SPOTLIGHT*KSA

ONLINE SHOPPING BEHAVIOUR & ATTITUDES

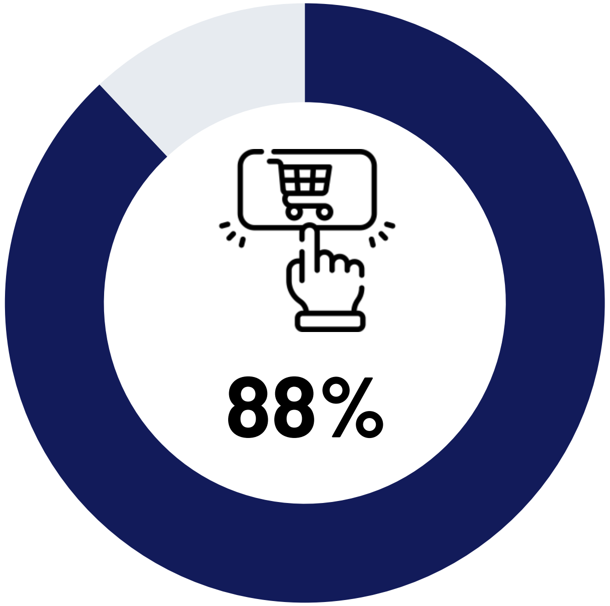
November - 2024

Contents

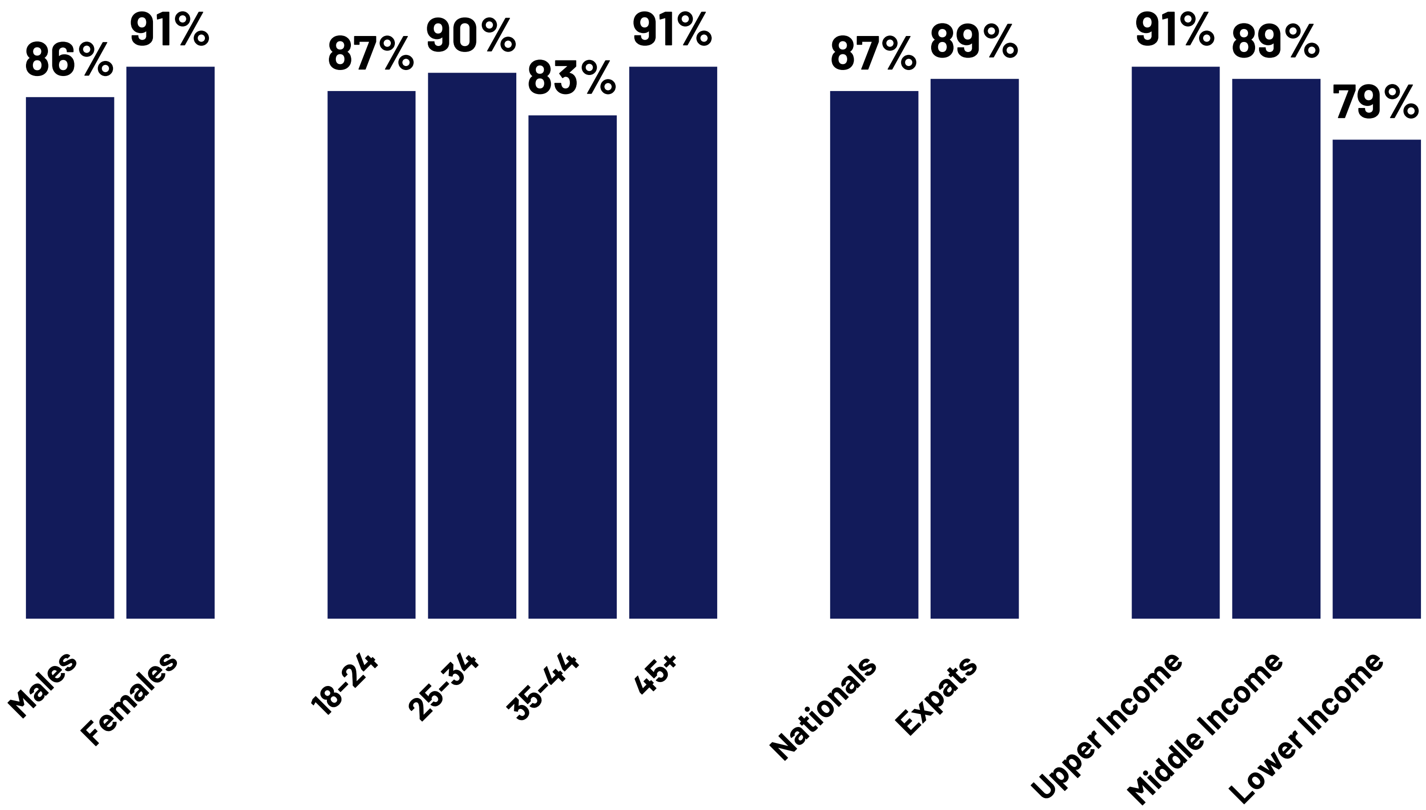
ONLINE SHOPPING PENETRATION

Online shopping penetration

% – by demographics

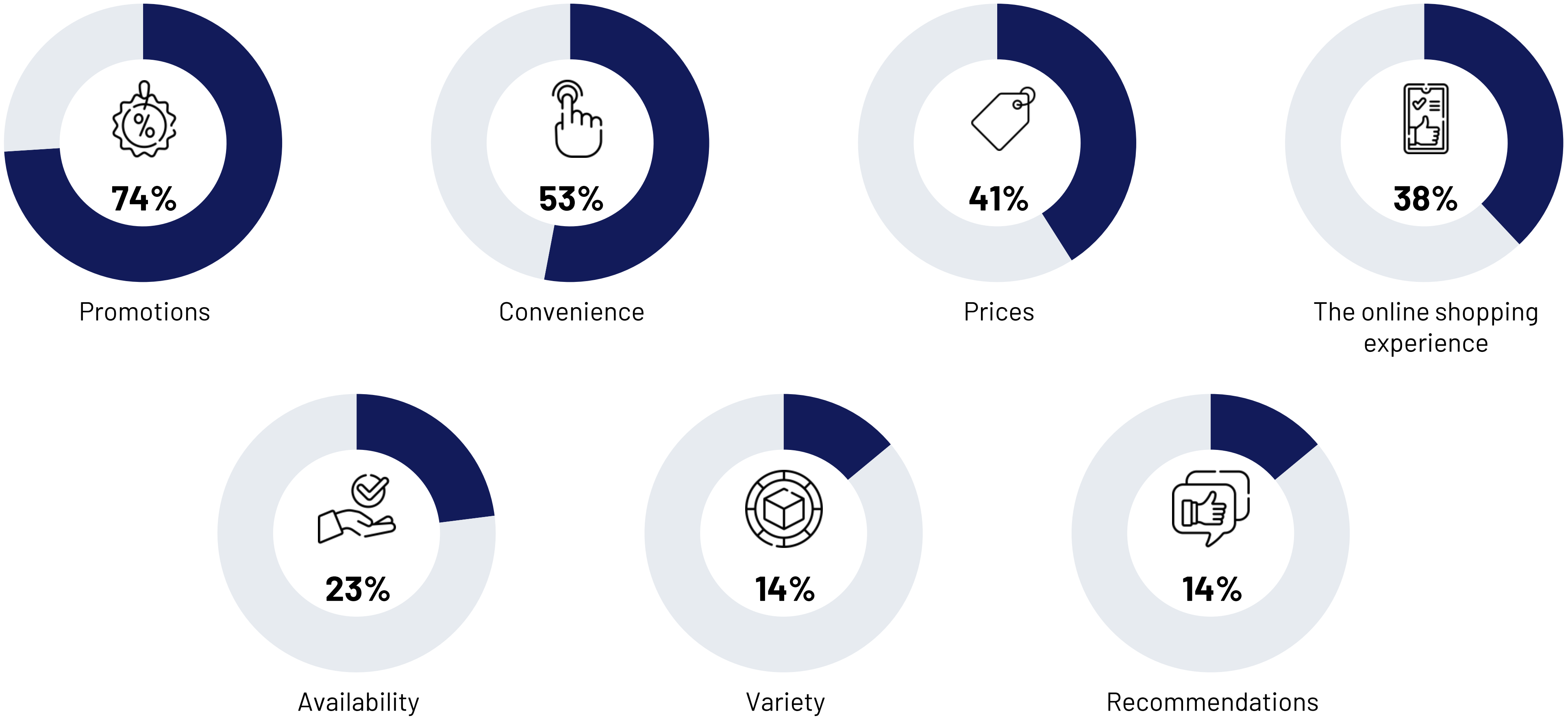


Have shopped online in the past 6 months



MOTIVATORS TO SHOP ONLINE

