

Saudi Digitalization 2020



TREND

March 2020



Content

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Saudi Arabia in numbers

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Governmental Digital Services

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Saudi Family and Technology

23

Internet usage

36

Social Media Platforms

46

E-commerce and Shopping

53

Global Statistics

**TREND present to the reader,
as an extension to the previous
related reports**

“Saudi Digitalization 2020 ”

**Aiming to be a trusted reference
standing on related data of
digital communication in the
Kingdom of Saudi Arabia.**

**The report includes statistic
indicators on digital services,
social media and internet usage
in Saudi society, and the Saudi
E-commerce and Shopping
Activities.**

Team Work

01

Saudi Arabia in numbers





Population

34.54

Million

Governmental Institutions

203

Institution



Private Facilities

949.9

Thousand

1.245

Million

Governmental Institutions
Employees

8.6

Million

Private Facilities
Employees

72,151

Third Sector Employees

423

Third Sector
Institutions



84%
City citizens

Citizens according to Gender

58% Males

42% Females



1.6%
+556 thousand
annual change in
total population

Saudi Families Count

3,681,927

Families



Average Size of a Saudi Family

5.86 persons

Literacy rate

95%

Age 15 and above



Population



16.2
Citizens \ km²

Distributing total population on age categories

24.5%
0 - 14 Years

24.1%
15 - 29 Years

48.1%
30 - 64 Years

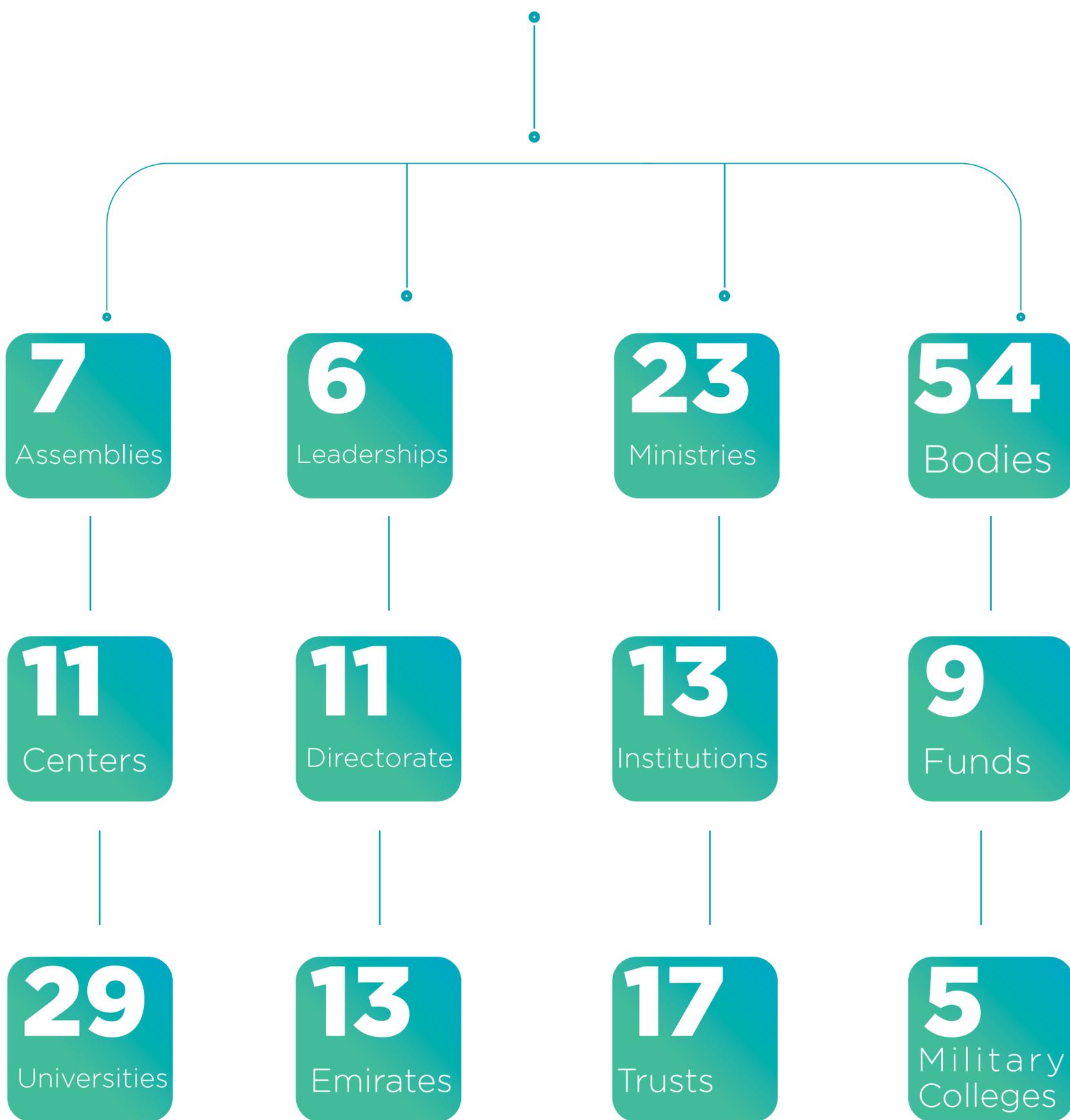
3.2%
65+ Years

Total Saudi Citizens

21.1 Million

5

Boards





949.9

thousand facilities

The number of small facilities

452932

Wholesale and retail sale

103652

Manufacturing industry

100282

Accommodation and food

94601

Agriculture and hunting

67358

Group and individual services

30864

Constructions and building

28076

Real estate activities

24699

Professional and
Technique Activities

15419

Transportation and
Storage

7762

Education

5330

Finance and Insurance

4617

Information and
Communication

4558

Health Care and
Social Work

4180

Administrative Services

2195

Water and Sewage

2152

Arts and Entertainment

682

Electricity and Gas

502

Petroleum and Minerals

Governmental institutions' Employees

1244811

Certified Jobs

1531175

560320

Public Jobs

543360

Educational Jobs

194925

Health care Jobs

76289

School Faculty

5646

Judges

4741

Bureau of investigations
and Public Prosecution

56720

Institutions with special
career Ladders

1390

Diplomatic Jobs

11578

Training Staff Body of
Technical and Vocational
Training



8,597,433

**Private Facilities
Employees**

933,966

Micro Facilities

2,494,554

Small Facilities

1,752,733

Medium Facilities

3,416,180

Major Facilities



423

Charitable Organizations

96

Mecca

82

Riyadh

46

Eastern
Province

45

Aseer

32

Medina

24

Jazan

24

Hail

17

Al Bahah

12

Tabuk

7

Al Jowf

6

Northern
Borders

5

Najran

27

Charitable organizations related
to health care issues and Patients'
Friends Committees

Third Sector Employees

1300

Culture and
Entertainment

1135

Education and
Research

3311

Health Care

29987

Social Services

538

Environment

11847

Development and
Housing

968

Advocacy and
Support

5052

Charitable Work
Support Organizations

16460

Guidance and Religious Education Organizations

1553

Professional and Scientific associations
and organizations

02

Governmental Digital Services

Governmental Digital Services

944

Digital Services presented by the Saudi Government



Applying governmental digital transactions



Yes



No

Highest Ranking Governmental entities providing digital services

وزارة التجارة والاستثمار
Ministry of Commerce and Investment



61



المؤسسة العامة للتأمينات الاجتماعية
General Organization for Social Insurance

54

وزارة الشؤون
البلدية والقروية

Ministry of Municipal & Rural Affairs



52

الهيئة العامة للزكاة والدخل
General Authority of Zakat & Tax



46



وزارة التعليم
Ministry of Education

43

وزارة العدل
Ministry of Justice



41

وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture
المملكة العربية السعودية Kingdom of Saudi Arabia



39

هيئة السوق المالية
Capital Market Authority



36

هيئة الاتصالات وتقنية المعلومات
Communications and Information Technology Commission



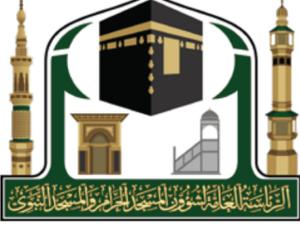
27

وزارة الموارد البشرية
والتنمية الاجتماعية
المملكة العربية السعودية
Saudi Ministry of Human Resources and
Social Development



25

Highest Ranking Governmental entities providing digital services

 <p>وزارة الخارجية MINISTRY OF FOREIGN AFFAIRS</p>	25
 <p>البريد السعودي Saudi Post</p>	25
 <p>مؤسسة النقد العربي السعودي Saudi Arabian Monetary Authority</p>	24
 <p>الهيئة الملكية للجبيل وينبع Royal Commission for Jubail & Yanbu</p>	22
 <p>الهيئة العامة للغذاء والدواء Saudi Food & Drug Authority</p>	22
 <p>وزارة الحج والعمرة MINISTRY OF HAJJ AND UMRAH</p>	22
 <p>الجمارك السعودية SAUDI CUSTOMS</p>	18
 <p>الطوارئ الخاصة</p>	17
 <p>المؤسسة العامة للتدريب التقني والمهني Technical and Vocational Training Corporation</p>	14

