

The Ramadan Handbook

2023

UAE Edition

GAME CHANGERS



Table Of Content

01. Study
Background &
Findings

02. General
Behavior Changes

03. Shopping
Habits

04. Food Delivery

05. Media
Consumption

06. Content &
Brand Expectations



A close-up photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a white long-sleeved shirt and a gold watch on their left wrist. The background is a bright, out-of-focus outdoor scene with green foliage. A semi-transparent dark blue banner is overlaid across the bottom half of the image, containing the text 'Study Background & Findings' in a large, bold, dark blue font. To the right of the text, there is an orange circular icon with a white line-art design of a person sitting at a desk with a laptop and a checklist.

Study Background & Findings



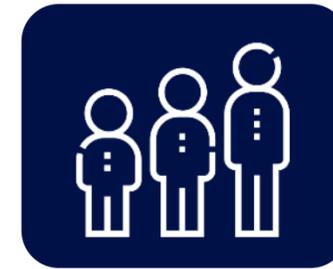
Sample & Methodology



500 Respondents



Males & Females



15 years & Above



Nationwide Coverage



Online Interviews

Summary Of Findings

A Time Of Change For The Better

During Ramadan, people in the UAE start making important changes in their everyday life; they reflect inwards prioritizing their faith and making positive changes when it comes to their physical health. Not only that, but people also start thinking about others, engaging in helping those in need and making the time to spend with loved ones. Furthermore, as people tend to stay at home more often than usual, many make the most of their time by discovering new tips and tricks as well as learning new skills all while taking care of their personal spaces.

Travel Is Significant In Ramadan

In Ramadan, 7 in 10 people travel where this is more common amongst affluent males. Travel habits across the generations show that Gen Z and Gen X share a higher likelihood of international travel during Ramadan. That said, with the significance of travel comes the need to utilize travel and tourism apps which witness a 12% increase in usage during Ramadan. The usage of such apps is highly driven by the youth in the UAE.

Food & Groceries Is The Most Commonly Purchased Category

Almost 9 in 10 people shop in Ramadan where this is slightly higher amongst males. A closer look into the categories purchased shows 2 in 5 shopping for food and groceries making it the most bought category during the Ramadan, highly by the older generation, followed by electronics and home items. Shopping for groceries is mostly carried out through both online and offline channels although generations Z and X as well as the middle and higher SECs are seen to be highly shopping for groceries in-store.

High Utilization Of Delivery Services During Ramadan

Food delivery is particularly popular during Ramadan, with 9 out of 10 people ordering through apps, although this is lower amongst the less affluent. Due to the high popularity of delivery, usage of food delivery apps witnesses a 20% increase in Ramadan that is driven by the upper SEC. During Ramadan, people also use grocery delivery apps more frequently, where they experience a 22% increase in usage. When it comes to the categories ordered, even though fast food is the most picked especially by the youth, people do not limit themselves to one type of food while ordering delivery and show high selection across food types.

Summary Of Findings

People Do More Impulsive Shopping

Shopping behavior in Ramadan is highly impulsive in the UAE, despite the older generation highly planning their purchases. Across categories, spontaneous shopping is particularly evident for gaming products among other categories such as travel, home items and even groceries. In contrast, shopping for beauty products is considerably planned. Planning can also be seen in other forms where people plan wish lists for shopping during Ramadan as well as high value purchases. This type of planning is more prevalent among the upper income class.

Individuals Anticipate Changes From Brands

During Ramadan, people show interest in a wide range of content, but especially religious and celebration-related content including Ramadan decorations and fashion. Although people highly follow all sorts of different content, they still expect brands to make changes in Ramadan, particularly in advertising and content. Though the upper income group highly anticipate changes in content, males are more focused on the need to change brand community engagement. Moreover, when it comes to changes in commerce, the older and younger generations share a significantly higher need for it.



General Behavior Changes

The Majority Of People In The UAE Look Forward To Ramadan Since It Is Their Favorite Time Of Year

78%

**Are Excited For
Ramadan**

78%

**State That Ramadan
Is Their Favorite
Month**



The Majority Practice Their Faith By Increasing Their Exposure To Religious Content, Increasing Their Prayer And Mosque Visits, As Well As Caring More For The Community By Helping Others In Need



93%

Increase Frequency
Of Prayers



92%

Giveback To
People In Need



88%

Listen/Read To More
Quran & Religious Content



88%

Pray At The Mosque
More Than Usual

As Almost Everyone In The UAE Spends More Time With Friends And Family, Ramadan Is Seen As A Time For Loved Ones

95%
**Spend More
Time With
Friends & Family**

By Gender



By Generation



By Income Level

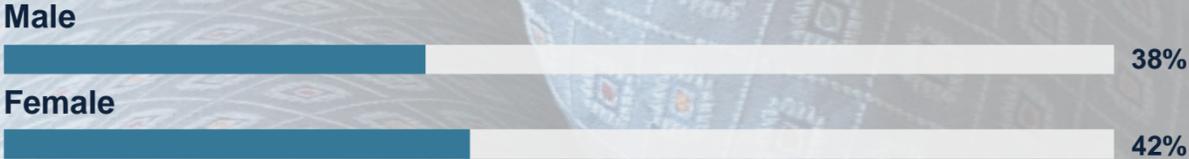


As People Spend More Time With Loved Ones, 4 In 10 Are Spending More Time At Home With The Less Affluent Older Generation Being More Likely To Do So

40%

Spend More Time At Home During Ramadan

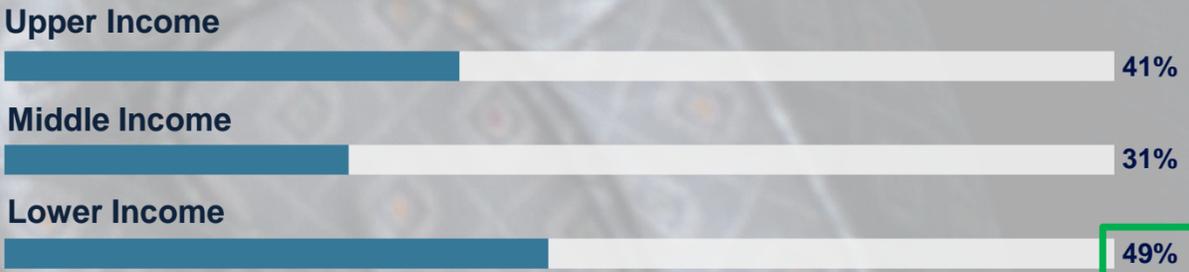
By Gender



By Generation



By Income Level



In Line With Spending More Time At Home, People Are Paying Close Attention To Their Personal Spaces and Homes



Decorate Their Homes For Ramadan 89%



Shop for Ramadan Décor For Home 85%

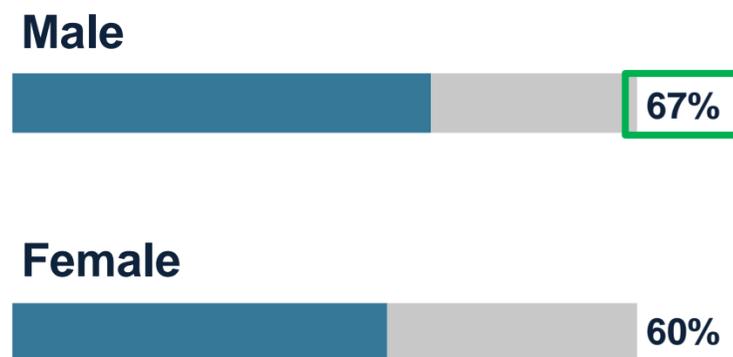
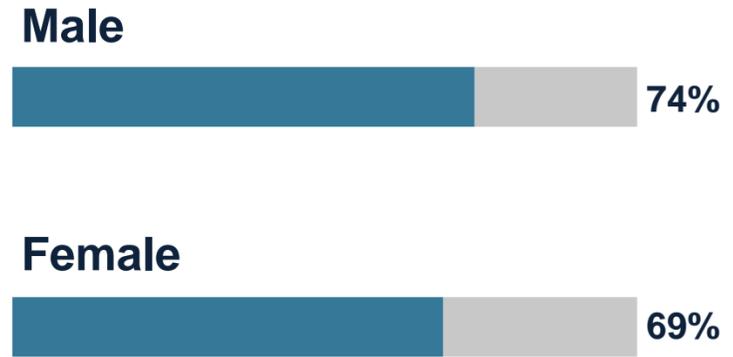


Many Make The Most Of Their Time Indoor, Where 7 In 10 Discover New Tips And 3 In 5 Learn New Skills. The Former Is Highly Noticed Among Affluent People Whereas The Latter Is More Common Among Affluent Males

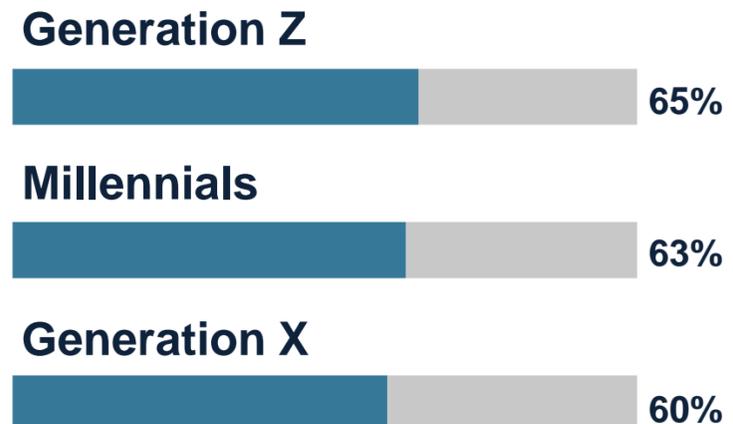
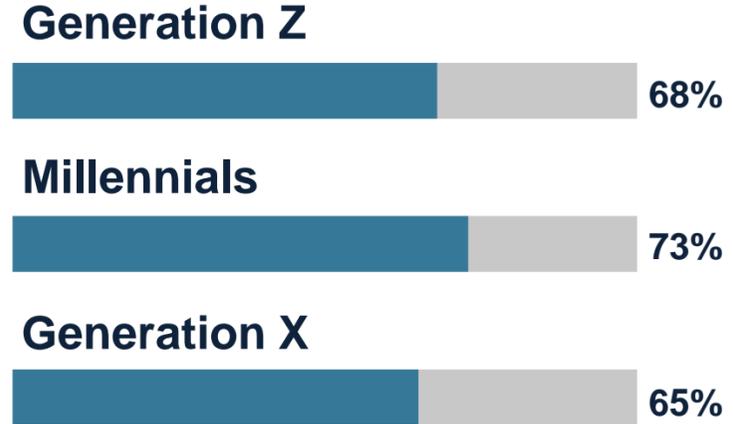
 **71%**
Discover New
Tips & Tricks

 **63%**
Learn New
Skills

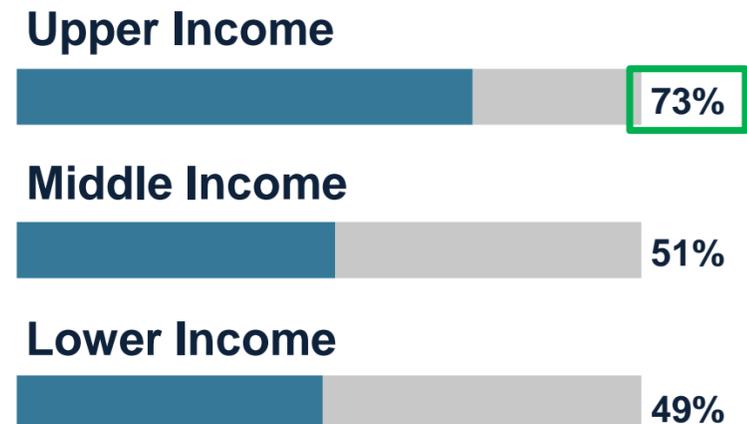
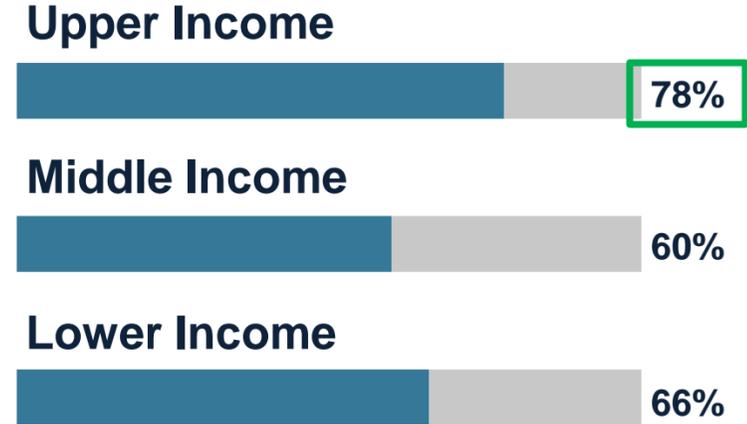
By Gender



