



Messaging in MENA 2025:  
**The new era of  
customer  
conversations**

Insights and analysis from  
**e& enterprise** and **Infobip**  
on how messaging is reshaping  
business in the region

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## A word from e& enterprise and Infobip



As businesses across the Middle East and North Africa (MENA) embrace digital transformation, customer experience (CX) has emerged as the definitive differentiator. Today's consumers are not only digitally connected, but also discerning and empowered, demanding meaningful, real-time interactions on the platforms they use daily.

At e& enterprise and Infobip, we understand that meeting these expectations goes beyond technology. It requires a robust strategy, cutting-edge platforms and strategic partnerships that turn every interaction into a powerful opportunity for connection, loyalty and growth.

This report arrives at a critical juncture. In 2024, businesses in MENA sent over 12.8 billion messages through Infobip's platform—a 5% increase from the previous year—demonstrating a clear shift toward messaging-led engagement. From conversational commerce to AI-driven customer support, the evolution of brand-consumer interactions is happening at an unprecedented pace.

Our joint launch of the **Customer Engagement Hub** is a testament to this momentum. By leveraging e& enterprise's expertise in communication management and consultancy alongside Infobip's conversational communication platform, we empower enterprises to deliver seamless, data-driven interactions throughout every stage of the customer journey.

This report about the latest messaging trends in MENA offers valuable insights into the dynamics driving change, from the leading channels and industries to the rise of omnichannel and AI-led strategies. Most importantly, it underscores the opportunity to shift from multichannel communication to genuinely **conversational experiences**.

Together, we are not just anticipating the future, we are actively shaping it. A future where customer engagement is more innovative, personal, consistent and impactful than ever before.



"The insights in this report reflect what we see every day in the market—businesses are moving rapidly towards more connected, more conversational engagement strategies. Across MENA, brands are embracing multiple channels, AI-driven interactions and data-led decision-making to meet customers where they are. Through our partnership with e& enterprise, we are enabling organisations to turn these trends into measurable impact, building customer relationships that are not only seamless, but truly lasting."

**Zeid Shubailat, Director, Infobip**



"The evolution of customer experience is being shaped by AI's ability to make interactions smarter, faster and more personal. Organisations that embrace this shift are unlocking new opportunities to deepen relationships and deliver measurable impact."

**Ahmed Abdi Omer, Vice President, Customer Experience, e& enterprise**



# 01

## INTRODUCTION

# Introduction

## Messaging in MENA in 2024: More channels, more conversations, more impact

Mobile messaging in the Middle East and North Africa has maintained strong momentum in 2024, with businesses across the region finding new and more sophisticated ways to connect with people. From AI-powered chats to rich two-way conversations, messaging is becoming more personalised, dynamic and deeply embedded in everyday life.

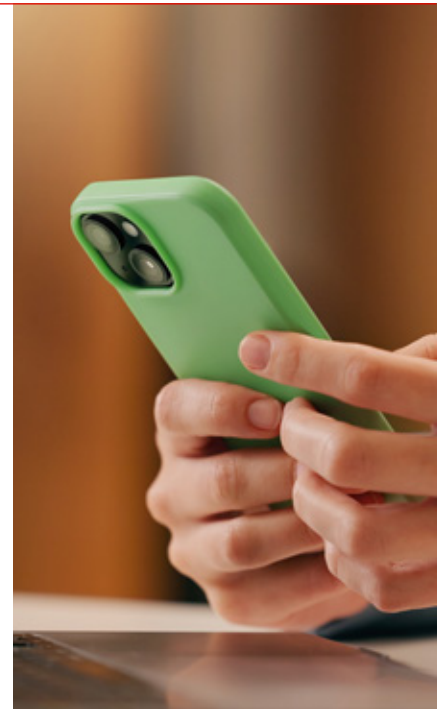
In this joint report between e& enterprise and Infobip, we analysed more than 530 billion interactions on Infobip's platform last year. Of those, 12.8 billion took place in MENA, marking a 5% messaging increase compared to 2023.

**+ 530 BN**

interactions analysed

**12.8 BN**

interactions took place in MENA



### So, what's driving this growth?

Countries like the UAE saw a 91% surge in messaging traffic, and WhatsApp continues to dominate in key markets such as the UAE, Saudi Arabia and Turkey. Businesses across various industries, from finance to healthcare, are embracing smarter use cases, whether to send critical updates, offer real-time support or launch fully conversational customer journeys.

This report breaks down key trends by country, industry and channel, highlighting where the most significant shifts are happening. It's all based on real interactions, not assumptions, so you can see what's actually working and where MENA is heading in the coming years.

