



 THE CONVERSATION

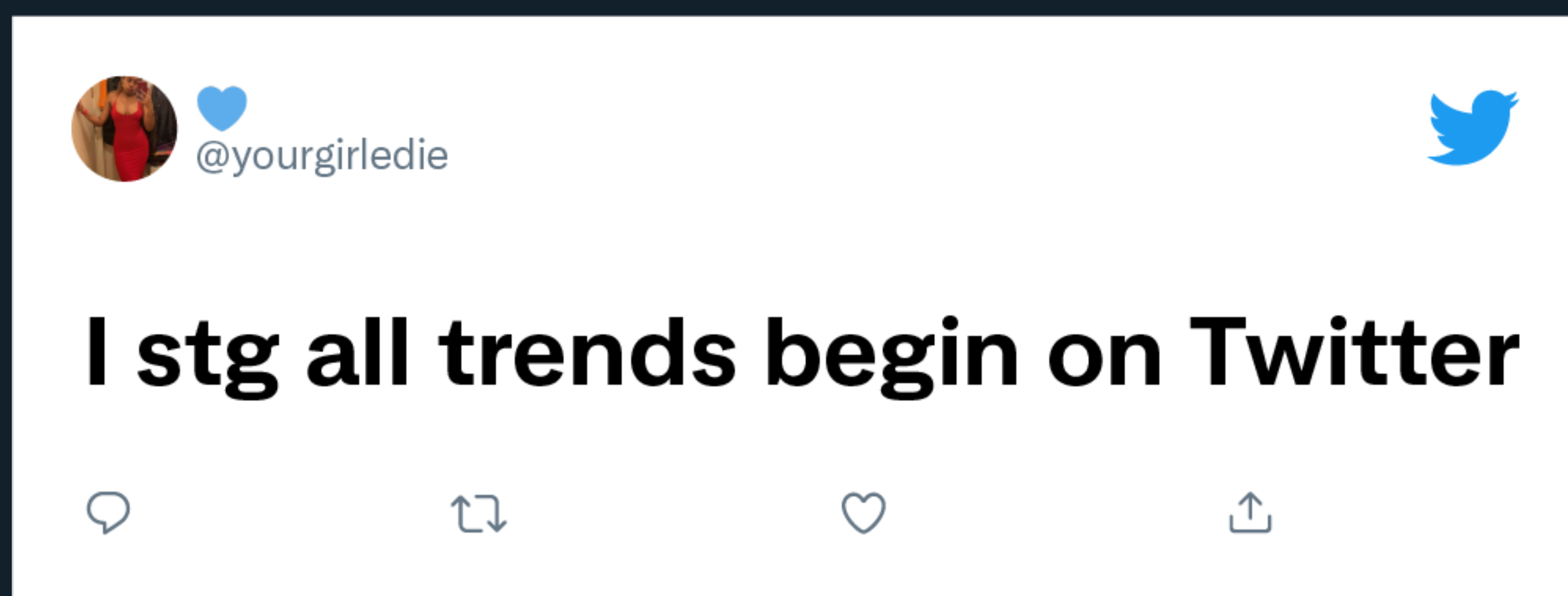
Twitter TRENDS

2022

Billions of Tweets reveal
tomorrow's big movements.

KSA

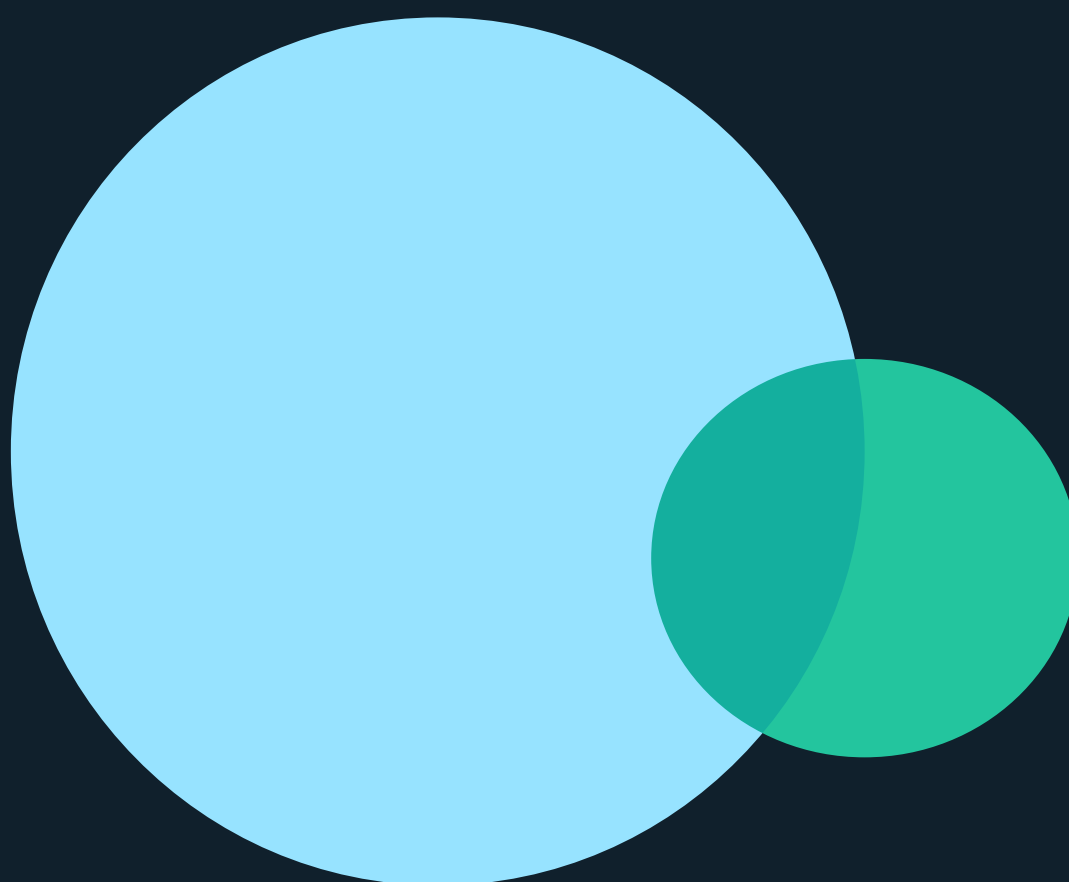
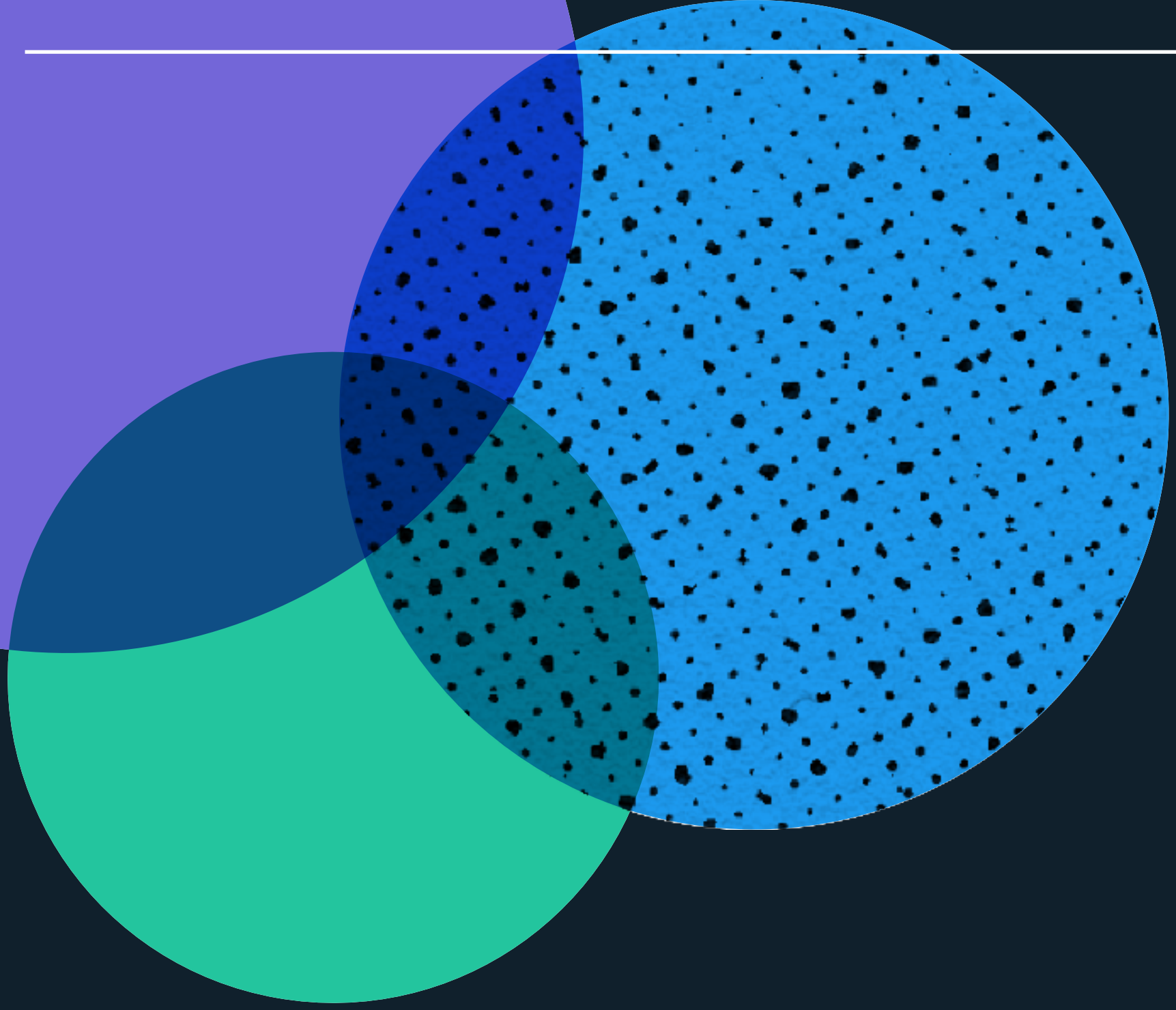
We get it! The world feels pretty unpredictable. Despite the uncertainty, you can still find clear patterns — if you know where to look.



