

# PREDICTIONS 2025

MENA Edition

December 2024

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# 2024 IN RETROSPECT

# 01

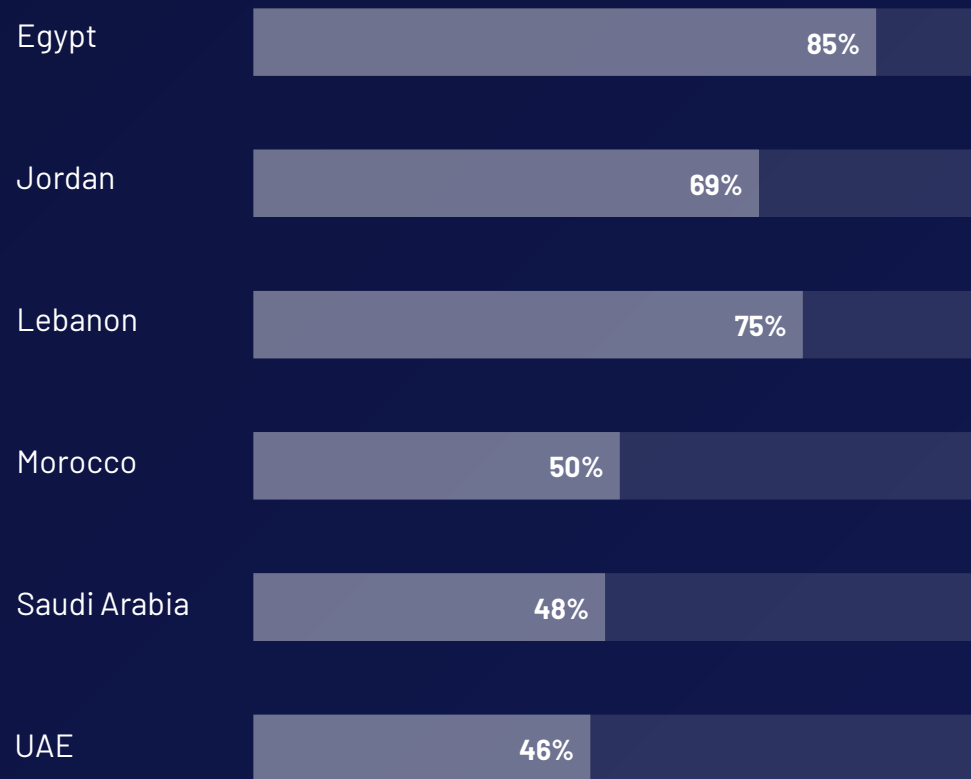
# Looking back on 2024, 3 in 5 individuals in MENA found the year challenging personally and for their families

% Agree

# 62%

2024 was a challenging year for me and my family

## By Country





# OVERALL EXPECTATIONS FOR 2025

# 02

# Despite the challenges faced in 2024, optimism is strong as the majority look forward to the upcoming year with positivity

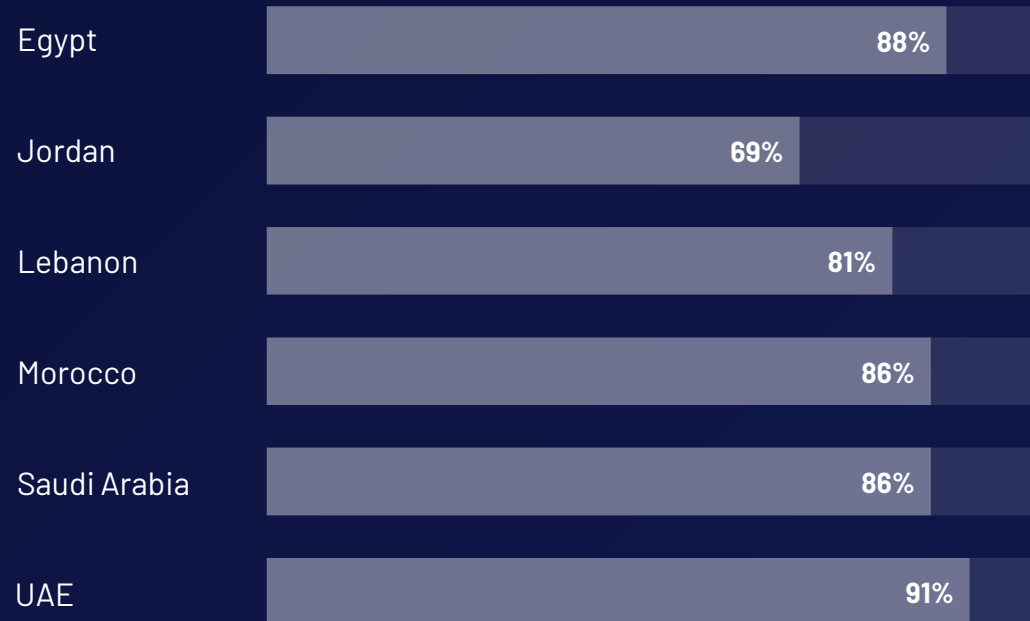
**84%**

% Agree

I am optimistic that 2025 will be a better year for me than it was in 2024



## By Country



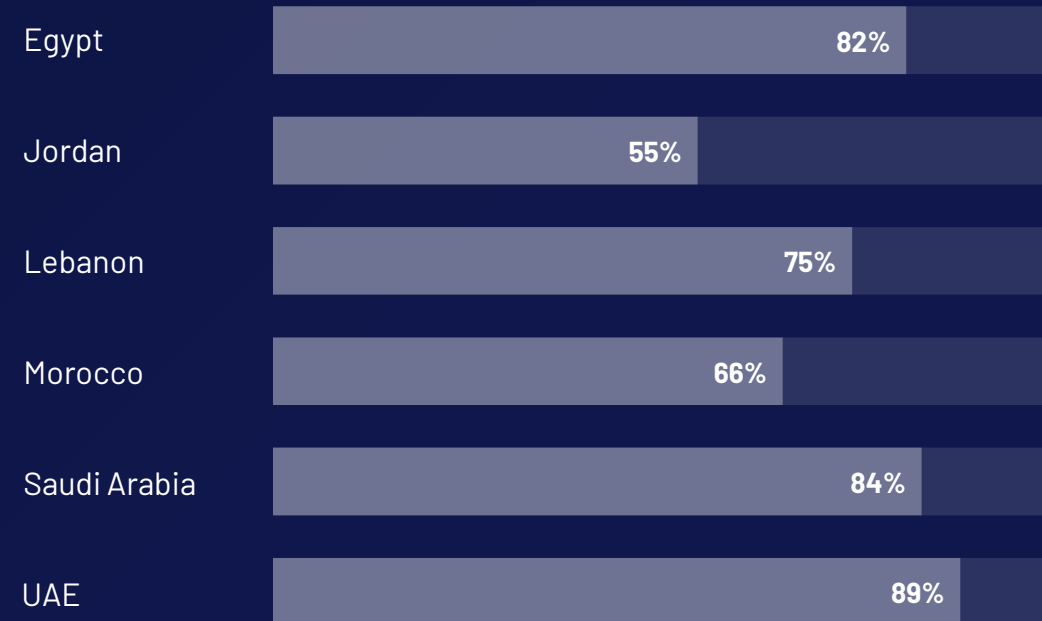
**75%**

% Agree

In 2025 people in my country will start to feel more optimistic about the long-term future



