

SPOTLIGHT*LEBANON ONLINE SHOPPER BEHAVIOUR & ATTITUDES

October - 2024

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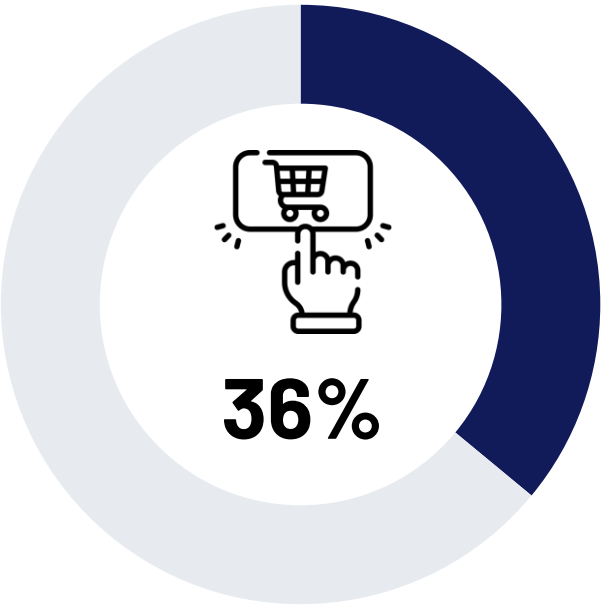
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**Attitudes towards
shopping experiences**

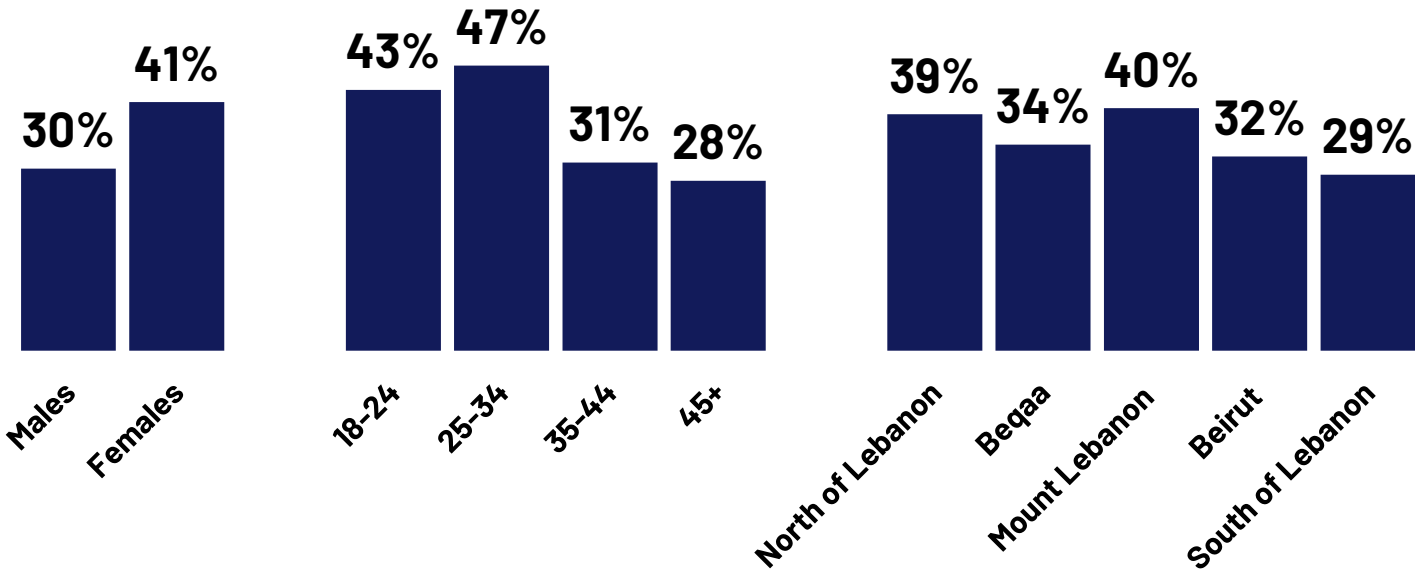
ONLINE SHOPPING PENETRATION

Online shopping penetration

% – by demographics



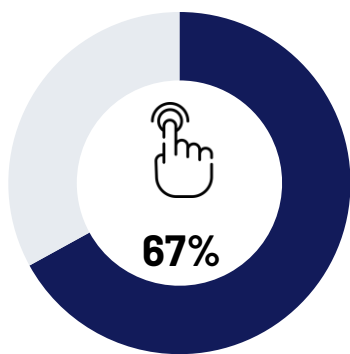
Have shopped online
in the past 6 months



