THE SNAPCHAT GENERATION

VOLUME 1



INTRODUCING THE SNAPCHAT GENERATION

Snapchat reaches 943 million monthly active users around the world, making it the platform where people connect and stay close.[1]

In MENA, Snapchat isn't about polished posts or curated perfection. It's about the quick Snap before the laugh ends, the unfiltered reaction, the warmth between friends and family that plays out across Snaps, voice notes, and group chats throughout the day.



It's a report that goes beyond surface-level insights to give brands real ways to connect on the app their audience open consistently throughout a day.

So if you really want to understand

THE SNAPCHAT GENERATION

this is where you start

WHO IS THE SNAPCHAT GENERATION

The Snapchat Generation doesn't overthink it. They just Say It In A Snap. They use a unique language here that's fast, visual, and deeply intuitive.

They share all the moments–big and small	On Snapchat, every moment matters. The messy wins. The half-eaten meals and in the moments Snaps.
Snapchat is the core of their social ecosystem	It's where they connect and maintain relationships.
They're digital natives with emotional superpowers	This is where they navigate the highs and lows of life with heart, sharing real moments as they're happening.
Here, their connections run deeper	They always show up and check in. It's the everlasting thread that keeps them bonded.
They're frequently online, but not always performing	Snapchat gives them space to share authentically. Just real life and a constant thread of connection to the people they care about most.

INSIGHT 1



AUTHENTICITY THROUGH SPONTANEITY

For The Snapchat Generation in MENA, authenticity lives in the moment itself; the quick Snap before the laugh ends, the real reaction, the unscripted connection. It's not how polished it looks, but rather how it feels in the moment.

TRUTH IN NUMBERS

94% 🇸🇦

85% 🇦🇪

of daily KSA & UAE Snapchatters say ‘Snapchat is where I can be my most authentic and real self’[2]





90% 🇸🇦

83% 🇦🇪

of daily users in KSA & UAE consider Snapchat the platform where they 'don't feel the pressure of social media (likes, polished moments, etc.)'[3]



WHAT IT MEANS FOR BRANDS

Snapchat isn't primarily the place for overproduced, overpolished, or overthought content. It's about showing up the way Snapchatters do—real, raw, and creative



Embrace the weird, the wacky, and the wonderfully unfiltered. The more it reflects your brand's true personality, the better. Keep it authentic. Keep it real.

WHAT TO DO WITH IT

PRESENCE OVER POLISH THROUGH PUBLIC PROFILES

Public Profiles are your brand's home for real, off-the-cuff content, just like the everyday moments Snapchatters share. Skip the script and show up with in-the-moment posts that feel native to the platform.





REAL STORIES REAL IMPACT

Create Story Ads that capture life in the region — the humor, warmth, lifestyle and everyday dynamics between family and friends. Authentic depictions of how people connect, celebrate, and support each other resonate more deeply than idealized or overly polished portrayals.

REAL RESULTS *from* REAL BRANDS

TOPTOP

TopTop KSA partnered with Snapchat to launch an AR Lens campaign during the TOP JACKAROO Championship with creators, leveraging Snap's AR technology to enhance participation, interaction, and sharing. The lens reach & frequency delivered an eCPM approximately 20% lower than lens install and 55% higher paid reach under a similar budget. The share rate was 2× higher than that of install campaigns, while earned reach was 140% higher than install campaigns.[4]



INSIGHT 2

SNAP, SHARE, CONNECT



In MENA, connection isn't a single chat, it's a rhythm. The Snapchat Generation moves between Snaps, voice notes, and group threads and weaving an ongoing story across tabs. Every exchange, laugh, confession or quick update deepens the bond. It's not a performance, it's presence leading to a meaningful connection.

TRUTH IN NUMBERS



Over

202B

CHATS

were sent in H1 2025 across UAE and KSA[5]

