



Our insight drives your foresight

CONSUMER SENTIMENT

In the Time of COVID 19

Saudi Arabia | March 2020

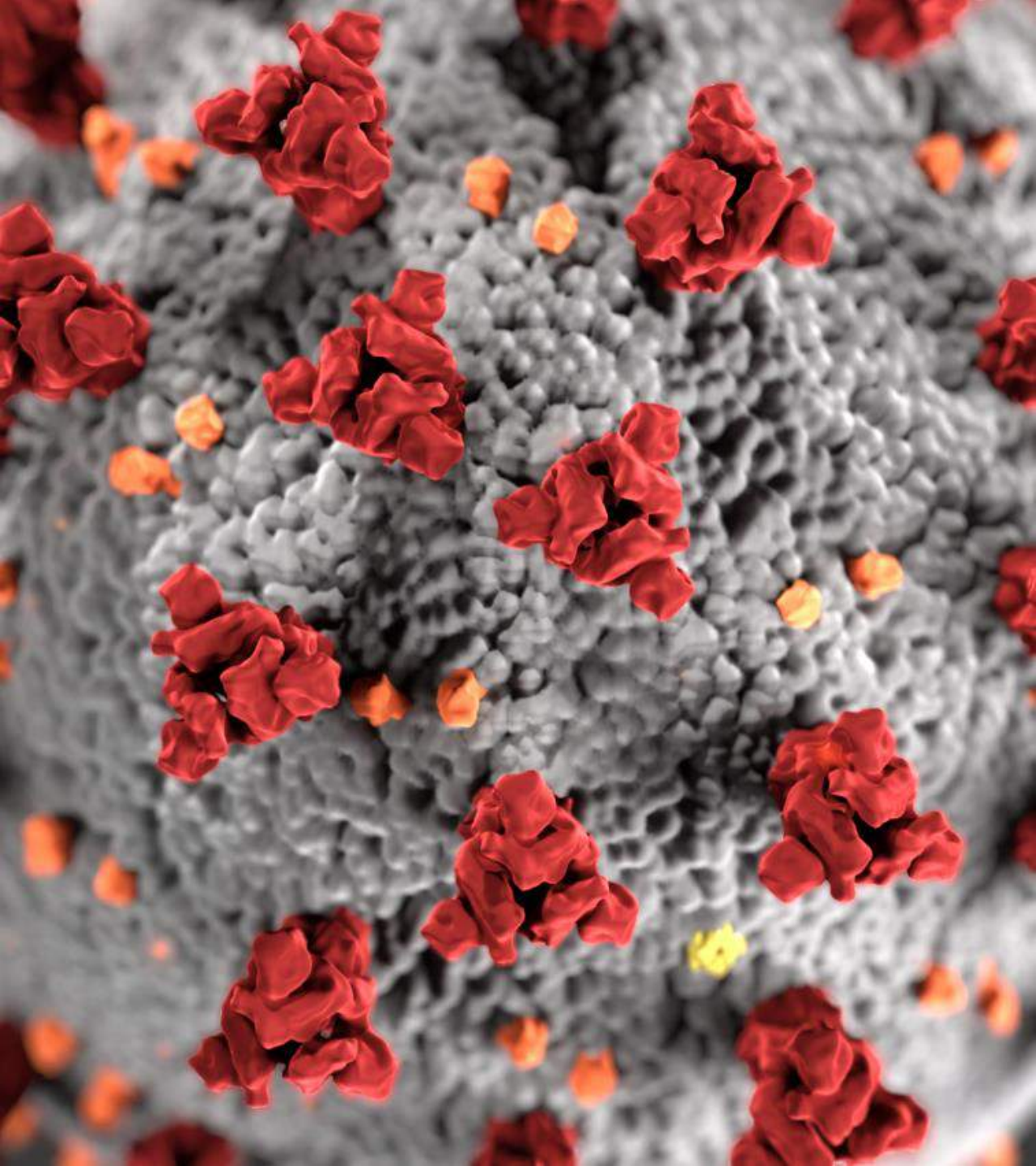
*Results from a representative survey
among Arabs & Asians*

