

# Navigating the future of health in Saudi Arabia

Consumer insights on AI, digital health and personalized care



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# Executive Summary

Healthcare is undergoing a significant transformation as digital technologies and artificial intelligence (AI) increasingly influence how consumers access information, manage health and engage with care providers. In Saudi Arabia, high levels of digital adoption, a young and connected population, and ongoing investments in healthcare modernization are accelerating this shift.

Understanding how consumers use digital tools, AI and health data is becoming more important for healthcare organizations seeking to enhance patient engagement and deliver more personalized care experiences.

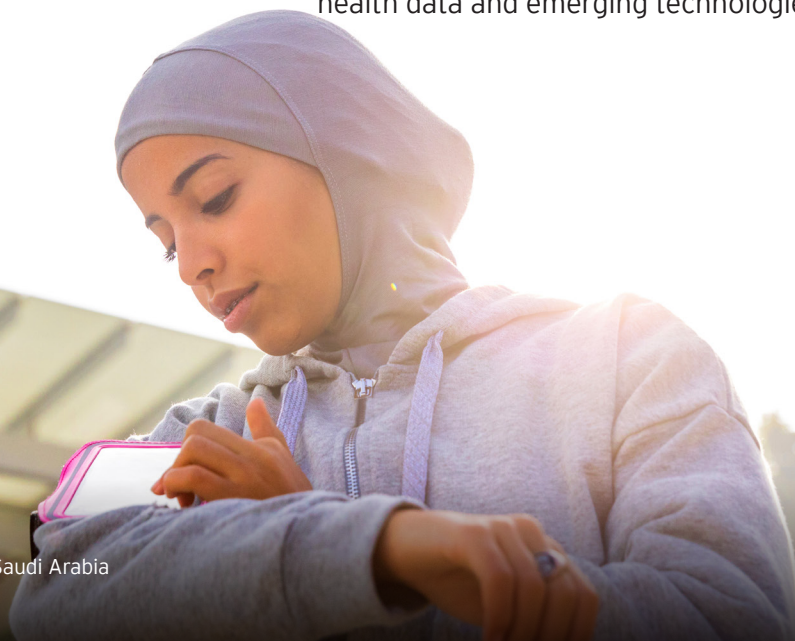
EY Future of Health Survey report examines the digital health behaviors of healthcare consumers in Saudi Arabia, with a particular focus on the adoption of AI-enabled tools, digital health tracking technologies and willingness to share personal health data. The findings indicate that consumers are actively incorporating digital channels into health management.

AI tools are emerging as a prominent source of health information, while digital applications, wearable devices and other technologies support health monitoring and awareness. Consumers are also translating digital insights into action,

with many reporting changes in health behavior (physical activity, nutrition, sleep habits, etc.) based on information obtained through digital sources.

The findings further highlight the growing influence of AI on healthcare decision-making and clinical interactions. AI-generated information is shaping decisions to seek medical advice, informing discussions with healthcare professionals and encouraging more active participation in care-related conversations. At the same time, trust in healthcare professionals remains strong, suggesting that consumers view digital technologies as a complement to, rather than a replacement for, professional medical guidance. The high proportion of respondents who have requested or considered healthcare actions based on AI-generated information underscores the growing importance of digital technologies in the healthcare journey.

Overall, the findings suggest that Saudi Arabia is well positioned to advance more preventive, personalized and consumer-centric models of care. The combination of strong digital engagement, growing confidence in AI and openness to health data sharing creates opportunities to enhance health outcomes, improve patient experiences and strengthen healthcare system efficiency. To realize this potential, healthcare stakeholders should focus on integrating AI and digital health solutions within trusted clinical pathways, strengthening digital health literacy and establishing robust governance frameworks that support the responsible use of health data and emerging technologies.



# Introduction

A hand holding a silver pen points to a Gantt chart on a tablet. The chart displays a project schedule with tasks listed on the left and corresponding colored bars (yellow, green, orange, blue) representing durations on a timeline. The tasks are organized into phases: 1. Requirement Gathering, 2. Project Planning, 3. Design and Architecture, 4. Front-end Development, 5. Back-end Development, and 6. Testing and Quality Assurance. The background is a blurred office setting.

Digital technologies are reshaping healthcare worldwide, changing how individuals access information, monitor health conditions and interact with healthcare providers. The rapid growth of AI, mobile health applications, wearable devices and connected health platforms is enabling consumers to play a more active role in managing health and wellbeing.

As these technologies become more accessible, healthcare systems are seeking to understand how digital engagement is influencing consumer behaviors, expectations and healthcare decision-making.

Saudi Arabia is experiencing this transformation at an accelerated pace. Supported by a digitally connected population and ongoing healthcare modernization initiatives, consumers are turning to digital tools and AI-enabled resources to obtain health information, track health indicators and inform care decisions.

