

Consumer Lifestyles in the United Arab Emirates

Market Direction | 2024-06-14 | 61 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 the United Arab Emirates 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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Scope

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Consumer landscape in the United Arab Emirates 2024

Personal traits and values

Emirati consumers take health and safety precautions when they leave home

Millennials place higher priority on spending time with their partners

Consumers feel it is important to experience other cultures

Millennials feel strongest about the importance of spending money on experiences

Voice of the consumer (1)

Millennials are more optimistic about their future happiness

Personal traits and values survey highlights

Home life and leisure time

Baby boomers are more likely to be playing video games than to be exercising at home

Emirati consumers prefer socialising with friends in person

Voice of the consumer (2)

Younger generations are more inclined to seek energy efficient homes

Gen Z most inclined to prefer homes in a safer area

Emirati consumers seek relaxation when travelling

Home life and leisure time survey highlights

Eating and dietary habits

Most consumers in the UAE look for healthy ingredients in food and beverages

Millennials and baby boomers say they don't have much time to cook

Voice of the consumer

Consumers in the UAE most regularly prepare their own meals

Baby boomers most likely to have an allergy or food intolerance

Millennials most willing to pay more for healthier food

Eating and dietary habits survey highlights

Working life

Gen Z and baby boomers feel most strongly that their employers should be ethical

Consumers want a job that allows for a strong work-life balance

Younger generations are most driven by a large salary

Emirati consumers have entrepreneurial aspirations

Working life survey highlights

Health and wellness

Emirati consumers like to walk or hike for exercise

Younger generations mainly seek out physical activity when stressed

Emiratis consider health and nutritional properties to be the most influential product feature

Millennials are most likely to own fitness wearables

Health and wellness survey highlights

Shopping and spending

Baby boomers expect to spend more on private label goods

Voice of the consumer (3)

Baby boomers much less likely to prefer quality over quantity compared to other generations

Gen X seeks personalised shopping experiences

Baby boomers and Gen Z most likely to fix instead of replace broken items

Consumers often share/swap items or services

Voice of the consumer (4)

Baby boomers least likely to interact with companies on social media

Younger consumers regularly use price comparison websites

Consumers expect to increase spending on education the most
Baby boomers more likely to cover daily expenses with credit
Shopping and spending survey highlights

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