

What people are searching for: Celebrating Life's Moments

Searches for **“Wedding Dress”** and **“فستان زفاف”** have grown by over 30% YOY while searches for **“فستان عروس”** Have grown by over 264% YoY.¹

TOP SEARCHES INCLUDE

“Wedding dresses”, “فستان زفاف 2020”

Searches for **“EID El-Fitr”** and **“EID Al-Adha”** have grown by over 40% YoY with searches for the latter starting up to 10 weeks ahead of the moment itself.

Celebrations for the two moments saw searches for **“EID Cake”** growing by 41% YoY, and searches for **“EID gifts”** growing by 95%.

TOP SEARCHES INCLUDE

“Adha eid 2021” “Eid Holidays 2021, “ عيد الأضحى 2021”, “العيد الكبير 2021” “إجازة عيد الاضحى “ موعِد عيد الأضحى

Searches for **“Graduation party”** and **“حفلة تخرج”** have grown by over 70% YOY.³

TOP SEARCHES INCLUDE:

“دعوة حفلة تخرج”, “ حفل تخرج الدفعة

Searches for **“Kid birthday”** and **“عيد اولاد”** have grown by over 22% YOY.⁵

TOP SEARCHES INCLUDE:

“Birthday Invitation Card”, “Birthday Invitation Message”

Searches for **“Birthday Invitation”** have grown by over 400% YOY.⁴

TOP SEARCHES INCLUDE:

“Birthday Invitation Card”, “Birthday Invitation Message”

¹ Google Trends,UAE, KSA and EG. Jan-Feb 2020 vs Jan-Feb 2021

² Google Trends,UAE, KSA and EG. Apr- June 2020 vs Apr- June 2021

³ Google Trends,UAE, KSA, and EG. Apr- June 2020 vs Apr- June 2021

⁴ Google Trends,UAE, KSA and EG. Apr- June 2020 vs Apr- June 2021

⁵ Google Trends,UAE, KSA and EG. Apr- June 2020 vs Apr- June 2021



What people are searching for: Self-care

Searches for **“Skin care”** have grown by over 36% YOY⁶, while Searches for **“Face Care”** have grown by over 100% YOY.⁷

TOP SEARCHES INCLUDE

“Skincare”, “العناية بالبشرة”, “Skincare products”, “Skincare Routine”

Searches for **“Sunscreen”** have grown by over 100% YOY.⁸

TOP SEARCHES INCLUDE

“sunblock, “Sunscreen”, “Sunscreen for face”, “واقى شمس”, “Best sunscreen”

Searches for **“Dentist near me”** have grown by over 79% YOY.¹⁰

TOP SEARCHES INCLUDE

“Dentist”, “Best Dentist near me”

Searches for **“makeup near me”** have grown by over 124% YOY.⁹

⁶ Google Trends UAE, KSA and EG. Jan- March 2020 vs Jan-March 2021

⁷ Google Trends,UAE, KSA and EG., 2020 vs 2021

⁸ Google Trends,UAE, KSA and EG., April-June 2020 vs April-June 2021

⁹ Google Trends,UAE, KSA and EG. Feb-May 2020 vs Feb-May 2021

¹⁰ Google Trends,UAE, KSA and EG., May-June 2020 vs May-June 2021



What people are searching for: Figuring It Out

Searches for **“Jobs near me”** have grown by over **39% YOY.**¹¹

TOP SEARCHES INCLUDE

“Jobs”, “Part time jobs near me”

Searches for **“What to Wear”** have grown by over **52% YOY.**¹²

Searches for **“Vaccine near me”** have grown by over **3,523% YOY.**¹⁴

TOP SEARCHES INCLUDE

“Covid vaccine near me”,
“Vaccine center near me”, “Covid vaccine center near me”

Searches for **“Pcr for Travel”** have grown by over **2,908% YOY**, while **“Travel restrictions”** have grown by **231% YoY.**¹³

TOP SEARCHES INCLUDE

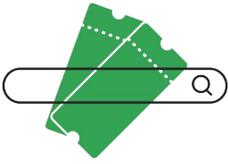
“ PCR test for travel”, “Pcr test near me”, “Saudi arabia travel restriction”, “Dubai travel restrictions”, “Abu Dhabi travel restrictions”

¹¹ Google Trends, UAE, KSA and EG. Jan- March 2020 vs Jan-March 2021

¹² Google Trends,UAE, KSA and EG. April-June 2020 vs April-June 2021

¹³ Google Trends,UAE, KSA and EG. April-June 2020 vs April-June 2021

¹⁴ Google Trends,UAE, KSA and EG. Jan-June 2020 vs Jan-June, 2021



What people are searching for: Indoor and Outdoor Recreation

Searches for **“Staycation”** have grown by over 173% YOY.¹⁵

TOP SEARCHES INCLUDE

“Staycation”, “Staycation deals”, “Staycation Dubai”, Staycation Deals Uae”

Searches for **“Diving”** have grown by over 46% YOY.¹⁷

TOP SEARCHES INCLUDE

“Scuba Diving”, “Pearl Diving”, “Red sea diving resort”

Searches for **“Paddle Tennis”** have grown by over 3,045% YOY.¹⁸

TOP SEARCHES INCLUDE

“Paddle Tennis”, “Paddle tennis racket”

Searches for **“Camping”** have grown by over 46% YOY, and **“Glamping”** by over 201% YOY.¹⁶

TOP SEARCHES INCLUDE

“Camping Chair”, “Camping Table”, “Camping equipment”, “البر و التخييم”, “Camping in Dubai”, “Glamping”,

Searches for **“Kids Activities”** have grown by over 40% YOY.¹⁹

TOP SEARCHES INCLUDE

“Activities for kids at home”

¹⁵ Google Trends,UAE, KSA and EG. Jan- March 2020 vs Jan-March 2021

¹⁶ Google Trends,UAE, KSA and EG. April-June 2020 vs April-June 2021

¹⁷ Google Trends,UAE, KSA and EG. Mar-May 2020 vs Mar-May 2021

¹⁸ Google Trends,UAE, KSA and EG. April-June 2020 vs April-June 2021

¹⁹ Google Trends,UAE, KSA and EG. Jan - Feb 2020 vs Jan - Feb, 2021