

PROFILE PEEK

Who are UAE and KSA's luxury aficionados?

A study of their behaviour, attitudes, and preferences across retail, finance, travel, advertising and media sector



Luxury aficionados: Who are they?

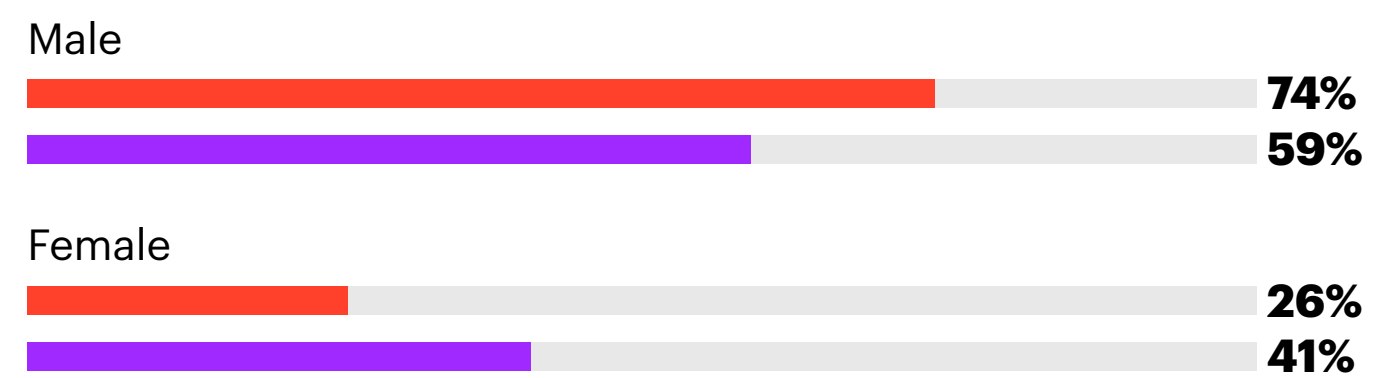


of the UAE and KSA consumers are luxury aficionados i.e., who are willing to pay more for luxury brands

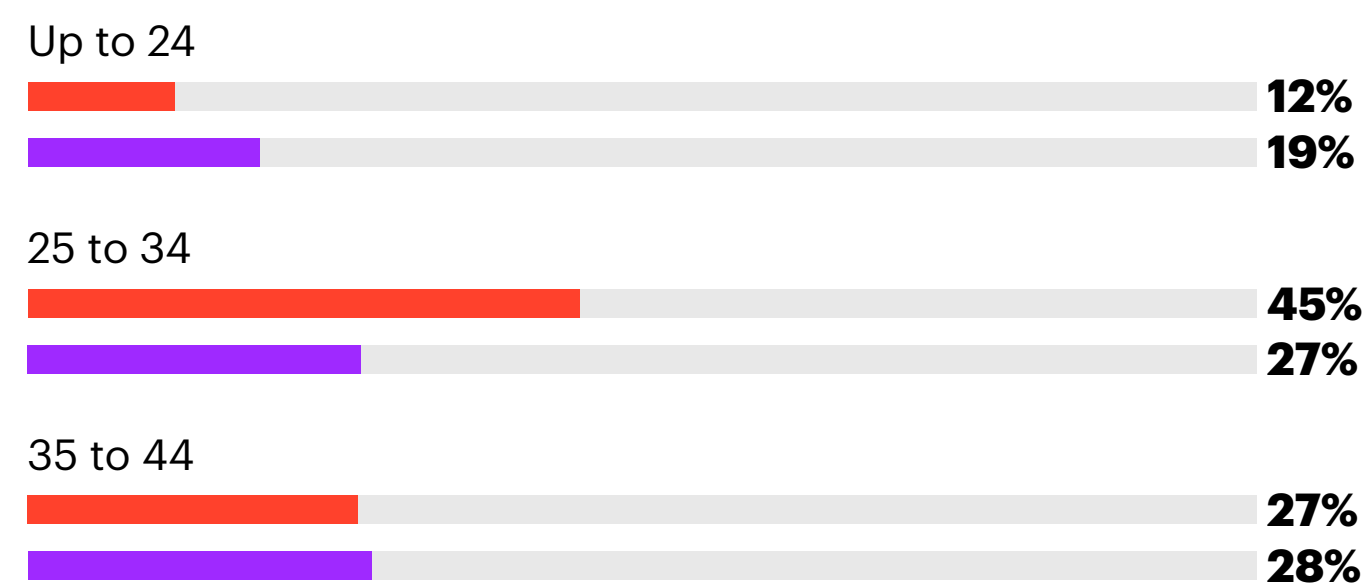
Want to delve deeper into their demographics?

Get in touch >

Gender



Age



■ UAE luxury aficionados ■ KSA luxury aficionados



Let's talk shop:

76%

of the UAE and KSA's luxury aficionados like to know where their products are manufactured

Which categories of products they have bought in the last 3 months?

■ UAE luxury aficionados ■ KSA luxury aficionados



Clothes/accessories



Health/beauty goods



Holiday/travel



This is just the tip of the iceberg, want to discover more about their shopping habits?

[Book Profiles demo >](#)

What type of shoppers are they?