### How brands are evolving toward conversational maturity

In recent years, we've seen the rise of conversational experiences, with more brands adopting messaging channels to support their marketing, commerce and customer service efforts. This trend continued in 2024, but with a significant shift. Brands are moving beyond basic use cases to more advanced, integrated conversational strategies.

Across MENA, especially in markets like the UAE and Saudi Arabia, businesses are leveraging AI to power smarter, more cohesive conversations across multiple channels, from WhatsApp and chat apps to in-app messaging. These solutions are no longer standalone tools; they're part of a broader transformation in customer experience.

What was once considered a buzzword is now emerging as a foundational approach: Customer Experience as a Service (CXaaS). For businesses looking to stay ahead, investing in the right technology stack is essential to delivering the seamless, high-quality experiences that today's customers expect.

Those that haven't yet aligned their channels and strategies are beginning to fall behind. Simply being present on multiple platforms isn't enough. Offering consistent, efficient and engaging interactions at scale without strategic integration becomes increasingly complex.

# 02

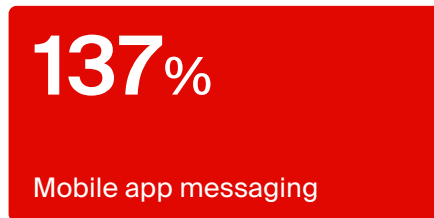
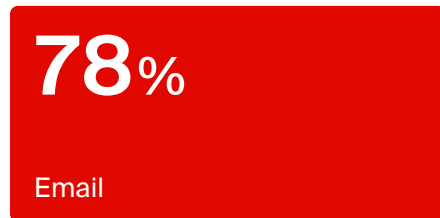
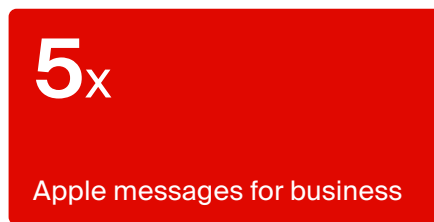
REPORT  
**HIGHLIGHTS**

# Report highlights

**Global snapshot**  
Year-on-year growth in messaging

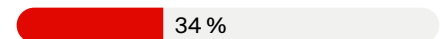
**+ 530 BN** mobile messaging channel interactions