85%

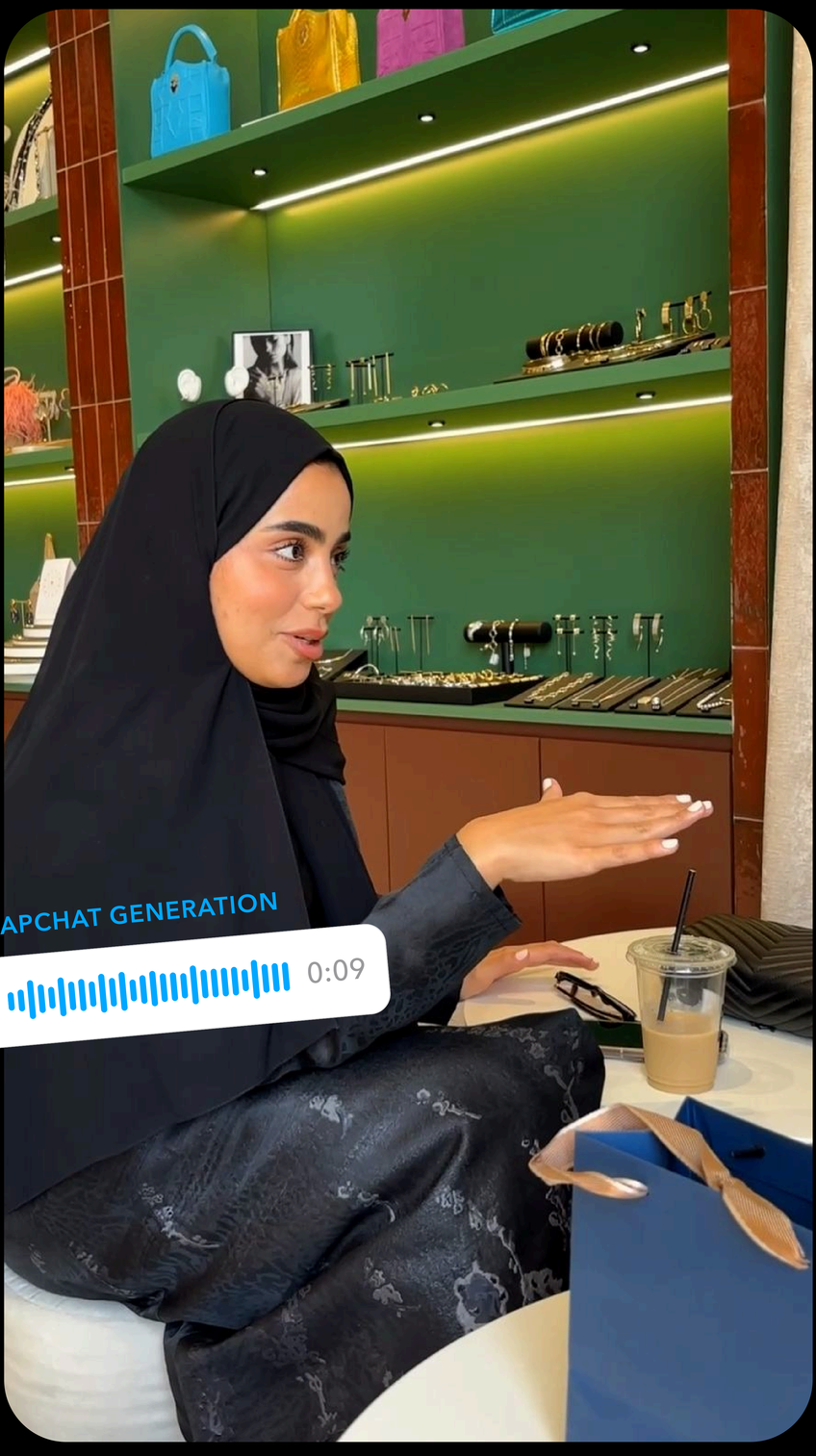
74%

of KSA & UAE Snapchatters use the chat tab regularly[6]



WHAT IT MEANS FOR BRANDS

On Snapchat, conversation comes first—so the creative should match the tone.



Think natural voice over and authentic storytelling that's created to match the way Snapchatters already share.

WHAT TO DO WITH IT

TALK LIKE A SNAPCHATTER THROUGH SPONSORED SNAPS

Sponsored Snaps let you drop right into the Chat feed, where real talk happens. When your tone feels honest and off-the-cuff, you could earn trust faster.

