

# VIEWS ON INFLATION IN THE MENA REGION

June 2022

GAME CHANGERS

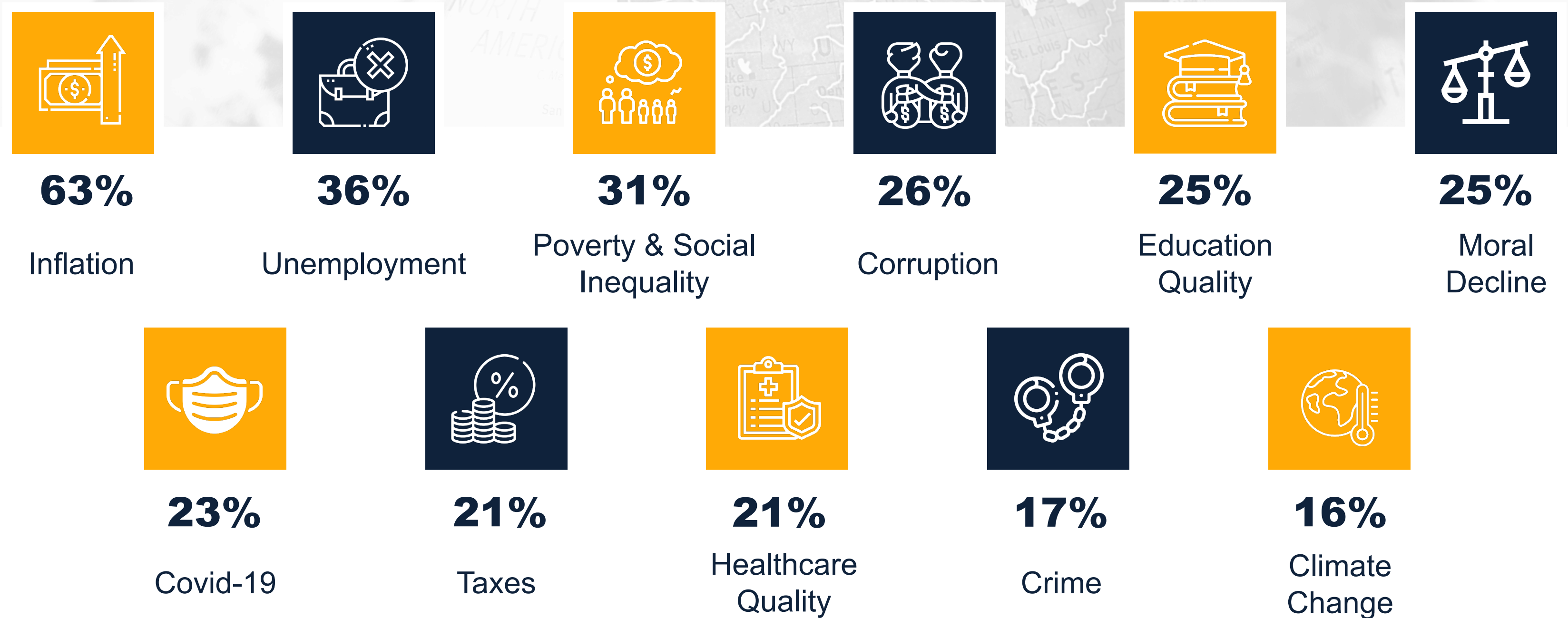






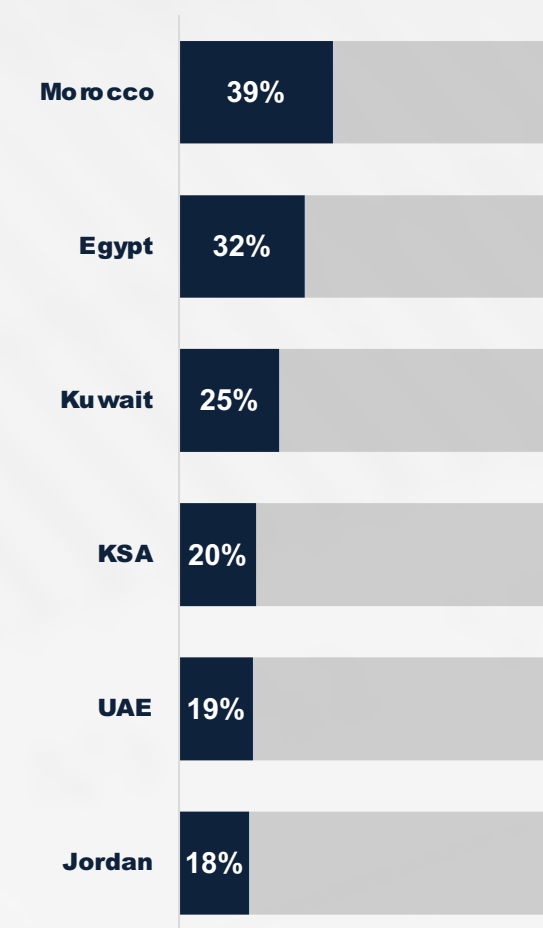
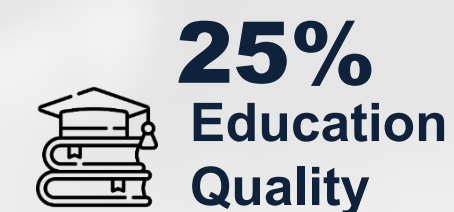
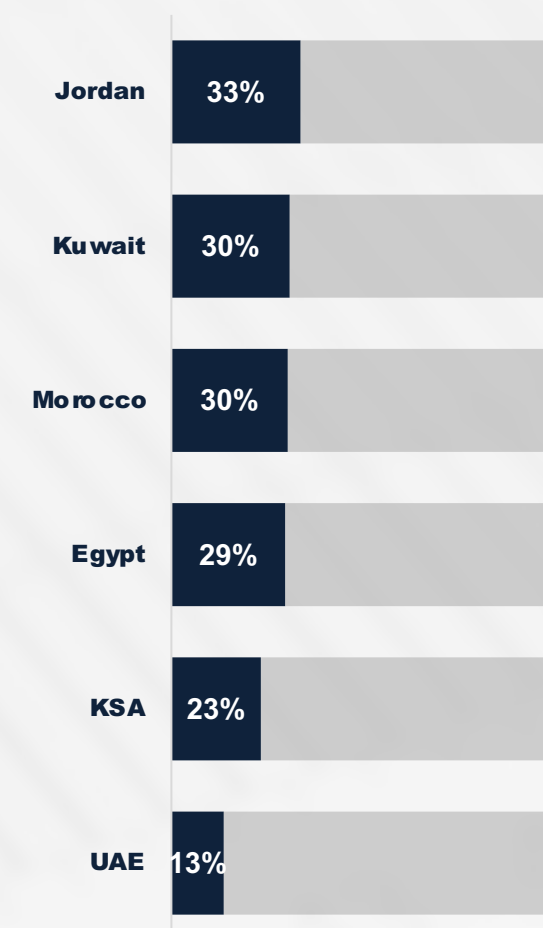
