

Digital Statistics Comparison for 2024

between EGYPT And Saudi Arabia:



Category	• <u>Egypt</u>	• <u>Saudi Arabia</u>
Population	113,6million	37.21 million
Internet Users	77.65 million (69.3%	37.10 million (99% penetration)
Social Media Users	52.65 million (46.9% penetration)	35.33 million (94.3% penetration)
Most Popular Social Media	Facebook (46.9% penetration)	Instagram (43.8% penetration)
Other Popular Social Media	Instagram, TikTok, Snapchat	YouTube (76.0% penetration), TikTok (95.3% penetration)
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YouTube Users	44.70 million (39.4% penetration)	28.30 million (76.0% penetration)
Instagram Users	18.15 million (16.0% penetration)	16.30 million (43.8% penetration)
TikTok Users	32.94 million (46.7% of adults 18+)	35.10 million (95.3% penetration)
Gender Distribution on YouTube	38.9% Female, 61.1% Male	39.9% Female, 60.1% Male
Gender Distribution on Instagram	47.1% Female, 52.9% Male	43.0% Female, 57.0% Male
Gender Distribution on TikTok	38.3% Female, 61.7% Male	45.9% Female, 54.1% Male
Facebook Messenger Users	34.95 million	N/A

Key Insights for Marketers:

1. **Social Media Penetration:**
 - In both countries, social media usage is high, but Saudi Arabia has a significantly higher penetration rate.
 - Egypt shows strong engagement with platforms like Facebook, YouTube, and TikTok.
2. **Platform Preferences:**
 - Facebook and YouTube are dominant in Egypt, making them critical platforms for marketing campaigns.
 - In Saudi Arabia, Instagram, Snapchat, and TikTok are more popular, suggesting a focus on visually driven and short-form content.
3. **E-commerce:**
 - E-commerce activity is notably higher in Saudi Arabia, indicating a more mature online shopping market.
 - Marketers in Egypt may need to focus on building trust and convenience in online shopping to boost e-commerce activity.
4. **Mobile Connectivity:**
 - Both countries have high mobile connection rates, but Saudi Arabia exceeds 100%, indicating multiple device ownership.
 - Mobile-first strategies are essential in both markets, but particularly in Saudi Arabia due to its higher mobile penetration.
5. **Messaging Apps:**

- WhatsApp is the most used messaging app in both countries, making it a vital channel for customer engagement and support.

These insights provide a comprehensive understanding of the digital landscape in Egypt and Saudi Arabia, helping marketers tailor their strategies to the unique characteristics of each market

Demographic and Product Preference Comparison for Egypt and Saudi Arabia (2024)

Metric	Egypt	Saudi Arabia
Total Population	113.6 million	37.4 million
Urban Population	43.2%	84.3%
Median Age	24.3 years	32.4 years
Gender Distribution	50.7% male, 49.3% female	57.8% male, 42.2% female
Literacy Rate	71.2%	97.1%
Youth Population (under 30)	61.5%	45.8%
Household Size	Average of 4.1 persons	Average of 5.9 persons

Product Preferences



Egypt:

- Consumer Electronics:** High demand for smartphones, particularly budget to mid-range devices. Brands like Samsung, Oppo, and Xiaomi are popular.
- Food & Beverages:** Preference for local brands, though international fast-food chains like McDonald's and KFC have significant market share.
- Fashion:** Growing interest in both local and international fashion brands. Online shopping for apparel is increasing.
- Beauty Products:** Rising demand for skincare and cosmetic products, especially among young women.
- Household Goods:** Preference for durable goods such as refrigerators and washing machines, with brands like LG and Samsung being popular.

Saudi Arabia:

- Consumer Electronics:** High demand for the latest smartphones and tech gadgets. Apple and Samsung lead the market.
- Food & Beverages:** Strong preference for both local cuisine and international food chains. High consumption of imported goods.
- Fashion:** Luxury brands are very popular, with a strong market for high-end apparel and accessories.
- Beauty Products:** High expenditure on personal care and beauty products, with brands like L'Oréal, Estée Lauder, and local brands gaining traction.
- Automobiles:** High preference for luxury cars and SUVs. Brands like Toyota, BMW, and Mercedes-Benz are highly favored.

Most Frequently Purchased Products



Egypt:

- Groceries:** Staples like bread, rice, and vegetables.
- Mobile Phones:** Frequent upgrades and high turnover of devices.

- **Clothing:** Increasing purchases of affordable fashion through e-commerce.
- **Beauty Products:** Daily use items such as skincare and haircare products.
- **Home Appliances:** Items like air conditioners, washing machines, and refrigerators.

Saudi Arabia:

- **Groceries:** A wide range of imported and local food products.
- **Electronics:** Frequent purchases of the latest smartphones and tablets.
- **Clothing:** High-end fashion and traditional attire.
- **Automobiles:** New cars, particularly luxury and high-end models.
- **Beauty Products:** Premium skincare, cosmetics, and perfumes.

Key Insights for Marketers:

1. Target Audience:

- **Egypt:** Focus on youth and budget-friendly products. Emphasize online shopping and digital marketing.
- **Saudi Arabia:** Target affluent consumers with high purchasing power. Emphasize luxury and premium products.

2. Product Marketing:

- **Egypt:** Highlight value for money, durability, and availability of products. Use local influencers for fashion and beauty products.
- **Saudi Arabia:** Emphasize exclusivity, quality, and brand prestige. Utilize social media and celebrity endorsements.

3. Channel Preferences:

- **Egypt:** Leverage e-commerce platforms and social media for marketing and sales. Mobile-friendly websites and apps are crucial.
- **Saudi Arabia:** Use a mix of online and offline channels. High penetration of luxury malls and boutiques; strong presence on Instagram and Snapchat.

4. Cultural Considerations:

- **Egypt:** Consider local traditions and customs in marketing campaigns. Ramadan and other local festivals are significant for promotional activities.
- **Saudi Arabia:** Respect cultural norms and values. Focus on family-centric marketing and highlight product quality during Ramadan and Hajj seasons.