



ON NINETY





This 90th birthday,
we present 90 insights about
Saudi Consumers.

HEALTH & FITNESS

① COVID-19 EFFECTS ON MENTAL HEALTH

Did you suffer anxiety & depression due to the overall coronavirus situation?

Suffered Anxiety

Suffered Depression

Maybe **22%** **26%**

Yes **50%** **35%**

No **28%** **39%**

③ NOW THAT CORONA HAS LOCKED US OUT OF OUR GYMS, HOW ARE YOU KEEPING UP WITH YOUR FITNESS PLANS?

I adhere to an occasional free form of exercising **2%**

I don't exercise **21%**

I have a subscription to a mobile app/website for fitness **5%**

② REASON FOR NOT HAVING FITNESS EQUIPMENT AT HOME

I don't like to exercise **7%**

I had a gym membership/access to a gym before lockdown **23%**

I have budgetary challenges **30%**

I don't have enough space at home **40%**



I use free resources from the internet **23%**

I workout on equipment I have at home **49%**

④ HOW HAVE YOUR GYM HABITS CHANGED AFTER THE CORONAVIRUS?

• Gen X (38-56)

• Gen Y (24-37)

• Gen Z (16-23)

Overall

I didn't use to go to the gym before, but I have started going now

0%

06%

13%

06%

I used to go to the gym before and I have resumed going now

10%

17%

13%

15%

I used to go to the gym before, but I don't exercise now

10%

11%

09%

11%

I used to go to the gym before, but I exercise at home now

24%

29%

22%

27%

I used to go to the gym before, but I have switched to open air activities now

05%

07%

09%

07%

I was never a gym person

52%

31%

35%

34%

⑤ Which of the following have you started to consume or increased consumption of since the start of coronavirus?

I take a mix of natural products and vitamin supplements

24%

I take vitamin supplements instead

10%

Vitamin-B (milk/cheese /eggs/red meat)

14%

Vitamin-C (Orange/lemon/tomatoes/green vegetables)

39%

Vitamin-D (sunlight)

13%

Coming out of the coronavirus situation at the end of Jul'20, we asked consumers about the state of their mental health. 50% respondents said they feel anxious for a multitude of reasons while 39% said they suffer from depression. Correlate this with the fact that 34% respondents say they aren't gym-goers while 11% say their have quit going to gyms. What does it represent? Almost half the population is at the risk of developing illnesses related to hypertension, diabetes, and heart.

HOW CAN **BRANDS** HELP?

Healthcare & lifestyle brands such as hospitals, pharmacies, pharmaceuticals, gyms, and others need to step in and consider the following:

6. Launch free or paid Arabic language mobile apps which help consumers to exercise in small intervals while they're at home or at their offices
7. Launch instructor-led online gyms which consumers can subscribe to and participate in group exercises
8. Motivate consumers by linking their rewards points with the regularity with which they exercise and offering discounts and promotions when they shop using those reward points

When asked about the reasons for non-availability of exercise machines at home, 30% respondents cited budgeted challenges while 40% said they have space challenges.



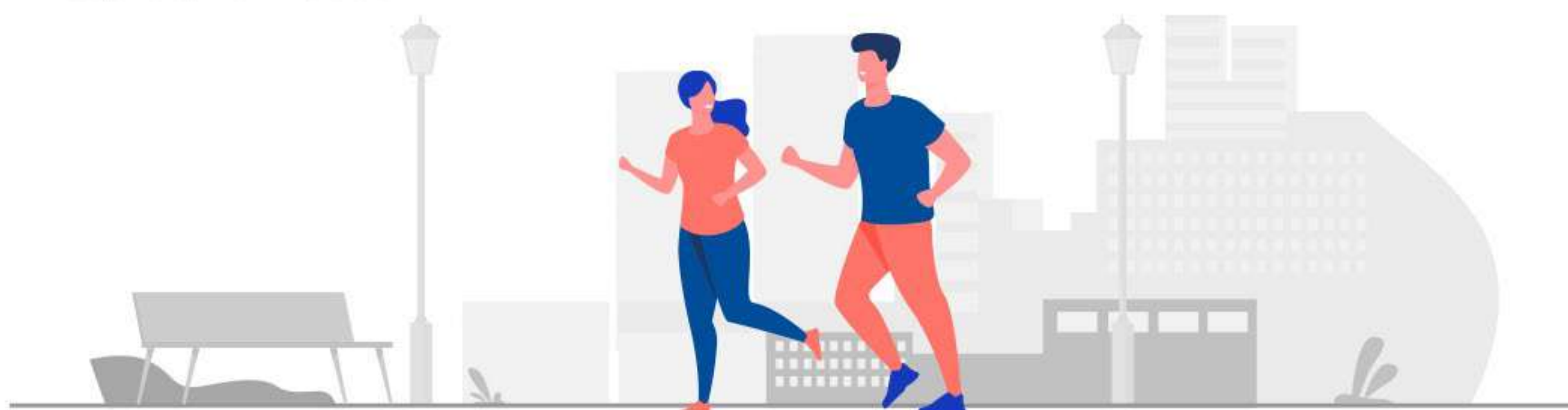
9. Real estate companies and gym-operators can acquire spaces in residential buildings and setup community-based gyms and swimming pools which offer basic exercise facilities
10. Investment companies should encourage entrepreneurs to venture into setting up networks of community-based fitness centers
11. Banks and financing companies should introduce new easier the financing procedures to enable those who cannot afford fitness machines to own machines at convenient installment plans
12. Since healthcare issues have a direct bearing on the bottomline of Insurance companies, they should make it mandatory upon people with certain health conditions to start using wearable technologies such as fitness bands. that provides data on their lifestyle on a continuous basis. Insurance premiums may vary based on the usage of these devices
13. Wearable devices may be financed by the Insurance companies as it helps them reduce costs. Wearable device manufacturers, their distributors, and even hospitals may also consider partnering with insurance companies for providing these devices

39% consumers say they have started to take Vitamin-C supplements since the outbreak of the coronavirus

14. While dietary supplements have several benefits, there's no evidence that they will help build immunity to protect from getting infected by coronavirus. Brands need to help consumers dispel perceptions that have no foundation in research. Consumers remember compassionate advertisements that offer them useful information about health and often become brand loyalists and advocates
15. Brands whose products and services are directly related to the prevention and cure of the coronavirus are primarily the only ones who are advertising. In tough times, consumers are looking for empathy, support, and hope. This is a great opportunity for brands to get close to consumers by spreading helpful messages through creative storytelling

54% Gen-X and 42% Gen-Y patients said they delayed or cancelled outpatient visits to hospitals during the 5-months period between Mar'20 and Jul'20.

16. We have witnessed **significant rush of patients** at hospitals during since Aug'20. Due to the uncertainty as to when a vaccine will be available, there is an opportunity for hospitals to **shift doctor visits to online**, wherever possible. Reduction in hospital visits would mean **lesser crowding** at the hospitals, **lesser traffic** on roads, **lesser consumption of fuel**, and **better time management** for both the doctors as well as the patients. With time, people will get used to online consultancies which could be coupled with home delivery of medicines through hospital pharmacies



ECOMMERCE

90 ON NINETY

17

40%



CONSUMERS SAID THEY WANT TO BUY FROM **A VENDOR'S OWN WEBSITE** OR **MOBILE APP**.

18

WHAT IRRITATES YOU THE MOST ABOUT **FOOD** AND **GROCERY DELIVERY**?

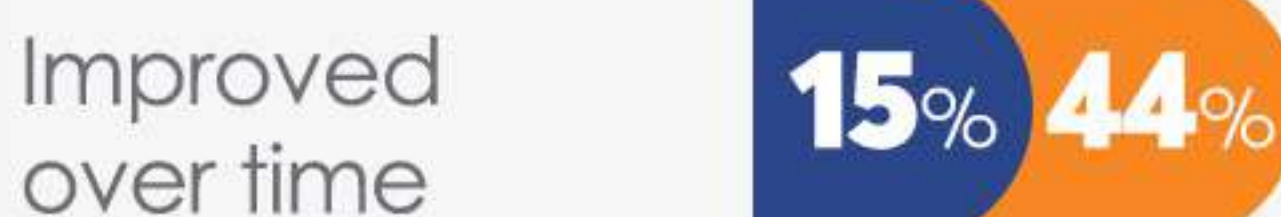
END OF **MAR** **SEPT** 2020



19

HOW HAVE YOU NOTICED THE CHANGE IN **HOME DELIVERY SERVICES**?

END OF **MAY** **SEPT** 2020



44% consumers say the quality of home delivery has increased, up 29% since May'20. At the same time, 29% consumers said it hasn't improved much. When we had asked the same question in May'20, 17% consumers had said that it hasn't improved much since Mar'20 when the stay home period had started



20. Several brands, retailers, and their delivery partners have paid heed to consumers' outcry on the quality of home delivery services. With markets having opened, the pressure on home delivery has also reduced
21. Every brand needs to regularly learn about the **quality of ecommerce experience** they are offering, including those of their **3rd party delivery partners**. These consumer opinions should be **reflected in the service level agreements (SLAs)** that brands have with delivery companies.
22. Multiple restaurant brands have approached us with a recent challenge. Before coronavirus, these restaurants were primarily serving their customers through eat in or OTC takeaway services. They had a loyal customer-base which would regularly visit their restaurants. To serve their customers during the stay home period, these brands contracted 3rd party app-based delivery companies. Although the delivery partners helped them expand reach, they also became a **veil between brands and their consumers**. In order to retain and continually enhance the experience, learning consumer experience and expectations directly from the consumers becomes critical

An overwhelming majority of consumers who said they prefer shopping in stores as compared to online cited experience related benefits as the reason.

