

# **SPOTLIGHT\*IRAQ**

# **VIEWS ON TECH & DIGITAL TRENDS**

September - 2025

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# Key findings

## Personal connection drives Iraqis' use of social media platforms

**Iraqis use social platforms primarily to stay connected.** WhatsApp is the dominant channel (used by 74%, preferred by 38%), followed by Facebook and Instagram. For most, social media is about maintaining family ties rather than seeking news or entertainment. 2 in 5 say they socialize more online than face-to-face, underscoring how central these platforms have become in daily life.

## Integration of advanced digital services is at an early stage

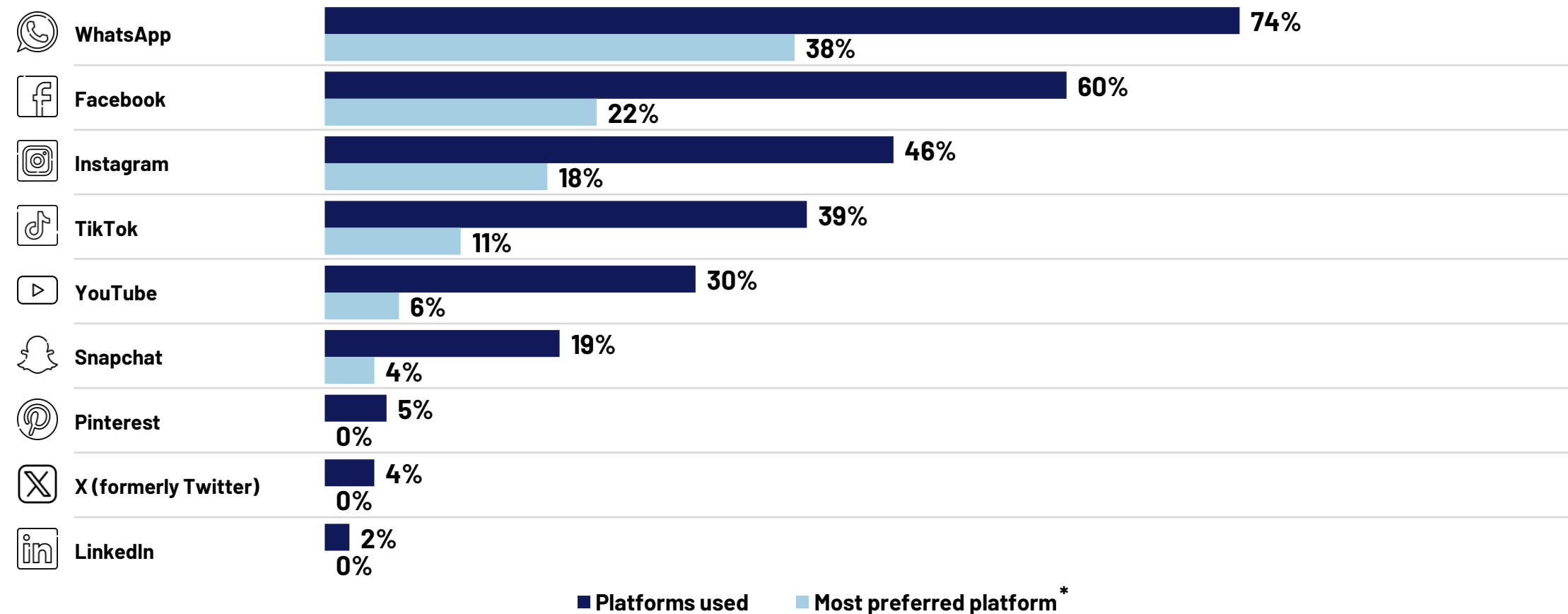
**Digital tools are widely used, but mostly for basics.** Nearly 7 in 10 Iraqis use VoIP apps, while video streaming (59%) and food delivery (32%) are also popular. Yet more advanced services like digital wallets (15%), smart home devices (14%), health apps (13%), and mobile banking (11%) remain niche, reflecting an early stage of digital integration.

## When it comes to trends, people follow, but few lead

**Iraqis are cautious adopters.** A third identify as early adopters, another third as main followers, while 37% prefer to stick with the familiar. Youth (41%) and males (40%) are more likely to be early adopters, while older groups lean heavily toward laggard behavior.










