

Saudi Digitalization 2022



Introduction

We are back to you as always every year with our fourth annual report for Saudi digitization, the report that reviews to you all the developments in our sector that is being active and more modern than ever.

In our previous reports down to this version.. there was a recurring adjective in it.. which is a bigger jump in our sector that cancels the previous one.

Some may think that the fast jump in digitization and world wide usage of technology was imposed by the pandemic by isolation and social distancing, but the truth that result of efforts weren't affected by that at all. Today, %93 of Saudis use the internet, while globally %62.5 use the internet. Online shopping in Saudi goes up to %81.56, but world wide %48.29.

Today, Saudi Arabia is the most advanced country of the G20 in terms of digital competitiveness, and the third in the world in 5G mobile internet speed, and up to 2000 Government e-services. These numbers make of Saudi digitization minister on the Chessboard moves in every direction to the farthest distance ..

Hussein Alhazmi

TREND[®]

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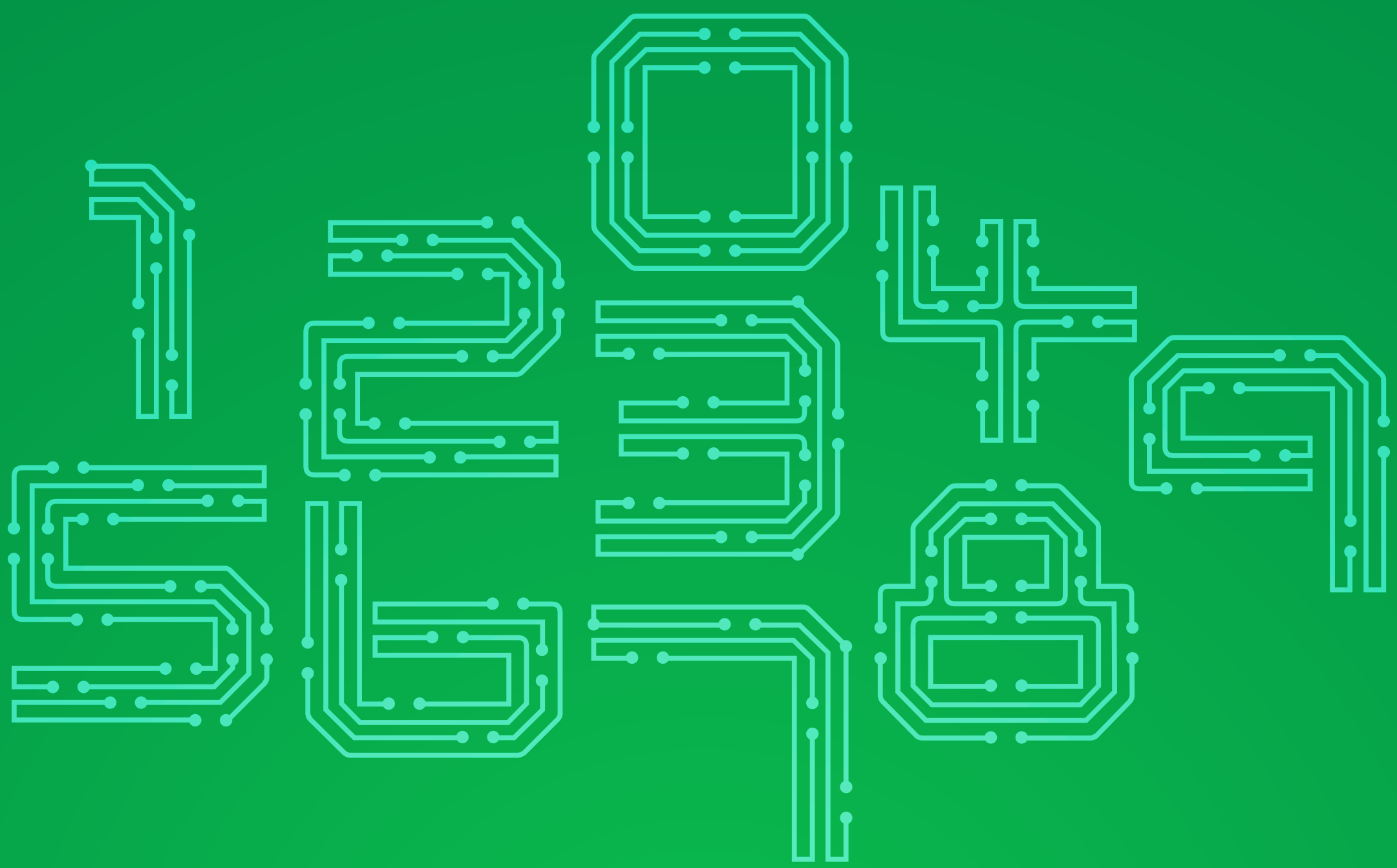
33

Digitization Globally

38

Digital content globally

47



Saudi Arabia in numbers

TREND®

Total population

35,647,323

Distribution of the population according to gender



57.8%
Men



42.2%
Women



Residents under
15 Years old

13.2%

Residents under
5 Years old

3.1%

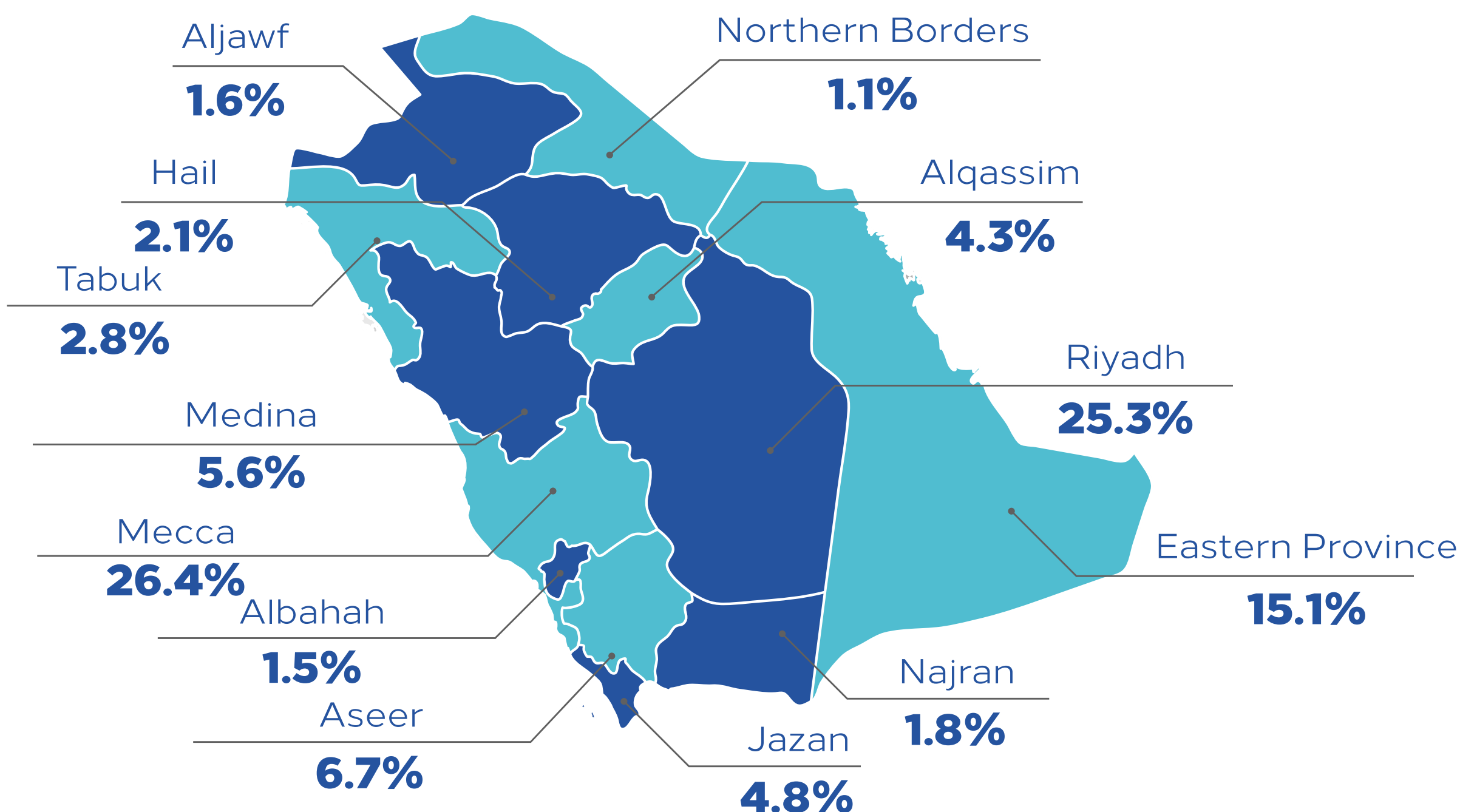
Residents from 65
and older

3.8%

Residents
from 15-64

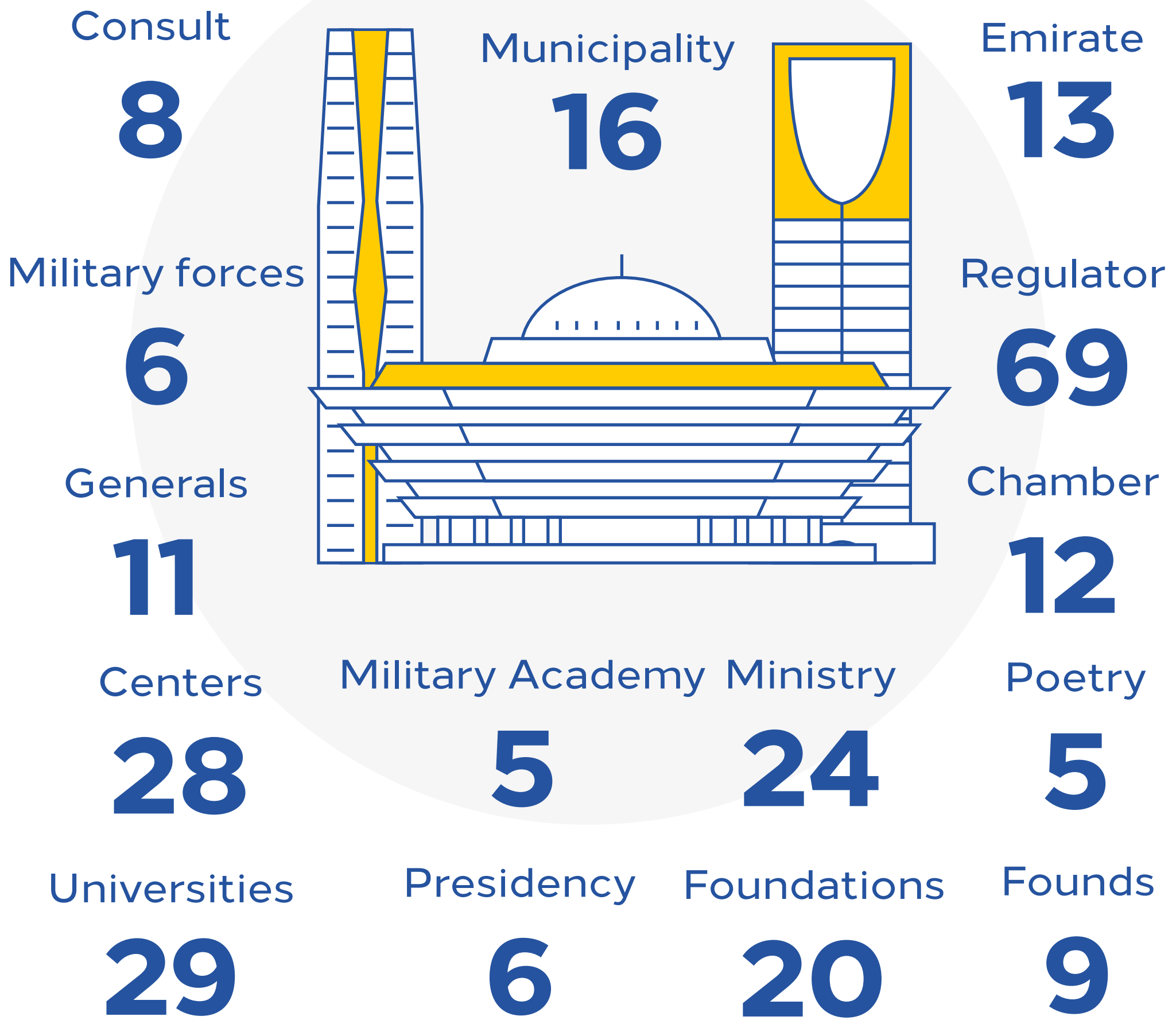
75%

Population distribution by regions



250

Governmental institutions



Small and Medium Enterprises

1,254,889

Employee in the Government sector

626,000

Facility

4724

Company and institution in progress

1.2 million

Foreign Company

Workers in the Kingdom

Woman's participation in the market

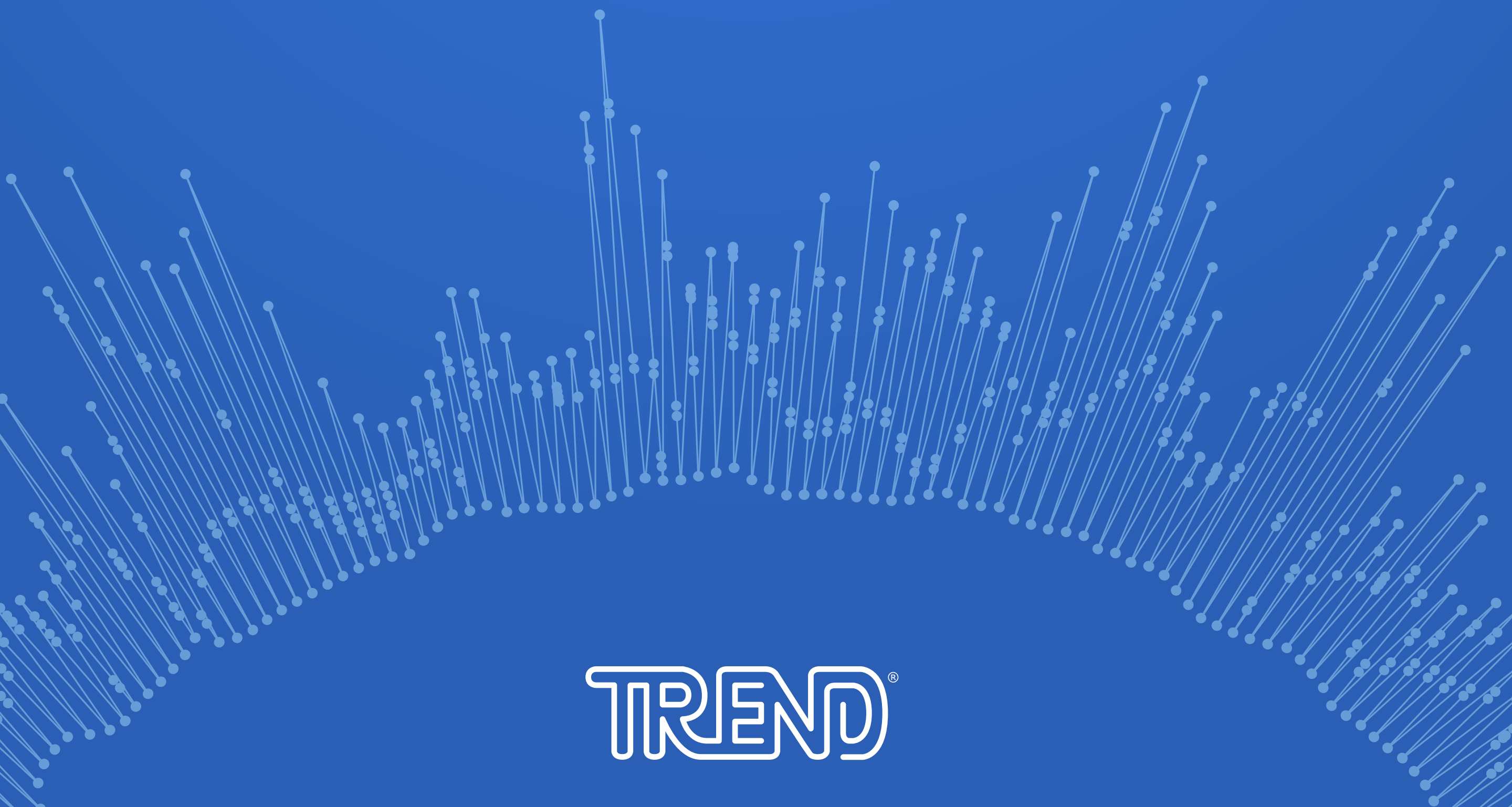
34.1%+

Saudi workers in the private sector

1.9+



Digitization in Saudi Arabia



TREND®



Among G20 countries in the digital Competitiveness report 2021

2

In the United Nation Index E-Government Development

9

Among the countries of the world in the Mobile Internet Speeds with the Technology of the fifth generation

3

Average download Speed for Mobile Internet

149.06 Mbps

22.48 Mbps

Average upload Speed for Mobile Internet

5G service availability

76 Governorate

367.73 Mbps

5G Mobile Download Speed

Average Internet Speed



Average upload Speed for Home Internet

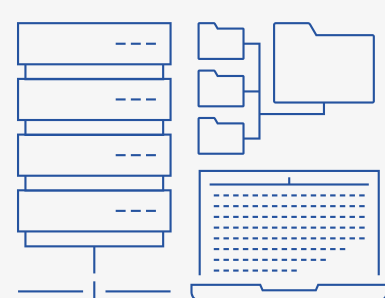
46.02 Mbps

In Home Internet Speed

37

In Mobile Internet Speed

7



920 MB

Average data usage per person

95%+ The third world wide

Internet expansion

83% increase in maturity of Government e-services

Maturity level of digital services

98%

Digital Government Services preparation to UN standers

World Digital Government Rankings Survey 2021

Saudi Arabia climbed **23 ranks** as one of the best counties for Digital Government Services