By Generation



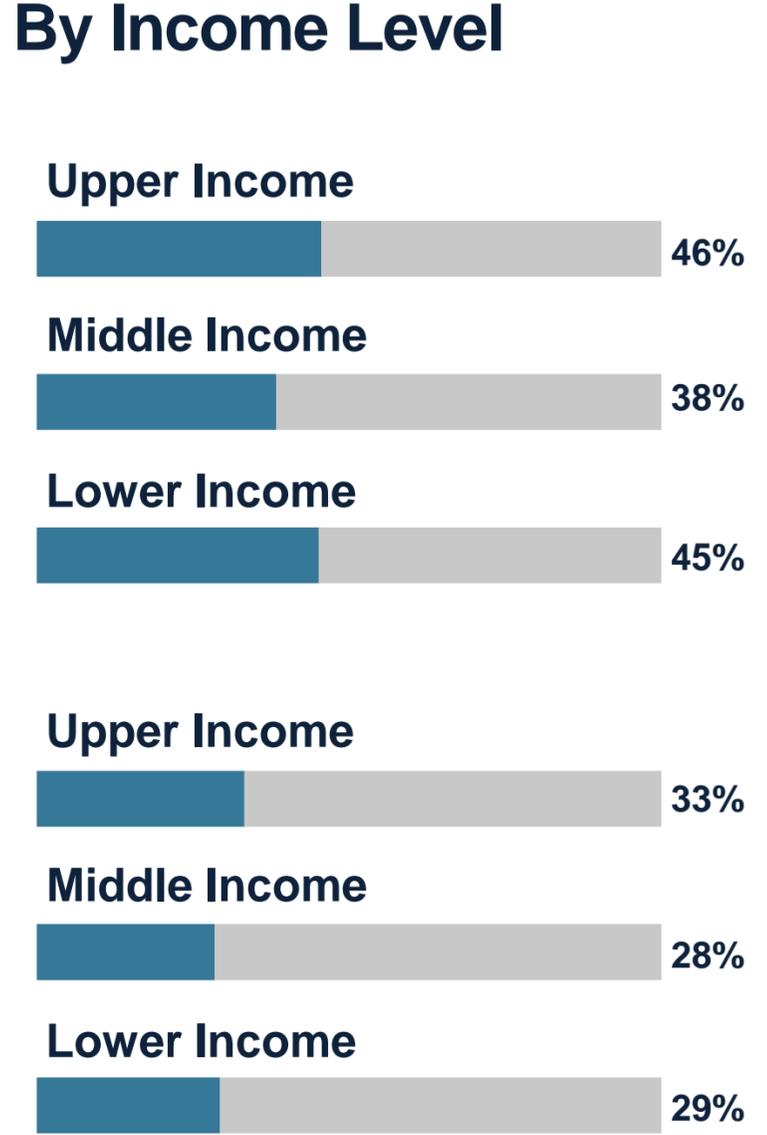
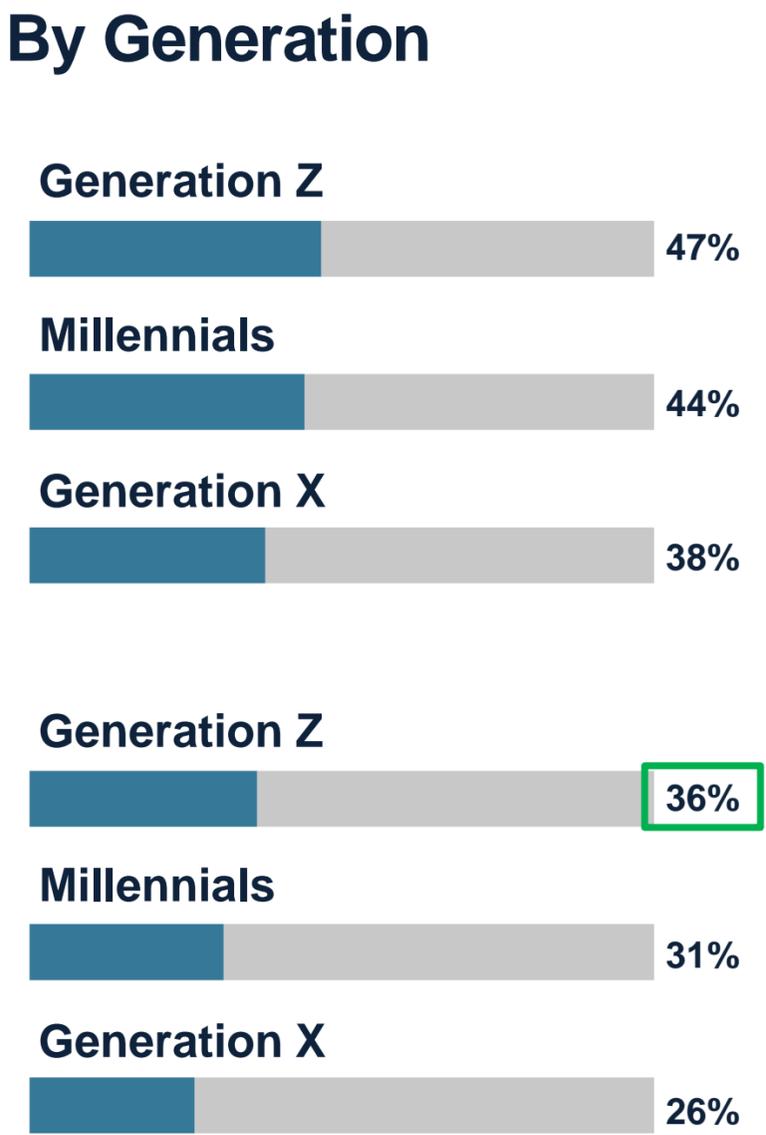
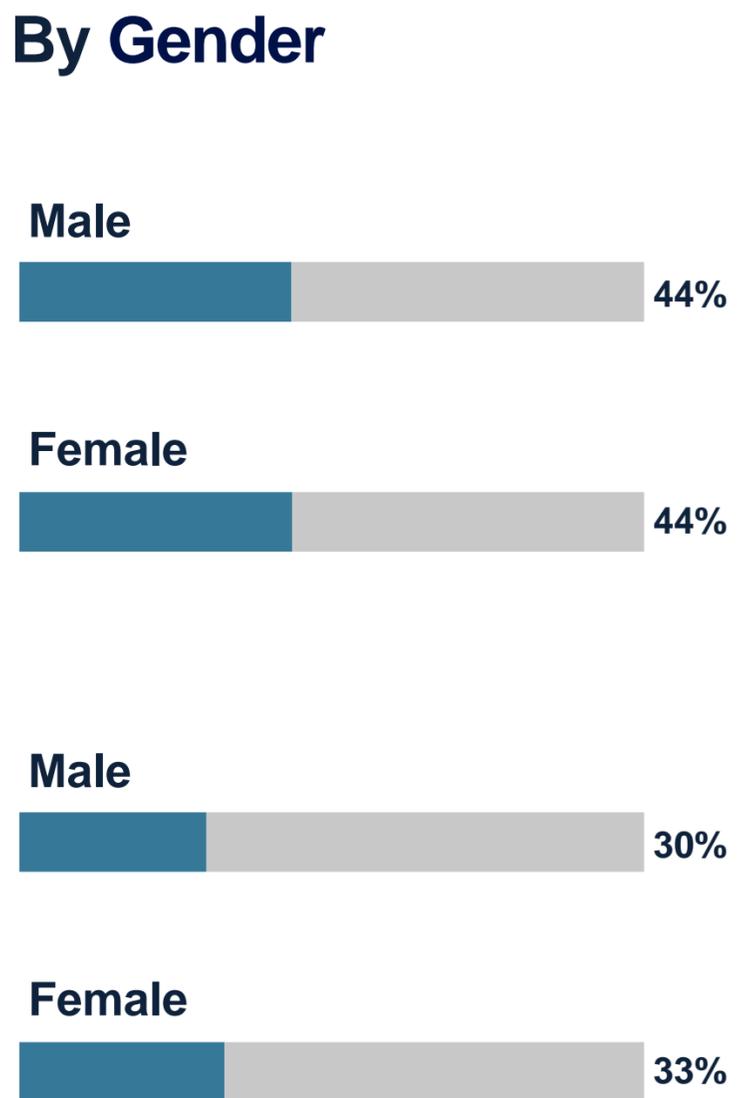
By Income Level



With More Time Spent At Home, 2 In 5 In The UAE Are Eating In More. Nonetheless, The Youth Are More Likely To Eat Outside

 **44%**
Eat More At Home/
Indoor

 **31%**
Eat More
Outdoor



There Is Also Evidence Of Healthier Life Choices Amongst People In The UAE In Ramadan



**Change
Sleeping Habits** **91%**



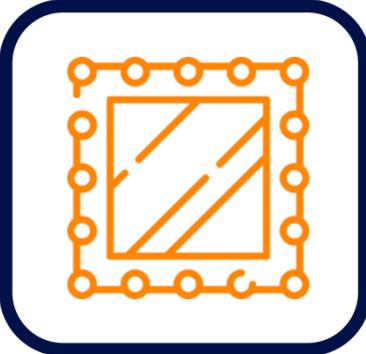
**Look Up Healthy
Food Recipes** **87%**



**Exercise
More** **81%**



Many People Also Utilize Their Time In Ramadan To Focus On Wellness And Self Care



**Spend More Time
In Beauty Centers 62%**



**Go More To
Wellness Centers 61%**



8 In 10 People Travel During Ramadan Where This Is Higher Amongst Affluent Males

76%

Travel During Ramadan

By Gender



By Generation



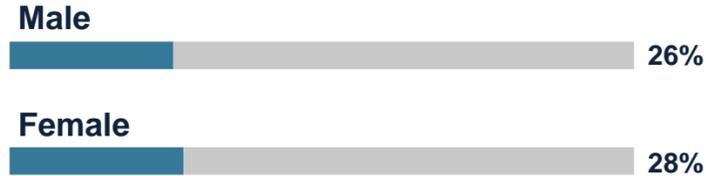
By Income Level



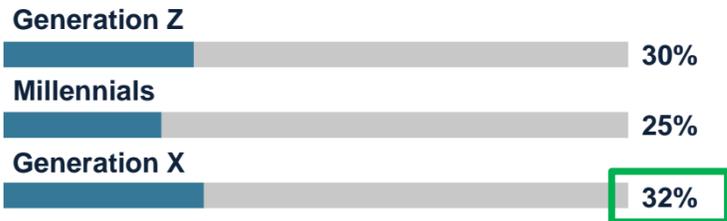
3 In 10 Travel More Often In Ramadan, Where Gen X Are More Likely To Do So. Although 1 In 3 Travel More Domestically, Gen Z And Gen X Show Higher International Travel

 **27%**
Travel More
During Ramadan

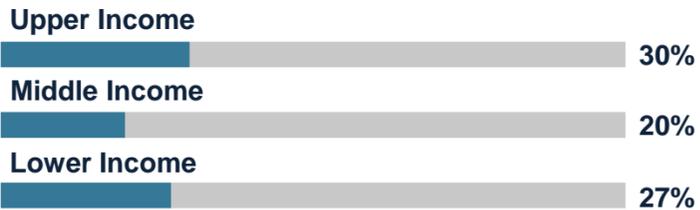
By Gender



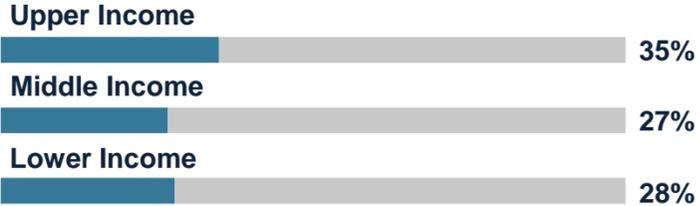
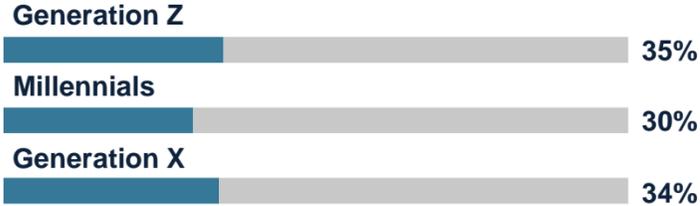
By Generation



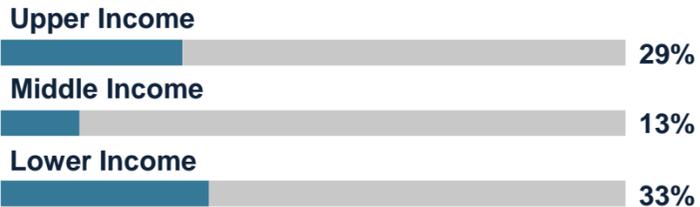
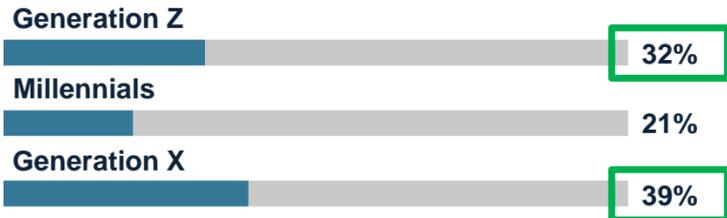
By Income Level



 **32%**
Travel More
Domestically



 **25%**
Travel More
Outside UAE



Travel And Tourism Apps Witness A Growth In Usage During Ramadan, Where This Increase Is Highly Driven By Gen Z