% agree to statement

■ UAE luxury aficionados ■ KSA luxury aficionados

I like trying new brands



I value the opinion of experts when choosing product



I can't resist fancy packaging



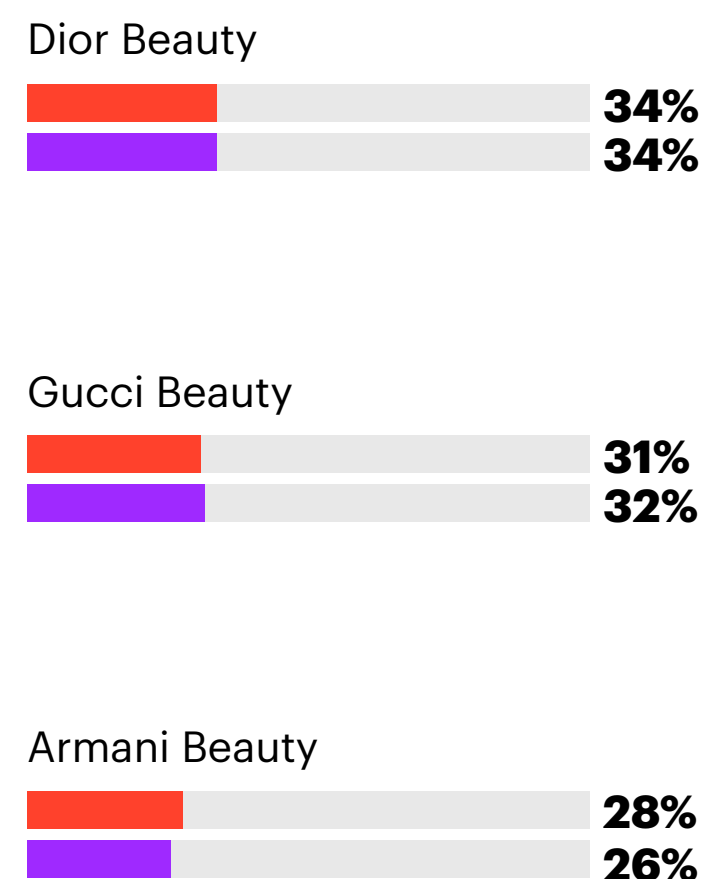
Splurge mode:

54%

of the UAE and KSA's luxury aficionados buy some brands without even looking at the price

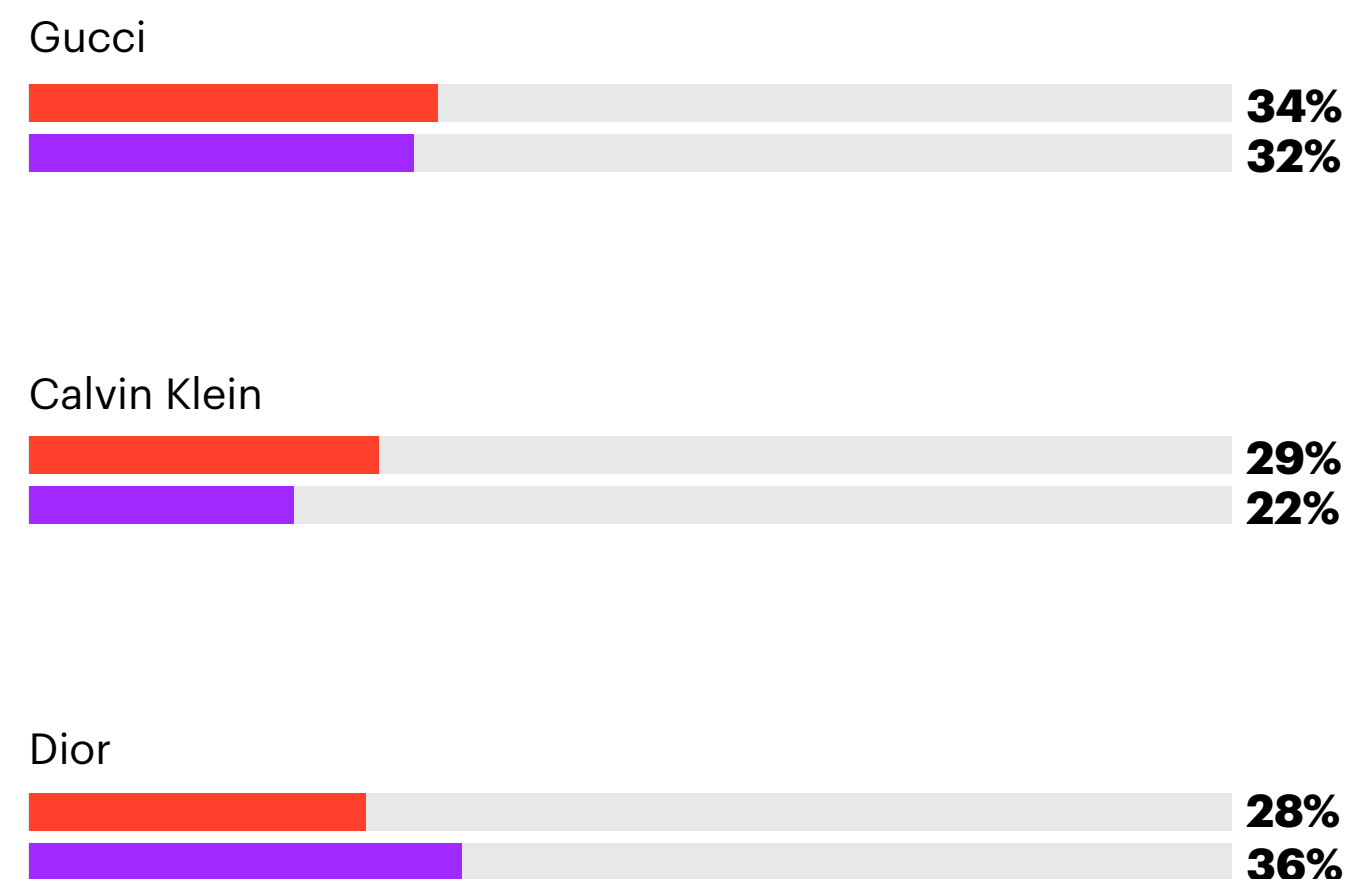
Which are their most considered luxury beauty brands?