# SOCIAL MEDIA HABITS

# Social media platforms usage and preference









# Social media platforms usage

% - by demographics

									
	WhatsApp	Facebook	Instagram	TikTok	YouTube	Snapchat	Pinterest	X (formerly Twitter)	LinkedIn
<b>Total</b>	<b>74%</b>	<b>60%</b>	<b>46%</b>	<b>39%</b>	<b>30%</b>	<b>19%</b>	<b>5%</b>	<b>4%</b>	<b>2%</b>
<b>Male</b>	73%	71%	46%	48%	30%	16%	4%	6%	3%
<b>Female</b>	75%	49%	47%	30%	31%	22%	6%	3%	1%
<b>15-24</b>	67%	49%	57%	40%	37%	28%	10%	5%	2%
<b>25-34</b>	81%	70%	58%	44%	33%	23%	5%	6%	2%
<b>35-44</b>	84%	67%	40%	42%	29%	15%	3%	3%	2%
<b>45+</b>	68%	60%	23%	29%	20%	6%	-	3%	-
<b>Kurdistan Area</b>	66%	68%	67%	52%	53%	63%	16%	12%	7%
<b>Northern Area</b>	76%	63%	41%	46%	36%	24%	6%	2%	1%
<b>Central Area</b>	76%	62%	47%	39%	27%	10%	4%	3%	1%
<b>Southern Area</b>	75%	50%	38%	28%	20%	7%	1%	4%	1%
<b>Upper Income</b>	78%	63%	57%	44%	36%	25%	9%	9%	4%
<b>Middle Income</b>	81%	60%	50%	34%	34%	28%	8%	4%	1%
<b>Lower Income</b>	72%	59%	41%	38%	28%	14%	3%	2%	1%

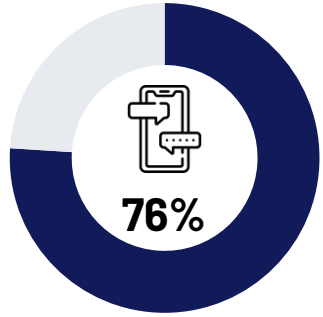
# Social media platforms preference

% - by demographics

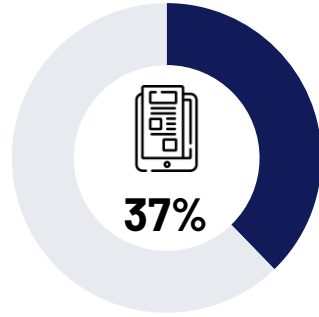
						
	WhatsApp	Facebook	Instagram	TikTok	YouTube	Snapchat
<b>Total</b>	<b>38%</b>	<b>22%</b>	<b>18%</b>	<b>11%</b>	<b>6%</b>	<b>4%</b>
<b>Male</b>	32%	31%	14%	16%	4%	3%
<b>Female</b>	45%	13%	22%	6%	7%	6%
<b>15-24</b>	26%	14%	31%	13%	9%	6%
<b>25-34</b>	37%	26%	16%	11%	5%	5%
<b>35-44</b>	48%	21%	11%	12%	2%	4%
<b>45+</b>	50%	34%	5%	8%	3%	-
<b>Kurdistan Area</b>	16%	23%	20%	14%	6%	20%
<b>Northern Area</b>	38%	25%	16%	11%	5%	6%
<b>Central Area</b>	41%	24%	17%	10%	6%	-
<b>Southern Area</b>	46%	18%	19%	12%	4%	-
<b>Upper Income</b>	34%	23%	19%	11%	5%	6%
<b>Middle Income</b>	43%	19%	26%	5%	2%	4%
<b>Lower Income</b>	40%	22%	16%	13%	6%	3%



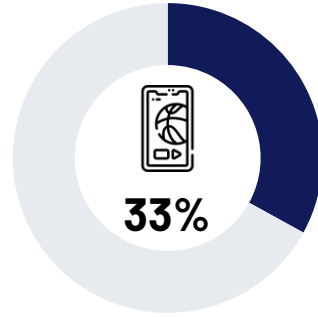
# Social media main uses



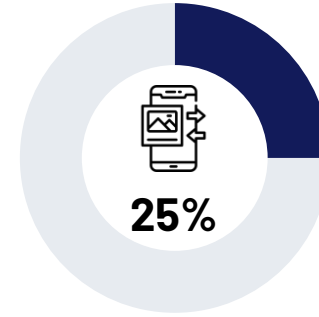
To stay connected with friends and family



