

DIGITAL & TRENDS

# Mobile internet usage in MENA

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statista 

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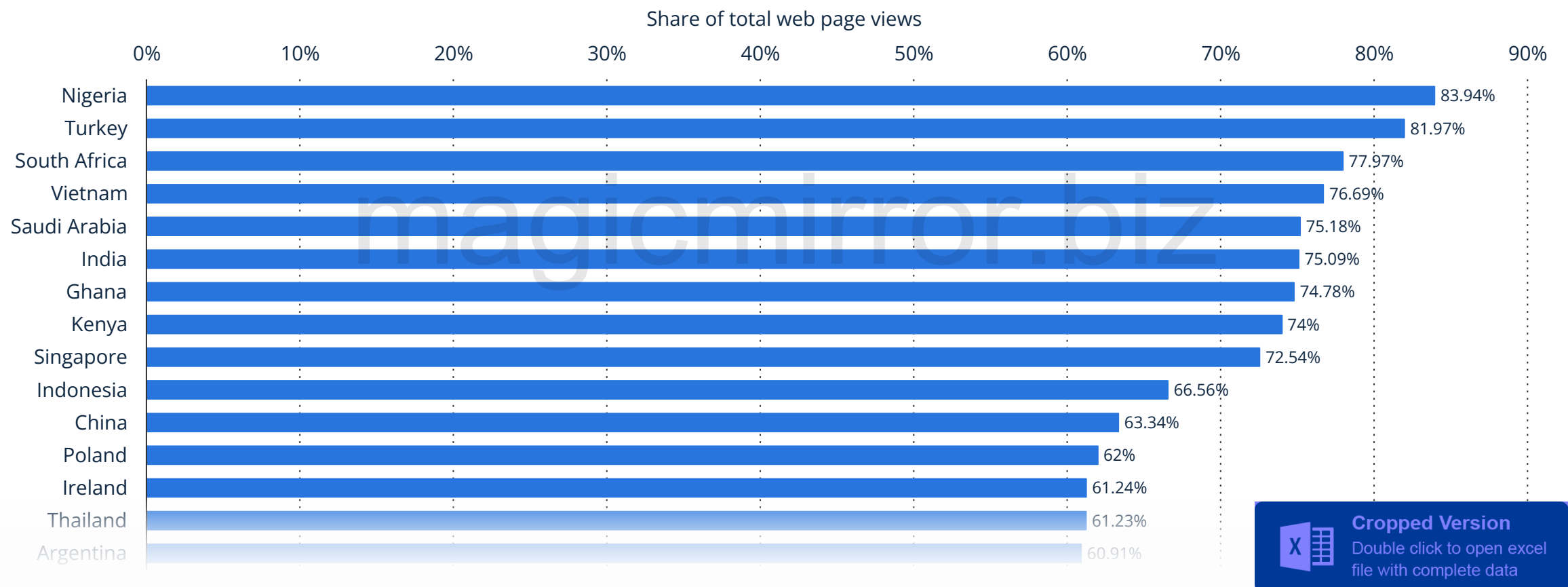
## CHAPTER 01


# Global overview

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# Mobile internet traffic as percentage of total web traffic in selected countries and regions in 2022

Share of mobile internet traffic in selected regions 2022

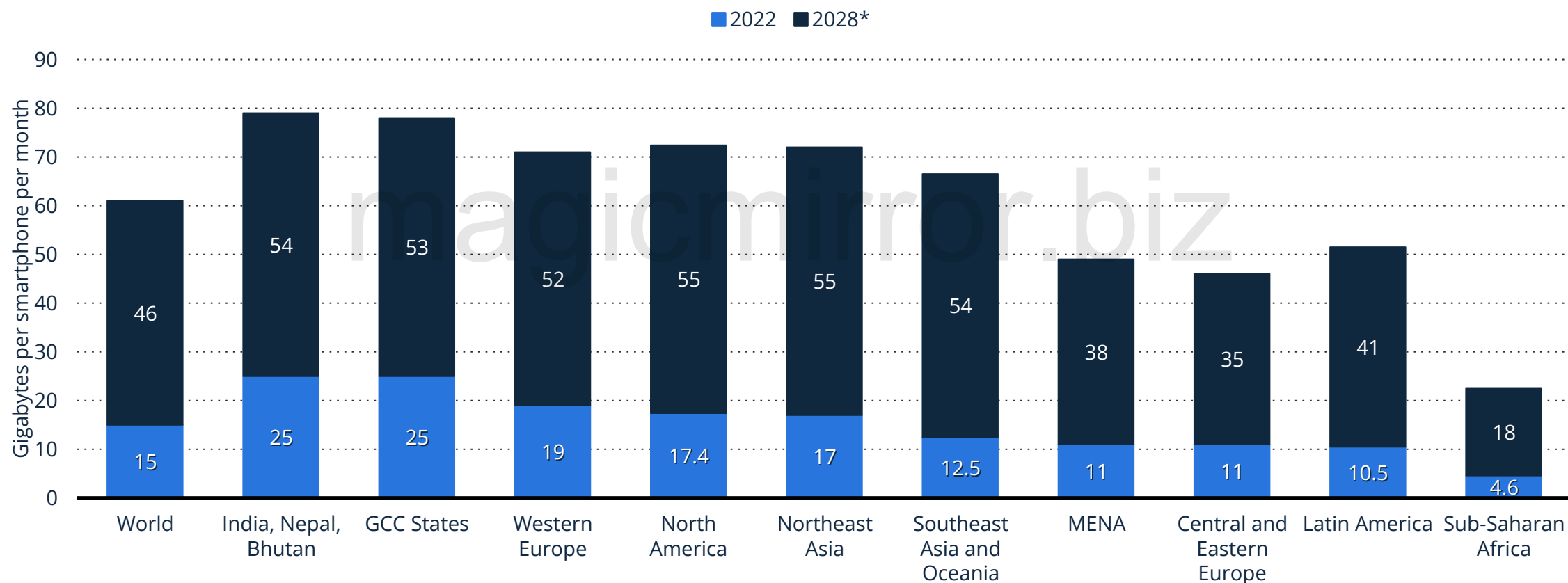


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# Average monthly usage of mobile data per smartphone in 2022 and 2028\*, by region (in gigabytes)

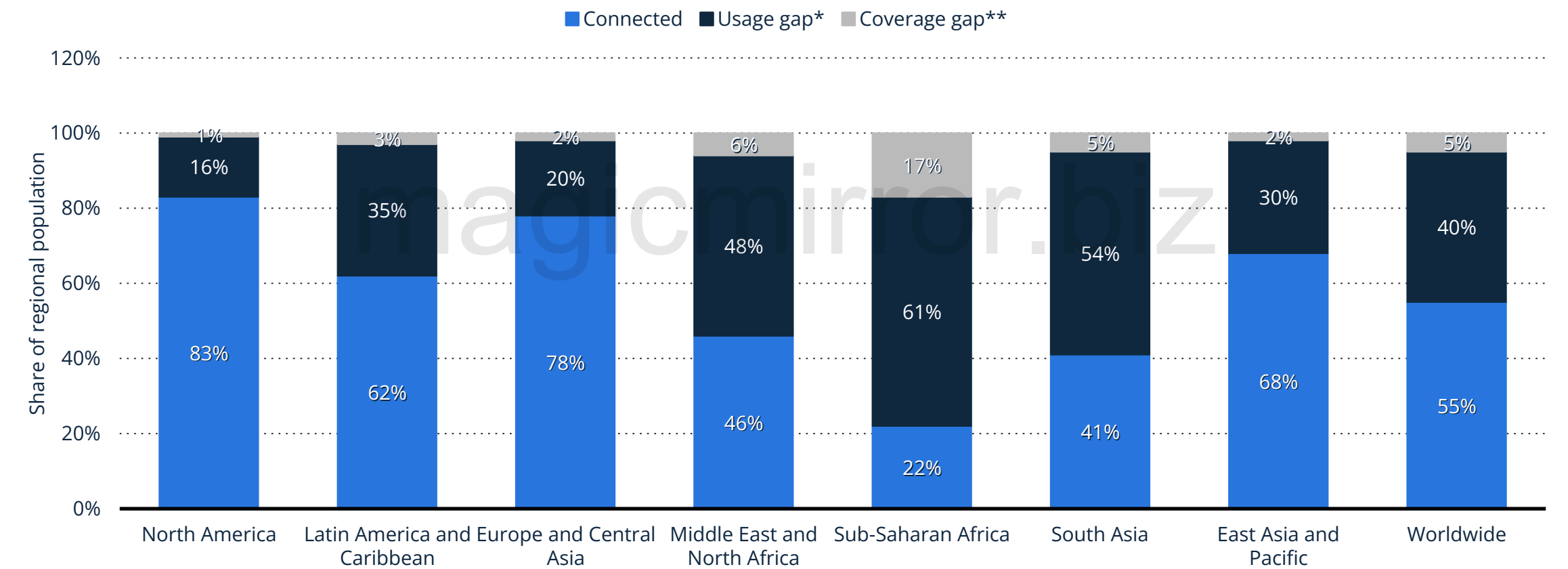
Global monthly mobile data usage per smartphone 2022 and 2028\*, by region



