SPOTLIGHT*KUWAIT

VIEWS ON LEISURE & ENTERTAINMENT

September - 2026

Contents

Key Findings

Frequent Outings, Familiar Places

Going out remains a regular part of everyday life in Kuwait, with most people heading out at least once a week. Yet the range of venues stays narrow. **Coffee shops, restaurants, malls and parks account for the bulk of leisure activity**, while concerts, sports events, museums and theatre reach only a small minority. Habits also differ by group, with **men gravitating towards coffee shops and sports occasions and women drawn more to cinema, bazaars and food-led outings**. Engagement is high, but the range of choices **habitual rather than exploratory**, with familiar formats continuing to define what a day or evening out looks like.

Value-Led and Experience-Driven Choices

When deciding where to go, **affordability and promotions come first**, level with the atmosphere of the venue and ahead of quality of service. **Cost weighs most heavily on expats and lower-income groups**, while nationals give greater importance to food and to the reputation of the place. The result is a **value-conscious mindset that still expects a quality experience**, with price and atmosphere working together rather than one displacing the other.

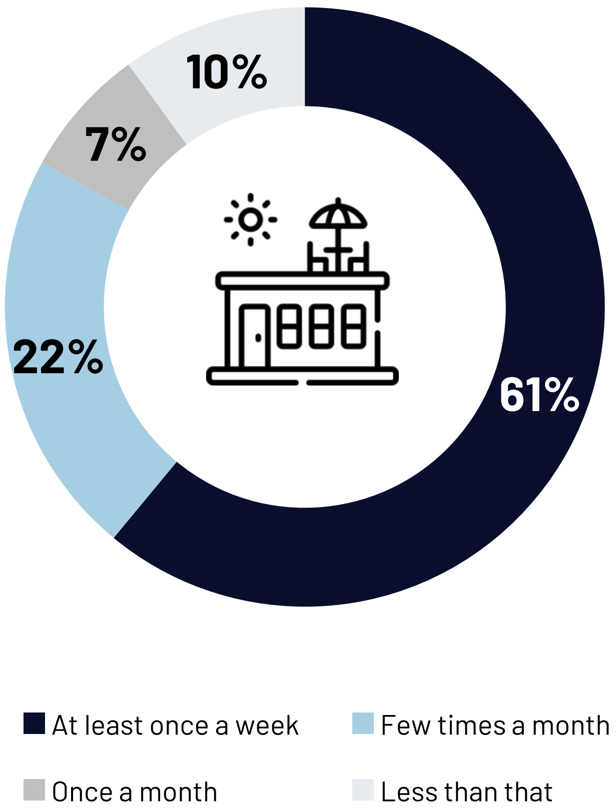
Unmet Demand and Informal Discovery

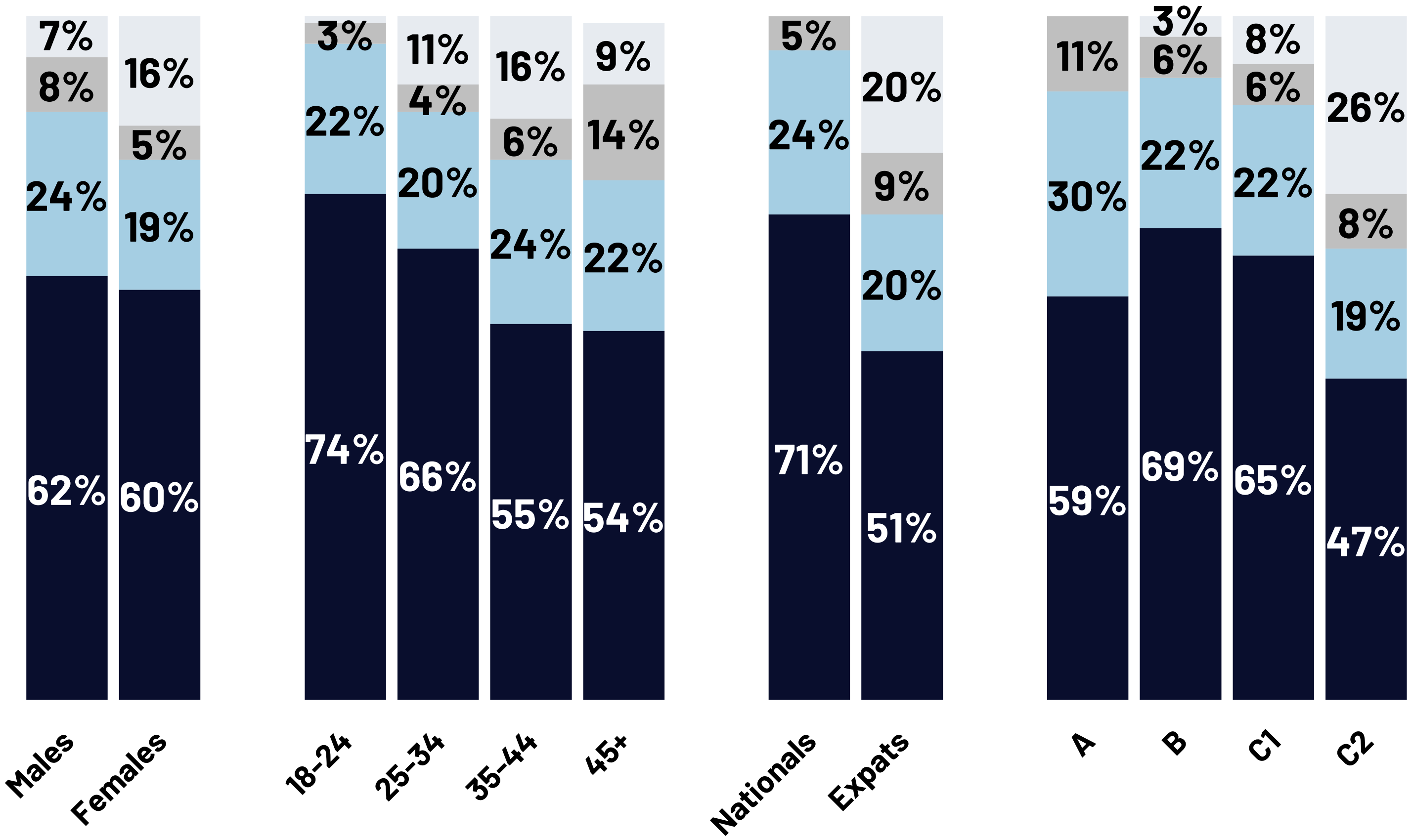
Stated demand points away from what the market supplies, with **outdoor activities, food festivals and live music leading what people want to see more of**. Appetite for novelty is genuine, with many open to venues outside their usual preferences and **willing to travel for a distinctive experience**. Discovery remains almost entirely informal, with **social media and word of mouth** far ahead of traditional advertising, placing **personal recommendation at the center of how entertainment reaches its audience**.

