Spotlight on the Middle East

The Middle East has undergone huge development and evolution in recent years, and reflecting this Global Business Influencers has expanded into the region in 2018 reflecting the ever-growing business, finance, luxury, and travel markets present.

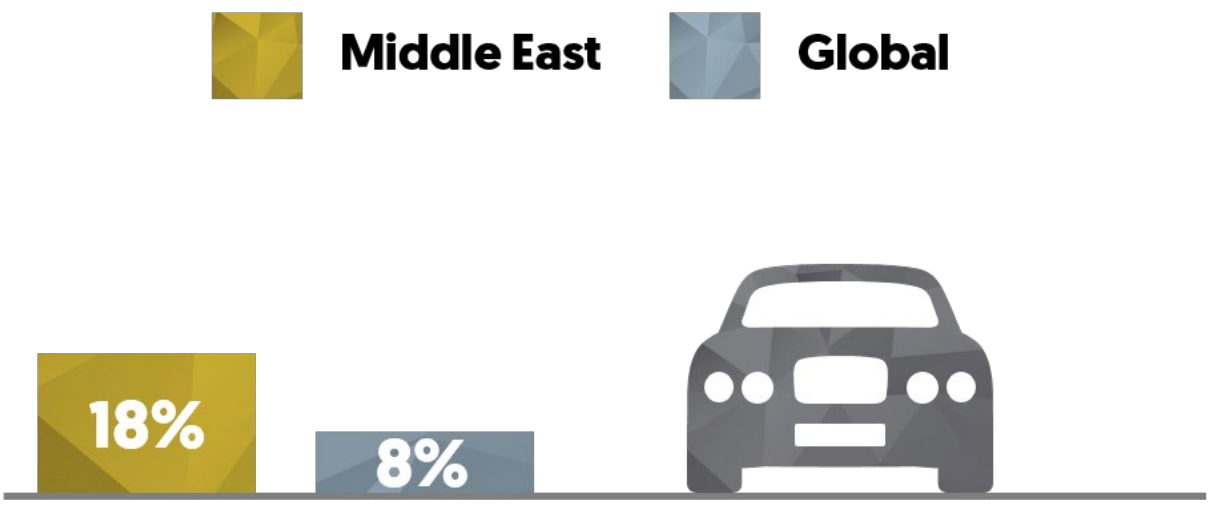
The globally harmonised GBI data allows us to shine a spotlight on this niche audience in the Middle East as well as comparing the region to the rest of the world, drawing out differences which are key for b2b marketers and brands to understand.

