

The Connected Consumer in Saudi Arabia

The 2015 Connected Consumer Survey for Saudi Arabia confirms that consumer behaviour has undergone a big shift due to digital devices. Saudis no longer go online – they increasingly live online.

الإنترنت في السعودية

Saudi consumers are living online

86%

of KSA consumers use the internet daily



90%

use the internet for personal reasons



83%

of Saudis turn to the internet first when searching for information



The average person now owns

2.3 connected devices.



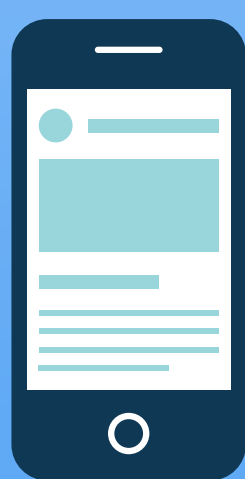
Mobile takes centre stage

86%

of Saudis now own a smartphone - a

26% increase

in the last 3 years



86%

of people go online at least as often via smartphone as a computer - an increase of 42% since 2012



89%

of consumers use their smartphones while watching TV



KSA consumers use smartphones to:

Watch Video



77%

of KSA smartphone users watch video at least weekly

Purchase Products



69%

of consumers made their last purchase via smartphone

Find Local Information



71%

of users use their smartphone to search for local businesses

Visit www.consumerbarometer.com to customize audience data based on your individual business needs and develop a more informed marketing strategy that helps you reach more consumers with the right message, on the right device, in the moments that matter to them.