23. Gen-Z is the driving force behind ecommerce growth in every market around the world. Equating the Gen-Z population of Saudi Arabia with other countries, the proportionate share of online commerce of should have been 15-18% of the total shopping. However, this isn't the case. The primary reason is the experience gap that exists between in store & online shopping

SHOPPING

90 ON NINETY



②4 REASONS FOR MALL VISITS **POST COVID**

WHAT ARE YOUR MALL VISITS ABOUT THESE DAYS?



I don't go to malls yet



I go out to chill along with family/friends



I go to malls for a meal or coffee



I go to malls to watch a movie

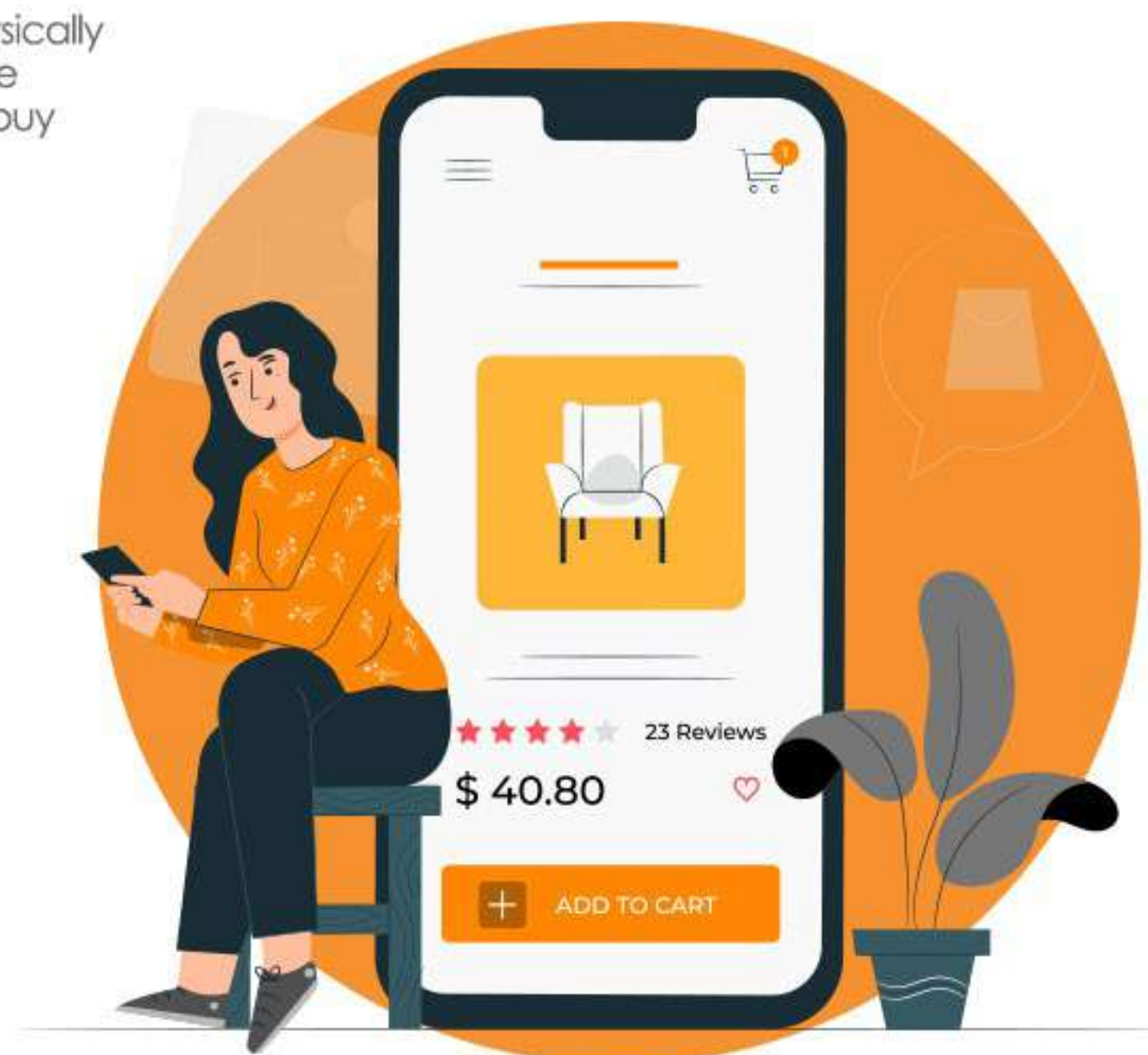


I visit malls only when I need to buy something

②5 TOP EXPRESSIONS CONSUMERS RELATE WITH **GOOD EXPERIENCE**



26 WHY DO YOU PREFER **IN-STORE SHOPPING** OVER **ONLINE**?



On the other hand, **50%** proponents of online shopping cited reasons related to convenience while **32%** cited better pricing as reasons to prefer online shopping.

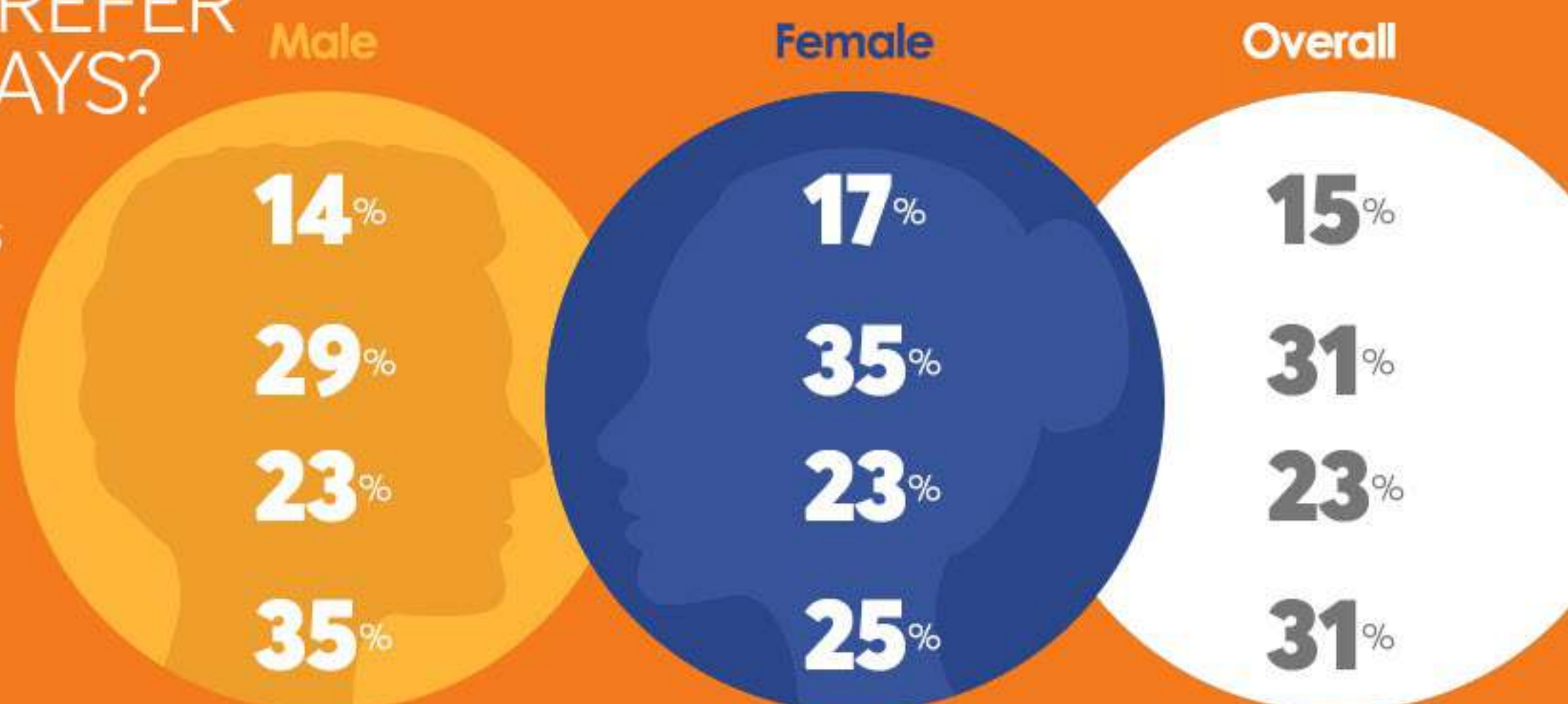
27 WHERE DO YOU PREFER TO **SHOP** THESE DAYS?

I have started to check out neighborhood shopping centers

I now prefer to go to smaller or less crowded malls

I prefer to shop online

I still go to shop at large malls



28 Since markets have opened after lockdown ended, has the number of your shopping trips reduced as compared to pre-corona days?

