

MIDDLE EAST EDITION

Global
Consumer
Trends 2023



GLOBAL CONSUMER TRENDS REPORT



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Introduction

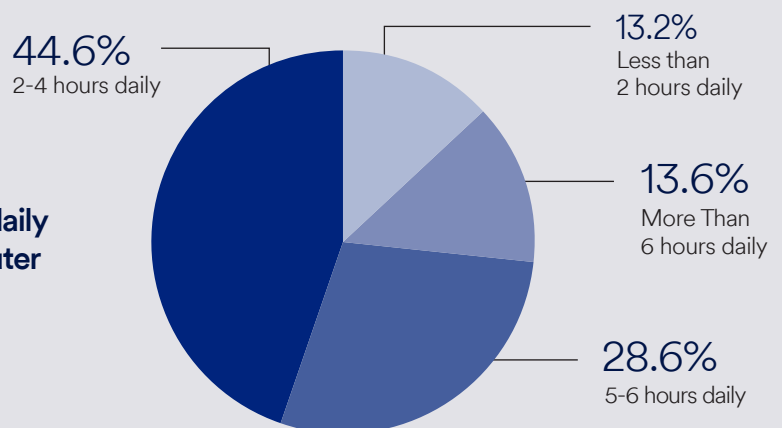
The GCC region is the global leader in digital adoption. However, the level of digitization varies among different countries. The United Arab Emirates leads the pack, with 99% of its consumers having access to the Internet, compared to just 71% in Egypt.

With varying levels of customer maturity and preferences across countries, brands must be mindful of these changes and adjust their engagement strategies accordingly. By doing this, they can build long-term relationships with consumers.



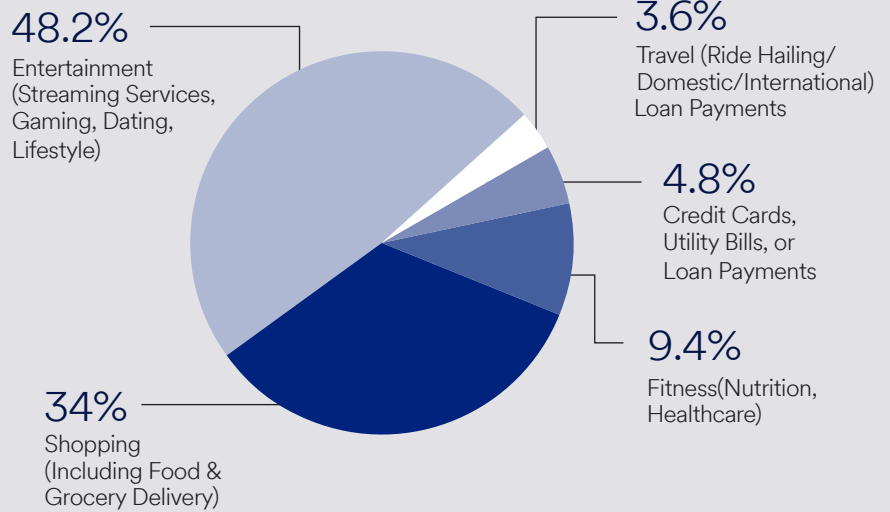
Daily Average Screen Time for Consumers in the Middle East (Excluding Work)

Key Takeaway:
44.6% of consumers in the Middle East spend 2-4 hours daily on their smartphone or computer apart from work.



Where have the Middle East's Consumers Spent the Most?

Key Takeaway:
48.2% of consumer spending in the Middle East was towards Entertainment platforms.



In the 2023 edition of the Global Consumer Trends Report, we answer all these questions and more!

About This Report



1.3B+

Consumers Analyzed

4

Primary Verticals

3200+

Consumers Surveyed

Shopping

Retail, E-commerce, Groceries,
D2C, and Jewelry

Shopping



At a glance

28% growth in MAU
for E-commerce
platforms.



17%

Growth in new customers for
E-commerce platforms.

15%

Growth in MAU for
Apparel, Fashion, and
Jewellery platforms.

11%

Growth in DAU for
E-commerce platforms.

Shopping

Voice of the Consumer

34%

of consumer spending in the Middle East has been towards shopping.



2/3

shoppers in the Middle East prefer using their smartphones for online shopping.



49.4%

of consumers in the Middle East buy groceries at least once a week online.



