

طقوس RITUALS

A LOOK AT SOCIAL MEDIA RITUALS IN SAUDI ARABIA AUGUST | 2026

Ahmad
amazing vlog!

Fatima
looks like fun!

Khalid
Where is this?

claumiacharehatizal
Moo

Bedhima_pbphotos
Sasb huzaral aril aro cucu

Ayundbaacka_
Neu

duHusihmeda_
Sako nvai

THE DIGITAL MAJLIS: DECODING SAUDI ARABIA'S SOCIAL MEDIA RITUALS

Where tradition meets a hyper-connected digital culture

97% internet penetration.

7 hours online every day.

Among the world's highest Snapchat usage per capita.

Saudi Arabia is one of the most digitally engaged societies in the world.

Yet the story is not just about connectivity — it is about how **digital has become woven into everyday life.**

The smartphone has not replaced Saudi traditions of connection, community and hospitality; it has extended them. Today, **WhatsApp groups, Snapchat Stories and TikTok communities act as modern-day majlis spaces** — where conversations, relationships and cultural moments unfold.

From post-Fajr Snapchat check-ins to Ramadan content sharing and late-night scrolling, Saudi digital behaviours are not random habits — they are **evolving social rituals shaped by culture and community.**

This report explores the digital rituals redefining everyday life in KSA, and how brands can become part of these meaningful moments of connection. Saudi Arabia has **transformed global platforms into culturally rooted rituals** — creating a distinct digital language and ecosystem of its own that cannot be unlocked through global playbooks.

Because in Saudi Arabia, social media is not just a platform — it is a new expression of culture.

EIGHT SOCIAL MEDIA RITUALS THE WORLD SHARES

Attention & Self

(how the day starts and how identity gets built online, everywhere)

01 · MORNING SCROLL



SHOWS UP AS: Checking notifications (WhatsApp, iMessage, SMS); scrolling Instagram, TikTok, and X; catching up on news, weather, and calendar before getting up.

WHY IT MATTERS: A daily re-entry into the world — it sets mood, priorities, and attention for everything that follows.

02 · ALWAYS-ON STORYTELLING



SHOWS UP AS: Instagram Stories, Snapchat, daily TikTok clips, BeReal-style authenticity posts — documenting life continuously, not occasionally.

WHY IT MATTERS: Shifting from occasional posting to continuous life streaming — presence *becomes* the content.

03 · ALGORITHMIC DISCOVERY



SHOWS UP AS: TikTok's For You feed, YouTube recommendations, Instagram Reels, Spotify Discover Weekly — discovery led by the platform, not the search bar.

WHY IT MATTERS: People increasingly consume what finds them, not what they search for — discovery is passive by design.

04 · PARASOCIAL FOLLOWING



SHOWS UP AS: One-sided relationships with influencers, YouTubers, streamers, celebrities, and podcasters, followed daily as if they were friends.

WHY IT MATTERS: Builds emotional attachment, trust, and imitation behaviour at a scale traditional media never reached.

EIGHT SOCIAL MEDIA RITUALS THE WORLD SHARES CONT'D..

Validation, Privacy & Commerce

(how worth gets measured, who sees what, and how buying happens)

05 · SOCIAL VALIDATION LOOP



SHOWS UP AS: Likes, shares, comments, views, and follower counts — constant, visible feedback attached to every post.

WHY IT MATTERS: Becomes a feedback system for identity and self-worth, not just a popularity scoreboard.

06 · PRIVATE SHARING



SHOWS UP AS: WhatsApp groups, Messenger DMs, Close Friends lists, Discord servers — growing fast as public feeds decline.

WHY IT MATTERS: Identity is increasingly performed in smaller, trusted circles rather than broadcast to everyone.

07 · SOCIAL COMMERCE



SHOWS UP AS: Influencer recommendations, TikTok Shop / Instagram Shopping, live commerce streams, unboxing videos.

WHY IT MATTERS: Discovery, trust, and purchase now happen within the same scroll — no separate "shopping trip" required.

08 · EVENT-BASED PARTICIPATION



SHOWS UP AS: Sports finals, award shows, viral cultural moments — followed live, in real time, alongside everyone else.

WHY IT MATTERS: Participation happens through live commentary, memes, and reactions — the event becomes a shared group chat.