No the number of my shopping trips is the same and I buy the same quantities

No the number of my shopping trips is the same but I buy less now

Yes I make fewer trips and buy less now

Yes I make fewer trips because I prefer to buy online now

Yes I make fewer trips but buy more per trip



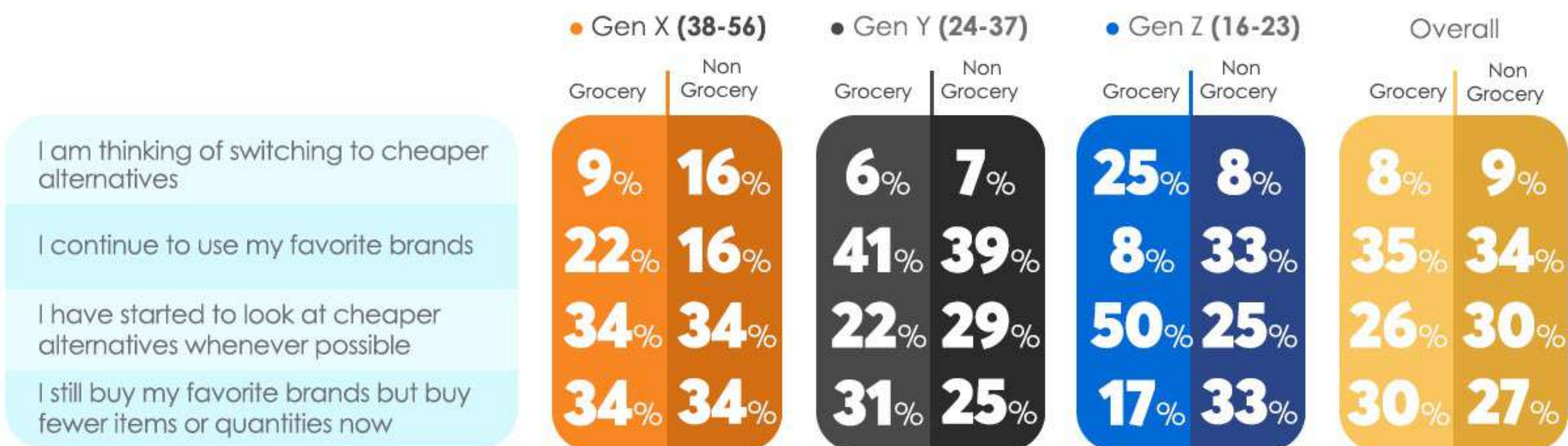
29 WHAT ARE THE MOST IMPORTANT ELEMENTS OF **ONLINE SHOPPING** TO YOU



30 WHY DO YOU PREFER ONLINE OVER **IN-STORE SHOPPING**?



31 WHAT CHANGES HAVE YOU BROUGHT ABOUT IN CHOICE OF **BRANDS**?



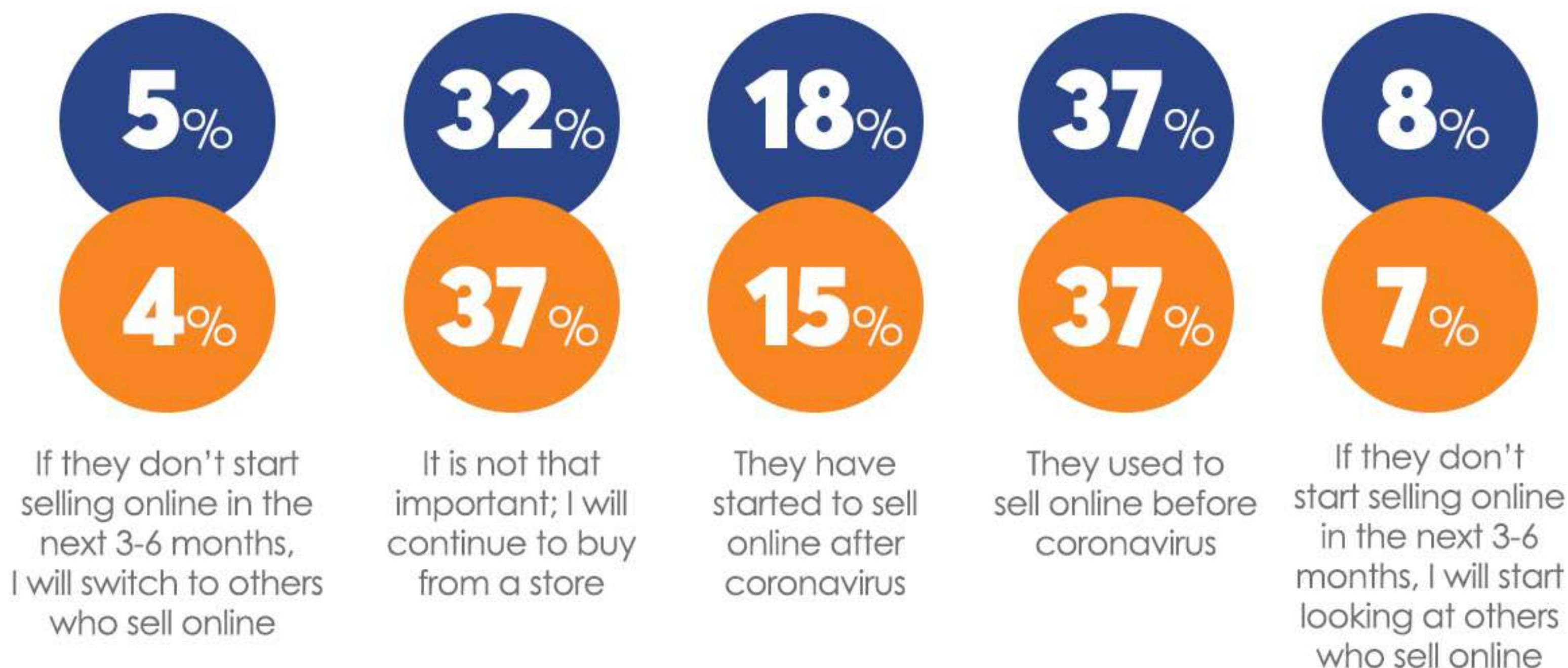
③④ FOR YOUR DAILY WEAR **CLOTHES SHOPPING**,
WHAT CHANGES HAVE YOU MADE SINCE
THE **CORONAVIRUS**?



③⑤ FOR YOU TO CONTINUE BUYING FROM YOUR
FAVORITE BRAND OF **PARTY WEAR** AND **DAILY WEAR CLOTHES**, HOW IMPORTANT IS IT FOR
THEM TO SELL ONLINE?

● Party Wear

● Daily Wear



In Store Shopping

Out of 800 respondents, only 31% stated that they still prefer to go to large malls. And equal number said they now prefer to shop at smaller or less crowded malls. 38% consumers said they now make fewer trips to malls but buy more per trip

36. Historically, mall and dining out were the two main activities available to the larger segment of the Saudi population. This trend had significantly changed in 2019 as the entertainment scene was revamped altogether. However investments had already gone into large scale malls. Today, the mall owners, brands, and retailers are having a serious rethink about the sustainability of the size and number of malls and shops therein. Moving forward, investments should go in providing a **hybrid shopping experience** comprising a mix of online and in-store elements
37. Brands need to explore models like **BOPIS** (Buy Online, Pick-up In Store) and **ROPIS** (Reserve Online, Pick-up In Store). These will not only allow retailers to establish smaller stores but will also help them clear store inventory faster 15% consumers who mentioned they prefer in store shopping over online shopping say they like the way store sales associates guide them.
38. Brands need to take a clue from the experience customers enjoy shopping in store, invest in learning their **experience expectation**, and build them into hybrid shopping journeys

Pre-Shopping Research

In response to a survey on pre-shopping research, 41% respondents said they will **now research more carefully** before they decide what to buy. This is up from 24% before coronavirus. 50% of consumers who take pride in buying latest products of their favorite brands say they will not think twice before they buy

39. Consumers have become more cautious before they spend. What is it that consumers are looking for? What needs are they trying to fulfil? What jobs are they trying to accomplish? What are their information needs? With an **information overload**, how do brands stand out and catch their potential buyers' attention? The answer lies in effectively learning the **consumers' buying motivations** and carving out **engaging stories** that fulfill their information needs.

Value Seeking Buyers

37% consumers say they always search for new options whenever they want to buy fashionwear. 26% say they buy whatever gives them the best value for money.

40. We believe that there's a significant opportunity for the **Budget brands** to gain attention of this category of buyers, specially in the middle to lower income groups. Reiterating the value consumers get for the price they pay will create stickiness

41. The trickiest journey will be for the **High to Middle Priced brands**. These brands often appeal to consumers who find it difficult to differentiate between options. Gaining a clear **understanding of consumer's selection criteria** and then translating that understanding into **clearly drafted marketing** messages may turn out to be the winning move

It is interesting to note that 33% of Gen-Y consumers say they now prefer to buy dailywear clothes online.

What does it mean for Local & Regional Brands?

42. For local and regional brands that primarily thrive on a **combination of aggressive digital marketing and In Store sales**, there is a threat and an opportunity. If they don't enable online sales through DTC channels and streamline end-to-end process (select-buy-use-advocate), they will get to lose in the medium to short term
43. These brands will also need to quickly find ways to **collaborate with born-on-the-Internet retailers** who are rapidly gaining momentum and consumer acceptability
44. There is a strong case for identifying the most widely used **comparison engines** and getting listed with them. Highlighting your product value on these platforms enhances your **ability to get found**

International brands & Retailers

45. One of the biggest advantages of ecommerce is that it brings down barrier of entry to any market. However, foreign brands and retailers often believe that superior websites or mobile apps will provide them the required traction in a new market. This is not true, specially in a market like Saudi Arabia. Learning **consumers' buying behaviors**, their **experience expectations**, and mapping those learnings to their **online shopping experience** saves brands from disappointments, frustration, and bad publicity over social media
46. Connected, tech-savvy consumers are putting immense pressure on the retail industry to rapidly adopt technology solutions. Technologies like **Augmented Reality (AR)**, **Virtual Reality (VR)** and **Mixed Reality (MR)** enhance the overall shopping experience, whether a consumer is at home or in a mall
47. Consumers, specially Gen-Z, will very much welcome integration of **Voice-enabled Search** technology to enhance product search. Adopting technologies like **Machine Learning (ML)** and **Artificial Intelligence** will enable retail market players to offer personalization, a long-standing irritant, specially of the online buyer
48. Smart utilization of technology will not only help the retail market offer an omnichannel experience to their consumers but will also enable hybrid retailing – a combination that will allow them to utilize in store infrastructure with online footprint
49. Due to the changes brought about in consumer behaviors and preferences, several opportunities have emerged for players from outside an industry to venture into an entirely different industry. Although this phenomenon, called **expansion in adjacencies**, was being witnessed even before the coronavirus, the number of opportunities were scarce. With alterations to the way we consume products and services, innovative companies enabled by smart technologies, can leverage expansion opportunities to expand into new verticals