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# Share of mobile internet connectivity worldwide in 2021, by region

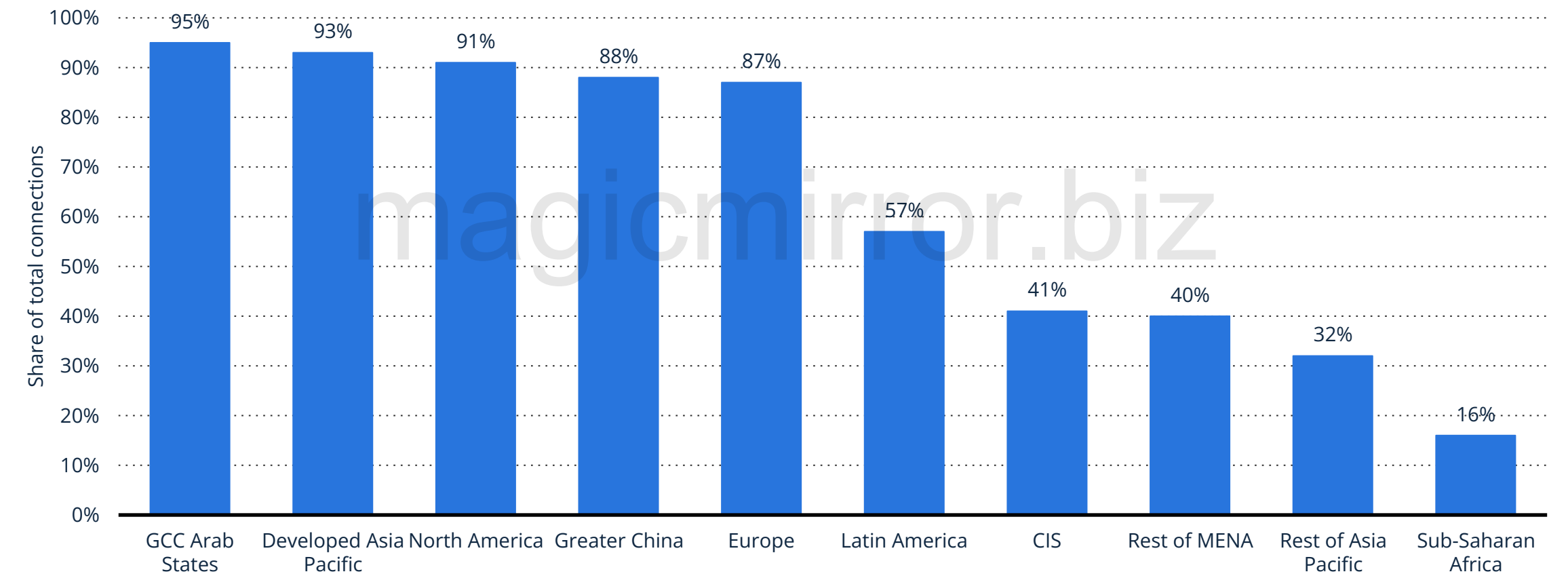
Global mobile internet connectivity 2021, by region



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# Forecast 5G share of total mobile connections in 2030, by region

Adoption of 5G connections in 2030 by region



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## CHAPTER 02

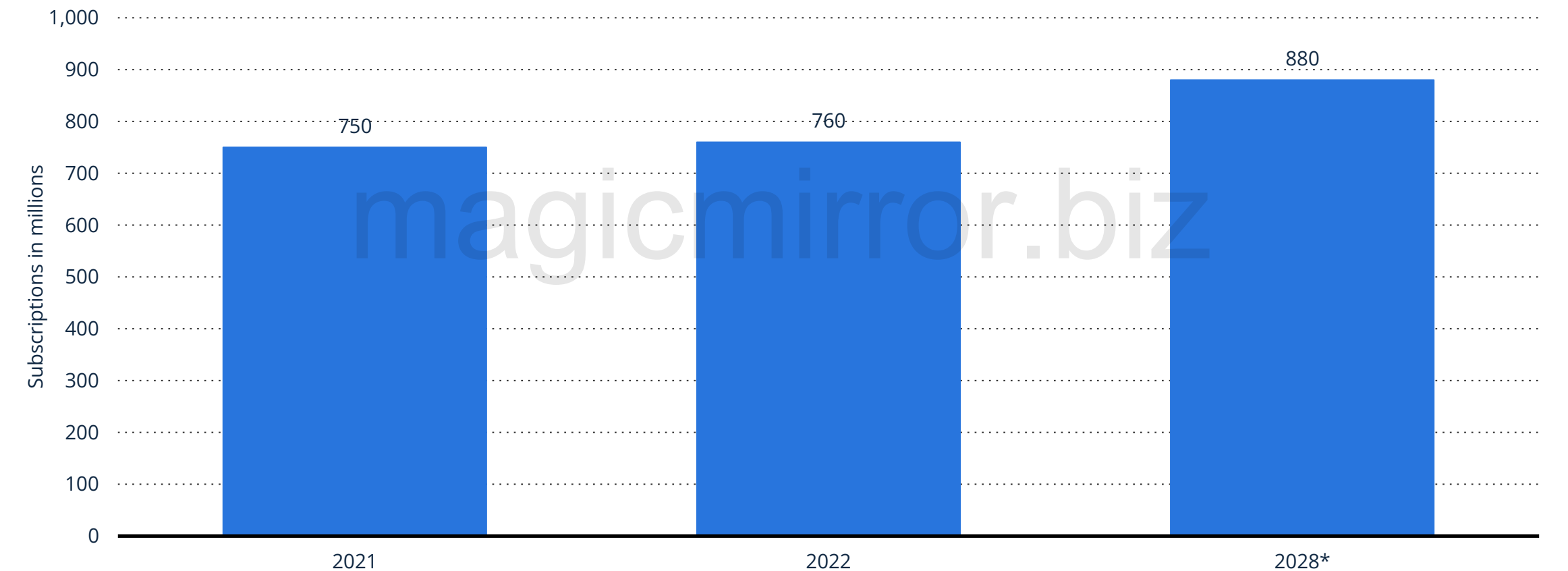
# MENA overview

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# Number of mobile subscriptions in the Middle East and North Africa region from 2021 to 2022 with forecasts for 2028 (in millions)

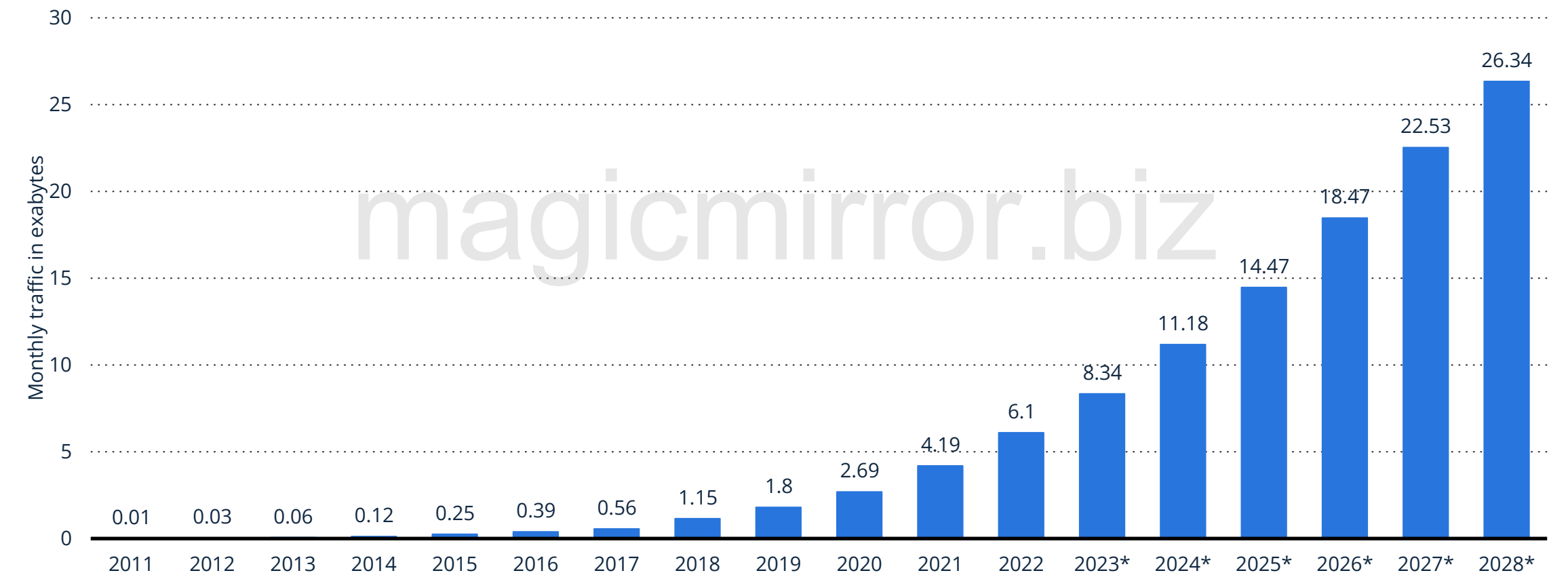
Number of mobile subscriptions MENA 2021-2028