SHOW UP LIKE A FRIEND WITH STORY ADS

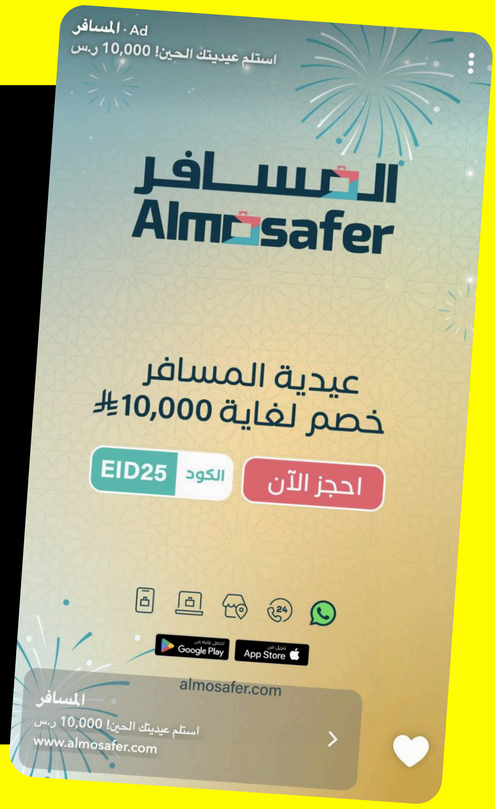
Story Ads are built to blend in with how Snapchatters are using Snapchat—quick and visual. Use Story Ads to meet your audience mid-laugh or mid-catchup with a tone that's human, honest, and effortlessly native.



REAL RESULTS
from REAL BRANDS

ALMOSAFER

Almosafer's First Sponsored campaign was a resounding success, achieving 13.6M paid impressions and reaching 12.8M Snapchatters. The daily average reach of the DR campaign increased by 129%. The First Snap approach successfully acquired new audiences and prospective customers. The brand increased ROI by 52% and reduced CPA by 34%.[7]



INSIGHT 3

FRIENDSHIP ON REPEAT



Snapchat is where real connections live, moment by moment. In MENA, it's where friends and family stay close throughout the day, sharing life as it unfolds. From checking in between classes or work, to getting a second opinion before a purchase, or sending a quick "miss you" Snap. It's the space for everyday connection.
On Snapchat, being present isn't about posting, it's about connecting and belonging.

TRUTH IN NUMBERS

On average, more than

26M 🇸🇦

and

5M 🇦🇪

people use Snapchat each month[8]





GCC Snapchatters open the app over[9]

50 TIMES A DAY

KSA Snapchatters open the app over[9]

50 TIMES A DAY

WHAT IT MEANS FOR BRANDS

The ongoing daily dialogue between Snapchatters makes one thing clear, it's the platform built for real connection.



That's why Snapchatters pay 2x more attention to full-screen video ads compared to the benchmark against the same format in other platforms.[10] They don't see them as interruptions, they see them as part of the experience.

WHAT TO DO WITH IT

ADS FOR ALL THE IN BETWEEN MOMENTS

Snapchat isn't a twice-a-day scroll, it's a steady stream of Snaps, Chats, and check-ins.

From showing up first with takeovers, to skippable and unskippable ads, Snapchat can help your brand show up in all those in-between moments, becoming part of the background beat of their day. Mid-morning coffee? Post-class recap? You're already there.



SMART CAMPAIGN SOLUTIONS, THE NEW KEY TO PERFORMANCE

Snapchatters don't just engage. They take action that can drive real business results. Smart Campaign Solutions is a suite of tools on Snapchat that leverages automation to deliver better outcomes for advertisers, with early adopters of Smart Bidding products seeing a 15% increase in return on ad spend and a 20% decrease in cost per purchase compared to previous bid strategies.[11]

REAL RESULTS *from* REAL BRANDS

CENTREPOINT

Centrepoint celebrated significant results with a campaign that featured a series of Dynamic Product Ads. The new approach positively impacted the brand's cost per click, driving more efficient traffic to its site. Specifically, after implementing the Smart Bidding strategy on app purchase re-engagement, CPC efficiency improved by 80% and the brand's ROAS grew by 60% compared to auto bid.[12]



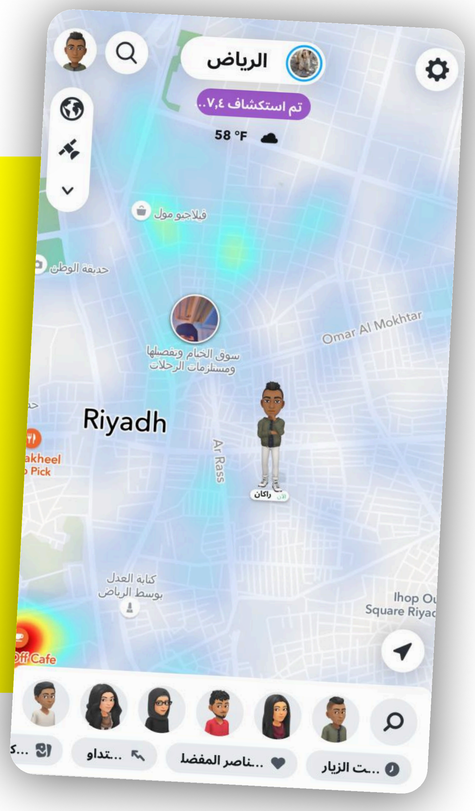
INSIGHT 4



CURIOSITY IN MOTION

Curiosity lives at the heart of Snapchat. It drives how people explore, play, and express themselves – from discovering the latest spots on Snap Map to reimagining their style through AR. On Snapchat, discovery isn't consumed, it's created.

