



Jordan 2025: Data-Driven Insights & Predictive Trends for the Future

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Report By

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Executive Summary

Jordan's economic, social, and political landscape in 2025 is undergoing key transformations. This report provides a data-driven outlook on Jordan's trajectory, examining trends in economic modernization, governance, public services, and technological innovation.

Jordan's investment climate is evolving, with a focus on infrastructure, digital banking, renewable energy, and smart agriculture. However, declining foreign direct investment (FDI) and rising taxation pose challenges. The banking sector is embracing digital transformation, with increasing public demand for fintech solutions and blockchain applications.

Public services and urban development require intervention, particularly in transportation, water management, and infrastructure. While education and entrepreneurship show promise, unemployment, poverty, and corruption remain pressing concerns, necessitating transparency, job creation, and regulatory reforms. In governance, Jordan faces regional geopolitical tensions and security challenges, making anti-corruption enforcement, diplomatic strategy, and AI-driven surveillance critical for national stability.

To address these challenges and capitalize on opportunities, the report recommends revising investment policies to attract foreign capital, expanding digital infrastructure, modernizing public services, restructuring vocational training, and integrating AI-driven governance solutions. By embracing data-driven decision-making, Jordan can position itself as a regional leader in economic modernization, governance reform, and technological advancement.



INTRODUCTION

This report provides data driven predictions for Jordan in 2025, utilizing Buraq, Makana 360's advanced digital listening tool, to analyze vast amounts of online conversations, media discourse, and public sentiment.

Through AI-powered analytics and predictive modeling, it identifies emerging trends and key shifts across critical sectors, including economy, governance, social issues, technology, and security.

The insights highlight expected transformations in investment, digital transformation employment, education, public services, and regional stability, offering a comprehensive outlook on the opportunities and challenges ahead.

By integrating real-time intelligence with future forecasting, this report serves as a strategic resource for policymakers, investors, and stakeholders, enabling informed decision making and proactive responses to Jordan's evolving landscape in 2025.

Sector Insights:

Social, Quality of Life, and Economic
Modernization Perspectives





Insights into EMV Sector Engagement and Sentiment

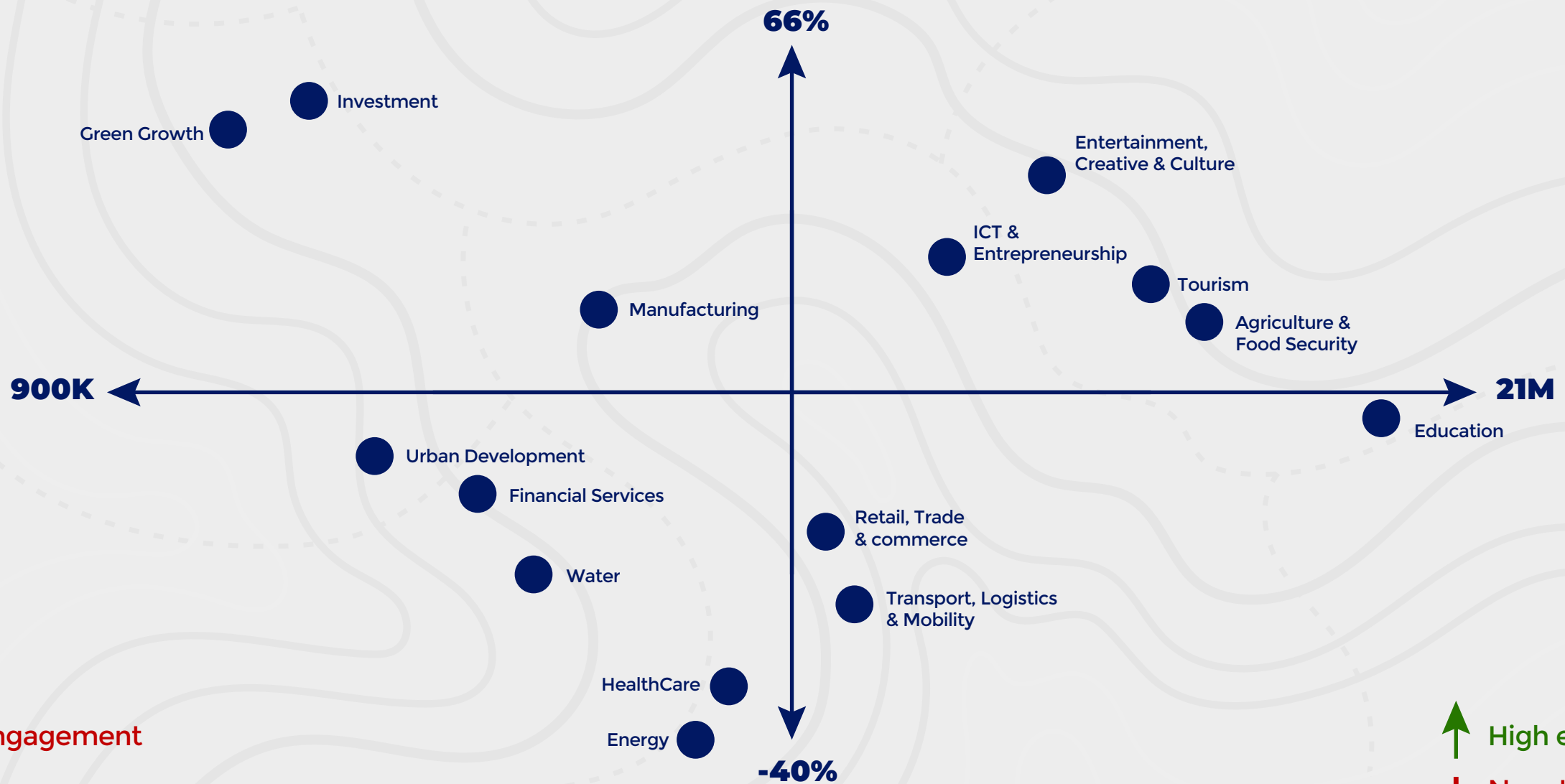
The graph categorizes sectors by engagement and sentiment, with Education leading positively, while transport, retail, and healthcare face high engagement but negative perception.