30th
world wide

11th place
G20

1,923

Digital Services



03

Work and
Employment

195 | 10.1%

02

Education and
Training

262 | 13.6%

01

Entrepreneurship
and Managemen

516 | 26.8%

06

Safety and
environment

61 | 3.2%

05

Zakat and tax
services

68 | 3.5%

04

Housing and municipal
utilities services

94 | 4.9%

09

Social protection

52 | 2.7%

08

Family affairs, marriage,
and inheritance

56 | 2.9%

07

Toursim, Culture,
and entertainment

60 | 3.1%

12

Hajj and
Umrah

29 | 1.5%

11

Residents and
Visitors Affairs

43 | 2.2%

10

Information,
communication,
and postal services

46 | 2.4%



25+ Partner

Partner

24+ Million

Application users

75 Counties world wide

Countries using the Application

More than **100** services

Application services

30+ Million tests in the second stage

Covid-19 tests and appointments

27+ Million requests in the first stage

Request free movement permits

61+ permits in the second stage

Permit to enter gatherings

20+ permits in the second stage

Permit to enter sacred sites

60+ digital Document permits

Digital Document

23+ Million Health Passport so far

Health Passport

Ministry of Interior Services

24+

Million Downloads

23+

Million users

46+

Million procedural processes during 2020

23+

Million released Digital ID

80+

Associated Government agency

330+

Million Million services

116+

Million operations during 2020

Number of logins to the platform since establishment



Individuals

+1.5
Billion



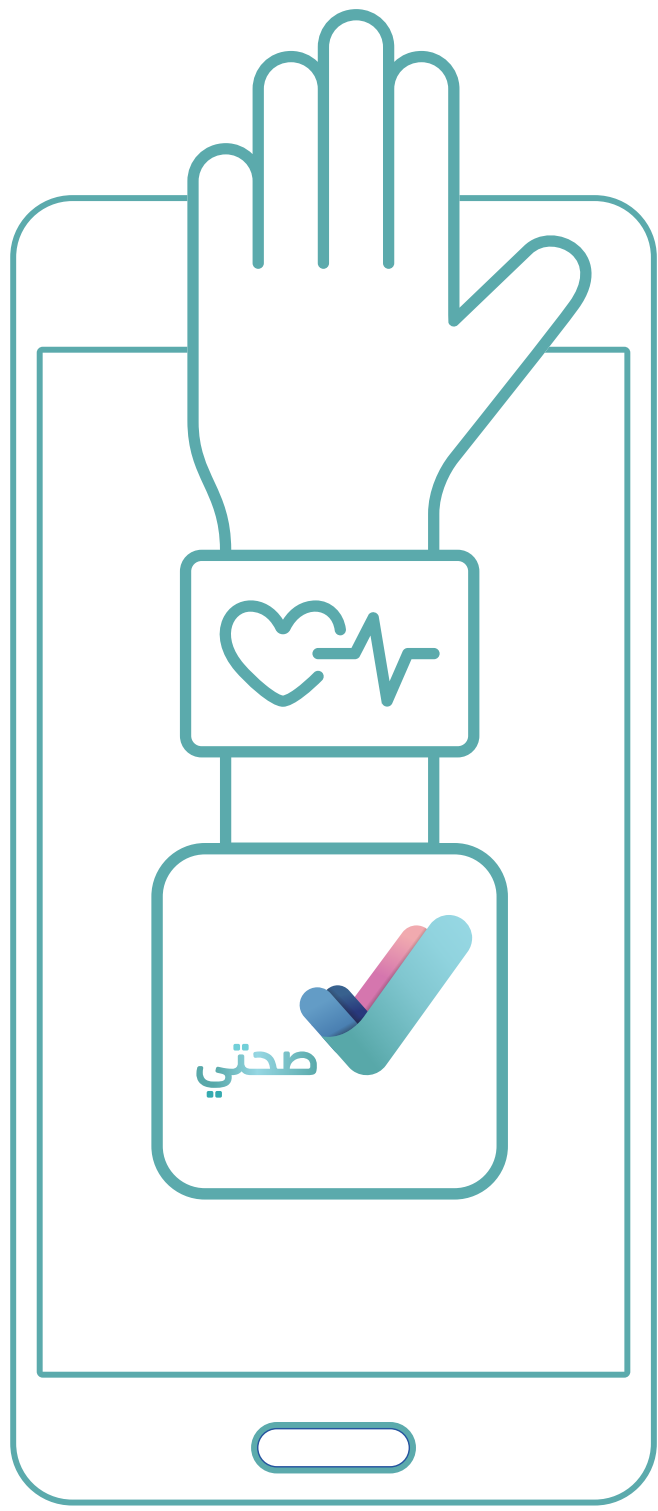
Businesses

+50
Million

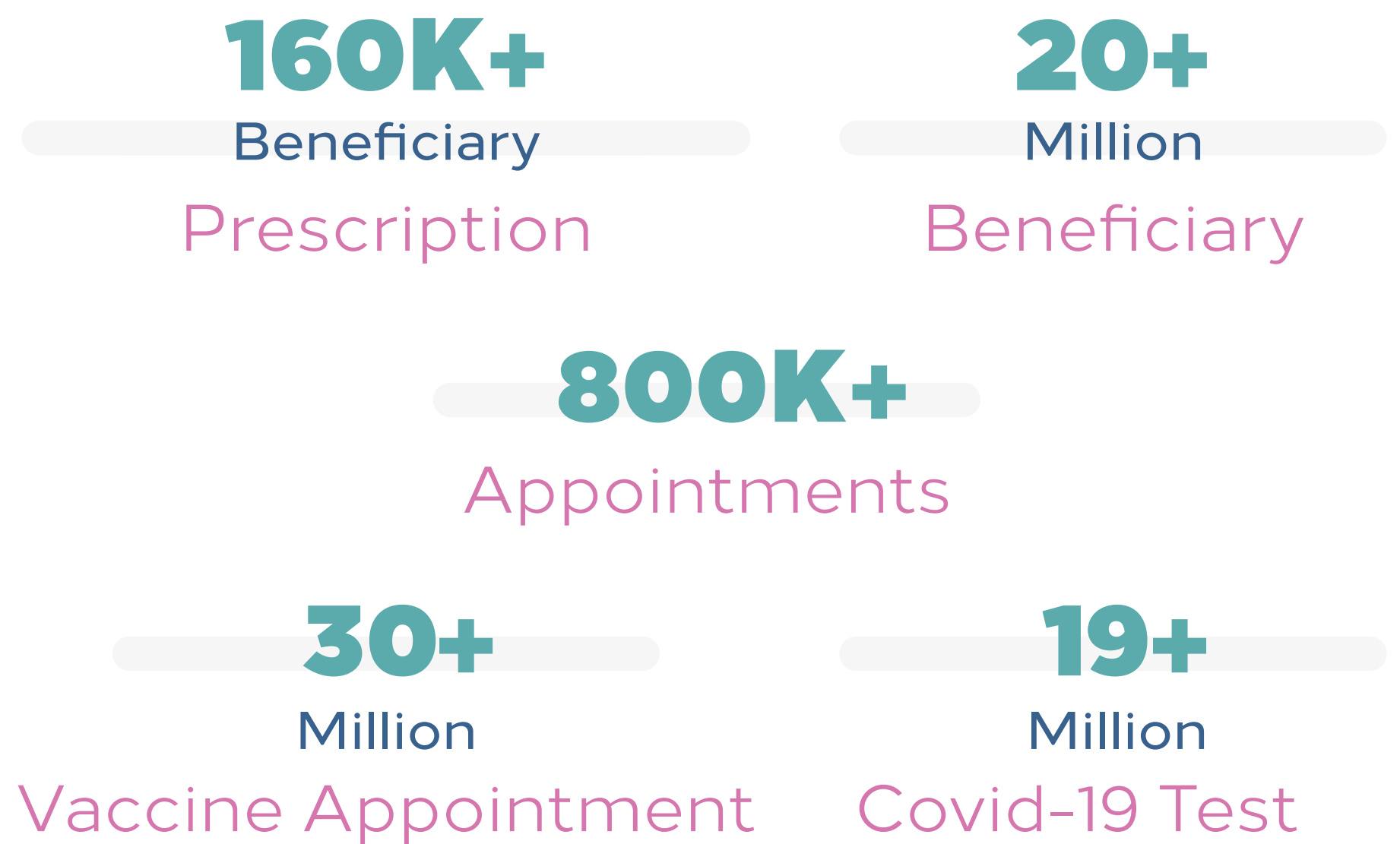


Government

+3.1
Million



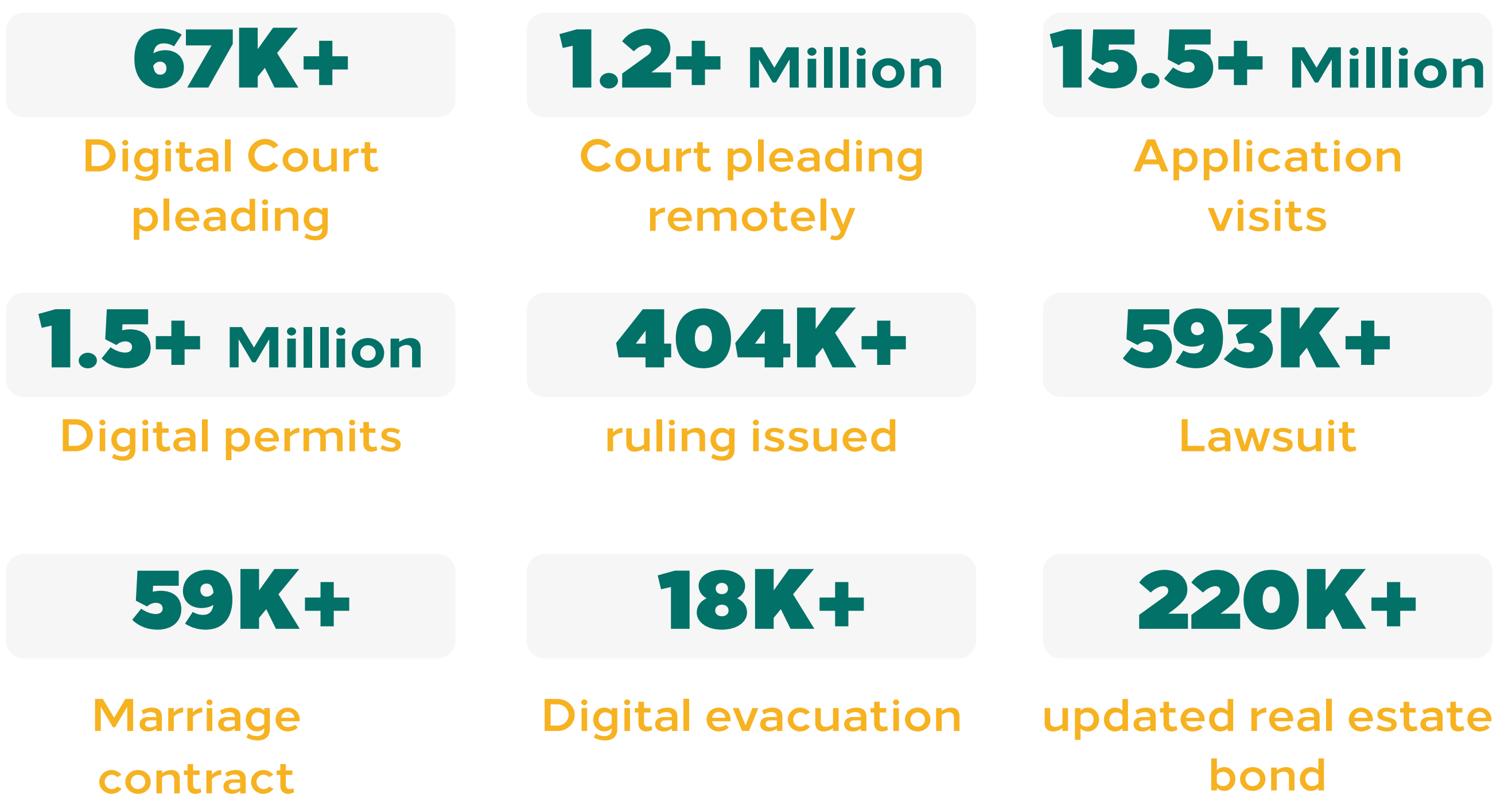
Digital Health



Digitalization of Government sectors



Digitization of Justice



Digitalization in Municipal and real estate



1+ Million

Application
downloads

100+ Services

Digital

1.5+ Million

Users

850 Million

Information traded with
government sector

45+ closed

Daily closing
reports

الشبكة الإلكترونية
لخدمات الإيجار
RENTAL SERVICES E-NETWORK



80% Beneficiary

Beneficiaries of the
monthly

20K

Registered Real
Estate

3+ Million

Number of registered
real estate units

111K+

Beneficiary
families until
mid-2021

148 project

Number of
projects since
establishment

9.2+ Million

Visit to the
platform

3.5+ Million

application
Downloads

سكني

87K+

Saudi citizen families lived in
homes

Ministry of Finance services

29,001

Public competitions

53,426

Direct Purchase
Invitations

56,543

Offers submitted
for public
competitions

50+ Billion

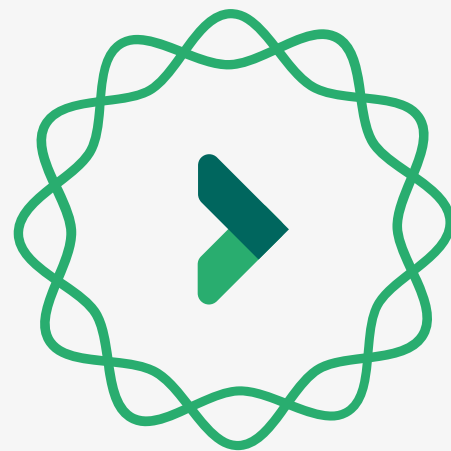
Approved
Contracts

84,476

Offers made on
Invitations

163k+

Users since
establishment



اعتقاد
Etimad

196 Billion

Revenues back to
the system

Employment sector services

522K+

Beneficiary
establishments

561k+

Work permit

1.3+

Million

permit
issued



94

Digital
services

Madrasati platform

Teachers interaction

108K+

Student assignments

12+

Billion



Number of digital classes

154+

Million

Student exams

699+

Billion

Teachers

402,468

Public School

13,585

Private School

Number of platform link visits

292

Million

Students

4,862,118

Public Education

178,068

Private Education



Digital innovation

1.8+

Million community participation in Madrasati competition

4.7+

Million participant in Madrasati programming competition

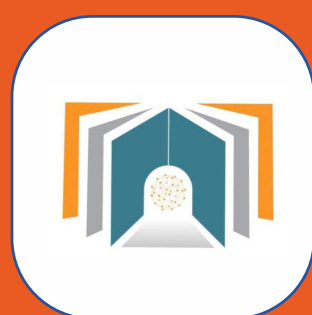


99 Million Ain channel views

Most important platforms to simplify online education



iEN



Future Gate



Madrasati



Vschool

24

satellite educational channel

Internet Usage

TREND[®]