Travel & Tourism App Usage

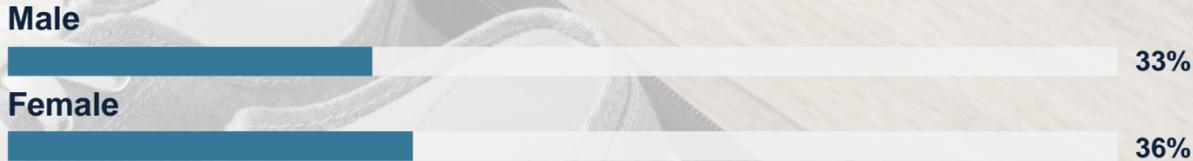
+12%



■ Increased ■ No Change ■ Decreased

By Gender

%Increased



By Generation



By Income Level



Eid Travel Plans Are Mostly Within The UAE. Yet, Affluent People Are More Likely To Make Plans For International Travel



41%

Plan To Travel Domestically During Eid



21%

Plan To Travel Outside UAE During Eid

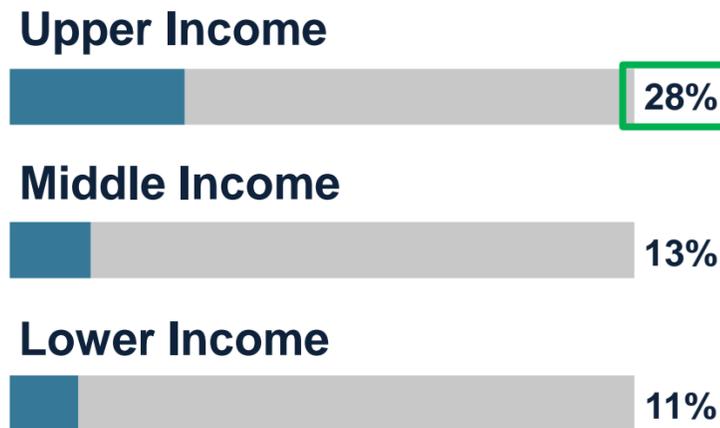
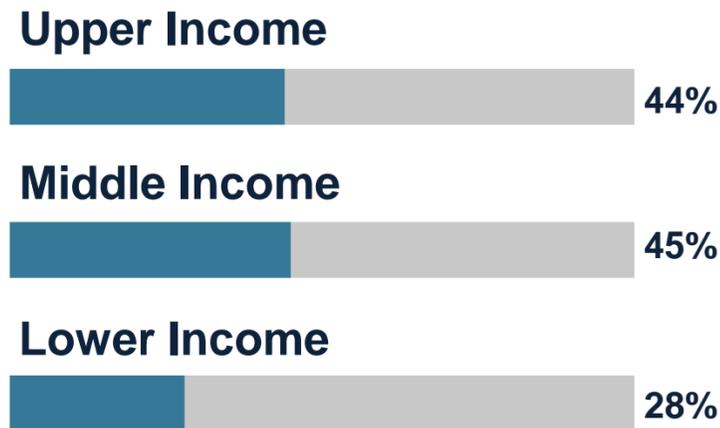
By Gender



By Generation



By Income Level



Shopping Habits



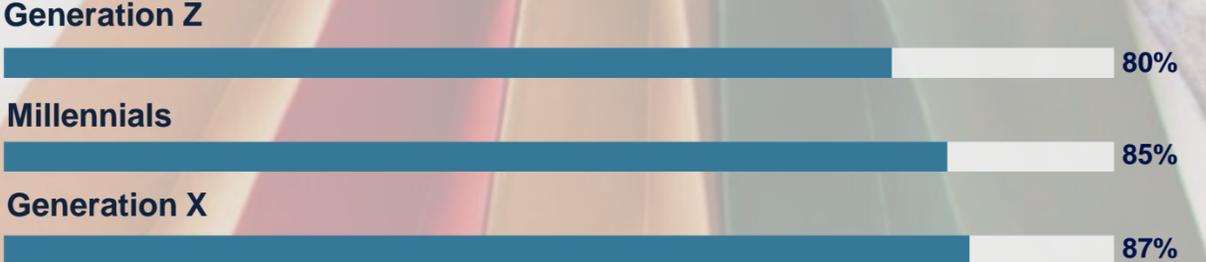
Despite High Shopping Prevalence In Ramadan Across All Groups, Males Show A Slightly Higher Likelihood Of Shopping

85%
Shop During Ramadan

By Gender



By Generation



By Income Level



Deals And Offers Top The List Of Motivations For People To Shop During Ramadan Followed By The Needs That Arise From Hosting People Over

Motivations To Shop During Ramadan



22%

Attractive Promotions & Discounts



20%

To Buy Gifts for Eid



18%

To Host Guests for Iftar & Suhoor



10%

Wide Variety of Products



8%

Availability of Limited-Edition Products



6%

Free Delivery & Installation



5%

Easy Returns & Exchange Policy



5%

Easy Payment Options



5%

To Buy Home Improvement Products

Gen Z Are Highly Driven By The Needs That Arise From Hosting People Over To Shop While The Older Generation Are Highly Motivated By The Variety Of Products

Motivations To Shop During Ramadan



Attractive Promotions & Discounts



To Buy Gifts for Eid



To Host Guests for Iftar & Suhoor



Wide Variety of Products



Availability of Limited-Edition Products



Free Delivery & Installation



Easy Returns & Exchange Policy



Easy Payment Options



To Buy Home Improvement Products

	Attractive Promotions & Discounts	To Buy Gifts for Eid	To Host Guests for Iftar & Suhoor	Wide Variety of Products	Availability of Limited-Edition Products	Free Delivery & Installation	Easy Returns & Exchange Policy	Easy Payment Options	To Buy Home Improvement Products
Total	22%	20%	18%	10%	8%	6%	5%	5%	5%
Male	20%	20%	18%	10%	10%	5%	5%	9%	5%
Female	25%	20%	17%	10%	7%	7%	5%	2%	5%
Generation Z	24%	19%	24%	8%	7%	3%	3%	4%	8%
Millennials	22%	21%	17%	9%	10%	7%	5%	5%	4%
Generation X	22%	18%	15%	17%	3%	5%	7%	8%	5%
Upper Income	21%	21%	19%	10%	9%	5%	6%	6%	4%
Middle Income	23%	18%	16%	11%	9%	7%	4%	5%	7%
Lower Income	25%	22%	17%	9%	5%	9%	4%	3%	5%

In Terms Of Categories Purchased, Food & Groceries Top The List Followed By Electronics And Home Items



Categories Purchased During Ramadan



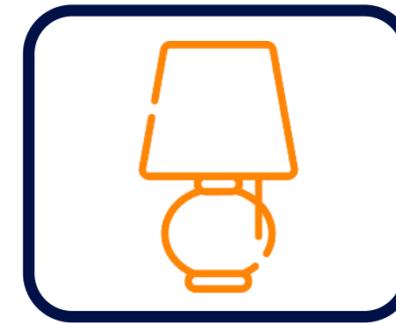
40%

Food & Groceries



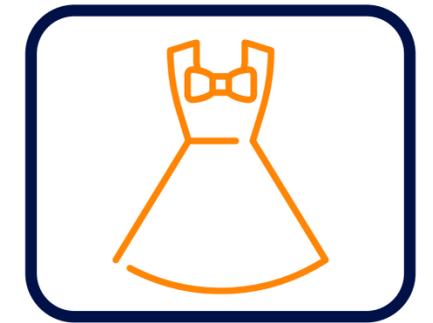
33%

Electronics



33%

Home Items



30%

Fashion Items



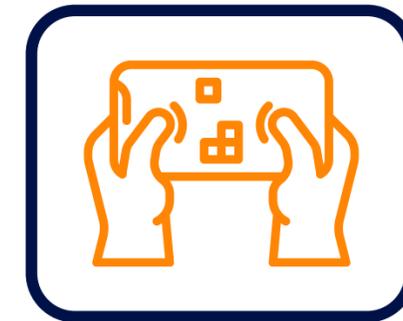
25%

Beauty Products



24%

Travel



15%

Gaming Products

Gen X Highly Purchase Food & Groceries And Fashion While Gen Z Considerably Purchase More Gaming Products. Females Are More Likely To Buy Beauty Products And When It Comes To Affluence, The Upper Income Group Highly Purchase Travel Related Products/ Services

Categories Purchased During Ramadan



Food & Groceries



Electronics



Home Items



Fashion Items



Beauty Products



Travel



Gaming Products

	Food & Groceries	Electronics	Home Items	Fashion Items	Beauty Products	Travel	Gaming Products
Total	40%	33%	33%	30%	25%	24%	15%
Male	41%	36%	34%	26%	19%	28%	18%
Female	40%	31%	31%	34%	31%	21%	12%
Generation Z	33%	36%	29%	34%	17%	28%	22%
Millennials	41%	34%	35%	27%	27%	24%	13%
Generation X	45%	27%	24%	38%	25%	24%	16%
Upper Income	38%	31%	32%	28%	25%	29%	17%
Middle Income	36%	33%	38%	32%	22%	24%	15%
Lower Income	53%	41%	25%	33%	31%	12%	5%

6 In 10 Buy Groceries Through Both Online And Offline Channels, Especially Affluent People. On The Other Hand, Sole In-store Ramadan Shopping Is Highly Driven By Generations Z & X As Well As The Middle To High Income Groups



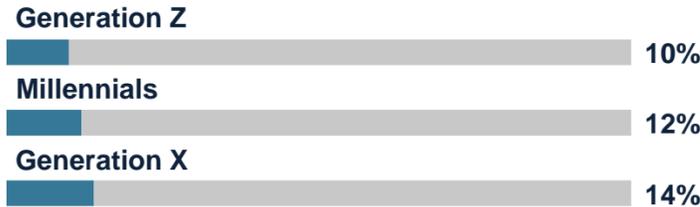
12%

Buy Groceries Online During Ramadan

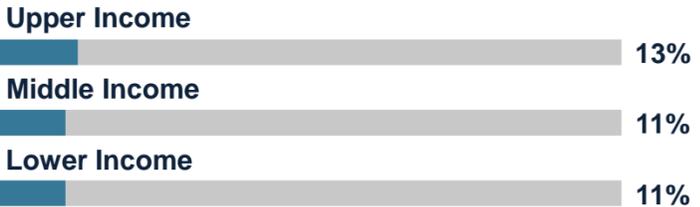
By Gender



By Generation

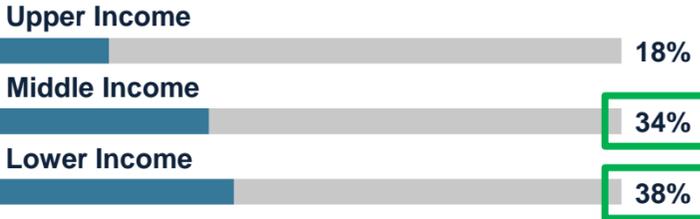
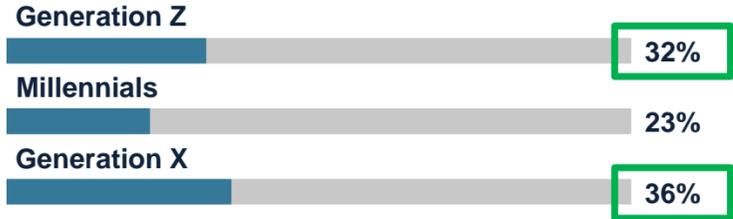


By Income Level



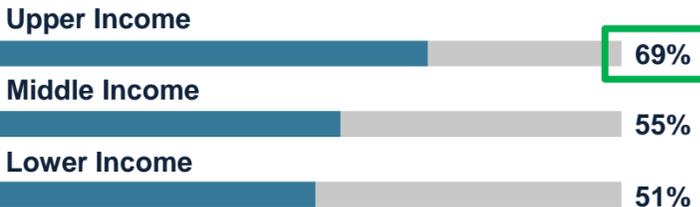
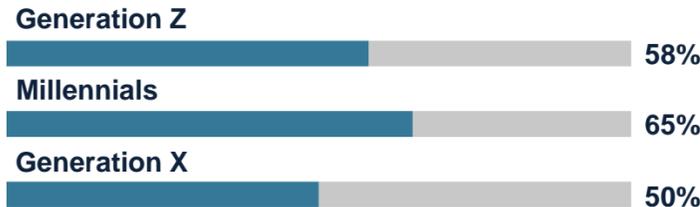
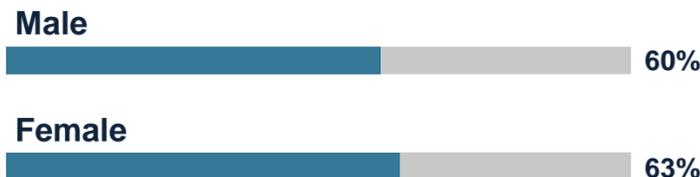
26%

Buy Groceries In-Store During Ramadan



62%

Buy Groceries Online & In-Store During Ramadan



General Shopping Apps And Those For Groceries Have Witnessed An Upsurge During Ramadan



Shopping App Usage During Ramadan



Online Grocery Store App Usage



Online Shopping App Usage



■ Increased ■ No Change ■ Decreased

Those With Increased Usage For Grocery Store Apps Are More Likely To Belong To The Upper Income Group While Increased Usage For General Shopping Apps Is Driven By The Less Affluent Younger Generation



