

SPOTLIGHT*KSA VIEWS ON FOOD & HEALTH

September - 2024



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HEALTH PRIORITIES AND AGING CONCERNS



Top life priorities in Saudi Arabia

20%

Family



19%

Financial stability



18%

Health



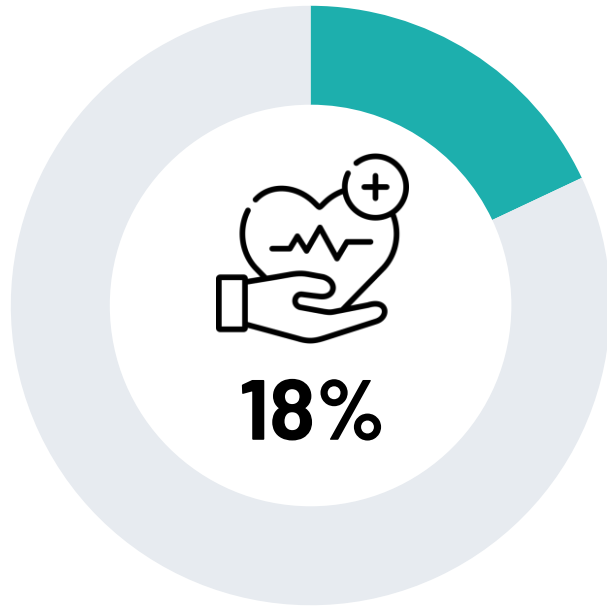
12%

Career success

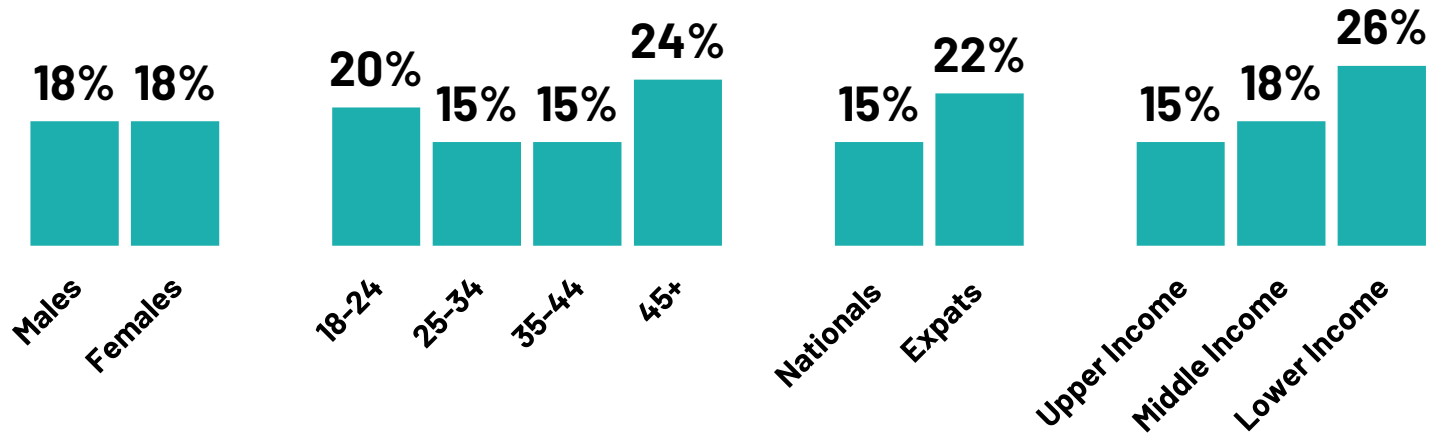


Health as a top life priority

% - by demographics

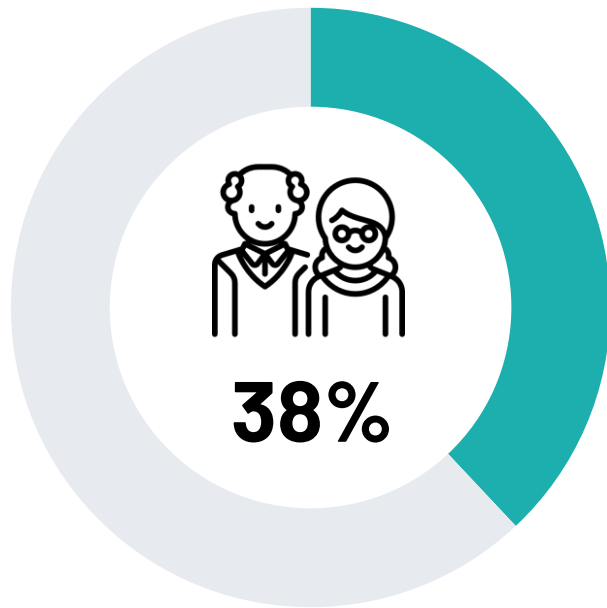


Consider maintaining physical health and mental well-being as an ultimate life priority

