

VIEWS ON INFLATION IN THE UNITED ARAB EMIRATES

June 2022

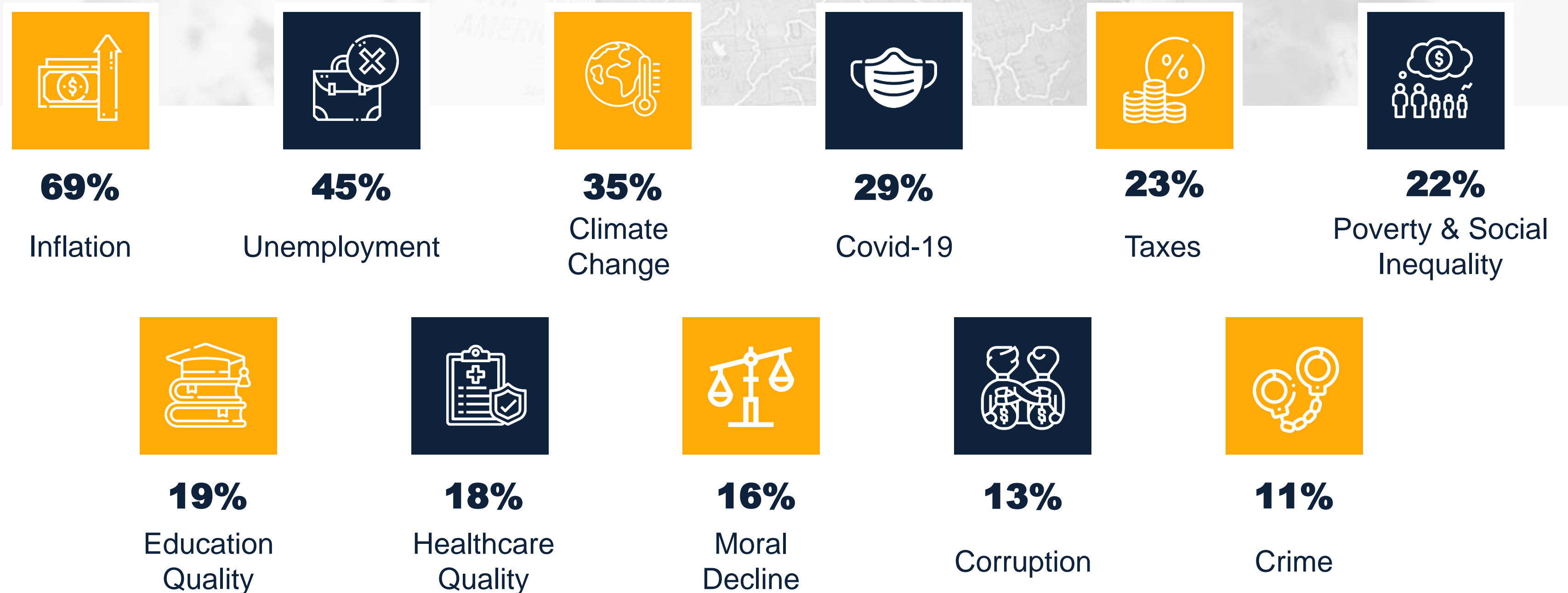
GAME CHANGERS



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



69%

Inflation



45%

Unemployment



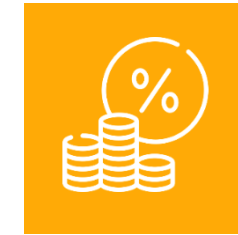
35%

Climate
Change



29%

Covid-19



23%

Taxes



22%

Poverty & Social
Inequality

Male	65%	46%	37%	33%	24%	23%
Female	74%	44%	34%	24%	21%	22%
Generation Z	68%	44%	34%	33%	23%	27%
Millennials	65%	46%	34%	28%	22%	22%
Generation X	79%	45%	37%	28%	24%	18%
Baby Boomers	64%	43%	64%	7%	21%	14%
Nationals	50%	44%	25%	33%	29%	33%
Arab Expats	70%	39%	34%	27%	19%	25%
Asian Expats	72%	49%	38%	30%	26%	17%
Upper Income	72%	43%	36%	28%	22%	16%
Middle Income	68%	47%	34%	27%	25%	26%
Lower Income	64%	46%	35%	35%	20%	33%

Q: What are your top 3 concerns today?