## By Country



# EXPECTATIONS FOR WORLD AFFAIRS IN 2025

# 03

# Turning to global matters, a hopeful outlook emerges as many predict that the ongoing wars will end in 2025



% Likely

# 53%

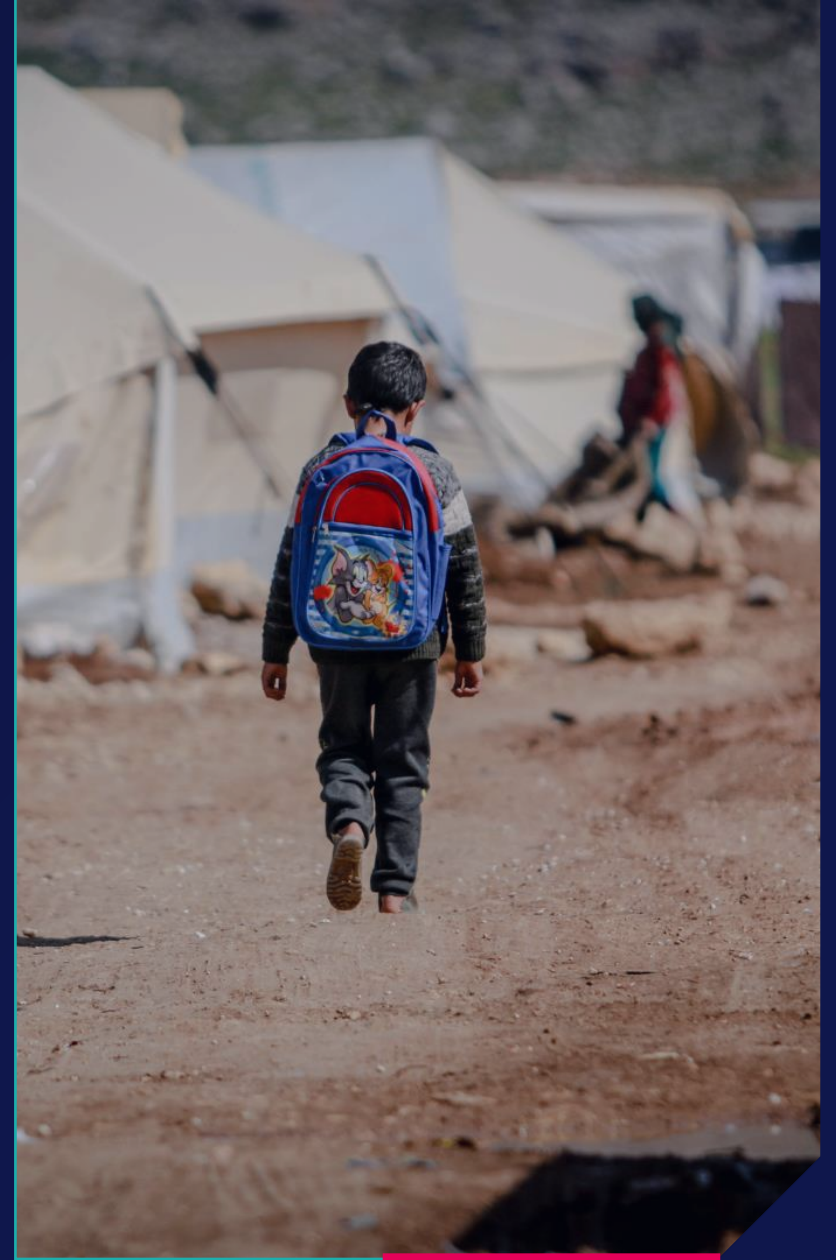
The war in Ukraine will end in 2025



% Likely

# 49%

The current wars in the Middle East will end in 2025





# Despite optimism, concerns remain as many foresee potential escalations regionally and globally



% Likely

**49%**

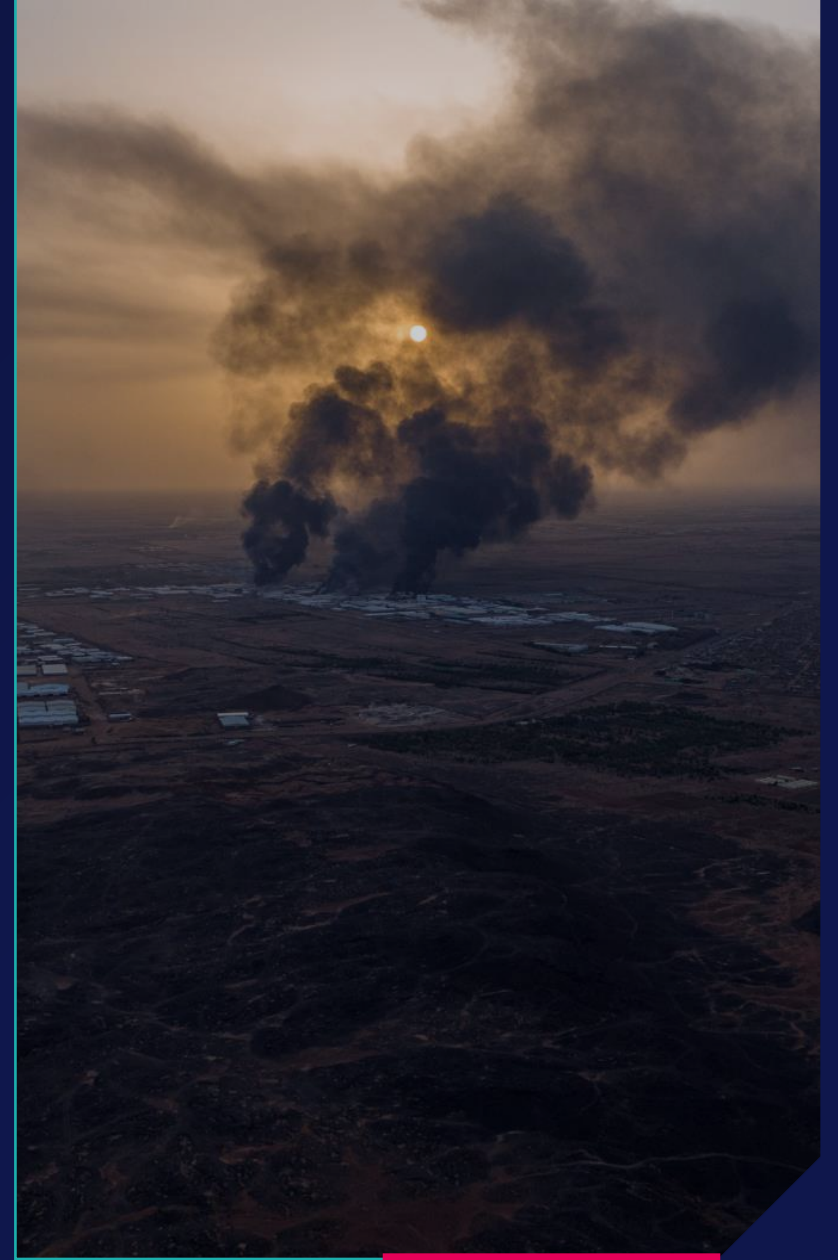
Nuclear weapons will be used in a conflict somewhere in the world



% Likely

**48%**

A large-scale armed conflict will erupt between Iran and Israel in 2025



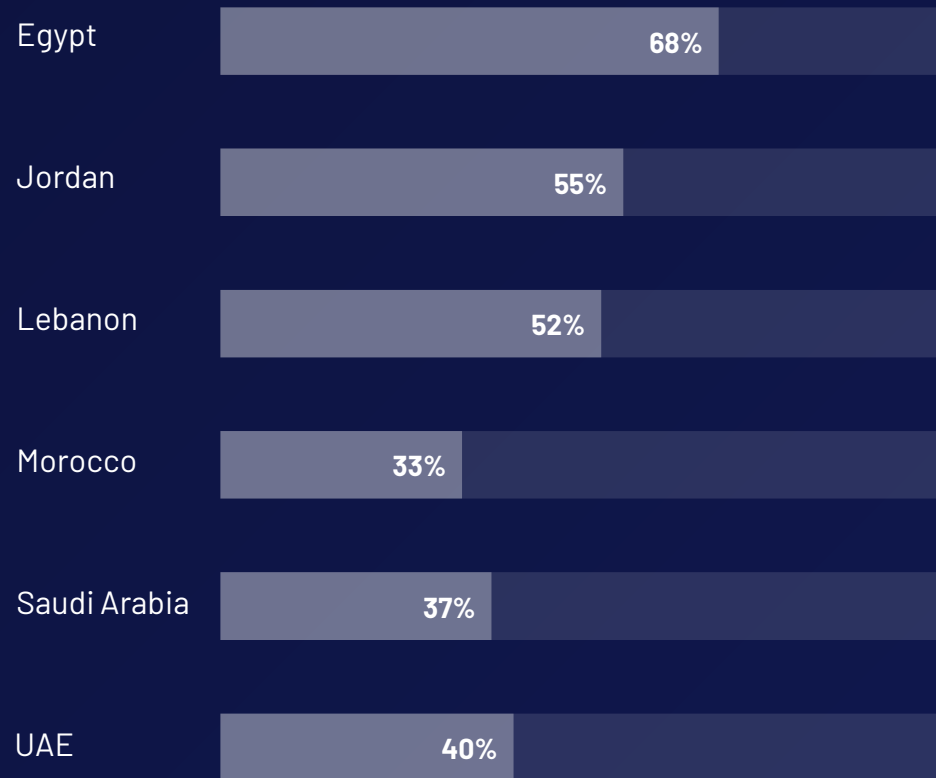
# Building on previous concerns, around half predict that regional conflicts could disrupt food supplies

% Likely

# 48%

Regional conflicts will disrupt food supplies to my country

## By Country



# EXPECTATIONS FOR SOCIETY IN 2025

# 04



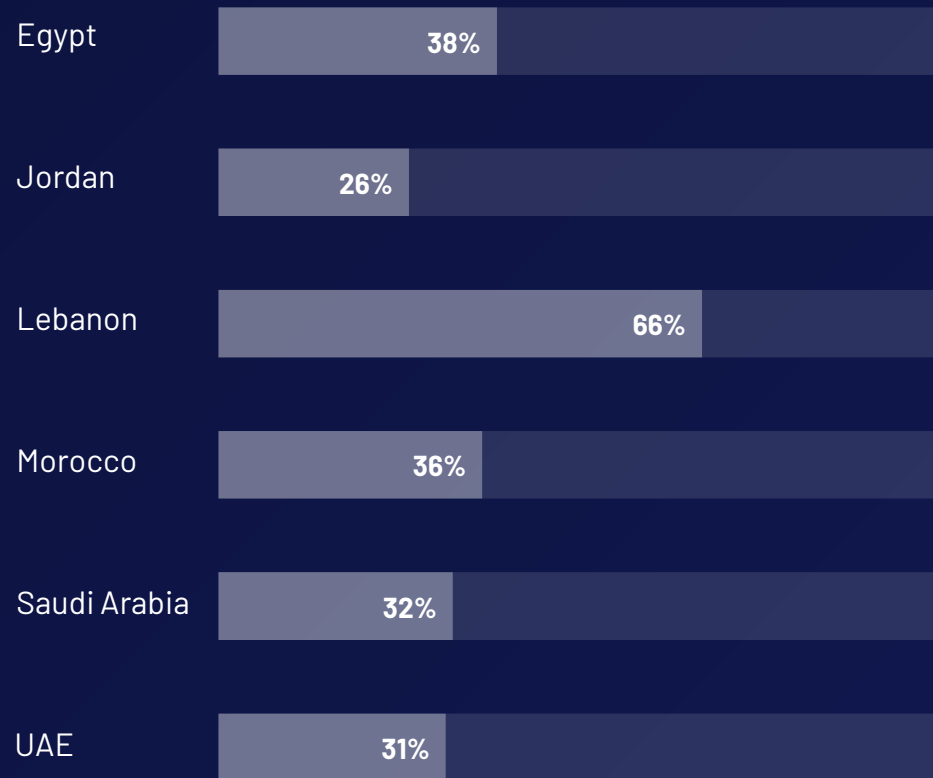
# In societal outlooks, around 2 in 5 foresee a decline in the population size

% Likely

# 38%

The total population size of my country will fall

## By Country





# Looking at societal progress, strong anticipation exists for gender equality progress in terms of female leadership participation and equal pay



% Likely

# 78%

My country will see an increase in the participation of women in politics and leadership roles



% Likely

# 68%

Women will be paid the same as men for the same work



# Expectations for gender equality and leadership

% Likely - by country



My country will see an increase in the participation of women in politics and leadership roles

Women will be paid the same as men for the same work

	My country will see an increase in the participation of women in politics and leadership roles	Women will be paid the same as men for the same work
Egypt	84%	80%
Jordan	82%	62%
Lebanon	76%	69%
Morocco	80%	62%
Saudi Arabia	73%	64%
UAE	75%	69%

# EXPECTATIONS FOR HEALTH IN 2025

# 05

# The majority in MENA hold a positive outlook on health, expecting improvements in both physical and mental well-being



% Agree

82%

My physical health will be better in 2025 than it was in 2024



% Agree

82%

My mental health will be better in 2025 than it was in 2024





# Expectations for health

% Agree - by country



82%



82%

My physical health will be better in 2025 than it was in 2024

My mental health will be better in 2025 than it was in 2024

Egypt	88%	90%
Jordan	73%	67%
Lebanon	74%	77%
Morocco	83%	84%
Saudi Arabia	86%	85%
UAE	88%	87%

In broader health issues, there's a mix of hope and caution. While many are optimistic about finding a cure for cancer, more than half expect a new global pandemic