FROM GLOBAL TO LOCAL

THE WORLD SET THE PLATFORMS. SAUDI ARABIA SETS ITS OWN RITUALS.



THE SAUDI RITUAL MAP

Where the Kingdom connects, shares, and belongs.

01 · DAILY RHYTHM

- The Sabah Al-Khair Relay
- The Snapchat-First Story
- The Late-Night Scroll

02 · BELONGING & IDENTITY

- The Family Group as Digital Majlis
- The Snapchat Celebrity Economy
- The Anonymous Confession Loop

03 · CONTENT CREATION & SELF-EXPRESSION

- Unboxing & Haul Content
- Location & Experience Broadcasting
- Creator Identity & Personal Brand

04 · SOCIAL & COMMUNITY RITUALS

- Digital Piety & Religious Sharing
- Viral Challenge Participation
- Private Self-Disclosure & Vulnerability

05 · COMMERCE & CONSUMPTION RITUALS

- Word-of-Mouth Commerce
- Influencer & Review Culture
- The Snapchat Storefront

06 · NOSTALGIA & RAMADAN-SPECIFIC RITUALS

- The Vision 2030 Throwback
- The Ramadan Discourse
- The Live Iftar Table

Theme 01/06

DAILY RHYTHM

How the day starts, peaks and winds down — the rituals that structure time itself.



"When I wake up, I first send Sabah Al-Khair to my family groups. Then I check if anyone messaged overnight or posted something I missed. Only after that do I start scrolling properly."

01 · The Sabah Al-Khair Relay — The Day Begins With a Digital Check-In

In KSA, the morning scroll often begins with a more social act: before opening the main feed, people send a Sabah Al-Khair ("good morning") image, GIF, Qur'an verse, or prayer into family and friends' WhatsApp and Snapchat groups.

It is less about broadcasting and more about **acknowledging your circle and maintaining everyday bonds.**

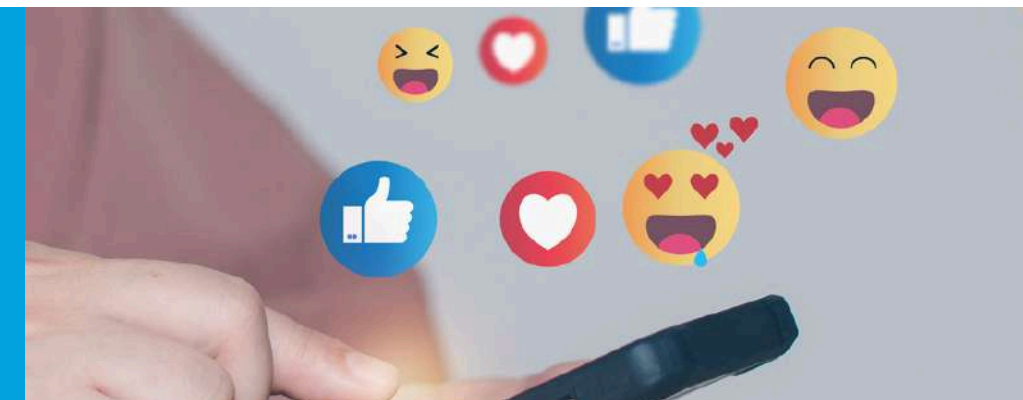
The ritual also serves as a digital catch-up — scanning missed messages, family updates, Snapchat stories, and group conversations from overnight. The morning check is therefore not simply "What did I miss online?" but "Who do I need to check in on?"

02 · The Snapchat-First Story — Staying Present, All Day (Amplified in KSA)

Saudi Arabia is one of Snapchat's most deeply penetrated markets, with roughly 89% of adults 18+ using the platform. For many Saudis, Snapchat is not just a content platform but a daily presence ritual — Stories offer an easy way to signal "this is what I'm doing" across everyday moments, from morning coffee to family gatherings.

Snapchat and Instagram play distinct roles: **Snapchat is spontaneous, immediate, and socially connected; Instagram is more curated and considered.**

Snapchat Streaks add another layer of ritualised commitment, turning everyday exchanges into habits people actively maintain.



"Instagram is where I post what I want people to see. Snapchat is where I show what I'm actually doing... I have streaks with my closest friends that have been going for years. Sometimes we don't even say anything — we just send a Snap to keep the streak alive. It's a small thing, but it keeps us connected every day."



