

SPOTLIGHT*KUWAIT SHOPPER BEHAVIOUR & ATTITUDES

June - 2026

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Key Findings

A Strong Preference for Planned, In-Store Shopping

Despite the global rise of e-commerce, the majority of shoppers still strongly **prefer the traditional, physical in-store shopping experience**. When they spend their money, they favor purchasing **physical products** rather than spending on experiences. These methodical consumers carefully **plan their shopping trips** rather than making unplanned purchases. When it comes to their shopping carts, they tend to **stick to the brands they are already used to** rather than exploring new ones.

Price, Quality, and Reputation Drive Brand Selection

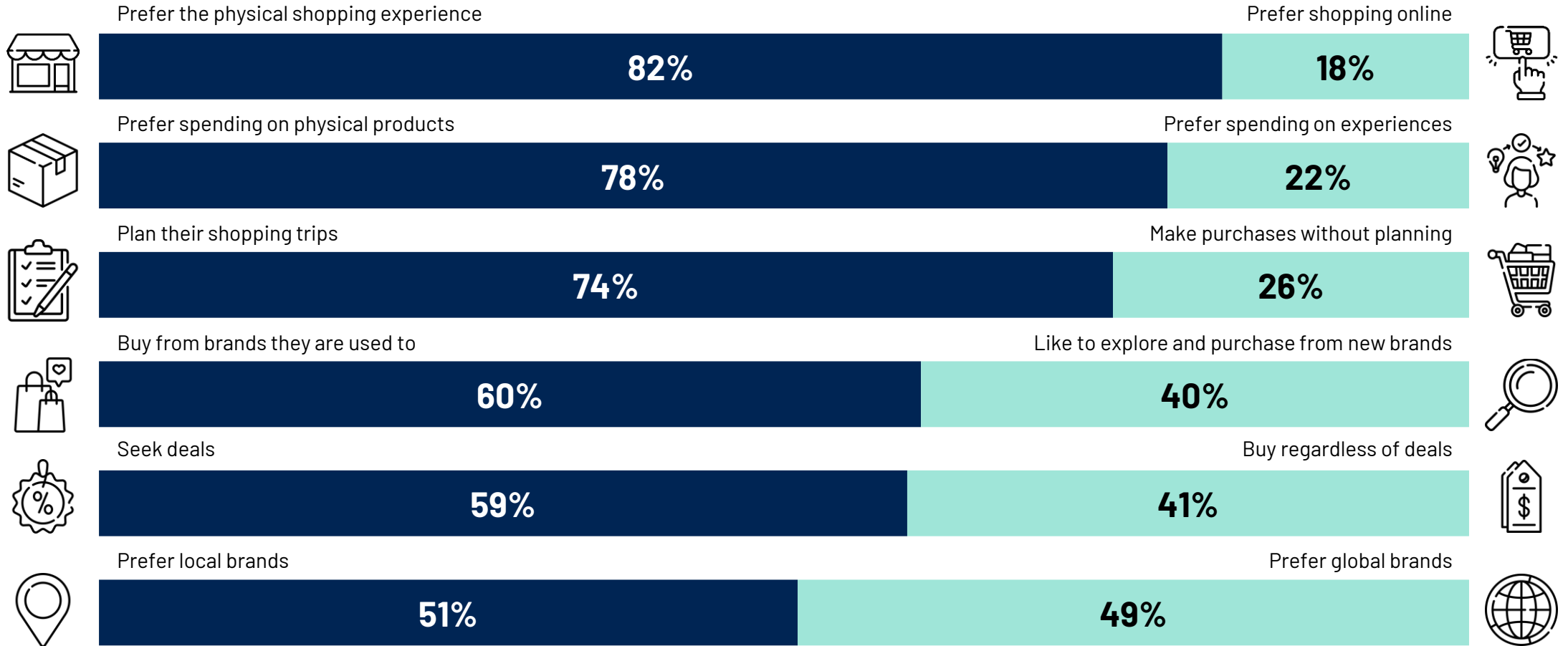
When choosing brands, consumers in Kuwait are primarily motivated by functional factors. Most consumers choose a product for the **prices, promotions, and overall product quality**. Shoppers also heavily rely on **personal referrals** and a **brand's general reputation**. Other important factors include the variety of **offerings and brand availability**. Interestingly, emotional factors, like whether a brand **makes them feel valued, understood, or confident**, play a much smaller role in their decisions.

The Influence of Social Media and Word-of-Mouth

Shoppers gather brand information through both online and offline channels. **Instagram, YouTube, and TikTok** lead digital discovery, while **word-of-mouth and store visits** dominate offline. Although most consumers diligently check **customer reviews before buying**, everyday **recommendations from friends and family remain the absolute most trusted source** for final decisions. **Expert advice and online reviews** follow closely, while **social media influencers and celebrities** are considered the least trusted sources.

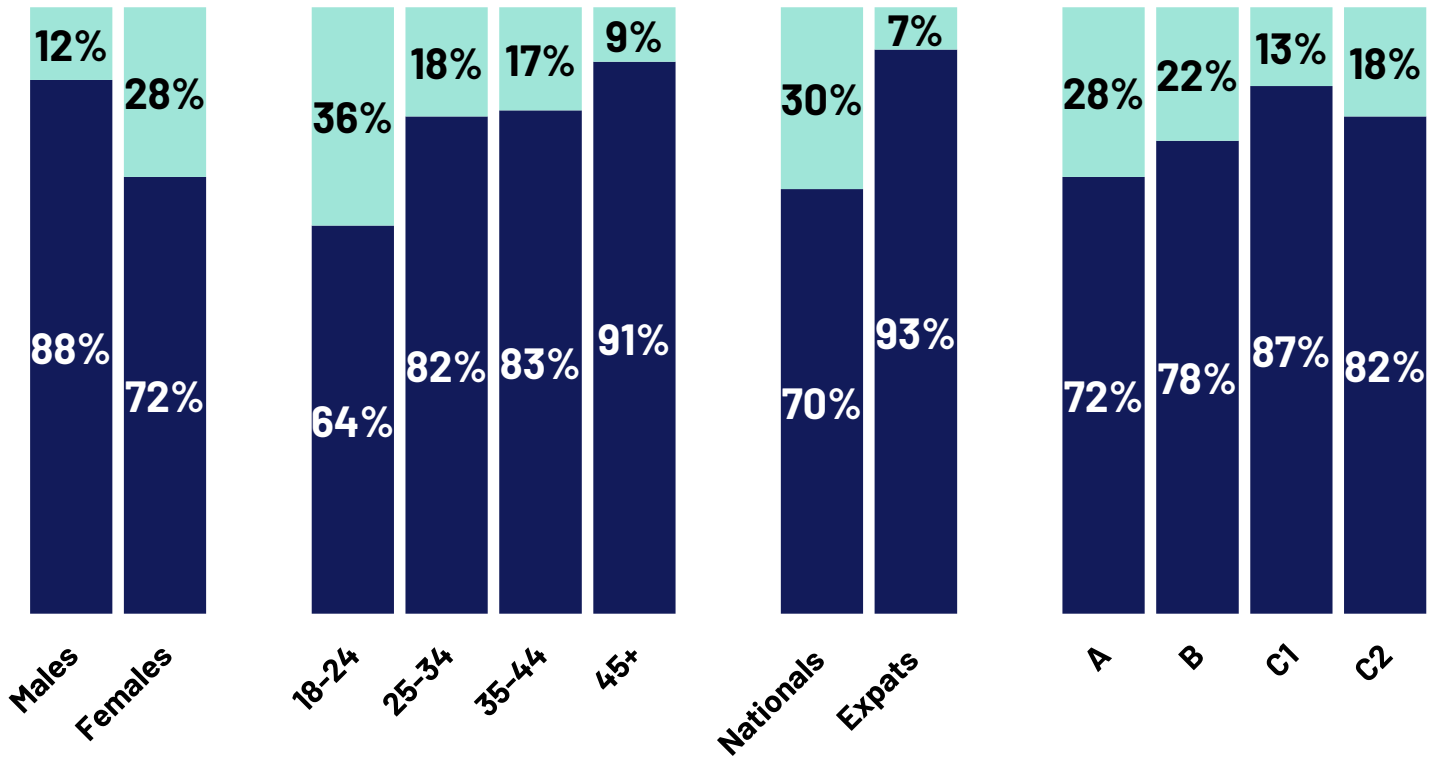
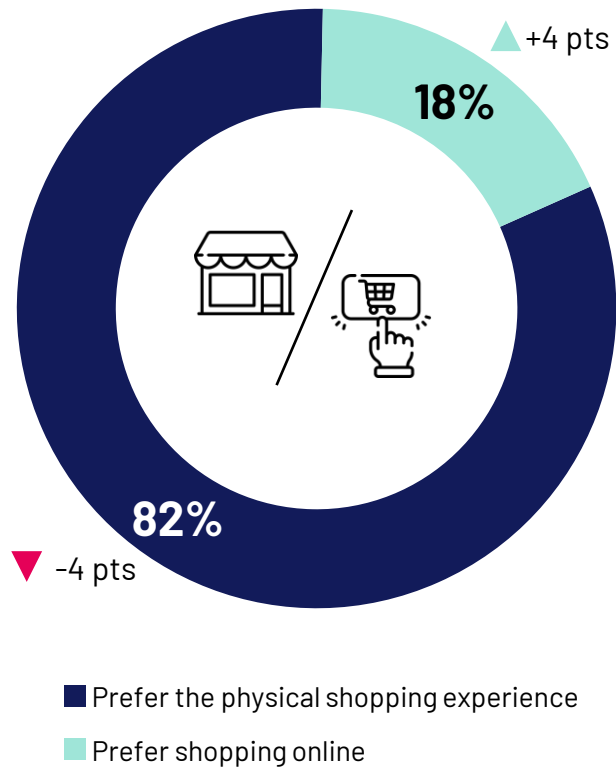
TYPES OF SHOPPERS IN KUWAIT