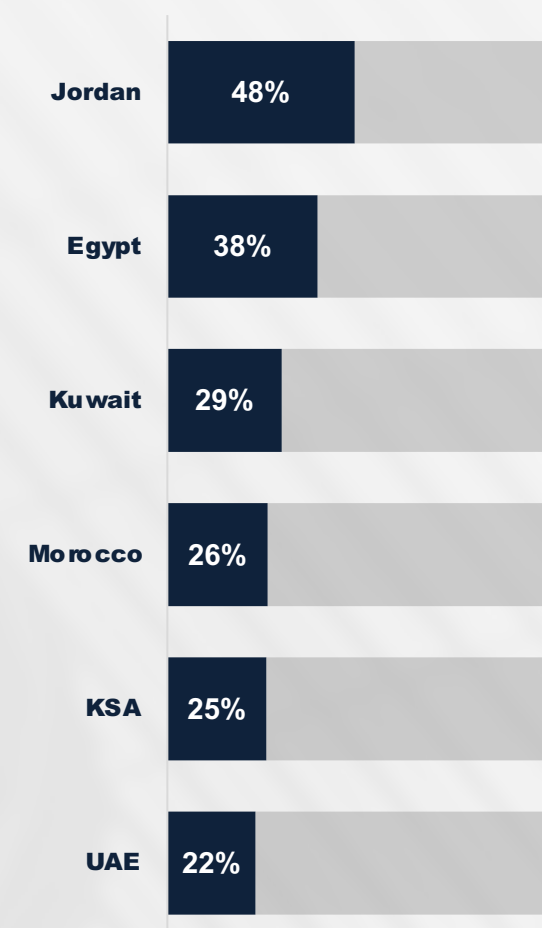
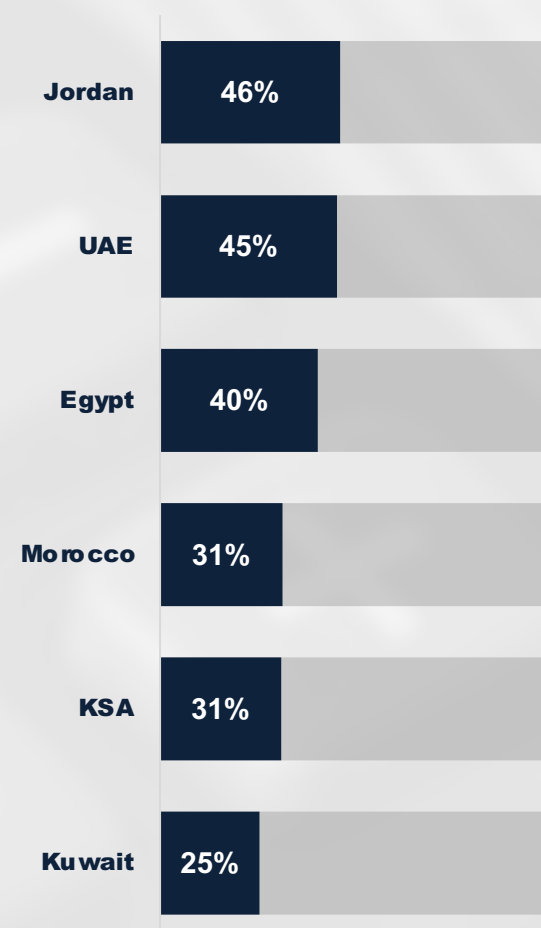
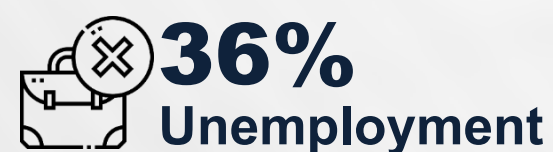
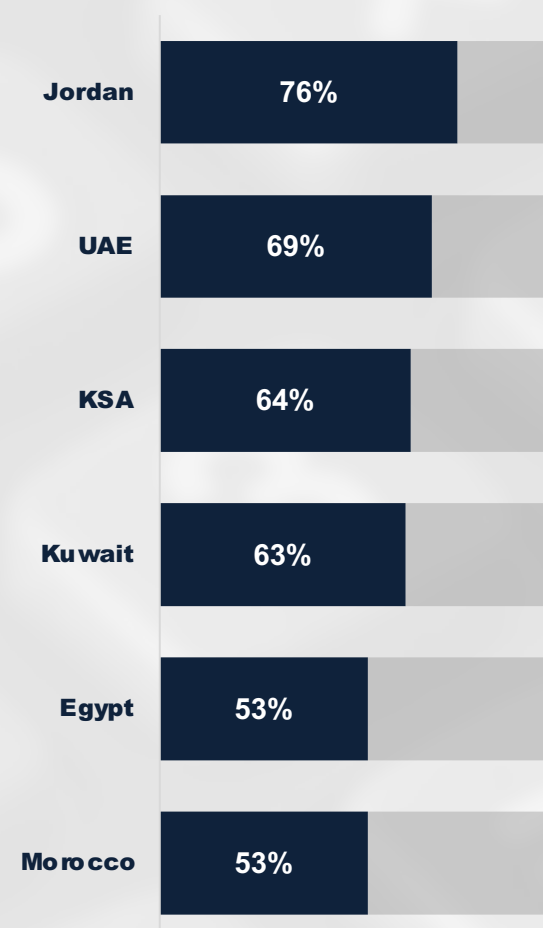
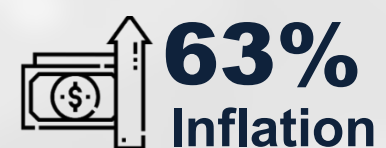
# **TOP CONCERS IN THE REGION**

