

SPOTLIGHT*KSA

VIEWS ON INFLATION

July - 2024



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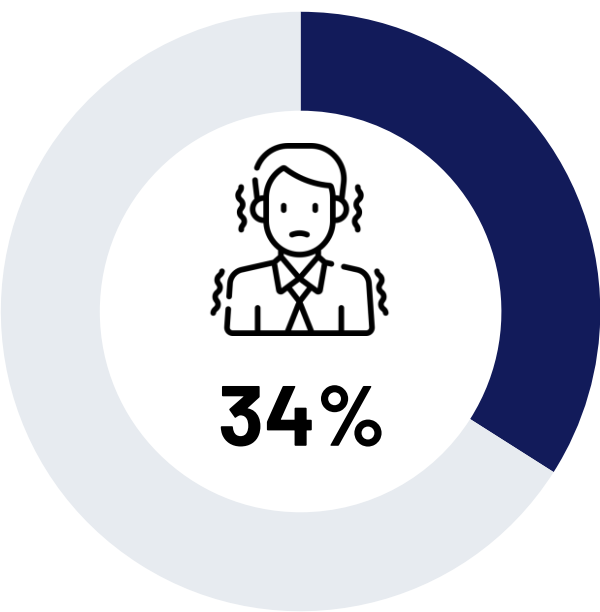
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The impact of inflation on lifestyle

