

Insight into how Facebook is used in Egypt

Recent research has been gathered in the "eMarketing Egypt insights 5th Edition 2014 Report" which highlighted that Facebook users in Egypt is a youth community.



With review to the age group, almost 70% of Egypt Facebook users are below 30 years old. Analytics of the top five pages showed that according to gender categorisation which is around 60% male and 40% female.

Ossama El-Badawy, the report author, "Facebook is evolving more towards being male community in comparison to the total internet users and in comparison to the Facebook itself in the last year." The report mentioned that in diversified fan base page like "Tamer Hosni," the age group ratio shows that 70% of fans are less than 24 years old, meanwhile in a General Knowledge page like "Educated Yourself" the age ratio of fans 54% less than 24 years old.

One of the report findings that in a new page like "R.N.N", the gender ratio of male fans edged up to 69%, while in the General Knowledge page, the female ratio edged up to 43%.

Accessing through mobile devices

eMarketing Egypt also found that 43% Facebook users browse via mobile devices, with 60% using Samsung devices while 21% of them use Nokia devices. The report also confirmed that about 30% of Facebook users in Egypt browse via chrome, and about 25% of them are using Firefox.

For more information, [please click here to download the report for free](#).