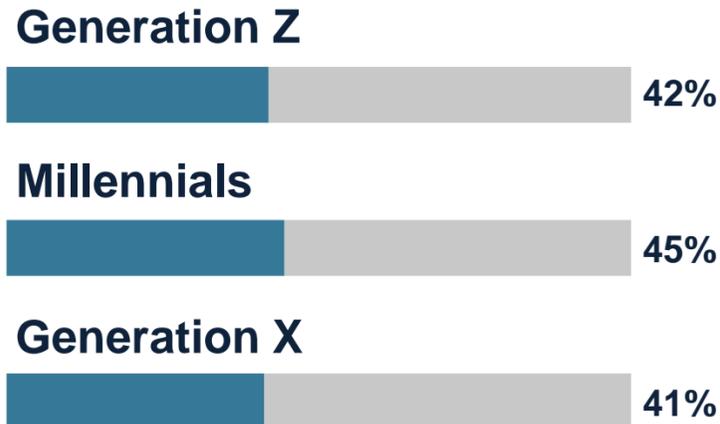
44%

Increased Online Grocery Store App Usage

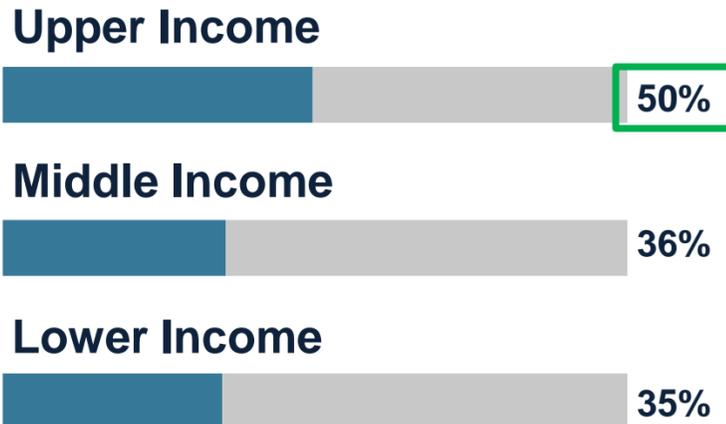
By Gender



By Generation

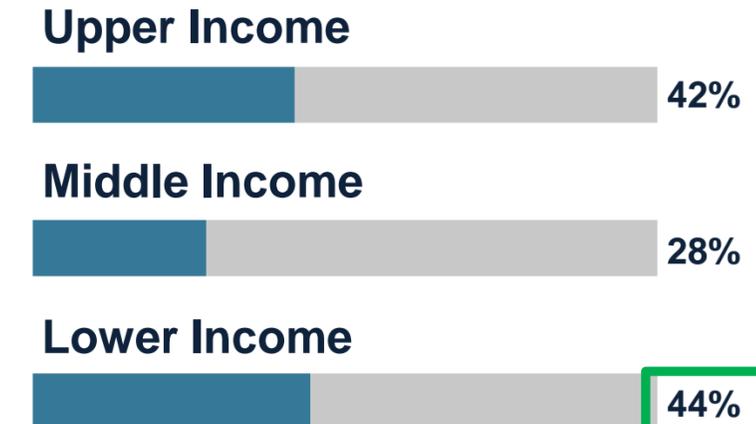
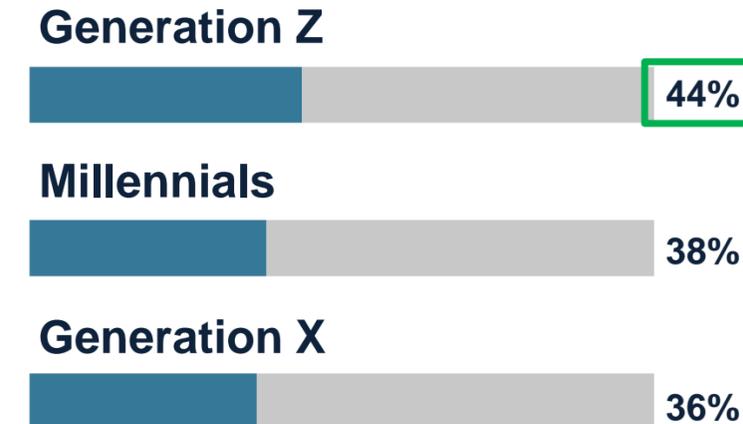


By Income Level



39%

Increased Online Shopping App Usage



People Mostly Learn About The Categories They Shop For On Social Media And E-commerce Websites/ Apps

Sources Of Awareness For Categories Purchased During Ramadan



53%

Social Media



46%

E-Commerce Websites/Apps



41%

In Store Ads



39%

Friend/Family Recommendation



39%

Brand's Website



36%

Online Search Engines



35%

Internet Advertisement



34%

Video Streaming Websites Or Apps



33%

Ramadan Post by an Influencer



32%

TV Advertisement

While The Youth Are More Likely To Learn About The Categories They Purchase Through Several Sources, Females Highly Become Aware Through Influencers While The Affluent Gen Xers Are More Likely To Become Aware Through Search Engines

Sources Of Awareness For Categories Purchased During Ramadan

										
	Social Media	E-Commerce Websites/ Apps	In Store Ads	Friend/Family Recommendation	Brand's Website	Online Search Engines	Internet Advertisement	Video streaming websites or apps	Ramadan Post by an Influencer	TV Advertisement
Total	53%	46%	41%	39%	39%	36%	35%	34%	33%	32%
Male	52%	45%	39%	38%	41%	38%	32%	33%	28%	32%
Female	54%	48%	44%	40%	37%	34%	37%	36%	38%	32%
Generation Z	61%	40%	46%	43%	40%	29%	41%	33%	40%	29%
Millennials	52%	49%	40%	40%	39%	36%	34%	35%	31%	34%
Generation X	47%	41%	41%	32%	41%	42%	27%	31%	34%	27%
Upper Income	55%	49%	41%	40%	43%	41%	38%	36%	37%	33%
Middle Income	47%	46%	42%	37%	37%	28%	36%	37%	25%	30%
Lower Income	56%	39%	43%	40%	30%	30%	19%	21%	31%	30%

In Ramadan, People Are More Impulsive In Their Purchases. However, The Older Generation Are More Likely To Be Planners



43%

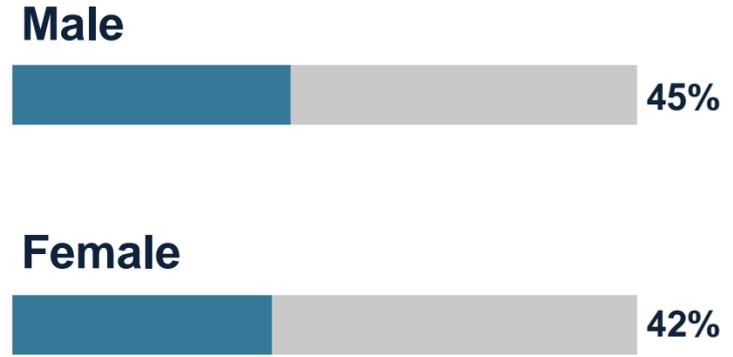
Make Planned Purchases



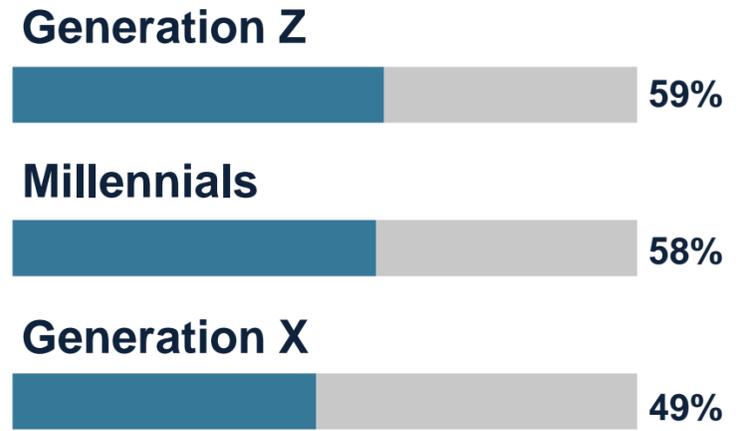
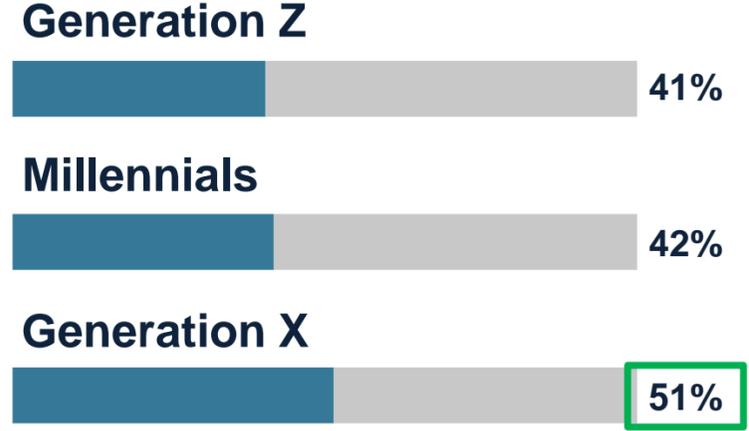
57%

Make Unplanned Purchases

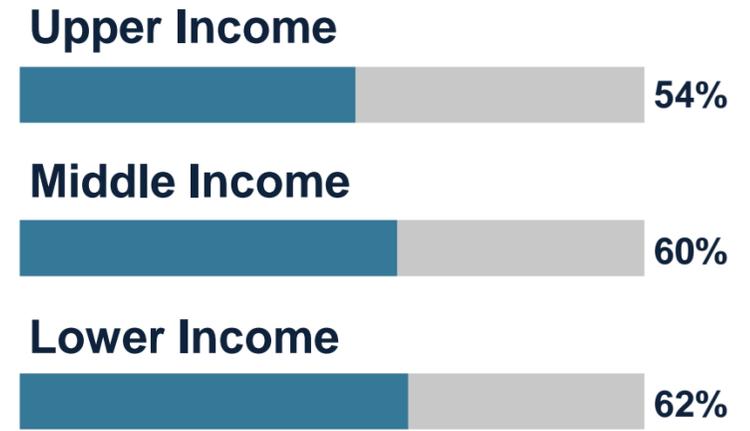
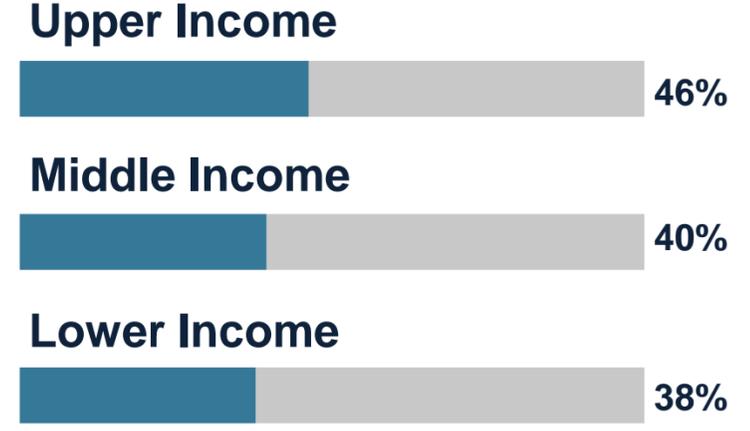
By Gender



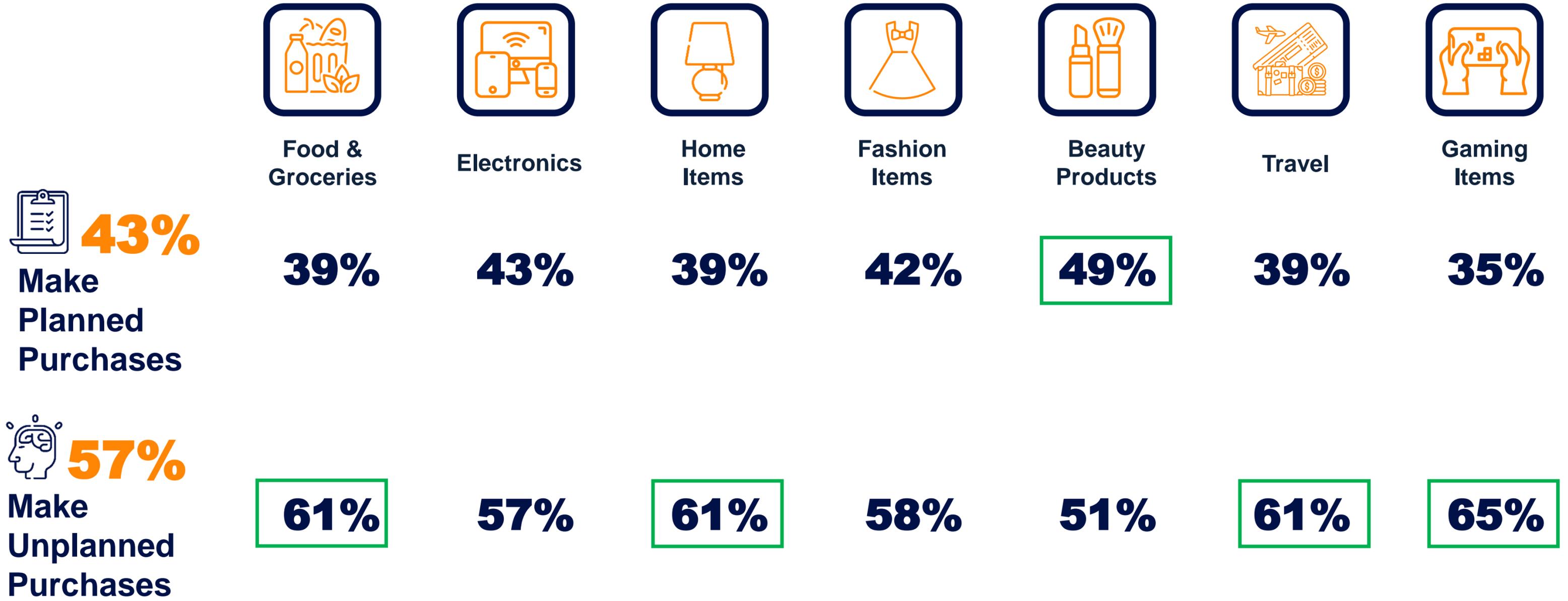
By Generation



By Income Level



Despite The Overwhelming Impulsive Purchase Behavior, Beauty Product Purchases Are Highly Planned

