

TITAN DIGITAL UAE

UAE Social Media Report 2026

Aggregated public data, stat by stat, interpreted for marketing planning by UAE businesses

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Sources and methodology

This report aggregates publicly available data. Titan Digital UAE did not produce the raw population, internet, mobile, or platform reach figures. The numbers come from the sources below. Titan Digital UAE's contribution is the interpretation layer: what each statistic means for businesses planning marketing in the United Arab Emirates.

Primary data sources: [DataReportal, Digital 2026: The United Arab Emirates](#) (published 5 November 2025 by Meltwater and We Are Social, analysis by Kepios), platform advertising tools as reported within that publication, [Sprinklr's UAE social media overview](#) with Statista references cited there, the UAE Media Council, and the UAE National Media Authority.

DataReportal's republication guidance asks for clear attribution, a hyperlink to the relevant report page, and no misrepresentation of the data. This report follows that guidance. Most figures are reported as of October 2025 and describe the state of the market entering 2026. Where a figure comes from a different period, the period is stated.

One note on reading any of these numbers: user identities and ad reach figures are not unique human beings. The UAE's totals exceed its population because of duplicate accounts, business accounts, multiple SIM cards, tourists, and temporary visitors, plus differences in how each platform reports its audience. Every interpretation in this report assumes that caveat.

How to use this report

Each statistic is presented in three parts: the number itself, any caveat that affects how it should be read, and the marketing interpretation. The interpretation is written so that any company operating in the UAE, from a single-location clinic to a multi-emirate retail group, can convert the data into planning decisions: which platforms to prioritise, what role each platform should play, what language strategy to use, and where the conversion actually happens.

Part 1. The connectivity baseline

1.1 Population: 11.4 million

11.4 million people in the UAE as of October 2025

Source: DataReportal, Digital 2026: The United Arab Emirates

What this means for your marketing plan

The UAE is a small market by population and an outsized market by spending power, business density, and digital activity. For marketers, the practical consequence is that audience segments are small in absolute numbers. A campaign that targets, for example, Western expat founders in Dubai Marina may be addressing a few tens of thousands of people, not millions.

Small segments punish lazy targeting twice. First, broad campaigns burn budget on people who will never buy. Second, narrow segments are exhausted quickly, so creative fatigue arrives faster than in large markets. Frequency management and creative rotation matter more in the UAE than in most countries.

Action points:

- Size your campaigns to segment reality, not to platform-suggested audience sizes.
- Plan creative refresh cycles early. Small audiences see your ads repeatedly within weeks.
- Treat the UAE as a collection of niche markets that happen to share one geography.

1.2 Internet users: 11.3 million, 99.0% penetration

11.3 million internet users, 99.0% of the population, at the end of 2025

Source: DataReportal, Digital 2026: The United Arab Emirates

What this means for your marketing plan

Internet access is no longer a variable in UAE marketing. Practically everyone you want to reach is online. This removes an entire category of planning questions that still apply in many markets, such as offline-to-online ratios or connectivity by region.

It also removes an excuse. When 99% of the market is online, digital underperformance is never an access problem. It is a strategy, message, or conversion problem. Companies that blame weak results on reach are looking in the wrong place.

Action points:

- Stop investing in awareness for its own sake. Awareness is nearly free in a 99% connected market. Invest in differentiation and conversion instead.
- Audit your funnel before you audit your ad spend. In this market, leaks are almost always downstream of the click.

1.3 Mobile connections: 23.0 million, 202% of population

23.0 million active cellular connections, equal to 202% of the population, in late 2025

Source: DataReportal, Digital 2026: The United Arab Emirates. Some connections are voice or SMS only.

Caveat: *Connections are not people. Dual SIM phones, work and personal lines, tourists, and connected devices all inflate this figure.*

What this means for your marketing plan

Two connections per person tells you how the UAE behaves: mobile first, always reachable, and often splitting identity between a work context and a personal context. The same person may see your B2B LinkedIn campaign on a work device at 11am and your consumer TikTok campaign on a personal device at 9pm without ever connecting the two.

Design for the mobile screen as the default screen. Desktop is the exception in this market. Every landing page, form, menu, booking flow, and WhatsApp handoff should be built and tested on a phone first.

Action points:

- Test every campaign asset on mobile before approving it. If it fails on a phone, it fails.
- Keep forms short. Mobile users abandon long forms, and in the UAE they will message you on WhatsApp instead, so make that path available.
- Expect the same person to appear in different audience segments on different devices. Build retargeting accordingly.