Internet usage



93.6%

Internet usage to noncitizen

92.5%

Internet usage to Saudi citizen

93%

Internet usage to individual

82.3%

Individuals participation in Social Media

90.8%

Female Internet usage

94.4%

Male Internet usage

93.4%

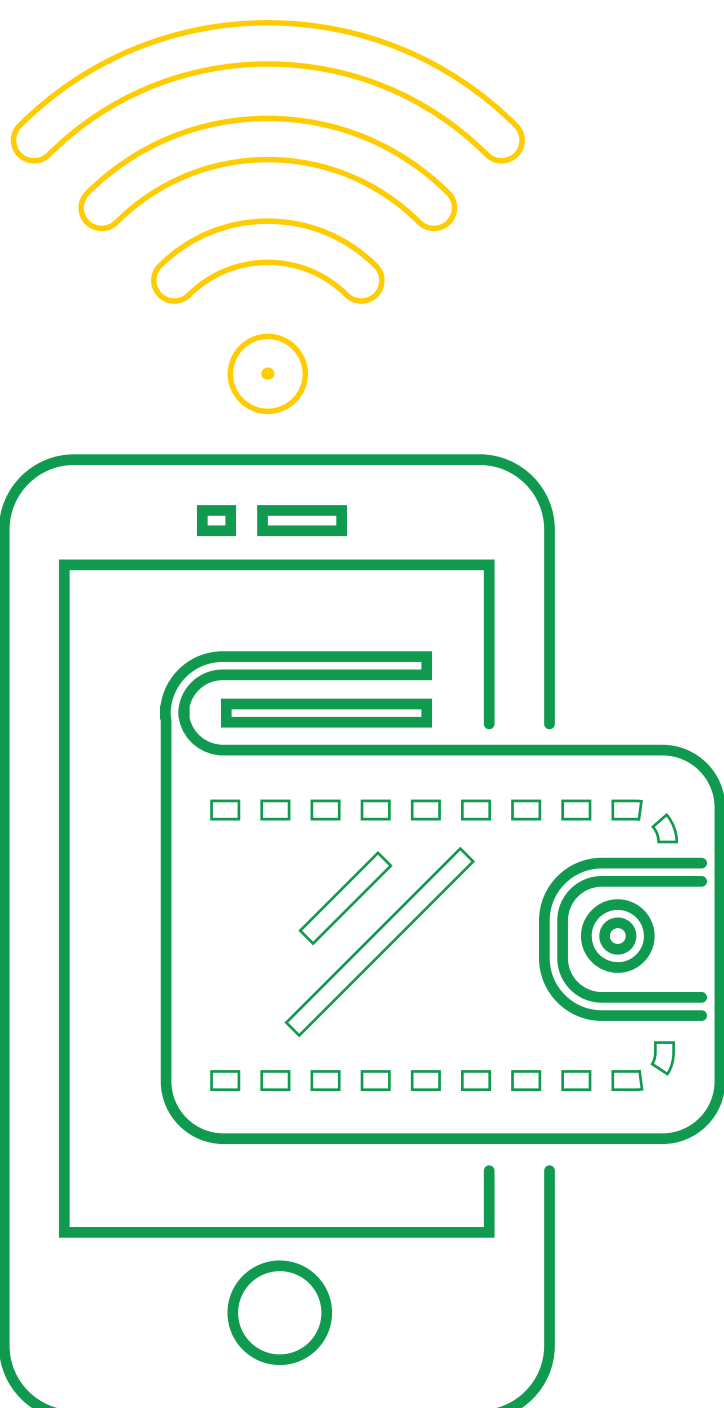
Male participation in Social Media

94.3%

Female participation in Social Media

Devices and Internet usage

Internet subscriptions



41.03

Million

Mobile phone subscriptions

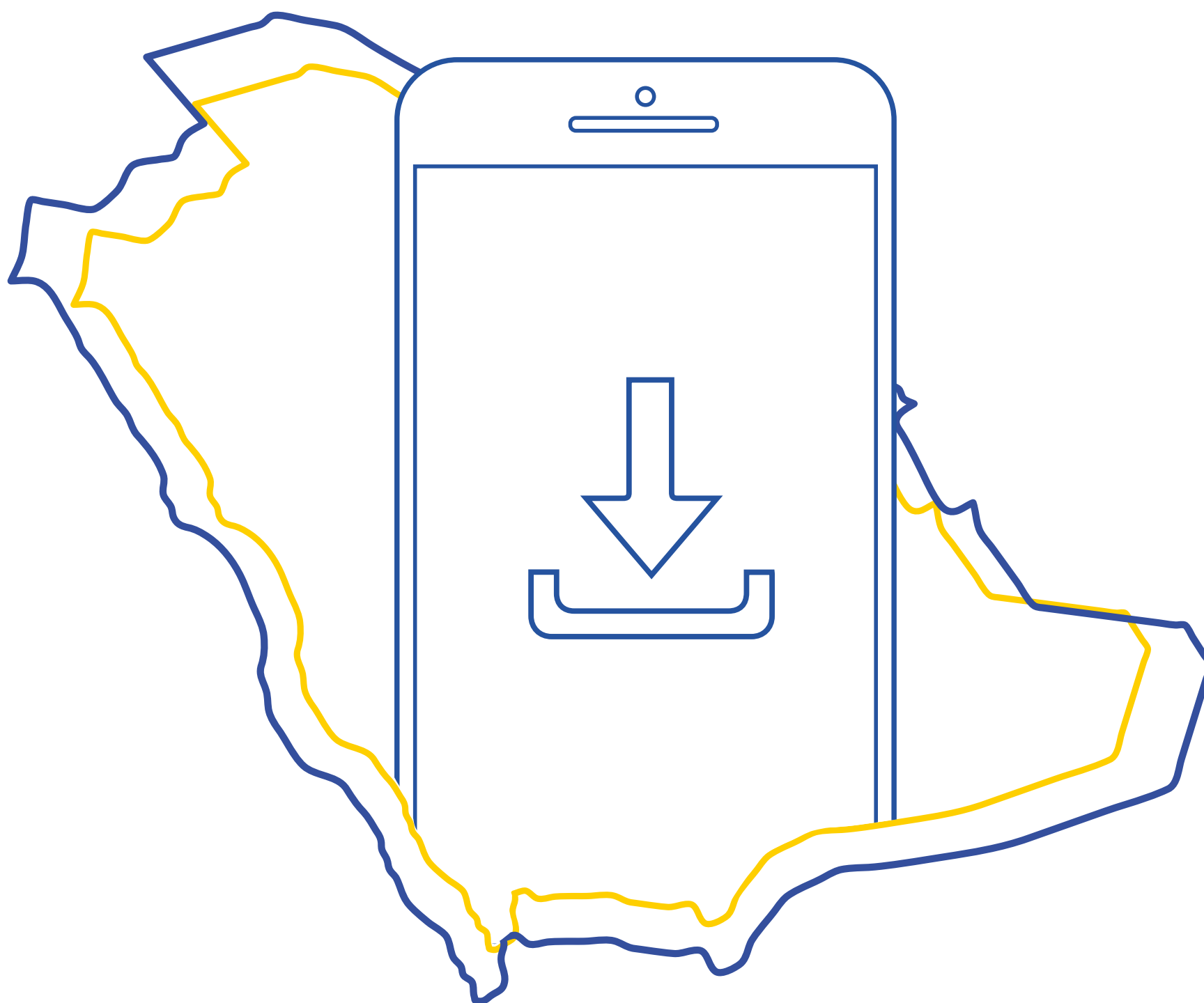
3.3%

Increase in Mobile subscriptions

115.3%

Internet spread in the population

Mobile Device



Number of Mobile
application Downloads

1.834 Billion

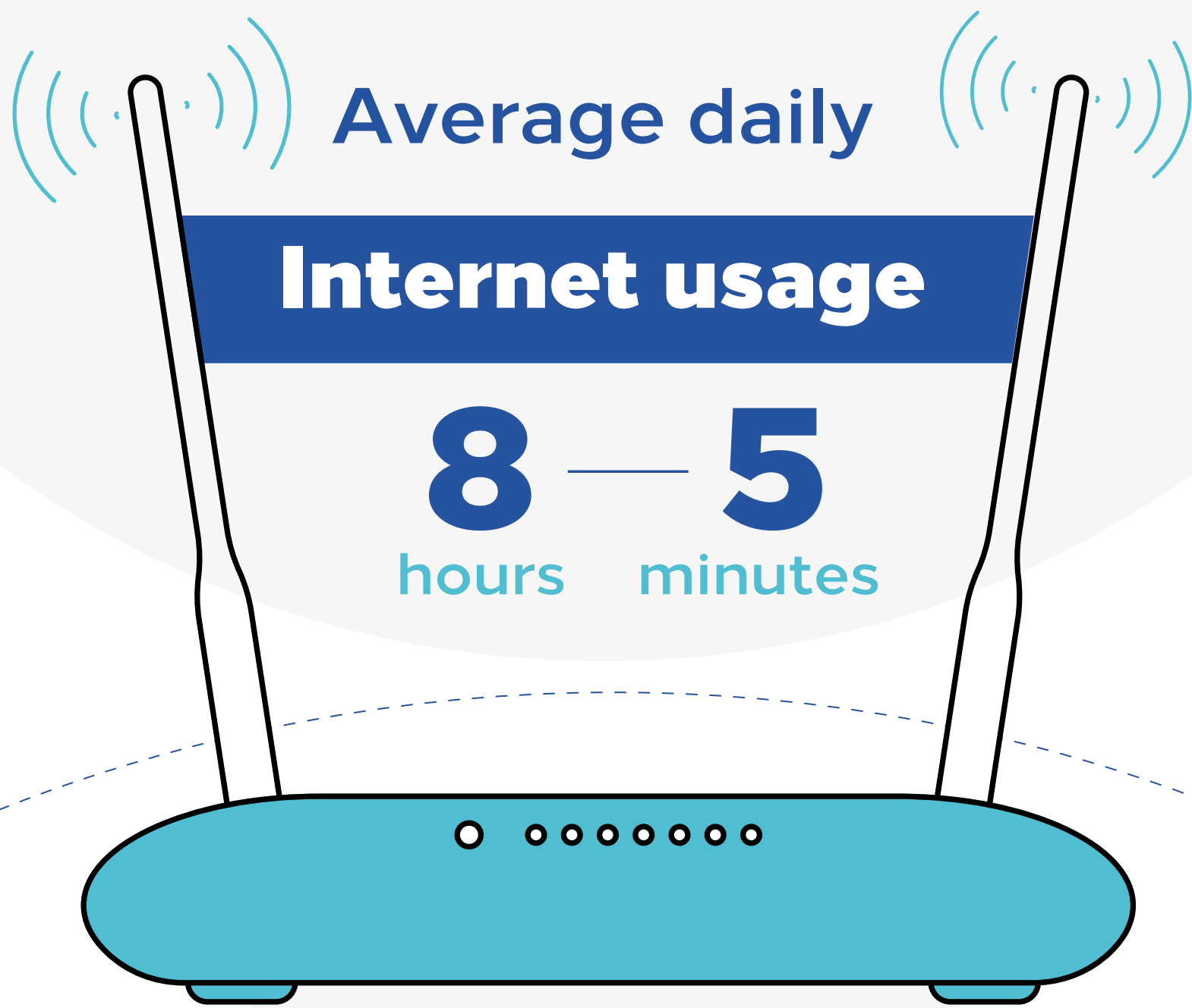
19th place among the most growing
market for Downloading applications

Consumer Spending

4.757 Billion SR

12th place among the top
spenders on applications

Devices and Internet usage



Internet access through mobile phones

56.7%

Accessing the internet via mobile phones

4 — 35
hours minutes



Social Media usage

3 — 24
hours minutes



Accessing the Internet through the computer

3 — 30
hours minutes



Accessing the Internet through the TV

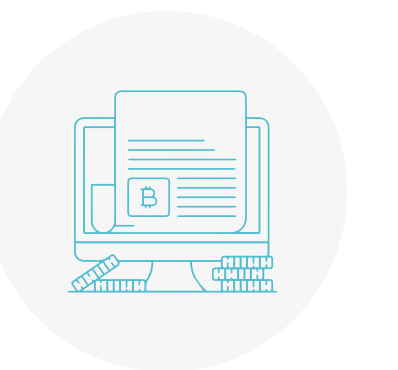
3 — 35
hours minutes



Music Streaming
1 — 30
hour minutes



Video Game Streaming
1 — 53
hours minutes



Digital Reading
3 — 35
hours minutes



Radio Streaming
37
minutes



Broadcast Streaming
1 — 24
hour minutes

Reasons for using the internet



Information research

63.9%



Communicate with family and friends

68.3%



Finding new ideas

54.7%



Streaming TV and Videos

59.1%



Education

49.8%



Internet things

53%



Watch the news

54.4%



Business Research

40.4%



Brand Research

48.3%



Spending spare time

48.6%



Vacation Research

36.8%



Video Gaming

37.2%



Business Communication

39%

Top visited platform according to SimilarWeb

01 News and Media



yahoo!