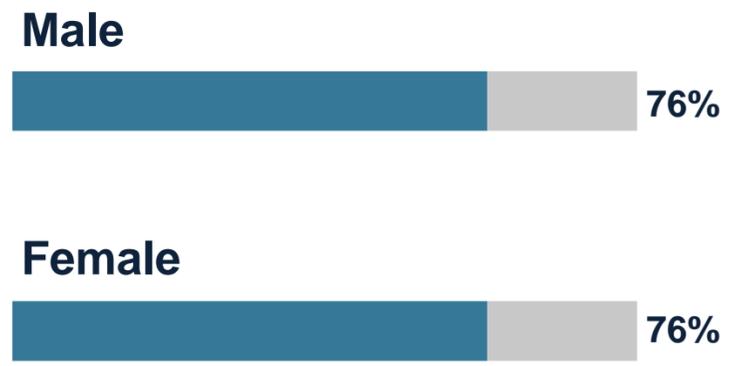
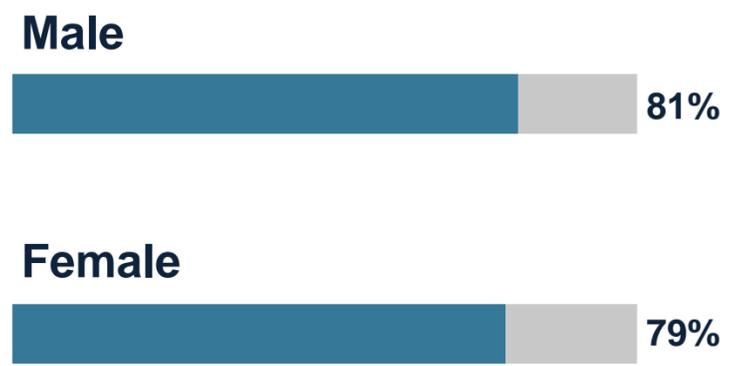


Other Forms Of Planning Are Wish Lists And Also Big Purchases, Where Both Are More Likely To Be Done By Affluent People



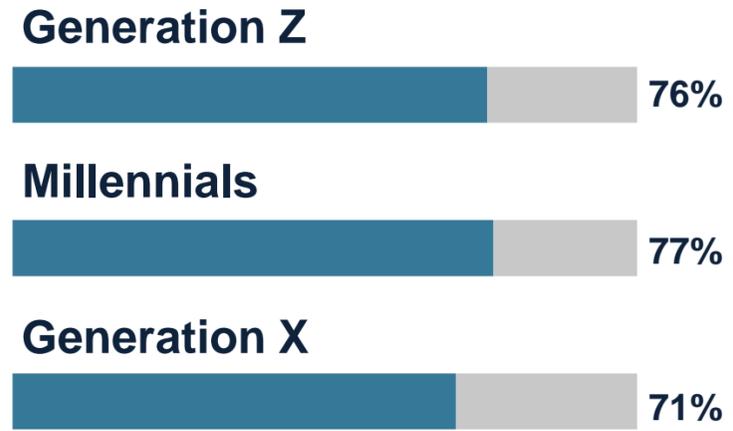
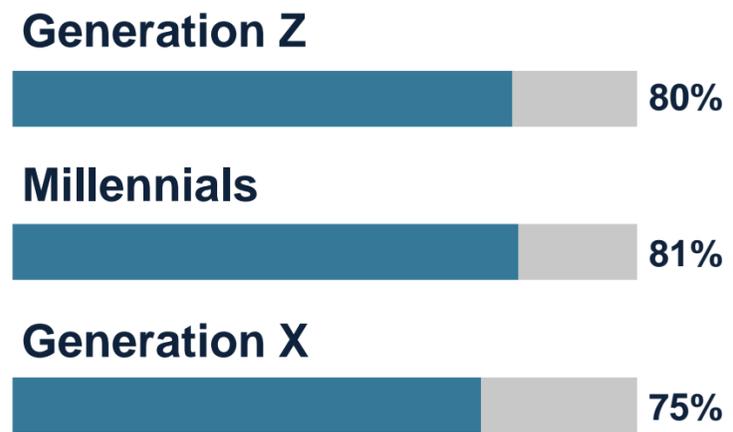
80%
Plan & Research High Value Purchases

By Gender

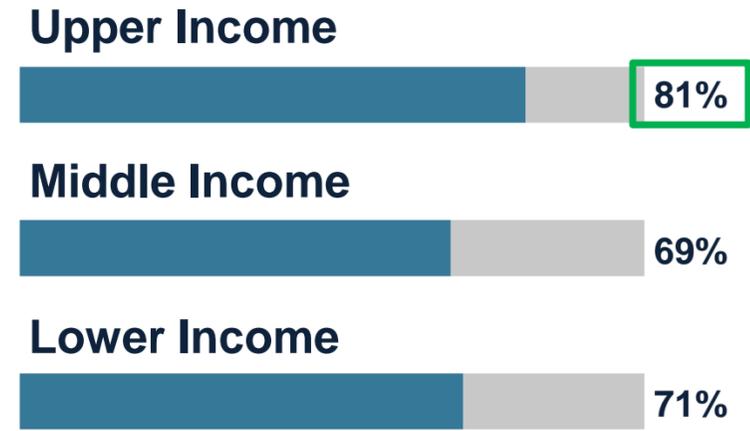
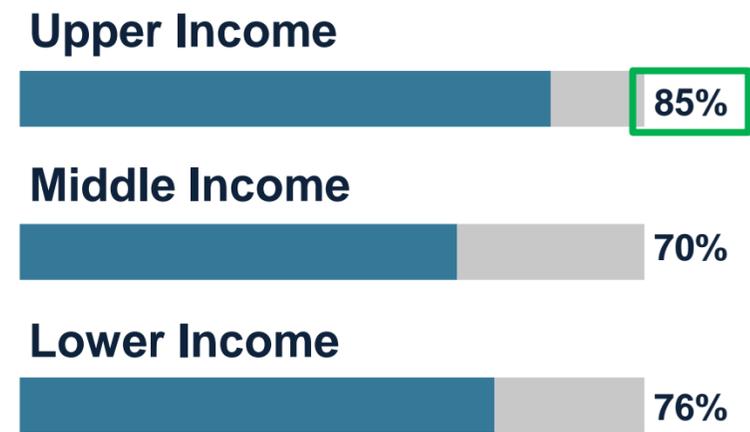



76%
Have A Planned Wishlist For Shopping During Ramadan

By Generation



By Income Level



People Also Discover New Products In Ramadan And This Is More Prominent Among Gen X

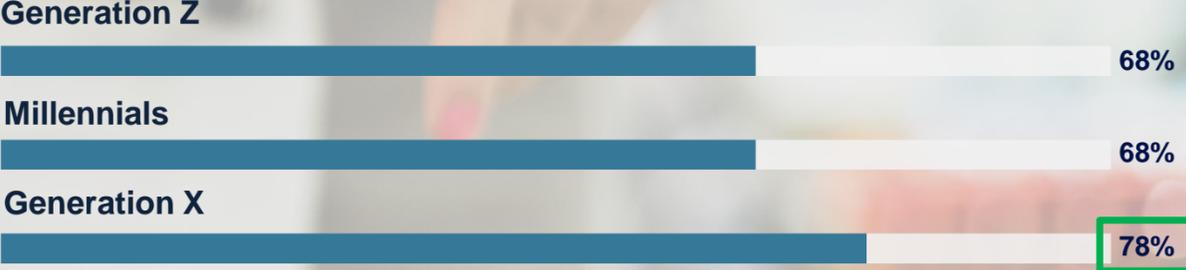
69%

Discover New Products During Ramadan

By Gender



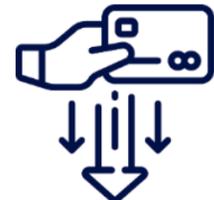
By Generation



By Income Level



It's Unsurprising That When People Highly Discover New Products, They Wind Up Spending More Than They Planned

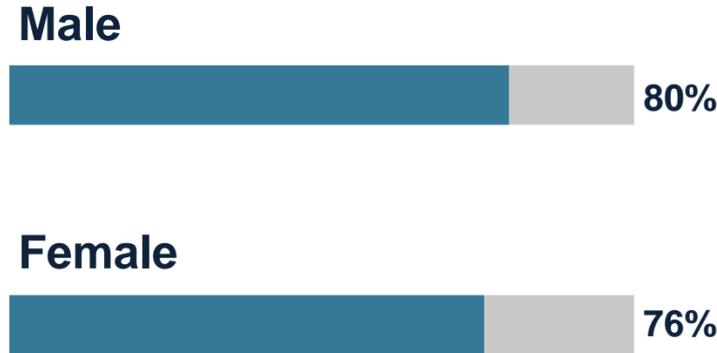
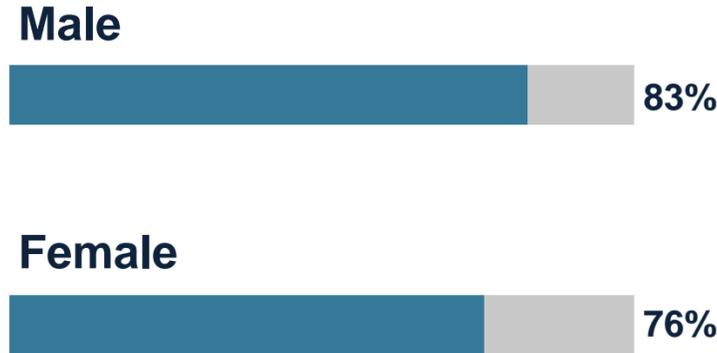
 **79%**

Spend More Than Originally Planned

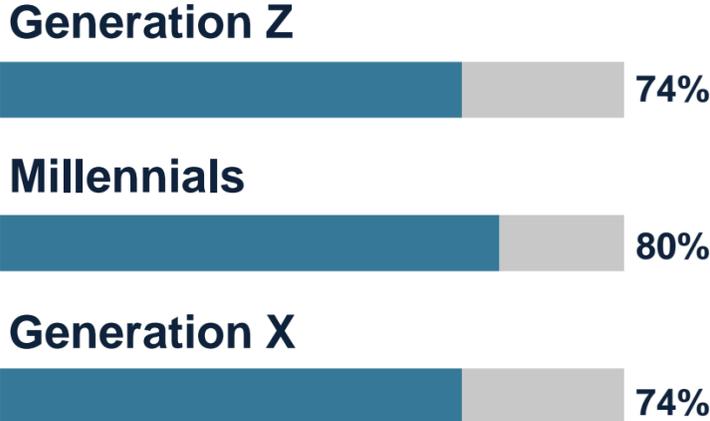
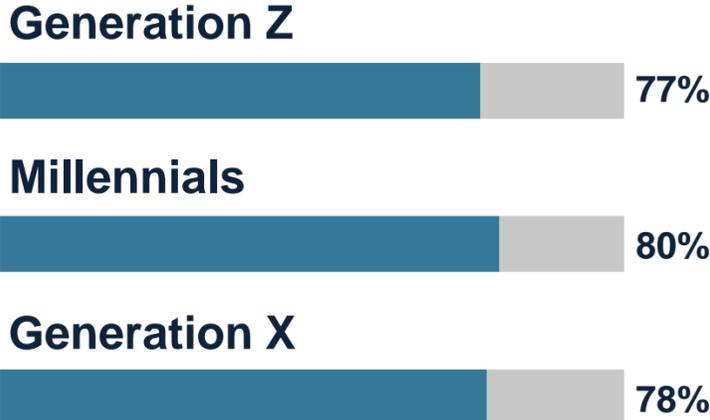
 **78%**

