

VIEWS ON INFLATION IN SAUDI ARABIA

June 2022

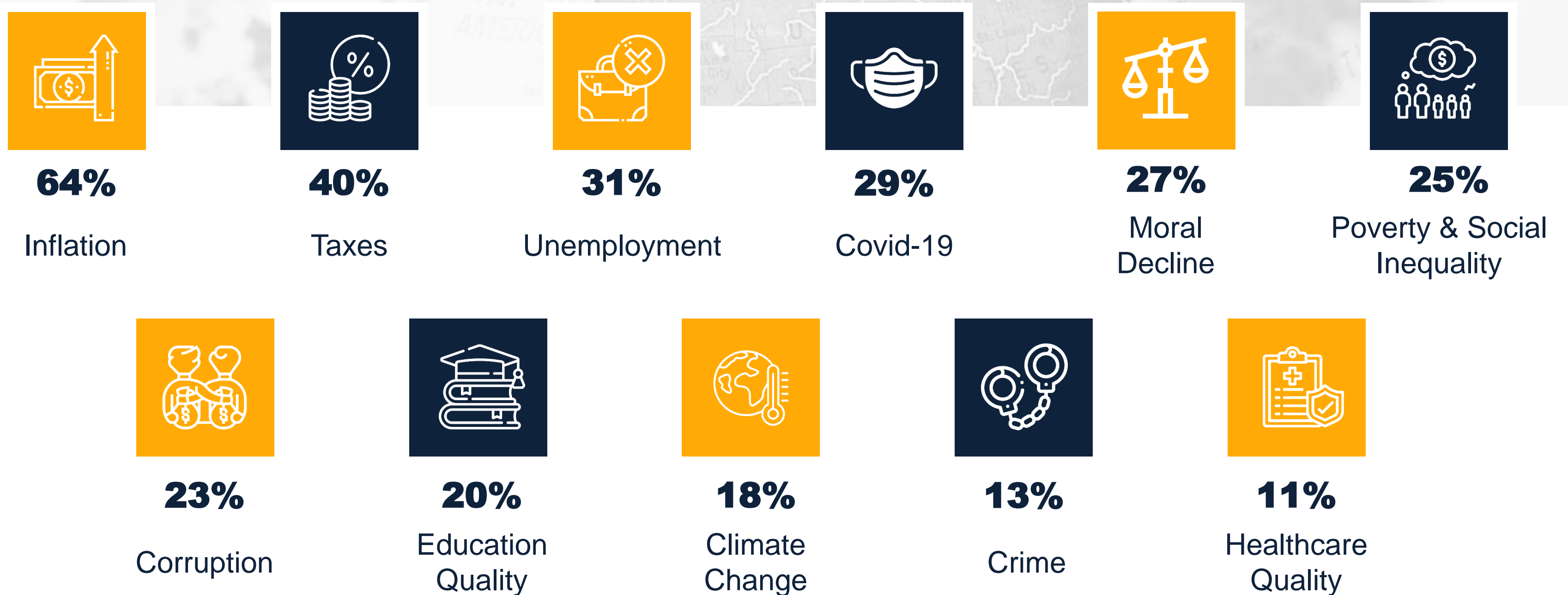
GAME CHANGERS



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



64%

Inflation



40%

Taxes



31%

Unemployment



29%

Covid-19



27%

Moral Decline



25%

Poverty & Social
Inequality

Male	62%	35%	34%	29%	29%	23%
Female	66%	46%	27%	29%	24%	27%
Generation Z	61%	47%	33%	33%	19%	34%
Millennials	63%	37%	28%	29%	28%	21%
Generation X	71%	34%	31%	26%	33%	20%
Baby Boomers	45%	36%	45%	9%	45%	27%
Nationals	58%	39%	35%	33%	24%	26%
Arab Expats	71%	40%	23%	24%	34%	25%
Asian Expats	78%	44%	39%	22%	6%	17%
Upper Income	58%	37%	32%	27%	29%	24%
Middle Income	68%	38%	29%	31%	27%	26%
Lower Income	60%	49%	35%	27%	20%	24%

Q: What are your top 3 concerns today?