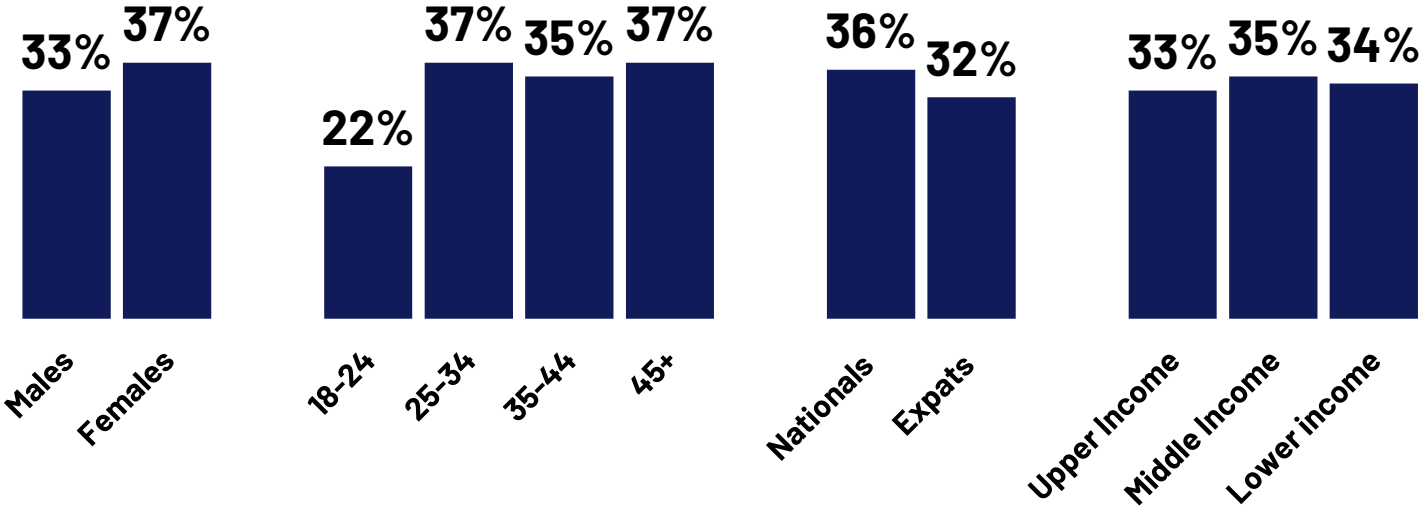
FINANCIAL WORRIES

Financial worries

% Agree – by demographics



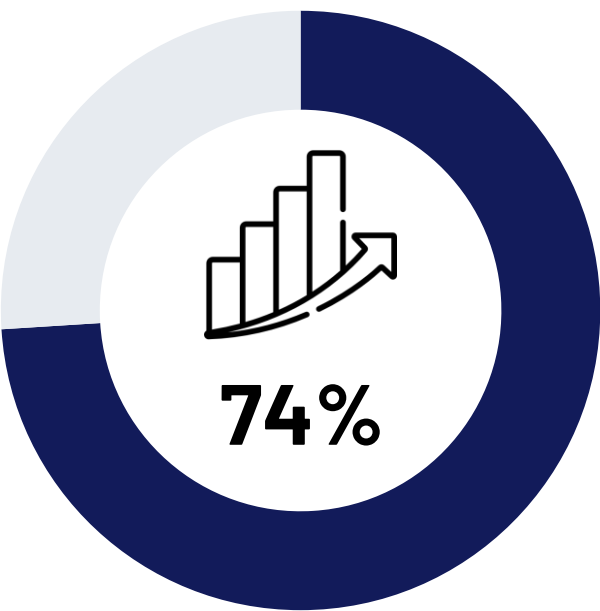
I worry about not being able to financially cover my daily expenses