Buy More Than Planned

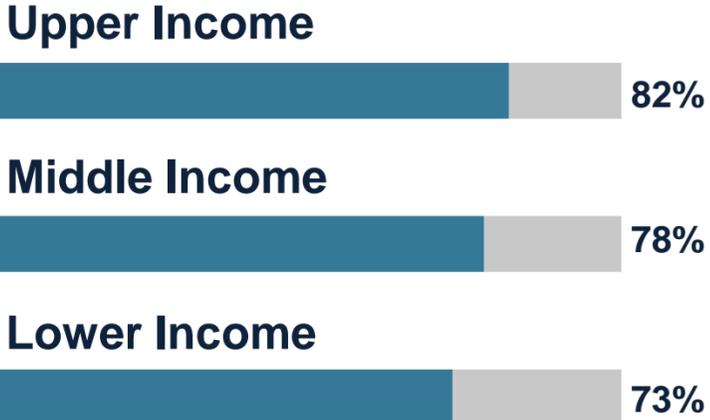
By Gender



By Generation



By Income Level



Travel Has The Highest Average Expenditure, While Beauty Products Have The Lowest



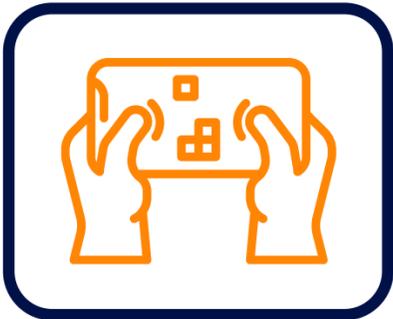
Expenditure Per Category Purchased During Ramadan (AED)



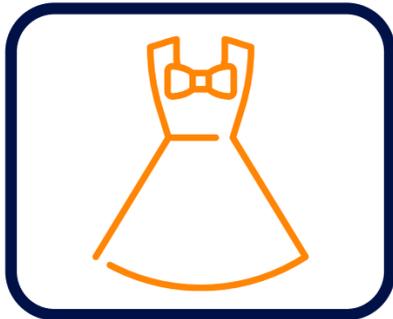
2723.7
Travel



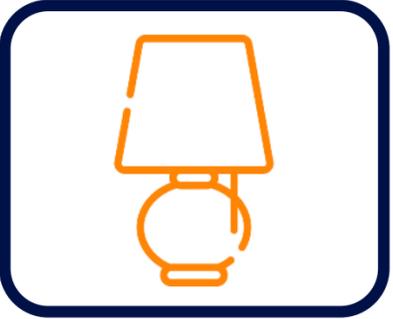
1359.8
Electronics



1205.8
Gaming Products



903.9
Fashion Items



850.5
Home Items



753.1
Food & Groceries



516.9
Beauty Products

Almost Everyone Plans Their Eid Gifts During Ramadan

9 in 10
Plan Their Eid
Gifts In Ramadan

By Gender



By Generation



By Income Level



Planned Shopping Lists For Eid Mostly Include Clothing And Desserts



Eid Shopping Lists



49%

Clothing & Fashion



42%

Desserts & Chocolates



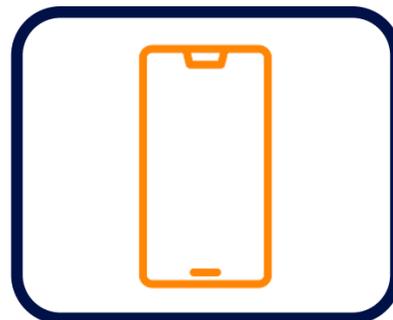
35%

Food & Beverage



29%

Beauty Products



25%

Mobile Phones



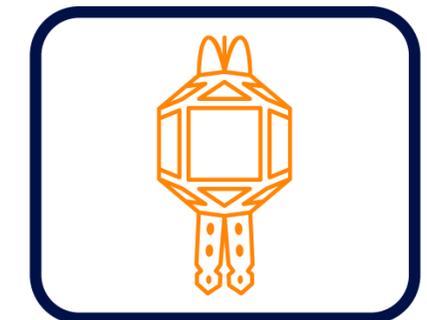
23%

Home Appliances



22%

Home Décor



21%

Ramadan Related Home Décor

Food Delivery



Despite Food Delivery Being Quite Popular In Ramadan, It Is Significantly Lower Among The Less Affluent

92%

Order Food From Delivery Apps

By Gender



By Generation



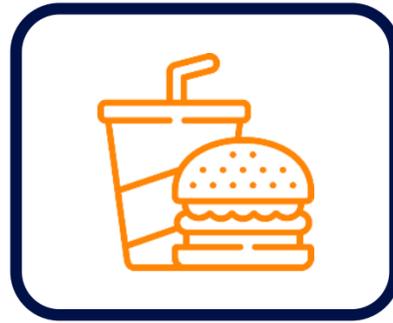
By Income Level



Fast Food Is The Most Picked Food Type For Delivery Followed By Desserts. Still, People Do Not Stick To One Type Of Food



Food Types Ordered



52%
Fast Food



48%
Desserts



42%
Healthy Meals



41%
Fruits



40%
Traditional Arab
Food



38%
Traditional Food
From Home Country



30%
Soups/
Starters



28%
Food That Is
Low In Salt

While Gen Z Highly Order Delivery For Fast Food, Gen X Highly Order Desserts And Traditional Arab Food And Affluent People Are More Likely To Order Starters

<u>Food Types Ordered</u>								
	Fast Food	Desserts	Healthy meals	Fruits	Traditional Arab Food	Traditional Food From Home Country	Soups/ Starters	Food That Is Low In Salt
Total	52%	48%	42%	41%	40%	38%	30%	28%
Male	48%	47%	45%	44%	37%	41%	38%	31%
Female	55%	49%	40%	39%	42%	35%	22%	24%
Generation Z	58%	40%	35%	26%	37%	28%	33%	30%
Millennials	51%	49%	45%	45%	38%	41%	31%	28%
Generation X	46%	54%	38%	38%	50%	36%	26%	26%
Upper Income	51%	49%	46%	42%	41%	38%	36%	31%
Middle Income	50%	52%	35%	40%	40%	40%	26%	22%
Lower Income	55%	37%	39%	39%	33%	37%	12%	22%



Of Those Who Order Food Delivery, Half Do So For Iftar While 2 In 5 Order For Both Iftar And Suhoor



46%
Mainly Order
For Iftar

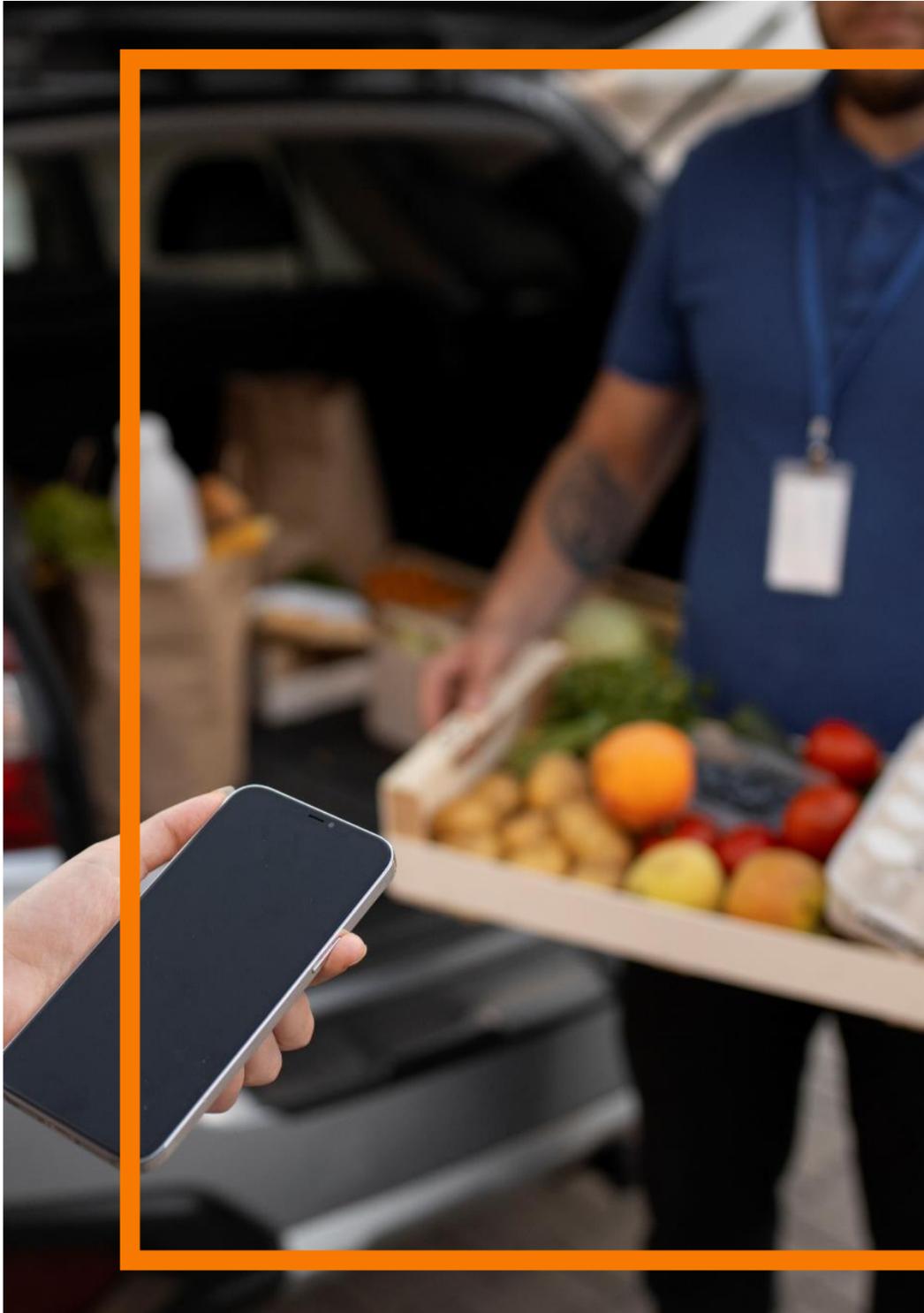


18%
Mainly Order
For Suhoor



37%
Order
For Both

Not Only Do People Use Food Delivery Apps More Often In Ramadan, But They Use Grocery Delivery Apps More Frequently



Delivery App Usage During Ramadan



Grocery Delivery App Usage



Food Delivery App Usage



■ Increased ■ No Change ■ Decreased

The Upper Income Group Highly Use All Delivery Apps While Gen X Have A Higher Likelihood Of Using Grocery Delivery Apps



40%

Increased Grocery Delivery App Usage



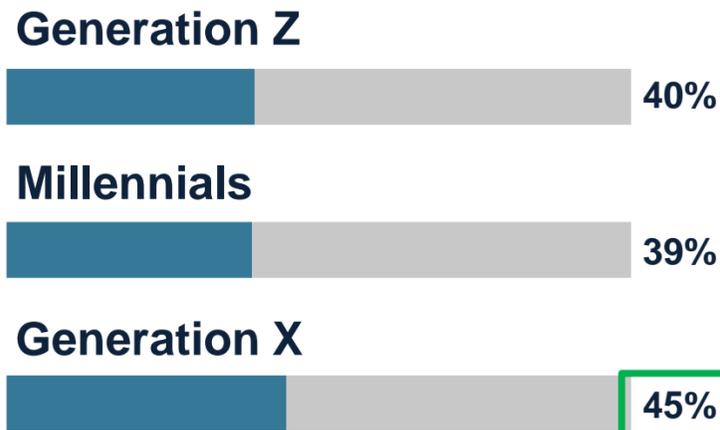
42%

Increased Food Delivery App Usage

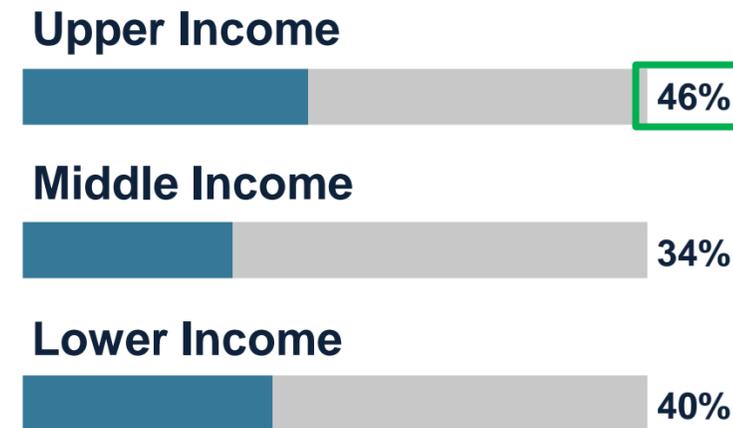
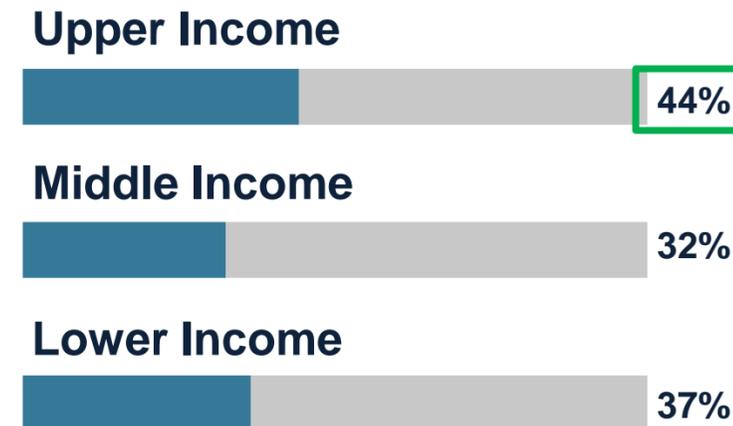
By Gender