03

Saudi Family and Technology

Mobile Phones Subscriptions

41,300,000

123.63

Mobile Phones Subscriptions per
100 citizens

24.7%

of families owning a fixed phone line at home

92.6%

of families owning television set

46.6%

of families owning a computer at home

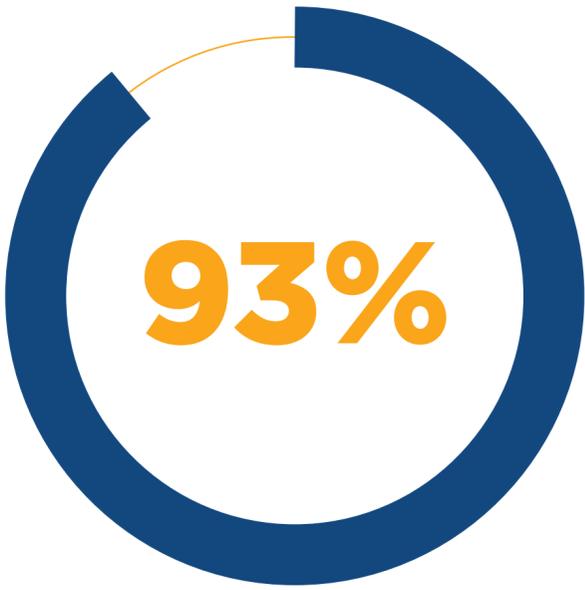
86.8%

of families owning internet connection

24.69%

of families using computers

Smart Devices Ownership



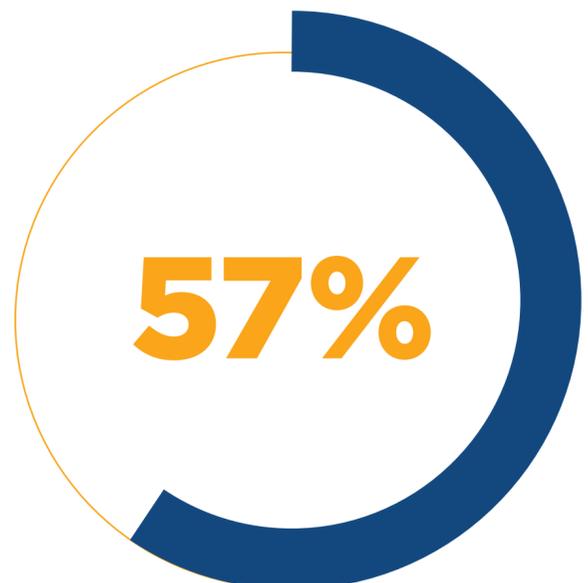
Mobile Phones



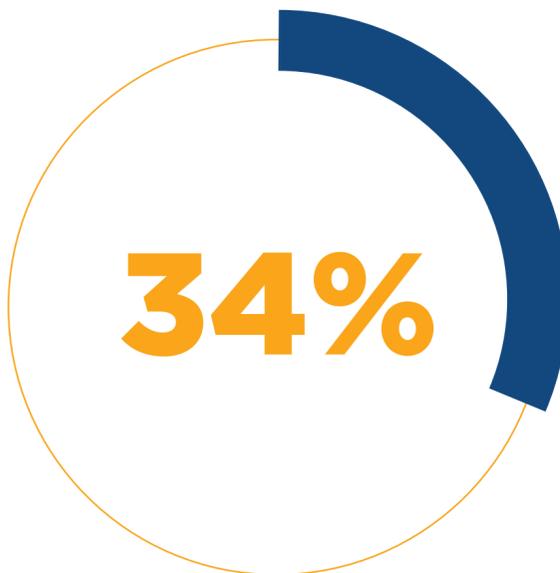
Smart Phones



Non-smart
mobile phones



Computers



Tablets

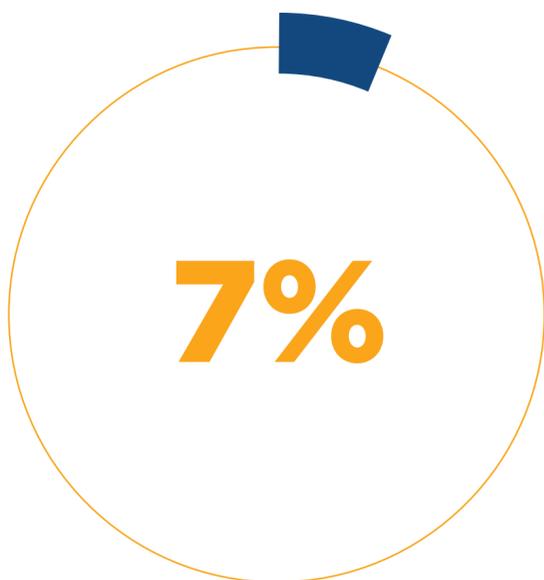
Smart Devices Ownership



OTTV TV



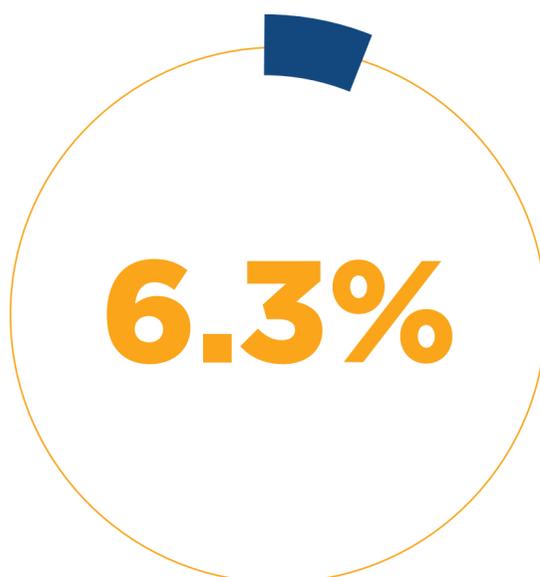
Game Console



Smart Homes

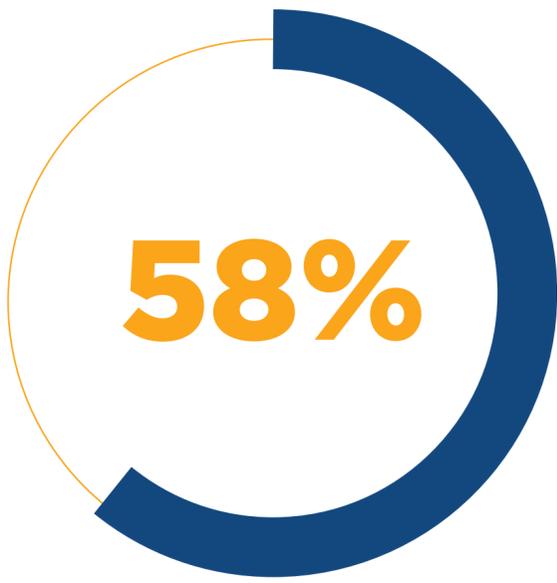


Smart Watch



Virtual Reality

Internet Access Devices



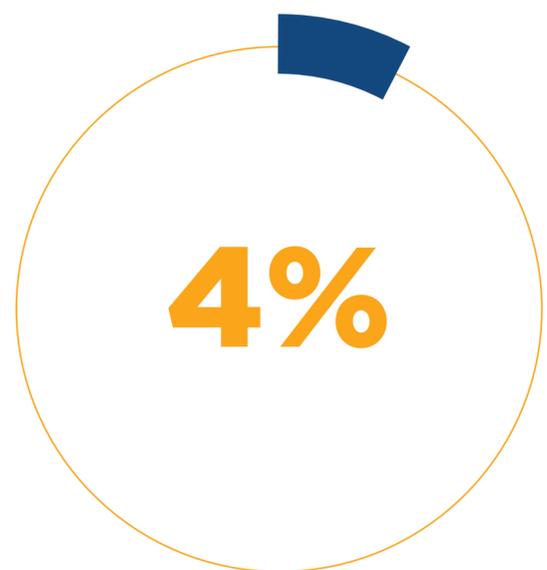
Mobile Phone



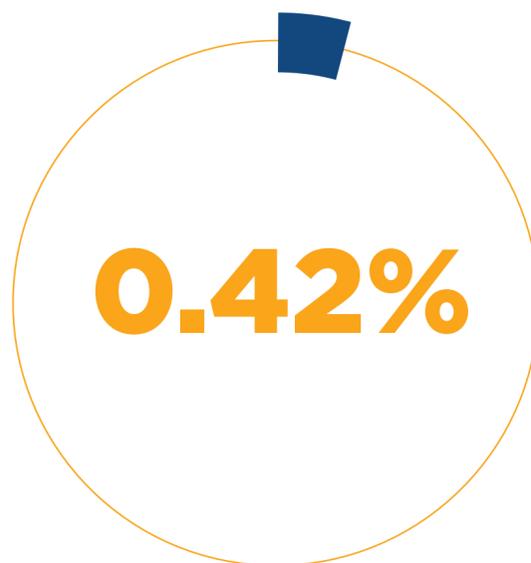
Desktop



Laptop



Tab



Other Devices

04

Internet Usage

32.23

Million

Internet users via any device

93%

Internet users from the Total Population

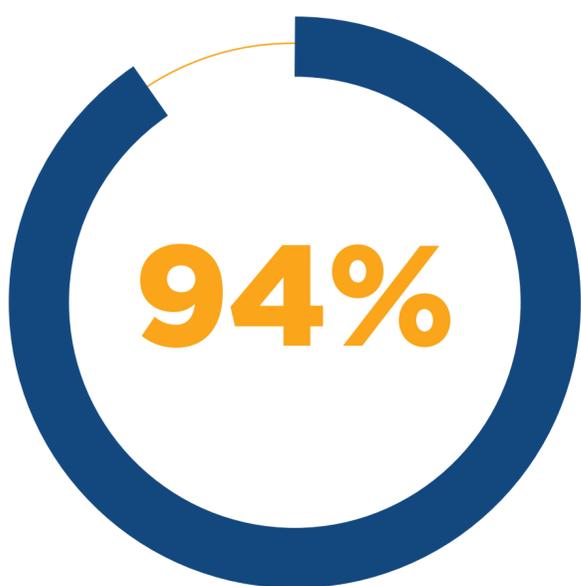
15%

Annual Growth in Internet users

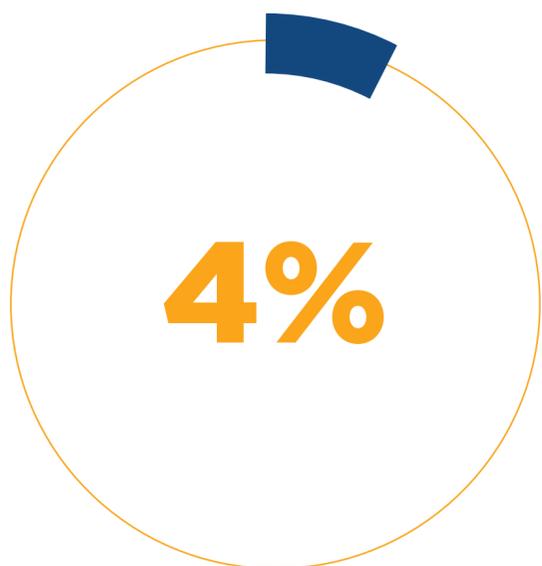
7 hours 46 minutes

Average usage Time

Internet Usage Times



at least once a day



at least once a week



at least once a month



at least once in the last three months