"After 10pm, I know I'm going to be on TikTok or YouTube for a while. I tell myself it will be 20 minutes, but suddenly it's 1am..."

03 · The Late-Night Scroll — When Waqt Al-Faragh Comes Alive (Amplified in KSA)

TikTok and YouTube dominate the evening slot globally, but in Saudi Arabia the late-night scroll is deeply embedded in the rhythm of the day. Prime time typically runs from 10 pm to 2 am, as work, family commitments and socialising wind down and leisure time begins. It is less a quick check than an **extended session of entertainment, discovery and social catch-up**, moving fluidly between TikTok, YouTube, Snapchat and messaging.

During Ramadan, this energy shifts towards the pre-dawn Suhoor window, with scrolling, watching and sharing becoming part of the extended period between iftar and Fajr.

Theme 02/06

BELONGING & IDENTITY

Where trust is built, who gets to see what, and how worth gets measured online.



"Our family group never really stops. My mother sends a prayer in the morning, my uncle sends a voice note, the younger ones share pictures — even if I don't reply, I like knowing everyone is there."

01 · The Family Group as Digital Majlis — A Majlis That Never Adjourns

The WhatsApp family group has become a digital extension of the majlis — keeping family connected even when physically apart. Voice notes, often several minutes long, can substitute for calls, while elders share prayer reminders, greetings, news and family updates.

Its **constant ambient presence** creates a **sense of belonging**, with conversations ebbing and flowing throughout the day.

Like a physical majlis, it becomes a shared space that is always open, helping keep multiple generations connected.

02 · The Snapchat Celebrity Economy — When Creators Become the New TV Stars (Amplified in KSA)

Homegrown Snapchat and YouTube creators — from comedians and football personalities to esports stars — command everyday attention often reserved for TV celebrities. Their advantage is intimacy: appearing directly in daily Stories and feeds makes them feel **less like distant celebrities and more like familiar personalities within the social circle**.

Snapchat's broadcast-like role amplifies this influence. Following a creator becomes a daily ritual — checking Stories, reacting, sharing and discussing content offline. The result is a **powerful creator economy** where reach, familiarity and cultural relevance can outweigh traditional celebrity status.



"There are Snapchatters I follow every day. I know what they are doing, what they eat and where they go. They feel more familiar to me than some TV celebrities."



"There are things I would never post on my real account. On an anonymous account, I can say what I actually think and people respond without knowing who I am."

03 · Anonymous Confession Loop — Expression Without Exposure (KSA-Unique)

Not every thought fits the public, family-facing self. Anonymous platforms create a parallel space for opinions, poetry, complaints, struggles and confessions — **enabling self-expression and validation without revealing identity**.

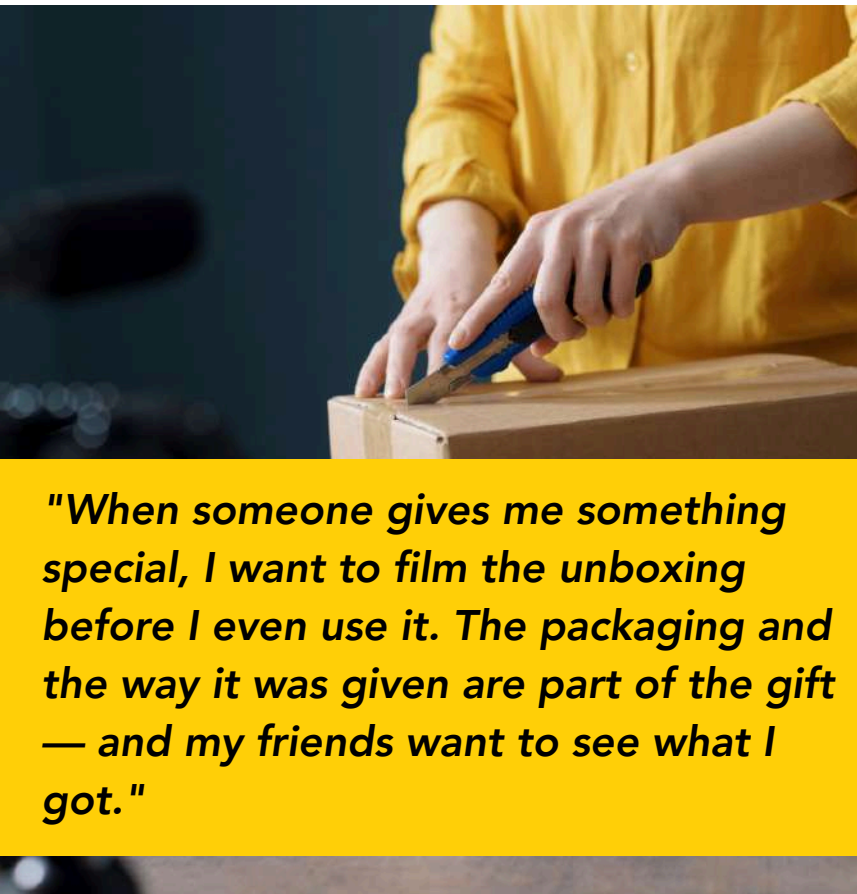
Saudi Arabia itself pioneered a global iteration through Sarahah, which surged in popularity around 2016–17.