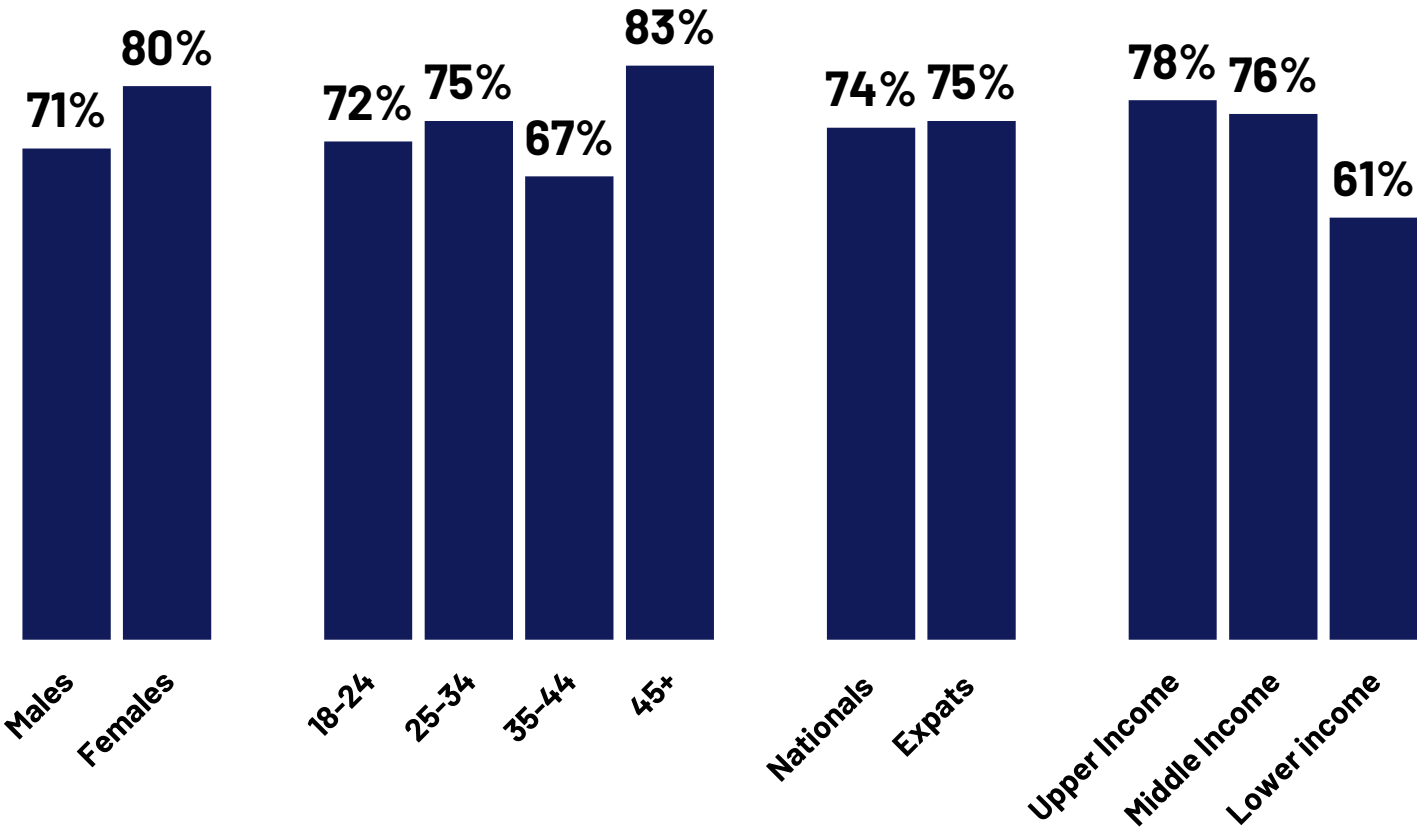
VIEWS ON PRICES AND SPENDING

Views on prices

% Increase – by demographics

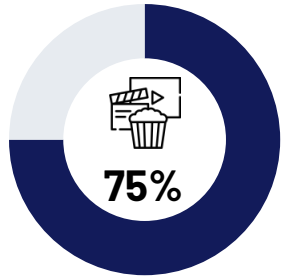


Believe that prices have increased in the past 6 months

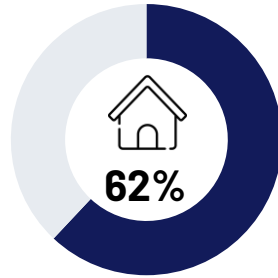


Views on price increase per category

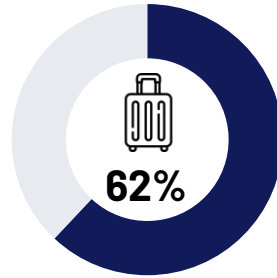
% Increase



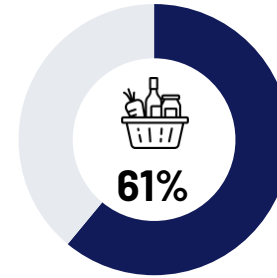
Entertainment and eating out



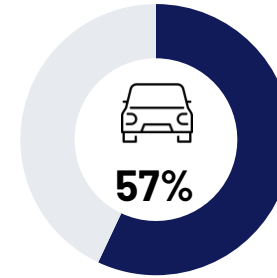
Housing expenses



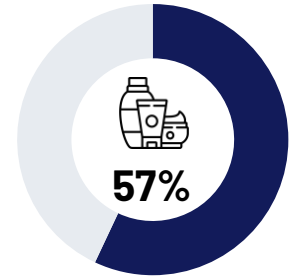
Travel expenses



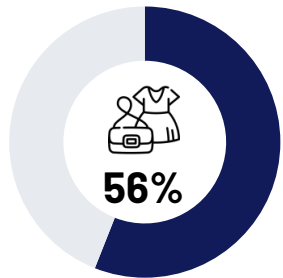
Food and beverage



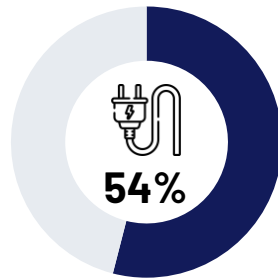
Transportation



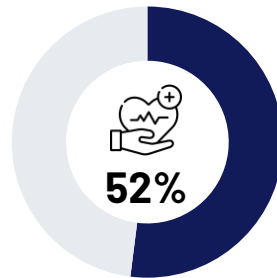
Personal care items



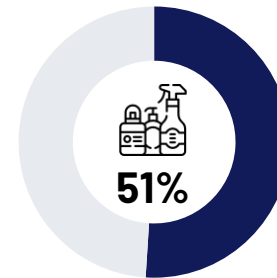
Fashion items



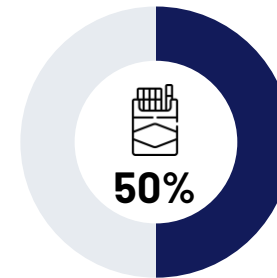
Utilities



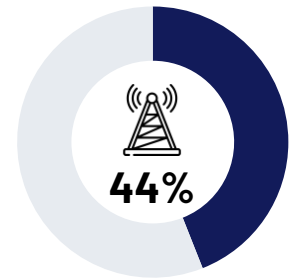
Healthcare



Home care items















Tobacco



Telecom/internet

