

WHAT PEOPLE MISS THE MOST



A Monthly Uncovering & Mapping of Digital
Insights & Trends

July 2020 Edition

THE WHAT PEOPLE MISS THE MOST EDITION

Forced into quarantine, most of us are appreciating the little things we took for granted in what feels like a past life. Now that things are slowly opening up;

We asked ourselves what can social data tell us about what people in Egypt, Saudi Arabia and the United Arab Emirates miss the most?



Who This Applies To...

This edition analyzes conversations from anyone using the terms “I miss” or “وحشتني” on social media

Businesses

Know what people miss in Egypt, KSA and UAE to gain insight into what people want the most and apply these learnings into business processes, and into improving customer experience when re-opening

Individuals

You are not alone, everyone misses something, whether it's a conversation with a friend, a family member in another continent, sound of a busy classroom or the simple feeling of coming home after a long day at work. You're not alone and we'll prove it!



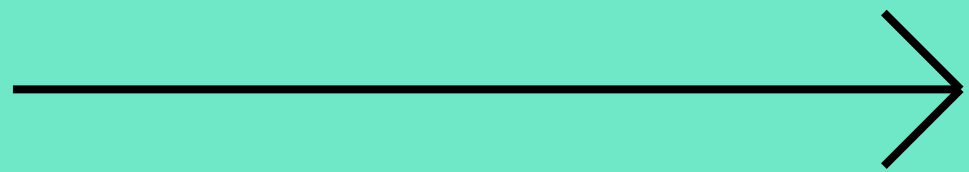
THE
WHAT PEOPLE MISS THE MOST
Edition

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Bottom line:

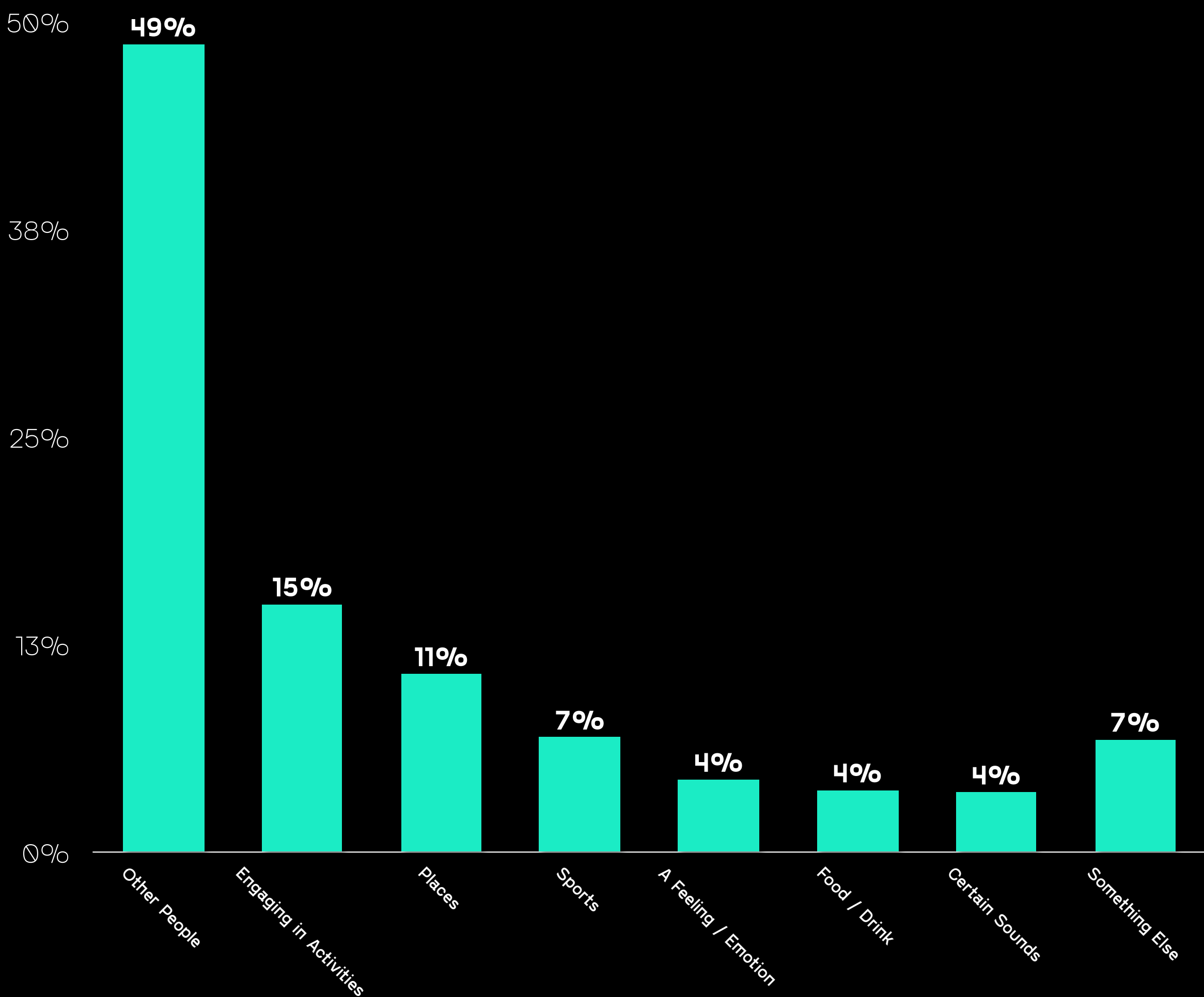
People really, really...

MISS OTHER PEOPLE



Here's what Egyptians, Saudis and Emiratis miss

Wordcloud Showing The Stuff We Miss



Here Are Some Actual Tweets

People

I miss hanging out, 3 months of staying home. I really can't stand 😞.

حصته كانت من احب الحصص علي قلبي والله ، وحشني جدا جدا والله 🥰❤❤❤❤❤❤❤❤❤❤

Activities

Can't wait to pursue my Phd. I miss studying.

I miss going to Saadiyat Island 🥰

Places

نفسى اقعد على النيل وحشني

وحشني أكل المطاعم 🧑🍳 ، أتوقع هذي الفترة هي أكثر فترة ما أكلت فيها من المطاعم، تقريبًا صار لي ٣ شهور بالتمام ما أكلت وأحس أحتاج أكل علشان أغير من طعم الأكل اللي ينطبخ في البيت 🥰🥰

Sports

ما وحشني الا النصر وما اشتقت الا للنصر 🥰🥰

والله وحشني النادي مع الحبايب ما نقول الى تبا كورونا 🥰🥰
@EyadGahwaji @ab0_sharaf

Feeling / Emotion

I miss being excited about something, I merely feel empty and off these days.

وحشني شعور الشغف لأي شيء واني أصحى كل يوم لسبب..

Food / Drink

وحشني اكل الشارع اووي 🥰

I miss sea food 🥰🥰

Sounds & Voices

I miss your voice a lot

وحشني صوتها وهي بتقوللي 🥰🥰 chicken or meat

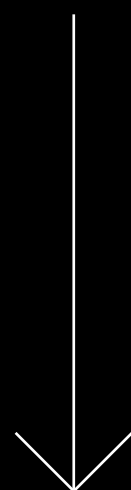


Other

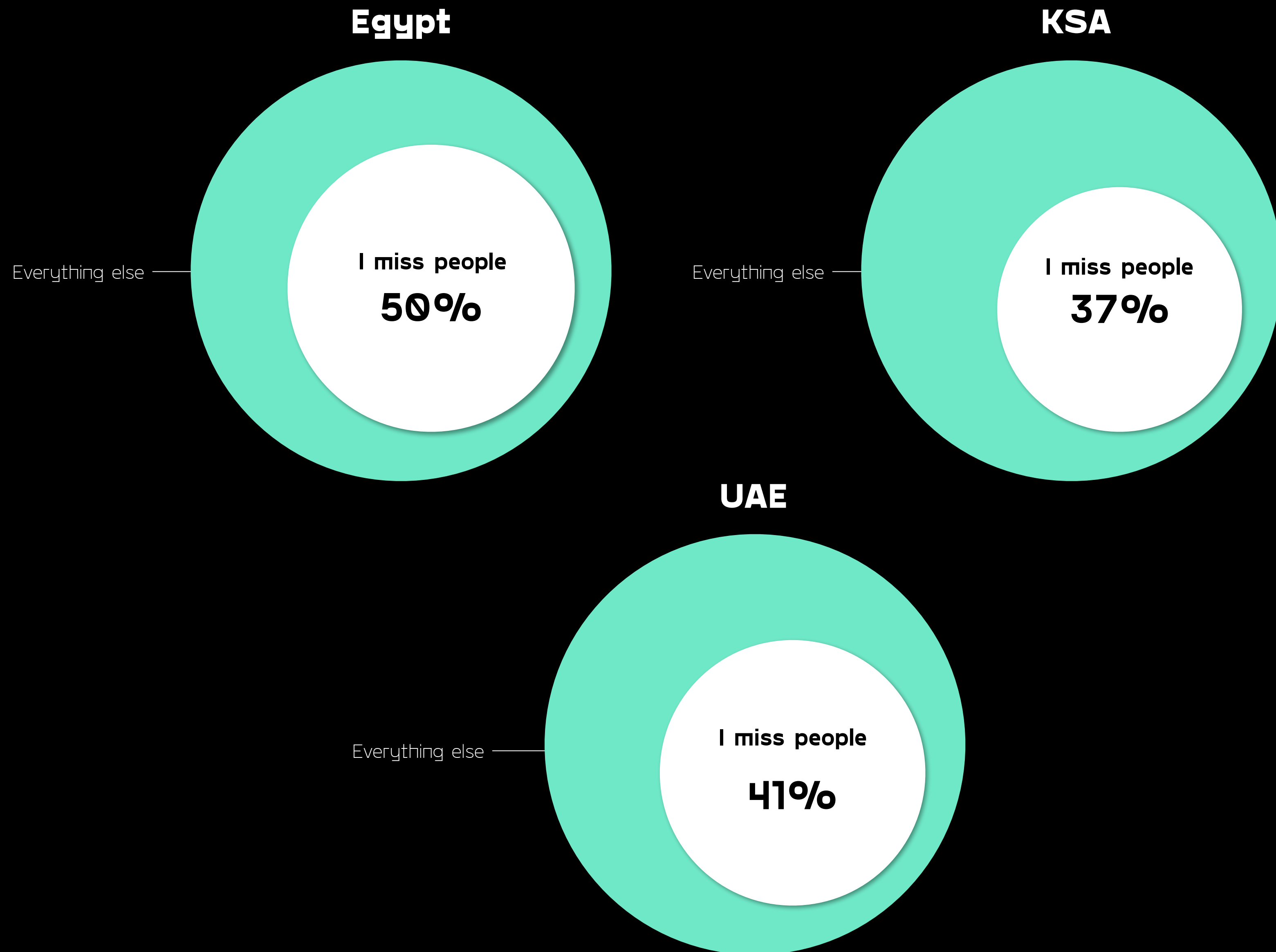
I miss the normal and crazy life.