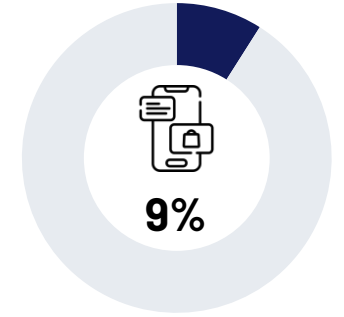
To discover news and information



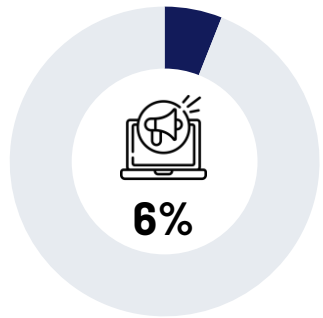
For entertainment and leisure



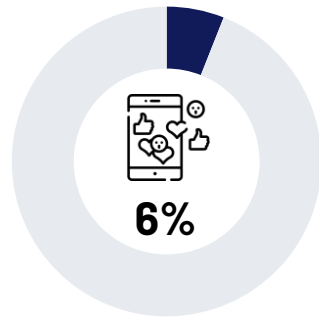
To share and view updates, photos or videos



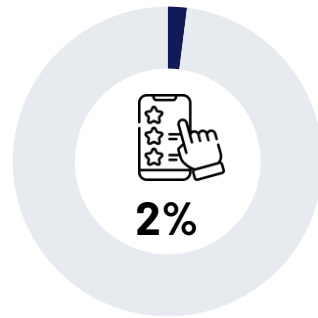
To learn about products



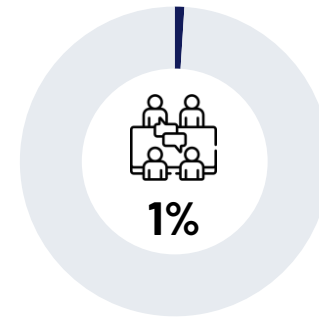
To promote personal or professional projects



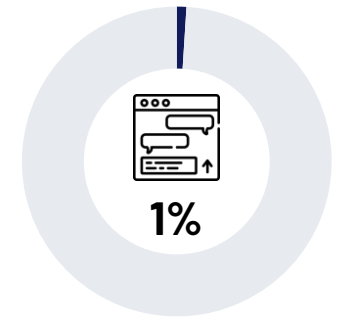
To follow and engage with celebrities or influencers