1.4 Social media user identities: 12.5 million, 110% of population

12.5 million social media user identities in October 2025, equal to 110% of the population

Source: DataReportal, Digital 2026: The United Arab Emirates

Caveat: *Identities exceed population because of duplicate accounts, business accounts, visitors, and platform reporting methods. DataReportal flags this explicitly. Do not present this as 'everyone in the UAE uses social media'.*

What this means for your marketing plan

This is the single most important strategic statistic in the report. When social identities exceed the population, reach stops being a competitive advantage. Every one of your competitors can reach the same saturated audience you can.

The honest conclusion: the UAE is not a reach problem. It is an attention, trust, language, and conversion problem. The winning question is no longer 'which platform should we be on?' It is 'what role should each platform play in our customer journey?'

Action points:

- Reframe your social strategy from presence to roles: discovery, trust, proof, authority, conversion.
- Measure share of attention within your niche, not raw reach.
- Assume your prospect has already seen three competitors today. Plan your message to survive that comparison.

1.5 Internet speed: among the fastest in the world

Median mobile download speed: 614.42 Mbps. Median fixed download speed: 327.56 Mbps (late 2025).

Source: Ookla data as reported by DataReportal. Earlier 2025 reporting showed 441.89 Mbps mobile, so this figure reflects continued rapid improvement.

What this means for your marketing plan

UAE users live on some of the fastest mobile networks on the planet. Nothing technical prevents them from consuming rich, heavy, high-resolution content on the go: long video, 3D property tours, live streams, interactive experiences.

The flip side: there is no tolerance for slow experiences. A user on a 600 Mbps connection who waits four seconds for your landing page does not blame the network. They blame you, and they leave. Page speed is a credibility signal in this market, not just a technical metric.

Action points:

- Publish high-quality video without fear. Bandwidth is not your constraint here.
- Hold your own website to the same standard. Compress, cache, and test load times on mobile.
- Consider rich formats your competitors avoid: full walkthroughs, long-form explainers, live Q and A.

Part 2. Who the audience actually is

2.1 Median age: 31.6, with working-age adults dominating

Median age 31.6. Ages 25 to 34 are 28.7% of the population. Ages 35 to 44 are 23.8%.

Combined, those two groups are more than half the country. Source: DataReportal.

What this means for your marketing plan

The UAE audience is not a student market and not a retiree market. It is a working, earning, relocating, investing, consuming market in its prime decision-making years. These are people choosing schools, clinics, homes, cars, gyms, and business services right now.

For marketers this changes tone and content. Messaging built for very young audiences (pure entertainment, trend-chasing) or for older audiences (legacy, retirement) misses the centre of gravity. The middle of this market wants competence, speed, value, and proof.

Action points:

- Build content for people making real purchase decisions: comparisons, pricing transparency, outcomes, process explanations.
- Respect their time. Working adults reward brands that answer fast and clearly, especially on WhatsApp.
- Life-stage targeting (new arrival, new parent, new founder, new investor) often outperforms demographic targeting here.

2.2 Gender split: 63.7% male, 36.3% female

Population: 63.7% male, 36.3% female. Social media identities: 67.1% male, 32.9% female.

Source: DataReportal, Digital 2026: The United Arab Emirates

Caveat: *This skew is largely a labour-demographics artifact. Large male workforces in construction, logistics, and services pull the average. It does not mean the UAE consumer is male.*

What this means for your marketing plan

Read this number with care. Platform audience tools will show you male-heavy audiences by default, but household purchase decisions, healthcare choices, education choices, beauty, fashion, family dining, and a large share of retail are heavily influenced or decided by women. Bidding strategies that follow the raw skew can systematically underinvest in the higher-intent audience.

The skew also means default 'balanced' global campaign settings imported from other markets will behave differently here. Check delivery reports, not just plans.

Action points:

- Segment by purchase role, not by population share. Who decides, who influences, who pays?
- For household and family categories, deliberately weight female audiences even though the raw numbers skew male.
- Review actual ad delivery by gender monthly. Algorithms follow volume, and volume here is male-skewed.