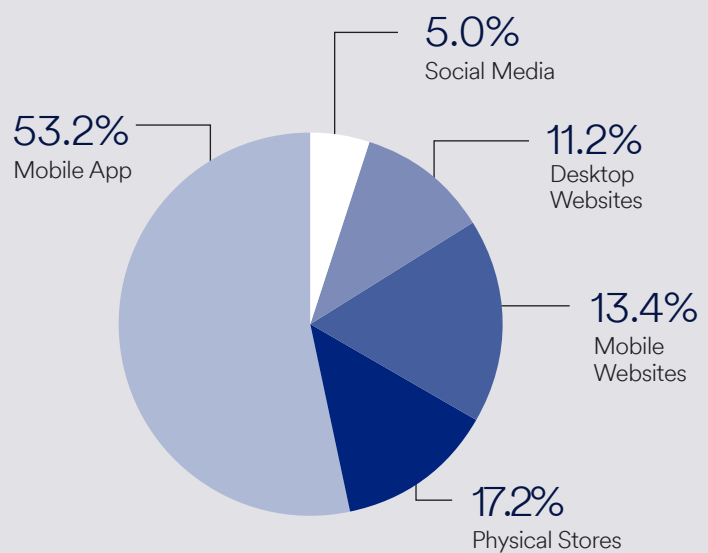
35.2%

of consumers in the Middle East visit shopping apps/websites more than 5 times before making a purchase.



Where Do Consumers in the GCC Region Prefer Buying New Products Online/Offline?

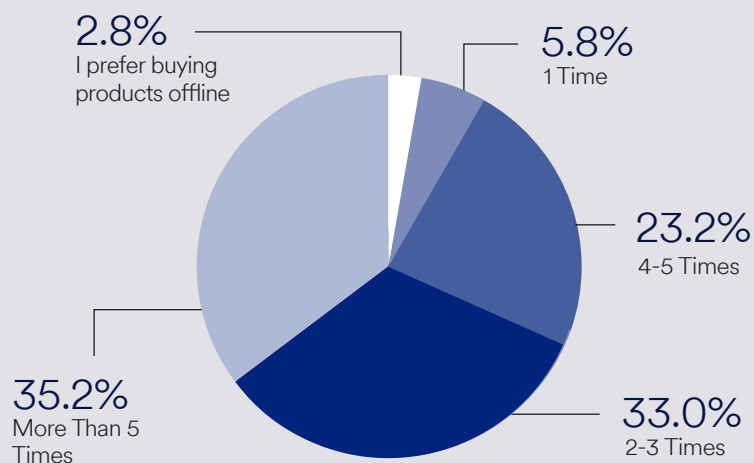
Key Takeaway:
66.6% of consumers in the Middle East prefer buying new products online using their smartphones.



Shopping

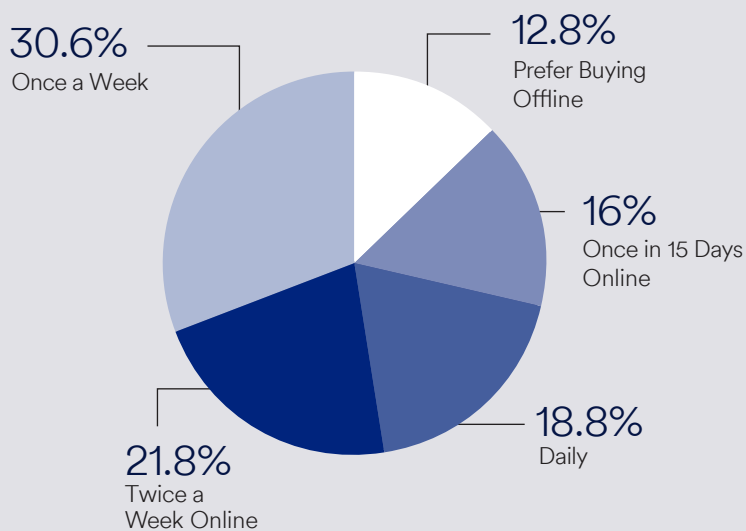
How Many Times Do Consumers in the Middle East Prefer to Visit a Shopping App/Website Before Purchasing Online/Offline?

Key Takeaway:
35.2% of Middle East shoppers visit a mobile app or website more than 5 times before making a purchase.



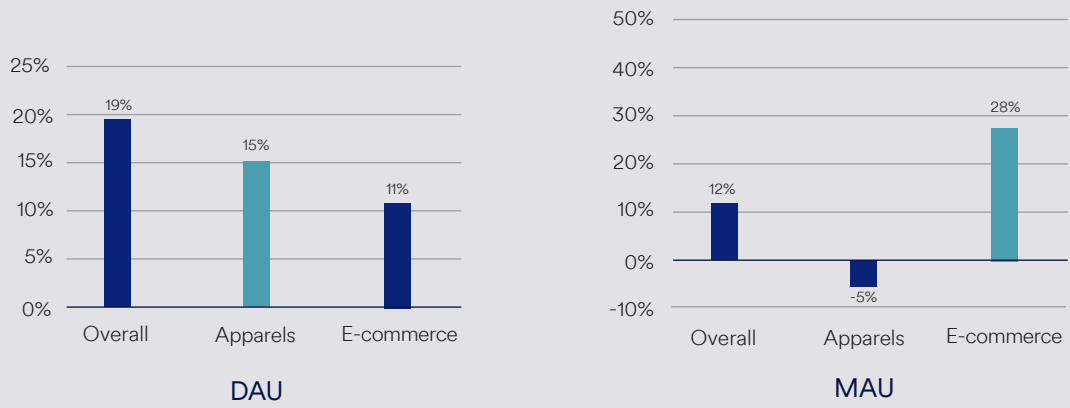
How Often Do Consumers in the Middle East Buy Groceries Online/Offline?

