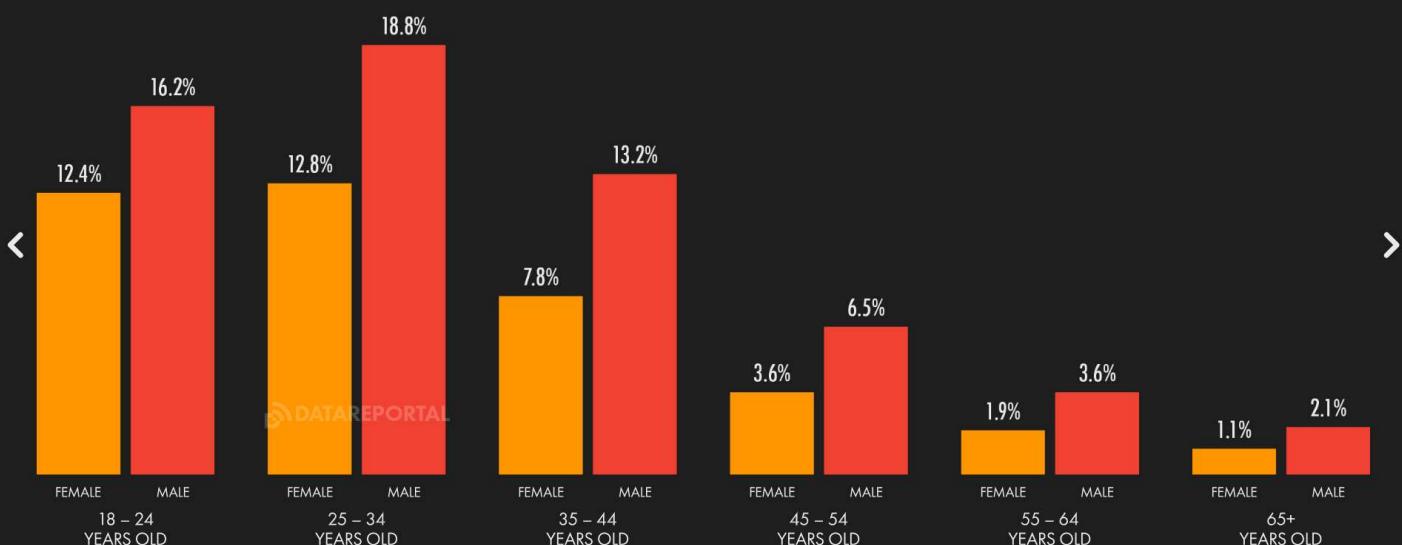
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FACEBOOK: ADVERTISING AUDIENCE PROFILE

SHARE OF FACEBOOK'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER



NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



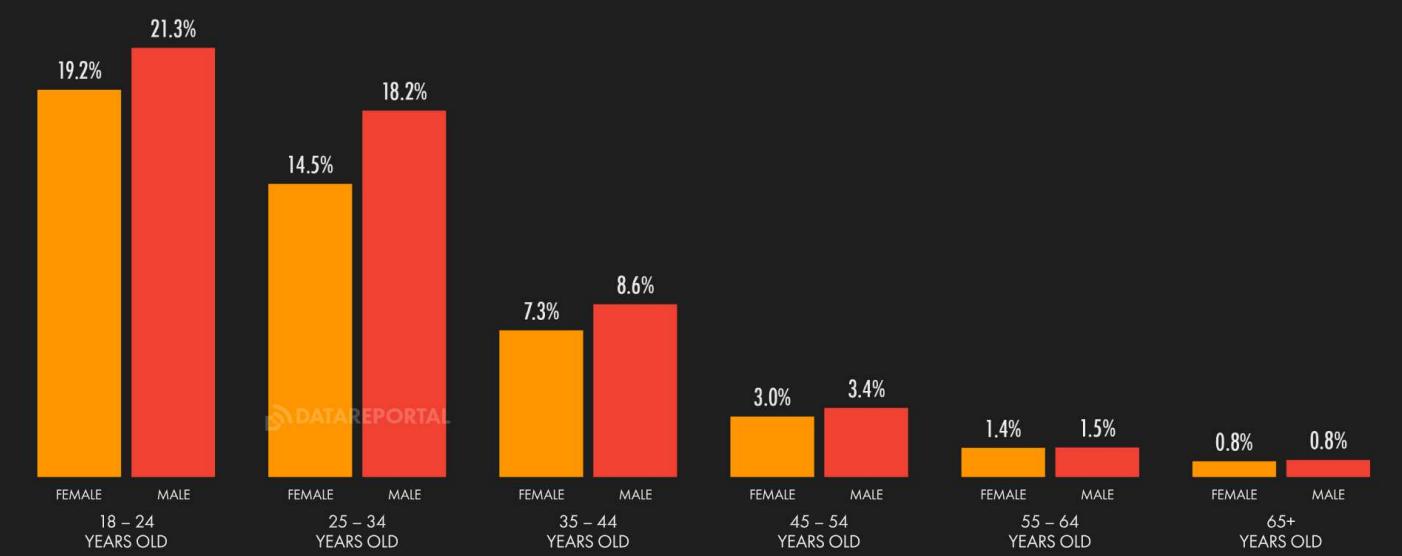
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INSTAGRAM: ADVERTISING AUDIENCE PROFILE