% Likely

66%

We will find a cure for cancer



% Likely

54%

There will be a new global pandemic caused by a new virus



# EXPECTATIONS FOR THE ECONOMY IN 2025

# 06

# Overall, confidence in the future economy is high. The majority believe both their country's economy and the global economy will be stronger in 2025

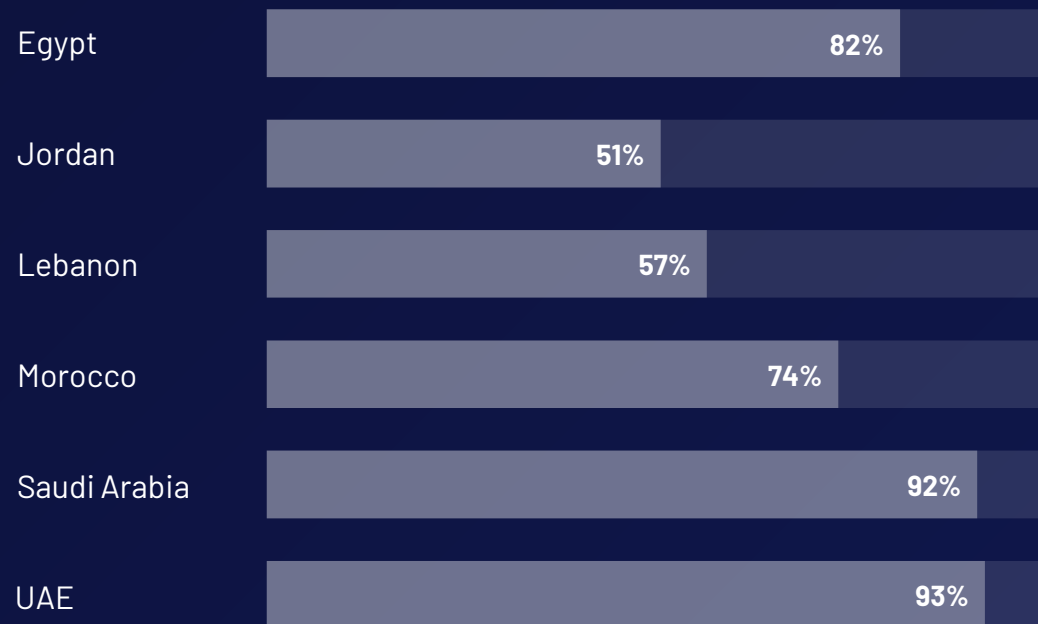
## 75%

% Agree

The economy in my country will be stronger in 2025 than it was in 2024



### By Country



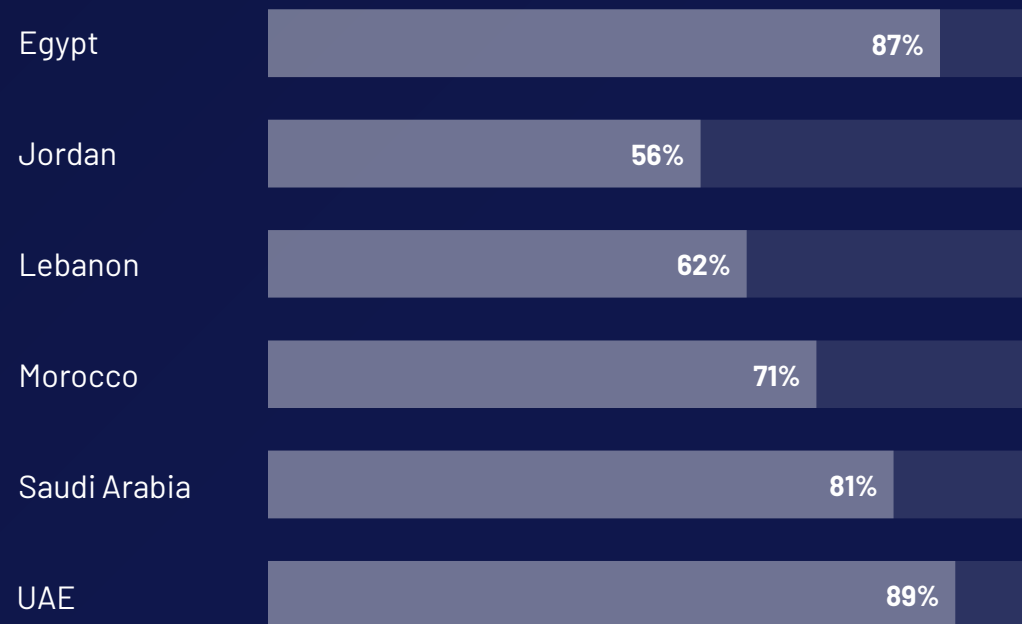
## 74%

% Agree

The global economy will be stronger in 2025 than it was in 2024



### By Country





# While overall economic optimism is high, people in MENA expect financial challenges with prices climbing faster than incomes, and increases in inflation, taxes, as well as interest rates

% Likely

75%

Inflation in my country will be higher in 2025 than in 2024



74%

Prices in my country will increase faster than people's incomes



69%

Taxes in my country will be higher in 2025 than in 2024



68%

Interest rates in my country will be higher in 2025 than in 2024



# Economic expectations

% Likely - by country



	Inflation in my country will be higher in 2025 than in 2024	Prices in my country will increase faster than people's incomes	Taxes in my country will be higher in 2025 than in 2024	Interest rates in my country will be higher in 2025 than in 2024
Egypt	87%	85%	82%	85%
Jordan	85%	86%	79%	68%
Lebanon	81%	80%	82%	65%
Morocco	80%	80%	72%	70%
Saudi Arabia	55%	53%	48%	58%
UAE	60%	61%	52%	60%

# People also expect potential challenges in the labor market, with predictions of job-finding difficulties and higher unemployment

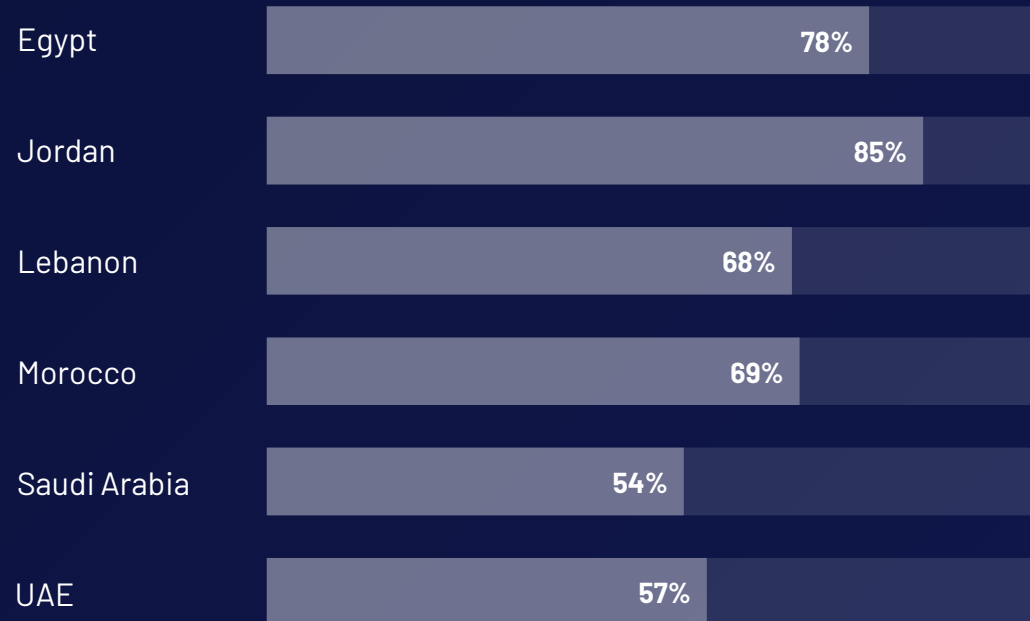
**69%**

% Likely

It will be more difficult to find a job in my country in 2025 than it was in 2024