Internet Browsing Place

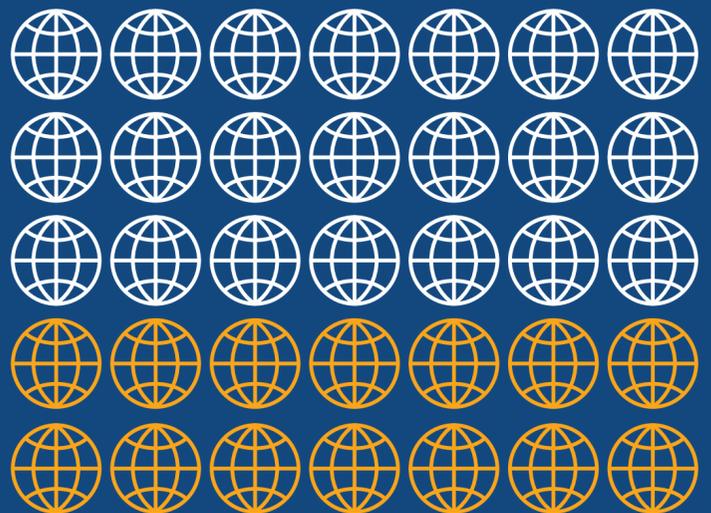
99%

at home



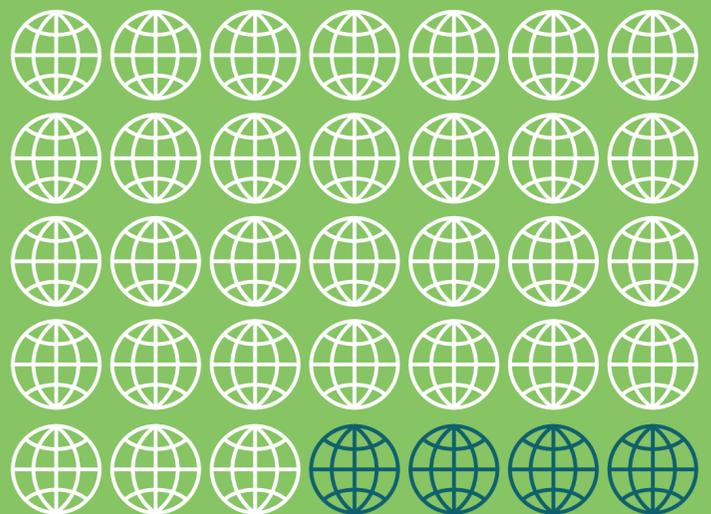
33%

at workplace



6%

at educational places



12%

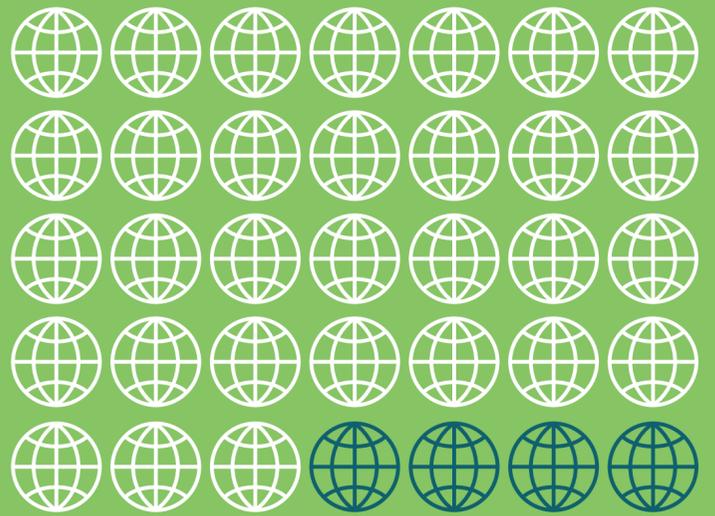
other individuals
homes



Internet Browsing Place

6%

Public utility internet port- for free



1%

Commercial utility internet port- paid

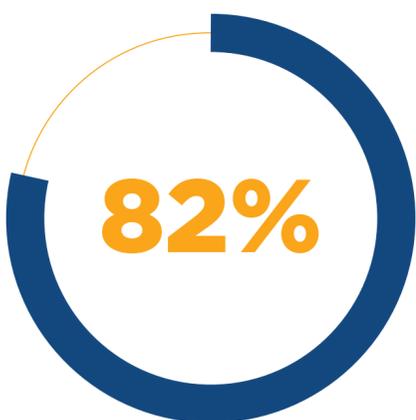


16%

Traveling and Commuting



Used Language in Internet Browsing



Arabic



English



Other Languages

Content Following Forms

56%

Listening to
Live Stream



43%

Listening to
Radio Stations



71%

Listening to
Music



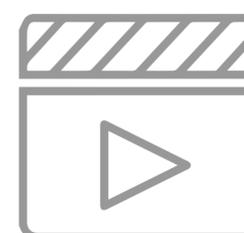
54%

Reading
Blogs



97%

Watching
Videos



Most Visited Websites according to SIMILARWEB

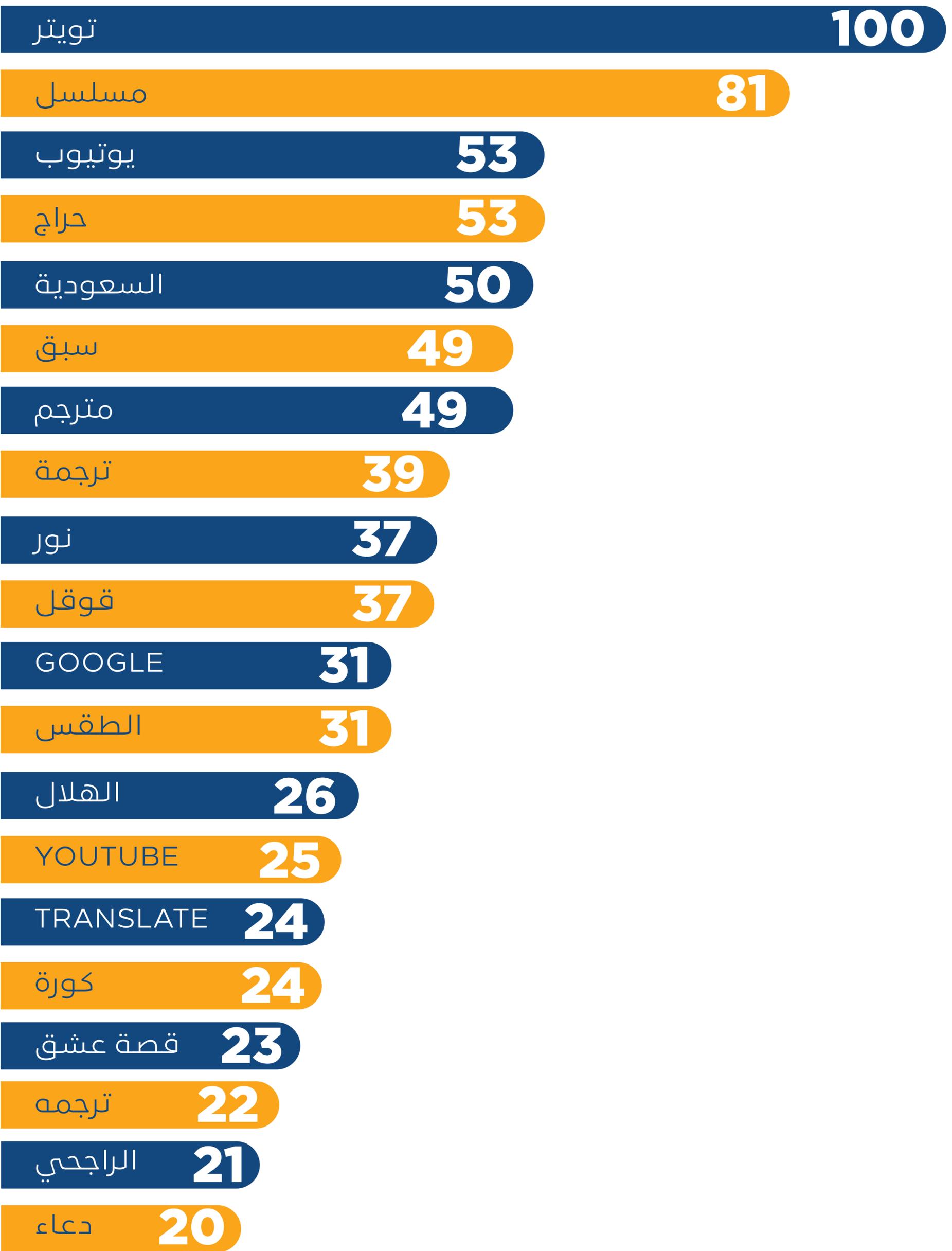
Website	Category	Monthly Traffic	Time Per Visit	Pages Per Visit
 WWW.GOOGLE.COM	 Search	94,540,000	13M/27S	9.8
 WWW.YOUTUBE.COM	 Streaming Video	87,480,000	25M/17S	10.3
 WWW.FACEBOOK.COM	 Social	20,520,000	14M/21S	11.1
 WWW.GOOGLE.COM.SA	 Search	19,750,000	09M/22S	11.4
 WWW.TWITTER.COM	 Social	12,780,000	15M/57S	19
 WWW.WHATSAPP.COM	 Social	10,610,000	03M/05S	1.6
 WWW.YAHOO.COM	 Search	6,253,000	07M/57S	6.0
 WWW.LIVE.COM	 Email	6,224,000	08M/38S	9.2
 WWW.NETFLIX.COM	 Streaming Video	5,275,000	09M/28S	4.2
 وزارة التعليم Ministry of Education WWW.MOE.GOV.SA	 Government	4,916,000	20M/23S	26.4

