

Megatrends in Saudi Arabia

Market Direction | 2024-10-29 | 78 pages | Euromonitor

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Report description:

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's 10 focus megatrends and insights as to how each trend has manifested in Saudi Arabia.

Euromonitor's Megatrends 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 Megatrends 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

Businesses harness megatrends to renovate, innovate and disrupt

The drivers shaping consumer behaviour

Megatrends framework

Consumers set to prioritise digital living and convenience as lifestyles continue to speed up

Convenience

Chinese food delivery app Keeta arrives in Saudi Arabia

Millennials rely heavily on tech to make their lives easier

Saudis seek more flexible working conditions

The prospect of better warranties attracts shoppers to physical stores

Online shoppers enjoy the flexibility of e-commerce

Meal kits provide a convenient solution to those with no time to cook

Digital living

Smart city project Neom teams with Pony.ai to develop autonomous mobility solutions

Millennials rely heavily on home-delivered food

Consumers are wary of sharing their data with the private sector

Millennials are willing to share their data in exchange for targeted offers

Friends and family remain the first port of call

Consumers embrace the thought of more face-to-face interactions in future

Diversity and inclusion

Nivea partners with Amazon to promote skin-positivity message to Saudi consumers

Saudis tend to care more for causes aligned with their values than their global peers do

Millennials are eager to bring about positive change

Millennials are the most eager to experience other cultures

Consumers are increasingly focused on the positive practices of businesses

Experience more

New "social dining" experience demonstrates Saudi Arabia's commitment to change

Social reforms are opening up new experiences for consumers

Relaxation is the primary travel motivation

"Shoppertainment" gains traction

Personalisation

Personalised meal plan service MealPlanet is poised to enter Saudi Arabia

Younger consumers enjoy tech-driven experiences

Modern consumers are eager to express their personalities

Premiumisation

Saudi Coffee Co unveils new premium coffee brand using locally-sourced beans

Millennials seek uniqueness and personalisation

Discerning shoppers do their research before buying

Taste and natural ingredients are key draws for food buyers

Pursuit of value

Electronics resale platform Soum set to expand into new sectors

Young consumers make use of tech to find suitable products

Saudi consumers are relatively confident

Consumers take a growing interest in the circular economy

Shoppers are keen to maximise value

Shopper reinvented

Grocery retailer Panda uses Revionics' AI-powered platform to optimise prices

Millennials demand personalisation and transparency
Shoppers enjoy a mix of online and offline solutions
Saudis are keen to engage with brands via social media
Young consumers embrace social commerce
Sustainable living
Fonte supports circular plastic economy with recyclable bread packaging
Most Saudis are benevolent and community-orientated
Recycling is not widely practised
Reducing food waste is the most important environmental priority
Shoppers take brands' values seriously
Recyclable packaging is deemed the most sustainable
Wellness
Bioniq partners with Al Borg to roll out personalised supplements in Saudi Arabia
Massage is the most common way to beat stress
Digital health solutions are on the rise
Saudi residents remain alert to personal safety post-pandemic
Leverage the power of megatrends to shape your strategy today

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