↓ Low engagement

+ Positive

↑ High engagement

+ Positive



↓ Low engagement

+ Negative

↑ High engagement

+ Negative



Quality of Life: Engagement vs. Sentiment

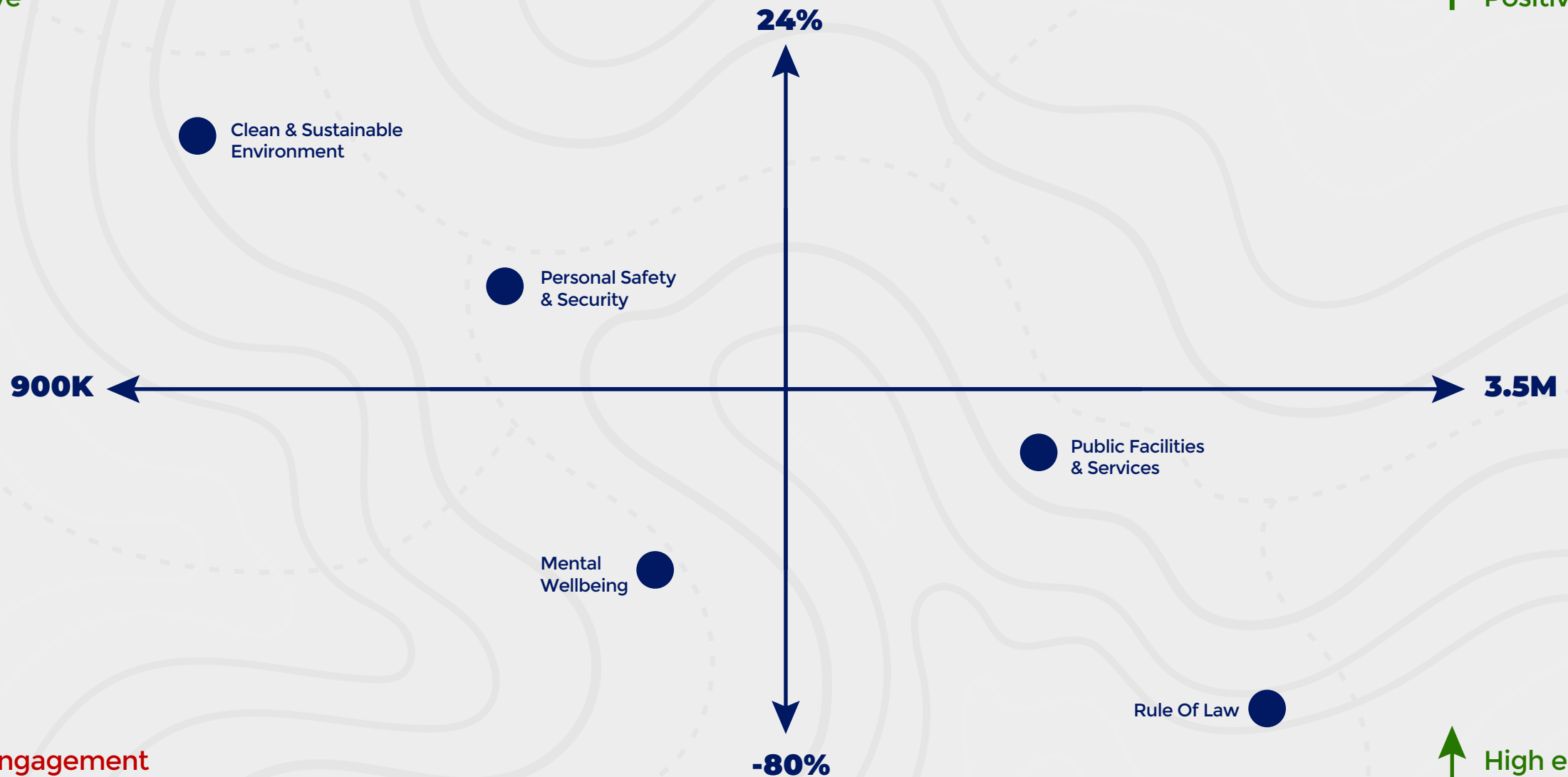
The chart evaluates key quality-of-life factors based on public engagement and sentiment, highlighting areas of concern like the rule of law and positively viewed aspects such as public facilities and services.

