

# VIEWS ON INFLATION IN KUWAIT

June 2022

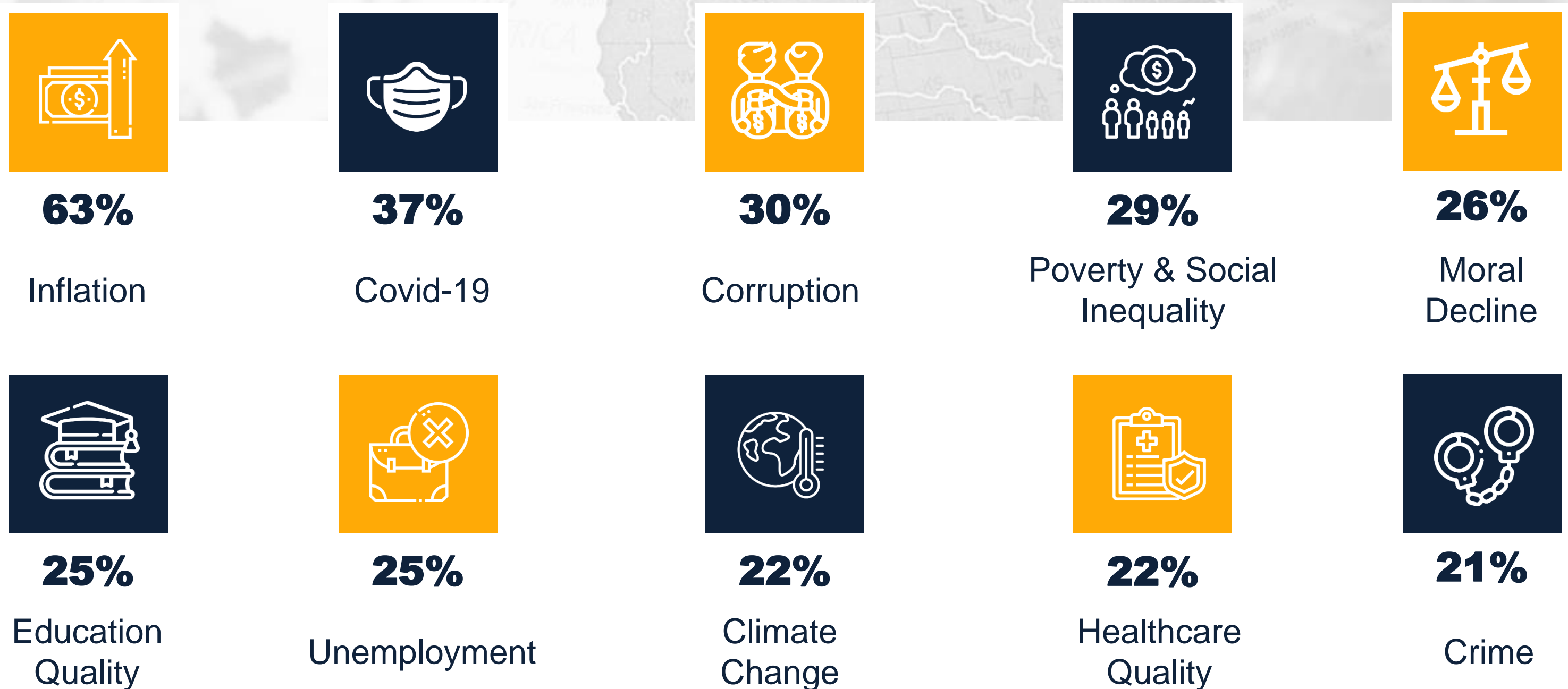
GAME CHANGERS



# TOP CONCERNS



# Economic Issues Top The List Of Concerns, With Inflation Being The Most Concerning Issue For People Today



Q: What are your top 3 concerns today?

# Top Concerns By Demographics



**63%**

Inflation



**37%**

Covid-19



**30%**

Corruption



**29%**

Poverty & Social  
Inequality



**26%**

Moral Decline



**25%**

Education  
Quality

<b>Male</b>	64%	33%	33%	24%	28%	27%
<b>Female</b>	60%	45%	26%	37%	22%	23%
<b>Generation Z</b>	63%	52%	32%	37%	23%	20%
<b>Millennials</b>	61%	33%	31%	29%	27%	26%
<b>Generation X</b>	68%	37%	21%	24%	23%	29%
<b>Baby Boomers</b>	56%	28%	39%	11%	33%	39%
<b>Nationals</b>	63%	36%	34%	26%	25%	30%
<b>Arab Expats</b>	61%	36%	30%	32%	29%	26%
<b>Asian Expats</b>	67%	49%	16%	30%	16%	5%
<b>Upper Income</b>	52%	30%	45%	21%	29%	43%
<b>Middle Income</b>	70%	37%	24%	39%	25%	23%
<b>Lower Income</b>	61%	42%	28%	21%	24%	17%

Q: What are your top 3 concerns today?

