

Saudi Arabia: Consumer Profile

Market Direction | 2024-12-10 | 45 pages | Euromonitor

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Report description:

The Saudi population will continue to rise going into 2040, as fertility rates and life expectancy remain high. Generation Alpha will comprise over a quarter of the population, showing great potential as a key consumer segment. Income inequality will continue to be a challenge, as the gender income gap persists due to low female employment. Consumers are expected to continue preferring niche and goods of the highest quality, even among lower-income segments.

Euromonitor's Saudi Arabia: Consumer Profile 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 Economy 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

Key findings

Key drivers affecting consumers in Saudi Arabia in 2023

How developments today shape the consumers of tomorrow

Millennials the most dominant generation in Saudi Arabia for 2023

Saudi's at increasingly high risk for obesity, especially among females

Gen Z set to dominate Saudi population by 2040

Riyadh set for massive population growth by 2040 as more people flock to cities

Opportunities for growth

Average household size is on the decline in Saudi Arabia, due to increase in singletons

Apartments remain popular due to urbanisation and the growth of single person households

Household heads to remain predominantly male

Saudi Arabia's entire population has broadband internet access

Housing accounts for the bulk of Saudi Arabia's consumer expenditure

Millennials are the most optimistic generation in Saudi Arabia

Saudi's per capita disposable income CAGR to be less than half that of the region to 2040

Saudi's consumer expenditure to grow at a slower pace than other MENA territories

Nahdi uses technology to make healthcare more convenient and personalised

Key findings of consumer survey

Younger generations more swayed by higher quality when buying household essentials

Nearly a third of Saudi consumers enjoy finding bargains

Gen X is the most eco-conscious generation in Saudi Arabia

Saudi consumers are more comfortable with their financial situation

High salaries remain top priority for workers in Saudi Arabia, particularly among Gen Z

Key takeaways

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