Views on price increase per category

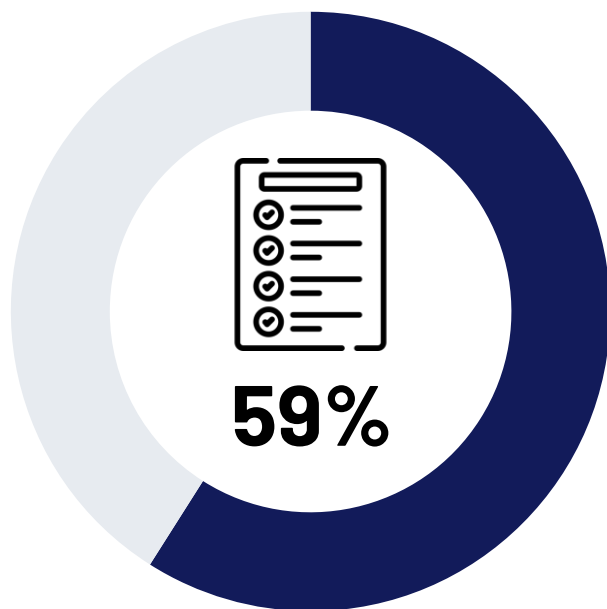
% Increase - by demographics

	 Entertainment and eating out	 Housing expenses	 Travel expenses	 Food and beverage	 Transportation	 Personal care items	 Fashion items	 Utilities	 Healthcare	 Home care items	 Tobacco	 Telecom/ internet
Total	75%	62%	62%	61%	57%	57%	56%	54%	52%	51%	50%	44%
Male	72%	58%	58%	57%	56%	52%	54%	51%	48%	48%	53%	40%
Female	79%	69%	67%	68%	60%	64%	59%	59%	58%	55%	45%	51%
18-24	79%	57%	53%	49%	53%	45%	47%	43%	48%	31%	33%	28%
25-34	73%	58%	57%	61%	53%	57%	58%	57%	49%	47%	46%	49%
35-44	80%	65%	66%	63%	59%	57%	56%	53%	55%	59%	59%	47%
45+	72%	68%	68%	67%	64%	64%	59%	56%	54%	59%	56%	45%
Nationals	75%	59%	59%	60%	55%	56%	54%	53%	50%	47%	49%	41%
Expats	75%	67%	65%	63%	61%	59%	59%	55%	55%	56%	52%	49%
Upper Income	79%	60%	62%	67%	61%	63%	61%	58%	52%	56%	51%	47%
Middle Income	75%	66%	62%	62%	57%	56%	55%	54%	53%	49%	52%	42%
Lower Income	68%	54%	61%	44%	53%	48%	47%	44%	50%	45%	41%	46%