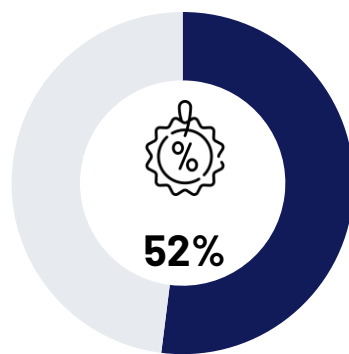
MOTIVATORS TO SHOP ONLINE



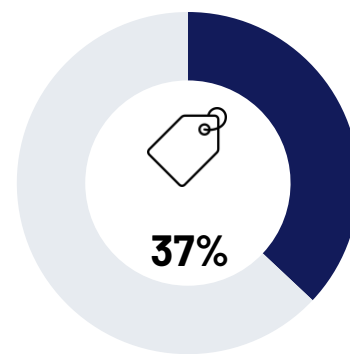
Motivators to shop online



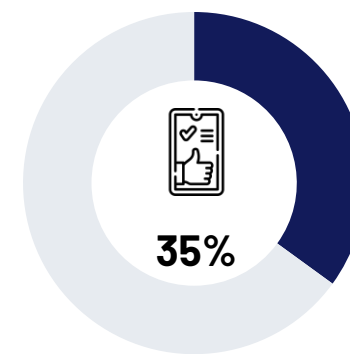
Convenience



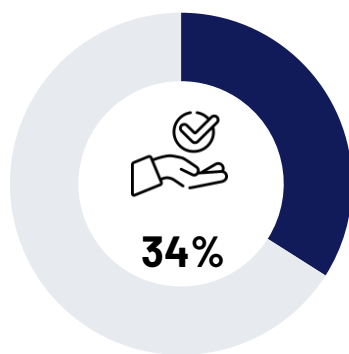
Promotions



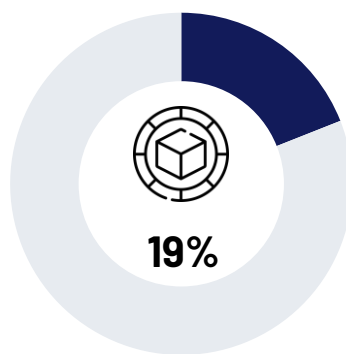
Prices



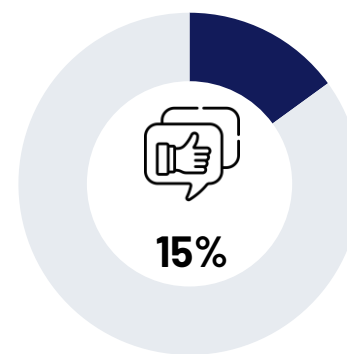
The online shopping experience



Availability










Variety



Recommendations

Motivators to shop online

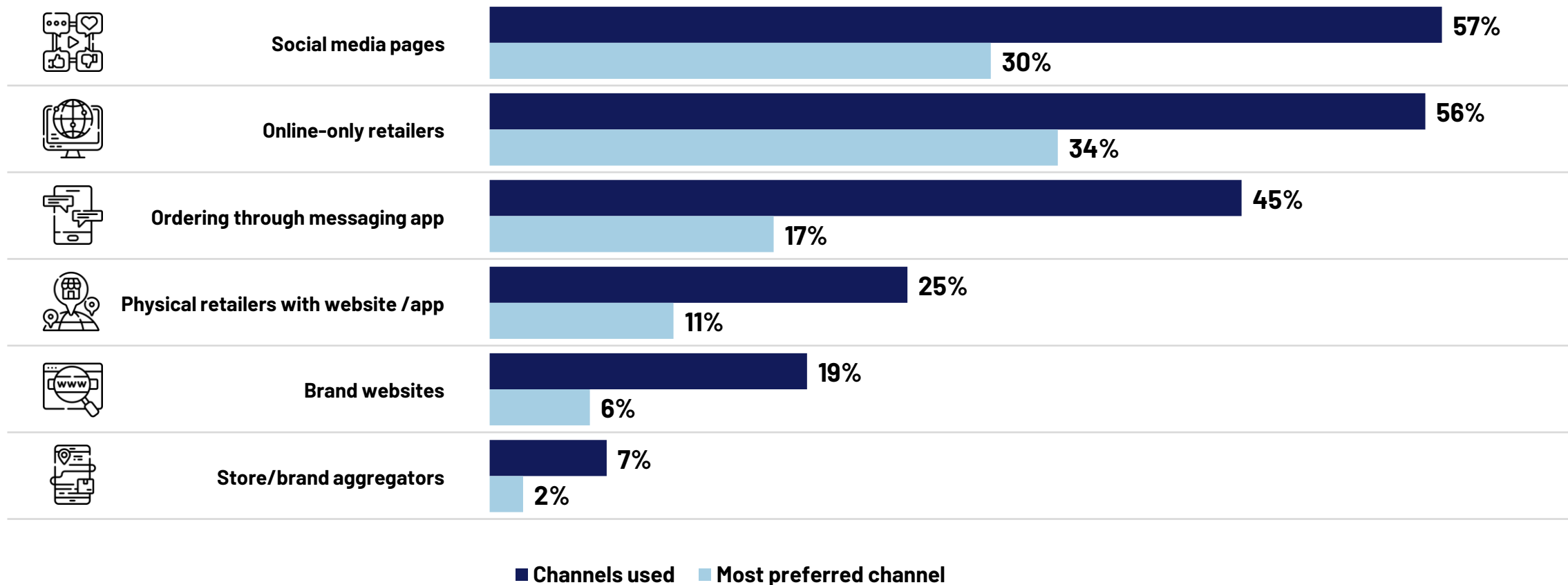
% - by demographics

	 Convenience	 Promotions	 Prices	 The online shopping experience	 Availability	 Variety	 Recommendations
Total	67%	52%	37%	35%	34%	19%	15%
Male	66%	49%	34%	39%	38%	11%	18%
Female	67%	54%	39%	32%	31%	25%	13%
18-24	67%	53%	33%	44%	40%	23%	12%
25-34	74%	46%	33%	37%	37%	22%	13%
35-44	44%	53%	44%	24%	32%	26%	26%
45+	73%	57%	41%	33%	27%	8%	12%
North of Lebanon	69%	67%	42%	31%	22%	25%	11%
Beqaa	56%	44%	36%	24%	52%	16%	24%
Mount Lebanon	69%	44%	41%	36%	35%	22%	13%
Beirut	73%	55%	27%	64%	27%	-	9%
South of Lebanon	63%	63%	27%	37%	33%	17%	20%