Today, anonymous X accounts and confession spaces continue to provide an outlet for thoughts people may not feel comfortable sharing under their real identity.

Theme 03/06

CONTENT CREATION & SELF-EXPRESSION

What gets made, shown and performed — and whose approval it's really for.



"When someone gives me something special, I want to film the unboxing before I even use it. The packaging and the way it was given are part of the gift — and my friends want to see what I got."

01 · Unboxing & Haul Content — Consumption Becomes a Shared Experience (Amplified in KSA)

YouTube unboxing and haul content is a multi-billion-view global category, but in KSA it takes on an added social and gifting dimension. An unboxing is often less "look what I bought" and more "look what I received" — especially around birthdays, weddings and Eid. **The packaging, presentation, surprise and giver all add meaning to the product.**

With gifting deeply embedded in Saudi social rituals, **unboxing turns a personal gift into shared social currency**, shaping what others want to give, buy or receive.

02 · Location & Experience Broadcasting — Signalling Where You Belong (Amplified in KSA)

"I'm here" stories are standard worldwide, but in KSA, where you are can communicate more than what you're doing. Posting from a new restaurant, luxury hotel, concert, Riyadh Season event or trending destination can **signal access, lifestyle and social currency** — subtly saying "I have access," "I'm in the know" and "I'm part of what's happening."

The ritual also makes experiences visible to the social circle. A location tag, venue shot or carefully framed Story can turn a **private outing into a public signal of modernity, aspiration and belonging**, particularly among younger consumers.



"If I go somewhere new or exclusive, I'll usually post it. It's not about showing off exactly — it's letting people know I'm there and that I'm experiencing these new places too."



"My followers know my personality, my humour, what I like and where I go. But they don't know everything about me. I'm building my own identity online, but I'm still representing my family and my community."

03 · Creator Identity & Personal Brand — Building a Self That Fits the Social Circle

In KSA, the **ambition to build a recognisable personal identity is equally strong, but self-expression is more relational**. Creators balance their voice with family, community and cultural expectations, choosing what to reveal and what to keep private.

The result is a different model of personal branding: the creator self is intertwined with the social self. Family, cultural references, hospitality, humour and community participation can become part of the brand, while more intimate aspects remain behind the scenes.

Theme 04/06

SOCIAL & COMMUNITY RITUALS

Faith, trends and the national conversation — the rituals that bind a wider "we."



01 · Digital Piety & Religious Sharing — Faith Woven Into the Feed (KSA-Unique)

Faith content is a niche, optional vertical in many Western markets. In KSA, morning athkar, evening dua, Qur'an verses and religious reminders are woven into the everyday content diet — shared not only as expressions of faith, but to wish others well and **reinforce community bonds**.

The ritual follows the day's rhythm: athkar in the morning, prayer reminders around prayer times, and dua or Qur'anic content in the evening. Sharing becomes a digital act of care and spiritual connection, much like greeting or checking in on family.

02 · Viral Challenge Participation — From Trend Follower to Trend Maker

TikTok trends can cross borders within hours, and KSA readily participates in this global cycle of watching, adapting, remixing and sharing.