My days are not the same without her. I miss this cat way too much.

Egyptians seem to be missing people somewhat more – one in every two tweets were about missing someone



Quarantine and isolation have left people yearning for the companionship of other people. Egyptians appear more vocal about it, Saudis seemed less interested in people directly but missed doing activities and sports the most



One in every two tweets were about missing someone

I miss a lot of people, Corona virus you're seriously killing the vibe man.

1:55 AM · Apr 26, 2020 from Jeddah, Kingdom of Saudi Arabia · Twitter for iPhone

Replying to @bucyel

Ya bucy 🥰🥰 you don't know how much I miss you and bubu 🥰🥰

1:12 PM · Jun 12, 2020 · Twitter for Android

I miss lma konty btygi 3ndi w kol el3ila t23od t7b fiki w baba y3mlna akl elly mabt7sl4 8er wnty mwgoda w i miss every thing about our silly days w msaybb w yom ma gtlk 34an mo5tfia 🥰💔

Replying to @mahmoodkaml

وحشني

Replying to @Mahmoud1997_

انت بتقلب عليه المواجه يسطا 😂😂😂😂 وحشني فشخ والله 🥰

وحشني أوي ان يبقي عندي احداث كتير فيومي ارجع احكيها اخر اليوم لاصحابي

Translate Tweet

7:52 PM · May 2, 2020 · Twitter for Android

I miss asking my friends

twitter.com/wuiys0/status/...

Translate Tweet

"حليتوا الواجب"

من أكثر الحاجات اللي مفقدها قعدتنا انا و ميمي. 🥰

_MarwaAR@

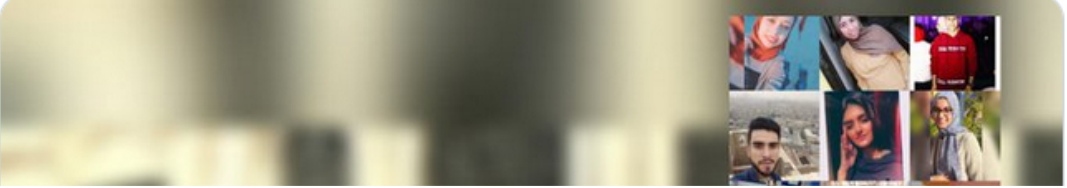
💔💔😂😂 I miss my mine

Translate Tweet

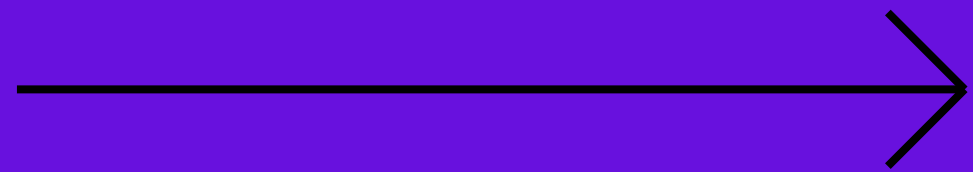
2:22 AM · Apr 14, 2020 · Twitter for iPhone

