

Report on  
**Internet Usership**  
In the Kingdom of Saudi Arabia

April 2014

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Let's connect  
the dots

## Get to know us

We are a local market research company that is passionate about innovation. We aim to serve local businesses with all their research needs using the most effective tools in market research and data analysis.

Innova helps businesses keep up with market trends and discover new untapped opportunities. We provide firms with valuable insights regarding new products, customer preferences, and competitor strategies to help them make data-driven decisions and take their business to the next level.

## Making data speak

We recognize that local market's needs and interests, therefore we make sure we provide the best consultations and practical solutions to help our clients achieving their future vision.

# Introduction

The internet has become an integral part of our daily lives, transforming the way we interact and access information. In Saudi Arabia, internet use has increased dramatically in recent years, thanks to the government's efforts to promote digital transformation and increase the availability of affordable internet services.

We are committed to the Kingdom's vision and the country's goal of achieving a thriving economy and an ambitious future. We value the importance of actual insights derived from market research in supporting this vision, and therefore we have conducted this research report to present important research results on internet usage in the Kingdom.

## The aim of the report

The research report aims to provide a comprehensive overview of internet usage in the Kingdom of Saudi Arabia, with a focus on the main trends, challenges, and opportunities in the country's digital landscape. Its primary objective is to provide a comprehensive analysis of the current state of internet usage in Saudi Arabia.

We believe that the information provided will serve as a valuable resource for businesses, policymakers, and individuals seeking to understand internet use in Saudi Arabia and its impact on the country's social, economic, and political development.

As a Saudi market research company, we are committed to providing innovative insights that can help companies make informed decisions and contribute to the country's growth and development.





## Overview

Demographic data

# Demographic data

The Kingdom of Saudi Arabia is the largest Arab country in terms of area and is characterized by great cultural diversity and the existence of a multicultural society that includes millions of expatriate workers from all over the world. The Kingdom is also currently seeking to implement Vision 2030, which aims to achieve economic diversification and develop several sectors to promote sustainable development and improve the standard of living for citizens.



The current population of Saudi Arabia is 35 million (per 16) (2023 est.). The population of Saudi Arabia is increasing around 15% percent between 2020 and 2023. The population density in Saudi Arabia is 16 per km² (40 people per mile). The total land area is 830,000 km² (320,000 sq. miles).

80% of the Saudi population is live in urban areas whereas 20% of the population live in rural areas.

2023 P  
Urban  
80% of Saudi



2023 R  
Rural  
20% of Saudi



60 percent of Saudi Arabia's population is female whereas 40 percent of the population is male. The reason of this gender imbalance is due to the high percentage of male expats living in Saudi Arabia as compared to female expats.



According to the General Authority of Statistics, population data out of the total expats population 60% are male and 40% are female. The percentage of the Saudi male population is 60% and the Saudi female is 40% which is in line with the world's gender (Male 60% and female 40%) breakup statistics.

60% of the Saudi population is live in urban areas whereas 40% of the population live in rural areas.





## Device Ownership



Knowledge, there are a wide variety of devices that can connect to the Internet and cellular networks. Some common examples include smartphones, tablets, laptops, and desktop computers, all of which can connect to the Internet or cellular networks. In addition, there are a growing number of devices designed to connect to the Internet and cellular networks, such as smart watches, fitness trackers, home automation devices, and even some cars. These devices use a variety of technologies such as Bluetooth, Wi-Fi, and cellular data to connect and communicate with each other, making it easier for people to stay connected and access information on the go.



96.98% of Utahnians have any sort of cellular device.

Every Utahnians who has a cellular device possesses smartphones whereas just 8.98% of people have a feature phone.







## Computer Access

According to the results of the Households and Individuals' ICT Access and Usage Survey 2019, households that have access to computers reached 96% whereas according to GEM Q1 2019 report nearly 96% of Saudi population have access to computers (Laptop or Desktop).

9652.9

Households with computers  
(Laptop or Desktop)





According to the General Authority of Statistics the results of the Household and Individual Information and Communication Technology Access and Usage Survey 2009, which was carried out in the second quarter of 2009, indicate an increase in the percentage of individuals who used the Internet during the last three months to 20.6%, an increase of 1.8% compared to 2008.



Users increased by  
**%1.8**  
 compared to 2008

where the percentage of usage for males reached 20.6% and for females 18.8%, and the percentage constituted 20.6% for Level individuals and 18.8% for non-Level individuals.



The average time individuals spend online in Saudi Arabia has increased steadily in recent years, with the spread of high-speed internet and the growing popularity of social media platforms.

As of Q3 2024, around 97.9% (near 100%) population of Saudi Arabia have internet access.



On average people of Saudi Arabia spend 4718 min (per minutes) every day on the internet. They spend on average 4718 min (per minutes) on the internet through mobile and 1718 min (per minutes) through Computers and Tablets.



## Reasons of Using Internet



In South Africa, the main reasons for using the internet are for basic purposes like browsing,

communication, getting information and for entertainment.

Browsing and communication are common across all positions and demographics.

Entertainment is a stronger reason for females and residents of Tlhopi where

streaming is viewed more towards younger individuals as they are heavily into gaming and listening to music.