But Saudi users are increasingly **more than trend followers: locally originated challenges**, sounds, humour and formats can travel outward across the GCC and wider MENA, giving KSA a growing role as a cultural exporter.

Participation is also a form of social belonging — joining a challenge signals that you are current, connected and part of the conversation, while adding a local Saudi twist can make a global trend feel culturally relevant.



03 · Private Self-Disclosure & Vulnerability — Intimacy Within the Inner Circle

"Storytime" and confession content is a major public trend elsewhere. In KSA, the same **vulnerability is more often shared within trusted circles** — close friends, family WhatsApp groups, private Snapchat stories or one-to-one conversations.

The need for emotional expression and connection exists, but **disclosure is often selective rather than public**, shaped by trust, relationships and social boundaries.

This creates a form of private digital intimacy: people may share personal struggles, relationship concerns, insecurities or difficult experiences, but with an audience they know and trust.

Theme 05/06

COMMERCE & CONSUMPTION RITUALS

How discovery, trust and buying now happen inside the same scroll.



"I don't really trust an influencer just because they are famous. If someone I follow has actually tried the product and tells me honestly what they liked or didn't like, that feels more like a recommendation from a friend."

01 · Word-of-Mouth Commerce — Trust Turns the Scroll Into a Storefront (Amplified in KSA)

Discovery-to-purchase happens inside the scroll globally, but in KSA it is often powered by personal endorsement. Recommendations from friends, family or creators can carry more weight than ratings or conventional ads. Snapchat Stories, WhatsApp groups and DMs become informal discovery and sales channels, with boutique businesses often operating through Story posts, referrals and direct messages.

The ritual is simple: see it → ask someone you trust → DM the seller → buy. **Products shared within your circle come with an added layer of credibility,** making purchase feel more personal and lower-risk.

02 · Influencer & Review Culture — Trust Travels Through People (Amplified in KSA)

Influencer trust can outpace brand advertising for Gen Z globally. In KSA, this connects strongly with a **trusted person's recommendation carrying social weight**. The most influential voices are not always the biggest celebrities, but those seen as **credible, relatable** and **"one of us."** Reviews and personal experiences become modern word-of-mouth.

This trust extends into commerce. Maroof was designed to build e-commerce confidence by helping consumers evaluate stores and access customer feedback. While e-store verification has since moved to the Saudi Business Center, the underlying behaviour remains: trust is built through recommendation, social proof and transparency, not advertising alone.



"I follow a lot of influencers, but I don't buy just because they recommend something. If they've used it themselves, explain why they like it and don't make everything sound perfect, then I'm more likely to trust them."



"My mother and I both use Snapchat, so if I see something I like, I can send it to her, ask about it, and message the seller directly. Sometimes the whole purchase happens through Snapchat."

03 · The Snapchat Storefront — Where Discovery Becomes Purchase (Amplified in KSA)

Because Snapchat is already embedded across multiple generations in KSA, it can function as a storefront far beyond the younger, influencer-led audience typically associated with social commerce.

A product can move seamlessly from discovery in a Story → recommendation or review → DM conversation → purchase, often without leaving the platform.

This makes **Snapchat particularly powerful for small businesses, homegrown brands and social sellers**, where trust and personal connection can be as important as the product itself.

Theme 06/06

NOSTALGIA & RAMADAN-SPECIFIC RITUALS

Memory, transformation and the one month that runs its own separate digital calendar.



"Sometimes I see an old photo of Riyadh and I'm shocked — that was my city just a few years ago. I remember those places from childhood, but now everything around them has changed."

01 · The Vision 2030 Throwback

"On this day" content exists everywhere, but in KSA the nostalgia loop is amplified by the extraordinary pace of transformation. Since Vision 2030 launched in 2016, Riyadh's physical and social landscape has changed dramatically, making "Riyadh then vs. now" content especially resonant. Old neighbourhoods, familiar landmarks, restaurants and childhood hangouts are contrasted with today's skyline, entertainment districts and new experiences.

For younger Saudis especially, a decade can represent two very different versions of the same city — making **nostalgia less about a distant past and more about remembering a world they have personally lived through.**

02 · The Ramadan Discourse — A Month-Long Content Series (Diverges)

Ramadan transforms social media from an always-on feed into a daily ritual calendar. Khatma (Qur'an-completion) trackers, nightly charity counters, Suhoor/Iftar countdowns, duas and daily reading goals are shared throughout the month, **turning Ramadan into a running content series** rather than a single campaign moment.