قسمي وحشني والله 🥰💔

Translate Tweet

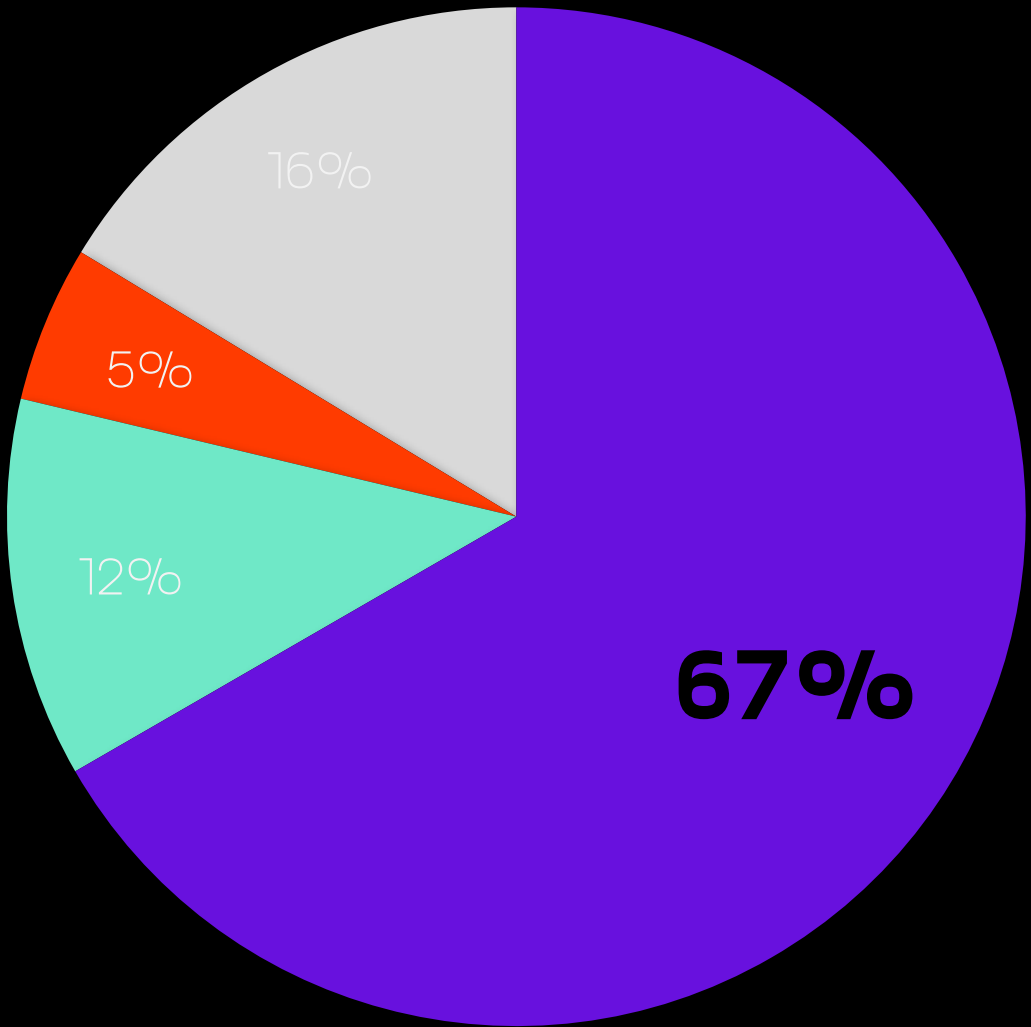


Friends are the ones
WE LONG FOR THE MOST

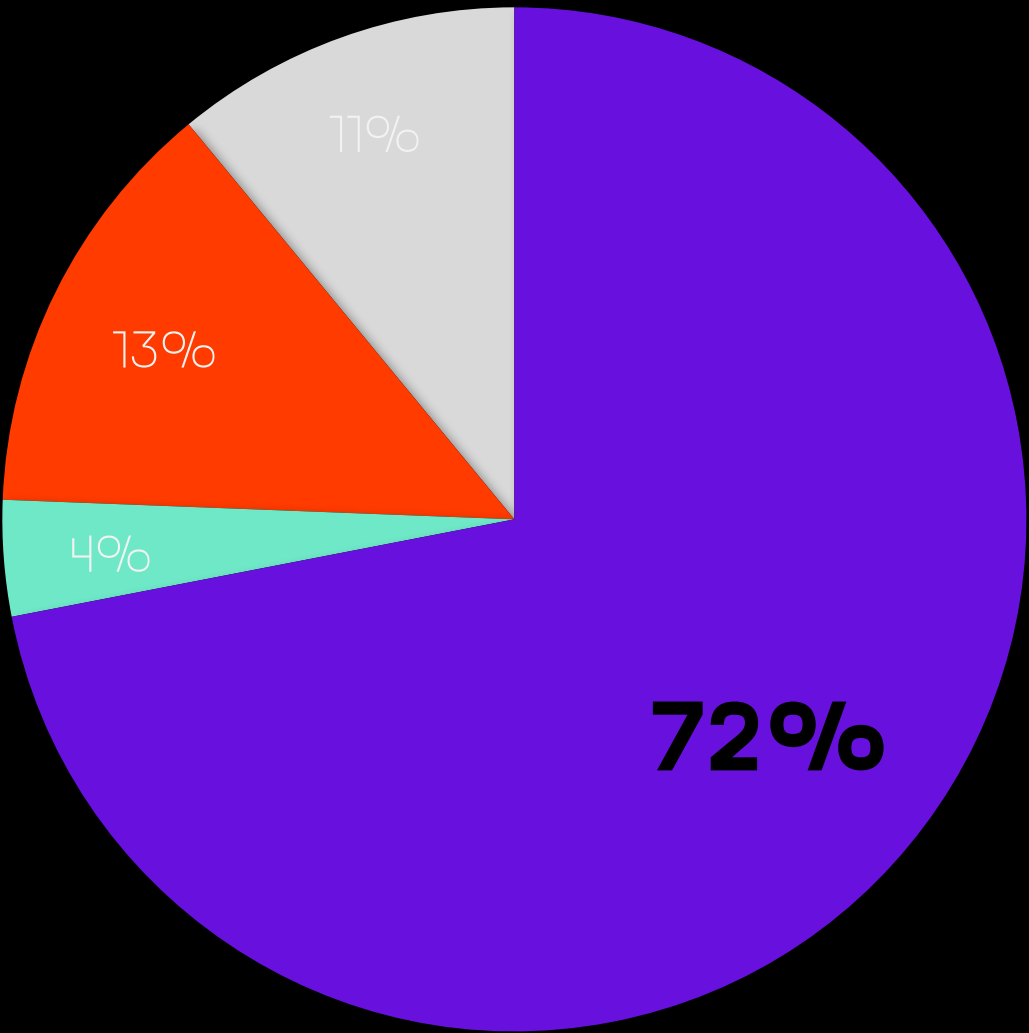


We Miss Our Friends More Than Anyone Else

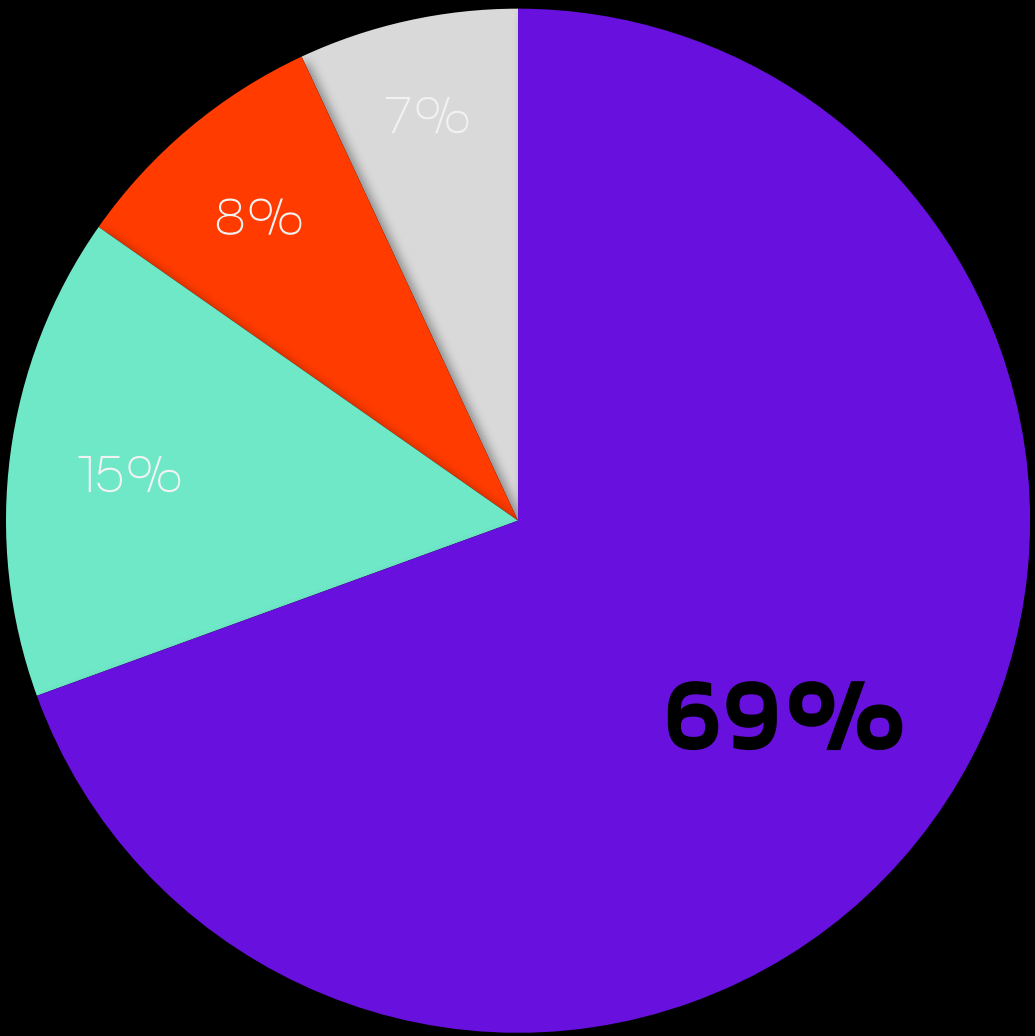
Egypt



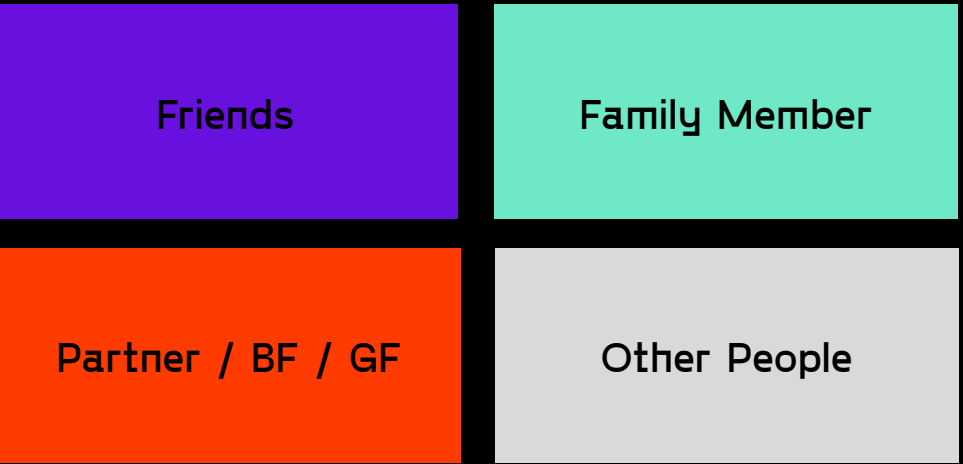
KSA



UAE



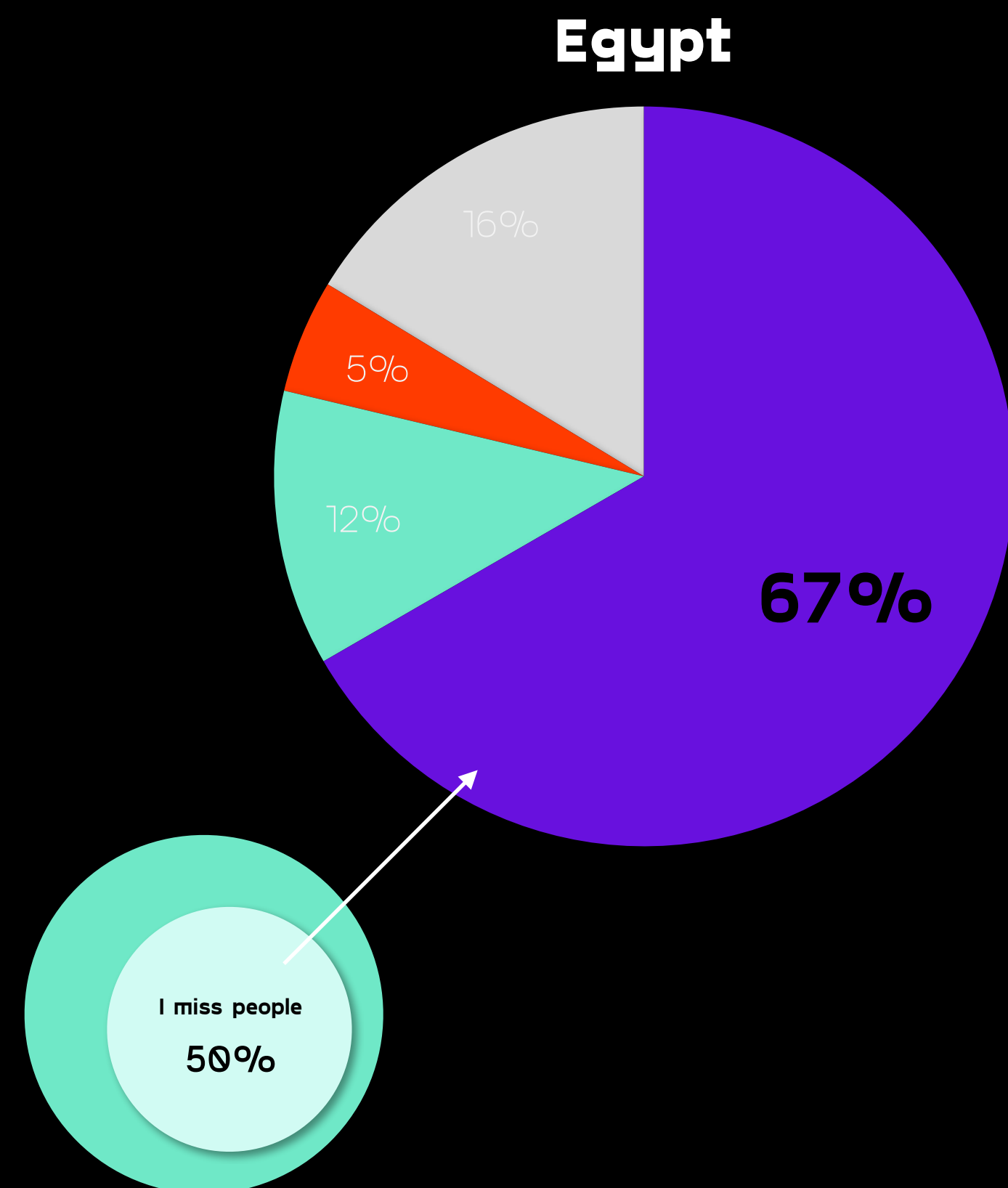
I miss...



Egyptians Miss Everyone!

In light of curfews and fearing for their loved ones that are most vulnerable; many tweeted and expressed concerns about their family members.

Others expressed their disbelief and sadness about their inability to visit friends and families in Ramadan. This was clearly reflected in a significant number of posts.



i miss my grandma so much i haven't seen her since corona

قنبله الي وحشني اكثر والله بيا هنرجع نقعد وهنخرب دنيا تاني 😂

Replying to @rehamelmahdy5

i miss wayy moreee ya reree 🥰🥹

انا اخويا وحشني اووي ونفسي اشوفه ويقعد يرخم عليه ومش هضايق والله 🥹🥹🥹

I miss...

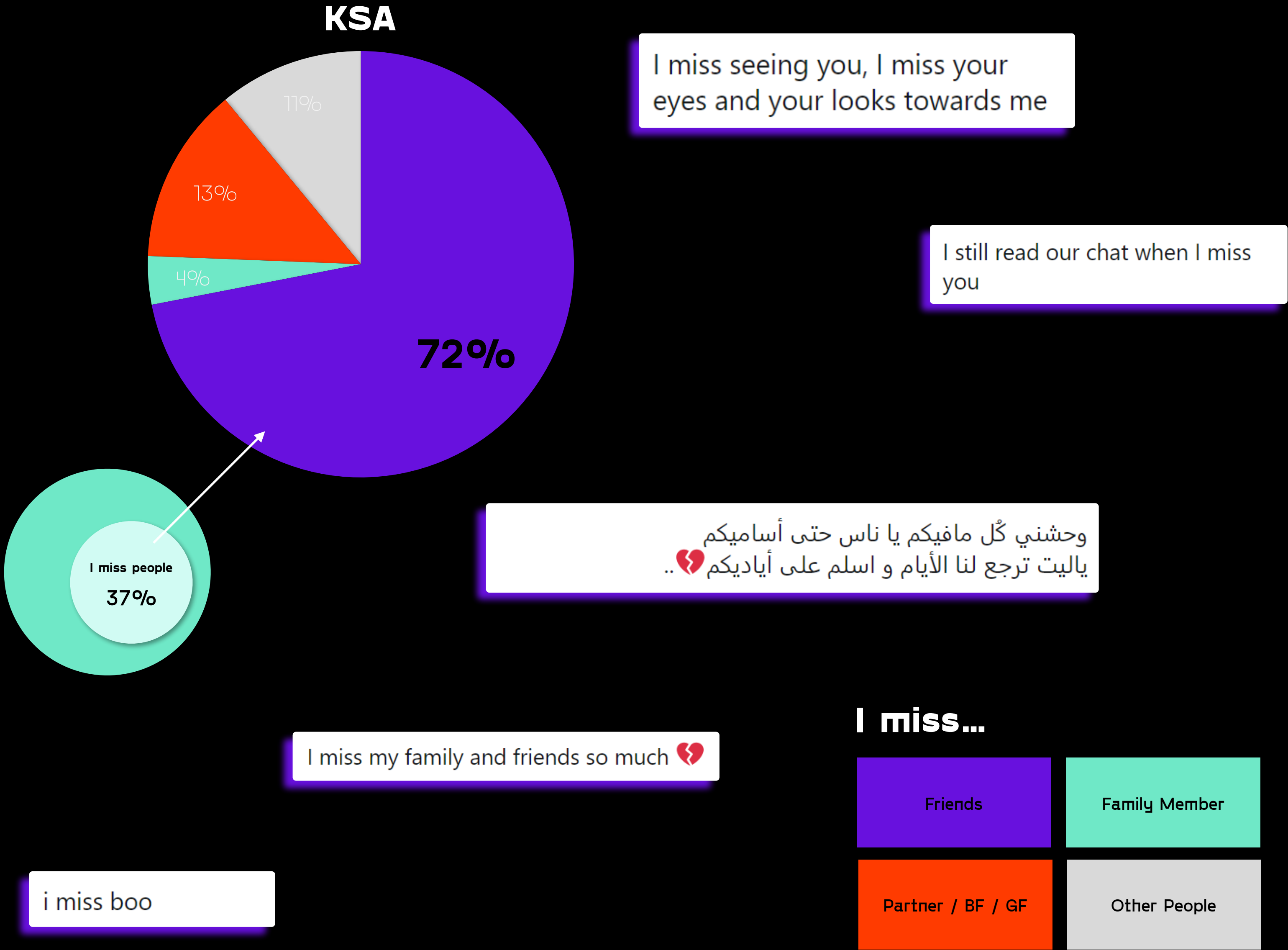
Friends

Family Member

Partner / BF / GF

Other People

In Saudi, Love Is in the Air!