Key Takeaway:
While 30.6% of consumers in the Middle East buy groceries online once a week, 12.8% prefer buying it offline.

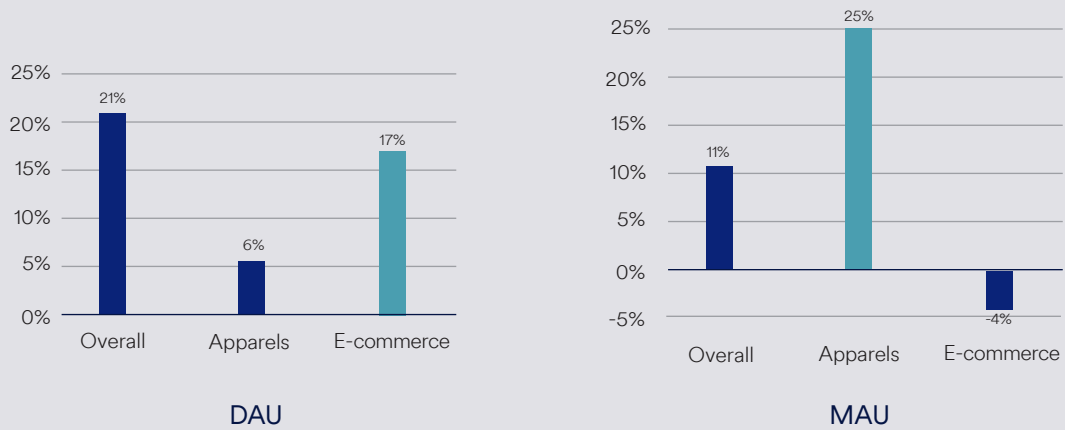


Shopping

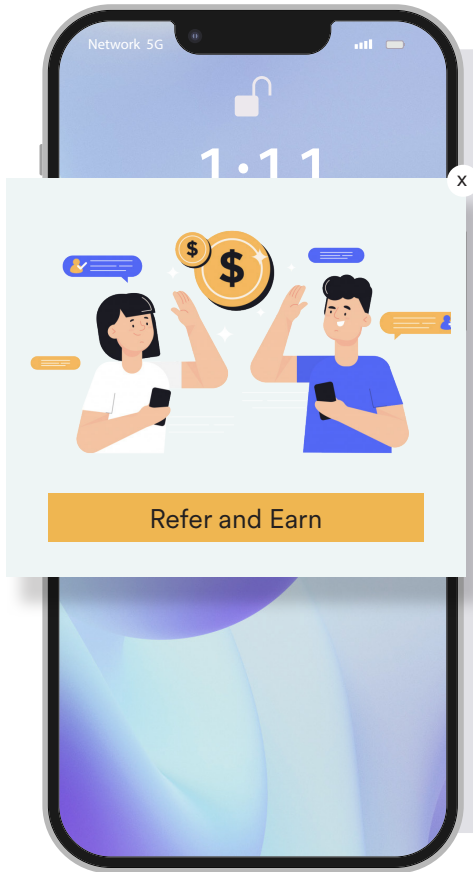
DAU vs MAU Growth in Shopping



New Customers vs Stickiness Growth in Shopping

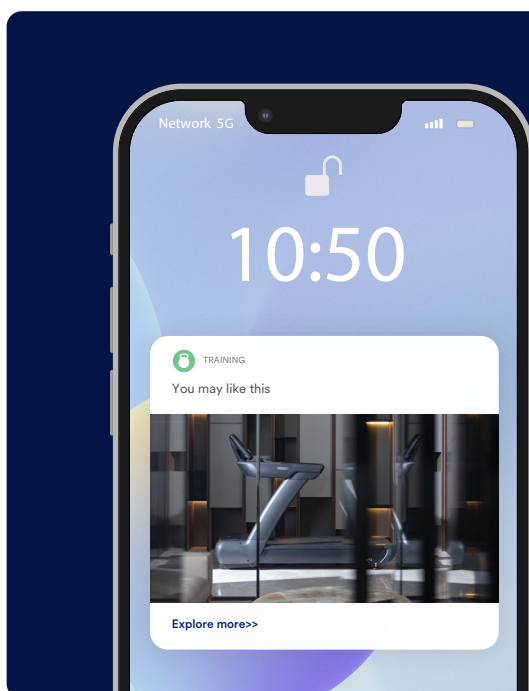


Shopping

How To Drive Sustainable Growth For **Shopping Platforms**

Attract New Customers with a Lower CAC through Referral Campaigns

Use RFM segmentation to identify loyal customers who can become your brand evangelists and help you acquire new customers through referral campaigns.