ONLINE SHOPPING CHANNELS









Channels used to shop online

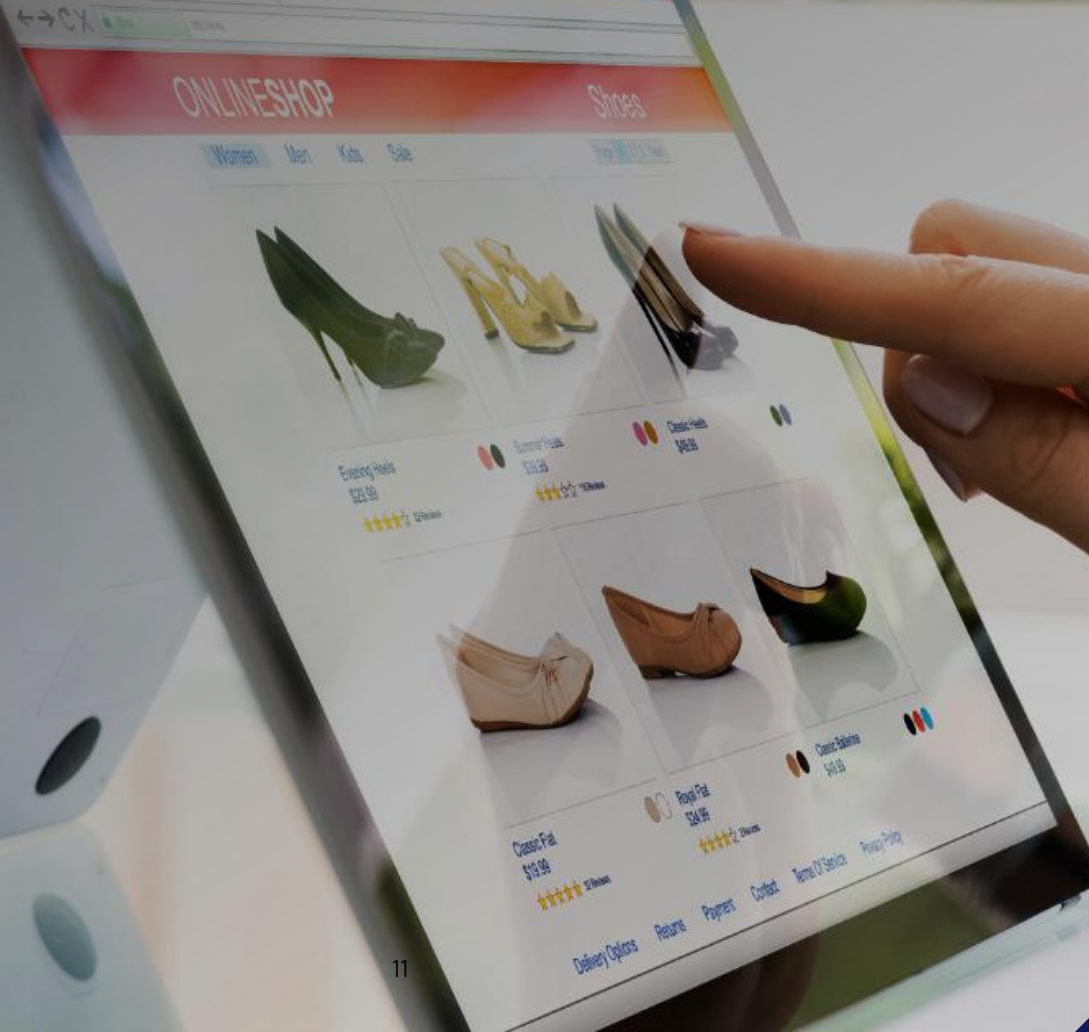


Channels used to shop online

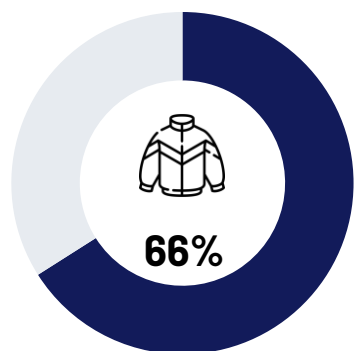
% - by demographics

	 Social media pages	 Online-only retailers	 Ordering through messaging app	 Physical retailers with website / app	 Brand websites	 Store/brand aggregators
Total	57%	56%	45%	25%	19%	7%
Male	63%	55%	37%	32%	25%	6%
Female	52%	56%	50%	20%	15%	8%
18-24	63%	67%	58%	28%	26%	7%
25-34	54%	67%	31%	17%	19%	7%
35-44	53%	59%	38%	24%	12%	6%
45+	57%	31%	53%	33%	18%	8%
North of Lebanon	53%	58%	47%	19%	8%	3%
Beqaa	56%	44%	60%	36%	8%	4%
Mount Lebanon	53%	65%	33%	21%	22%	9%
Beirut	64%	27%	73%	9%	27%	9%
South of Lebanon	70%	47%	50%	40%	30%	10%

