sIGHT

Our insight drives your foresight

for **GROWTH**

2024

YEARBOOK

Wishing you a happy & memorable 2025!

In 2024, we launched **4SiGHT for Growth** – our monthly point-of-view series on relevant topics impacting our region.

As we step into 2025, we share with you **2024 Yearbook** - our collection of thought-provoking insights and impactful stories.

As you turn each page, we hope you find inspiration for your brands.

We would like to take this opportunity to **thank you for all the encouragement and support!** We look forward to your continued partnership in the upcoming years!

With gratitude,

Vidya Rayappa & Shabreen Firoz

Whirlwinds of positive change sweep across the **Middle East** as it scripts its new narrative & manifesto for change

Economic Diversification

Investing in non-oil sectors such as tourism, technology, and renewable energy.

Sustainable Practices

Increasing awareness and adoption of sustainable practices, in terms of environmental conservation and social responsibility across various sectors.

Empowerment of Youth & Women in the Workforce

Empowering the youth and increasing women's participation in the workforce are gaining momentum, with focus on education, training, and promoting entrepreneurship.

Digital Transformation

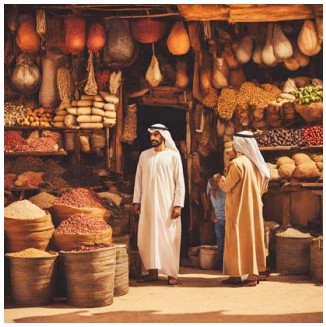
Innovation and digital transformation initiatives by promoting smart cities, e-government services, encouraging adoption of digital payment systems

Infrastructure Investments

Substantial investments in transportation, healthcare, and education, to enhance the overall quality of life.

Cultural & Entertainment Initiatives

Enhanced offering with the development of cultural festivals, museums, and entertainment venues



Regional Collaborations

GCC regions collaborate not only economically but also in areas like security and healthcare

So, what do these changes mean to **consumers**?

How is it impacting and **influencing** the choices they make?

How can companies stay **relevant** in this new context?

Let's start with a look at some of the overarching themes that cut across sectors

Let's look at the key highlights from our monthly reports...

January 2024:

Key Trends inspiring **Consumer Choices** in the evolving context

Trend 1
Middle East Countries take Center Stage

Trend 2
Innovation Meets Nostalgia

Trend 3
Heritage Inspired Creativity

Trend 4
Women Crack the Glass Ceiling

Trend 5
Youth Blaze the Trail

Trend 6
Health: Beyond the Absence of Illness

Trend 8
Digital Transformation @scale

Trend 7
Experience Trumps All

Link to the January Report

February 2024:

Key Trends evolving in **Ramadan**

Trend 1

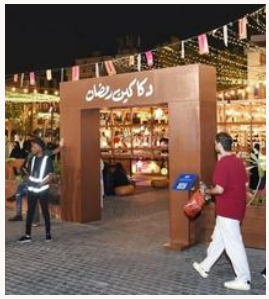
Honoring timeless Ramadan rituals while welcoming diverse customs from across cultures

Trend 4

Generations come together to find common ground

Trend 5

Celebrations re-calibrated to match the burgeoning entertainment avenues



Trend 2

Sustainability meets the month of abundance

Trend 3

This Ramadan, the spotlight is on comprehensive health

Trend 6

Sports and Fitness make their way into Ramadan

Link to the February Report

March 2024:

Key Trends in **Leisure** & **Entertainment**

Trend 1

Cultural Celebrations Galore

Trend 4

Edutainment: The Art of learning via fun

Trend 6

Unstoppable surge in gaming & E-sports

Trend 7

Boosting Local Tourism

Trend 2

The latest hub for global sporting events

Trend 3

Unique & Gourmet F&B Experiences

Trend 5

Continued growth in Digital Entertainment

Trend 8

Emerging health & wellness tourism

Link to the March Report

April 2024:

Key Trends re-shaping **Customer Experience**

Trend 1

The Power of hyper-personalization

Trend 4

Localized content for stronger connect

Trend 6

Constant Innovation to match evolving expectations

Trend 7

Customized loyalty programs nurture relationships

Trend 2

Trust through transparency

Trend 3

Adaptability, the secret to survival

Trend 5

Seamless Experience via Omnichannel Approach

Trend 8

Community engagement creates the ripple effect

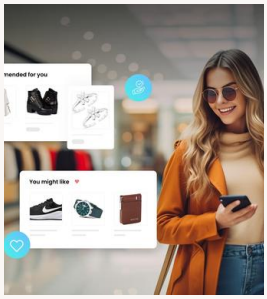
Link to the April Report

May 2024:

