

# The Impact of Coronavirus On Consumer Goods and Services in the Middle East

July 2020

Table of Contents

## INTRODUCTION

- Scope
- Key findings
- Macro environment in the Middle East
- Impact of COVID-19 by country
- Macro indicators by country

## PACKAGED FOOD

- Impact on packaged food in Saudi Arabia
- Impact on packaged food in the United Arab Emirates
- Impact on packaged food in Egypt
- Main impacts for Middle East packaged food players
- Almarai: successful continuity of product supplies
- ADNOC Distribution launches home delivery service
- Packaged food prices soften, surprisingly

## BEAUTY AND PERSONAL CARE

- Impact on beauty and personal care in Saudi Arabia
- Impact on beauty and personal care in the United Arab Emirates
- Impact on beauty and personal care in Egypt
- Implications for Middle East beauty and personal care players
- Unilever: benefits from diversified products within mass hygiene
- Early evidence of stockpiling replaced by managed supply and demand

## HOME CARE

- Impact on home care in Saudi Arabia
- Impact on home care in the United Arab Emirates
- Implications for Middle East beauty and personal care players
- Reckitt Benckiser: emphasis on consumer awareness

## TRAVEL AND TOURISM

- Impact on travel and tourism in the United Arab Emirates
- Halted inbound tourism to have wider effects across sectors
- Impact on travel and tourism in Saudi Arabia
- COVID-19 disrupts Saudi Arabia's tourism goals
- Main impact for Middle East travel and tourism players
- Rove Hotels: targets work-from-home segment

## CONSUMER FINANCE

- Impact on consumer finance in Saudi Arabia
- Impact on consumer finance in the United Arab Emirates
- Implications for Middle East consumer finance players
- Mastercard: increases contactless payment limits in the Middle East
- Majid Al Futtaim: a case study in agility

## RETAILING

- COVID-19 could hamper mall development
- Shift online as store-based retailing struggles due to lockdown
- Digital readiness becomes key to meet challenges during COVID-19
- Industry experts expect increased shopping online to last over long term
- Businesses in the Middle East aim to reshape digital strategies

## CONCLUSION

Outlook for consumer goods and services in the Middle East

Mid-term outlook for FMCG in the Middle East

Longer-term outlook

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/the-impact-of-coronavirus-on-consumer-goods-and-services-in-the-middle-east/report](http://www.euromonitor.com/the-impact-of-coronavirus-on-consumer-goods-and-services-in-the-middle-east/report).