## By Country



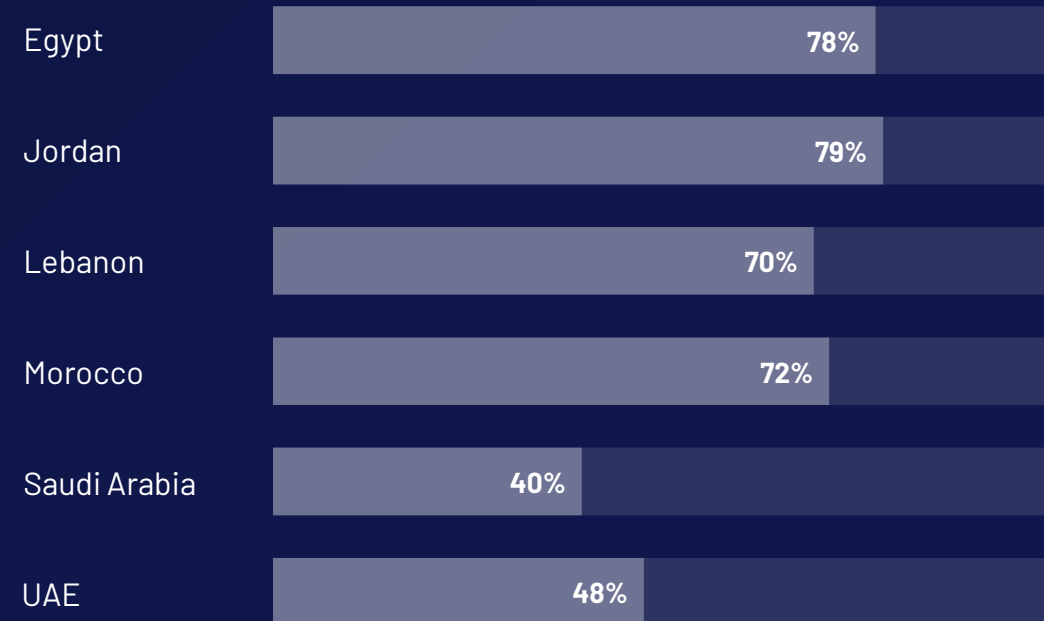
**65%**

% Likely

Unemployment in my country will be higher in 2025 than in 2024



## By Country



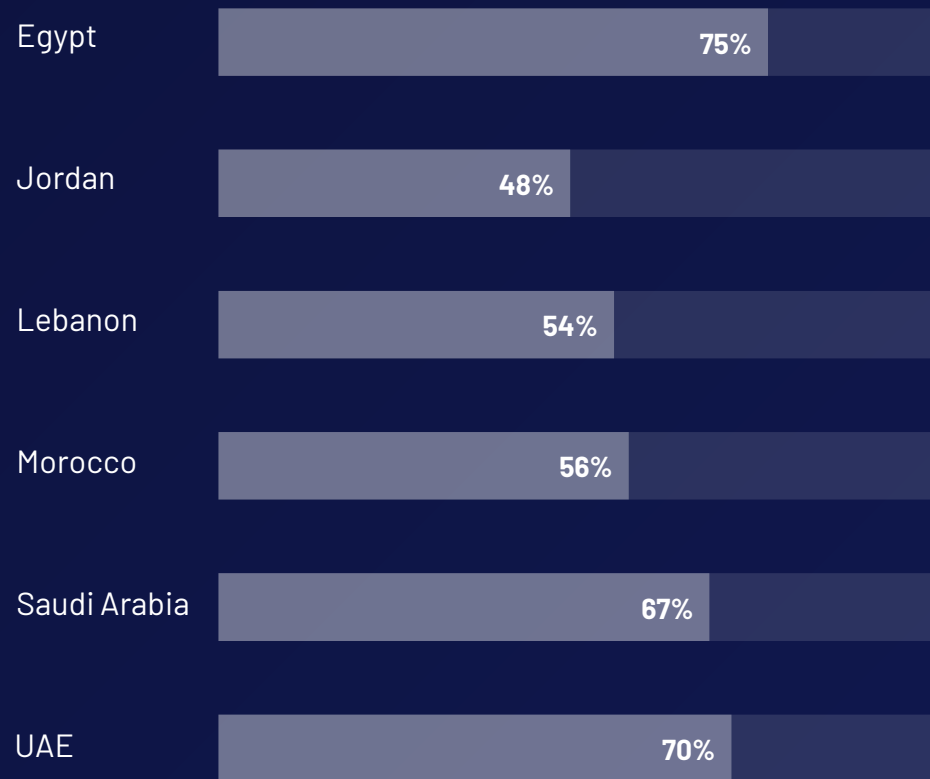
# Nonetheless, 3 in 5 are optimistic about their personal financial prospects, predicting improvement in their financial situation

% Likely

# 62%

My personal financial situation will improve in 2025

## By Country





# The majority are also expecting a thriving investment scene, with many aiming for major purchases



% Likely

# 66%

The economic environment in my country will be better for investment in 2025 than it was in 2024



% Likely

# 46%

I will make a major purchase (e.g. house, car) in 2025



# Outlook on investment and making major purchases

% Likely - by country



The economic environment in my country will be better for investment in 2025 than it was in 2024

I will make a major purchase (e.g. house, car) in 2025

	The economic environment in my country will be better for investment in 2025 than it was in 2024	I will make a major purchase (e.g. house, car) in 2025
Egypt	74%	52%
Jordan	49%	32%
Lebanon	60%	31%
Morocco	65%	44%
Saudi Arabia	73%	58%
UAE	77%	61%

# Despite the optimistic investment outlook, people expect demand for housing to increase alongside costs

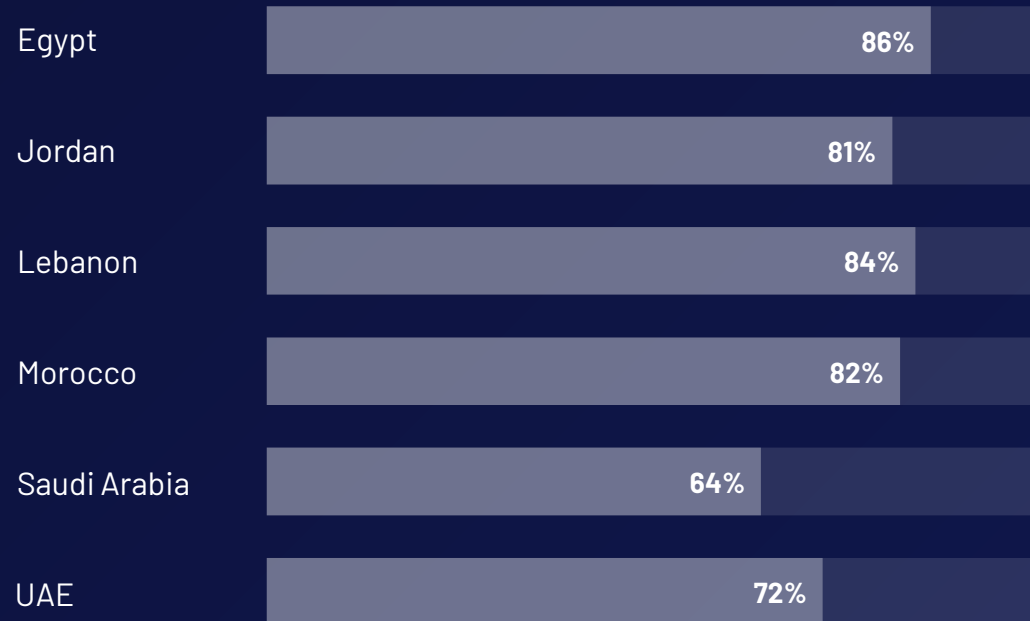
## 78%

% Likely

The cost of renting/buying a home in my country will continue to increase in 2025



### By Country



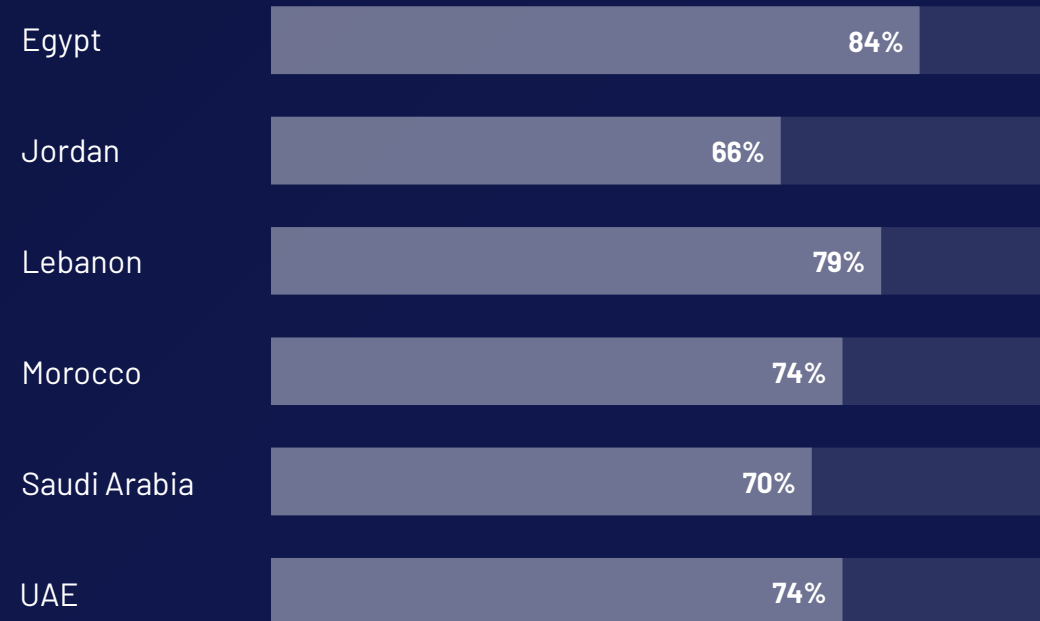
## 75%

% Likely

The demand for housing in my country will be higher in 2025 compared to 2024



### By Country



**07**

**EXPECTATIONS  
FOR THE  
WORKPLACE  
IN 2025**

# Workplace predictions show expected shifts towards flexibility and the possibility of adopting a four-day work week



% Likely

# 64%

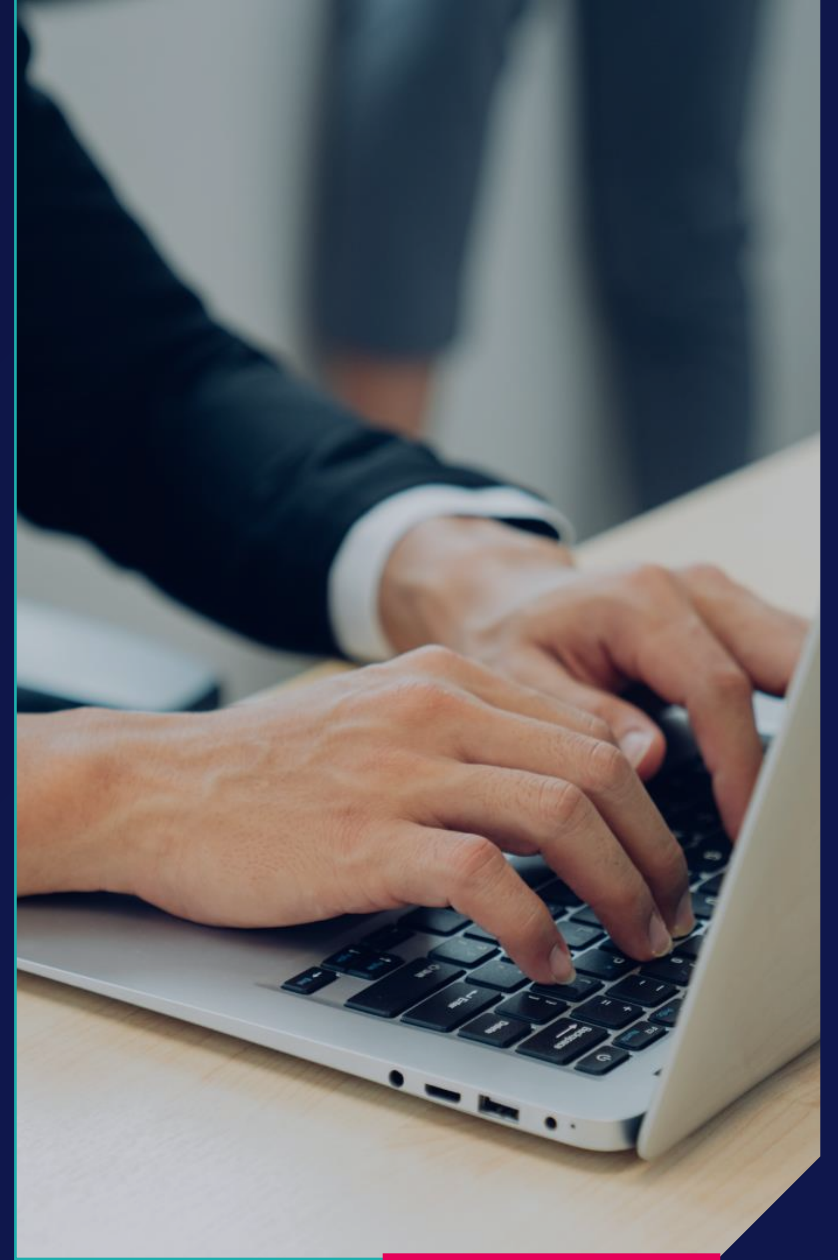
Businesses in my country will offer employees more flexibility in work arrangements compared to 2024