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# Mobile data traffic in Middle East and North Africa from 2011 to 2028 (in exabytes per month)

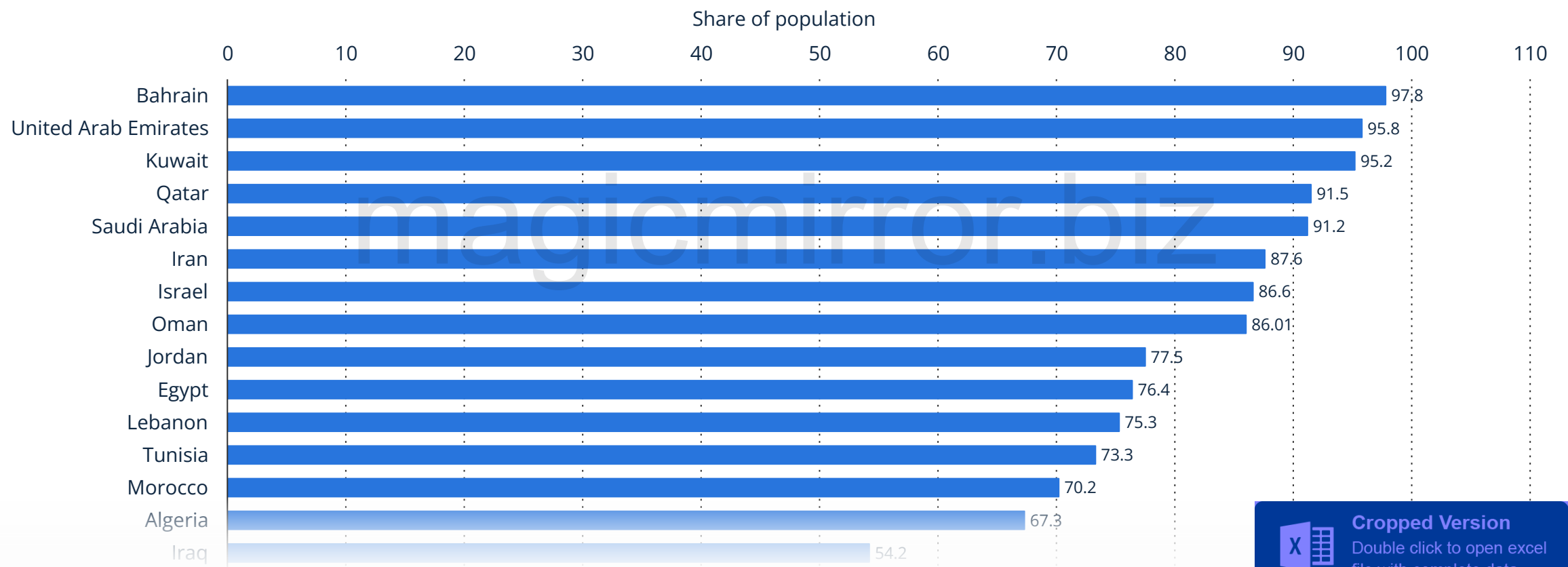
Monthly data traffic in Middle East and North Africa 2011-2028



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# Mobile internet user penetration in the Middle East and Africa in 2022, by country

MENA mobile internet user penetration 2022 by country

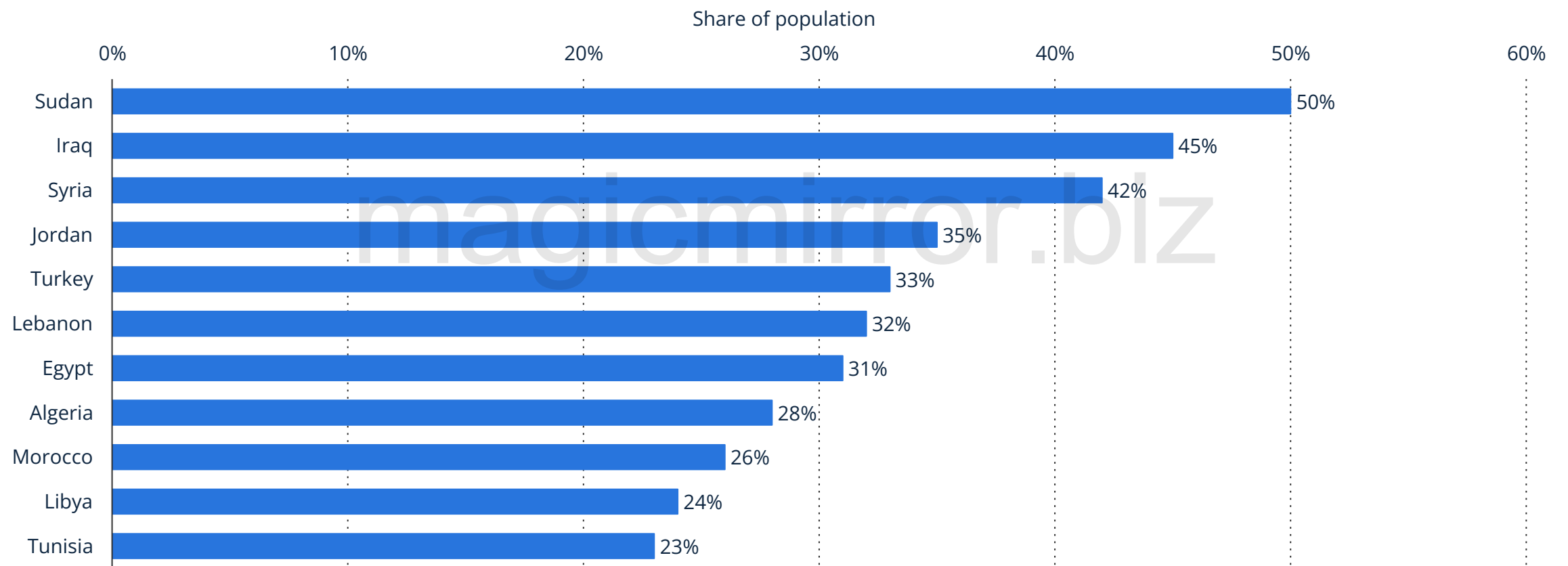


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# Share of the population without mobile subscription in the Middle east and North Africa region in 2021, by country

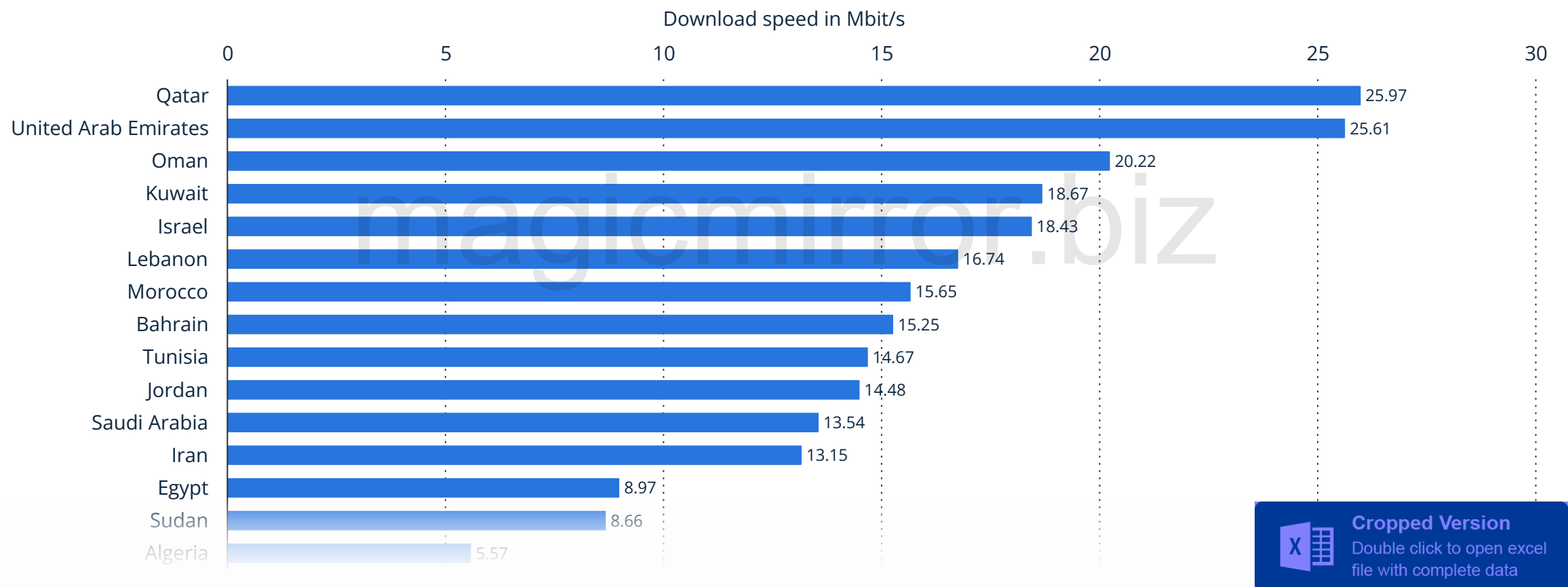
Share of population without mobile subscriptions MENA 2021, by country




