

Spotlight* Kuwait

Online Shopper Behaviour & Attitudes

February - 2024

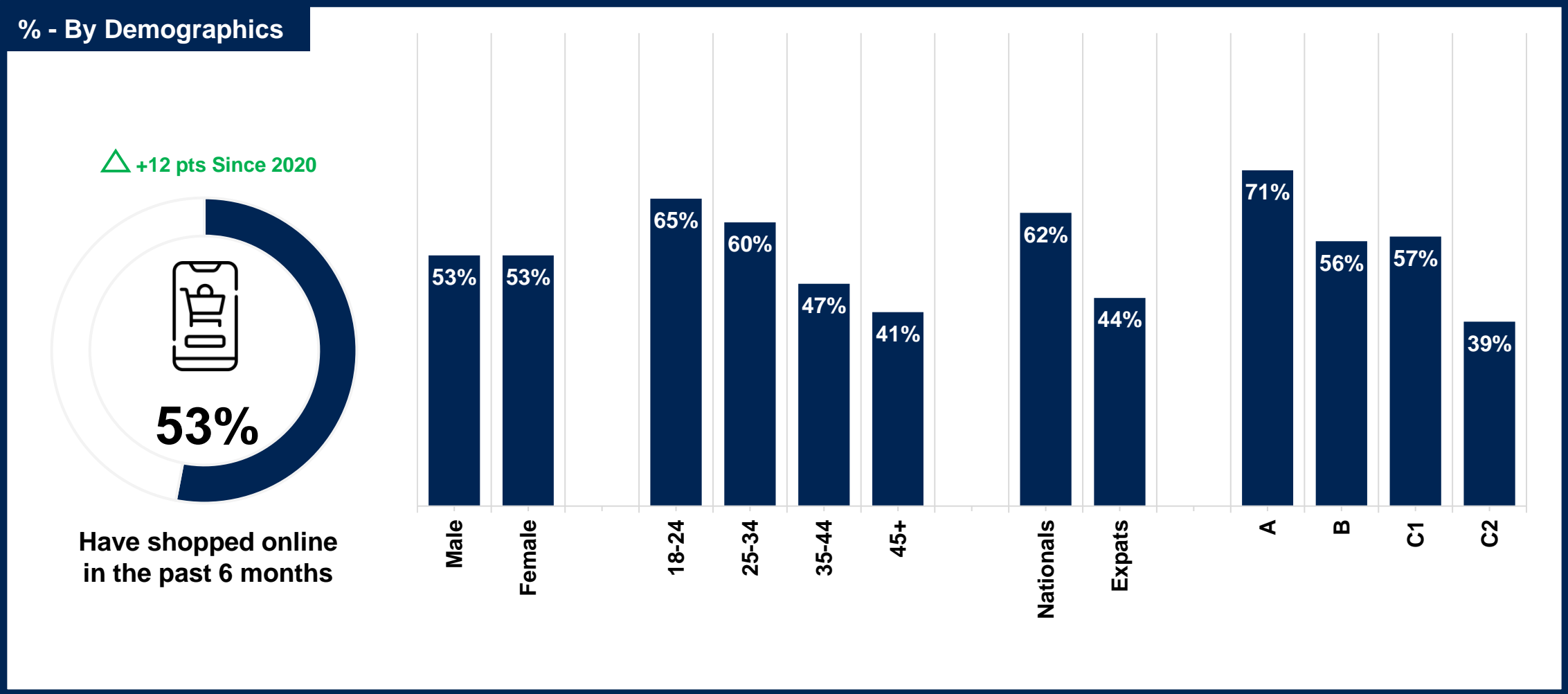
GAME CHANGERS





Online Shopping Penetration

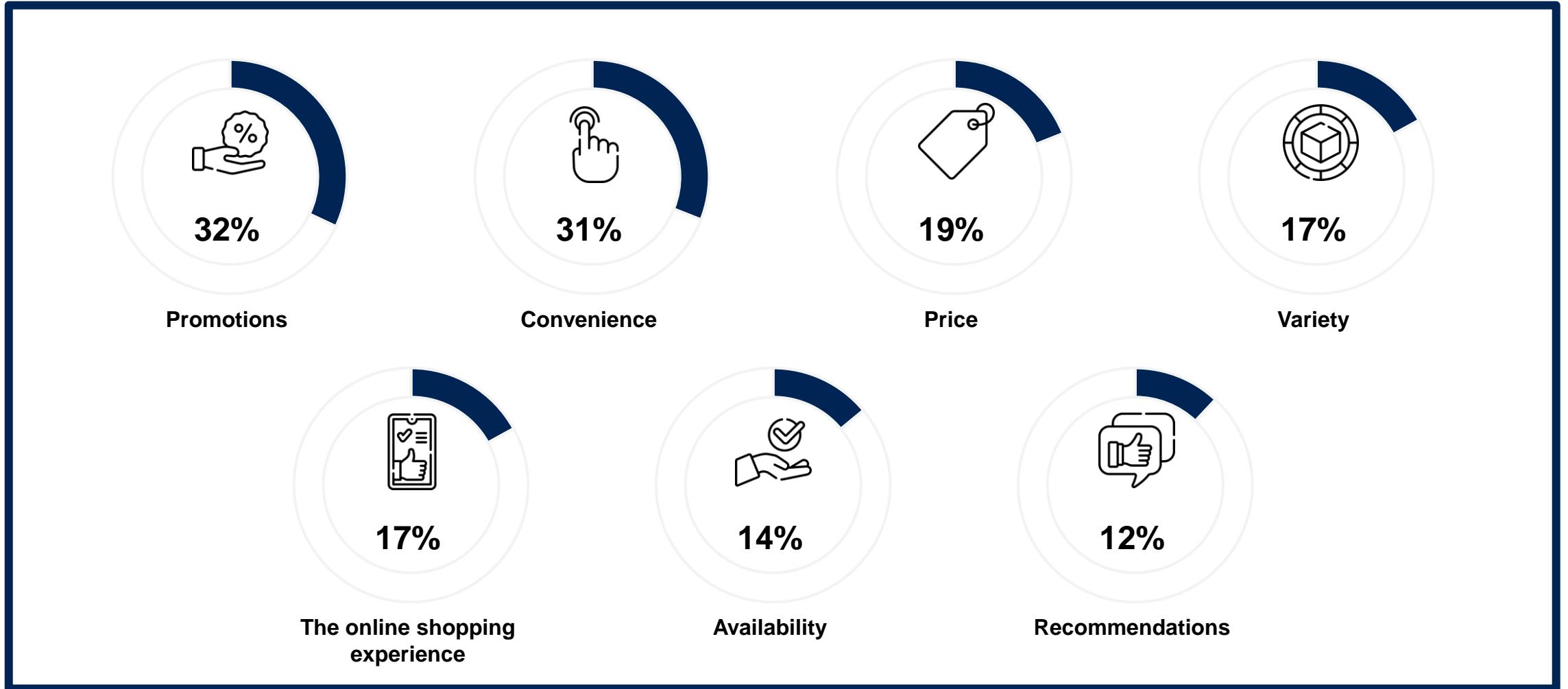
Online Shopping Penetration












Motivators To Shop Online

