



# Consumer Lifestyles in Saudi Arabia

June 2024

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Scope

## CONSUMER LANDSCAPE

Consumer landscape in Saudi Arabia 2024

### PERSONAL TRAITS AND VALUES

Personal traits and values

Majority of Saudi Arabians take health and safety precautions when they leave home

Gen Z more likely to prioritise time for themselves than all other generations

Saudi Arabian consumers are open to experiencing cultures other than their own

Consumers in Saudi Arabia enjoy exploring and trying new offerings

Baby boomers are Saudi Arabia's most optimistic generation

Personal traits and values survey highlights

### HOME LIFE AND LEISURE TIME

Home life and leisure time

Saudi Arabians most regularly use their time at home to connect virtually

Millennials are the most active in their leisure time spent online

Baby boomers least interested in smart home features

Access to green spaces most desired by millennials and Gen X

Saudi Arabian consumers seek to relax and unwind when travelling

Home life and leisure time survey highlights

### EATING AND DIETARY HABITS

Eating and dietary habits

Older generations are more prone to allergies or food intolerances

Baby boomers most likely to avoid cooking because they simply do not enjoy it

Millennials often snack during the day in between meals

Millennials are focused on finding healthy ingredients in food and beverages

Millennials most willing to pay a premium for better tasting food

Eating and dietary habits survey highlights

### WORKING LIFE

Working life

Companies with high ethical and social responsibilities preferred by Saudi Arabian employees

Saudi Arabian consumers seek jobs that allow for a strong work-life balance

Gen Z most driven by higher salaries, while baby boomers are worried the least

Baby boomers value flexible working hours

Working life survey highlights

### HEALTH AND WELLNESS

Health and wellness

Saudi Arabians enjoy walking or hiking a few times a week for exercise

Meditation remains most popular stress-reliever among all but Gen X, who prefer a massage

Saudi Arabians consider "all natural" to be the most influential product feature

Baby boomers most frequently visit health-related or medical sites

Health and wellness survey highlights

### SHOPPING AND SPENDING

Shopping and spending

Private label and low-cost offerings growing in appeal amongst Saudi Arabian consumers

Baby boomers enjoy window-shopping more than other generations do

Gen Z most interested in niche and exclusive brands

Baby boomers most ardent supporters of locally-owned stores  
Gen X steadfast in supporting sustainably sourced offerings  
Millennials most active in engaging and connecting with brands online  
Online shopping second nature to younger consumers  
Saudi Arabians expect to increase spending on education the most  
Millennials most confident in their current financial standing  
Shopping and spending survey highlights

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