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The survey findings highlight the extent of this shift: respondents in Saudi Arabia were more likely than those in other surveyed countries to use

**AI tools  
(69%)  
and social media  
(40%)**

as sources of health information, while also maintaining strong engagement with healthcare professionals.

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This combination of digital and clinical information sources is shaping a more connected and informed healthcare journey, creating new opportunities to enhance patient engagement, support preventive care and develop more personalized healthcare experiences. Greater access to health information is also enabling patients to play a more active role in their care, improving involvement in care planning, supporting shared decision-making and encouraging stronger adherence to treatment plans and recommended health interventions.

Against this backdrop, this report explores how healthcare consumers in Saudi Arabia are engaging with digital health technologies, AI and health data. The report examines patterns of digital health adoption, the influence of AI on health-related behaviors and clinical interactions, and consumer perspectives on health data sharing. It also considers the implications of these trends for healthcare providers, policymakers and other stakeholders seeking to support the continued evolution of a more connected, data-driven and consumer-centric healthcare ecosystem in the Kingdom.

# Methodology

EY Studio+ researchers conducted an online survey of nearly

**7,700** consumers

globally in April 2026, across the

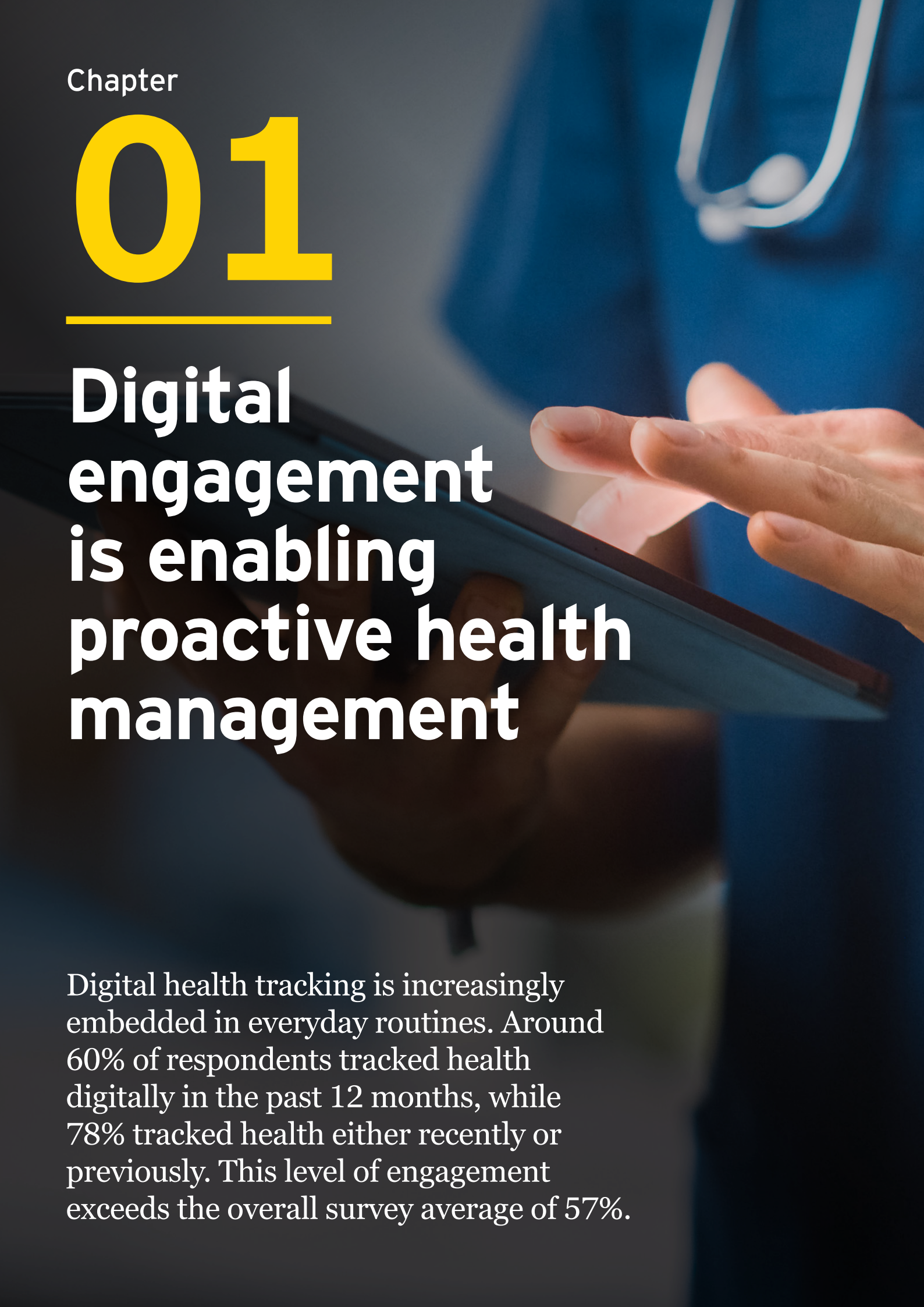
**US, the UK, Ireland, Canada, Australia, France, Italy, Germany and Switzerland**

including

**1,002** respondents

from

**Saudi Arabia.**



Chapter

# 01

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## Digital engagement is enabling proactive health management

Digital health tracking is increasingly embedded in everyday routines. Around 60% of respondents tracked health digitally in the past 12 months, while 78% tracked health either recently or previously. This level of engagement exceeds the overall survey average of 57%.