# VIEWS ON PRICES & SPENDING



# The Majority Believe That Prices Have Increased, As A Result, 8 In 10 Are Spending More Compared To 12 Months Ago



**87%**

Believe That Prices Have  
Increased In The Past 12 Months



**82%**

Are Spending More Compared To  
12 Months Ago

*Q: Would you say that prices in the country have increased, decreased, or stayed the same over the last 12 months?*


*Q: Thinking about your expenses today compared to your expenses 12 months ago, has your spending increased, decreased, or stayed the same?*

# Views On Prices And Spending By Demographics

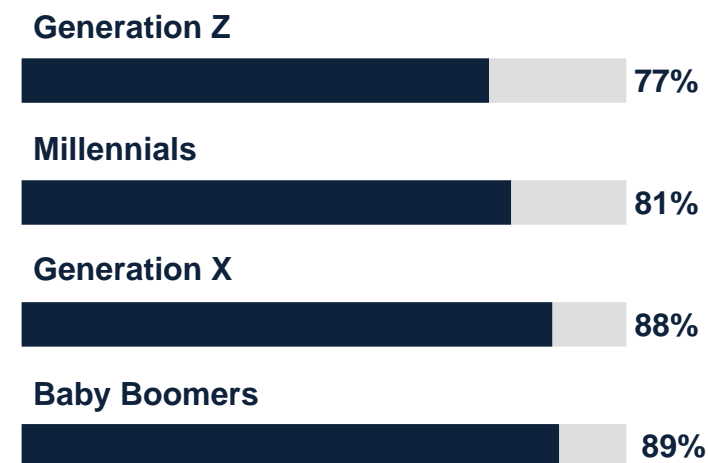
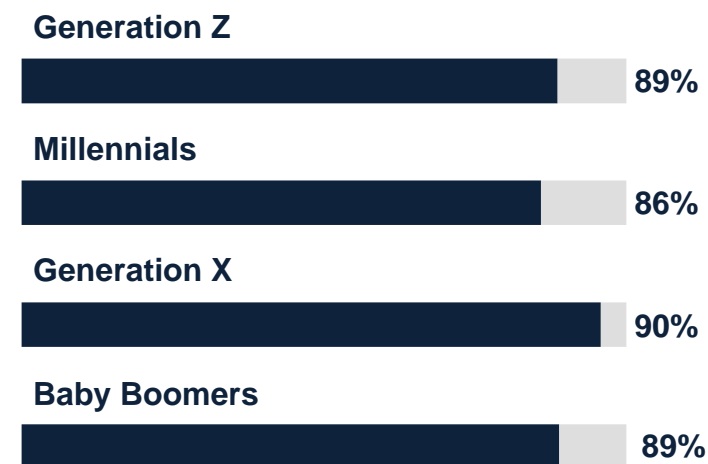
 **87%**  
Believe That Prices  
Have Increased In  
The Past 12 Months