Shopper types



Physical vs. online shopping

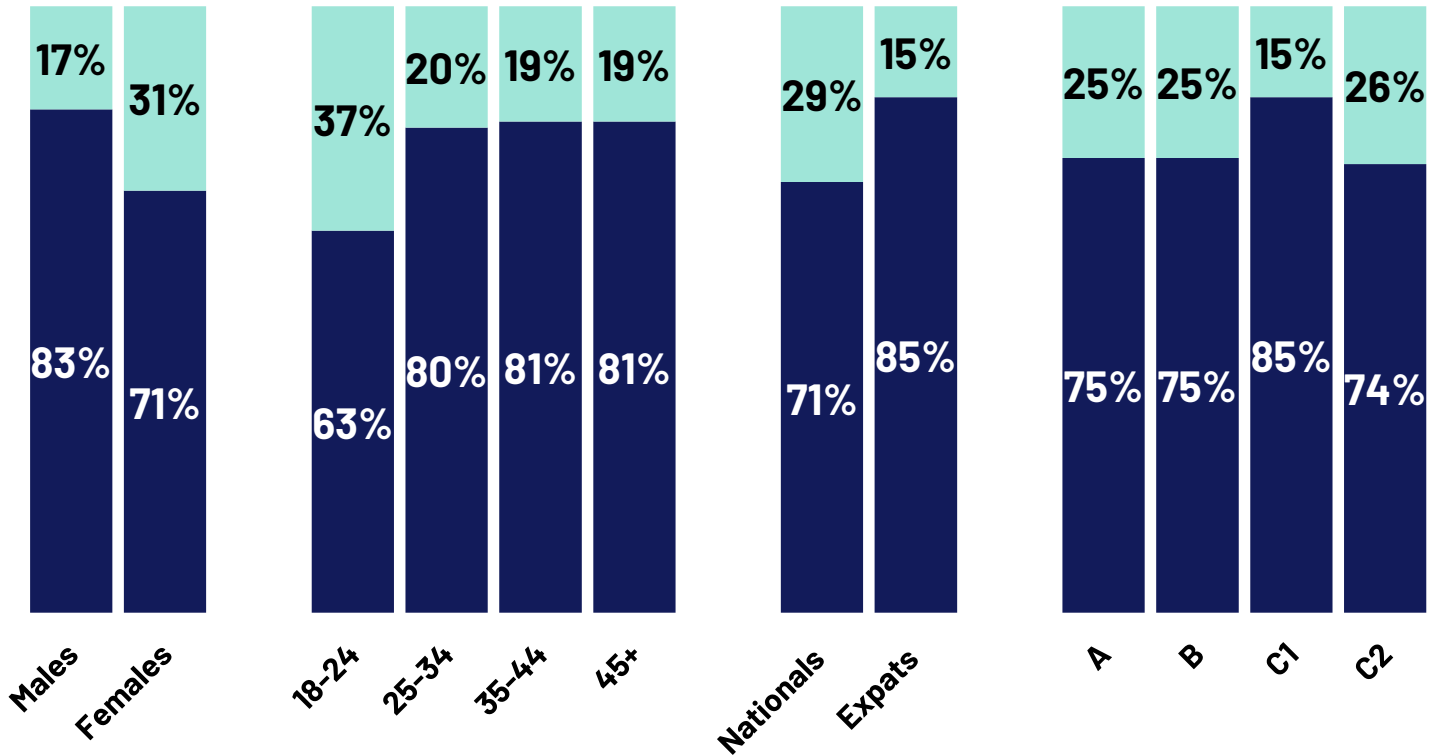
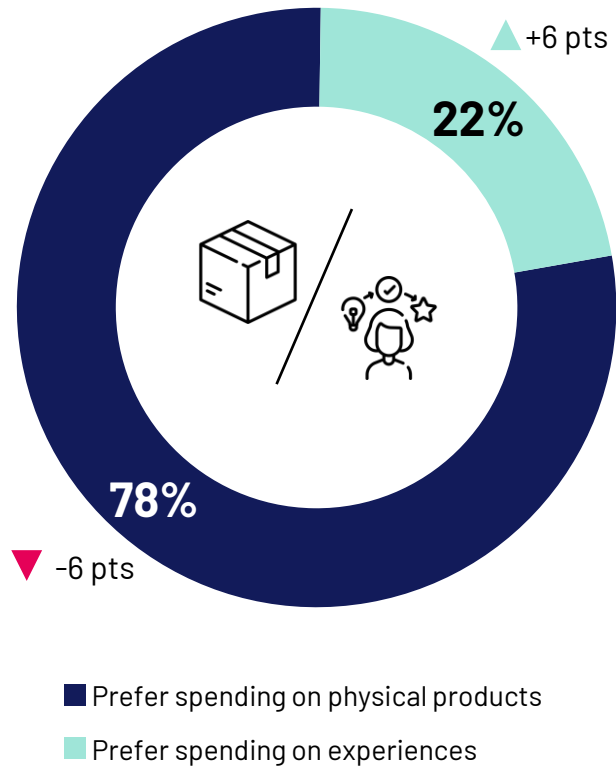
% - by demographics