But Ramadan content also **triggers a powerful nostalgia loop**. Old Ramadan recipes, childhood Iftar memories, vintage TV shows, traditional decorations and "Ramadan then vs. now" posts resurface each year, connecting younger Saudis with family memories and traditions.



"I joined a Qur'an reading challenge because I kept seeing it on my feed. Posting my progress every day helped me stay consistent — it felt like we were all doing it together."



03 · The Live Iftar Table — Sharing the Moment Across Distance

Live commerce and live gaming exist everywhere, but KSA layers a distinctly social and devotional dimension onto live content. During Ramadan, live Qur'an recitations, Taraweeh broadcasts and religious programming create a shared digital space, while families separated by distance can use live video to bring others into the Iftar or Suhoor moment. Saudi audiences also see digital engagement intensify around the evening and pre-Suhoor windows during Ramadan.

The nostalgia lies in **recreating the feeling of gathering around one table, even when the physical family table is elsewhere.** The screen becomes a way of preserving presence, participation and togetherness.

SO – WHAT DOES THIS MEAN FOR BRANDS?



BRAND IMPLICATIONS

*Globally, digital rituals are about attention capture.
In KSA, they are about trust, proximity, and cultural alignment.*

PLAYBOOKS DON'T TRANSFER AS-IS

Global strategies built for visibility rarely translate without local reweighting.



PRIVATE BEATS PUBLIC

In KSA, private sharing consistently outperforms public virality.



INFLUENCE IS RELATIONAL

Credibility comes more from community trust, compared to follower count or reach.



RITUALS, NOT CAMPAIGN WINDOWS

Ramadan and Eid are ritual systems that run all year in miniature — not one-off media moments.

OPPORTUNITIES FOR BRANDS

1 - Snapchat as an Adult Lifestyle Platform

Most brand investment still treats Snapchat as youth-only. In KSA it's the daily-diary platform across every adult age group — largely unclaimed ground for premium and lifestyle brands.

2 - Content Built for the Forward, Not the Follow

Public-feed virality still dominates brand creative. Almost nothing is designed to travel inside a private family WhatsApp group — the format Saudi audiences trust most.

3 - Gifting-Grade Unboxing, Beyond Beauty

Fragrance and beauty have claimed gifting-first packaging. Electronics, grocery, home, and auto accessories haven't adapted their reveal design for a market where unboxing is often a gift.

4 - Everyday "I'm Here" Moments, Not Just Mega-Events

Broadcast-worthy design is concentrated in Riyadh Season and F1. Daily retail, café, and service touchpoints remain undesigned for the location-broadcasting ritual.

5 - Respectful, Year-Round Faith Content

Ramadan and Eid campaigns are crowded and generic. Sustained, credible engagement with digital piety rituals carries real trust upside and almost no competition.

6 - Formalised Word-of-Mouth Referral Programs

Influencer spend still skews toward reach-based deals. Structured referral mechanics that reward trusted community voices, not just followers, remain rare — and fit existing behaviour perfectly.

WHERE THE RITUALS ARE HEADED NEXT

The next wave of global social behaviour, and an early read on how each one is likely to land in the Kingdom.

