



Euromonitor  
International

# Consumer Values and Behaviour in Saudi Arabia

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## CONSUMER VALUES AND BEHAVIOURS IN SAUDI ARABIA

### Scope

### HIGHLIGHTS

Consumer values and behaviour in Saudi Arabia

### PERSONAL TRAITS AND VALUES

Saudis prioritize taking precautions for health and safety when leaving home

Older generations say that expressing their identity openly comes naturally

Saudis have a habit for testing out new merchandise and offerings

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

Consumers are looking forward to a brighter future

Younger generations anticipate that their level of happiness will increase in the future

### HOME LIFE

While at home, consumers in Saudi Arabia connect with friends or family virtually

Safe location - the most desired home feature

### COOKING AND EATING HABITS

Consumers in Saudi Arabia prefer to prepare to cook meals at least once a week

Consumers say that someone else in household typically cooks for them

Younger generations say that food from restaurants tastes better

Saudis look for healthy ingredients in food and beverages

### WORKING LIFE

Baby Boomers expect to set their own work hours

Consumers primarily desire to make a substantial amount of money

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

### LEISURE

Saudis prefer interacting with their friends virtually

Older generations enjoy shopping as leisure activity

Consumers in Saudi Arabia primarily seek secure place to visit when travelling

Older generations expect getting the most value for money options when on vacation

### HEALTH AND WELLNESS

Saudis engage in walking or hiking

Older generations join a group workout class

Consumers in Saudi Arabia are interested in massages

### SUSTAINABLE LIVING

Consumers in Saudi Arabia strive to positively influence the environment

Saudis actively engaged in adopting more sustainable behaviors

Consumers motivated to use sustainable packaging

Consumers in Saudi Arabia buy from brands that support issues aligned with their values

### SHOPPING

Consumers in Saudi Arabia have a fondness for great bargains

Older generations enjoy visits to the mall

Consumers in Saudi Arabia look for reputable or popular labels

Millennials look for specialized brands that are rare or distinctive

Saudis subscribe to online streaming services

### SPENDING

Saudis expect to increase spending on education

Younger generations foresee increasing spending on groceries the most

Consumers in Saudi Arabia feel at ease with their present monetary state

Gen Z sometimes rely on credit cards or account overdrafts to cover everyday expenses

Younger generations expect to increase money saving

## TECHNOLOGY

Consumers actively manage data sharing and privacy settings

Millennials express discomfort with personalized advertisements

Saudis utilise platforms for communicating digitally

Gen X regularly go to social networking websites to update profiles

Younger generations frequently make online purchases

Consumers in Saudi Arabia acquire products using a social media platforms

Millennials frequently provide feedback to brands on their social media pages

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