



Fact sheet UAE

Audience

3M

MAU¹

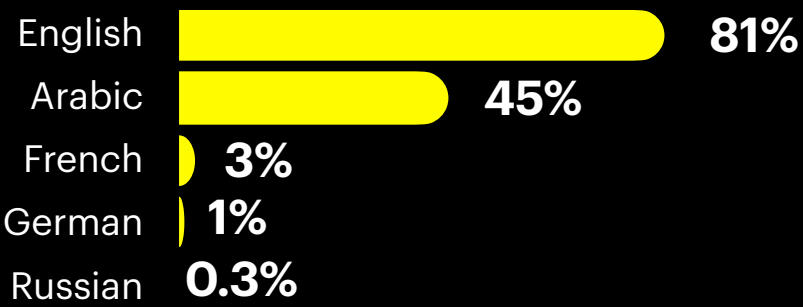
58%

Male

45%

Female

Languages



Devices



54%
iOS



47%
Android

Top Snap Lifestyle Categories



Shoppers



Gamers



Film/TV Fans

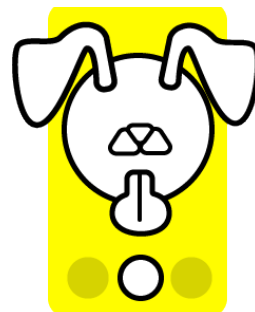
Reach



Snapchat reaches over 60% of 13-24 year olds in the UAE

That means Snapchat reaches more than 1 in 3 18-34 year olds in the UAE

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

64%

Lens Shares/Saves
Organic



Filters

1 in 4 share or save Filters on a monthly basis

2 in 5 are in the **Filter Carousel** on a monthly basis

50%

Filter Views (Swipes)
Organic

30%

Filter Shares/Saves
Organic

What They're Consuming (Content)

52%

of Audience Watch **Discover Stories**

68%

of Audience Watch **User Stories**

¹Snap Inc. internal data Q1 2022

Snap Inc. Ads Manager Q2 2022