↓ Low engagement

+ Positive

↑ High engagement

+ Positive



↓ Low engagement

+ Negative

↑ High engagement

+ Negative



Social Issues: Public Sentiment and Engagement

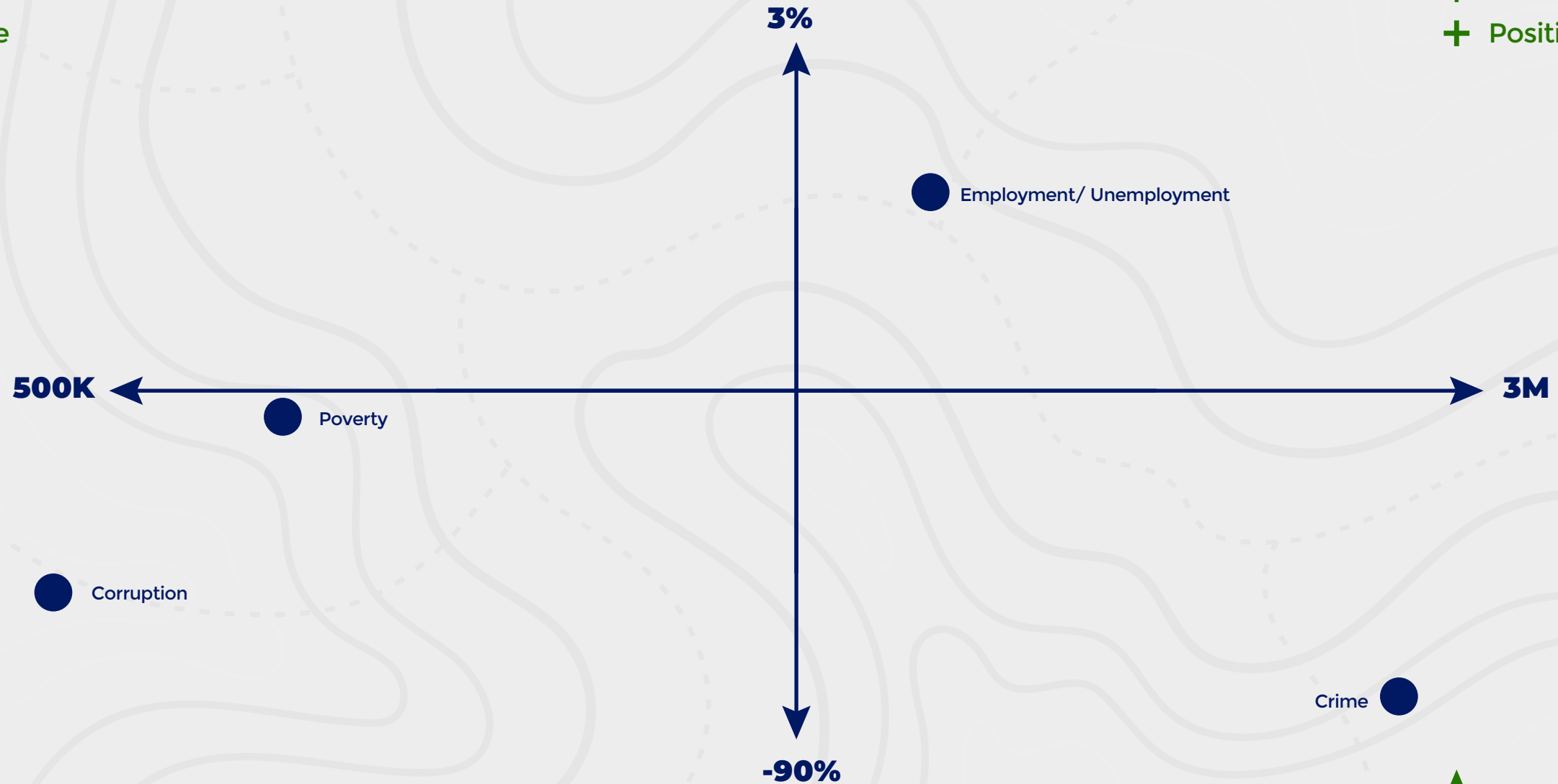
The graph highlights the varying levels of engagement and sentiment towards key social issues, with employment receiving high engagement and mixed sentiment, while poverty and corruption attract lower engagement.