■ UAE luxury aficionados ■ KSA luxury aficionados



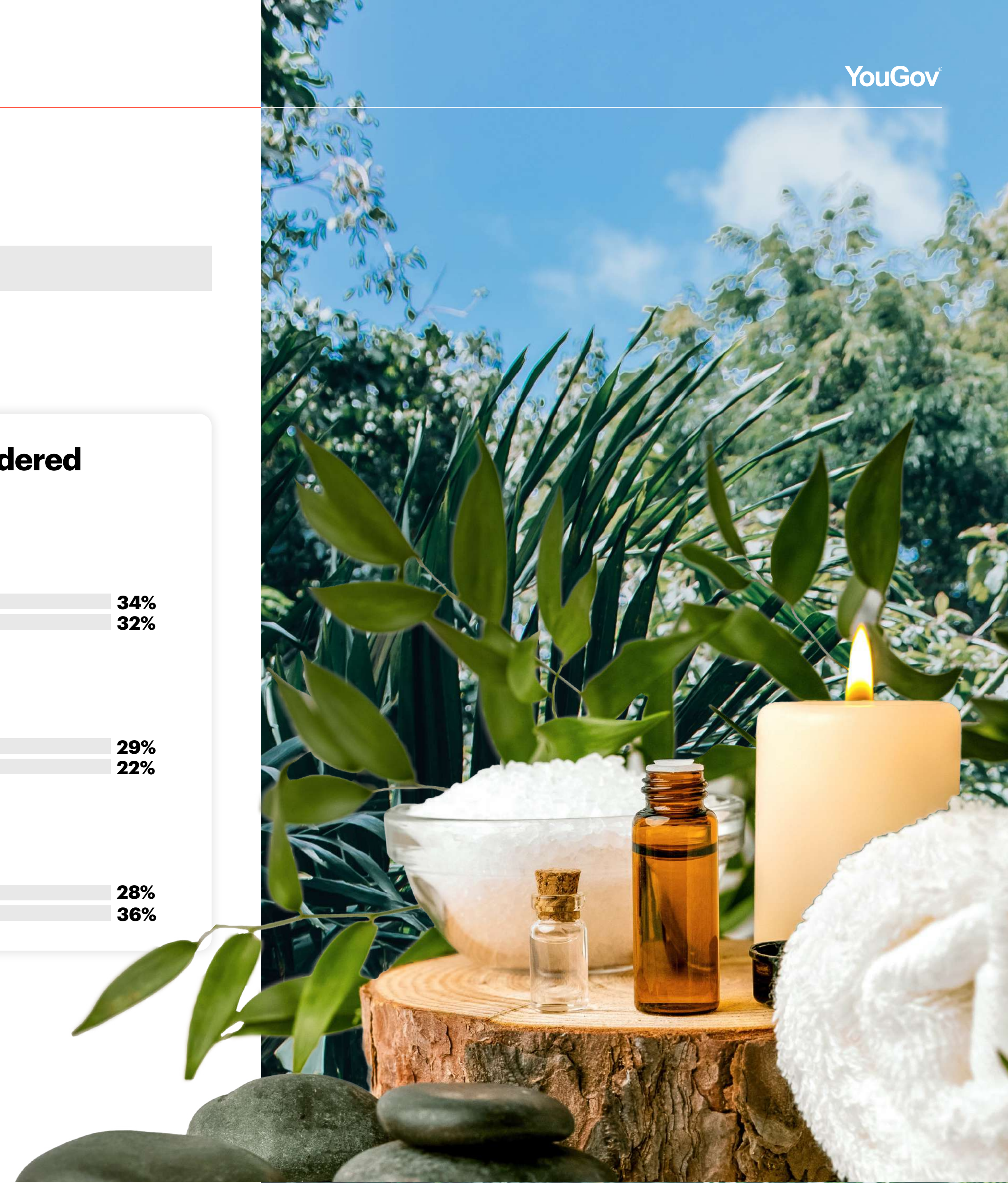
Which are their most considered luxury fashion brands?

■ UAE luxury aficionados ■ KSA luxury aficionados



Do you know where your audience is planning to shop next?

[Book Profiles demo >](#)



Conscious consumer:

74%

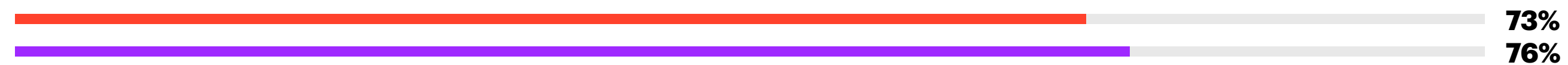
of the UAE and KSA's luxury aficionados prefer brands that are sustainable

What are their views on shopping 'green'?