Consumers in Saudi Arabia draw health information from a combination of healthcare professionals, AI-enabled tools and social media channels. Compared with respondents from other surveyed countries, respondents in Saudi Arabia were more likely to consult healthcare professionals for health information and considerably more likely to use AI tools and social media.

## 1 Health information sources



## 2 Momentum in digital tracking

**53%**  
of digital health trackers started within the past 12 months.

## 3 Tools used for tracking

- Smartphone health apps
- Blood pressure monitors
- Smart scales
- Glucose monitors
- At-home testing kits

## 4 What consumers track

**64%**  
Weight  
**23%**  
Macronutrient intake

## 5 At-home diagnostics

Of those who track or have tracked their **health data,**  
**22%**  
have used a glucose monitor at home.

Use of at-home tests is higher than in other surveyed countries.

## Key insight

Consumers in Saudi Arabia combine AI tools, professional medical advice and digital tracking to support proactive health management.

Saudi Arabia also recorded the highest frequency of AI usage among surveyed markets, with respondents more likely than any other country to use AI tools frequently or very frequently.

In parallel, Saudi Arabia led all surveyed countries in frequent consultation with healthcare professionals, with

**67%**

indicating that healthcare professionals were consulted frequently or very frequently.

Momentum remains strong, with 53% of individuals who track health digitally having started within the past year. Tools used include smartphone health applications, blood pressure monitors, smart scales, glucose monitors and at-home testing kits.

Tracking behavior of consumers in Saudi Arabia spans a wide range of health indicators, including weight at 64% and macronutrient intake at 23%, indicating a broader approach to health awareness compared with other surveyed markets.

At-home diagnostics are extending this trend further. Among respondents in Saudi Arabia who track health digitally, 22% use blood glucose monitoring at home, representing the highest level reported across the countries surveyed. Use of other at-home tests was also higher than in many peer markets.

The high level of digital engagement observed among consumers in Saudi Arabia demonstrates growing interest in proactive health management. As individuals adopt a broader range of tracking tools and at-home health technologies, opportunities are emerging to connect consumer-generated insights with care delivery. This can support earlier intervention, strengthen preventive care and enable more personalized healthcare experiences.

While digital tools are enabling consumers to monitor and better understand their health, they are also influencing how health information is accessed and used. As AI-enabled platforms become deeply integrated into everyday health journeys, their impact is extending beyond tracking and monitoring to shaping behaviors, decisions and interactions with healthcare professionals.





Chapter

# 02

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## AI is transforming health behaviors and healthcare interactions

AI is becoming an important tool for self-directed health management and healthcare decision-making in Saudi Arabia. Consumers are making greater use of different AI tools to research health concerns, better understand symptoms and inform decisions about seeking care.

Nearly half (45%) of respondents reported that AI-based research influenced their decision to seek medical advice, while 86% had requested or considered requesting a test, treatment or prescription based on information obtained through AI tools.

The influence of AI continues throughout the care journey. More than half (55%) of respondents said AI informed the questions they asked healthcare professionals, and an equal proportion reported that AI influenced them to challenge or discuss recommendations received during consultations.

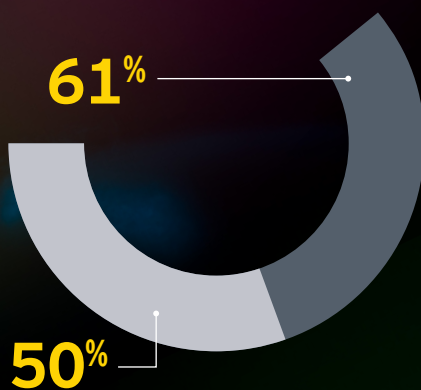
These findings suggest that AI is enhancing consumer engagement and helping individuals take a more active role in healthcare discussions and decision-making, while complementing professional medical advice. Consumers are using digital insights to inform choices related to physical activity, nutrition and sleep, while also becoming more engaged during consultations. As a result, healthcare interactions are becoming more collaborative, with individuals seeking additional information, asking more informed questions and taking a greater interest in treatment and care options.



