



Megatrends in Saudi Arabia

October 2024

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Megatrends framework

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Consumers set to prioritise digital living and convenience as lifestyles continue to speed up

CONVENIENCE

Convenience

Chinese food delivery app Keeta arrives in Saudi Arabia

Millennials rely heavily on tech to make their lives easier

Saudis seek more flexible working conditions

The prospect of better warranties attracts shoppers to physical stores

Online shoppers enjoy the flexibility of e-commerce

Meal kits provide a convenient solution to those with no time to cook

DIGITAL LIVING

Digital living

Smart city project Neom teams with Pony.ai to develop autonomous mobility solutions

Millennials rely heavily on home-delivered food

Consumers are wary of sharing their data with the private sector

Millennials are willing to share their data in exchange for targeted offers

Friends and family remain the first port of call

Consumers embrace the thought of more face-to-face interactions in future

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Diversity and inclusion

Nivea partners with Amazon to promote skin-positivity message to Saudi consumers

Saudis tend to care more for causes aligned with their values than their global peers do

Millennials are eager to bring about positive change

Millennials are the most eager to experience other cultures

Consumers are increasingly focused on the positive practices of businesses

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Experience more

New "social dining" experience demonstrates Saudi Arabia's commitment to change

Social reforms are opening up new experiences for consumers

Relaxation is the primary travel motivation

"Shoppertainment" gains traction

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Personalisation

Personalised meal plan service MealPlanet is poised to enter Saudi Arabia

Younger consumers enjoy tech-driven experiences

Modern consumers are eager to express their personalities

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Premiumisation

Saudi Coffee Co unveils new premium coffee brand using locally-sourced beans

Millennials seek uniqueness and personalisation

Discerning shoppers do their research before buying

Taste and natural ingredients are key draws for food buyers

PURSUIT OF VALUE

Pursuit of value

Electronics resale platform Soum set to expand into new sectors

Young consumers make use of tech to find suitable products

Saudi consumers are relatively confident

Consumers take a growing interest in the circular economy

Shoppers are keen to maximise value

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Shopper reinvented

Grocery retailer Panda uses Revionics' AI-powered platform to optimise prices

Millennials demand personalisation and transparency

Shoppers enjoy a mix of online and offline solutions

Saudis are keen to engage with brands via social media

Young consumers embrace social commerce

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Sustainable living

Fonte supports circular plastic economy with recyclable bread packaging

Most Saudis are benevolent and community-orientated

Recycling is not widely practised

Reducing food waste is the most important environmental priority

Shoppers take brands' values seriously

Recyclable packaging is deemed the most sustainable

WELLNESS

Wellness

Bioniq partners with AI Borg to roll out personalised supplements in Saudi Arabia

Massage is the most common way to beat stress

Digital health solutions are on the rise

Saudi residents remain alert to personal safety post-pandemic

Leverage the power of megatrends to shape your strategy today

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