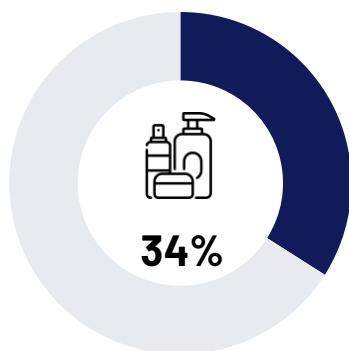
CATEGORIES PURCHASED ONLINE



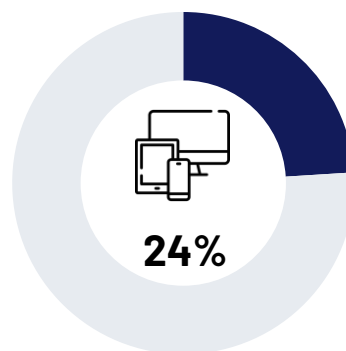
Categories purchased/ paid for online



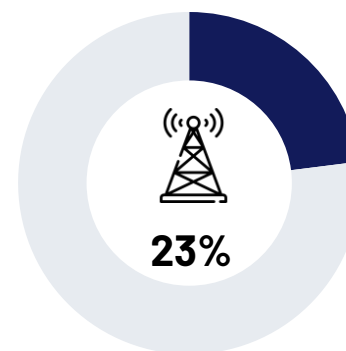
Fashion items



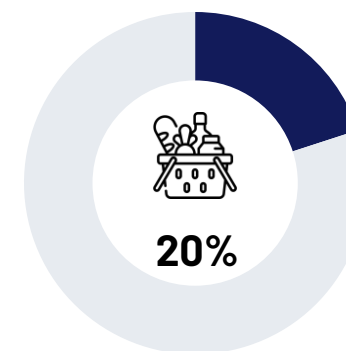
Personal care products



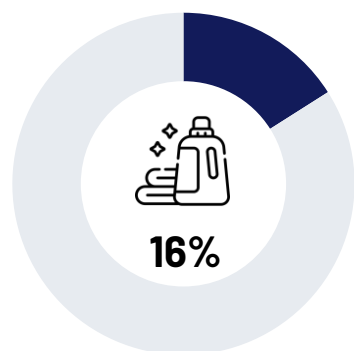
Electronics



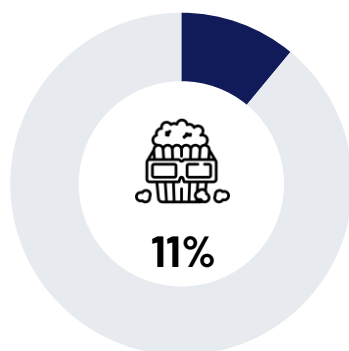
Telecom/ internet bill



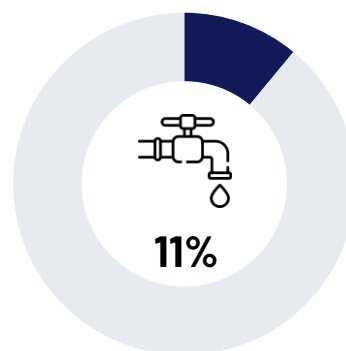
Food and beverage



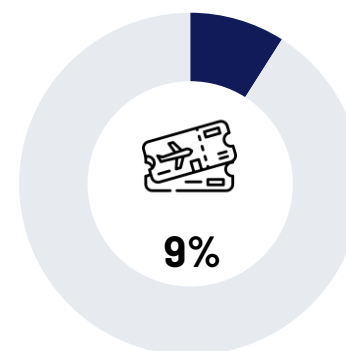
Home care items



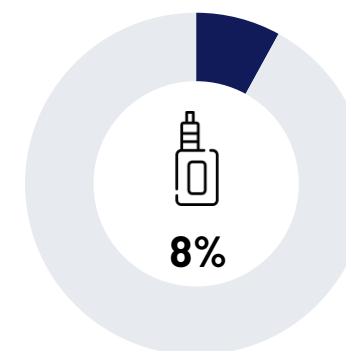
Entertainment and leisure activities



Utilities



Travel expenses



Tobacco products

Categories purchased/ paid for online

% - by demographics

	Fashion items	Personal care products	Electronics	Telecom/ internet bill	Food and beverage	Home care items	Entertainment and leisure activities	Utilities	Travel expenses	Tobacco products
Total	66%	34%	24%	23%	20%	16%	11%	11%	9%	8%
Male	54%	24%	42%	31%	23%	14%	14%	13%	14%	13%
Female	74%	41%	13%	18%	18%	17%	9%	9%	6%	5%
18-24	84%	44%	30%	26%	21%	9%	26%	14%	16%	5%
25-34	61%	41%	26%	30%	31%	19%	13%	6%	6%	7%
35-44	74%	29%	15%	18%	6%	3%	3%	15%	9%	6%
45+	51%	22%	24%	18%	16%	29%	2%	10%	8%	12%
North of Lebanon	81%	42%	17%	22%	19%	14%	3%	11%	8%	8%
Beqaa	64%	36%	20%	24%	8%	12%	4%	16%	4%	8%
Mount Lebanon	58%	29%	21%	23%	22%	15%	14%	6%	5%	8%
Beirut	64%	27%	45%	18%	45%	18%	9%	9%	18%	9%
South of Lebanon	73%	40%	40%	27%	17%	23%	20%	17%	23%	7%