To follow and engage with brands or businesses



To participate in professional networking













To find and participate in online communities



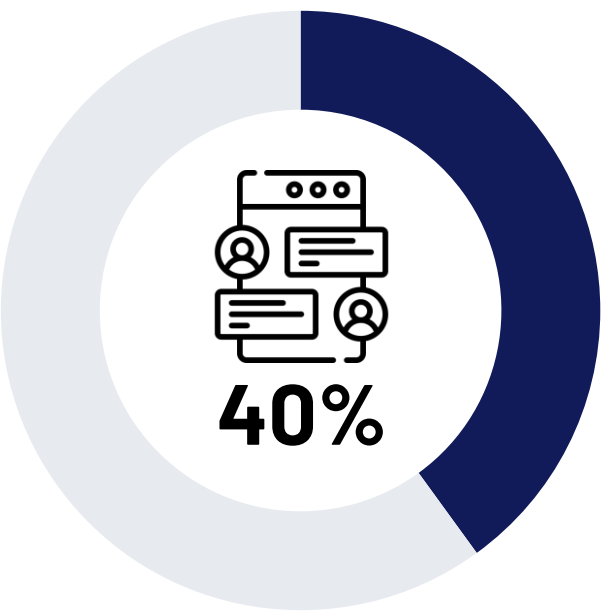
# Social media main uses

% - by demographics

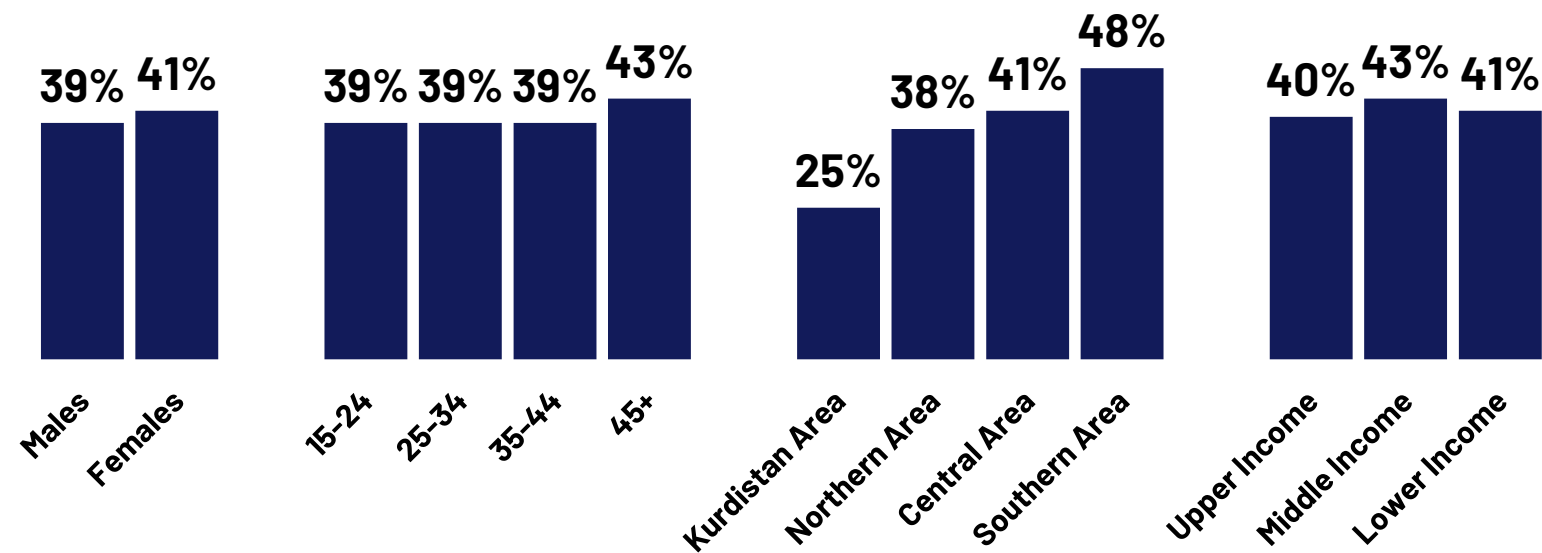
	 Stay connected with friends and family	 Discover news and information	 Entertainment and leisure	 Share and view updates, photos or videos	 Learn about products	 Promote personal or professional projects	 Follow and engage with celebrities or influencers	 Follow and engage with brands or businesses	 Participate in professional networking	 Find and participate in online communities
<b>Total</b>	<b>76%</b>	<b>37%</b>	<b>33%</b>	<b>25%</b>	<b>9%</b>	<b>6%</b>	<b>6%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>
<b>Male</b>	70%	42%	32%	27%	6%	9%	7%	2%	1%	-
<b>Female</b>	83%	31%	33%	23%	12%	3%	4%	3%	1%	1%
<b>15-24</b>	75%	30%	39%	22%	6%	6%	7%	4%	1%	1%
<b>25-34</b>	73%	37%	34%	32%	12%	8%	5%	2%	2%	-
<b>35-44</b>	77%	43%	27%	30%	9%	4%	7%	2%	1%	-
<b>45+</b>	83%	40%	25%	18%	11%	6%	2%	-	1%	1%
<b>Kurdistan Area</b>	63%	60%	34%	25%	6%	4%	7%	11%	4%	2%
<b>Northern Area</b>	78%	39%	31%	26%	7%	3%	6%	3%	2%	-
<b>Central Area</b>	80%	32%	31%	26%	11%	10%	5%	1%	1%	1%
<b>Southern Area</b>	77%	30%	35%	23%	10%	4%	5%	-	-	-
<b>Upper Income</b>	77%	46%	33%	23%	10%	8%	6%	4%	1%	1%
<b>Middle Income</b>	80%	34%	33%	29%	7%	4%	8%	3%	-	-
<b>Lower Income</b>	76%	31%	33%	24%	9%	6%	5%	1%	1%	-