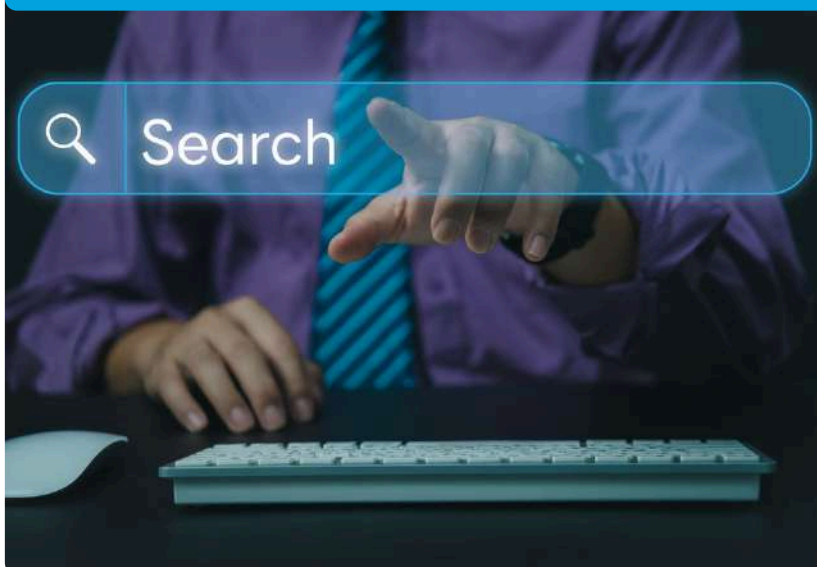
AGENTIC AI AS THE SOCIAL MEDIA MANAGER



GLOBAL SIGNAL: AI agents now plan, publish, and adapt content across platforms with minimal human input — a shift from AI-as-copywriter to AI-as-operator.

KSA READ: Early movers are training agents on Arabic dialect, Gulf humour, and platform-specific norms — Snapchat, TikTok, and X each need a different voice, not one global AI script.

SOCIAL SEARCH OVERTAKES THE SEARCH BAR



GLOBAL SIGNAL: Nearly a third of younger users now start their discovery on TikTok, Instagram, or YouTube vs Google; brands are optimising for answer-engine visibility, not just SEO.

KSA READ: With X and TikTok already central to the national conversation, expect Arabic-first social search to become the default way Saudis vet a brand before shafa'a-style referral even happens.

MICRO-COMMUNITIES OUTPERFORM MASS REACH



GLOBAL SIGNAL: Public follower counts matter less; brand budgets are shifting into Discord, Substack, broadcast channels, and private groups.

KSA READ: This is the rest of the world catching up to a ritual KSA has run for years — the WhatsApp family majlis was never chasing reach in the first place.

WHERE THE RITUALS ARE HEADED NEXT CONT...

The next wave of global social behaviour, and an early read on how each one is likely to land in the Kingdom.

AI-NATIVE PLATFORMS & AGENT-TO-AGENT COMMERCE



GLOBAL SIGNAL: AI-only feeds (Meta's Vibes, OpenAI's Sora) and early agent-to-agent negotiation are emerging, letting personal AI assistants transact on a user's behalf.

KSA READ: Expect slower, trust-gated adoption — a market built on word-of-mouth and family endorsement will likely demand a visible trusted-circle signal before letting an AI agent shop unsupervised.

AGENTIC SOCIAL COMMERCE



GLOBAL SIGNAL: Social commerce is scaling past \$100B globally, led by TikTok Shop; the next step is AI agents handling discovery-to-purchase end-to-end.

KSA READ: A natural evolution of referral shopping — the trusted referral could increasingly come from a personal AI trained on a user's own family and friend group, not just a creator.

THE ANTI-POLISH BACKLASH



GLOBAL SIGNAL: Overly polished, visibly AI-generated content is eroding trust; roughly a third of consumers say they're less likely to choose a brand that uses obvious AI ads.

KSA READ: Reinforces a ritual already native here — the relational, family-forward creator self was never built on individual polish, giving KSA-rooted brands a head start as authenticity becomes the global premium.

DECODING RITUALS: A FRAMEWORK FOR BRANDS

A framework to explore how Cultural Rituals Turn brands into Meaningful Moments

CONSUMER RITUALS FRAMEWORK

A Guide to Ritual Marketing



A LOOK AT WHERE YOU CAN FIND THE DIFFERENT GENERATIONS...

Platform Roles & Preferences



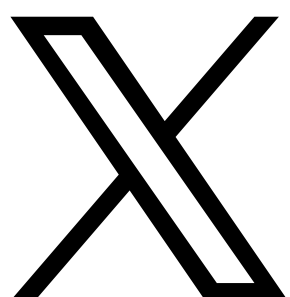
Snapchat

The clear anchor app across generations — described as the primary daily-communication tool (friends, family, spouse), not a broadcast platform. Snapchat's stickiness is from "streaks" and habitual first/last check of the day. Content is more raw/authentic and less "performed" than TikTok.



TikTok

Skewed towards the younger audience - Entertainment/trend discovery, but consumption-heavy. TikTok algorithmically tailors content, unlike Snapchat which shows exactly what's posted. TikTok is also a discovery engine for products/places.