Engage Using Personalized Campaigns

Take your customer engagement up a notch by creating personalized experiences based on your customers' online and in-store interactions with your brand, preferred categories, past purchases, and loyalty status.

Media and Entertainment

OTT, Audio and Video Streaming, Gaming, Sports, and Digital Publications

Media and Entertainment



At a glance

Consumer spending in the Middle East was the highest towards Media and Entertainment platforms.

48.2%



of consumer spending in the Middle East was towards Entertainment platforms (including streaming music, videos, playing games, and using Lifestyle platforms).

58%

of consumers in the Middle East prefer to stream music, videos, TV shows, and movies daily.

60.4%


of consumers in the Middle East prefer to stream music, videos, TV shows, and movies on their smartphones.

Media and Entertainment

Voice of the Consumer


28%

of consumers in the Middle East above the age of 44 prefer to stream music, videos, and movies online on their TV.



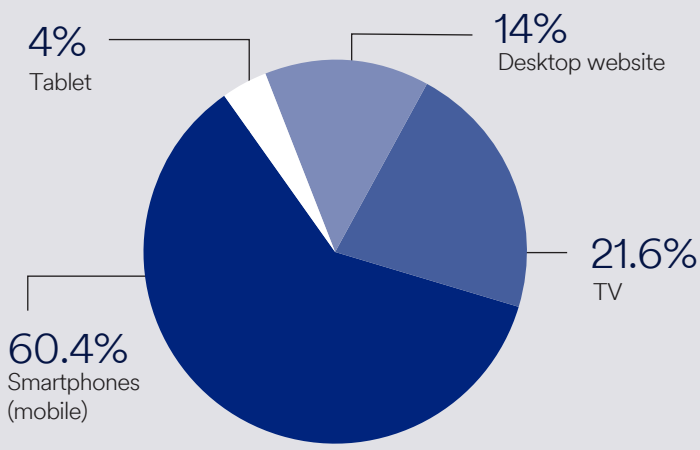
87%

of millennials in the Middle East prefer to stream music, videos, TV shows, and movies 3-4 times a week.



Where Do Consumers in the Middle East Prefer Streaming Music, Watching Videos, TV Shows, and Movies?

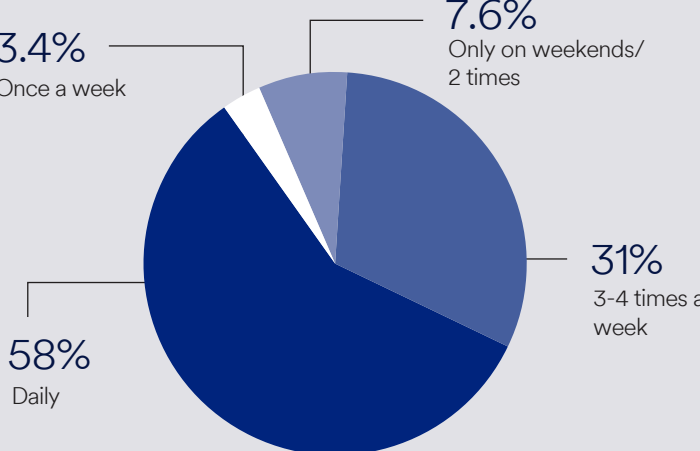
Key Takeaway:
60.4% of consumers in the Middle East prefer streaming music, videos, TV shows, and movies online on their smartphones.



Device	Percentage
Smartphones (mobile)	60.4%
TV	21.6%
Desktop website	14%
Tablet	4%

How Often Do Consumers in the GCC Region Stream Music, Videos, TV Shows, or Movies?

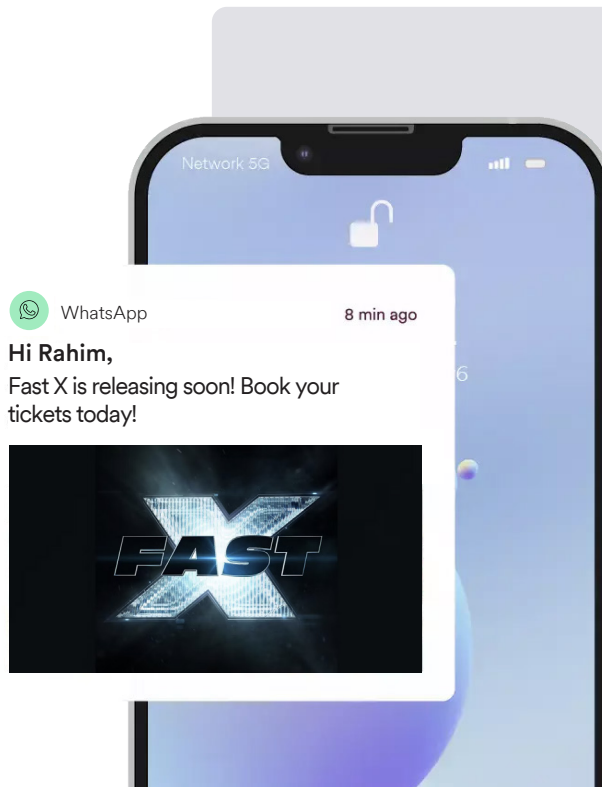
Key Takeaway:
58% of consumers in the Middle East prefer to stream music, videos, TV shows, and movies daily.



