Euromonitor International

Consumer Values and Behaviour in United Arab Emirates

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CONSUMER VALUES AND BEHAVIOURS IN UNITED ARAB EMIRATES

Scope

HIGHLIGHTS

Consumer values and behaviour in United Arab Emirates

PERSONAL TRAITS AND VALUES

Consumers like to ensure health and safety measures are in place before they go out
Older generations feel comfortable expressing their identity around family and friends
Consumers enjoy experimenting with new products and services
Millennials prefer personalised offerings that are tailored to their individual preferences
Consumers anticipate that their level of happiness will increase in the future
Younger consumers anticipate being better off financially

HOME LIFE

While at home, consumers in United Arab Emirates connect with friends or family virtually

COOKING AND EATING HABITS

Consumers in United Arab Emirates prefer to cook or bake a dish themselves
Over 30% of consumers state they do not have time to cook
Younger generations prefer to engage in activities other than preparing meals
58% of Emiratis look for healthy ingredients in food and beverages

WORKING LIFE

Older generations value a positive work life balance
Consumers in United Arab Emirates primarily want to earn a high salary
Consumers say they maintain a clear separation between their professional and personal life

LEISURE

Many consumers interact with their friends virtually
Generation X are most likely to shop for pleasure
Emiratis prioritise finding a safe destination when travelling
Baby Boomers are the most interested in quality food when travelling

HEALTH AND WELLNESS

Consumers in United Arab Emirates participate in walking or hiking
Older generations are more likely to practice yoga
Consumers in United Arab Emirates are interested in massages for stress-reduction

SUSTAINABLE LIVING

Consumers strive to positively influence the environment
Consumers actively reduce food waste and plastics use
Over 35% of consumers use energy-efficient products
Baby Boomers are most likely to share their opinion on social and political issues

SHOPPING

Emiratis love exploring shopping malls
Baby Boomers are most keen to find discounts and bargains
Emiratis regularly seek strong or well-known brands
Baby Boomers are most likely to adopt a minimalist way of living
Consumers subscribe to online platforms for streaming media

SPENDING

Consumers in United Arab Emirates expect to increase spending on education

Millennials are set to increase spending on education the most
Over 30% of Emiratis are content with their financial situation
Baby Boomers are most concerned with the situation of their finances
Younger generations plan to increase savings over the next 12 months

TECHNOLOGY

Consumers actively manage data sharing and privacy settings online
Baby Boomer believe that targeted ads are intrusive
Most Emiratis use messaging or communication app almost every day
Gen X regularly go to social networking sites to update their profiles
Younger generations are most likely to buy a product or service online
45% of Emiratis follow or like companies' social media feed or posts
Millennials share their recent purchases on their social networks

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