

VICE MEDIA
GROUP

VICE INSIGHTS

THE
STATE OF
ARAB YOUTH

VICE MEDIA GROUP
YOUTH CENSUS 2022

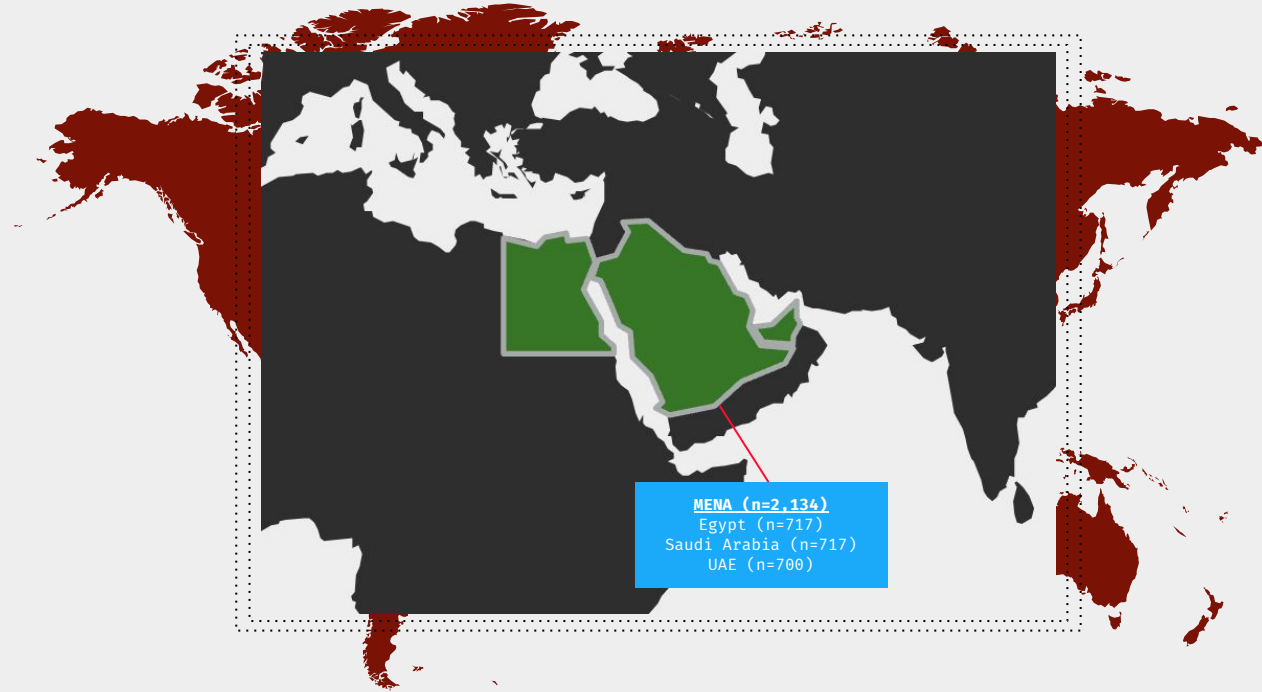
OBJECTIVE

Understand **CURRENT YOUTH MINDSETS AND BEHAVIORAL SHIFTS TO HELP FORECAST *the future* OF CULTURE.**

METHODOLOGY

Themes presented are informed by in-depth interviews with creatives, editors and strategists across VMG, and a global online survey conducted via VMG social channels and through a third-party research partner.

MARKETS



SAMPLE SIZE

N=2,134 ONLINE SURVEY

47% MEN

50% WOMEN

3% NON-BINARY

GENERATION

34% GEN Z (15-24)

34% YOUNG GEN Y (25-32)

32% OLD GEN Y (33-41)

