

Saudi Arabia: Consumer Profile

October 2023

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Today: Expat population shifting consumer values in Saudi Arabia

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Tomorrow : Generation Alpha, aged 15-30, is set to become the largest generation

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Today: Mortgaged housing continues to boom in Saudi Arabia

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Today 2022: Saudi Arabia ranks among the world's top 20 countries in consumer spending

Today: Higher confidence in financial situation attributed to lower inflation compared to globally

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