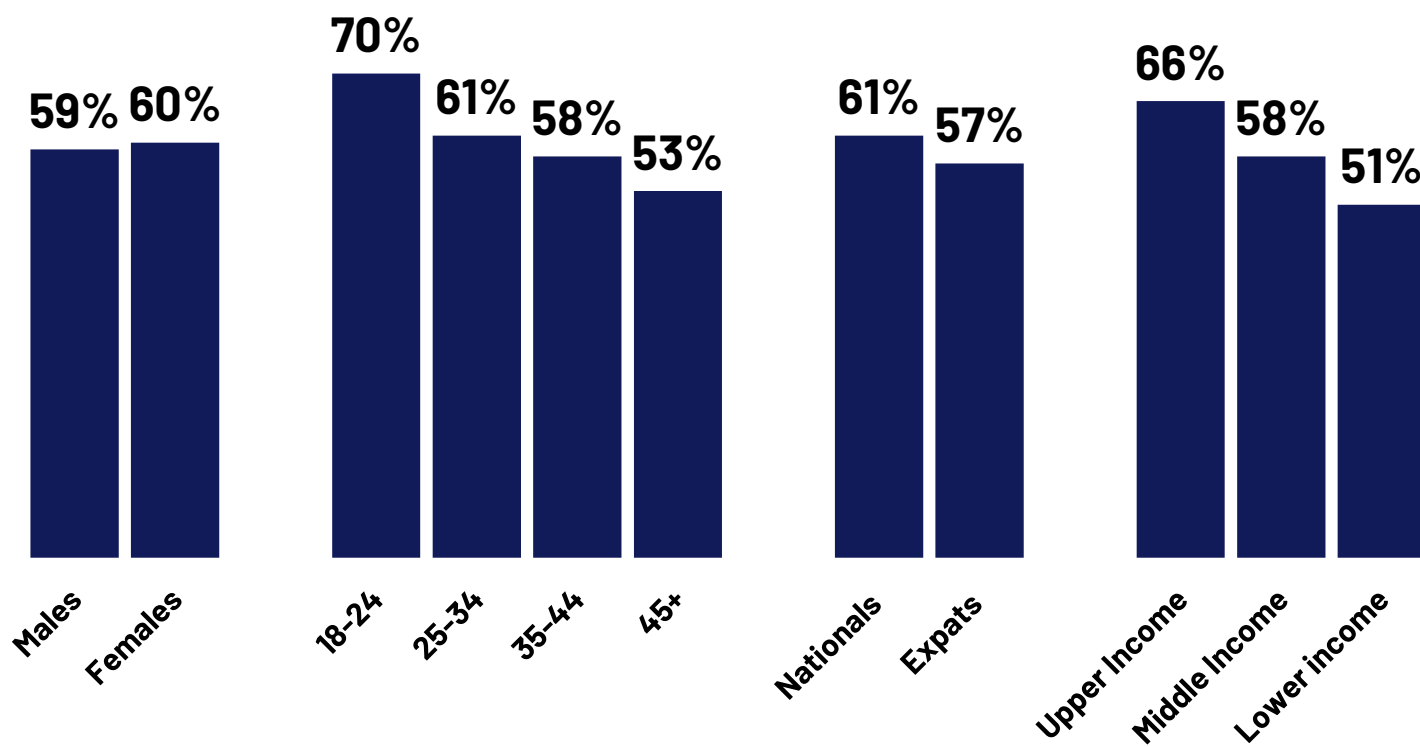
HOW ARE PEOPLE DEALING WITH INFLATION?

Taking measures to counter the increase in prices

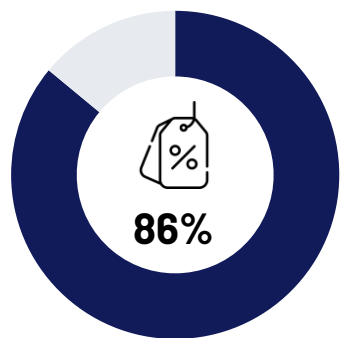
% – by demographics



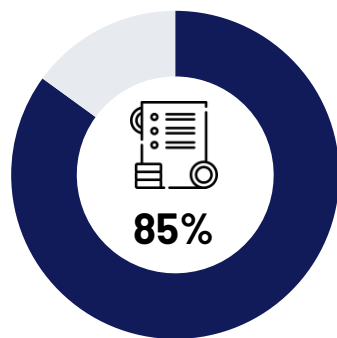
Have taken or plan to take measures to counter the increase in prices



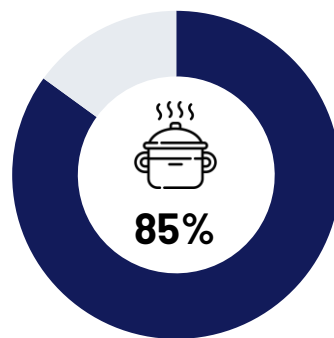
Top measures taken to counter the increase in prices