% agree to statement

■ UAE luxury aficionados ■ KSA luxury aficionados

I consider myself an environmentalist



I try to buy only from companies who are socially and environmentally responsible.

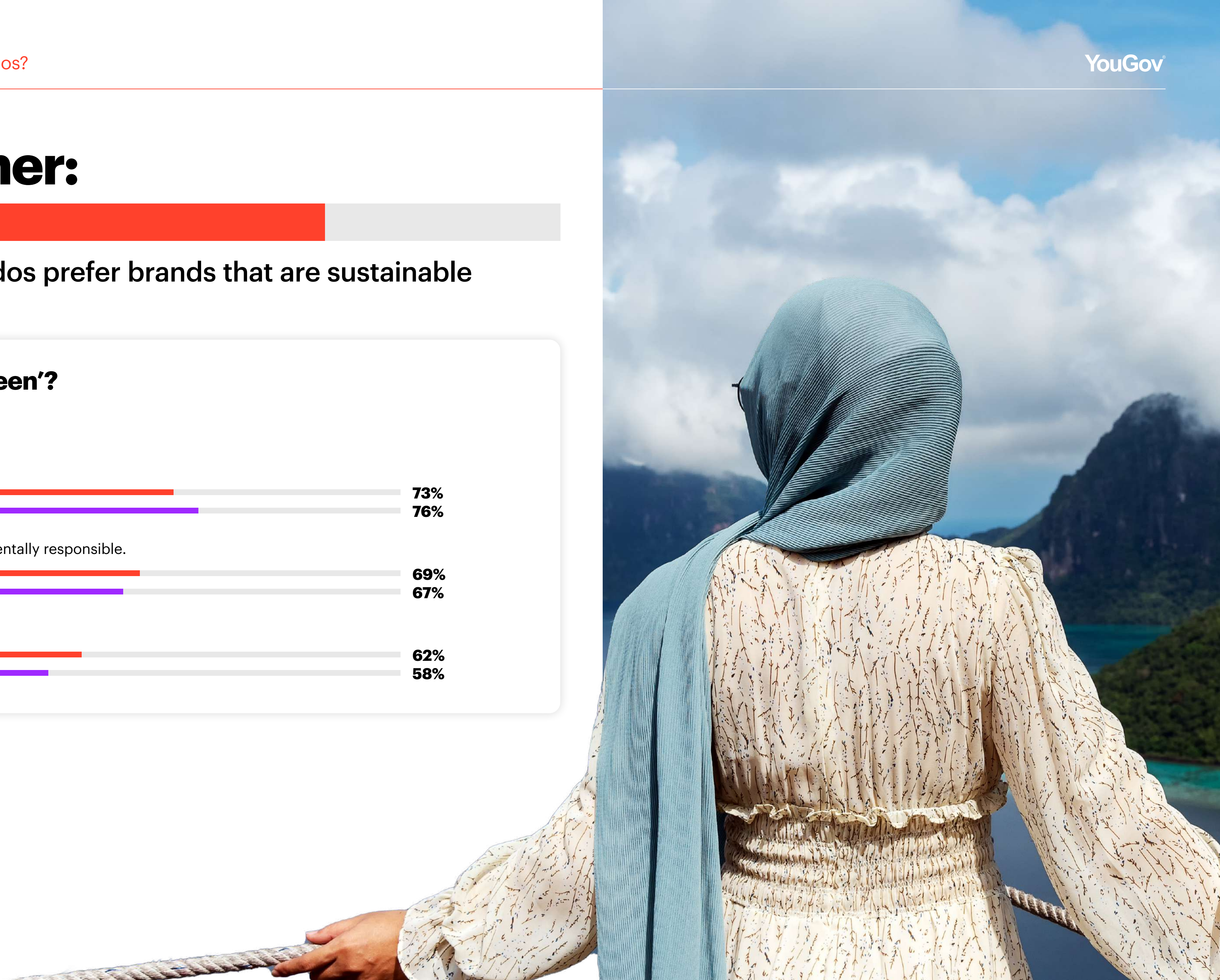


People who buy fast fashion don't care about the environment



Curious about MENA's commitment to a greener future?

Run a survey >



Money mindset:

70%

of the UAE and KSA luxury aficionados are more careful with their finances than they used to be

What attitude do they have towards finance in 2023?