## By Gender

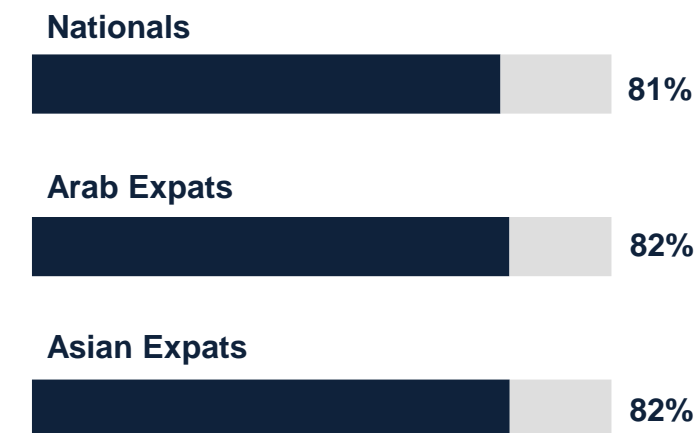
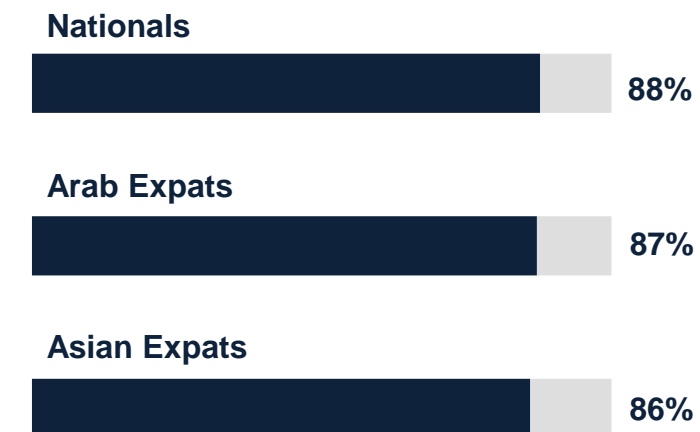


 **82%**  
Are Spending More  
Compared To 12  
Months Ago

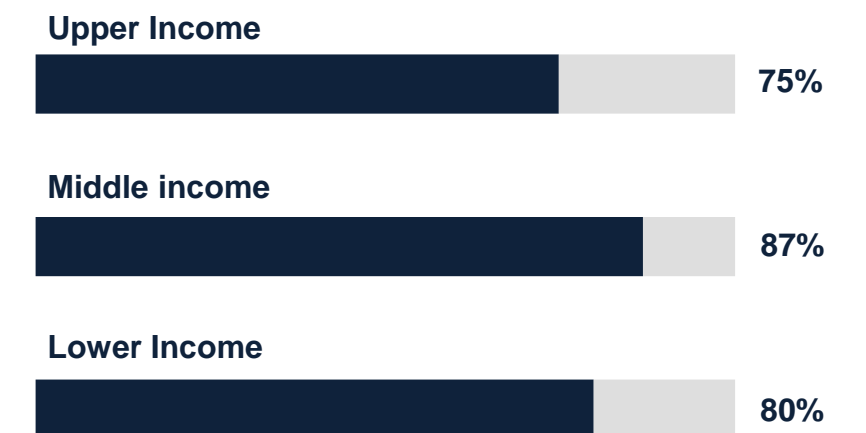
## By Generation



## By Nationality



## By Income Level



Q: Would you say that prices in the country have increased, decreased, or stayed the same over the last 12 months?

Q: Thinking about your expenses today compared to your expenses 12 months ago, has your spending increased, decreased, or stayed the same?

# People Have Experienced Price Increases Across Most Categories, With Food & Beverage Topping The List

% Increased



**78%**

Food &  
Beverage



**74%**

Travel  
Expenses



**73%**

Fashion  
Items



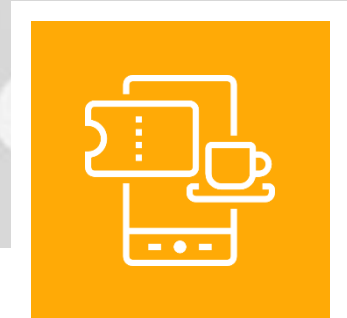
**70%**

Personal Care  
Items



**68%**

Home Care  
Items



**61%**

Entertainment &  
Eating Out



**60%**

Healthcare



**49%**

Housing  
Expenses



**45%**

Transportation



**38%**

Telecom/  
Internet



**33%**

Utilities















**33%**

Tobacco

Q: For the following items, have you noticed that the prices have increased/decreased/or stayed the same?

