

VIEWS ON INFLATION IN THE MENA REGION

June 2022

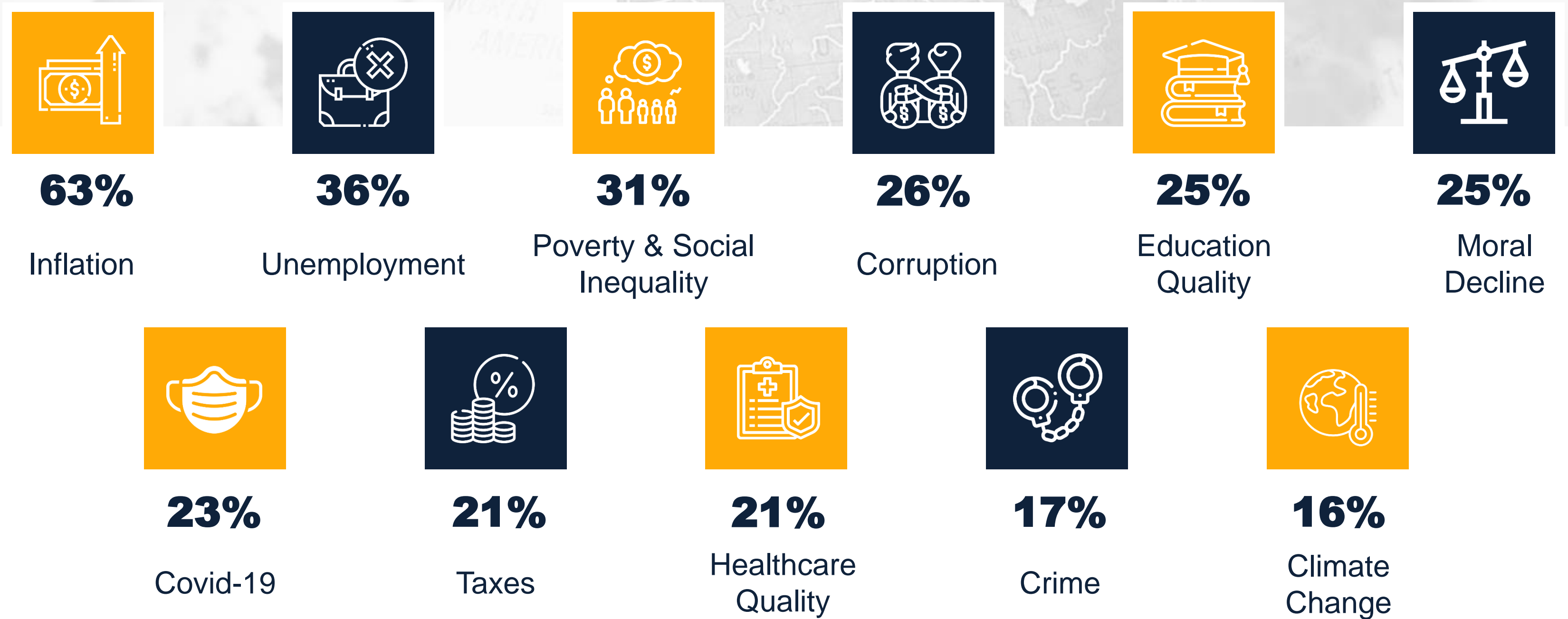
GAME CHANGERS





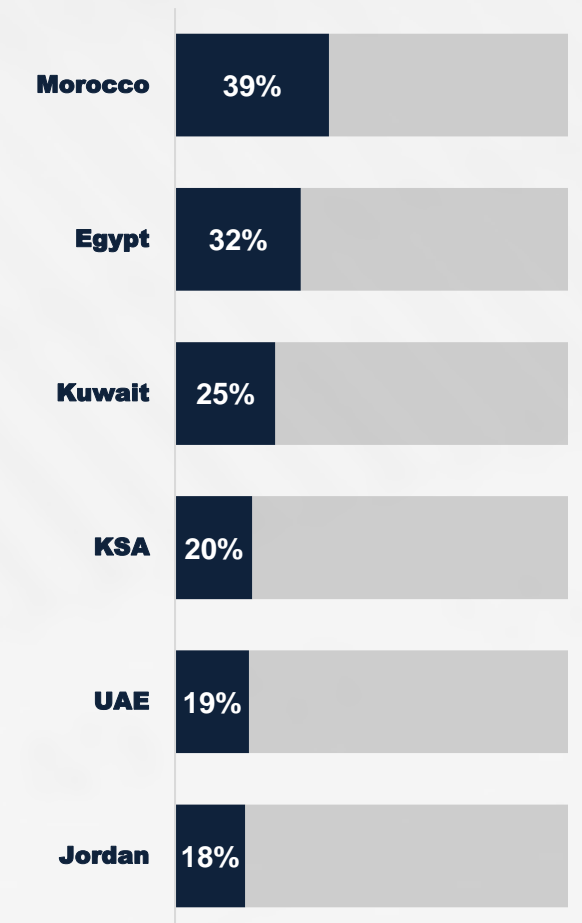
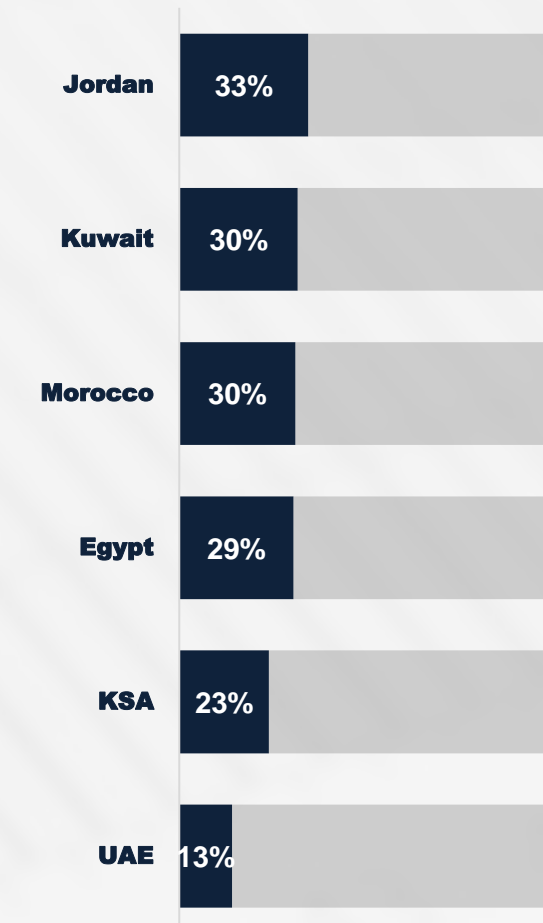