4

Million visites

mbc

2

Million visites

أرقام

1,2

Million visites

سابقاً

820,6k

visites

موضوع

928,9k

visites



02 Shopping Electronic



haraj.com.sa

2,5

Million visites



amazon.com

2,2

Million visites



aliexpress.com

1,7

Million visites



noon.com

1,7

Million visites



opensooq.com

1,2

Million visites



03

Travling



booking.co

867.2k
visites



saudia.com

812.8k
visites



flynas.com

427.8k
visites



wego.com

297.8k
visites

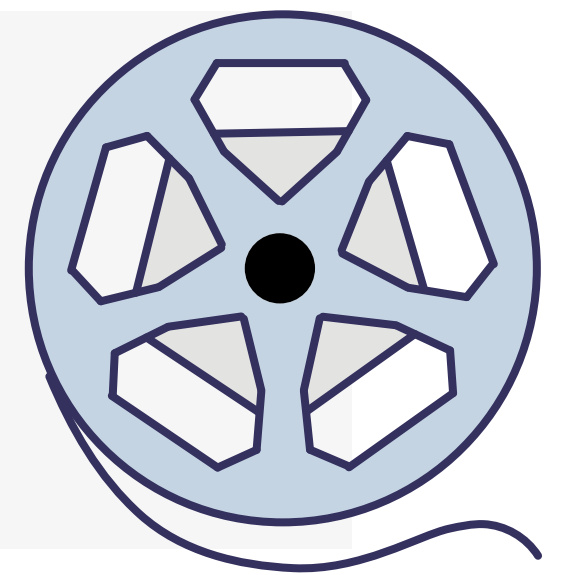


airarabia.com

242.9k
visites

04

Entertainment



youtube.com

129,5
Million visites



netflix.com

8,7
Million visites



cima-club.cc

2,3
Million visites



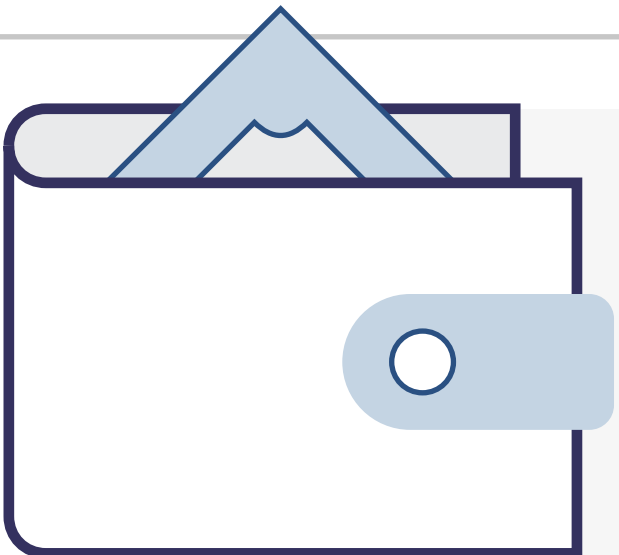
imdb.com

1,4
Million visites



anime4up.com

1,3
Million visites



05

Finance



binance.com

1,1
Million visites



bupa.com.sa

1,1
Million visites



alahlionline.com

1,1
Million visites



saudiexchange.sa

1,1
Million visites



coinmarketcap.com

844.2k
visites

Average platform visits



Number shows the average visit to each platform



yahoo.com

5.77



YouTube.com

11.55



Google.com

8.42



amazon.com

9.46



Twitter.com

9.92



Facebook.com

8.54



whatsapp.com

1.56



baidu.com

8.08



Instagram.com

11.26



netflix.com

4.33



yandex.ru

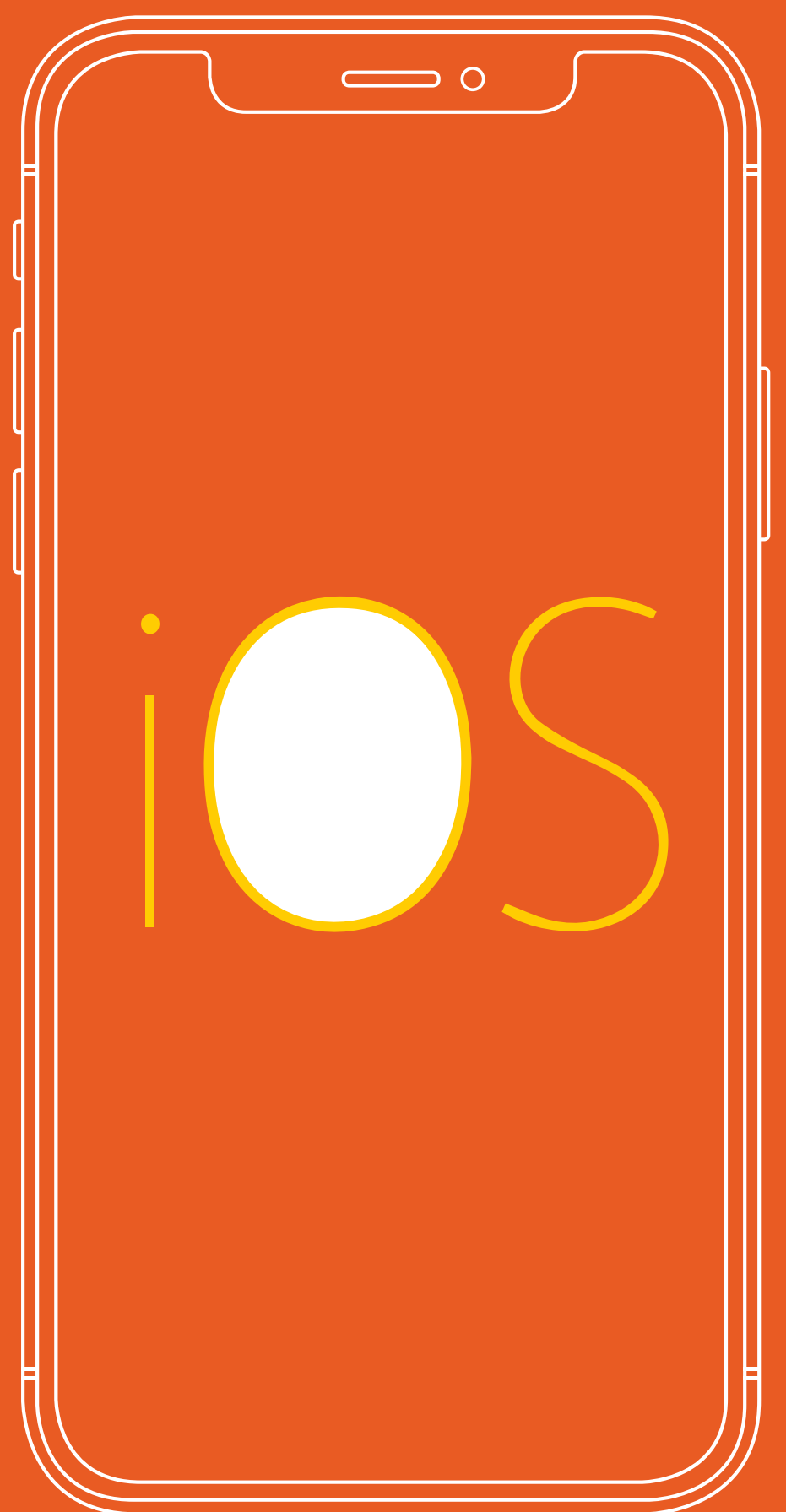
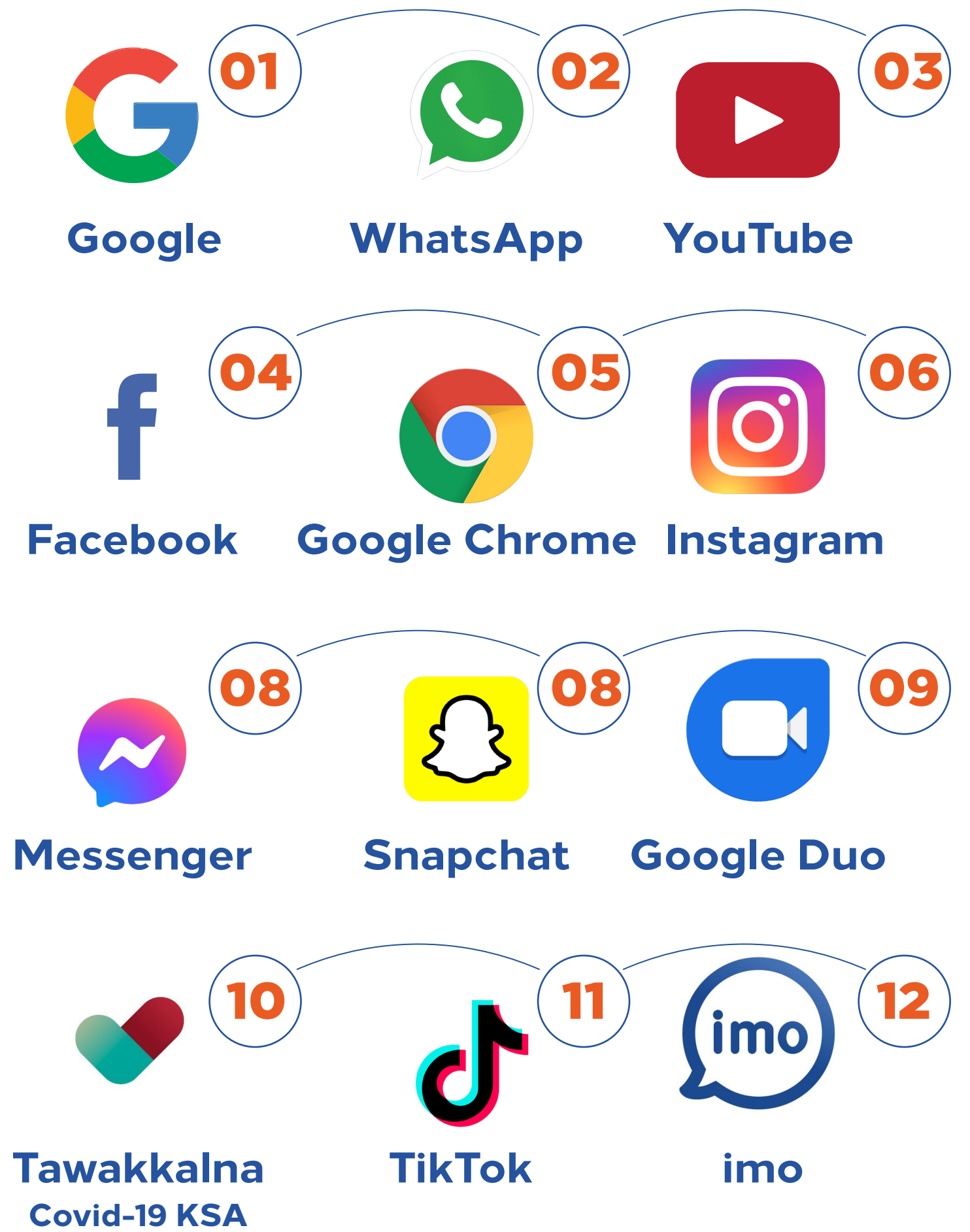
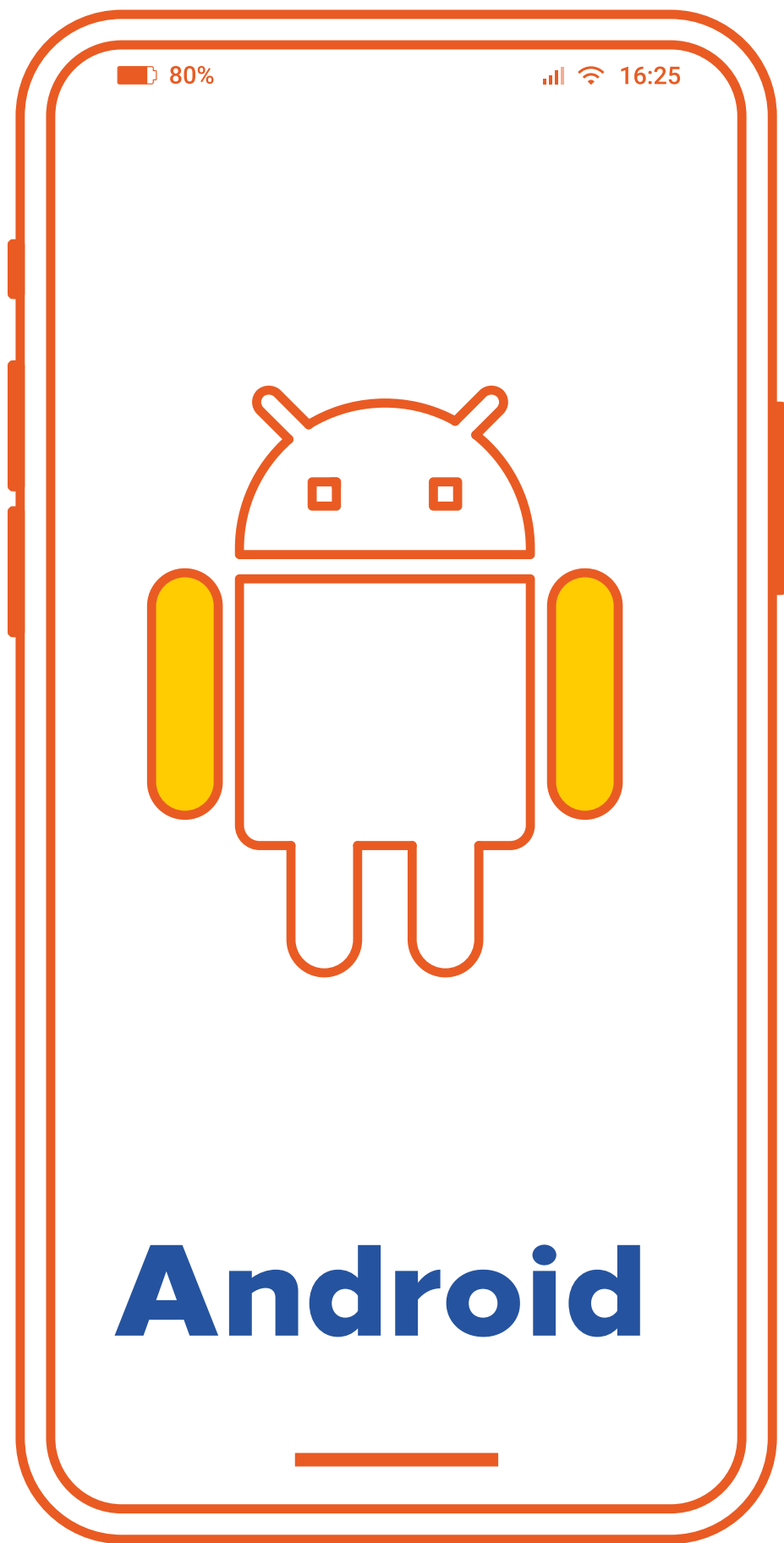
9.92




wikipedia.org

3.07

The most used free mobile applications



Most viewed platforms


Facebook.com
35.2
Million


Twitter.com
40.4
Million


SEMRUSH


Youtube.com
67.6
Million


Google.com
212
Million


Wikipedia.com
25.4
Million


Bit.ly.com
32.1
Million

Most viewed platforms


Instagram.com
101
Billion


Whatsapp.com
256
Billion


SimilarWeb


Youtube.com
1.62
Billion


Google.com
1.72
Billion


Twitter.com
88
Billion


Facebook.com
431
Billion



Internet Research categories



58%

Communication Platforms
Social

26.6%

Search Tools
Through Pictures

41.7%

Translation Tools

11.3%

Engines Search



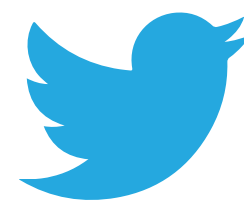
Most used platforms



WhatsApp
87.4%



Instagram
78.1%



Twitter
71.9%



Snapchat
68.8%



TikTok
63.6%



Facebook
63.4%



Telegram
59.5%



Messenger
43.3%



Pinterest
26.4%



LinkedIn
24.5%



iMessage
22.5%



Skype
14.2%



LINE
14%



Discord
6.2%



Reddit
6%

Social Media Users

39.9%
Female

60.1%
Male

29.30
Million



YouTube



TikTok

39.1%
Female

60.9%
Male

22.37
Million

49.4%
Female

50.4%
Male

20.20
Million



Snapchat



Instagram

41.6%
Female

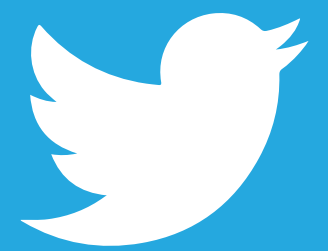
58.4%
Male

15.45
Million

43.6%
Female

57.3%
Male

14.10
Million



Twitter



Facebook

23.9%
Female

76.1%
Male

11.40
Million

24.3%
Female

75.7%
Male

7.70
Million



Messenger



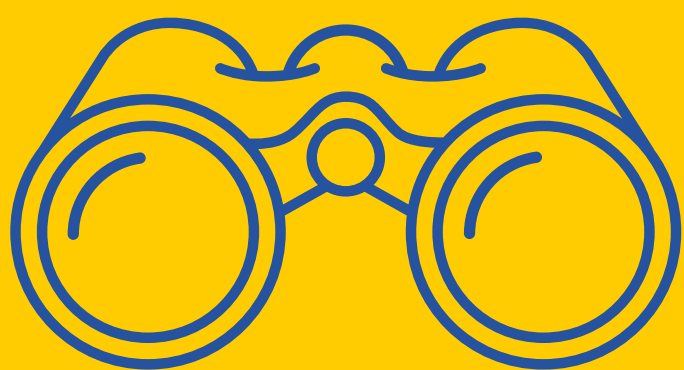
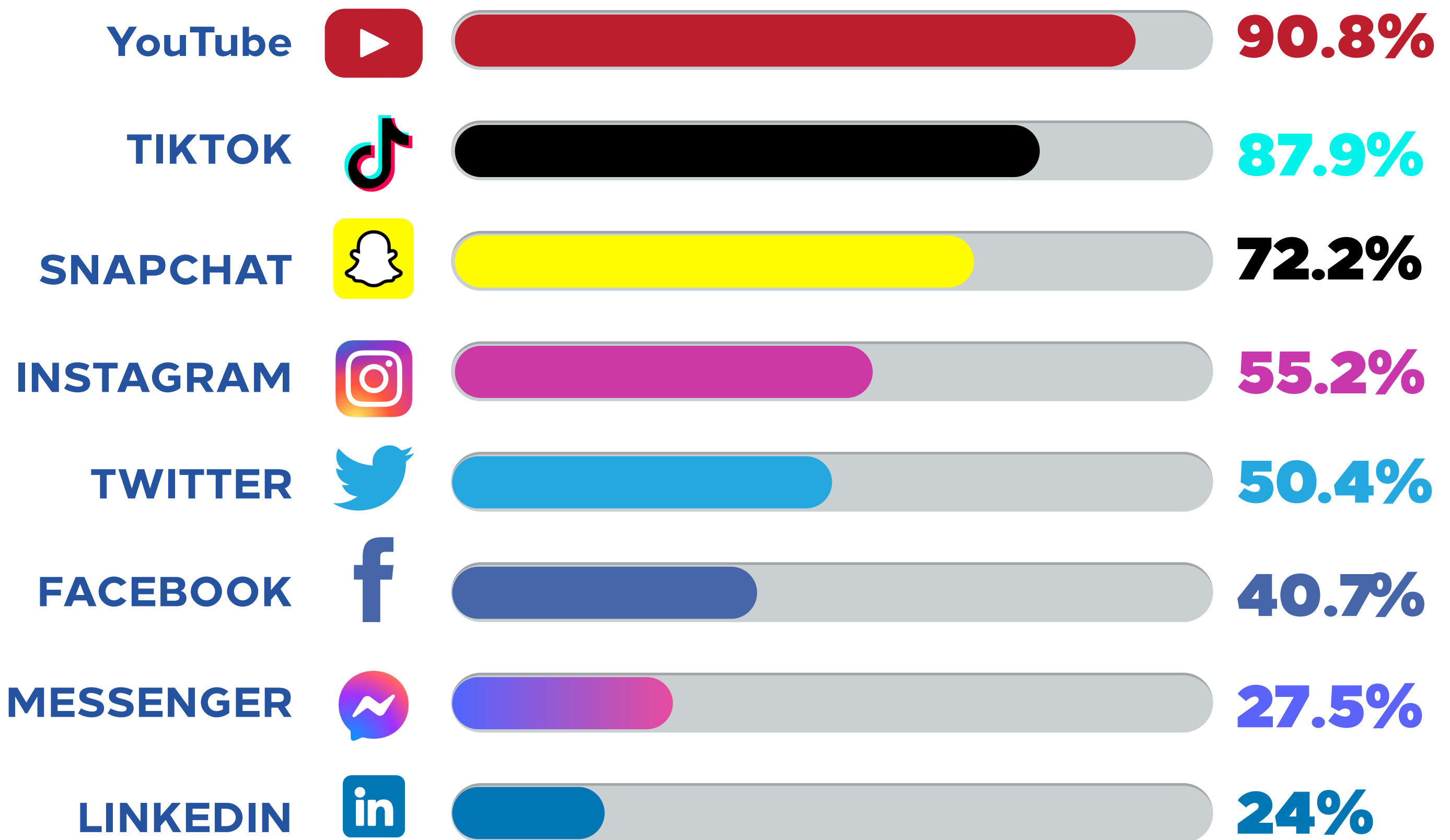
LinkedIn