TRUTH IN NUMBERS



The Snap map was opened over

5.5 BILLION TIMES

in H1 2025 in KSA and UAE[13]



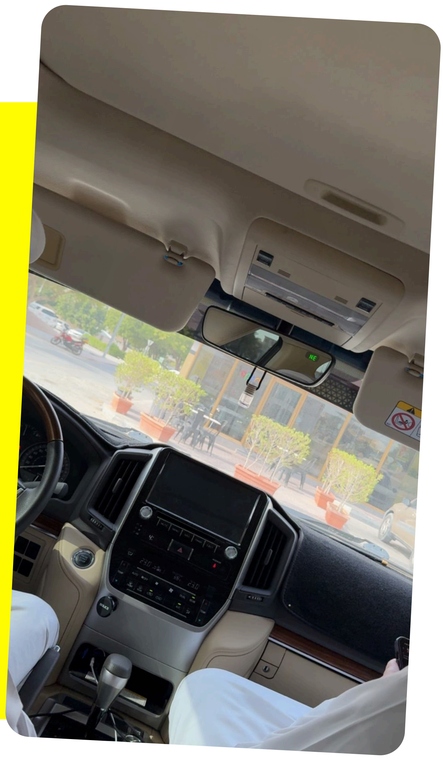
OVER 85%

of GCC users interact with Lenses daily[14]

THE #1 REASON

for using the map in KSA is to find places they're interested in[15]

for using the map in UAE is to to see what friends/family are up to[16]



WHAT IT MEANS FOR BRANDS

This is one of the only platforms where switching things up isn't just accepted, it's expected. From tone to style to creative formats, Snapchat gives you the space to be flexible, experimental, and human.

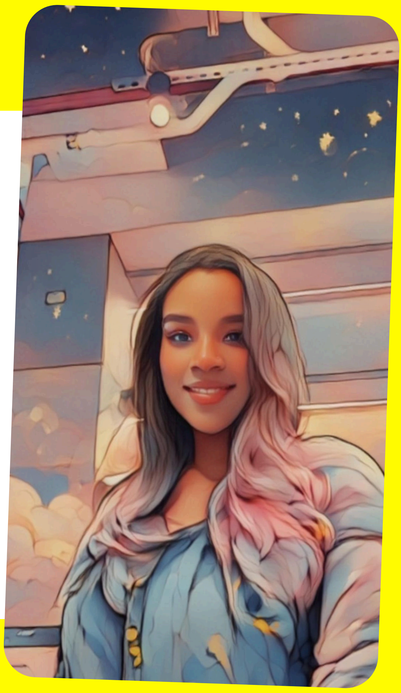


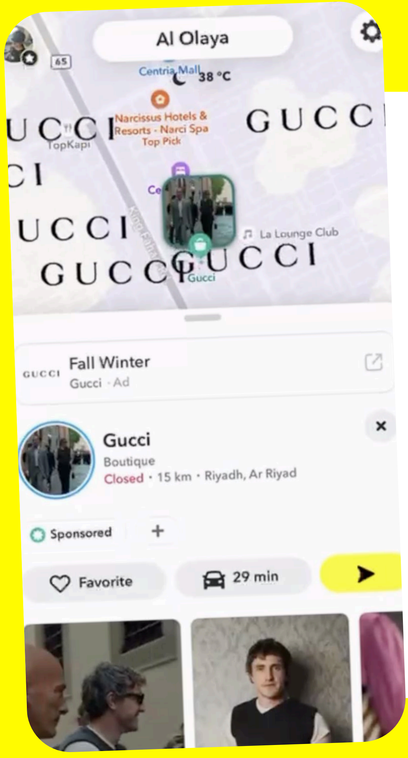
So lean into the moment.
This is where connection comes from showing range, not just showing up the same way every time.