FREQUENCY OF GOING OUT FOR LEISURE

Frequency of going out for leisure

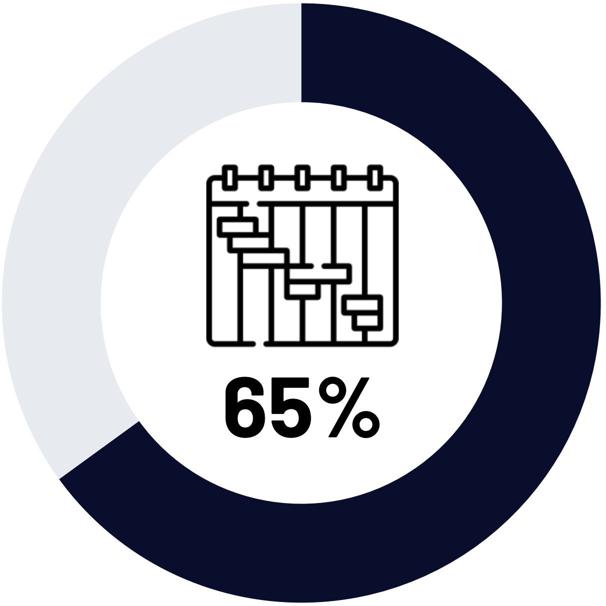
% - by demographics



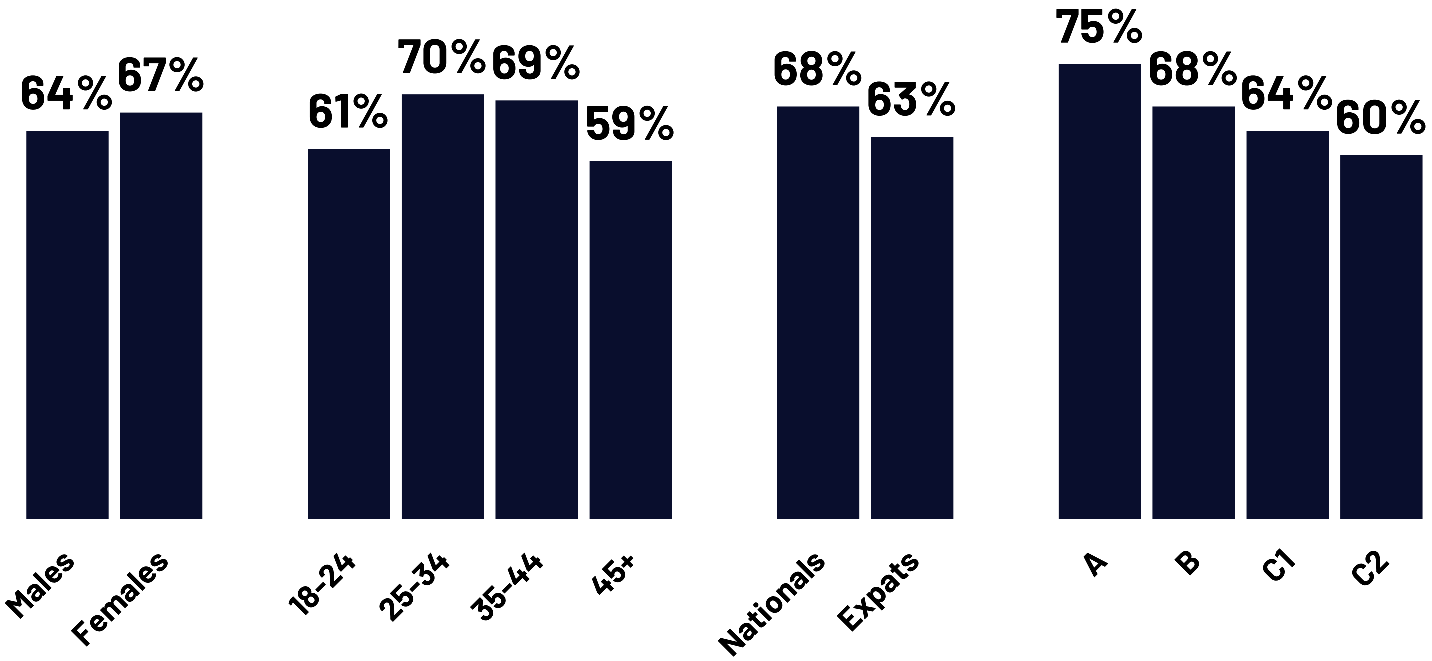


Satisfaction with free time availability

% – by demographics



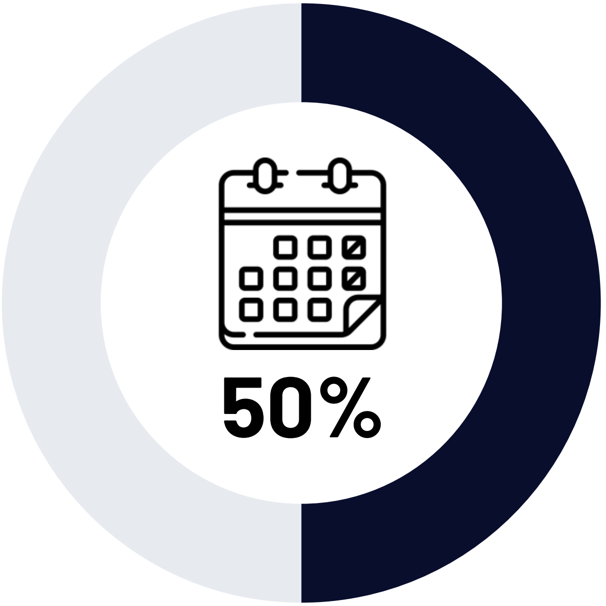
Are satisfied with the amount of time in their schedule for leisure or free time



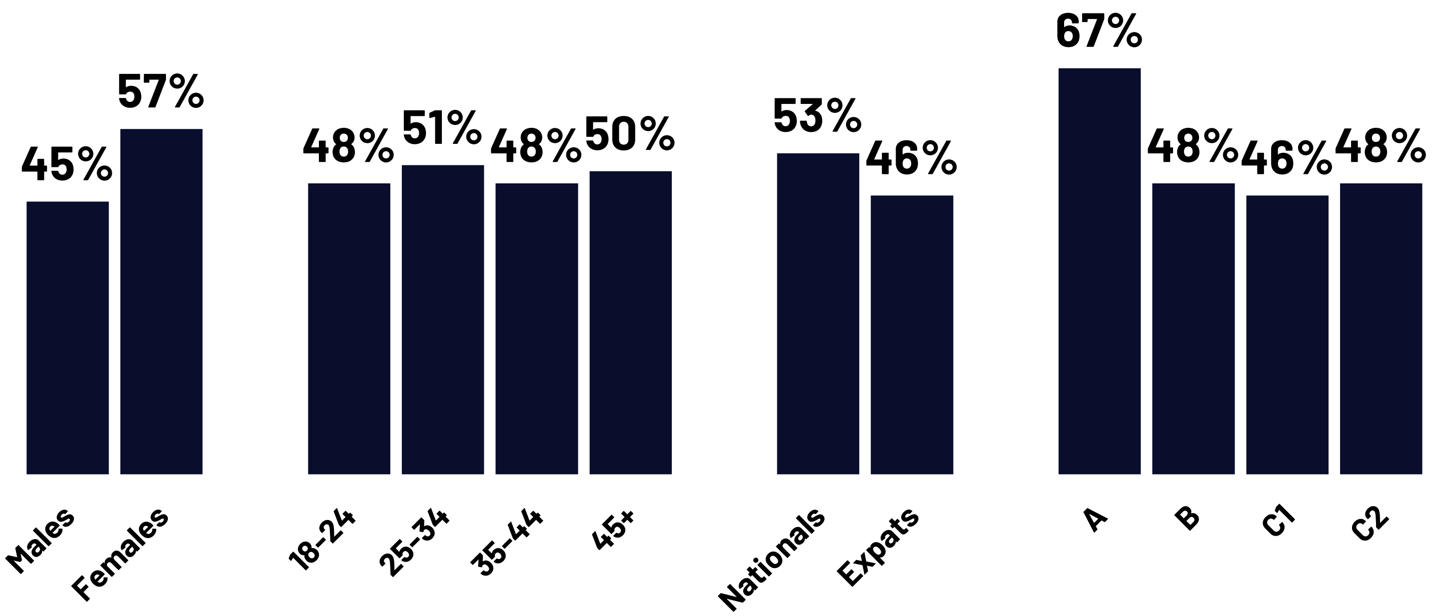
PLANNING FOR LEISURE AND ENTERTAINMENT

Weekend planning

% – by demographics



Often plan their weekends around available entertainment events happening in the city