22.2%
Female

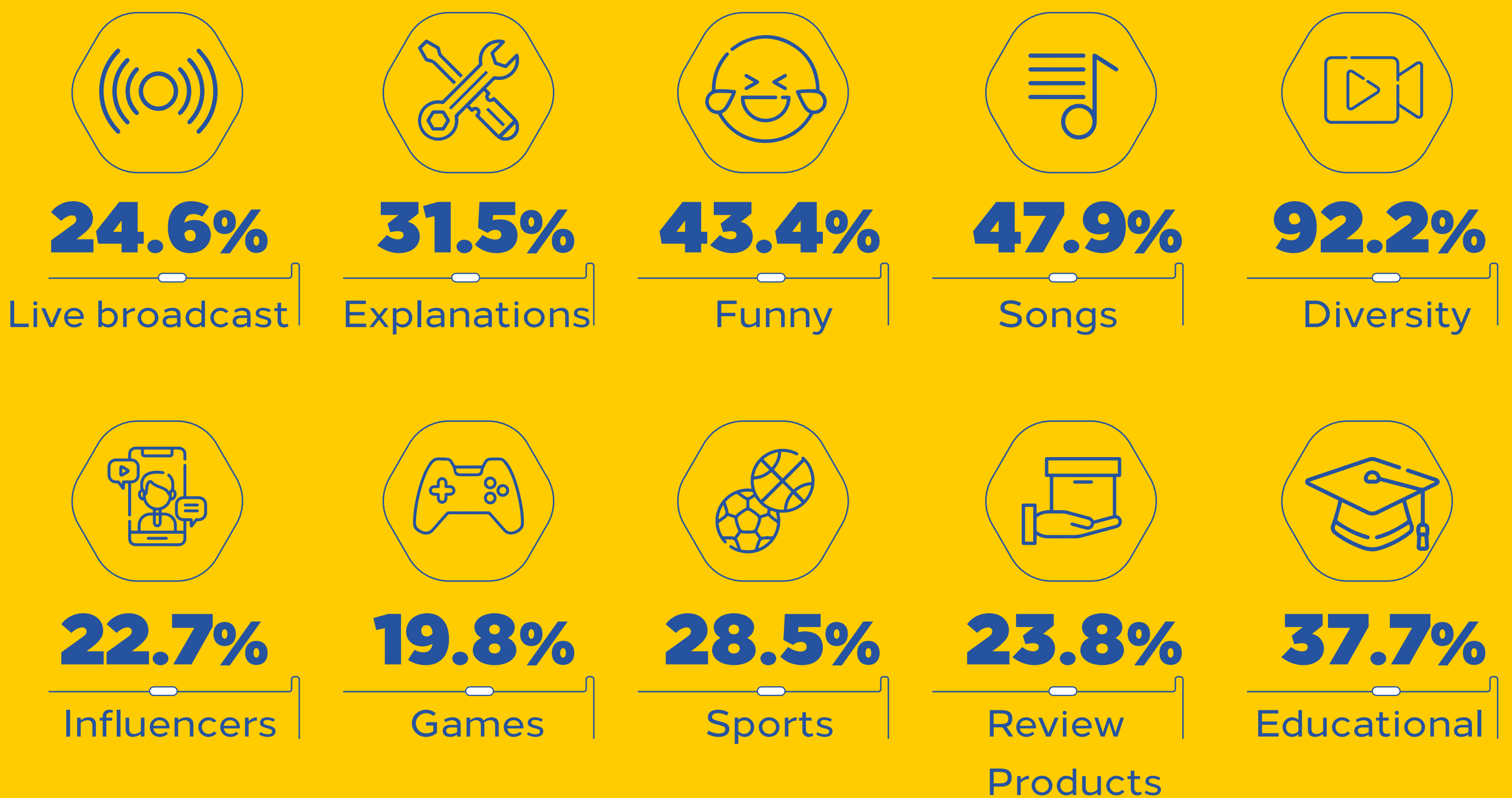
77.8%
Male

6.10
Million

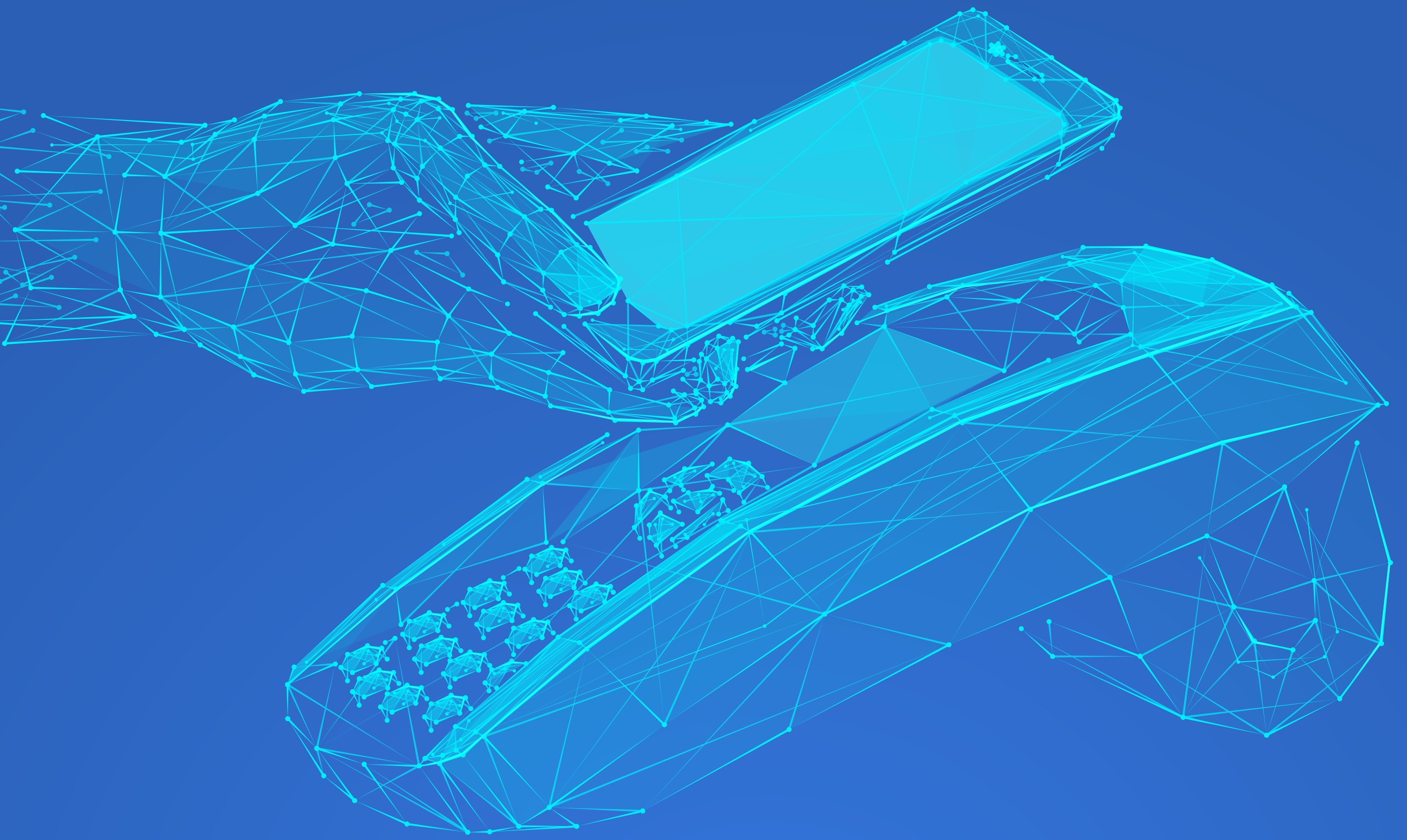
Potential Ad Reach



Most popular Video Content

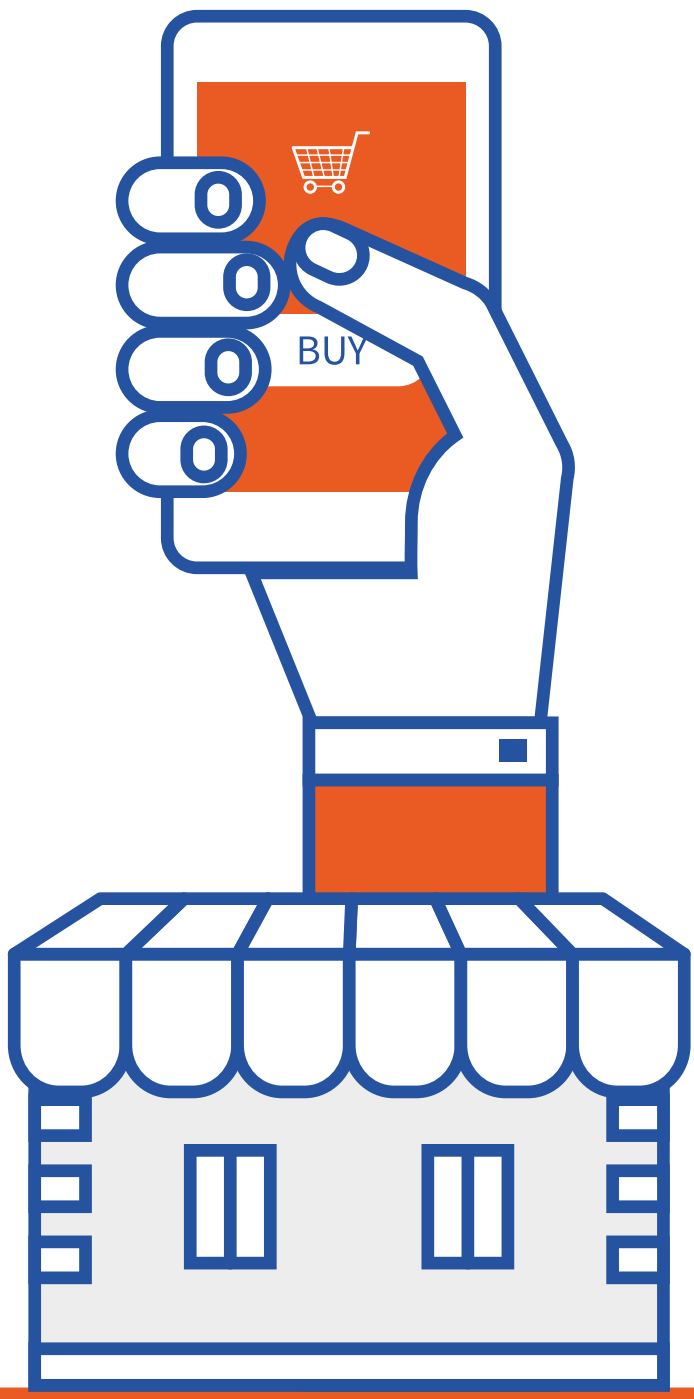


Percentage of Internet users between 16 to 64 years old



Payments and e-commerce

TREND®



Online Shopping

21.43

Million

Online shoppers

42.3%

Using a smart phone
for online shopping

38+

Billion SR

Money spent
on online shopping

Distribution of spending on e-commerce categories

1.8

Billion SR

Games and
entertainment

7.5

Billion SR

Personal
care product

12

Billion SR

Fashion

14

Billion SR

Electronics

544

Billion SR

Media

189

Billion SR

Drinks

1

Billion SR

Furniture

1.1

Billion SR

Food

Spending on Travel and Tourism

Travel package

1.2

Billion SR

Hotels

4.2

Billion SR

Flights

5.1

Million SR

Parties

357.5

Million SR

Car Rental

824.6

Million SR

Vacation rents

1

Million SR

Cruises

10.3

Million SR

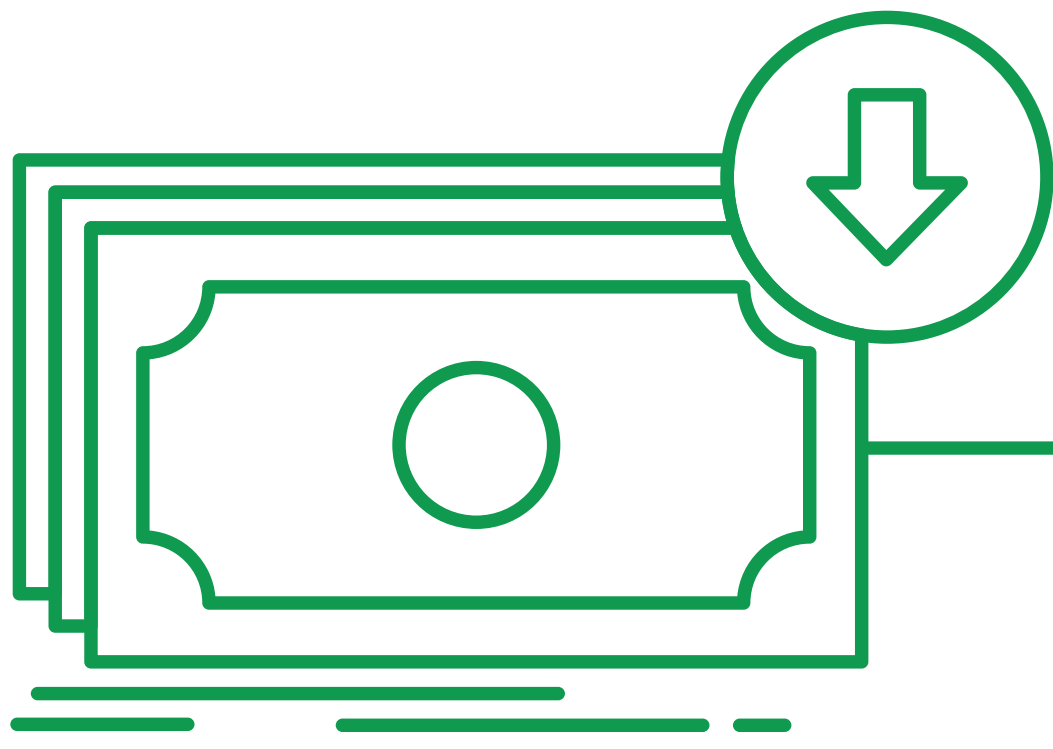
Trains

151.8

Million SR



Digital Media Spending



The total Spending

3,6
Billion SR



Digital Music

344

Million SR



Digital Marketing

475

Million SR



Watchrequested content

657

Million SR



Video Games

2,1

Billion SR



The amount of cards used in e-commerce

7.8+
Million



The use of (Made) in e-commerce

The value of e-commerce transaction

81%
increase

8.1+
Billion SR

E-commerce transaction

increase
97%
from 2020

39.8
Million transaction

Criteria for choosing e-commerce platform to Saudis

People with coupon card

66.8%

Male

75.9%

Female

52.9%

People with a credit card

16.3%

Male

21.4%

Female

8.4%

People with an account with a financial institution

71.7%

Male

80.5%

Female

58.2%

E-commerce purchases

Total amount paid online

130.8
Billion RS



Online payment

29.07
Million people

The average payment per person

4,500
SR

Stores and platforms online



21534

2018

25105

2019

28676

2020

36447

2021

Online payment



Direct Payment

17%



Other ways

15%



Credit Card

41%



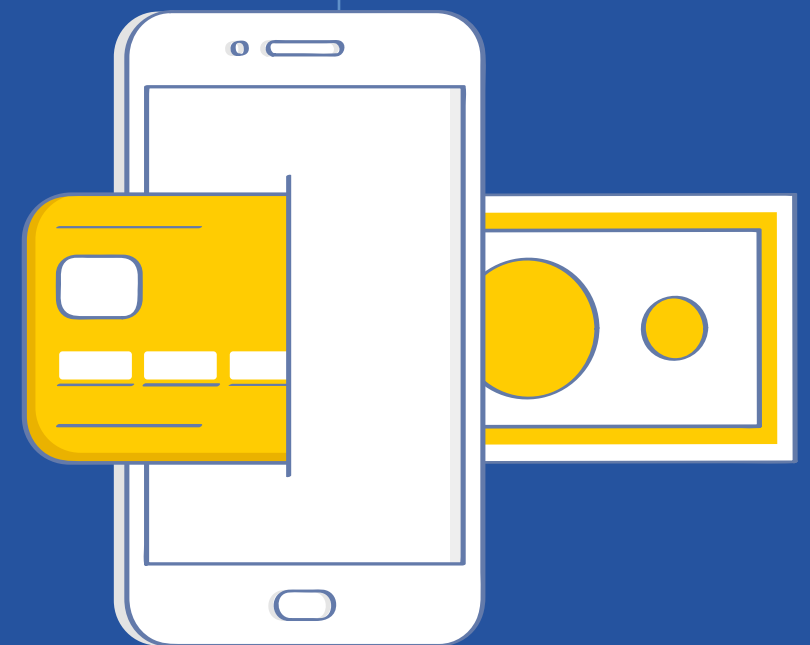
Online wallet

16%



Bank transfer

11%



Customer habits for online purchases

86%+

Go towards online payment

95%

Think to other payment options like, Cryptocurrencies, digital wallet, and electronic payments

61%

Avoid companies that doesn't have online payment options

73%

Digital payments save them some expenses

88%

Have more payment options than 2020



Video Games

TREND®

Video game market

Amount of Players

19.8
Million



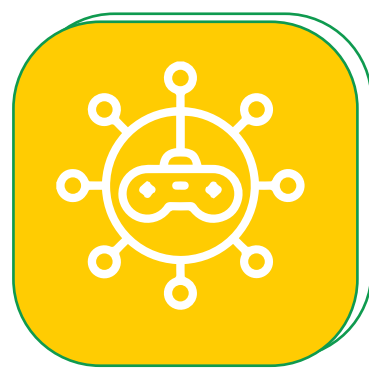
Market size

Billion SR **2.6**

22% annual growth rate

Gaming Networks

40



Download Games

167



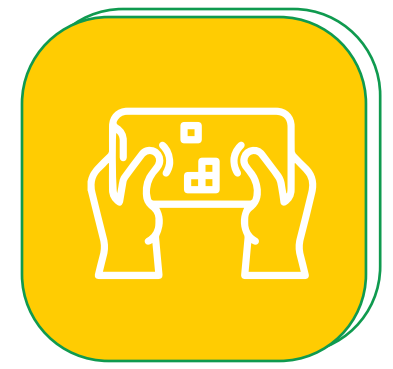
Online Games

26



Mobile Games

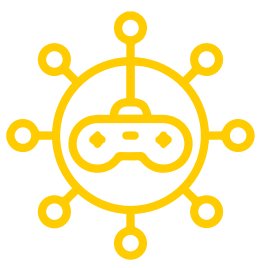
344



Total
577



Users in Million



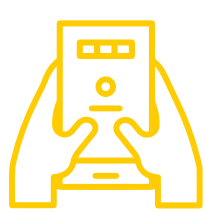
Gaming Networks

1.2



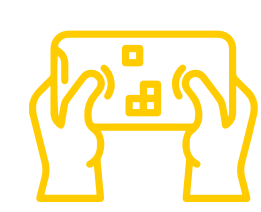
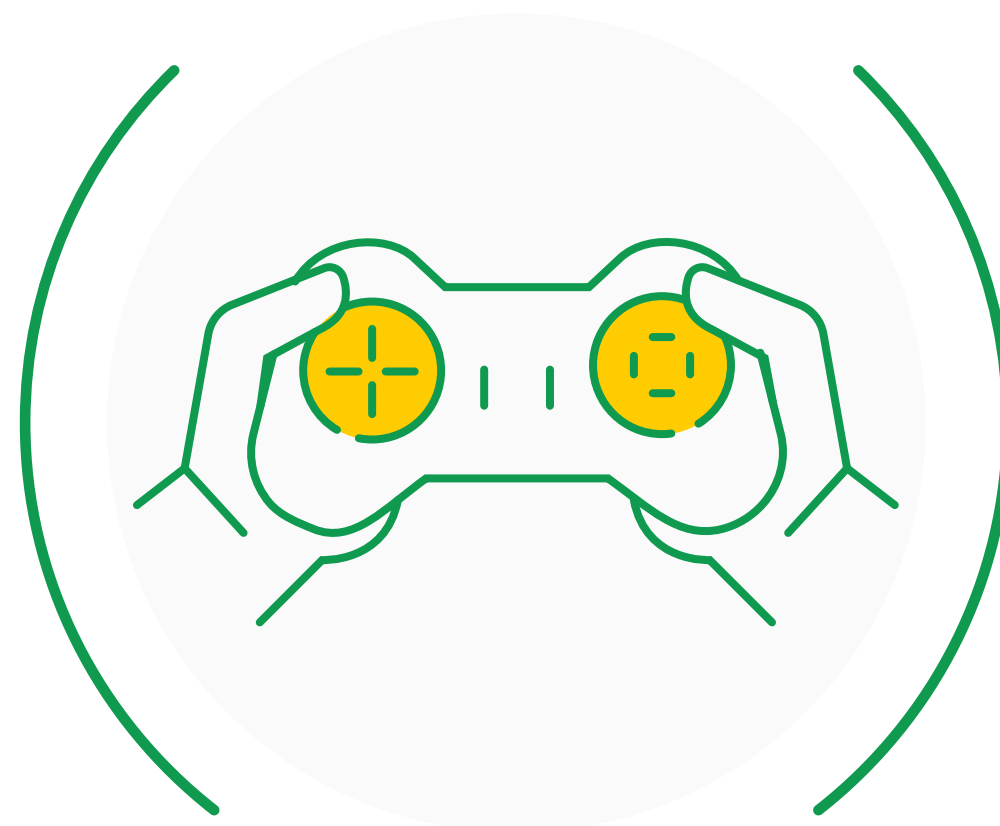
Download Games