% agree to statement

■ UAE luxury aficionados ■ KSA luxury aficionados

I take into account news about finance and the economy before making big purchases



I trust banks and financial services providers



I don't make financial decisions without talking to a professional

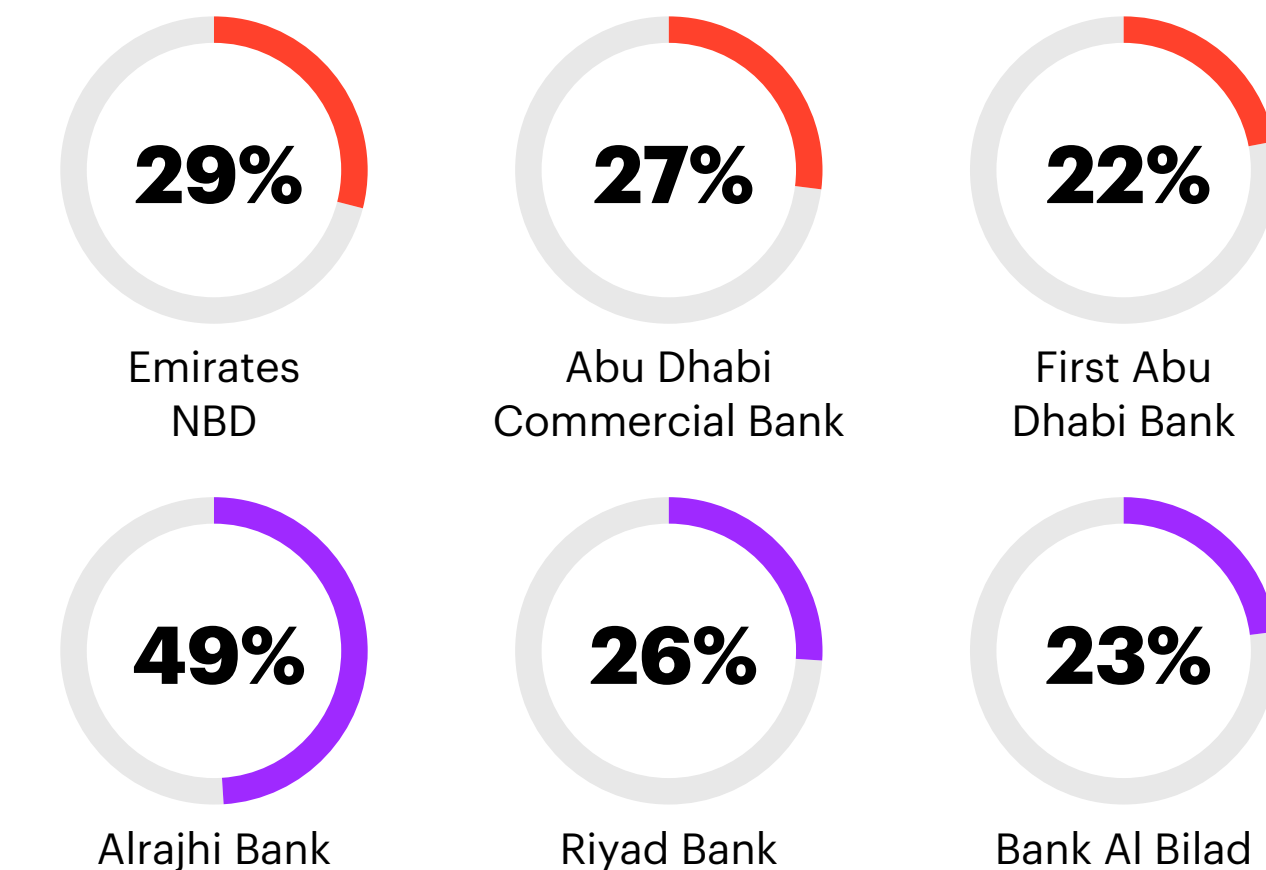


Have a specific question about their financial habits you want answered?

[Get in touch >](#)

What are their most considered retail banks

■ UAE luxury aficionados ■ KSA luxury aficionados



Travel diaries:

79%

of the UAE and KSA luxury aficionados are passionate about travelling

What type of experiences are they looking for when planning a trip?

