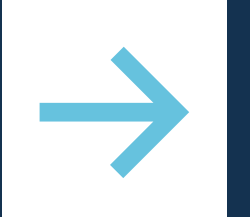




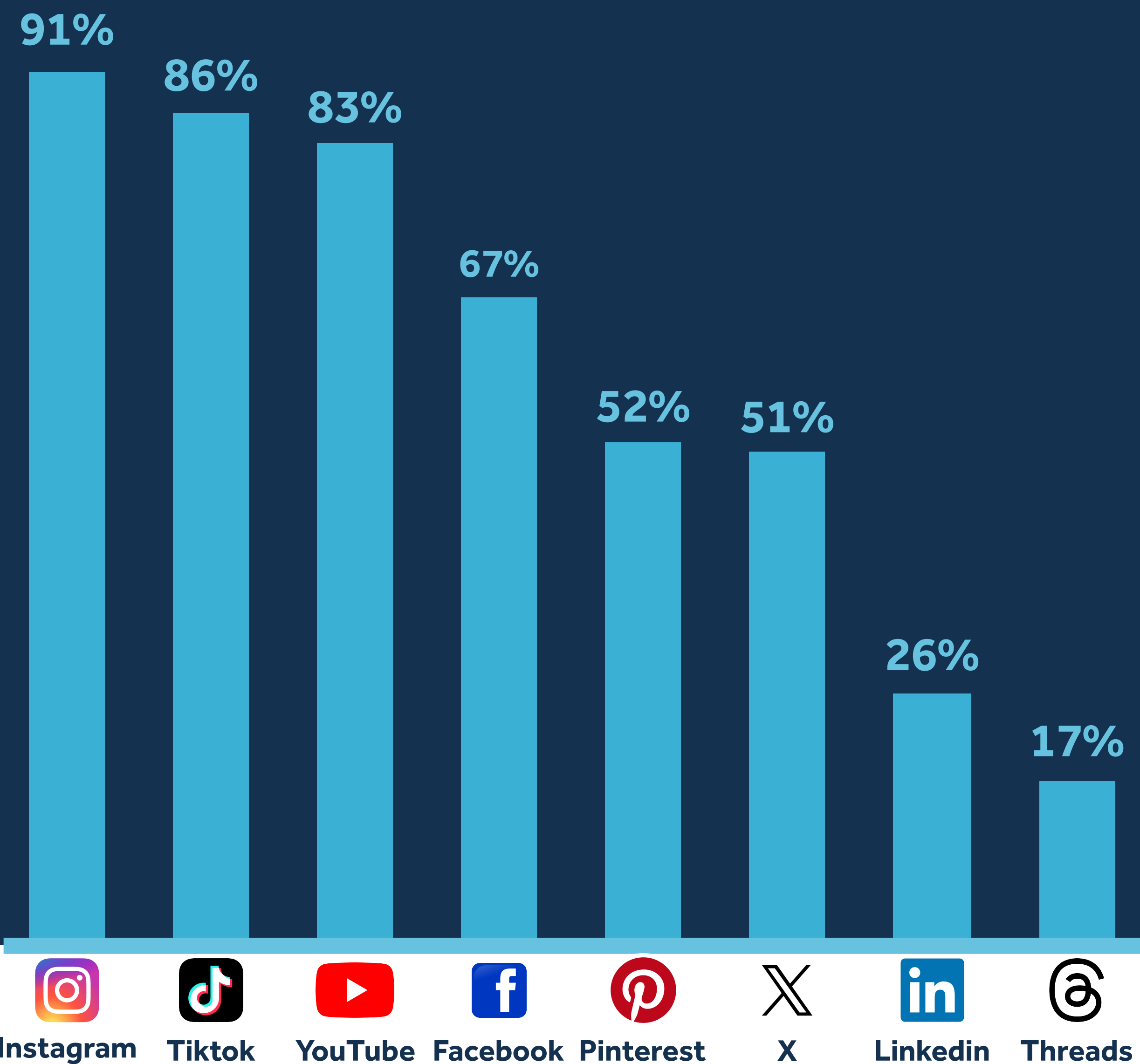
# Gen Z Runs the Feed: TikTok, Insta & Beyond

From global trends to Middle East feeds, Gen Z is redefining how the world shops, learns, and connects online



# Instagram and TikTok Rank as Gen Z's Most Popular Platforms

Gen Z Adoption of Social Media Platforms



# How Gen Z Uses Social Media



85%

use social media to find new products



Shopping

75%

rely on social media as their primary source of daily news



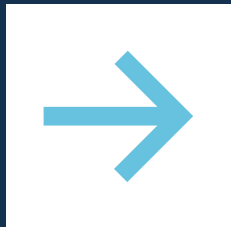
News

62%

use social media for photographs and video content



Entertainment



# Platform Popularity Across the Middle East

Most Used Social Media Apps in the Middle East



TikTok shows over 100% penetration in UAE (105.2%) and Saudi Arabia (103.3%), gaining huge traction among Gen Z



Instagram usage peaks in Bahrain (95.6%) and UAE (90.7%)



Snapchat adoption is especially strong in Saudi Arabia (76.5%) and Bahrain (73.5%), compared to lower levels in the UAE (51.8%) and Oman (51.2%)



YouTube adoption in Egypt reached 43.1%, and it remains highly popular across the Middle East, reaching 94.2% in the UAE and 89.7% in Saudi Arabia



X adoption is high in Turkey (69.1%) and Saudi Arabia (66.3%)

Note: Penetration exceeds 100% due to the prevalence of multiple accounts per user

Source: Veracontent.com