4.7



Online Games

2.5



Mobile Games

5.1

6.2
Total

Devices used in Video Games

Gaming consoles

30.1%

Laptop

28.2%

Smart Phone

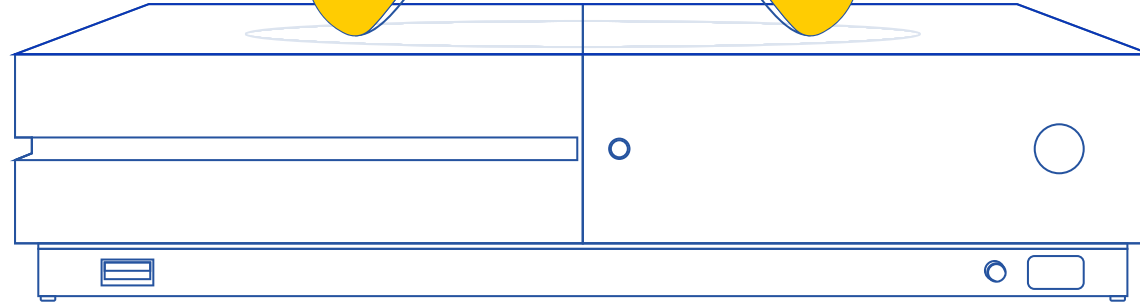
78%

Other devices

91.4%

Portable gaming devices

20.4%



الأجهزة اللوحية

22.9%

VR devices

12.1%

Streaming media devices

10.4%



Player demographic

Female

40.3%

Male

59.7%

25-34

29.8%

18-24

14.3%

45-54

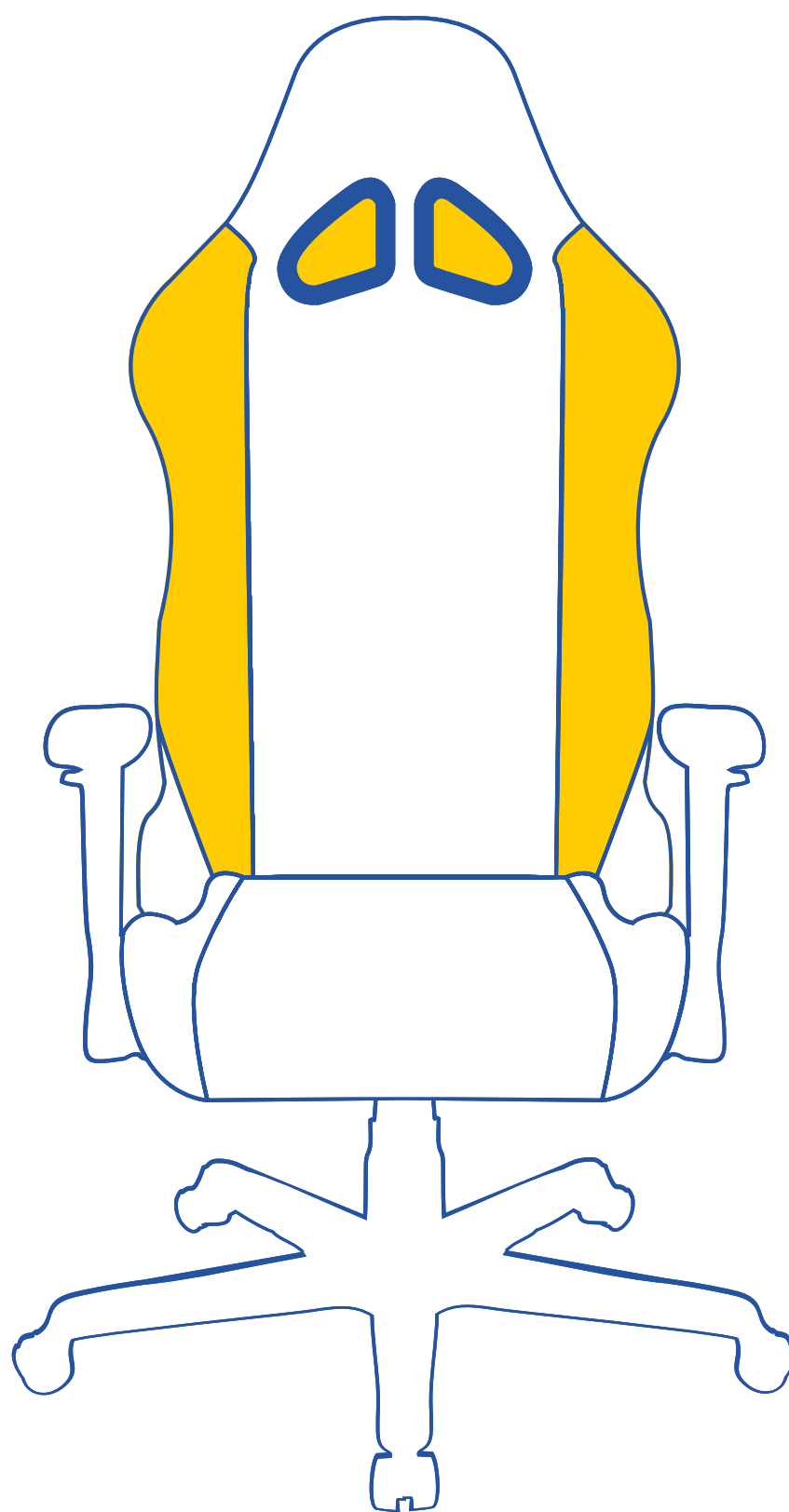
19.9%

35-44

27.0%

55-64

8.9%





Online Education

TREND®



Education
budget

186 Billion SR

University virtual
platform content

1,421 Million classes

Active accounts
on the University
platform

993K

University
platform visits

6 Million visits

Reviews on public
and private
university platforms

1.5 Million reviews

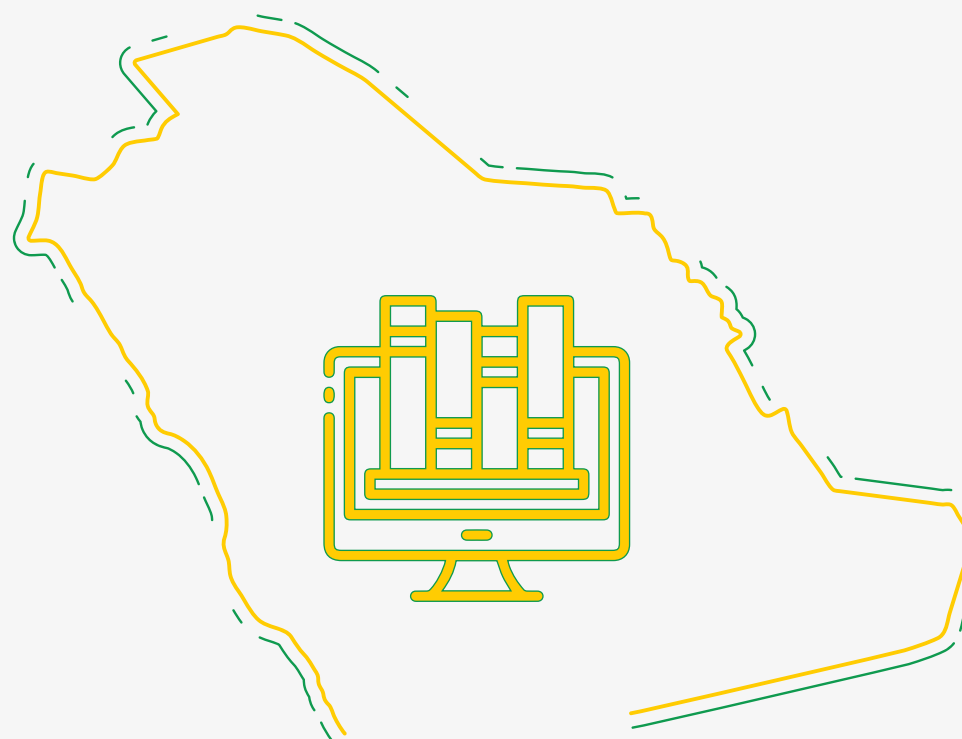
The Saudi Digital Library

University studies
Thesis

5,2
Million

Number of global
and Arabic databases

169 +



Number of books
at the Library

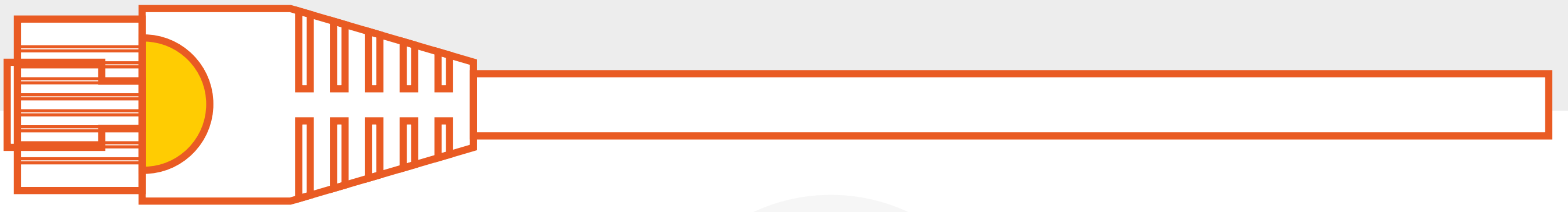
+446K

Multimedia

+461K

Digitization Globally

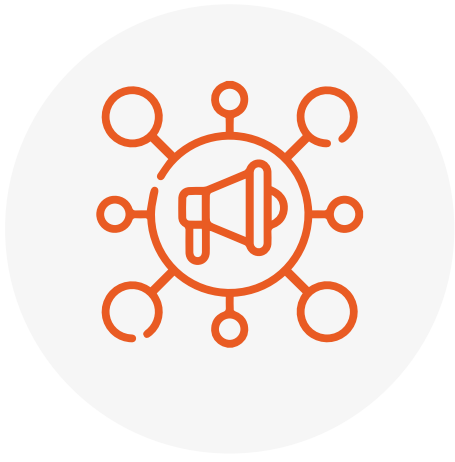
TREND®



+0.1%
than last year

World's population

7.91
Billion

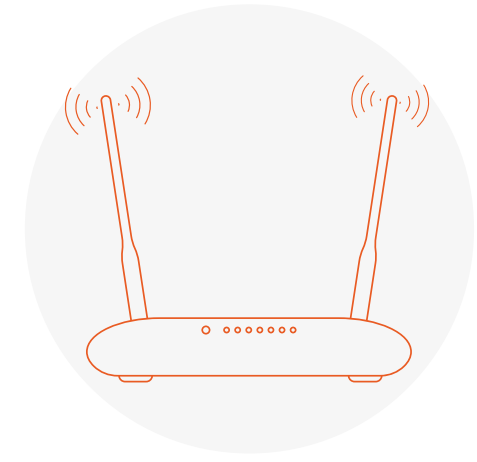


Number of active
Internet Users

4.62
Billion users

58.4%
from the population

10.1%+
than last year

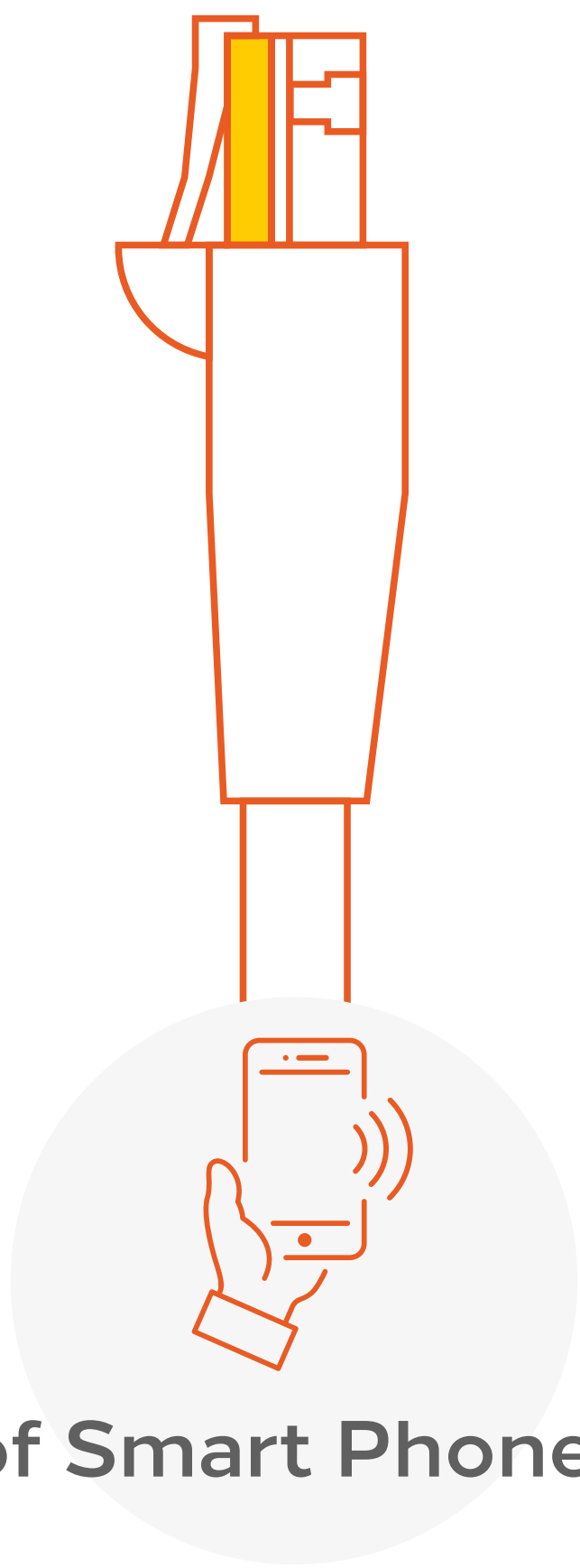


Number of Internet
Users

4.95
Billion users

62.5%
from the population

4%+
than last year



Number of Smart Phone users

1.8%+
than last year

67.1%

of the world's population

5.31
Billion

Internet Users world wide



Global Daily Average of Internet Usage

6 Hours and **58** minutes

Internet users world wide

4.95
Billion

Users access to the Internet via mobile phone

92.1%

Internet users out of the total population

62.5%

Average time of mobile Internet usage per day

3 Hours and **37** minutes

Use of mobile Internet from Wi-Fi

4.44

Top internet usage countries



South Korea

98%



United Arab Emirates

99%



Ireland

99%



Denmark

99%



Sweden

97%



Saudi Arabia

97.9%



Switzerland

99%



United Kingdom

99%



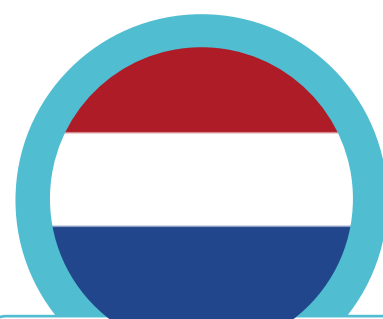
Belgium

94%



New Zealand

94.9%



Netherland

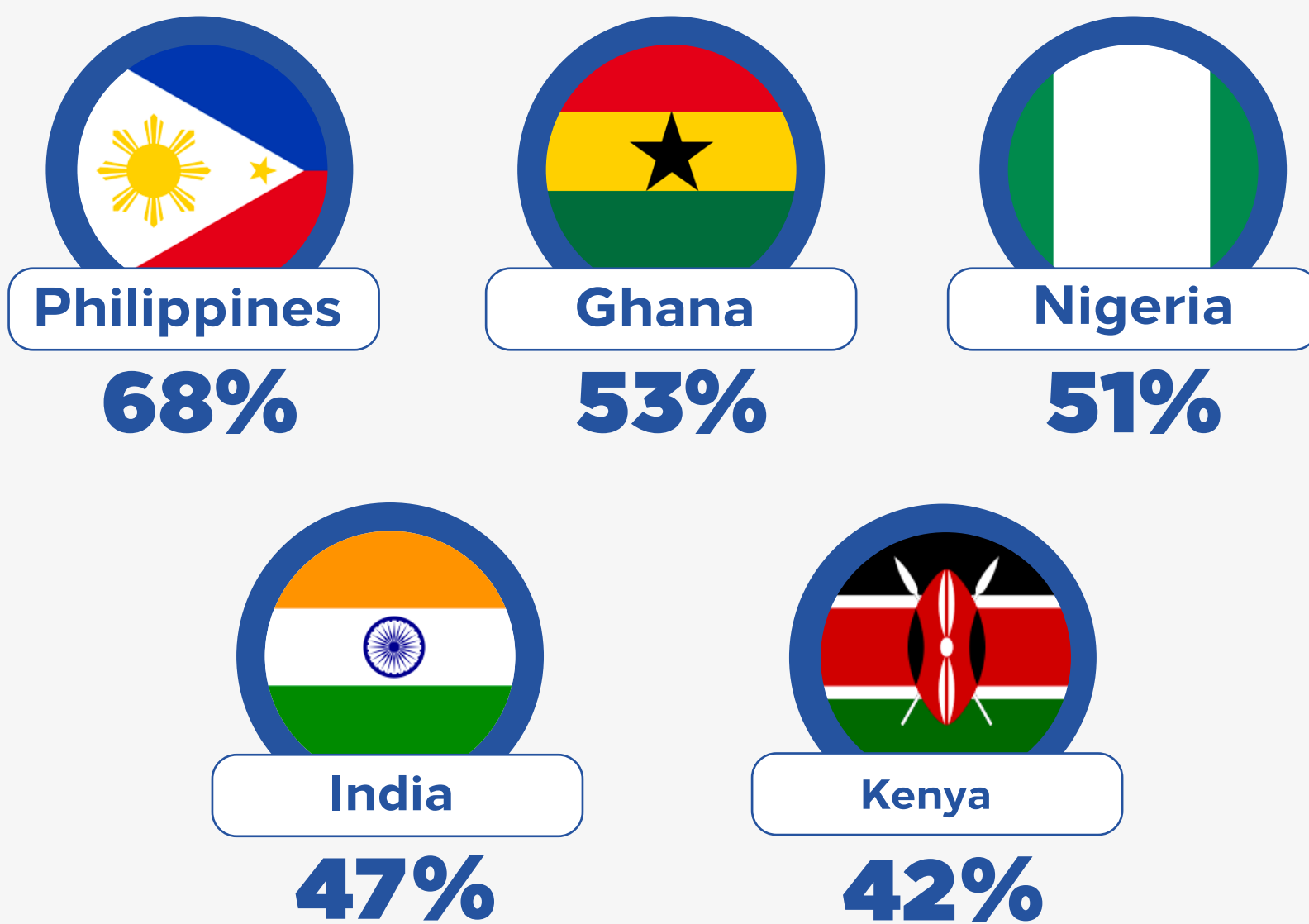
96%



Canada

96.5%

Least Internet Usage countries



Most Visited Websites Globally




YOUTUBE.COM
11.28


TWITTER.COM
11.51


YAHOO.COM
5.57


NETFLIX.COM
4.19


OFFICE.COM
7.67


WIKIPEDIA.ORG
3.01


AMAZON.COM
8.47


REDDIT.COM
6.49


BAIDU.COM
8.21


WHATSAPP.COM
1.54


ZOOM.US
2.98


GOOGLE.COM
8.70

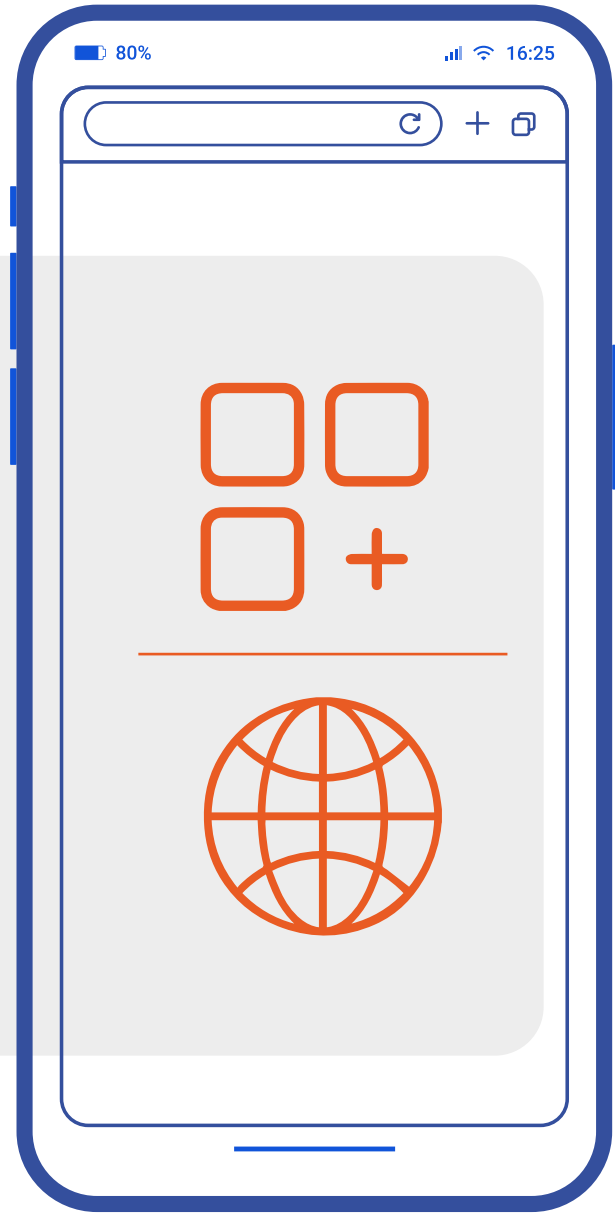
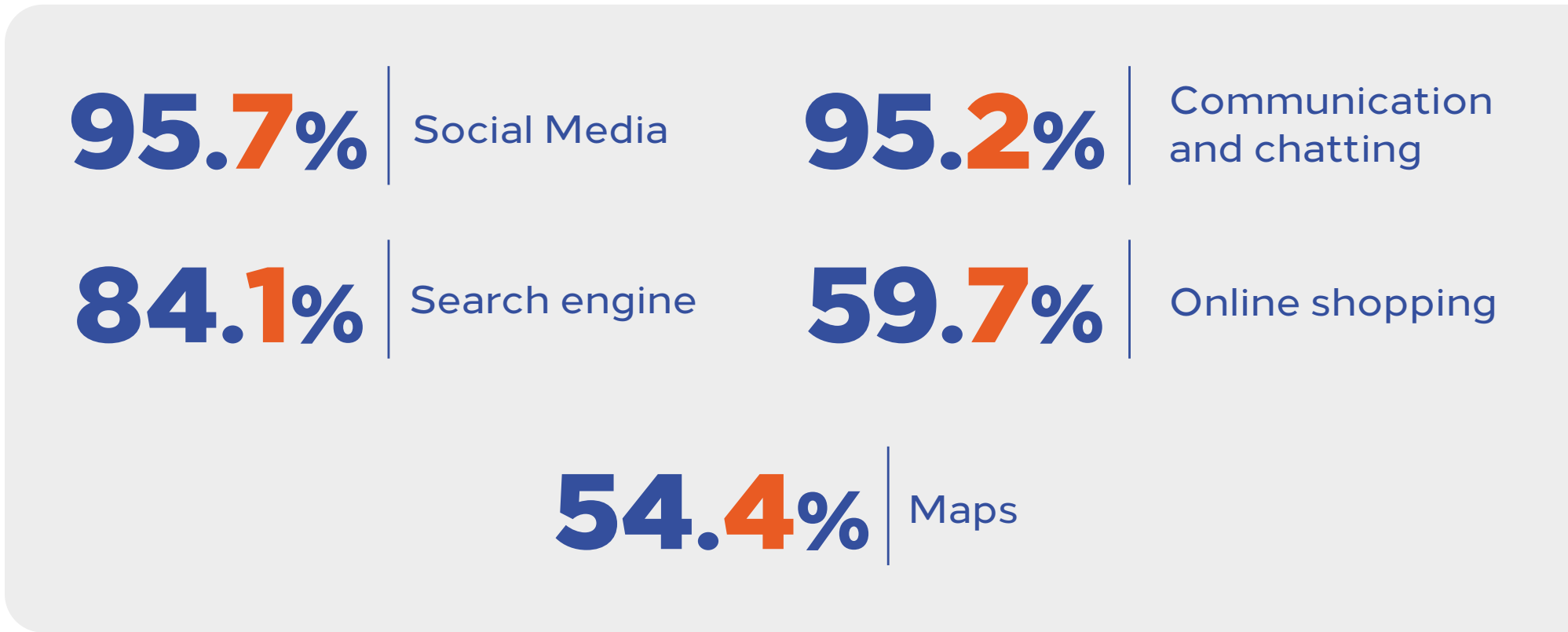