Motivators to shop online



% Out of those who shop online

Motivators to shop online

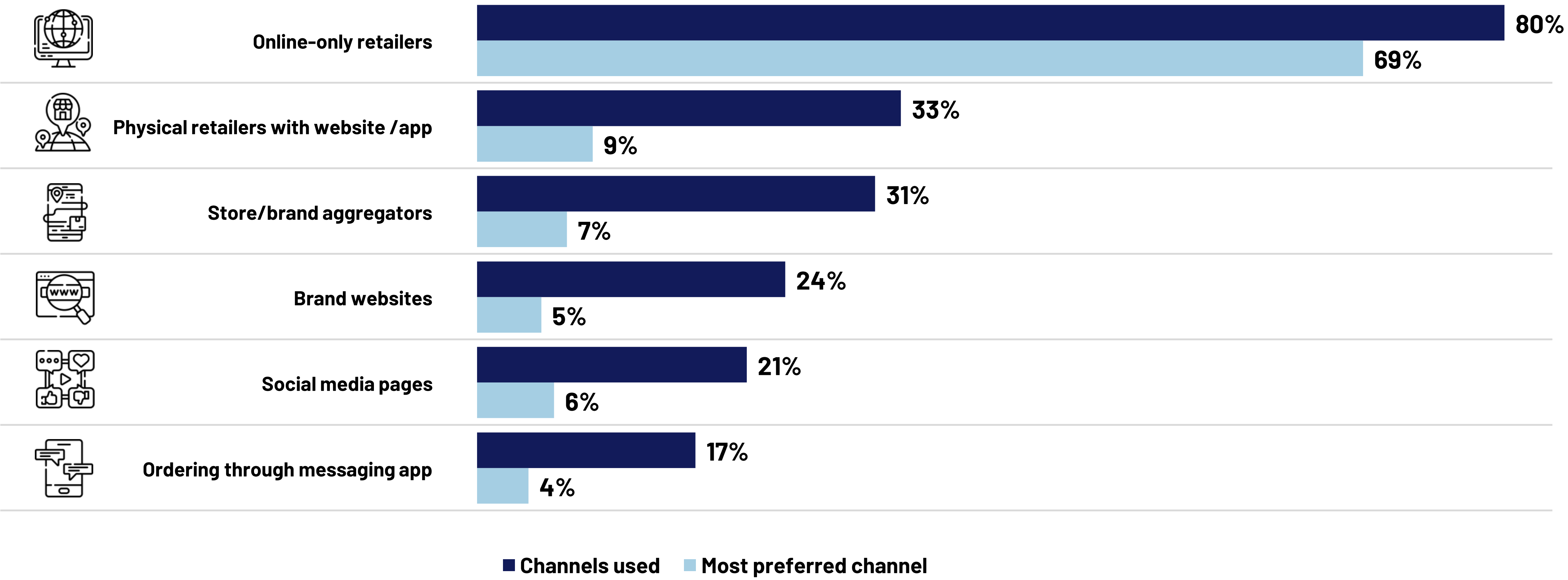
% - by demographics

	Promotions	Convenience	Prices	The online shopping experience	Availability	Variety	Recommendations
Total	**74%**	**53%**	**41%**	**38%**	**23%**	**14%**	**14%**
Males	70%	48%	44%	38%	29%	13%	12%
Females	80%	60%	37%	39%	13%	14%	16%
18-24	87%	53%	38%	37%	16%	11%	21%
25-34	67%	54%	38%	44%	24%	15%	10%
35-44	73%	47%	48%	41%	19%	11%	16%
45+	76%	58%	41%	29%	28%	16%	11%
Nationals	74%	53%	42%	37%	25%	13%	14%
Expats	73%	54%	40%	41%	20%	15%	14%
Upper Income	69%	63%	36%	36%	27%	16%	13%
Middle Income	76%	47%	43%	42%	21%	12%	14%
Lower Income	78%	55%	45%	31%	17%	15%	12%