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



Q: What are your top 3 concerns today?

# Top Concerns Per Country







# VIEWS ON PRICES & SPENDING

# The Majority In The Region Believe That Prices Have Increased In The Past 12 Months



**94%**

Believe That Prices  
Have Increased In  
The Past 12 Months

Jordan



Morocco



Egypt



KSA



UAE



Kuwait



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



# As A Result, 8 in 10 People Are Spending More Today Compared To 12 Months Ago



**82%**

Are Spending More  
Compared To 12  
Months Ago

Jordan



KSA



UAE



Kuwait



Morocco



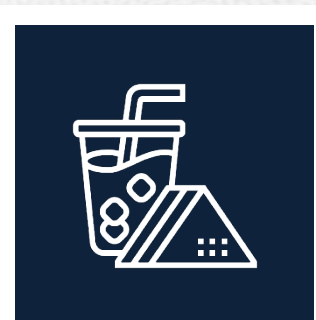
Egypt



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

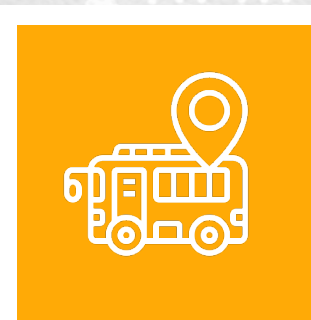
# People Have Experienced Price Increases Across Most Categories, With Food & Beverage Topping The List