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# Ranking of the average internet connection speed in MENA by country 2020 (in Mbit/s)

Internet connection speed in MENA 2020, by country



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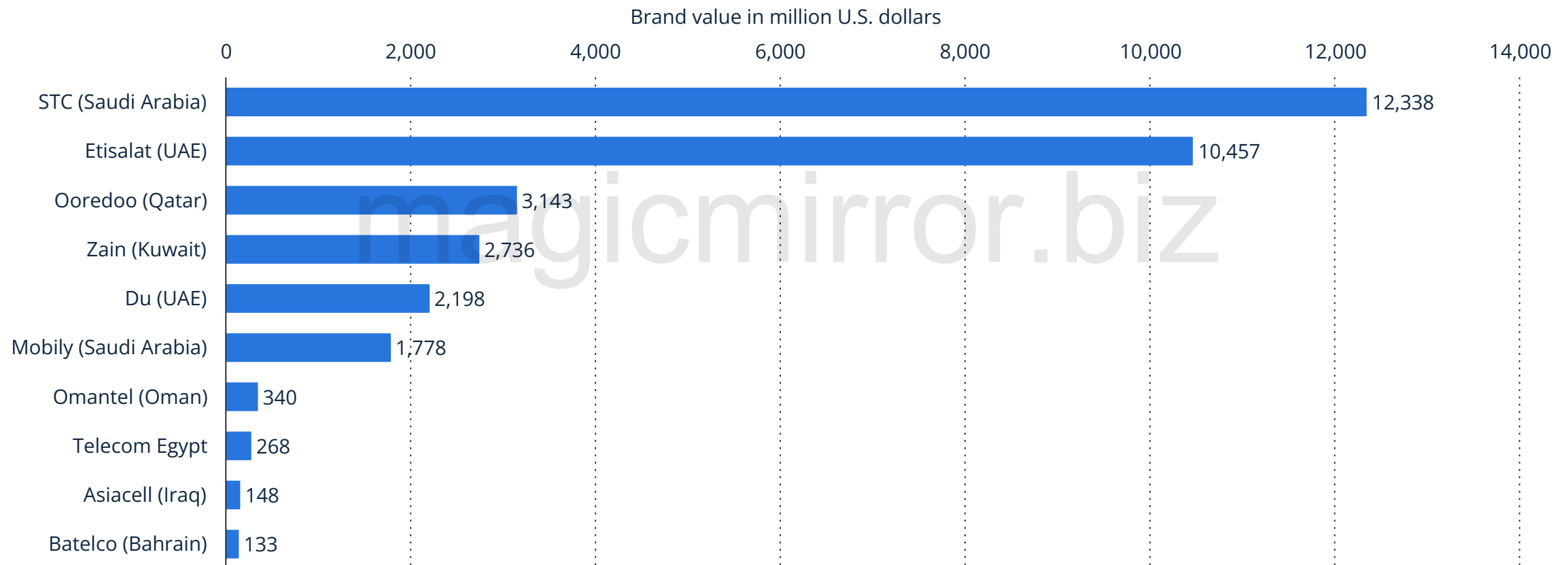
## CHAPTER 03

# Mobile operators

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# Leading telecommunications brands in the Middle East in 2023, by brand value (in million U.S. dollars)

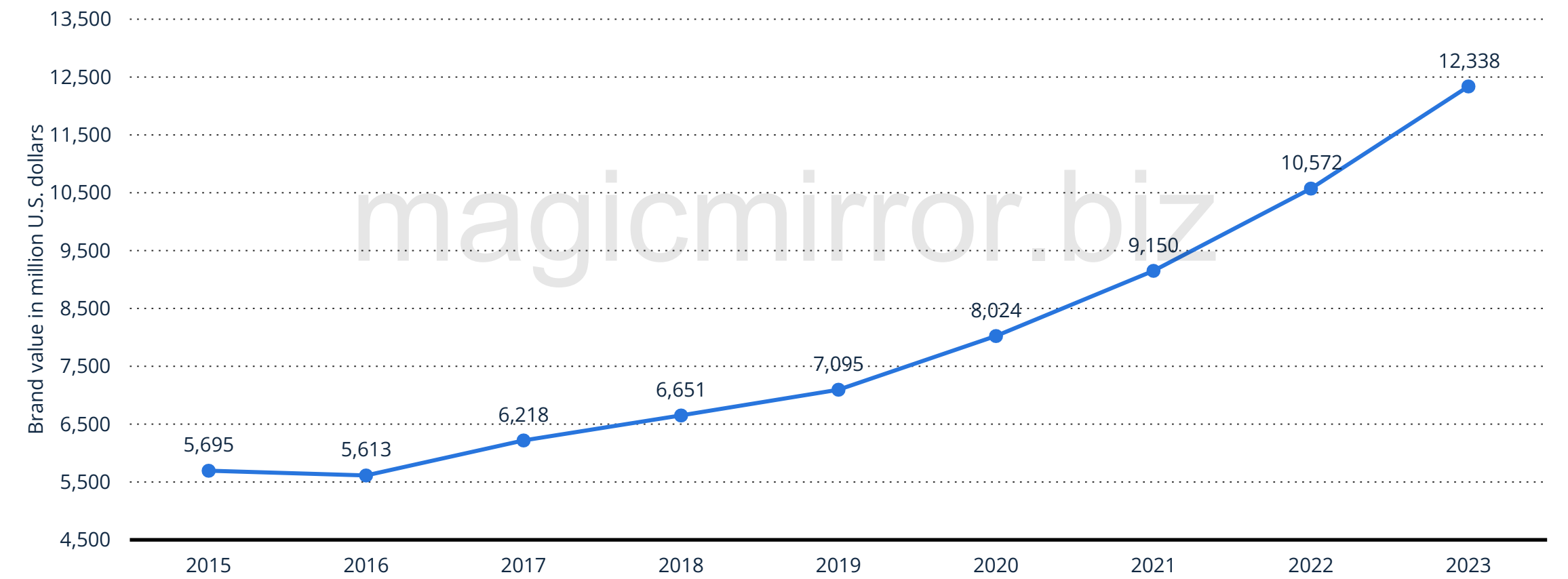
Leading telecommunications companies Middle East 2023, by brand value



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# Brand value of Saudi Telecom Company from 2015 to 2023 (in million U.S. dollars)

STC's brand value 2015-2023

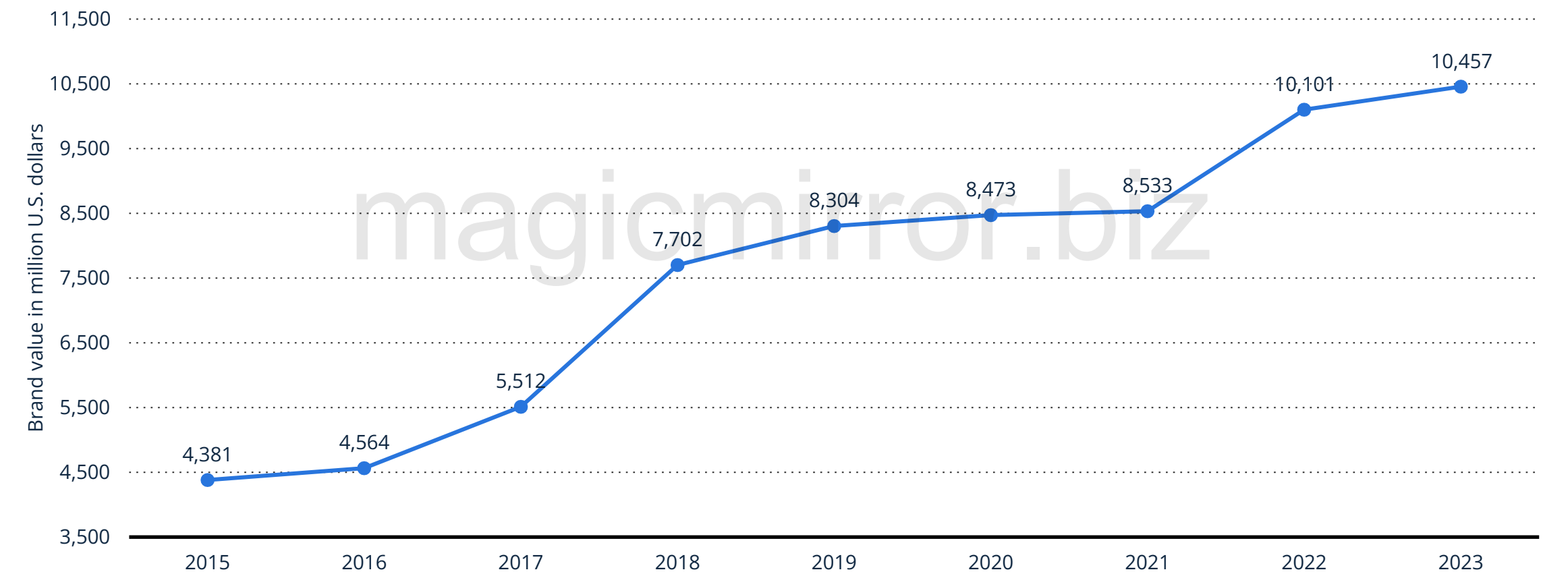


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# Brand value of Etisalat from 2015 to 2023 (in million U.S. dollars)

