



Euromonitor  
International

# Consumer Values and Behaviour in United Arab Emirates

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## CONSUMER VALUES AND BEHAVIOURS IN UNITED ARAB EMIRATES

### Scope

### HIGHLIGHTS

Consumer values and behaviour in United Arab Emirates

### PERSONAL TRAITS AND VALUES

Consumers prioritize taking precautions for health and safety when leaving home

Older generations are concerned about the rising costs of daily products

Consumers in United Arab Emirates prefer to explore innovative products and services

Baby Boomers purchase solely from brands and companies that they have complete faith in

Consumers expect they will be happier than they are now

Gen Z are prepared to work longer hours in future

### HOME LIFE

While at home, consumers in United Arab Emirates connect with friends or family virtually

Safe location - the most desired home feature

### COOKING AND EATING HABITS

Emiratis prefer to prepare meals for themselves

Consumers say that someone else living with them is in charge of making their meals

Gen X say that they usually choose healthier meals when they go out to eat or order delivery

Consumers in United Arab Emirates look for healthy ingredients in food and beverages

### WORKING LIFE

Baby Boomers expect to be their own bosses

Consumers in United Arab Emirates primarily desire to attain a lucrative wage

Consumers say they have a strict boundary between work and personal life

### LEISURE

Consumers in United Arab Emirates enjoy socialising with friends online

Younger generations pursue shopping as a pleasurable pastime

Consumers' top travel motivation - unwinding

Gen X expect immersing in nature options when travelling

### HEALTH AND WELLNESS

Consumers walk or hike for exercise

Consumers in United Arab Emirates are interested in massages

### SUSTAINABLE LIVING

Consumers in United Arab Emirates try to have a positive impact on the environment

Consumers actively pursuing environmentally-conscious lifestyles

Emiratis motivated to choose products that are designed to use energy more efficiently

Consumers in United Arab Emirates express their beliefs through various platforms

### SHOPPING

Emiratis like to visit shopping malls

Baby Boomers tend to buy or shop more often where they have a loyalty card/membership

Consumers frequently search for affordable and store-brand items

Baby Boomers open to living a minimalist lifestyle, only spending on essentials

Emiratis subscribe to digital platforms for streaming content

### SPENDING

Emiratis expect to increase spending on education

Younger generations foresee increasing spending on health and wellness the most  
Emiratis are satisfied with their current financial standing  
Younger generations resort to using credit cards or overdrafts to cover expenses  
Younger generations aiming to increase their savings on future

## TECHNOLOGY

Emiratis actively manage data sharing and privacy settings  
Millennials prefer to engage in online communication  
Consumers employ messaging or communication applications  
Older generations regularly access video content through a live streaming platform  
Millennials frequently make online purchases  
Emiratis show support for companies by following their social media updates  
Younger generations share items they buy on their social media profiles

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