Most Visited Websites according to ALEXA

Website	Time/Visit	Pages/Visit
 WWW.GOOGLE.COM	12M/09S	14.6
 WWW.YOUTUBE.COM	11M/44S	6.7
 WWW.GOOGLE.COM	05M/24S	7.9
 WWW.SABQ.ORG	04M/20S	2.7
 WWW.LIVE.COM	04M/53S	5.0
 WWW.FACEBOOK.COM	17M/48S	7.8
 WWW.ARGAAM.COM	13M/03S	8.7
 WWW.YAHOO.COM	04M/34S	4.4
 WWW.SOUQ.COM	06M/54S	6.1
 WWW.MOE.GOV.SA	19M/02S	10.2
 WWW.ABSHER.SA	10M/35S	15.8
 WWW.ALMUBASHER.COM.SA	10M/52S	8.6
 WWW.WIKIPEDIA.ORG	03M/55S	3.0
 WWW.AMAZON.COM	09M/41S	9.0
 WWW.BLOGSPOT.COM	03M/32S	2.7
 WWW.SO3ODY.COM	03M/25S	2.2

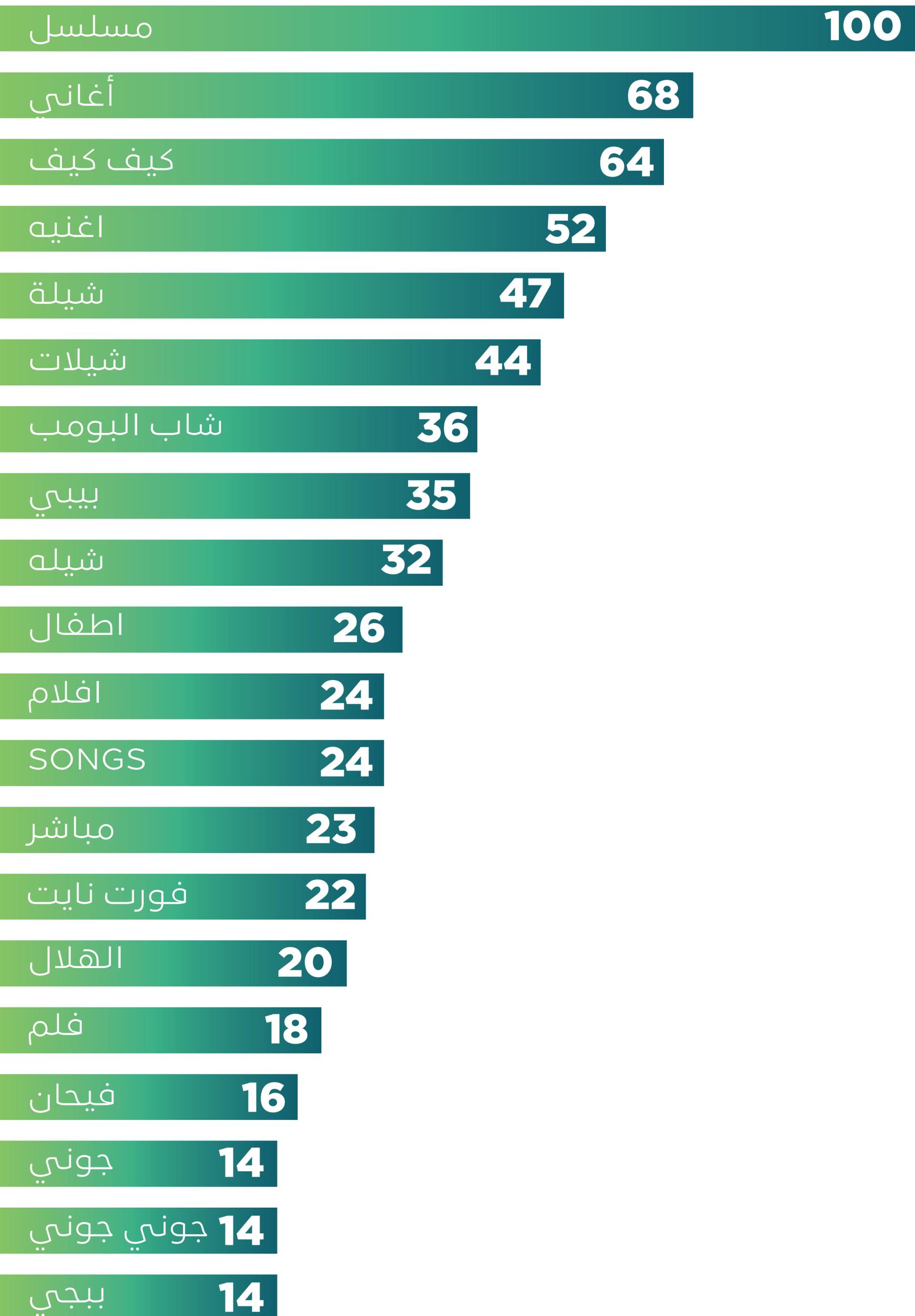
Top Google Search Queries

Google



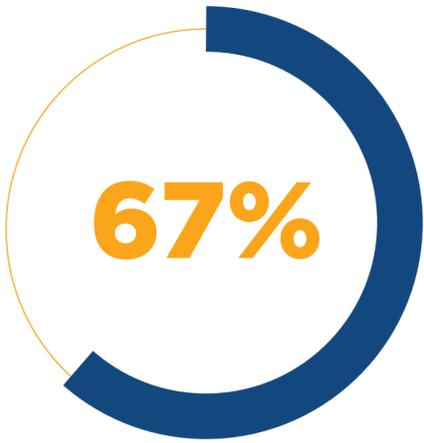
Top YouTube Search Queries

Youtube

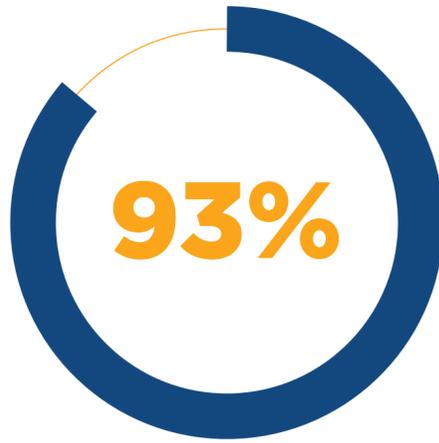


Mobile Apps Usage

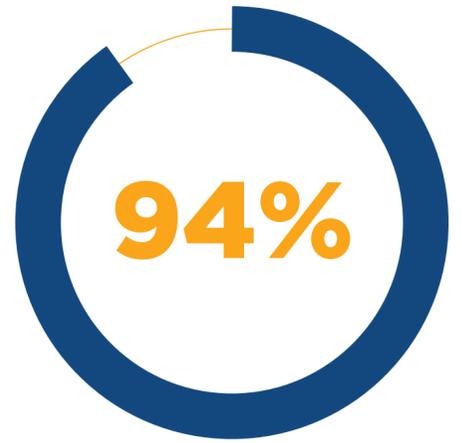
according to the App



Map Apps



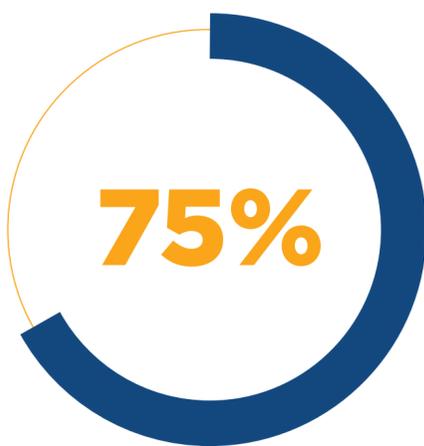
Chatting Apps (Messenger)