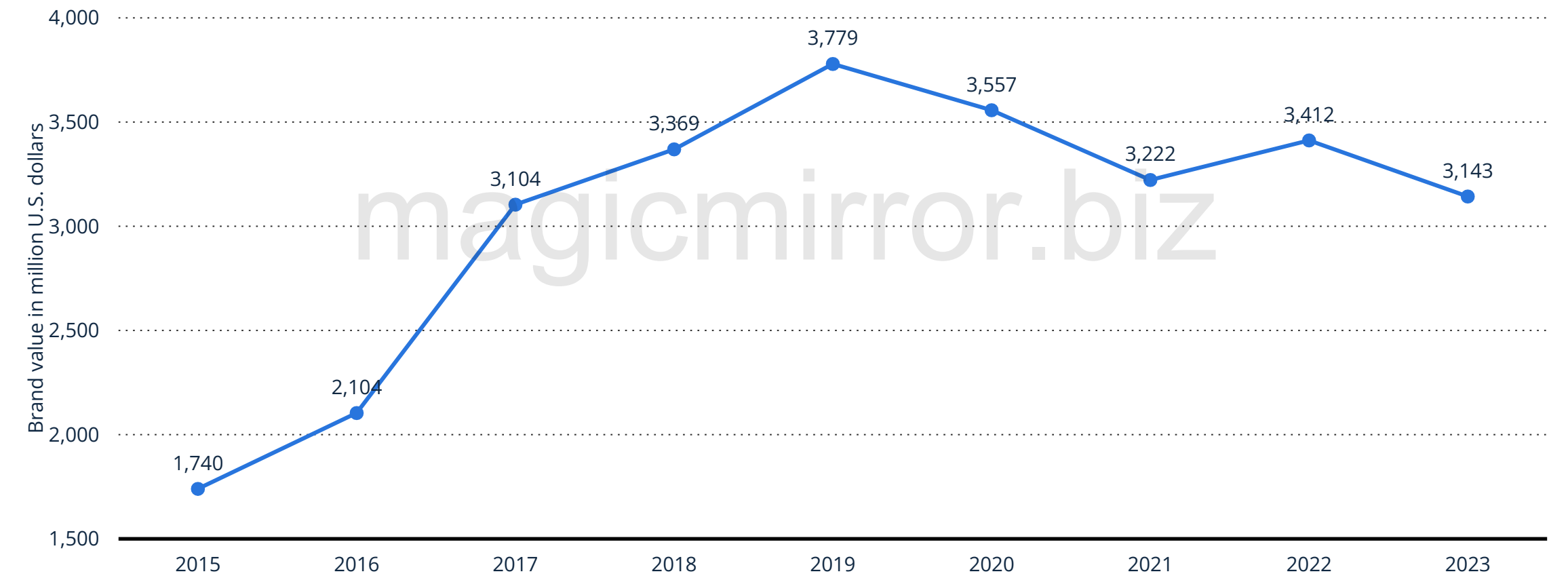
Etisalat's brand value 2015-2023



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# Brand value of Ooredoo QSC from 2015 to 2023 (in million U.S. dollars)

Ooredoo's brand value 2015-2023



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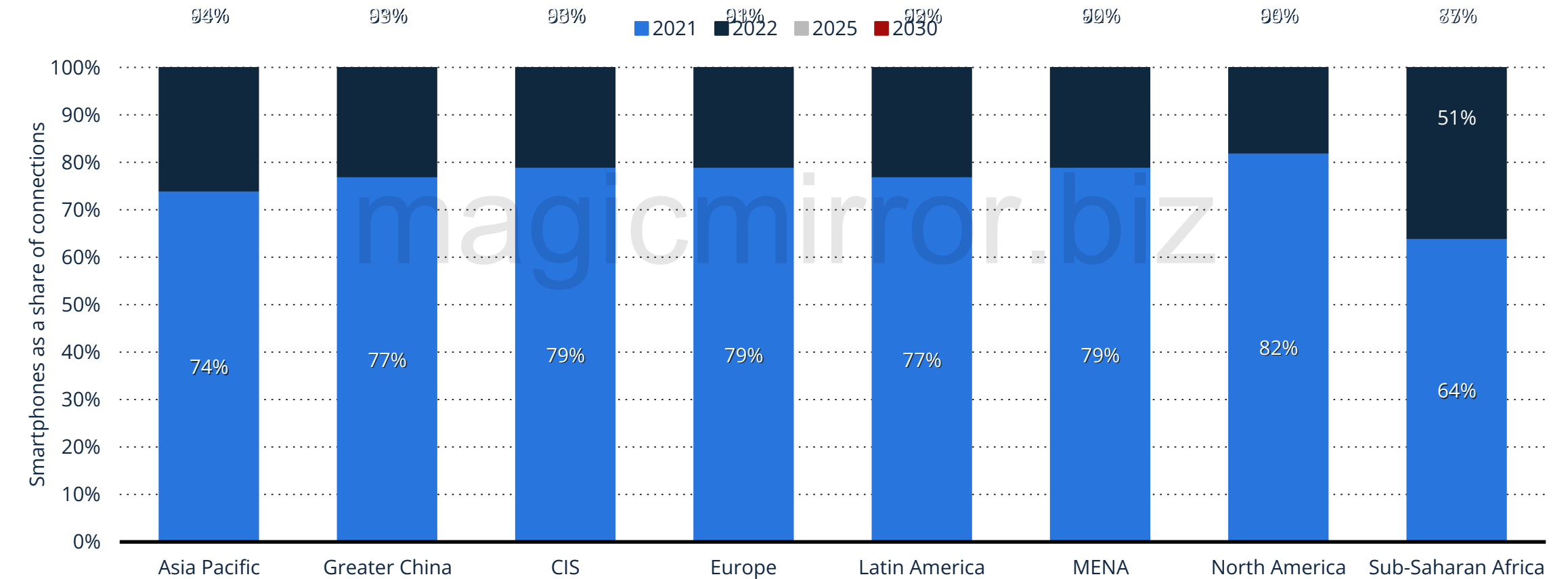
CHAPTER 04

# Smartphones

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# Smartphone adoption rate worldwide in 2021, 2022, 2025 and 2030, by region

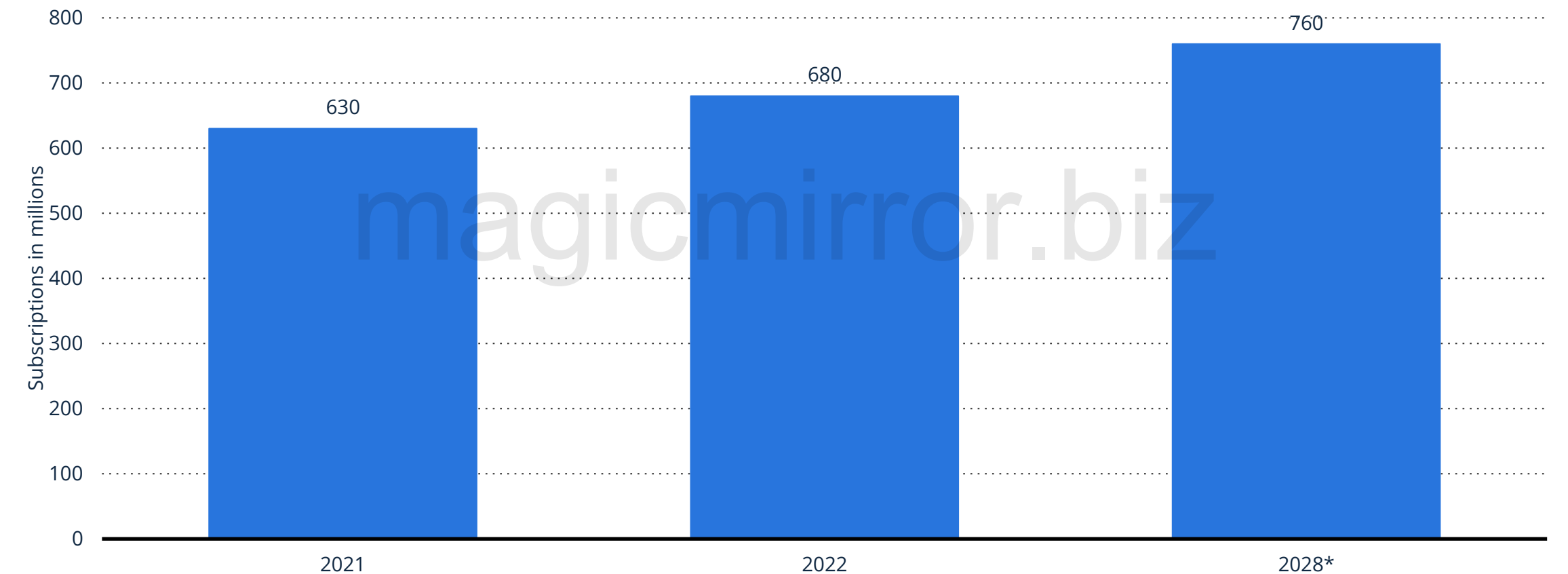
Global smartphone adoption rate 2021-2030, by region