VIEWS ON PRICES & SPENDING



The Majority Believe That Prices Have Increased, And As A Result, So Has Their Spending



95%

Believe That Prices Have Increased In The Past 12 Months



84%

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

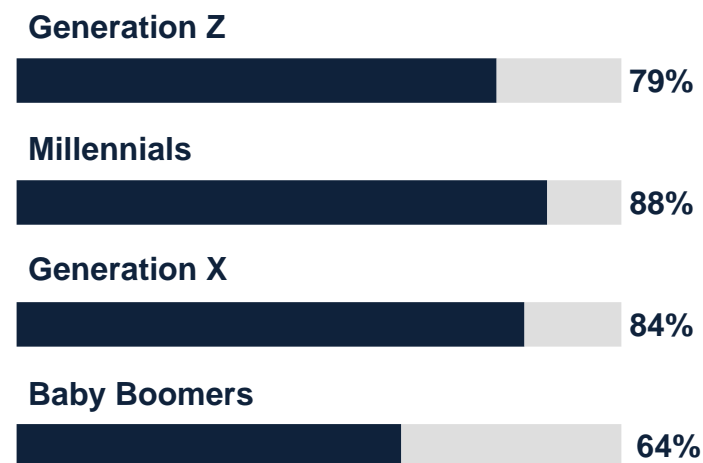
 **95%**
Believe That Prices
Have Increased In
The Past 12 Months