2.3 Urban population: 88.3%**88.3% of the UAE population lives in urban areas**

Source: DataReportal, Digital 2026: The United Arab Emirates

What this means for your marketing plan

The UAE is a city-state market in practice. Dense urban living means short physical distances, fast delivery expectations, strong walk-in and same-day behaviour, and heavy reliance on maps and local search to choose between nearby options.

It also means hyper-local competition. Your clinic, restaurant, gym, or salon is competing with a dozen alternatives within a ten-minute drive. Google Business Profile, reviews, and location-tagged social content are not optional extras. They are the local battlefield.

Action points:

- Treat Google Business Profile as a core channel: weekly posts, photo updates, review responses.
- Use location tags, neighbourhood names, and emirate-specific content. 'Dubai Marina' outperforms 'Dubai' for local intent.
- Set delivery, booking, and response expectations to urban standards: same day, not next week.

2.4 The segmentation reality: one geography, many markets**Residents, workers, founders, tourists, investors, GCC visitors, South Asian professionals, Arab expats, Western expats**

Interpretation layer: Titan Digital UAE, based on the demographic data above

What this means for your marketing plan

The UAE is connected but not uniform. A real estate investor in Dubai does not behave like a family searching for a clinic in Ras Al Khaimah. A GCC tourist does not behave like a long-term resident. A business owner on LinkedIn does not behave like a customer discovering restaurants on TikTok.

This is why generic UAE campaigns fail. One English campaign with one message on one platform is a strategy designed for a market that does not exist. The companies that win here run fewer, sharper campaigns aimed at named segments with platform roles assigned to each.

Action points:

- Name your segments explicitly in your plan. 'UAE residents' is not a segment.
- Assign each segment a primary discovery platform, a trust platform, and a conversion path.
- Decide per segment where Arabic, English, or both create the most trust.

Part 3. The platforms, stat by stat

All platform figures below are reported user or ad reach numbers for late 2025 from DataReportal's Digital 2026: The United Arab Emirates report, except where noted. Reach figures from different platforms are measured differently and are not perfectly comparable with each other.

3.1 TikTok: 12.5 million adults reached, growing 16.7% in a year

12.5 million users aged 18+ in late 2025. Ad reach grew by 1.79 million (16.7%) between late 2024 and late 2025.

Source: TikTok advertising resources via DataReportal

Caveat: *This is TikTok's reported ad reach for adults aged 18 and above. It coincidentally matches the country's total social identities figure (12.5 million) but measures something different. The two numbers are not comparable and should never be presented side by side without this clarification.*

What this means for your marketing plan

TikTok is the UAE's discovery engine. It has the broadest reported adult reach of any platform and it is still growing fast. For restaurants, clinics, real estate, fitness, tourism, retail, education, and personal brands, TikTok is where initial attention is created, and increasingly where people search.

But TikTok creates discovery, not trust. A viewer who finds you on TikTok will check your Instagram, your Google reviews, or your website before spending serious money. TikTok's job in your funnel is the introduction, not the close.

Action points:

- Publish short-form video consistently, optimised for discovery and search terms people actually use.
- Never end the journey on TikTok. Every piece of content should have an obvious next step toward a trust asset.
- Treat TikTok comments and search suggestions as free market research on what your audience wants.

3.2 LinkedIn: 10.0 million members, 87.6% of the population

10.0 million registered members in late 2025, equal to 87.6% of the total population. Grew by 1.00 million (11.1%) year on year.

Source: LinkedIn advertising resources via DataReportal

Caveat: *LinkedIn reports total registered members, not monthly active users. This number is not directly comparable with platforms that report active ad reach.*

What this means for your marketing plan

Even with the caveat, this is an extraordinary figure for a country of 11.4 million. It reflects what the UAE is: a country of founders, investors, consultants, recruiters, executives, and cross-border operators. LinkedIn penetration at this level exists almost nowhere else in the world.

For B2B brands, training providers, consultants, agencies, finance firms, real estate investment brands, and professional services, LinkedIn is not a secondary channel in the UAE. It is a primary credibility platform. Decision-makers here check LinkedIn the way consumers check Instagram.

Action points:

- If you sell to businesses or professionals, give LinkedIn its own content strategy, not recycled posts from other platforms.
- Invest in founder-led and expert-led content. Personal profiles outperform company pages for trust.
- Use LinkedIn to demonstrate authority: frameworks, results, client outcomes, and informed commentary on the UAE market.

3.3 Facebook: 9.70 million users, up 7.2% in a year

9.70 million users in late 2025. Ad reach grew by 650,000 (7.2%) between October 2024 and October 2025.