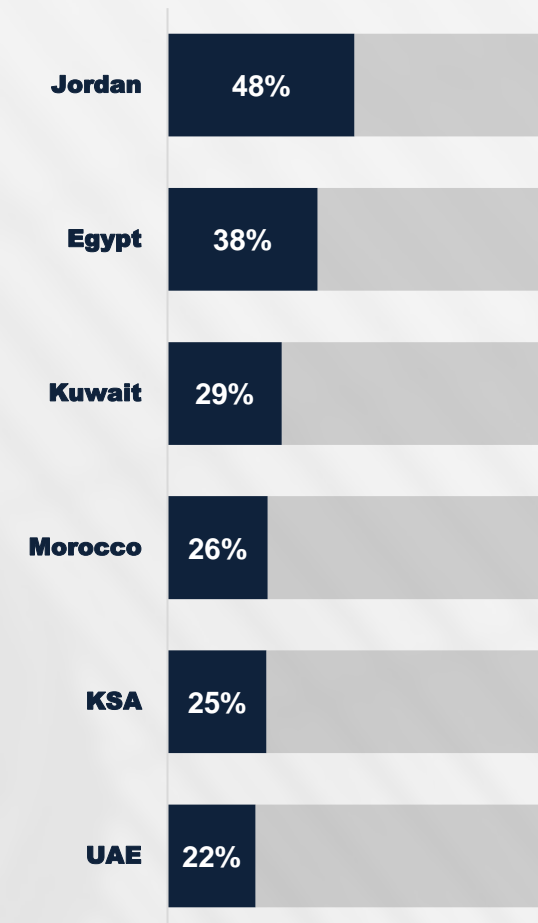
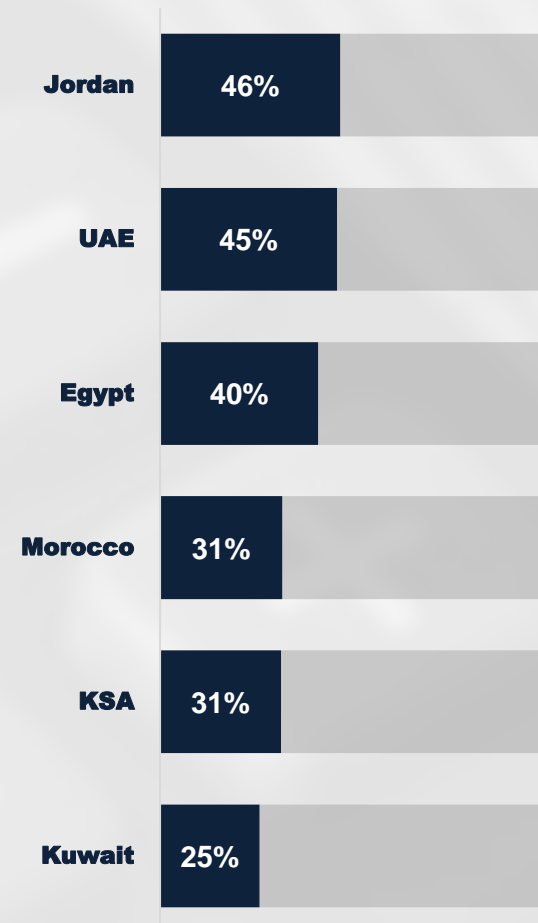
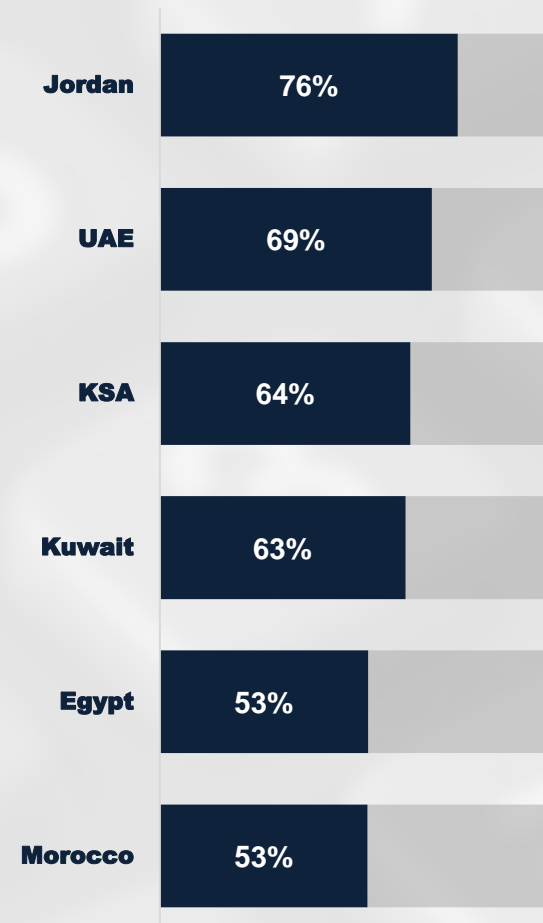
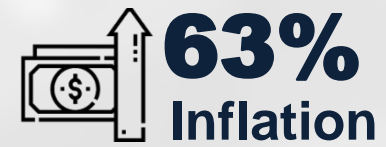
TOP CONCERNS IN THE REGION