▲▼ Change vs 2024

Physical products vs. experiences

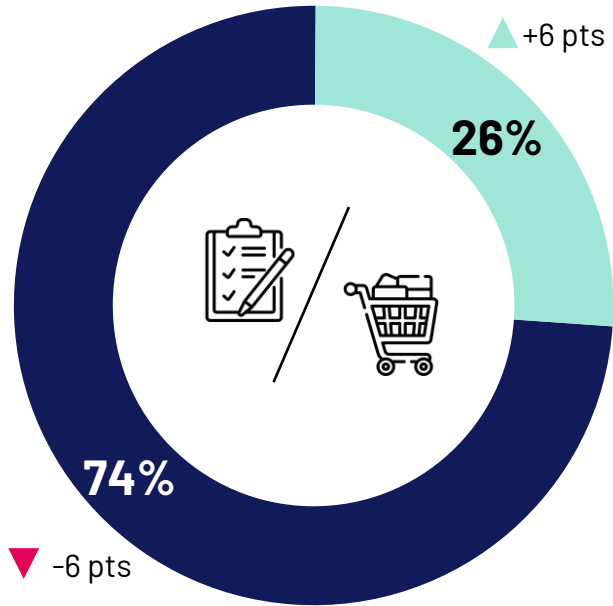
% - by demographics



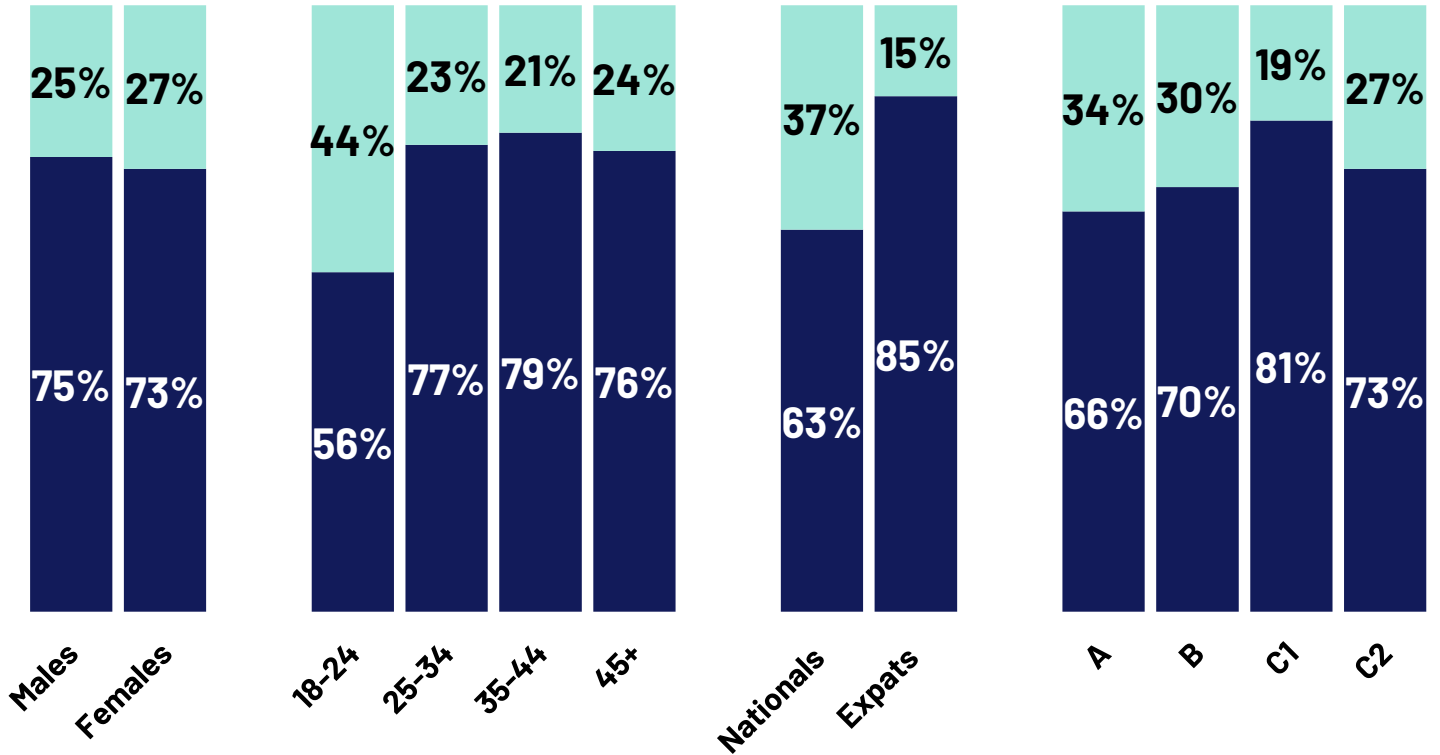
▲▼ Change vs 2024

Planned vs. unplanned shopping

% - by demographics



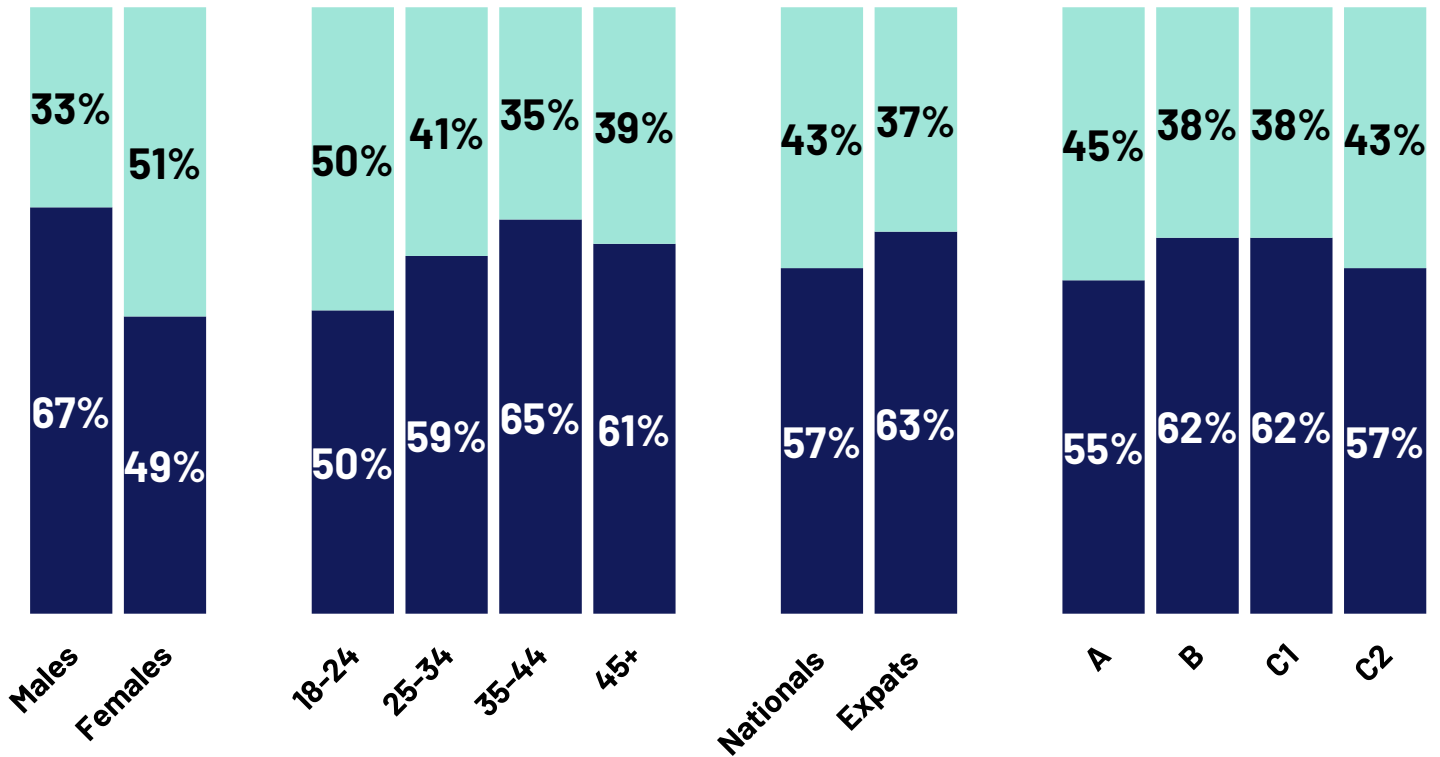
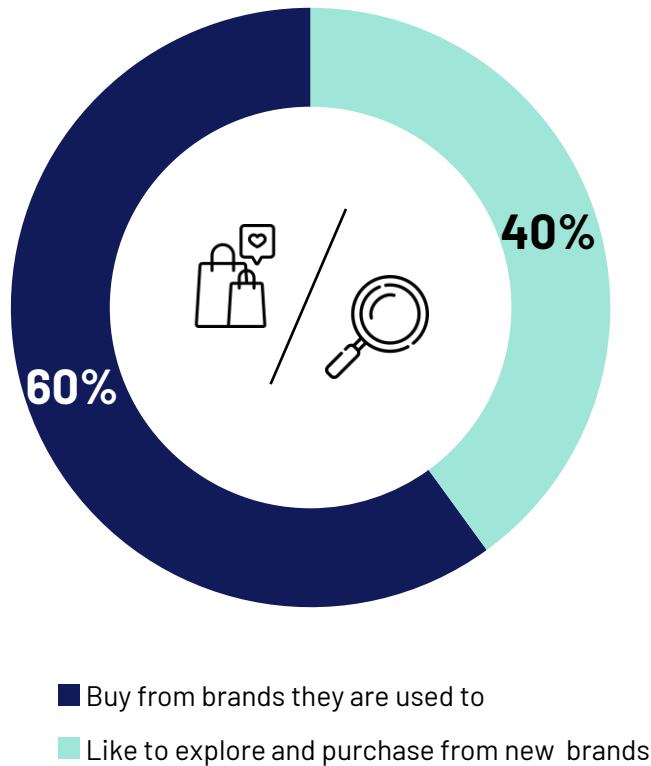
- Plan their shopping trips
- Make purchases without planning



