

# Consumer Lifestyles in Saudi Arabia

May 2023

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## CONSUMER LIFESTYLES IN SAUDI ARABIA

### Scope

Consumer landscape in Saudi Arabia 2023

### Personal traits and values

"Time for myself" remains a high priority

Identity, status and values reflected in consumer attitudes and behaviour

Consumers appreciate innovation and look for new experiences

Younger consumers have a more positive outlook on their future

### Personal traits and values survey highlights

#### Home life and leisure time

Active households are driving consumers to invest more in their home spaces

Consumers want smart homes that are energy efficient and multifunctional

Access to green spaces is valued more by Gen X and Millennials

High rates of domestic and international leisure trips as travel rebounds

### Home life and leisure time survey highlights

#### Eating and dietary habits

Consumers pay attention to the calories they are consuming

Lack of time to buy groceries and prepare home-cooked meals impacts meal choices

Home cooking most regular choice but demand for snacks and restaurant food booming

Healthy ingredients and clearly labelled foods and drinks priority for Saudi consumers

Younger consumers are willing to pay more for foods that have superior taste

### Eating and dietary habits survey highlights

#### Working life

Expectations of high levels of employee health and safety apparent across generations

Conditions that allow for a strong work-life balance are important for many

Salaries and job security remain important job considerations for younger cohorts

Many see their future working lives fitting more easily around their lifestyles

### Working life survey highlights

#### Health and wellness

A high percentage of consumers use exercise to maintain their health and wellness

A growing number of consumers focusing on improving their mental wellbeing?

Consumers look for food attributes that they feel will benefit their health

Consumers continue to adopt technology solutions to manage their health and fitness

### Health and wellness survey highlights

#### Shopping and spending

Cost-of-living crisis motivating consumers to find ways to manage their budgets

Despite pressure on household budgets consumers want good quality products

Consumers seek out personalised and tailored shopping experiences

Consumers are becoming more mindful of the impact of their purchasing habits

Consumers embrace the circular economy and support brands that share their values

Consumers engaging more with companies and brands through social media channels

Data privacy is a concern, but technology is key to enhancing the shopper journey

Consumers are focusing their attention on spending on essentials and trying to save more

Most generations have concerns around their current financial situation

### Shopping and spending survey highlights

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