↓ Low engagement

+ Positive

↑ High engagement

+ Positive



↓ Low engagement

+ Negative

↑ High engagement

+ Negative

Economic Modernization Vision

Unlocking Sectoral Potential



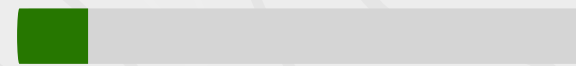
Paving the Path to Prosperity:

Jordan's Investment Vision for 2025

Investment

Jordan's investment landscape in 2025 is expected to focus on infrastructure development, digital transformation, and sustainability. Key areas include renewable energy, tech startups, and smart agriculture, supported by regional partnerships and improved business environments. These efforts aim to **strengthen economic growth** and enhance global competitiveness.

19.4%



Marks the **positive** growth in net sentiment regarding investment compared to the previous year.

1.3B

The total foreign direct investment during the first nine months of 2024 decreased to this level.

Digital Banking

Jordan's banking sector is expected to witness significant **growth** in digital banking adoption, driven by **neo-banks**

Islamic & Commercial Banks

Traditional Islamic and commercial banks **enhance** services to stay competitive.

40%

Of total interactions in **2024** were captured by Islamic banks.

42.8%

Marks the **positive** growth in net sentiment regarding Neo Banks compared to the previous year.



As innovation leads the way,
Jordan's banking sector

embraces digital growth, reforms, and sustainability to shape a dynamic financial future



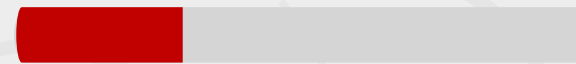
Electric Vehicles

EV adoption in Jordan may **slow** due to higher taxes, impacting affordability, but will remain **appealing** to eco-conscious and cost-savvy consumers.

45%

Of total car sales in Jordan in 2023 were electric vehicles

-24.9%



Is the net sentiment regarding electric vehicles, reflecting a substantial **decline** and highlighting growing **negative** perceptions

Electric Vehicles in Jordan:

Balancing Challenges and Future Potential

Building Trust:

Transforming Financial Services for Inclusive Growth

Financial Services and Markets

Enhance digital financial inclusion, simplify access to loans, and adopt stricter regulations to address inflation and public trust concerns.

43%



marks the increase in positive sentiment in 2024 compared to 2023

90.8M

dinars is the increase in local revenues during the first ten months of 2024 compared to the same period of the previous year

Driving Innovation: Empowering Entrepreneurship Through Technology

ICT and Entrepreneurship

Expand high-speed internet to rural areas, incentivize blockchain and fintech innovation, and provide stronger support for startups, aligning with public calls for tech-driven economic progress.