▲▼ Change vs 2024

Purchasing usual brands vs. exploring new brands

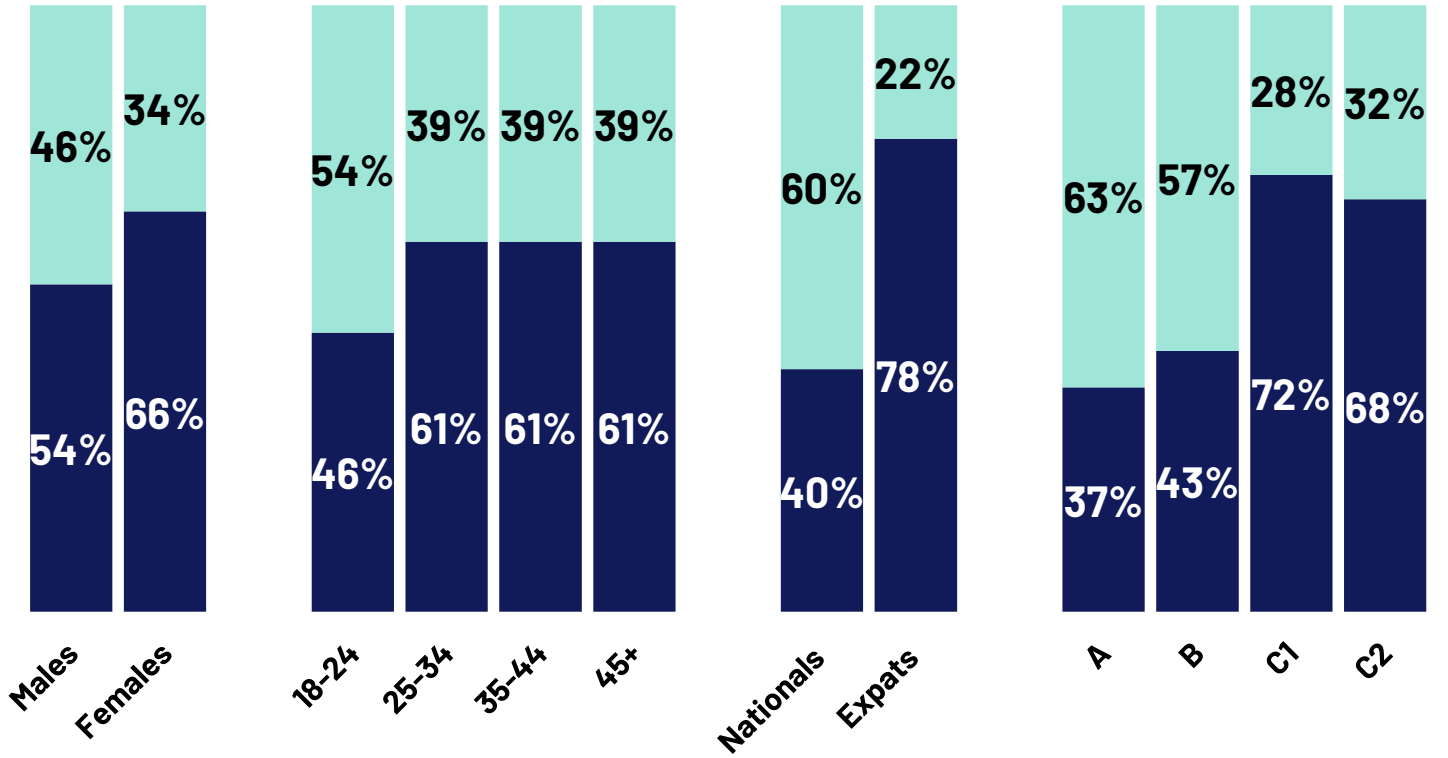
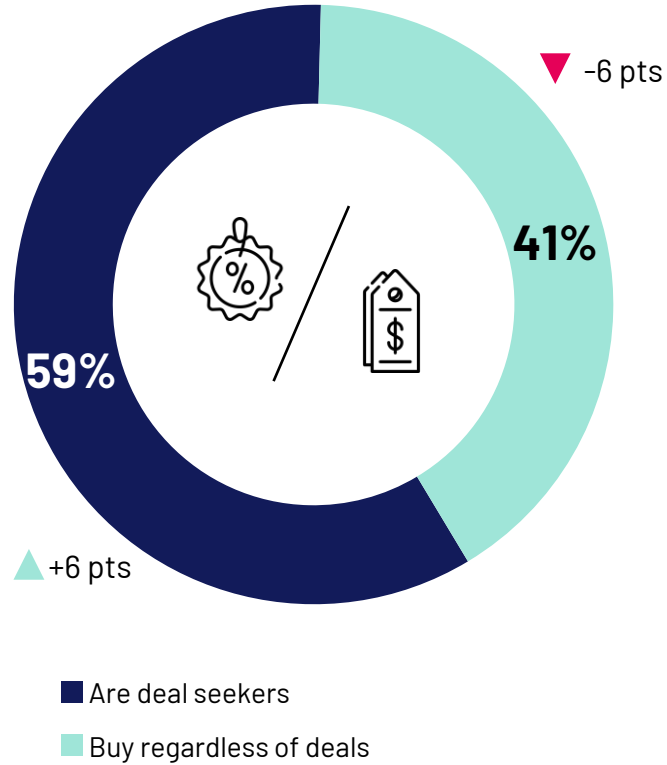
% - by demographics



Change vs 2024

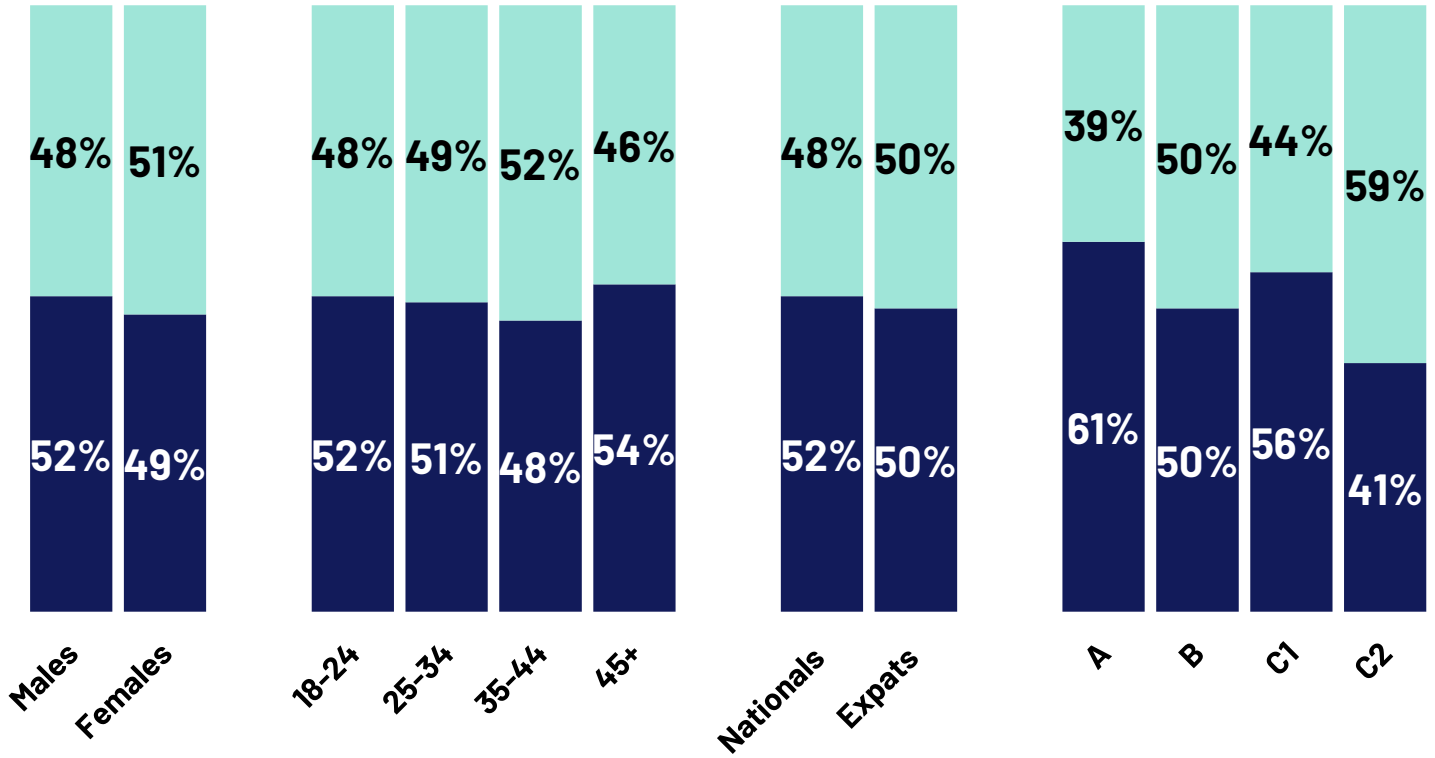
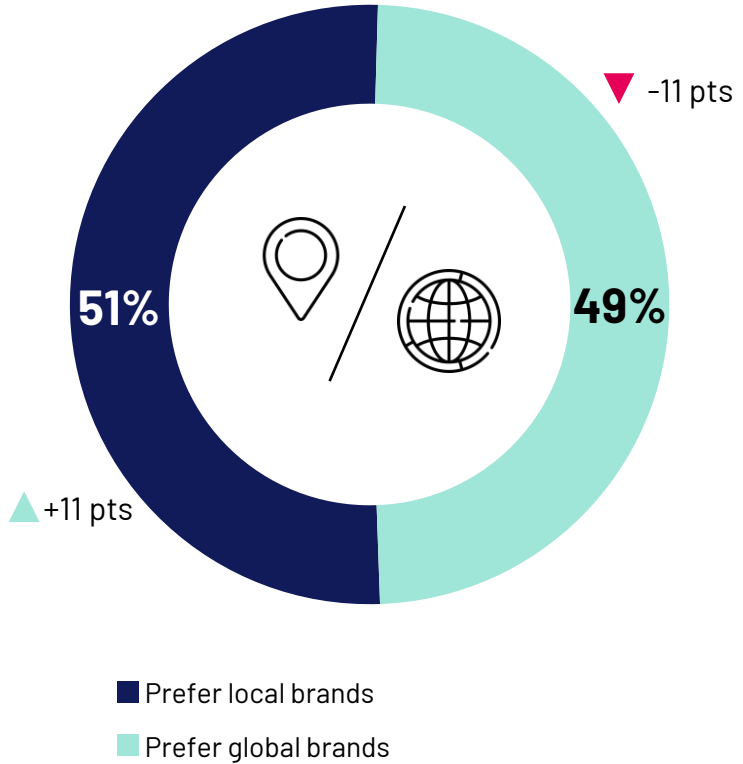
Deal seekers vs. non-deal seekers