## Channels

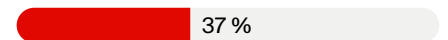


## Verticals

Retail and eCommerce



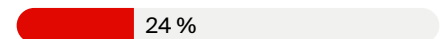
Wholesale Comms Services



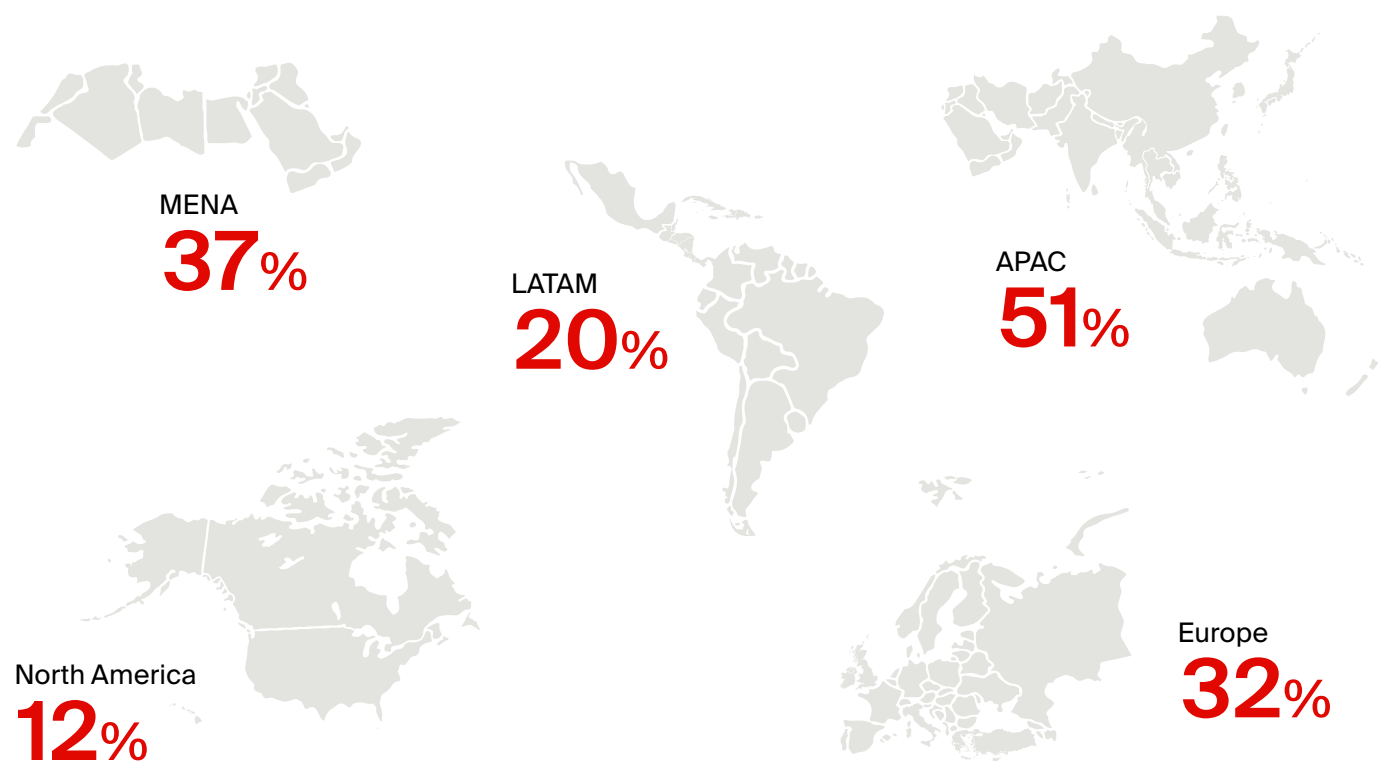
Transportation and logistics



Telecoms

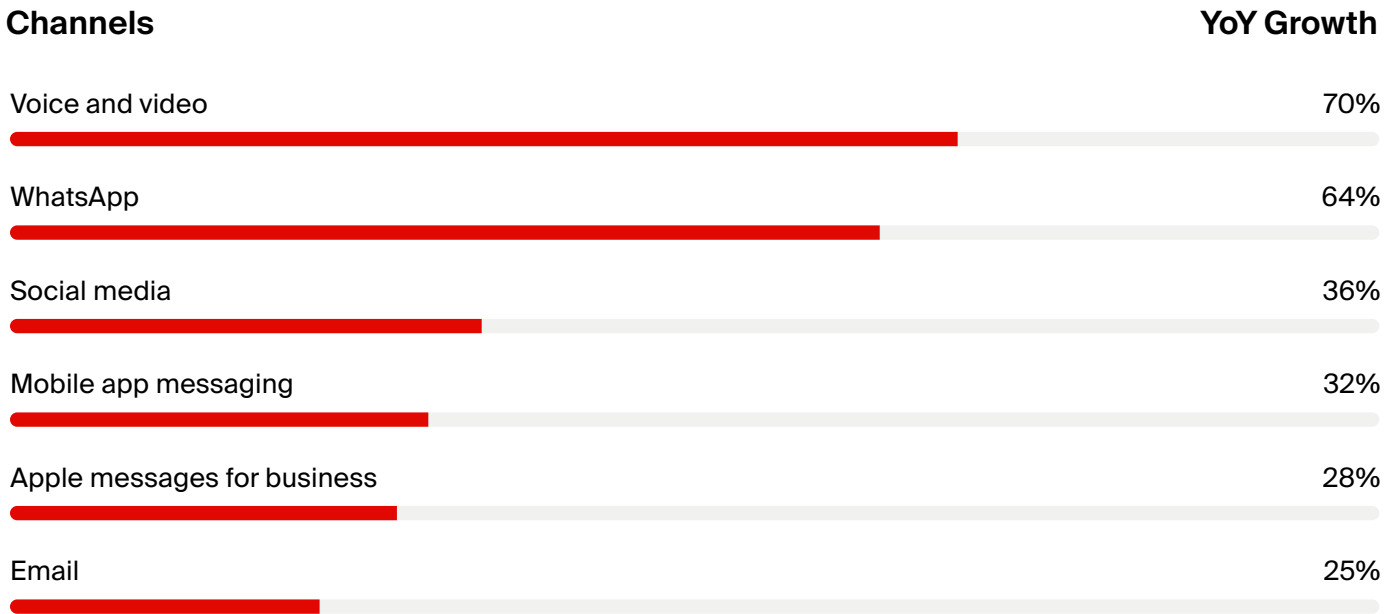


## Regions



# Report highlights

## Regional snapshot MENA



# Report highlights

## Top messaging channels by volume and growth in selected countries 2023-2024

| Country              | Channels        | YoY Growth |
|----------------------|-----------------|------------|
| Saudi Arabia         | WhatsApp        | 44 %       |
|                      | Voice and video | 486 %      |
|                      | SMS             | 4 %        |
| United Arab Emirates | WhatsApp        | 72 %       |
|                      | Voice and video | 38 %       |
|                      | SMS             | 106 %      |
| Turkey               | WhatsApp        | 29 %       |
| Pakistan             | WhatsApp        | 66 %       |
|                      | Voice and video | -57 %      |
| Egypt                | WhatsApp        | 70 %       |
|                      | Voice and video | 36 %       |
|                      | SMS             | 17 %       |