Billions of Tweets reveal tomorrow's big movements.

The biggest movements start quietly. An idea becomes conversation becomes a seismic cultural shift. And if you want in on what's next, listen to what people on Twitter are saying right now.

To help you out, we analysed billions of Tweets over a two-year period to find **three** must-know trends about to go big. From **Identity in Transit**, to **Finance Goes Social**, to **Eco-innovation**, the talk on Twitter reveals the underlying shifts in power that are shaping where the world is going.



Three big trends. Heard on Twitter. Analysed by cultural and data experts. And a sneak peek into the movements that will drive culture, no matter what business you're in.

TREND 1

Identity in Transit

What does it mean to be Saudi?

TREND 2

Finance Goes Social

A new era of spending

TREND 3

Eco-innovation

Sustainability meets tech





TREND 1

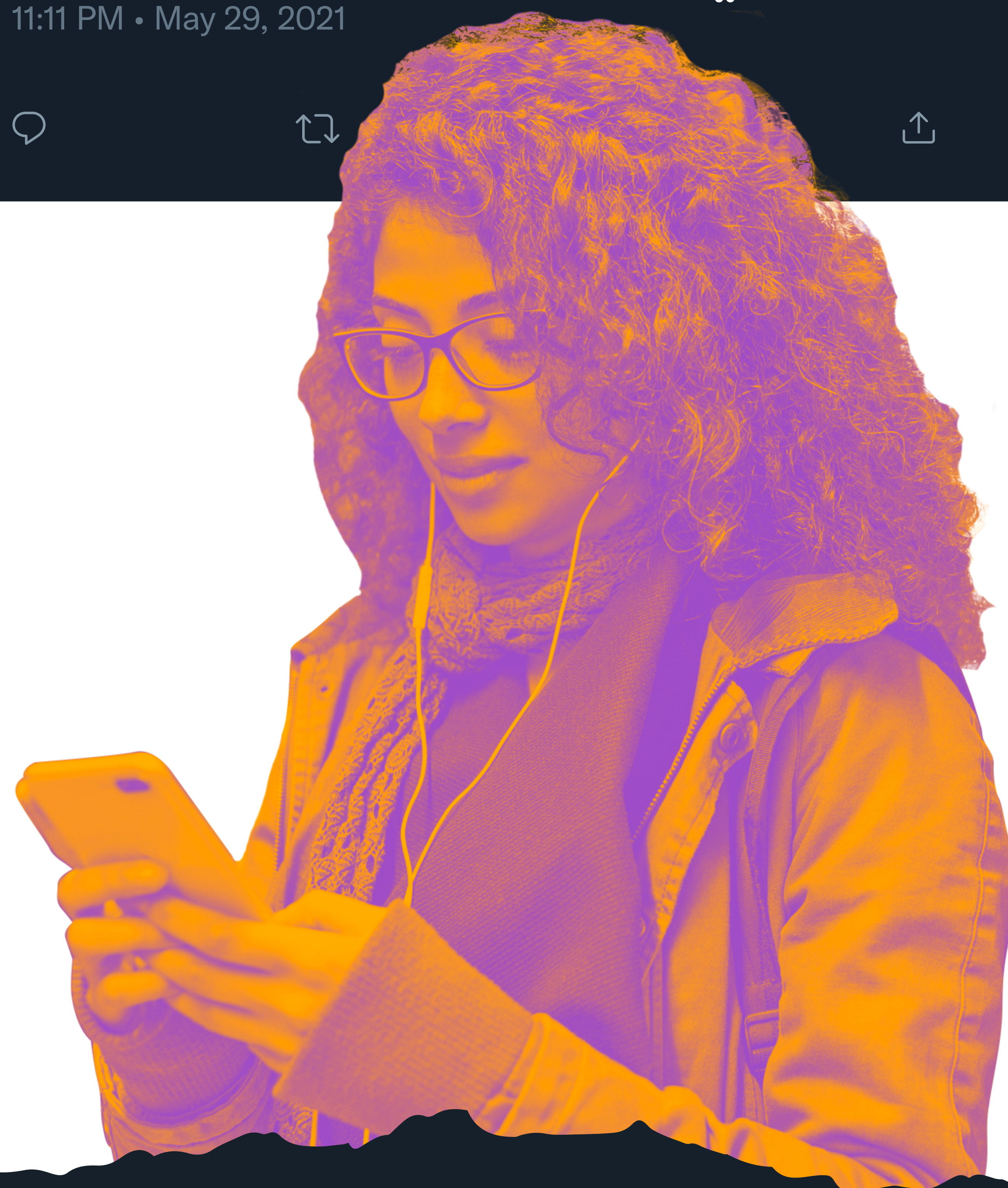
Identity in Transit

What does it mean to be Saudi?

This is a historical inflection point for Saudi Arabia, and that means everyone's sense of identity is in transition. While people's sense of self is being defined by societal changes, their response is also defining that change.

Religion has always been at the core of people's identity in Saudi, so it's not surprising that it is a crucial lens for framing and justifying shifts in identity. Whether it's conversations about women working, driving, general economic progress, or embracing smart cities, religion is often the framework that makes these changes acceptable.

At this point in the transition, this shows up as pride in place, openness to new experiences, more gender balance in relationships, a desire to be recognised, and a melding of identity and personal aspirations.



+172%

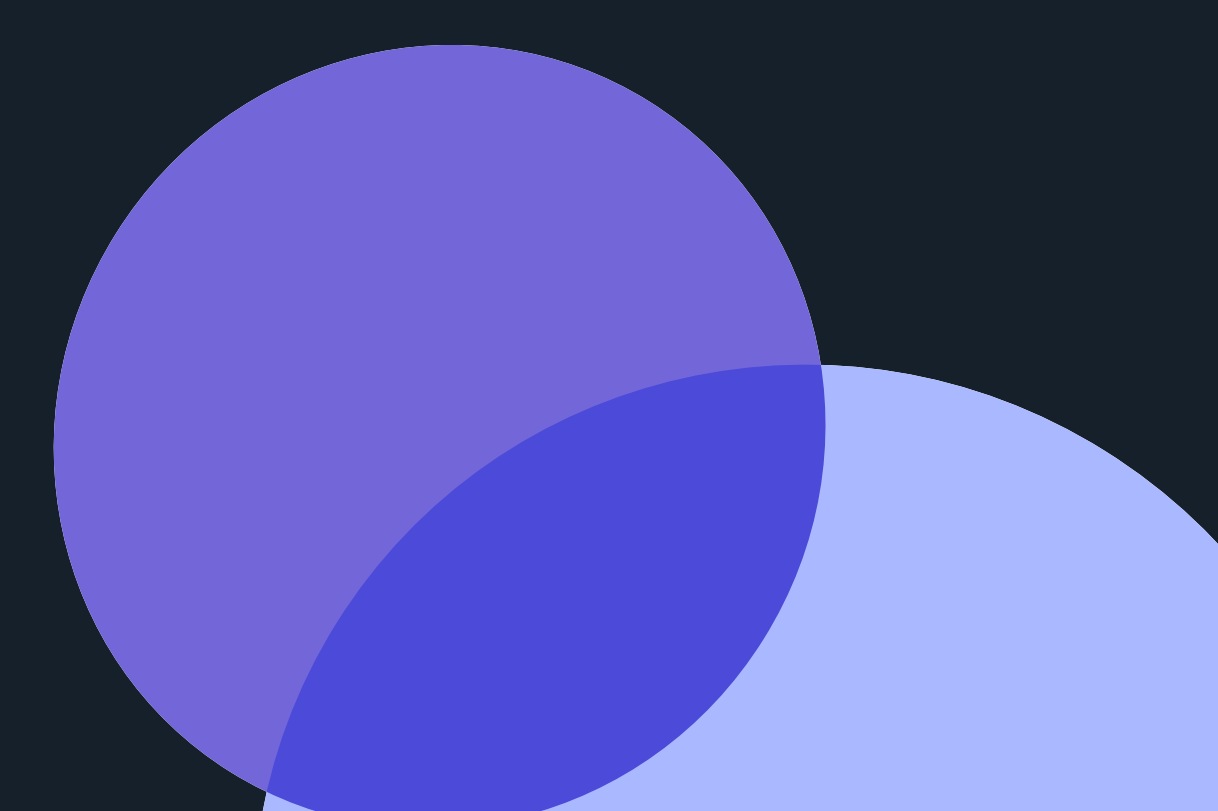
Growth in conversations around pride in the nation related to smart cities and NEOM

+161%

Growth in conversations around chasing the Saudi dream

+9%

Growth in conversations related to women



Identity in Transit conversation

In any transition, some things are carried forward while others are left behind. Saudis are holding onto a more moderate interpretation of their traditions while embracing change. With that comes a sense of realising one's true self.