% Out of those who shop online

ONLINE SHOPPING CHANNELS

Channels used to shop online



% Out of those who shop online

Channels used to shop online

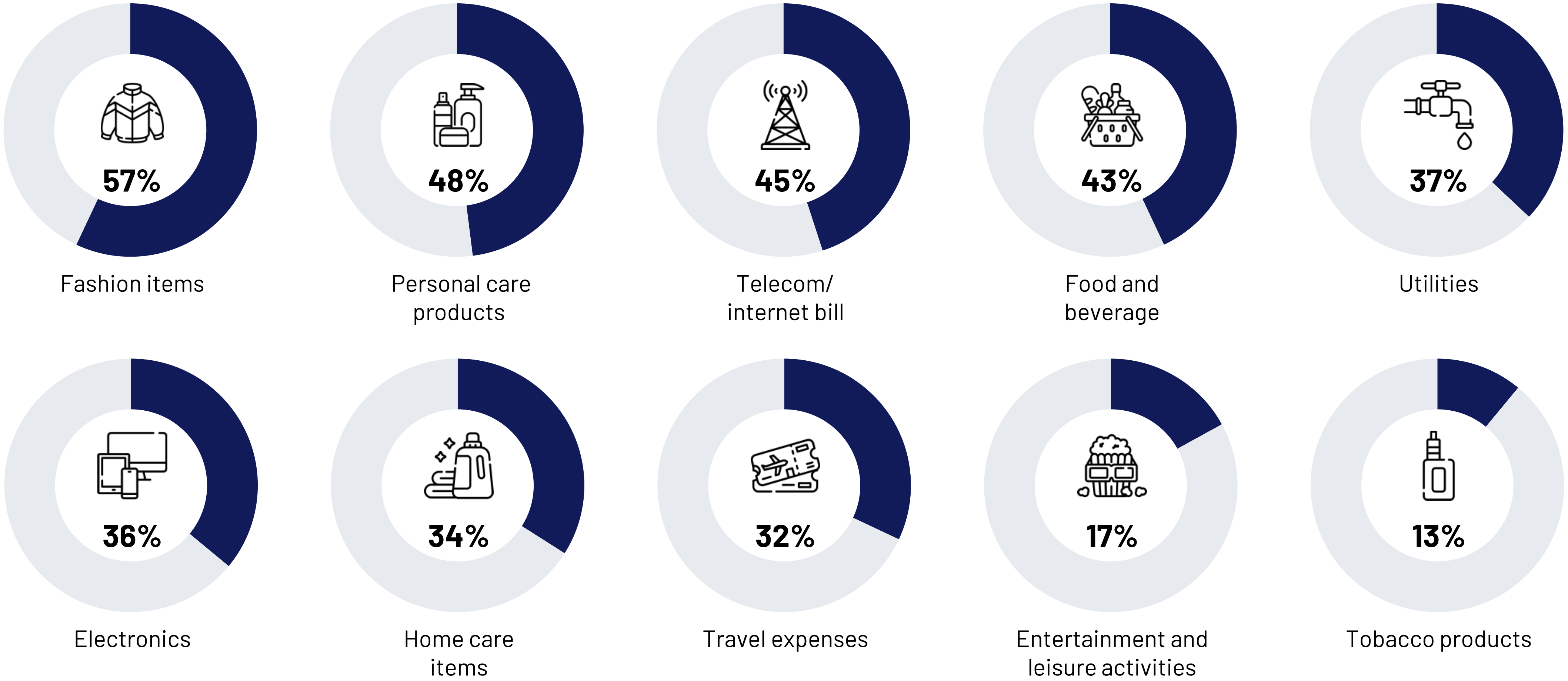
% - by demographics

	Online-only retailers	Physical retailers with website /app	Store/brand aggregators	Brand websites	Social media pages	Ordering through messaging app
Total	**80%**	**33%**	**31%**	**24%**	**21%**	**17%**
Males	80%	31%	27%	18%	21%	16%
Females	79%	34%	35%	31%	22%	18%
18-24	71%	26%	45%	25%	21%	29%
25-34	77%	33%	34%	28%	24%	19%
35-44	75%	41%	25%	29%	25%	17%
45+	91%	27%	24%	11%	15%	8%
Nationals	74%	35%	36%	27%	23%	21%
Expats	87%	30%	23%	18%	19%	11%
Upper Income	78%	40%	40%	35%	22%	20%
Middle Income	80%	30%	27%	19%	20%	17%
Lower Income	84%	27%	22%	12%	27%	10%

