

WHAT ARE CONSUMERS READING DURING THE COVID-19 OUTBREAK IN UAE?

Teads

The ranking of the most read contents reveals growth across a wide variety of interests

UNITED ARAB EMIRATES

1	Health, disease, wellness, hospital	3.2M +25%	15	Health Specialities	243K +16%	23	Videogames	81K +62%
2	Food recipe, ingredients	1.2M +34%	16	Drink	215K +9%	24	Home Gardening	80K +3%
3	Business enterprise, companies	588K +25%	17	Health Exercise	150K +15%	25	Home Pets	74K +30%
4	Food utensils, cookware	510K +103%	18	Entertain Arts	129K +3%	26	Food Cuisine	57K +48%
5	Economy debt, inflation	500K +18%	19	Business Energy	110K +34%	27	Charity	57K +180%
6	Shopping	427K +5%	20	Health Digestive	98K +33%	28	Auto4wd	55K +2%
7	Pharmaceuticals	412K +19%	21	Comedy	96K +25%	29	Event Graduation	47K +68%
8	Health Nutrition	377K +33%	22	Games	94K +74%	30	Health Derma	47K +6%
9	Health Diet	340K +42%						
10	Economy Markets	335K +16%						
11	Business Careers	325K +1%						
12	Phones	324K +9%						
13	Politics American	276K +1%						
14	Society protests, migrants	267K +2%						

HOW DO THE TRENDS REFLECT ACROSS MASLOW'S PYRAMID?

Each ranked category was assigned to a specific need in Maslow's pyramid. Average growth rate per type of needs in March is represented below.

SELF ACTUALISATION +28%

COGNITIVE +2%

ESTEEM +8%

SOCIAL +17%

SAFETY +23%

PHYSIOLOGICAL +43%



Source: Teads Media Barometer / Ranking by volume of page views for the week starting March 2 and % Evol between last week of March vs first week