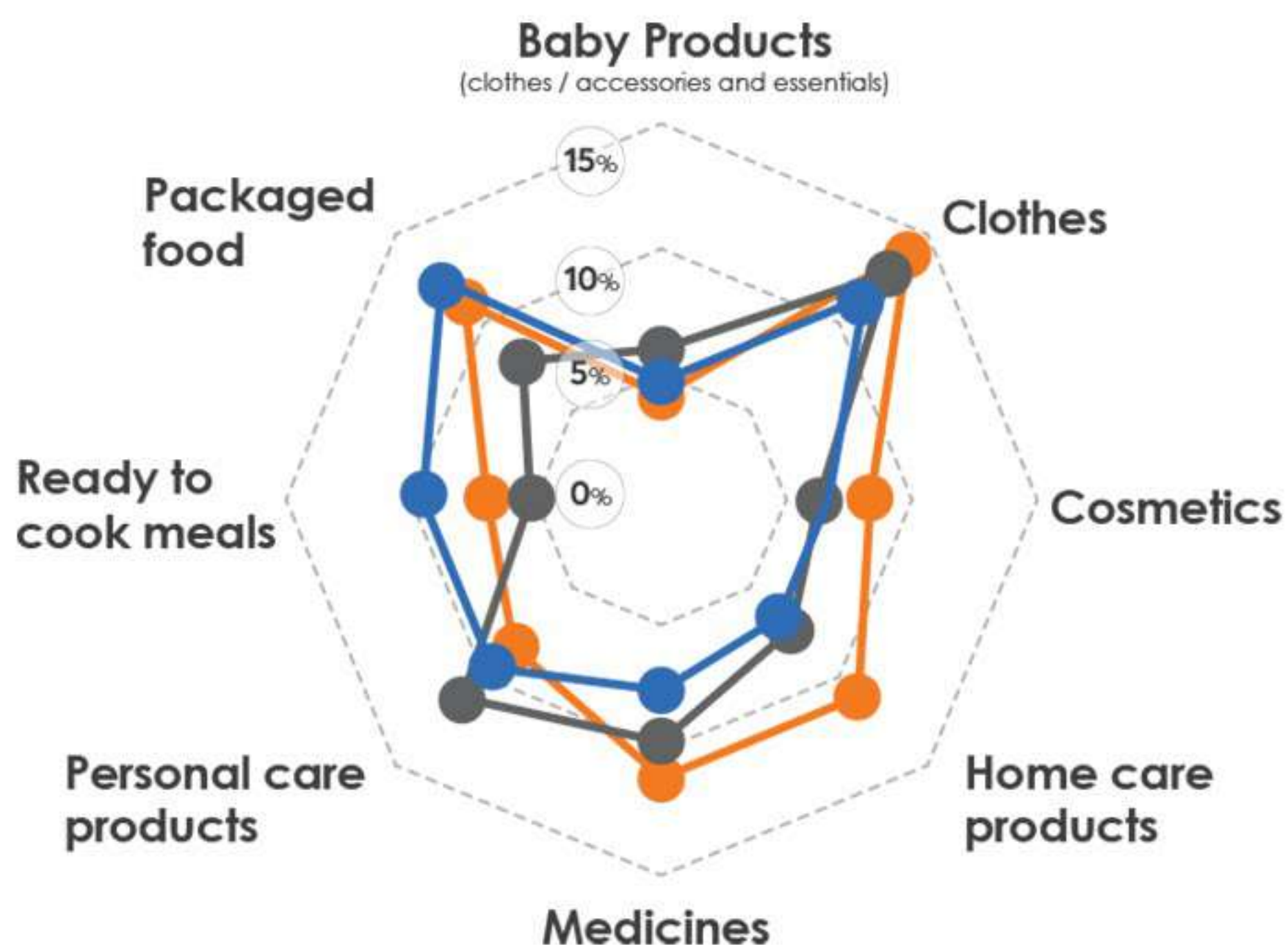
LIFESTYLE

90 ON NINETY

50 WHICH COST SAVING ALTERNATIVES HAVE YOU EXPLORED?



51 Which of these have you **ordered online** for the 1st time over the past 3 months?



BUYING BEHAVIOR POST COVID



| | Gen X (38-56) | Gen Y (24-37) | Gen Z (16-23) | Overall |
|---|---------------|---------------|---------------|---------|
| Although I used to do research but I will research more carefully now | 0% | 12% | 21% | 15% |
| I always buy my favorite brand's latest product and I will remain the same | 0% | 12% | 5% | 8% |
| I always do enough research before I buy, and I will continue to do the same | 50% | 22% | 23% | 24% |
| I always used to buy my favorite brand's latest products but I'll be thinking twice now | 0% | 12% | 18% | 14% |
| I always wait for the discounts to buy and I will continue that way | 17% | 31% | 21% | 26% |
| I could always justify what I bought, and I will stay the same | 33% | 6% | 13% | 10% |
| I could always justify what I bought, but I will change myself now | 0% | 6% | 0% | 3% |

53

Buying Behavior Post Covid

Although I used to do research but I will research more carefully now

I always buy my favorite brand's latest product and I will remain the same

I always do enough research before I buy, and I will continue to do the same

I always used to buy my favorite brand's latest products but I'll be thinking twice now

I always wait for the discounts to buy and I will continue that way

I could always justify what I bought, and I will stay the same

I could always justify what I bought, but I will change myself now

Female

43%

75%

35%

31%

44%

30%

67%

Male

57%

25%

65%

69%

56%

70%

33%

54

When do you plan to buy the items that you have delayed purchase of now?

I plan to stick to this new way of life where i only buy necessary items

26%

I haven't resorted to cost savings

11%

After my family's income returns to pre-coronavirus levels

28%

After coronavirus is over in my country and middle east

18%

After coronavirus is over globally

17%

This translates into a loss of **1/4th of the market for luxury, furnishing, and high-end personal electronic brands.**

55

Which cost saving alternatives have you explored?

KSA

UAE

10%

9%

Cancelled or minimized memberships or subscriptions

11%

12%

Cancelled or delayed going on a vacation

13%

14%

Cancelled or delayed purchase of luxury goods (designer clothes/shoes/bags /perfumes/ etc)

8%

12%

Cancelled or delayed purchase or replacement of home furnishing items

11%

12%

Cancelled or delayed purchase or replacement of personal electronics (smartphones/laptops/tablets)

16%

15%

Cut back on daily purchases

4%

1%

I haven't explored any of these alternatives

10%

9%

Replace grocery items with cheaper products from other brands

6%

6%

Start consuming from your savings

10%

10%

Use credit card more often

56

How are your monthly house running expenses (kitchen, household, utilities, etc) as compared to Jan'20?