% Out of those who shop online

CATEGORIES PURCHASED ONLINE

Categories purchased/ paid for online



% Out of those who shop online

Categories purchased/ paid for online

% - by demographics

	Fashion items	Personal care products	Telecom/ internet bill	Food and beverage	Utilities	Electronics	Home care items	Travel expenses	Entertainment and leisure activities	Tobacco products
Total	**57%**	**48%**	**45%**	**43%**	**37%**	**36%**	**34%**	**32%**	**17%**	**13%**
Males	50%	43%	45%	40%	42%	44%	32%	33%	17%	14%
Females	67%	56%	45%	47%	31%	25%	38%	30%	17%	12%
18-24	64%	47%	41%	48%	31%	32%	30%	25%	22%	13%
25-34	51%	53%	39%	40%	29%	41%	30%	28%	14%	17%
35-44	55%	49%	45%	47%	43%	35%	38%	39%	20%	14%
45+	63%	41%	56%	38%	46%	34%	40%	34%	14%	9%
Nationals	58%	53%	42%	48%	35%	36%	39%	30%	25%	18%
Expats	56%	40%	49%	36%	40%	36%	28%	34%	6%	7%
Upper Income	59%	54%	42%	48%	43%	45%	40%	40%	25%	21%
Middle Income	55%	46%	46%	40%	37%	31%	33%	27%	13%	8%
Lower Income	62%	38%	49%	41%	26%	36%	25%	30%	14%	16%

% Out of those who shop online

ATTITUDES TOWARDS SHOPPING EXPERIENCES

Attitudes towards shopping experiences

%Agree

43%

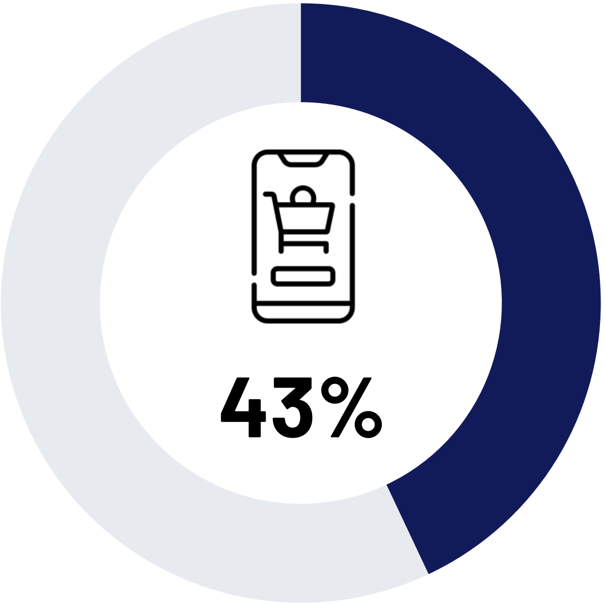
In the future, I will be doing most of my shopping online

37%

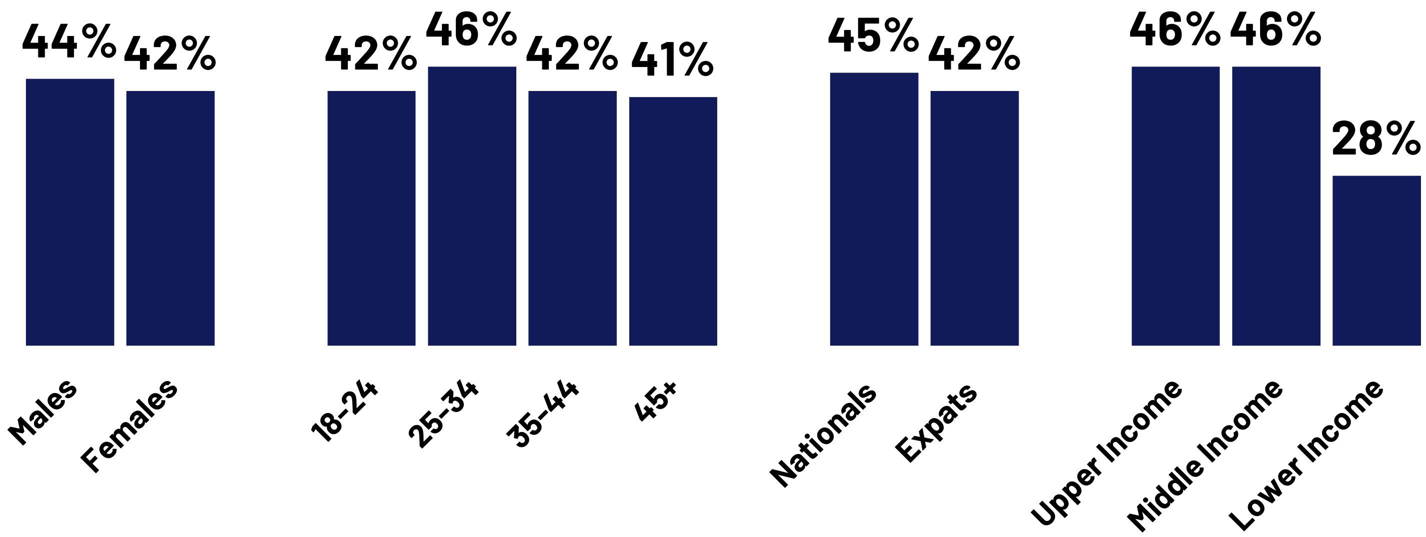
The in-store shopping experience cannot be replaced