ATTITUDES TOWARDS SHOPPING EXPERIENCES

Attitudes towards shopping experiences

%Agree



63%

The in-store shopping experience cannot be replaced

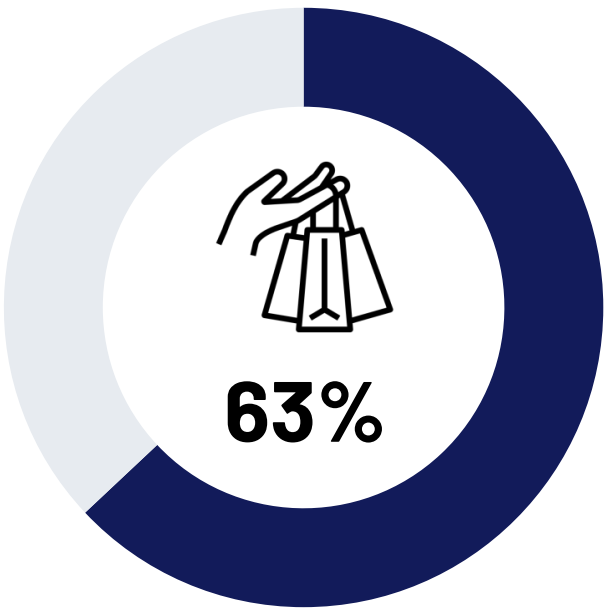


18%

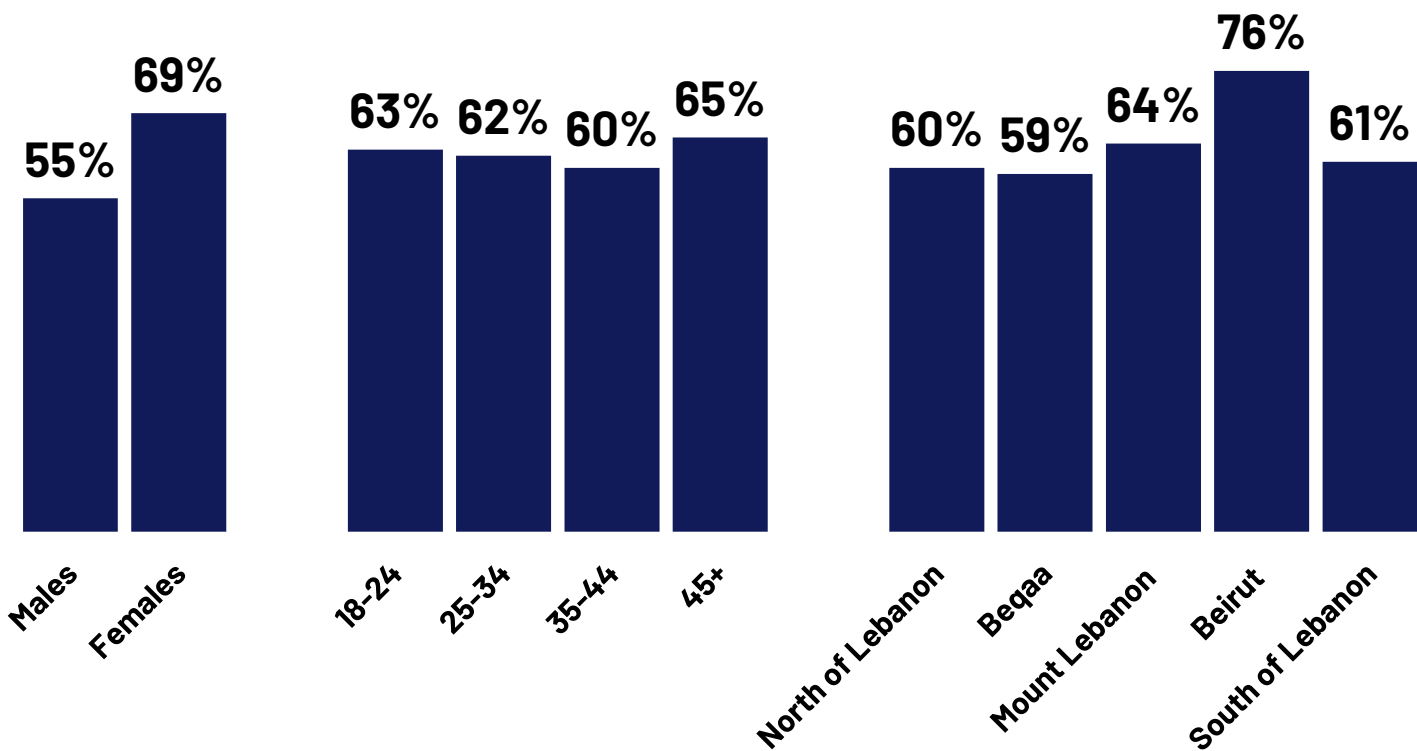
In the future, I will be doing most of my shopping online