LIVING SETTING

7% RURAL

17% SUBURBAN

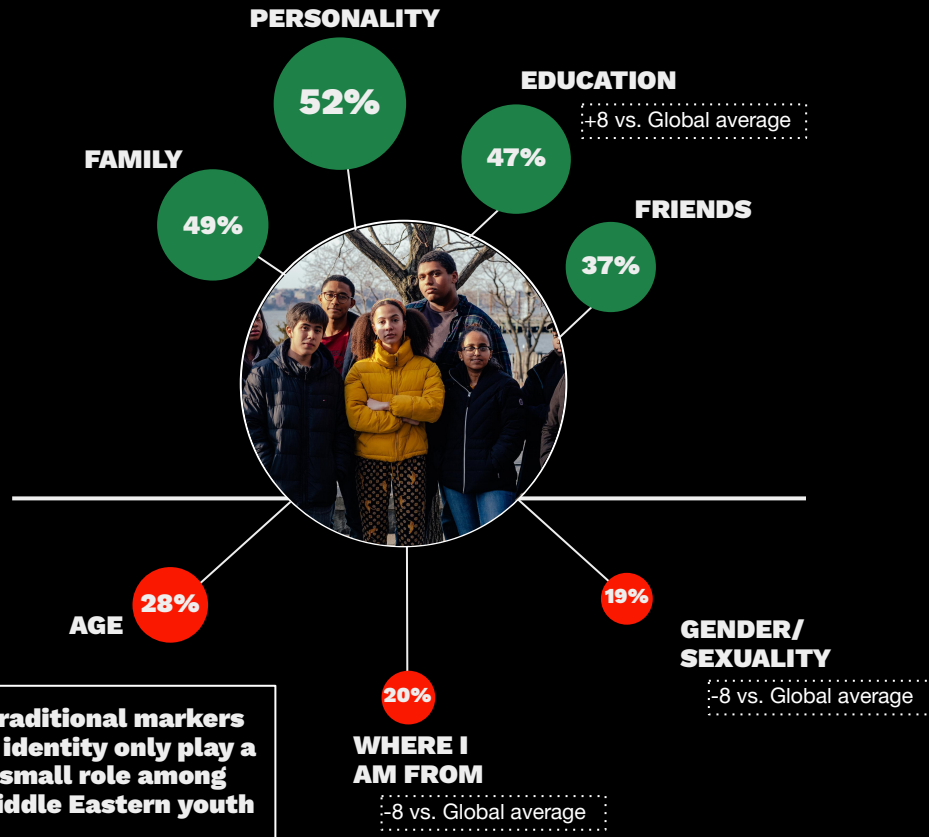
76% URBAN

WHO WE ARE



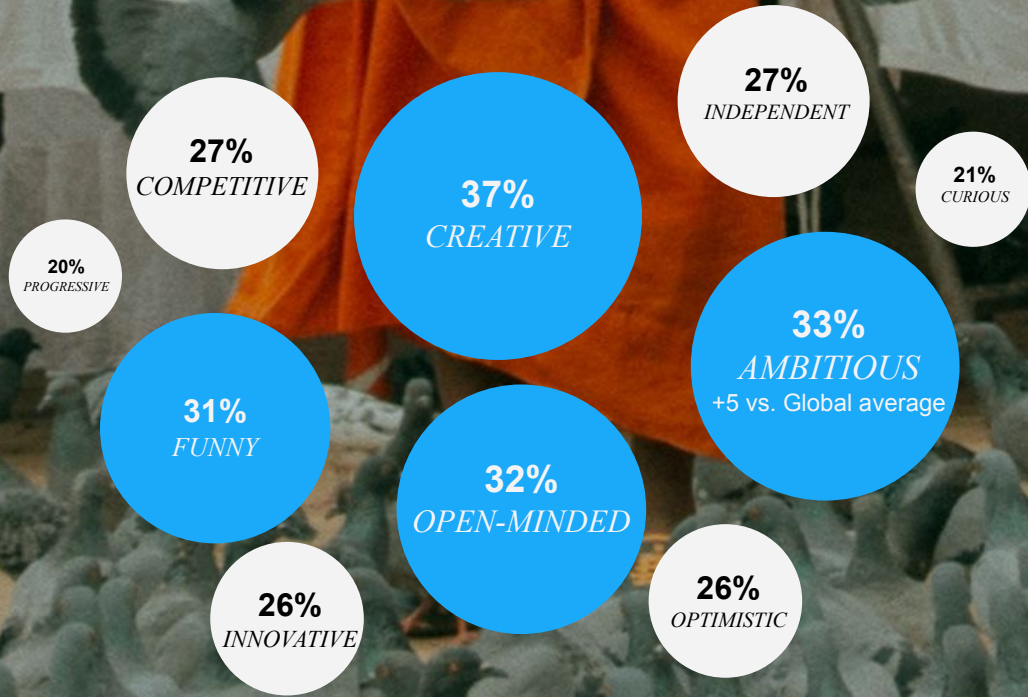
WE ARE NOT *DEFINED* BY DEMOGRAPHICS, BUT BY *WHO* WE ARE AND THE *PEOPLE* WHO HELP SHAPE OUR WORLD

» What creates your identity?



WE'RE CREATIVE AND AMBITIOUS AT OUR *CORE*

HOW WE VIEW
OTHER
PEOPLE OUR
AGE IN OUR
*COUNTRY**



*Only data above 20% is shown

**WE EXPRESS
OUR *IDENTITY*
THROUGH
HOW WE
THINK,
LOOK AND
SPEAK**

**NOT
WITH
*LABELS***

SOURCE: VICE Youth Census, 2022

» What do you use to express your identity?

TOP 3

57%

**MY THOUGHTS AND
OPINIONS**

(-10 vs. Global average)

44%

**MY APPEARANCE (CLOTHES,
BEAUTY/GROOMING, ETC.)**

40%

MY LANGUAGE

(+7 vs. Global average)