Women, and by extension their family structure, is the heart of this transition with more than 50% of all conversations around identity relating to relationships and family.

There is a lot of excitement about various events and developments in Saudi which are recognisable symbols of achievements and celebrations of positive change. Their success is justification in the face of any resistance to change. Consequently, participation and engagement in these events are strong – and people are taking to Twitter to talk about them.

What's Next: Show me the money

While there has been a lot of progress – from the workplace to women's rights – the expectation is that many more glass ceilings will be shattered by Saudi women.

Entrepreneurship is likely a key growth area. Women are celebrating achievements across all advancements – be it in government, private sector jobs, or new avenues of earning an income and making a difference.

What is currently taboo in terms of career paths won't be tomorrow. We are likely to see progress in terms of women occupying more senior positions in both the public and private sector, entering domains such as the skilled trades, and having an increasing share of the entrepreneurial space that is growing in Saudi.

What to Watch: Individualism

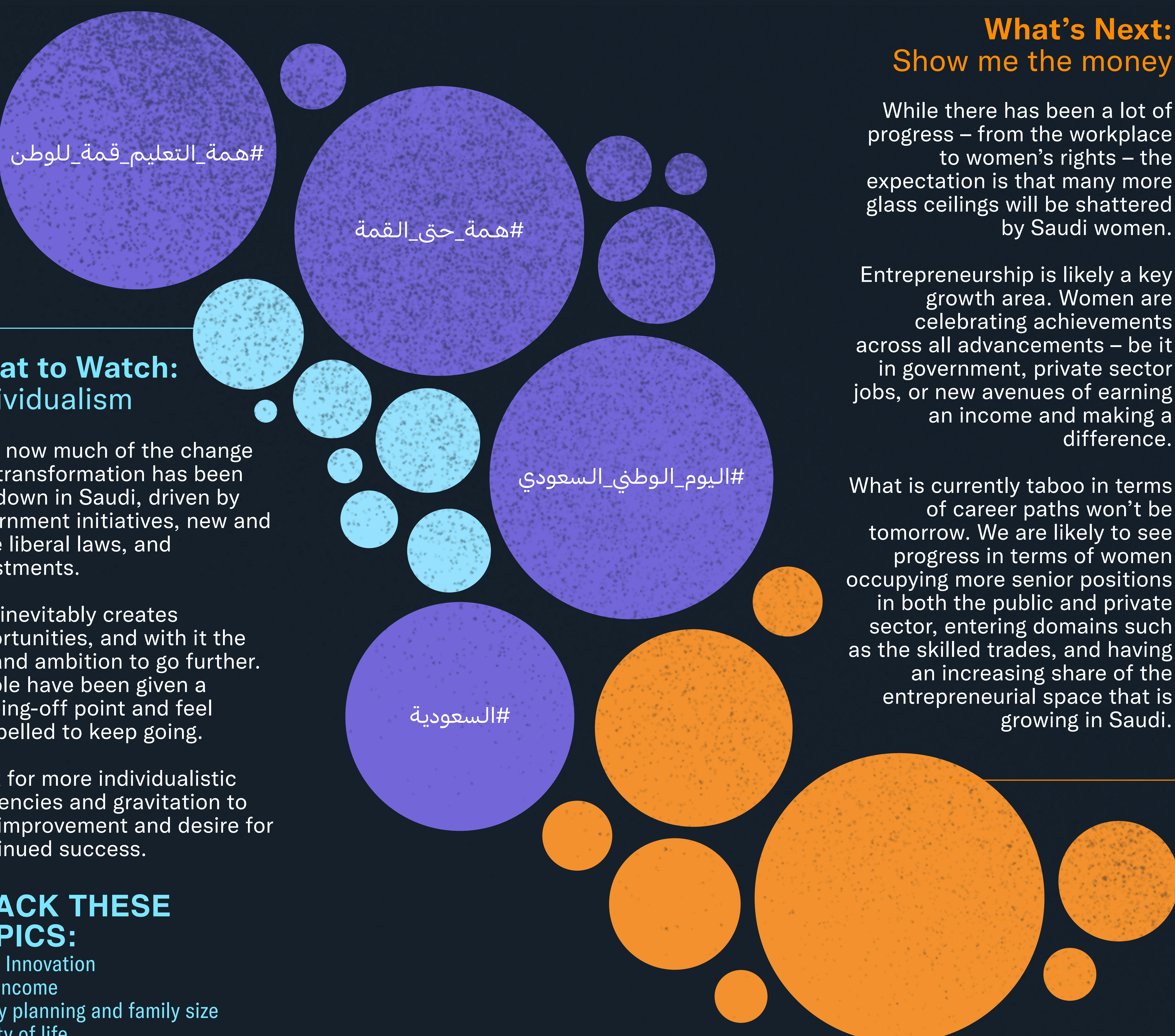
Until now much of the change and transformation has been top-down in Saudi, driven by government initiatives, new and more liberal laws, and investments.

This inevitably creates opportunities, and with it the will and ambition to go further. People have been given a jumping-off point and feel compelled to keep going.

Look for more individualistic tendencies and gravitation to self-improvement and desire for continued success.

TRACK THESE TOPICS:

Youth Innovation
Dual income
Family planning and family size
Quality of life



What this means for you

This trend presents lots of opportunities for your brand to be at the heart of culture-shaping conversations