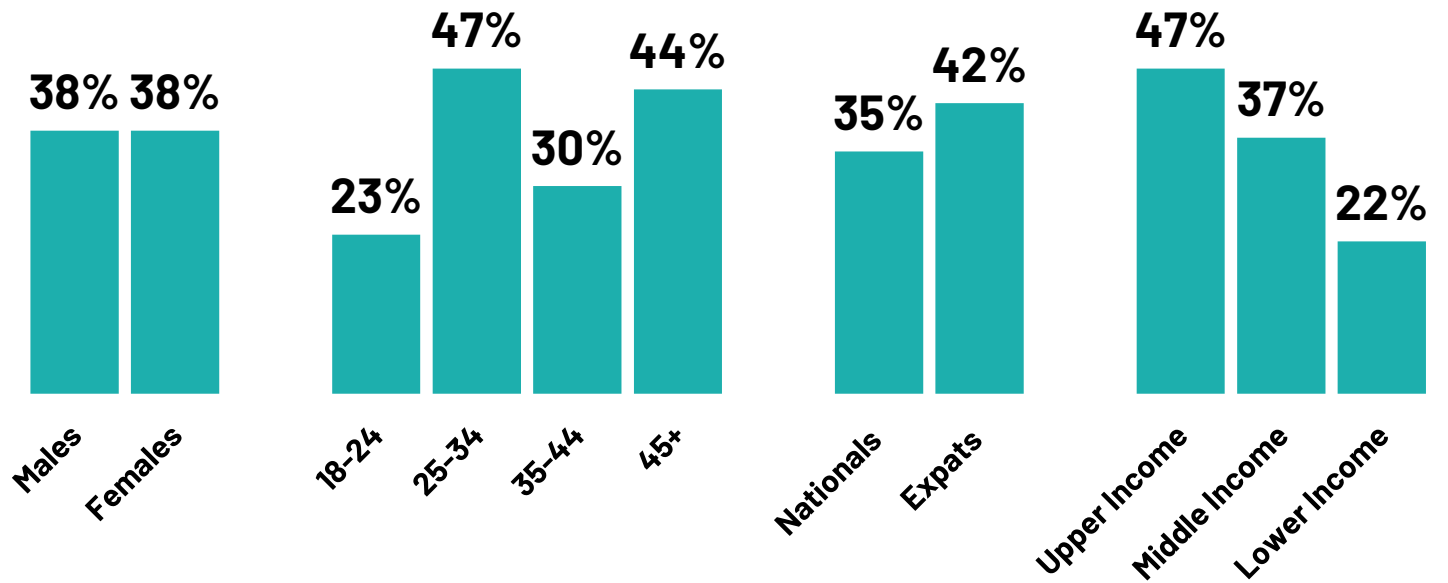


Worries about getting older and maintaining health

% Agree – by demographics



I constantly worry about getting older and maintaining my health



ATTITUDES TOWARDS HEALTH



Attitudes towards health



83%

Think they are in good physical health

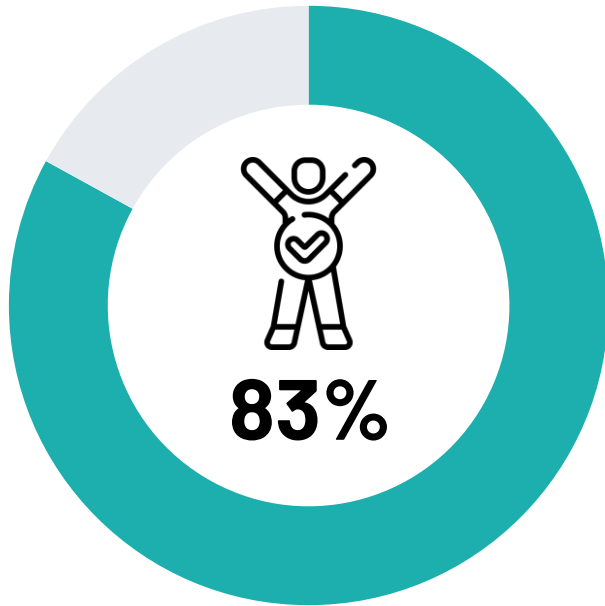


76%

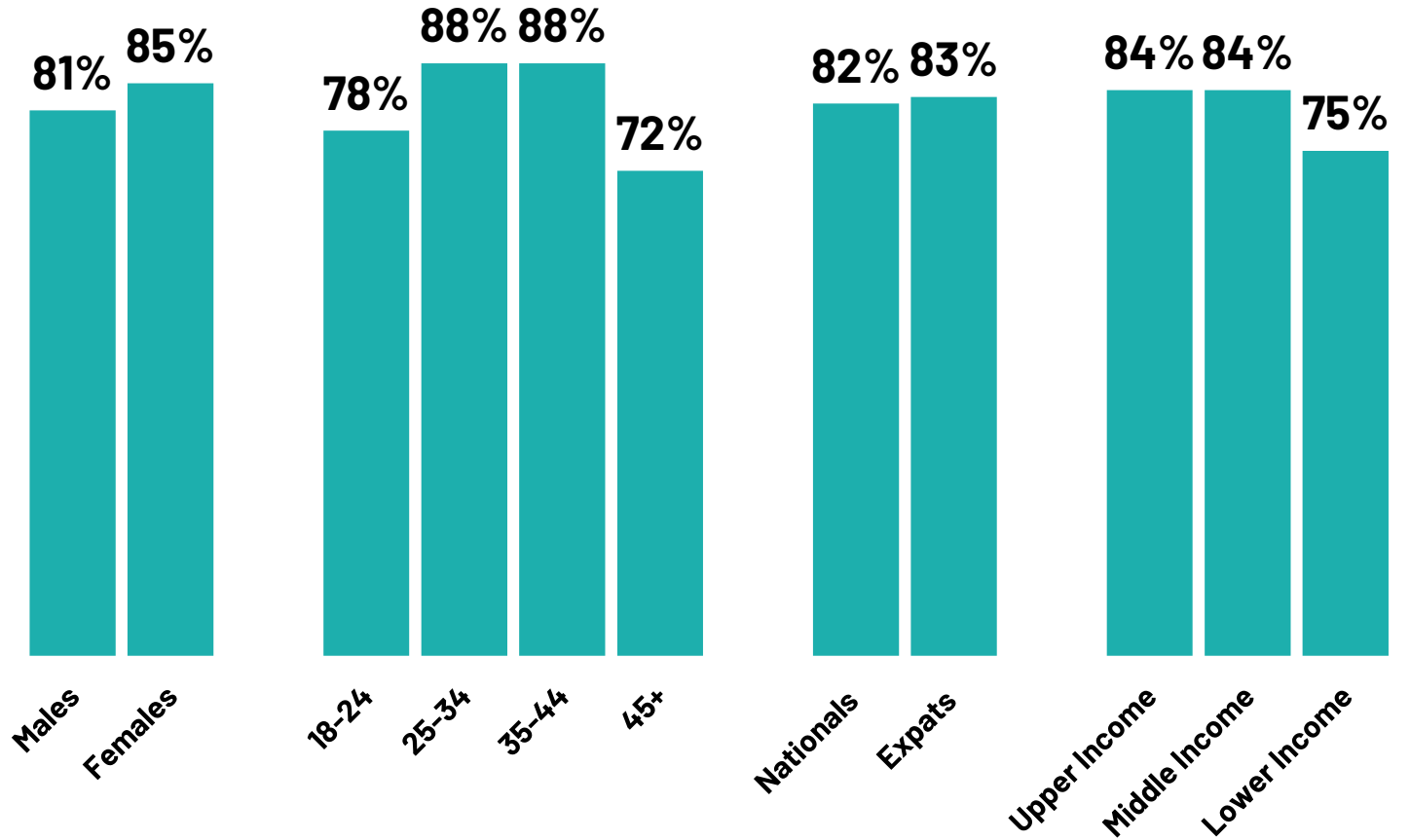
Believe they understand how to lead a healthy lifestyle