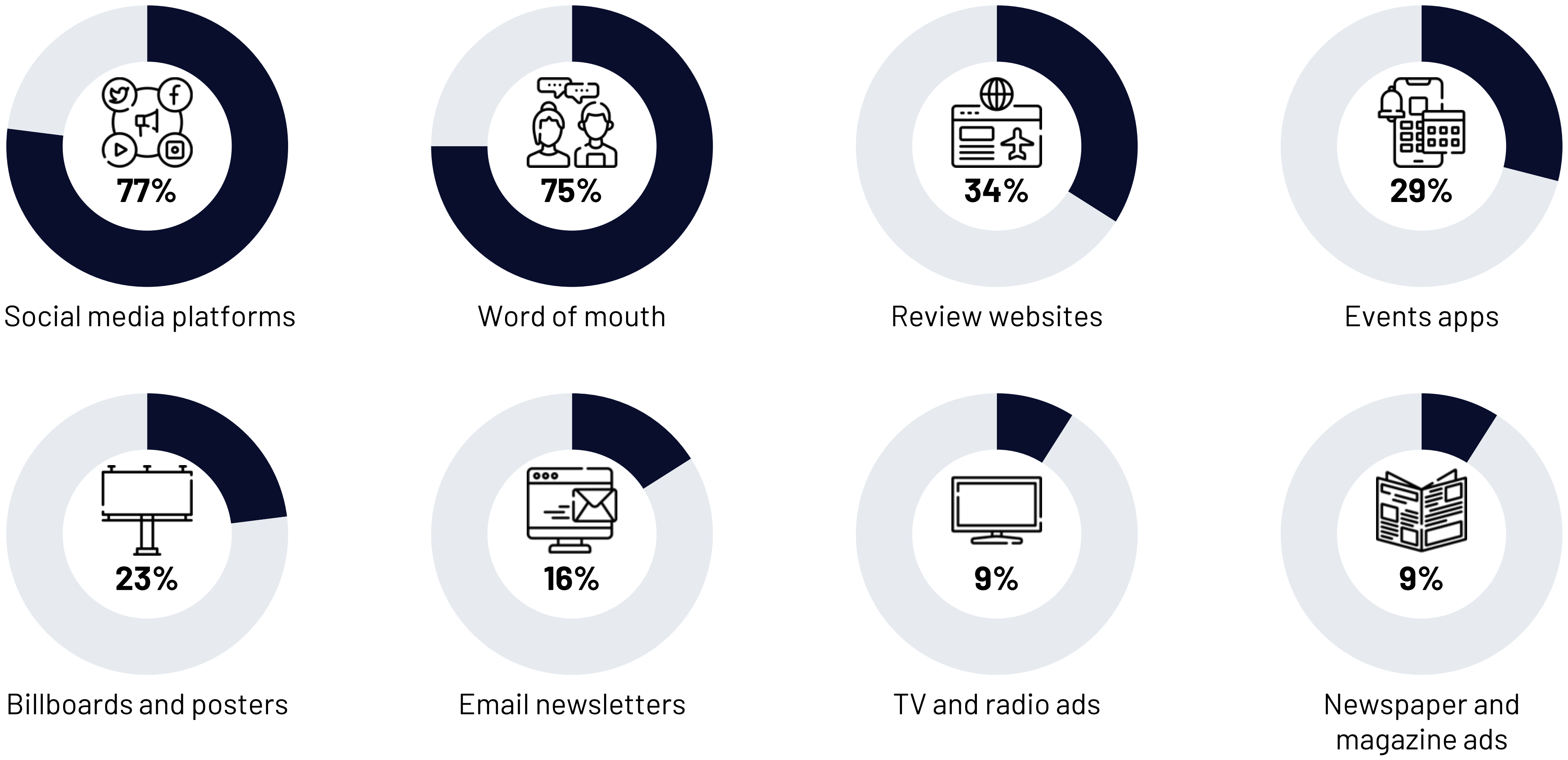
Entertainment venue selection criteria

Entertainment venue selection criteria

% - by demographics

	Affordability and promotions	Ambiance and atmosphere	Quality of service	Variety of offerings	Reputation of the venue	Availability, variety and quality of food	Safety and security	Facilities and amenities	Location and accessibility	Customer reviews
Total	**42%**	**42%**	**37%**	**29%**	**28%**	**27%**	**22%**	**21%**	**17%**	**10%**
Male	39%	50%	41%	27%	31%	23%	19%	24%	19%	8%
Female	47%	29%	32%	32%	24%	32%	26%	16%	14%	14%
18-24	28%	49%	25%	17%	33%	27%	24%	22%	16%	16%
25-34	43%	40%	44%	28%	23%	31%	21%	24%	20%	9%
35-44	47%	39%	34%	35%	30%	26%	20%	17%	17%	11%
45+	45%	43%	41%	30%	30%	21%	25%	20%	15%	8%
Nationals	28%	44%	31%	23%	32%	36%	20%	21%	20%	11%
Expats	57%	39%	43%	35%	24%	17%	24%	21%	14%	10%
A	34%	46%	29%	29%	28%	33%	23%	21%	25%	11%
B	30%	46%	35%	23%	28%	39%	21%	25%	22%	6%
C1	50%	45%	39%	32%	32%	16%	16%	20%	13%	12%
C2	49%	30%	41%	33%	23%	23%	33%	18%	13%	13%

Sources of information for entertainment discovery



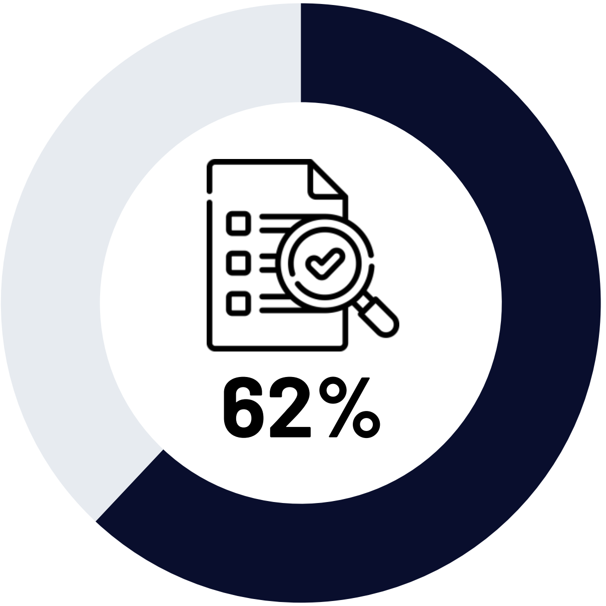
Sources of information for entertainment discovery

% - by demographics

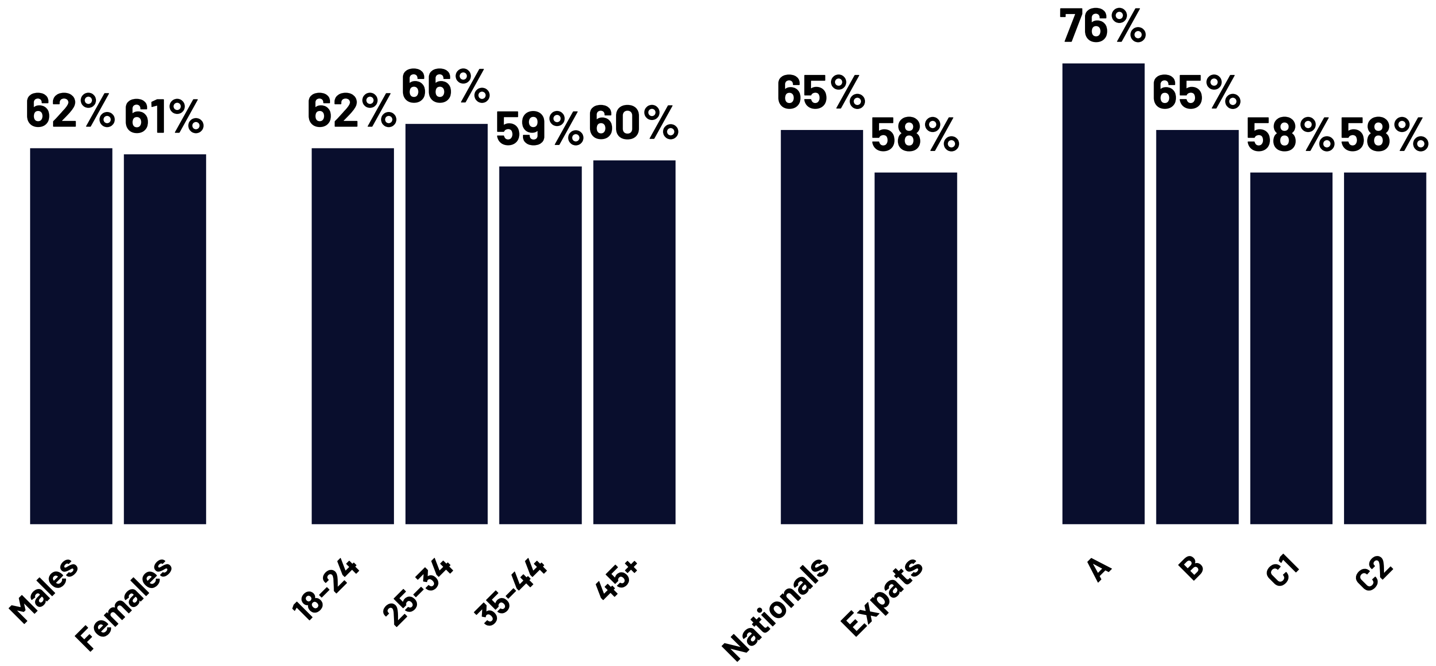
	Social media platforms	Word of mouth	Review websites	Events apps	Billboards and posters	Email newsletters	TV and radio ads	Newspaper and magazine ads
Total	**77%**	**75%**	**34%**	**29%**	**23%**	**16%**	**9%**	**9%**
Male	81%	81%	30%	30%	22%	17%	8%	11%
Female	71%	65%	40%	27%	25%	15%	11%	6%
18-24	54%	53%	30%	36%	29%	14%	18%	10%
25-34	84%	80%	33%	33%	19%	19%	7%	9%
35-44	79%	71%	34%	29%	24%	18%	9%	9%
45+	78%	84%	36%	17%	24%	12%	6%	8%
Nationals	67%	67%	36%	41%	25%	20%	12%	11%
Expats	86%	82%	32%	16%	21%	13%	6%	7%
A	76%	73%	46%	43%	27%	24%	12%	14%
B	72%	77%	34%	37%	25%	20%	9%	9%
C1	80%	73%	27%	22%	21%	16%	8%	10%
C2	79%	74%	37%	21%	23%	9%	10%	5%

Ease of finding information about entertainment in Kuwait

% Agree – by demographics



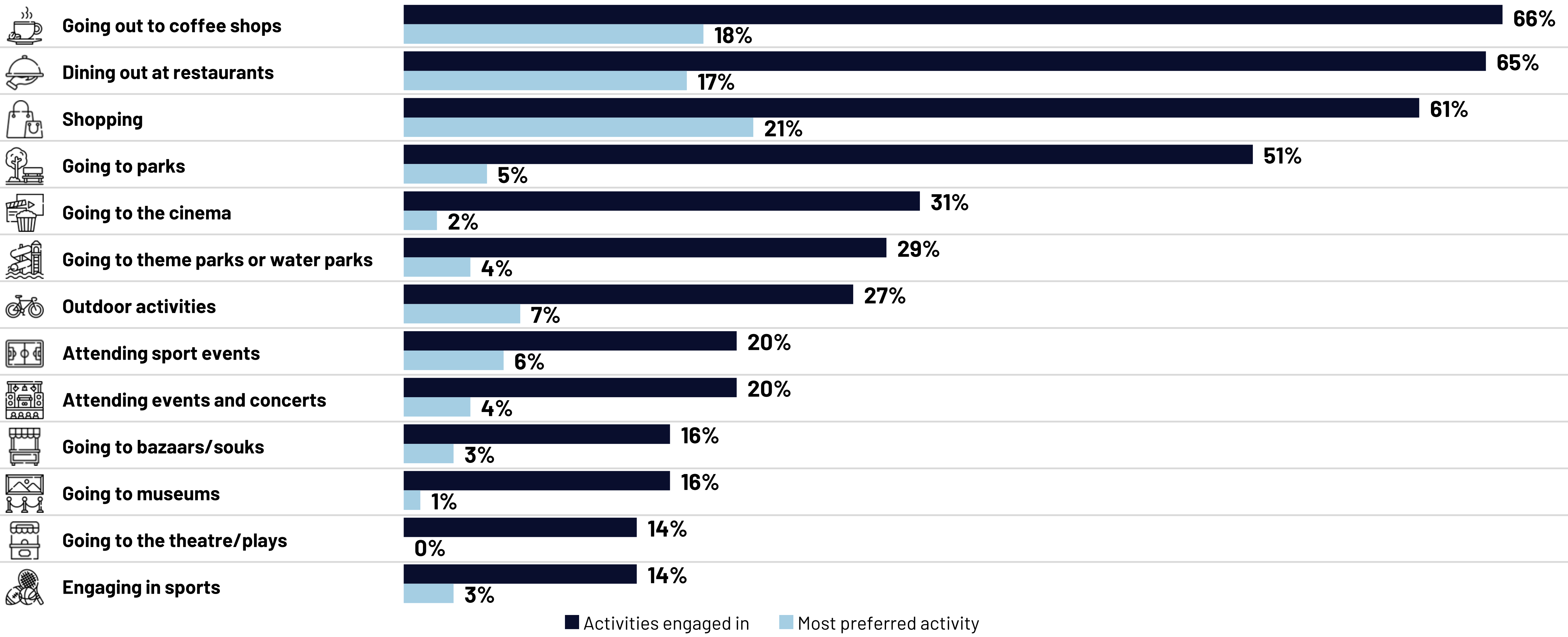
I find it easy to find information about entertainment options in Kuwait