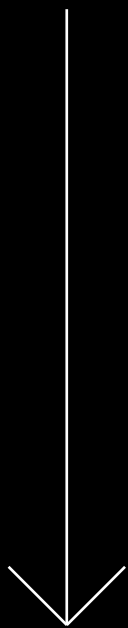


Interestingly, Saudis expressed what seems to be romantic emotions much more than their peers in UAE and Egypt.

Source: Tweets talking about what people miss in KSA. No retweets. 14 April – 14 June 2020. Sample: 224 unique. Data collection via Netbase. Analysis by Kairo

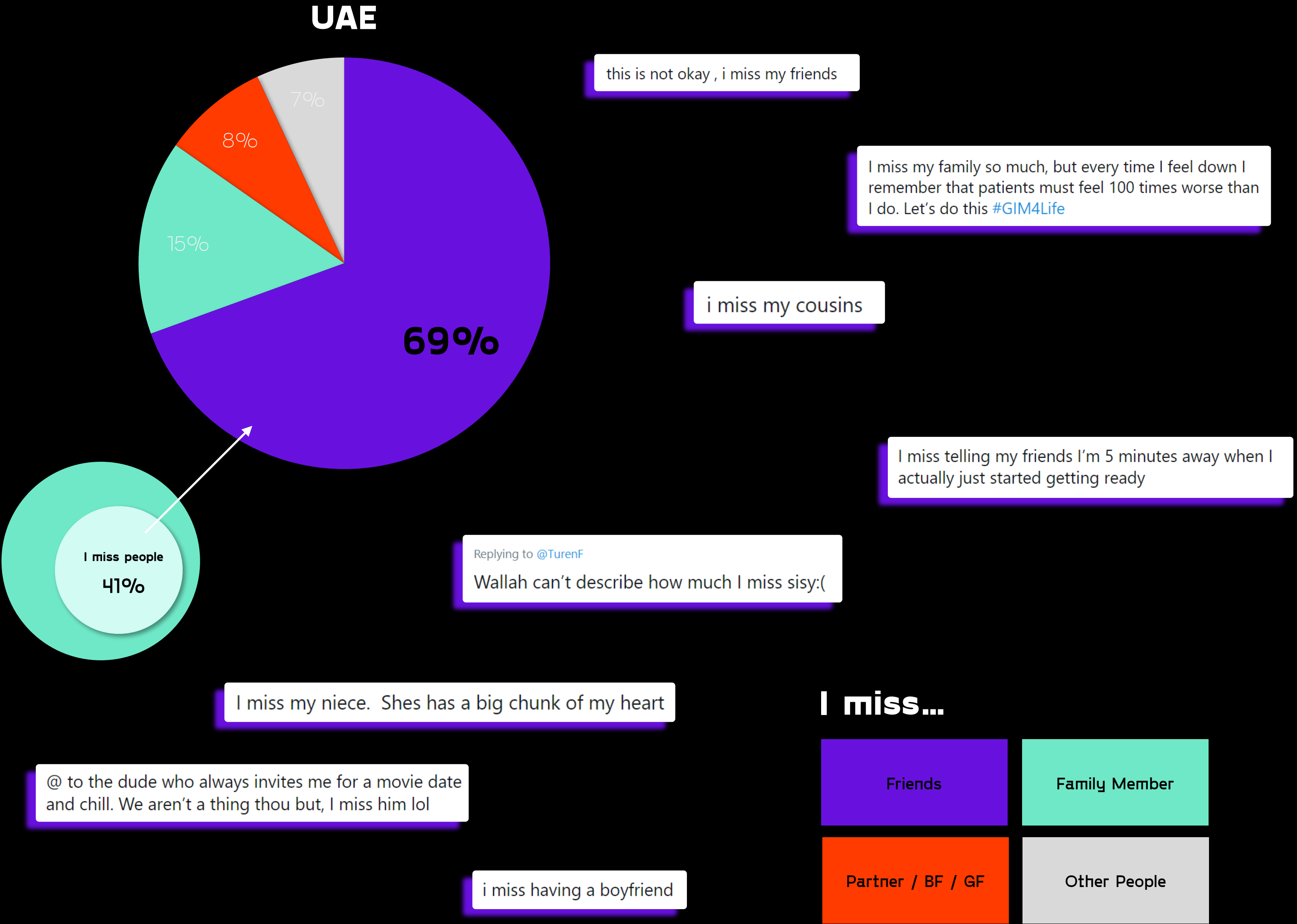
Note: Qualitatively speaking, we noticed that KSA had the highest share of people missing what seems to be their exes/past relationships. There was no way to prove this so it was excluded altogether from the analyzed data

With a big number of expats, people in the UAE miss everyone back home

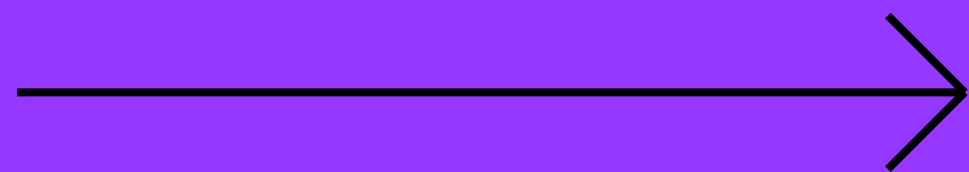


As with Egypt and KSA, friends were missed the most in the UAE sample.

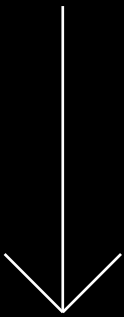
But being a country with many expats, we see lots of tweets of family members expressing how they miss children, parents and relatives from whom they have been separated.



Ok, everyone misses friends,
TELL ME SOMETHING I DON'T KNOW...



We also miss teachers, classmates, neighbors and our barber...



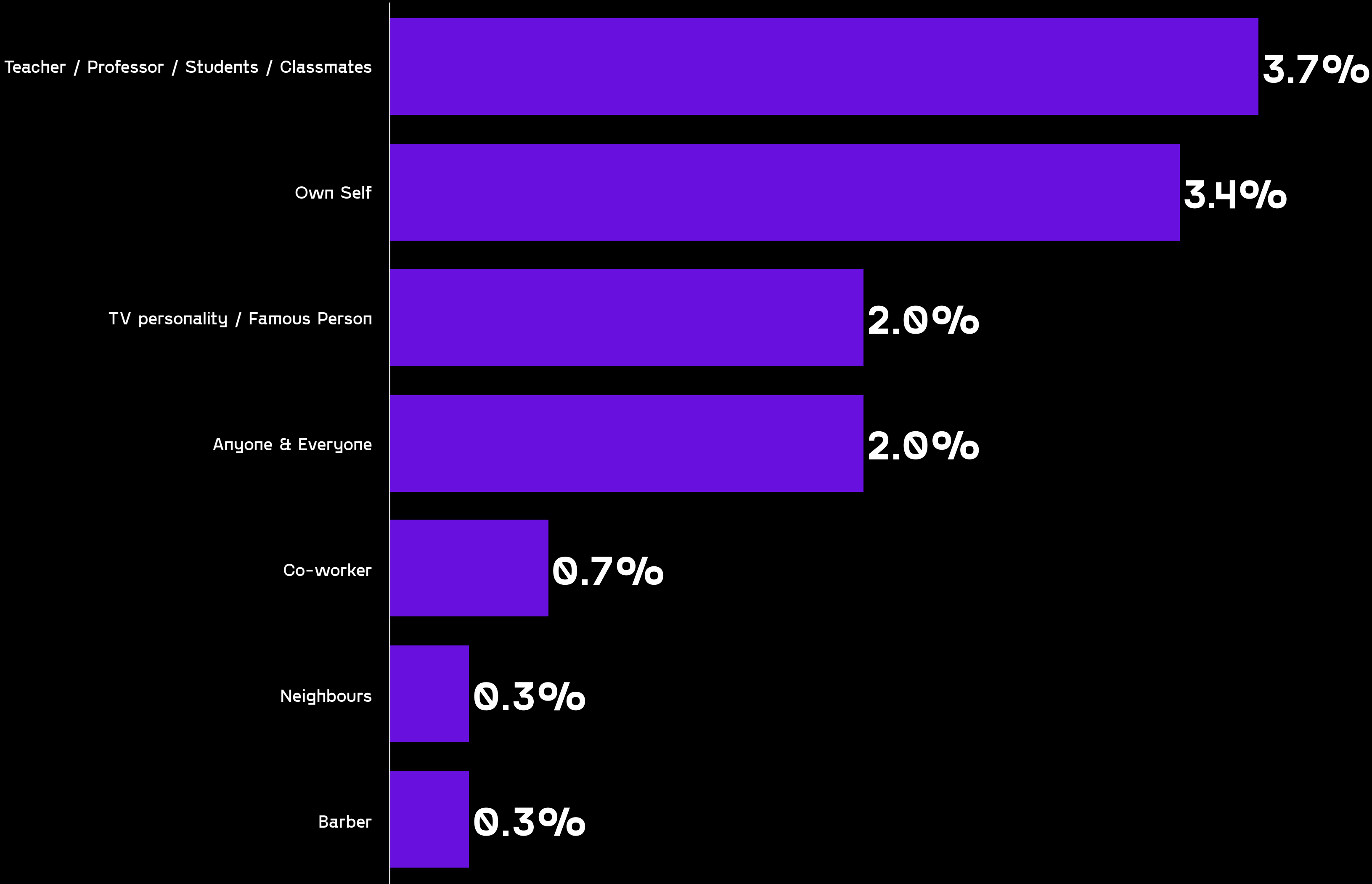
It becomes apparent that we miss people when we start tweeting about missing our barbers...