VIEWS ON PRICES & SPENDING



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



92%

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

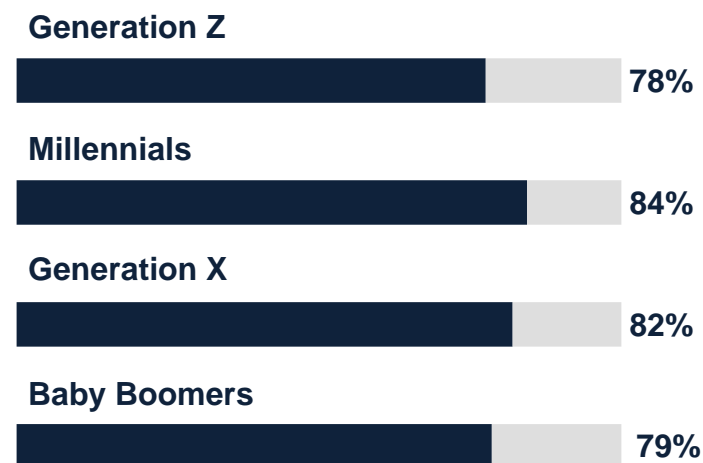
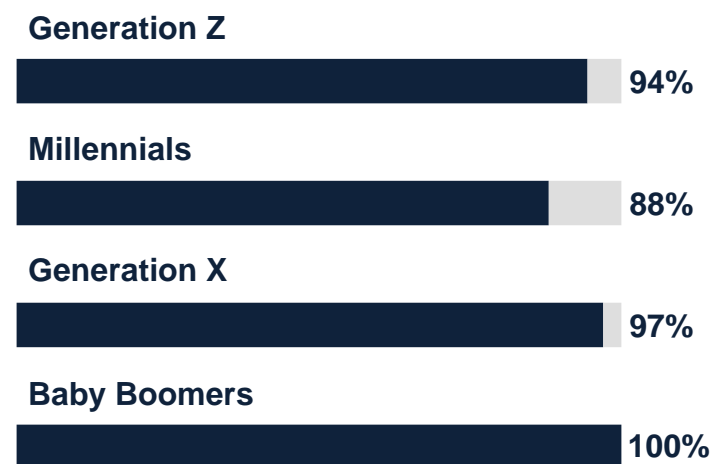
 **92%**
Believe That Prices
Have Increased In
The Past 12 Months

By Gender

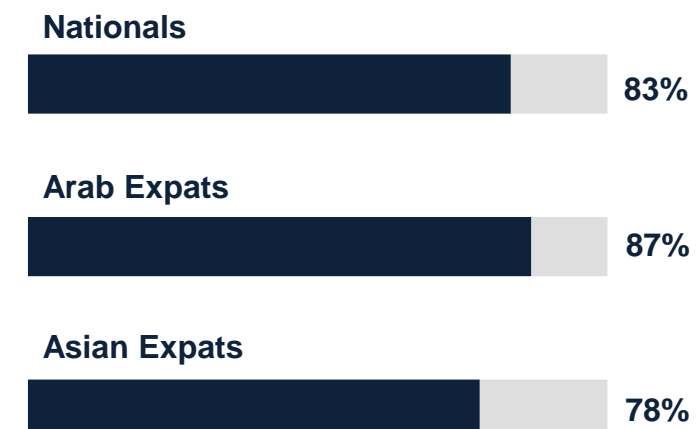
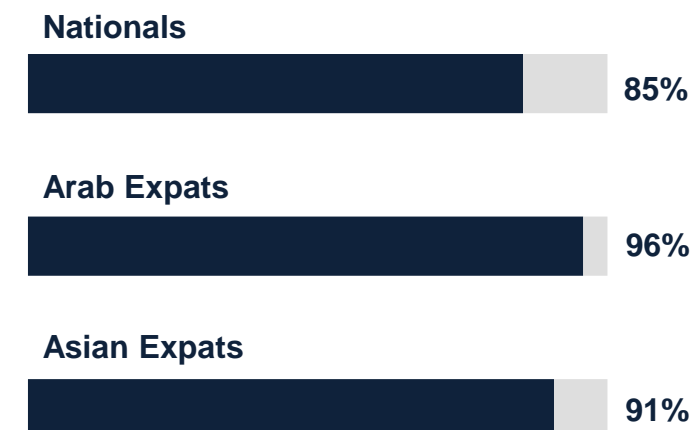