# Price Increase Per Category By Demographics

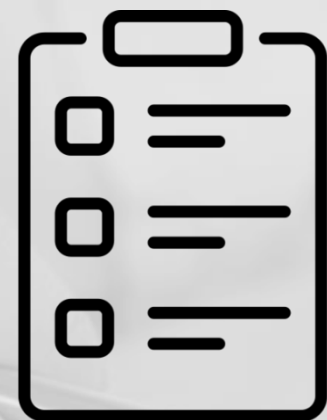
												
	Food & Beverage	Travel Expenses	Fashion Items	Personal Care Items	Home Care Items	Entertainment & Eating Out	Healthcare	Housing Expenses	Transportation	Telecom /Internet	Utilities	Tobacco
<b>Total</b>	<b>78%</b>	<b>74%</b>	<b>73%</b>	<b>70%</b>	<b>68%</b>	<b>61%</b>	<b>60%</b>	<b>49%</b>	<b>45%</b>	<b>38%</b>	<b>33%</b>	<b>33%</b>
<b>Male</b>	<b>77%</b>	<b>73%</b>	<b>71%</b>	<b>64%</b>	<b>64%</b>	<b>59%</b>	<b>62%</b>	<b>47%</b>	<b>40%</b>	<b>32%</b>	<b>31%</b>	<b>32%</b>
<b>Female</b>	<b>79%</b>	<b>75%</b>	<b>77%</b>	<b>79%</b>	<b>75%</b>	<b>66%</b>	<b>57%</b>	<b>52%</b>	<b>54%</b>	<b>49%</b>	<b>37%</b>	<b>34%</b>
<b>Generation Z</b>	<b>77%</b>	<b>72%</b>	<b>73%</b>	<b>70%</b>	<b>71%</b>	<b>65%</b>	<b>53%</b>	<b>54%</b>	<b>55%</b>	<b>51%</b>	<b>32%</b>	<b>51%</b>
<b>Millennials</b>	<b>77%</b>	<b>71%</b>	<b>71%</b>	<b>68%</b>	<b>65%</b>	<b>58%</b>	<b>58%</b>	<b>44%</b>	<b>42%</b>	<b>32%</b>	<b>29%</b>	<b>28%</b>
<b>Generation X</b>	<b>82%</b>	<b>82%</b>	<b>80%</b>	<b>73%</b>	<b>72%</b>	<b>68%</b>	<b>72%</b>	<b>57%</b>	<b>50%</b>	<b>43%</b>	<b>48%</b>	<b>33%</b>
<b>Baby Boomers</b>	<b>83%</b>	<b>94%</b>	<b>72%</b>	<b>78%</b>	<b>78%</b>	<b>67%</b>	<b>72%</b>	<b>67%</b>	<b>33%</b>	<b>44%</b>	<b>39%</b>	<b>17%</b>
<b>Nationals</b>	<b>78%</b>	<b>74%</b>	<b>73%</b>	<b>68%</b>	<b>69%</b>	<b>62%</b>	<b>57%</b>	<b>48%</b>	<b>44%</b>	<b>40%</b>	<b>31%</b>	<b>35%</b>
<b>Arab Expats</b>	<b>75%</b>	<b>76%</b>	<b>72%</b>	<b>68%</b>	<b>62%</b>	<b>60%</b>	<b>64%</b>	<b>51%</b>	<b>45%</b>	<b>38%</b>	<b>36%</b>	<b>33%</b>
<b>Asian Expats</b>	<b>88%</b>	<b>65%</b>	<b>77%</b>	<b>82%</b>	<b>81%</b>	<b>62%</b>	<b>60%</b>	<b>47%</b>	<b>51%</b>	<b>32%</b>	<b>30%</b>	<b>23%</b>
<b>Upper Income</b>	<b>82%</b>	<b>72%</b>	<b>76%</b>	<b>66%</b>	<b>71%</b>	<b>66%</b>	<b>51%</b>	<b>52%</b>	<b>45%</b>	<b>40%</b>	<b>31%</b>	<b>37%</b>
<b>Middle Income</b>	<b>76%</b>	<b>80%</b>	<b>79%</b>	<b>75%</b>	<b>69%</b>	<b>65%</b>	<b>64%</b>	<b>50%</b>	<b>46%</b>	<b>44%</b>	<b>38%</b>	<b>33%</b>
<b>Lower Income</b>	<b>77%</b>	<b>66%</b>	<b>63%</b>	<b>64%</b>	<b>64%</b>	<b>53%</b>	<b>61%</b>	<b>45%</b>	<b>44%</b>	<b>29%</b>	<b>28%</b>	<b>30%</b>

Q: For the following items, have you noticed that the prices have increased/decreased/or stayed the same?