% Increased



**88%**

Food &  
Beverage



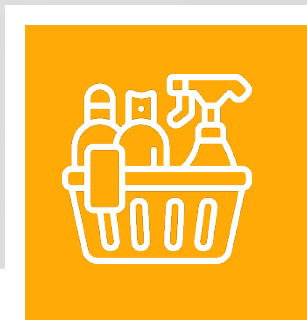
**77%**

Transportation



**76%**

Fashion  
Items



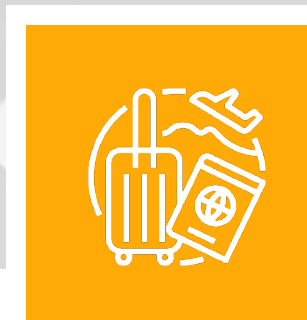
**73%**

Home Care  
Items



**72%**

Personal Care  
Items



**72%**

Travel  
Expenses



**68%**

Housing  
Expenses



**68%**

Utilities



**67%**

Entertainment &  
Eating Out



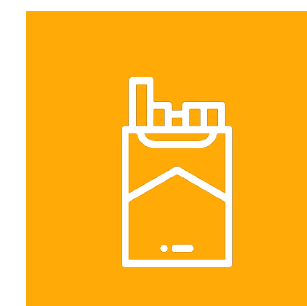
**64%**

Healthcare



**48%**

Telecom/  
Internet















**48%**

Tobacco

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



# Price Increase Per Category Per Country

												
	Food & Beverage	Transportation	Fashion Items	Home Care Items	Personal Care Items	Travel Expenses	Housing Expenses	Utilities	Entertainment & Eating Out	Healthcare	Telecom /Internet	Tobacco
Total	88%	77%	76%	73%	72%	72%	68%	68%	67%	64%	48%	48%
KSA	88%	77%	75%	71%	76%	74%	73%	75%	76%	62%	61%	53%
UAE	81%	76%	67%	68%	68%	72%	66%	61%	67%	60%	50%	45%
Kuwait	78%	45%	73%	68%	70%	74%	49%	33%	61%	60%	38%	33%
Jordan	95%	86%	79%	77%	71%	53%	75%	84%	70%	62%	52%	48%
Egypt	96%	90%	91%	84%	81%	76%	79%	91%	72%	83%	60%	66%
Morocco	90%	90%	71%	72%	66%	82%	66%	63%	58%	59%	29%	43%

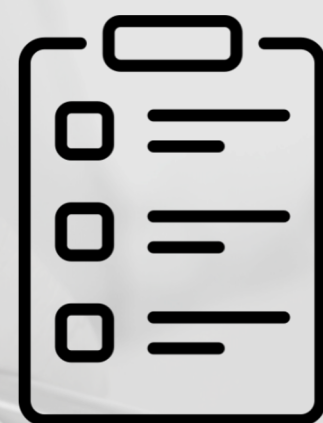
Q: For the following items, have you noticed that the prices have increased/decreased/or stayed the same?