By Generation



By Income Level



Media Consumption



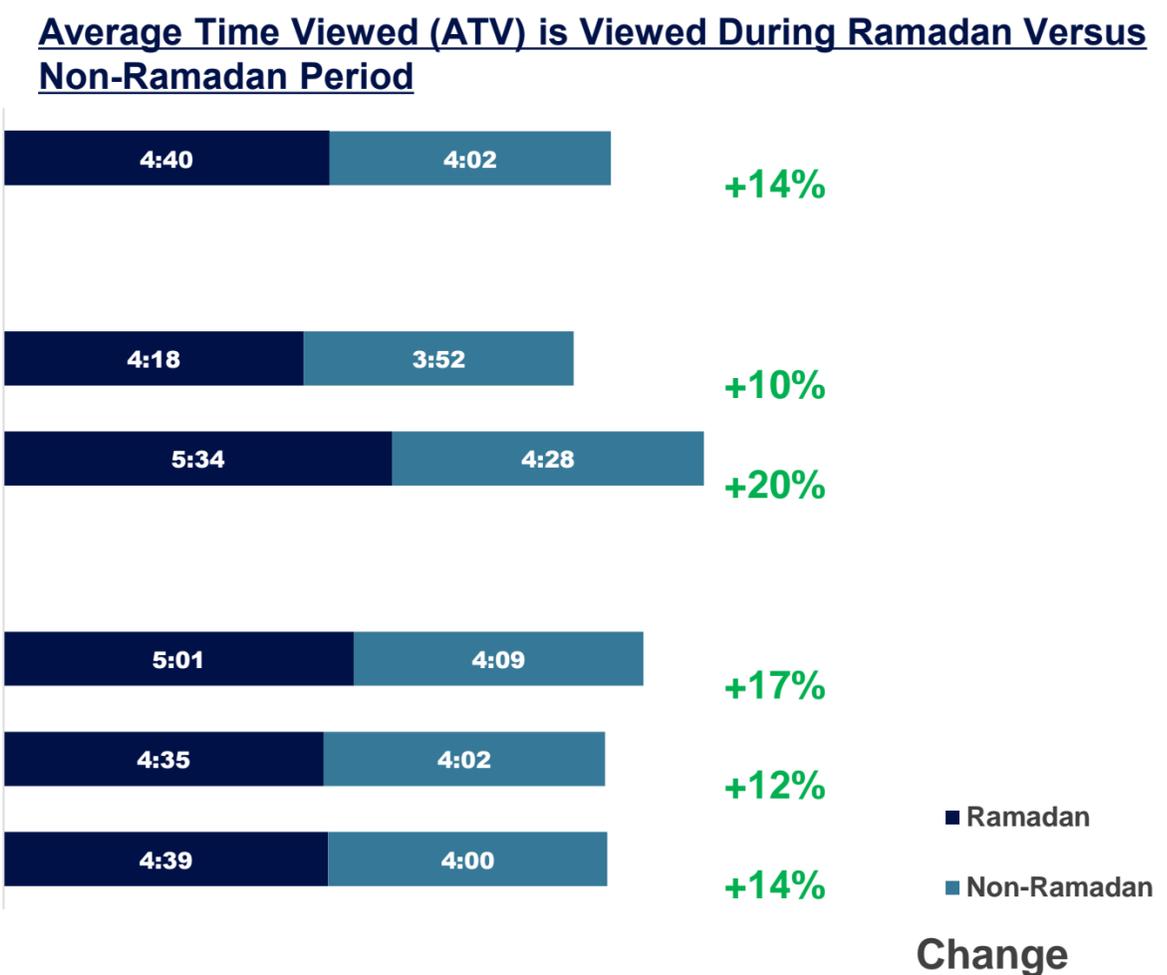
*This section is based on syndicated RDM and TLM studies

91% Of The People In UAE Watch TV During Ramadan Daily, With Females And Gen Z Watching The Most. Viewers Typically Watch TV For 4 Hours And 40 Minutes Per Day During The Holy Month, 14% More Than During Non-ramadan Times



TV Viewers Reach During Ramadan

Total	91%
Male	88%
Female	98%
Generation Z	95%
Millennials	90%
Generation X	91%

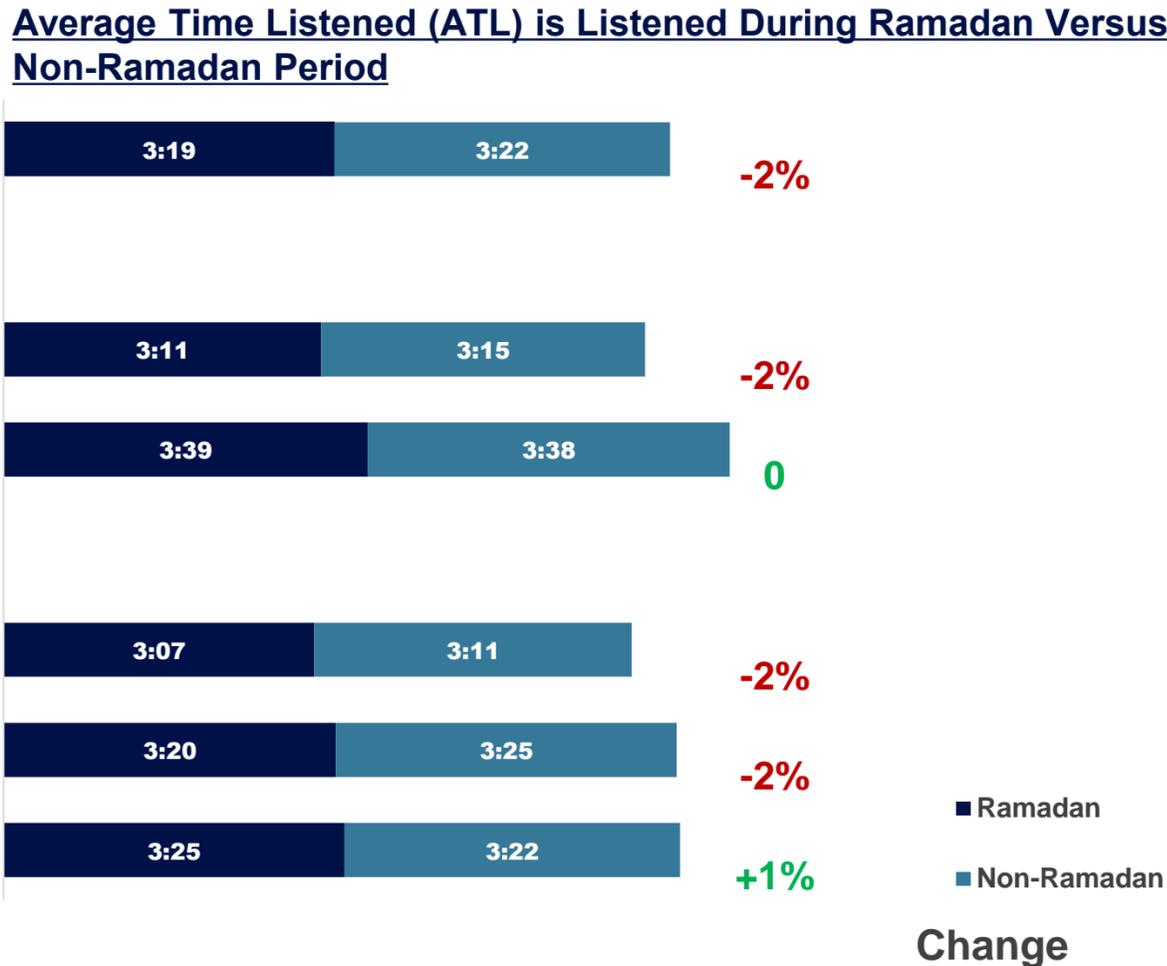


During Ramadan, Radio Reaches 76% Of The Population, Primarily Females. No Matter The Season, An Average Of 3 Hours And 20 Minutes Is Spent On Radio Daily



Radio Listeners Reach During Ramadan

Total	76%
Male	72%
Female	86%
Generation Z	72%
Millennials	77%
Generation X	77%

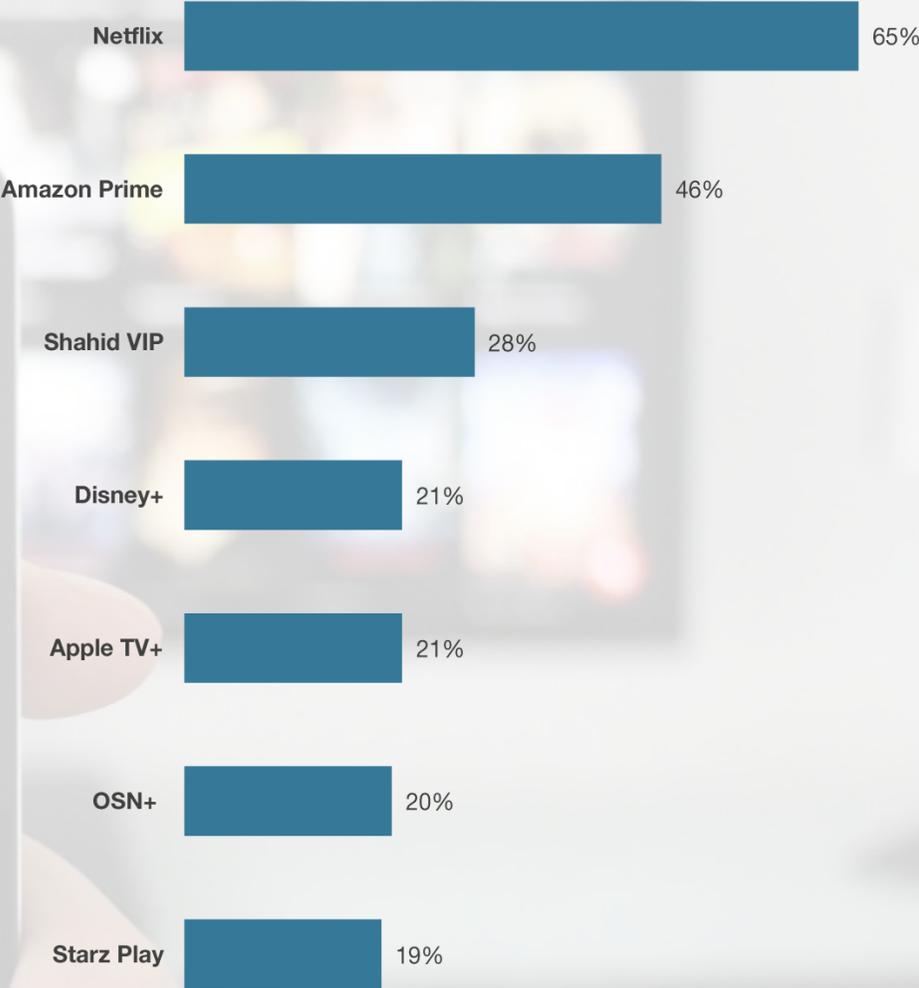


More Than 8 In 10 People Consume SVOD During Ramadan, With Netflix And Amazing PPrime Being The Top Used Platforms

83%

Consume video streaming platforms during Ramadan

TOP SVOD PLATFORMS USED



Based on Ipsos OTT Ramadan 2022 Study : 1,000 respondents



Around half of video streaming platform users tend to resort to these mediums for their ability to watch content anywhere and at anytime, a tad lesser of 48% do so because of the availability of latest and exclusive content

MAIN REASONS FOR SVOD USAGE DURING RAMADAN



51%

Available anytime and anywhere



48%

Availability of latest/exclusive content



42%

No ad breaks



42%

Special offers / Value for Money



38%

Good reputation



38%

Wide variety of International content



36%

Offers safe content



35%

Recommended by a friend / family



34%

Availability of Ramadan content

During Ramadan, People Mainly Consume Sports and Documentaries On Video Streaming Platform

Content and Genre Consumed During Ramadan On Video Streaming Platforms



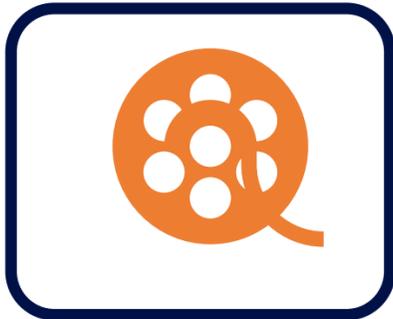
31%
Sports



31%
Documentaries



29%
Religious Content



27%
Arabic Series



27%
International TV Series



24%
Entertainment



24%
Western Movies

Based on Ipsos OTT Ramadan 2022 Study : 1,000 respondents



Mobile Games



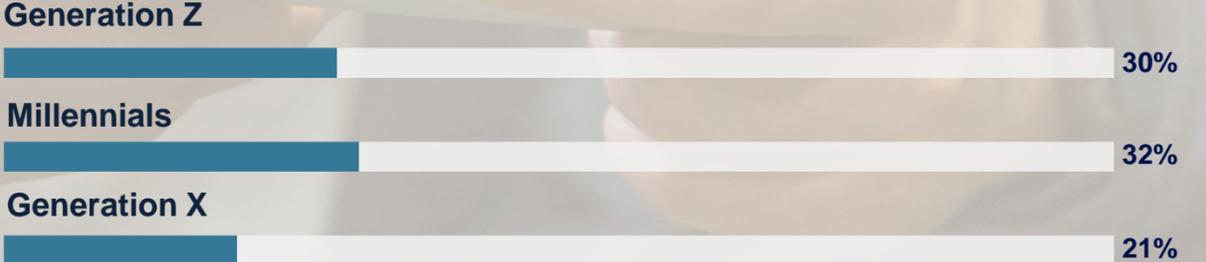
3 In 10 Play Mobile Games Where This Is Significantly Higher Amongst Males