WHAT TO DO WITH IT

PLAY LIKE A SNAPCHATTER WITH GEN AI AND TRY-ON LENSES

With Gen AI and Try-On Lenses, your brand can tap into that constant curiosity, offering playful, low-pressure ways to experiment and connect. The more you let them play, the more they lean in.





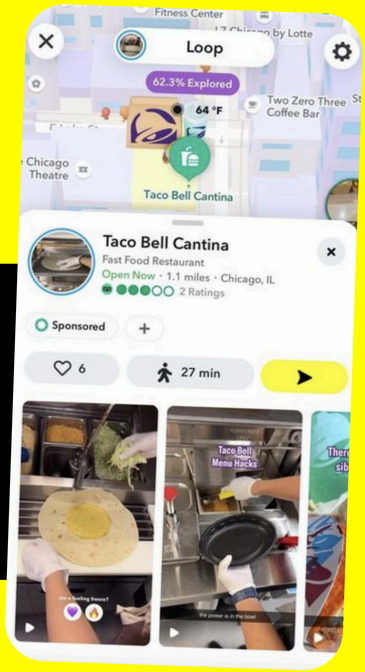
PUT YOUR BRAND IN THEIR PATH WITH PROMOTED PLACES

Snapchatters are always down to try something new. While they love to check the map to see where their friends are, the second most popular reason to go on the Snap Map is to learn about new places in Saudi & to see where events or activities are happening In the UAE.[17]

REAL RESULTS *from* REAL BRANDS

TACO BELL

When Taco Bell activated a promoted place on the map, they received more than 1B impressions on the map for the first 2 weeks![18]



INSIGHT 5

CREATORS, JUST LIKE US



Snapchat creators don’t perform — they show up like real Snapchatters, sharing who they are, how they feel, and what’s on their mind, with no agenda. That’s why their content can build real connection with a community that supports them, engages with them, and feels more like friends than followers.

TRUTH IN NUMBERS

70%

of KSA Snapchatters said that the same creator felt more relatable on Snap than on other social platforms[19]





Creator testimonial from Dina AlSharif:

DINA ALSHARIF

"[On Snap] It's honestly like a group chat with the girls, they want to see what's real and not just the perfect end result."

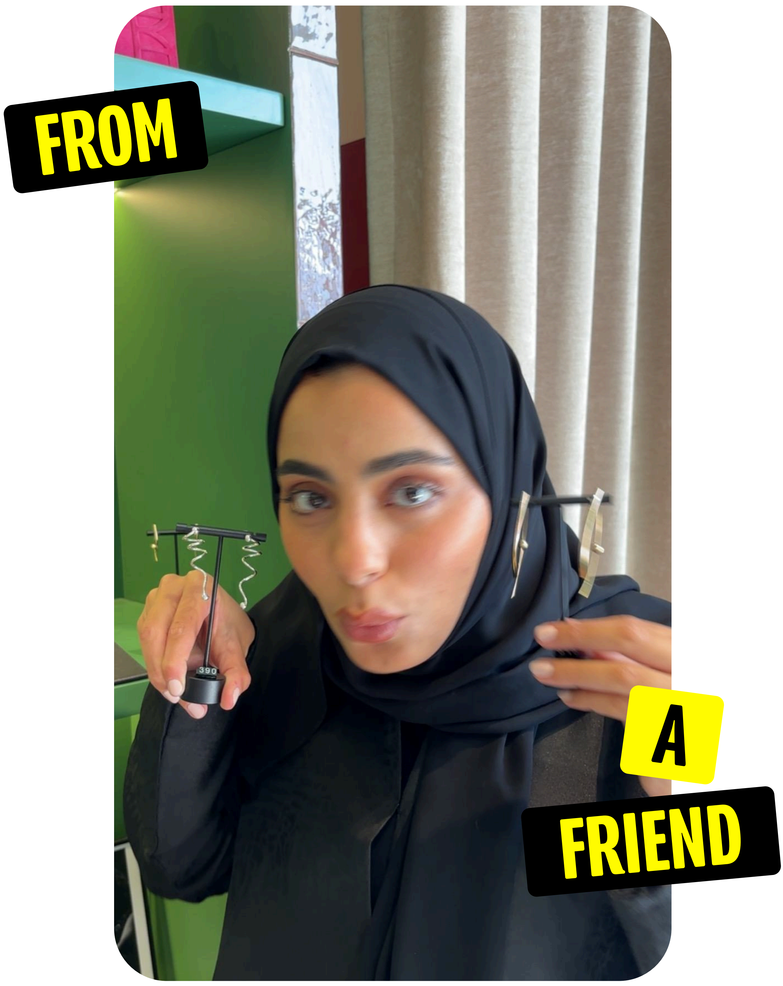


68%

of KSA Snapchatters felt more engagement and connection from the same creator on Snap than on other social platforms[20]

WHAT IT MEANS FOR BRANDS

Across our region, Snapchat creators are more than influencers, they can be seen as trusted friends and extended family. They’re experts in their categories, yet deeply relatable to your audience.