% agree to statement

■ UAE luxury aficionados ■ KSA luxury aficionados

I like my holiday to have some form of physical activity



I like to come back from holiday having learnt something new

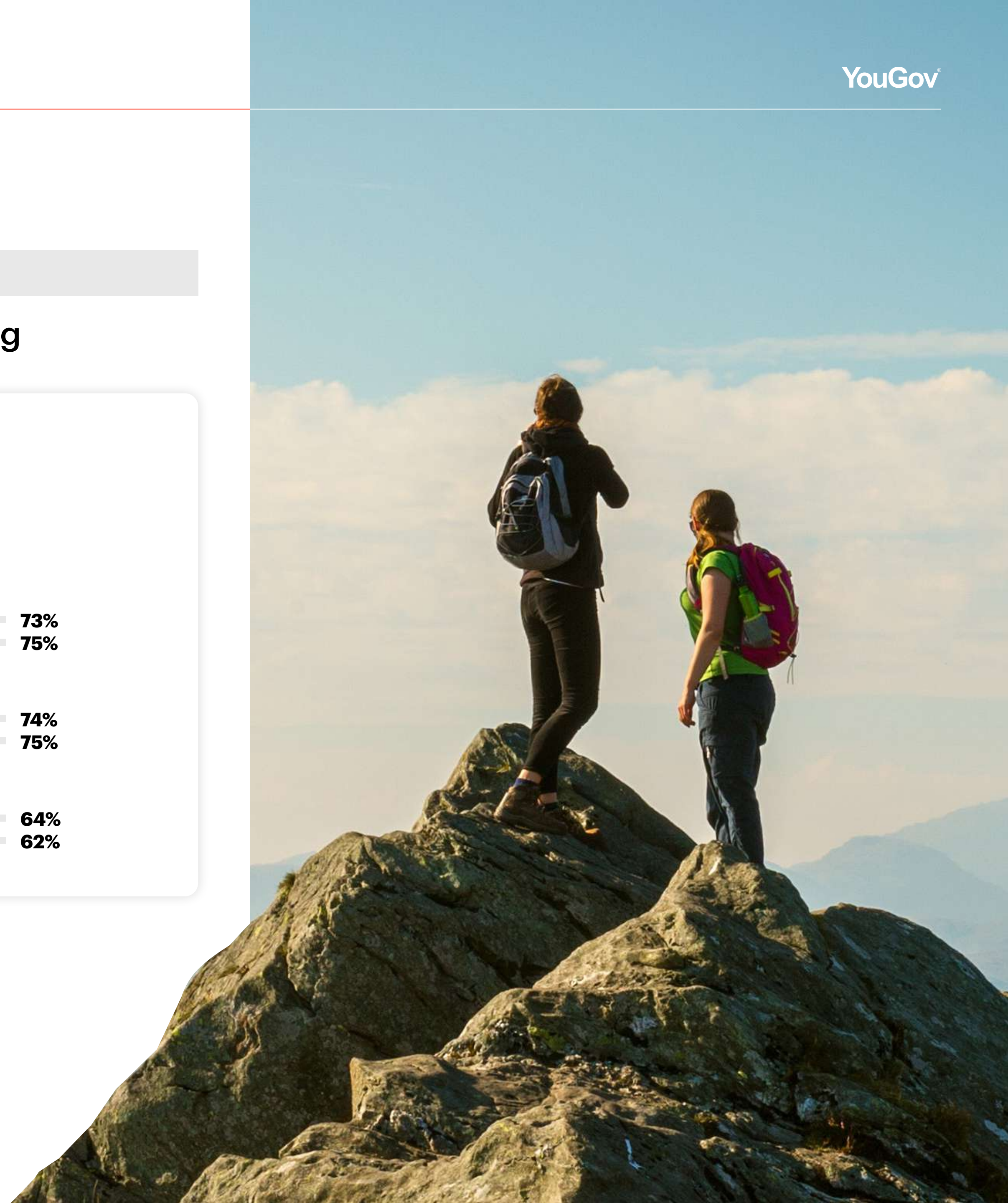


When I go on holiday I only want to eat, drink and lie in the sun



Back your marketing strategies with undeniable consumer insights

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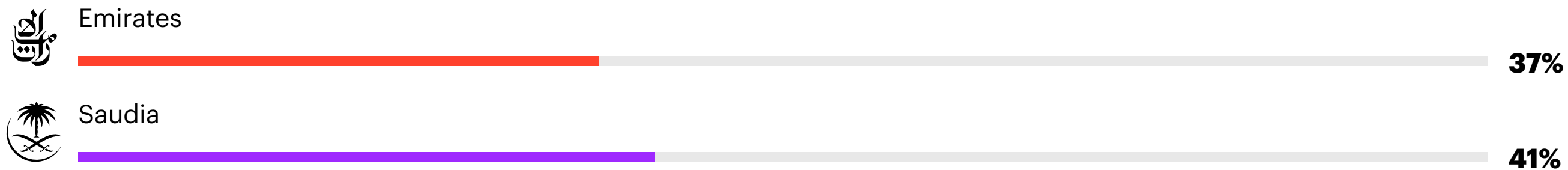
Grand getaways:

54%

of luxury aficionados of the UAE and KSA like wasting time shopping at airports

Which airlines are they most likely to fly with?