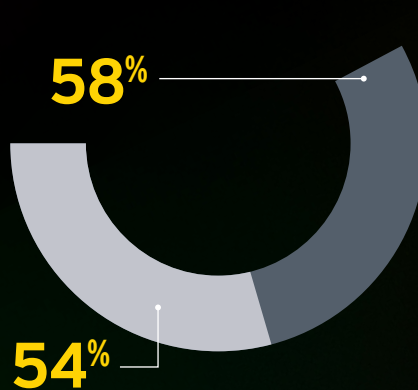
## AI-enabled information is translating into health action

Respondents in Saudi Arabia who changed health behaviors and cited AI tools as an information source

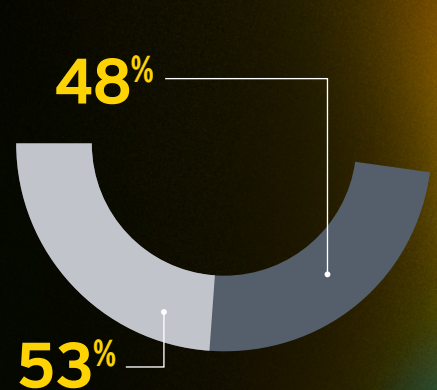
### Physical activity



### Diet or nutrition



### Sleep habits



■ Changed behavior    ■ Cited AI tools as a source

Source: EY Future of Health survey 2026, KSA findings.

Note: AI source percentages apply to respondents who changed each behavior.

AI is a key influence behind these changes. Around half of affected individuals identified AI-driven research as a source of information across these categories.

## Clinical interactions are also evolving:

**45%**

report AI's influence on decisions to seek medical advice.

**55%**

report influence on questions raised during consultations.

**55%**

report influence on challenging recommendations.

**86%**

requested or considered tests, treatments or prescriptions based on AI-enabled insights.

AI is empowering consumers to take a more active role in their healthcare journey, leading to more informed conversations and collaborative care.

Source: EY Future of Health Survey 2026 – Saudi Arabia (n=1,002; effective sample size: 866).

## AI influence on behavior and engagement

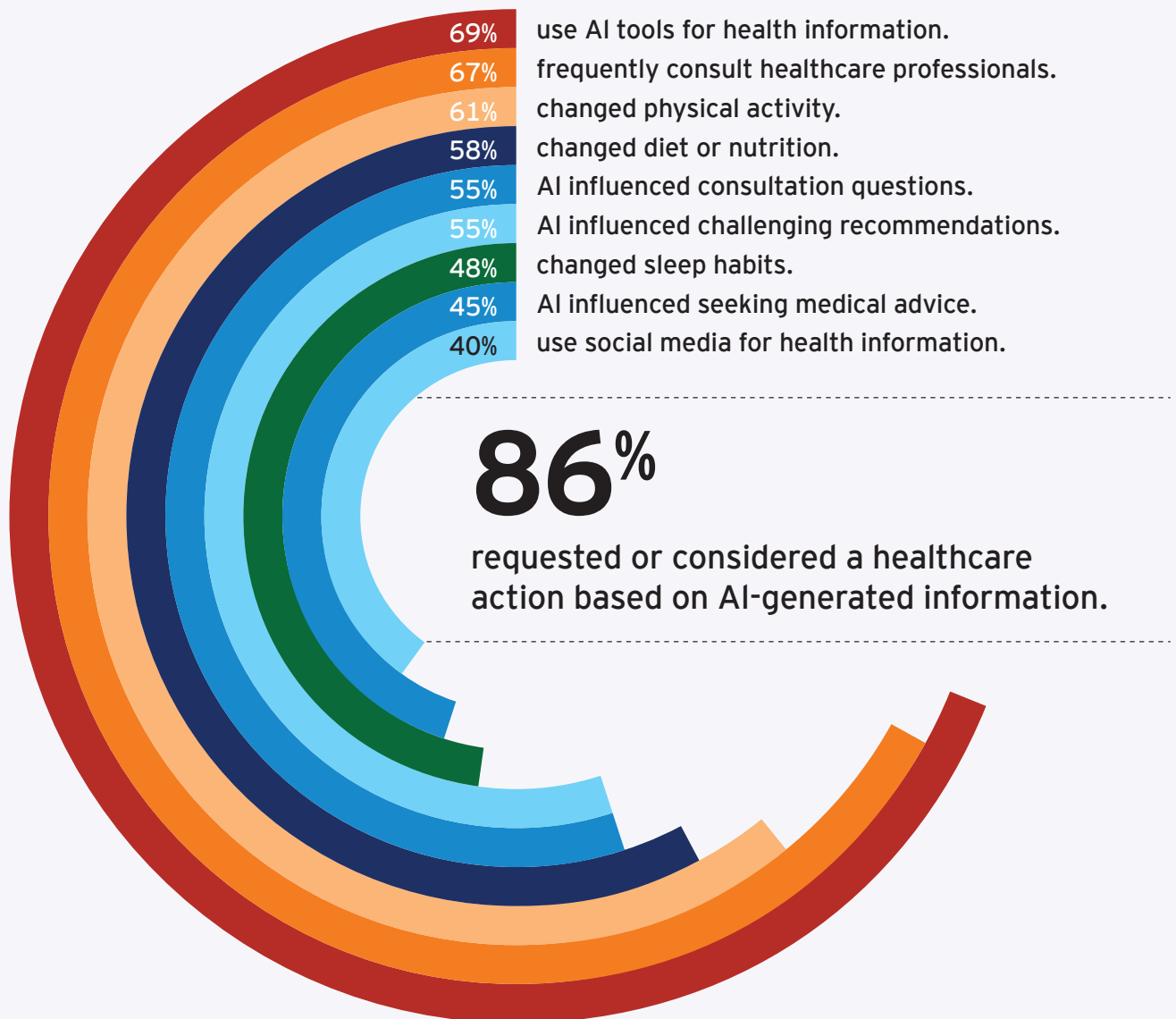
AI is becoming embedded throughout the healthcare journey, influencing both day-to-day health behaviors and interactions with healthcare providers. As adoption continues to grow, the ability to integrate AI-generated insights within trusted clinical pathways will be important for ensuring consumers have access to information that is accurate, reliable and supportive of positive health outcomes.