Self perception of physical health

% - by demographics

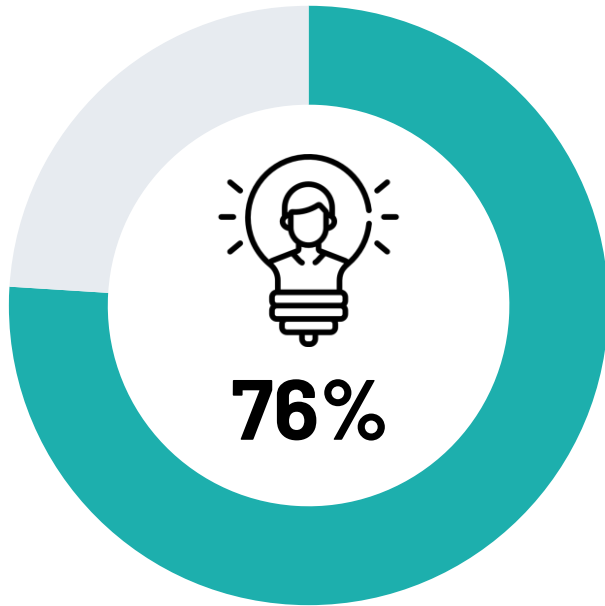


Think they are in good physical health

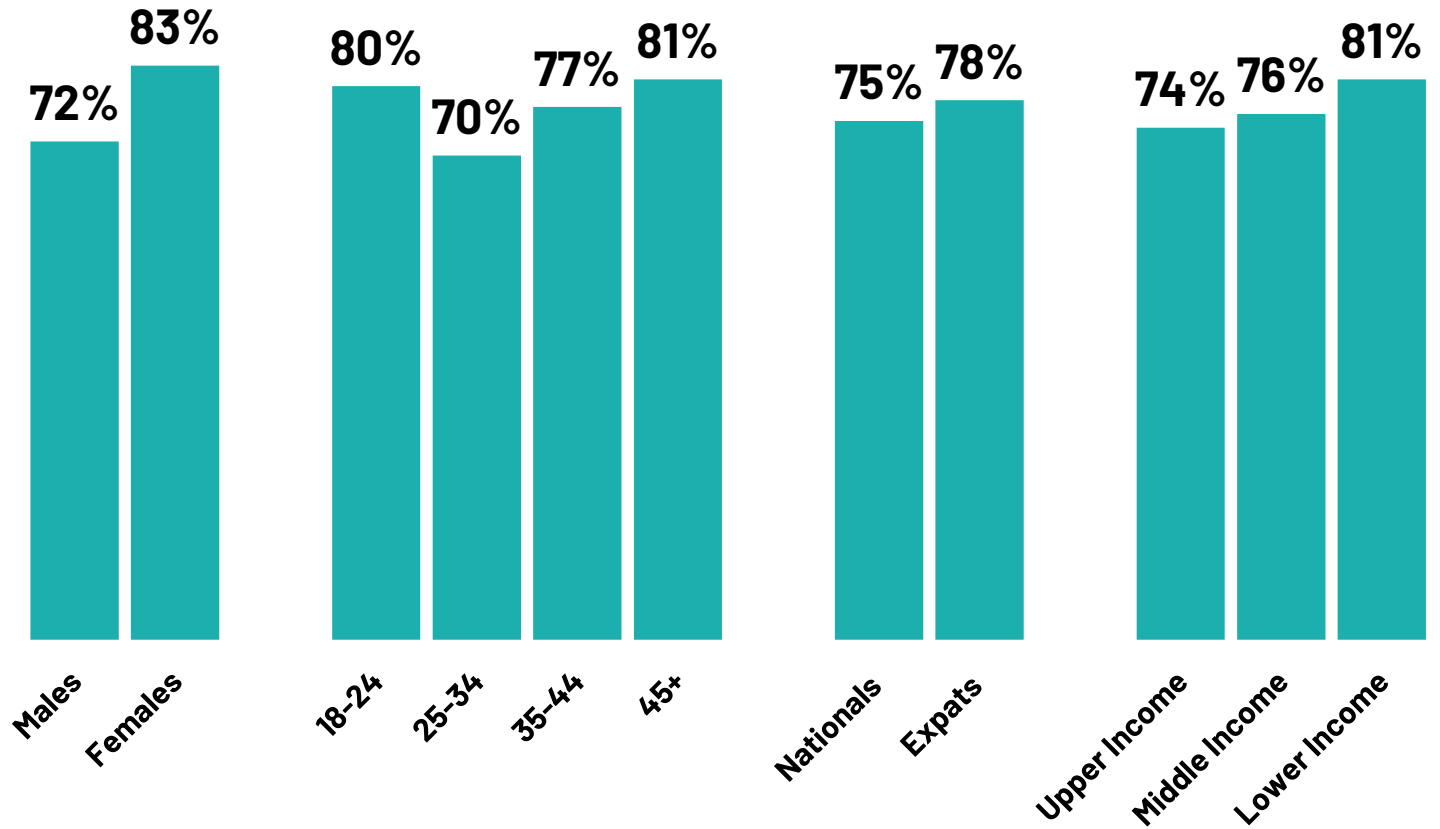


Understanding how to lead a healthy lifestyle

% - by demographics



Believe they understand how to lead a healthy lifestyle



TYPICAL SLEEP DURATION



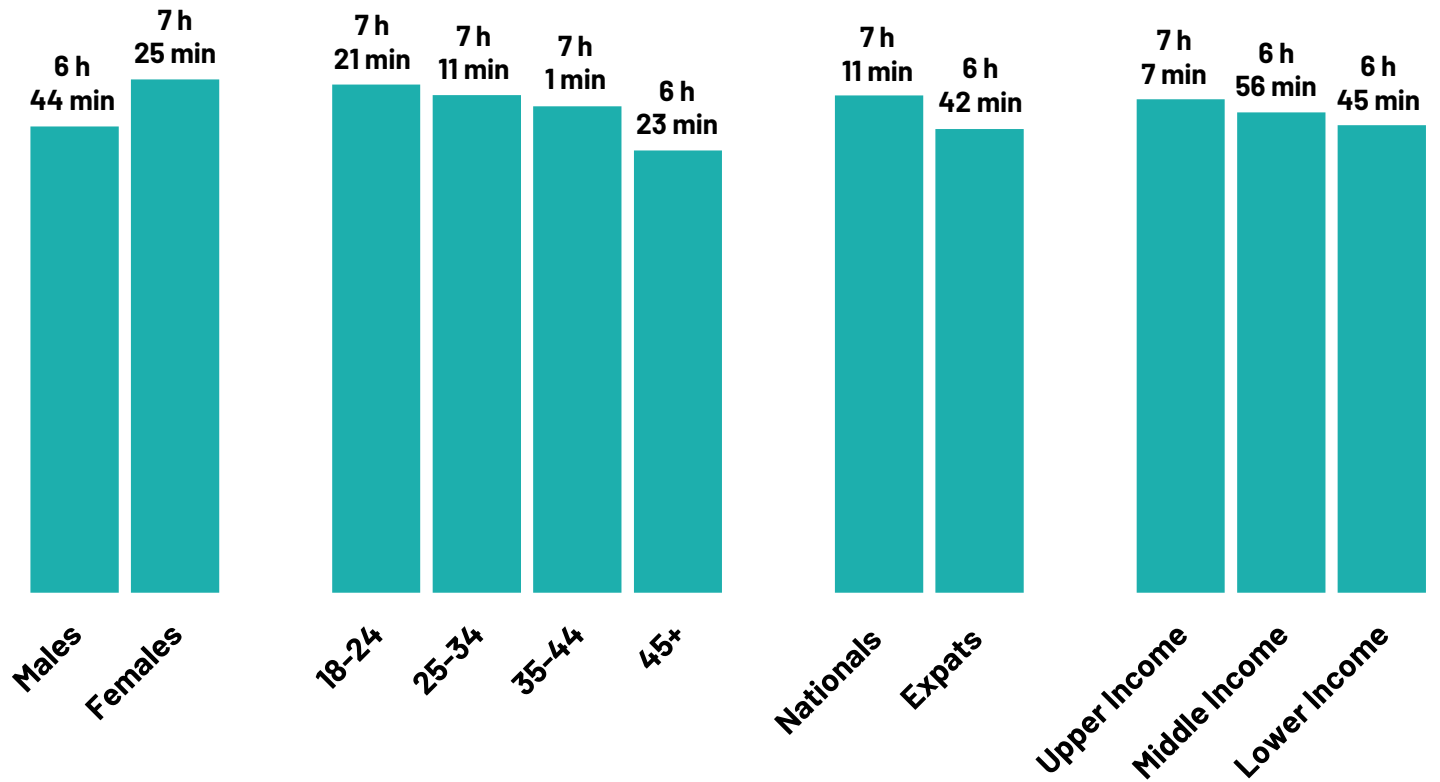
Typical sleep duration

Average hours of sleep per night- by demographics



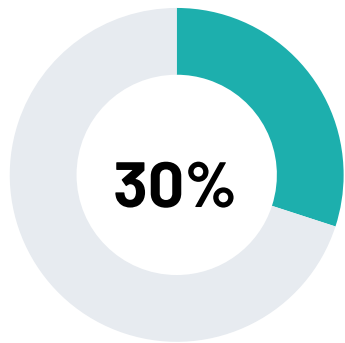
**6 Hours
58 Minutes**

Average hours of
sleep per night

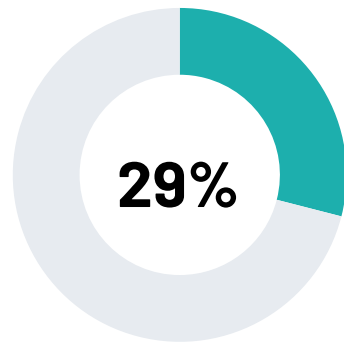


FREQUENCY OF GETTING HEALTH CHECKUPS

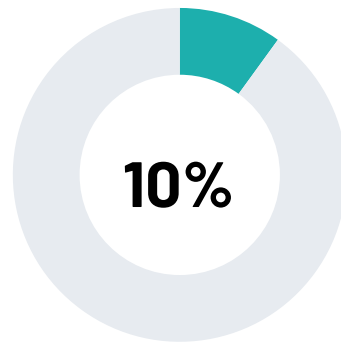
Frequency of getting health checkups



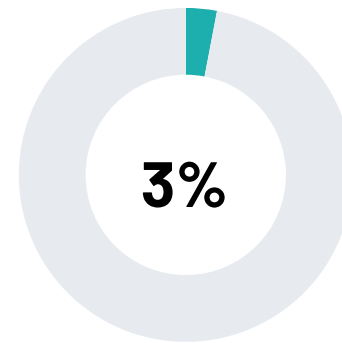
Several times a year



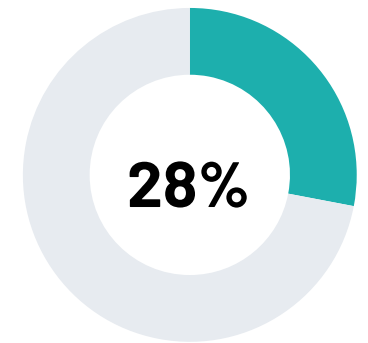
Once a year



Every 2-3 years



Less than that



When needed only



Frequency of getting health checkups

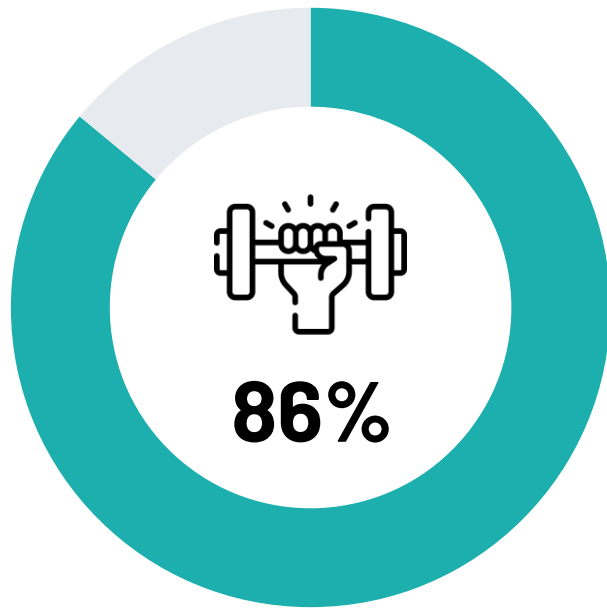
% - by demographics

	Several times a year	Once a year	Every 2 - 3 years	Less than that	When needed only
Total	30%	29%	10%	3%	28%
Male	31%	27%	10%	4%	28%
Female	28%	32%	11%	2%	28%
18-24	27%	28%	12%	-	34%
25-34	28%	38%	8%	3%	23%
35-44	31%	27%	12%	3%	27%
45+	33%	19%	11%	5%	33%
Nationals	34%	31%	10%	2%	22%
Expats	24%	25%	10%	4%	37%
Upper Income	37%	26%	9%	6%	22%
Middle Income	27%	30%	10%	2%	31%
Lower Income	25%	29%	13%	-	33%