BOTTOM 3

**Young people in
the region find
less meaning in
projecting
identity through
commercial
loyalty or
personal labels**

23%

THE BRANDS I BUY

22%

**MY PERSONAL LABELS (E.G.
FEMALE, QUEER, MULTIRACIAL,
ETC.)**

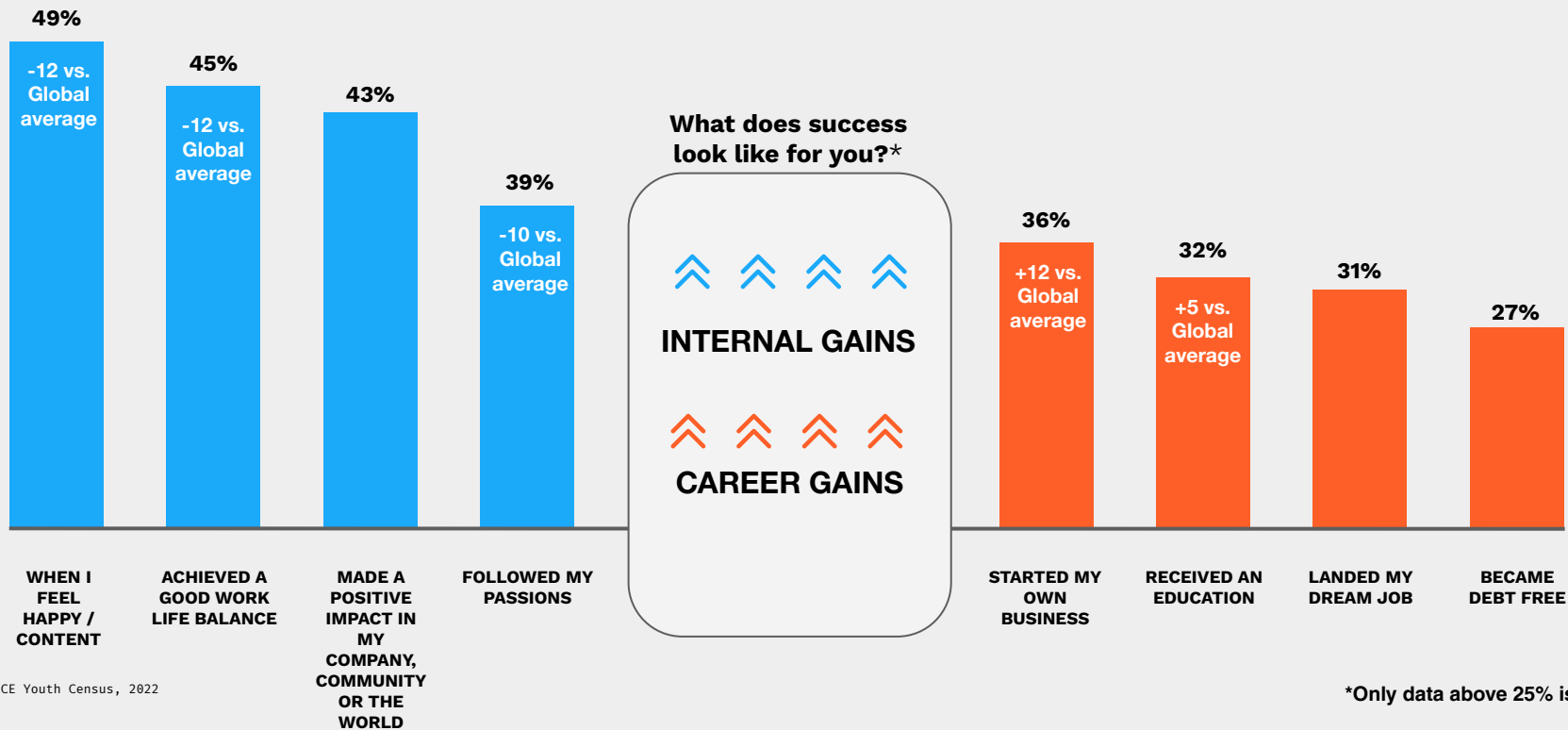
17%

**ARTISTS / ATHLETES /
CELEBRITIES I FOLLOW**

PRIVATE AND CONFIDENTIAL | 2023

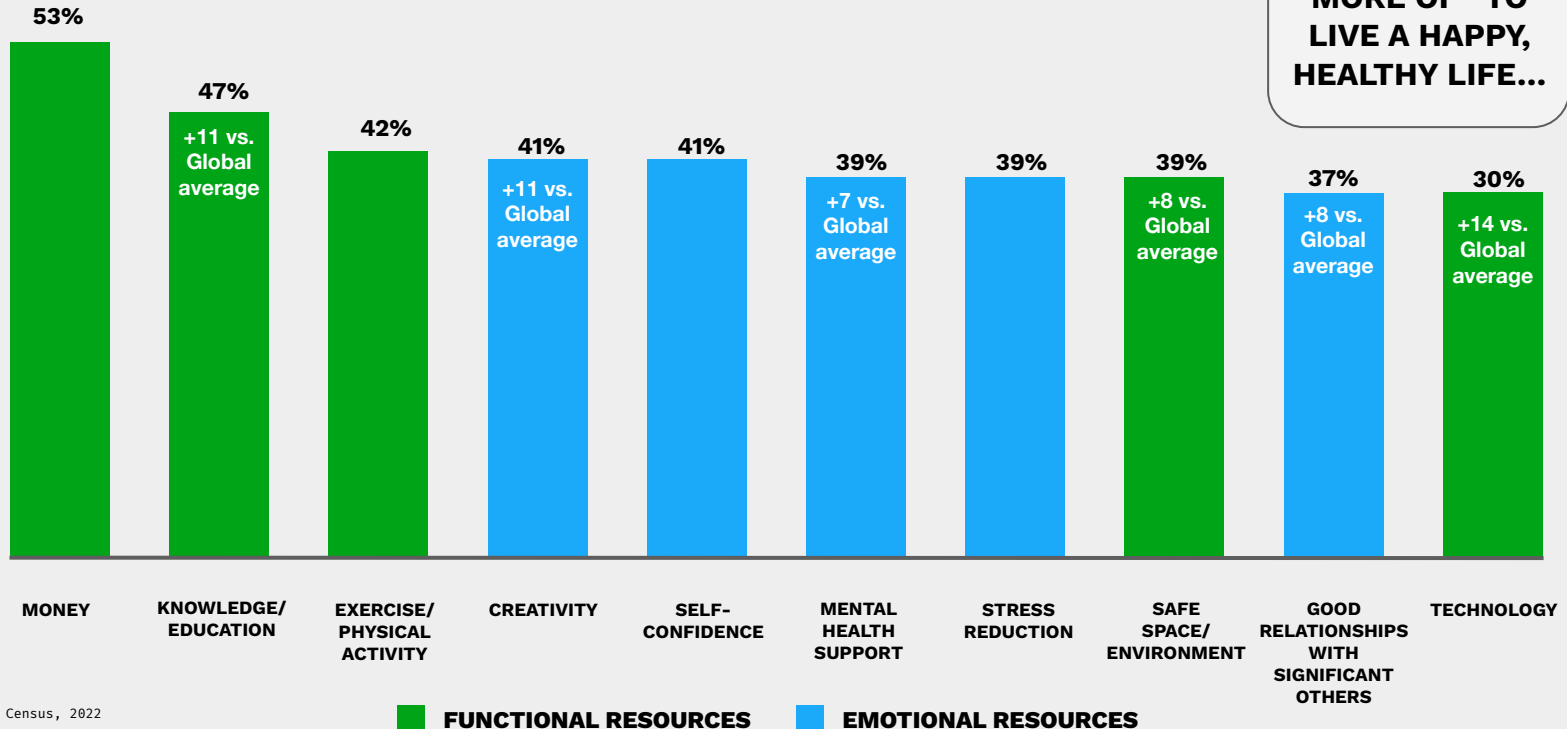


OUR SUCCESS IS DETERMINED BY INTERNAL *FULFILMENT* AND *CAREER GAINS*



TO *LIVE* OUR BEST LIVES, WE NEED RESOURCES THAT *ENABLE GROWTH* AND *WELLBEING*

NEED "A LOT MORE OF" TO LIVE A HAPPY, HEALTHY LIFE...