Co-create with Snap Creators to help:

Get Introduced: They bring your brand naturally into their daily lives.

Get Remembered: They make your brand entertaining, relevant, and top of mind.

Get Snapped: Their communities welcome your brand and turn familiarity into action — from chat to purchase.

WHAT TO DO WITH IT

CO-CREATE WITH AD PARTNERSHIP PERMISSION

With Ad Partnership Permission, creators can become pre-approved partners and post content that tags and credits your brand. Steve Madden partnered with January Digital to tap into trend-conscious audiences reaching 2.2M Snapchatters at a 44% lower CPM, achieving $7 incremental ROAS and a 24% lower cost per click.[21]





LET CREATORS KEEP IT REAL

Snap Creators don't just promote, they translate your brand for their community. Let them lead the story through Custom Lenses, recurring Stories, or native formats that match their voice. It pays off: On Snapchat, Creators' recommendations are 1.4X more likely to be valued compared to the average of other platforms.[22]

REAL RESULTS *from* REAL BRANDS

STC

STC aimed to shift users from offline transactions to digital by driving adoption of the mySTC app. Partnering with Snapchat, STC ran a First Snap takeover with influencer Abdulaziz, turning awareness into action at scale. Impact: 11M reach, 2x app opens, 1.9x installs, and 2.5x app purchases.[23]



HOW THIS CAME TO BE

This trend report is grounded in a multi-source research approach that integrates first-party data, survey-based insights, and behavioral analysis to uncover emerging patterns and distinct user behaviors.

Insights from each stream were synthesized to provide a well-rounded, actionable understanding of the trends shaping our audience and the platform.

1. Product & Behavioral Insights

We examined how users organically interact with features across the app to detect evolving use cases, content formats, and social behaviors that signal early cultural or platform shifts.

2. Targeted Surveys

Custom surveys were fielded to priority audiences to capture direct sentiment and preferences of the generation. We analyzed both quantitative and qualitative feedback to validate patterns, surface motivations, and contextualize user behaviors.

3. First-Party Data

We uncovered unique platform specific behaviors and trends through our internal platform data. Data both informed and supplemented trends and unique behaviors on the platform.

Insights from these three streams were synthesized and layered with to ensure a comprehensive and data-driven understanding of the identified insights.

FOOTNOTES

1. Snap Inc. Internal Data, Q3 2025
2. 2024 NRG Moments Research Commissioned by Snap Inc.
3. 2024 NRG Moments Research Commissioned by Snap Inc.
4. Data from Snap Ads Manager, as of April 3-April 17, 2025
5. Snap Inc. Internal Data, January 1 - June 30, 2025
6. 2024 Alter Agents Study 'How We Snap' Commissioned by Snap Inc.
7. Data from Snap Ads Manager as of March 26, 2025 - Apr 26, 2025
8. Snap Inc. internal data, Q2 2025
9. Snap Inc. internal data Jan 1 - June 30, 2025
10. Quantitative Study by Amplified Intelligence, commissioned by Snap Inc and OMD - June 2022
11. Snap Inc. Internal Data, November 4 2024 - March 17 2025
12. Snap Inc. Internal Data, March 1, 2025 - Jul 3, 20251-0 Conversion window optimization results
13. Snap Inc. internal data January 1, 2025 - June 30, 2025
14. Snap Inc. Internal data Q2 2023
15. 2024 Alter Agents Study 'How We Snap' Commissioned by Snap Inc.
16. 2024 Alter Agents Study 'How We Snap' Commissioned by Snap Inc.
17. 2024 Alter Agents Study 'How We Snap' Commissioned by Snap Inc.
18. Snap Inc Internal Data Q3 2024
19. 2024 Eyesquare Authenticity Sells research commissioned by Snap Inc.
20. 2024 Eyesquare Authenticity Sells research commissioned by Snap Inc.
21. Steve Madden internal data, 2025.
22. 2024 Eyesquare Authenticity Sells research commissioned by Snap Inc.
23. Data from MMP (Branch), Attribution Window 7d Click/0d View

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