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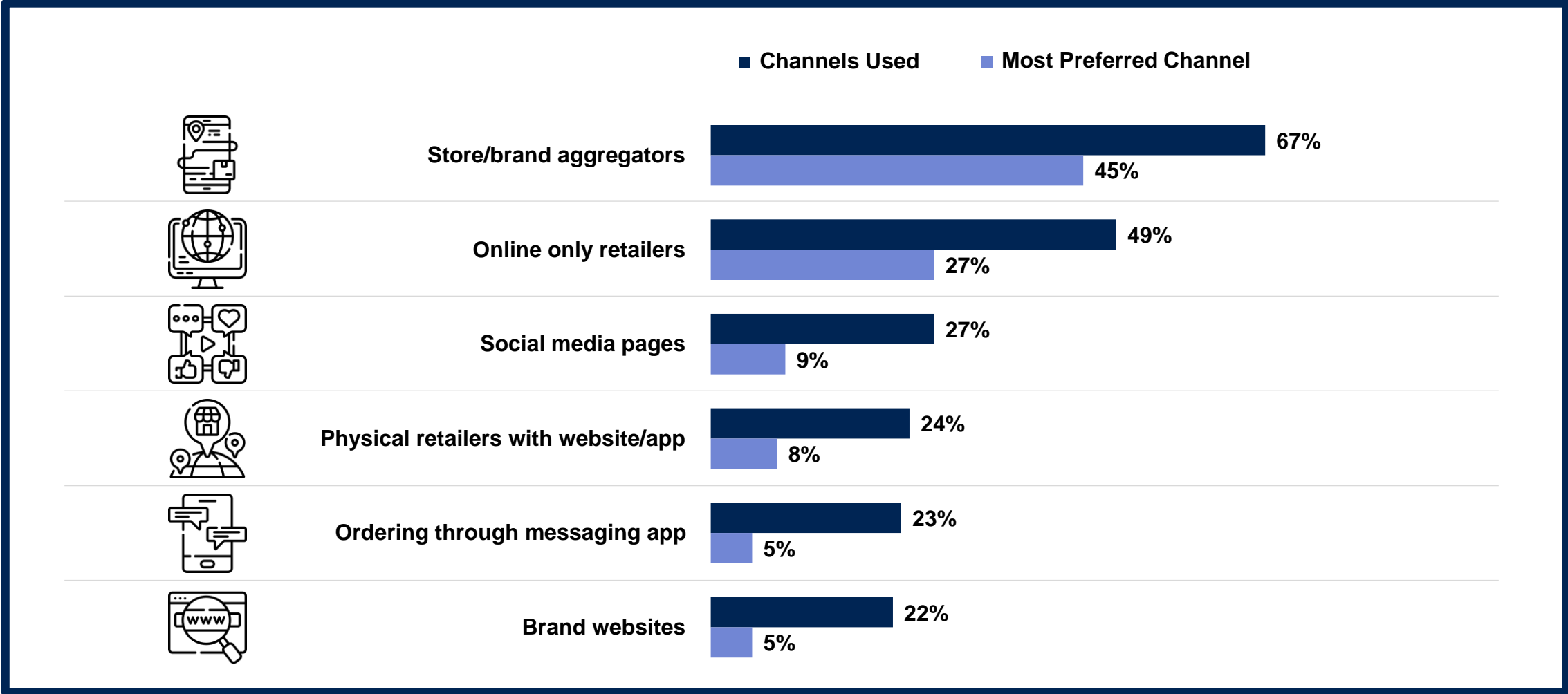
Motivators To Shop Online

% - By Demographics

	 Promotions	 Convenience	 Price	 Variety	 The online shopping experience	 Availability	 Recommendations
Total	32%	31%	19%	17%	17%	14%	12%
Male	32%	31%	21%	19%	16%	13%	13%
Female	32%	30%	16%	15%	18%	16%	10%
18-24	37%	33%	24%	20%	29%	25%	11%
25-34	40%	34%	23%	21%	15%	15%	14%
35-44	26%	27%	16%	17%	13%	13%	13%
45+	24%	30%	12%	9%	15%	7%	9%
Nationals	37%	33%	21%	22%	17%	19%	19%
Expats	27%	28%	16%	12%	16%	10%	5%
A	39%	35%	25%	18%	29%	20%	20%
B	34%	30%	20%	18%	16%	20%	14%
C1	39%	35%	18%	19%	18%	10%	15%
C2	19%	24%	16%	14%	11%	11%	3%