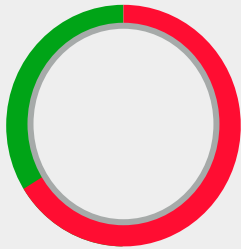


HOW WE SEE THE *WORLD*



WE HAVE *COMPLEX* FEELINGS ABOUT THE *STATE OF EVERYTHING*, BUT A MORE *POSITIVE* OUTLOOK COMPARED TO OUR PEERS AROUND THE GLOBE

How we feel about the world today:

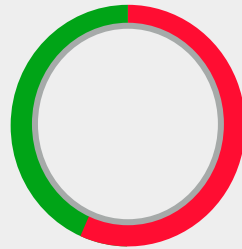


■ 35% OPTIMISTIC
■ 65% CONCERNED



Gen Z in MENA are more likely to be **very optimistic about the world**
(+11 points vs. Global average)

How we feel about our country today:

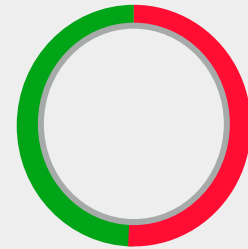


■ 45% OPTIMISTIC
■ 55% CONCERNED



Gen Z in MENA are more likely to be **very optimistic about their country**
(+15 points vs. Global average)

How we feel about our lives today:



■ 48% OPTIMISTIC
■ 52% CONCERNED



Gen Z in MENA are more likely to be **very optimistic about their lives**
(+6 points vs. Global average)

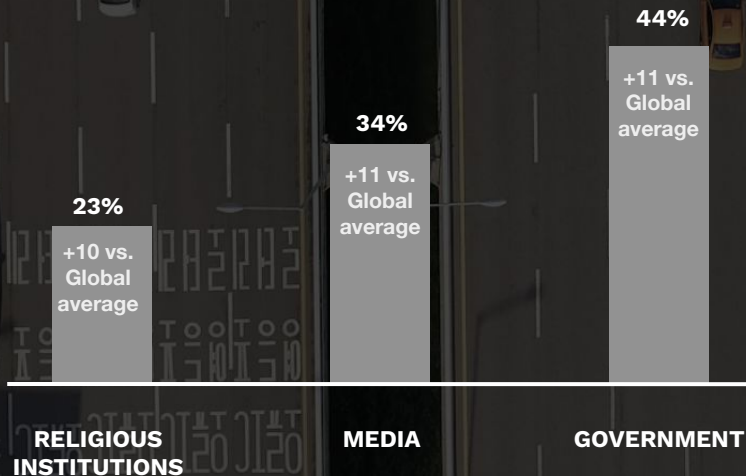
WE ARE
HOPEFUL
ABOUT THE
CHANGE *WE*
CAN DELIVER...

2 IN 3

Arab youth believe
positive change in society
will come from
people or citizens

SOURCE: VICE Youth Census, 2022

...BUT THE *POWER*
OF TRADITIONAL
INFLUENCE
REMAINS
PROMINENT





WE SEE A *REGION* FULL OF HOPE, AND ARE *DRIVEN* TO *BUILD* OUR WORLD

1 *IN* 2

YOUNG PEOPLE IN MENA ACTIVELY
STRIVE TO MAKE A CHANGE IN THE
WORLD, THROUGH SOCIAL, POLITICAL
OR ENVIRONMENTAL MEANS

+12ppt

vs. Global average

How would you describe
the social and political climate
in your country right now?

#1 HOPEFUL

+19ppt vs. Global average

#2 TRUSTWORTHY

+19ppt vs. Global average

#3 PASSIONATE

+11ppt vs. Global average

#4 UNITED

+10ppt vs. Global average

WE ARE USING KEY ASPECTS OF *OUR*
IDENTITY TO DRIVE NEW EXPRESSIONS OF
CULTURE

***01* CONNECTION**

***02* EXPRESSION**

***03* AMBITION**





CONNECTION

TOO CARR
TO SEE TOMORROW
REJECTING
THE BEATS
SINCE QUD 2015

CONNECTIVITY IS CREATING A UNIVERSE OF INFLUENCE

There is a new language of fashion in the Middle East. Gone are the days of depending on influencers; instead, young people are connecting online and finding inspiration in everyday people through friends, social feeds, and UGC.

PULLING *INFLUENCE* FROM EVERYWHERE

The Middle East's fashion industry presents young people with dynamic aesthetics. With Western trends greatly influencing fashion choices, up and coming brands in the region are taking advantage to create a blend of influences that cater to the often dual nature of young Arabic identity.

Young people are not forced to navigate these cultural poles alone – they are bound together through social media and go to their peers for style inspiration.

54%

+20 vs. Global average

+24 Egypt

**of young people in MENA
say their style is heavily
influenced by what they
see on social media**

“Since its inauguration in 2011, Sole DXB has been flying the flag for the global streetwear movement, bringing together members of the community from across the Middle East to meet, draw inspiration from one another's looks, shop the most fire brands and exclusive collabs in the game.”

**i-D and Puma take you to Dubai's
Sole DXB festival
i-D, December 2022**

52%

+12 vs. Global average

+15 UAE

+14 Egypt

**always get inspired from
what I see people on the
street wearing**

SETTING *TRENDS* FOR *THE REST OF* THE WORLD

With the world's largest population of young people comes a burden: to define the future of culture. When it comes to fashion, young people in the Middle East are working together as they voraciously seek out who's next in terms of design, and broadcast it to the world via their experimental fashion choices.

49% of the region's youth like to buy from up-and-coming designers

+18 vs. Global average

+20 Egypt

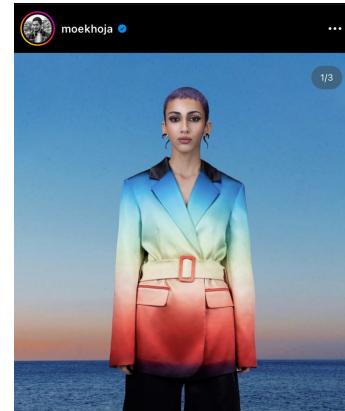
+19 UAE

63% love to experiment with fashion and style

+16 vs. Global average

+22 UAE

SOURCE: VICE Youth Census, 2022; @moekhoja (Instagram)



HINDAMME is a ready to wear luxury label inspired by the concept of merging elements of East and West. Designs are inspired by being able to integrate elements of identity and culture in a forward thinking and contemporary format.

“ ”

I am excited about shopping right now because I like to be **modern** and **fashionable**.

