

Consumer Lifestyles in Saudi Arabia

June 2025

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CONSUMER LANDSCAPE

Consumer landscape in Saudi Arabia 2025

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Personal traits and values Consumers in Saudi Arabia look for ways to simplify their life Time for myself – most prioritised by Gen Z Baby Boomers prioritise taking precautions for health and safety when leaving home Gen X feel it is important to spend money on real world experiences Gen X expect to have more free time for themselves Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time Exercise – most popular at-home activity among Gen Z generational cohorts Older generations visit or update social networking site On-site fitness – most desired home feature by Gen Z Safe location – most desired external feature by Baby Boomers Respondents desire a secure location when travelling Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits Consumers look for healthy ingredients in food and beverages Younger generations more likely to order food for delivery owing to its convenience Consumers cook or bake dishes for themselves Baby Boomers seek to reduce meat consumption Saudis are ready to pay more for products with superior taste Eating and dietary habits survey highlights

WORKING LIFE

Working life Gen X want to have a job at a company that values ethical and social responsibilities Employees want to have a job that enables an equilibrium between work and personal life Older generations want to be part of a cutting-edge company Consumers in Saudi Arabia expect to have flexible start and finish times Working life survey highlights

HEALTH AND WELLNESS

Health and wellness Saudis walk or hike for exercise Baby Boomers trust herbal remedies to reduce stress Consumers in Saudi Arabia think all natural is the most influential product feature Younger generations use apps to track health or fitness Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending Consumers in Saudi Arabia like to find bargains Baby Boomers regularly seek strong or well-known brands Millennials look for personalised shopping experiences Gen Z are most open to purchasing used or pre-owned goods Consumers in Saudi Arabia often share/swap items or services Younger generations often make purchases through a social media channels Gen Z use AR/VR to enhance a shopping experience Consumers expect to increase spending on education the most Gen Z rely on financial support from friends or family Shopping and spending survey highlights

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