Celebrate the Saudi Dream

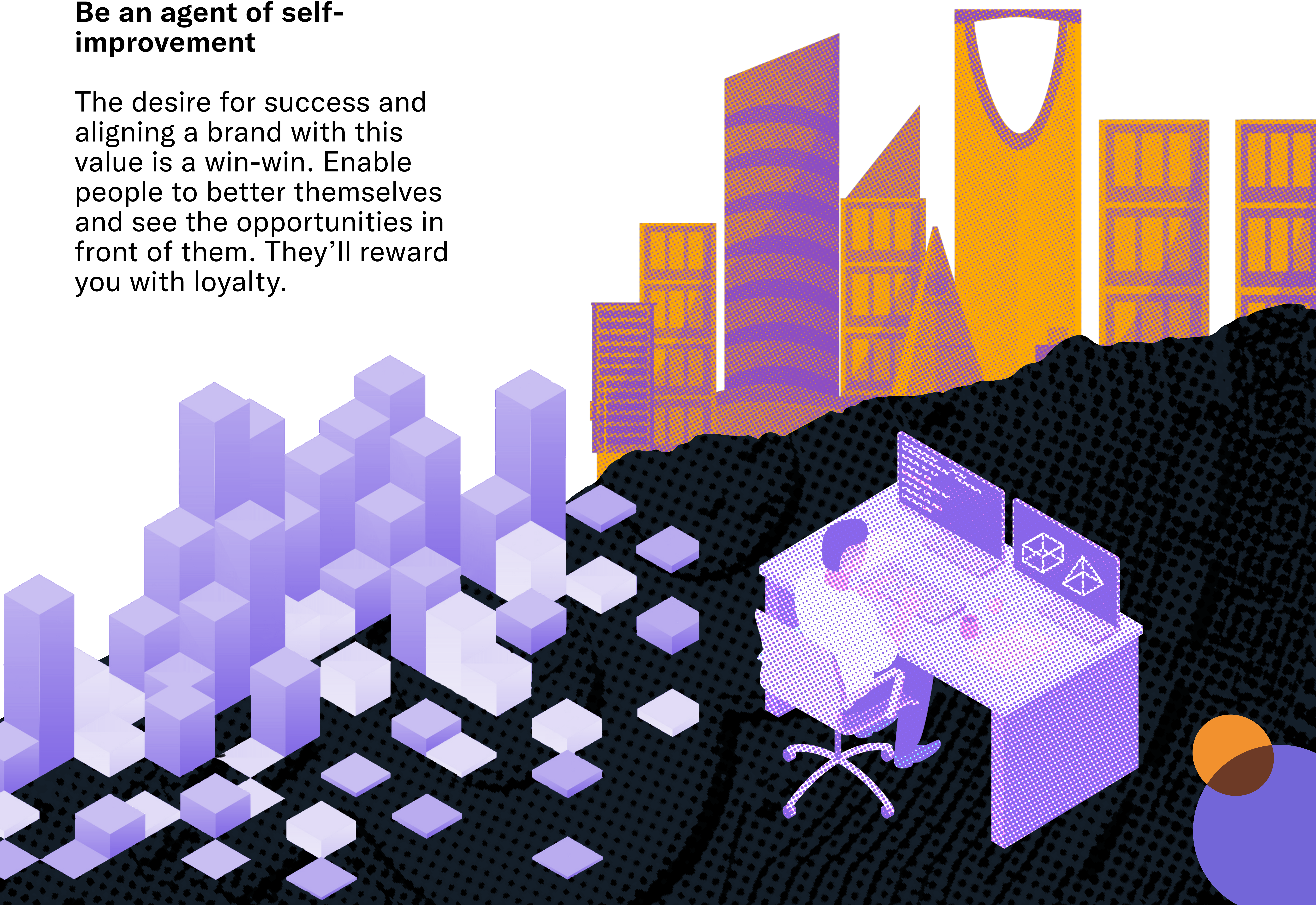
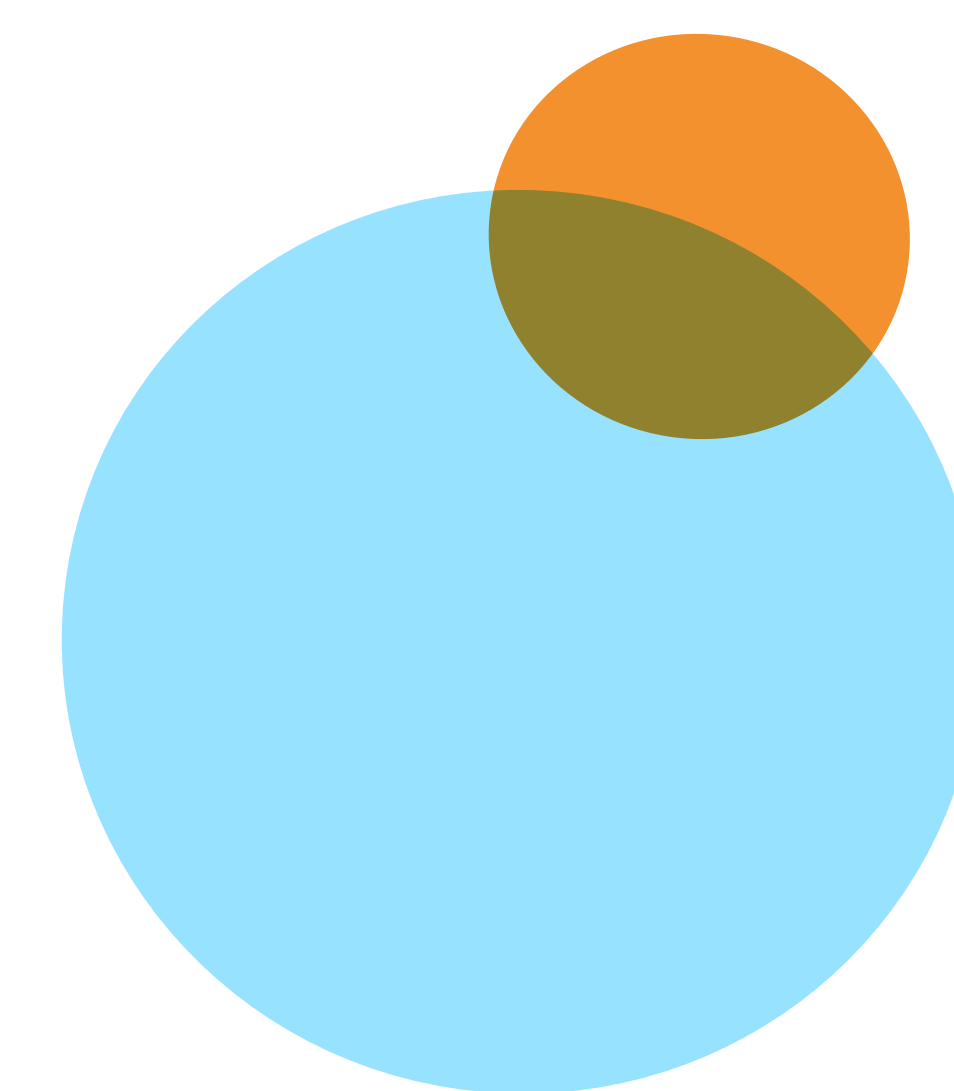
Pride in place is at a high. Helping customers celebrate this sentiment is a strong value connection. The idea that Saudi is finally taking its rightful place on the world stage is core to people's sense of self and tied to the desire to do the same on a personal level.

Be an agent of self-improvement

The desire for success and aligning a brand with this value is a win-win. Enable people to better themselves and see the opportunities in front of them. They'll reward you with loyalty.

Champion the individual and not the cause

Brands that celebrate the advancements women have made will find an empathetic audience. It's both more authentic and less controversial when that celebration shows individual examples than the laws and edicts that enable them.





TREND 2

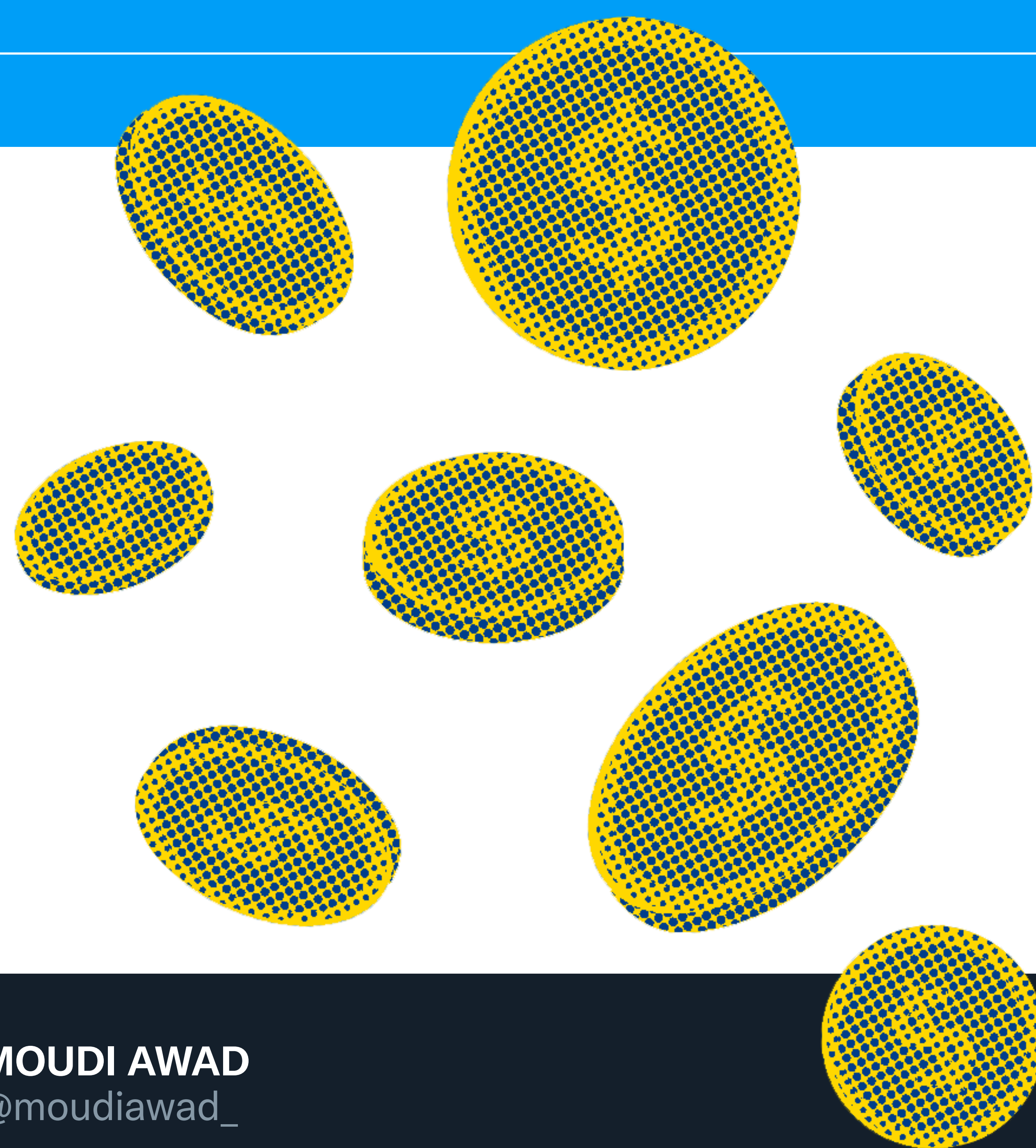
Finance Goes Social

A new era of spending

In a country where generosity and unfettered spending were hallmarks of success, frugality is now a hallmark of smart living. Spending wisely vs spending freely.