# Report highlights

## MENA messaging trends across industries

### YoY Growth

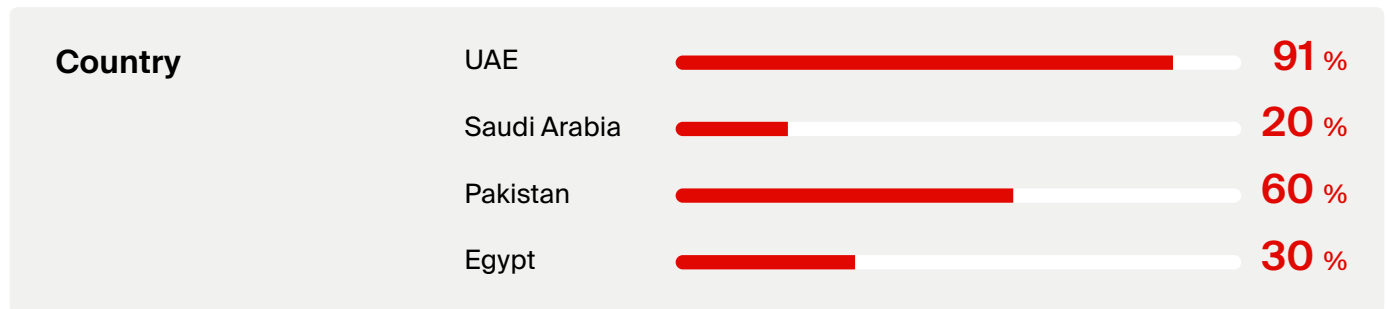


# 03

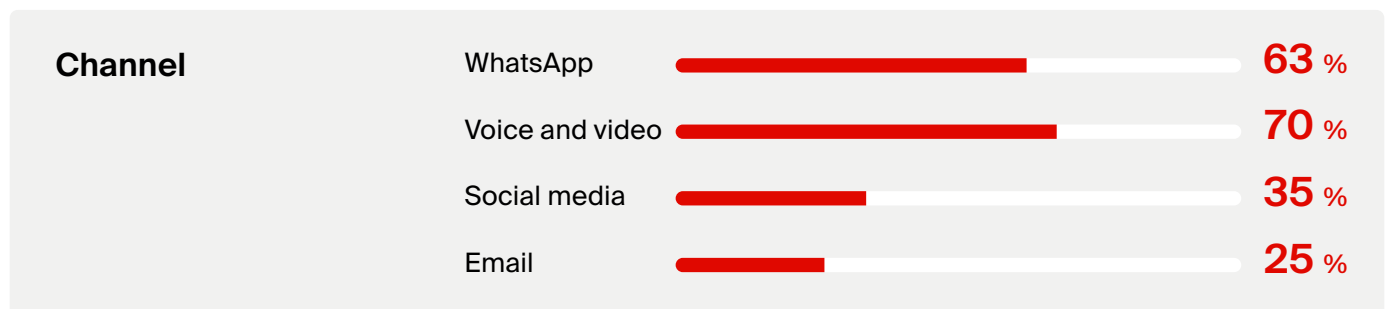
**STANDOUT**  
COUNTRIES, CHANNELS AND INDUSTRIES  
**IN MENA**

## Standout countries, channels and industries in MENA

### Biggest countries by YOY messaging volume growth

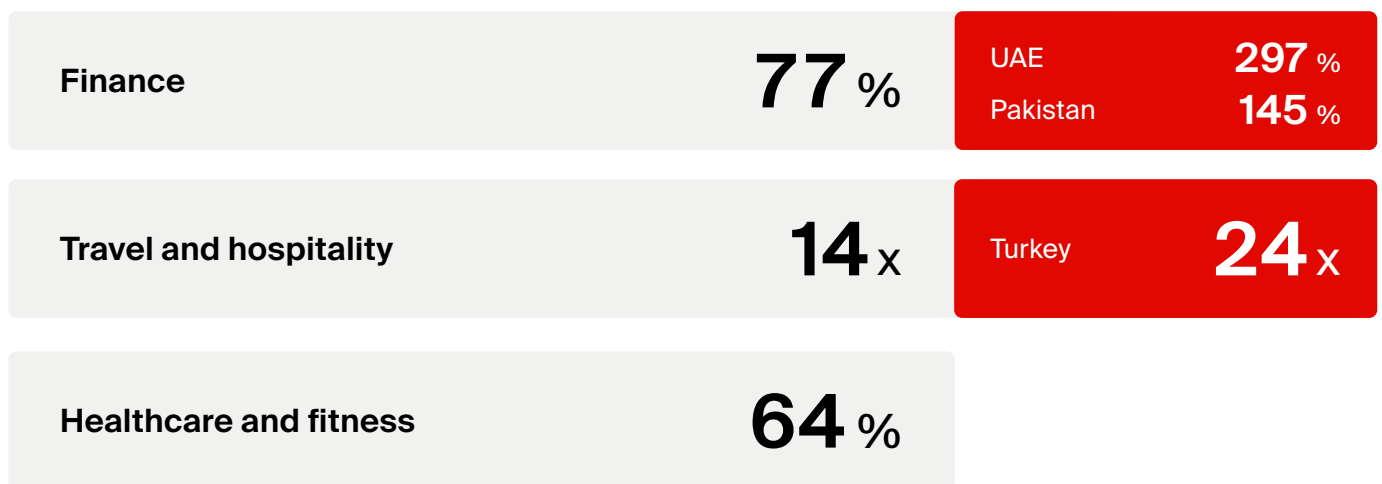


### Biggest channel by YOY growth



## Standout countries, channels and industries in MENA

### Industries



### Trends

#### MENA region maintains status as a growth engine for innovation in finance

**3x** 

growth in messaging  
in the UAE alone

Finance is one of the industries continuing to drive messaging volumes in the region.

In the UAE alone, we have seen a 3x growth in messaging. This mirrors the double-digit annual growth forecast for the banking industry, which is known for its fast adoption of financial technology. The industry's growth is partially driven by this appetite for digital innovation, which includes AI adoption and advanced messaging use cases.

#### Voice, video and social media all see strong growth

**453.87** MBPS

fastest average download speed

**32.69** MBPS

fastest average upload speed

Internet speed is no problem in the UAE, which tops the world rankings for the fastest average download speed at 453.87Mbps and upload speed at 32.69Mbps. This may explain the country's popularity of video and social media messaging.

Similarly, Saudi Arabia has no problems with mobile internet speed and has seen a 5x increase in voice and video messaging.

# 04

BRANDS EVOLVING THEIR CX  
**USING MESSAGING**

# The seven communication habits of highly effective brands

## How brands with high CX maturity communicate

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### 01 They get omnichannel

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CX leaders are combining traditional channels like email and text-based messaging with digital ones such as WhatsApp. This thoughtful mix helps customers feel informed, respected, and empowered to resolve issues quickly, as brands match the right channel to each use case and preference.

*Email, mobile messaging, RCS, WhatsApp*

### 02 Personalisation is more than a gimmick

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High CX maturity means moving beyond generic greetings. Messages adapt to each customer, reflecting their behaviour, preferences and channel of choice—delivering relevance at scale.

*Adapt messaging, high CX maturity*

### 03 They use data effectively

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By breaking down silos, brands turn data into a true asset. With synchronised channels and shared insights, they deliver consistent, personalised experiences while improving efficiency.