Online Shopping Channels

Channels Used To Shop Online



Channels Used To Shop Online

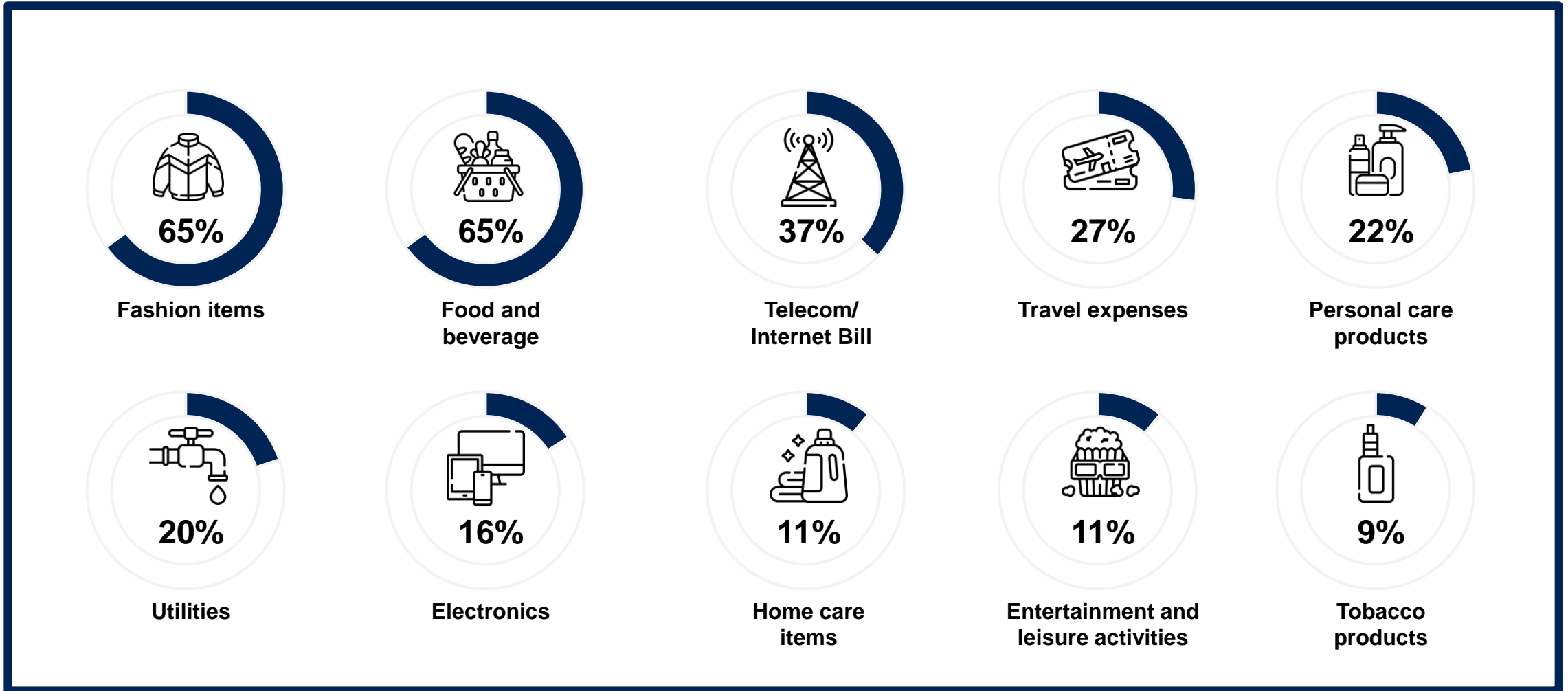
% - By Demographics

	 Store/brand aggregators	 Online only retailers	 Social media pages	 Physical retailers with website/app	 Ordering through messaging app	 Brand websites
Total	67%	49%	27%	24%	23%	22%
Male	65%	44%	30%	30%	28%	28%
Female	70%	56%	23%	15%	13%	12%
18-24	74%	52%	22%	13%	13%	15%
25-34	65%	51%	27%	30%	20%	26%
35-44	62%	47%	30%	26%	26%	26%
45+	69%	44%	31%	23%	33%	19%
Nationals	69%	54%	18%	21%	19%	24%
Expats	64%	42%	39%	28%	27%	19%
A	67%	72%	14%	22%	19%	8%
B	66%	53%	20%	27%	30%	30%
C1	67%	38%	30%	28%	21%	22%
C2	69%	46%	43%	15%	17%	20%