Nothing exemplifies this more than the give and take between retailers and customers on the best everyday deals. People are turning their feed into a personalised deals flier.

This trend goes beyond picking up fliers online though; digital discount codes are a shareable currency that drives engagement.



+49%

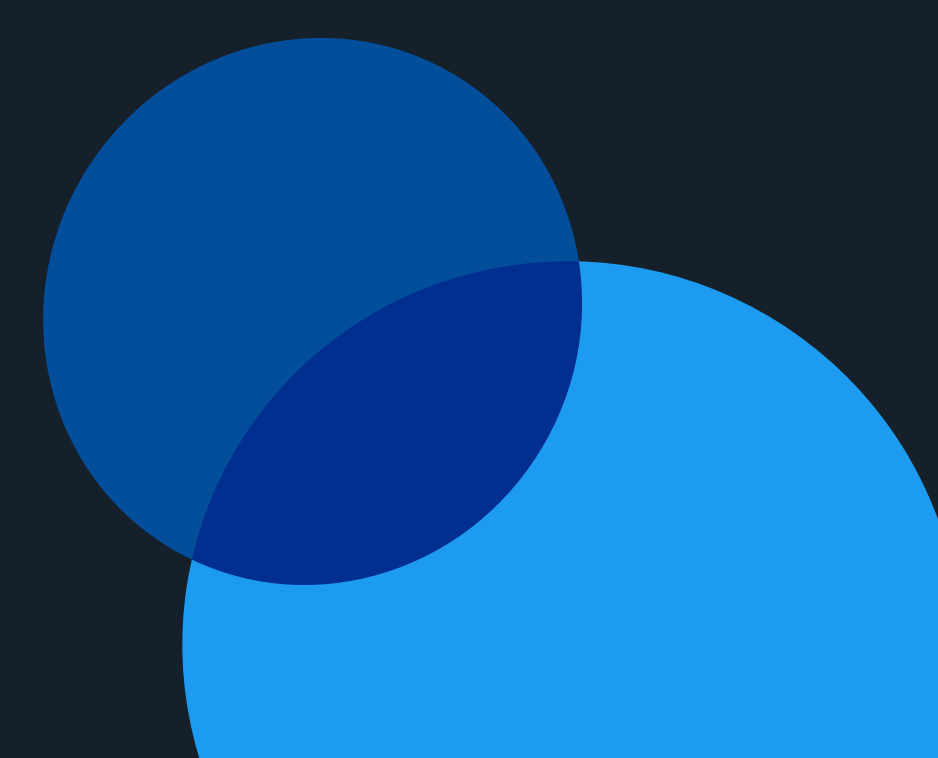
Growth in conversations related to offers, competitions, and discounts YoY

+36%

Increase in conversation around the digital economy YoY

+595%

Increase in conversation around cryptocurrencies YoY





The Finance Goes Social Conversation

Most Saudis are buoyed by the government's ambitious 2030 Vision, and while a steady job is still the mainstay, the digital economy beckons many.

While still mostly aspirational, the desire for entrepreneurship is fed by the government's focus on digital transformation, and participation is seen almost as a citizen's duty.

Saudi women make up 11% of these conversations and are highly engaged, which drives productivity across the entire population.

CRYPTOCURRENCIES

DIGITAL
TRANSFORMATION

DELIVERY

DISCOUNT

CODE

COUPON

BITCOIN

EARNING

What to Watch: Monetising Creativity and Skills

While this is still in its infancy, side hustles, income-generating hobbies, and other means of participating in the Saudi digital economy are just starting to become more commonplace.

Whether it's cryptocurrencies, online retailers, digital banks, or smart cities, people are feeling empowered. And it's putting Saudi on the proverbial map, fueling ambition to lead. Creativity and entrepreneurship are at the heart of this movement.

EMERGING TOPICS:

Digital marketing
Content creation
Saudi digitalisation
Innovation
Remote working
Entrepreneurship

What's Next: Crypto as a side hustle

Crypto represents accessible investment and participation in a global movement. People don't want to miss out – aligning with a cultural shift where Saudis want to be seen and no longer be perceived as behind the curve.

Finding a recognisable icon to follow has been a key part in the development of Cryptocurrencies. Elon Musk is closely tied to the image of crypto, with early adopters watching and quoting him for their Cryptocurrency investments – real or imagined.

+595% GROWTH ACROSS TOPICS LIKE:

Bitcoin
Digital Currency
Digital transformation
STC Pay

What this means for you

Finance Goes Social is a big shift with insights and behaviours applying to brands in any category.

Be the financially smart choice.

People aren't necessarily looking for the cheapest option, but the best price for the option they want. Being consistently fair-minded in terms of providing value will gain loyalty and a following.

Recognise your customers' achievements and aspirations.

