

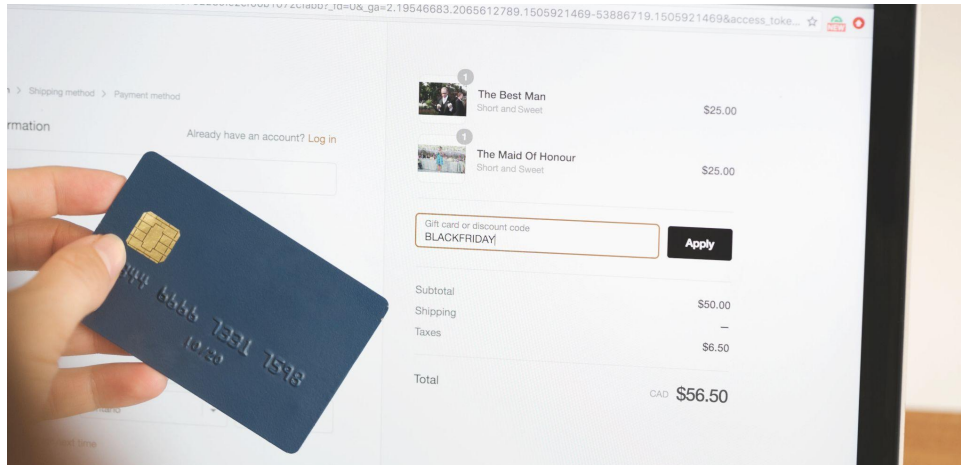
## Top Five Things Arab Consumers Care About



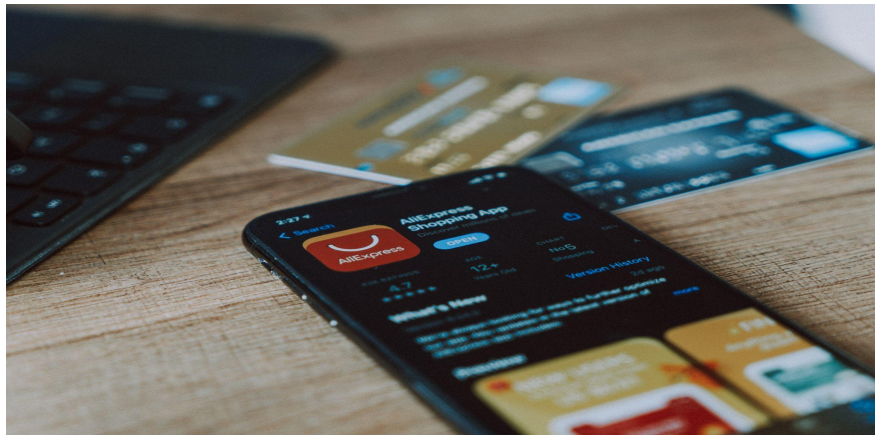
With a total population of 466 million people, the MENA region is a place of accelerating business growth rates and an evolving consumer base, which makes it a great commercial destination for many sectors. However, to succeed, they must become aware of the culture and preferences in the region's consumerist culture. This article will present a glimpse into the Arab consumer culture.



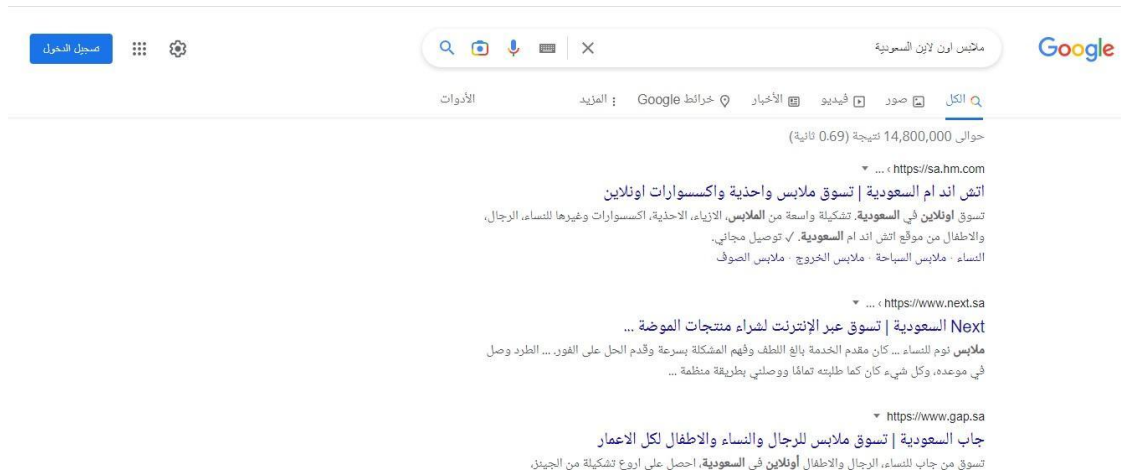
1. **Convenience comes first**, MENA region consumers prioritize saving time and effort more than saving money. The availability and ease of obtaining products are highly appreciated at this time.



**2- E-commerce is getting more prominent in the retail industry.** 73% of consumers in the MENA region shop more online since the pandemic, as a result of the closure of many physical stores. This has been a strong motive for many retailers to build their own online shopping platforms or join marketplaces like Noon or Amazon to sell their products. This move changed the retail sector in MENA to make it reach \$ 1 trillion by 2022.



**3- Shopping apps** are getting good hype from all Arab mobile users, over 85% of MENA consumers now accessing online shopping apps on their smartphones. As consumers are very aware of the brands they frequently buy from, it's suitable for them to have these brands' apps on their phones for easier access to their products and offers.



**4- Research and product review videos:** The two step process of researching the products on Google first, then watching videos that have further visual information about the products, affects MENA consumers' purchasing decisions. That's why the influencer marketing industry in the Arab world is becoming more popular each day, as many video content creators give credibility to many products they try or recommend to their followers.



**5- Cashless payments becoming more conventional each day** just as the majority of consumers nowadays in Arab countries are leaning toward online payment methods, and having a digital wallet is becoming the new norm (more than 50% of the UAE population is using digital wallets) the governments and financial institutions are facilitating contactless payments by granting discounts and tailored offers for online payments. The forecasting of online payment scaling is nearly 70% of the total transactions by 2023.