Categories Purchased Online

Categories Purchased/ Paid For Online



Categories Purchased/ Paid For Online

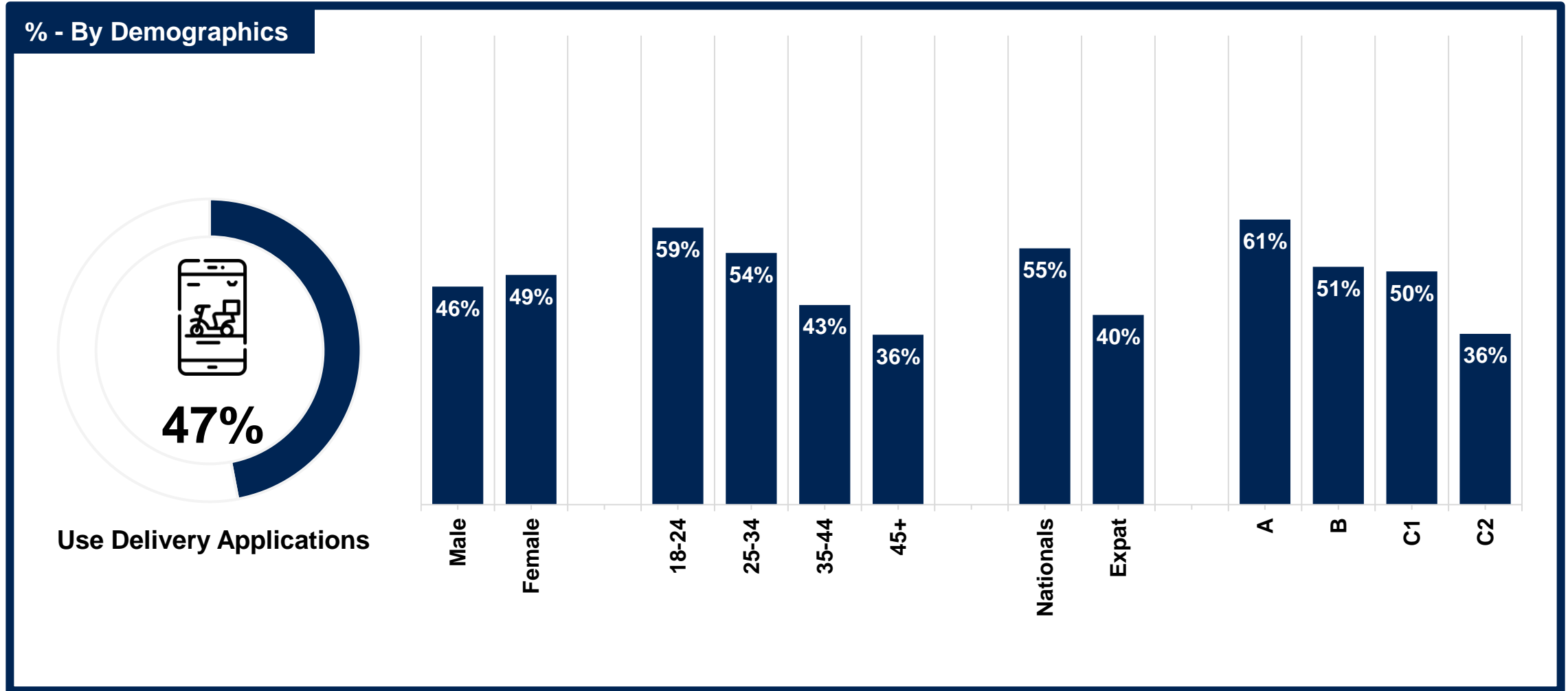
% - By Demographics

	 Fashion items	 Food and beverage	 Telecom/Internet bill	 Travel expenses	 Personal care products	 Utilities	 Electronics	 Home care items	 Entertainment and leisure activities	 Tobacco products
Total	65%	65%	37%	27%	22%	20%	16%	11%	11%	9%
Male	58%	66%	49%	34%	22%	25%	22%	15%	15%	13%
Female	78%	63%	17%	17%	22%	12%	6%	6%	6%	3%
18-24	69%	65%	30%	6%	19%	6%	7%	2%	11%	4%
25-34	61%	66%	37%	31%	23%	28%	16%	12%	11%	10%
35-44	71%	65%	42%	41%	20%	23%	23%	17%	11%	14%
45+	62%	62%	38%	27%	25%	19%	17%	12%	12%	8%
Nationals	67%	64%	41%	28%	24%	22%	17%	9%	11%	11%
Expats	63%	66%	32%	26%	19%	18%	15%	14%	11%	8%
A	72%	56%	25%	28%	22%	11%	6%	14%	6%	6%
B	71%	61%	46%	34%	25%	33%	24%	11%	14%	16%
C1	55%	61%	42%	28%	25%	23%	20%	13%	12%	9%
C2	72%	85%	22%	17%	11%	4%	6%	6%	9%	2%