# MEASURES TAKEN & INFLATION IMPACT



# Close To Half Have Taken Measures To Deal With Inflation



# 45%



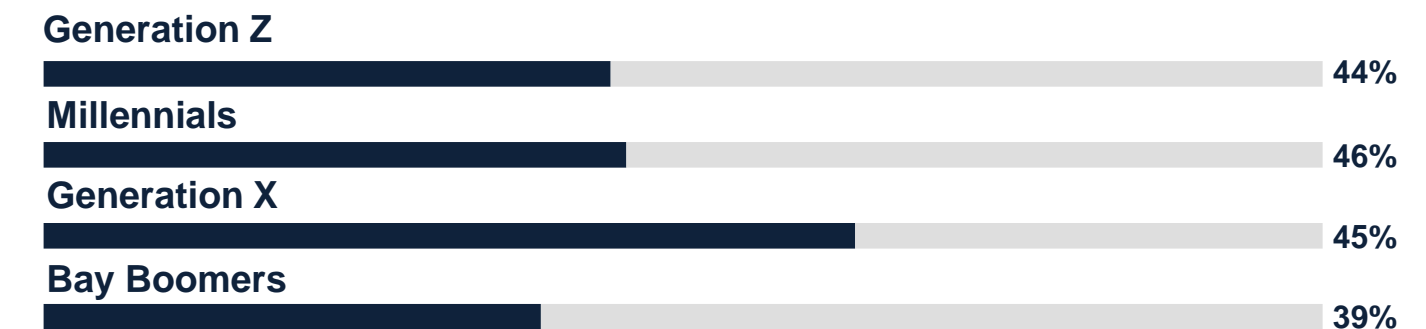
## Have Taken Or Plan To Take Measures To Counter The Increase In Prices

Q: Have you taken or are you planning to take any measures to counter the increase in prices?

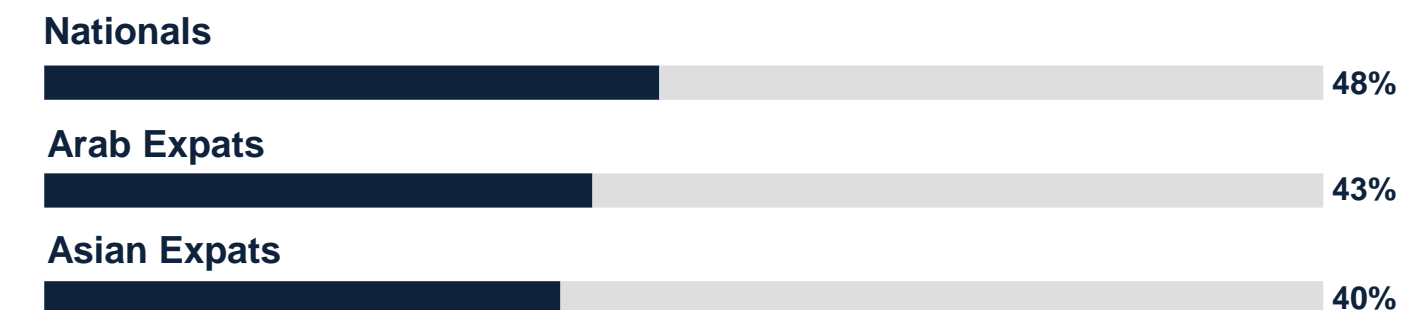
### By Gender



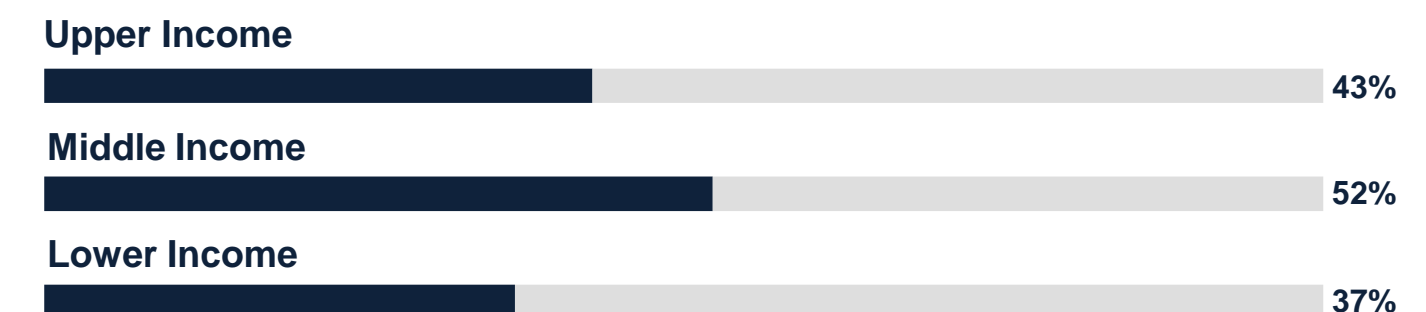
### By Generation



### By Nationality



### By Income Level



# Consumers Are Most Likely To Buy Only Necessities, Eat More Home-Cooked Meals, And Shop From Cheaper Outlets

% Taking Each Measure



Q: Given that you have taken or plan to take certain measures to counter the increase in prices. From the list below, can you please tell us what these measures are?