64%



marks the **increase** in positive sentiment in the ICT and Entrepreneurship sector in 2024 compared to 2023

27%



of Jordanians are interested in entrepreneurial activities

Manufacturing

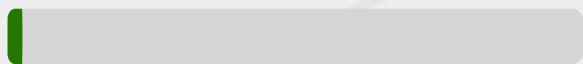
Expected to modernize in 2025 through automation, quality improvements, and enhanced export competitiveness, driven by public demand for higher standards and labor protections.

87%



marks the **positive** increase in net sentiment in the manufacturing sector in 2024 compared to 2023

5.2%



is the **growth** rate of Jordan's industrial sector during the third quarter of 2024

Revolutionizing Industry:

Modernizing Manufacturing for a Competitive Edge



Retail Revolution:

Embracing E-Commerce and Supporting Local Growth

Retail trade and commerce

Focus on supporting local products, regulating market prices, and embracing e-commerce to align with shifting consumer behaviors and public expectations.



77%



marks the increase in **positive** sentiment in the Retail Trade and Commerce sector in 2024 compared to 2023

42%



of the total workforce in the kingdom is employed in the commercial sector

Advancing Urban Development

for Sustainable Cities

Urban development

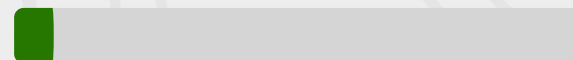
Smart city projects, affordable housing initiatives, and improved urban infrastructure will likely **define** Jordan's urban development landscape in 2025, meeting public aspirations for livable and sustainable cities.

56%



marks the increase in **positive** sentiment in the Urban Development sector in 2024 compared to 2023

13.5%



is the increase in licensed building areas in the kingdom during November 2024

Driving the Shift:

The Future of Public Transportation in Jordan



Increased Reliance

With rising fuel prices and a growing emphasis on cost efficiency, more people are expected to **shift towards public** transportation.

Modernization and Expansion

Investments in public transport infrastructure, such as expanded BRT routes and enhanced urban bus services, will improve accessibility, reliability, and affordability for commuters, making it a central pillar of urban mobility.

28M

passengers used public transportation in Jordan in 2024

181%

passengers used public transportation in Jordan in 2024

Future of Healthcare

By 2025, Jordan's health insurance system is expected to expand coverage, integrating digital platforms for claims processing and offering tiered insurance plans to improve accessibility and affordability, aligning with public demand for comprehensive and inclusive healthcare solutions.

-40%



represents the **decline** in net sentiment for the healthcare sector in 2024

1st

The Ministry of Health earned top honors in the ninth cycle of the King Abdullah II Award for Excellence in Government Performance and Transparency in the large ministries category

Revolutionizing Care:

Jordan's Virtual Hospital and the Future of Healthcare in 2025

Cultural Festivals:

Driving Tourism and
Community Pride in Jordan

Tourism Revenue Growth

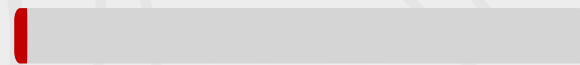
Cultural events like Jerash Festival and Amwaj Al Aqaba Festival are expected to **boost** tourism revenues, attracting both local and international visitors.

43%



represents the **decline** in net sentiment for the tourism sector in 2024 compared to 2023

3.7%



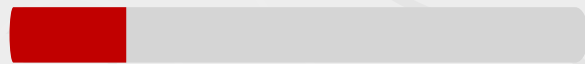
was the **decline** in tourism income in the first eight months of 2024

Water

Water conservation technologies, stricter usage regulations, and expanded infrastructure for rural areas are expected to mitigate Jordan's water scarcity, reflecting public urgency on this issue.

