

Consumer Values and Behaviour in Saudi Arabia

Market Direction | 2022-11-15 | 58 pages | Euromonitor

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Report description:

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits in Saudi Arabia.

Euromonitor's Consumer Values and Behaviour in Saudi Arabia report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Values market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Scope

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Consumer values and behaviour in Saudi Arabia

Consumers want to engage with brands and prefer branded to unbranded products

Millennials and Generation X want products that are uniquely tailored to them

Millennials are the most willing to spend money to save time

Consumers have a stronger belief than global cohorts that more activities will shift online

Saudis feel they will be working more in the future than they do now

Generation Z have a more positive outlook on their future

High percentage feel they will be more engaged in their communities in future

Over 40% believe climate change will impact them more in future

All cohorts have a positive outlook on more community engagement

High frequency of all activities in Saudi homes

Smart home functionality is important to Saudi households

Having a multifunctional space is a desirable feature in Saudi homes

High percentage of consumers enjoy food prepared outside the home

Better tasting food and convenience of delivery are biggest barriers to cooking at home

Gen Z would much rather order food for delivery than cook for themselves

Jobs that offer a better work-life balance on the radar for Saudis

High salaries key focus for Gen Z

All generations are looking for ways to simplify their lives

High percentage of all cohorts regularly socialise with friends and family online

Saudis enjoy a varied schedule of leisure activities with shopping at the top of the list

Generation X more likely than other cohorts to go to sporting events

Jogging and running undertaken by 40% of respondents at least 1-2 times a week

Millennials are the most avid cyclists

Consumers more active in most stress-reduction activities than global average

Over 70% are worried about climate change

Gen Z stepping up their efforts to have a more positive impact on the environment

Consumers more likely than global average to buy products from purpose-driven brands

Saudi consumers more likely to buy from companies and brands that support their ethos

Consumers like to shop in stores where they can use their loyalty card

Gen X are more likely to try and purchase locally-sourced products

Consumers are cutting back and only buying new items when necessary

Gen X focus on buying strong or well-known brands

M-commerce has become the dominant form of shopping

Millennials have higher rates of ordering beauty/personal care items on a smartphone

Highest percentage of consumers intend to increase spending on health and wellness

Baby Boomers expect to spend more on experiences over the next 12 months

Younger cohorts expect to save more money over the next 12 months

Saudi consumers are more actively engaged online than their global cohorts

Targeted advertising considered an invasion of privacy more among Gen X and Millennials

Consumers like to share their purchases with their social network

Millennials more actively share or retweet a product than other generations

Consumers regularly use their mobile devices to make in-store payments

Baby Boomers are active users of mobile technology

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