By Gender

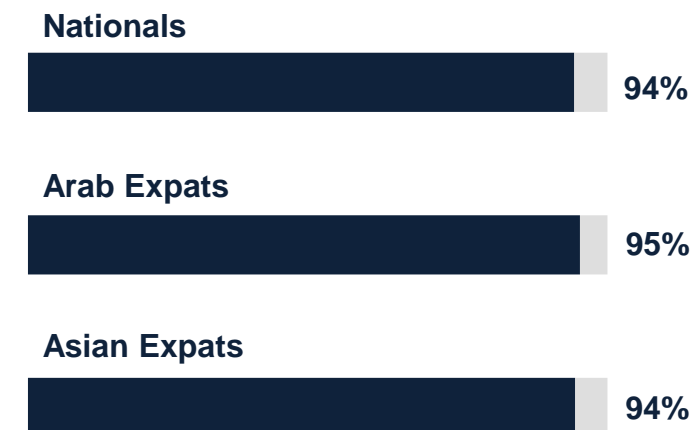


 **84%**
Are Spending More
Compared To 12
Months Ago

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



88%

Food &
Beverage



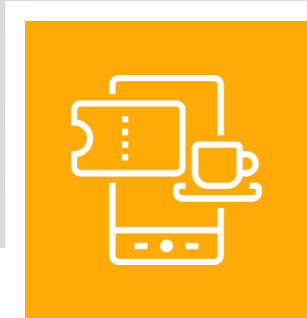
77%

Transportation



76%

Personal Care
Items



76%

Entertainment &
Eating Out



75%

Fashion
Items



75%

Utilities



74%

Travel
Expenses



73%

Housing
Expenses



71%

Home Care
Items



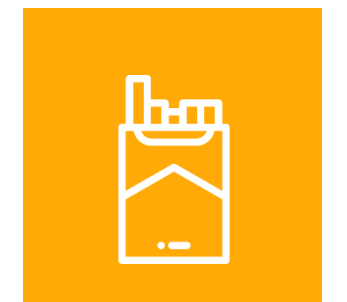
62%

Healthcare



61%

Telecom/
Internet















53%

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

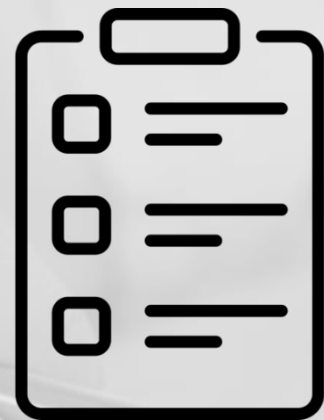
												
	Food & Beverage	Transportation	Personal Care Items	Entertainment & Eating Out	Fashion Items	Utilities	Travel Expenses	Housing Expenses	Home Care Items	Healthcare	Telecom /Internet	Tobacco
Total	88%	77%	76%	76%	75%	75%	74%	73%	71%	62%	61%	53%
Male	89%	76%	76%	75%	77%	74%	74%	73%	73%	61%	59%	56%
Female	87%	78%	75%	76%	71%	75%	74%	73%	69%	64%	62%	48%
Generation Z	86%	71%	65%	75%	67%	70%	71%	71%	60%	54%	62%	46%
Millennials	89%	77%	77%	75%	75%	74%	74%	74%	75%	63%	58%	55%
Generation X	89%	82%	85%	76%	81%	82%	76%	73%	79%	72%	66%	57%
Baby Boomers	100%	82%	82%	73%	91%	73%	82%	64%	82%	64%	27%	36%
Nationals	86%	75%	76%	76%	75%	74%	73%	73%	71%	59%	63%	55%
Arab Expats	92%	78%	73%	74%	71%	75%	76%	70%	72%	66%	56%	51%
Asian Expats	94%	94%	94%	86%	94%	89%	72%	89%	78%	72%	67%	39%
Upper Income	83%	74%	73%	76%	73%	71%	71%	70%	74%	56%	54%	56%
Middle Income	92%	79%	77%	75%	75%	74%	77%	72%	71%	65%	64%	51%
Lower Income	88%	75%	79%	76%	77%	85%	72%	80%	68%	67%	61%	52%

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

MEASURES TAKEN & INFLATION IMPACT



The Majority Have Taken Measures To Deal With Inflation



68%



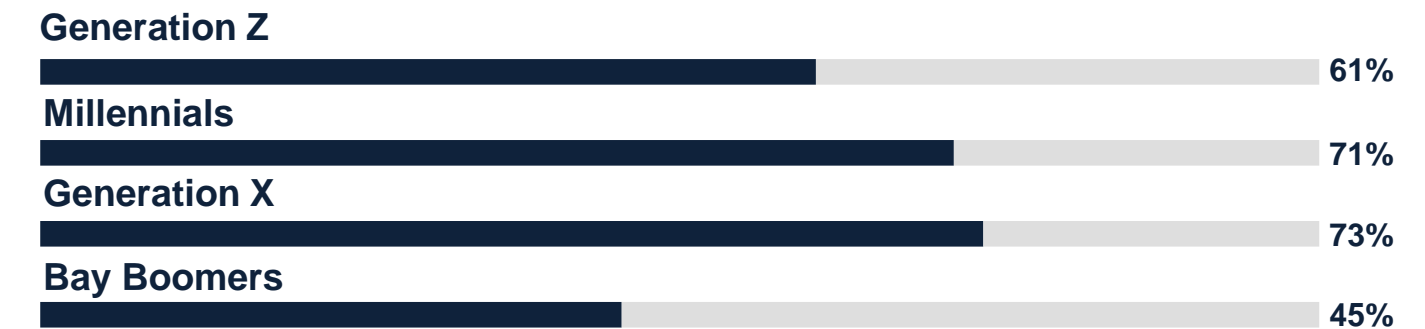
Have Taken Or Plan To Take Measures To Counter The Increase In Prices