-29%

is the net sentiment regarding the water sector in 2024

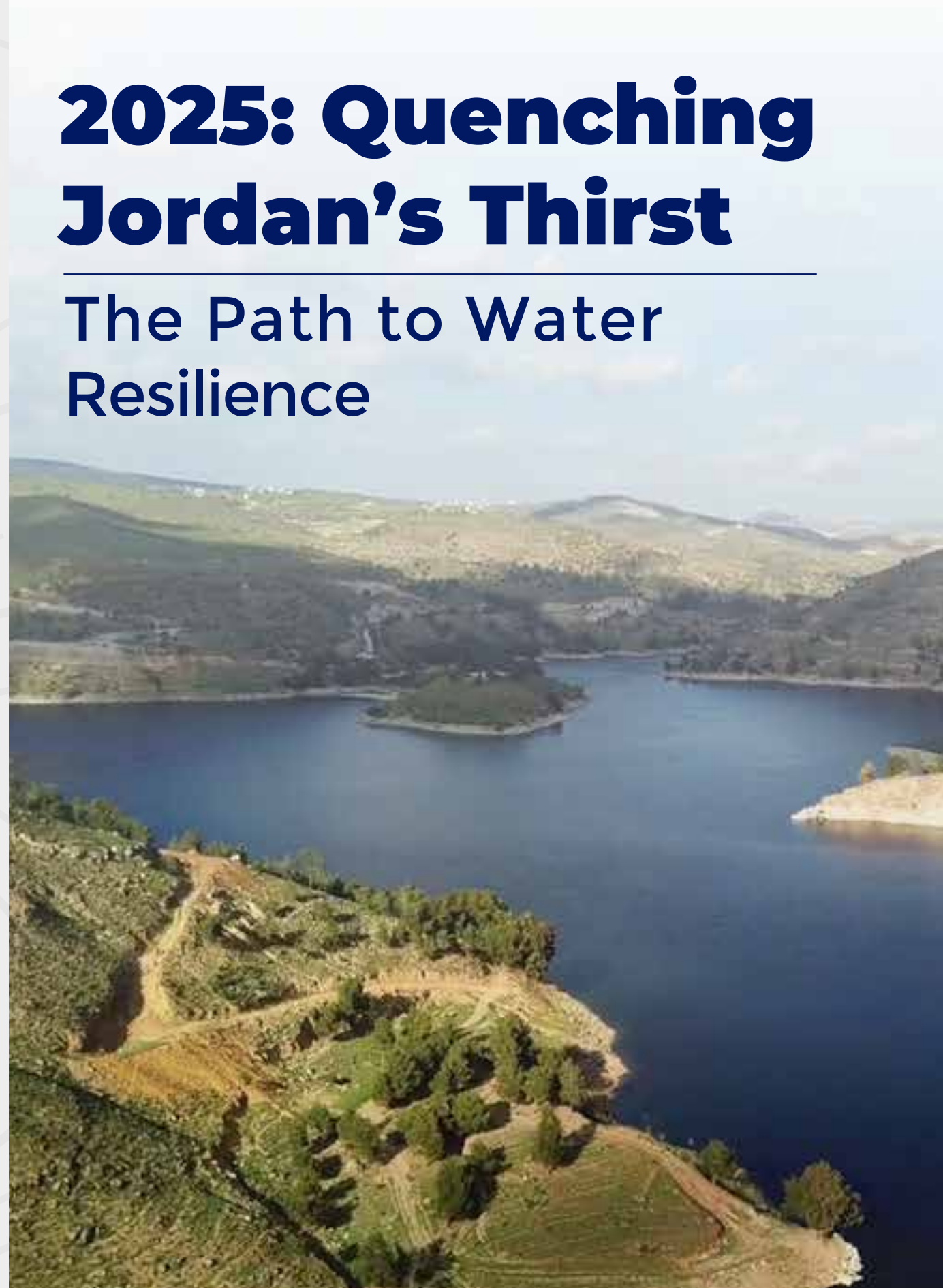


61^{m³}

Annually is the per capita share of renewable fresh water, far below the global water poverty line of 500 cubic meters

2025: Quenching Jordan's Thirst

The Path to Water Resilience





Jordan's Road to Glory:

National Football Team's 2025 Outlook

National Team Performance

The Jordanian national football team is expected to perform **strongly** in regional tournaments like the AFC Asian Cup and qualifiers for the 2026 FIFA World Cup.

64th



globally - The Jordanian national football team advanced to this position in the FIFA rankings

2nd

The Jordanian national football team achieved this historic milestone in the 2024 Asian Cup, reaching the final for the first time before falling

Future-Proofing Education:

Bridging Skills and Innovation in Jordan



Education

Integrate advanced digital tools into education, expand STEM and vocational training programs, and enhance teacher qualifications, addressing the public's demand for a modernized and future-ready education system.

5%

is the current illiteracy rate in Jordan

109%

marks the **increase** in net sentiment regarding education, although it remains **low** at 1.9%

Agriculture

Jordan's agricultural sector will likely embrace precision farming and water-efficient technologies, alongside increased government support for local farmers, driven by public concerns over food security and sustainable practices.