I have not monitored my expenses

23%

Increased by 10% or less

9%

Increased by 15% or less

18%

Increased by 5% or less

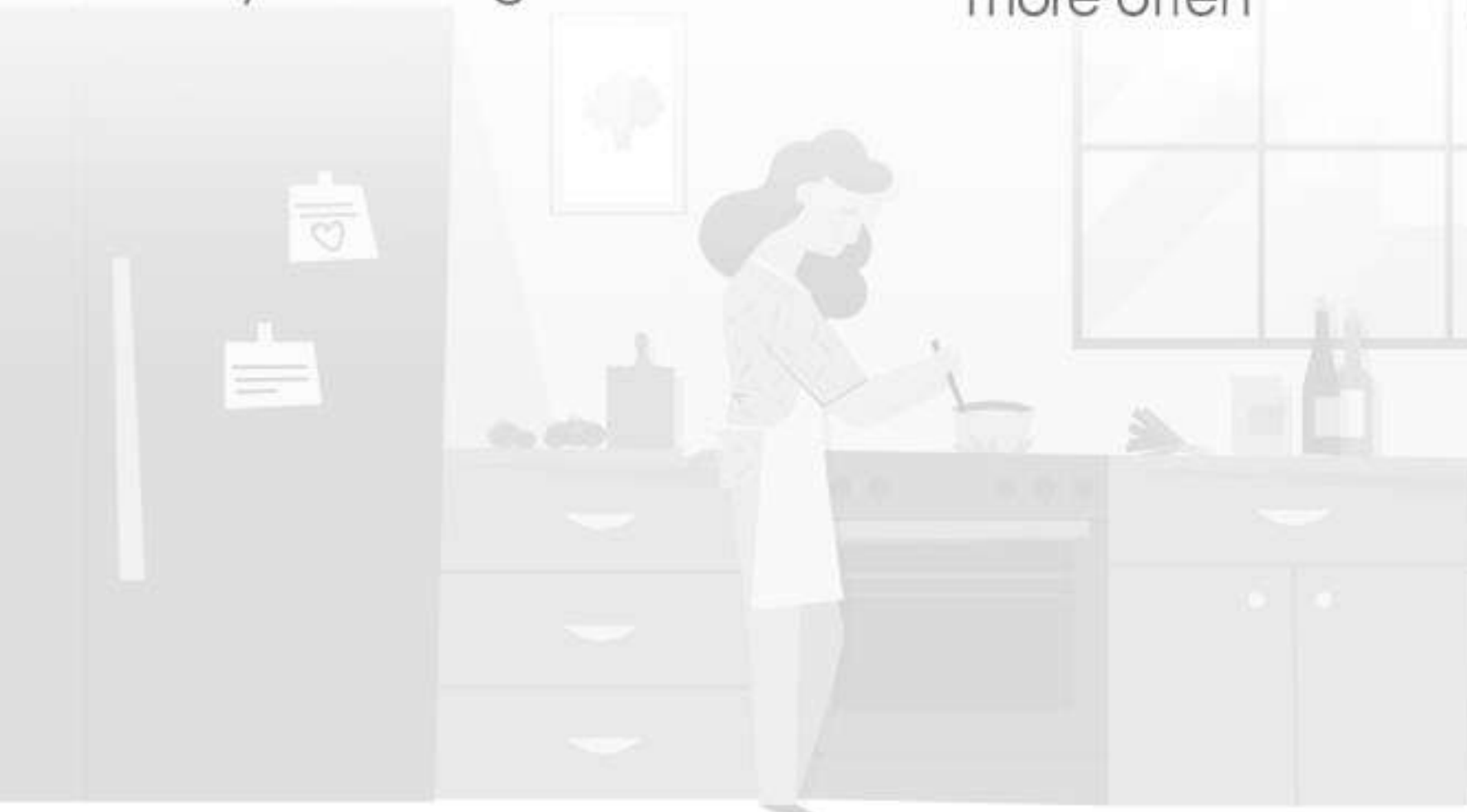
14%

My house running expenses have reduced

14%

We have made adjustments and tried to keep expenses the same

21%



57 WHICH **COST SAVING ALTERNATIVES** HAVE YOU EXPLORED?

| | Less than 5,000 | Between 6,000 & 10,000 | Between 11,000 & 15,000 | Between 16,000 & 20,000 | Between 21,000 & 25,000 | Between 25,000 & 35,000 | Over 35,000 |
|--|-----------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------|
| Cancelled or minimized memberships or subscriptions | 14% | 9% | 12% | 15% | 4% | 5% | 8% |
| Cancelled or delayed going on a vacation | 13% | 11% | 16% | 12% | 8% | 9% | 8% |
| Cancelled or delayed purchase of luxury goods (designer clothes/shoes/bags/perfumes/ etc) | 13% | 12% | 11% | 15% | 16% | 16% | 8% |
| Cancelled or delayed purchase or replacement of home furnishing items | 12% | 9% | 12% | 11% | 8% | 10% | 15% |
| Cancelled or delayed purchase or replacement of personal electronics (smartphones/laptops/tablets) | 11% | 13% | 9% | 13% | 16% | 6% | 8% |
| Cut back on daily purchases | 11% | 18% | 16% | 9% | 20% | 27% | 23% |
| I haven't explored any of these alternatives | 2% | 1% | 3% | 5% | 0% | 5% | 0% |
| Replace grocery items with cheaper products from other brands | 7% | 13% | 9% | 6% | 16% | 9% | 8% |
| Start consuming from your savings | 8% | 5% | 5% | 8% | 0% | 5% | 0% |
| Use credit card more often | 9% | 10% | 7% | 6% | 12% | 9% | 23% |

The coronavirus crisis forced businesses to take extraordinary measure to stay afloat. 1 out of every 5 respondents said they were given a salary cut whereas 1 out of every 4 were either sent on forced leave or were given temporary suspension.

These uncertainties have forced consumers to make adjustments in their lifestyles. One of the adjustments is switching to cheaper brands.

1/4th of overall consumers and half of those from Gen-Z say they have switched to **cheaper grocery brands**. 1/3rd of the consumers said they continue to buy the same brands but have **reduced quantities they buy now**.

For the non-grocery items, 1/3rd of all respondents said they have switched to cheaper brands. Increase in VAT further adds pressure on consumers.

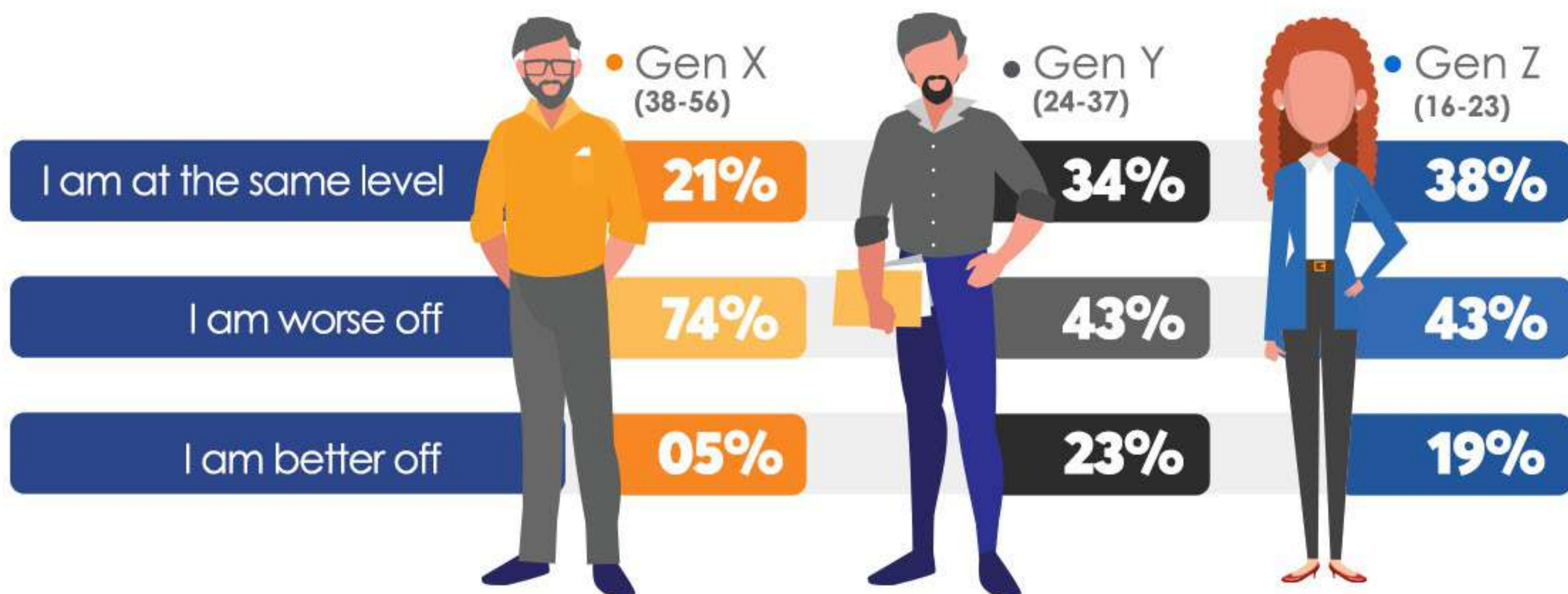
1/3rd of respondents said they still prefer to buy their favorite brands.

58. Smaller brands will either go out of business or will be acquired. Large brands will struggle in the short- to medium-term and will sustain with heavily compromised margins. Smart brands will **deconstruct their value chain** and reconstruct it with consumers at the heart of it. This would entail **learning consumers' buying behaviors** and their must-have, should-have, and good-to-have **preferences** when it comes to the benefits they're seeking and the way they want to shop
59. Brands appeal to the **variety-seeking consumers**, those who are always on the look out for variety even though they're used to compete on price. With growing acceptance of ecommerce, smart brands are **eliminating overheads** and passing on the benefit of saved costs to consumers to keep them from defecting
60. Enabling 3rd party **selection and fulfilment partners**, partnering with **3rd party online platforms**, and going **direct to consumers (D2C)** for certain products & services are choices available to brands. In a retail world dominated by consumers with **complex buying behaviors**, no one model fits all. Many-a-times, a mix-and-match between multiple options based on consumer preferences is the best approach
61. Consumer focused brands will re-segment their target market by organizing around consumer needs. Segmenting market based on consumer needs rather than consumer types provides marketers to map products & service features with consumer needs. It also helps them sell better and sell more by highlighting consumer benefits.
62. **Luxury brands** we have talked with seem perplexed by the situation as they're seeing a decline in sales. While majority of the consumers have become careful buying luxury brands, there still exists a captive audience that goes for **top of the category brands**. Brands need to identify these consumers through their **buying motivations** and reorganize to appeal to this narrowed down target audience
63. **Hypermarkets**, Supermarkets, and **discount stores** should explore fulfilment models like **Drop-shipping** that allow products to be shipped directly from third party suppliers to consumers. This will save them stocking related costs whose benefits could be passed on to consumers

FINANCIAL HEALTH

90 ON NINETY

ARE YOU BETTER OR **WORSE OFF FINANCIALLY** AS COMPARED TO THE SAME TIME LAST YEAR?