Schools were missed by both students and professors themselves. A number of tweets were directed towards missing classmates, university sections, etc. Even more interesting is the 50/50 split between missing classmates and missing professors!

We also have people who seem to have lost themselves in quarantine; they are missing themselves & their own face from wearing masks too often.

TV personalities, famous people, co-workers, neighbors and barbers were also missed. This is a difficult time for everyone, we don't judge...

Other People We Miss (excluding friends, family, partners, boy/girl friends)



We also miss
teachers,
classmates,
neighbors and our
barber...

وحشني يا مستر وربنا 🥹❤️

Replying to @AlyyAsuoty

جاري اللي مشرف المنطقة ❤️ وحشني اكرر يا علول بس لازم
نلتزم بإجراءات السلامة للأسف 🙏

وحشني وجهي المرتب 🥹

I never thought that I would say this but I miss my college friends a lot!!

يونس وحشني 🥹🙏

I miss my niece. Shes has a big chunk of my heart

Yeah..!
I miss the bloody old me too..

i Miss me 💔🥹

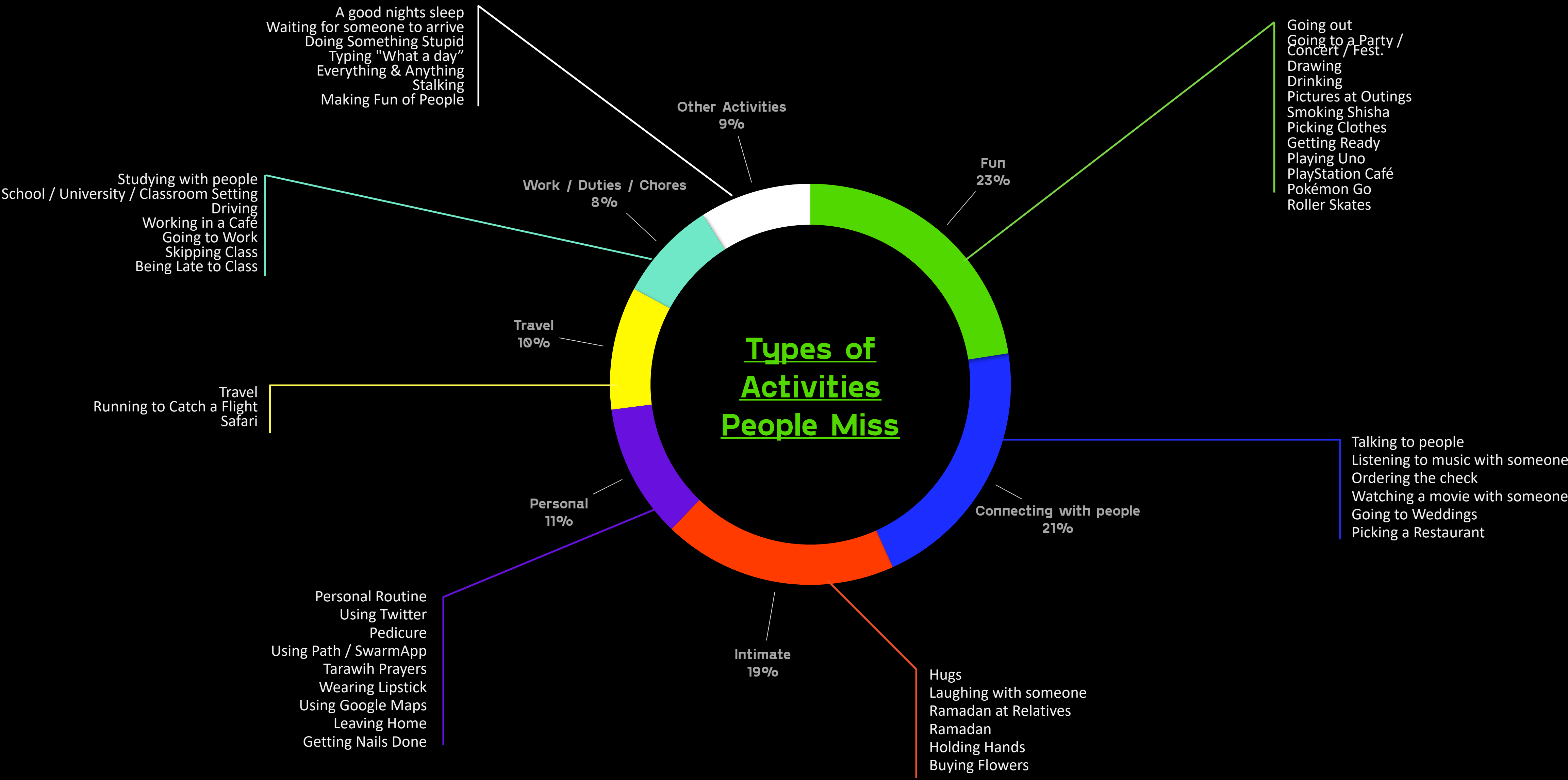
I miss handshakes and hugs.

I miss a friendly hand on the shoulder.

I miss being able to read people’s body language as a gauge of how they’re doing... a smile showing some joy or slumped shoulders showing burden.

Besides companionship
WE MISS DOING A WHOLE LOT OF ACTIVITIES





Types of Activities People Miss

I miss fighting everyday because of "فين تبو نروح"

I miss going out on my own. That's how I spent the majority of time time, just out on my own.

I miss doing my nails at the salon 🙄🙄

i miss going out and looking good. i miss having an exciting life, now it's just the same routine over and over again.

I miss hating going to parties

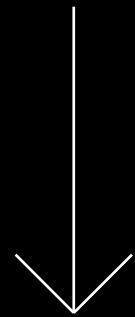
وحشني اقول للwaiter الحساب لو سمحت فا يقول لا ونموت
من الضحك كلنا وكدة

I miss asking my friends
"أي مول بنروح؟"

I miss doing this with mom 🥺💔



Here are some interesting takes on small activities taken for granted and how people around the world are coping



ABC's "Everyday things we miss, took for granted and can't wait to have back after coronavirus"¹ talks about how Americans miss hugging, sports, eating at restaurants / cafes / bars, work and school.

Business Insider's "Virtual beer pong and Zoom dinner dates: 9 creative ways millennials are staying connected with their friends while self-isolating at home"² covers tips such as using Zoom for a virtual dinner with college roommates, a virtual dinner, working out over Facetime, having some fun with the Houseparty app or having a Netflix watch party.

The LA Times has a list of "100 ideas for activities you can do at home this weekend"³. That's 100 activities to replace those we miss. They are suggesting everything from alternative ways to work out, ways to keep connected, keep kids entertained, and ways to plan for the next vacation.

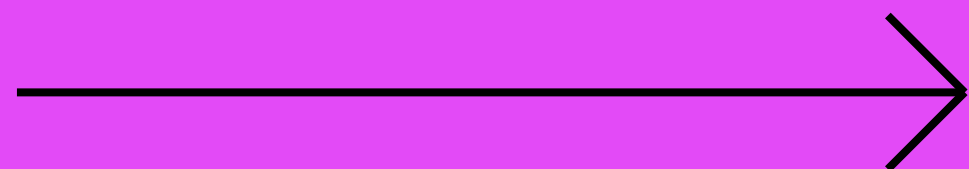


1. [abonews.go.com/Health/things-miss-coronavirus-normal-feel](https://abcnews.go.com/Health/things-miss-coronavirus-normal-feel)

2. businessinsider.com/how-to-stay-connected-during-social-distancing-coronavirus-pandemic-millennials-2020-3

3. latimes.com/lifestyle/story/2020-03-27/100-at-home-activities-for-coronavirus-quarantine

We miss
PLACES, LANDMARKS, LOCATIONS...



The places we miss and talk about:

Size represents number of tweets associated with a specific place

ابغا اروح الردسي اخر مكان يوحشني
بس وحشني

[Translate Tweet](#)

وحشني الحرم 🥲 يارب تعدي الايام
دي بسرعه 🙏

وحشني لما كنت بقول هتنزل بدري
علشان نلحق نحجز للسينما علشان لو
اتاخرنا مش هنلحق

Can't believe I'm saying this, but
I miss the bar at Le Petite Maison
😭

انا البحر وحشني اوي

[Translate Tweet](#)

I just went out for the first time
in a long time and I saw Dubai's
street empty for the first time
and it hit me hard... I love you,
my Dubai. I miss you. This will
pass enshallah ❤️

وحشني هالبلاط 🥲✈️

[Translate Tweet](#)



Leisure

We mainly miss our beaches...
tanning, sunsets, busy beaches
and quite alone-time moments
there as well

But there's also cafes, bars,
cinemas, amusement parks and
bookstores

Area/City/ Country

Dubai earns first place,
followed by Abu Dhabi
and New York.

Others mentioned:

Canada
Miami
Marsa Matrouh
Dahab
Bangkok
Riyadh
Saudi Arabia
Jeddah
Makkah

Everyday Places

Malls, the good old
street and the
outdoors

Restaurants

Fancy restaurants, local
coffee shops, restaurant/
café combos, around the
corner places, you name it

Work & Education

Students missing schools,
classmates, etc.

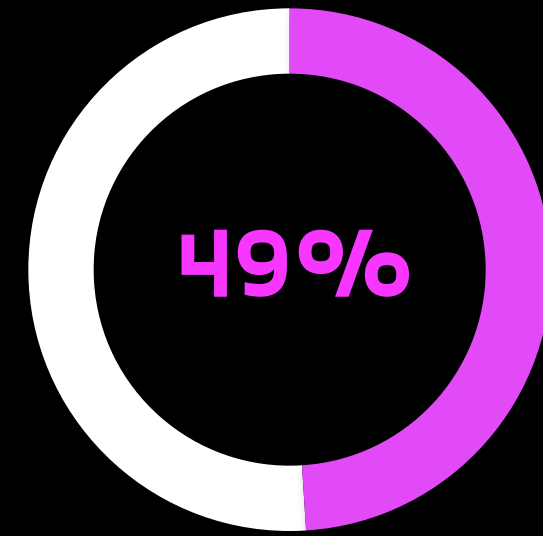
A smaller portion of people
said they miss the office

Landmarks

Nile River
Corniche, Al-
Har'am – الحرم,
etc.