# Socializing habits

% – by demographics



Spend more time socializing with friends online than face-to-face



# Do people follow celebrities and influencers on social media platforms?



**38%**

Follow celebrities

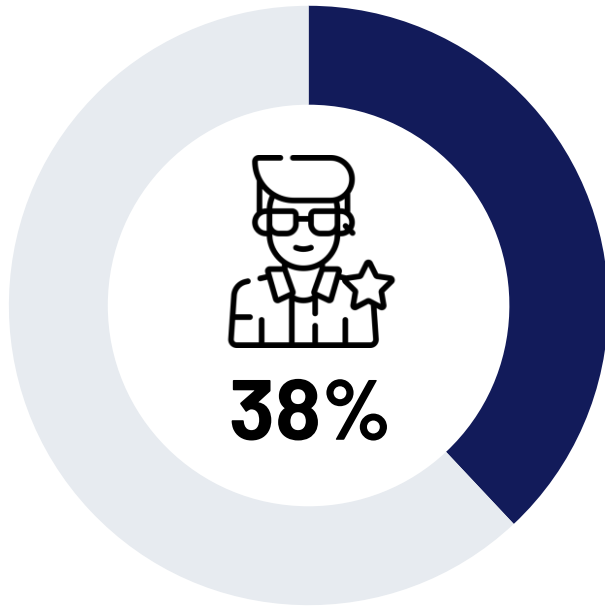


**24%**

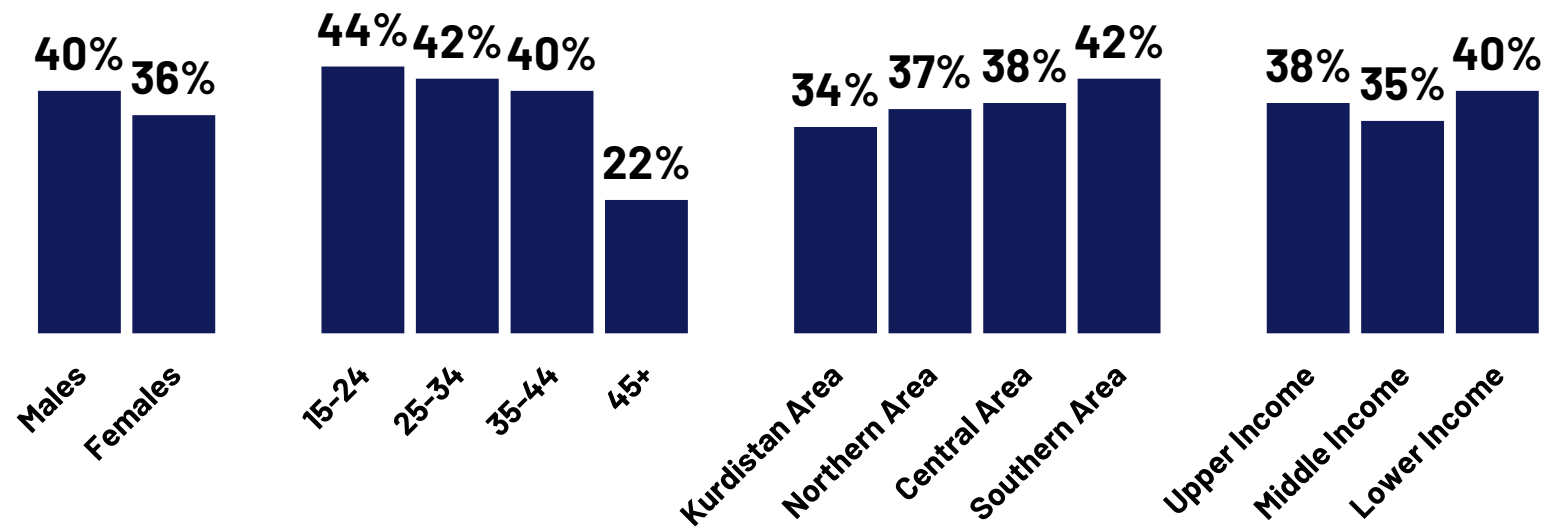
Follow influencers