65 **CONSUMERS** ARE MAINTAINING A LOW **DEBT TO INCOME RATIO**

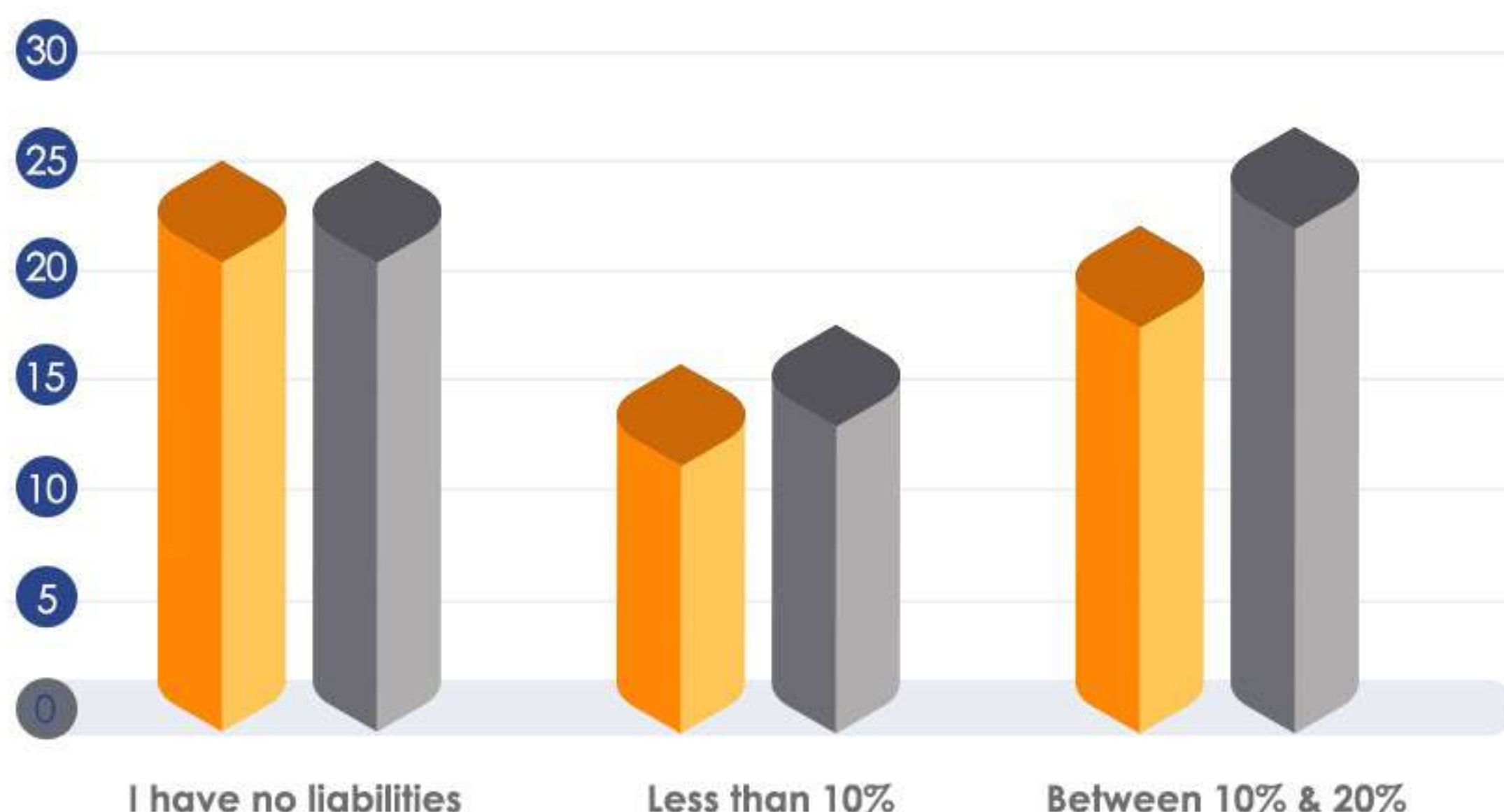
○ Liability repayments for **66%** consumers is less than **25%** of their income

○ **25%** have no institutional liabilities while **41%** have liabilities equaling **25%** of their monthly income

Loans as a Percentage of **Income**

● Gen X (38-56)

● Gen Y (24-37)



66 CONSUMERS ARE BUILDING CONTINGENCIES

50% consumers have put-off their capital purchase plans due to coronavirus

31% want to save cash for unforeseen circumstances

Capital Purchase Plans Put-off due to **Coronavirus**

● Gen X (38-56) ● Gen Y (24-37)



67 WHICH OF THE FOLLOWING HAS HAPPENED TO YOU?

7%

Asked to avail annual / casual leaves

20%

Given a salary cut

11%

Had your bonus deferred

26%

None of these has happened to me

7%

Others

15%

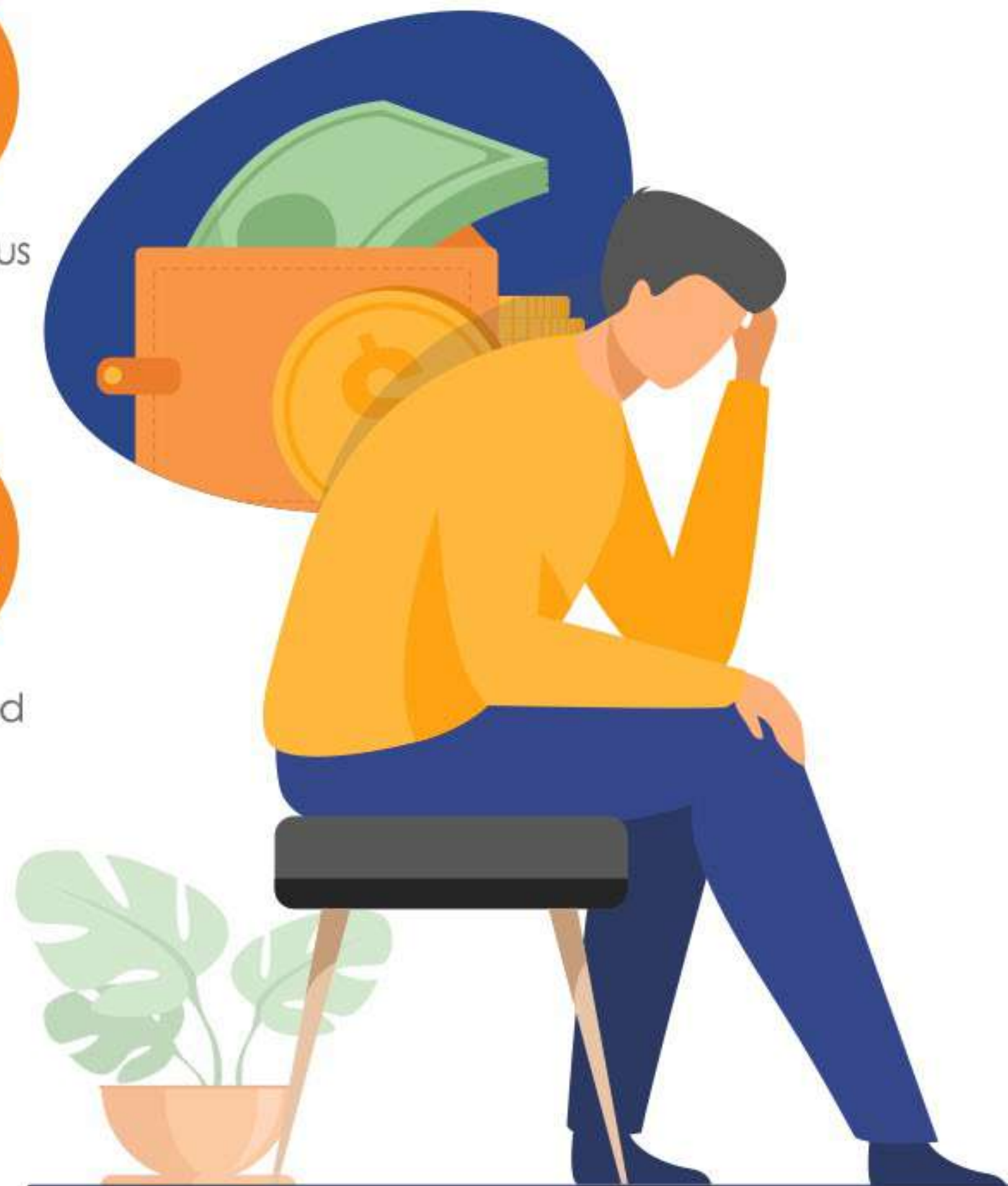
Sent on forced leave

3%

Lost your job

11%

Put on temporary job suspension



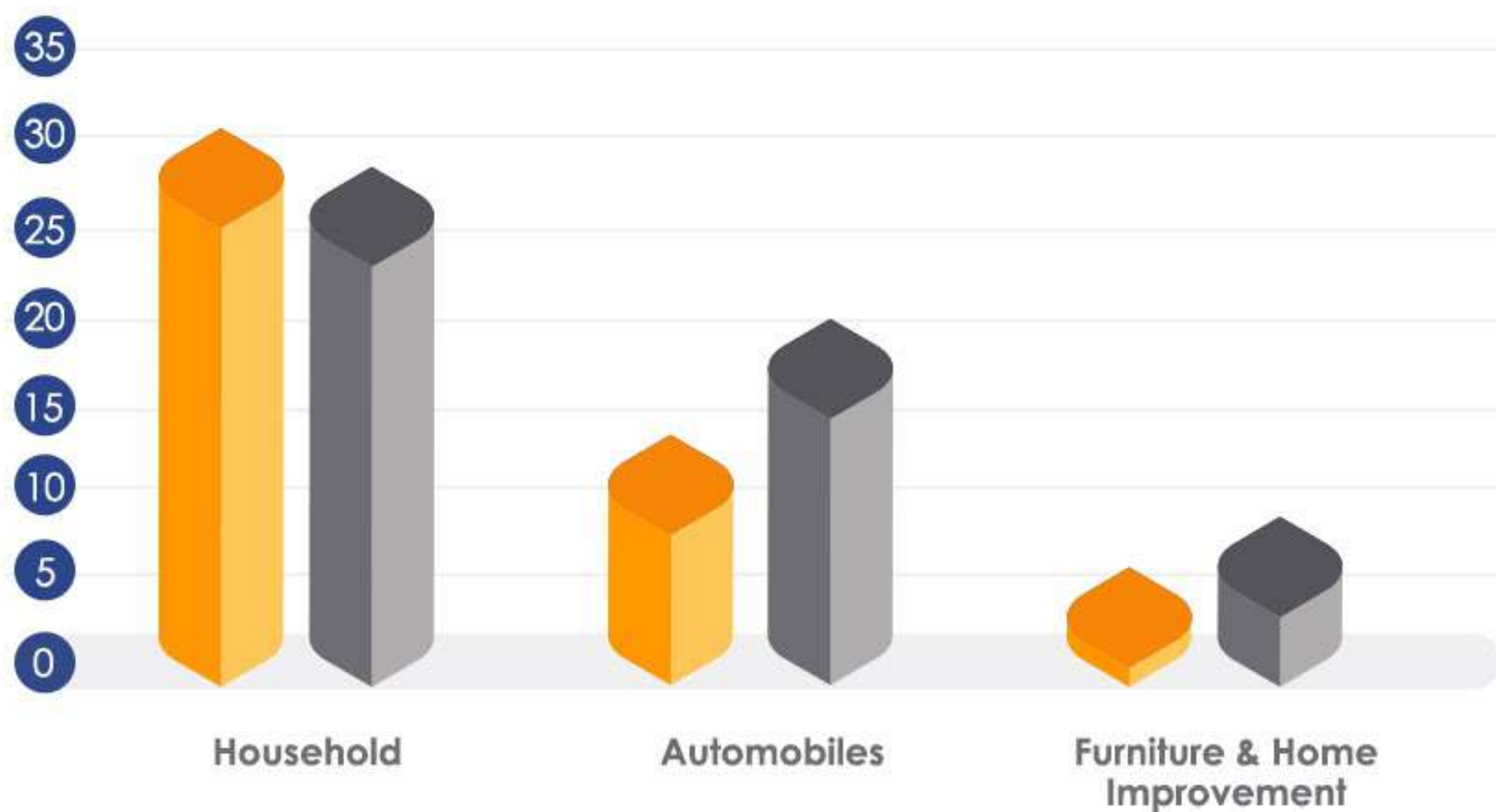
68 CONSUMERS ARE OPEN TO SMART FINANCING