# The Majority Feel Anxious About Their Ability To Afford Daily Expenses, And 3 In 5 Have Downgraded Their Lifestyle To Adjust



**66%**

Worry About Not Being Able To  
Financially Cover Their Daily Expenses



**60%**

Downgraded Their Way Of Living To  
Accommodate The Increase In Prices

*Q: In general, do you agree or disagree with the following statements*

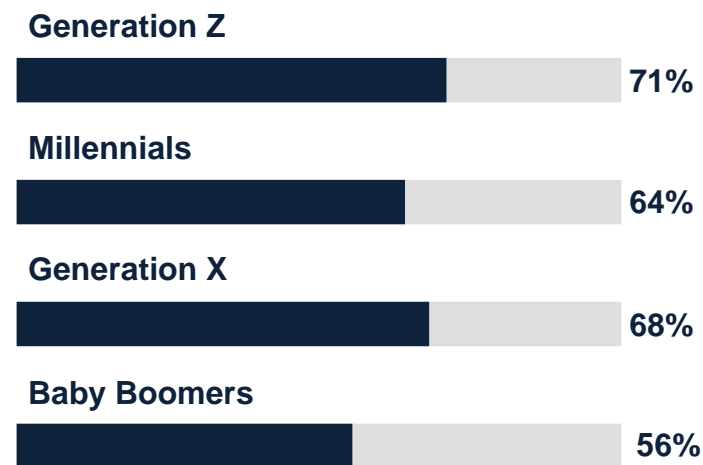