Frequency	Percentage
Daily	58%
3-4 times a week	31%
Only on weekends/2 times	7.6%
Once a week	3.4%

Media and Entertainment


How To Drive Sustainable Growth For **Media and Entertainment Platforms**



Network 5G


WhatsApp 8 min ago

Hi Rahim,
Fast X is releasing soon! Book your tickets today!



Optimize Engagement Experiences using Customer Insights


Use predictive insights to suggest content tailored to each customer and surprise them with personalized recommendations to drive loyalty and LTV.



Network 5G

Screenz 8 min ago

Hi Ismail,
Watch Al Jazira vs Al Ain match live. Subscribe not to miss any action.



Leverage affinity segmentation to figure out which customers have an affinity towards cricket, for example, and accordingly trigger personalized notifications to boost subscriptions and increase customer stickiness.

Banking and Finance

Online and Traditional Banks,
Fintech, Insurance, and Peer-to-Peer

Banking and Finance



At a glance

26%

Increase in MAU for Banking platforms.



29%

Growth in new customers for
Fintech platforms.

23%

Increase in DAU for
Banking platforms.

7%

Increase in DAU for Fintech
platforms.

Banking and Finance

Voice of the Consumer

55.2%

of consumers in the Middle East prefer visiting banking and fintech apps or websites at least 2-3 times a week.



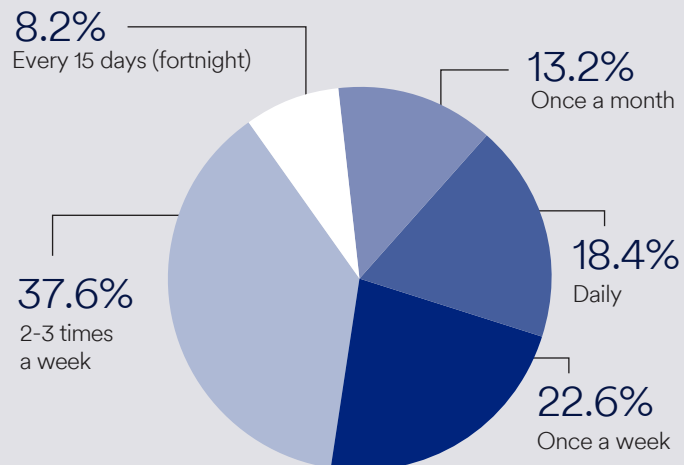
34.8%

of consumers in the Middle East prefer using Banking and Fintech platforms to view balances and review account activity.



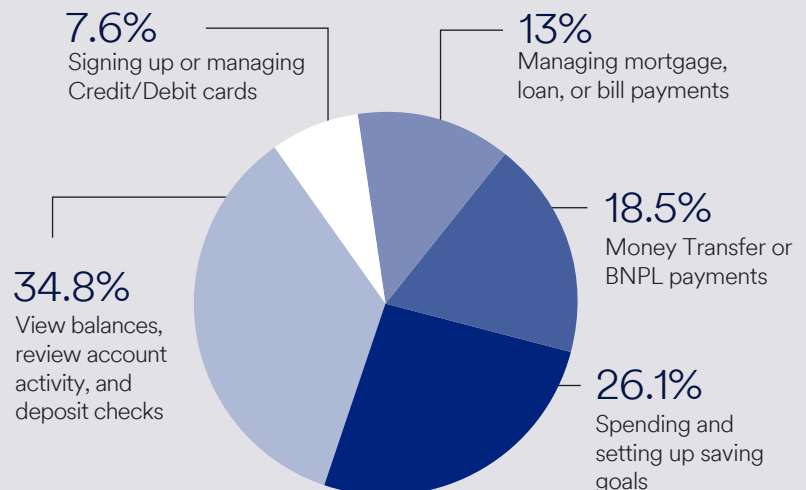
How Often Do Consumers in the GCC Region Visit Banking and Fintech Platforms (Excluding Payment Platforms)

Key Takeaway:
56% of consumers in the Middle East prefer visiting banking and fintech apps or websites at least 2-3 times a week.