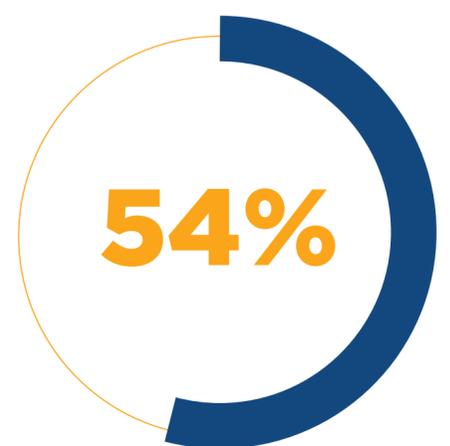
Social Media Apps



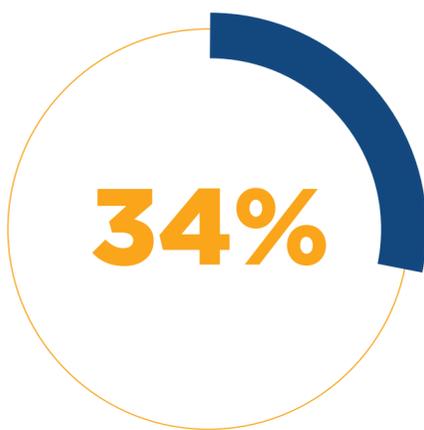
Health and Fitness Apps



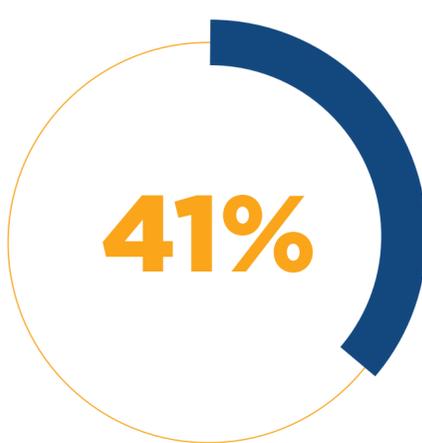
Entertainment and Videos



Games



Bank Apps



Music Apps



Shopping Apps

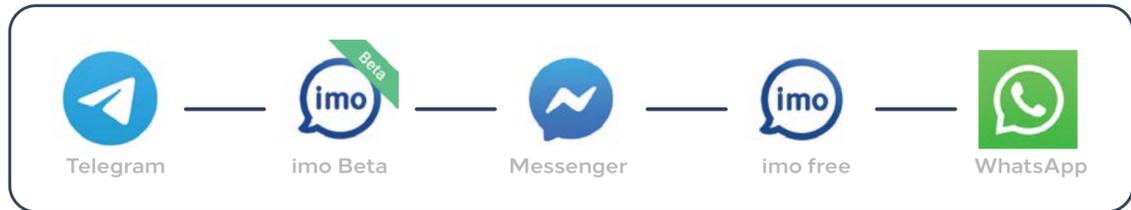
Percentage of Smart Phones Users

Most Used Apps

Music



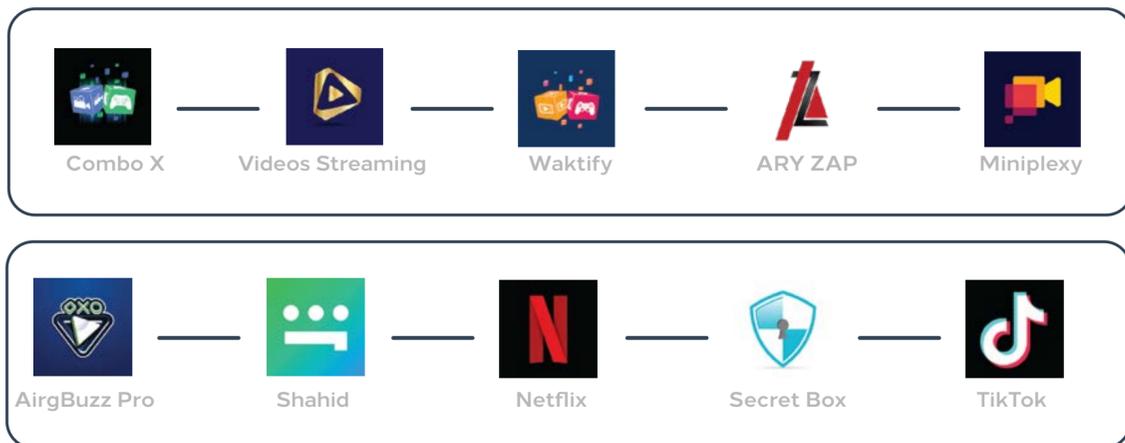
Communication



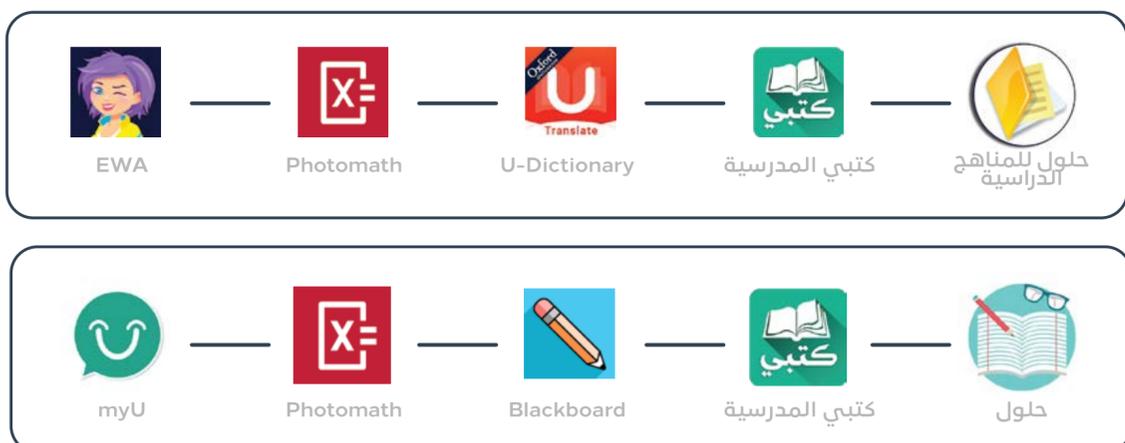
Online Purchase



Entertainment



Educational



Events



Food



Business



Medical



Games



05

Social

Media

Platforms

25

Million

active social media users

72%

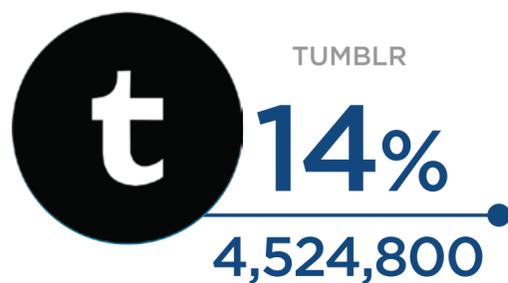
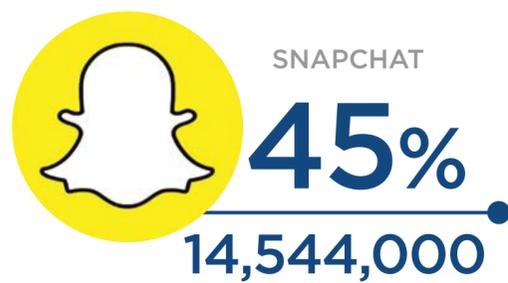
social media users compared
to total population

+2

Million

change in social media users
numbers

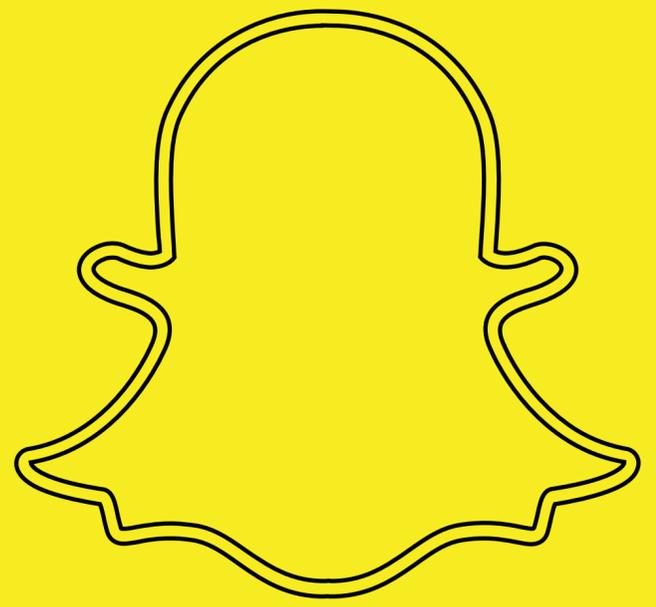
Most Used Social Media Platforms



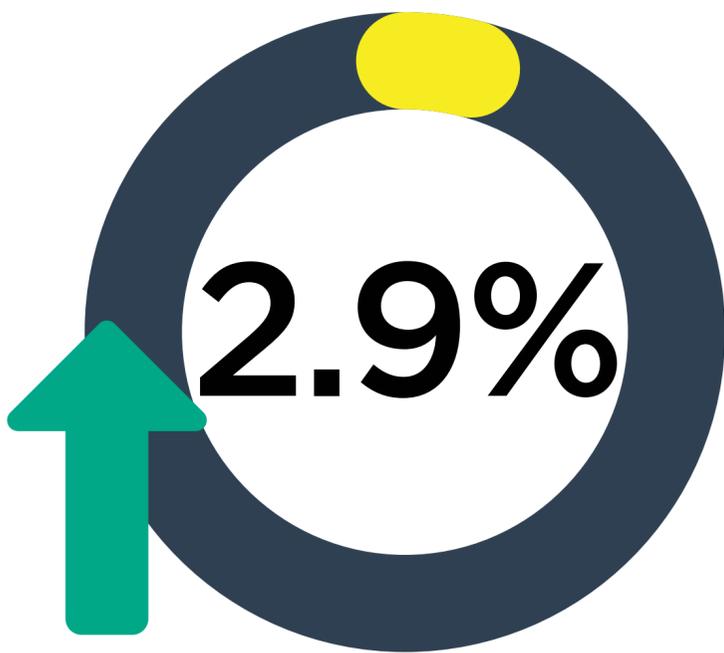
Overview on the Social Media most used platforms

