



How local GCC Millennials SHOP ONLINE



MOST LIKELY to be purchased online



20%
MOBILE PHONES

20%

CLOTHES, SHOES AND ACCESSORIES



19%
ELECTRONIC EQUIPMENT



17%
GAMES



13%
E-BOOKS

LEAST LIKELY to be purchased online



7%
HEALTH PRODUCTS



7%
VIDEOS AND DVDS



6%
BOOKS (HARDCOPY)



6%
SPORTING GOODS



4%
MUSIC



3%
PET RELATED



3%
FLOWERS

Online shopping sites



83%

OF GCC LOCALS HAVE SHOPPED ONLINE IN THE PAST 6 MONTHS:

FROM A LOCAL SITE (42%)

FROM AN INTERNATIONAL SITE (41%)

42%

OF FEMALES SHOPPED FROM INTERNATIONAL SITES IN THE PAST 6 MONTHS

39% SHOPPED FROM LOCAL SITES IN THE PAST 6 MONTHS

Online shopping barriers

28%

DID NOT SHOP ONLINE IN THE PAST 6 MONTHS

MOSTLY AS THEY ARE NOT COMFORTABLE WITH:

41%

MAKING ONLINE PAYMENTS

37%

HIGH SHIPPING CHARGES

34%

LONG DELIVERY TIMES

TOP ISSUES AMONG FEMALE GCC LOCALS ALSO INCLUDED

33%

LACK OF CASH ON DELIVERY OPTIONS

30%

UNCERTAINTY OF AUTHENTICITY OF PRODUCTS FOUND ONLINE

20%

LACK OF INFORMATION ABOUT THE RETURN PROCESS

Sample Characteristics:

A total of 366 Millennials from the YouGov panel were surveyed across GCC markets

YouGov

What the world thinks

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