 **82%**
Are Spending More
Compared To 12
Months Ago

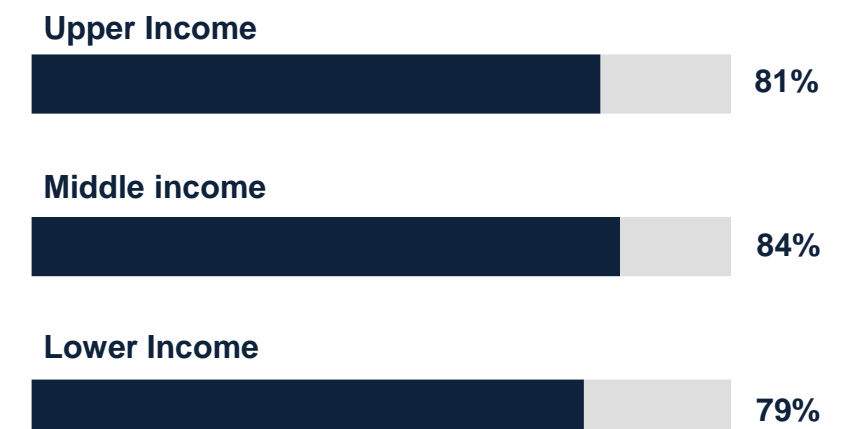
By Generation



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



81%

Food &
Beverage



76%

Transportation



72%

Travel
Expenses



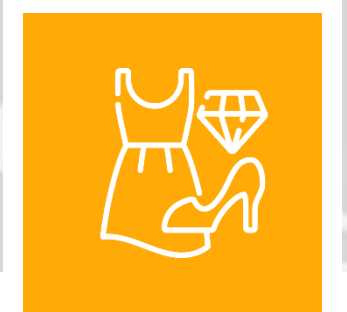
68%

Home
Care Items



68%

Personal
Care Items



67%

Fashion
Items



67%

Entertainment
& Eating Out



66%

Housing
Expenses



61%

Utilities



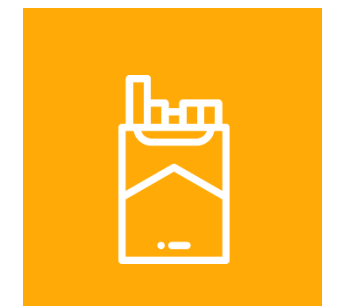
60%

Healthcare



50%

Telecom/
Internet















45%

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

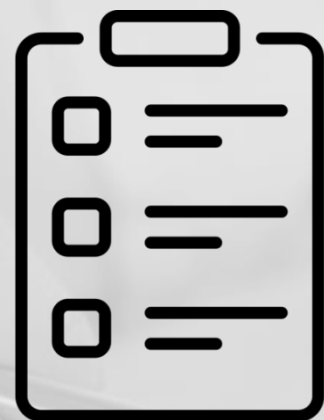
												
	Food & Beverage	Transportation	Travel Expenses	Home Care Items	Personal Care Items	Fashion Items	Entertainment & Eating Out	Housing Expenses	Utilities	Healthcare	Telecom /Internet	Tobacco
Total	81%	76%	72%	68%	68%	67%	67%	66%	61%	60%	50%	45%
Male	81%	73%	74%	68%	66%	69%	69%	71%	59%	61%	49%	48%
Female	82%	79%	70%	68%	70%	65%	64%	60%	63%	60%	50%	40%
Generation Z	77%	66%	58%	54%	59%	62%	58%	58%	58%	55%	50%	38%
Millennials	81%	77%	75%	70%	68%	67%	69%	70%	66%	60%	54%	46%
Generation X	87%	82%	81%	78%	75%	70%	70%	68%	54%	68%	41%	49%
Baby Boomers	86%	86%	86%	71%	71%	86%	64%	64%	43%	57%	43%	29%
Nationals	77%	71%	65%	56%	71%	79%	70%	73%	63%	65%	60%	63%
Arab Expats	83%	77%	75%	68%	69%	68%	68%	61%	57%	64%	52%	48%
Asian Expats	82%	77%	72%	72%	67%	65%	66%	69%	64%	58%	48%	41%
Upper Income	79%	79%	71%	69%	68%	64%	67%	66%	61%	64%	49%	46%
Middle Income	86%	77%	78%	68%	68%	73%	67%	66%	61%	56%	50%	44%
Lower Income	78%	64%	60%	66%	66%	61%	66%	66%	60%	61%	51%	41%