% Likely

# 50%

It will become normal for businesses in my country to implement a four-day working week





# Predictions for the workplace

% Likely - by country



64%



50%

Businesses in my country will offer employees more flexibility in work arrangements compared to 2024

It will become normal for businesses in my country to implement a four-day working week

Egypt	76%	68%
Jordan	53%	36%
Lebanon	61%	44%
Morocco	47%	27%
Saudi Arabia	73%	58%
UAE	74%	65%

# EXPECTATIONS FOR TRAVEL IN 2025

# 08

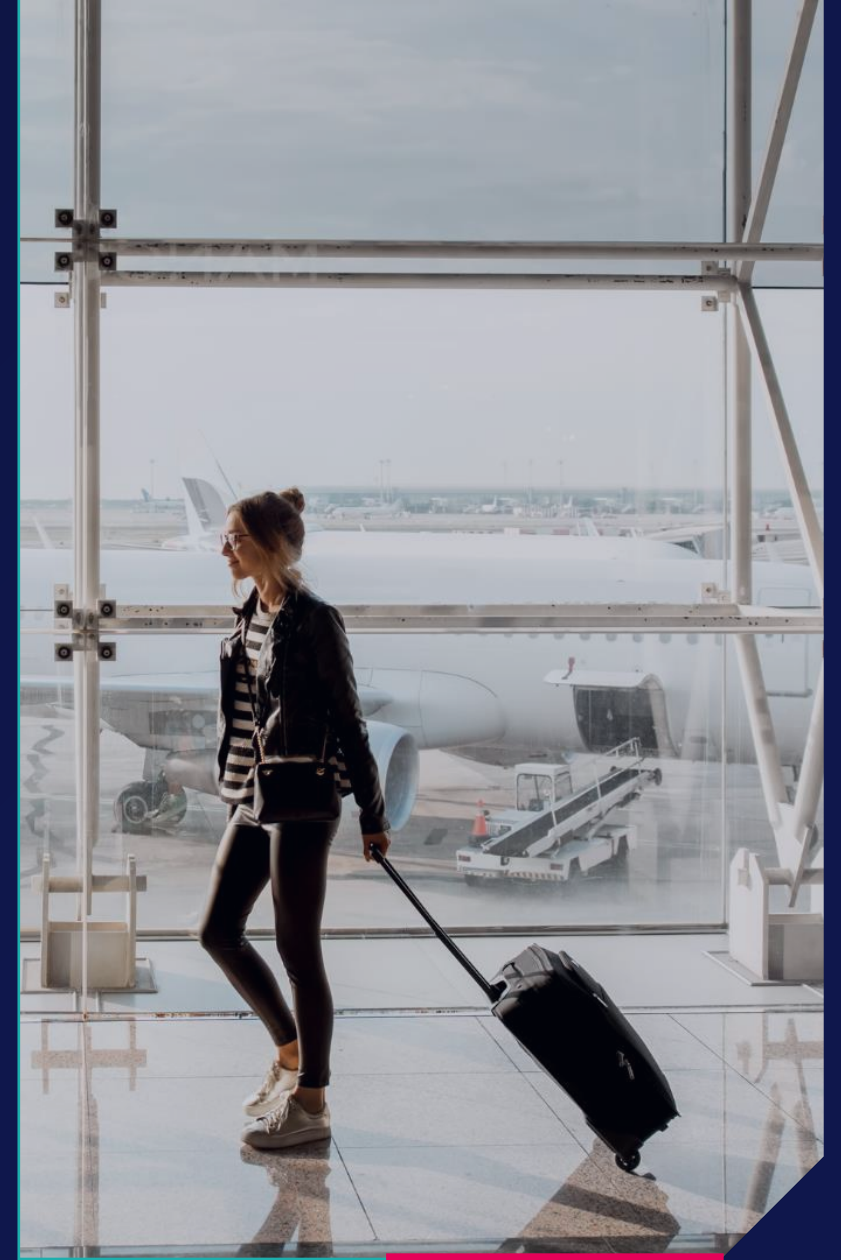
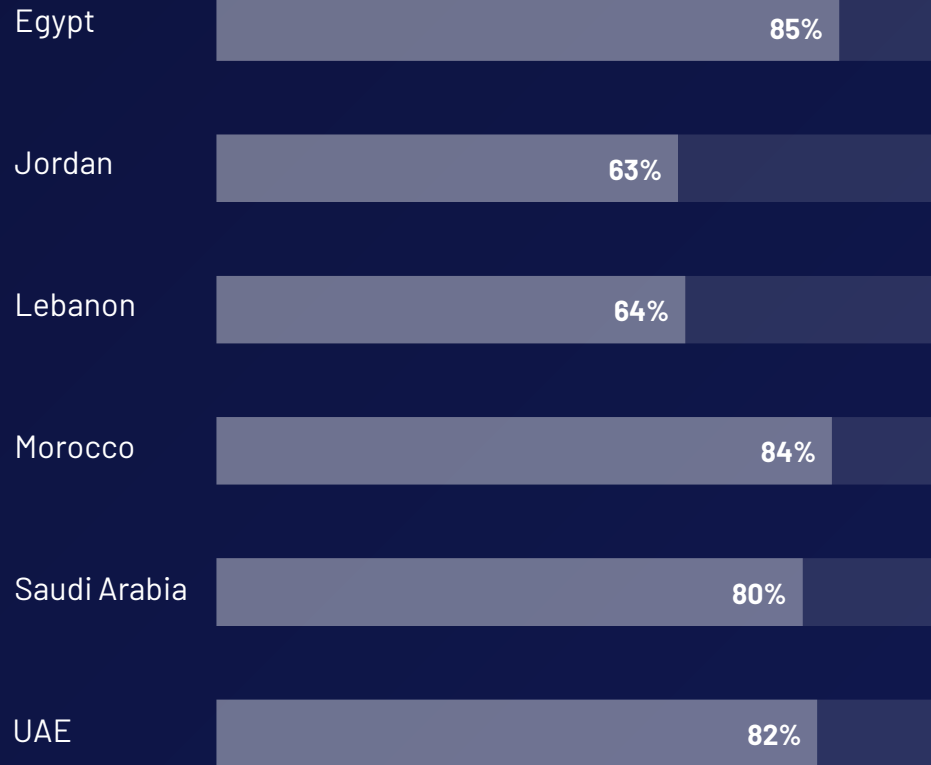
# The majority expect tourism to grow, anticipating an increase in visitor numbers to their country next year

% Likely

# 76%

More tourists will enter my country in 2025 compared to 2024

## By Country



09

# EXPECTATIONS FOR THE ENVIRONMENT IN 2025

# In environmental expectations, climate concerns are evident. People predict rising global temperatures, more extreme weather events and increased turbulence during flights

% Likely

75%

Average global temperatures will increase



66%

There will be more extreme weather events in my country in 2025 than there were in 2024



62%

Severe turbulence during flights will become more frequent and intense due to climate change



45%

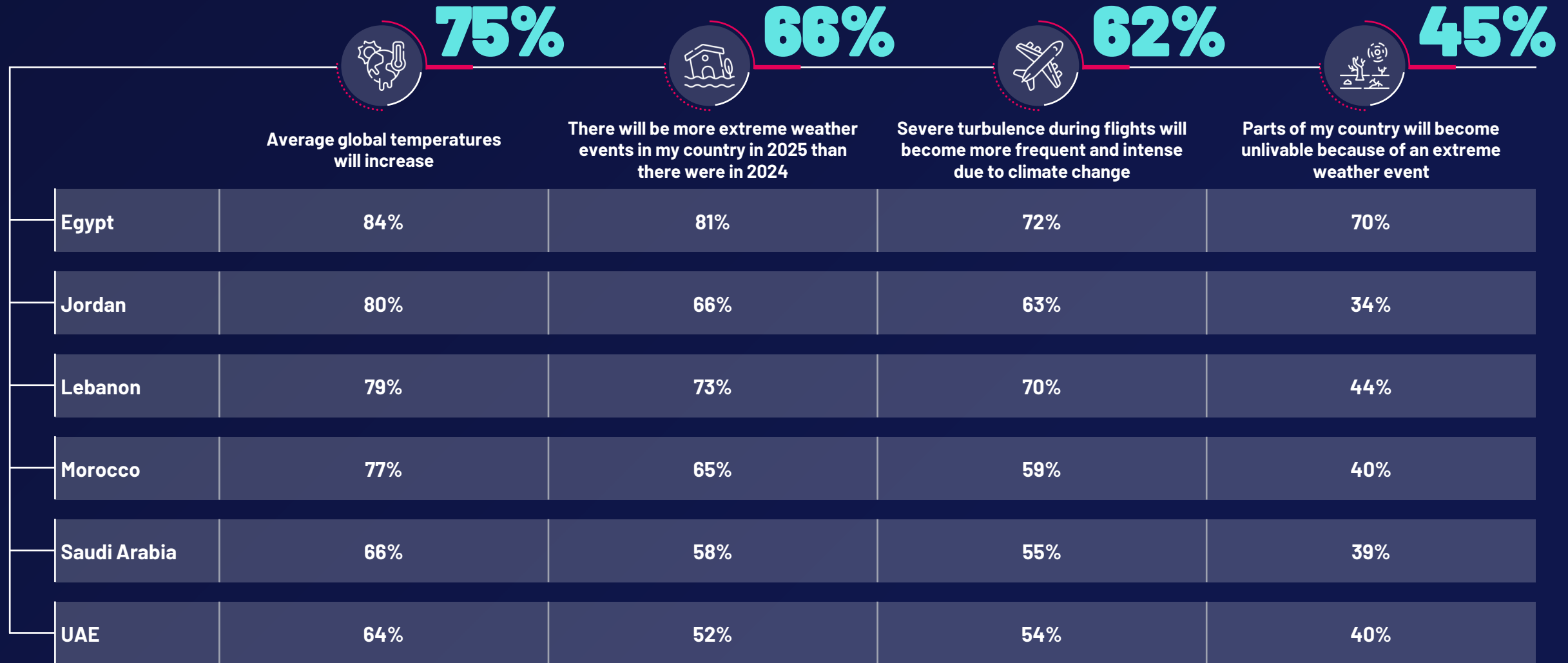
Parts of my country will become unlivable because of an extreme weather event