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



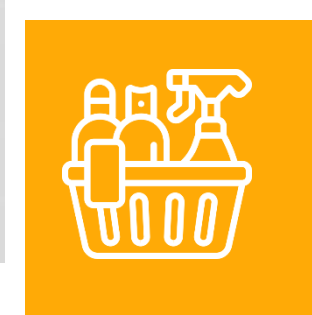
77%

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

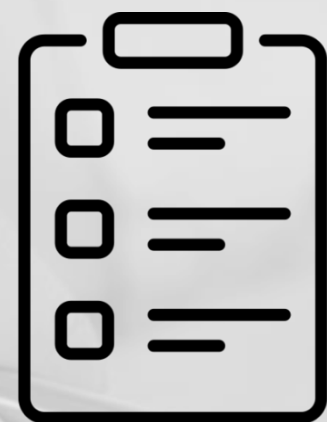
												
	Food & Beverage	Transportation	Fashion Items	Home Care Items	Personal Care Items	Travel Expenses	Housing Expenses	Utilities	Entertainment & Eating Out	Healthcare	Telecom /Internet	Tobacco
Total	88%	77%	76%	73%	72%	72%	68%	68%	67%	64%	48%	48%
KSA	88%	77%	75%	71%	76%	74%	73%	75%	76%	62%	61%	53%
UAE	81%	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