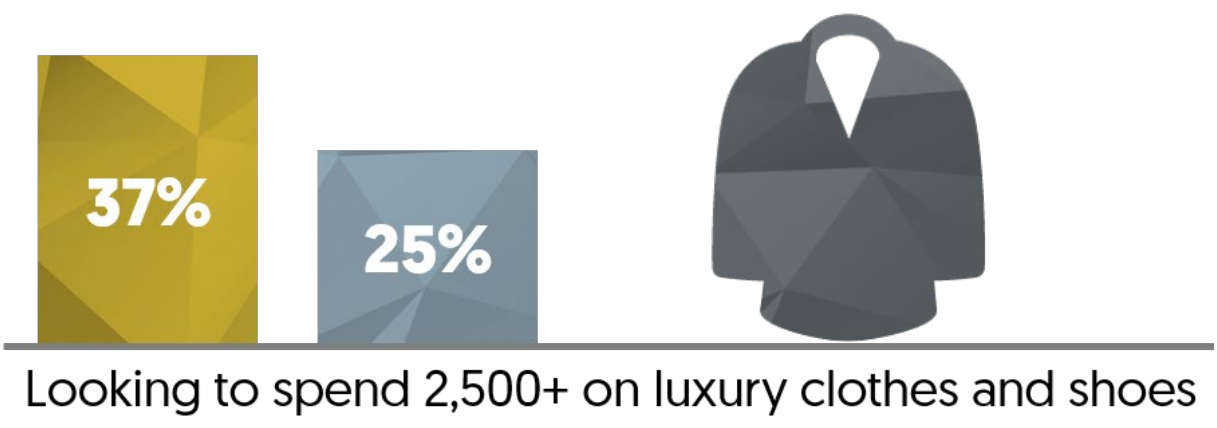
A Global Business Hub

It's clear the Middle East has become a global business hub; 121,805 Global Business Influencers across Asia, Europe, and the US are involved in business in the Middle East. Of these 103,416 individuals fly into the region for business purposes, clearly establishing MENA as a key target market for b2b marketers.

A key target market for finance and luxury

With 11% of the Middle East GBI having a net worth of US$1m+ and average salaries of US$317,000 they are a vital target for financial institutions and luxury brands. Focusing in on luxury purchasing intent, it's much higher than their global counterparts.

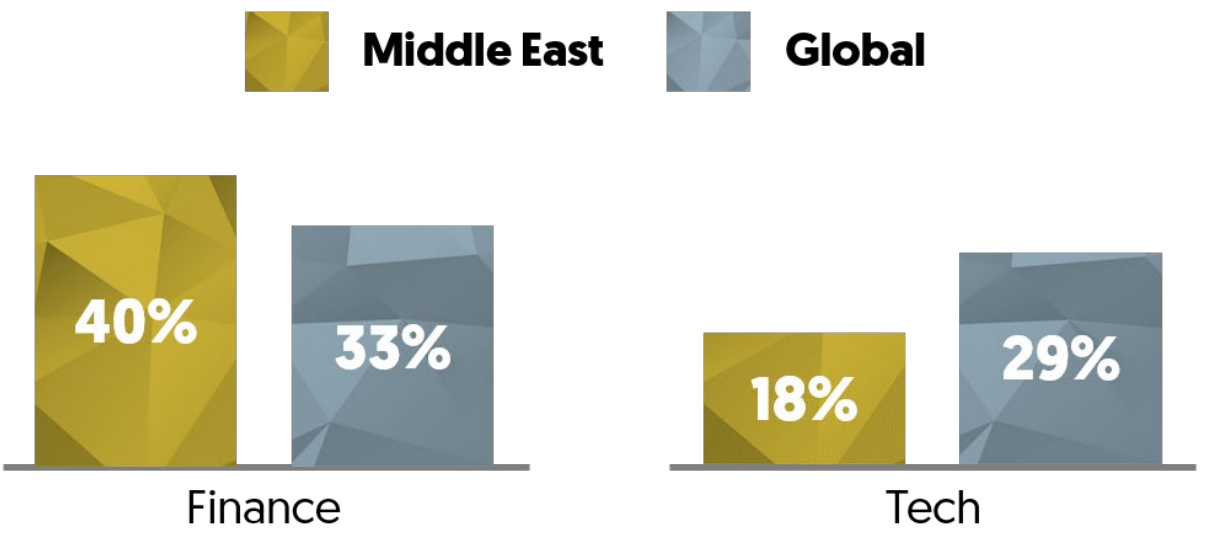




The heritage and history of luxury brands is even more key for those luxury consumers in the region, as 74% value heritage in the Middle East compared with 65% in the rest of the world.

Different areas of focus

It's well known that the Middle East GBI have big budgets, but it's their areas of focus versus their global counterparts where we see differences. In the Middle East finance dominates and it the area where the largest proportion of budgets are spent.



This focus is then followed by tech. This is interesting as the reverse is true globally with tech dominating global areas of focus.

The addition of the Middle East into Ipsos Global Business Influencers is a clear reflection of the development of business in the region, and the survey provides the opportunity to understand the senior business audience in the region through their media consumption, and business, finance, luxury and travel habits.

The Middle East edition is available as a separate subscription area.
If you'd like to learn more please contact
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Data sources: Ipsos Global Business Influencers 2018.