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

By Gender



By Generation



By Nationality

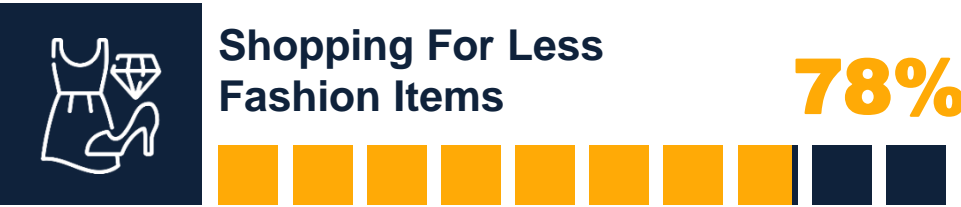
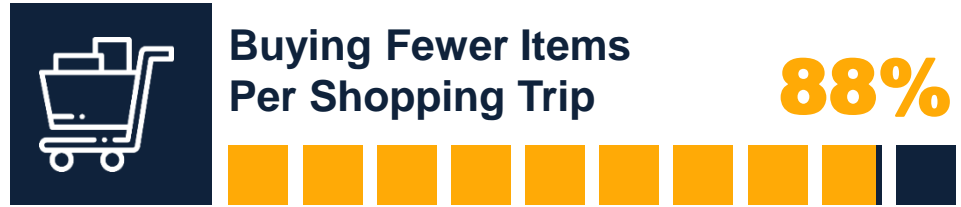
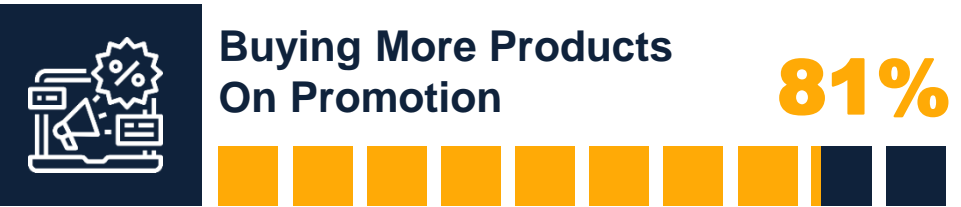


By Income Level



Consumers Are Most Likely To Buy Only Necessities, Eat More Home-Cooked Meals, And 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?

The Majority Feel Anxious About Their Ability To Afford Daily Expenses, And Most Have Downgraded Their Lifestyle To Adjust