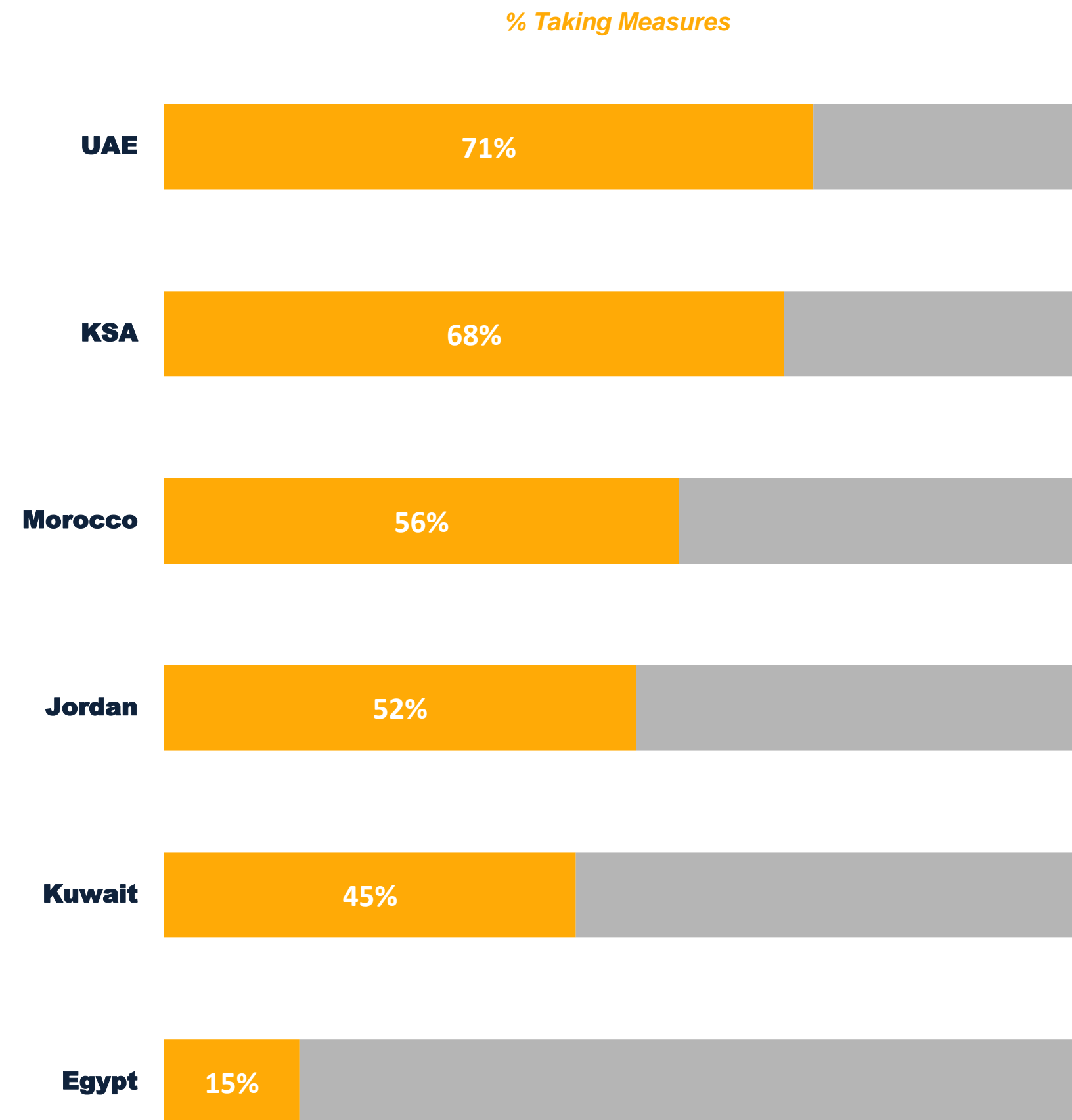


51%



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

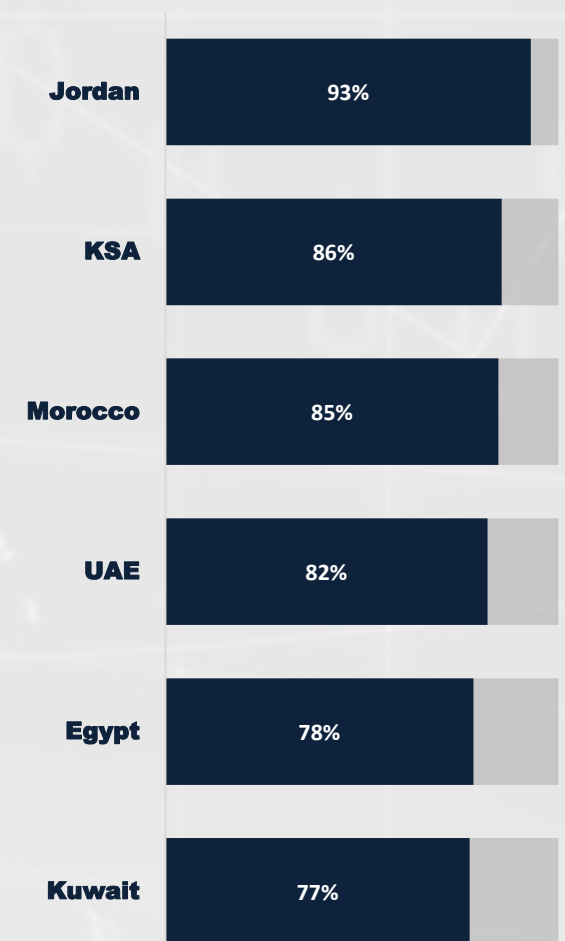
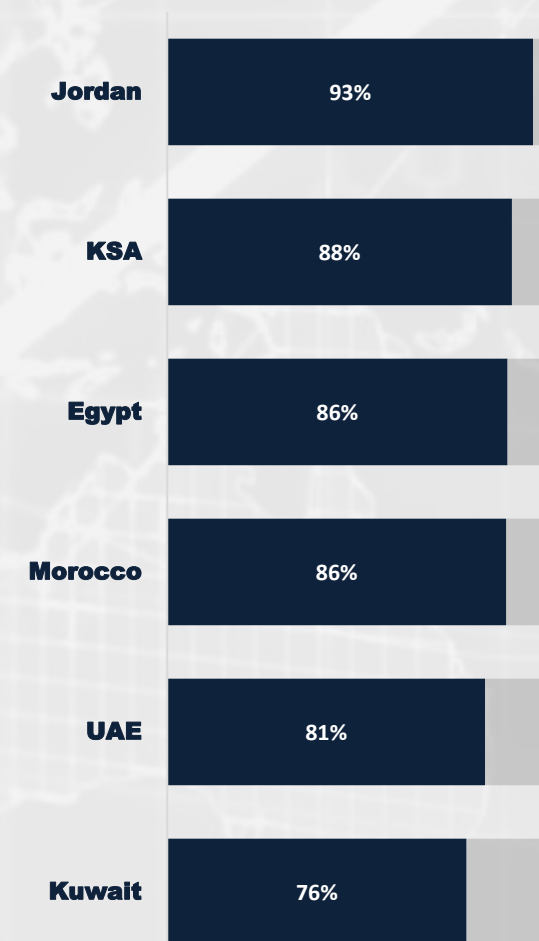
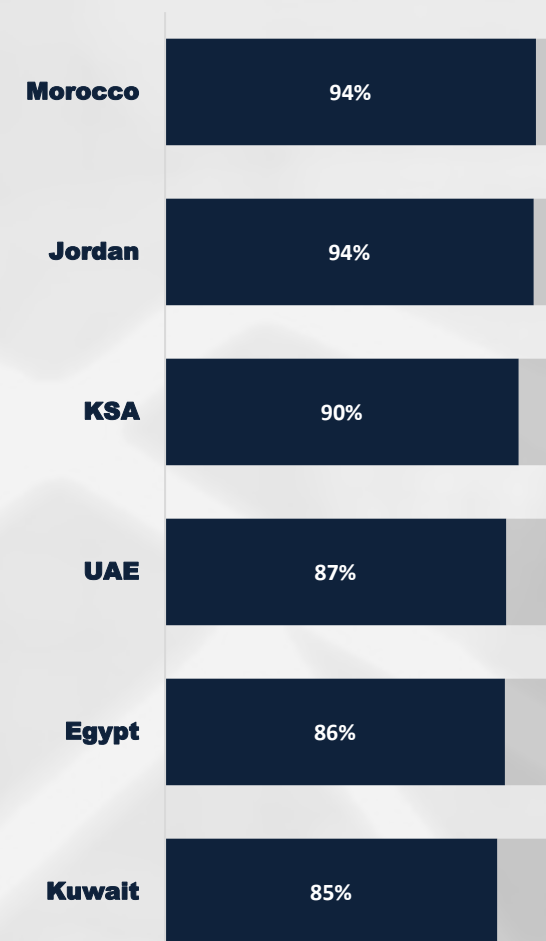
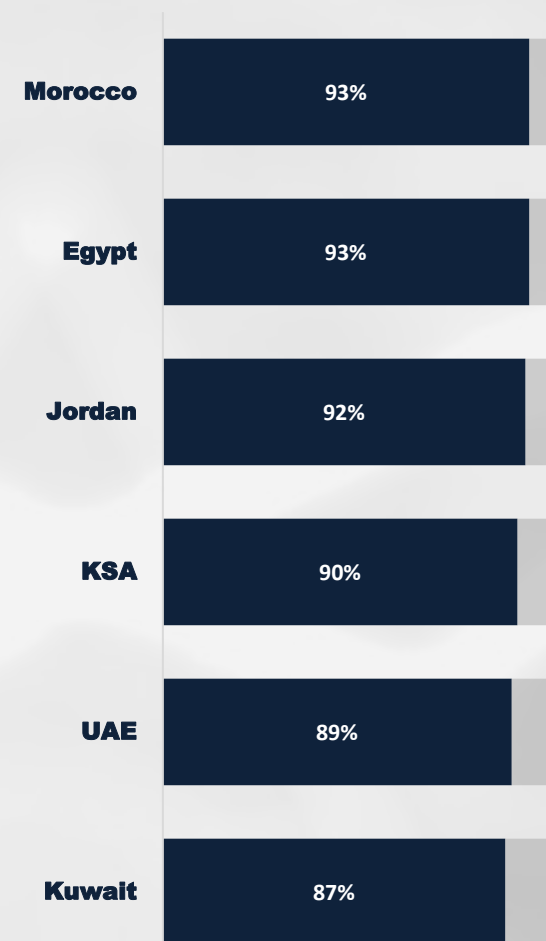
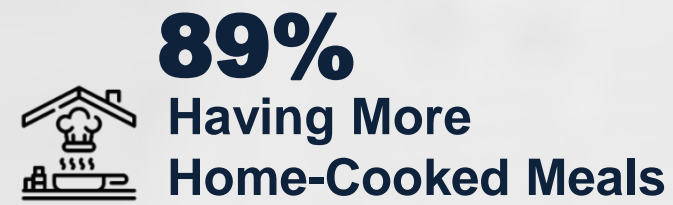
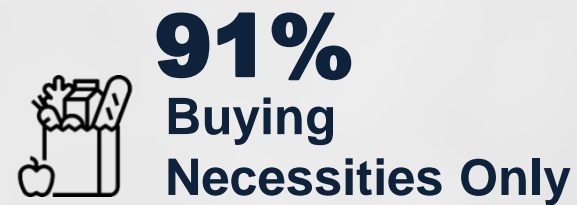
% Taking Each Measure



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

Jordan



UAE



Morocco



Egypt



KSA



Kuwait



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

Jordan



90%

UAE



81%

Egypt



80%

KSA



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

										
	47%	42%	38%	32%	28%	26%	22%	20%	15%	12%
	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
KSA	41%	34%	39%	31%	24%	38%	31%	19%	12%	12%
UAE	44%	59%	45%	13%	28%	25%	22%	20%	19%	14%
Kuwait	54%	20%	52%	47%	34%	-	22%	22%	19%	16%
Jordan	40%	40%	26%	35%	32%	37%	17%	14%	9%	7%
Egypt	47%	36%	30%	50%	19%	21%	24%	22%	12%	17%
Morocco	55%	62%	35%	13%	33%	9%	19%	22%	18%	7%

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



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

