



Our insight drives your foresight
for **GROWTH**

2025

YEARBOOK



Wishing you a very happy 2026!

To new chapters, new ideas, and new impact

In 2024, we launched **4SiGHT for Growth** as our monthly **point-of-view on the forces shaping our region**. Since then, it has become **a lens** through which we **decode change, spotlight opportunity, and challenge conventional thinking**.

2025 was a year of acceleration in the region and across the globe. Shifting economies, transforming industries and evolving consumers gave us the **canvas to explore a diverse range of topics and sectors** that matter most to growth.

As we step into 2026, we're proud to present our **2025 Yearbook** — **a curated collection of thought-provoking trends** from the year gone by. Each page is designed to **spark fresh ideas, inspire new perspectives, and fuel smarter decisions** for your brands.

Thank you for the trust, encouragement, and partnership that make this journey possible. We look forward to continuing the conversation and creating meaningful impact together in the years ahead.

Special thanks to **Shabreen Akram & Deepak Kudkilwar** for all the support in bringing these reports to you.

With gratitude,

Vidya Rayappa

Partner – Insights & Strategy

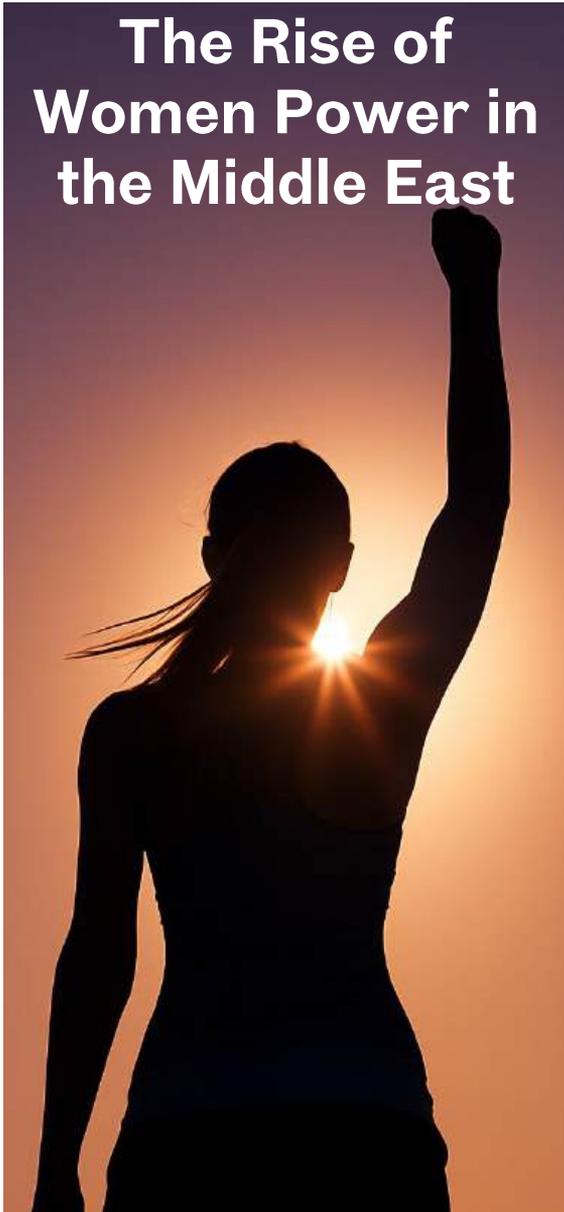




A powerful wave of progress is reshaping the Middle East — as the region confidently authors a new narrative of ambition, innovation, & change.

In 2025, we turned the spotlight on the two key cohorts driving change in the region

The Rise of Women Power in the Middle East



Youth: Our region's change agents



And, on the sectors that are challenging norms, reshaping experiences & empowering consumers like never before



THE FUTURE OF EDUCATION



THE FUTURE OF FINANCIAL LITERACY



THE FUTURE OF HEALTH CARE



THE MAGIC OF MUSIC



THE MAGIC OF MOVIES



THE MAGIC OF TELEVISION



GROWTH OF MOBILE APPS



THE LOYALTY REVOLUTION



INSURING THE FUTURE

Let's look at some of the overarching themes that continue to be relevant across sectors



**IMPORTANCE OF
HYPER-INDIVIDUALIZATION**



EXPERIENCE IS KING



EMBRACING LOCAL



**WOMEN & YOUTH
DRIVE CHANGE**



**DIGITAL TRANSFORMATION A
GIVEN**



AI TAKES OVER

Let's look at the
key highlights
from our
monthly
reports...