# Impact Of Inflation By Demographics

 **66%**  
Worry About Not  
Being Able To  
Financially Cover  
Their Daily Expenses

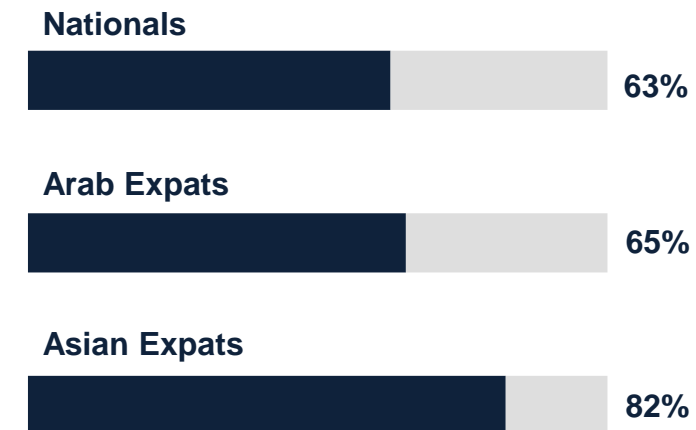
## By Gender



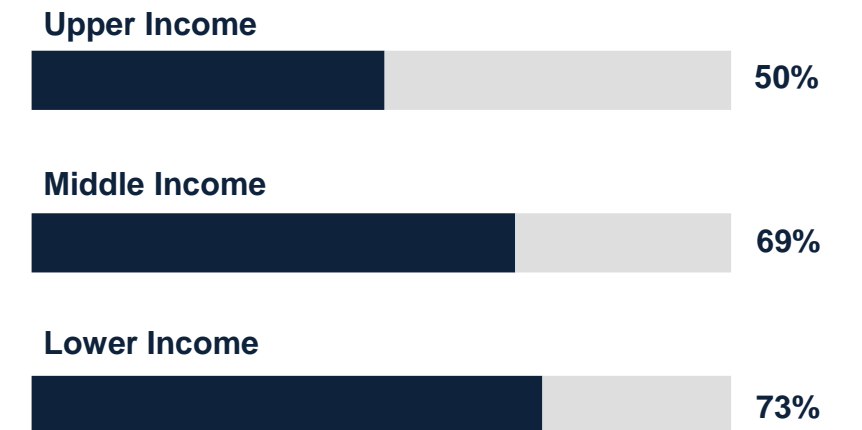
## By Generation



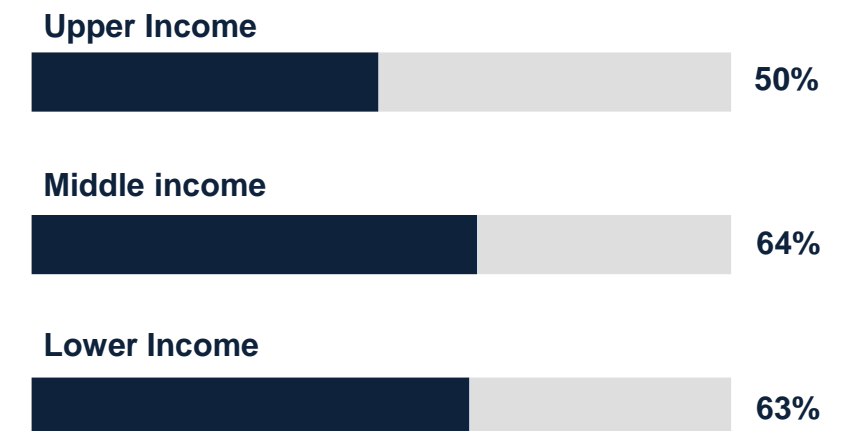
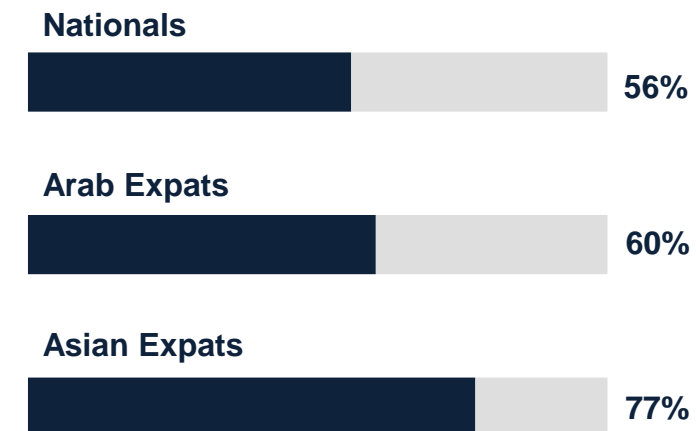
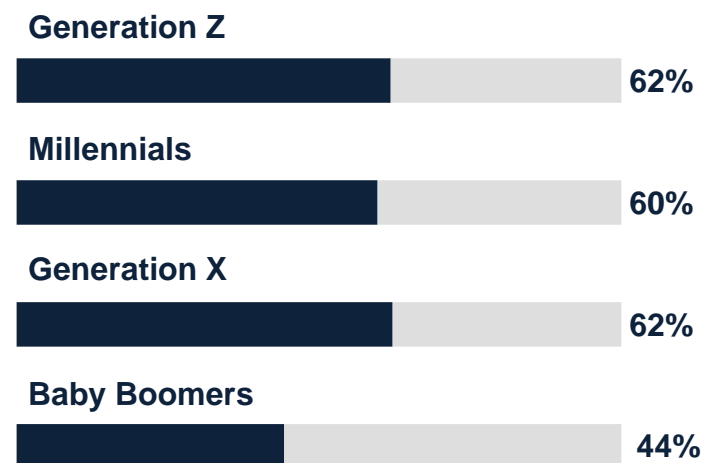
## By Nationality