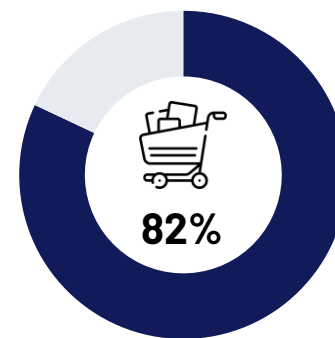
Buy products on promotion



Keep track of spending habits



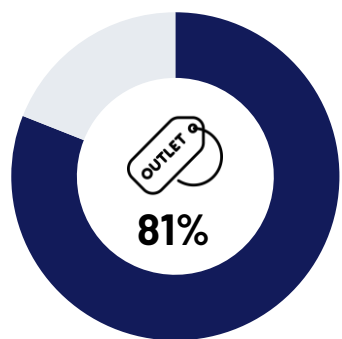
Have more home cooked meals



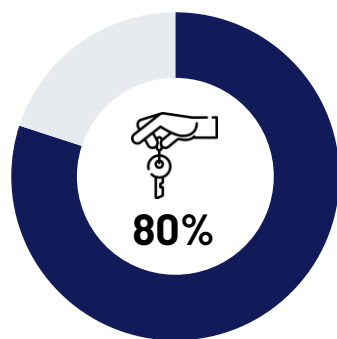
Buy fewer items per shopping trip



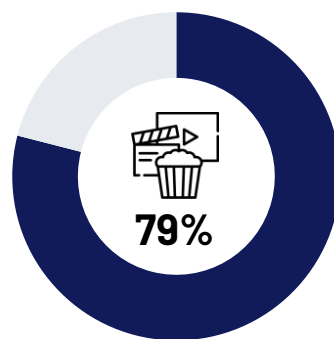
Buy necessities only



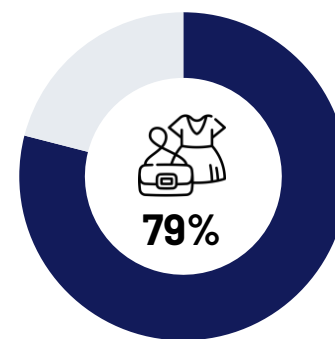
Shop from cheaper outlets



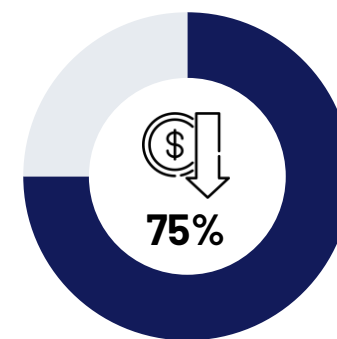
Postpone big purchases



Scale back on social and entertainment activities













Shop for less fashion items



Purchase cheaper brands

Top measures taken to counter the increase in prices

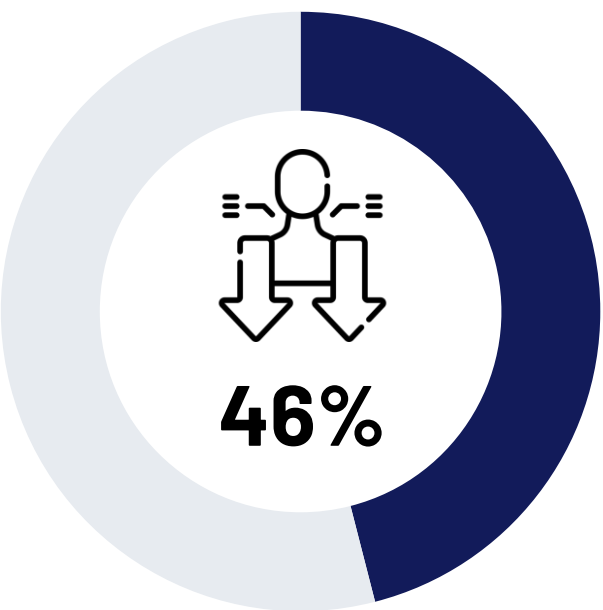
% - by demographics

	 Buy products on promotion	 Keep track of spending habits	 Have more home cooked meals	 Buy fewer items per shopping trip	 Buy necessities only	 Shop from cheaper outlets	 Postpone big purchases	 Scale back on social and entertainment activities	 Shop for less fashion items	 Purchase cheaper brands
Total	86%	85%	85%	82%	82%	81%	80%	79%	79%	75%
Male	85%	83%	83%	81%	84%	79%	81%	80%	81%	75%