*Personalisation, internal data silos*

### 04 They prioritise meaningful conversations throughout the customer journey

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Effective brands maintain continuity before, during and after purchase. Customers experience one cohesive conversation, not fragmented interactions or “workflows”.

*Customer journey, cohesive conversations across channels*

### 05 They are flexible and agile

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CX leaders handle seasonal peaks, sudden spikes or unexpected events without compromising deliverability. They stay flexible through trusted technology and quick adoption of new channels.

*Geopolitical events, mature channels*

# The seven communication habits of highly effective brands

How brands with high CX maturity communicate

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## 06 Security is non-negotiable

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Modern authentication and encryption protect data privacy and customer trust, making security a foundation of omnichannel interactions.

*Two-way encryption*

## 07 They use AI effectively as a tool

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AI powers intelligent chatbots, back-office automation and agentic decision-making to improve speed and efficiency. Crucially, customers always have the option to connect with a human when needed.

*AI, Intelligent chatbots, Agentic*

## Measure the CX maturity of your business

Take our assessment

[Click here](#)



05



**AI HUB**

# How enterprise brands are using AI

## Messaging in MENA in 2024: More channels, more conversations, more impact

Across industries, brands have built chatbots for specific use cases, but the challenge remains to unify these interactions into cohesive conversational journeys. With the rise of conversational AI, businesses can now combine chatbots and AI algorithms to trigger actions at the right points in the customer journey—whether in customer service, marketing, sales automation or operations.

To help brands do this, Infobip launched **AI Hub** in 2023. AI Hub integrates analytics, AI and Agentic AI

into Infobip's core portfolio, enabling businesses to design end-to-end conversational journeys. Developed in collaboration with Microsoft, AI Hub securely integrates models like OpenAI's ChatGPT through Azure OpenAI Service, ensuring data security and reduced risk of hallucinations.

**With a full year of data now available**, we can see how enterprise brands adopt AI, the most popular use cases and the kinds of interactions AI handles.