CURRENT AND DESIRED LEISURE ACTIVITIES

Entertainment activities engaged in over the past year

Top activities



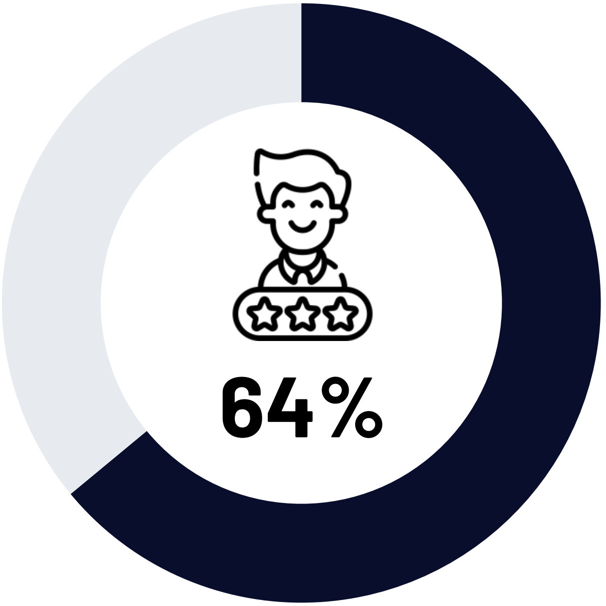
Entertainment activities engaged in over the past year

% Activities engaged in - by demographics

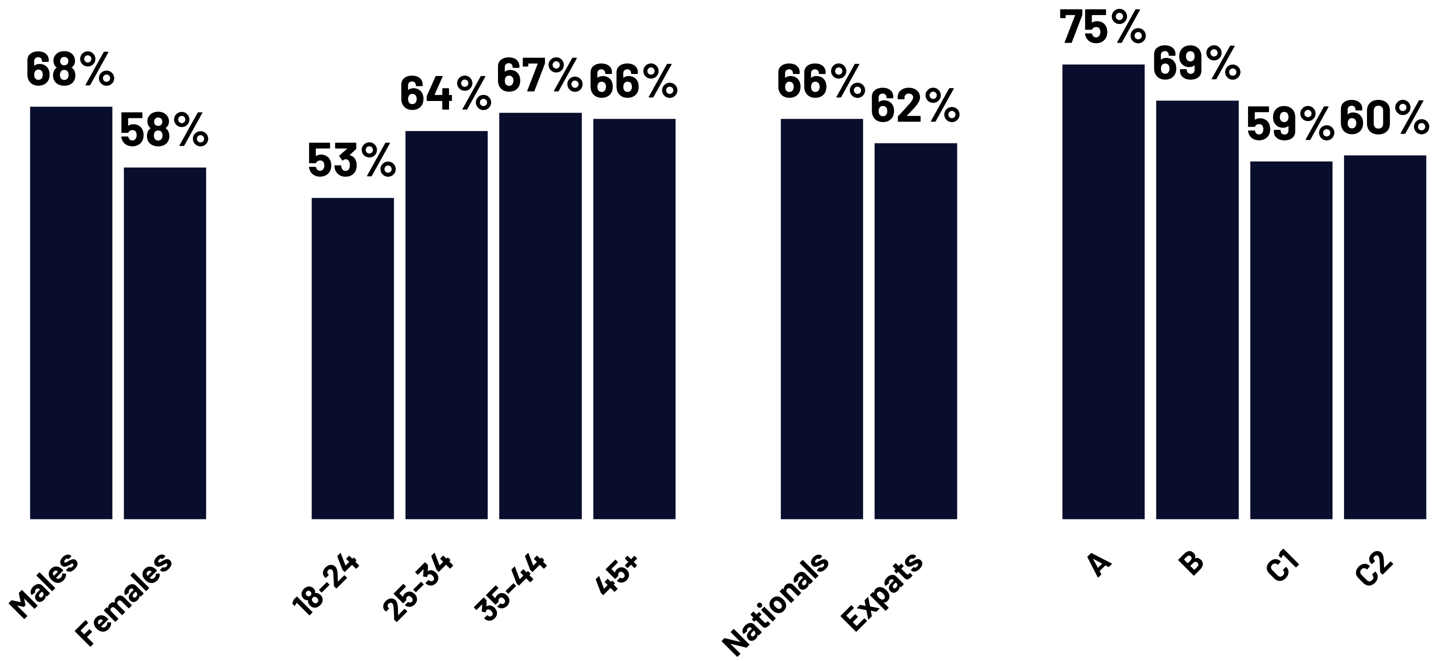
	Going out to coffee shops	Dining out at restaurants	Shopping or going to the mall	Going to parks	Going to the cinema	Going to theme parks/ water parks	Outdoor activities	Attending sport events	Attending events and concerts	Going to bazaars/souks	Going to museums	Going to the theatre/plays	Engaging in sports
Total	**66%**	**65%**	**61%**	**51%**	**31%**	**29%**	**27%**	**20%**	**20%**	**16%**	**16%**	**14%**	**14%**
Male	73%	64%	60%	58%	25%	26%	29%	27%	21%	12%	19%	14%	14%
Female	54%	66%	64%	40%	41%	34%	24%	9%	17%	23%	11%	14%	14%
18-24	37%	47%	52%	32%	35%	25%	16%	13%	13%	9%	9%	12%	12%
25-34	73%	68%	61%	56%	30%	30%	26%	26%	28%	14%	18%	15%	16%
35-44	71%	64%	64%	56%	31%	33%	26%	19%	13%	17%	17%	15%	15%
45+	67%	74%	66%	51%	31%	25%	37%	17%	21%	22%	17%	13%	11%
Nationals	48%	54%	49%	43%	28%	26%	24%	23%	28%	9%	17%	15%	15%
Expats	83%	75%	74%	59%	34%	32%	30%	17%	11%	23%	14%	13%	14%
A	60%	58%	54%	37%	26%	28%	24%	28%	52%	20%	22%	22%	26%
B	59%	62%	53%	57%	21%	30%	29%	24%	21%	9%	21%	16%	12%
C1	70%	62%	65%	53%	37%	25%	27%	18%	15%	16%	15%	13%	11%
C2	70%	75%	70%	47%	38%	34%	25%	14%	12%	23%	10%	11%	16%