January 2024: Key Trends shaping the **Education Sector** in the Middle East

Trend 1
Technology
transforms
classrooms



Trend 2
Call for Personalized
and adaptive learning



Trend 3
Hybrid & Blended
Learning models
gaining popularity



Trend 4
Shift to Skill-
Based and
Lifelong Learning



Trend 5
Early Childhood
Education Takes
Center Stage



Trend 6
Nano learning trends
to tackle reduced
attention spans



Trend 8
Shift from STEM
to STEAM



Trend 7
Focus on Sustainability
and Global Citizenship



February 2025:

Key Trends for cultivating a **Financial Literate** future

Trend 1
Catch them Young



Trend 2
Embrace the shift in mindset



Trend 3
Embed Gamification for enhanced engagement



Trend 4
Leverage Interactive tech tools for financial education



Trend 6
Data analytics & AI for tailored financial wellness



Trend 5
Market beyond just product features



March 2025:

Key Trends shaping the **Health Care Sector**

Trend 1

Investment in Smart Health Ecosystems



Trend 3

Advancements in Genomics and Precision Medicine



Trend 5

Focus on Elderly Care



Trend 7

Data-driven approach



Trend 2

Adoption of AI & Robotics



Trend 4

Holistic approach to the care continuum



Trend 6

Growth in Medical Tourism



Trend 8

Emphasis on Sustainability



April 2025:

Key Trends reshaping the **Music** industry

Trend 1

Blend OF traditional sounds with modern rhythms



Trend 3

Electronic Music and DJ Culture takes over



Trend 5

Her Voice, Her Stage



Trend 7

Experimental Music and Indie Artists break the mold



Trend 9

Booming scene of Music Fests and Live Performances



Trend 2

Unstoppable rise of Hip-Hop and Rap



Trend 4

Social Media & Streaming Platforms rewrite the rules



Trend 6

Global Collaborations hit the right notes



Trend 8

Gulf Music (Khaleeji) steps into the global spotlight



May 2025:

Key Trends reshaping the **Movie** industry

Trend 1
Spotlight on Regional Storytelling



Trend 2
Cinema as a Mirror to Society



Trend 3
Borders Blur & Stories Soar



Trend 4
Her Lens, Her Voice



Trend 6
Streaming Platforms take the lead



Trend 5
Saudi Cinema's Grand Entrance



Trend 7
Region's Film Festivals gain global spotlight



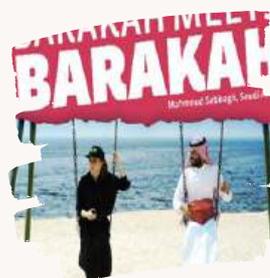
Trend 8
Growing popularity of Documentaries and Real-Life Stories



Trend 9
Classic film genres infused with regional flavor



Trend 10
Youth-Centric Films redefine the silver screen



Trend 11
Cinematic excellence takes center stage



June 2025:

Key Trends reshaping the **Television** industry

Trend 1
Shift to Digital & Streaming Platforms



Trend 2
Rise of Arabic Originals & Local Productions



Trend 3
Boom of Bite-Sized Entertainment



Trend 4
Multicultural Stories with a universal heartbeat



Trend 6
Reality TV Reimagined



Trend 5
Content with a Conscious gaining momentum



Trend 7
Focus on Women-Centric Narratives



Trend 8
Adapting Global Formats to Regional Tastes



Trend 9
Ramadan TV Series continue to flourish



Trend 10
Governments backing the big & small screens



Trend 11
Hybrid Viewing Experiences are the new norm



Trend 12
Youth in the Director's Chair



July 2025:

Key Trends shaping Mobile app usage

Trend 1

“Shop, Tap, Repeat”: The M-Commerce Boom



Trend 3

“Stream it on the move”: Video & Entertainment On-the-Go



Trend 5

“Sweat, Breathe, Repeat”: Rise in Wellness, Fitness & Mental Health Apps



Trend 7

“Pay me back”: Loyalty & Reward Programs Drive App Usage



Trend 9

“Zero chill for a bad experience”: Low Tolerance for Poor UX



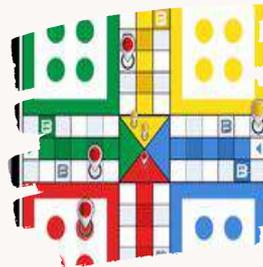
Trend 2

“Banking in your pocket”: Digital Payments Dominate



Trend 4

“Game on... Anytime, Anywhere, Anyone”: Gaming Apps See Cross-Demographic Appeal



Trend 6

“Speak to me & in my language”: Multilingual & Personalized Experiences



Trend 8

“I need you where I am”: Location-Based Services Are Popular



Trend 10

“Click with Caution”: Growing Privacy awareness



August 2025:

A look at how the ‘**She-revolution**’ is unfolding

Trend 1

Owning & Celebrating her Identity: From Tradition to Transformation



Trend 2

Redefining boundaries and Expanding Choices: Foraying into uncharted territory



Trend 4

Powering the New Economy: The boom of Women Entrepreneurs



Trend 3

Growing Influence at work: Rewriting the workplace narrative



Trend 6

Participation & Representation: Breaking Barriers to Create an Impact



Trend 5

Digital Empowerment & Influence: Challenging Cultural & Media Narratives



Trend 7

‘She’ Matters even to herself: Making a statement on importance of self-care.



