

## **Consumer Lifestyles in Saudi Arabia**

Market Direction | 2024-06-12 | 55 pages | Euromonitor

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### **Report description:**

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations, and aligning them with broader trends.

Euromonitor's Consumer Lifestyles 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 Overview 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.

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## Consumer landscape in Saudi Arabia 2024

### Personal traits and values

Majority of Saudi Arabians take health and safety precautions when they leave home

Gen Z more likely to prioritise time for themselves than all other generations

Saudi Arabian consumers are open to experiencing cultures other than their own

Consumers in Saudi Arabia enjoy exploring and trying new offerings

Baby boomers are Saudi Arabia's most optimistic generation

### Personal traits and values survey highlights

#### Home life and leisure time

Saudi Arabians most regularly use their time at home to connect virtually

Millennials are the most active in their leisure time spent online

Baby boomers least interested in smart home features

Access to green spaces most desired by millennials and Gen X

Saudi Arabian consumers seek to relax and unwind when travelling

### Home life and leisure time survey highlights

#### Eating and dietary habits

Older generations are more prone to allergies or food intolerances

Baby boomers most likely to avoid cooking because they simply do not enjoy it

Millennials often snack during the day in between meals

Millennials are focused on finding healthy ingredients in food and beverages

Millennials most willing to pay a premium for better tasting food

### Eating and dietary habits survey highlights

#### Working life

Companies with high ethical and social responsibilities preferred by Saudi Arabian employees

Saudi Arabian consumers seek jobs that allow for a strong work-life balance

Gen Z most driven by higher salaries, while baby boomers are worried the least

Baby boomers value flexible working hours

### Working life survey highlights

#### Health and wellness

Saudi Arabians enjoy walking or hiking a few times a week for exercise

Meditation remains most popular stress-reliever among all but Gen X, who prefer a massage

Saudi Arabians consider "all natural" to be the most influential product feature

Baby boomers most frequently visit health-related or medical sites

### Health and wellness survey highlights

#### Shopping and spending

Private label and low-cost offerings growing in appeal amongst Saudi Arabian consumers

Baby boomers enjoy window-shopping more than other generations do

Gen Z most interested in niche and exclusive brands

Baby boomers most ardent supporters of locally-owned stores

Gen X steadfast in supporting sustainably sourced offerings

Millennials most active in engaging and connecting with brands online

Online shopping second nature to younger consumers

Saudi Arabians expect to increase spending on education the most

Millennials most confident in their current financial standing

### Shopping and spending survey highlights

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