FACEBOOK.COM
8.51


INSTAGRAM.COM
11.16

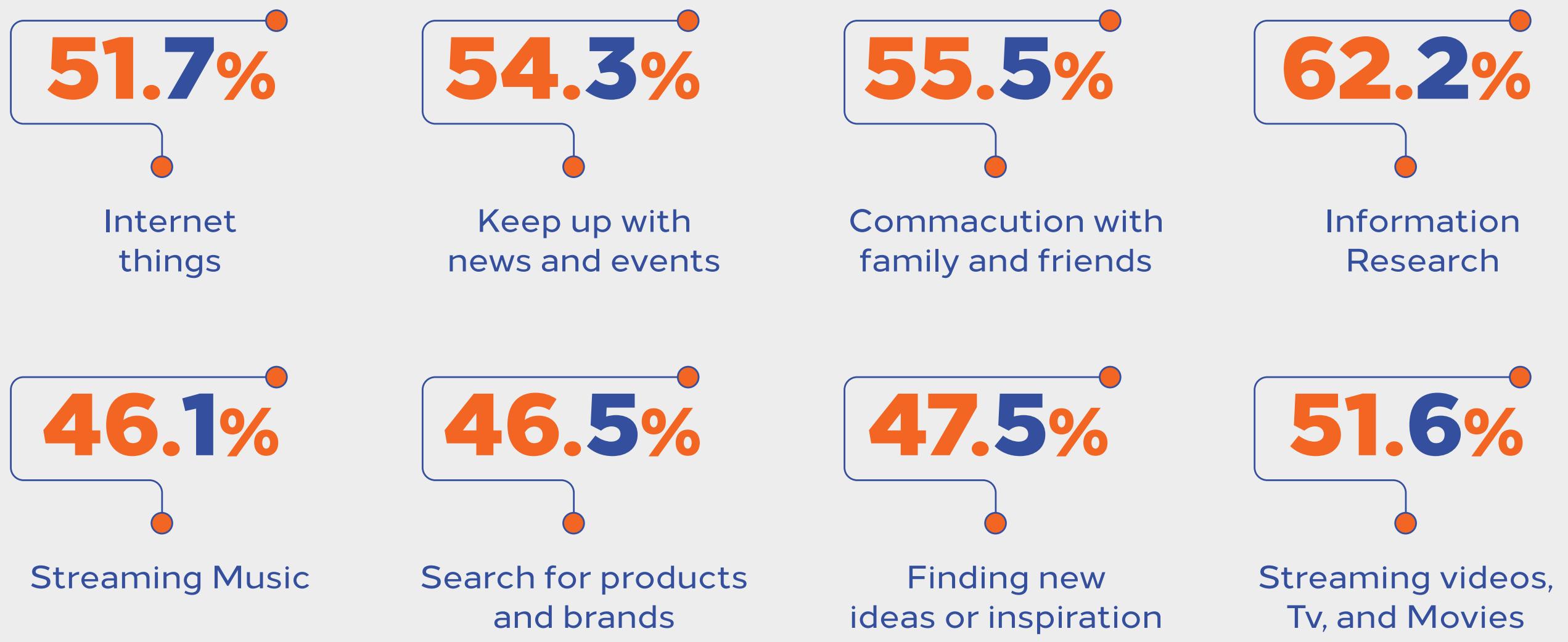

YANDEX.RU
9.44


LIVE.COM
8.32

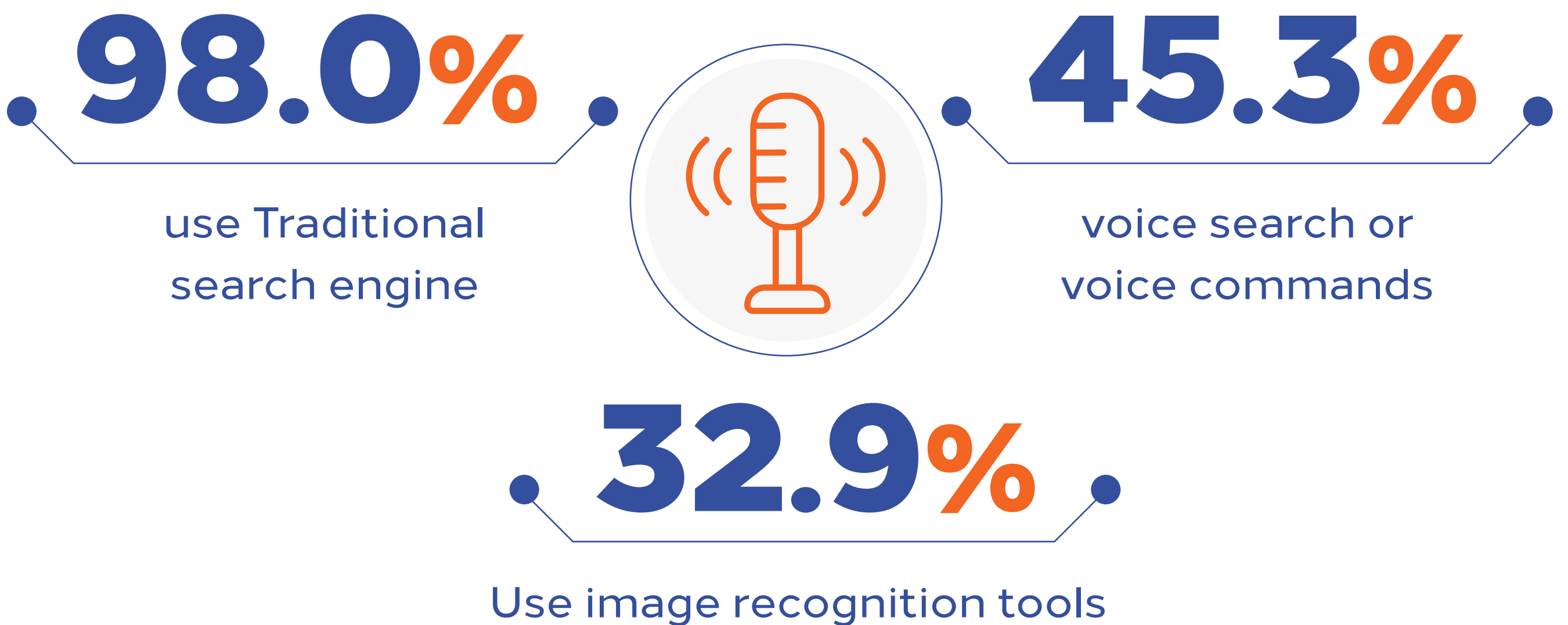
Most used Applications and platforms



Search Here Internet Search Behavior



How to Use Search Engine



Internet users by device type



Global Social Media Usage



- E-commerce globally
- Weekly online purchases

Globally



Turkey

44.2%



Philippines

44.4%



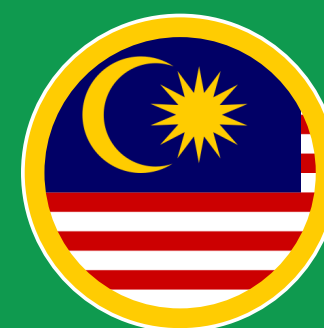
Taiwan

44.3%



South Korea

44.6%



Malaysia

44.6%



Vietnam

35.4%



Thailand

35.5%



Indonesia

36.5%



Singapore

38.5%



Mexico

40.3%

Arabian

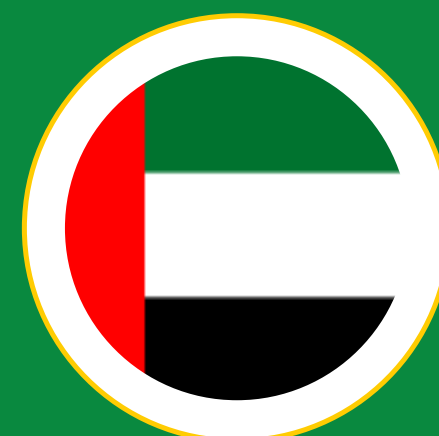


Saudi Arabia

26.1%

United Arab Emirates

32.4%



Spending on E-commerce

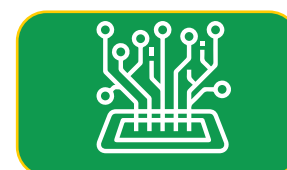
436.8

Furniture



988.4

Electronics



155

Physical media



381.5

Beauty products



392.9

Video Games



904.5

Clothing



211.5

Dinks



376.6

Food



Purchasing Consumer Goods Online

Buyers

3.78

Billion

Average revenue
to each consumer

1,017

\$

Total annual Spending
on consumer goods Online

3.85

Trillion Dollar



Digital payments

Number of users

10%+

annual change

3.82

Billion

Annual value of consumer payments

24.5%+

change

6.75

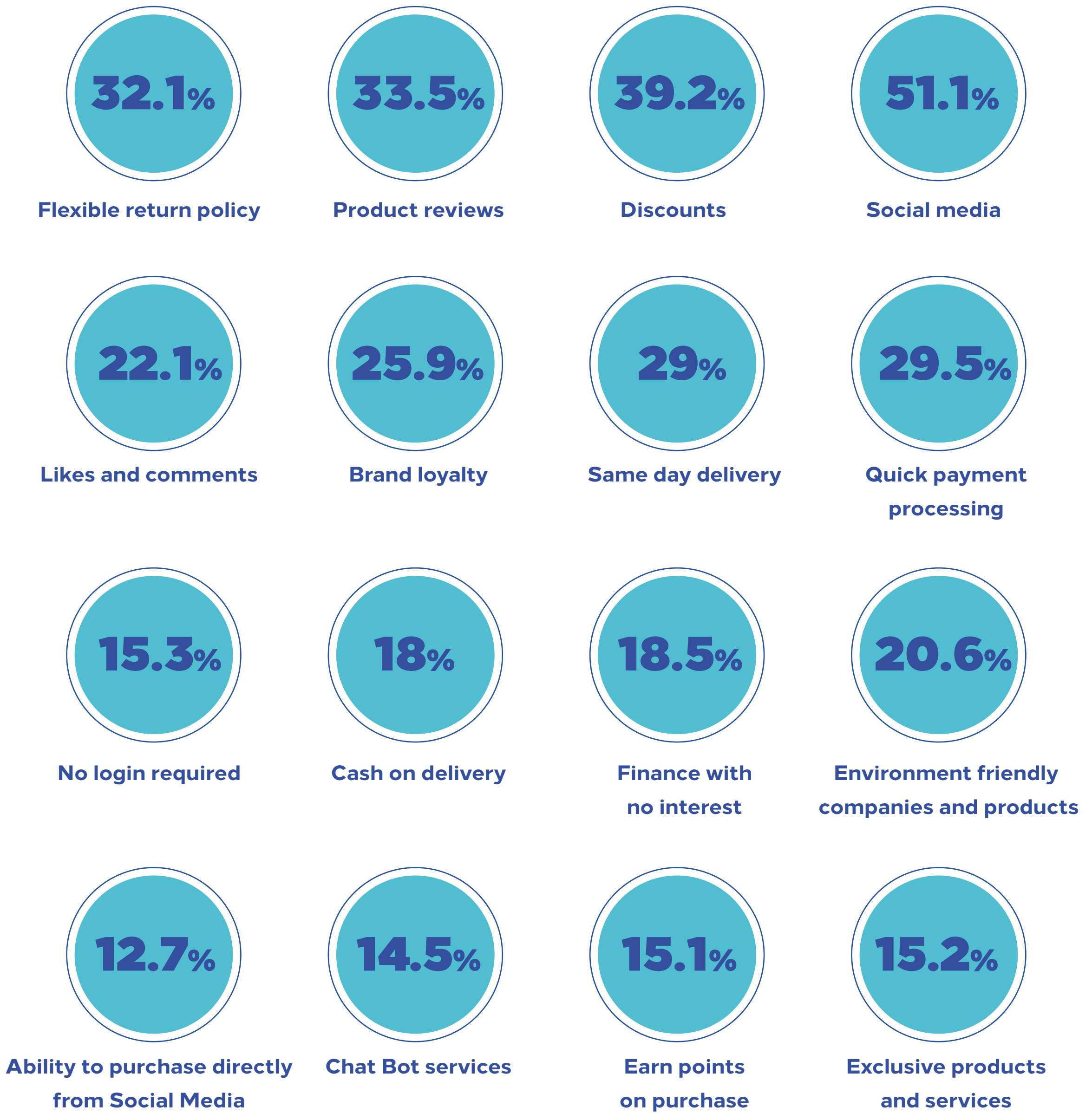
Trillion Dollar

Average annual value
of digital payments per user

1,766

\$

Factors influencing online shopping



Top global brands



Digital content globally

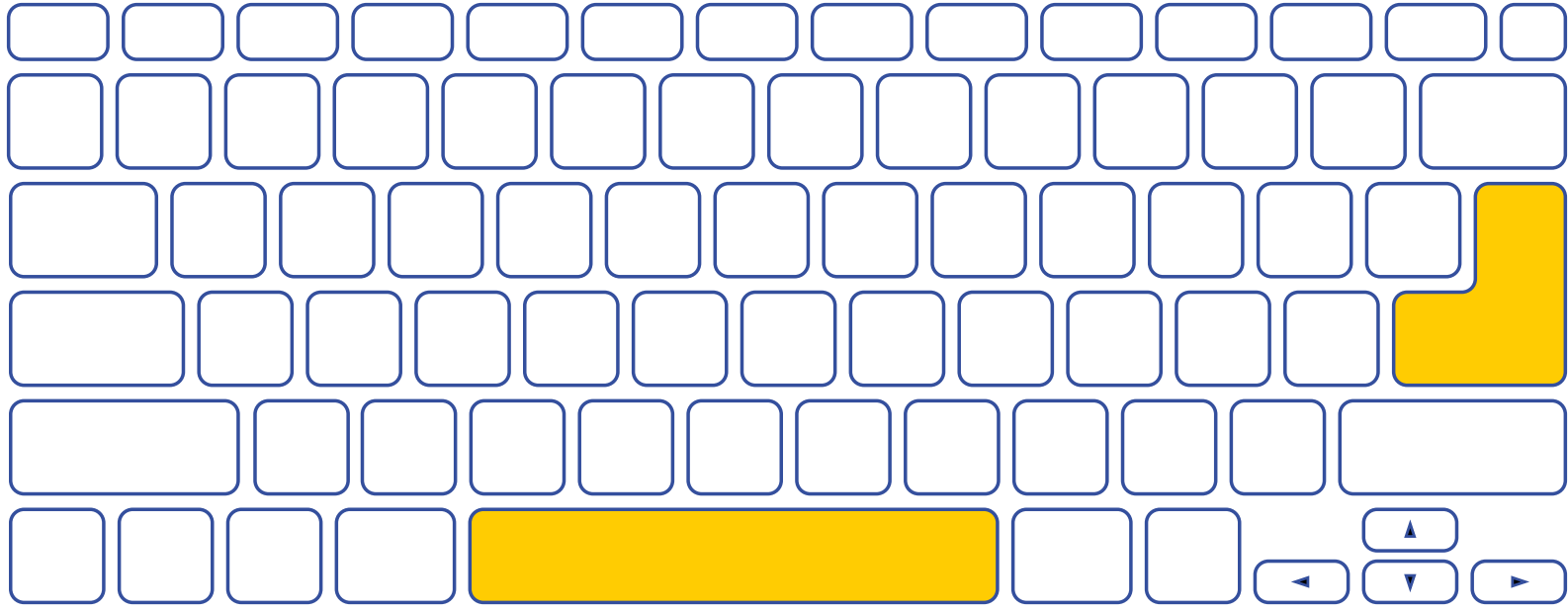


TREND®

Countries with the Highest Spending



Mexico
79.7%



China
82.5%



Kenya
76.1%



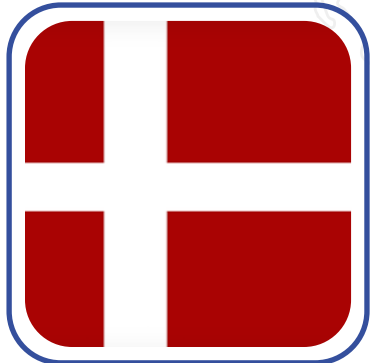
India
76.9%



Vietnam
77.7%



Nigeria
77.9%



Denmark
71.7%



United States
72.1%



Sweden
72.4%



Brazil
74.9%

Arab countries with highest spending



Saudi Arabia

60.9%



Egypt

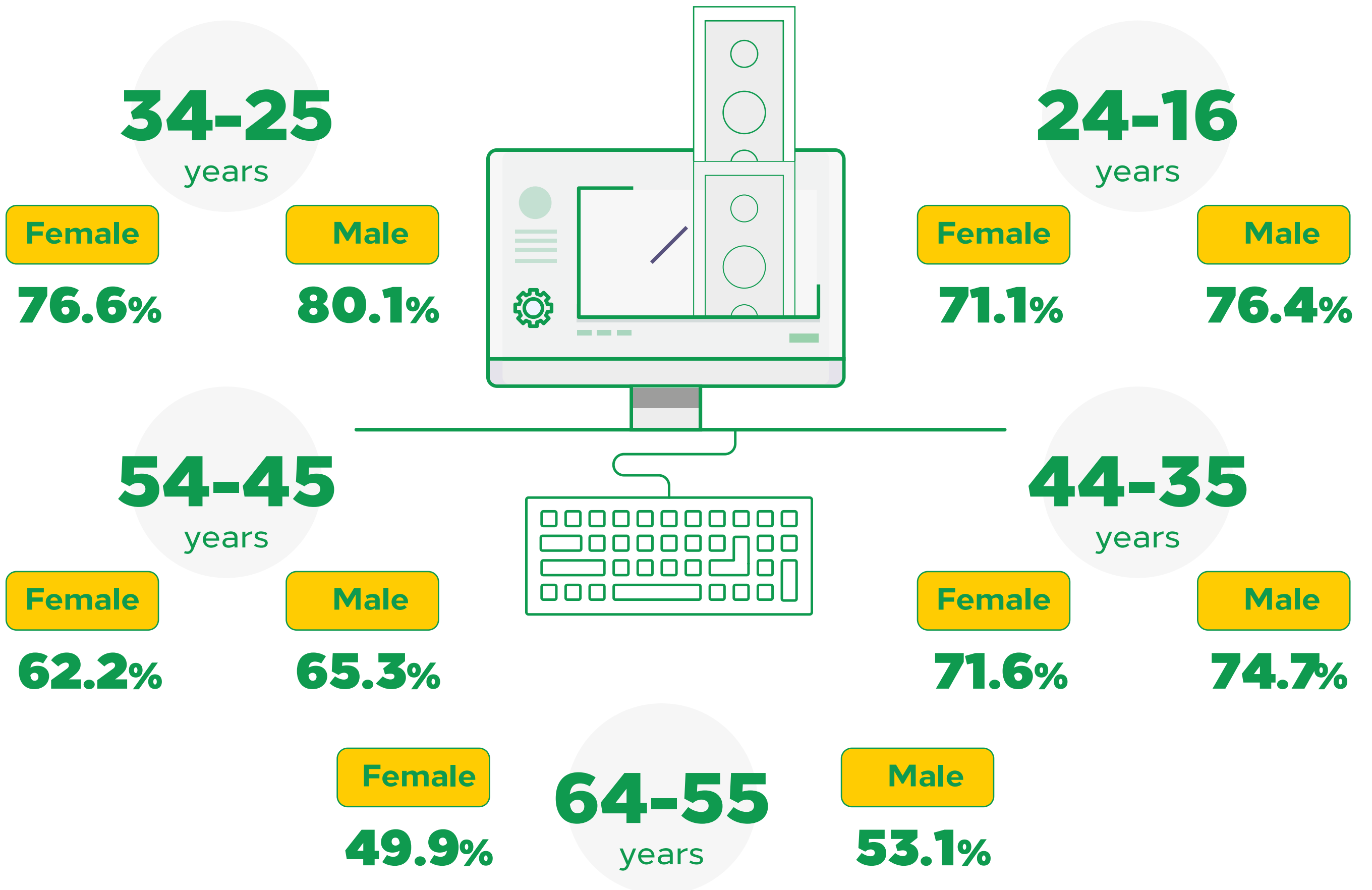
63%



United Arab Emirates

68.1%

Digital Spending Dimgraphic



Most popular types of digital content



Applications

17.4%



Downloading Movies

17.9%



Downloading Music

20.3%



Music streaming

24.1%



Movies and video streaming

31.8%



News services

11.6%