# **MEASURES TAKEN & INFLATION IMPACT**



# Half Of Those In The Region Took Measures To Deal With Inflation

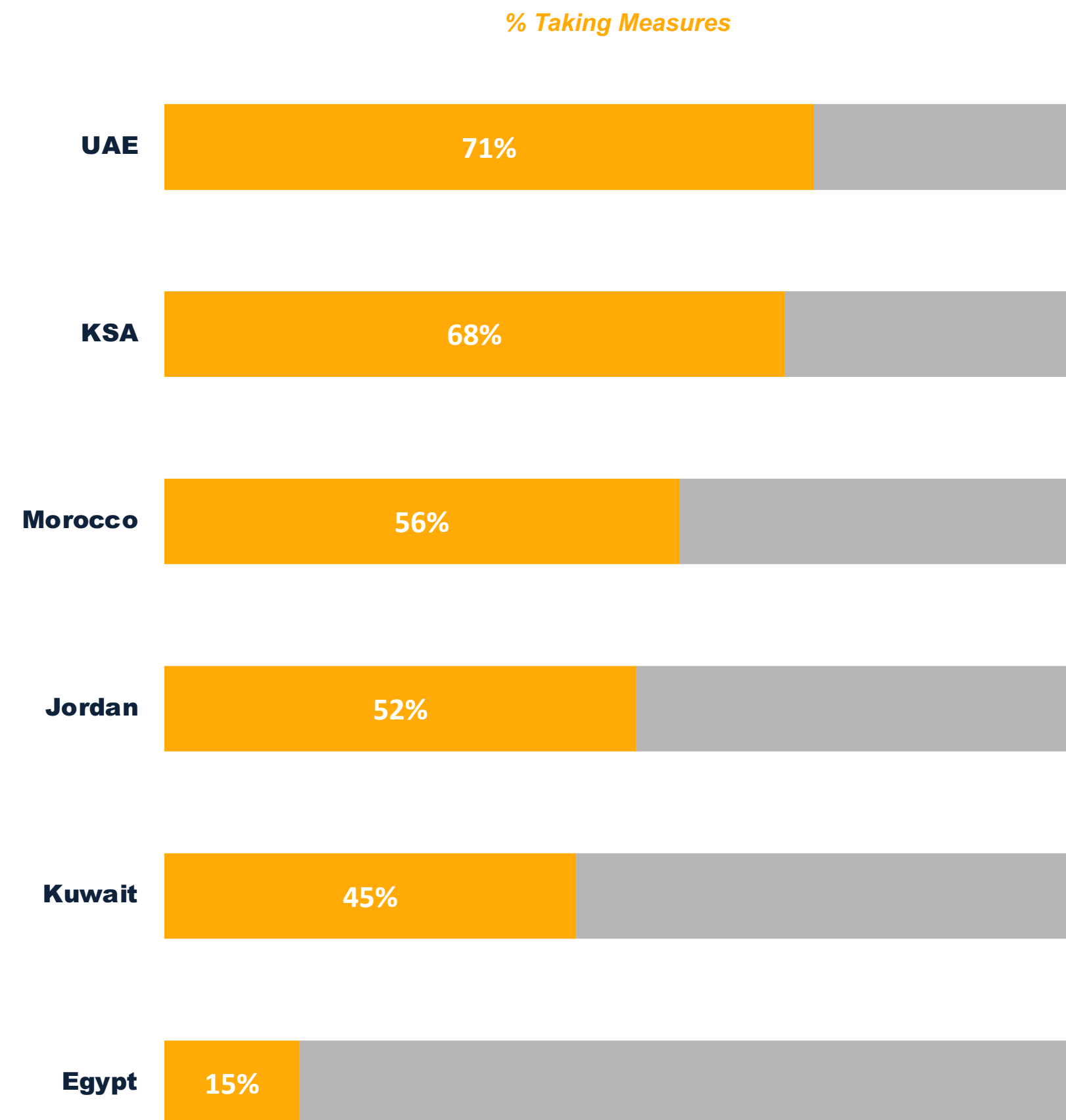


# 51%



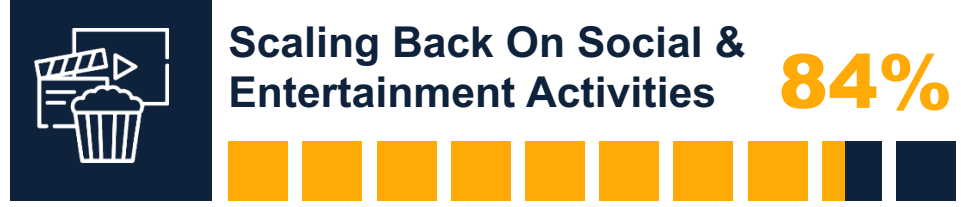
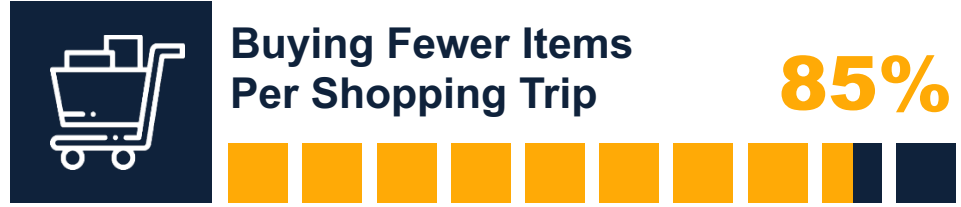
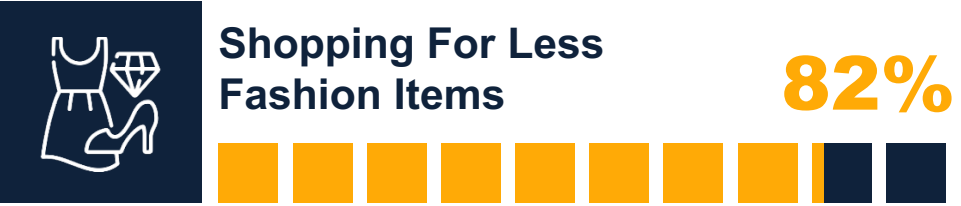
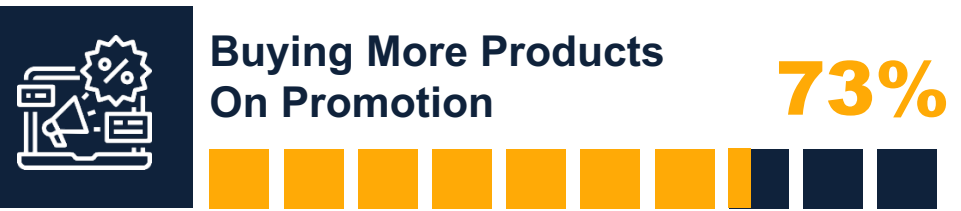
Have Taken Or Plan To Take Measures To Counter The Increase In Prices

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



# Consumers In MENA Are Likely To Buy Only Necessities, Eat More Home-Cooked Meals, And Keep Track Of Their Spending Habits