Source: Meta advertising resources via DataReportal

Caveat: Meta ad reach figures are not the same as monthly active users and can shift due to reporting adjustments.

What this means for your marketing plan

Facebook is not dead in the UAE. Nearly ten million reachable users make it one of the largest platforms in the country, and it remains central for expat communities, local services, groups, events, relocation topics, Marketplace, and older decision-makers.

Its role has changed, though. Facebook is rarely where attention is born anymore. It is where communities organise and where Meta's ad system finds efficient conversions, especially for retargeting users discovered elsewhere.

Action points:

- Use Facebook groups and community content for expat-facing services: relocation, schooling, housing, family services.
- Run Facebook primarily as a performance and retargeting layer inside Meta's ad system rather than as an organic stage.
- Do not abandon it because it feels unfashionable. Unfashionable platforms often have the cheapest conversions.
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3.4 YouTube: 8.37 million users, 73.3% of the population

8.37 million users in late 2025. Ad reach equal to 73.3% of the total population and 74.1% of internet users.

Source: Google advertising resources via DataReportal

What this means for your marketing plan

YouTube is the proof platform. Short-form content creates attention, but expensive decisions need depth, and UAE buyers research before committing. Property purchases, school choices, medical procedures, financial services, B2B contracts: these journeys pass through long-form video.

YouTube is also the most durable content investment in this report. A TikTok video lives for days. A well-made YouTube explainer answers buyer questions and ranks in search for years, and increasingly feeds AI-generated answers as well.

Action points:

- For high-ticket services, build a library of explainer and proof content: walkthroughs, comparisons, client stories, process videos.
- Optimise titles and descriptions for the questions buyers actually ask. YouTube is the second-largest search engine.
- Repurpose: one strong YouTube video becomes Shorts, Reels, TikToks, and a LinkedIn article.

3.5 Instagram: 8.05 million users, growing 16.7% in a year

8.05 million users in late 2025, equal to 70.5% of the population and 82.1% of the eligible 13+ audience. Grew by 1.15 million (16.7%) between October 2024 and October 2025.

Source: Meta advertising resources via DataReportal

What this means for your marketing plan

Instagram is the UAE's trust showroom. Buyers discover a business on TikTok, through a friend, or on Google, and then check Instagram to answer one question: does this business look active, premium, local, professional, and real?

That means your Instagram grid is not a content channel first. It is a credibility audit that every serious prospect runs before contacting you. An inactive or inconsistent profile quietly kills leads that your other marketing paid to generate.

Action points:

- Keep the profile visibly alive: recent posts, current Stories, fresh Highlights covering offers, results, and FAQs.
- Curate the grid like a storefront window. The first nine posts should answer 'is this business credible?'

- Make contact friction-free: WhatsApp link in bio, fast DM responses, clear location and hours.

3.6 Messenger: 5.65 million reached, 49.5% of the population

5.65 million users reached by Messenger ads in late 2025, equal to 49.5% of the population.

Source: Meta advertising resources via DataReportal

What this means for your marketing plan

Messenger is not the UAE's conversation channel. WhatsApp owns that role. But Messenger still matters as inventory inside Meta's advertising ecosystem and as a secondary contact path, particularly for Facebook-native communities.

Plan for it as a supporting actor: include it in Meta placements, answer messages that arrive there, but do not build your conversion system around it.

Action points:

- Leave Messenger enabled in Meta ad placements; exclude it only when data shows it underperforms.
- Route Messenger enquiries into the same response system as WhatsApp so no lead waits.

3.7 Snapchat: 5.13 million users, 52.3% of the 13+ audience

5.13 million users in late 2025, equal to 44.9% of the population and 52.3% of the eligible 13+ audience.

Source: Snap advertising resources via DataReportal

What this means for your marketing plan

Snapchat is the most underestimated platform in the UAE. Half the eligible audience is reachable, skewing young and strongly connected to Saudi and wider GCC usage patterns, where Snapchat is a dominant platform.

For lifestyle, food, automotive, fashion, events, entertainment, and any brand courting GCC visitors or younger residents, Snapchat offers reach that competitors routinely ignore, often at lower ad costs precisely because it is ignored.

Action points:

- Test Snapchat for youth and GCC-facing campaigns before assuming Instagram and TikTok cover them.
- Use location-based formats for venues, events, and retail. Snapchat's map and AR formats fit urban UAE behaviour.