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



71%



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

Male



Female



By Generation

Generation Z



Millennials



Generation X



Bay Boomers



By Nationality

Nationals



Arab Expats



Asian Expats



By Income Level

Upper Income



Middle Income



Lower Income



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

% 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 8 In 10 Have Downgraded Their Lifestyle



83%

Worry About Not Being Able To
Financially Cover Their Daily Expenses



81%

Downgraded Their Way Of Living To
Accommodate The Increase In Prices

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

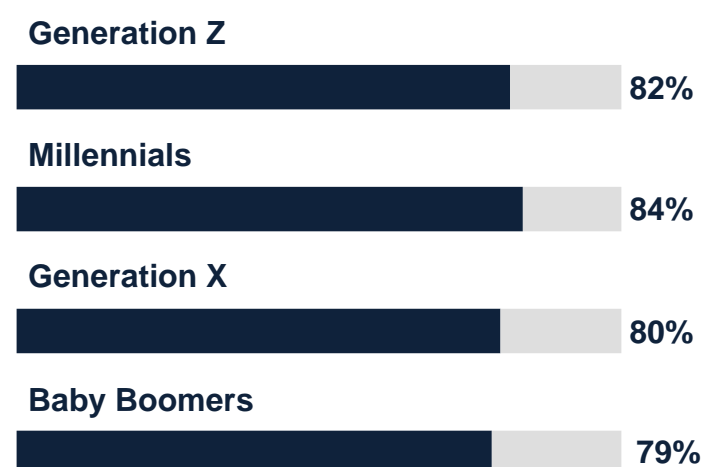
Impact Of Inflation By Demographics

 **83%**
Worry About Not
Being Able To
Financially Cover
Their Daily Expenses

By Gender



By Generation



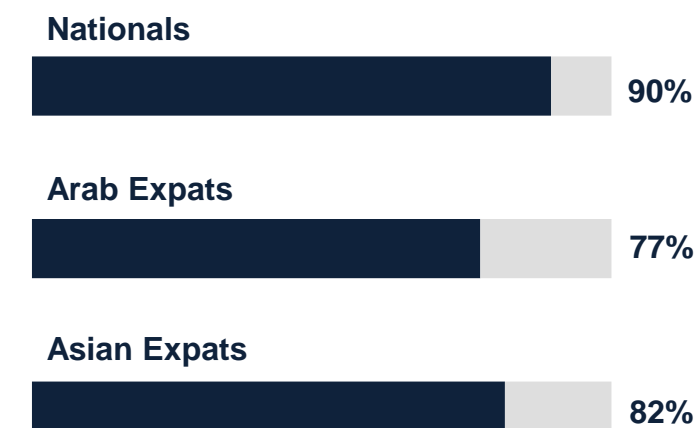
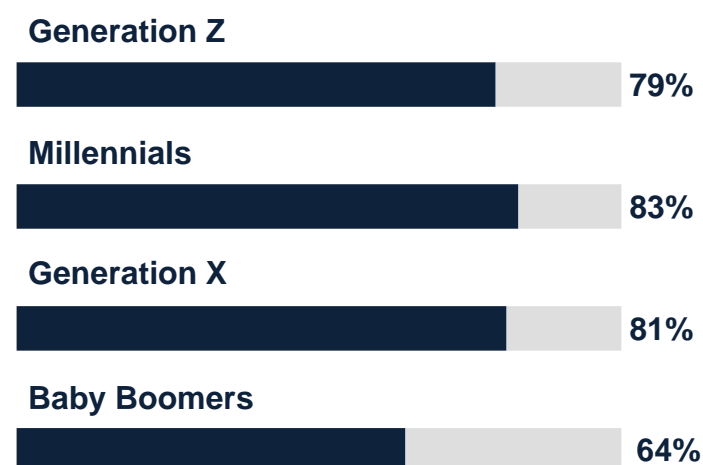
By Nationality



By Income Level



 **81%**
Downgraded Their
Way Of Living To
Accommodate The
Increase In Prices



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

Rising Global Oil Prices, The Pandemic As Well As Wars & Conflict Are Seen As The Key Contributors To Rising Prices