■ UAE luxury aficionados ■ KSA luxury aficionados

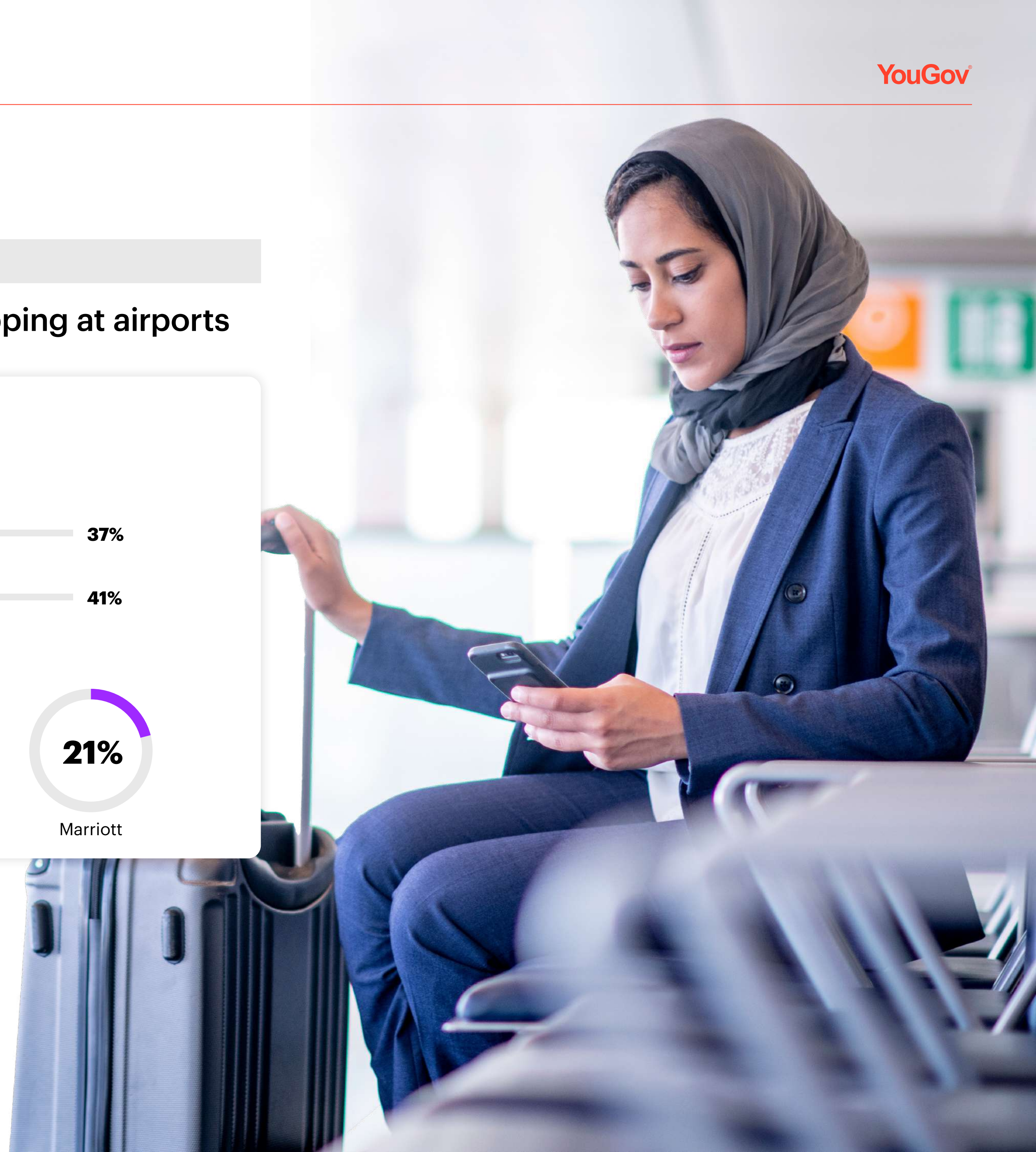


What are their most considered hotels?



Discover which destinations the UAE and KSA consumers are jet-setting to in 2024?

[Talk to YouGov researchers >](#)



Ad Insights:

67%

of the UAE and KSA luxury aficionados agree that advertising help them choose what to buy

What is their outlook towards events and advertising?

% agree to statement ■ UAE luxury aficionados ■ KSA luxury aficionados

I'm always aware of what pop-up events are near me



I take notice of who sponsors the sporting events I watch



I pay attention to the ads at events



Uncover their go-to channels and connect when they're most receptive

Book Profiles demo >



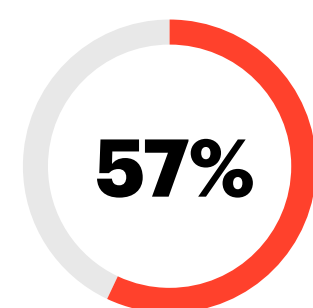
Tempo tribe:

51%

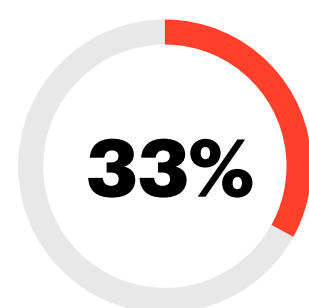
of the UAE and KSA's luxury aficionados are music lovers

Which music services do they use?

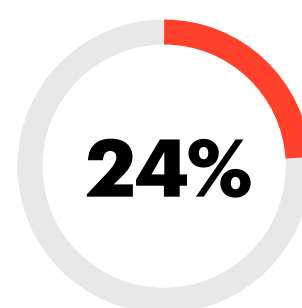
■ UAE luxury aficionados ■ KSA luxury aficionados