# Following celebrities on social media platforms

% – by demographics

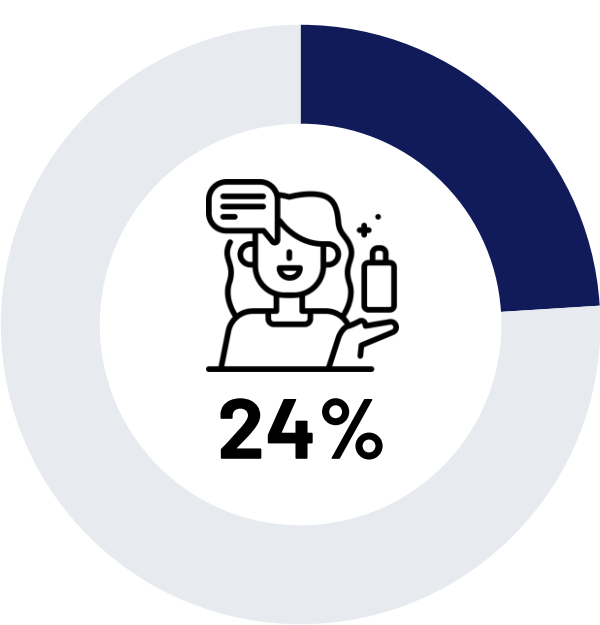


Follow celebrities on social media platforms

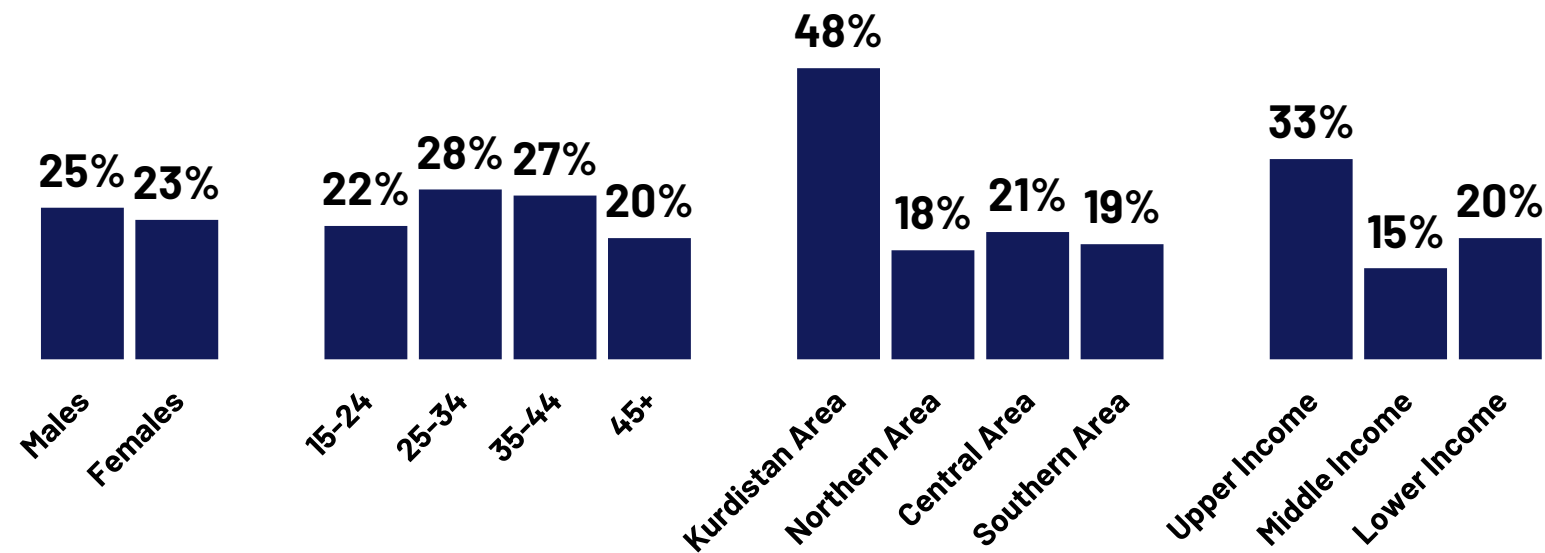


# Following influencers on social media platforms

% – by demographics



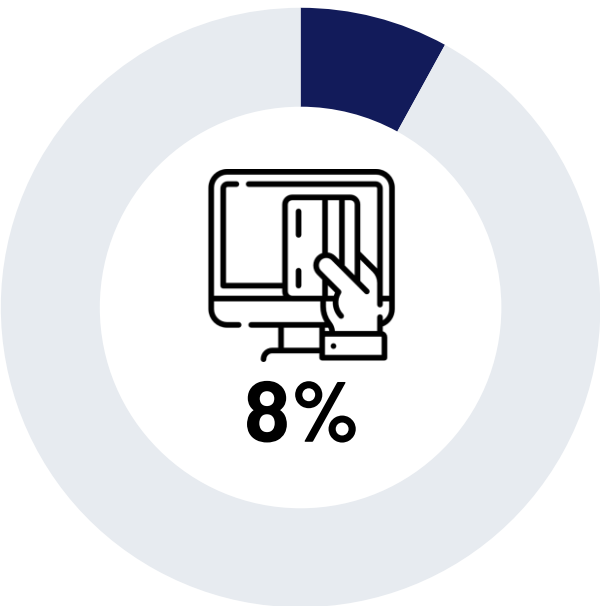
Follow influencers on social media platforms