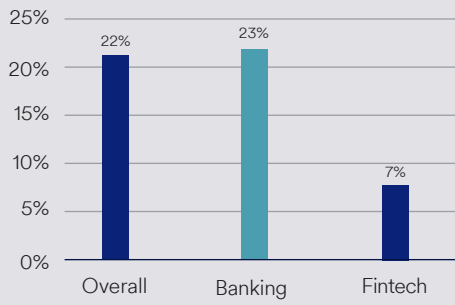
How Do Consumers in the Middle East Use Banking Platforms?

Key Takeaway:
Consumers in the GCC region use online banking platforms for basic banking activities and bill payments/transfers.

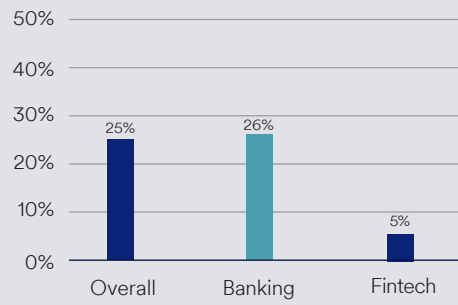


Banking and Finance

DAU vs MAU Growth in BFSI

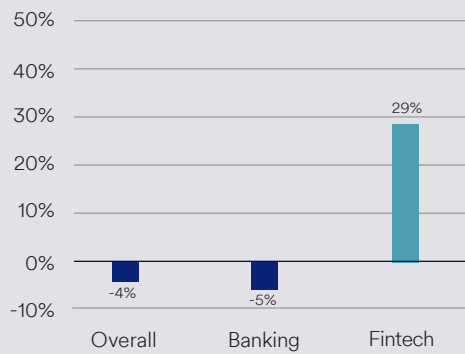


DAU

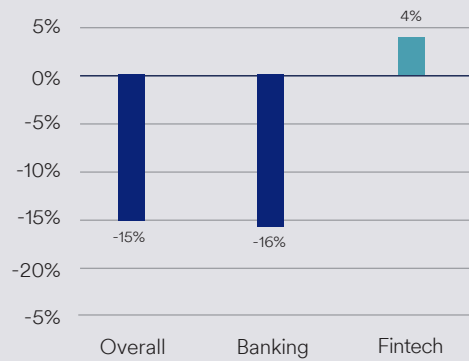


MAU

New Customers vs Stickiness Growth in BFSI



New Customers



Stickiness

Banking and Finance

How To Drive Sustainable Growth For **BFSI Platforms**

Improve Customer Onboarding using User Path Analysis

Minimize drop-offs by welcoming your customers and guiding them through the KYC process with personalized messages. Keep the conversation going on other channels to bring back customers who dropped off and help them finish their account setup.

PAYME

Dear Customer,
Please complete your video KYC anytime between 12 p.m - 6 p.m within 3days.
You can also visit any Payme branch with your KYC document to complete your KYC.

Accept Deny

Drive Engagement through Personalization

Increase digital adoption through AI-driven, personalized around your customers' behaviors, such as bill payment notifications, offers, loan qualifications, or finding a nearby branch location.

✉ PAYME

8 min ago

Hey Aman,
your pre-approved Credit Card is just 2 steps away!
Login to your account via net banking and complete the application now!

Travel and Hospitality

Hotels and Homestays, Online Travel, Room Rentals, and Ride-Hailing platforms



Travel and Hospitality



At a glance

4% of consumer spending in the Middle East has been towards Travel and Hospitality platforms.



5/7

Consumers in the Middle East prefer to get information for travel plans from a travel application on mobile.

43.2%

of consumers in the Middle East prefer to use Ride-Hailing or cab services 3-4 times a week.

19%

of millennials in the Middle East prefer to use Ride-Hailing or cab services daily.

Travel and Hospitality

Voice of the Consumer

15.6%

of consumers in the Middle East prefer to get information for travel plans from social media.



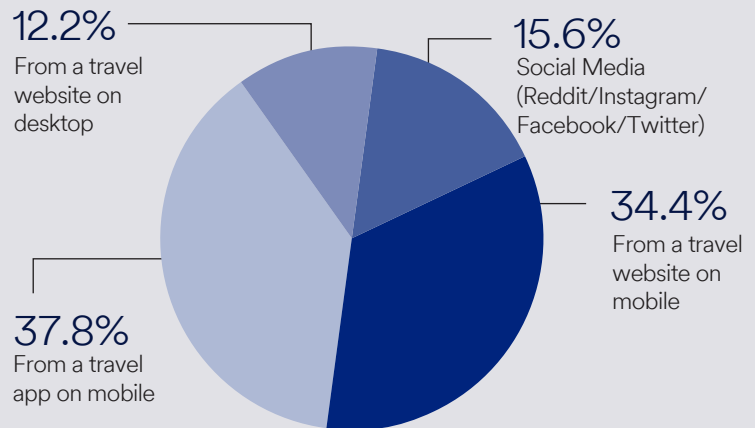
24.8%

of consumers in the Middle East prefer to use Ride-Hailing or cab services less than once a month.