# Environmental expectations

% Likely - by country



# At the same time, many anticipate governmental action, predicting more ambitious carbon reduction targets and driving restrictions to control emissions



% Likely

# 61%

The government in my country will introduce more demanding targets to reduce carbon emissions more quickly



% Likely

# 49%

There will be restrictions introduced to reduce the amount people drive in their cars in my country



# Expecting significant changes, many envision their country transitioning to alternative energy sources and embracing the widespread adoption of electric vehicles



% Likely

# 77%

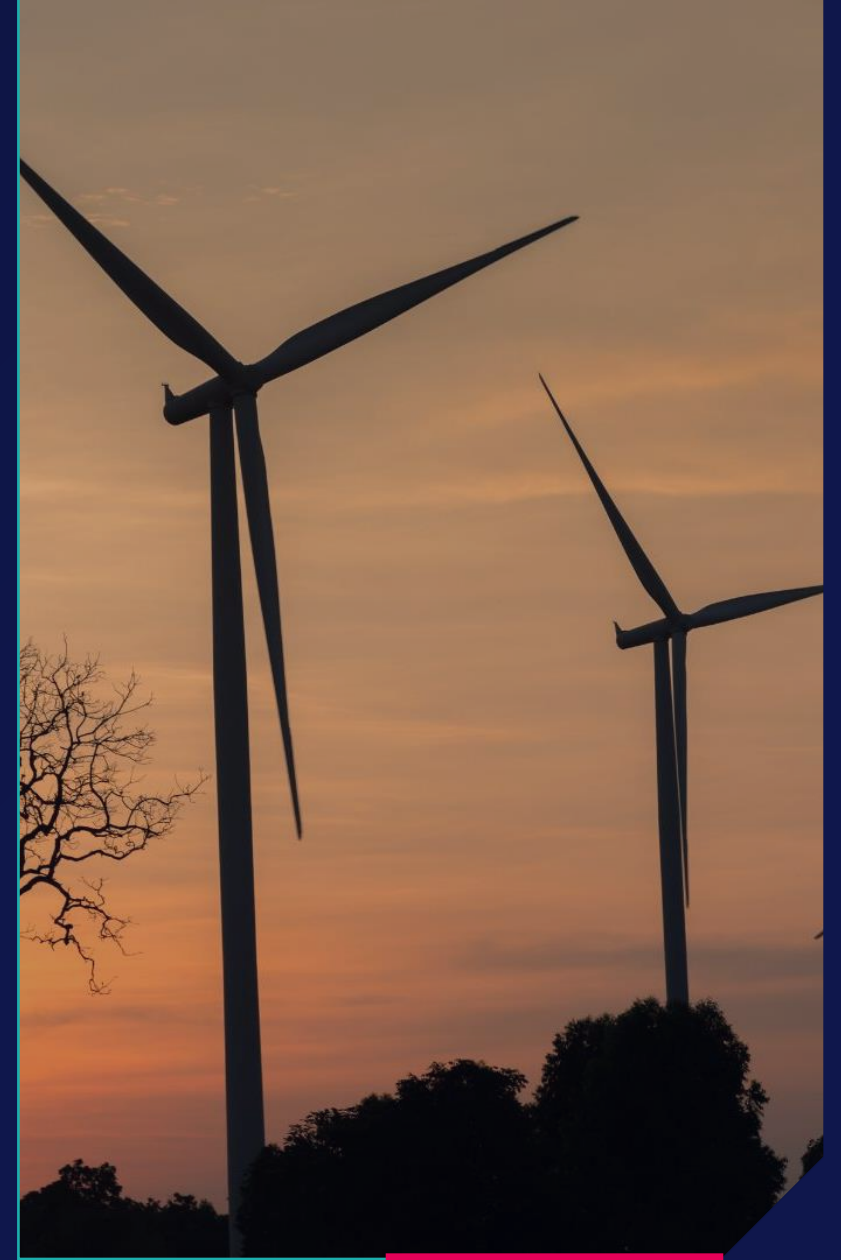
My country will primarily rely on alternative energy sources for its energy needs



% Likely

# 64%

Electric vehicles will become the primary mode of transportation for most people in my country



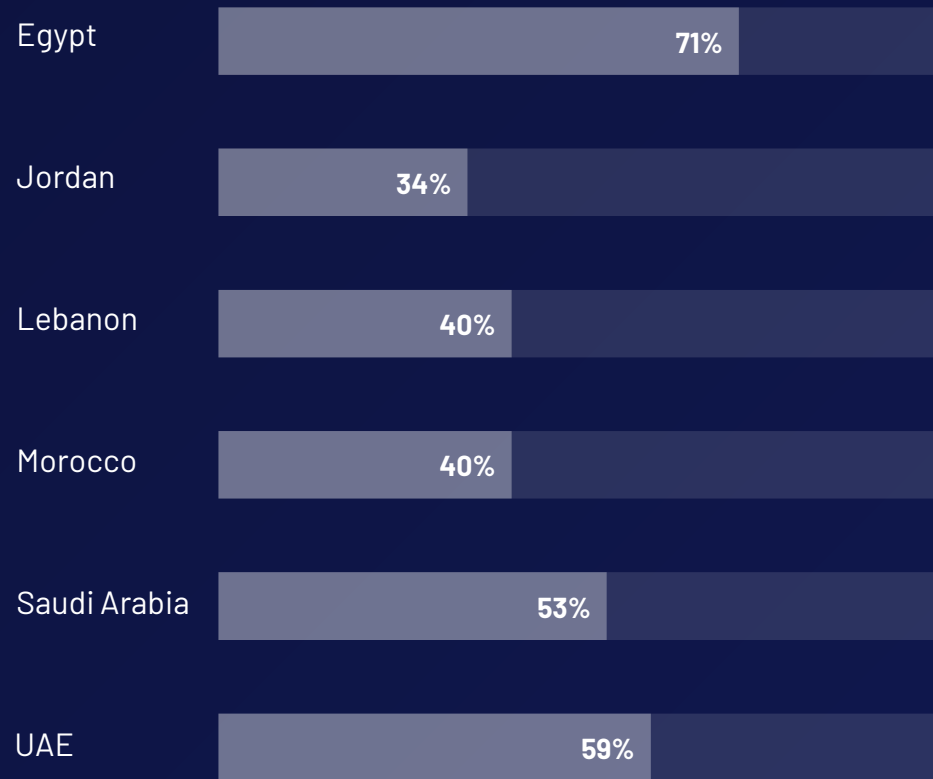
# There is also confidence in future innovation, as half foresee a breakthrough technology that could potentially halt climate change

% Likely

# 50%

There will be a breakthrough technology developed which will halt climate change

## By Country





# EXPECTATIONS FOR TECHNOLOGY IN 2025

# 10





**Technology's social influence brings mixed views. Many envision more online interactions and virtual living, yet there's a notable intent to reduce social media use**



% Likely

**82%**

People in my country will spend more time socializing online than face-to-face



% Likely

**66%**

Many more people will live their lives in virtual worlds



% Likely

**41%**

I will use social media less

# Predicted impact of technology on social interaction

% Likely - by country



People in my country will spend more time socializing online than face-to-face

Many more people will live their lives in virtual worlds

I will use social media less

	82%	66%	41%
	People in my country will spend more time socializing online than face-to-face	Many more people will live their lives in virtual worlds	I will use social media less
Egypt	85%	73%	32%
Jordan	88%	69%	42%
Lebanon	90%	62%	33%
Morocco	82%	70%	47%
Saudi Arabia	75%	58%	47%
UAE	73%	66%	47%

# Regarding the future of commerce and technology, the majority expect a transition to digital, with online purchases and digital payments becoming the norm

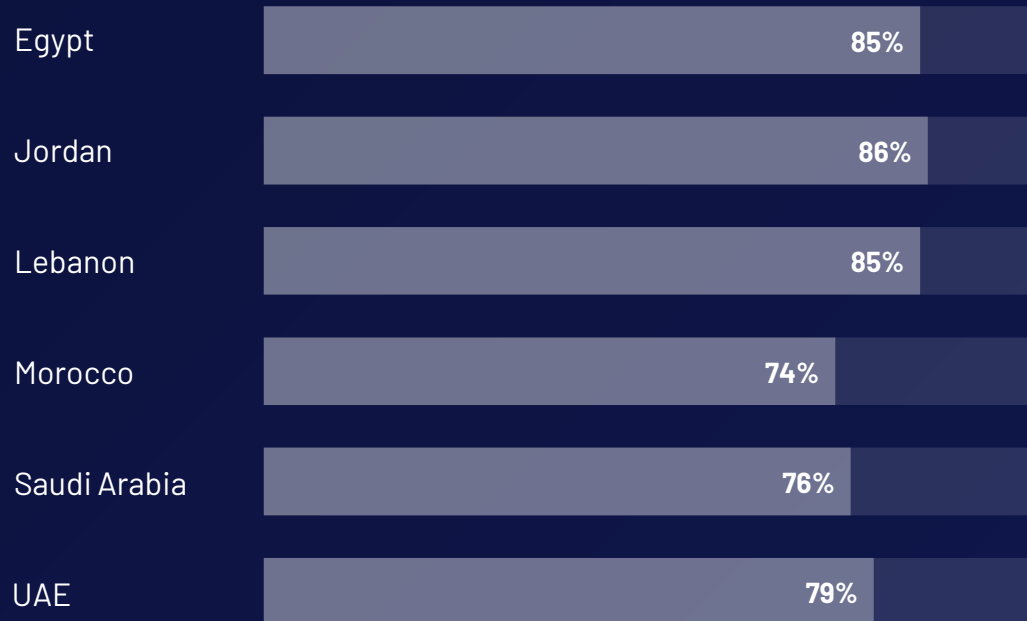
## 81%

People in my country will spend more money online than in physical stores in 2025