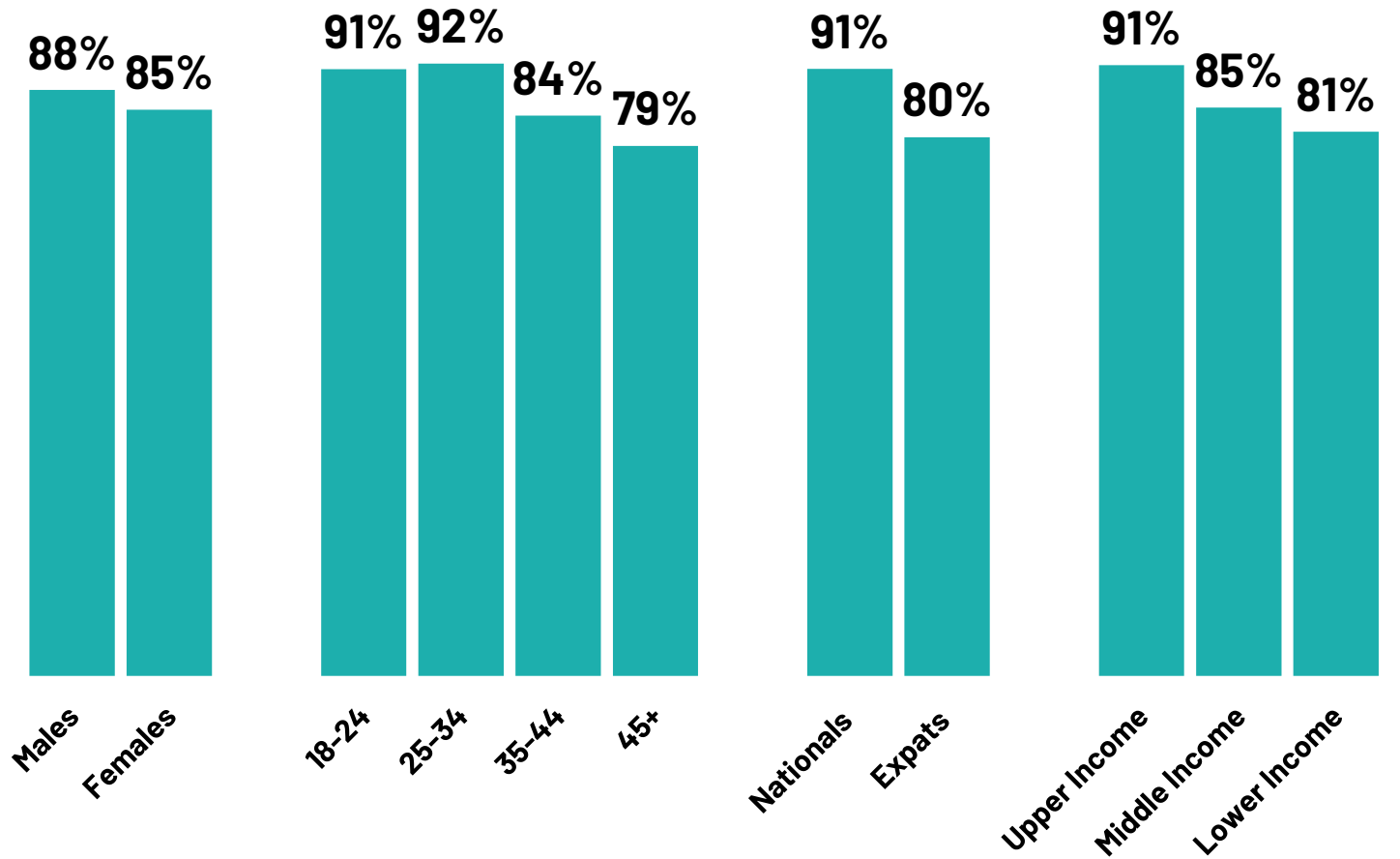
EXERCISING HABITS

Engaging in physical activities

% - by demographics



Engage in physical activities



Types of physical activities

80%

Walk/ jog several times a week



41%

Play a sport on a weekly basis



41%

Exercise on a weekly basis



Types of physical activities

% - by demographics



Walk or jog several times a week



Play a sport on a weekly basis



Exercise on a weekly basis

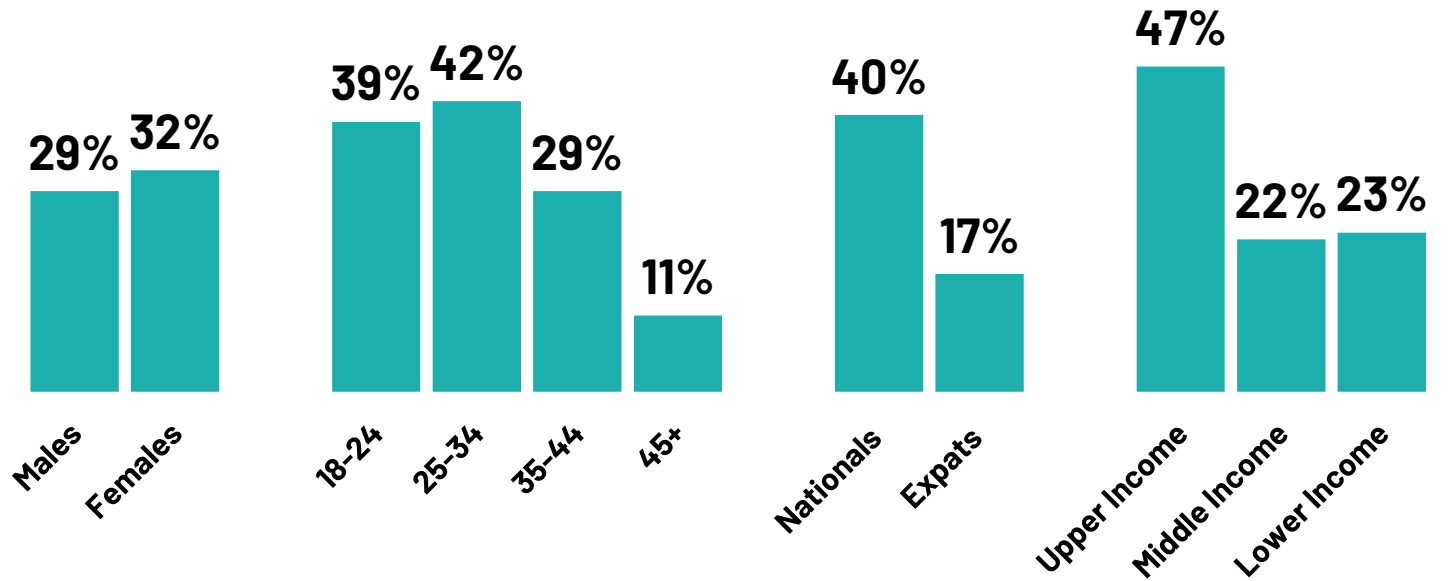
	80%	41%	41%
Total			
Male	80%	47%	39%
Female	79%	31%	44%
18-24	81%	38%	53%
25-34	84%	46%	55%
35-44	75%	45%	37%
45+	78%	29%	20%
Nationals	83%	46%	50%
Expats	75%	33%	28%
Upper Income	86%	52%	52%
Middle Income	79%	37%	37%
Lower Income	68%	29%	31%

Gym subscriptions

% - by demographics



Have an active gym subscription

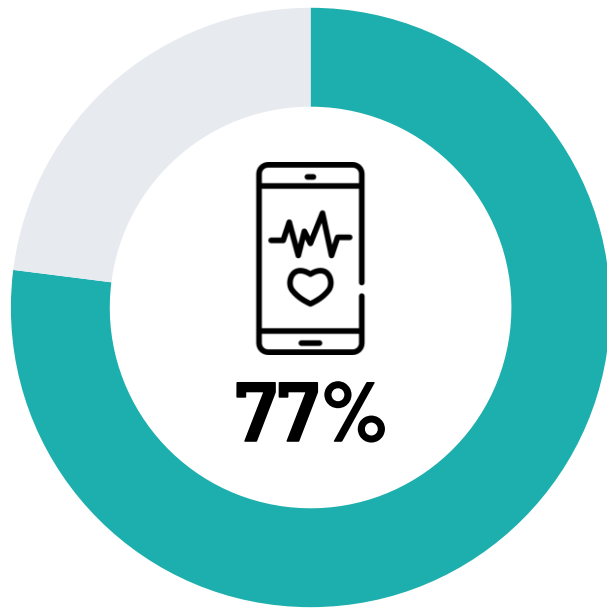


CONNECTED HEALTH

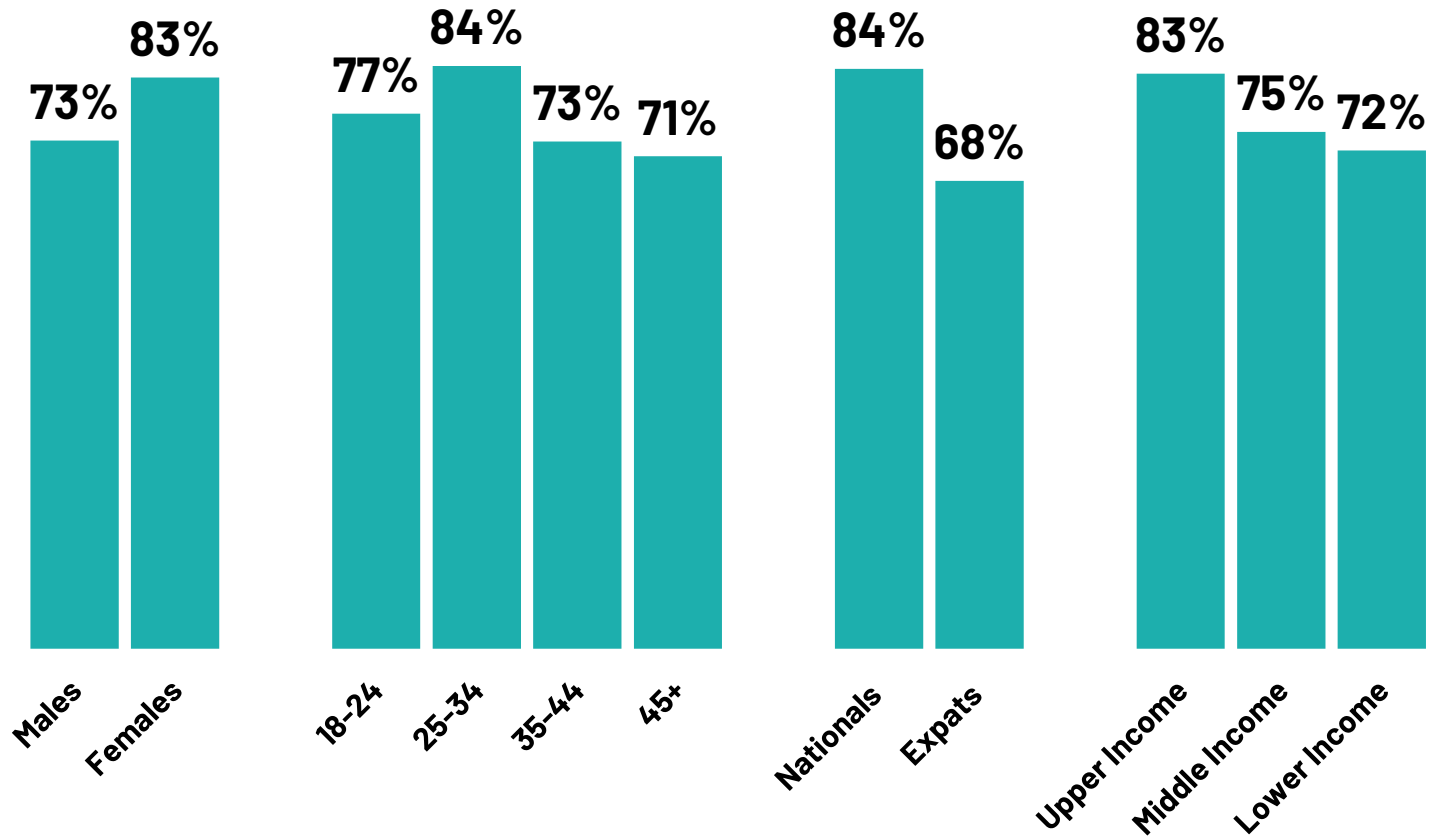


Monitoring health

% - by demographics



Have monitored their health
in at least one way



Ways of monitoring health

59%

Kept track of how many steps they walked



44%

Continuously watched their calorie intake



43%

Monitored their health using a device or an app



26%

Logged in what they ate



Ways of monitoring health

% - by demographics



Kept track of how many steps they walked



Continuously watched Their calorie intake



Monitored their health Using a device or an app



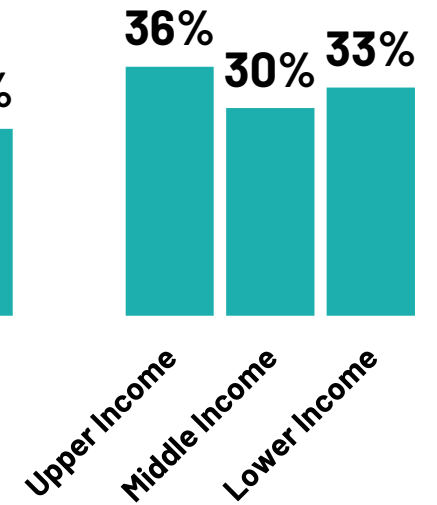
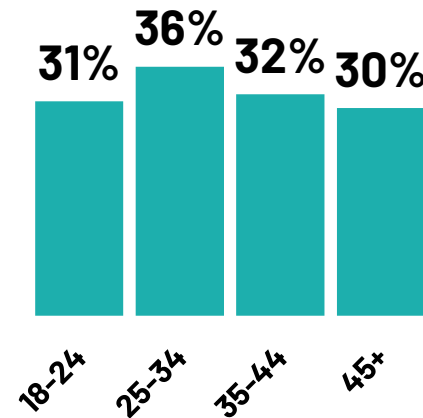
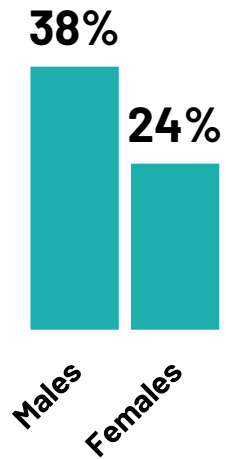
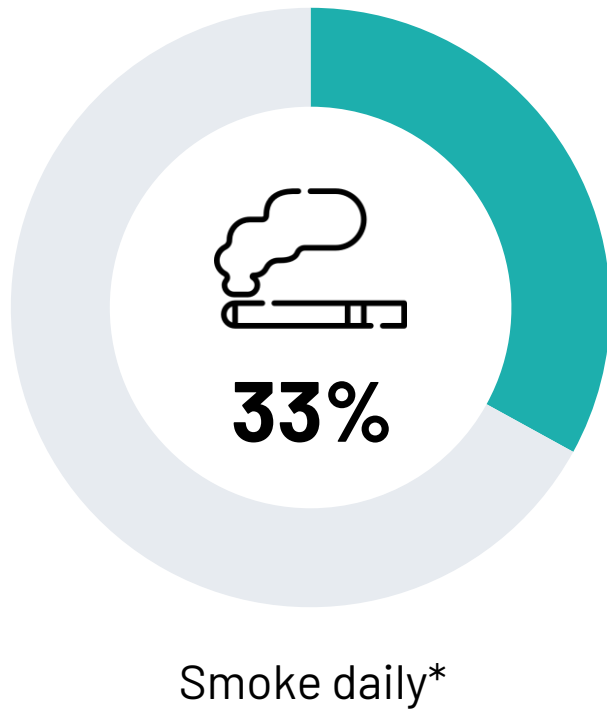
Logged in what they ate

