

DIDI IN EGYPT: 5 YEARS OF IMPACT

DiDi's Social and Economic Impact in Egypt

ABOUT DIDI IN EGYPT

DiDi is a global mobility technology platform connecting passengers and drivers through app-based, on-demand transport. Since entering the Egyptian market in 2021, DiDi has expanded to 10 cities, offering four complementary ride services.

Cities: Cairo, Alexandria, Damietta, Tanta, Mansoura, Marsa Matrouh, Hurghada, Ismailia, Suez and Port Said.

Services:



DiDi Flex
(choose your fare & driver)



DiDi Wasalny
(everyday rides)



DiDi Tayaran
(motorcycle)



DiDi Comfort
(top drivers, better cars)

ECONOMIC IMPACT



EGP 19.45bn

Contribution to Egypt's GDP in 2025



0.112%

Share of national GDP



0.233%

Share of Greater Cairo's estimated GDP



EGP 13.08bn

Additional platform-enabled economic activity generated through driver spending

EGP 1.21

In extra business activity generated for every EGP 1 a driver earns





DRIVER IMPACT

~200,000

Average active drivers earning on the platform

75%

Two-wheel drivers aged 18–35



45%

Four-wheel drivers aged 18–35



68%

Report increased use of digital financial services



63%

Hold a university degree or higher



83%

Direct earnings toward household needs, savings or education



28%

Of surveyed drivers came directly from informal sector work

14%

Of surveyed drivers are currently students earning around their studies



PASSENGER IMPACT



84%

Say DiDi saves them time on a typical trip



28.6 hrs

Estimated time saved per passenger each year



EGP 1,282

Estimated annual benefit per passenger



62%

Of total passenger benefit comes from time savings alone



71%

Rate DiDi as safer than available alternatives



61%

Of motorcycle-only passengers say DiDi is more affordable than their alternative



76%

Of passengers have no personal vehicle and rely on DiDi for independent mobility



68%

Report a stronger sense of safety at different times of the day.



Digital adoption is accelerating fastest among passengers who already use cards: 65% of card-paying passengers report increased use of digital financial services, helping extend Egypt's shift toward cashless, digitally enabled mobility.

URBAN MOBILITY & REACH



16%

Of trips in Cairo and Alexandria reach low-income or underserved districts



27%

Of two-wheel trips in Alexandria begin or end near a public transport node



18%

Of two-wheel trips in Cairo begin or end near a public transport node



81%

Of passengers travel with DiDi in the evening or at night

DiDi frequently complements public transport, connecting passengers to transit nodes while extending mobility into communities beyond the effective reach of fixed networks, and supporting everyday commuting throughout the week.

SUPPLEMENTARY INSIGHTS

DRIVER EARNINGS & FLEXIBILITY

DiDi's earnings model supports two distinct patterns of engagement: a primary livelihood for some drivers, and a flexible top-up income for others — with flexibility itself standing out as the platform's single biggest draw.



50%

Four-wheel drivers say DiDi is their primary source of income



45%

Two-wheel drivers say DiDi is their primary source of income



64%

Say flexible hours is the #1 reason they joined DiDi, ranked above pay



87%

Say they can choose their own working hours often or always

65%



Report a good or very good work-life balance from driving with DiDi



63%

Report their income rose after joining DiDi

85%



Of active users spend 12 hours or less per week on engaged trips

Work-life balance is the strongest single predictor of how satisfied drivers feel on the platform — more predictive than income or experience — underscoring that flexibility is not a peripheral perk but the foundation of the DiDi driver experience.

METHODOLOGY



This infographic summarises key findings from DiDi's Socio-Economic Impact Report for Egypt (2026), which combines national economic accounts, representative trip-level operational data, and 2026 surveys of DiDi 900 drivers and 300 passengers.

Source: DiDi Egypt Socio-Economic Impact Report, 2026. Figures reflect 2025 activity and 2026 survey findings unless otherwise noted.