Digital health tools are becoming an important part of everyday health management in Saudi Arabia. Consumers are not only adopting health tracking technologies at higher rates than those in other surveyed countries, but many are also recent adopters, highlighting strong momentum in digital health engagement. The use of smartphone applications, connected devices and at-home testing tools suggests that consumers are taking a more proactive approach to monitoring their health, tracking a broader

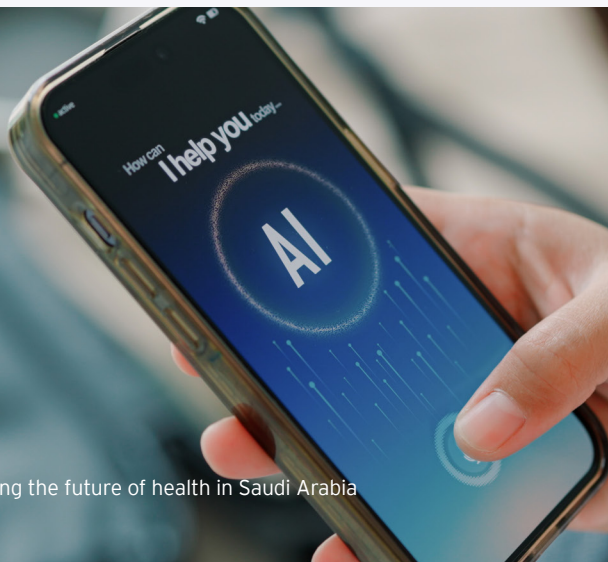
range of health indicators and generating insights that can support health awareness and preventive care.