Satisfaction with the current entertainment options available

% – by demographics

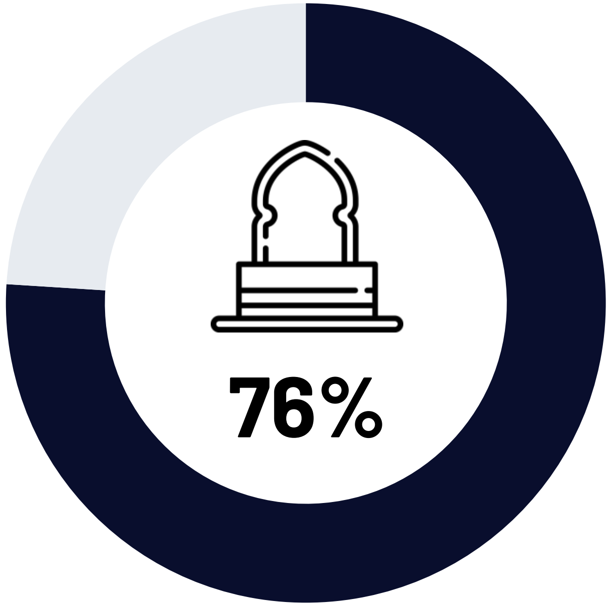


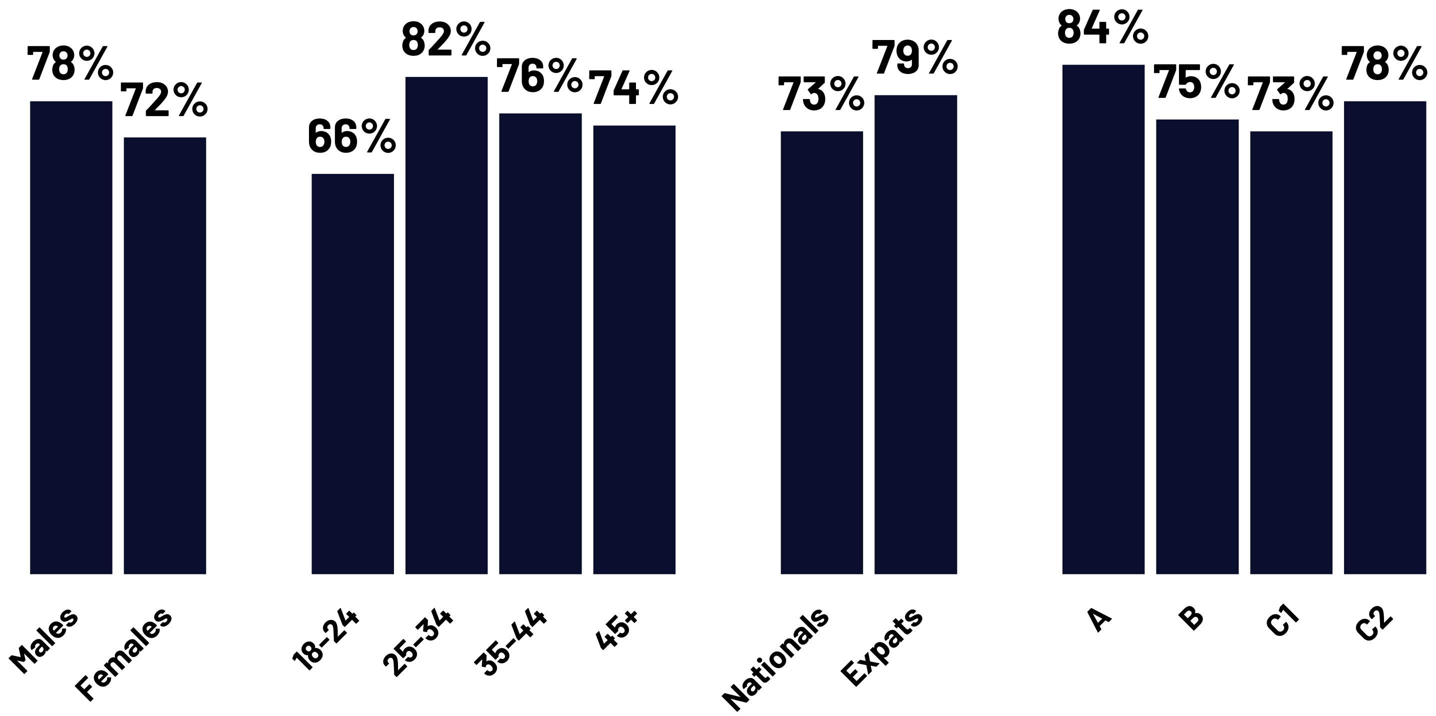
Are satisfied with the current entertainment options available in Kuwait



Cultural alignment of entertainment in Kuwait

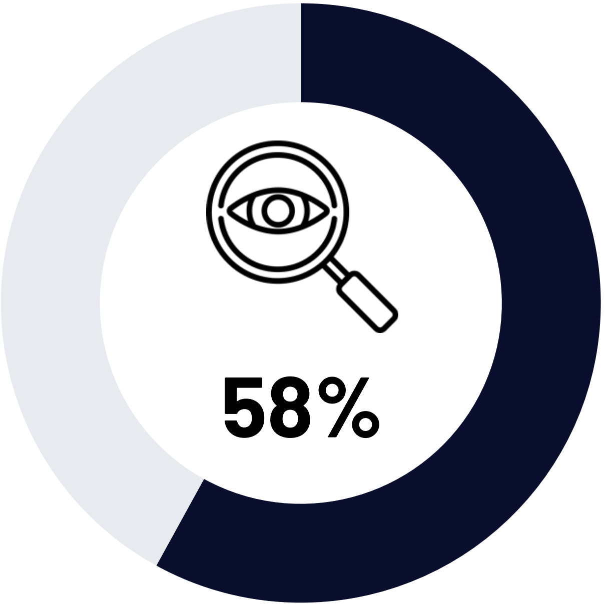
% Agree – by demographics



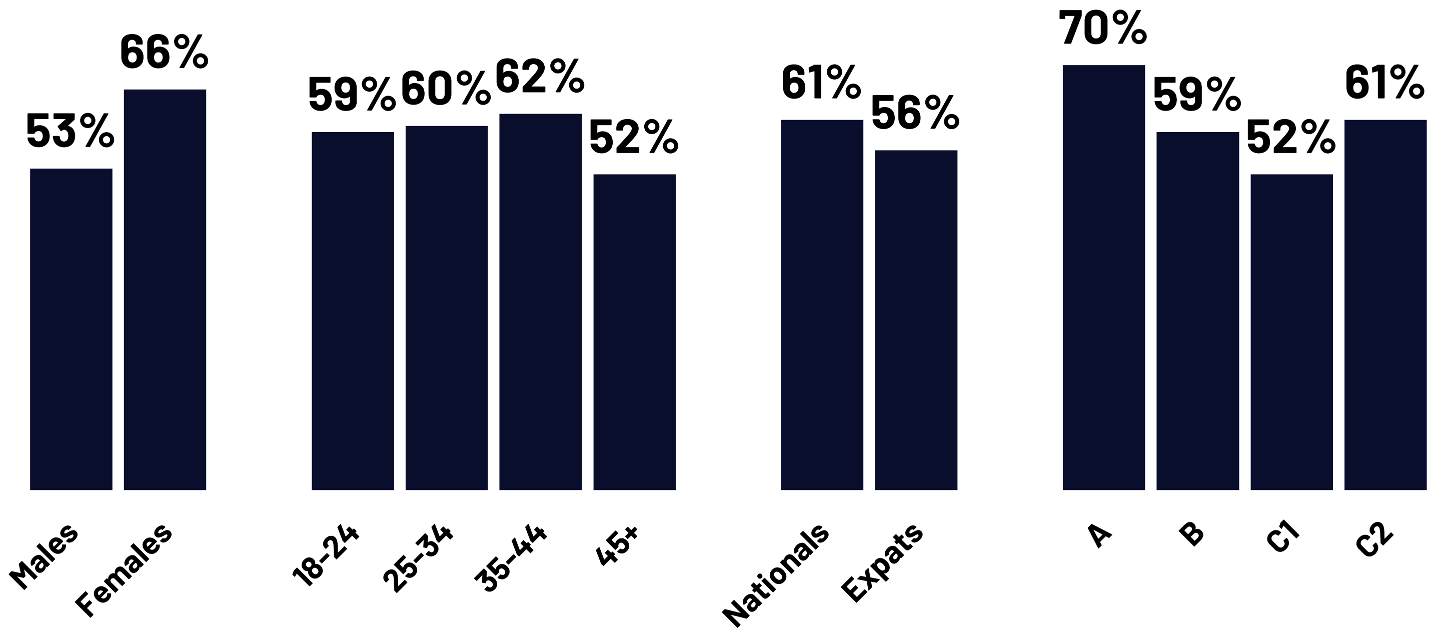


Exploring beyond usual entertainment preferences

% Agree – by demographics

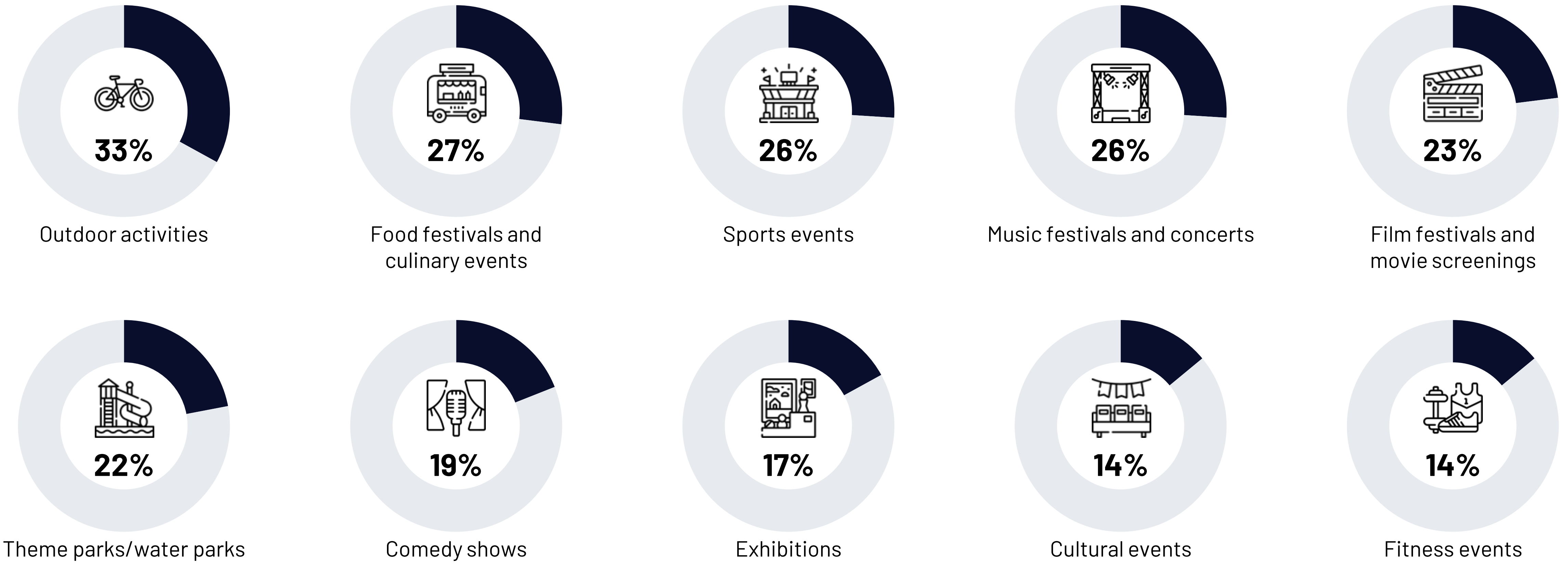


I enjoy exploring different types of entertainment including those outside of my usual preferences



