Consumer Values and Behaviour in the United Arab Emirates

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Table of Contents
CONSUMER VALUES AND BEHAVIOUR IN THE UNITED ARAB EMIRATES

Scope

HIGHLIGHTS
Consumer values and behaviour in United Arab Emirates

PERSONAL TRAITS AND VALUES
Consumers have complex ideals, preferences and concerns
Younger generations are less concerned with external appearances
Consumers seek out new products and services that are tailored to their tastes
Younger generations want to be engaged with brands
Consumers generally have a positive outlook on life
Younger generations feel they will work more but be better off financially in future

HOME LIFE
Home-based activities continue to grow in popularity, especially among younger cohorts
Access to outside space or green spaces nearby is an important home feature

COOKING AND EATING HABITS
Consumers prefer home-cooked food, but foodservice demand is strong
Lack of time is one of the biggest barriers to preparing and cooking food at home
Younger cohorts are less likely to spend time preparing food for themselves
Seeking food and drinks with health benefits is of high importance to all generations

WORKING LIFE
All generations want to have a job that fits their lifestyle
Earnings and job security remain high priorities
Younger cohorts keep their working life and their personal life separate

LEISURE
Consumers continue to value regular leisure shopping trips
All generations regularly socialise with friends on and offline
Family-oriented and child-friendly holidays are in high demand
A high percentage of all generations just want to be able to relax when on vacation

HEALTH AND WELLNESS
Consumers maintain regular exercise habits to improve their health
Gap in some types of exercise habits narrowing among the generations
A growing number of consumers focus on activities that will enhance their wellbeing

SUSTAINABLE LIVING
Heightened awareness leads to greater focus on personal environmental impact
Consumers actively working towards greener and more sustainable practices
Consumers motivated to use energy-efficient products as energy costs impact spending
Consumers continue to lean towards brands that share their ethos

SHOPPING
Price-conscious consumers like to find bargains but are still focused on quality
All generations like to hunt for bargains, but still enjoy shopping locally and visiting malls
Consumers turning to cheaper alternatives, but many still enjoy niche and branded products
Consumers of all ages continue to embrace the circular economy
Streaming services remain popular as consumers want to keep up with their favourite shows

SPENDING
Consumers intend to increase spending on products that improve their health and wellbeing
Younger cohorts less cautious about curbing their spending over the next 12 months
High percentage of consumers are concerned about managing their budgets
Younger cohorts less likely to be able to save and rely on financial support or borrowings
All generations have low expectations of increasing their overall spending

TECHNOLOGY
Privacy and managing data sharing are key concerns for consumers
Younger consumers more likely to share their data to receive offers
Frequency of online interactions grows as digital experiences improve
Online banking, messaging and use of streaming service crosses all generations
Consumers want to interact with brands and companies online
Younger consumers still more likely to buy something via a social media platform

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