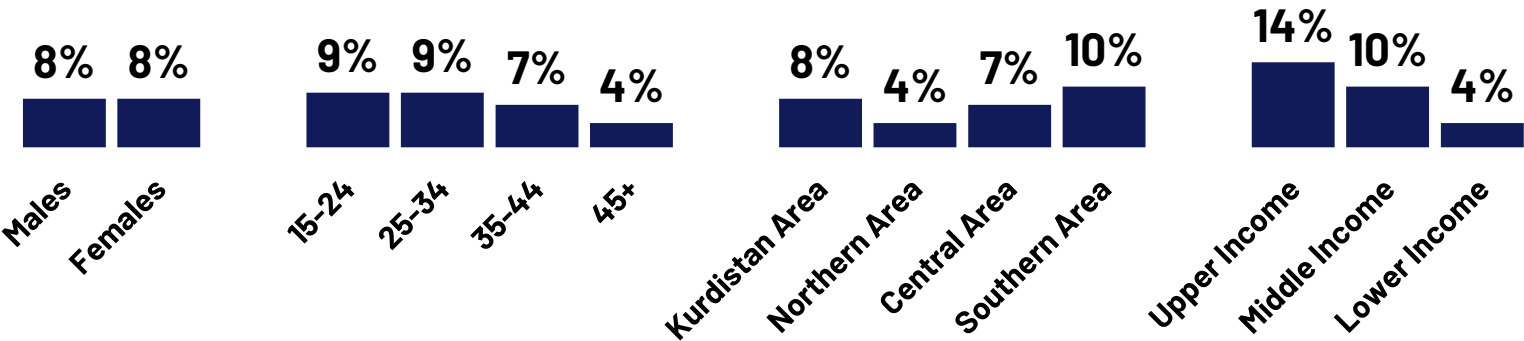
# DIGITAL CONTENT SUBSCRIPTION

# Paid subscriptions

% – by demographics



Paid for digital content  
in the past six months





# TRENDS ADOPTION

# Trends adoption

% distribution of trend adopters

# 37%

## Laggards:

prefer to stay with what they're used to as long as possible and would rather not change if it's not necessary



# 30%

## Main followers:

try out new trends after they become popular, and more people have tried them



# 33%

## Early adopters:

like to be among the first to try out the latest trends and have their own opinion about it



# Trends adoption

% distribution of trend adopters - by demographics



**Laggards**



**Main Followers**



**Early Adopters**

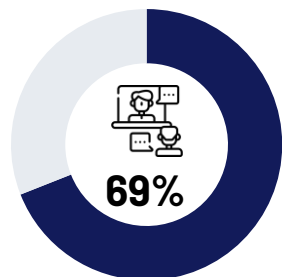
Total	37%	30%	33%
Male	32%	28%	40%
Female	42%	32%	26%
15-24	31%	28%	41%
25-34	34%	33%	34%
35-44	35%	35%	30%
45+	51%	28%	22%
Kurdistan Area	50%	27%	23%
Northern Area	36%	27%	37%
Central Area	34%	34%	33%
Southern Area	35%	29%	35%
Upper Income	38%	35%	27%
Middle Income	33%	29%	38%
Lower Income	35%	29%	36%