16

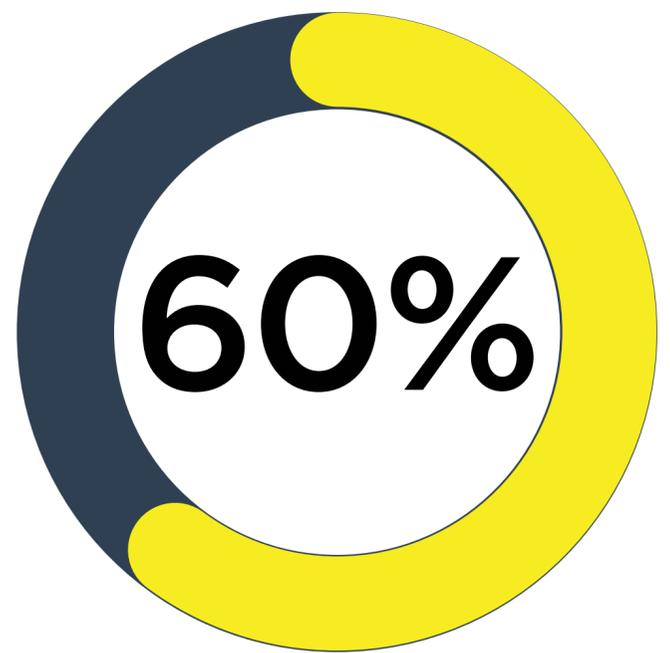
Million



Number of people that Snapchat reports can be reached with Adverts on Snapchat



Quarter-on-quarter change in Snapchat's Advertising reach

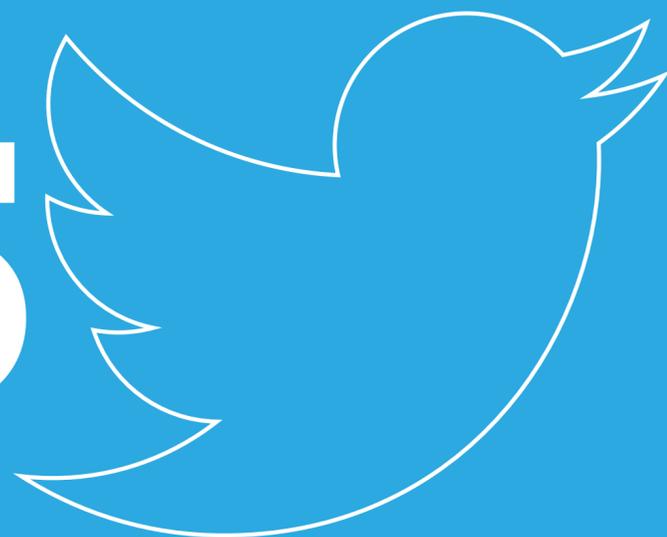


Snapchat's reported advertising reach compared to total population aged +13



Percentage of male and female ad audience

14.35

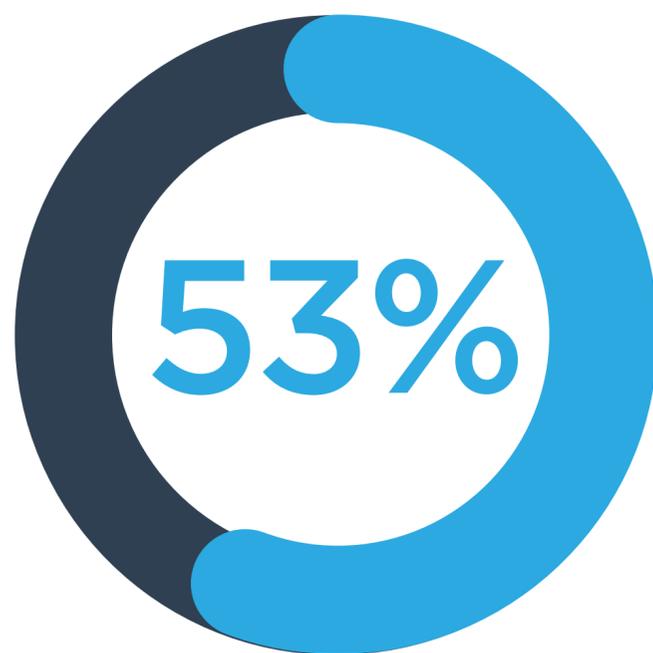


Million

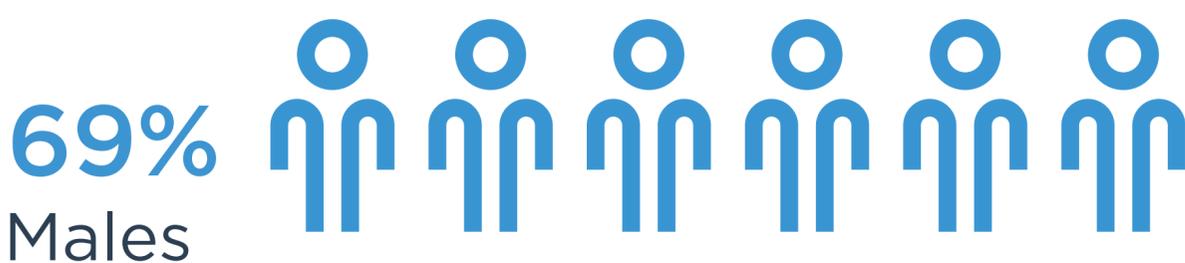
Number of people that Twitter reports can be reached with Adverts on Twitter



Quarter-on-quarter change in Twitter's advertising reach



Twitter's reported advertising reach compared to total population aged +13



Males



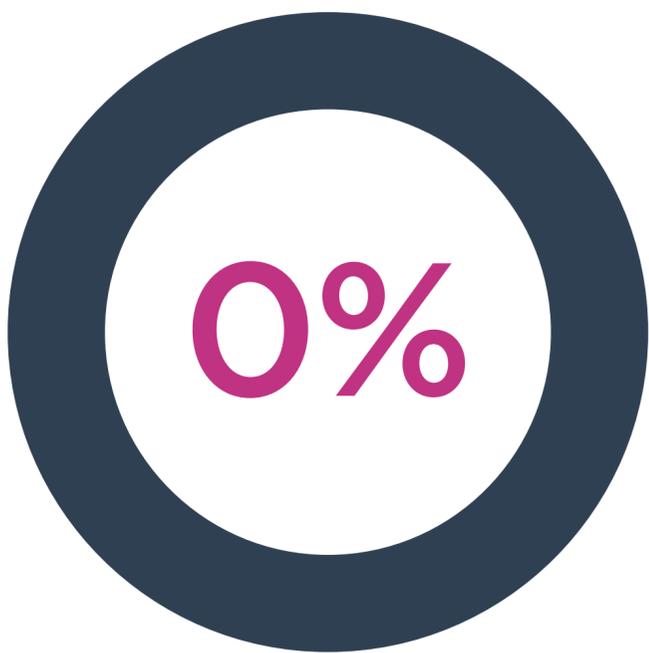
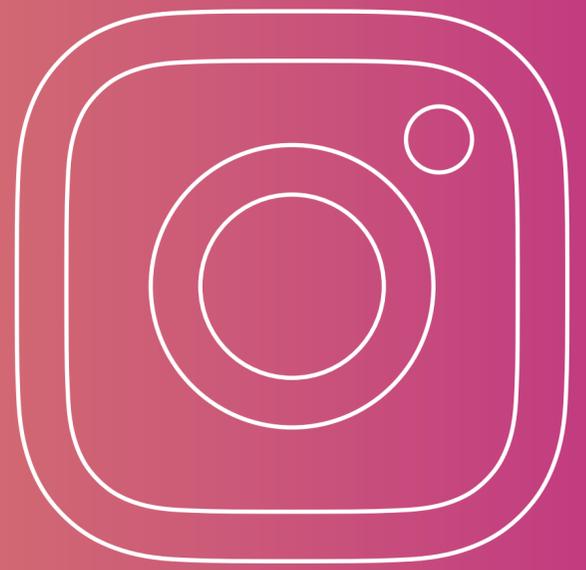
Females

Percentage of male and female ad audience

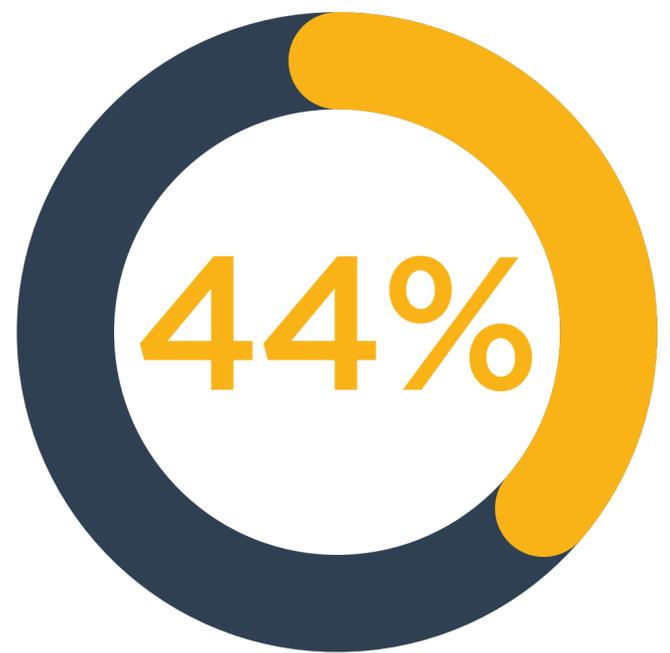
12

Million

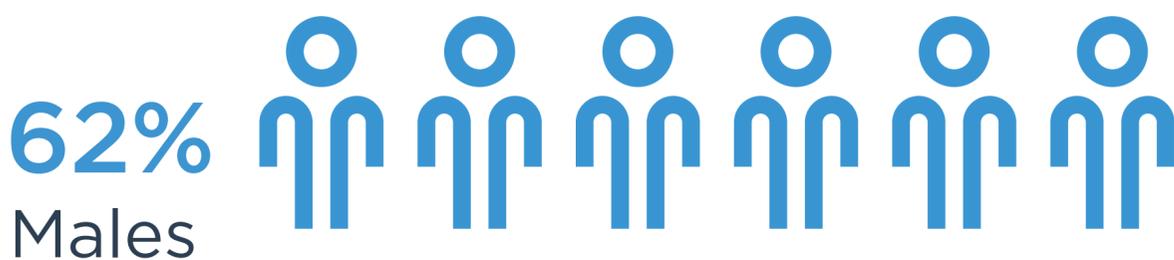
Number of people that Instagram reports can be reached with Adverts on Instagram



Quarter-on-quarter change in Instagram's advertising reach



Instagram's reported advertising reach compared to total population aged +13



Percentage of male and female ad audience

4.10

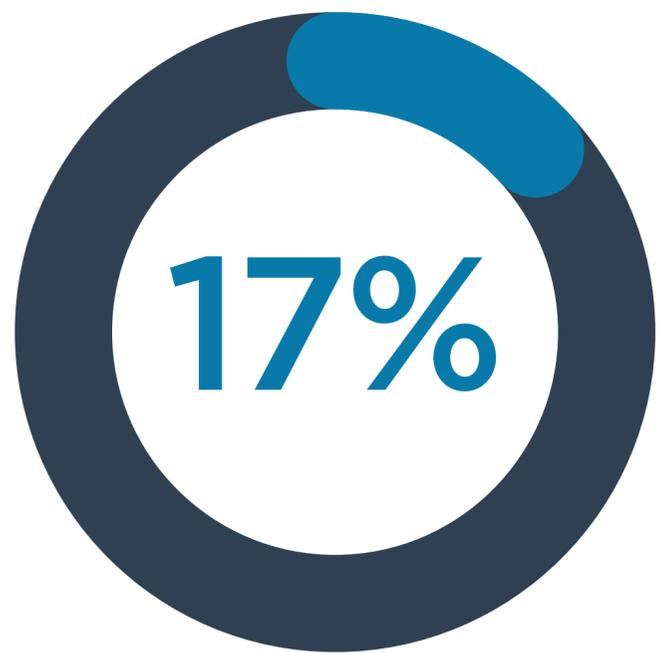


Million

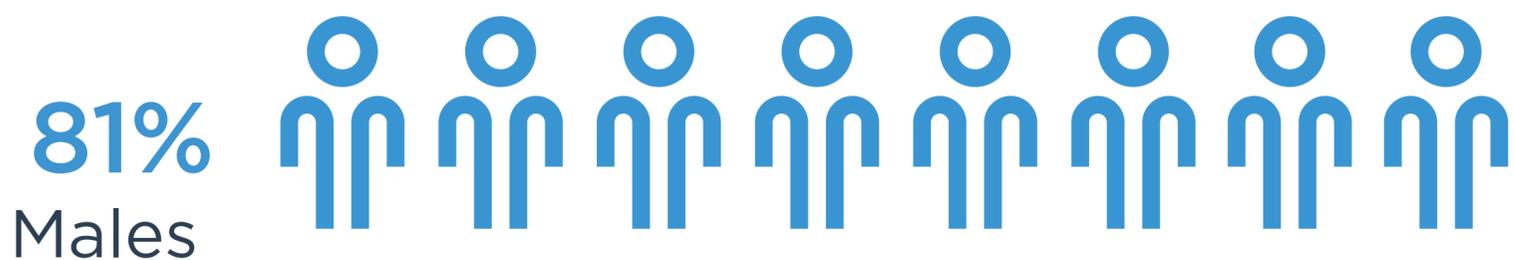
Number of people that LinkedIn reports can be reached with Adverts on LinkedIn