## By Income Level

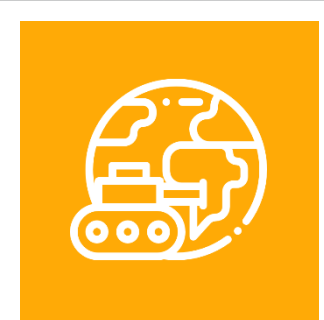


 **60%**  
Downgraded Their  
Way Of Living To  
Accommodate The  
Increase In Prices



Q: In general, do you agree or disagree with the following statements

# Wars & Conflict, The Pandemic & Retailers Increasing Prices Are Seen As The Key Contributors To Rising Prices



**54%**

Wars & Conflict  
In Key Regions



**52%**

Covid-19



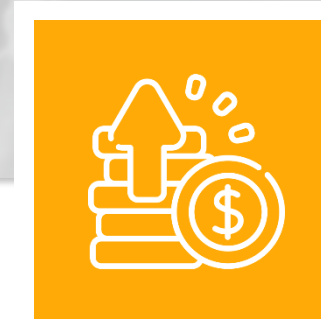
**47%**

Traders & Retailers  
Raising Prices



**34%**

High  
Shipping Costs



**22%**

Manufacturers  
Raising Prices



**22%**

Higher Raw  
Material Costs



**20%**

Increase In  
Global Oil Prices



**19%**










Global Supply  
Chain Issues



**16%**

Increased  
Consumer Demand

# Inflation Causes By Demographics

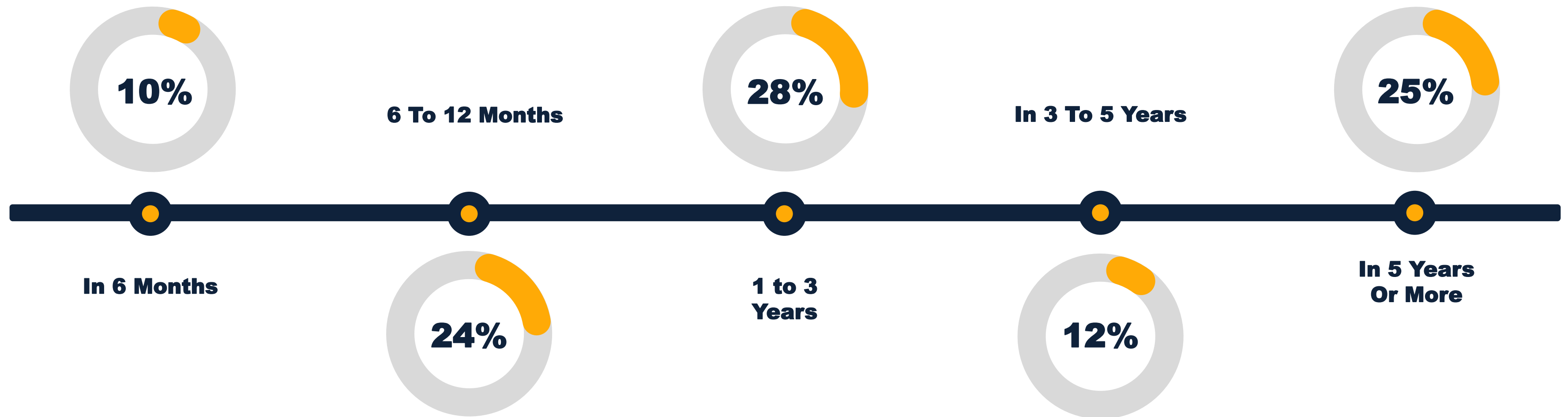
	 <b>54%</b> Wars & Conflict In Key Regions	 <b>52%</b> Covid-19	 <b>47%</b> Traders & Retailers Raising Prices	 <b>34%</b> High Shipping Costs	 <b>22%</b> Manufacturers Raising Prices	 <b>22%</b> Higher Raw Material Costs	 <b>20%</b> Increase In Global Oil Prices	 <b>19%</b> Global Supply Chain Issues	 <b>16%</b> Increased Consumer Demand
<b>Male</b>	55%	48%	51%	39%	22%	23%	18%	15%	15%
<b>Female</b>	53%	58%	41%	24%	21%	20%	24%	24%	17%
<b>Generation Z</b>	55%	67%	42%	23%	19%	21%	24%	20%	19%
<b>Millennials</b>	56%	49%	49%	35%	22%	21%	20%	18%	15%
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<b>Nationals</b>	52%	54%	49%	35%	19%	19%	18%	22%	16%
<b>Arab Expats</b>	65%	46%	50%	37%	24%	22%	20%	9%	16%
<b>Asian Expats</b>	26%	63%	28%	16%	26%	32%	32%	42%	16%
<b>Upper Income</b>	47%	50%	55%	29%	20%	23%	22%	24%	13%
<b>Middle Income</b>	57%	52%	47%	35%	21%	17%	20%	17%	18%
<b>Lower Income</b>	56%	53%	42%	34%	24%	27%	20%	17%	15%

Q: What do you think is the reason behind the increase in prices in the country?

# **FUTURE OUTLOOK ON INFLATION**



# One Third Are Optimistic That Prices Will Start Stabilizing Within The Next 12 Months, 1 In 4 Believe It Could Take More Than 5 Years



Q: Looking ahead, when do you think, prices will start to stabilize again and stop increasing?

# SAMPLE & METHODOLOGY

- 500 Respondents
- Nationally Representative
- Males & Females
- 18 Years & Above
- Nationwide Coverage
- Telephone Interviews



# THANK YOU

## **For More Information:**

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**GAME CHANGERS**