## Analysis

Launched in late 2023, these are five key insights from Infobip's AI Hub year of usage:

### 01 The learning curve is short

Businesses typically start small with one use case, but adoption grows quickly as value becomes clear.

### 02 Finance and insurance lead in volume

These industries account for the highest interaction volumes, showing trust in AI Hub's security standards for sensitive data.

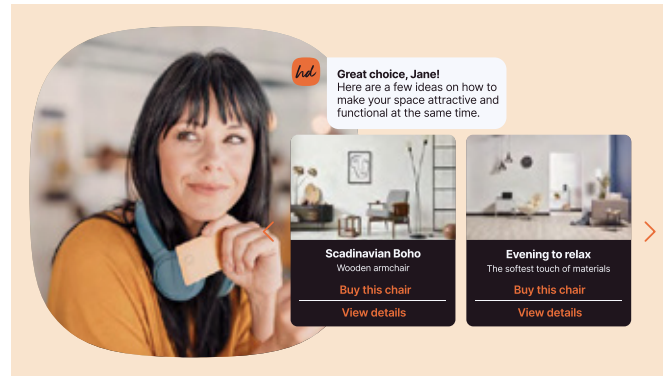
### 03 Complexity is high

Usage patterns reveal brands rely on AI for complex interactions, far beyond FAQs or one-off actions. Early adopters are building full customer engagement flows, such as re-engagement in purchase journeys.

# How enterprise brands are using AI

## 04 Rich media spikes in retail

In eCommerce, media-rich interactions surged during the November sales season, with AI powering campaigns on channels like WhatsApp using carousels and video.



## 05 Adoption evolves rapidly

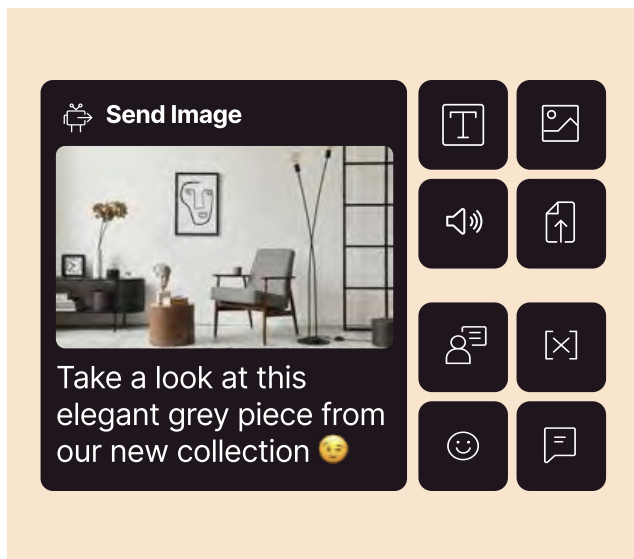
As organisations gain confidence, they move from isolated use cases to orchestrated customer journeys powered by GenAI.



# How customers are using AI

## Smarter chatbots

Businesses create conversational agents trained on their datasets for more accurate, relevant outputs.



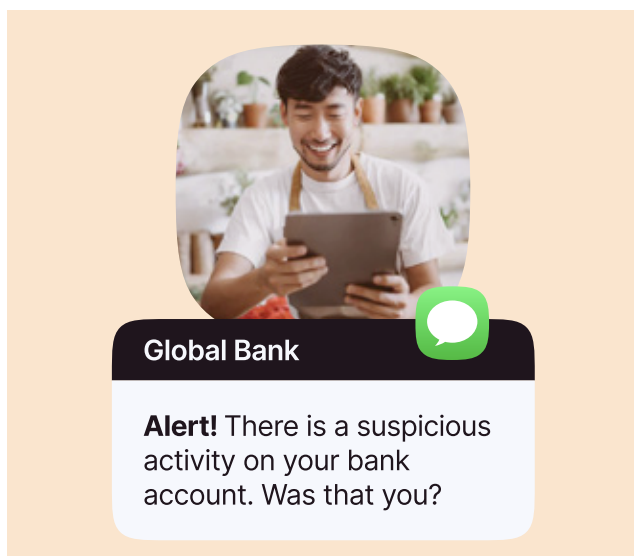
## Agent assistance

AI supports call center agents with real-time insights, summaries of past interactions and suggested replies.