% - by demographics



Local vs. international brands

% - by demographics



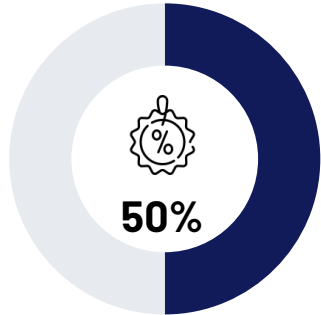
Change vs 2024



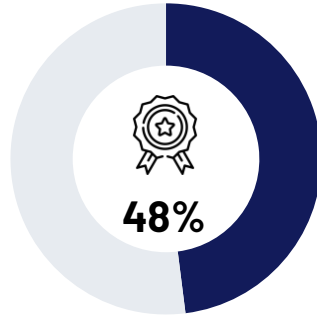
BRAND SELECTION CRITERIA

Brand selection criteria

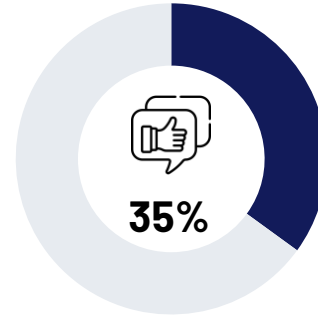
Top 10 criteria



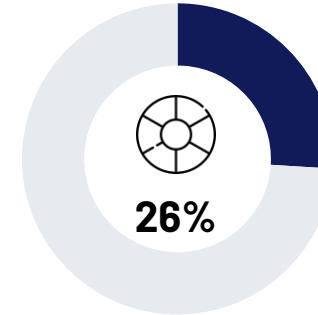
Prices and promotions



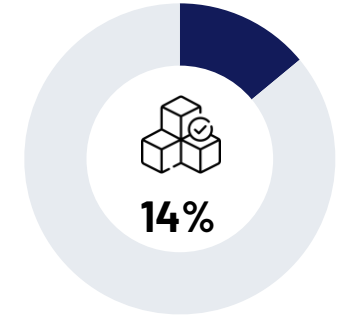
A brand's quality



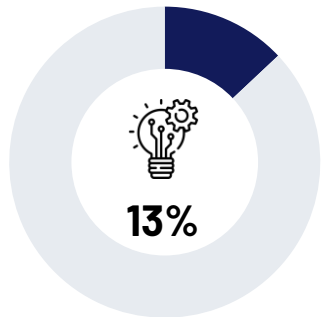
Referrals and reputation



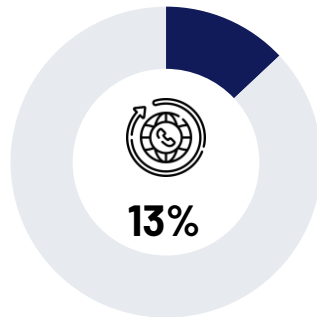
Variety of offerings



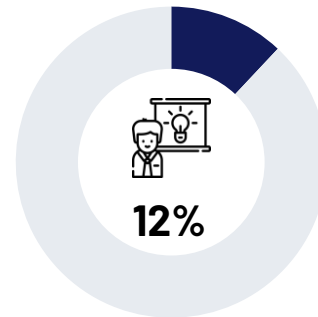
A brands availability



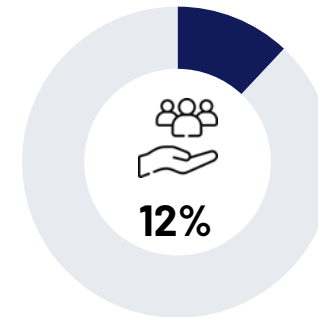
A brands innovation



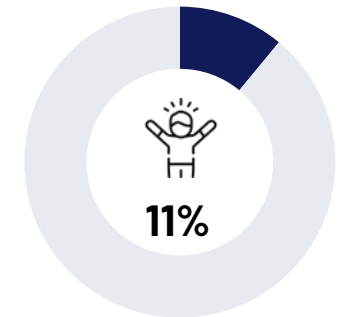
Customer service



If a brand understands me













If a brand makes me feel valued



If a brand makes me feel confident

Brand selection criteria

Top 10 criteria - by demographics

	 Prices and promotions	 A brand's quality	 Referrals and reputation	 Variety of offerings	 A brands availability	 A brands innovation	 Customer service	 If a brand understands me	 If a brand makes me feel valued	 If a brand makes me feel confident
Total	50%	48%	35%	26%	14%	13%	13%	12%	12%	11%
Male	51%	47%	41%	25%	12%	13%	12%	14%	11%	11%
Female	50%	51%	26%	27%	17%	13%	14%	10%	13%	11%
18-24	35%	41%	34%	13%	11%	12%	15%	16%	19%	20%
25-34	50%	52%	32%	28%	11%	15%	15%	13%	9%	10%
35-44	56%	54%	32%	31%	16%	13%	10%	6%	8%	10%
45+	53%	41%	42%	25%	16%	10%	12%	17%	14%	8%
Nationals	34%	44%	41%	17%	8%	18%	15%	16%	14%	15%
Expats	67%	52%	29%	35%	20%	8%	10%	9%	9%	8%
A	29%	39%	35%	13%	11%	19%	14%	11%	13%	12%
B	38%	50%	43%	18%	4%	17%	12%	15%	15%	11%
C1	56%	52%	33%	32%	21%	11%	13%	11%	9%	9%
C2	66%	45%	28%	31%	18%	8%	13%	12%	11%	14%

WHERE DO PEOPLE OBTAIN INFORMATION ABOUT BRANDS?