	59%	44%	43%	26%
Total				
Male	54%	42%	41%	22%
Female	67%	46%	48%	32%
18-24	60%	44%	43%	27%
25-34	64%	51%	50%	36%
35-44	52%	40%	45%	26%
45+	60%	37%	33%	13%
Nationals	66%	48%	50%	33%
Expats	49%	37%	34%	16%
Upper Income	64%	48%	55%	30%
Middle Income	60%	42%	39%	23%
Lower Income	43%	40%	36%	28%

SMOKING PREVALENCE

Prevalence of daily smoking

% - by demographics



*Includes cigarettes, e-cigarettes and shisha

DIETARY HABITS



Healthy eating habits

90%

Eat homemade food most of the time during the week



79%

Have a healthy snack several times a week



76%

Eat fruits/vegetables daily



Unhealthy eating habits

75%

Eat fast food at least once a week



66%

Have an unhealthy snack several times a week



61%

Consume fizzy/sugary beverages at least once a week



Eating habits

% - by demographics



Eat homemade food most of the time during the week



Have a healthy snack several times a week



Eat fruits/vegetables daily



Eat fast food at least once a week



Have an unhealthy snack several times a week

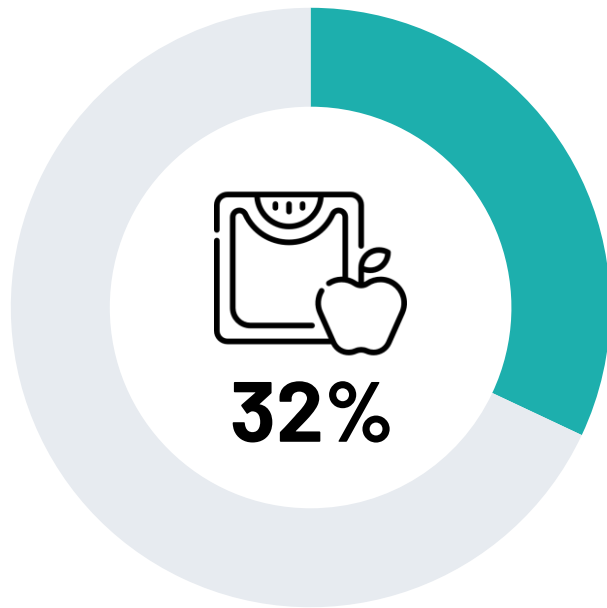


Consume fizzy/ sugary beverages at least once a week

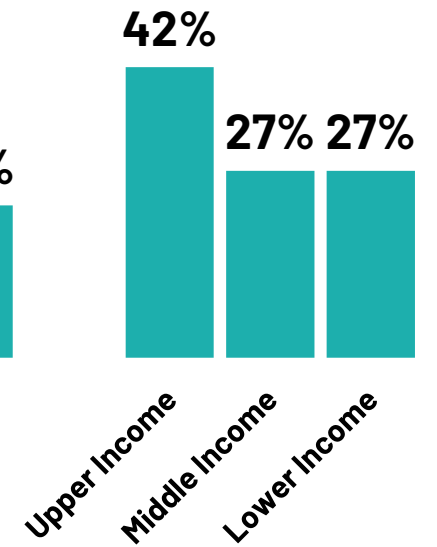
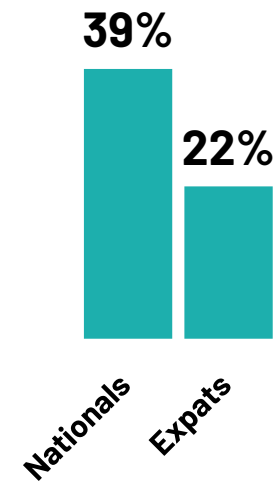
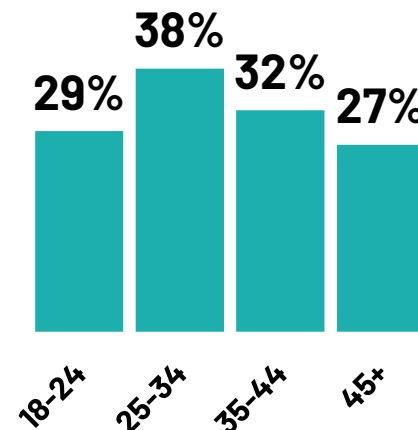
	90%	79%	76%	75%	66%	61%
Total						
Male	88%	75%	75%	79%	61%	60%
Female	93%	85%	76%	70%	73%	63%
18-24	84%	72%	66%	77%	77%	59%
25-34	89%	84%	74%	80%	70%	70%
35-44	93%	79%	81%	72%	67%	61%
45+	91%	76%	78%	71%	52%	50%
Nationals	89%	82%	75%	78%	68%	63%
Expats	91%	75%	77%	71%	63%	58%
Upper Income	92%	81%	84%	87%	72%	70%
Middle Income	91%	82%	76%	72%	66%	59%
Lower Income	83%	66%	59%	60%	50%	51%

Following a diet to lose weight

% - by demographics

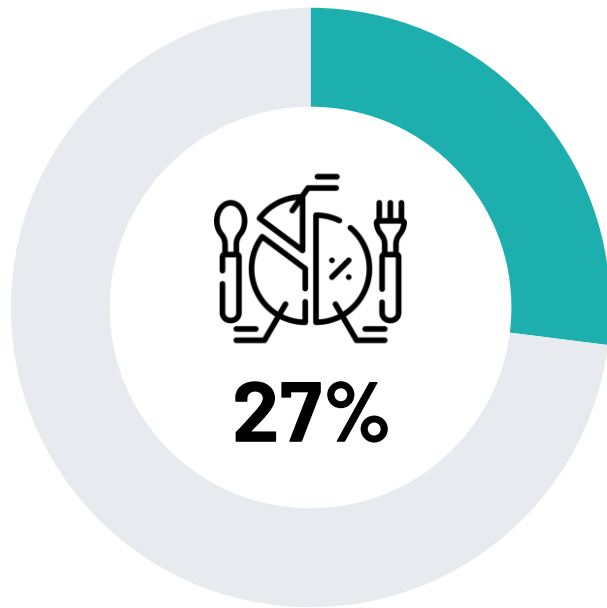


Currently follow a strict diet to lose weight

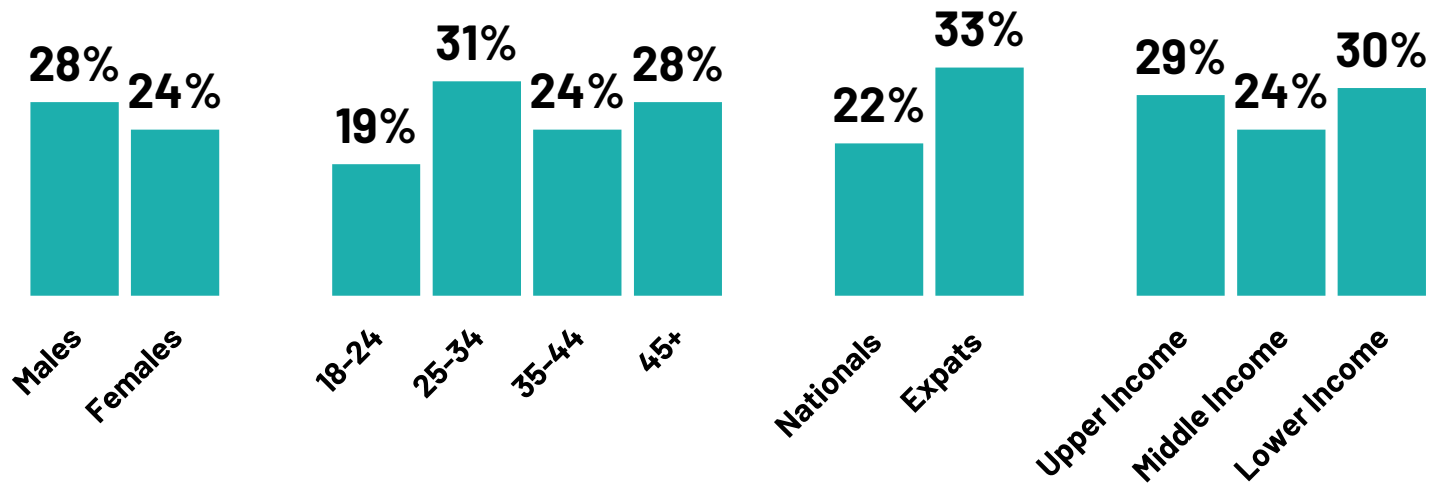


Views on diet plans

%Agree – by demographics



I think that most diet plans ultimately fail



FOOD PURCHASING HABITS



Food purchasing habits

% Agree

71%

I'm willing to pay more to eat healthier food options



31%

I would always choose the light/ diet option when buying groceries



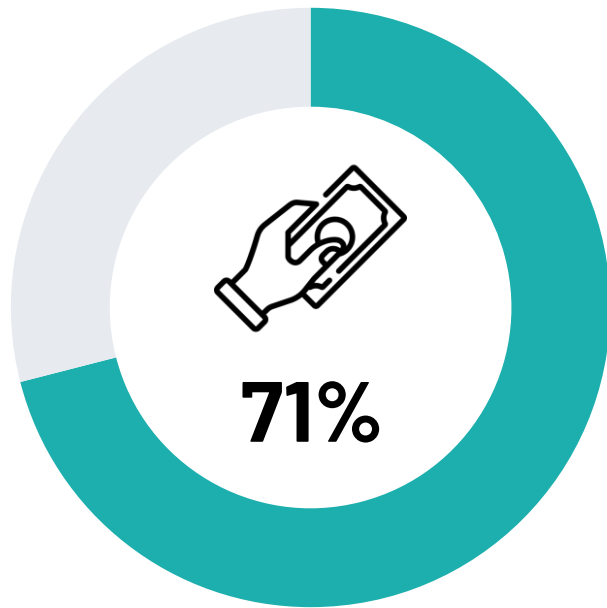
23%

I tend to opt for packaged or ready-to-eat meals even if they're not nutritious or healthy

