



Consumer Values and Behaviour in Saudi Arabia

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Table of Contents

Scope

HIGHLIGHTS

Consumer values and behaviour in Saudi Arabia

PERSONAL TRAITS AND VALUES

Consumers in Saudi Arabia prioritise safety measures when leaving their homes

Spiritual beliefs greatly impact the life journey of millennials

Saudi Arabian consumers like to try new products and services

Younger generations enjoy being actively engaged with brands

Saudi Arabian consumers believe they will experience greater happiness in the future

Millennials foresee that their financial situation will deteriorate

HOME LIFE

While at home, Saudi consumers frequently connect virtually with friends or family

Safe location remains the most desired home feature

COOKING AND EATING HABITS

Saudi consumers prefer to cook or bake dishes themselves

Meals are typically prepared by someone else in Saudi households

Younger generations confirm that ordering food for delivery is more convenient

Saudi consumers are less concerned about healthy ingredients compared to the global average

WORKING LIFE

Younger generations show greater demand to work from home

Saudi consumers primarily desire to receive a generous income

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

LEISURE

Virtual interactions with friends are preferred over in-person socialising

Baby boomers are the least likely to go to a concert or the theatre

Consumers' top travel motivation - relaxation

Immersion in local customs and traditions is more important for older generations

HEALTH AND WELLNESS

Less strenuous exercise such as walking or hiking is the most popular training routine

Millennials are most active in running or jogging

Saudi consumers prefer massages as a stress-reduction activity

SUSTAINABLE LIVING

Consumers aim to make a beneficial contribution to the environment

Consumers are actively working towards greener and more sustainable practices

Consumers are motivated to choose products that are designed to use energy more efficiently

Companies' social and political values have a big influence on purchasing decisions

SHOPPING

Saudis love exploring shopping malls, more than the global average

Younger generations are most interested in loyalty programmes

Brand loyalty remains strong among Saudi consumers

Gen Z are most interested in shopping experiences that are customised to their preferences

Consumers in Saudi Arabia are drawn to digital platforms for streaming content

SPENDING

Consumers are set to increase spending on education

Millennials are set to increase spending on travel/holidays the most
Consumers in Saudi Arabia feel at ease with their present financial situation
Gen Z are most likely to save a portion of their income
Older generations expect to save more and spend less in the future

TECHNOLOGY

Saudi consumers proactively oversee the sharing of data and privacy preferences
Millennials are most adept at using technology for online activities
Saudi consumers employ a range of messaging or communication apps
Millennials regularly employ messaging or communication apps
Younger generations are most likely to provide feedback on products and services
Saudi consumers engage with businesses' social media content
Millennials help promote companies' social media

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