Activities in demand: what people want to see more of in Kuwait

Top 10 activities



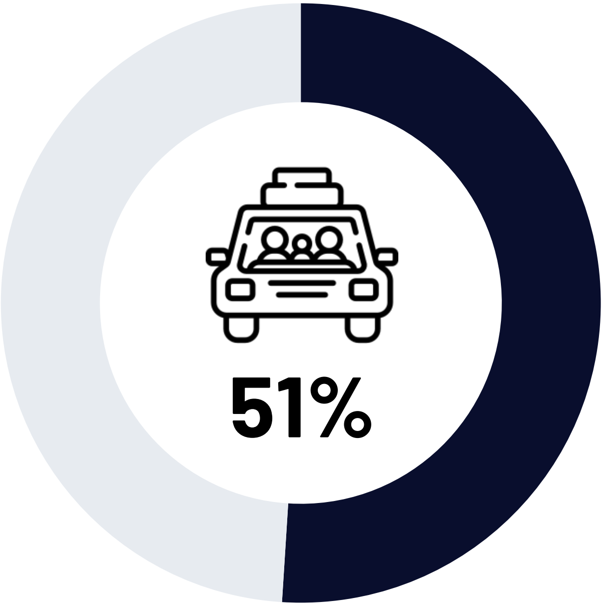
Activities in demand: what people want to see more of in Kuwait

Top 10 activities - by demographics

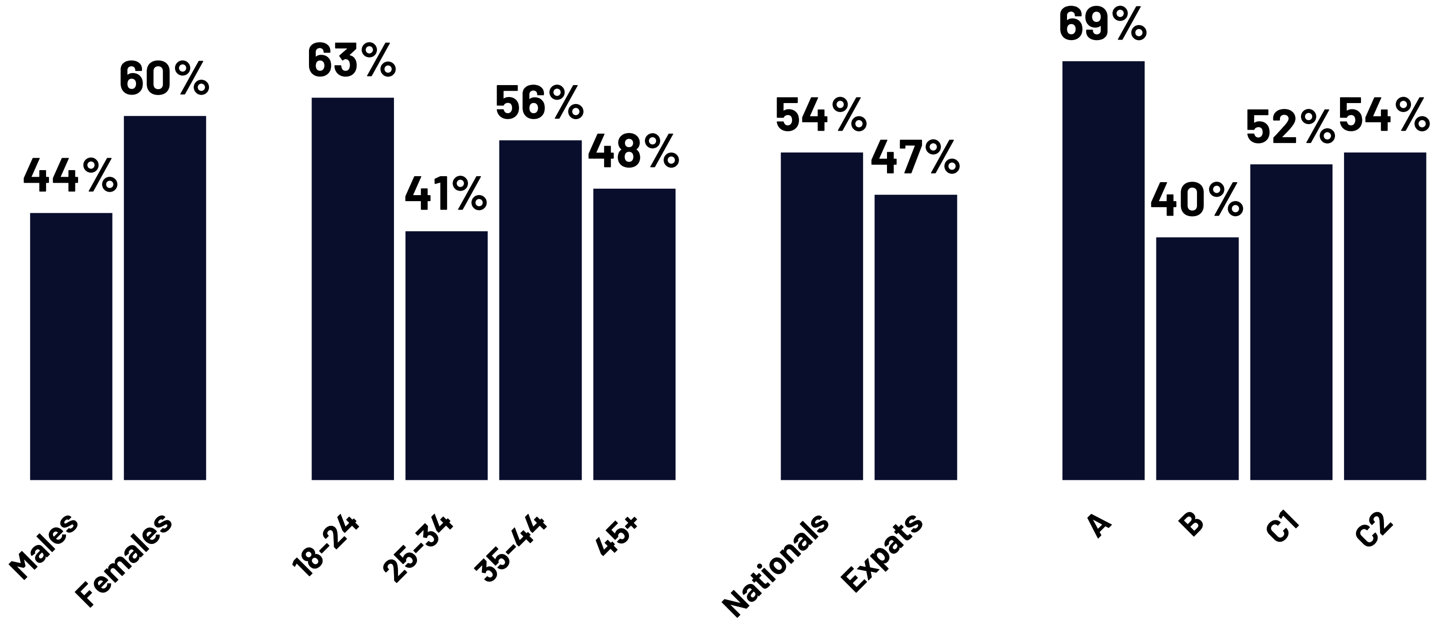
	Outdoor activities	Food festivals and culinary events	Sports events	Music festivals and concerts	Film festivals and movie screenings	Theme parks/water parks	Comedy shows	Exhibitions	Cultural events	Fitness events
Total	**33%**	**27%**	**26%**	**26%**	**23%**	**22%**	**19%**	**17%**	**14%**	**14%**
Male	34%	19%	27%	38%	19%	21%	20%	19%	16%	12%
Female	31%	38%	24%	9%	29%	24%	18%	14%	12%	16%
18-24	21%	31%	28%	13%	35%	13%	14%	9%	13%	11%
25-34	28%	24%	29%	29%	23%	25%	23%	18%	12%	11%
35-44	37%	30%	26%	25%	21%	23%	20%	13%	16%	18%
45+	42%	24%	21%	33%	18%	22%	18%	23%	16%	13%
Nationals	22%	24%	26%	24%	29%	16%	14%	16%	16%	12%
Expats	44%	30%	26%	29%	18%	28%	25%	17%	13%	15%
A	29%	13%	26%	19%	16%	21%	11%	32%	27%	19%
B	25%	24%	32%	30%	27%	18%	19%	15%	16%	12%
C1	33%	27%	24%	32%	24%	22%	20%	15%	11%	13%
C2	45%	35%	23%	17%	20%	27%	22%	15%	12%	15%

Willingness to travel for unique experiences

% Agree – by demographics

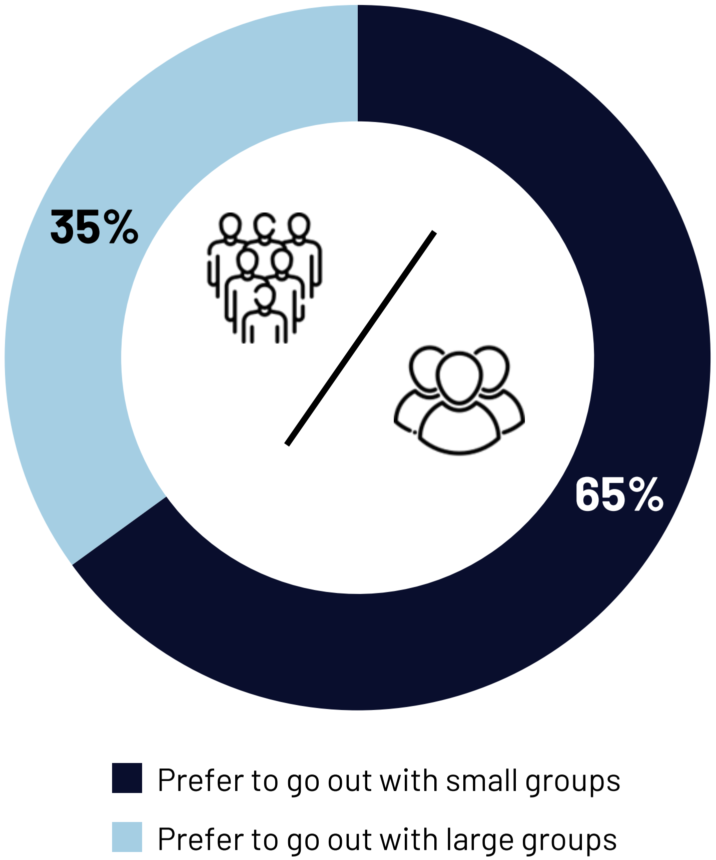


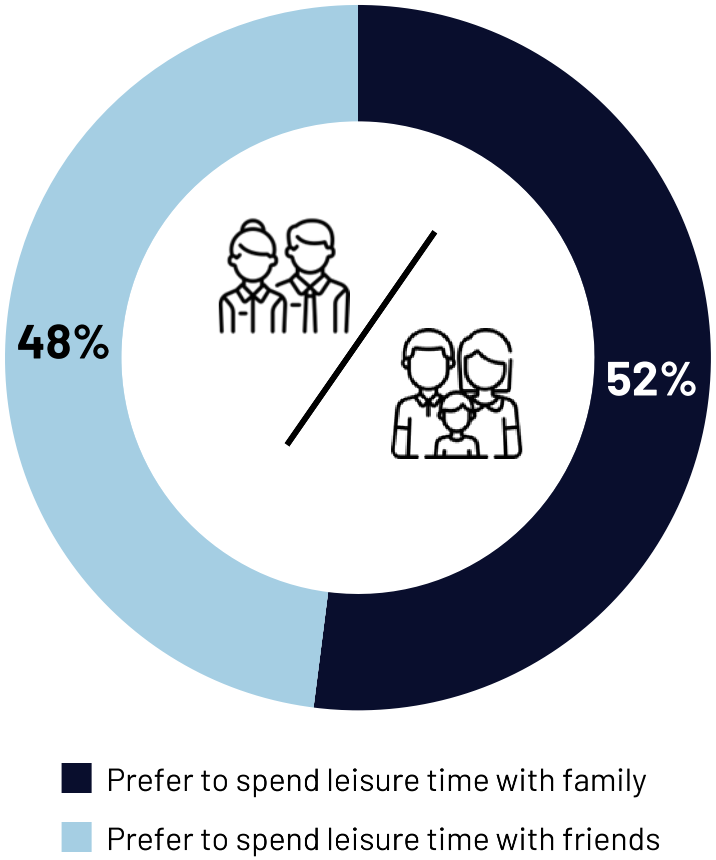
I am willing to travel to a different city in Kuwait if it means I could enjoy unique entertainment experiences