26.3%

is the increase in agricultural producer prices in November 2024 compared to the same month in 2023

179%

marks the **increase** in net sentiment regarding agriculture in 2024

Harvesting the Future:

Advancing Agriculture for Sustainability and Security



Energy

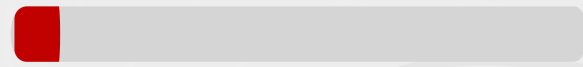
Significant shift toward renewable energy sources, such as solar and wind, with expanded infrastructure for electric vehicles and regulatory measures to amend electricity tariffs.

96%

of Jordan's energy needs are met through imports

-28%

is the net sentiment regarding the energy sector, highlighting a significant **negative** perception



Powering the Future:

Transitioning to Renewable Energy Solutions



Forecasting the Future of Social Dynamics



The Ripple Effect:

How Tobacco Price Hikes Shape Public Health and Market Dynamics

Public Health Impact

Higher prices are expected to deter smoking, contributing to a **reduction** in smoking related illnesses.

Market Dynamics

The tobacco market may experience a shift as consumers seek alternatives or **reduce** consumption due to increased costs.

-57%



is the net sentiment regarding the smoking topic, reflecting a strongly negative public perception

1.6B

JDs is the estimated annual loss caused by smoking

Poverty

Poverty rates are expected to remain a concern, driven by rising living costs and unemployment, but targeted government programs, social protection measures, and economic reforms aim to provide relief and support for vulnerable populations.

-64%

is the net sentiment regarding the poverty topic, reflecting a deeply **negative** public perception and growing concerns about this critical issue

16%

of Jordanians live below the poverty line

From Struggle to Support:

Tackling Poverty's Grip on Vulnerable Populations



Unemployment

Unemployment is expected to **remain high**, particularly among youth and recent graduates, but government initiatives, private sector partnerships, and investment in vocational training aim to create new job opportunities and address workforce challenges.

25%

The unemployment rate among university graduates

223%



marks the **rise** in net sentiment regarding unemployment, although it remains **low** at 2.6%, indicating a noticeable improvement in public perception but highlighting the ongoing challenges in this area.



Unlocking Opportunities:

Addressing Unemployment and Workforce Challenges

Corruption

Corruption is expected to face increased scrutiny, with government-led transparency initiatives, stricter enforcement measures, and public pressure driving efforts to improve accountability and reduce unethical practices in both public and private sectors. But there will be no clear implementation of strict penalties and serious accountability.

4th

in the Arab world
Jordan's ranking on the
2023 Corruption Perceptions
Index

-84%

is the net sentiment
regarding the corruption
issue in 2024, reflecting
a profoundly **negative**
public perception



Transparency in the Spotlight:

Jordan's Battle Against Corruption



Drug Smuggling

Improved Syrian-Jordanian border security is expected through collaboration between the new Syrian administration and Jordan, supported by advanced technologies like drones. Enhanced coordination and international support will curb trafficking, reduce drug inflows, and lower local addiction rates.

38K

individuals were detained in drug-related cases in Jordan during 2024

27M

Captagon pills were seized during 2024, alongside large quantities of other drugs

Securing Borders:

Tackling Drug Smuggling with Innovation and Cooperation

Turning the Tide:

Strengthening Public Safety Amid Urban Crime Challenges

Crime

Crime rates are expected to remain a concern, particularly in urban areas, but enhanced security measures, stricter law enforcement, and community-focused initiatives aim to improve public safety and reduce criminal activity.

25%

The decrease in family homicide cases during the first half of 2024

-87%



is the net sentiment regarding the crime issue in 2024, indicating an overwhelmingly **negative** public perception

Geopolitical Dynamics

General Overview

In 2025, Jordanians are expected to remain highly concerned about regional stability, particularly regarding the evolving Palestinian crisis, tensions with Israel, and the broader impact of shifting alliances in the Middle East. Public sentiment, reflected through social listening, indicates fears of economic repercussions due to regional instability, including rising costs of living and trade disruptions. Additionally, there is growing anticipation of Jordan playing a more strategic diplomatic role, with citizens closely watching government efforts to balance security concerns with humanitarian and political responsibilities.

-13.31

was the average net sentiment in 2024, reflecting a generally unfavorable public perception throughout the year

9.14%

of public engagement in 2024 was centered around the Gaza Conflict, making it the most discussed topic of the year and a key driver of public sentiment.