# DIGITAL INTEGRATION IN DAILY LIFE

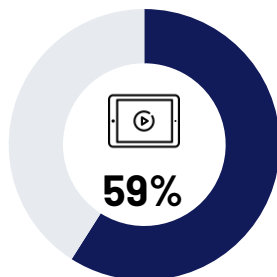


# Technology integration

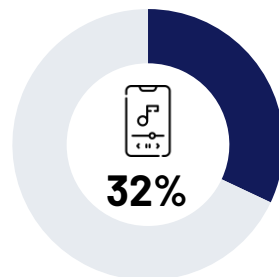
% usage in the past six months



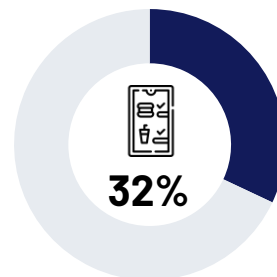
Used VoIP apps



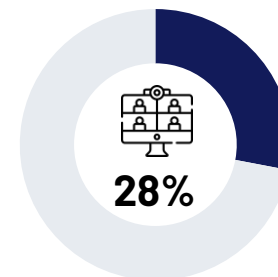
Streamed videos online



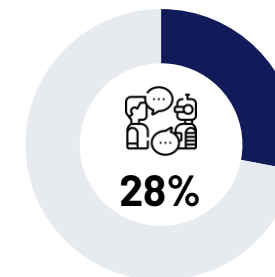
Streamed music on websites or apps



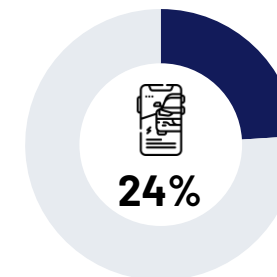
Ordered food using food apps



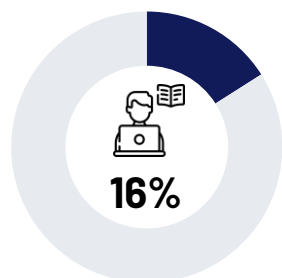
Used video conferencing tools



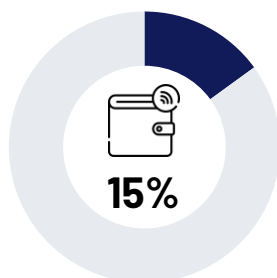
Used virtual assistant services



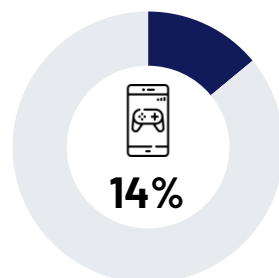
Used ride hailing apps



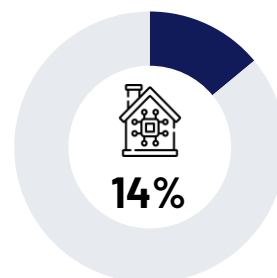
Engaged in online learning or attended virtual classes



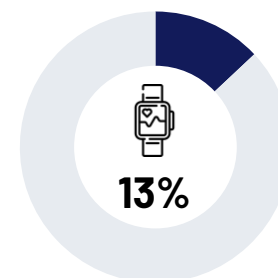
Used digital wallet apps



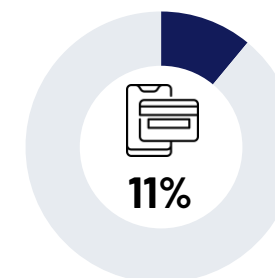
Participated in online/mobile gaming or esports activities



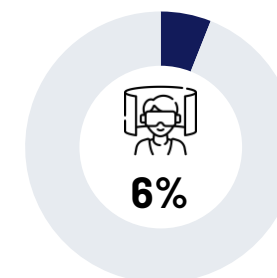
Used smart home devices or automation technologies



Used fitness or health tracking apps or devices

















Used mobile banking apps



Used AR or VR apps, devices or experiences

# Technology integration

% usage in the past six months – by demographics

	 Used VoIP apps	 Streamed videos	 Streamed music	 Ordered food using food apps	 Used video conferencing tools	 Used virtual assistant services	 Used ride hailing apps	 Engaged in online learning	 Used digital wallet apps	 Participated in online/mobile gaming	 Used smart home devices	 Used health tracking apps/devices	 Used mobile banking apps	 Used AR or VR apps/devices
<b>Total</b>	<b>69%</b>	<b>59%</b>	<b>32%</b>	<b>32%</b>	<b>28%</b>	<b>28%</b>	<b>24%</b>	<b>16%</b>	<b>15%</b>	<b>14%</b>	<b>14%</b>	<b>13%</b>	<b>11%</b>	<b>6%</b>
<b>Male</b>	78%	65%	34%	26%	32%	30%	19%	15%	19%	18%	15%	13%	12%	6%
<b>Female</b>	61%	53%	30%	38%	25%	26%	29%	17%	11%	11%	13%	12%	10%	5%
<b>15-24</b>	64%	54%	39%	40%	24%	33%	28%	22%	15%	20%	17%	14%	10%	7%
<b>25-34</b>	79%	72%	40%	36%	35%	32%	28%	20%	22%	14%	17%	17%	14%	6%
<b>35-44</b>	78%	65%	27%	26%	33%	26%	19%	12%	15%	12%	11%	10%	14%	4%
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<b>Kurdistan Area</b>	66%	41%	19%	38%	21%	19%	10%	15%	18%	16%	32%	17%	19%	4%
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<b>Central Area</b>	76%	69%	39%	32%	34%	35%	31%	20%	16%	14%	10%	11%	8%	6%
<b>Southern Area</b>	63%	55%	28%	29%	29%	30%	26%	12%	14%	15%	14%	16%	12%	8%
<b>Upper Income</b>	75%	62%	33%	40%	40%	40%	30%	20%	24%	17%	23%	18%	21%	8%
<b>Middle Income</b>	73%	53%	33%	36%	19%	28%	19%	22%	16%	15%	14%	17%	10%	9%
<b>Lower Income</b>	67%	58%	32%	26%	24%	23%	21%	14%	10%	13%	9%	9%	6%	4%

# Sample and methodology

## Sample size

927 respondents

## Sample criteria

General public  
representative of the population across gender, age (15+) and  
region

## Methodology

The survey was conducted via computer-aided  
telephone interviews

## Geographical coverage

Conducted in Iraq  
with a nationwide coverage



# FOR MORE INFORMATION

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