SOCIAL DYNAMICS IN LEISURE ACTIVITIES

Social dynamics in leisure activities





Social dynamics in leisure activities

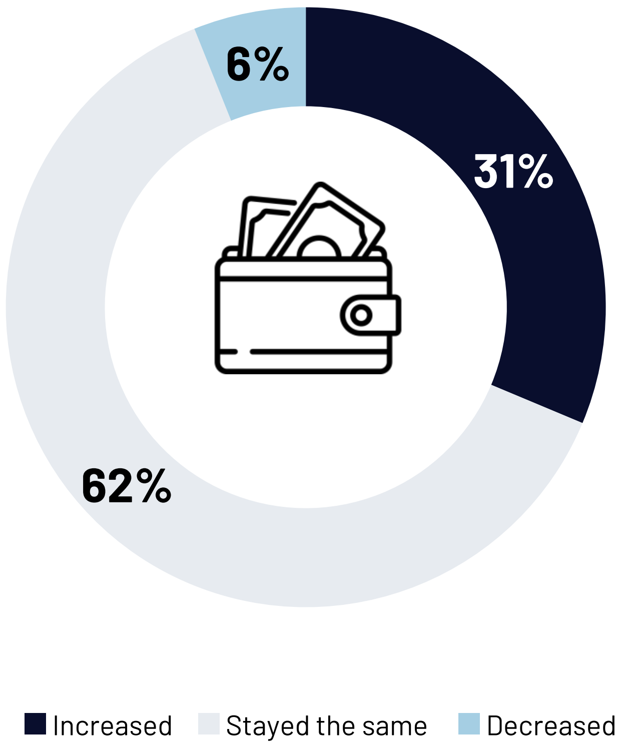
% - by demographics

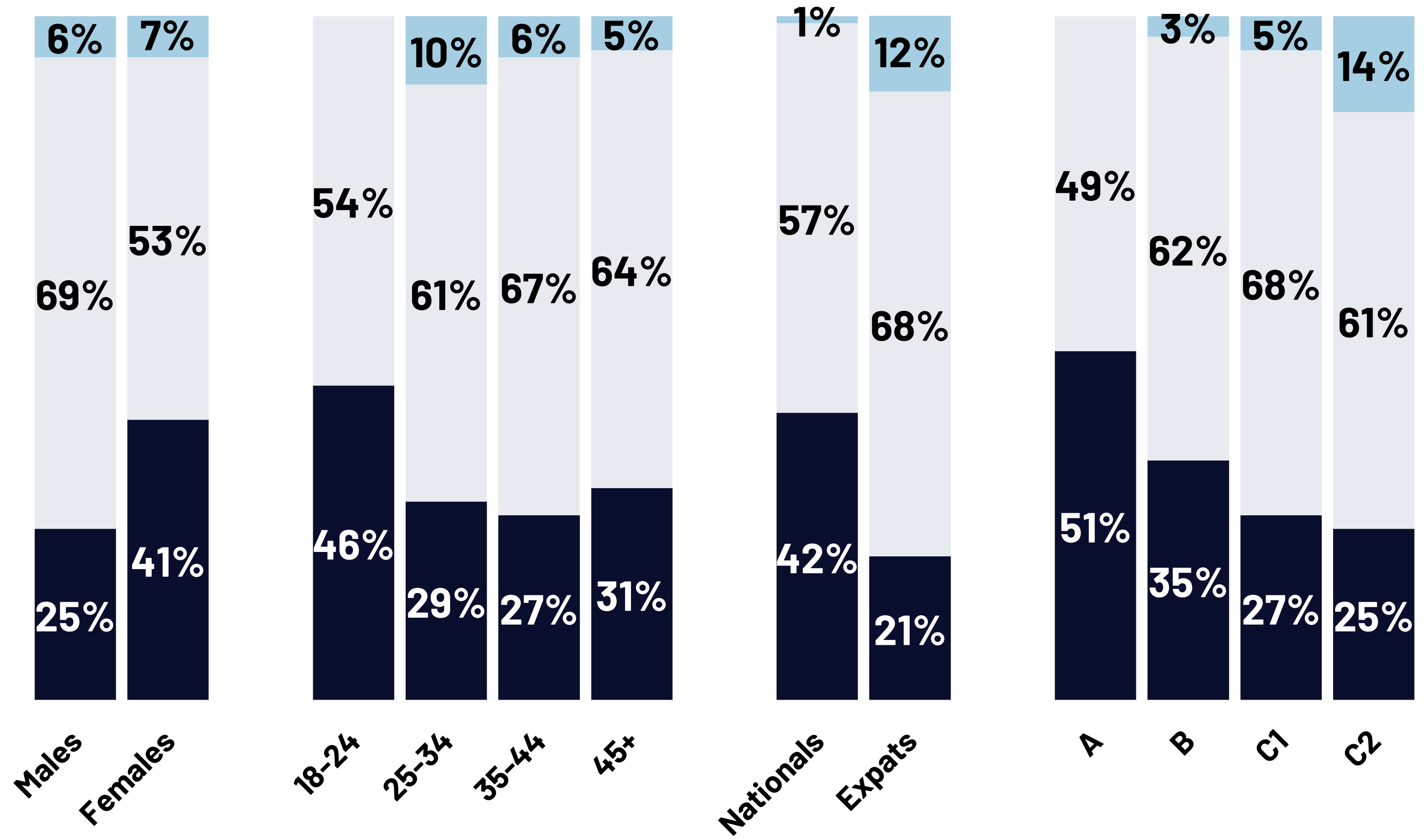
	Small groups	Large groups	Family	Friends
Total	**65%**	**35%**	**52%**	**48%**
Male	67%	33%	52%	48%
Female	62%	38%	53%	47%
18-24	56%	44%	51%	49%
25-34	64%	36%	36%	64%
35-44	64%	36%	56%	44%
45+	72%	28%	70%	30%
Nationals	63%	37%	55%	45%
Expats	67%	33%	50%	50%
A	61%	39%	72%	28%
B	68%	32%	52%	48%
C1	64%	36%	49%	51%
C2	64%	36%	50%	50%