Fieldwork conducted week of March 15th



The Prevailing Mood





The number of Coronavirus cases have been steadily rising in the Kingdom with 500+ cases reported as on 23rd March 2020

44% claim to be feeling stressed or worried about it

28% feel equipped with enough information to be confident about handling the situation

5% on the other hand feel it is just a media hype



75%

are looking forward to May and
expecting things to fall back in place
around then

17% *feel that it will last till a medical intervention is found*

7% *are skeptical and feel the situation may take 6 months
or longer to settle*



Consciously adopted hygiene practices across various walks of life can be seen

77%



Wash/sanitize hands more frequently

71%



Avoid physical contact when greeting

48%



Sanitize surfaces at home or at work

38%



Avoid places of religious congregation

17%



Wash clothes more frequently than before



100%

Parents with school going children have actively taken measures to safeguard them



59%

Stopped sending to play areas, parties, classes



46%

Ensure the child carries a sanitizer in his or her bag



35%

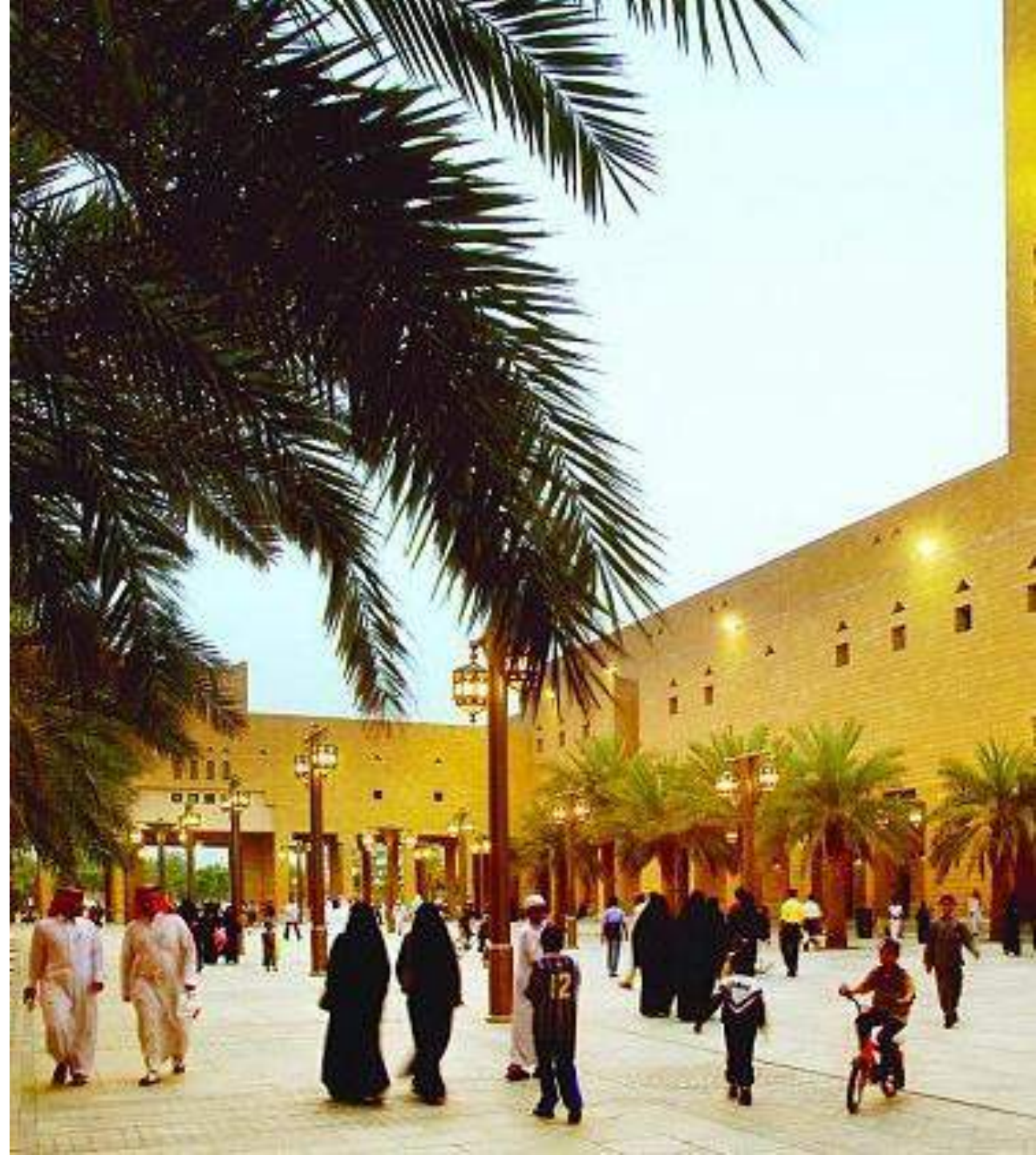
Allow interaction only with close family/friends