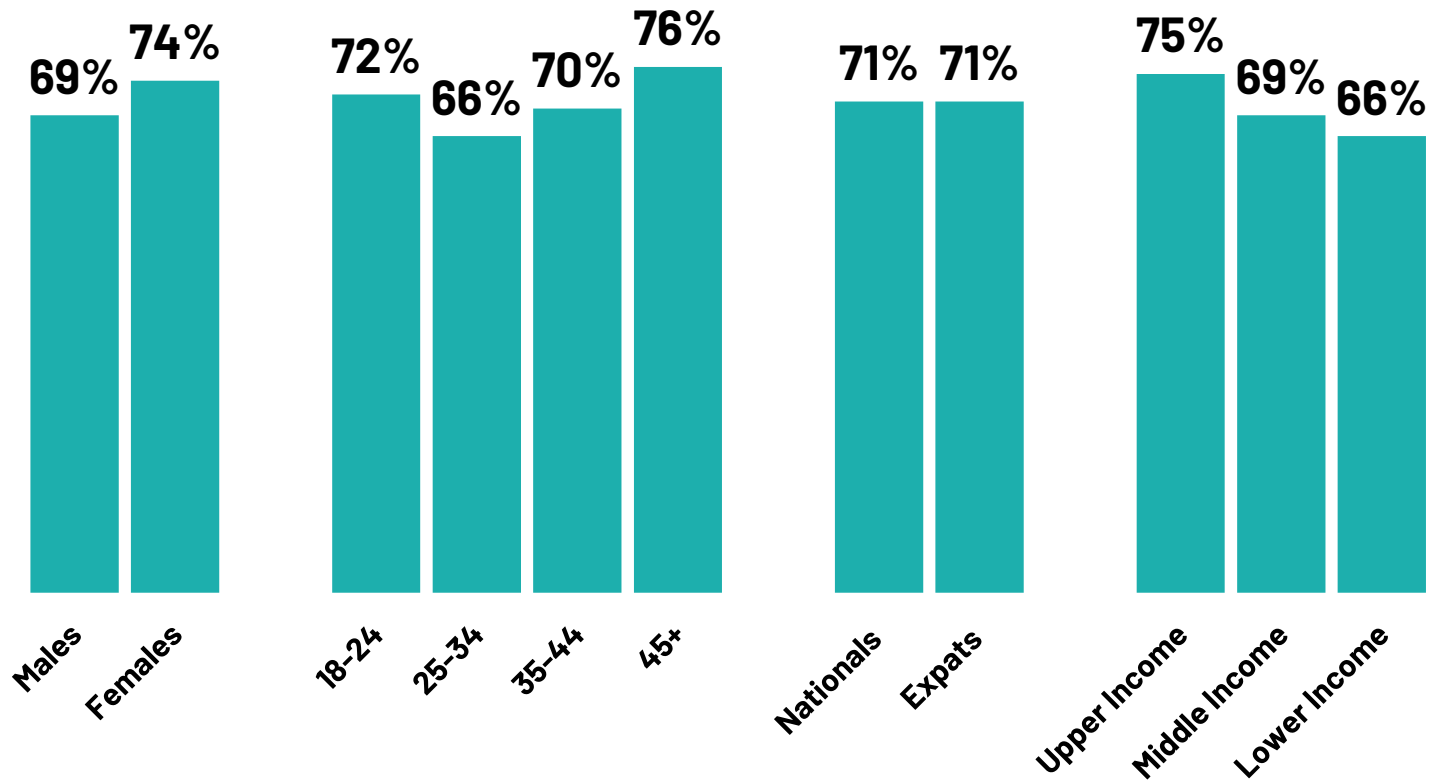


Willingness to pay more for healthier foods

% Agree – by demographics

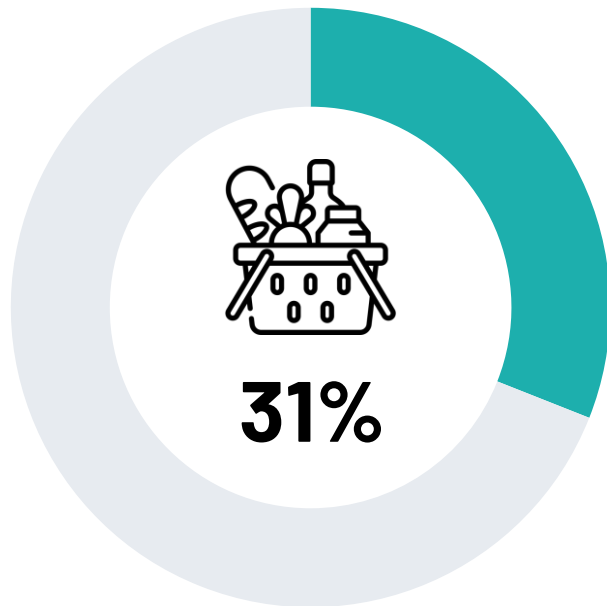


I'm willing to pay more to eat healthier food options

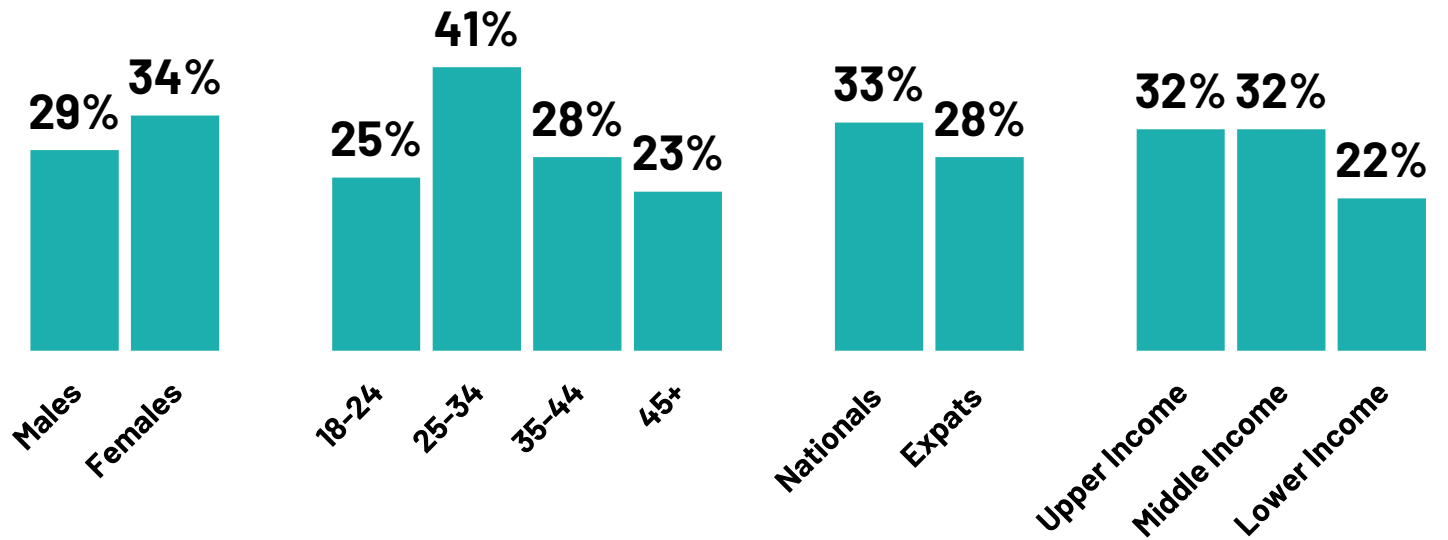


Choosing light food options

% Agree – by demographics

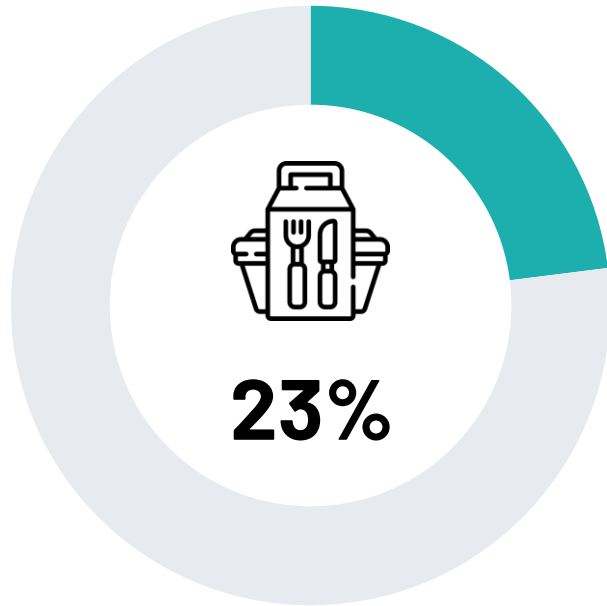


I would always choose the light/ diet option when buying groceries

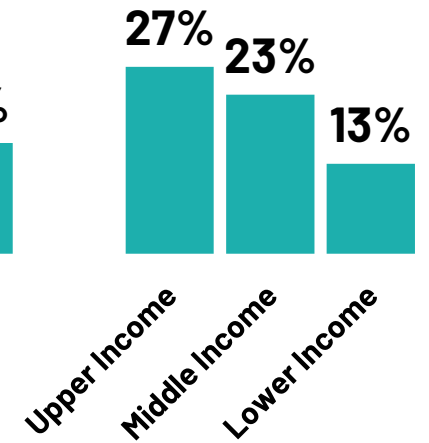
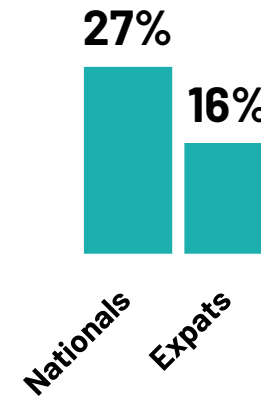
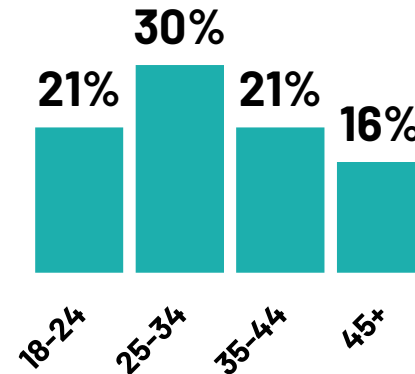
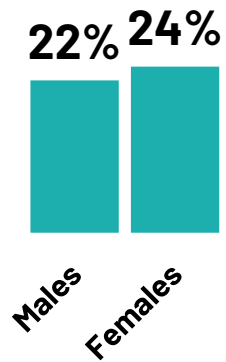