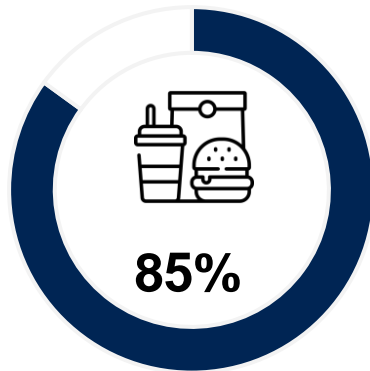


Delivery Applications

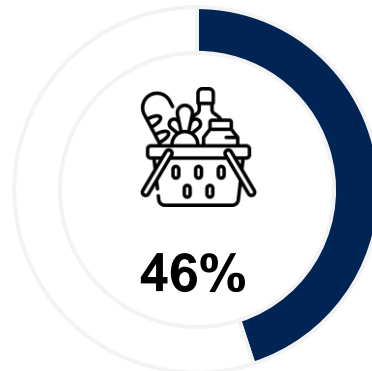
Delivery Applications Use



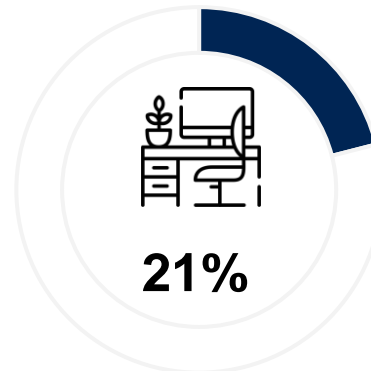
Reasons For Delivery Application Use



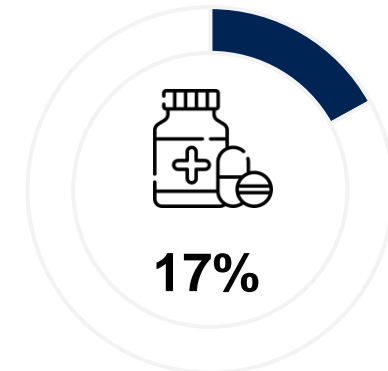
To order food/ drinks



To order groceries







To order electronics
or furniture/home
accessories



To order medicine

Reasons For Delivery Application Use

% - By Demographics

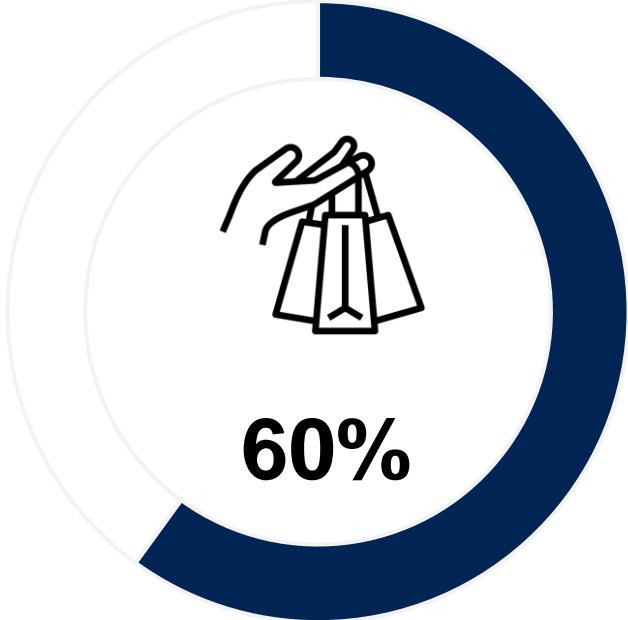
	 To order food/ drinks	 To order groceries	 To order electronics or furniture/home accessories	 To order medicine
Total	85%	46%	21%	17%
Male	89%	40%	25%	18%
Female	78%	55%	14%	16%
18-24	82%	45%	6%	14%
25-34	90%	41%	16%	18%
35-44	87%	50%	30%	22%
45+	74%	52%	33%	12%
Nationals	86%	48%	16%	20%
Expats	83%	43%	27%	13%
A	81%	68%	19%	23%
B	85%	57%	24%	22%
C1	88%	35%	22%	14%
C2	80%	35%	14%	12%