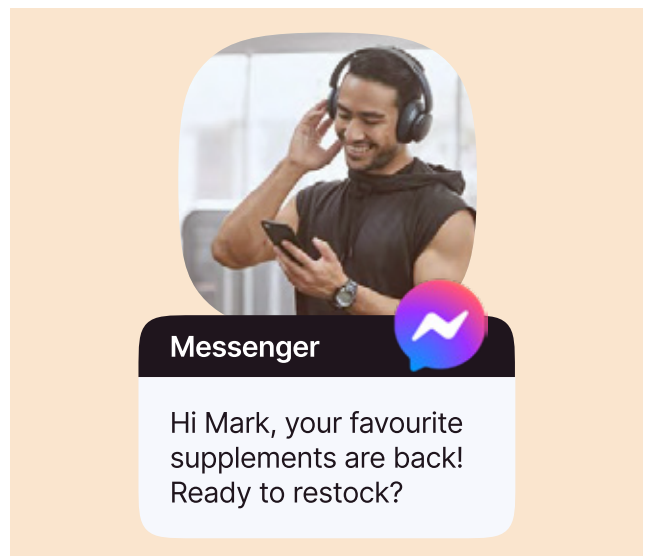
## Fraud prevention

AI acts as a first defense, monitoring transactions and triggering preventative workflows.



## Marketing campaigns

AI identifies opportunities and executes campaigns across messaging and social channels.



# 06

## INDUSTRY SNAPSHOT: MENA

Messaging continues to play a bigger role in how businesses connect with people across the MENA region. Whether it's helping someone find the right product, check their bank balance or book a hotel room, the channel is becoming an everyday touchpoint. In this section, we look at how different industries use messaging to meet rising expectations—with a mix of data, trends and real examples showing what's working and why.

# Retail & eCommerce

## Data highlights

**4.75 BN**

retail and eCommerce messages sent in MENA

**33 %**

increase globally

## Biggest countries by volume growth

|              |                |
|--------------|----------------|
| UAE          | <b>32.72 %</b> |
| Egypt        | <b>26.79 %</b> |
| Saudi Arabia | <b>32.17 %</b> |

## Top trends

### Conversational retail

Conversational retail is growing fast. Brands use chatbots and voice assistants to make shopping faster, easier and more personalised. Customers can even complete an entire end-to-end transaction without leaving the chat window on their phone.

### Fast fashion, fast service

The fashion and accessory sector is leading the way in designing customer experiences that satisfy younger generations' need for speed.

These include:

- Making it quick and straightforward for people to find the products they are looking for
- Using data to make personalised suggestions and offer alternatives
- Ensuring that the check-out process is as fast and frictionless as possible
- Next-day or even same-day delivery is becoming the norm, with hyper-accurate notifications to keep excited shoppers informed



# Finance

## Data highlights

**77 %**

increase in messaging among financial institutions in MENA

## Top countries

|          |              |              |             |
|----------|--------------|--------------|-------------|
| UAE      | <b>297 %</b> | Saudi Arabia | <b>95 %</b> |
| Pakistan | <b>145 %</b> | Egypt        | <b>46 %</b> |

## Top trends

### Conversational banking gains acceptance

If you want to check your bank account balance or pay a bill, what could be simpler than simply asking a chatbot on your phone to do it?

It almost seems too good to be true for customers who are used to extensive login processes and security questions on the web. That slight mistrust has held back the expansion of conversational banking for generations above Gen Z—with younger people far more comfortable banking on their phones.

We see this change as people better understand how mobile phones and chat apps can improve the security of financial transactions by leaning on the native security features of every smartphone and the built-in encryption of chat apps like WhatsApp.

### AI and channel adoption

We are seeing banks and financial institutions making significant progress in adopting chat apps for their customer communication and leveraging AI to improve customer experience and improve the efficiency of their workflows.

Infobip's AI Hub noticed that finance and insurance sectors are rolling out the most sophisticated use cases and generating the highest volume of transactions.

We are also seeing a trend for banks to adopt the popular digital messaging channels in their region so that customers can communicate on the channels they feel most comfortable with.


# Finance

## Neobanks and mobile finance apps democratising the finance industry


Neobanks and mobile finance apps have continued to grow their customer bases exponentially and have gained further acceptance in the industry as viable and dependable options for people unable to reach physical branches and those who prefer to do their banking in the safe and familiar surroundings of home.

By operating entirely online, they allow customers to open accounts, make transactions and access customer service, all through a mobile app or website.

These institutions can more easily benefit from AI to enhance their services and are leading the industry in exploring more advanced use cases.

An inspiring story from Jordan: INSPIRING STORY 

## Find out how AI-powered neobanks like Blink in Jordan are changing the game for banking



Click here

# Telco

## Data highlights

23%

increase in MENA

24%

increase globally

## Top Trends

### Telcos becoming tech enablers

Telcos are no longer just connectivity providers. They're evolving into CPaaS and SaaS enablers, offering messaging APIs, authentication, security solutions and advanced monetisation models. The term, 'from telco to techco', is becoming commonplace and it rings true.