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# Number of smartphone subscriptions in the Middle East and North Africa region from 2021 to 2022 with forecast for 2028 (in millions)

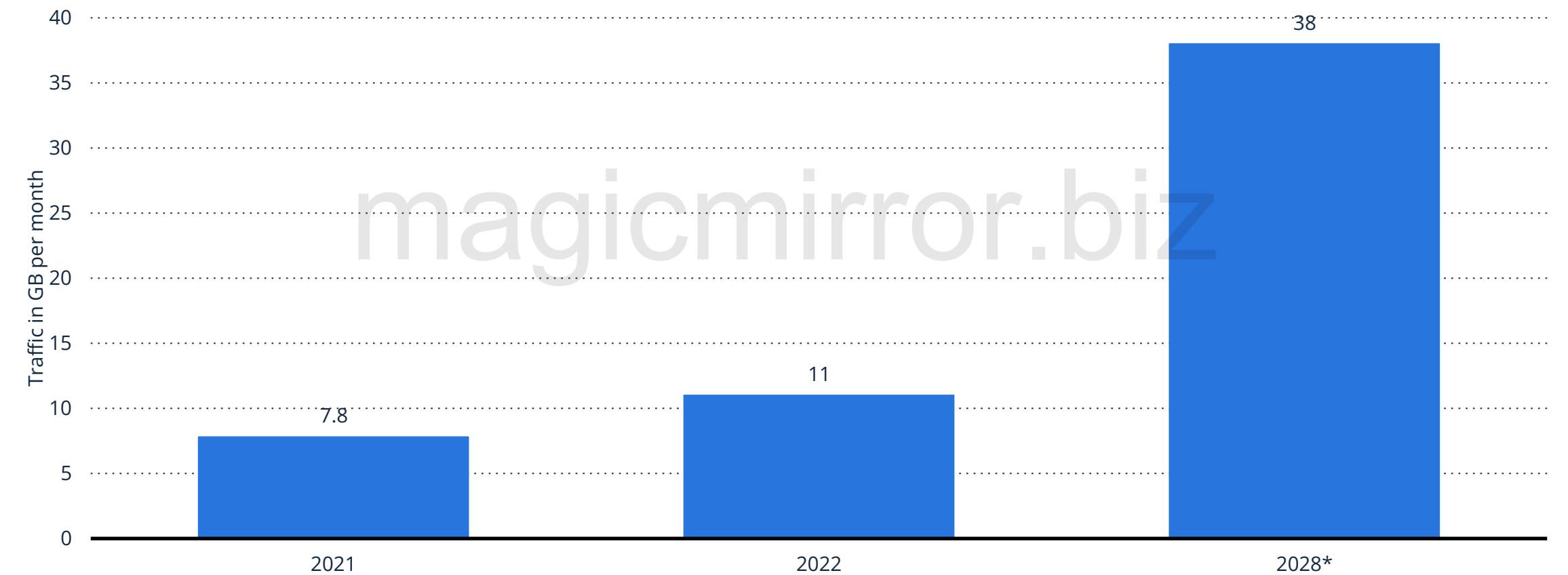
Number of smartphone subscriptions MENA 2021-2028



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# Mobile data traffic per smartphone in the Middle East and North Africa region from 2021 to 2022 with forecasts for 2028 (in gigabits per month)

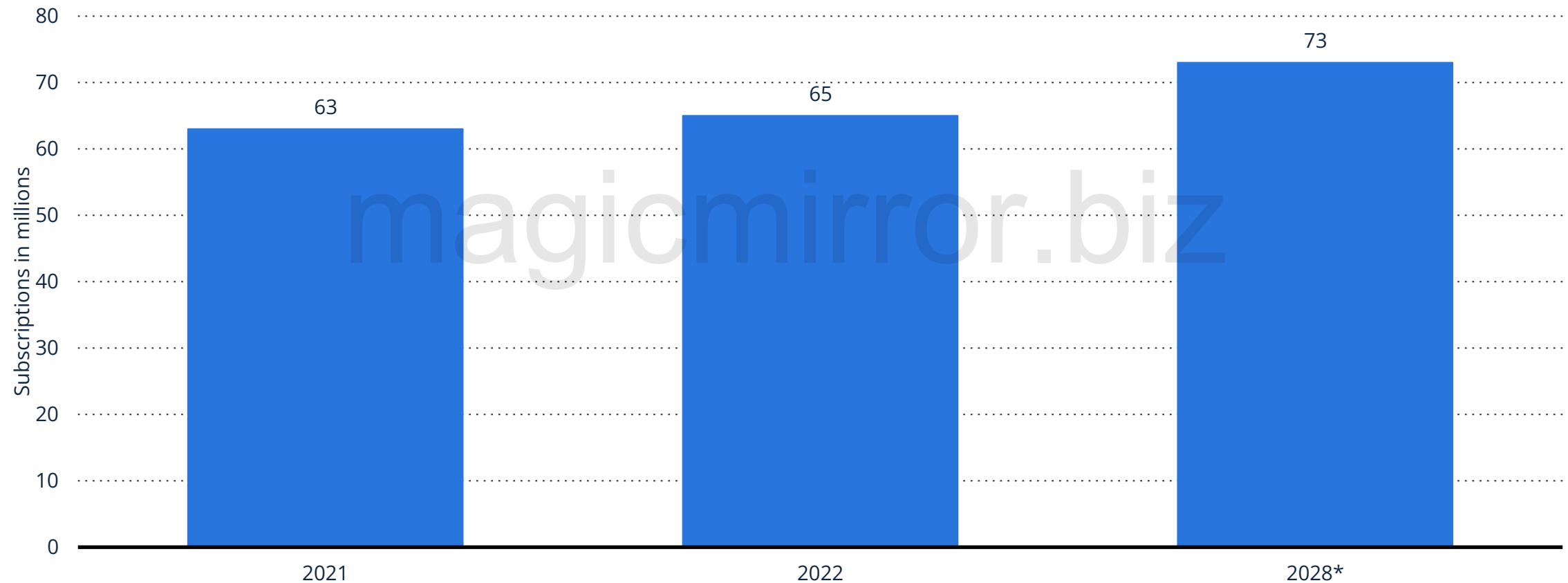
Mobile data traffic per smartphone MENA 2021-2028



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# Number of smartphone subscriptions in the Gulf Cooperation Council from 2021 to 2022 with forecast for 2028 (in millions)

