

Consumer Lifestyles in the United Arab Emirates

June 2024

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CONSUMER LANDSCAPE

Consumer landscape in the United Arab Emirates 2024

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Personal traits and values

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Voice of the consumer (1)

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Home life and leisure time

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Voice of the consumer (2)

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Eating and dietary habits

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Voice of the consumer

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Eating and dietary habits survey highlights

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Working life

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

WORKING LIFE

Voice of the consumer (2)

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Working life survey highlights

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Health and wellness

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Shopping and spending

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Voice of the consumer (3)

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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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