

Arabic is the fifth most spoken language in the world. In fact, there are as many Arabic speakers worldwide as there are residents in South America—the entire continent! Of all internet users, Arabic speakers rank fourth in population.



422 Million

The number of Arabic-speaking people spread across 60 different countries worldwide—using a range of different forms and varieties.

57% Internet penetration rate in the Middle East

Global average internet penetration rate



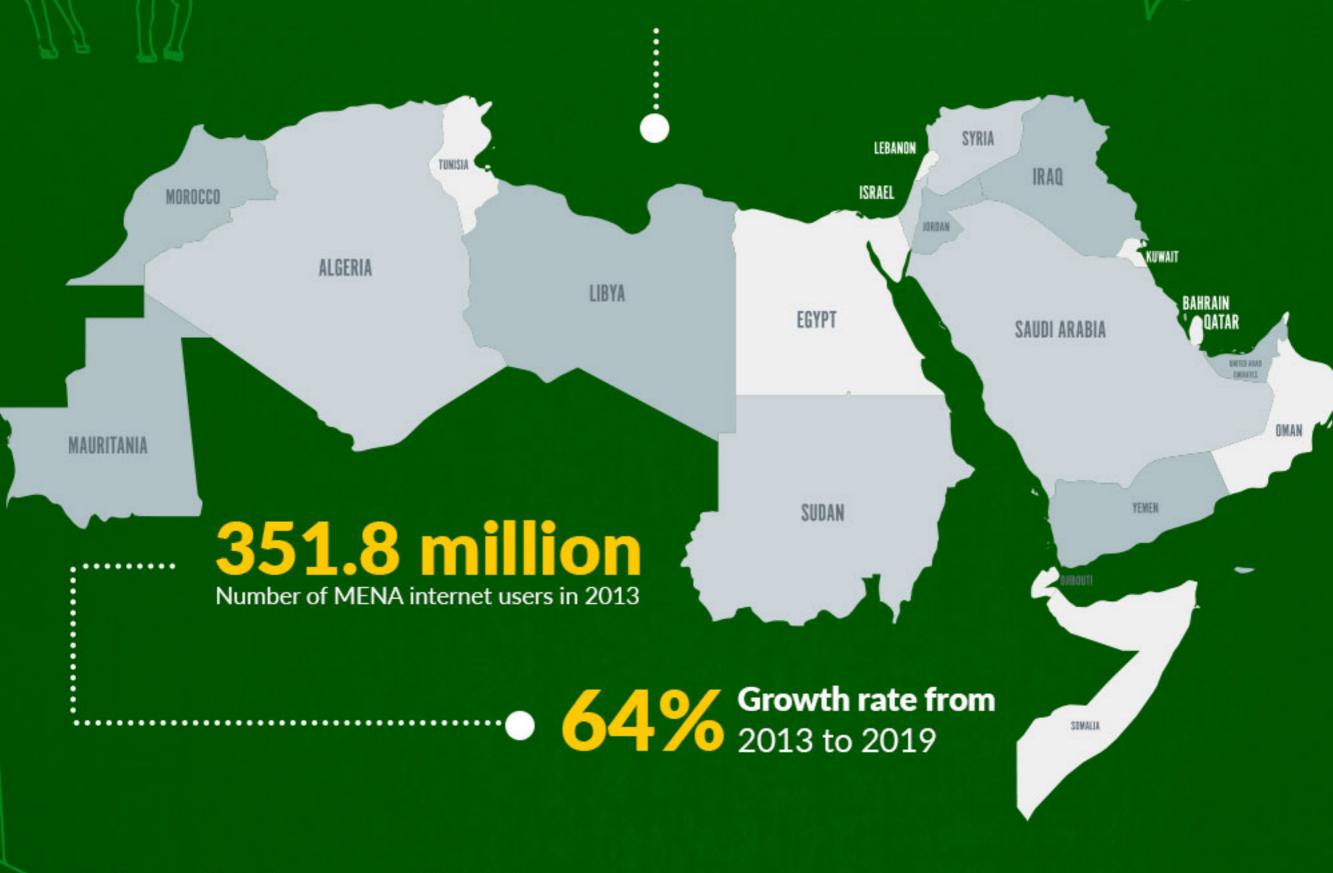
The average age of an online Arabic speaker

The Middle East and North Africa (MENA)

MENA is an English-language acronym referring to the Middle East and North Africa region.

574.8 million

Projected number of MENA internet users in 2019



The Internet's Top 5 Arabic Speaking Countries

2 Saudi Arabia: 20.8 Million

Egypt: 34.8 Million

Morocco: 20.2 Million

4 Algeria: 18.5 Million

5 Iraq: 14.0 Million

The Writing System Arabic is written from right

to left with an alphabet

consisting of 28 letters.

MENA Market Spotlight United Arab Emirates

COMOROS

Up to 99%

Internet penetration rate:

Percentage of UAE internet users

who shop online: 62%

Percentage of online shoppers

B2C e-commerce sales

who transacted via smartphone: 47%

Value of UAE e-commerce in 2018:

DOUBLED between 2015 and 2017

\$10 billion

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