Sources used to obtain information about brands



95%

Use online sources to obtain information about brands

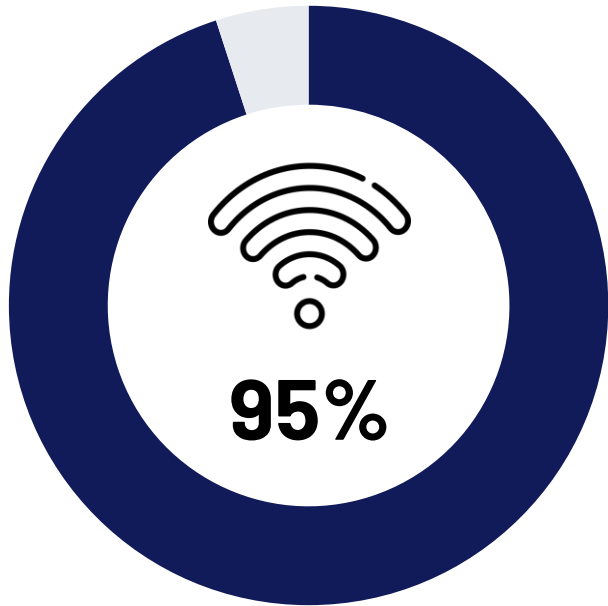


87%

Use offline sources to obtain information about brands

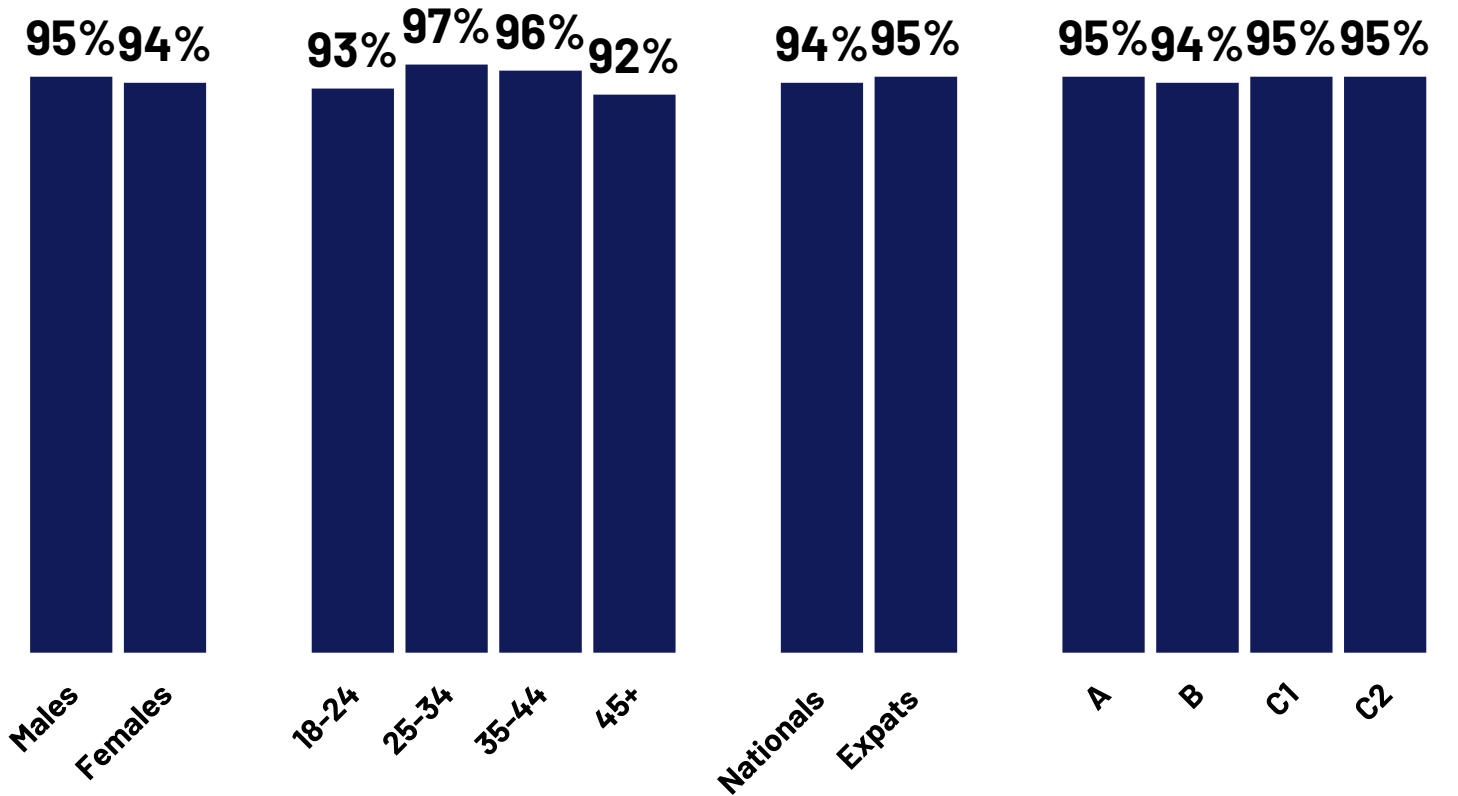
Using online sources to obtain information about brands

% - by demographics



Use online sources to obtain information about brands

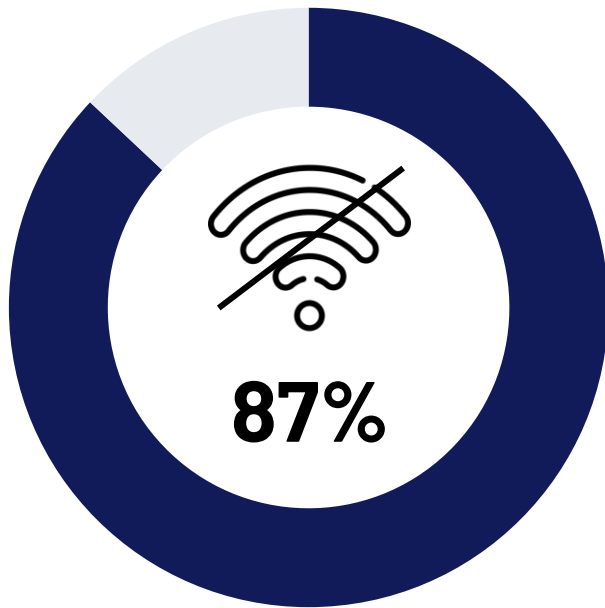
▲ +10 pts



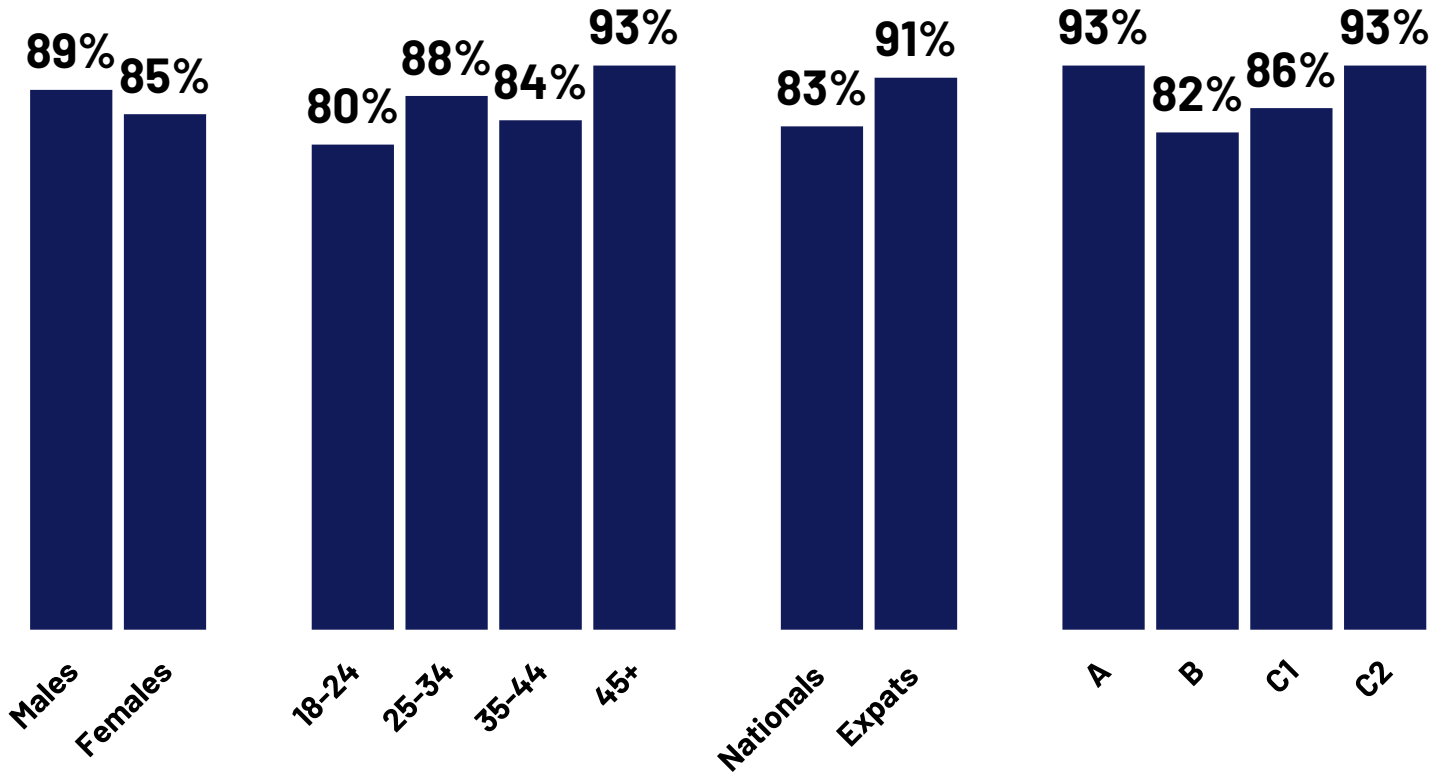
▼ Change vs 2024

Using offline sources to obtain information about brands

% - by demographics

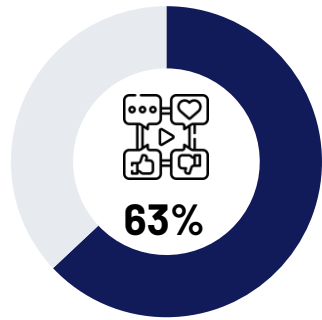


Use offline sources to obtain information about brands



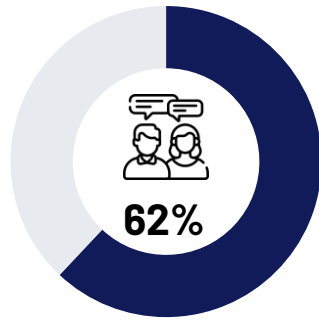
Sources used to obtain information about brands