Future reliance on online shopping for most purchases

%Agree – by demographics

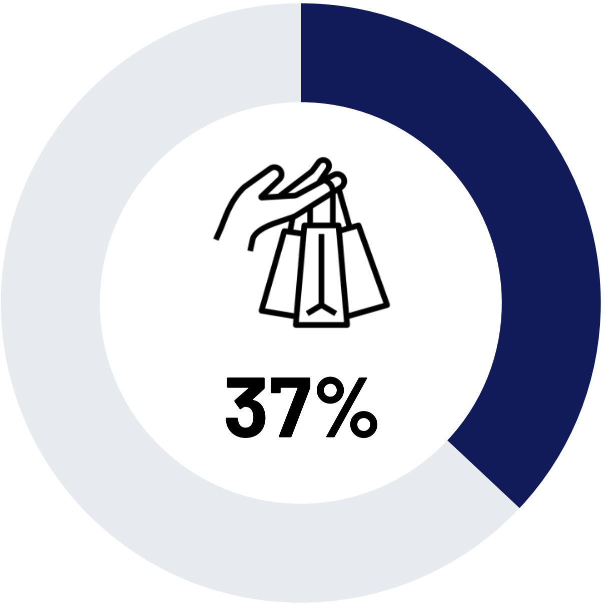


In the future, I will be doing most of my shopping online

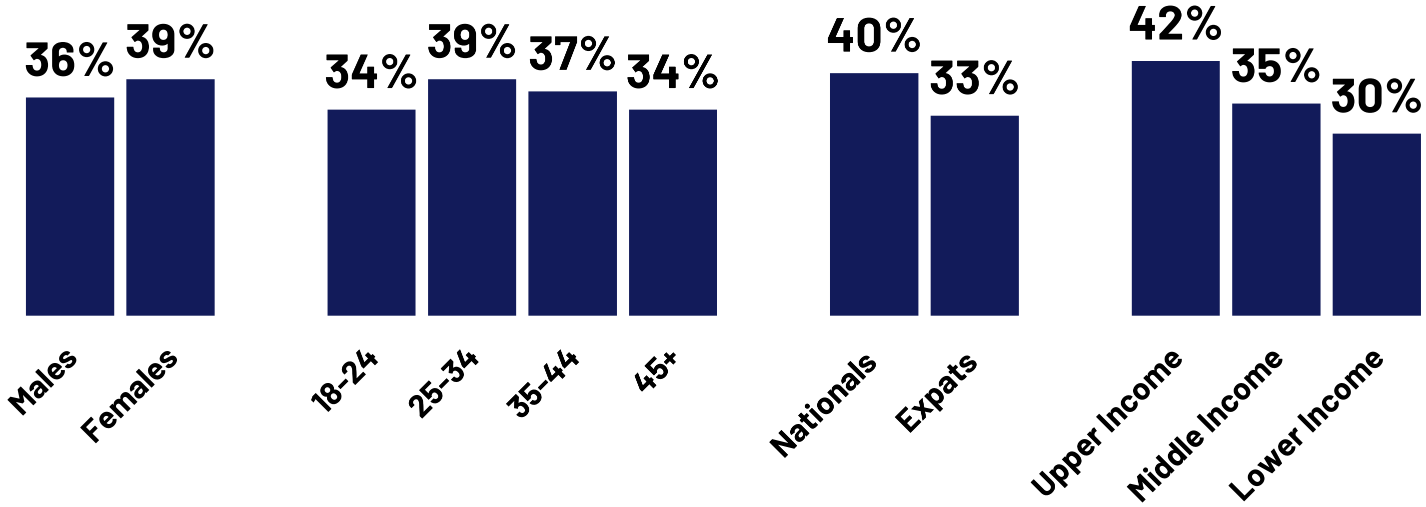


The irreplaceability of in-store shopping experiences

%Agree – by demographics



The in-store shopping experience cannot be replaced



Sample and methodology

Sample size
500 respondents

Sample criteria
General public
representative of the Arabic-speaking 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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