- Borrow creative learnings from your TikTok content; vertical video translates with light adaptation.

3.8 X: 2.85 million users, 25.0% of the population

2.85 million users in late 2025, equal to 25.0% of the population.

Source: X advertising resources via DataReportal

Caveat: *DataReportal advises caution: X reach figures can fluctuate, and demographic data may be inferred from signals rather than declared by users.*

What this means for your marketing plan

X in the UAE is a news, policy, finance, tech, and commentary platform. It is where announcements break, where public figures speak, and where professional conversation happens in real time. It is not, for most brands, an efficient consumer acquisition channel.

Its value is positioning and listening. Founders and executives who comment intelligently on UAE business news build visibility with exactly the audience that also reads them on LinkedIn.

Action points:

- Use X for listening: track your category, competitors, and policy changes affecting your industry.
- If you publish, publish commentary and expertise, not promotions.
- Measure X by relationships and visibility among professionals, not by lead volume.

3.9 Reddit: 2.45 million users, growing sharply

2.45 million users in late 2025, with reported ad reach increasing sharply year on year.

Source: Reddit advertising resources via DataReportal

Caveat: *DataReportal warns the sharp increase may reflect reporting changes rather than pure user growth.*

What this means for your marketing plan

Reddit is where the UAE's research-driven audiences live: tech workers, gamers, finance enthusiasts, expats asking unfiltered questions about relocation, salaries, schools, landlords, and which businesses to trust. The conversations are candid in a way no other platform allows.

Two implications. First, Reddit threads about your category increasingly surface in Google results and AI-generated answers, so what Reddit says about you is part of your search presence. Second, heavy-handed promotion fails instantly there. Value-first participation is the only mode that works.

Action points:

- Search Reddit for your brand, category, and competitors quarterly. Treat it as free qualitative research.
- Address recurring complaints you find there in your actual operations and your FAQ content.
- If you participate, disclose who you are and lead with genuinely useful answers.

3.10 Threads: 893,000 users, 7.8% of the population

893,000 users in late 2025, equal to 7.8% of the population and 9.1% of the eligible 13+ audience.

Source: Meta advertising resources via DataReportal

What this means for your marketing plan

Threads is the smallest platform in this report, but small platforms reward early authority. Its UAE audience skews toward creators, founders, and commentary-driven users, and Meta cross-promotes it aggressively from Instagram.

For personal brands and founder-led businesses, Threads is a low-cost experiment: conversational posting, behind-the-scenes thinking, and commentary that would feel too informal for LinkedIn.

Action points:

- Reserve your handle and cross-post selectively from Instagram while costs are near zero.
- Treat it as a personal-brand channel, not a corporate one.
- Revisit quarterly; if Meta keeps pushing it, early presence compounds.

3.11 WhatsApp: the most-used platform, 85.8% of ages 16 to 64

85.8% of UAE internet users aged 16 to 64 use WhatsApp, the highest of any platform. Facebook follows at 80.3%.

Source: Sprinklr's UAE social media overview, citing Statista (figures published February 2025)

What this means for your marketing plan

WhatsApp is not a social platform in the UAE. It is sales infrastructure. Customers here do not complete journeys through website forms. They message. They ask, compare, request prices, book, negotiate, and follow up, all inside WhatsApp.

This is where most UAE marketing actually succeeds or fails. A brilliant TikTok campaign that drives fifty WhatsApp enquiries into an unmanaged inbox produces nothing. The companies that win treat WhatsApp response speed, scripts, and follow-up as seriously as they treat ad creative.

Action points:

- Put a WhatsApp click-to-chat link on every channel: ads, bio links, website, Google Business Profile, email signatures.
- Build a response system: target response time under 15 minutes in business hours, saved replies, qualification questions, follow-up schedule.
- Track WhatsApp leads to revenue in a CRM or structured sheet. If you cannot see which campaigns produce closed deals, you cannot optimise anything upstream.