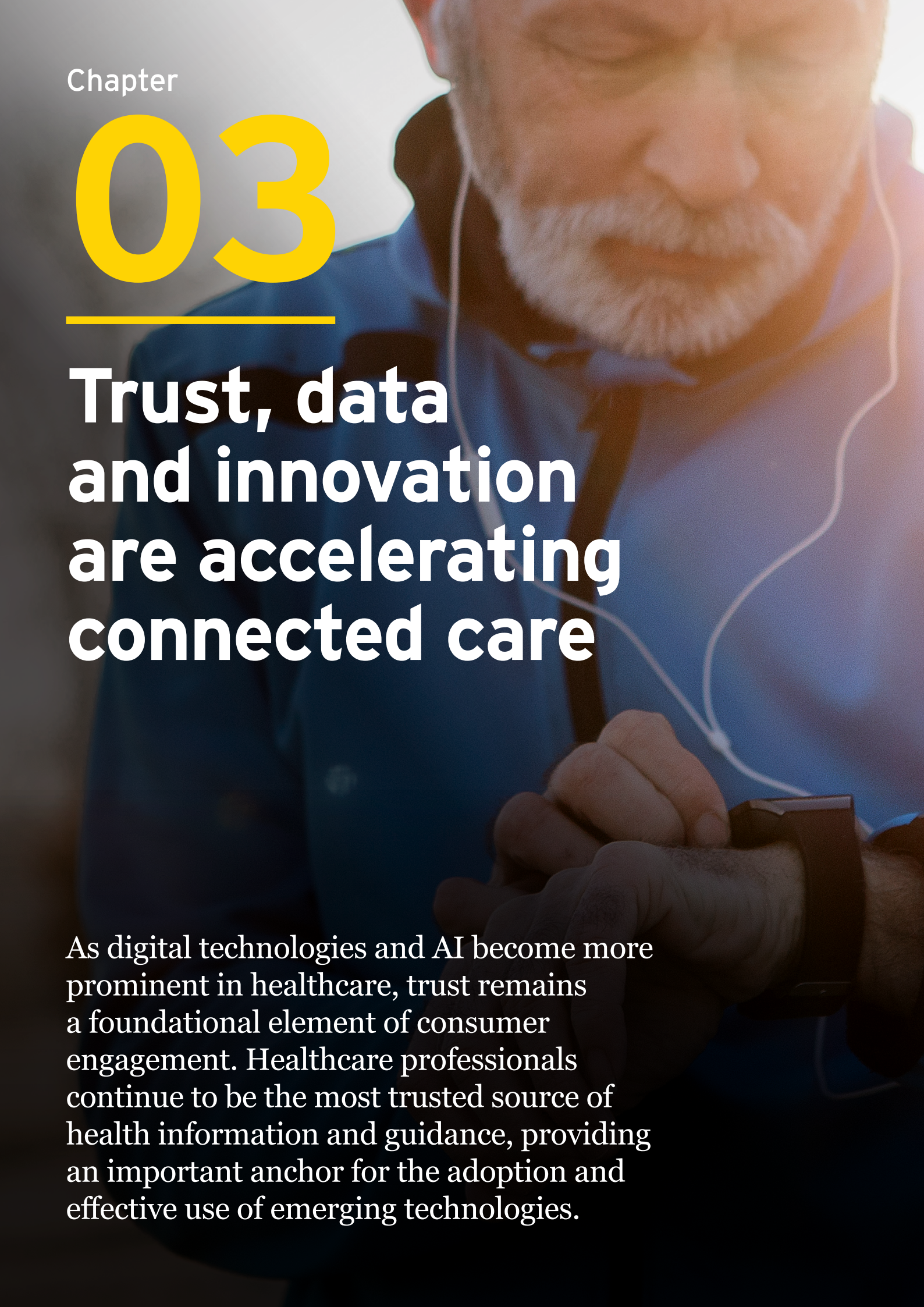
At the same time, consumers are drawing on a diverse mix of information sources to guide health-related decisions. While healthcare professionals remain a trusted and frequently consulted source of health information, digital channels are playing a prominent role. The strong use of AI-enabled tools and social media reflects growing consumer demand for accessible, real-time health information and highlights the emergence of a more digitally connected healthcare journey. Together, these trends point to a population that is more engaged in managing its health and actively seeking information from both clinical and digital sources.

## How AI is influencing health behaviors in Saudi Arabia



As AI and digital technologies become more influential in healthcare decisions, questions of trust, data governance and consumer confidence become significantly important. Understanding how individuals view healthcare professionals, share personal health information and embrace emerging innovations provides important context for the future development of connected care models.





Chapter

# 03

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## **Trust, data and innovation are accelerating connected care**

As digital technologies and AI become more prominent in healthcare, trust remains a foundational element of consumer engagement. Healthcare professionals continue to be the most trusted source of health information and guidance, providing an important anchor for the adoption and effective use of emerging technologies.

The survey findings indicate that 89% of respondents trust healthcare professionals, while 84% report feeling comfortable engaging in discussions about health concerns, treatment options and care decisions. These findings suggest that consumers continue to value professional expertise and view digital technologies as tools that complement, rather than replace, clinical care.

## Consumers are navigating a complex information landscape

The rapid growth of digital health content has improved access to information but has also introduced new challenges. Consumers are now exposed to health information from a wide range of sources, including healthcare professionals, AI tools, social media platforms, health applications and online communities. While this unprecedented access can empower individuals to take a more active role in managing their health, it also requires them to evaluate the accuracy, relevance and credibility of information that is often fragmented, inconsistent or difficult to interpret.

As digital engagement increases, consumers are also managing growing volumes of personal health data generated through wearable devices, health tracking applications and at-home diagnostic tools. Translating these data points into meaningful insights and informed healthcare decisions can be challenging without appropriate guidance and context. At the same time, consumers must balance information obtained through digital channels with advice from healthcare professionals, creating a more complex decision-making environment.

These challenges are reflected in the survey findings. Nearly two-thirds (65%) of respondents report uncertainty regarding which health information to trust online, while 55% indicate feeling overwhelmed by the amount of information available.