YOUNG Y, FEMALE, EGYPT

EXPERIMENTATION **IS DRIVING A NEW** *BEAUTY MARKET*

As the ever-evolving concept of *identity* takes root in younger generations in the Middle East, an organic ecosystem of collaboration and inspiration has blossomed amongst the region's hyper-connected young people.

AN OPEN EXCHANGE OF STYLE

More connected than ever through the proliferation of social media in the region, young people inspire and push each other in ways unmatched throughout the rest of the world. As the beauty industry in the Middle East has evolved alongside society, it aids in a sense of open air collaboration and experimentation with identity that will fuel a fresh culture of beauty for the future.

53%

+14 vs. Global average
+17 Egypt

of the region's youth look for new beauty/grooming ideas from their peers on social media

“ ”

[I'm most excited about] Beauty, because it is something you should always work on and ***make others feel beautiful.***

YOUNG Y, FEMALE, EGYPT

55%

are always trying new beauty/grooming products

+18 vs. Global average
+22 Egypt

THE *EVOLUTION* OF BEAUTY IS REFLECTED IN ROUTINES

With the world largely open and a generation of young people looking to connect and socialize, the region's youth are looking toward the future by investing in beauty products rooted in natural, healthy and sustainable ingredients.

61%

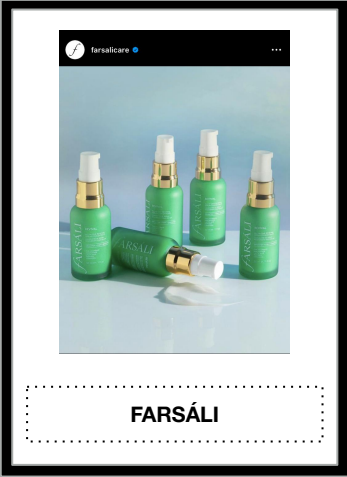
+12 vs. Global average
+15 Egypt

of young people in MENA are willing to pay more for better quality beauty/grooming products

Founded in Bahrain, The Green Bar's mission is to bring awareness to the healing potential of the plants in the geographical area, connecting people to the land, and bringing awareness to the environment.



THE GREEN BAR



FARSÁLI

FARSÁLI (UAE) is thoughtful self-care produced to enhance natural beauty. They are committed to safe, cruelty-free, and ethically sourced ingredients.

SOURCE: VICE Youth Census, 2022; @thegreenbarinc (Instagram); @farsalicare (Instagram)

BOUND BY *ADVANCES* IN TECH



Growing up surrounded by the rapid proliferation of tech in the region, Arab youth have quickly integrated these advancements into their daily lives. A high penetration of smartphones and internet usage, especially among young people, has led to an unparalleled sense of connectivity.

2 IN 3

+16ppt vs. Global average
+21 Egypt

young people in MENA feel connected to people their own age online

NEW NETWORKS OF PROGRESS

Upon a freshly laid foundation of connectivity, tech advancements in the region have ushered in new avenues for personal growth and connection. Young people in the Middle East see tech as a pillar of progress and are quick to welcome these advancements into their overall health and wellness routines.

69%

+13 vs. Global average

+15 KSA

+15 UAE

of young people in MENA are always looking for ways to use technology to enhance their lives

53%

+16 vs. Global average

+22 Egypt

use technology to manage health as much as possible (e.g. telehealth, meditation apps, etc.)

“ ”

I am most excited about the newness arriving across the world. The newness of technology, currencies, and consciousness. I welcome change as it is the only way to progress.

YOUNG Y, FEMALE, KSA

“ ”

I'm excited about the future of technology. Day by day new developments are there in that field that bring people closer, regardless of geographical aspects like distance.

YOUNG Y, FEMALE, UAE



NEXT LEVEL *PARTICIPANTS*

Driven by the enhanced availability of high-speed internet and smartphones in the region, it is easier than ever for gamers in the Middle East to access and play online games. This proliferation has established a new sense of connectivity, and sparked the rapid development of diverse and active gaming communities.

As young people in the region flock to games and online gaming circles, there has been a massive uptick of organized eSports leagues. Interest and support from governments has quickly built an infrastructure supported by dozens of lucrative events that function to simultaneously nurture homegrown talent and draw interest from gaming studios to invest – publishers Riot Games (USA) Tencent (China) and Ubisoft (France) are all established in the region.



Saudi Arabia's Musaed 'Msdossary' Al Dossary is widely recognised as one of the most accomplished FIFA players in the world.

1 *IN* 2

MENA gamers say they're involved in the eSports (competitive gaming) community, either as a player or spectator

+16ppt vs. Global average
+20 Egypt

EXPRESSION



CREATING A NEW *HERITAGE*

Expressing modernity in countries steeped in visual customs has yielded a fashion fluidity unlike any other. Young people in the Middle East are using new freedoms to pick and choose how they play with fashion, often embracing traditional pieces with a new sense of ownership of their cultural signifiers.



YOUNG PEOPLE HAVE TAKEN OVER THE NARRATIVE

As brands, designers and options flood these communities, young people are maintaining a sense of agency, defining themselves not necessarily in terms of what is Western or modern, but who they *want* to be.

Music festivals, like Saudi Arabia's **MDLBEAST Soundstorm** act as cultural catalysts where young people can showcase personal fashion and identity with hundreds of thousands of their peers from the region and around the globe.

52%

of young people in the Middle East use fashion to celebrate their cultural heritage

+19ppt

vs. Global Average
+22 Egypt

“ ”

I am excited to graduate from school, to create a website where we teenagers can post articles and our opinions, I am very excited to see my generation's art, fashion and progress.

GEN Z, FEMALE, EGYPT

PERSONAL STYLE IS *FINDING* YOURSELF

The journey of self-expression is a never ending one – especially in the Arab world. As they oscillate between standing out to make a point and simply feeling comfortable in their own skin, young people are embracing both in order to feel at ease with their place amidst societies that are often in flux. Fashion is an important creative outlet that aids in pleasing both forms of expression and acceptance.