33%

finding it difficult to keep kids engaged

Social Life





90%

have adjusted in the way they socialize



79%

Avoid going to malls, parks



46%

Cancelled outdoor parties / events



44%

Avoided the cinema in the past weeks



49%

Interacting more on phone rather than in person




15%

Having more get-togethers at home

Shopping





67% have made changes in their shopping habits

68%



Reduced visits to supermarkets

40%



Bulk ordered to stock up for few weeks

38%



Avoided buying products made in China

17%



Purchased grocery/ household products online

12%



Reduced consumption of meat products



In the past 2 weeks, consumers claim to have purchased the following hygiene related items



72%

Hand sanitizers



51%

Antibacterial soap/handwash



42%

Floor sanitizers



38%

Surgical/ other masks



28%

Antibacterial hand/ facial wipes



18%

Multivitamins/ supplements



11%

N95 Masks



8%

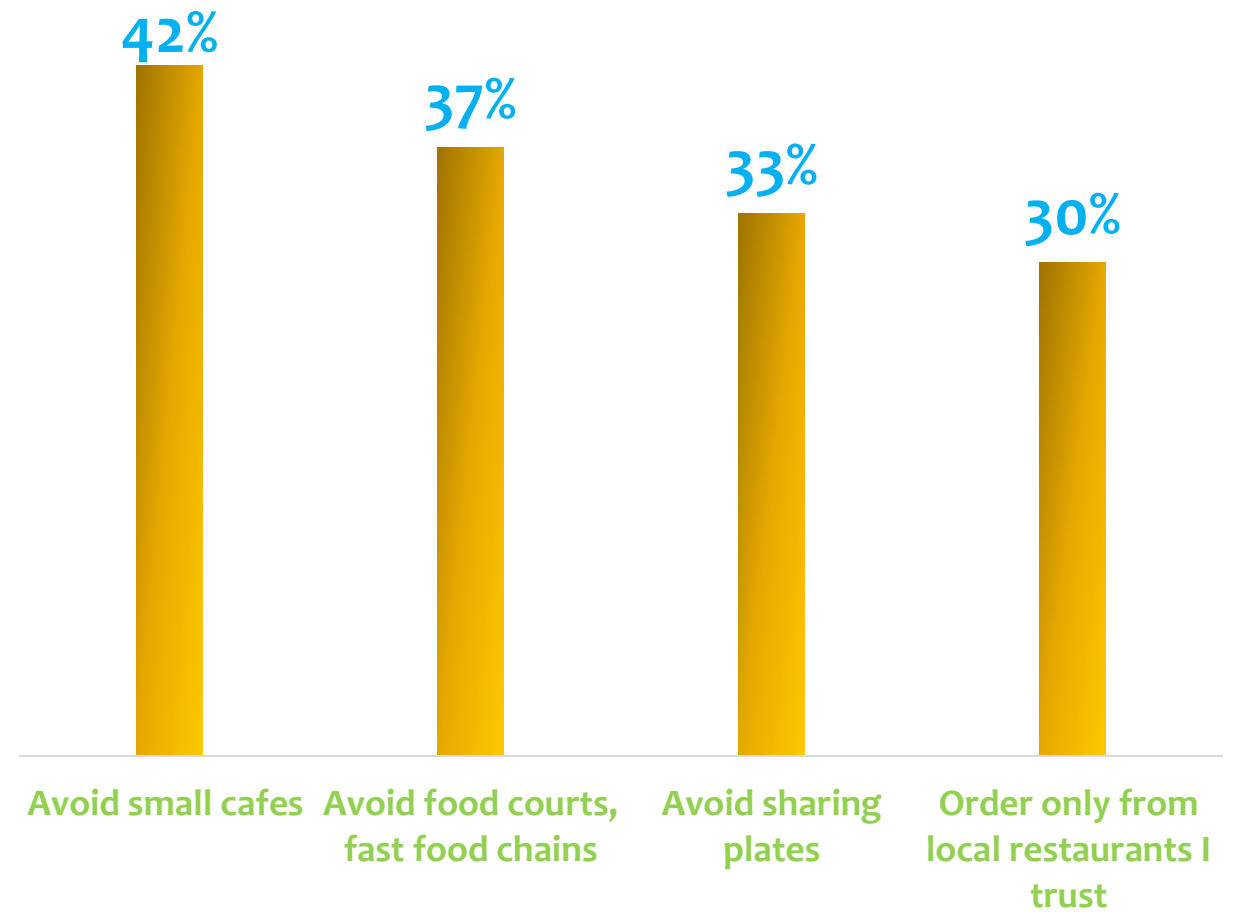
Disinfectants for electronics

Dining Habits





61%
Prefer to
consume
home-
cooked
meals





75%

want restaurants to be proactive in terms of additional hygiene measures

Key changes

63%



Assure hygiene protocols of restaurants & delivery

59%



Follow hygiene protocol (wear masks)

56%



Screen restaurant and delivery staff

47%



Appropriately pack food for delivery

Travel Habits





61% express concern with international travel during this time



36% have actively cancelled/postponed upcoming plans for international travel



40% feel uncomfortable around people who have recently travelled

Payments