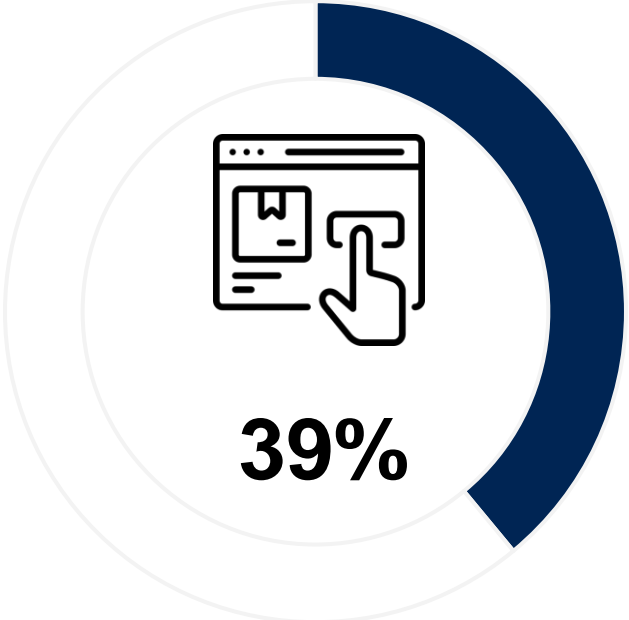
Attitudes Towards Shopping Experiences

Attitudes Towards Shopping Experiences

% Agree

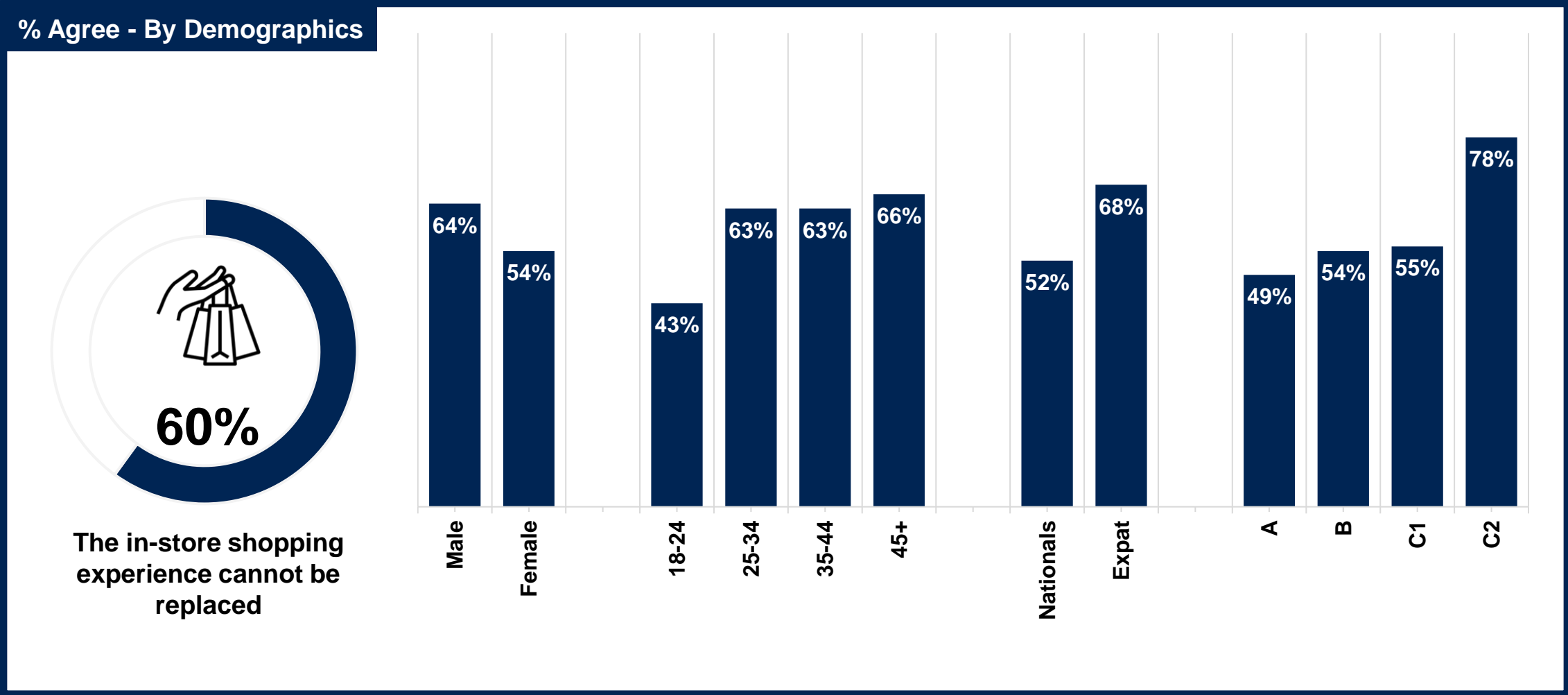


The in-store shopping experience cannot be replaced



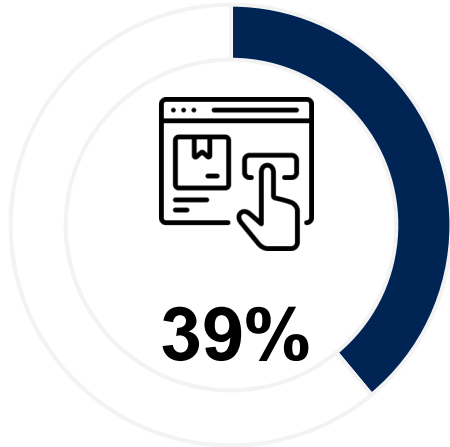
In the future, I will be doing most of my shopping online

