

#SAUDI_CONSUMER

A NEW CHAPTER FOR SAUDIS

WHY A SYNDICATED STUDY NOW?

Saudi Society Is Changing

In the light of the recent changes that Saudi is experiencing on a cultural, political and economic front, the world is witnessing the formation of a new canvas for the Saudi society. As market researchers we see it as our duty to reveal the magnitude of these transformations and their impact on the society as a whole as well as on the consumer behaviour at a deeper level; thereby allowing brands to stay ahead of the curve and win potential ground in a very attractive market.

SOME SNIPPETS



FAMILY
STRUCTURE

*Going
Digital?*

“In the past we use to all live in the same neighbourhood but now we live apart and with the presence of social media we all check on each other using that”



SOCIAL
NORMS

*New
Social
Dynamics?*

“In the past, no matter where you are females were on one side and males on the other side. Now it is becoming normal to see males and females in the same place.”
“When my husband heard the news he said impossible, we don’t have ladies who drive, I answered we are driving and it’s not up to you to decide”



FINANCIAL
SECURITY

*Dual-
income?*

“Due to the increase in expenses and cost of living , I now contribute to the household expenses as the burden is heavier than before and it would not be fair to let my husband bear all of it on his own.”



CONSUMPTION
HABITS

*Diversity
In
Taste?*

“Who eats Saudi food everyday? Now there is diversity in the cuisines we have over the week, pasta, Italian, Chinesethere is so much variety”

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