Despite these concerns,

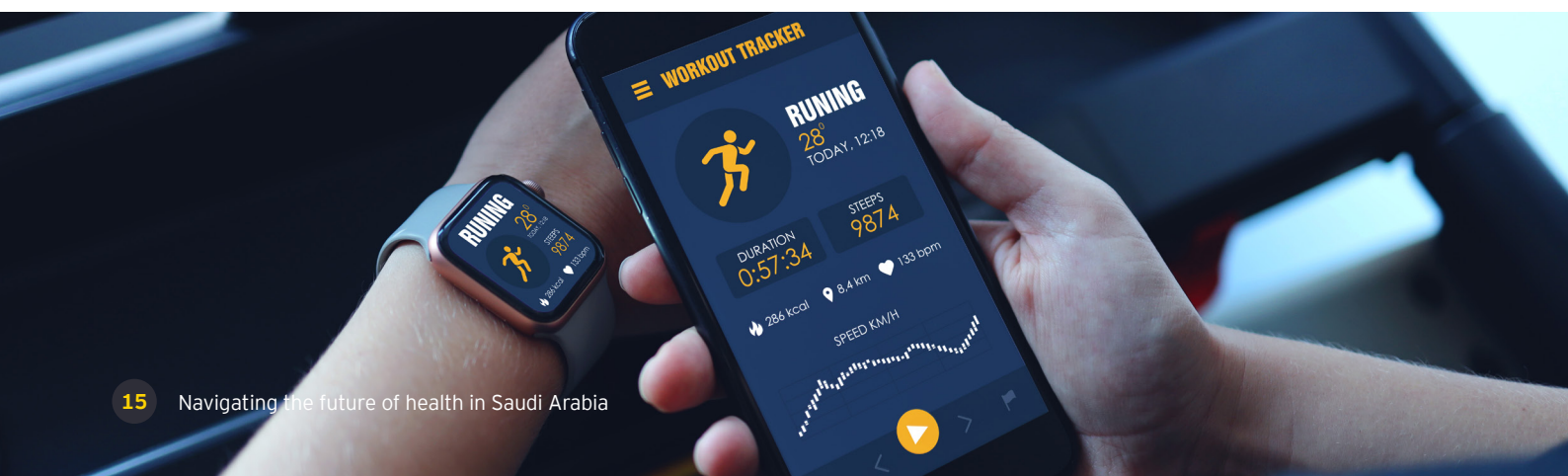
# 78%

agreed that AI tools help them better understand health issues and support decision-making.

Together, these findings suggest that AI can help consumers navigate more complex health information environments while reinforcing, rather than replacing, the role of trusted clinical guidance in healthcare decision-making.

## High willingness to share data is supporting personalized care

The findings reveal a strong readiness among healthcare consumers to share personal health data when it can contribute to improved healthcare experiences and outcomes. As wearable devices, health applications and connected technologies become more prevalent, consumers are recognizing the value of data-driven healthcare.



An overwhelming 88% of respondents indicate willingness to share health data generated through wearable devices and digital health applications. Nearly 46% say their healthcare professional is actively using the data collected through their wearables or health tracking apps – a higher level than the global average of 30%.

In addition, between 75% and 83% of respondents express comfort with the use of AI across the patient journey, from booking appointments to making treatment recommendations.

The combination of strong willingness to share health data and growing acceptance of AI creates a foundation for more connected and personalized healthcare experiences. These capabilities can help support earlier interventions, more informed clinical decisions and improved continuity of care.

### Emerging therapies gaining consumer acceptance

The new emerging trends such as GLP-1 therapies are reshaping health and wellbeing choices. Consumer openness to healthcare innovation extends beyond digital technologies to emerging therapies. New treatment approaches are being explored as part of a broader focus on health, wellbeing and quality of life.

The survey found that 15% of respondents are current users of GLP-1 therapies and 13% have used them previously, while a further 19% are considering future use. Motivations for adoption extend beyond traditional clinical benefits, reflecting broader health and lifestyle objectives.

### Motivations for using emerging therapies (e.g., GLP-1s)

39%

Improving physical appearance

38%

Supporting mental wellbeing

36%

Reducing future health concerns

36%

Enhancing mobility and daily functioning

The findings indicate that consumers are viewing healthcare through a broader wellbeing lens, with interest extending beyond clinical treatment to outcomes that support physical health, emotional wellbeing and quality of life.