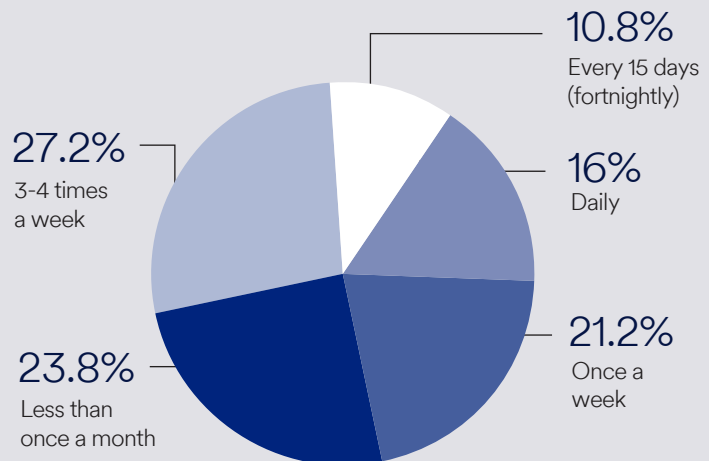
How Do Consumers in the Middle East get Information for Business or Personal Travel Plans, Activities, or Reservations?

Key Takeaway:
5 out of 7 consumer in the Middle East prefer to get information for travel plans from a travel application on mobile.



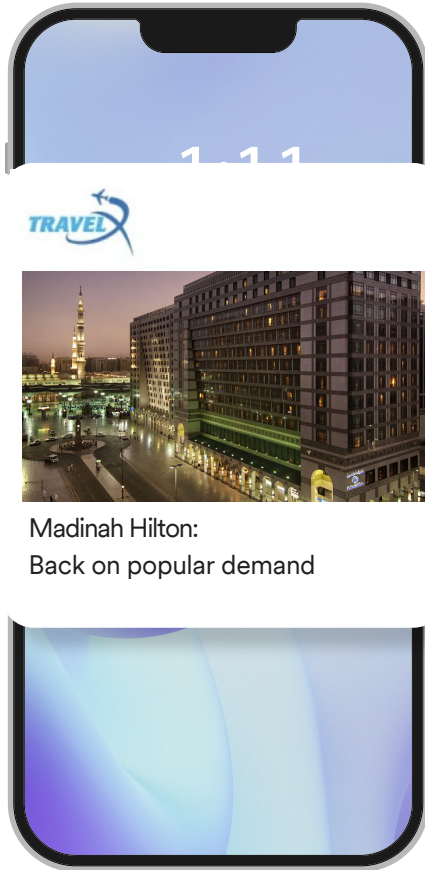
How Often Do Consumers in the GCC Region Use Ride-Hailing or Cab Services?

Key Takeaway:
27.2% of consumers in the Middle East prefer to use Ride-Hailing or cab services 3-4 times a week.



Travel & Hospitality

How To Drive Sustainable Growth For **Travel and Hospitality Platforms**



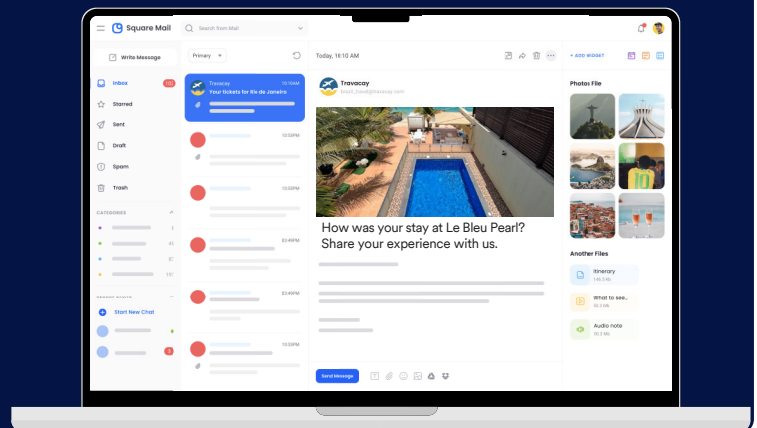
Madinah Hilton:
Back on popular demand

Trigger Relevant Communication to Increase Retention

Leverage cohort analysis to measure retention trends and identify when to send personalized retention campaigns to customers.