Quarter-on-quarter change in LinkedIn's advertising reach

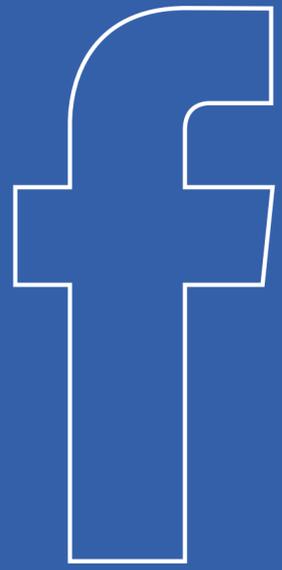


LinkedIn reported advertising reach compared to total population aged +13



Percentage of male and female ad audience

14.8

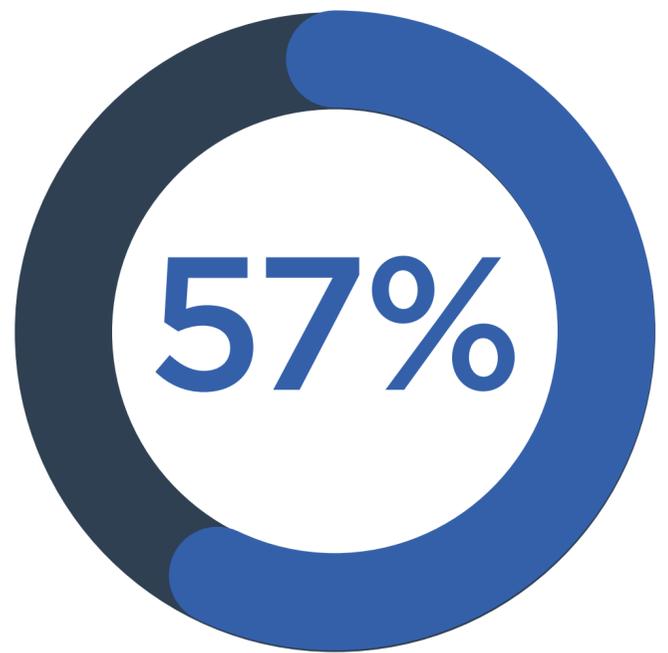


Million

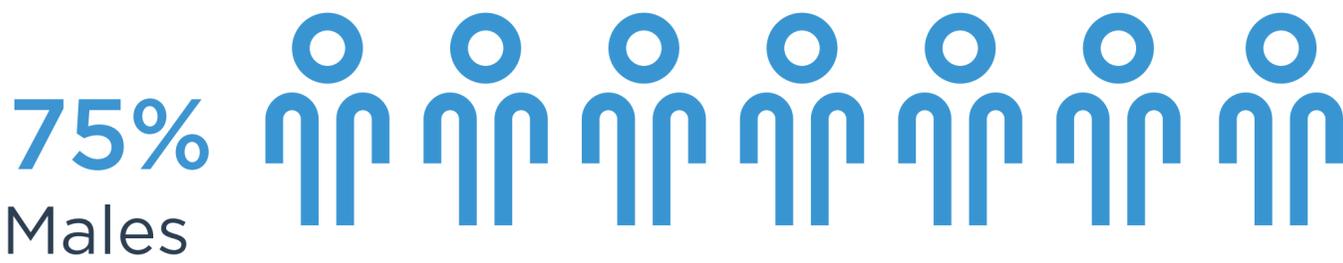
Number of people that Facebook reports can be reached with Adverts on Facebook



Quarter-on-quarter change in Facebook's advertising reach



Facebook reported advertising reach compared to total population aged +13



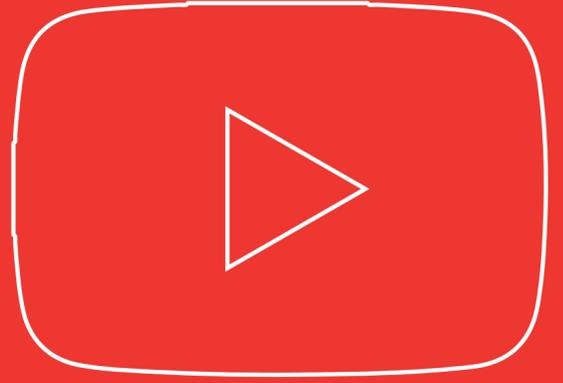
75%
Males



25%
Females

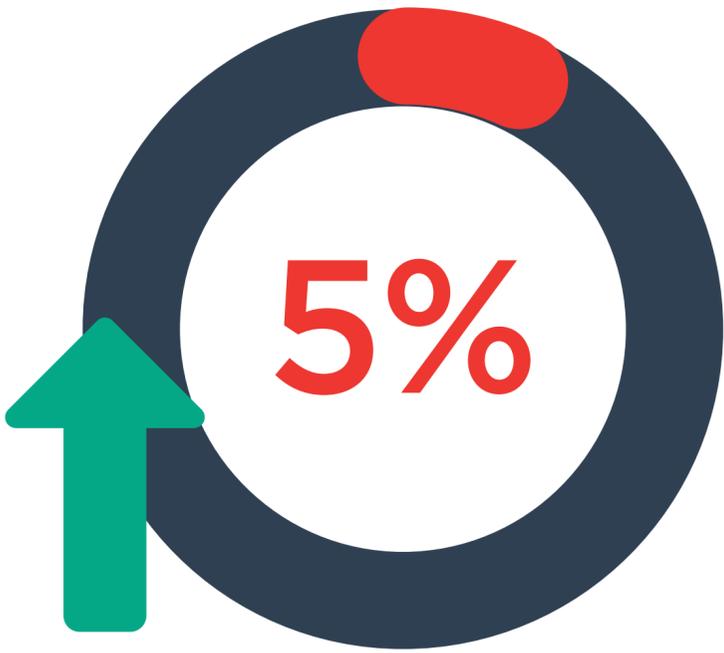
Percentage of male and female ad audience

24.7



Million

Number of people that YouTube reports can be reached with Adverts on YouTube



105,900

hours\day

Quarter-on-quarter change in YouTube advertising reach

average Saudi watching limit on YouTube



Percentage of male and female ad audience

06

E-commerce and Shopping

33

Billion Riyal

E-commerce Size

45%

Of the total E-Commerce in The Middle East and the Arab World

+20%

Annual Growth in E-Commerce

25,501

Total number of E-Shops

4000

Riyal

Average spending in Saudi Arabia\ Person

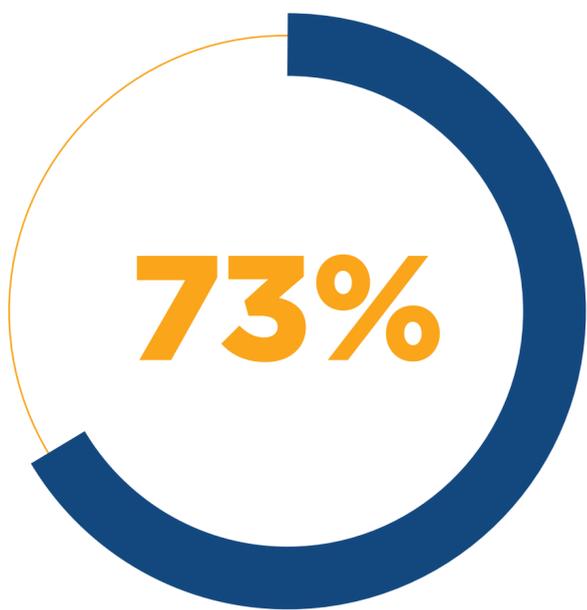
E-Commerce and Marketing Activities



Searched online for a product or service to buy (any device)



Visited an online retail store on the web (any device)



Purchased a product online (any device)



Made an online purchase via a laptop or a desktop computer



Made an online purchase via a mobile device

Goods and services purchased via Internet

23.42%

Books, Magazines, and Newspapers

71.88%

Clothes and Shoes

6.07%

Computer Gadgets and Spares

6.31%

Computer Games

4.31%

Computer Programs

31.94%

Cosmetics

2.15%

Finance Products

7.50%

Food, Food Supplies, and Tobacco

17.96%

Home Supplies

6.47%

Information Technology and Communication Services

2.55%

Medicine

3.90%

Vitamins and Nutritional Supplements

2.17%

Films and Pictures

0.60%

Music Products

2.06%

Photography equipment and Communication and Optics Tools

6.28%

Tickets and Reserving Entertaining events

13.71%

Travelling Products

Goods and services purchased via Internet



Yes



No

Payment methods for purchased goods and services via the Internet

89.48% Payment at delivery

37.33% Online Credit Card Payment

14.34% Credit Card or Online Transaction

0.58% Mobile Bank Account

0.43% Online Payment Service

0.45% Prepaid gift card or e-voucher

1.13% Points of rewards and recovery

E-shopping spend by category

1,436,303 Billion Riyal

Fashion and Beauty

1,717,536 Billion Riyal

Electronics and Physical Media

43,126,587 Million Riyal

Food and Personal Care

768,778,290 Million Riyal

Furniture and Appliance

369,388,593 Million Riyal

Video Games

240,019,200 Million Riyal

Digital Music

120,754,443 Million Riyal

Toys and Hobbies

E-shopping Growth by category

 **+1.8%**

Fashion and Beauty

 **+5.3%**

Electronics and Physical Media

 **+7.3%**

Food and Personal Care

 **+7.9%**

Furniture and Appliance

 **+4.7%**

Toys and Hobbies

 **+7.4%**

Travel including accommodation

 **+5.1%**

Digital Music

 **+9.7%**

Video Games

07

**Global
Statistics**

Global Digital Status

7.75

Billion

World Population

4.54

Billion

Internet Users of Total Population

59%

3.80

Billion

Active Social Media Users

49%

5.19

Billion

Mobile Phones Users of the Total Population

67%

Annual Digital Growth

(Jan 2019 vs. Jan 2020)