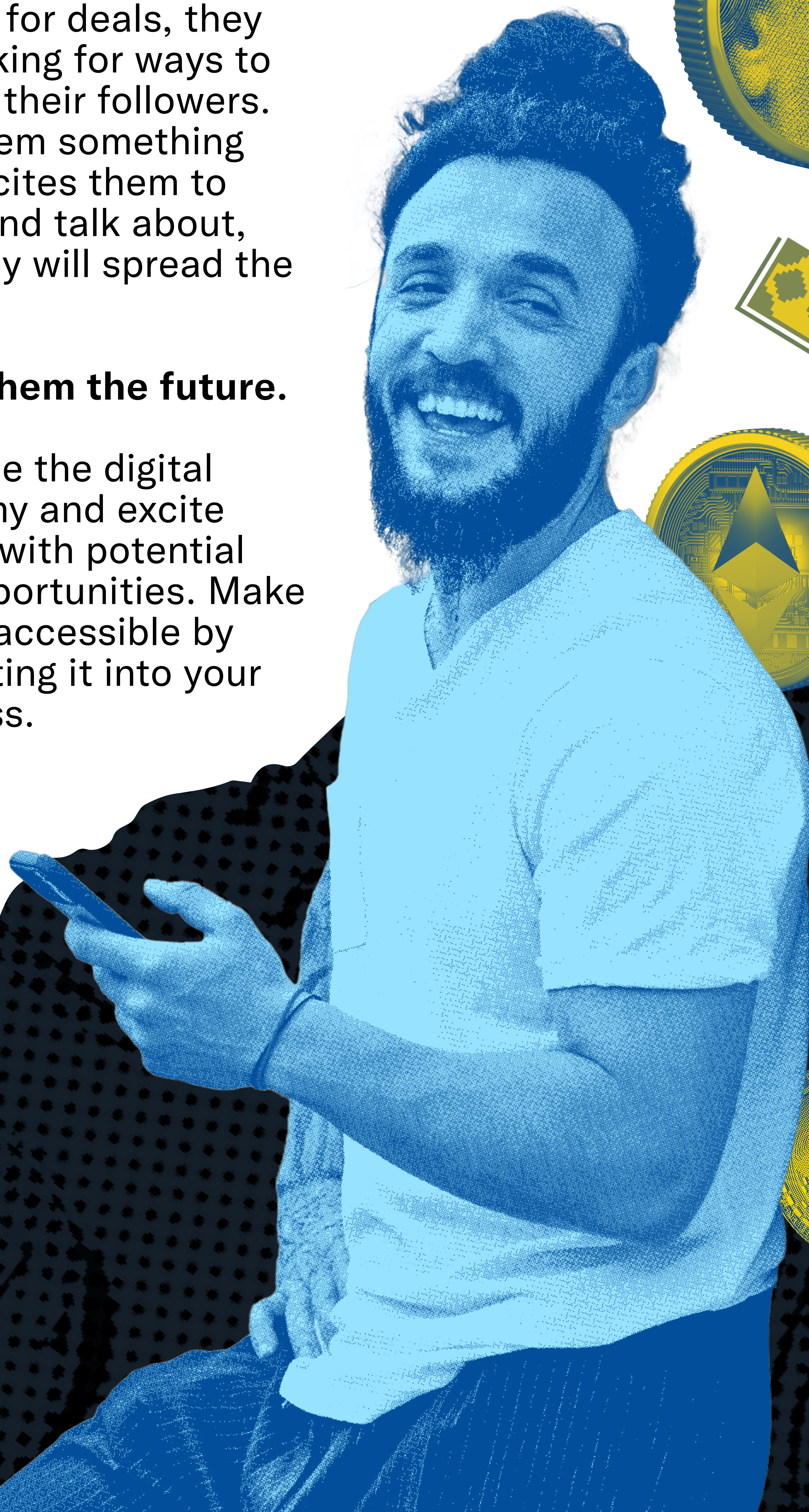
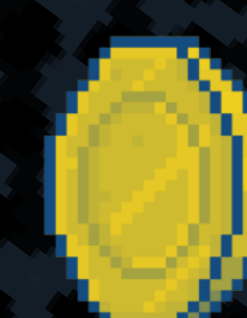
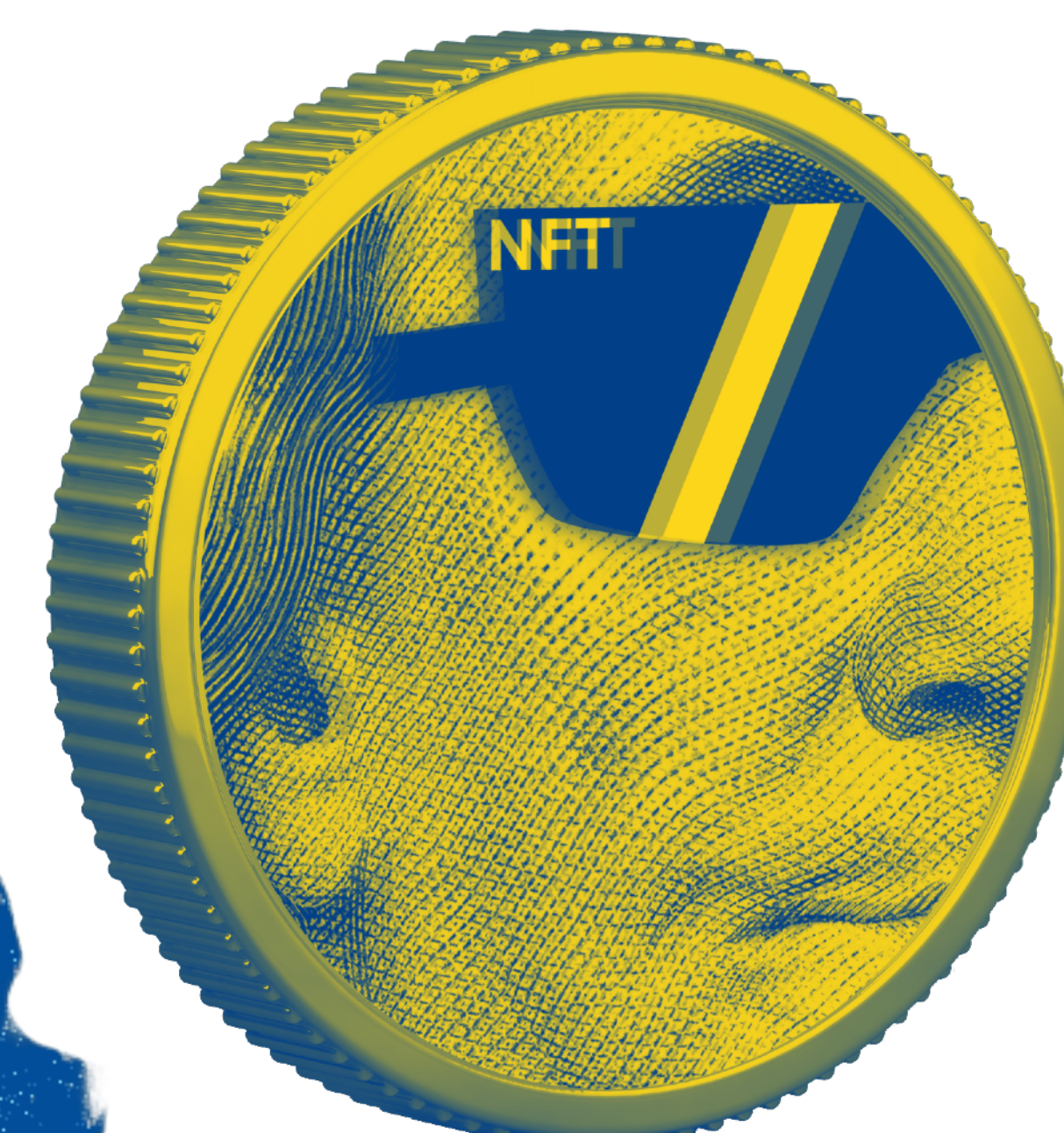
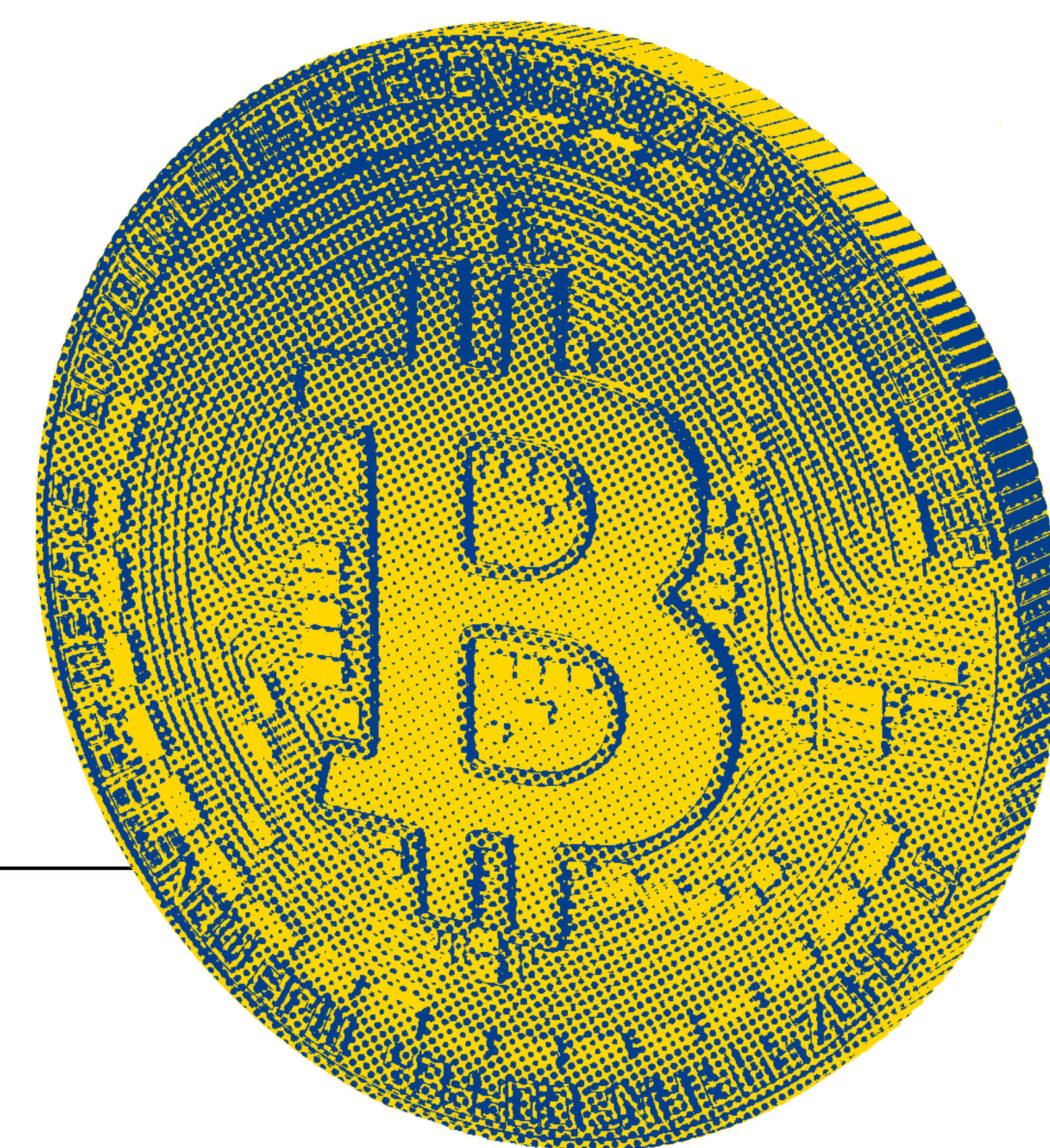
There's a desire to be a personal success story that emulates the nation's success story. Embracing your customers' ambition and connecting with them at that level will have a strong resonance.

The customer is the best medium.

Not isolated to influencers, generally, Saudis aren't only looking for deals, they are looking for ways to engage their followers. Give them something that excites them to share and talk about, and they will spread the word.

Show them the future.

Embrace the digital economy and excite people with potential and opportunities. Make crypto accessible by integrating it into your business.





TREND 3

Eco-innovation

Sustainability meets tech

Saudis are interested in environmental issues when it's symbols of national identity - smart cities, smart cars, large rail constructions, and alternative energy projects, whereas personal impact is still in its infancy. There is enthusiasm and support for the government's projects relating to sustainability, as well as a rediscovery of the natural assets of Saudi Arabia.

NEOM and The Line project play a key role in garnering interest in sustainability as does the revitalisation of tourism to the nature parks. Having pride in place and showing the natural beauty of Saudi Arabia seems to be a motivating factor for sustainability in general.



+153%

Increase YoY in mentions of 2030 vision

+191%

Increase in mentions of NEOM and The Line Project



Eco-innovation conversation

The conversation around the environment is primarily centered on the accomplishments of the government and a renewed excitement about the natural world in Saudi.

The feeling is that big issues like climate change need big solutions that are driven by institutions. There’s not much personal responsibility here, but this shows faith in what the country can achieve - and this is where tech innovation is entering the conversation around sustainability.