% Likely



### By Country



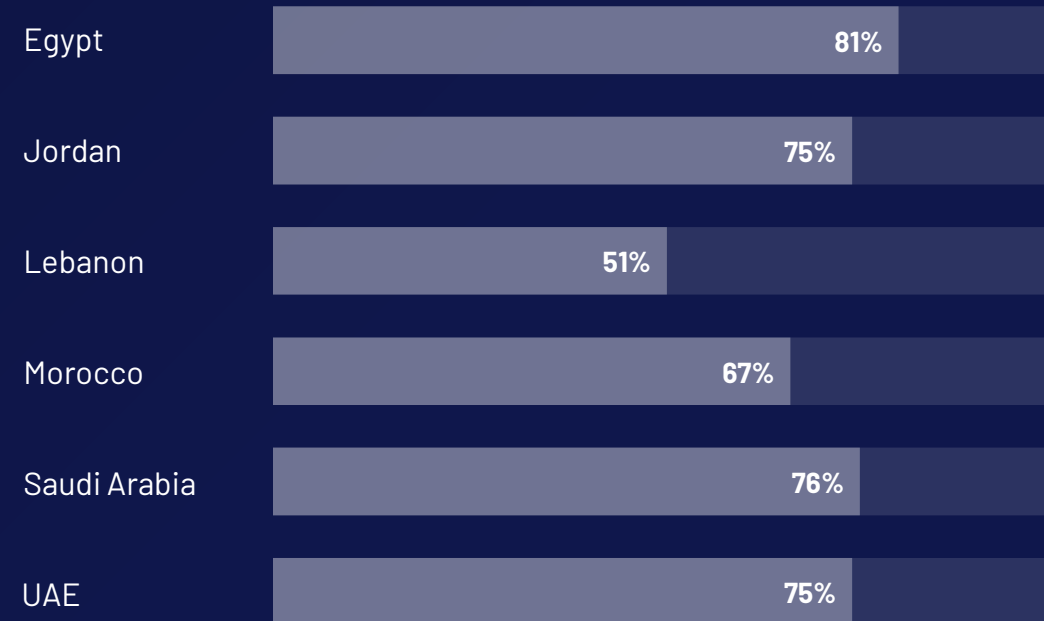
## 71%

Digital payment methods will almost entirely replace cash in my country

% Likely



### By Country



# When considering AI and its influence on employment, there is a recognition of its potential to create opportunities while also posing risks to the current employment landscape

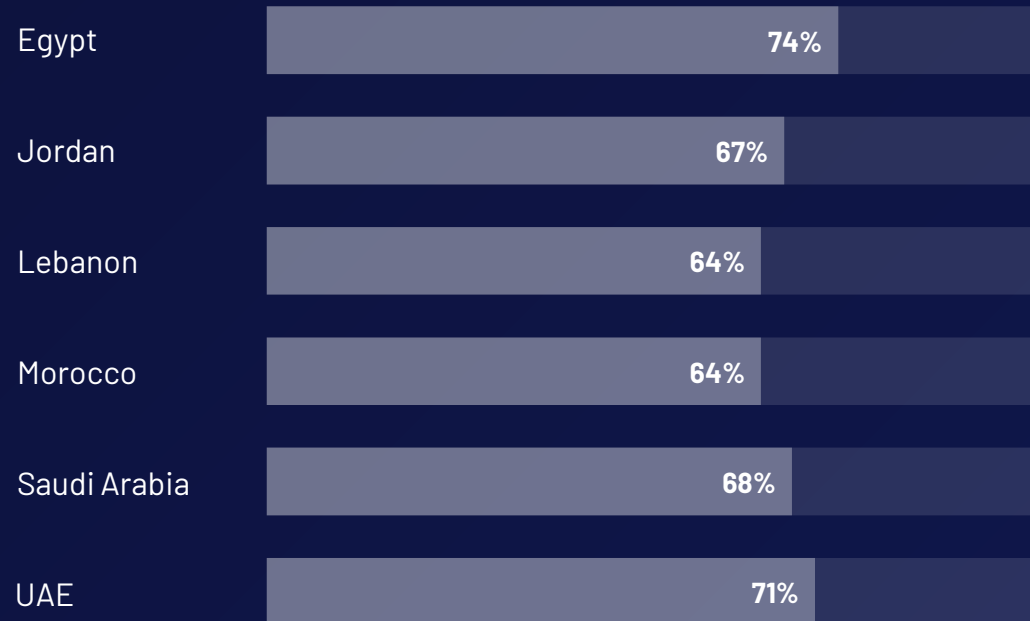
**68%**

% Likely

Artificial intelligence will lead to many new jobs being created in my country



## By Country



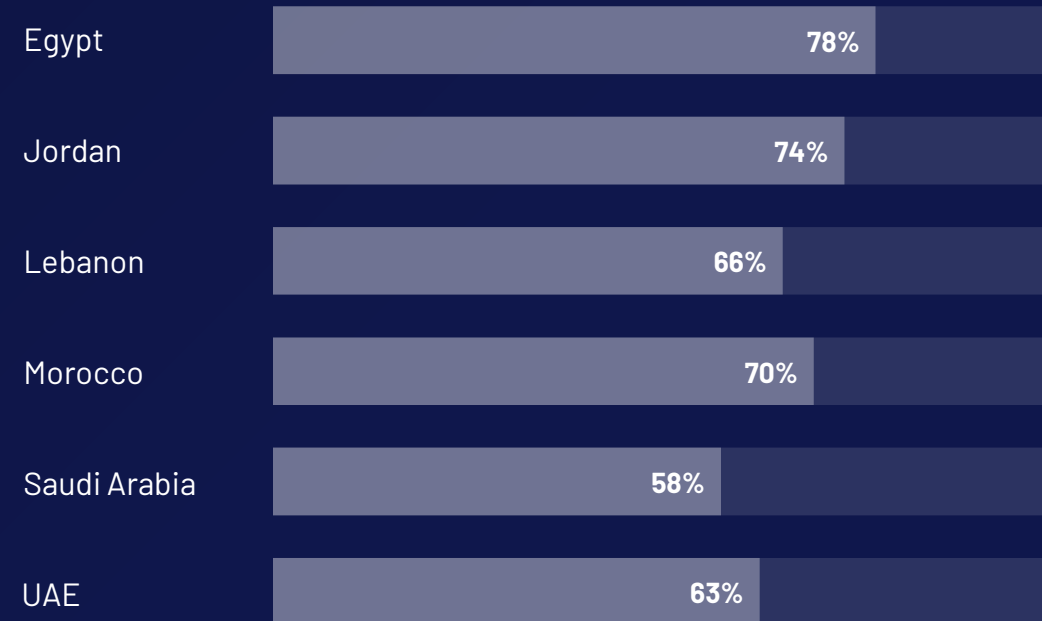
**68%**

% Likely

Artificial intelligence will lead to many new jobs being lost in my country



## By Country



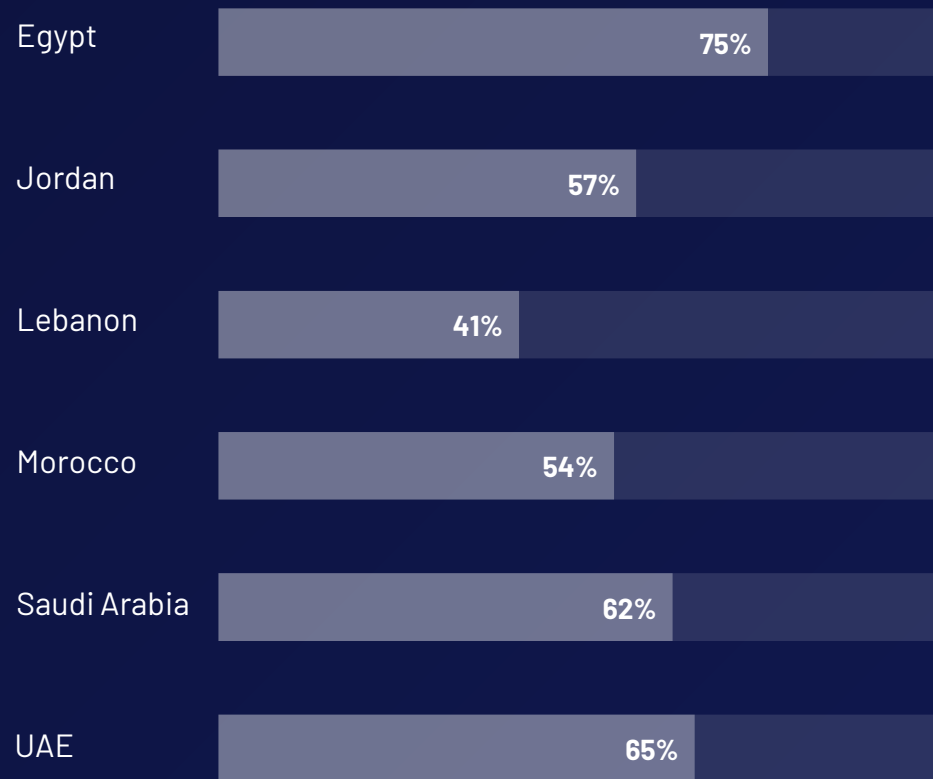
# Expectations lean towards increased government intervention, where many predict stricter rules for large tech companies to manage their growing power

% Likely

# 59%

Strict rules for large technology companies will be introduced by the government in my country

## By Country





# PAST & FUTURE RESOLUTIONS

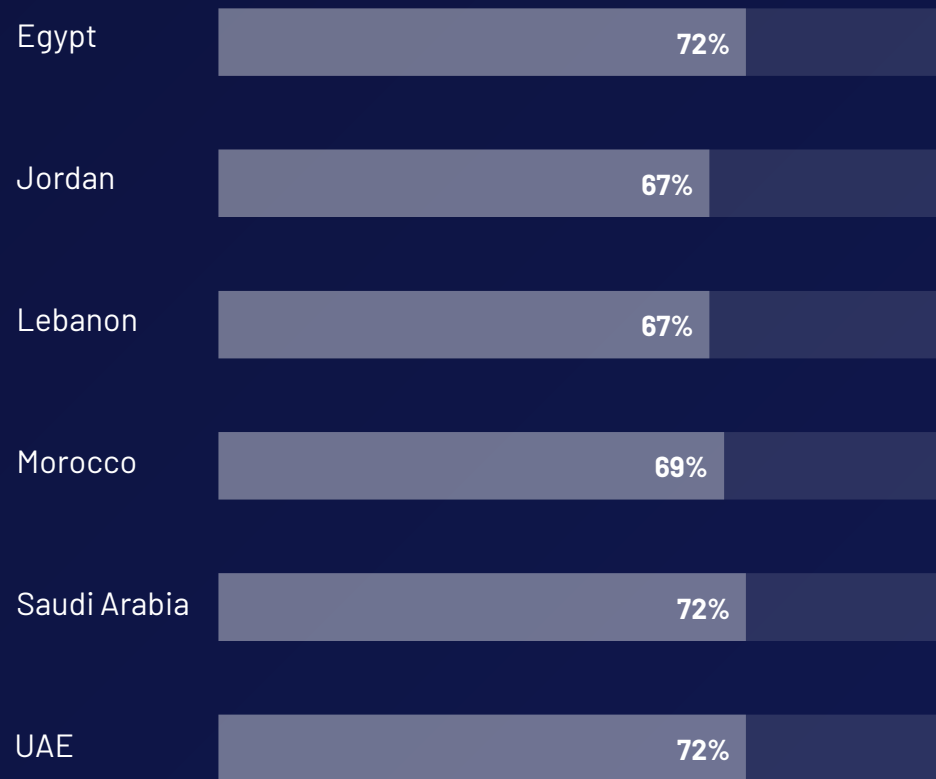
# 11

# Looking back at past resolutions, the majority kicked off the year with set goals for things they wanted to accomplish

# 70%

Had set resolutions for things they wanted to accomplish in 2024

## By Country



# However, success in achieving goals varied, with a minority reaching full goals, half making significant progress, and others experiencing minimal to no success