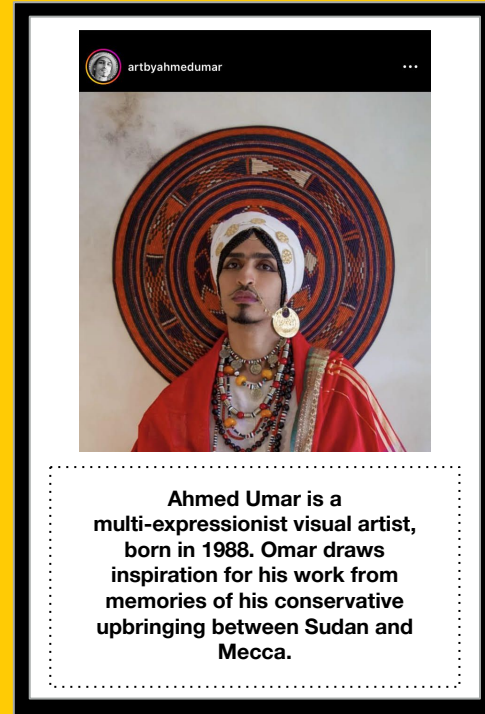
55%

of young people in the
Middle East use fashion to
showcase their creativity
and stand out

+11 vs. Global average

+16 Egypt

SOURCE: VICE Youth Census, 2022; @artbyahmedumar (Instagram)



“Arab gender norms here seem strict, and at the same time completely haphazard.”

Images and questions about visual identity and the dichotomy of masculinity and femininity
VICE Arabia, December 2022

BROADCASTING THEIR *CULTURE* THROUGH A LOOK

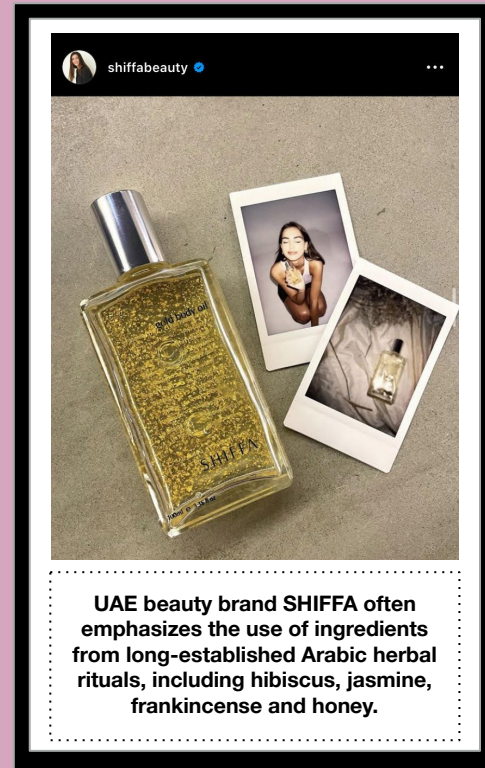
As identity expression becomes more important to young people in the region, experimenting with beauty has cemented itself as a pillar of Middle Eastern youth culture.

BEAUTY IS FOR *CELEBRATING* THE PAST, PRESENT, *AND FUTURE*

The beauty industry in the Middle East has grown rapidly in recent years, with many companies and brands catering specifically to young consumers in the region.

Driven by a desire to connect with traditional cultural values and practices, a sense of pride in one's heritage, and a belief that the use of beauty and grooming products is an important aspect of personal identity, young people are redefining beauty standards for future generations.

SOURCE: VICE Youth Census, 2022; @shiffabeauty (Instagram)



1 *IN* 2

+19ppt vs. Global average
+23 Egypt

Young people in MENA use beauty/grooming products **to celebrate their cultural heritage**

AN AVENUE FOR *SHOWCASING* CREATIVITY

As social restrictions in many countries are relaxed and young people in the Middle East strive to develop and express their own unique aspects of identity, they are turning to beauty and grooming products as an outlet for creativity and celebration.

The influence of social media has provided access to global fashion and beauty trends, and with this exposure they are empowered to explore different looks and styles.

55%

+19 vs. Global average

+21 Egypt

+20 KSA

of young people in MENA
use beauty/grooming
products to showcase their
creativity and stand out

