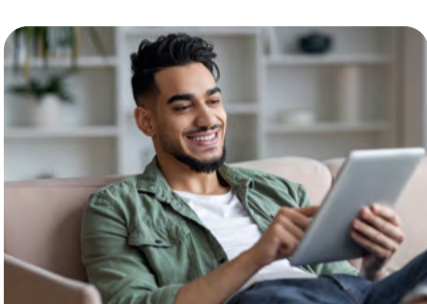
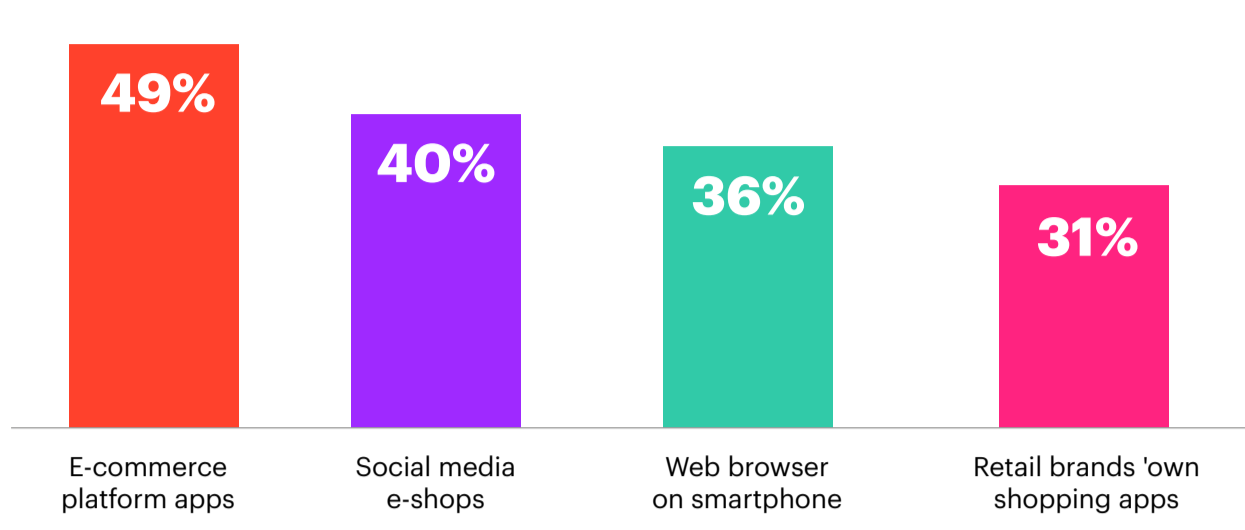


Swipe right for shopping

Decoding UAE's mobile shoppers

[Shop now](#)

Preferred online shopping routes



UAE's clear preference for e-commerce platform apps showcases the mobile-centric revolution in shopping habits

[View](#) → [Like](#) → [Add to cart](#)

Multi-app shopping culture



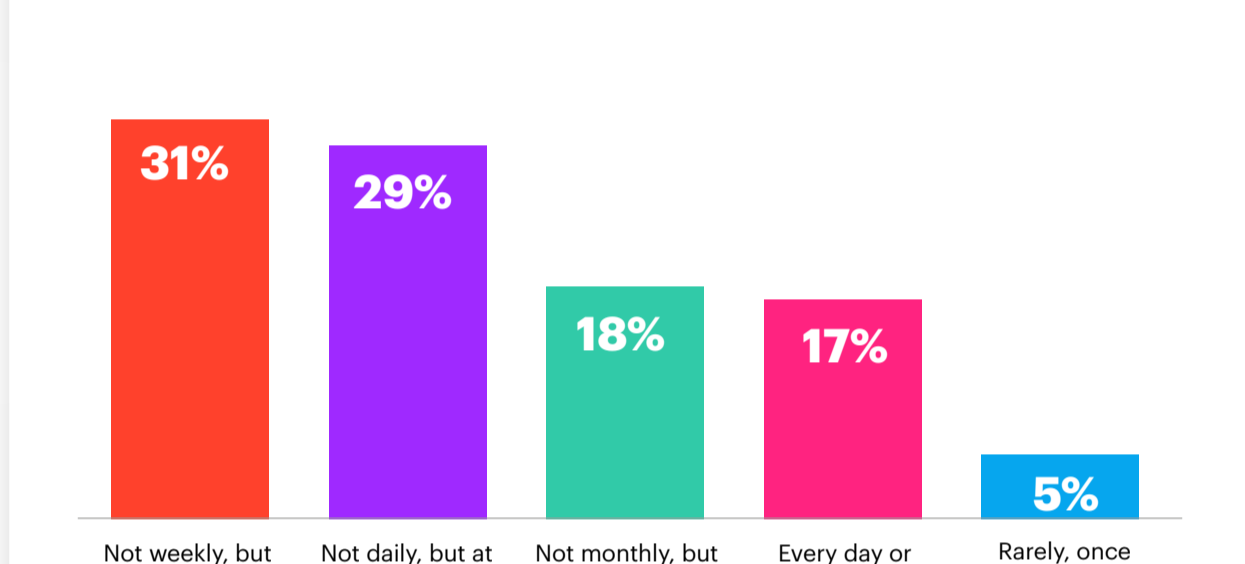
27% of UAE residents have more than 5 shopping apps installed in their phone