Success in achieving 2024 goals set

14%

Completely successful:  
full achievement of  
goals



49%

Somewhat successful:  
significant progress  
made, but goals weren't  
fully achieved



27%

Somewhat  
unsuccessful: minimal  
progress made



11%

Not at all successful:  
complete failure to  
achieve goals

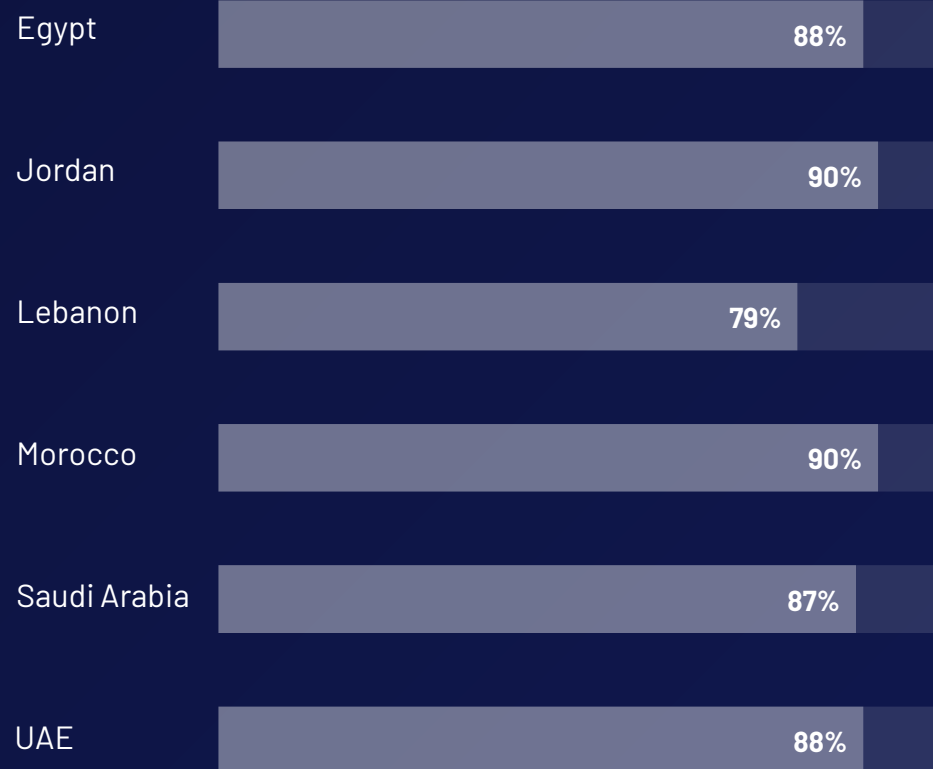


# Looking ahead to 2025, more people plan to set resolutions than last year, indicating an increased interest in personal growth

# 87%

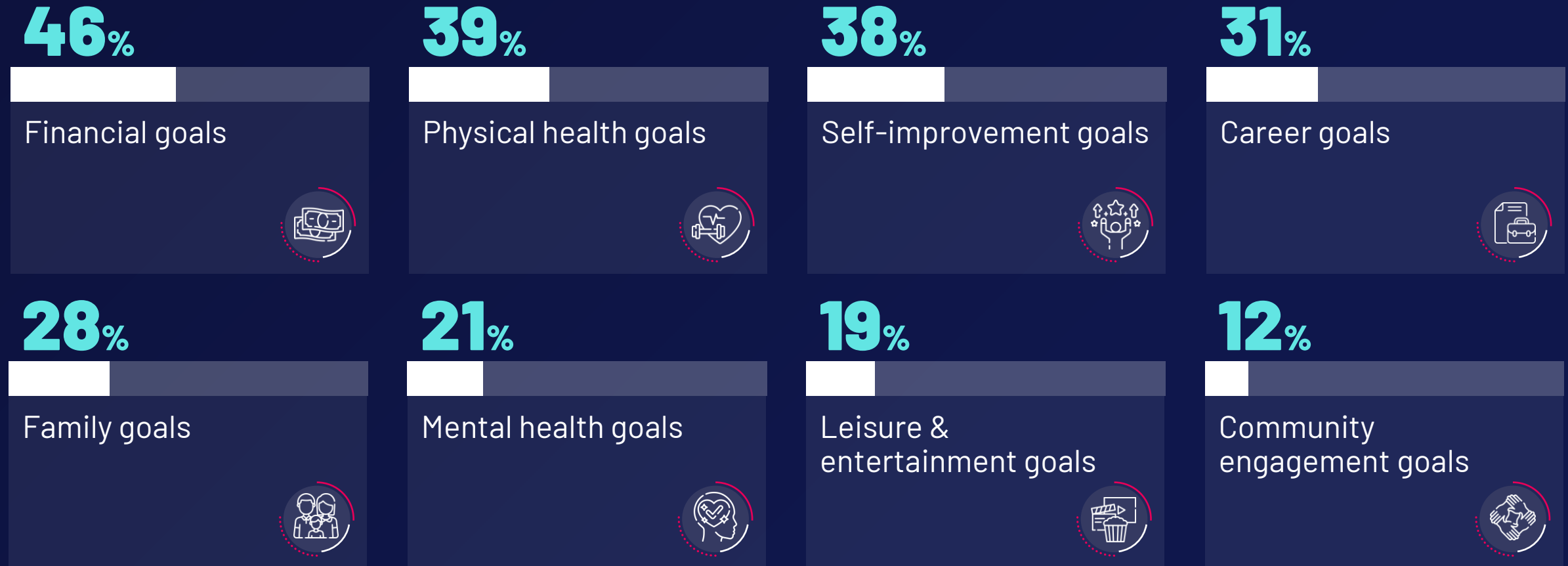
Will set personal resolutions to accomplish specific goals in 2025

## By Country



# The range of goals set for 2025 is diverse, with financial goals topping the list, alongside a notable focus on physical health and self-improvement

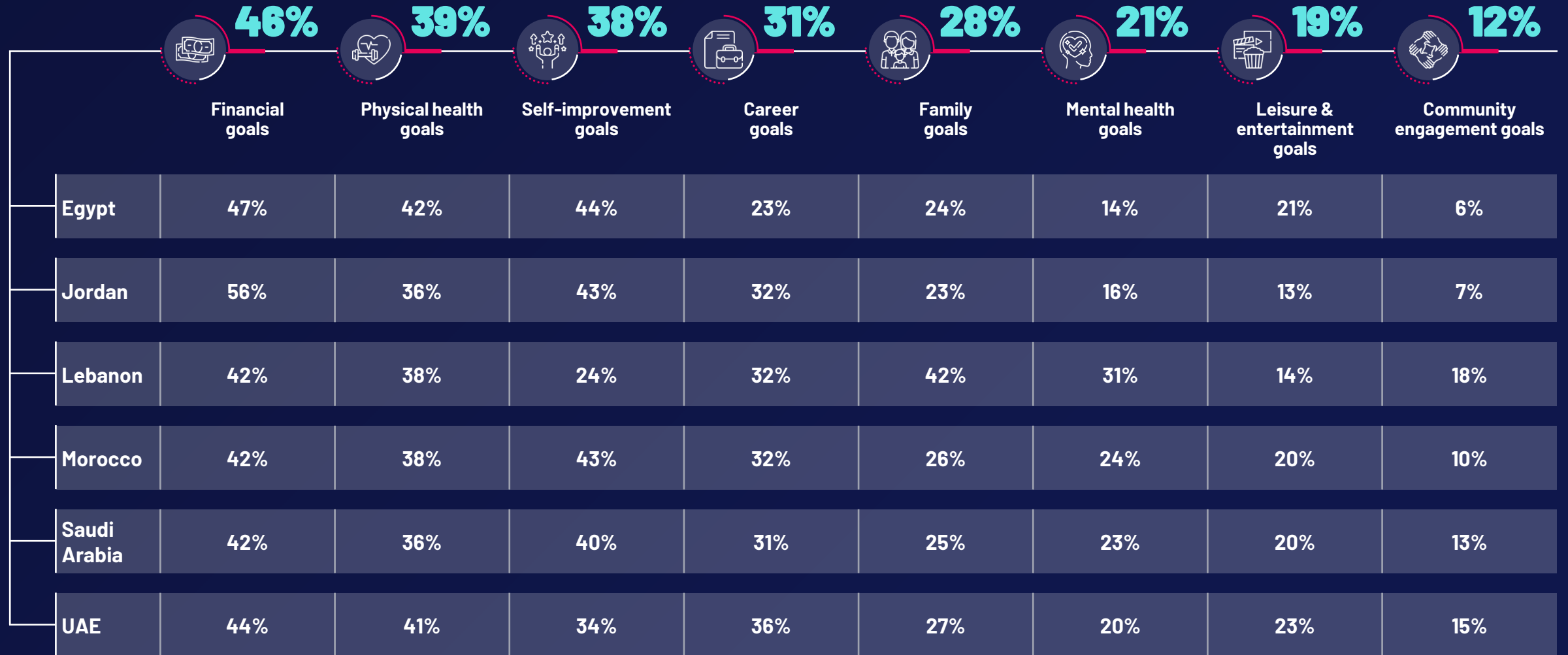
Types of personal goals for 2025





# Types of personal goals for 2025

% - by country



# Sample and methodology

## Sample size

3,000 respondents

## Sample criteria

General public: age (18+), national representation

## Methodology

The survey was conducted via Ipsos online panel, computer aided telephone interviews and computer aided personal interviews

## Geographical coverage

Conducted in MENA with a nationwide coverage across: Egypt, Jordan, Lebanon, Morocco, Saudi Arabia and UAE

# FOR MORE INFORMATION

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