% Taking Each Measure

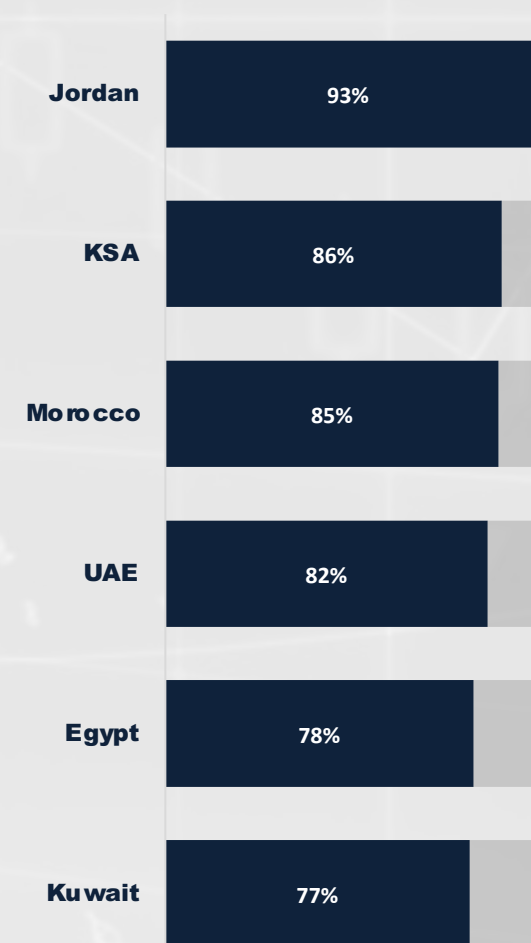
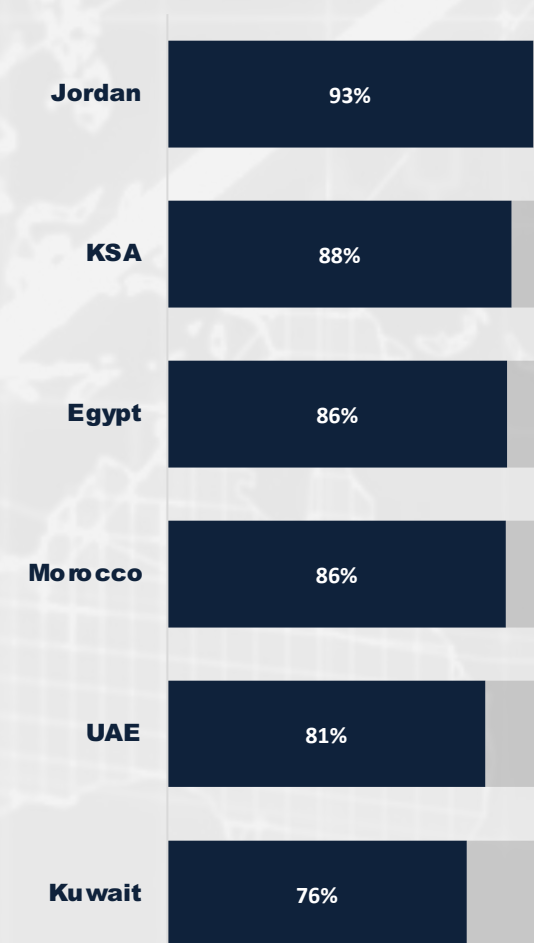
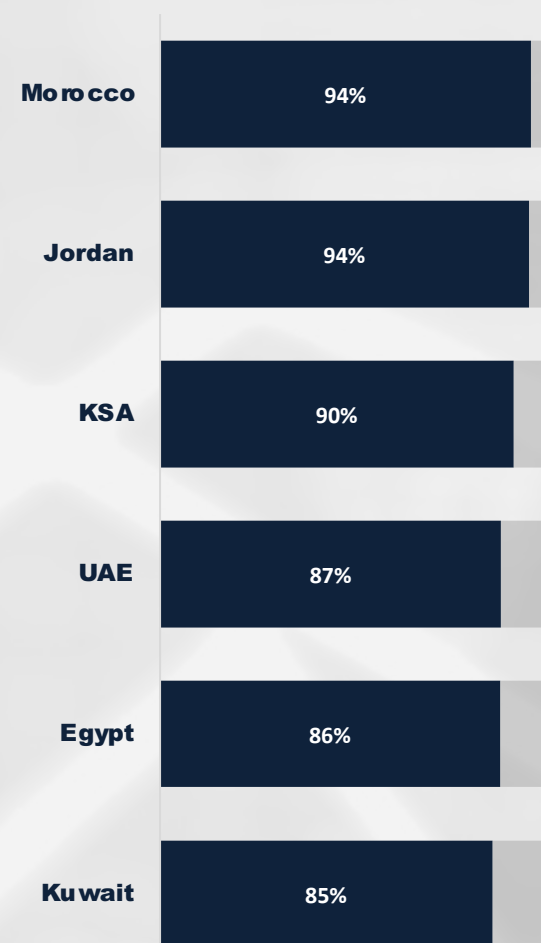
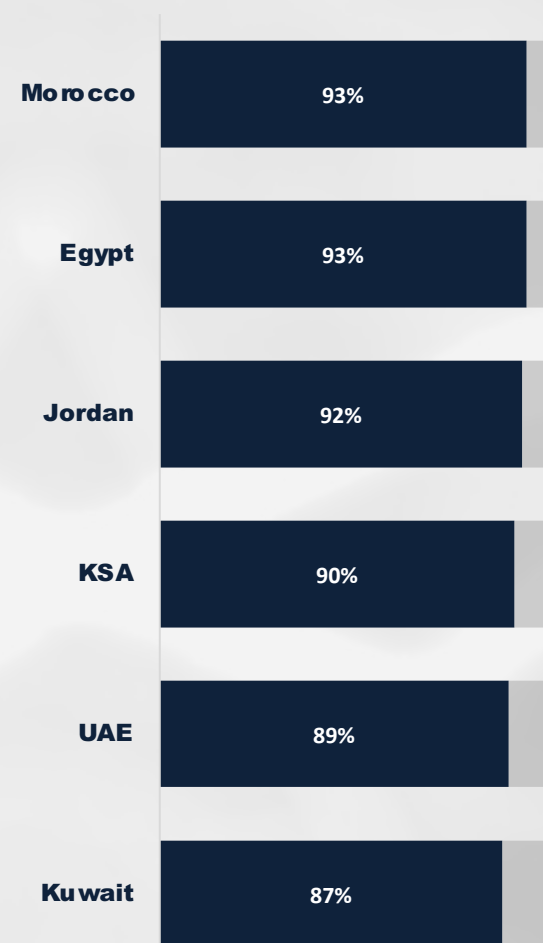
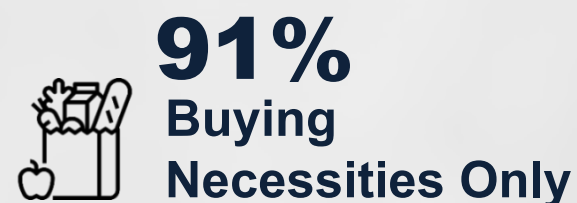