77%

Worry About Not Being Able To
Financially Cover Their Daily Expenses



77%

Downgraded Their Way Of Living To
Accommodate The Increase In Prices

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

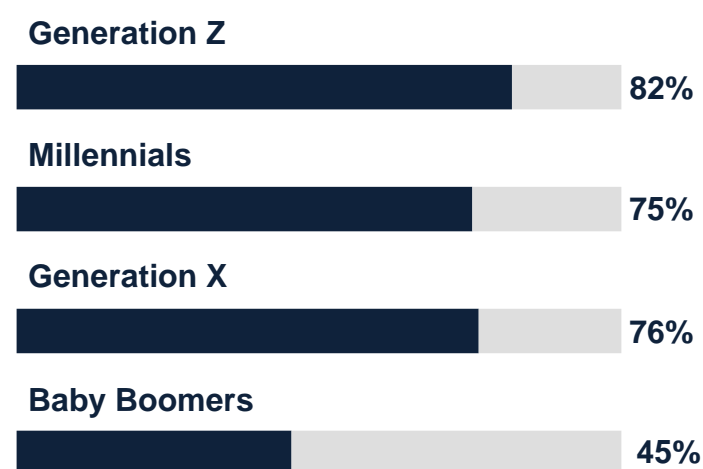
Impact Of Inflation By Demographics

 **77%**
Worry About Not
Being Able To
Financially Cover
Their Daily Expenses

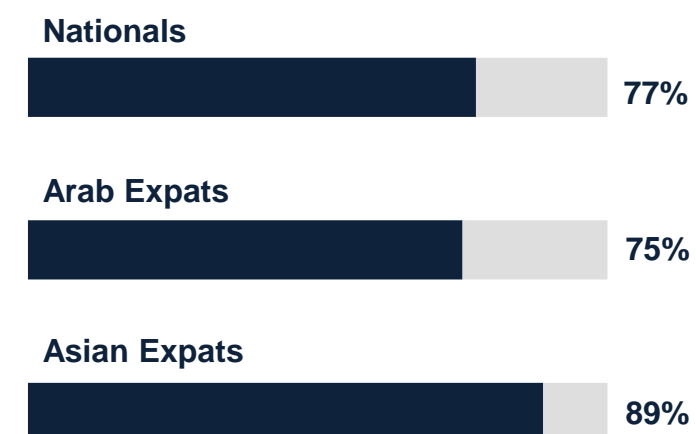
By Gender



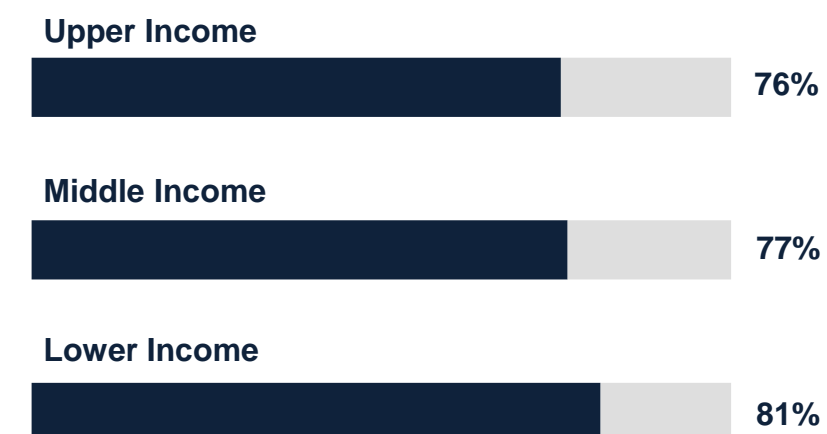
By Generation



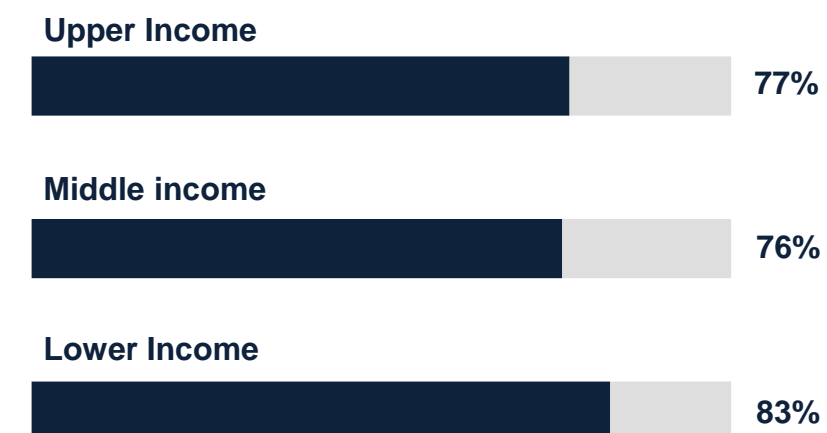
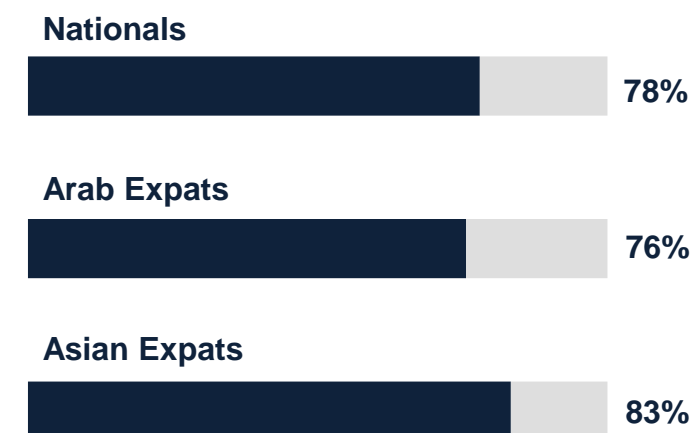
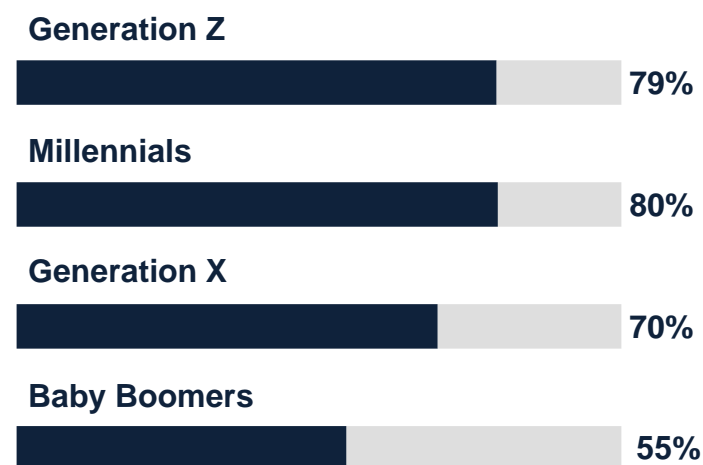
By Nationality