## Most stated reasons for using the internet

Search for news stories or information

Watch videos, TV shows and movies

Playing or search with Microsoft Family

Keeping up with social media feeds

Search for brands and products

Search for books things

Reading information

Education and studying

Using or create files and folders

Reading an opinion

Locations and travel

Business related use (B2B)

Working

Organizing your day-to-day life

Search for games



## Internet Access

The importance of using the internet in today's world cannot be overemphasized! The internet has revolutionized the way we communicate. With just a few clicks, we can access a huge amount of information, communicate with people from all over the world, and conduct business transactions. According to the General Authority of Statistics, the results of the Households and Individuals' Information and Communication Technology Access and Usage Survey 2021 for households, access to the internet was 96.3% - the center of our homes.

According to the General Authority of Statistics, the results of the Households and Individuals' Information and Communication Technology Access and Usage Survey 2021 for households, access to the internet was 96.3%.



Percentage of individuals participating (18 years and above) in social and professional networks during the last three months constitutes 98% of the total internet users, with percentages of male and female usage of 98.6% and 97.6%, respectively which reached 98.6% for Saudi and 97.6% for non-Saudi individuals. This was found to be the most common use of internet use.





90% population of Saudi Arabia access the Internet through Mobile devices. Smartphones are the most used medium of internet usage (61.9%) whereas just more than a quarter people (24.5%) use the internet through Tablet devices. After smartphones, Personal Computers (Laptops or Desktops) (20.7%) are the major source of internet usage whereas Smart Home Devices (7.6%) are the least use source of internet usage in KSA.





According to the General Authority of Statistics, the results of the Households and Individuals' Information and Communication Technology devices and Usage Survey 2021, which was carried out in the second quarter of 2021, local people (in years and above) who purchased goods and services via the Internet has reached 65.6% of the total Internet users. The results of the survey showed that the percentage of purchases by male was 67.6% and female was 63.6%, which constituted 66.6% for local and 65.7% for non-local individuals.

## Percentage of purchases



According to the Communications and Information Technology Commission (CITC) purchases from local and global shopping websites accounted for 70.6% and 19.4%, respectively, of the total purchases in 2021. Clothes (25.6%) and shoes (20.6%) were the most purchased goods online followed by Computers, Smartphones & Accessories (16.6%).

## Most purchased goods online







According to the General Authority of Statistics the results of the Households and Individuals' Information and Communication Technology Access and Usage Survey 2021, which was carried out in the second quarter of 2021, local people (19 years and above) who implemented governmental transactions through the internet were 80% of the total internet users.

Reports for  
governmental transactions  
through the internet



80% of local males and 80% of female implemented governmental transactions through the internet whereas 80% of non-local individuals conducted governmental transactions through the internet.



Social media has changed the way we use the internet, with many people now using social media platforms as their primary entry point to the web. As a result, the internet has become more personalized, with content and ads tailored to users' interests and behaviors on social media.

**96,793**  
Saudi population users social media

**7.9**  
hours and  
48 minutes

**181**  
minutes

spent on social media daily

251 M (70%) Saudi population uses social media

On average, Saudi Indians spend 7 hours and 48 minutes on the internet

On an average Saudi people spend 181 min (30 minutes) on social media per day

On an average Saudi people interact with 10 social media platform per month



## Most Used Social Media Platform

WhatsApp is the most used social media platform in ECU. More than 90% people in ECU use WhatsApp followed by Instagram (76.4%) and Snapchat (70.4%).





Social media has become an integral part of daily life in the Kingdom of Saudi Arabia, providing multiple platforms for communication, expression, entertainment, and commerce. Its wide use has allowed Saudis to stay in touch with family and friends, express their opinions, showcase their talents, and stay entertained. As the internet continues to spread in the country, social media is likely to remain a crucial aspect of Saudi society for years to come.



Around 80% of the population of Saudi Arabia is using any social media platform. The following are the reasons for using social media platforms.

Around half of social media users (50.2%) use social media for communicating with friends and family. Just around 31% use social media to all the time, just less than one-third of social media users (29%) use social media for product purchases. Presence of influencers and bloggers on social media triggering a commerce in KSA, 43% of social media users of KSA tag themselves updated with the latest news of the world through social media.

### The main reasons for using social media platforms







However, Social Media Advertising is appearing as the easiest and most inexpensive way of advertising. Due to which social commerce has emerged in which consumers can browse and purchase items through their social media accounts. Even if the purchase is not associated to social media accounts, it is a social tool for brand awareness and marketing.



## Highest potential ad reach

YouTube had the highest potential ad reach among social media platforms in Saudi Arabia, with a share of around 97% followed by Snapchat 74% and Instagram 44%.



# Sources

Errors occur when the information provided in the report is inaccurate. Errors will not be reported for any instance of any external source.



## 2 Demographic Data

<https://www.census.gov/c2k/>

<https://www.census.gov/data/tables/2010/decennial/c2k00.html>

<https://www.census.gov/data/tables/2010/decennial/c2k00.html>

<https://data.census.gov/tables/2010/decennial/c2k00.html>

## 2 Census Data

USDA (The USDA is a good resource using the census data)

[USDA.gov](#)

## 2 Economic Data

<https://www.bls.gov/economy/>

[BLS.gov](#)

## 2 Market Data

<https://www.fishbase.org/>

[Fishbase.org](#)

## 2 Market Data - Through Market

<https://www.fishbase.org/>

[Fishbase.org](#)

## 2 Market Data

<https://www.fishbase.org/>

## 2 Market Data - Through Market

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<https://www.fishbase.org/>

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today's decisions





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