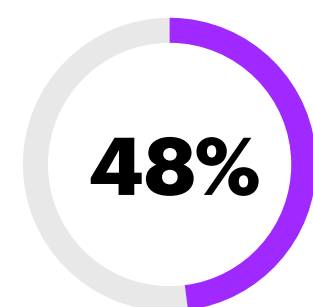
YouTube Music



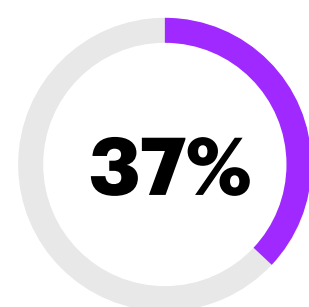
Spotify



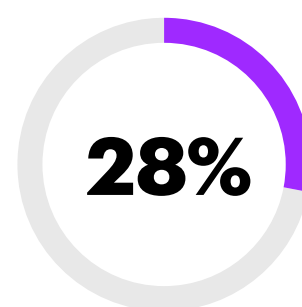
Apple music



YouTube Music



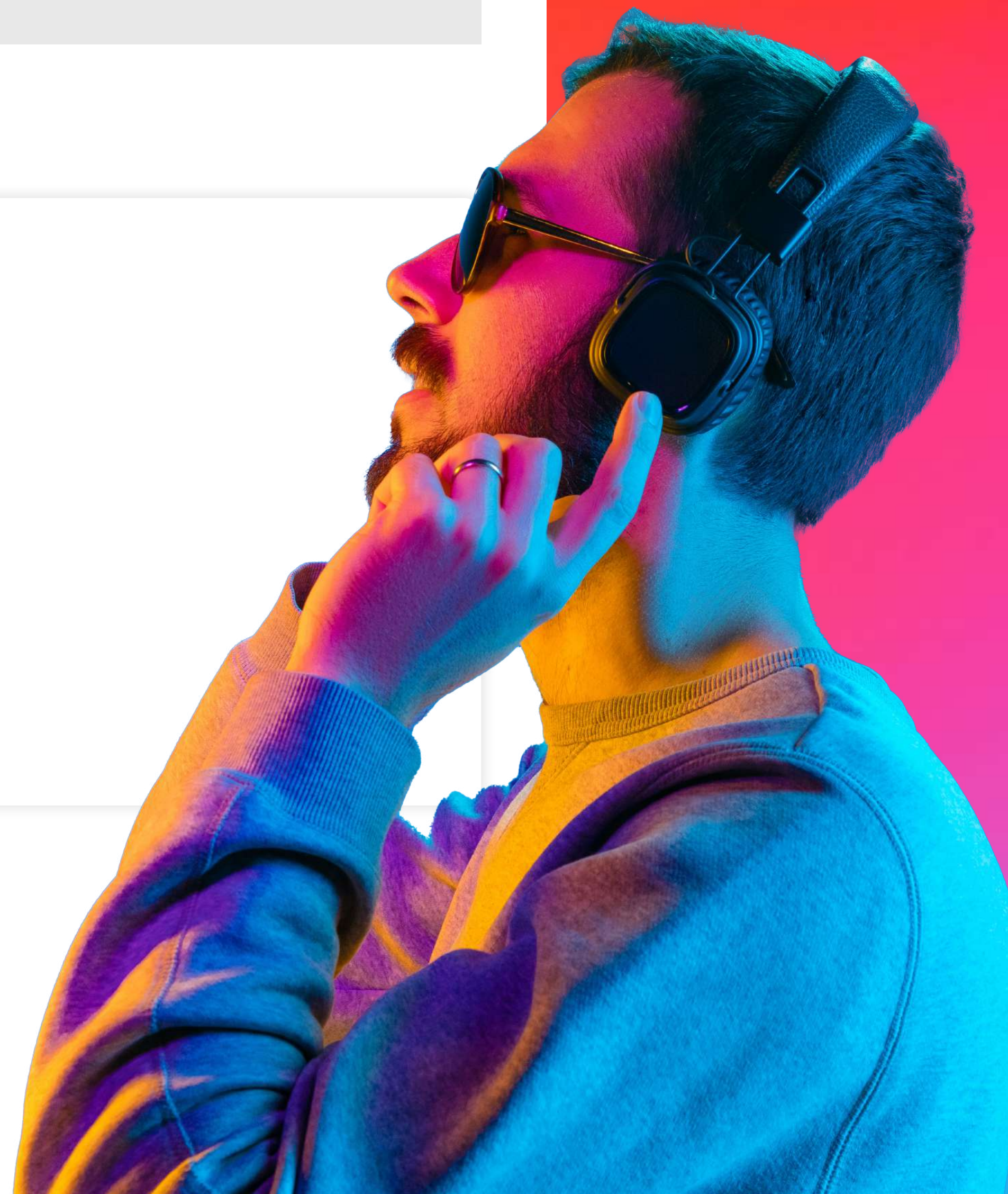
Anghami



Spotify

Craft campaigns that reach your target audience with help of YouGov Profiles

Book demo >



Methodology

[Book demo >](#)

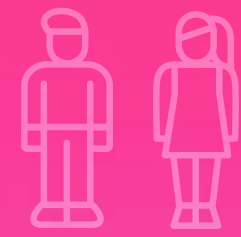
Luxury aficionados are defined as those residents of the UAE and KSA that 'agree' or 'definitely agree' with the statement 'I am willing to pay more for luxury brands' (Sample size is 1,860 for KSA and 3,605 for UAE). The data is as of October 29, 2023, and has been gathered from YouGov Profiles.

YouGov Profiles is a comprehensive audience intelligence platform that encompasses a wide range of demographic, psychographic, attitudinal, and behavioural data variables of YouGov panellists worldwide. The data is collected continuously and updated on a weekly basis.

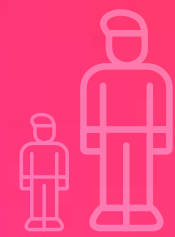
By employing precise audience profiling and segmentation, you can effectively connect with your target audience on the most appropriate channels at the right time. Gain the valuable insights you require, precisely when you need them.

Build a portrait of your target audience's entire world with YouGov Profiles.

Find and understand the audience that matters most



Gender



Age



Top region



Attitudes advertising



Attitudes general



Brands liked



Hobbies and interests



Media consumption



Explore your target audience >



Thank you!

YouGov is an international research data and analytics group. We have been building an ever-growing source of connected consumer data for the past twenty years, creating the richest and most complete understanding of your customers' complex lives. We call it living data. Understand what 20 million+ registered panel members in over 55 markets are thinking, on over a million - and growing – data points. Re-contact and dig deeper to plan, activate and track marketing activity with certainty, at speed, every time.

Living Consumer Intelligence

For more information, visit business.yougov.com