SHARE OF INSTAGRAM'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER



NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



SOURCES: META'S ADVERTISING RESOURCES; KPIOS ANALYSIS. NOTES: VALUES USE MIDPOINTS OF PUBLISHED RANGES. NOTE: META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". ADVISORY: VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. COMPARABILITY: SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

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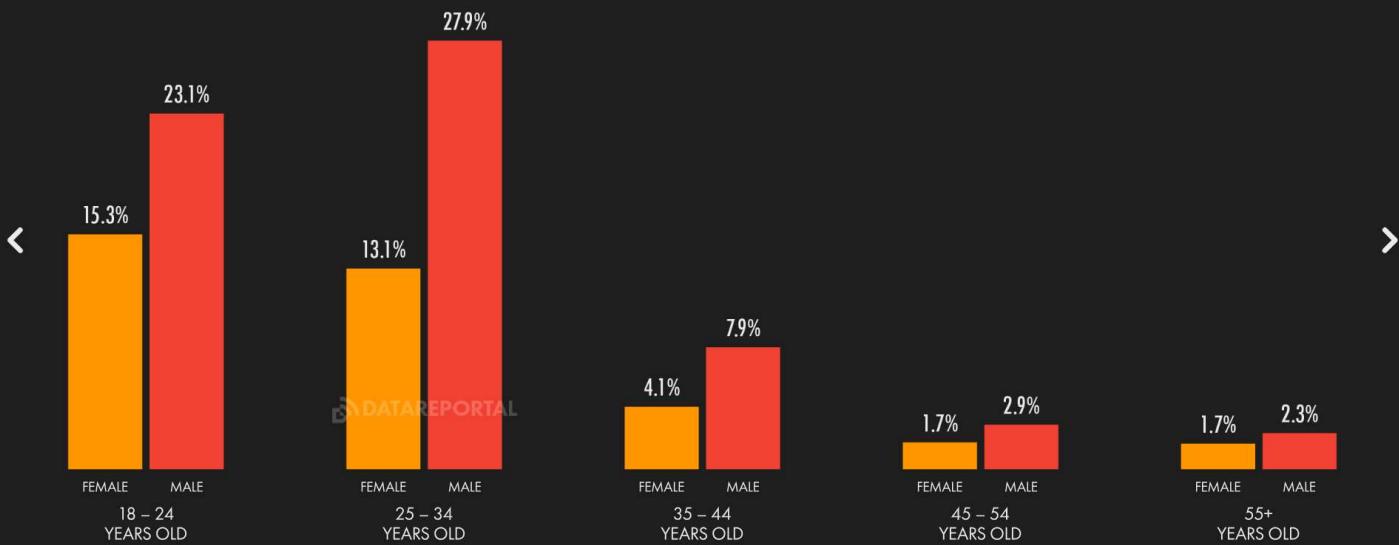
TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



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SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPiO ANALYSIS. NOTES: REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. ADVISORY: VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. COMPARABILITY: SOURCE DATA INCONSISTENCIES MAY MEAN

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Meltwater

English ...