59%

Increase In
Global Oil Prices



45%

Covid-19



44%

Wars & Conflict
In Key Regions



28%

High
Shipping Costs



25%

Higher
Taxes



22%

Manufacturers
Raising Prices



20%

Higher Raw
Material Costs



19%

Global Supply
Chain Issues



14%

Increased
Consumer Demand







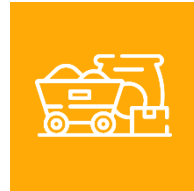





13%

Traders & Retailers
Raising Prices

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

Inflation Causes By Demographics

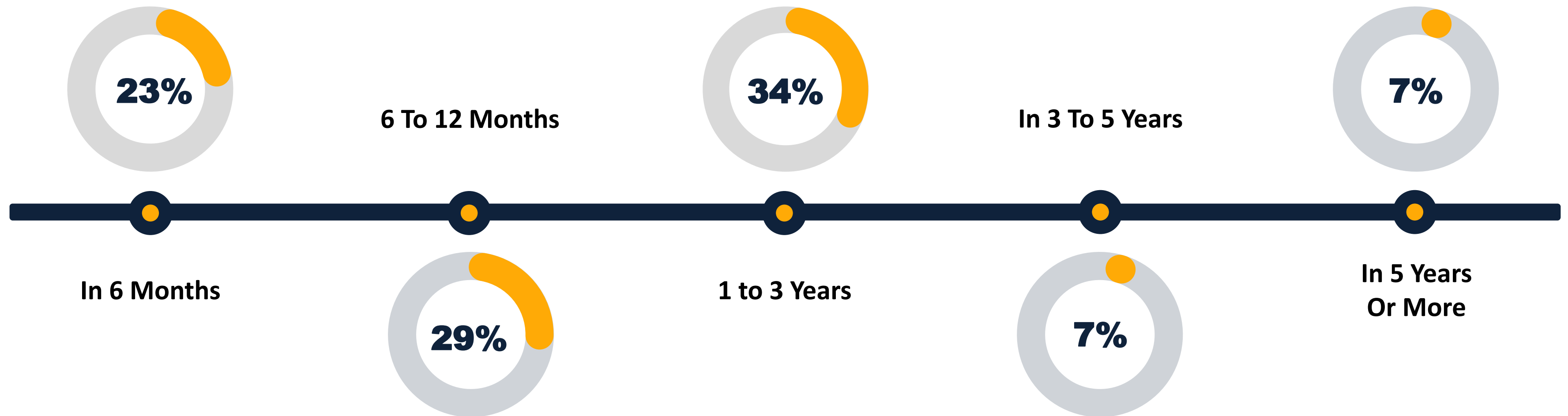
										
	59%	45%	44%	28%	25%	22%	20%	19%	14%	13%
	Increase In Global Oil Prices	Covid-19	Wars & Conflict In Key Regions	High Shipping Costs	Higher Taxes	Manufacturers Raising Prices	Higher Raw Material Costs	Global Supply Chain Issues	Increased Consumer Demand	Traders & Retailers Raising Prices
Male	58%	44%	45%	27%	24%	24%	20%	21%	14%	12%
Female	60%	48%	43%	28%	25%	20%	20%	15%	13%	13%
Generation Z	53%	50%	33%	24%	31%	21%	25%	18%	18%	13%
Millennials	58%	44%	47%	29%	25%	21%	21%	20%	12%	12%
Generation X	67%	42%	51%	25%	18%	26%	16%	18%	13%	15%
Baby Boomers	79%	50%	43%	50%	14%	21%	7%	21%	14%	7%
Nationals	46%	50%	42%	23%	27%	23%	19%	15%	15%	23%
Arab Expats	66%	41%	51%	28%	19%	28%	19%	13%	11%	15%
Asian Expats	56%	49%	38%	28%	29%	18%	21%	22%	16%	9%
Upper Income	60%	45%	45%	25%	22%	20%	20%	21%	16%	14%
Middle Income	56%	47%	50%	30%	29%	23%	22%	15%	10%	10%
Lower Income	65%	43%	29%	29%	23%	26%	16%	21%	16%	16%

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

FUTURE OUTLOOK ON INFLATION



6 in 10 People 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