By Income Level



 **77%**
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 & Higher Taxes Are Seen As The Key Contributors To Rising Prices



41%

Wars & Conflict
In Key Regions



39%

Covid-19



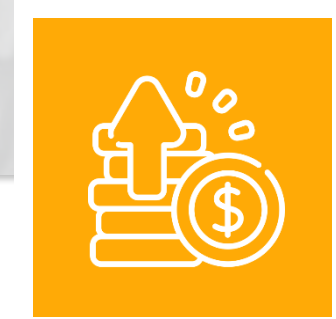
38%

Higher Taxes



34%

Increase In
Global Oil Prices



31%

Manufacturers
Raising Prices



31%

Traders & Retailers
Raising Prices



24%

High
Shipping Costs



19%

Higher Raw
Material Costs



12%

Global Supply
Chain Issues





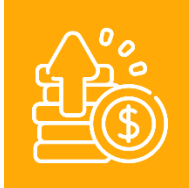







12%

Increased
Consumer Demand

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

Inflation Causes By Demographics

										
	41%	39%	38%	34%	31%	31%	24%	19%	12%	12%
	Wars & Conflict In Key Regions	Covid-19	Higher Taxes	Increase In Global Oil Prices	Manufacturers Raising Prices	Traders & Retailers Raising Prices	High Shipping Costs	Higher Raw Material Costs	Global Supply Chain Issues	Increased Consumer Demand
Male	43%	41%	35%	35%	31%	25%	27%	23%	13%	12%
Female	39%	35%	43%	33%	33%	39%	20%	13%	12%	12%
Generation Z	34%	46%	41%	26%	37%	37%	18%	17%	8%	13%
Millennials	46%	36%	35%	38%	28%	24%	27%	17%	17%	14%
Generation X	40%	34%	38%	37%	31%	36%	28%	23%	9%	7%
Baby Boomers	55%	27%	55%	18%	18%	27%	9%	36%	27%	9%
Nationals	38%	39%	36%	34%	33%	36%	23%	18%	11%	14%
Arab Expats	49%	38%	41%	32%	30%	24%	26%	20%	13%	8%
Asian Expats	17%	44%	39%	56%	17%	11%	22%	33%	28%	6%
Upper Income	41%	34%	39%	38%	29%	29%	25%	19%	16%	13%
Middle Income	42%	40%	38%	34%	29%	31%	24%	22%	11%	12%
Lower Income	39%	43%	37%	28%	43%	39%	21%	9%	8%	8%

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

FUTURE OUTLOOK ON INFLATION



Around Half Are Optimistic That Prices Will Start Stabilizing Within The Next 12 Months, 1 In 3 Believe It Could Take Up To 3 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
- Online Interviews



THANK YOU

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GAME CHANGERS