- Detailed



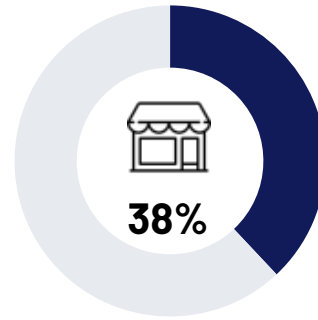
Social media platforms

▲ +14 pts



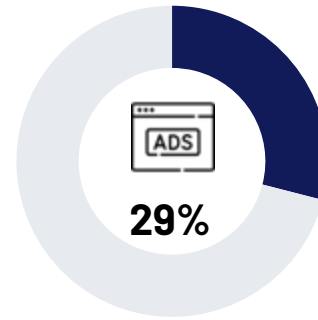
Word of mouth

▲ +7 pts



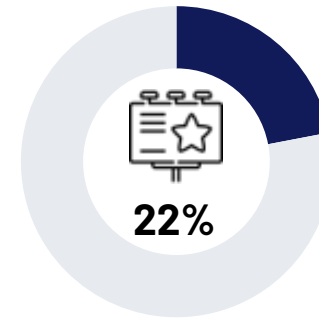
Directly at the physical store/ outlet

▼ -7 pts



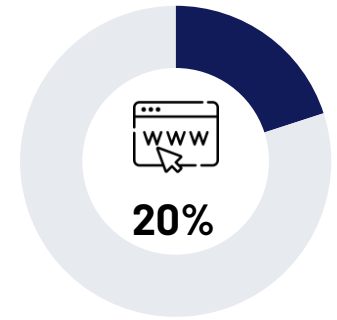
Online advertisements

▲ +5 pts

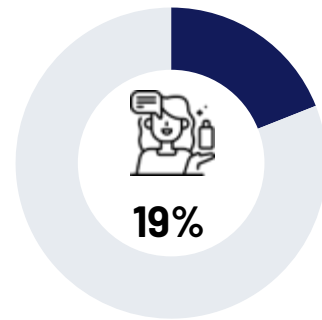


Billboards and outdoor advertisements

▼ -14 pts

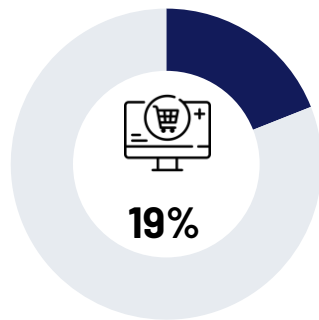


Company/ brand websites



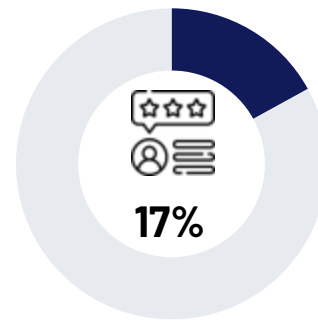
Influencers

▲ +8 pts

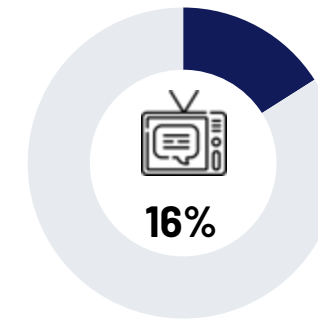


E-commerce platforms

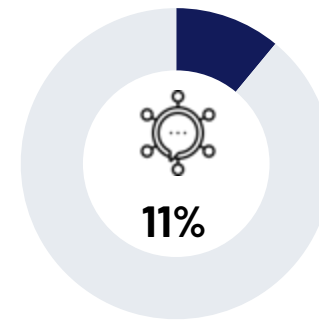
▲ +5 pts



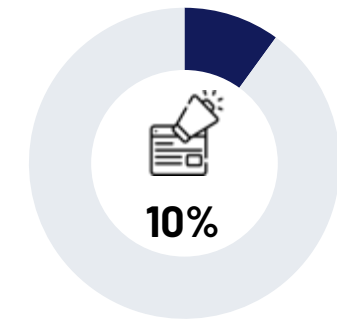
Online reviews and ratings



Traditional media















Blogs/forums/ online communities



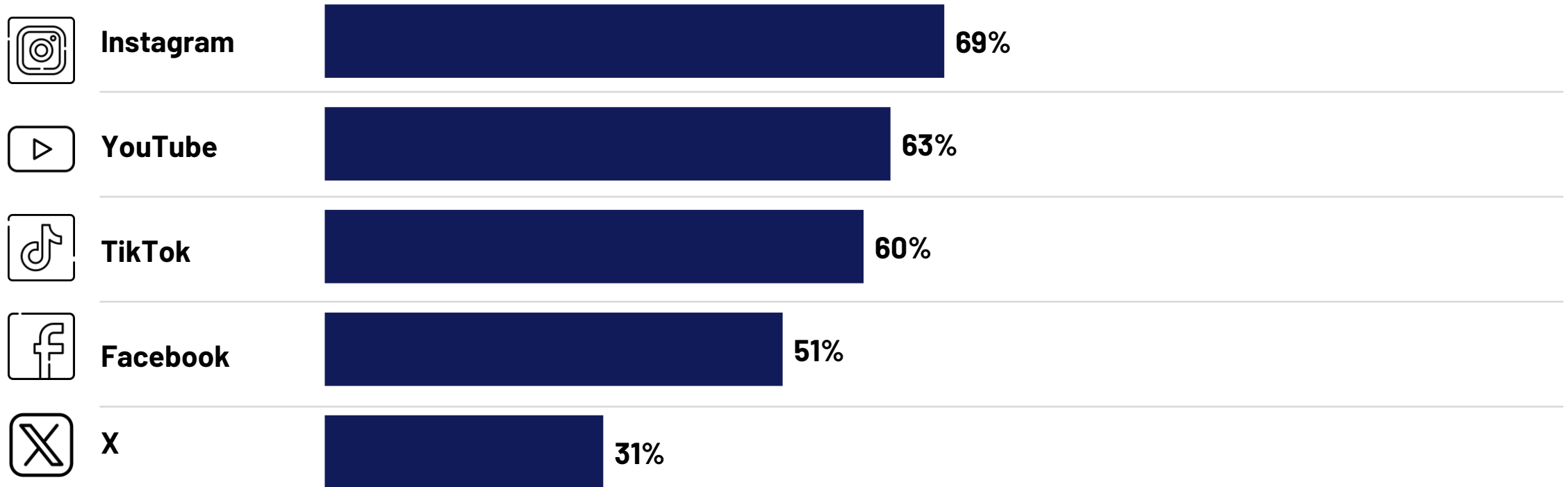
Email newsletter subscriptions

Sources used to obtain information about brands

Detailed - by demographics






	 Social media platforms	 Word of mouth	 Directly at the physical store	 Online ads	 Outdoor ads	 Brand websites	 Influencers	 E-Commerce platforms	 Online reviews and ratings	 Traditional media	 Online communities	 Email newsletter
Total	63%	62%	38%	29%	22%	20%	19%	19%	17%	16%	11%	10%
Male	69%	70%	38%	34%	22%	19%	17%	20%	16%	16%	9%	9%
Female	54%	51%	36%	20%	23%	21%	21%	18%	18%	16%	15%	12%
18-24	48%	50%	24%	26%	17%	21%	23%	17%	15%	14%	19%	14%
25-34	69%	66%	37%	32%	27%	22%	18%	23%	15%	18%	12%	9%
35-44	64%	54%	40%	24%	19%	18%	22%	18%	19%	16%	10%	8%
45+	64%	76%	45%	31%	23%	18%	14%	16%	17%	14%	6%	11%
Nationals	53%	54%	28%	28%	24%	27%	19%	23%	21%	19%	16%	14%
Expats	73%	71%	47%	29%	20%	12%	19%	16%	13%	13%	6%	6%
A	58%	61%	33%	31%	35%	32%	25%	21%	25%	31%	14%	22%
B	58%	60%	32%	29%	24%	23%	19%	23%	20%	15%	15%	8%
C1	66%	61%	41%	31%	17%	17%	17%	18%	13%	15%	8%	10%
C2	68%	68%	42%	24%	21%	14%	19%	14%	14%	13%	9%	7%