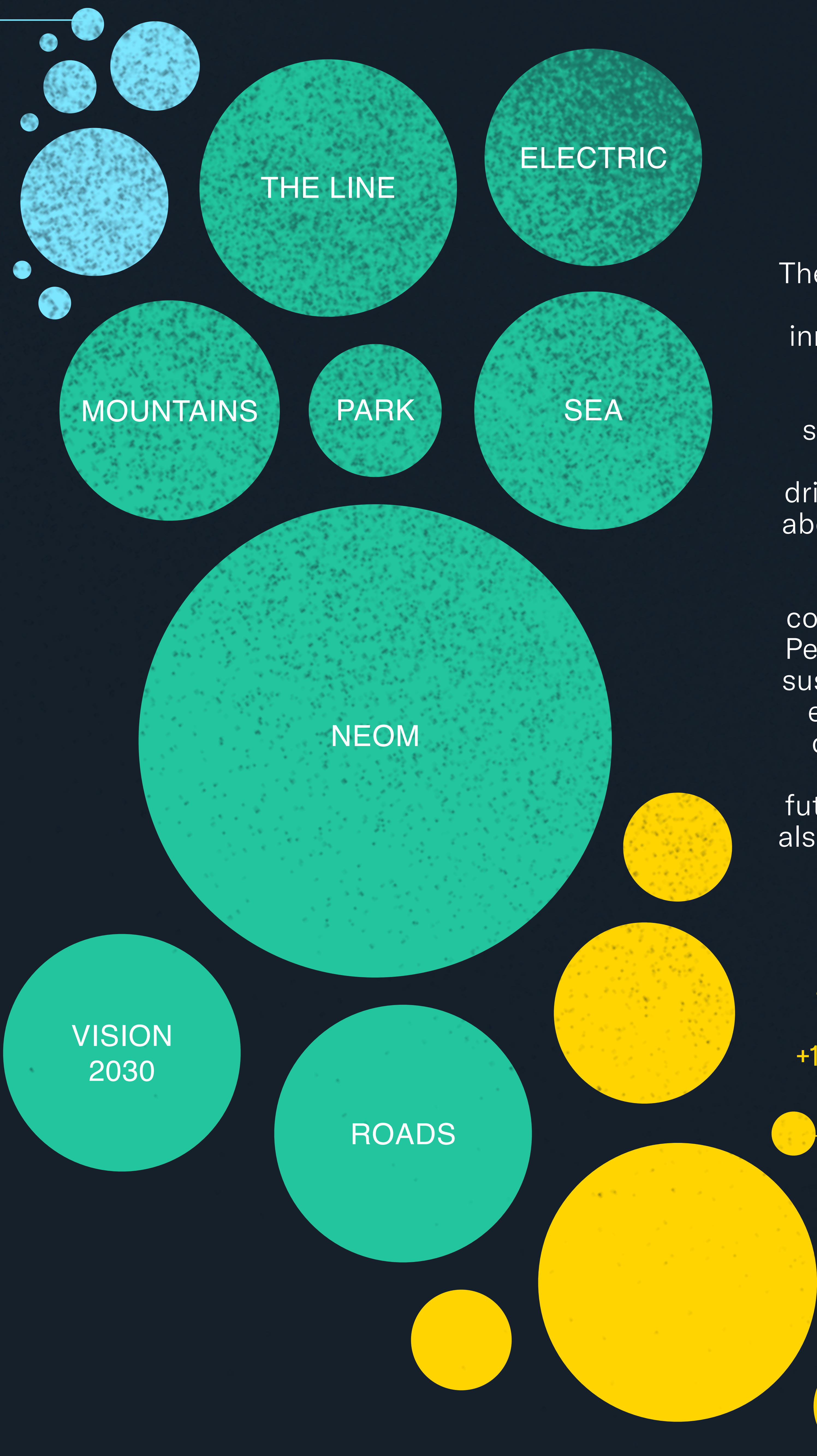
What to Watch: Aspirational regeneration

It is likely sustainability will continue to show up in conversations as an element of other large projects such as nature & tourism, vehicle congestion, entrepreneurship, and work opportunities, new related technologies, and cultural projects.

The government’s focus on building innovative solutions for sustainability efforts has Saudis excited about new advances in technology, renewed career opportunities, and a more exciting and liveable environment - creating a real sense of optimism and pride in place.

KEEP YOUR EYE ON:

- Smart city career opportunities
- Electric car affordability and charging networks
- Local tourism and pride in Saudi nature
- New tech related to sustainability
- Cultural / entertainment projects with a sustainable angle



What’s Next: Sustainability as an opportunity

The enthusiasm for government projects is in part due to the innovation that people can see happening. The biggest presence on Twitter around smart cities is @SaudiProject, and with 1.5M followers, it’s driving awareness and dialogue about a new era of urban living. The daily impact of traffic-driven pollution is driving the conversation on electrification. People aren’t just talking about sustainability for protecting the environment or in the context of climate change, it’s driving real excitement about the future of Saudi as a nation, but also for individual advancement and opportunity.

- +49% increase in conversation around tech YoY
- +55% increase YoY in mentions of electric cars
- +180% increase growth in mentions of smart cities

What this means for you

This is an opportunity for brands to engage people with big important issues.

Being sustainable sets you apart

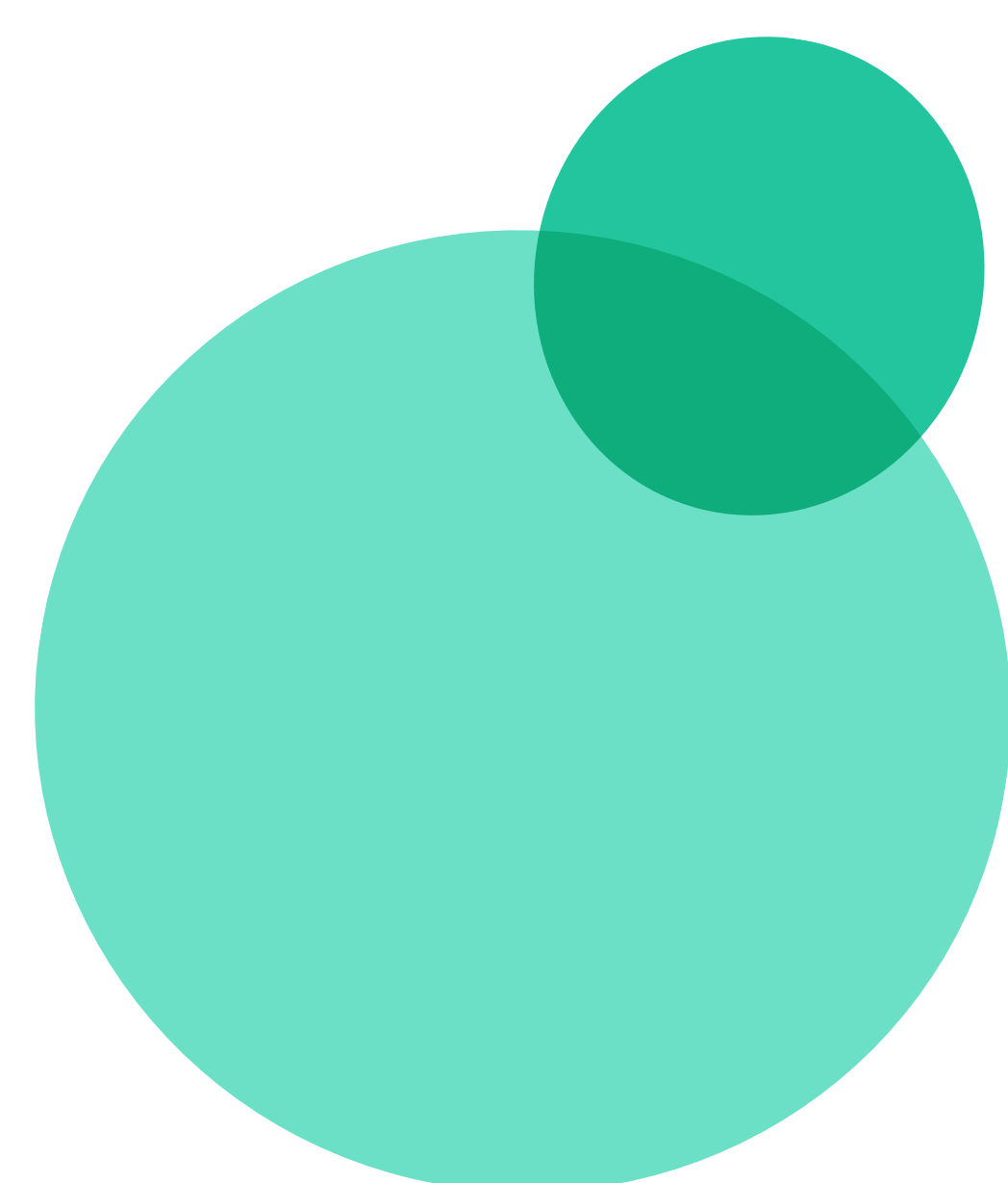
The burgeoning conversation around sustainability does not necessarily mean organisations should not care about environmental issues - on the contrary. Initiatives that have a positive effect on Saudi Arabia are both appreciated and engaging, particularly if they are presented in the context of having a local impact.