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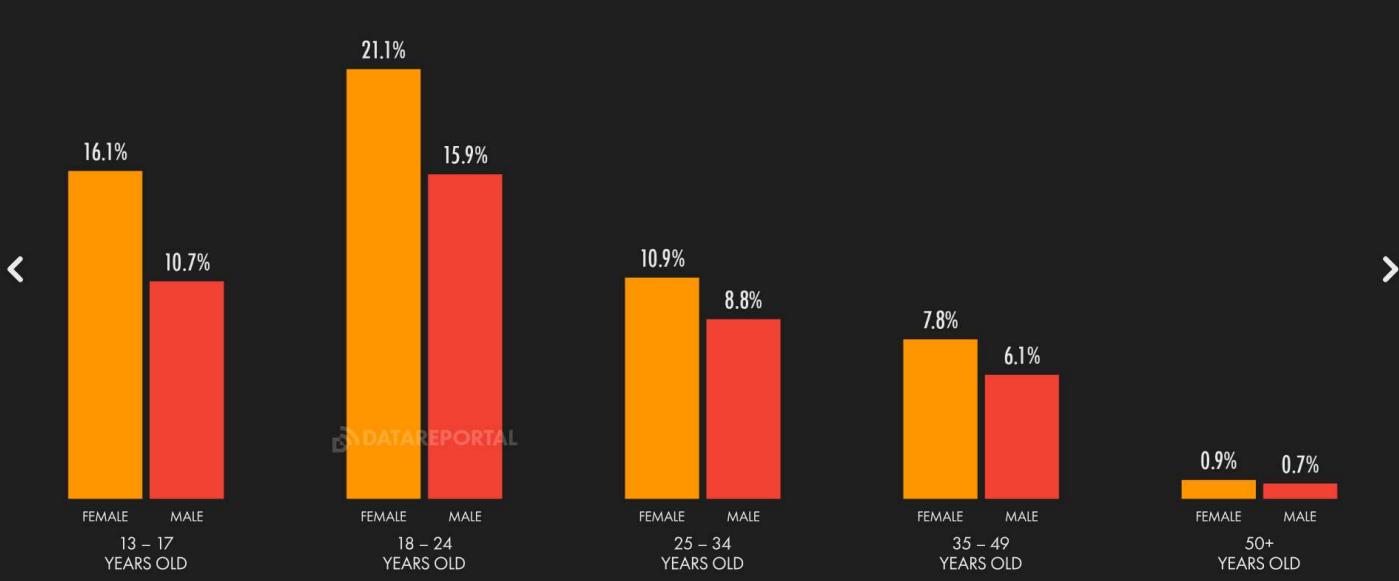
SNAPCHAT: ADVERTISING AUDIENCE PROFILE

SHARE OF SNAPCHAT'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



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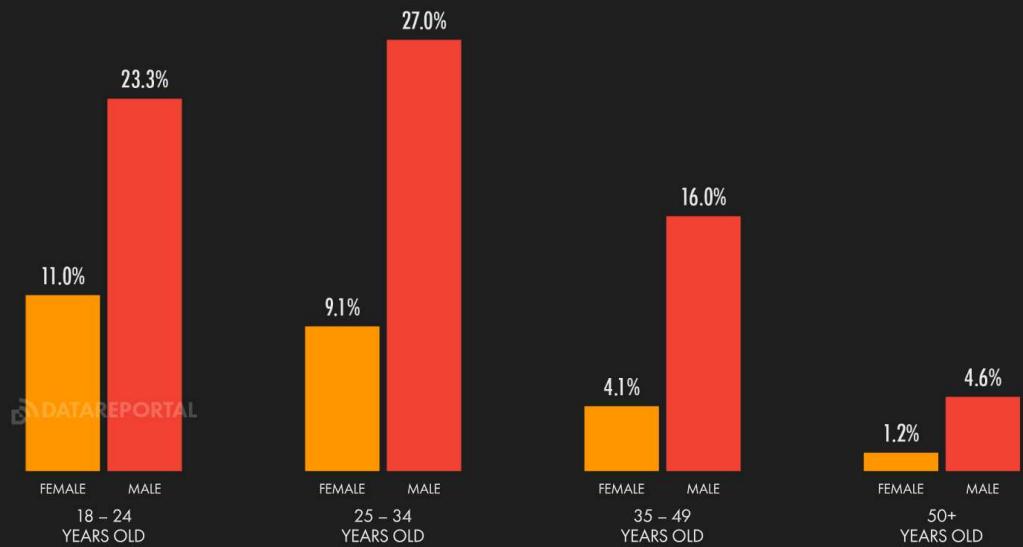
X: ADVERTISING AUDIENCE PROFILE

SHARE OF X'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



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