September 2025:

A look at how the **Youth** are reshaping the region

Trend 1

**Startups over Status
Quo: Entrepreneurial
Mindset & Startup Boom**



Trend 2

**Transforming Digital
Dreams into Unicorns:
Digital-First Mindset**



Trend 3

**Re-writing the Arab
Story: Cultural
Reinterpretation**



Trend 4

**Redefining Sports
and National Pride:
Sports, Fitness &
Esports Revolution**



Trend 5

**Wellness is the New Cool:
Self-care Movement**



Trend 6

**Powering a
Sustainable Future:
Green & Sustainable
Living**



Trend 7

**Bold, Connected, and
Unstoppable: Social
Change & Advocacy**



Trend 8

**Future-Proofing for a
new Economy:
Education & Global
Mobility**



Trend 9

**Lifestyle Remix:
Consumer Power &
Lifestyle Shifts**



October 2025:

Key Trends shaping the **Loyalty Programs**

Trend 1

Loyalty Programs go Digital-First: From plastic cards to app-powered ecosystems.



Trend 2

Pay-to-Loyalty Boom: Premium, subscription-based models win consumer trust.



Trend 3

Coalition Power Rising: Multi-sector partnerships redefining customer stickiness.



Trend 4

Hyper-Personal Loyalty: Data and algorithms fuel “just-for-you” rewards.



Trend 5

Loyalty for All: Financial inclusion expands rewards into new markets.



Trend 6

Battle of the Giants: Fragmented players vs. super-app ecosystems.



Trend 7

Green Loyalty Movement: Eco-conscious choices become point-worthy.



November 2025:

Trends shaping the **Insurance Sector**

Trend 1

AI Powered Insurance: Usage of big data, AI, and telematics for pricing, risk assessment, and fraud detection.



Trend 2

Health & Wellness Integration: Insurers bundling fitness, telemedicine, and wellness rewards into plans.



Trend 3

Cybersecurity Coverage: Rising demand from corporates due to regional digitalization and cyber risks.



Trend 4

Microinsurance & SME Coverage: Affordable products designed for gig economy workers and small businesses.



Trend 5

Sustainability & ESG: Climate risk insurance and green investments becoming part of insurance strategies.



Trend 6

Cross-Border Collaboration: Reinsurance hubs growing in UAE, Bahrain, and Qatar.



Curate the right experience with 4SiGHT UXplore™

Explore Behavior. Discover Opportunity. Design What Matters.

4SiGHT's signature UX research framework for next-gen digital products.

4SiGHT UXplore™ is a deep-dive, end-to-end UX insight engine—built to decode user behavior, optimize journeys, and shape digital experiences that deliver.

It blends qualitative research depth with design precision across every phase of product development.



Our UXplore™ Journey



Understand Users

- Mental Models & Motivations
- Generative Feedback (NCPI Framework)
- Uncover Unmet Needs, Beliefs & Pain Points



Architect with Purpose

- Open/Closed Card Sorting
- Information Design & Journey Structuring
- Content Grouping Based on Real User Logic



Design That Resonates

- GUI & Aesthetic Evaluation
- Preference Testing (A/B, Multivariate)
- Wireframe Testing (Low to High Fidelity)



Benchmark & Refine

- Competitor Experience Benchmarking
- UX Gaps, Fixes & Final Recommendations



Test Before You Build Big

- Interactive Prototype Testing (Figma, Adobe XD, etc.)
- Moderated Usability Testing
- Real-Time Beta App Feedback (Live API Scenarios)

Why UXplore™?



Strategic UX from Start to Scale

Deep Behavioral Insight + Actionable Design Cues

Culturally-Tuned, Market-Specific Testing

Speaks Business, Design & Human

💡 Don't Just Launch. UXplore.™

Your best ideas deserve insight-led execution.

OUR

4SiGHT Live Suite



PANEL UAE | KSA

Our pre-recruited ahead-of-the-curve panel for quick, cost-efficient research needs, offering a window into live data.



COMMUNITIES

Designed to build an agile system to conduct research while keeping the customer at the heart of the business. Enables clients to make consumer relevant decisions by testing on the go.