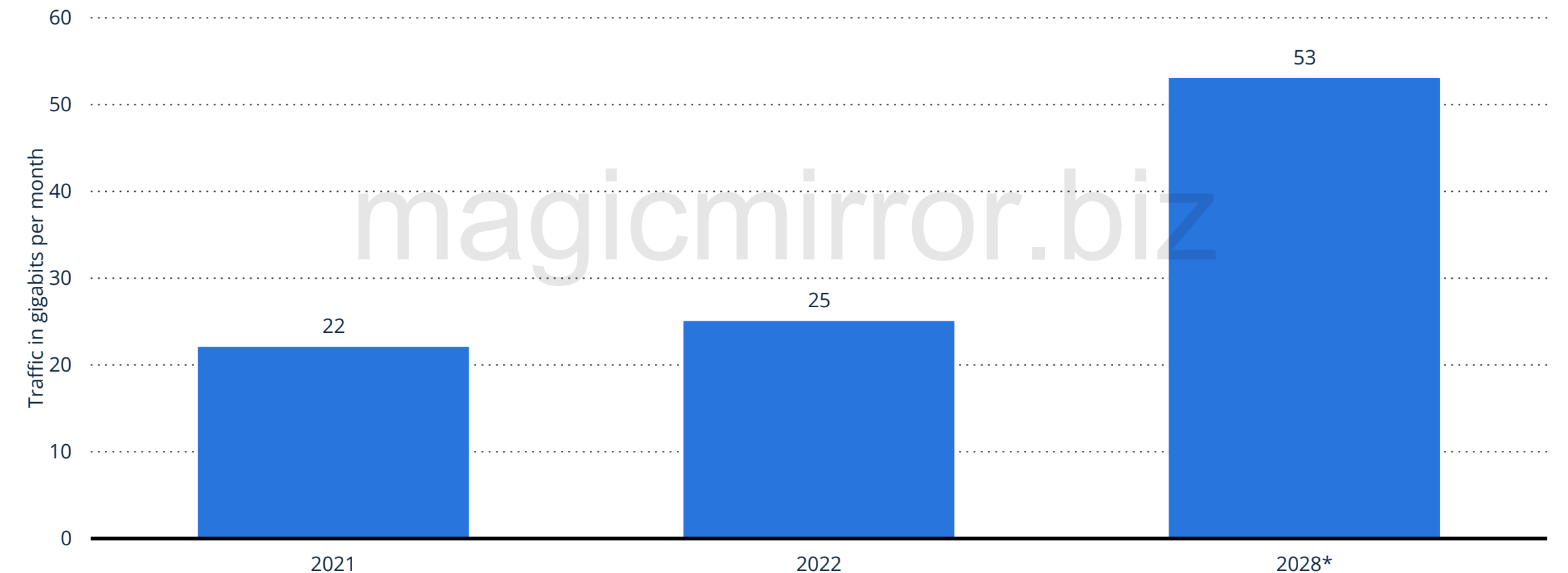
Number of smartphone subscriptions GCC 2021-2028



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# Mobile data traffic per smartphone in the Gulf Cooperation Council from 2021 to 2022 with forecast for 2028 (in gigabits per month)

Mobile data traffic per smartphone GCC 2021-2028



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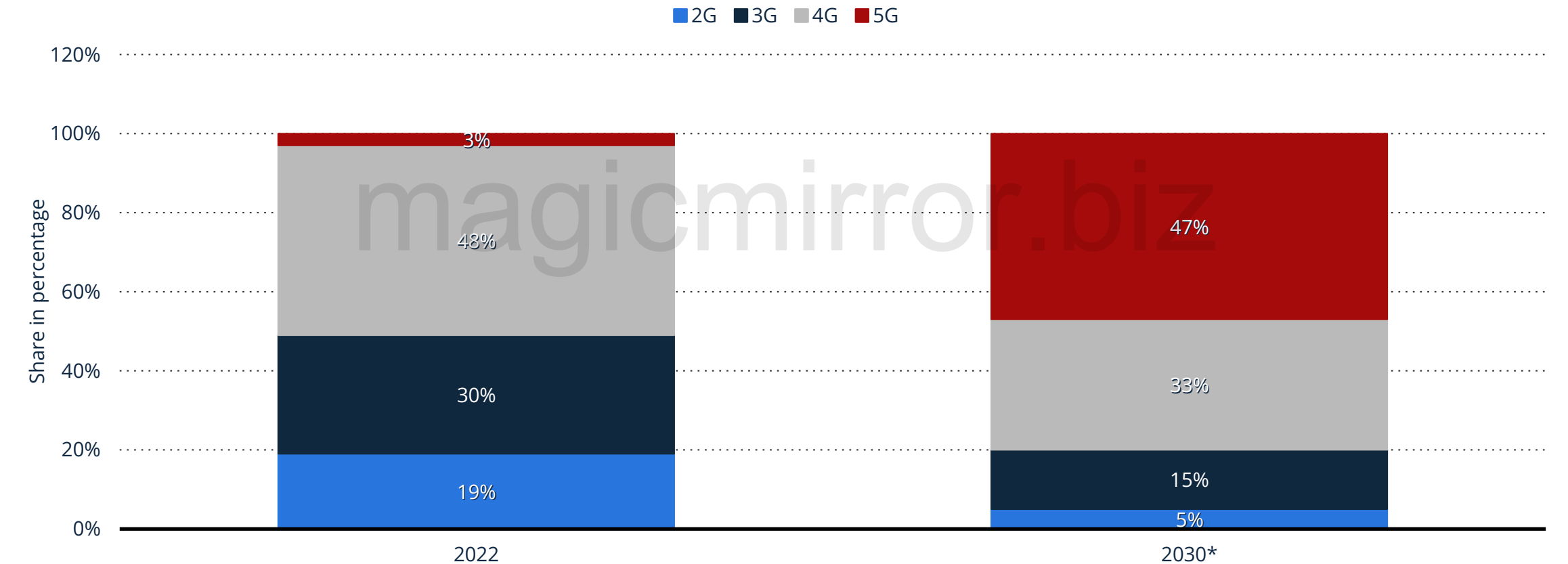
CHAPTER 05

# Broadband mobile networks

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# Share of mobile connections in the Middle East and North Africa (MENA) region from 2022 and 2030\*, by generation

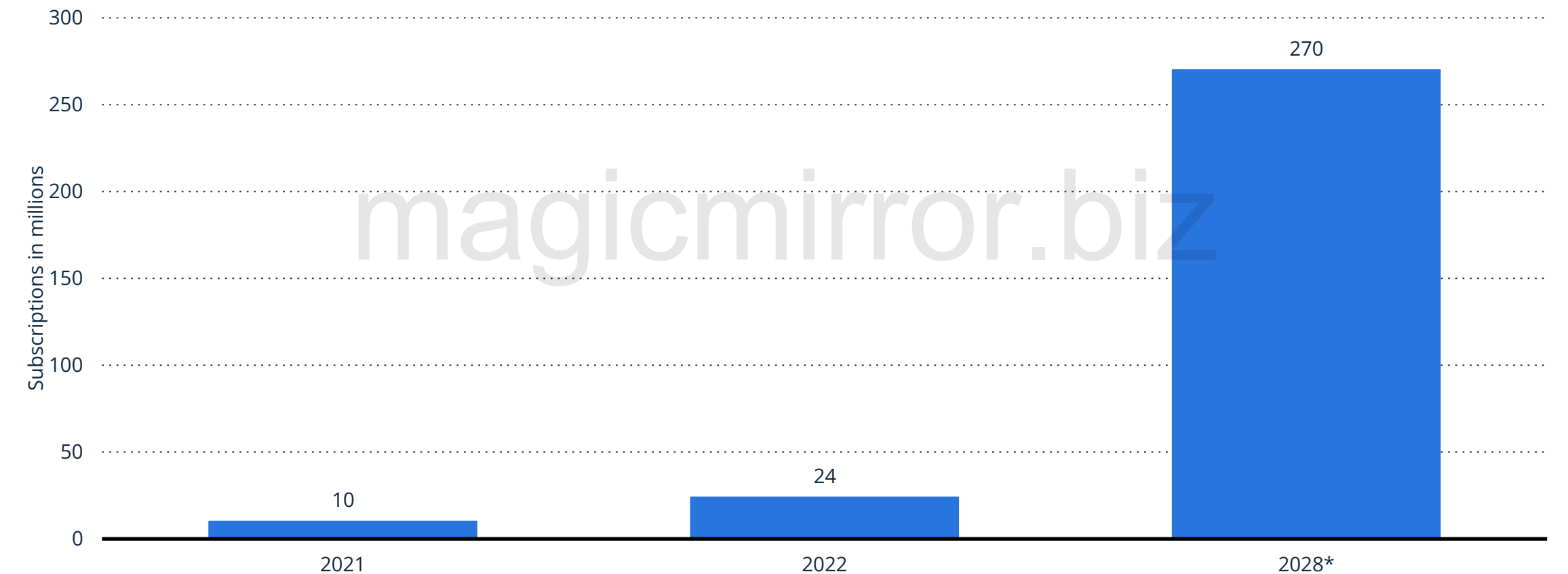
Mobile connections share in MENA region by generation 2022-2030



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# Number of 5G mobile subscriptions in the Middle East and North Africa region from 2021 to 2022 with forecast for 2028 (in millions)