Key Trends reshaping **Shopping** Landscape

Trend 1

The Future Of Retail Is Phygital



Trend 2

AI Powers Personalized Shopping

Trend 3

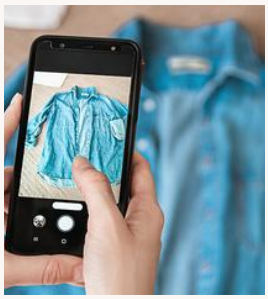
Augmented Reality & Voice Commerce is Transforming the shopping experience

Trend 4

Creators as the new Retailers

Trend 5

Responsible Consumerism: The New Norm



Trend 6

The emergence of recommerce

Trend 8

Revolutionizing Supply Chain Resilience with Block chain

Trend 7

Rise of Frictionless Payment & Delivery

Link to the May Report

June 2024:

Key Trends in **gaming** & **e-sports landscape**

Trend 1

Emergence of Local Game Developers

Trend 4

Expansion of gaming-as-a-service

Trend 6

Educational and Serious Gaming

Trend 2

Gaming & e-sports as a career option

Trend 3

New age technology is transforming the industry

Trend 5

Streamlined Compensation and Collaborative Creation

Trend 7

Rise in sports & fitness gamification

Link to the June Report

July 2024:

Key Trends shaping the **Luxury industry**

Trend 1

Digital Luxury facilitates accessibility

Trend 2

Demand for Ethical Luxury

Trend 3

Hyper Personalization & Curated experience

Trend 4

Integrating Cultural Nuances & Local Influence

Trend 5

Focus on Experiential Luxury

Trend 6

Technology Integration

Trend 8

Rise of High-end real estate

Trend 7

Health & Wellness are the New Luxury

Link to the July Report

August 2024:

Key Trends shaping the **Wellness Economy**

Trend 1

Individualization of wellness

Trend 4

Spotlight on women's health & wellbeing

Trend 6

Welcoming wellness into the workplace

Trend 2

Rise of Urban wellness playgrounds

Trend 3

Advent of the body positivity movement

Trend 5

Wellness Tourism is flourishing

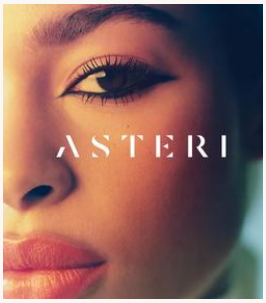
Trend 7

Embracing sport for wellbeing

Link to the August Report

September 2024:

Key Trends in the **Beauty industry**



Trend 1

A-Beauty takes centerstage

Trend 4

Fusion of local & global influences

Trend 6

Spotlight on Clean & Conscious beauty

Trend 7

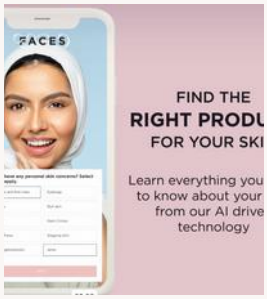
Men - an important audience too

Trend 2

The quest for everlasting Youth

Trend 3

Blending ancient practices with modern lifestyle



Trend 5

Personalization is the norm

Trend 8

The importance of Fragrance lingers on

Link to the September Report

October 2024:

Key Trends in **Skin Care** & **Hair Care**

Skin Care

Trend 1

Investing in Long-Term Skin Health via Collagen-Banking

Trend 2

Made-to-Order Formulas gain popularity

Trend 3

Push for a balance of Nature & Science

Trend 4

Ever evolving Anti-aging solutions

Trend 5

Tech-enabled home clinics gain popularity

Trend 6

Shift towards Non-Invasive Lifts

Hair Care

Trend 1

Growing focus on Scalp care

Trend 2

Integration of Technology for Customizable Haircare

Trend 3

Texture Embracing Products gain popularity

Trend 4

Increased demand for Low-Tox & Clean products

Trend 5

Hairceutical and Science-backed products gain traction

Trend 6

Hair Supplements & Wellness for holistic care

Link to the October Report

October 2024:

Key Trends in **Make-up** & **Fragrance**

Make-Up

Trend 1

Eyes continue to enjoy the limelight with Bold Eyes and Eyeliner Art

Trend 2

Flawless Skin with a Dewy Finish is on the rise

Trend 3

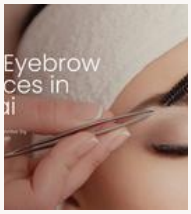
Statement Lips ranging from bright colors to Nudes

Trend 4

Blush and Bronzer with a Sun-Kissed Glow

Trend 5

Permanent Makeup gains traction



Trend 6

Peach Fuzz color in season

Trend 7

Sculpted Glow is trending

Fragrance

Trend 1

Enhancing Sensual Experiences

Trend 2

Creating Eco-Friendly Fragrances

Trend 3

Customizing Scents

Trend 4

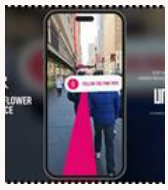
The Rise (Or Return) of Gender-Neutral Scents

Trend 5

Scent Layering

Trend 6

Functional Fragrances



Trend 7

Blending Things with Virtual Reality

Trend 8

AI-Driven Perfumery

Link to the October Report

November 2024:

Key Areas where **AI is making a significant impact**

Economic Diversification and Growth

Retail and E-Commerce

Energy and Sustainability

Finance and Banking

Security and Surveillance

Government and Public Services

Healthcare

Education and Workforce Development

Agriculture and Food Security

Tourism and Hospitality

Link to the November Report

Mind-the-Gap

As brands navigate these changes in the region, here is a snapshot of the generational mindsets to help better connect with them...





GEN ALPHA *(2012 onwards)*	GEN Z *(1997 - 2012)*	GEN Y *(1981 - 1996)*	GEN X *(1965 - 1980)*	BABY BOOMERS *(1946 - 1964)*
THEMES THAT CONNECT				
Personalization & customization Inclusivity & diversity Ethical & responsible branding	Community & Connection with own tribe Authenticity & Transparency Social Activism & Purpose-Driven Brands	Brand Purpose & Values Experience-Centric Consumption Conscious Consumerism	Individuality & Self-Expression Blend of global trends with cultural sensitivity	Family Values & Cultural Sensitivity Luxury Brands & Status Symbols Brand Trust & Reliability
CHANNELS THAT CONNECT				
Short-Form Content Visual Appeal	Ephemeral Content Storytelling	Influencer Marketing Peer Recommendations	Retail Experiences Educational Marketing	Traditional Retail & Media Channels Celebrity Endorsements
ASPECTS OF THE BRAND THAT CONNECT				
Company & its sustainable practices	Company values & its impact on society	Renowned Brand names, its vision & purpose	International brand names	Quality of ingredients & its efficacy
SELF VS. OTHERS				
I > WE	**I > WE**	**I = WE**	**I = WE**	**I = WE**

OUR 4SiGHT LIVE SUITE

4SIGHT Live

PANEL UAE | KSA

Our pre-recruited ahead-of-the-curve panel for quick, cost-efficient research needs, offering a window into live data.

4SIGHT Live

COMMUNITIES

Designed to build an agile system to conduct research while keeping the customer at the heart of the business.
Enables clients to make consumer relevant decisions by testing on the go.

4SIGHT Live

CONSUMER CONNECTS

4SiGHT's solution to curate and build a customized calendar of immersive interviews for client teams to get the pulse of the consumer.
Available as ad-hoc & annual programs.

OUR RESEARCH TOOLS

INSIGHT EXPRESS

Enables swift and efficient innovation testing, minimizing the risks linked to a comprehensive launch - allowing you explore, experiment, and fail cheap.

AASMA | CHATBOT

Facilitates interactive conversations with consumers, streamlining the process of filling consumption/usage diaries. Leading to improved efficiency and quality of data collection.

SPRINT+

Provides an innovative boost to your iterative process by making it more AGILE through co-creation workshops, giving wings to potential ideas/improvements

OUR CALENDAR 2025

JANUARY (Coming Soon) FUTURE OF EDUCATION	**FEBRUARY**	**MARCH**
APRIL	**MAY**	**JUNE**
JULY	**AUGUST**	**SEPTEMBER**
OCTOBER	**NOVEMBER**	**DECEMBER**