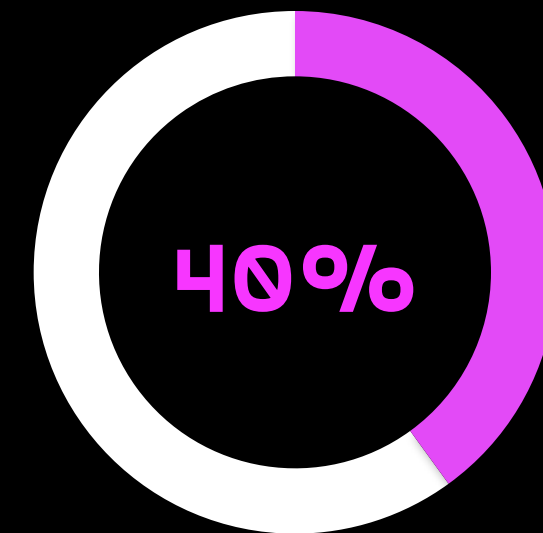
Airports & Metros

With so many mentions of leisure and vacations, let's take a look at how travel needs are changing globally



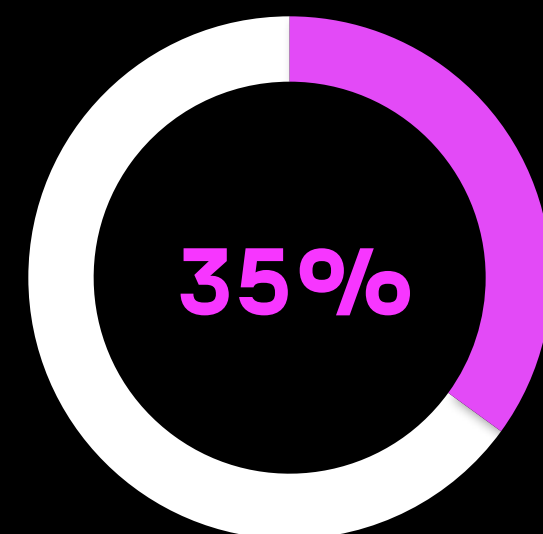
Important to **Feel Safe** in my next vacation.

The GlobalWebIndex Coronavirus study shows that a large portion of travelers will value safety above all else in their next vacation.



Looking for **Relaxation** in my next vacation.

Despite all this time at home, a significant number of vacationers will actively seek a relaxed vacation.



Want a **Good Price** for my next vacation.

Over a third stated that one of their most important deciding factors will be price.

It is also worth noting that travelers are slightly more interested in visiting places for the first time vs those they have visited.

Brand loyalty for booking vacations was found to be low (only 10%).

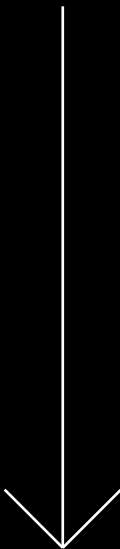
In addition, despite the overall reluctance to do so, people were slightly more inclined to returning to large open air venues compared to indoor ones

People MISS SPORTS

Whether it's watching a match, their Gym routine, or taking a walk



We can't wait to see sports returning back to normal



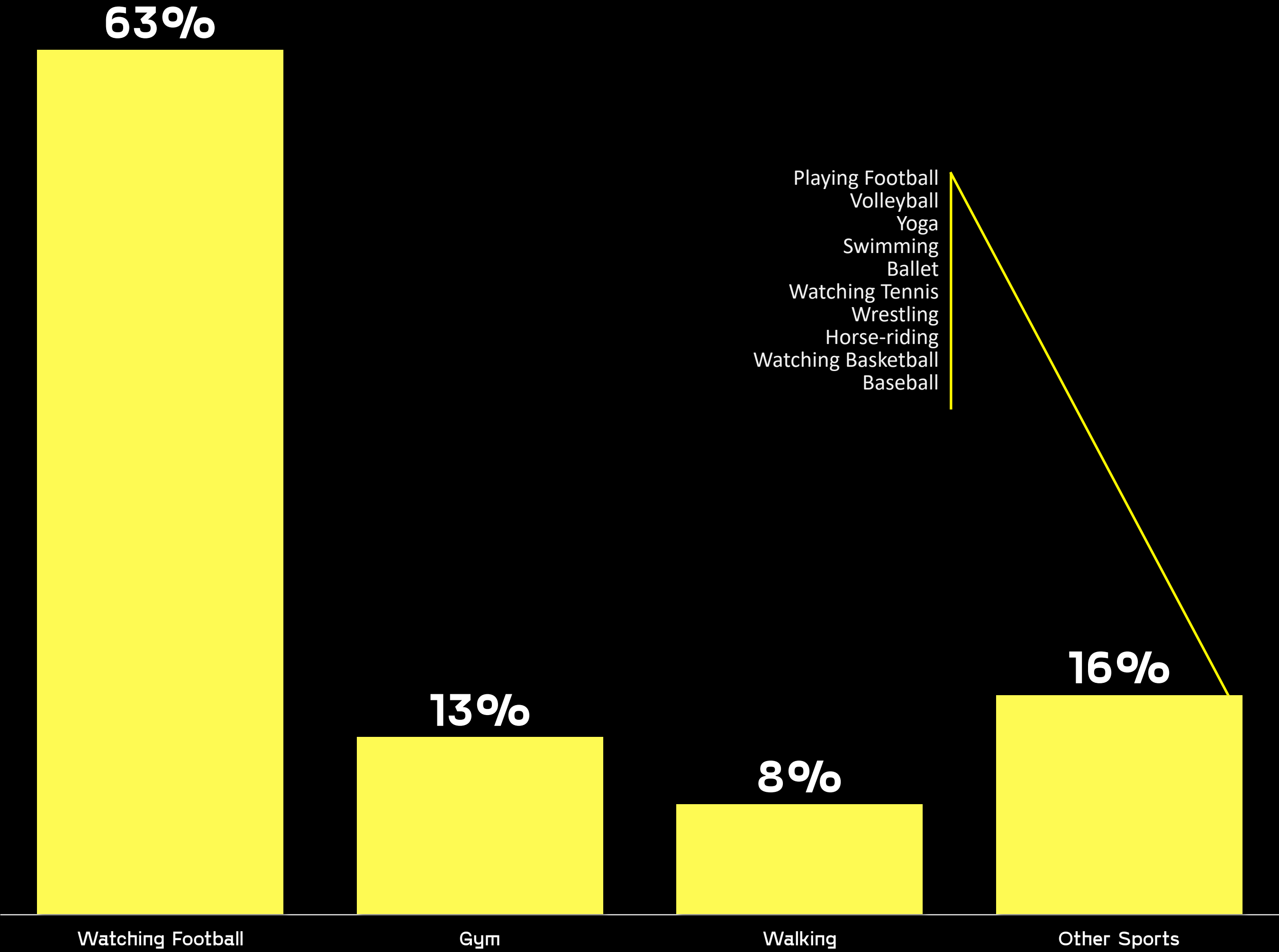
Unsurprisingly, with sports events coming to a halt and football being rooted in Middle Eastern culture, social media was full of people missing their favorite sports teams (Manchester Utd, Liverpool, Al-Hilal, Zamalek), a favored player (Messi, Salah, Neymar, Roger Federer, Daniel Alves, etc.)

Football fans also miss the sounds of a referee's whistle, match notifications on their phone, the feeling of singing the anthem before the match

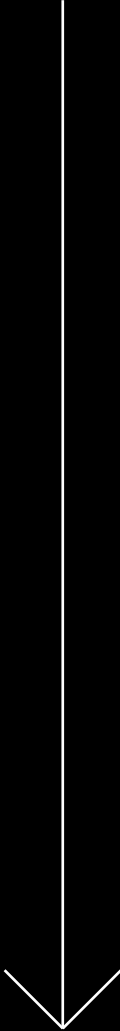
Gyms were also dearly missed. One person said it best:

"انا وحشني: الجيم و شويه و هكتب في: قوائد"

Sports We Miss

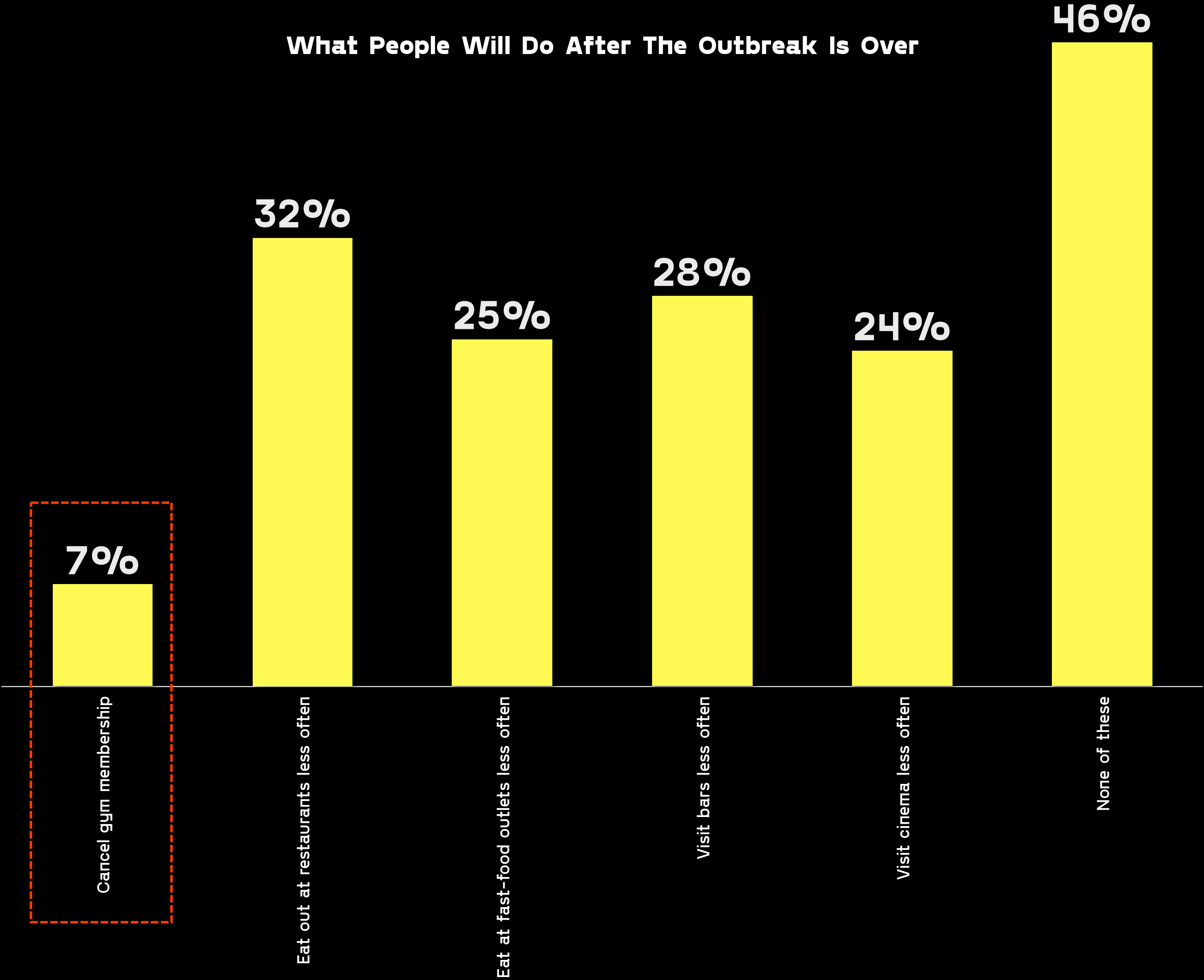


Gyms are dearly missed all over the world...