Q: Given that you have taken or plan to take certain measures to counter the increase in prices. From the list below, can you please tell us what these measures are?



# Top Measures Taken Per Country

Index ▲ 1.56 ▼ 0.78



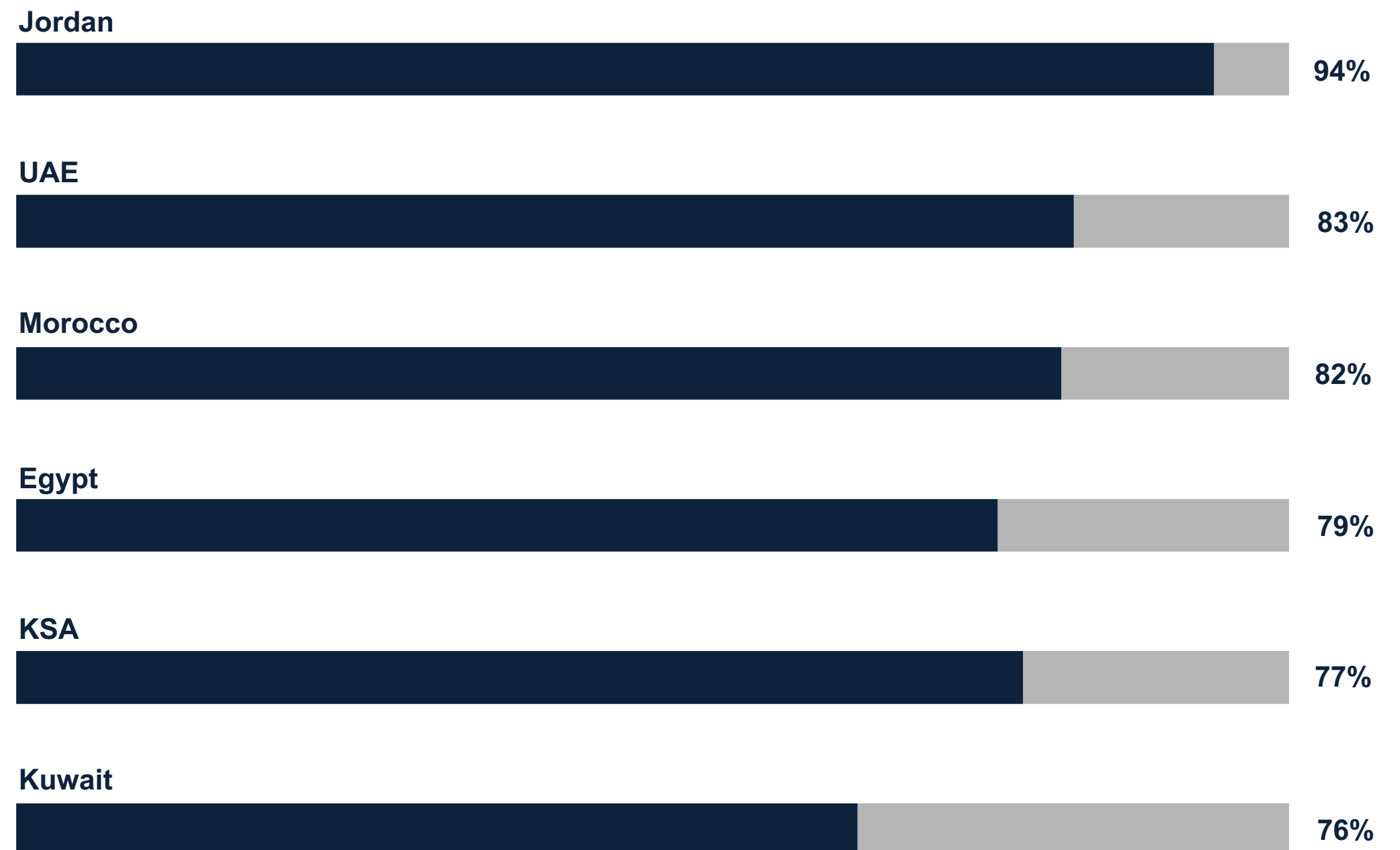
Q: Given that you have taken or plan to take certain measures to counter the increase in prices. From the list below, can you please tell us what these measures are?