+7.0%

Internet Users

+298 Million

+9.2%

Active Social Media Users

+312 Million

+2.4%

Mobile Phone Users

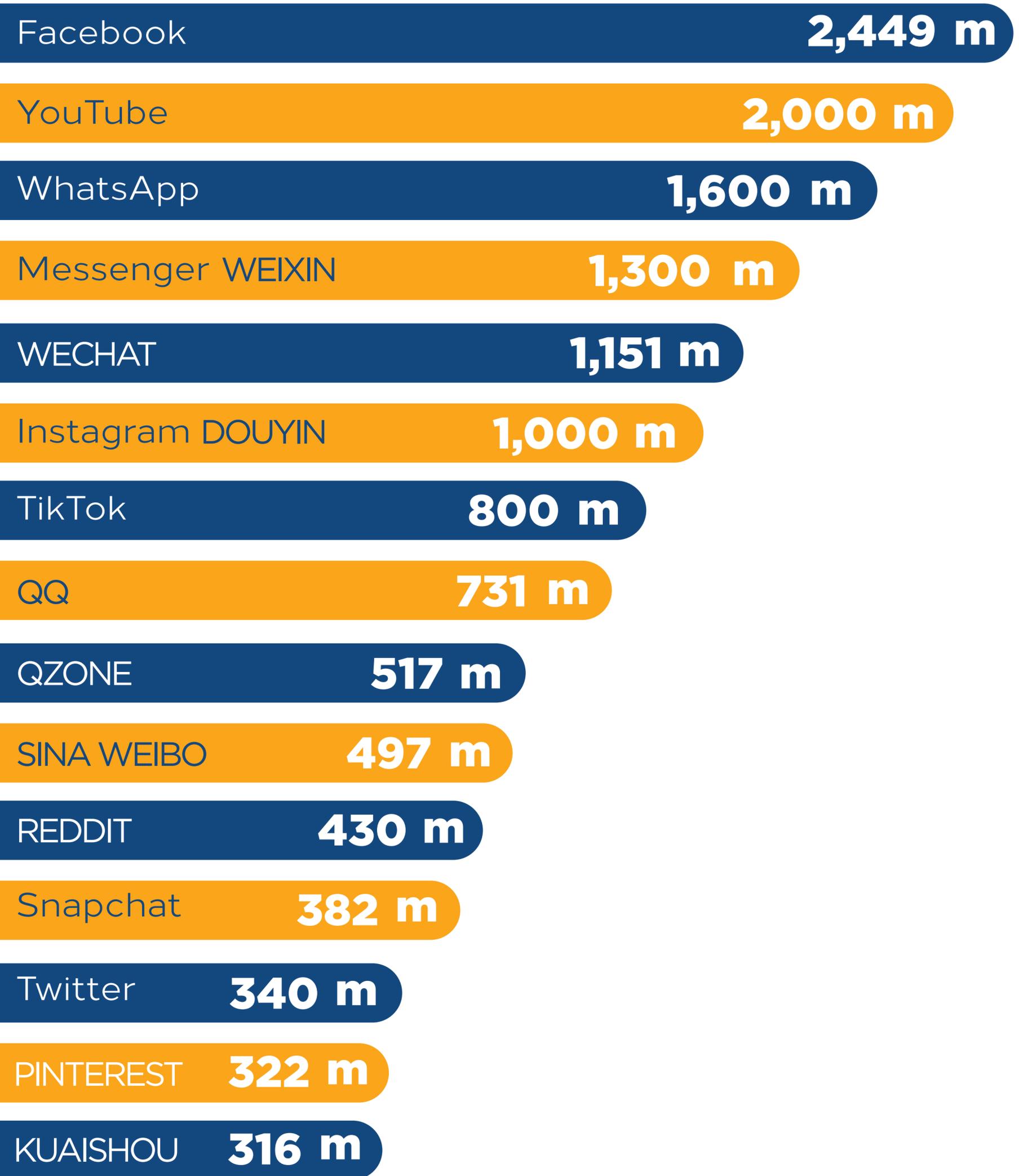
+124 Million

+1.1%

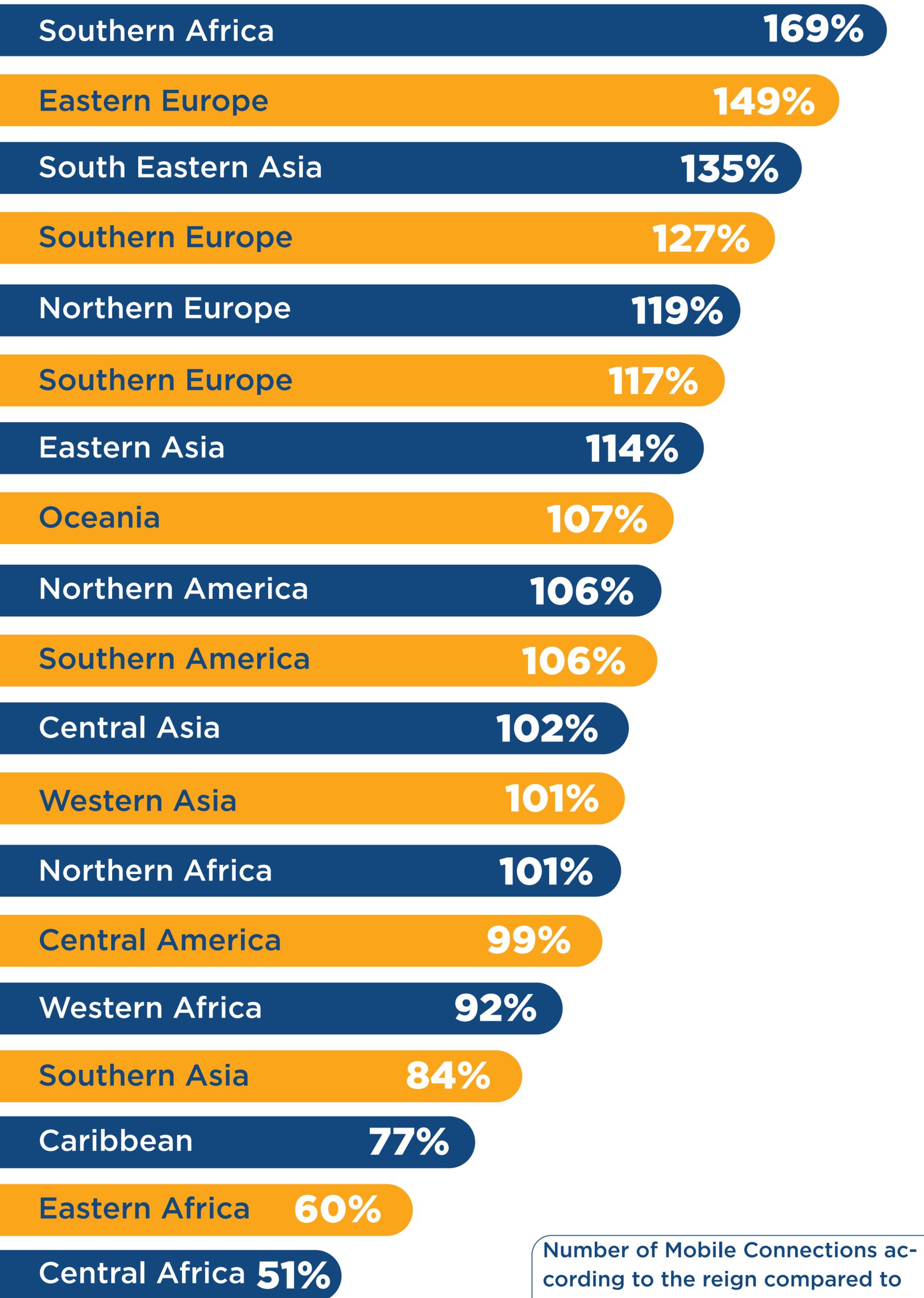
Total Population

+82 Million

Globally Most Used Social Platforms



Communication via Mobile Phone Devices



Number of Mobile Connections according to the reign compared to the total population

Resources

worldometer

<https://cutt.us/xtyRD>

Socialize

<https://cutt.us/DTLPw>

Google Trends

<https://cutt.us/3U3ir>

Alexa An amazon.com company

<https://cutt.us/MlbDu>

c|net

<https://cutt.us/J8SfC>

GMI

<https://cutt.us/oOTQW>

الهيئة العامة للإحصاء
المملكة العربية السعودية

<https://www.stats.gov.sa>

Alexa An amazon.com company

<https://cutt.us/1ww4h>

Google Trends

<https://cutt.us/dhs4D>

Talkwalker

<https://cutt.us/mW1QT>

VARIETY

<https://cutt.us/OdmYv>

Buffer

<https://cutt.us/j9LNN>

Alexa An amazon.com company

<https://cutt.us/1ww4h>

Google Trends

<https://cutt.us/dhs4D>

Talkwalker

<https://cutt.us/mW1QT>

BuzzSumo

<https://cutt.us/kpaaO>

metricool

<https://cutt.us/fh9zA>

statista

<https://cutt.us/ffanq>

FinancesOnline

<https://cutt.us/Lv2Yn>

Medium

<https://cutt.us/EAqpj>

SocialMediaToday

<https://cutt.us/ccHuK>

iLink

<https://cutt.us/p0slr>

DATAREPORTAL

<https://cutt.us/Y05Kt>

BLOOMIDEA

<https://cutt.us/u40h4>

Internet World Stats
Usage and Population Statistics

<https://cutt.us/J9jtJ>

statista

<https://cutt.us/CzV5E>

we
are
social

<https://cutt.us/SAUOH>

GOV.SA
المنصة الوطنية الموحدة
United National Platform

<https://cutt.us/DR4QX>

VARIETY

<https://cutt.us/OdmYv>



Thank you

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