Opting for packaged meals

% Agree – by demographics



I tend to opt for packaged or ready-to-eat meals even if they're not nutritious or healthy

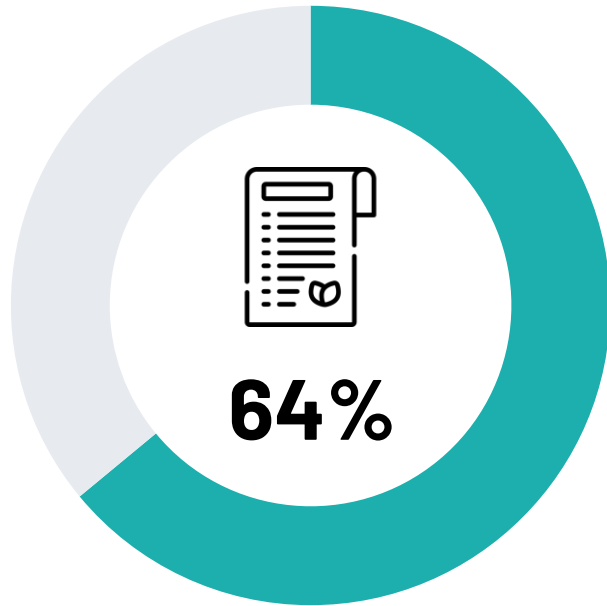


NUTRITIONAL LABELS LITERACY

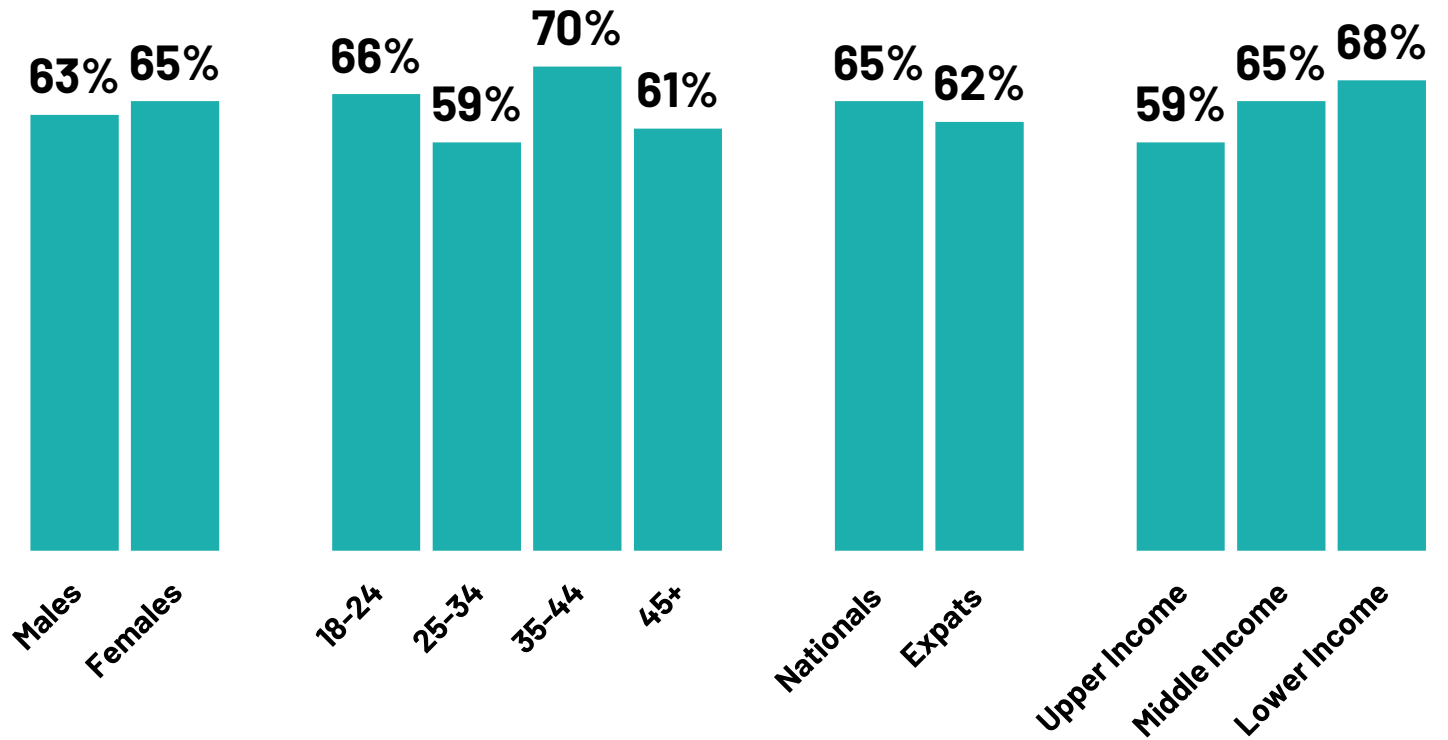


Reading nutritional labels

% Agree – by demographics

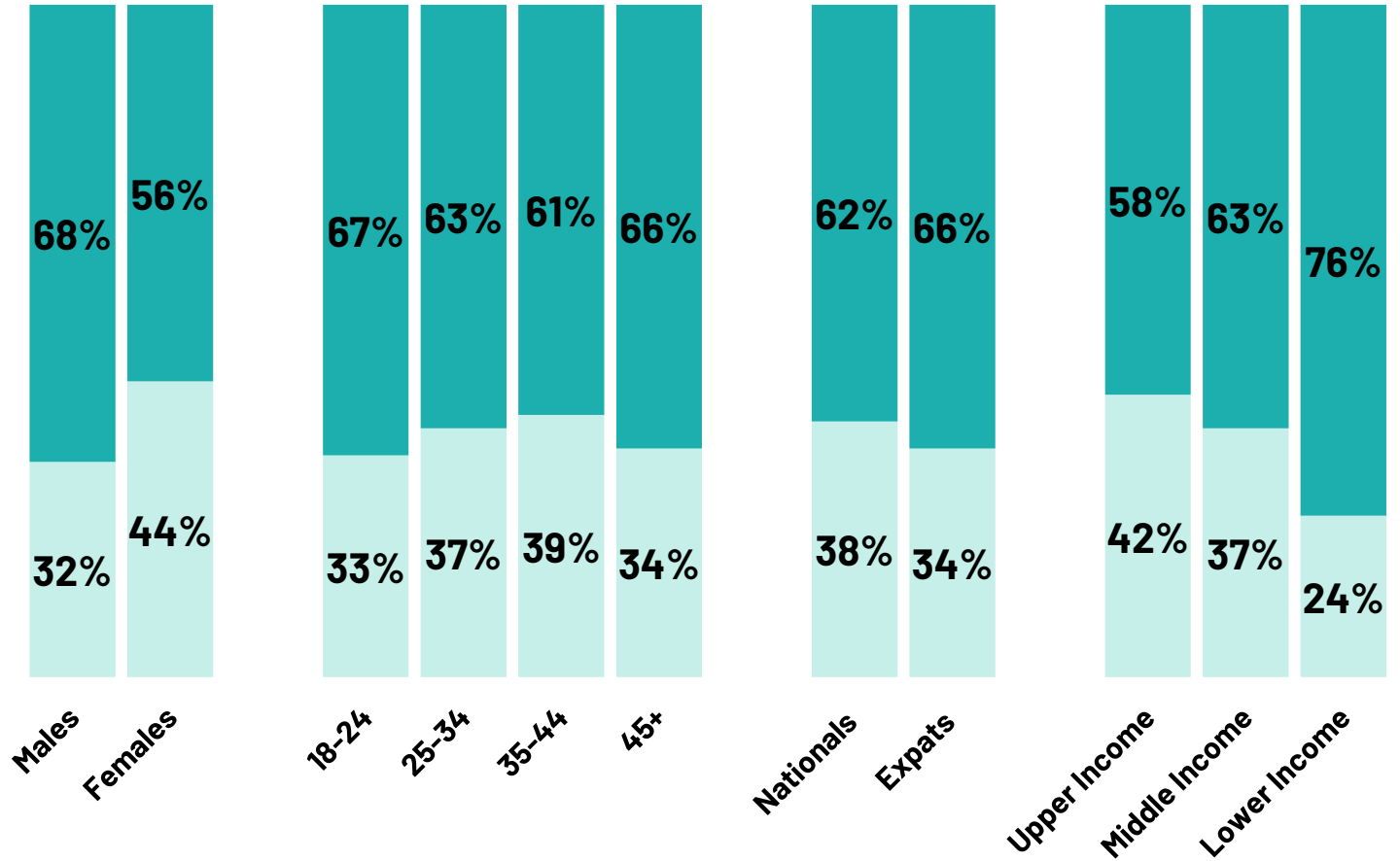
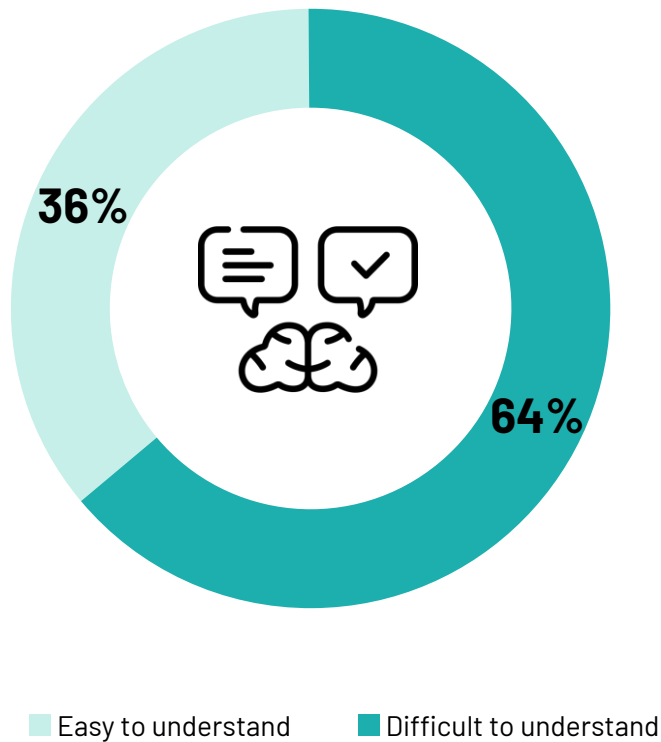