Trade & Investment Risks:

Growing public concerns over regional instability affecting Jordan's exports, supply chains, and investor confidence.

Energy & Resource Security:

Calls for reduced reliance on imported energy and greater diversification through renewable energy partnerships.

Tourism & Business Sentiment:

Worries about how regional conflicts may impact Jordan's appeal as a safe tourism and investment destination.

Jordan Geopolitical Trends in 2025

Economic Implications of
Geopolitical Trends



Syria under Ahmad Al-Sharaa



Trade & Economic Recovery:

Expect Potential revival of commercial routes, especially in agriculture and reconstruction.

Border Security:

Increased cooperation to counter smuggling and militant threats.

Refugee Repatriation:

Cautious optimism about safe returns, though concerns over Syria's stability remain.

1- 130M mentions and engagements were recorded on social media platforms in 2024 regarding Syria and the Syrian revolution in Jordan.

2- 25% of the conversations recorded in Jordan throughout 2024 regarding Syria and its most recent developments were negative. This was primarily driven by strong public

Actionable & Strategic Recommendations

Positioned to Address Jordan's 2025 Landscape Effectively

Economic Modernization & Investment

- **Strengthen Digital Infrastructure:** Expand high-speed internet access in governorates and rural areas to support tech startups, remote work, and e-commerce growth.
- **Enhance Investment Incentives:** Introduce tax benefits for renewable energy, tech, and smart agriculture to attract FDI and boost economic diversification.
- **Facilitate Access to Finance:** Simplify loan procedures, especially for SMEs and startups, ensuring financial inclusion through digital banking and fintech solutions.

Public Services & Infrastructure

- **Accelerate Public Transport Expansion:** Increase investment in urban mobility projects, particularly BRT routes and bus services, to improve accessibility and affordability.
- **Strengthen Water Management Policies:** Prioritize infrastructure upgrades for efficient water use and incentivize conservation in agriculture and urban areas.
- **Modernize Urban Development:** Expand smart city projects and affordable housing initiatives to address rising urbanization challenges.

Social & Quality of Life

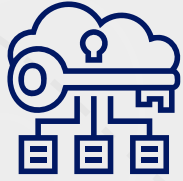
- **Address Youth Unemployment:** Expand beyond the existing vocational training programs in high-demand fields like ICT, AI, and sustainable industries to enhance employability.
- **Improve Healthcare Accessibility:** Digitize health insurance services and claims processing to ensure streamlined access and affordability for all citizens.
- **Enhance Education Reforms:** Invest further in digital learning tools and teacher training to modernize the education system.

Technology & Innovation

- **Incentivize Blockchain & AI Innovation:** CBJ and other related government institution to develop regulatory frameworks that encourage blockchain applications in finance, governance, and cybersecurity.
- **Expand Digital Entrepreneurship Support:** Offer grants and incubation programs for startups in fintech, AI, and green tech sectors.

Security & Governance

- **Combat Corruption with Transparency Measures:** Strengthen enforcement mechanisms and public accountability initiatives to enhance trust in governance.
- **Enhance Border Security Technology:** Invest further in deploying advanced AI-driven surveillance and drone technology to curb drug smuggling and improve national security.
- **Develop a Strategic Diplomatic Framework:** Proactively position Jordan as a mediator in regional conflicts while safeguarding economic stability.



Data access

- Media, social and audience data
- Largest datapool available
- Global capabilities



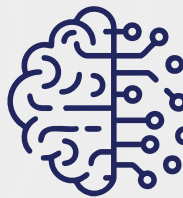
Data enrichment & analytics

- Text, image, video, and speech analytics
- Sentiment analysis -Segmentation and classification
- Scoring -AI Engine



Data visualization & conversational intelligence

- Framework and methodologies -Workflows -Reporting
- Deliverables -Connectors to third party



Predicting events using artificial intelligence

- Predictive modeling of 2025 events
- Scenario analysis -Strategic foresight

METHODOLOGY

Buraq is Makana 360's advanced digital listening tool, designed to systematically collect, analyze, and interpret vast amounts of online conversations, media, and PR data. The methodology follows a structured, AI-driven process to extract meaningful insights, classify narratives, and predict emerging trends.

By integrating cutting-edge AI methodologies, Buraq transforms digital listening into a strategic intelligence tool, enabling data-driven decision making and predictive insights.



THANK YOU!

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