



Consumer Values and Behaviour in United Arab Emirates

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Table of Contents

Scope

HIGHLIGHTS

Consumer values and behaviour in United Arab Emirates

PERSONAL TRAITS AND VALUES

Consumers have complex ideals, preferences and concerns

Millennials are most concerned about taking health and safety precautions outside the home

Emirati consumers keen to try new products and services

Trusted brands remain preferred by all consumers in the UAE

Consumers in the UAE say it is likely that they will experience greater happiness in the future

Millennials feeling the most positive about the future

HOME LIFE

Among home activities, Emiratis frequently choose to connect with friends or family virtually

Safe location remains the most desired home feature

COOKING AND EATING HABITS

Consumers prefer to cook or bake for themselves and their families

Emiratis claim to be too busy to prepare meals

Millennials find cooking least desirable and would rather order take-out

Healthy ingredients are particularly important for younger generations' dietary needs

WORKING LIFE

Gen Z are demanding to be able to work from home

Consumers primarily desire to make a substantial amount of money

Emiratis say they maintain a clear separation between their professional and personal lives

LEISURE

Consumers prefer interacting with their friends virtually

Socialising online is done slightly more than face-to-face interactions

Emirati consumers consider unwinding as their top travel consideration

Younger generations are seeking value for money when planning a vacation

HEALTH AND WELLNESS

Consumers enjoy less strenuous exercise such as walking or hiking

Baby boomers remain social by participating in group fitness classes

Gen Z taking most active measures to reduce stress and maintain their mental wellbeing

SUSTAINABLE LIVING

Consumers are feeling uneasy about the effects of climate change

Consumers are actively pursuing environmentally-conscious lifestyles

Consumers in the UAE are motivated to use products designed for energy efficiency

Emiratis utilise social and political media to voice their perspective on current issues

SHOPPING

Emirati consumers love exploring shopping malls, far above the global average

Emirati consumers love searching and finding the best prices

Consumers in the UAE regularly seek strong or well-known brands

Baby boomers are most interested in personalised and unique shopping experiences

Emirati consumers are drawn to digital subscriptions for streaming content

SPENDING

Emiratis expect to increase spending on education and reduce expenditure on experiences

Younger generations foresee increasing spending on education the most
Emirati consumers are satisfied with their current financial standing
Baby boomers are most prone to having to rely on government financial support and subsidies
Baby boomers will focus on saving money and reducing spending in the future

TECHNOLOGY

Emirati consumers proactively oversee the sharing of data and privacy preferences
Millennials favour digital simulations over physical reality
Emirati consumers utilise a range of messaging or communication platforms
Millennials are most comfortable in frequently using online activities
Buying items or services online is not preferred among baby boomers
Emirati consumers follow or like companies' social media feeds or posts
Gen Z are very active in interacting with their favourite brands online

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