In a post-coronavirus life, **56%** consumers are receptive to financing assistance for capital and household purchases

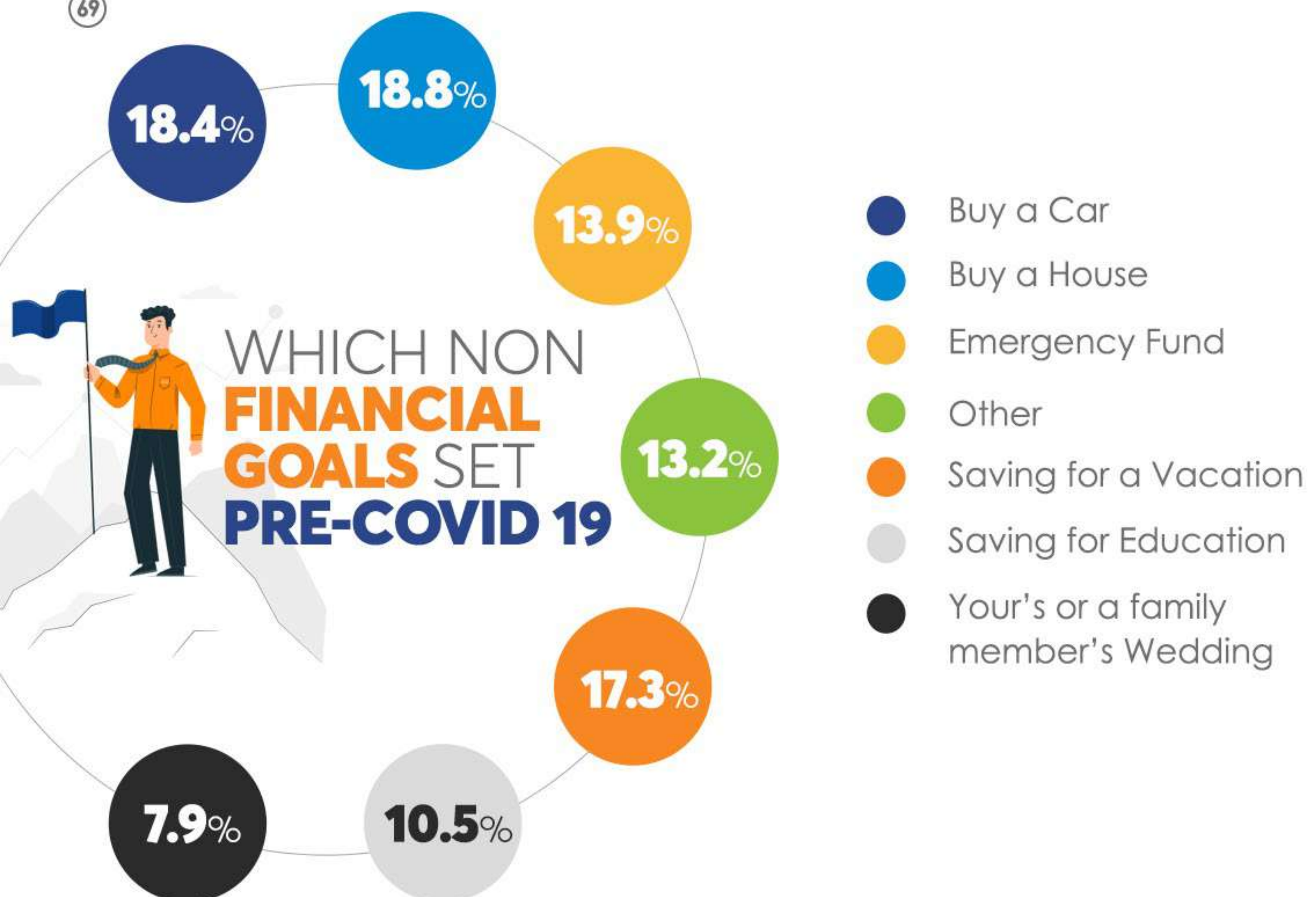
40% of Gen-X said they will avail financing options which offer zero or low interest rates

Categories for which Consumers are looking for Financing

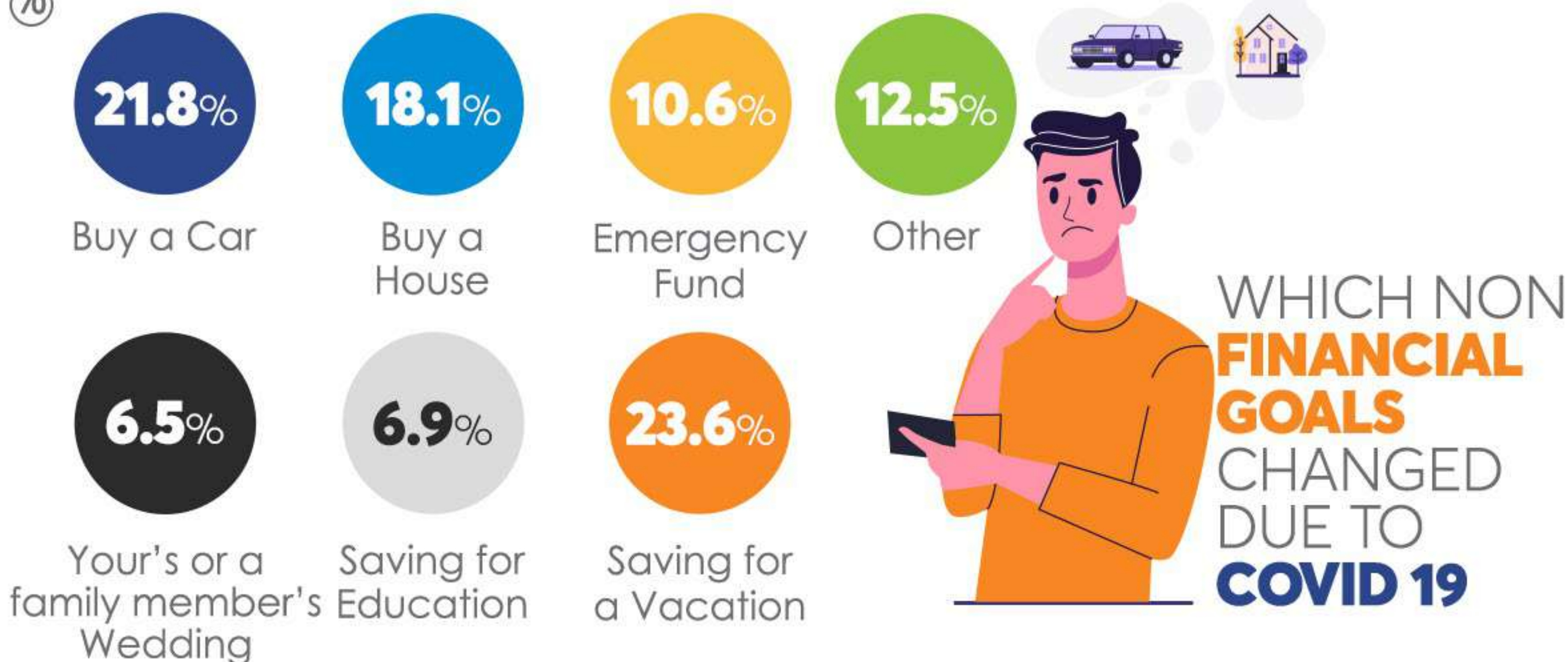
● Gen X (38-56) ● Gen Y (24-37)



69



70



71 WITH **VAT INCREASING** IN JUL, HOW DO YOU THINK YOUR **FAMILY'S SPENDINGS** WILL BE IMPACTED?



10%

VAT increase won't affect us too much

48%

We will be more cautious on what we spend on

3%

We will delay spending on investment items like real estate, automotives etc

39%

We will focus on buying the must-have items rather than luxuries

72 WHAT TYPES OF **FINANCIAL ASSISTANCE** WOULD YOU BE LOOKING FOR?

Buy now pay later options

15%

I don't need financial assistance

44%

Installments

4%

Others

4%

Personal loans

33%

73

CONSUMERS ARE BUILDING CONTINGENCIES

- 31% want to save cash for unforeseen circumstances
- 50% consumers have put-off their capital purchase plans due to coronavirus

74

Capital Purchase Plans Put-off due to **Coronavirus**

● Gen X (38-56)

● Gen Y (24-37)