Female	89%	87%	90%	83%	80%	85%	79%	76%	74%	75%
18-24	84%	80%	80%	75%	85%	80%	84%	83%	71%	62%
25-34	84%	75%	81%	84%	76%	73%	75%	76%	76%	78%
35-44	90%	88%	87%	78%	79%	85%	81%	80%	80%	74%
45+	88%	98%	95%	87%	94%	90%	85%	77%	88%	81%
Nationals	85%	81%	82%	78%	78%	78%	81%	80%	72%	70%
Expats	88%	90%	91%	87%	88%	86%	79%	77%	88%	82%
Upper Income	84%	83%	77%	77%	72%	72%	74%	74%	73%	68%
Middle Income	87%	84%	90%	83%	87%	86%	84%	81%	80%	79%
Lower Income	90%	90%	91%	91%	93%	87%	83%	82%	88%	79%

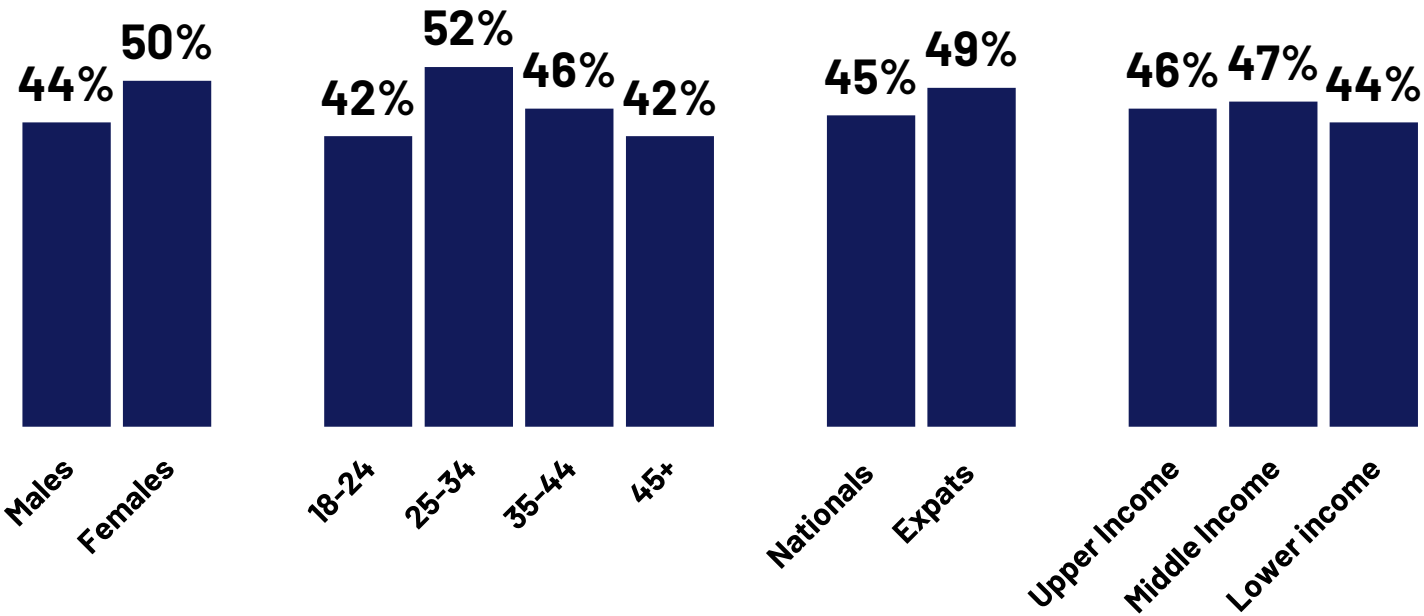
THE IMPACT OF INFLATION ON LIFESTYLE

Lifestyle adjustments in response to rising prices

% Agree – by demographics



I downgraded my way of living to accommodate the increase in prices



Sample and methodology

Sample size

500 respondents

Sample criteria

General public
representative of the population across gender, age (18+),
nationality and SEC

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in Saudi Arabia
with a nationwide coverage

FOR MORE INFORMATION

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