I usually read nutritional labels on food items before buying them

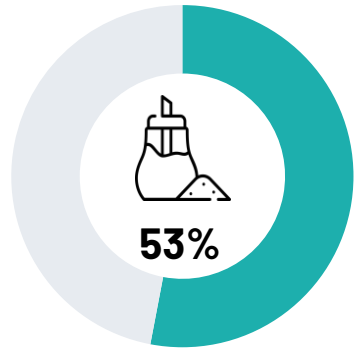


Understanding the nutritional labels

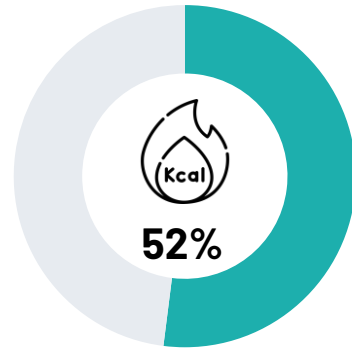
% Ease of understanding nutritional labels - by demographics



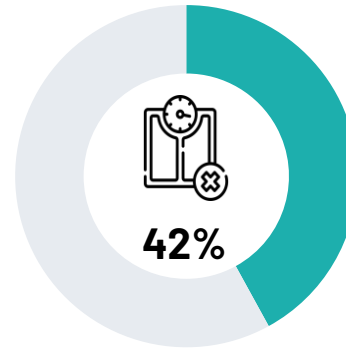
What do people look at on food labels?



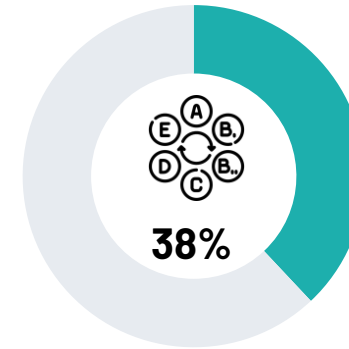
Sugars



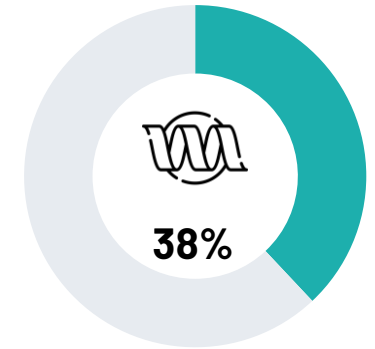
Calories



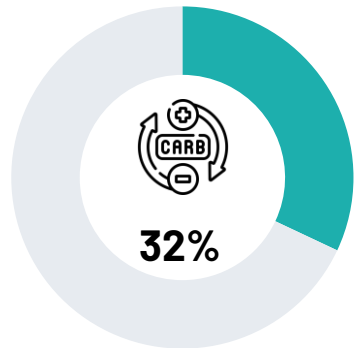
Fat



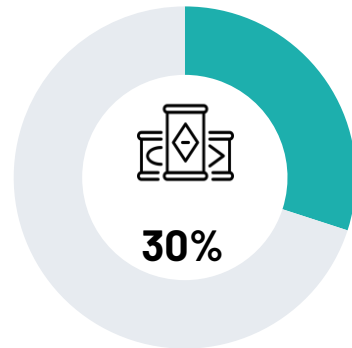
Vitamins



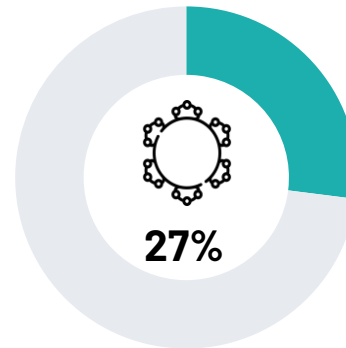
Protein



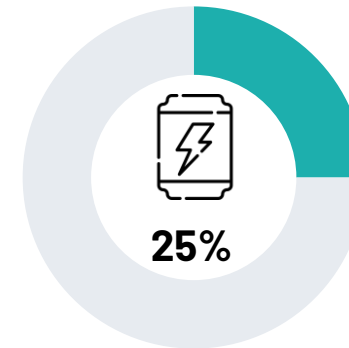
Carbohydrates



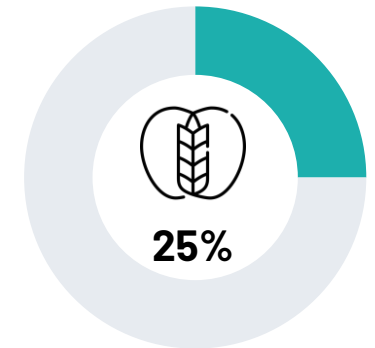
Artificial additives/
preservatives



Cholesterol



Energy



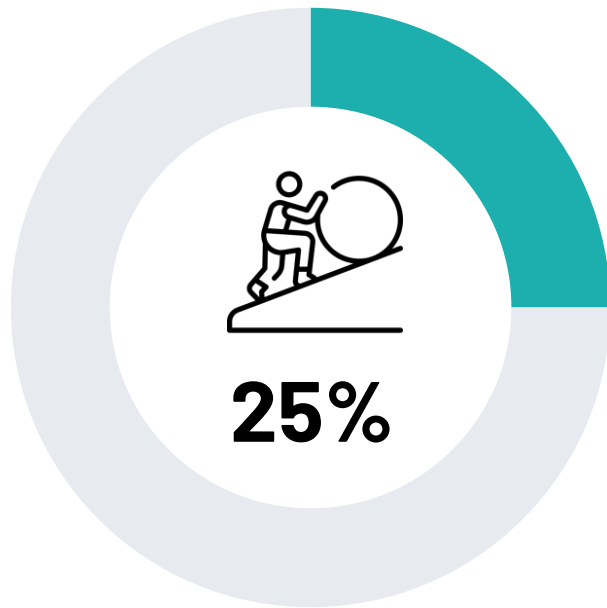
Fiber

CHALLENGES BEHIND LEADING A HEALTHY LIFESTYLE

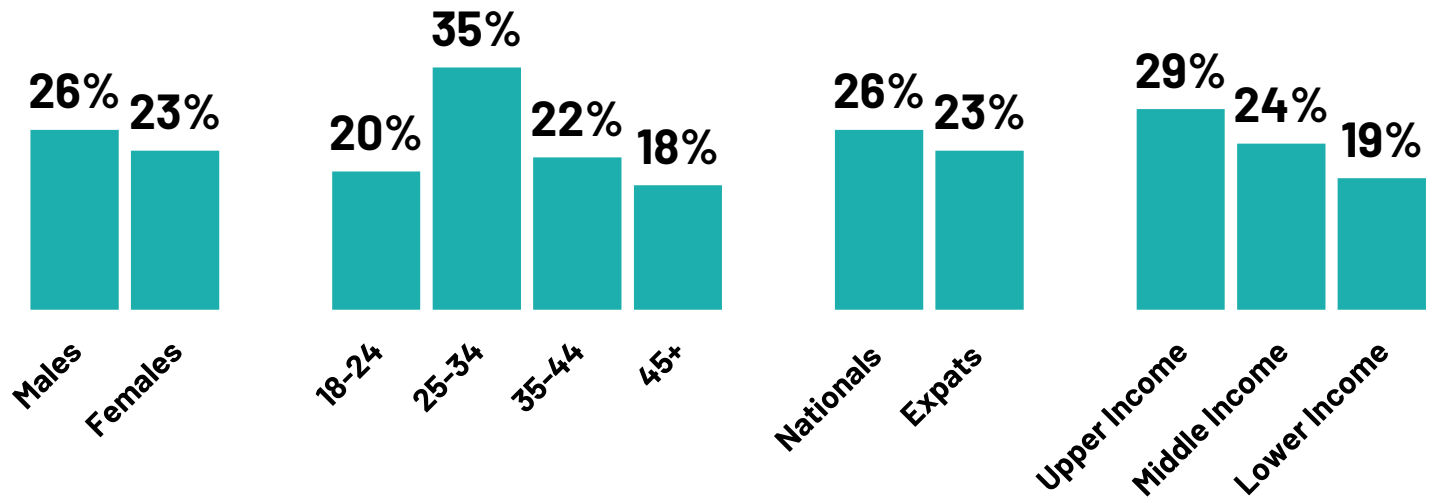


The difficulty of leading a healthy lifestyle in Saudi Arabia

% Agree – by demographics



It is not easy to lead a healthy lifestyle in Saudi Arabia



Perceptions on barriers to a healthy lifestyle

% Agree

34%

People around me do not encourage me to be healthier



30%

Brands and manufacturers do not promote health and nutrition



22%

Governments are not implementing strict rules and regulations that promote a healthy lifestyle



17%

Information on being healthy is not easily available in Saudi Arabia



Perceptions on barriers to a healthy lifestyle

%Agree - by demographics



People around me do not encourage me to be/eat healthier



Brands and manufacturers do not promote health and nutrition



Governments are not implementing strict rules and regulations that promote a healthy lifestyle



Information on being healthy is not easily available in Saudi Arabia

	34%	30%	22%	17%
Total				
Male	35%	29%	22%	20%
Female	33%	31%	22%	13%
18-24	32%	25%	13%	16%
25-34	42%	36%	28%	27%
35-44	28%	30%	20%	15%
45+	32%	24%	22%	9%
Nationals	37%	32%	23%	20%
Expats	30%	26%	22%	14%
Upper Income	39%	32%	23%	22%
Middle Income	32%	29%	26%	15%
Lower Income	33%	25%	7%	15%

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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Senior Research Director
Ipsos in KSA
mohamad.jobeilly@ipsos.com