30%
Play Mobile Games

By Gender



By Generation



By Income Level

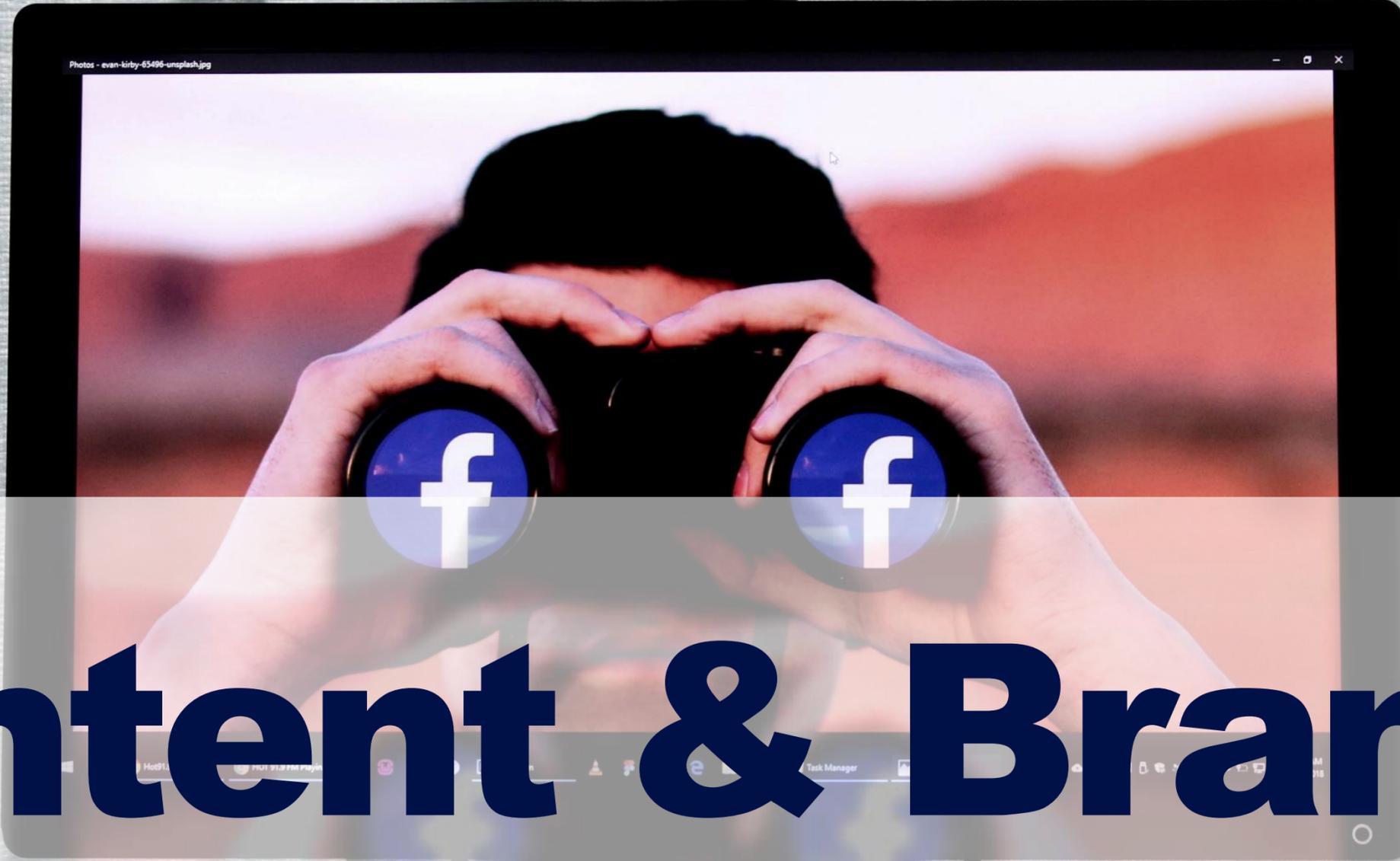




Half Of Those Who Play Mobile Games Do So Everyday While 3 In 10 Do So 4-5 Times A Week

Frequency Of Usage





Content & Brand Expectations

In Ramadan, People Follow Various Types Of Content, Especially Holy Content And Any Ramadan Related Content From Festivities To Fashion And Décor

Sought Out Content During Ramadan



81%

Ramadan Related Holy Content



74%

Ramadan Festivities Related Content



74%

Ramadan Fashion Tips & Ideas



72%

Ramadan Home Décor Ideas



71%

Content Related To Specific TV Channels



70%

Entertaining Videos



69%

Deals & Offers



69%

Product Reviews / Unboxing Videos



68%

Ramadan Recipes

While Gen Z Are More Likely To Follow Festive Content, Affluent Older People Highly Follow Product Reviews And The Lower Income Group Show Higher Interest In Ramadan Décor

<u>Sought Out Content During Ramadan</u>	 Ramadan Related Holy Content	 Ramadan Festivities Related Content	 Ramadan Fashion Tips & Ideas	 Ramadan Home Décor Ideas	 Content Related To Specific TV Channels	 Entertaining Videos	 Deals & Offers	 Product Reviews / Unboxing Videos	 Ramadan Recipes
Total	81%	74%	74%	72%	71%	70%	69%	69%	68%
Male	82%	76%	73%	72%	74%	74%	70%	68%	67%
Female	81%	73%	74%	73%	68%	66%	69%	69%	68%
Generation Z	77%	80%	76%	68%	72%	61%	65%	69%	67%
Millennials	82%	73%	72%	73%	72%	72%	70%	67%	68%
Generation X	82%	72%	76%	74%	66%	71%	71%	75%	67%
Upper Income	83%	75%	77%	75%	71%	73%	71%	74%	69%
Middle Income	79%	72%	68%	63%	69%	62%	65%	56%	64%
Lower Income	81%	75%	70%	78%	72%	71%	71%	70%	68%

Although People Highly Consume Content, They Still Expect Changes From Brands In Ramadan, Mostly Regarding Advertising Followed By Content



People's Expectations Of Brands During Ramadan

Changes In Advertising 71%

- Brands showcasing how they can make life easier 24%
- More ads that help evoke emotions such as empathy and compassion 20%
- Ads that blend with enjoyable content and do not interrupt entertainment 20%
- Ads that remind people of childhood memories 19%
- Creating entertaining ads for celebrating Ramadan 19%
- More ads that help evoke positive emotions 18%

Changes In Content 68%

- Showing content related to people's areas of interest on digital platforms 29%
- Playing an active role in creating variety of Ramadan specific content 22%
- Reminding people of Suhoor/ Iftar timings via notifications 20%
- Offering free online low intensity workout videos 18%
- Creating #hashtag challenges to keep people entertained 17%

Changes In Community Engagement 60%

- Brands should be active and set an example by engaging in charitable practices 30%
- Bringing people that share the same values closer together 23%
- Providing transparent information about charities 19%
- Creating a community where people can play online games with friends & family 17%

Changes In Commerce 50%

- Embracing an effortless experience in the store 24%
- Providing a smooth online shopping experience 22%
- Offering convenient timing that adapt to Ramadan schedule 19%

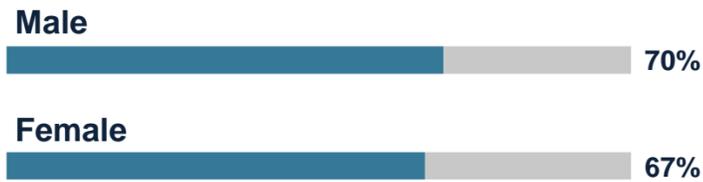
The Older And Younger Generations Share A Higher Need When It Comes To Changes In Commerce While Males Highly Focus On The Need To Change Brand Engagement. Moreover, The Upper Income Group Highly Expect Changes In Content

 **71%**
Changes In Advertising

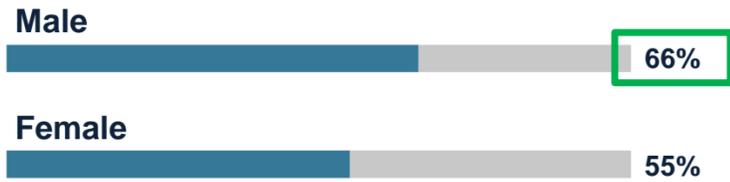
By Gender



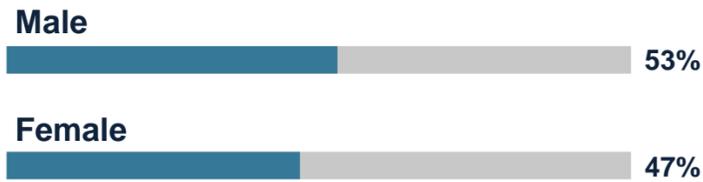
 **68%**
Changes In Content



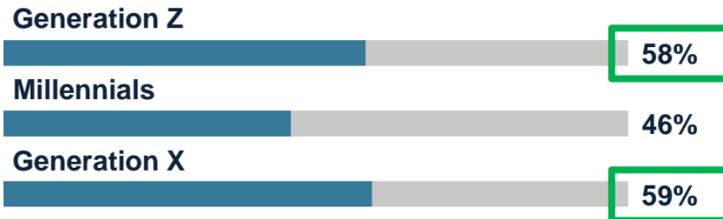
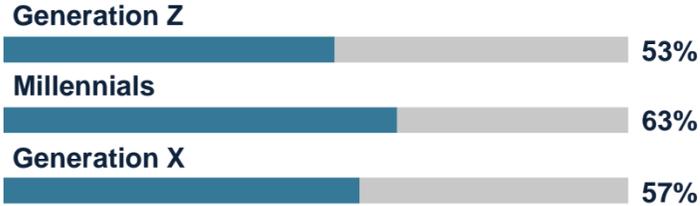
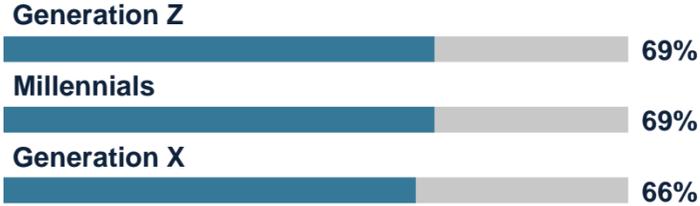
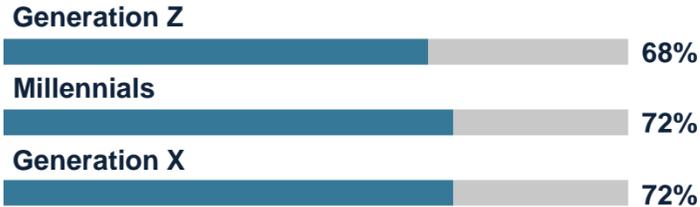
 **60%**
Changes In Engagement



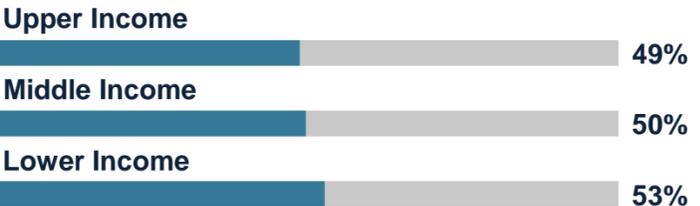
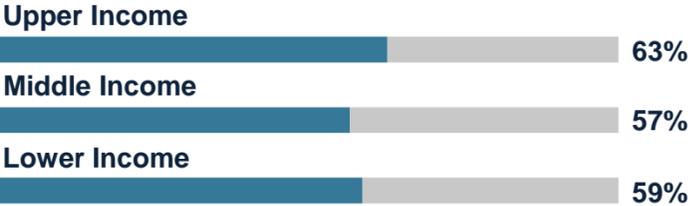
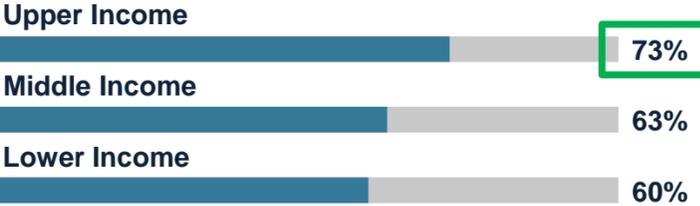
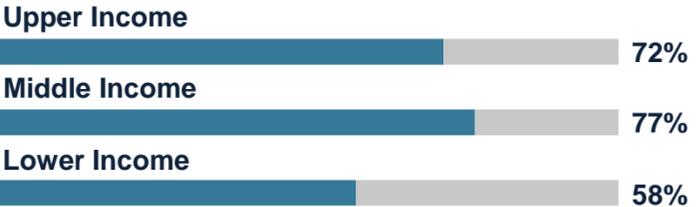
 **50%**
Changes In Commerce



By Generation



By Income Level



Thank You

For more information please contact:

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saad.masri@ipsos.com

GAME CHANGERS