We just saw that Gyms were the second most missed sport-related activity.

It's interesting to note that when the GlobalWebIndex Coronavirus Study asked what respondents what they would do after the outbreak is over; the most unaffected behavior was "Cancel a gym membership". It appears the pandemic wont stand in the way of our fitness...



The Sports We Miss

ما وحشني الا النصر وما اشتقت الا للنصر 🧡🧡

@urfavbro ahla twinzoo,ily ya miho w i miss our ballet room memories 🥺💕

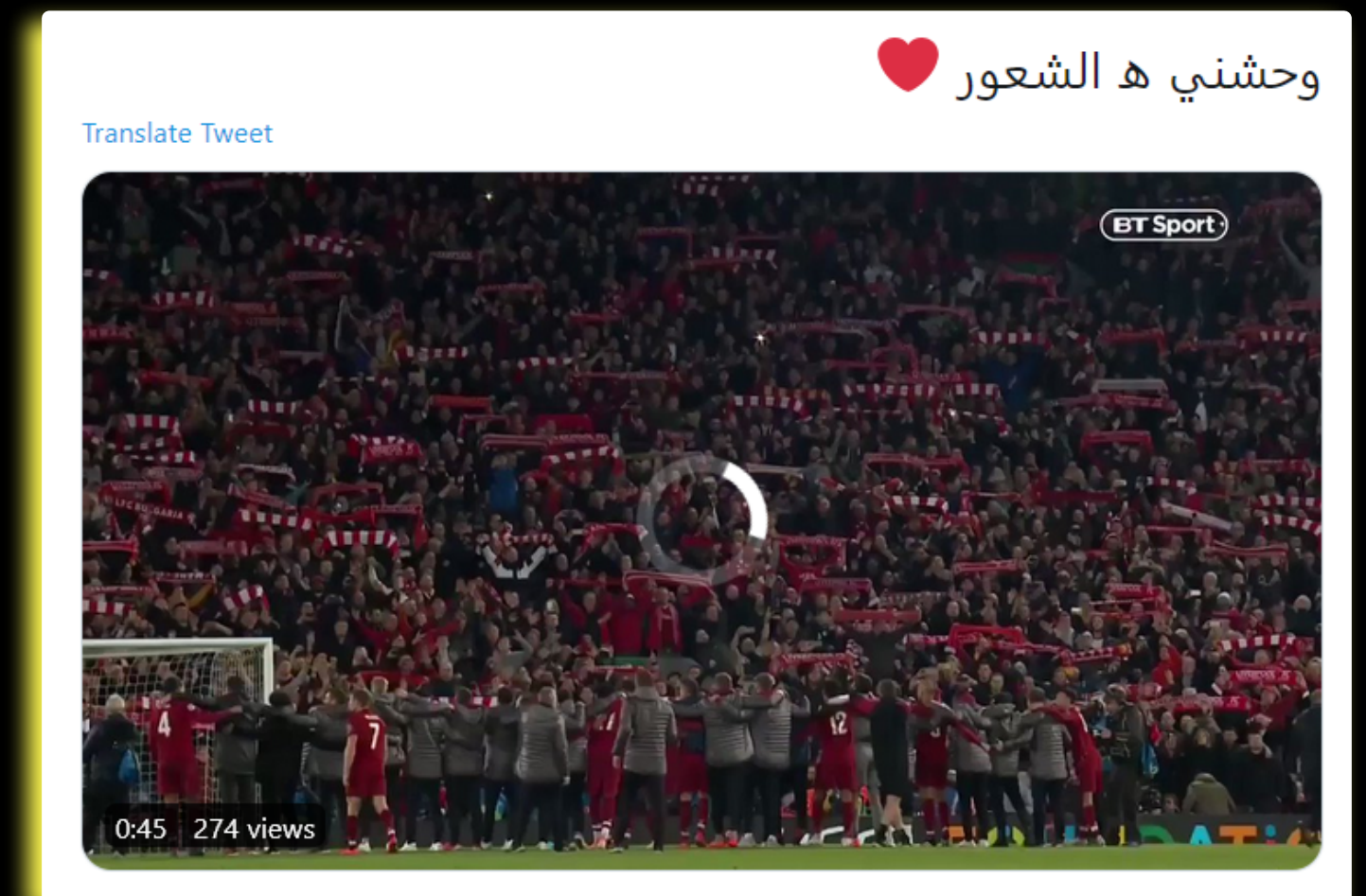
وحشني ي جباسكي 🥰🥰🙏🏻😊

Translate Tweet

Alves my forever hero I miss you

weekly reminder that i miss the gym

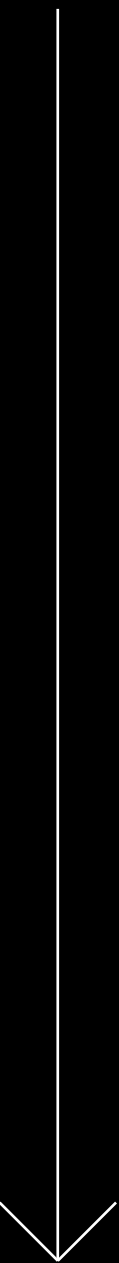
nothing i miss more than watching messi humiliate opponents on a regular basis 💔💔



We miss FEELINGS & EMOTIONS



Feelings & Emotions We Miss



Generally speaking, we miss certain feelings and emotions we've started to look back towards. Uplifting feelings like love, happiness and passion were obviously the most missed.

Others miss the feeling of a rainy day, being excited and impatient about something, the feeling of wearing a nice pair of jeans or the comforting feeling of a new Abaya.

Tweets talking about how people feel empty and miss the excitement of talking to someone

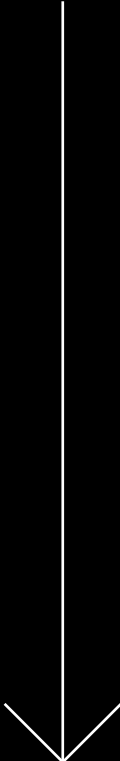
Tweets talking about how people feel empty and miss the excitement of talking to someone



People miss happiness in general, how happy/good they were before

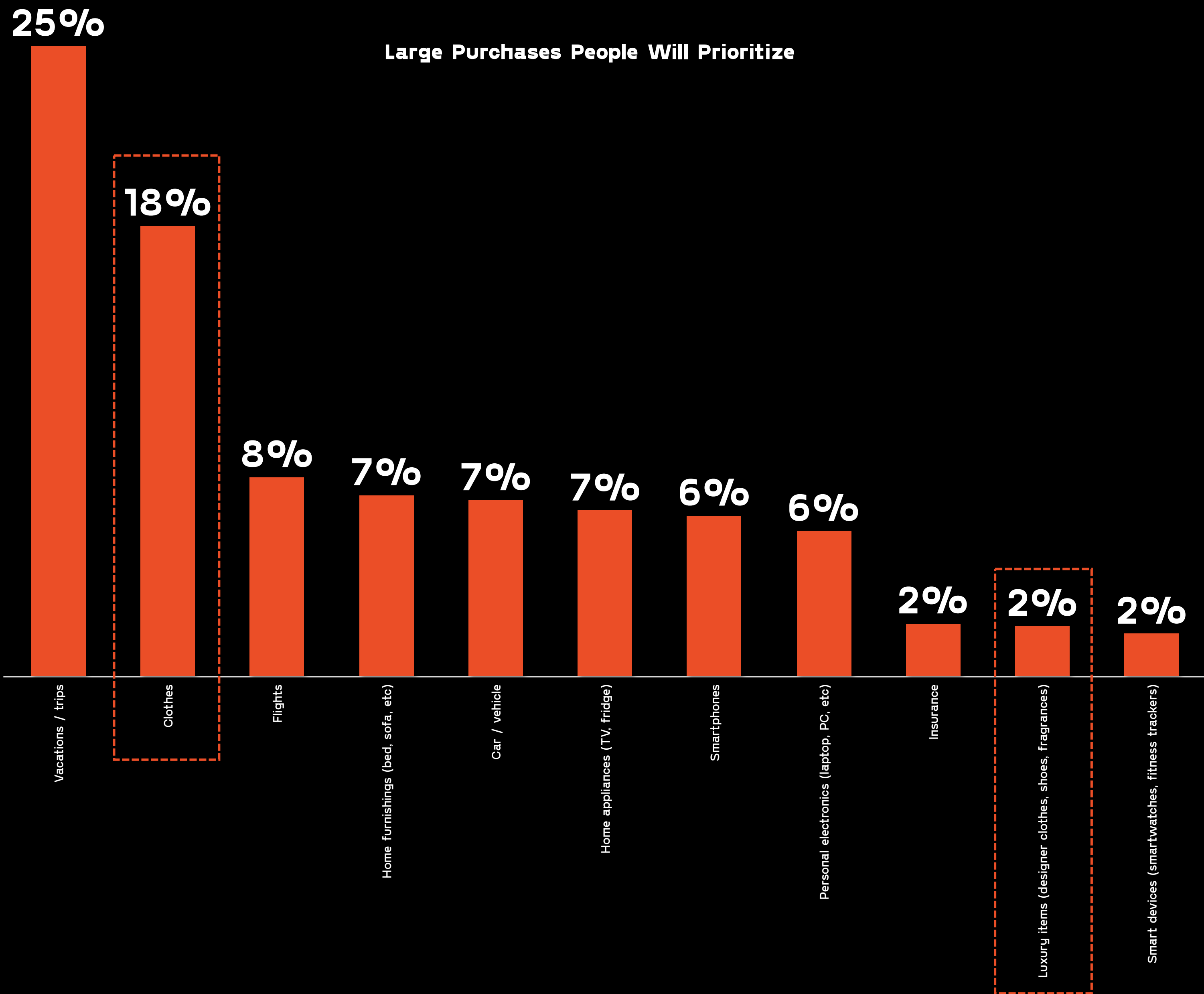
Passion seem to have taken a hit, people miss how they would wake up for a purpose or even something as simple as reading

Globally, people miss clothes & are eager to buy new ones, but not designer clothes



Based on how people miss wearing clothes and going out, it is expected to see an increased desire to buy clothes. When respondents were asked about their next large purchase, clothes came second to vacations which outlines people's eagerness.