CONSUMER CONNECTS

4SiGHT's solution to curate and build a customized calendar of immersive interviews for client teams to get the pulse of the consumer.

Available as ad-hoc & annual programs.

For more information, contact info@4sight-global.com

OUR

Research Tools

INSIGHT EXPRESS

Enables swift and efficient innovation testing, minimizing the risks linked to a comprehensive launch - allowing you explore, experiment, and fail cheap.

AASMA | CHATBOT

Facilitates interactive conversations with consumers, streamlining the process of filling consumption/usage diaries. Leading to improved efficiency and quality of data collection.

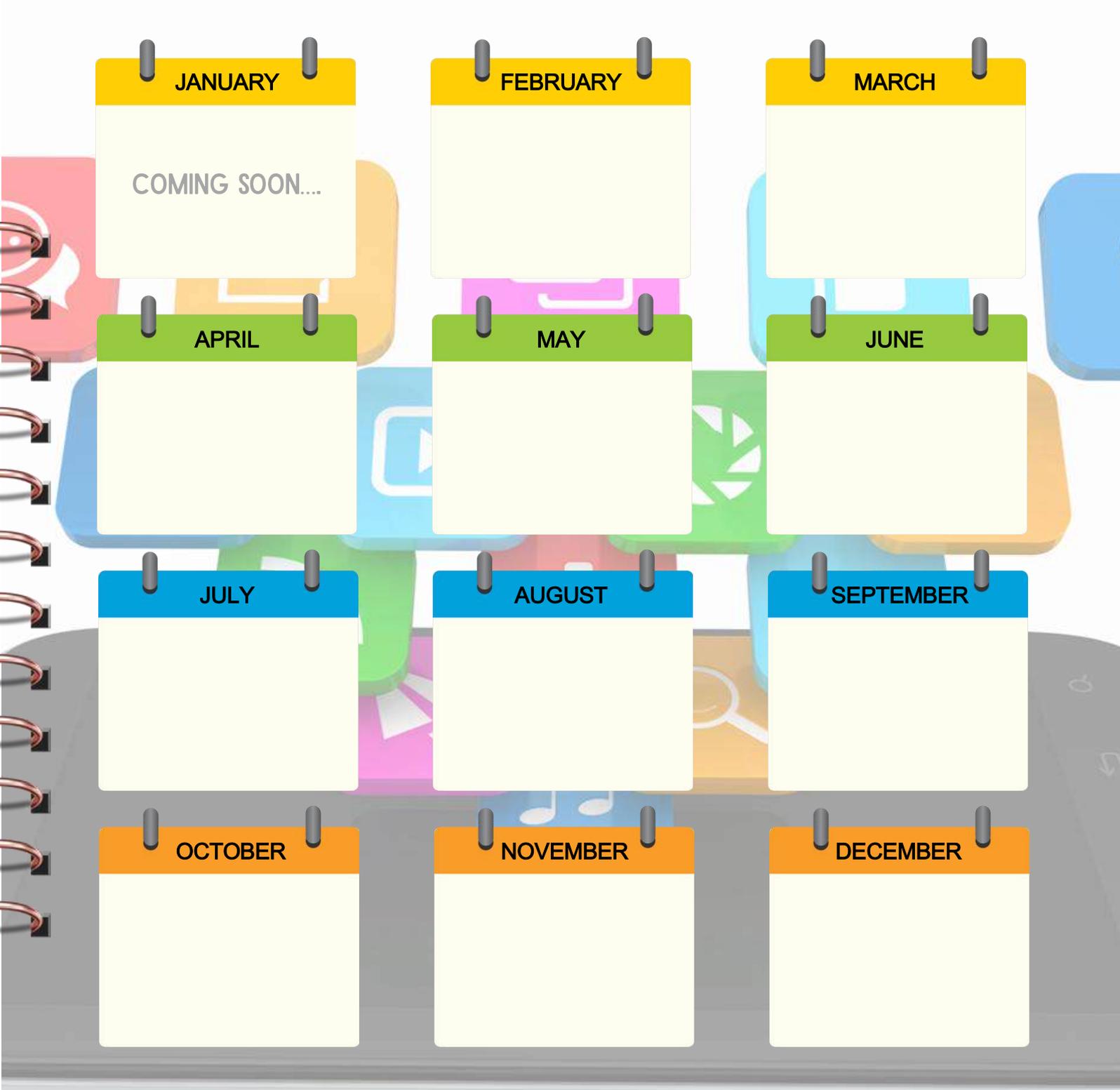
SPRINT+

Provides an innovative boost to your iterative process by making it more AGILE through co-creation workshops, giving wings to potential ideas/improvements

For more information, contact info@4sight-global.com

OUR

Calendar 2026



For more information, contact info@4sight-global.com