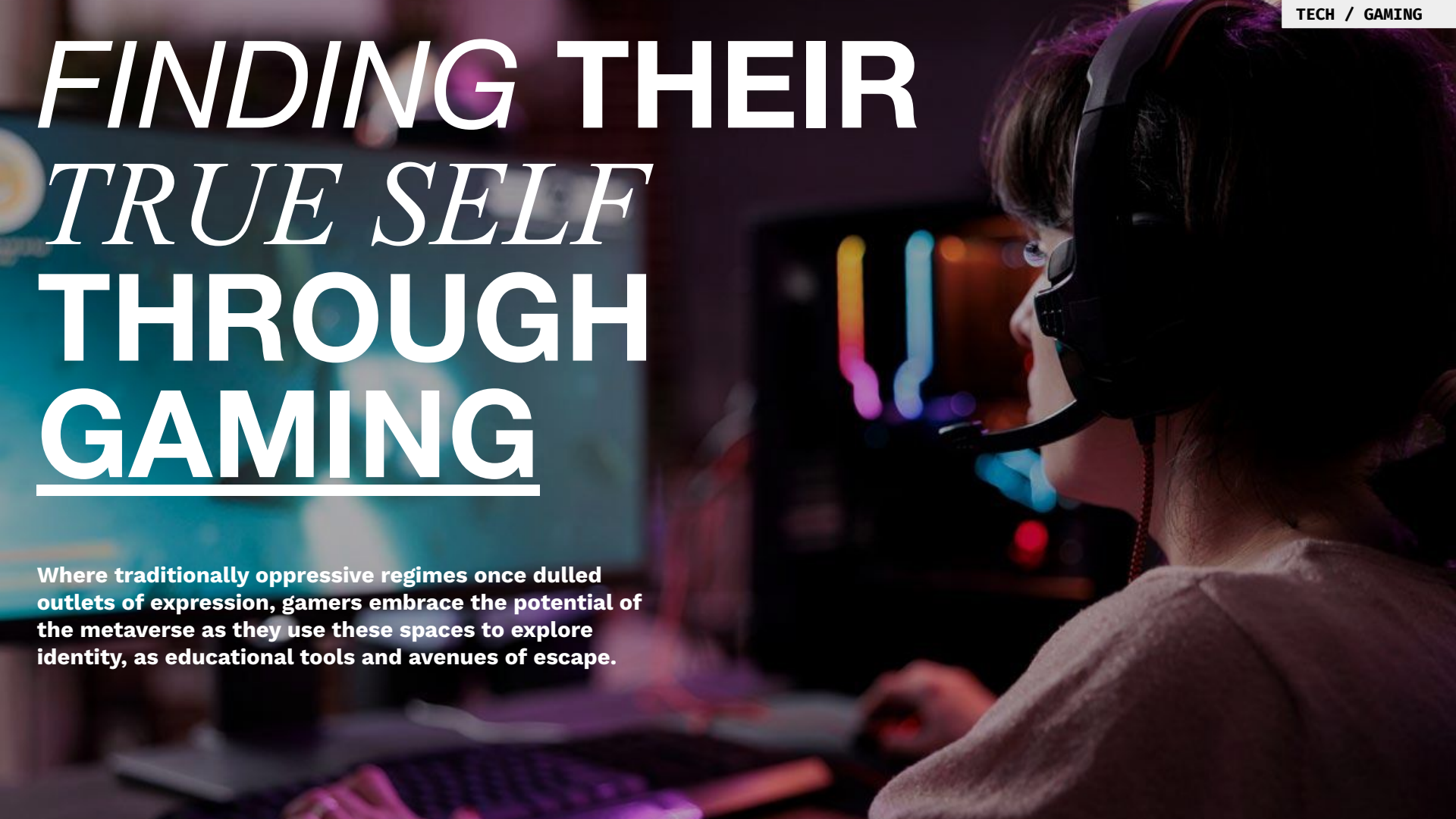


"In terms of haram or halal, I don't know. We celebrate it just for fun and nothing else."

Pictures of the Weeknd of Horror
celebrations in Saudi Arabia
VICE Arabia, October 2022

FINDING THEIR TRUE SELF THROUGH GAMING

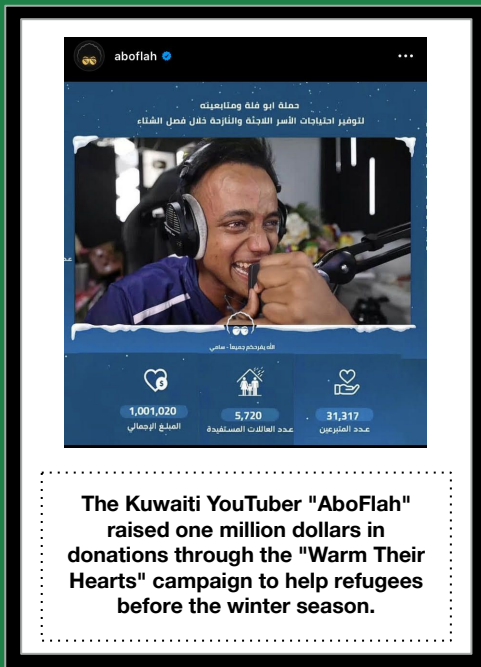
Where traditionally oppressive regimes once dulled outlets of expression, gamers embrace the potential of the metaverse as they use these spaces to explore identity, as educational tools and avenues of escape.



PASSIONATE EXPLORERS

In a region where extreme weather often dictates plans and activities, gaming has become a pivotal tool in the evolution of identity for region's tech savvy youth.

Gaming also provides young people another platform where they can socialize with their friends, learn, and explore the endless potential of metaverse technologies.



The Kuwaiti YouTuber "AboFlah" raised one million dollars in donations through the "Warm Their Hearts" campaign to help refugees before the winter season.

MENA YOUTH vs. GLOBAL AVG.

+14%

Are **excited** to explore the metaverse

+19 Egypt

+10%

Say gaming **helps** them learn new things

+15 Egypt

+9%

Are very **passionate** about gaming and gaming culture

+11 Egypt



FLOURISHING IN THE VIRTUAL WORLD

Middle Eastern youth are often limited in terms of their freedoms of speech and expression, both politically and socially. Online gaming doubles as a safe space for experimentation and identity, providing them with another outlet where they can express themselves in ways that are impossible offline.

1 in 3

Young MENA gamers approach it as a form of self-expression

+7ppt vs. Global average
+8 Egypt

“ ”

Technology is the language of the times.

GEN Z, MALE, UAE

“ ”

[I'm most excited about] Technology. It is how we express ourselves.

YOUNG Y, FEMALE, KSA

A woman is shown from the chest up, looking upwards and to the right. She has her face painted red and is wearing a black wig with red beads. Her hair is styled in a large, curly black wig. The background is dark with a red and blue color scheme. The word "AMBITION" is written in large, white, bold, sans-serif capital letters across the center of the image.

AMBITION

FINANCIAL *INDEPENDENCE* UNLOCKS POWER

With decades of turmoil behind them, young people in the region are laser focused on achieving a two-pronged financial goal: success and self-sufficiency.

“ ”

I'm passionate about my financial independence and achieving my practical goals because it is the essential part of my existence in life.

YOUNG Y, FEMALE, KSA

“ ”

With my job and my studies, I am self-reliant and that makes me feel great every day. I aspire to buy my own car with my own money.”

GEN Z, FEMALE, EGYPT

“ ”

I am most excited about my job and my earnings right now. I wish to create a beautiful life for myself.

GEN Z, FEMALE, UAE

“ ”

Independence and feeling it is a very beautiful thing, and self-reliance is interesting and fun.