The irreplaceability of in-store shopping experiences

%Agree – by demographics

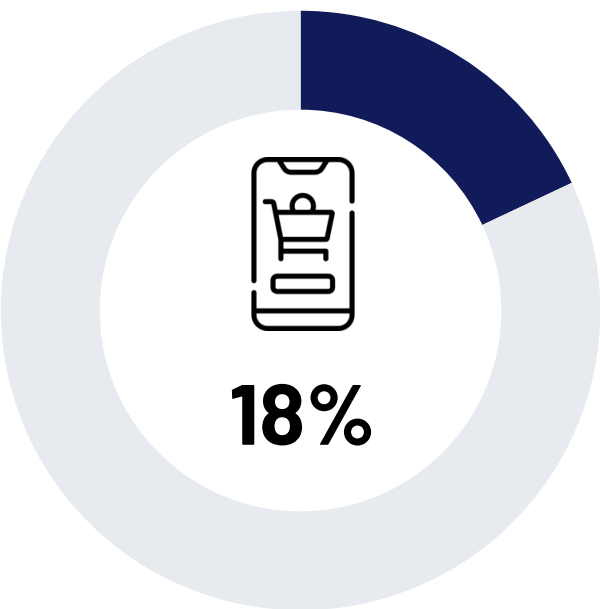


The in-store shopping experience cannot be replaced

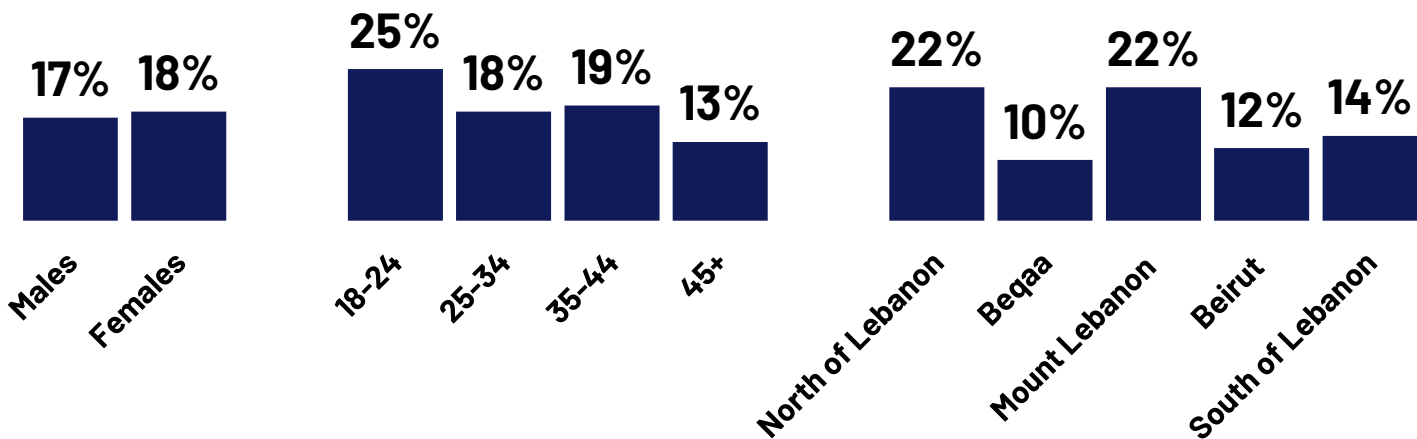


Future reliance on online shopping for most purchases

%Agree – by demographics



In the future, I will be doing most of my shopping online



Sample and methodology

Sample size

500 respondents

Sample criteria

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

Methodology

The survey was conducted via computer aided telephone interviews (CATI)

Geographical coverage

Conducted in Lebanon
with a nationwide coverage

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