66% have made changes in the way they transact

Key changes in preference:

39%

Prefer contactless options to pay

32%

Prefer not to transact in cash

28%

Tapping card myself vs. handing over

14%

Increased online transactions

SUMMARY

- Anxiety in Saudi Arabia is rising, and residents are trying to adapt to keep themselves as safe as they can in the current environment
- While 75% are hopeful that things will fall in place with summer setting in, several adjustments have been made in current living to flatten the curve

SOCIAL LIFE:

Social life has taken a hit with 90% adjusting in the way they interact with family and friends.

On the other hand, time spent on media channels have seen a rise

Consumers confess spending more hours online to stay updated

SHOPPING:

67% have made changes in the way they shop. Almost all consumers have made hygiene related purchases in the past 2 weeks

Reducing visits to supermarkets seems to be top priority. Many have started stocking up and making purchases in bulk

DINING:

61% say they prefer home cooked meals vs. eating out – avoiding small cafes and food courts as much as they can

75% expect definitive hygiene related measures to be adopted by all restaurants

TRAVEL:

61% are concerned and wary of any international travel in current times

40% feel uncomfortable around people who have recently travelled. 36% have already suffered some cancellation/ change in planned travel

PAYMENT:

66% have made changes when it comes to making payments.

Contactless payments are preferred by 39% and 32% prefer not to transact in cash



info@4sight-global.com

www.4sight-global.com

THANK YOU