Build Customer Loyalty

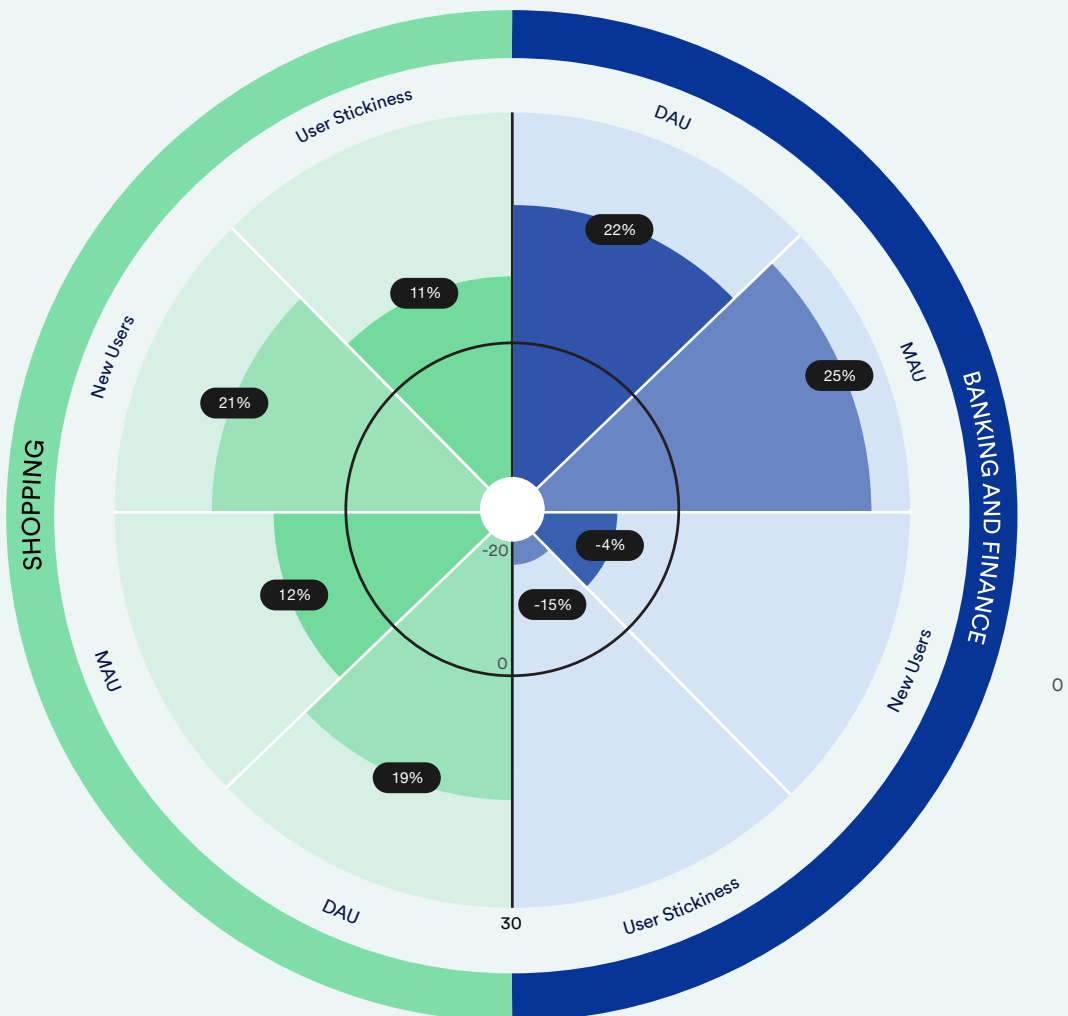
Encourage customers to share their delightful experiences with everyone by leaving a review on their preferred engagement channel.



Conclusion

Insights-led engagement is the way forward for brands in the Middle East.

Our report shows that consumers in the Middle East have become more active on Shopping, Travel, and Streaming platforms, respectively. Consumers' loyalty to their favorite shopping platforms has also sharply risen. These trends indicate a significant shift in consumer preferences and behavior, which businesses must adapt to if they want to remain competitive.



Note - Consumer trends in each vertical are relative to others.

As we enter 2023, brands cannot afford generic communication that does not resonate with consumers. Brands must leverage insights and analytics to understand consumer behavior and align their customer engagement strategy accordingly. By understanding platform usage, brands can identify exactly when to trigger notifications, the channels to prefer, and the frequency of the reminders for a satisfying customer experience.

For example, 59% of shoppers in the Middle East visit a mobile app or website 4-5 times before purchasing online. Thus, E-commerce platforms must wait at least 1-2 days before triggering cart abandonment emails and push notifications. Similarly, since 58% of consumers in the Middle East prefer streaming music and videos on their smartphones, Entertainment platforms should favor engaging using push and in-app notifications over other channels for driving engagement and subscriptions.

Understanding what your customers truly want is key to creating a robust customer engagement strategy.

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

MoEngage was recognized as a **Customers' Choice Vendor** in the 2022 **Gartner Peer Insights 'Voice of the Customer'** for the **Multichannel Marketing Hubs Report** and a **Strong Performer** in the **Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation**.

Gartner



FORRESTER



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