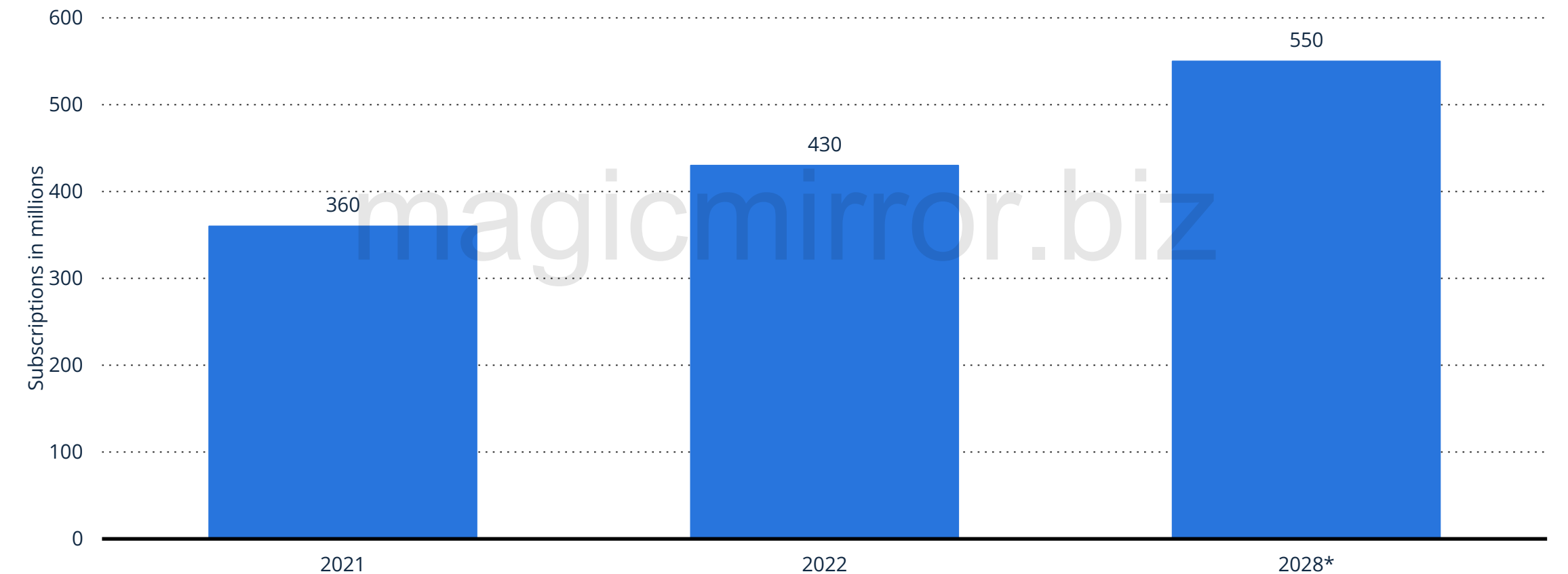
Number of 5G subscriptions MENA 2021-2028



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# Number of long term evolution (LTE) subscriptions in the Middle East and North Africa region from 2021 to 2022 with forecast for 2028 (in millions)

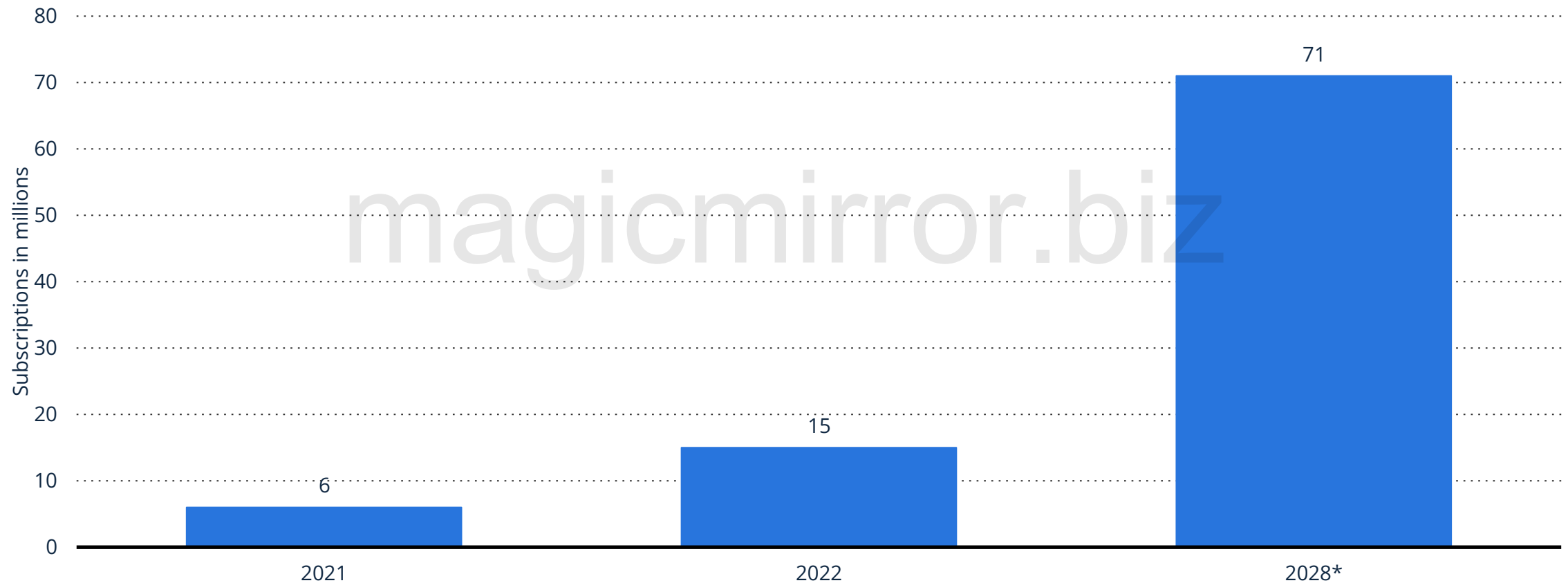
Number of LTE subscriptions MENA 2021-2028



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# Number of 5G mobile subscriptions in the Gulf Cooperation Council from 2021 to 2022 with forecast for 2028 (in millions)

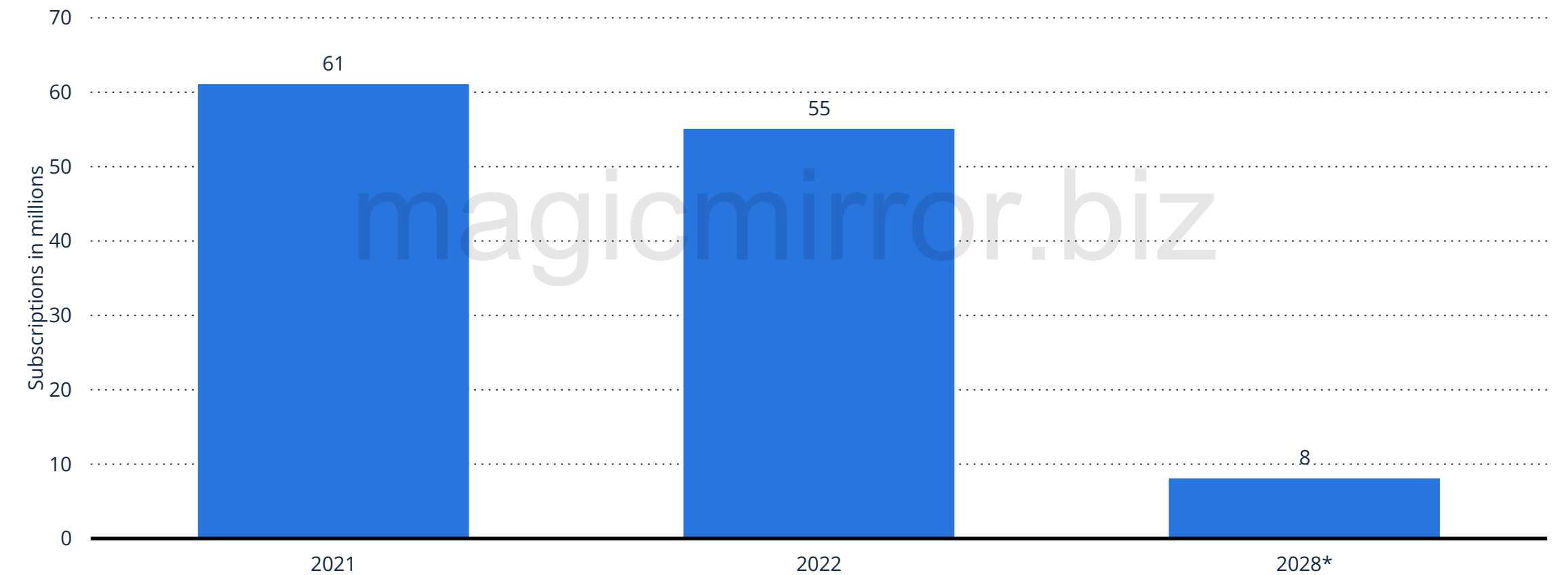
Number of 5G subscriptions GCC 2021-2028



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# Number of long term evolution (LTE) subscriptions in the Gulf Cooperation Council from 2021 to 2022 with forecast for 2028 (in millions)

Number of LTE subscriptions GCC 2021-2028



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# Sources

Brand Finance  
Ericsson  
GSMA  
GSMA Intelligence  
StatCounter  
Statista  
Various sources (Middle East institute MEI)

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