In-app purchases process

11.8%



E-Books

12.9%



Digital Education Content

14.4%



Mobile games

16.7%



Social media services

6.9%



Digital Gifts

9%



Follow e-magazines

9.3%



Premium Web Services

9.8%



Package management system

10.5%

Social Media Usage Globally



Number of users

4.62
Billion

Percentage of users compared to the total population

58.4%

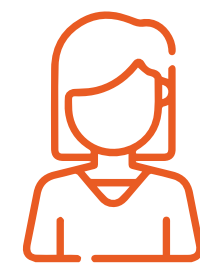
Percentage of users compared to total of Internet users

93.4%



Percentage of male users to the total Internet users

53.9%



Percentage of Female users to the total Internet users

46.1%

Percentage of Internet users in the total population in

01

Northern Europe

85%

02

Western Europe

84%

03

North America

82%

4

West Asia

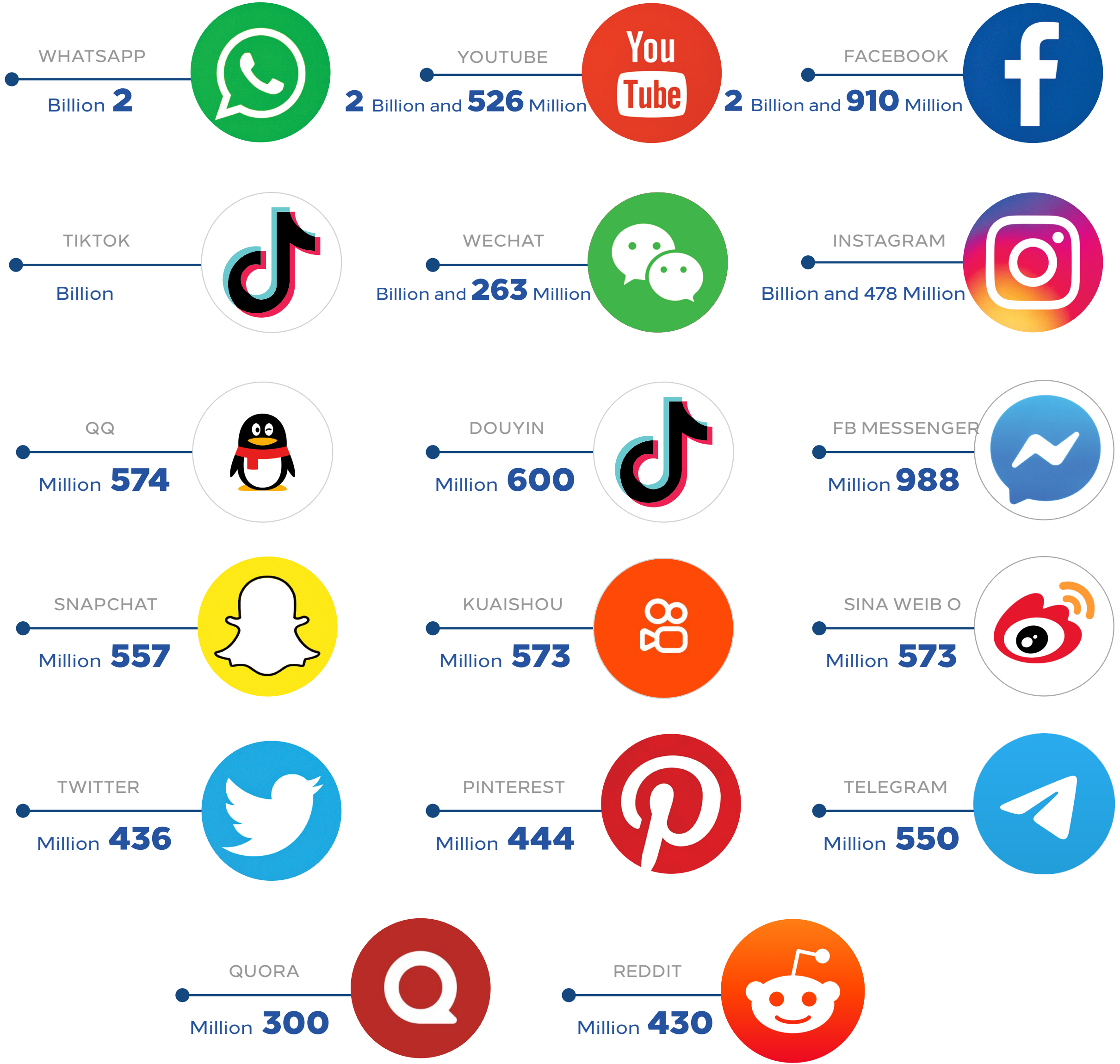
70%

05

North Africa

56%

The Most Used Social Media Platforms Globally



The Average Daily Usage time based on age and Gender



Age Group	Male	Female	Total
18-24	02:43	03:13	24:16 Years
25-34	02:34	02:50	34:25 Years
35-44	02:15	02:27	44:35 Years
45-54	01:48	02:03	54:45 Years
55-64	01:18	01:33	64:55 Years

Average time spent on apps

Monthly Social Media



FACEBOOK

19.6

Hour



YOUTUBE

23.7

Hour



INSTAGRAM

11.2

Hour



FB MESSENGER

3

Hours



WHATSAPP

8.6

Hour



TWITTER

5.1

Hour



LINE

11.6

Hour



TIKTOK

19.6

Hour



SNAPCHAT

3

Hours

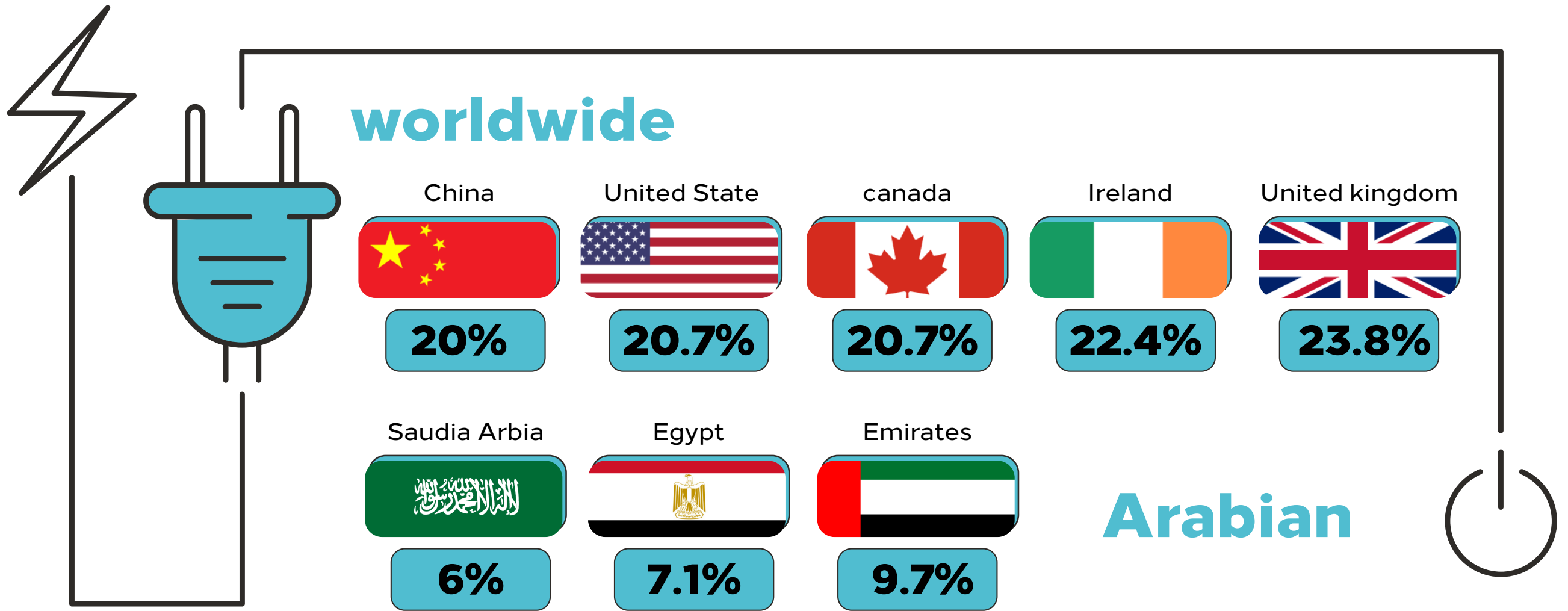


TELEGRAM

3

Hours

Smart Home devices



Global smart Home devices

Number of houses with smart devices

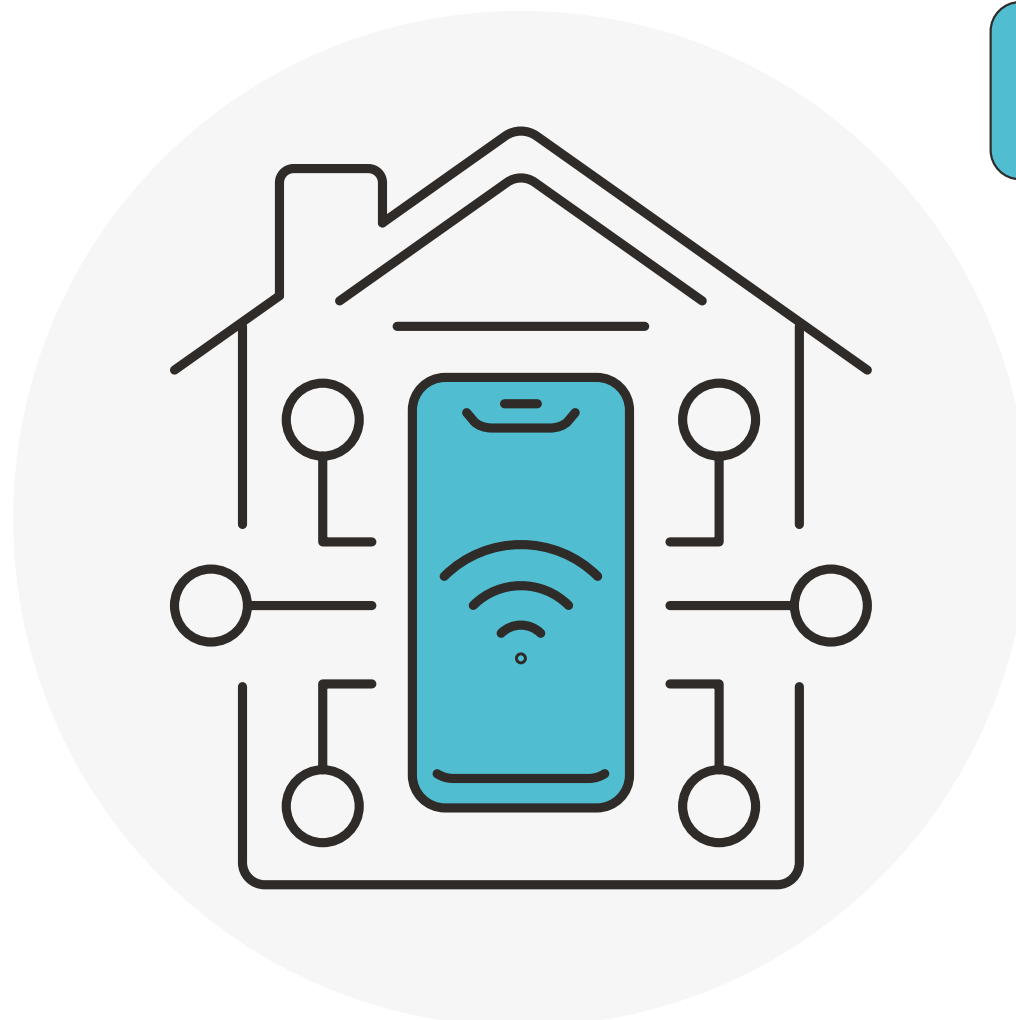
17%+
annual change

263.4
Million houses

Market Value of smart Home security

15.71
Million houses

30%+
annual change



Market value of smart Home devices

104.4
Million houses

33%+
annual change

Market value of smart home entertainment devices

25%+
annual change

11.60
Million houses

Market value of smart Home energy management

8.23
Million houses

34%+
annual change

Market value of smart Home devices

39.38
Million houses

35%+
annual change

Market value of smart control Home devices

20.76
Million houses

33%+
annual change

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Sources