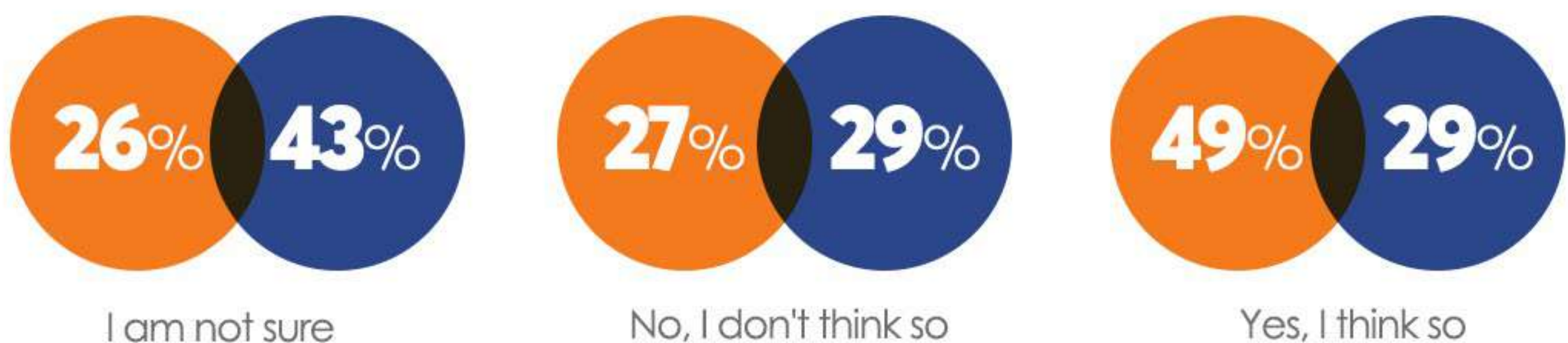


75 FEAR OF **SECOND WAVE** OF **COVID**

Do you fear that there might be a second wave of the virus in a few months time?

● April

● September



66% consumers maintain a monthly liability of less than 25% of their income. 50% respondents said they are putting off capital purchase plans as they want to save for unforeseen events.

Yet, 55% respondents said that they're receptive to availing financial assistance.



76. The scale and complexity of challenges faced by the retail industry are such that and no amount of efforts from brands and retailers will be able to surmount. Players from other verticals will have to shoulder responsibility of retail revival on a sustained basis. Banking is one such vertical

77. Banks will need to **device strategies jointly with retailers** to help consumers avail easy credit product that help maintain their standards of living while keeping financial contingencies in place

When asked about the categories of items they would like to avail the financial assistance for, 29% said household items, 19% said automobiles and 10% said furniture and home improvement.

78. These stats reveal that any financial products which are structured around **buy-now-pay-later**, easy consumer **loans in small denominations** would be welcomed by the consumers

79. Two major heads that consumers say they're looking for easy credit facilities for are purchase of homes and cars

80. **Mall operators, retail franchises**, and brands will need to **curtail the size of their footprint**. Reutilization of space for creative purposes. Some of these ideas could include **indoor gaming** and **esports arenas**, **fitness** and **indoor sports arenas**, **community engagement facilities**, and top-class **immersive training facilities**

81. To reduce opex, a smart move that's gaining popularity in the corporate world is to let office-based workers to work from home, wherever possible. **Saudi Telecom Co** is a great example of a Saudi business which has taken a lead on this front

EATING HABITS



82



%

SAID THEY ARE
NOT **MONITORING
WEIGHT** AND

48% SAID THEY EAT WHATEVER THEY FEEL LIKE.

83

How have your **eating habits** changed after the **coronavirus**?

33%

I have maintained
my food intake at
the same level all
along

15%

I used to eat more
before coronavirus,
but I have reduced
my food intake
now

15%

My food intake had
increased during
the coronavirus
and I now eat more

21%

My food intake had
increased during
the coronavirus,
but I have brought
it back to
pre-coronavirus

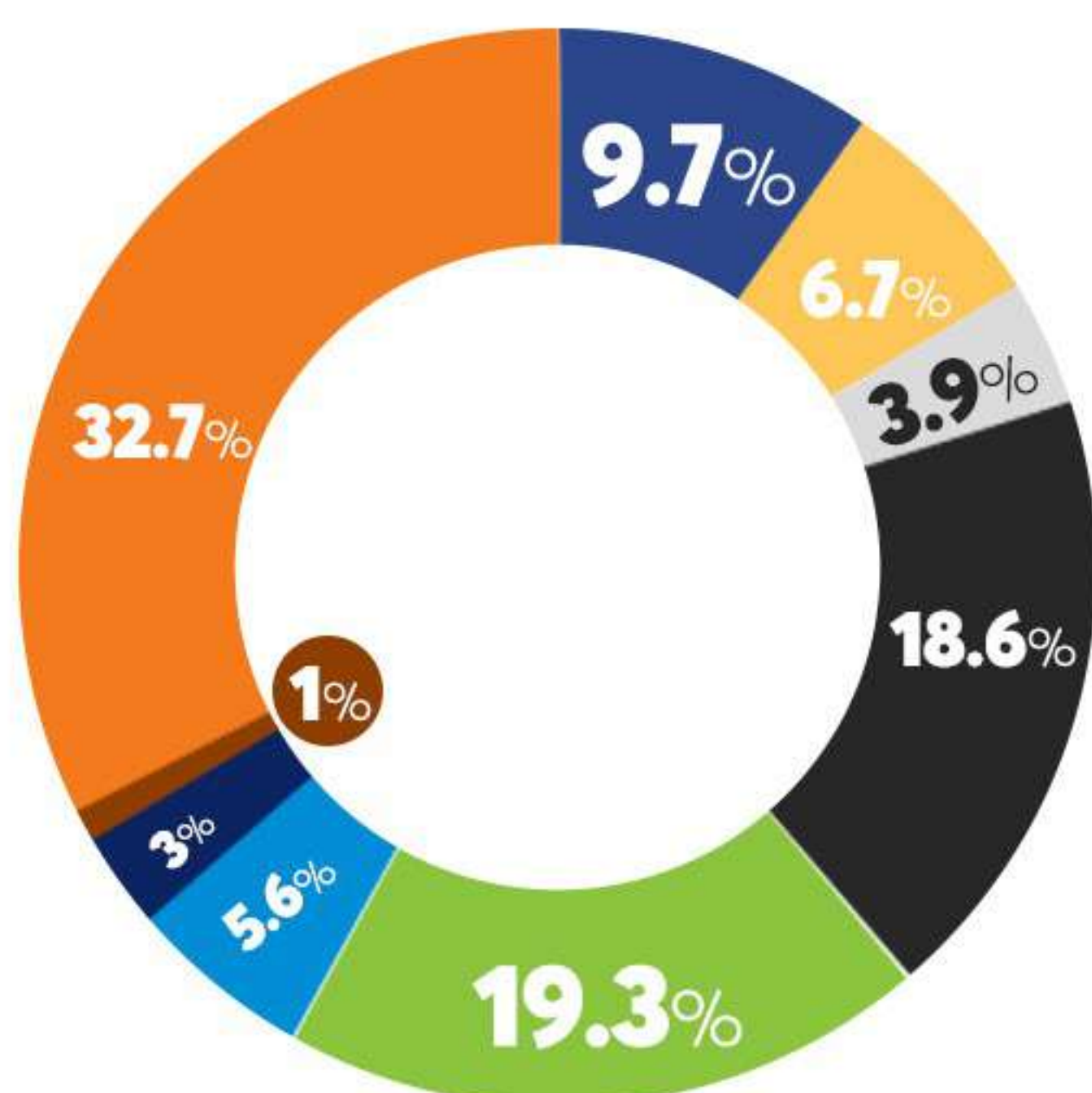
15%

My food intake had
increased during
the coronavirus, but
I plan to bring it
back to
pre-coronavirus

84

REASONS FOR **DINING OUT** / **ORDERING FOOD**

When you dine out or order online, what is your main reason?



- I am too busy to prepare meals
- I don't like to cook
- I get good discounts in restaurants
- I get to treat myself with my favourite foods
- I Like to try something new
- I tend to grab food on the go
- It is near to my place of work / where I live
- Other
- To socialise with friends and family

85

TOP FACTOR IN SELECTING RESTAURANT FOR DINING



33.6%

The Price of menu items

15.4%

The ambience & environment inside or outside

13.6%

The variety of dishes available

10.3%

The location of the outlet

6.9%

The quality of the service

3.3%

Whether the outlet is family friendly

5%

Whether the restaurant is featured on entertainer / GroupOn / Credit Card discount deals

7.9%

Whether friends/ family recommend them

4%

Others

86

Which is your favorite cuisine to order in?

American

19.3%

Chinese

7.3%

European

6.1%

Indian/Pakistani

10.1%

Lebanese

15.9%

Traditional Arabic Food

19%

Turkish

10.1%

My Traditional Food

12.2%



Healthy Eating

52% consumers say their food intake had increased during the stay home period. However only 21% say they have been able to bring it back to the pre-coronavirus level while 31% said they are working to bring it back.

Yet, 55% respondents said that they're receptive to availing financial assistance.



- 87.** Obesity is a major problem across all sections of Saudi population. Obesity is the door-opener to several other health problems. FMCG, F&B, healthcare, and health insurance brands should run campaign for adoption of healthy eating. Creative marketing brains need to take over and engage consumers in stories woven around health consciousness and disciplined eating habits

Eating Out

Since the coronavirus and increase in VAT, there have been marked changes in consumers' eating out habits. Several restaurants are addressing the issue of price hike by absorbing VAT increase by compromising on their margins.

- 88.** 33% consumers say that their number 1 factor deciding a restaurant to eat is the price of the menu
- 89.** American food remains to be consumers' preferred choice, followed by traditional Saudi cuisine. Lebanese food falls in the third place
- 90.** With entertainment activities curtailed to prevent the spread of the coronavirus, one-third of consumers have restarted eating out as a means to socialize with family and friends



MUHIMMA
Insights from the street