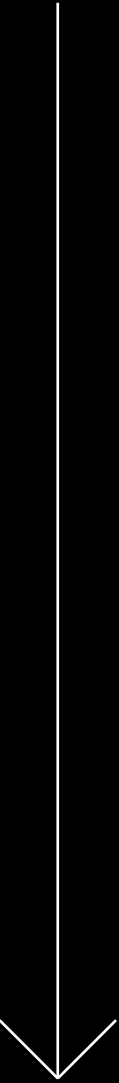
Its important to note that the luxury items data point fared worse. This is expected even pre-pandemic but one can assume a larger gap nowadays. None of these respondents were from the Middle Easter, yet we don't expect major differences here either.



We Miss FOOD, DRINKS, SOUNDS & OTHER THINGS



We dearly miss Food;
our restaurants,
street food and a
proper cup of coffee



People tweeted most about missing street food and random eating habits. Given that eating habits have changed for some more than others, some tweeted about missing food in general. Not everyone knows how to cook restaurant-grade food.

Types of Food We Miss

والله وحشني كثير فول عم زكي بحراء..🔥



انا وحشني الكريب اوى💔

وحشني اكل الشارع والرمرمه، انا عايزه ارمرم .

Omg americanos 😋 I miss them

Source: Tweets talking about food & drink people miss. No retweets. 14 April – 14 June 2020. Sample: 28 unique. Data collection via Netbase. Analysis by Kairo
*An increase in cravings was also primarily due to people fasting in Ramadan. This was especially noted in Coffee, Espresso

Comforting, exciting and hilarious sounds we miss

Sounds We Miss

انا وحشني تعليق يوسف سيف 😊

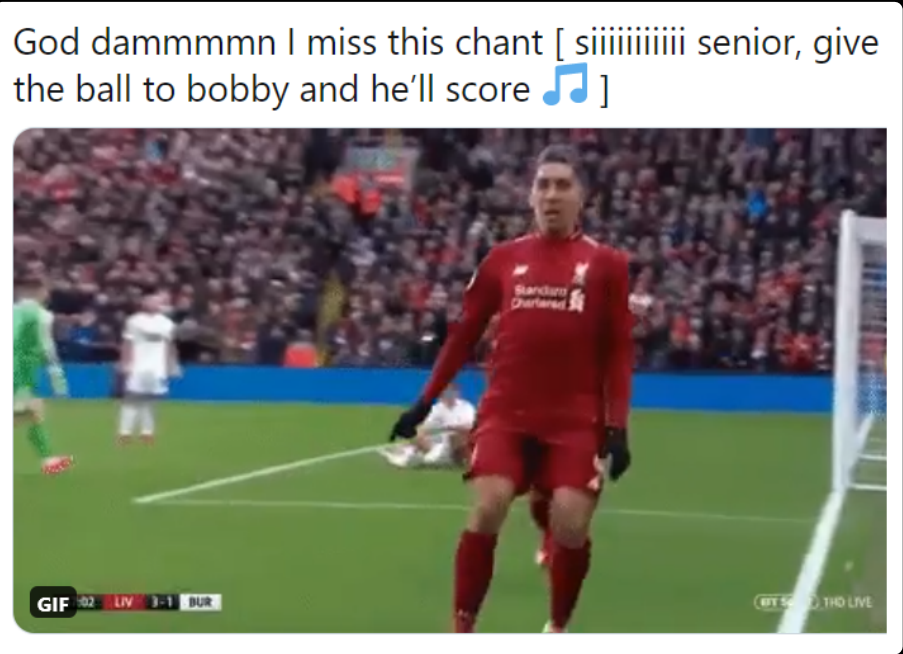
I miss hearing you say that

Teacher / Professor
Flight Attendant
People's Voices
Radio Station Crowd Cheering
Sports Commentator
Cinema Sound System
Goal Whistle

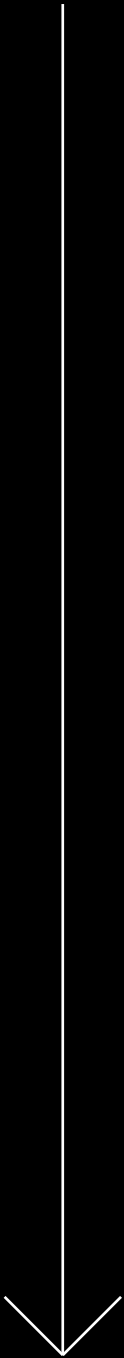
Who would have guessed that we miss the sound of someone's voice? People primarily missed another person's voice.

We also missed Sports commentator's voices, flight attendants asking us "chicken or beef?", Radio station presenters like Mark & Sally from NileFM, the whistle of a match goal, the intense sound of cheering crowds and even a cinema's sound system

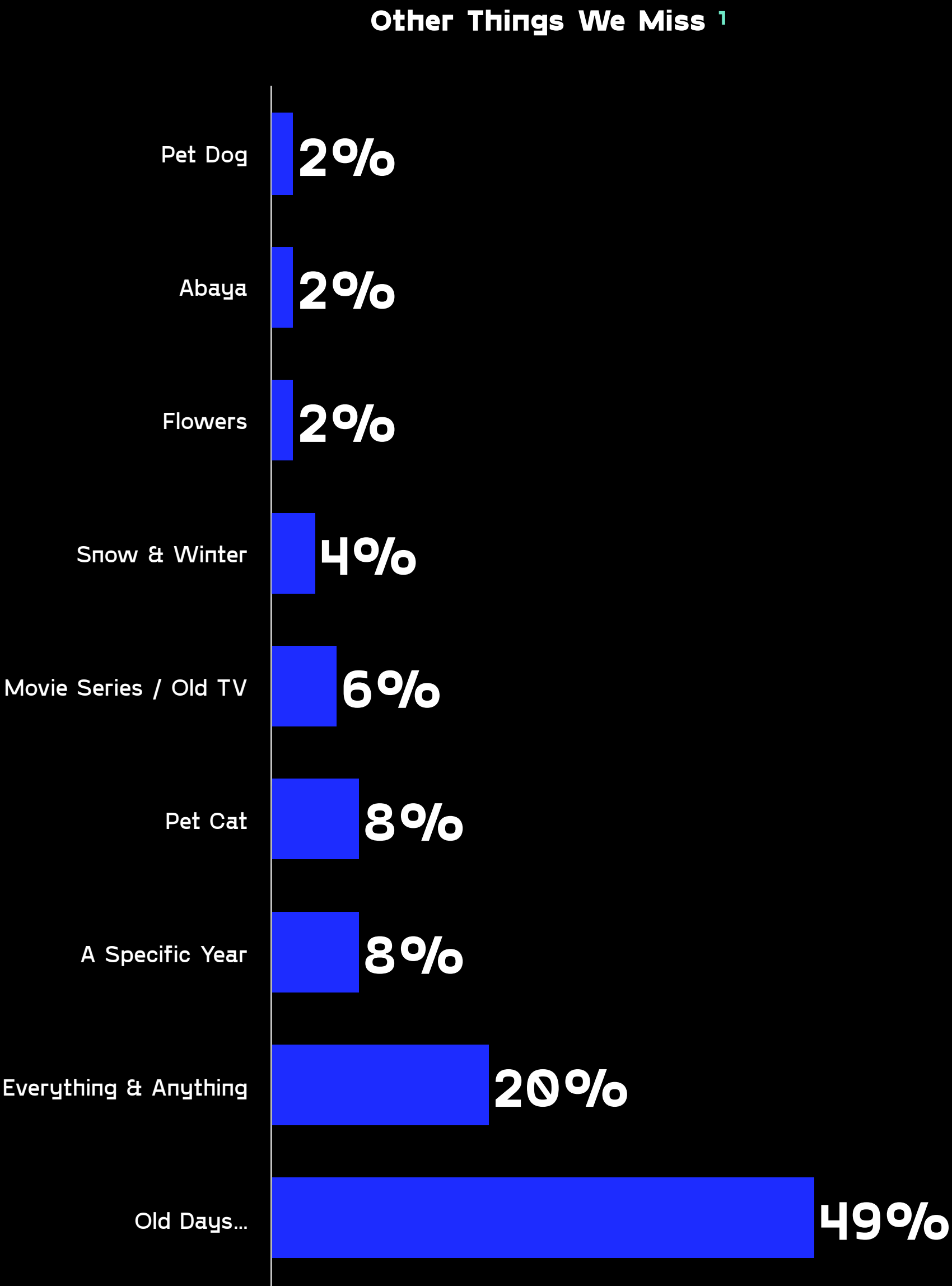
I miss the goal whitsle notification from 365 scores 😞



We’d like to go back to the good old days...



A large number of people tweeted about wanting to go back to the good old days, others were tweeting about missing an ambiguous “everything and anything”



12%

Of all conversations were about people missing “you”... ²

We could not confirm who this may be. Qualitatively we feel it may be be a previous relationship

It got us thinking about how the pandemic may have affected relationships and breakups

*This data is excluded from the study

1. **Source:** Tweets talking about what people miss (other things). No retweets. 14 April – 14 June 2020. Sample: 52 unique. Data collection via Netbase. Analysis by Kairo

2. **Source:** Tweets talking about people missing an ambiguous “you”. No retweets. 14 April – 14 June 2020. Sample: 93 unique. Data collection via Netbase. Analysis by Kairo

In Summary

We cannot claim by looking at what people express they miss on social media that we have a full picture of what people in the region actually miss and look forward to, yet:

1.

When one in every two tweets involve 'missing someone', this tell us **we value nothing above a simple human connection**. The interconnectedness of "people", "activities", "sports" and "places" show just how **much we value other people; in different settings, situations and circumstances.**

2.

Despite advancements in tech and people's adoption of a more digital and secluded life indoors... It appears that **the sound of a crowd in a football match, the sound of a busy café, feeling of snow or the feeling one gets from travelling will always be needed.**

Finally, The K-pop Community Is Alive And Well in the Region

10% of all conversations were about people missing K-pop / BTS¹

This was more prevalent for KSA than UAE. Probably due to their recent performance at Riyadh in October 2019. Underlying their strong and fast growing fanbase in the region.

However we did not encounter any similar tweets for Egypt

I love you yoongi , I miss jimin , I miss taehyung , I miss jungkook, I miss Jin , I miss joonie , I miss hobie 🥺💕 and I love each one of you so much #0613FM_0502

I miss you always💕 #HappyBaekhyunDay #HappyKyoongDay

I miss these feelings, I hope Corona will be gone soon, so we can enjoy the concerts again.. with BTS in Riyadh of course

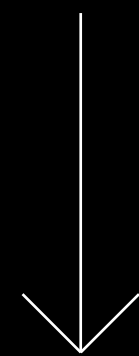
i miss you Jongdae!!!
Please stay safe and healthy.. 🥰

I MISS YOUUUUUUUUUUUUU 🥺
🥺🥺🥺🥺🥺🥺🥺🥺🥺🥺
🥺🥺🥺🥺🥺

Replying to @BTS_twt and @SAUDI_ARMYS
How are you? I missed you💜



For customized, in-depth studies for your brand or industry, get in touch.
hello@kairo.me



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