

# Fact sheet KSA

## Audience

**19M**

MAU<sup>1</sup>

**51%**

Male

**49%**

Female

## Languages

Arabic  **94%**

English  **27%**

French **0.3%**

German **0.1%**

Spanish **0.1%**

## Devices



**66%**  
iOS



**35%**  
Android

## Top Snap Lifestyle Categories



Shoppers



Gamers



Film/TV Fans

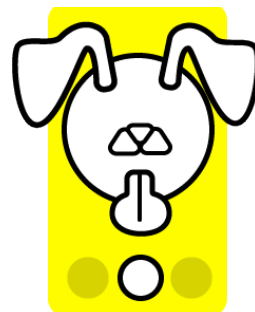
## Reach



**Snapchat reaches over 90% of 13-24 year olds in Saudi Arabia**

That means Snapchat reaches more people in Saudi Arabia than Facebook or Instagram

## How They're Snapping



### Lenses

**3 in 5** share or save Lenses on a monthly basis

**4 in 5** are in the **Lens Carousel** on a monthly basis

**84%**

**Lens Views (Swipes)**  
Organic

**62%**

**Lens Shares/Saves**  
Organic



### Filters

**1 in 3** share or save Filters on a monthly basis

**1 in 2** are in the **Filter Carousel** on a monthly basis

**53%**

**Filter Views (Swipes)**  
Organic

**37%**

**Filter Shares/Saves**  
Organic

## What They're Consuming (Content)

**64%**

of Audience Watch **Discover Stories**

**89%**

of Audience Watch **User Stories**

<sup>1</sup>Snap Inc. internal data Q1 2022

Snap Inc. Ads Manager Q2 2022