Illuminate progress with your use of tech

People are fascinated by the innovative use of technology - it aligns with the national ambition for Saudi. Show your customers how you're embracing tech. Make the impenetrable seem accessible and open up your business to show the inner workings. Create wow moments.

Highlight the opportunities

Helping people connect the dots between sustainability and their ability to benefit from the shift either financially or in terms of status - will be an engaging and worthwhile way for brands to have conversations with their customers.



So, how did we do this?

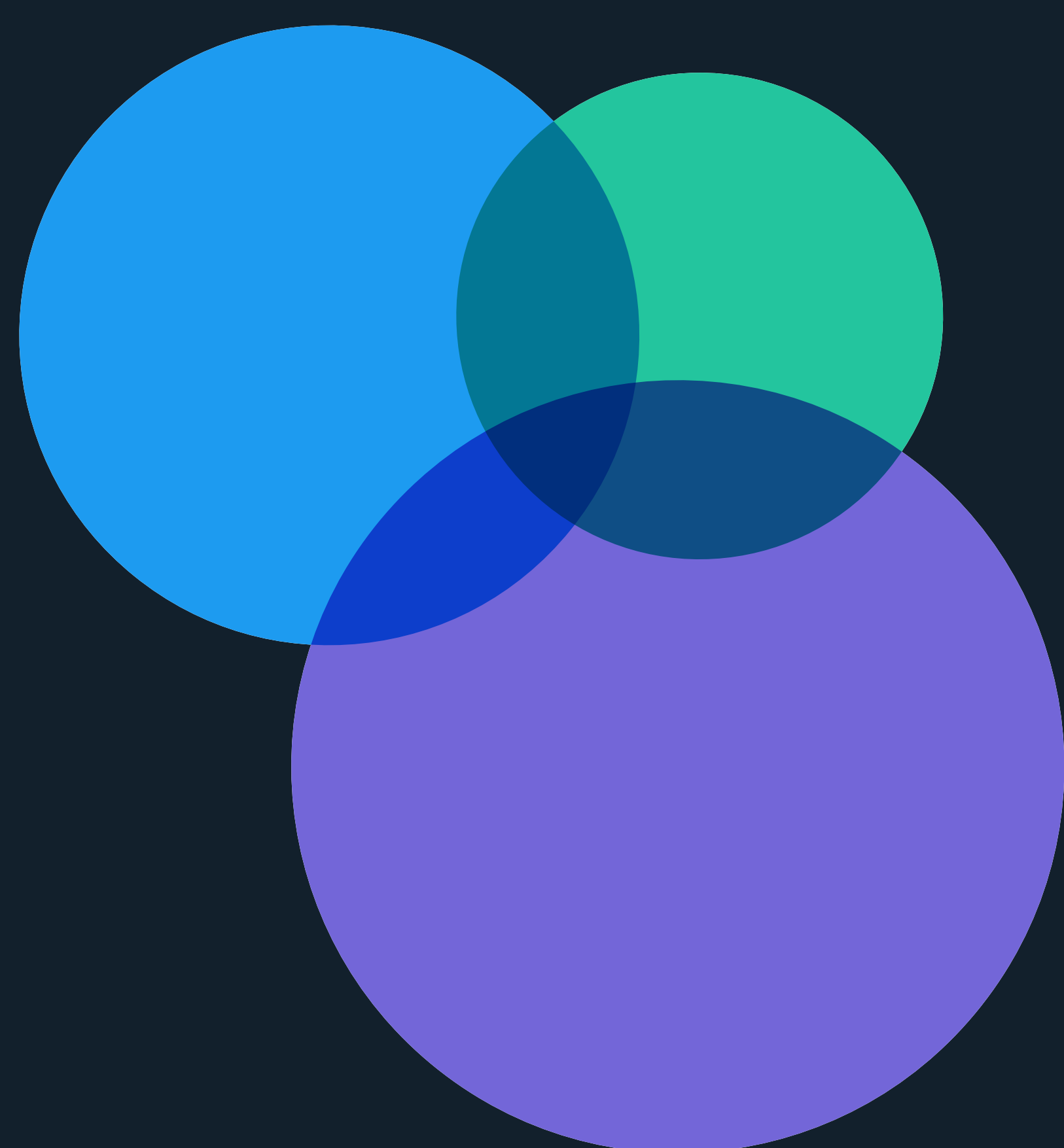
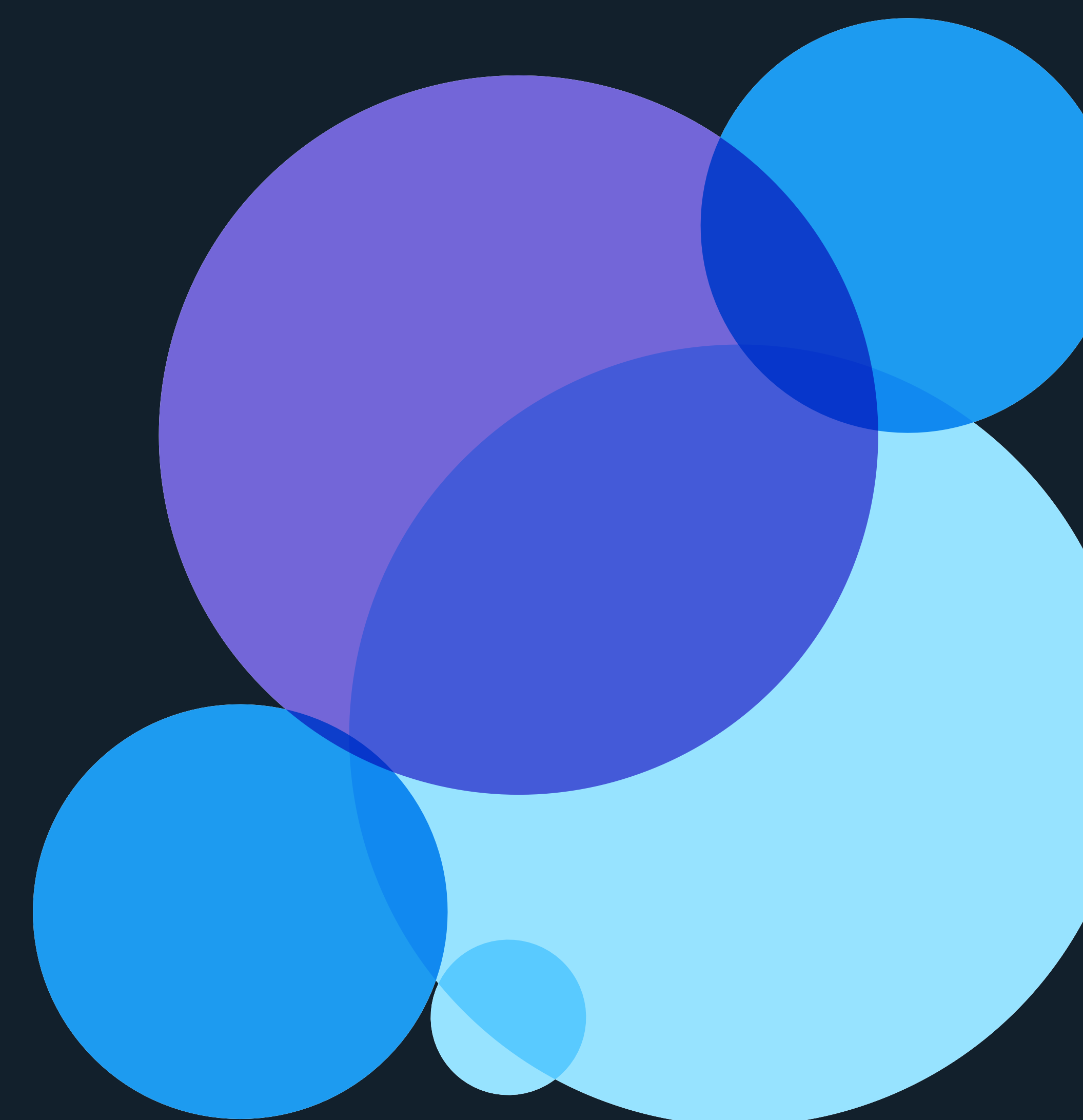
You can learn a lot from the talk on Twitter, but this isn't just about counting Tweets.

First, we discovered, exploring broadly across Twitter to let themes surface.

Then, we validated, filtering by long-term YoY growth, to find the specific topics going somewhere.

Finally, we forecasted, analysing historical data patterns, recent growth and conversation stability/volatility to predict what will gain traction in the near future.

The result is more than just another trend report – it's a reflection of what's happening in Saudi Arabia, what people are actually talking about, and an indication of the national mood. It's all crucial to understand, no matter what business you're in.





Want more?

Follow **@TwitterMktgMENA** for the latest
marketing insights from Twitter