# The Majority In The Region Worry About Their Ability To Afford Their Day-to-Day Expenses



**80%**

Worry About Not  
Being Able To  
Financially Cover  
Their Daily Expenses



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



# Around 3 in 4 People Have Already Downgraded Their Lifestyle To Accommodate Price Increases



**76%**

Downgraded Their  
Way Of Living To  
Accommodate The  
Increase In Prices

Egypt



90%

Jordan



81%

KSA



80%

UAE



77%

Morocco



65%

Kuwait



60%

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

# Wars & Conflict, Rising Global Oil Prices & The Pandemic Are Seen As The Key Factors Driving Inflation In The Region



**47%**

Wars & Conflict  
In Key Regions



**42%**

Increase In  
Global Oil Prices



**38%**

Covid-19



**32%**

Traders & Retailers  
Raising Prices



**28%**

High  
Shipping Costs



**26%**

Higher Taxes



**22%**

Manufacturers  
Raising Prices



**20%**

Higher Raw  
Material Costs



**15%**

Global Supply  
Chain Issues













**12%**

Increased  
Consumer Demand



# Inflation Causes Per Country

										
	<b>47%</b>	<b>42%</b>	<b>38%</b>	<b>32%</b>	<b>28%</b>	<b>26%</b>	<b>22%</b>	<b>20%</b>	<b>15%</b>	<b>12%</b>
	Wars & Conflict In Key Regions	Increase In Global Oil Prices	Covid-19	Traders & Retailers Raising Prices	High Shipping Costs	Higher Taxes	Manufacturers Raising Prices	Higher Raw Material Costs	Global Supply Chain Issues	Increased Consumer Demand
<b>KSA</b>	41%	34%	39%	31%	24%	38%	19%	31%	19%	12%
<b>UAE</b>	44%	59%	45%	13%	28%	25%	12%	22%	20%	19%
<b>Kuwait</b>	54%	20%	52%	47%	34%	-	15%	22%	22%	19%
<b>Jordan</b>	40%	40%	26%	35%	32%	37%	44%	17%	14%	9%
<b>Egypt</b>	47%	36%	30%	50%	19%	21%	21%	24%	22%	12%
<b>Morocco</b>	55%	62%	35%	13%	33%	9%	28%	19%	22%	18%

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



# **FUTURE OUTLOOK ON INFLATION**



## 4 In 10 People In The Region Are Optimistic That Prices Will Start Stabilizing Within The Next 12 Months. Around A Third Believe It Could Take Up To 3 Years



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

# Outlook On Inflation Per Country



<b>KSA</b>	25%	23%	34%	11%	8%
<b>UAE</b>	23%	29%	34%	7%	7%
<b>Kuwait</b>	10%	24%	28%	12%	25%
<b>Jordan</b>	12%	12%	32%	9%	35%
<b>Egypt</b>	17%	31%	30%	11%	12%
<b>Morocco</b>	14%	23%	35%	11%	18%

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

# Sample & Methodology



**6**

**Countries  
Across MENA**

**(KSA, Kuwait, UAE,  
Morocco, Egypt & Jordan)**



**3,000**

**Respondents**

**(500 Per Country)**



**Online  
Or Telephone  
Interviews**



**Nationwide  
Coverage, Males &  
Females, Aged 18+**



# THANK YOU

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**GAME CHANGERS**