[Read more about e&'s transformation to techco here.](#)

Find out how WhatsApp can transform CX and boost retention in telcos

[Click here](#)

# Healthcare

## Data highlights

64 %

increase in MENA

|                      |      |          |      |
|----------------------|------|----------|------|
| SMS                  | 38 % | WhatsApp | 11 % |
| Email                | 35 % | MMS      | 2 %  |
| Mobile app messaging | 15 % |          |      |

## Top trends

### Preventative health campaigns

Chatbots are increasingly used in preventative health to educate and enhance patient engagement and access to care:

- Education**  
 Chatbots can provide information about preventive health measures, such as the importance of vaccinations, regular screenings and healthy lifestyle choices
- Appointment management**  
 Chatbots can help patients schedule appointments for check-ups, immunisations and screenings. They can also send reminders to ensure patients don't miss their appointments
- Risk assessments**  
 Chatbots can ask patients questions to assess their risk of specific conditions and recommend appropriate preventive measures. This can include lifestyle changes or scheduling particular screenings
- Monitoring and follow-up**  
 After a preventive service, chatbots can monitor patients' health and ensure they adhere to recommended guidelines. This helps maintain long-term health and prevent complications



# Travel and hospitality

## Data highlights

1380.19 %

increase in MENA

Travel and hospitality has seen one of the most significant shifts in MENA with a 1380% increase in messaging.

Numerous factors play a role in the significant rise of messaging in this industry, ranging from national transformation agendas, messaging as the new front desk and the role of AI in unlocking new use cases.

It's also important to note that seasonal peaks demand scalable communication during events, holidays and religious tourism such as Hajj and Ramadan.

## Top trends

### Hospitality provides ideal use cases for AI

We are seeing the travel and hospitality industry leading the way in rolling out chatbots and agentic AI that help to make the travel experience easier and more convenient. Use cases include:

- **Booking assistance**  
Helping guests make room reservations, check availability and provide information about rates and promotions
- **Room and concierge service**  
Facilitating requests for room service, housekeeping, transportation arrangements, restaurant reservations and other guest services
- **Answering common questions**  
Providing details about hotel amenities, policies, local attractions, dining options and other relevant information
- **Check-in and check-out procedures**  
Assisted guests with online check-in, provided digital room keys and facilitated check-out



07

LOOKING FORWARD—  
**2025 AND BEYOND**

# Looking forward— 2025 and beyond

2024 was a dynamic year for business messaging, and the current messaging landscape continues to bring new shifts that will reshape how brands in MENA engage with their customers.

## Conversational messaging— the evolution continues

Messaging apps like WhatsApp are now firmly established as go-to channels for two-way engagement. WhatsApp traffic grew by more than 70% in the UAE last year, with Egypt and Saudi Arabia also seeing substantial year-on-year gains. Customers increasingly want fast, familiar and interactive communication—and businesses are responding by making messaging a central touchpoint for everything from onboarding and support to service and commerce.

We expect conversational messaging to expand further in both scale and use cases. Businesses combine channels such as WhatsApp, mobile messaging, Voice, and Email into seamless omnichannel journeys, while richer formats like text, video, and voice are helping brands connect with younger, mobile-first audiences. Consistency across these channels and integrating conversational flows into the wider experience will be a priority as digital strategies mature.

## More brands reaching CX maturity

Markets like Egypt and Pakistan highlight how quickly progress can happen when businesses align the right tools with customer needs. Egypt, for example, recorded a 36% rise in voice and video traffic, signalling demand for richer, real-time interactions. Sustaining this growth requires a strong foundation of first-party data—powering personalisation, ensuring privacy compliance and enabling the full potential of AI.

Equally important is the infrastructure behind it: integrating CDPs and CRMs to unify data, and using journey orchestration tools to manage human and AI-led touchpoints. In more advanced markets like the UAE and Saudi Arabia, the focus is shifting toward immersive journeys, with contextual personalisation and AI delivering experiences that adapt in real time.

## AI: From pilots to impact

Many regional businesses have invested in AI, but returns have often lagged due to fragmented strategies. Successful projects follow a clear model: start with a defined use case, prove the value, and then scale with purpose. In 2025, we expect to see more businesses adopting this structured approach, supported by stronger governance and a focus on outcomes.

The rise of agentic AI capable of solving complex problems independently and managing multi-step tasks adds another layer of opportunity. This will be a game-changer in high-touch sectors such as banking, government and telecoms.

## Conclusion: The region is ready for what's next

From WhatsApp's dominance in the UAE to chatbot growth in Egypt and AI-led innovation in Saudi Arabia, MENA is not just keeping pace with global CX trends but setting them. Yet as engagement grows more complex, success will depend on more than

technology alone. Businesses will need the right partners to design innovative, scalable solutions tailored to local needs. At Infobip and e& enterprise, we're proud to support this transformation because better conversations always lead to better outcomes.