FINANCIAL ASPECTS OF LEISURE ACTIVITIES

Change in spending on entertainment and leisure in the past year

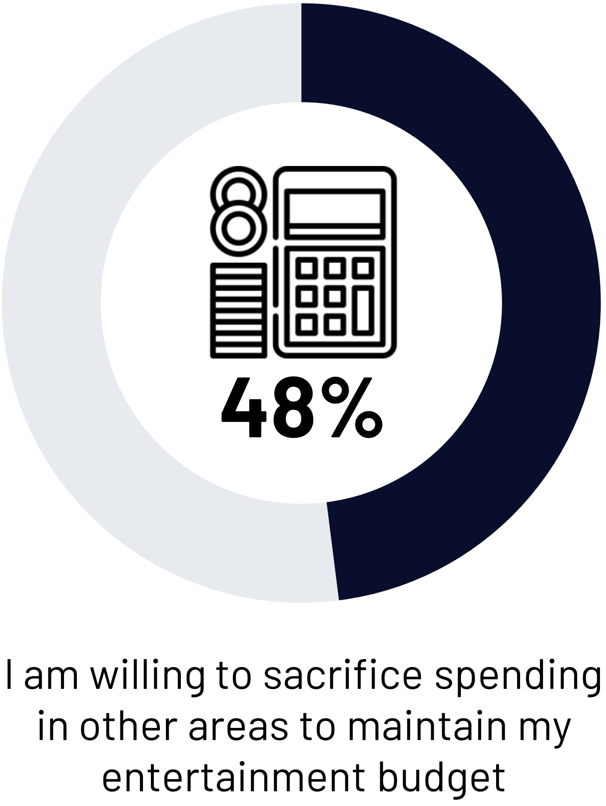
% - by demographics

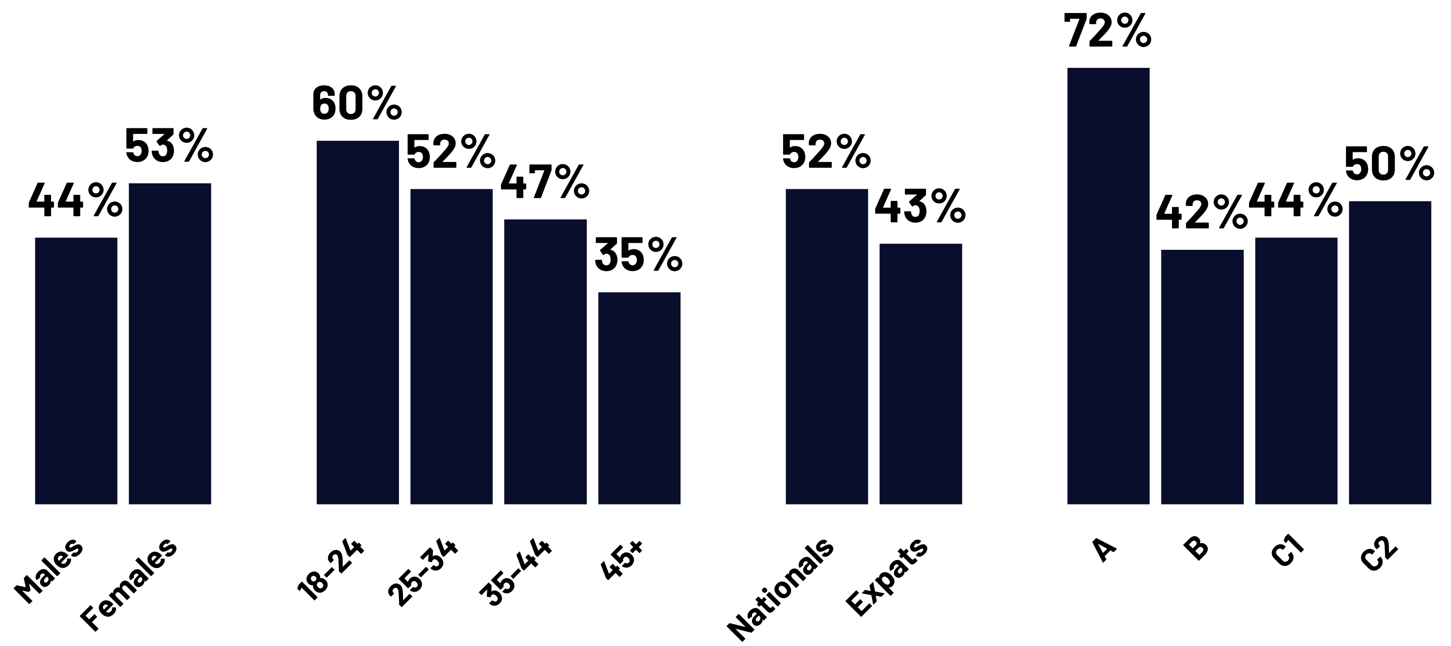




Willingness to maintain entertainment budgets

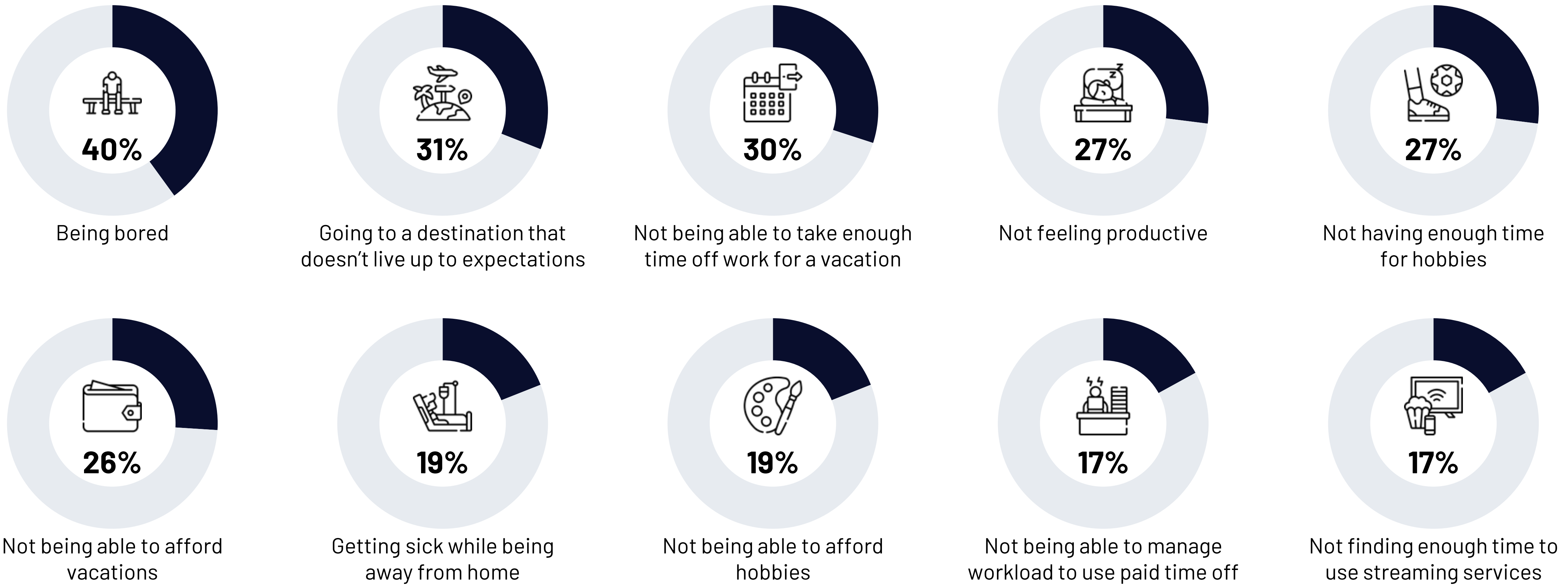
% Agree – by demographics





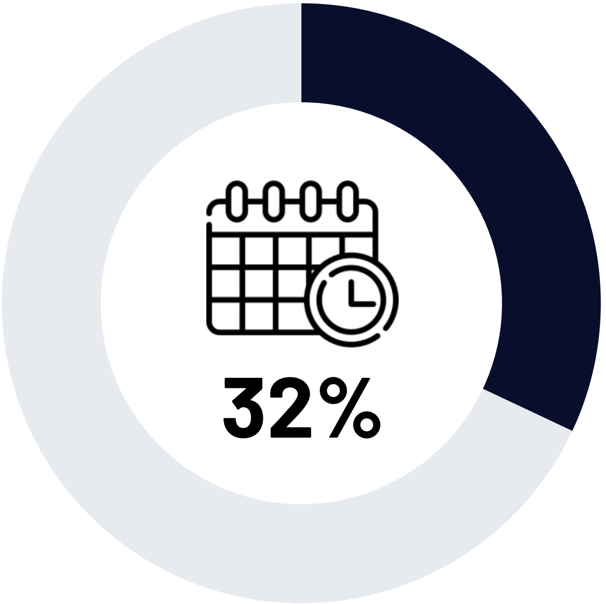
CONCERNS ABOUT LEISURE TIME

Concerns about leisure time

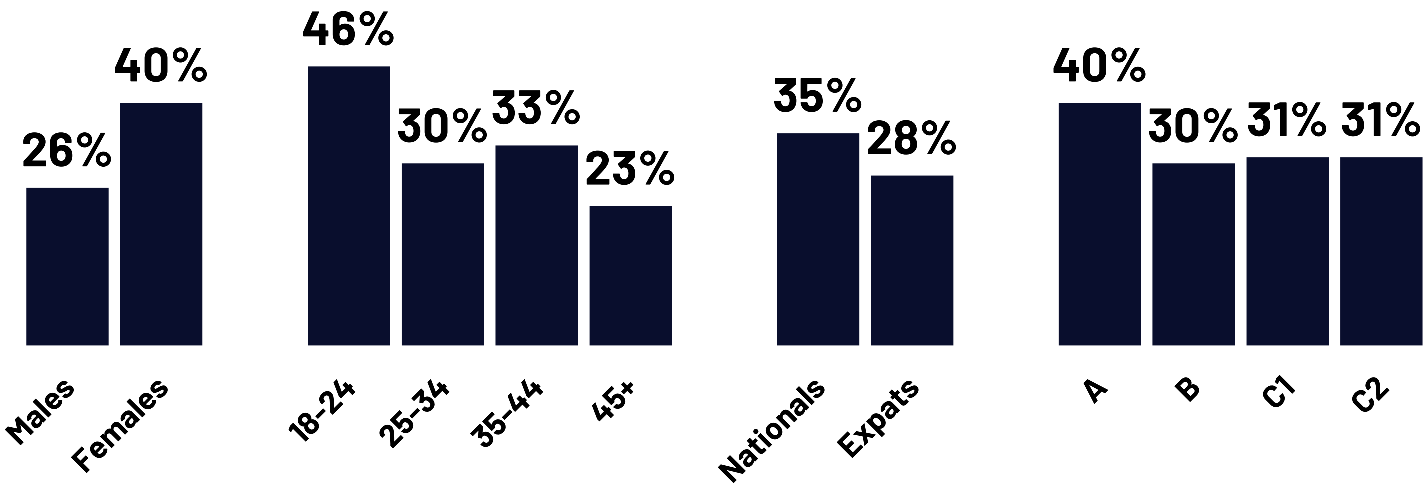


Attitudes towards leisure as time wasted

% Agree – by demographics



Time spent on leisure or free time is time wasted



Way forward

Actionable recommendations for the entertainment sector in Kuwait

Build beyond food and retail

Outdoor activities, food festivals and live music lead what people want more of, while coffee shops, restaurants and malls already absorb most leisure occasions. New formats have room to grow without competing for the same visit, particularly those that use open-air settings.

Sell value, not price

Affordability and promotions rank first, but level with the atmosphere of the venue and ahead of service. Offers open the door; the feel of the place is what closes it. Discounting alone will not win the choice.

Let word of mouth lead

Social media and word of mouth sit near-equal and far ahead of press, TV and radio. Invest in moments worth talking about and sharing rather than in paid announcement and treat the audience as the distribution channel.

Plan for two different markets

Cost determines where expats go, while nationals lean towards events, concerts and cultural occasions and are the more willing spenders. Tiered pricing and separate programming will reach both, where a single proposition reaches neither well.

Sample and methodology

Sample size
506 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 Kuwait
with a nationwide coverage

FOR MORE INFORMATION

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