5+ apps

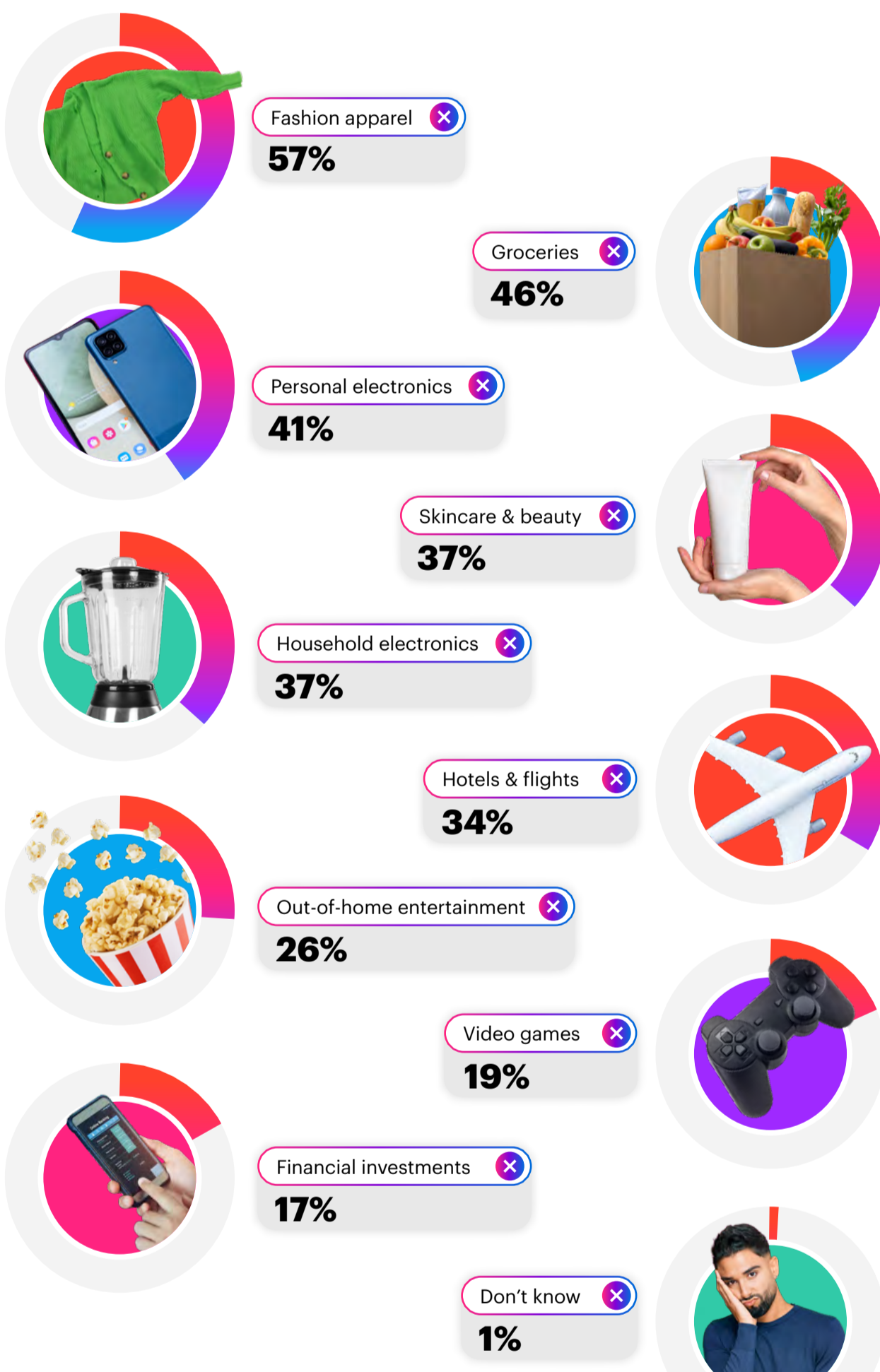
42% females vs 21% males

UAE's dynamic shopping frequency

Monthly and weekly purchases are the norm, reflecting a balanced mix of convenience and splurge

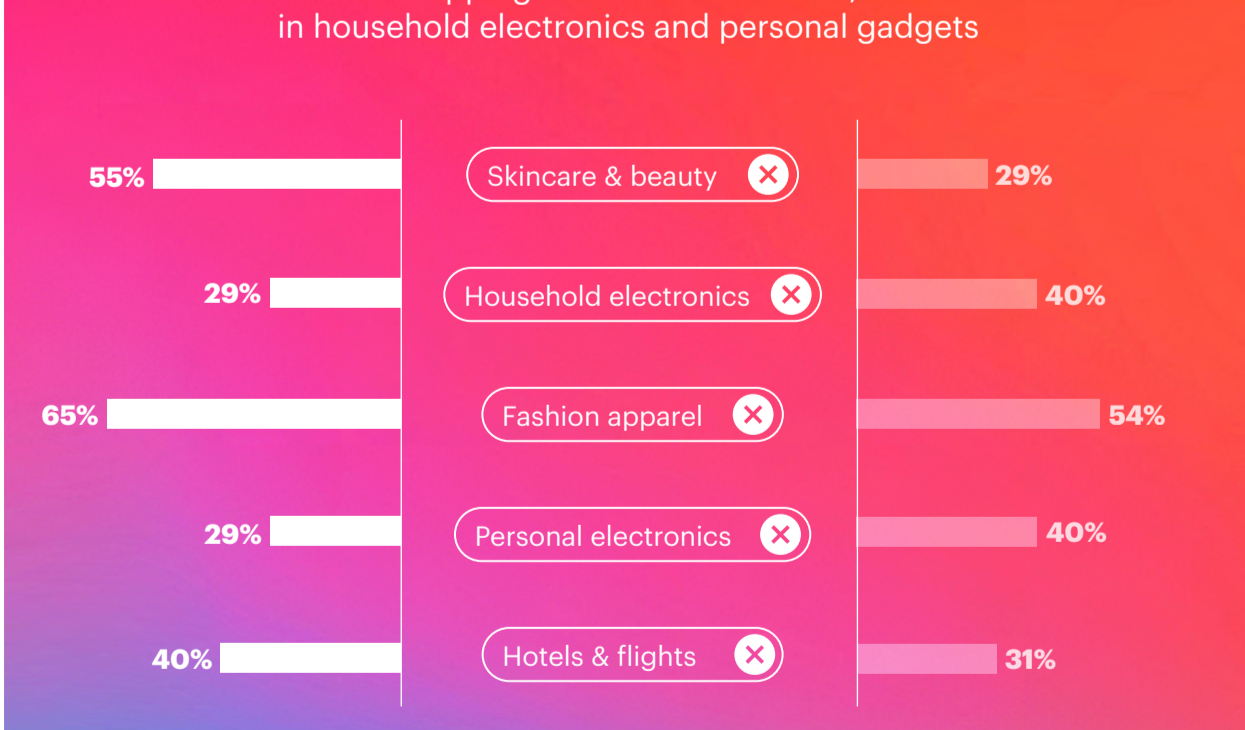


What are their preferred shopping categories? |



Gender nuances across various categories

Women lead mobile shopping in skincare & fashion, while men dominate in household electronics and personal gadgets



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YouGov Surveys: Serviced provides quick survey results from nationally representative or targeted audiences in multiple markets. This study was conducted online in April 2023 with an online representative sample of 900+ adults in UAE (aged 18+ years), using a questionnaire designed by YouGov.