YOUNG Y, MALE, KSA

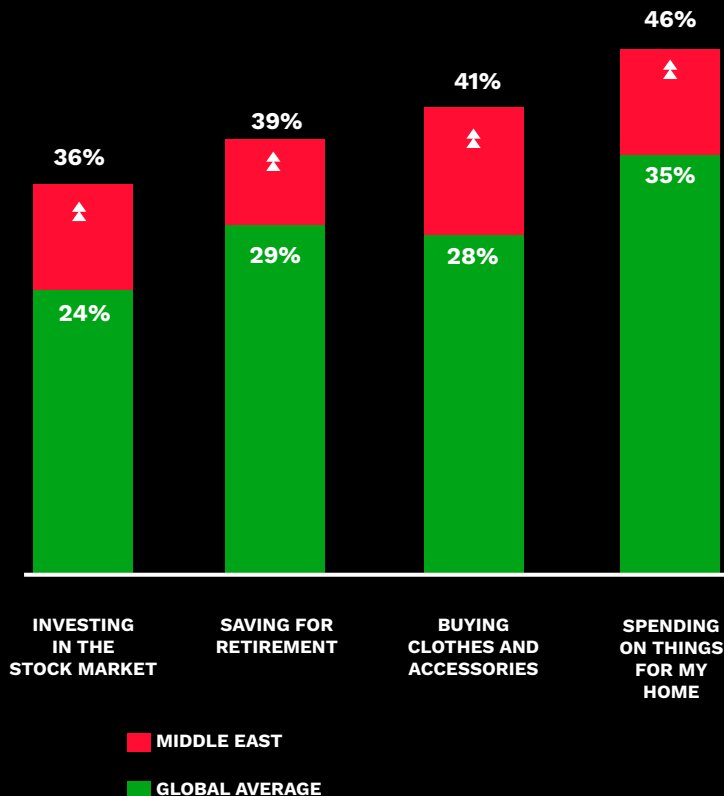
FINANCIAL HEALTH IN THE *MIDDLE EAST* IS OUTPACING THE REST OF THE *WORLD*

1 in 2 ➔ **+14ppt**

Young people in the Middle East describe their financial health today and “Excellent” or “Good”

vs. Global Average

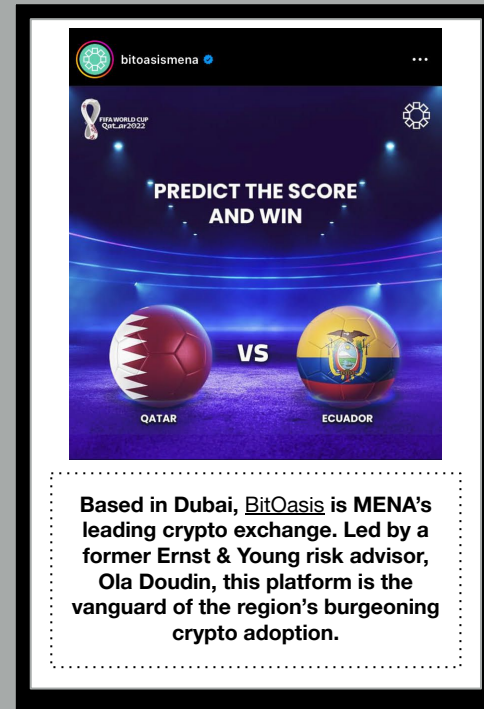
WITH THIS FINANCIAL CONFIDENCE, MIDDLE EASTERN YOUTH ARE SPENDING MORE ON MATERIAL GOODS AND INVESTING IN THE STOCK MARKET



A NEW FINANCIAL FOUNDATION WITH CRYPTO

As many countries in the region struggle with unstable economies and hyperinflation, it has become difficult for young people to place trust in their own national currencies. Cryptocurrency offers an alternative avenue – one with the added potential to bring an influx of fresh foreign currency into struggling nations.

These platforms are a substitute for traditional banking systems, lacking the red tape and regulations of older financial structures, which allows young people easier access to the potential supplemental income crypto investments can yield.



1 in 3

Young people in MENA are investing in crypto or NFTs

+13ppt vs. Global average

+15 UAE

+14 KSA

INDEPENDENCE IS SPREADING JOY

As fintech grows rapidly in the region, young people are quick to buy in. The region's economic instability (and impacts of COVID) have left young people more willing to invest, track spending, and to paint a clearer picture regarding their paths to wealth.

Having the ability to be financially independent and in control has yielded a happiness that extends beyond bank accounts, unlocking the possibility of a more stable life than previous generations were able to access.

58% of young people in MENA say spending brings me joy

+13 vs. Global average
+20 KSA
+14 Egypt

SOURCE: VICE Youth Census, 2022; @souqalmal (Instagram)



Buying A Tesla In The UAE?

Based in Dubai, Souqalmal is a startup whose mission is to build up transparency in the financial services industry. Their site allows consumers to compare and apply for credit cards, loans, insurance, and other financial products.

How much do you feel you know about managing your finances?

1 in 4 say, "I'm completely comfortable with it"

+10ppt vs. Global average
+16 Egypt



THE *RISE* OF THE SIDE HUSTLE

The importance of education, the potential of careers, and the weight of the future; young people in the Middle East are not only taking on all challengers, they are bringing their dreams even closer to reality by making a little more money on the side.



CHARTING THEIR OWN PATH

The number one element of personal finance that keeps them up at night is becoming financially independent. Where Arab youth – and especially those in the UAE – break from the rest is the level of importance they place on achieving self-sufficiency along with independence.

When it comes to finances,
what keeps you up at night?

1 in 3

+6ppt vs. Global average
+17 UAE

Young people
in MENA say:
**Starting my own
business/side hustle**

I'M EXCITED ABOUT...

“ ”

Opening my own gallery in the future. The thought of me getting money from something that I actually enjoy doing motivates me. GEN Z, MALE, EGYPT

My career because I want to be independent. GEN Z, FEMALE, KSA

Starting my own business to achieve my goals and live my dream life. GEN Z, MALE, UAE

My career, I'm at the point where I'm starting to see the work I've put in over the years finally come together, and I can't wait to see how it all turns out. GEN Z, FEMALE, UAE

Self-employment. I want to build myself, not someone else. GEN Z, MALE, EGYPT

To get a great job to be independent and achieve what I want. GEN Z, FEMALE, UAE

DEFINE THE FUTURE WITH US

VICE Insights analyzes shifts in culture and consumer behavior to predict what tomorrow might look like. Combining art and science to uncover insights, we leverage access to proprietary sources from global editors to our consumer communities and content analytics.

We believe it's our job to help predict, contextualize and shape the future for ourselves and with clients. We want to hear your thoughts and provocations.

Let's not go blindly into the future, let's build it together!

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VICE MEDIA
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VICE INSIGHTS

THANK
YOU

**VICE MEDIA GROUP
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