Twitter

Skewed towards the older audience - "Serious"/news platform — where things "explode," political/social topics (Vision 2030, jobs, sports controversies) surface, and where minimal daily time is spent.



Instagram

More popular among the younger audience - Secondary/niche — a "notebook" for curated permanent posts.



YouTube

Popular across age groups - Used for long-form content/podcasts.



MIND THE GAP

A snapshot of generational mindsets — decoded.



GEN ALPHA

BORN 2013 +

*Social Media Is
Their
Playground*

Most Relevant Channels

Snapchat, TikTok,
YouTube, WhatsApp

Roles they Play

*"Watch, play, co-
view with a parent."*

Discover +
participate + belong

Ritual / Behavior

Short-form
entertainment,
challenges, creators,
gaming, memes,
peer interaction, and
visual
communication.
Snapchat is
particularly strong
among younger
users.



GEN Z

BORN 1997 - 2012

*Social Media
Is Their
Stage*

Most Relevant Channels

Snapchat, TikTok,
YouTube, Instagram,
WhatsApp, X

Roles they Play

*"Live on Snap,
confess on X."*

Express + discover +
influence

Ritual / Behavior

Snapchat
Stories/Streaks,
TikTok trends,
creator culture,
Reels, fandoms,
anonymous
accounts, social
commerce and late-
night scrolling.



MILLENNIALS (Y)

BORN 1981 - 1996

*Social Media Is
Their Life
Concierge*

Most Relevant Channels

WhatsApp,
Snapchat, YouTube,
TikTok, Instagram, X

Roles they Play

*"Curate the feed,
trust the referral."*

Connect + discover
+ transact

Ritual / Behavior

Family groups,
Snapchat Stories,
creator/review
culture, shopping
through social,
news/content
discovery and
maintaining both
personal and
professional
networks.

AUGUST | 2026



GEN X

BORN 1965 - 1980

*Social Media
Is Their
Window to
the World*

Most Relevant Channels

WhatsApp, YouTube,
Snapchat, TikTok, X,
Instagram

Roles they Play

*"Post with purpose,
not performance."*

Connect + keep
informed + entertain

Ritual / Behavior

Family WhatsApp
groups, religious
content, news, how-
to videos,
entertainment,
family/friend Stories
and increasingly
TikTok. WhatsApp
remains
exceptionally strong.



BABY BOOMERS

BORN PRE-1965

*Social Media Is
Their Bridge to
Community*

Most Relevant Channels

WhatsApp, YouTube,
Snapchat, TikTok

Roles they Play

*"The group chat is
the majlis."*

Connect + consume
+ stay connected

Ritual / Behavior

Family
communication,
religious sharing,
greetings, news,
video entertainment,
and keeping up with
children and
grandchildren.

THE 4SIGHT TOOLKIT

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It combines **qualitative research depth** with **design precision** across every stage of product development.

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

Test Before You Build Big

- Prototype testing
- Moderated usability testing
- Real-time beta feedback

Benchmark & Refine

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

Design That Resonates

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

Architect with Purpose

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

Why UXplore™?

- Strategic UX, start to scale
- Behavioral insight into action
- Business, design, human aligned
- Culturally tuned, market-specific

Don't just
launch.
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in insight.

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

4SiGHT Live 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.

4SiGHT Live 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.

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INSIGHT EXPRESS

Enables swift, efficient innovation testing — minimizing the risks of full-scale launches and allowing you to explore, experiment, and fail fast.

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 and improvements.

UNDERSTANDING BEHAVIOR IS NOT ENOUGH. WINNING BRANDS ACT ON IT.

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

THE RITUALS CALENDAR 2026

JANUARY

**4SiGHT for Growth
2025 Yearbook**

FEBRUARY

MARCH

**Tapping into the
Power of Rituals**

APRIL

**Everyday Rituals
in KSA**

MAY

**Festivals,
Celebrations and
Their Rituals in Saudi
Arabia**

JUNE

**A look at Personal
Care & Hair Care
RITUALS in Saudi
Arabia**

JULY

**Sports
Rituals in
KSA**

AUGUST

**Social Media
Rituals in KSA**

SEPTEMBER

Coming Soon...

OCTOBER

NOVEMBER

DECEMBER