The Irreplaceability Of In-store Shopping Experiences

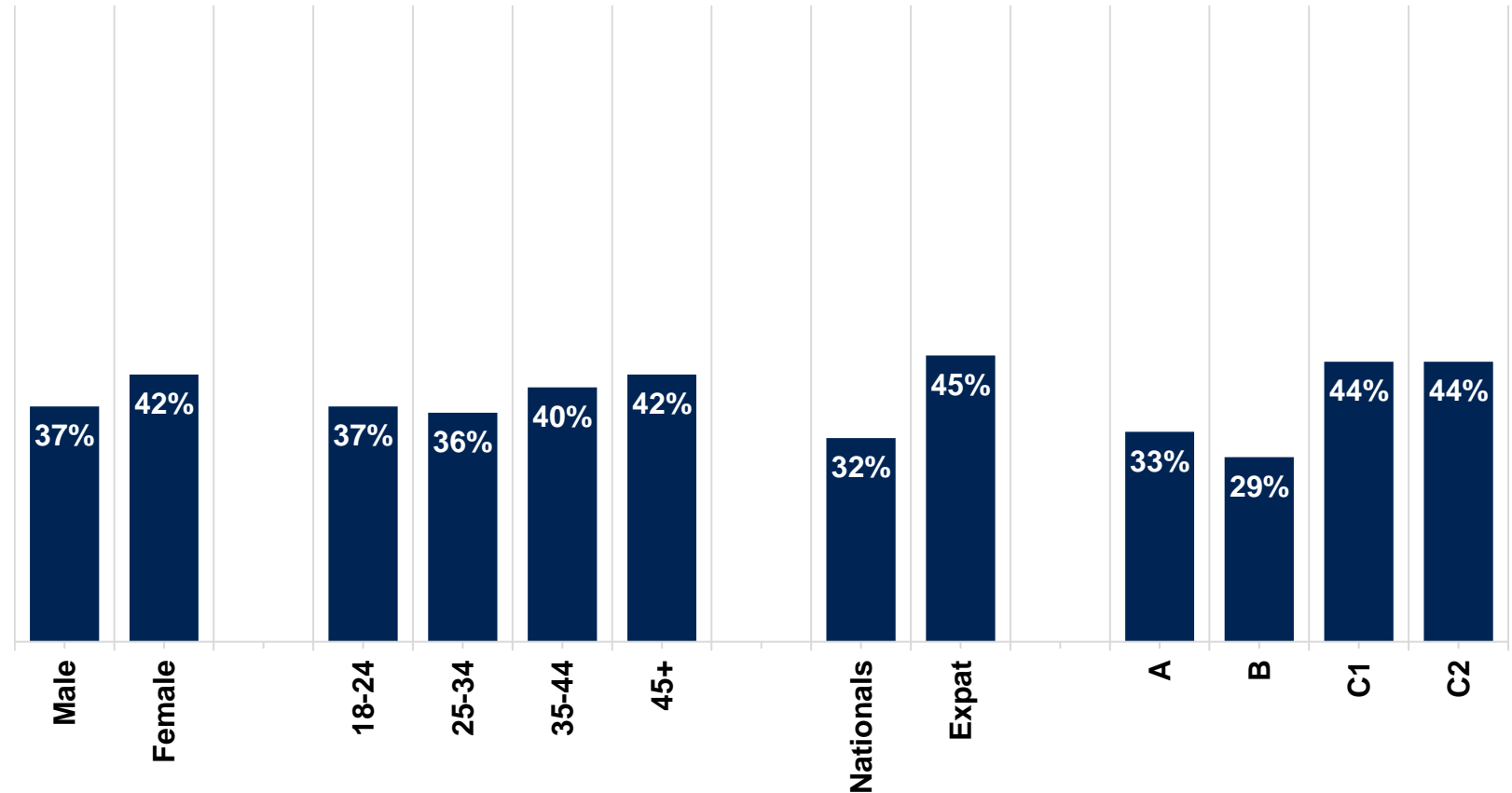


Future Reliance On Online Shopping For Most Purchases

% Agree - By Demographics



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



Methodology



Sample Size

500 Respondents



Sample Criteria

General Public.
Representative of the
population across gender,
age (18+), Nationality and SEC



Methodology

CAPI – Computer Aided
Personal Interviews



Geographical Coverage

Conducted in Kuwait, with a
nationwide coverage

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GAME CHANGERS