Social media platforms used to obtain information about brands



Social media platforms used to obtain information about brands

- by demographics

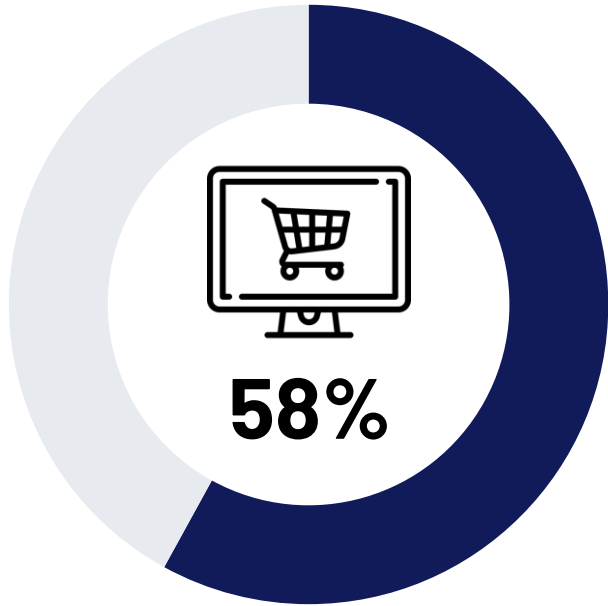
	 Instagram	 YouTube	 TikTok	 Facebook	 X
Total	69%	63%	60%	51%	31%
Male	67%	61%	57%	46%	33%
Female	71%	66%	68%	59%	28%
18-24	81%	38%	50%	19%	41%
25-34	75%	63%	69%	45%	39%
35-44	66%	60%	59%	65%	20%
45+	58%	76%	53%	57%	28%
Nationals	86%	51%	58%	9%	63%
Expats	56%	71%	62%	82%	8%
A	89%	65%	67%	3%	72%
B	84%	62%	56%	23%	52%
C1	56%	59%	62%	66%	17%
C2	64%	67%	60%	75%	15%

Base: % out those who use social media platforms to obtain information about brands

ONLINE SHOPPING

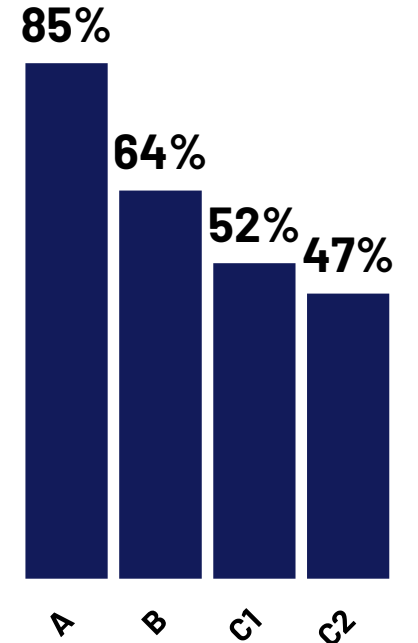
Online shopping prevalence

% - by demographics



Have shopped online in the past 6 months

▲ +5 pts

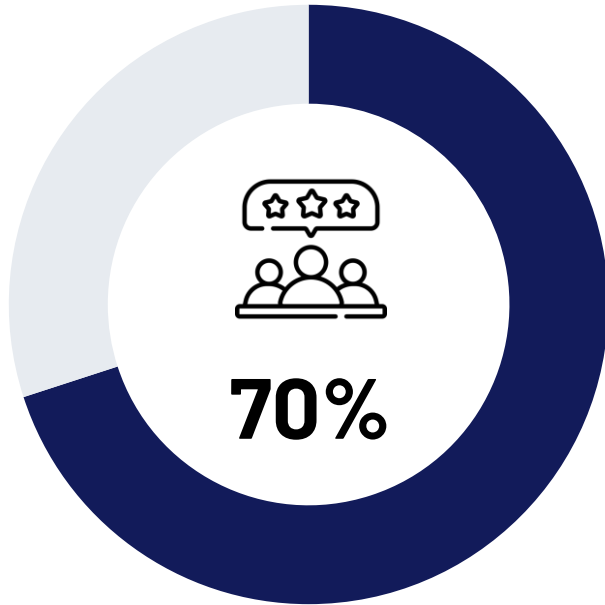


▼ Change vs 2024

INFLUENCERS ON PURCHASE DECISIONS

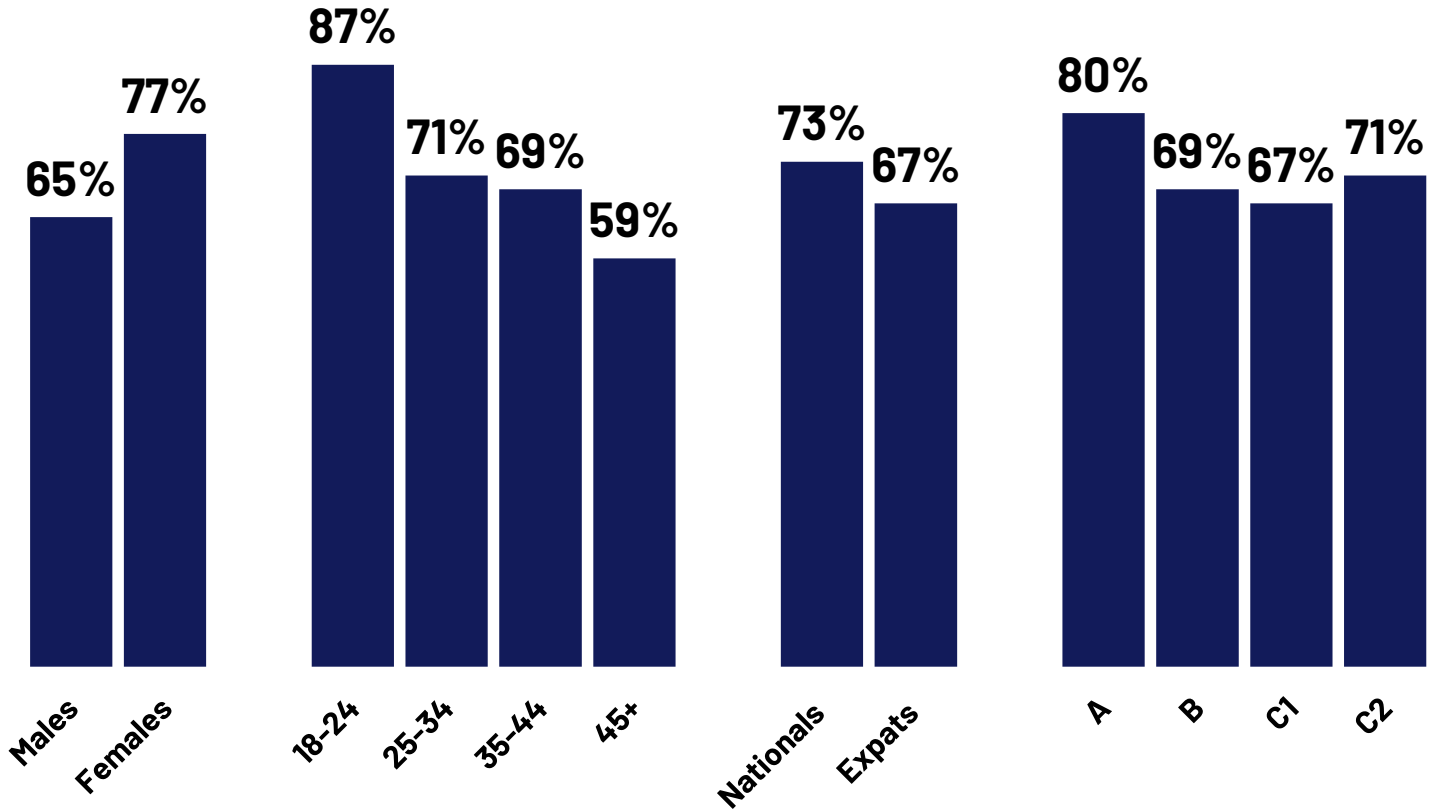
Checking reviews before making purchases

%Agree - by demographics



I always check the reviews of other customers before making any purchase

▲ +11 pts



▼ Change vs 2024

Most trusted sources impacting purchase decisions

45%
▼ -6 pts

Recommendations/
word of mouth from
people



27%

Recommendations
from experts or
industry
professionals



18%

Online reviews
from others



10%

Influencers/
celebrities



Most trusted sources impacting purchase decisions

% - by demographics



Recommendations/
word of mouth from people



Recommendations from experts
or industry professionals



Online reviews
from others



Influencers/
celebrities

Total	45%	27%	18%	10%
Male	49%	30%	15%	6%
Female	39%	22%	22%	17%
18-24	29%	26%	23%	22%
25-34	39%	28%	23%	9%
35-44	45%	28%	16%	11%
45+	62%	24%	11%	3%
Nationals	32%	35%	22%	10%
Expats	57%	18%	14%	11%
A	45%	31%	17%	7%
B	36%	36%	19%	9%
C1	47%	25%	18%	10%
C2	53%	16%	17%	13%

Sample and methodology

Sample size

506 respondents

Sample criteria

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

Methodology

The survey was conducted via computer aided
telephone interviews

Geographical coverage

Conducted in Kuwait
with a nationwide coverage

FOR MORE INFORMATION

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