Part 4. Platform roles at a glance

Platform	UAE figure (late 2025)	Role in the funnel	Strongest fit
TikTok	12.5M adults 18+ (ad reach)	Discovery and attention	Food, tourism, real estate, clinics, retail, personal brands
LinkedIn	10.0M registered members	Professional authority	B2B, consulting, finance, recruitment, training, real estate investment
Facebook	9.70M users	Communities and retargeting	Expat services, local services, events, older buyers
YouTube	8.37M users	Proof and education	High-ticket services, property, finance, healthcare, education
Instagram	8.05M users	Visual trust	Restaurants, beauty, clinics, luxury, events, real estate
Messenger	5.65M ad reach	Meta support layer	Retargeting, lead follow-up
Snapchat	5.13M users	Youth and GCC reach	Lifestyle, food, automotive, events, fashion
X	2.85M users	News and listening	Finance, tech, policy, public commentary
Reddit	2.45M users	Research and candour	Tech, gaming, expat questions, finance, relocation
Threads	893K users	Founder conversation	Personal brands, creators, commentary
WhatsApp	85.8% usage, ages 16 to 64	Conversion	Every business that takes enquiries

The UAE funnel that the data describes

- TikTok or Instagram creates discovery.
- Instagram and Google Business Profile validate credibility.
- YouTube provides deeper proof for expensive decisions.
- LinkedIn builds authority for professional audiences.
- WhatsApp handles the conversion.
- The website supports search, trust, and tracking.

No single platform performs all six jobs. TikTok should not do Instagram's job. LinkedIn should not do WhatsApp's job. WhatsApp should not replace a proper website. Companies that assign each platform one clear role consistently outperform companies that post the same content everywhere.

Part 5. Two factors that cut across every platform

5.1 Arabic content is a trust opportunity, not a translation task

English works in the UAE because the market is multicultural and expat-heavy. But English-only content can feel generic, and Sprinklr identifies increased focus on Arabic content as a defining UAE trend. Arabic adds local relevance, cultural respect, and institutional credibility, especially in real estate, healthcare, education, finance, government-adjacent services, hospitality, and luxury.

The decision is not whether to translate everything. It is where Arabic creates trust. A bilingual landing page for a clinic, an Arabic version of a property investment guide, or Arabic responses available on WhatsApp can each move conversion more than another month of English-only posting.

- Map your segments: which ones convert better with Arabic, English, or both?
- Prioritise Arabic for trust-sensitive moments: pricing, medical information, contracts, government-related services.
- Use native Arabic writers, not machine translation, for anything customer-facing.

5.2 Influencer marketing now requires compliance discipline

The UAE requires an Advertiser Permit for individuals publishing advertising content on social platforms, and the rules cover both paid and unpaid promotional content. The UAE Media Council and the National Media Authority both state this requirement. For brands, this turns influencer campaigns from a casual transaction into a managed process.

The old model was: find creator, send product, ask for post, hope it performs. The better model is: check fit, check audience, check permit and compliance, define the campaign message, approve claims, track performance, and repurpose compliant assets. Less exciting than chasing virality, but it is how serious brands avoid expensive problems.

- Verify a creator's permit status before any collaboration, gifted or paid.
- Keep written records of agreed claims and disclosures for every campaign.
- Build a small roster of compliant, proven creators rather than one-off experiments.

Part 6. The planning checklist

The data in this report reduces to one strategic conclusion: the UAE is saturated with access, so the winning advantage is not presence. It is precision. Use this checklist to convert the statistics into a plan.

- Precision in audience: name your segments. Assign each one a budget, a language, and a platform path.
- Precision in platform roles: discovery, trust, proof, authority, conversion. One role per platform.
- Precision in language: decide where Arabic builds trust and resource it properly.
- Precision in creative: mobile-first, refreshed frequently, built for small audiences that see your ads often.
- Precision in proof: long-form YouTube and review assets for every high-ticket offer.
- Precision in follow-up: WhatsApp response under 15 minutes, scripts, qualification, CRM tracking to revenue.
- Precision in compliance: permits verified before any creator campaign goes live.

The UAE does not need more random content. It needs connected digital ecosystems. That is where the opportunity is.

Bibliography and attribution

This report aggregates publicly available data and should not be presented as original primary research. Recommended attribution when citing this report's data: aggregated from DataReportal's Digital 2026: The United Arab Emirates report, platform advertising tools as reported by DataReportal and Kepios, Sprinklr's UAE social media overview with Statista references, and UAE Media Council and National Media Authority permit information.

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About this report

Prepared by Kaan Bozoglu, Executive Director, Titan Digital UAE. Titan Digital UAE helps businesses across the Emirates plan and execute precise digital marketing: SEO, GEO, AEO, content systems, and conversion-focused social strategy.

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