## Safe and responsible use of GLP-1 therapies

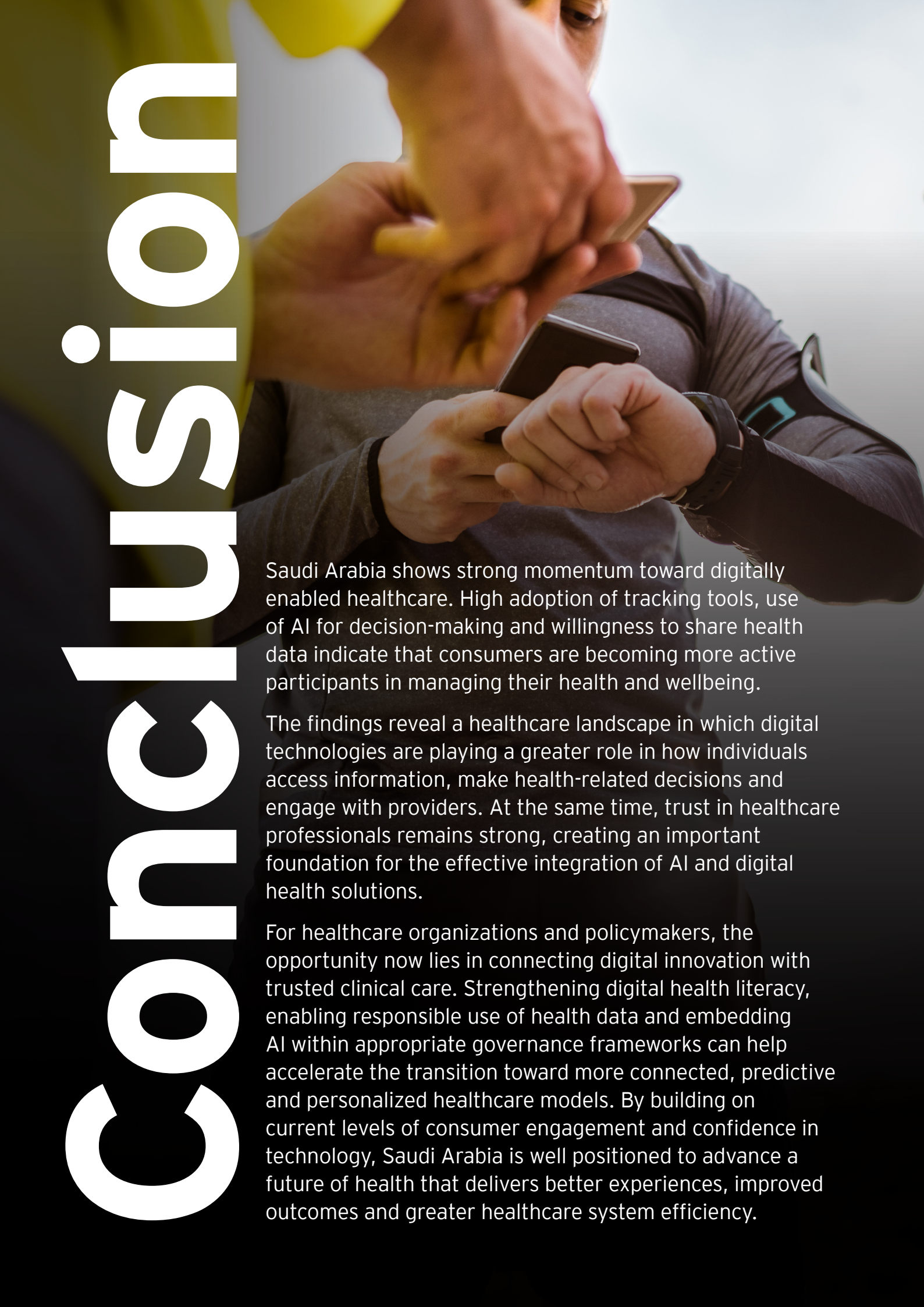
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While healthcare professionals remain the primary point of access for GLP-1 therapies, alternative channels are also being used. Approximately 66% of respondents access these treatments through healthcare professionals, while 30% report obtaining them through informal sources, such as friends or family.

These findings highlight the need for strong governance, clear clinical guidance and patient education to ensure safe and appropriate use of GLP-1 therapies. As innovation continues to accelerate, healthcare systems will need to balance accessibility with quality, safety and evidence-based practice.

More broadly, trust, willingness to share health data and openness to innovation are emerging as key enablers of healthcare transformation in Saudi Arabia. Consumers are engaging more with digital technologies and exploring new models of care while continuing to rely on healthcare professionals as trusted advisors. Together, these trends create favorable conditions for the development of connected care ecosystems that integrate clinical expertise, digital innovation and data-driven insights to support more personalized, preventive and consumer-centric healthcare delivery.





# Conclusion

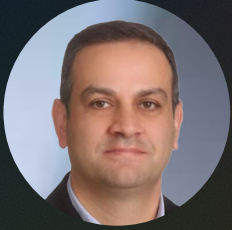
Saudi Arabia shows strong momentum toward digitally enabled healthcare. High adoption of tracking tools, use of AI for decision-making and willingness to share health data indicate that consumers are becoming more active participants in managing their health and wellbeing.

The findings reveal a healthcare landscape in which digital technologies are playing a greater role in how individuals access information, make health-related decisions and engage with providers. At the same time, trust in healthcare professionals remains strong, creating an important foundation for the effective integration of AI and digital health solutions.

For healthcare organizations and policymakers, the opportunity now lies in connecting digital innovation with trusted clinical care. Strengthening digital health literacy, enabling responsible use of health data and embedding AI within appropriate governance frameworks can help accelerate the transition toward more connected, predictive and personalized healthcare models. By building on current levels of consumer engagement and confidence in technology, Saudi Arabia is well positioned to advance a future of health that delivers better experiences, improved outcomes and greater healthcare system efficiency.

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