

THE CONSUMER BAROMETER

UAE users don't just 'go online' – they live online

99% of consumers in UAE use a mobile or smartphone¹

The internet is at the heart of everything we do – whether we're working, socializing, shopping or relaxing. Stay on top of the latest digital trends with the Consumer Barometer, Google's global interactive tool.

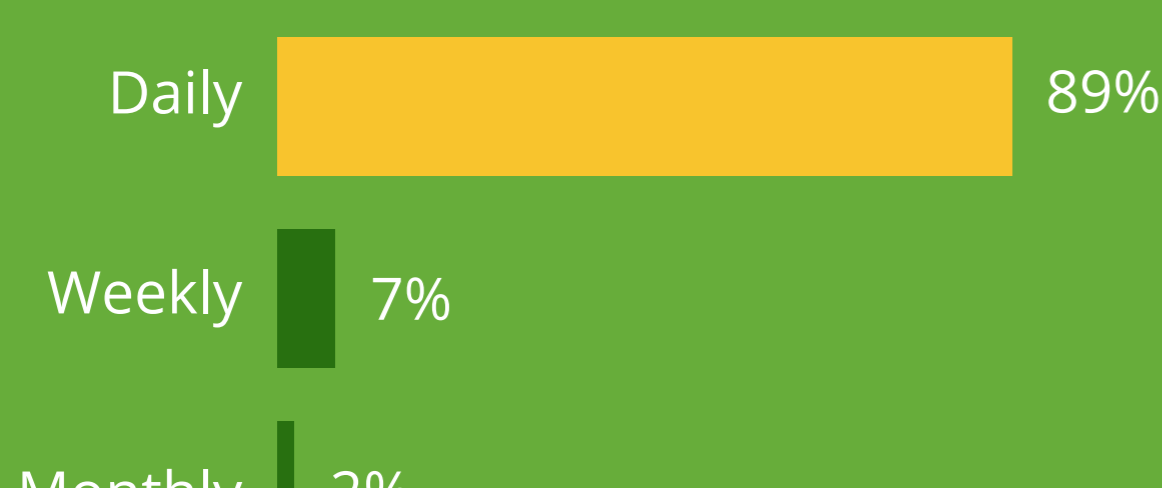
www.consumerbarometer.com



UAE users are now more connected than ever

Most UAE users go online daily.²

I access the internet for personal reasons



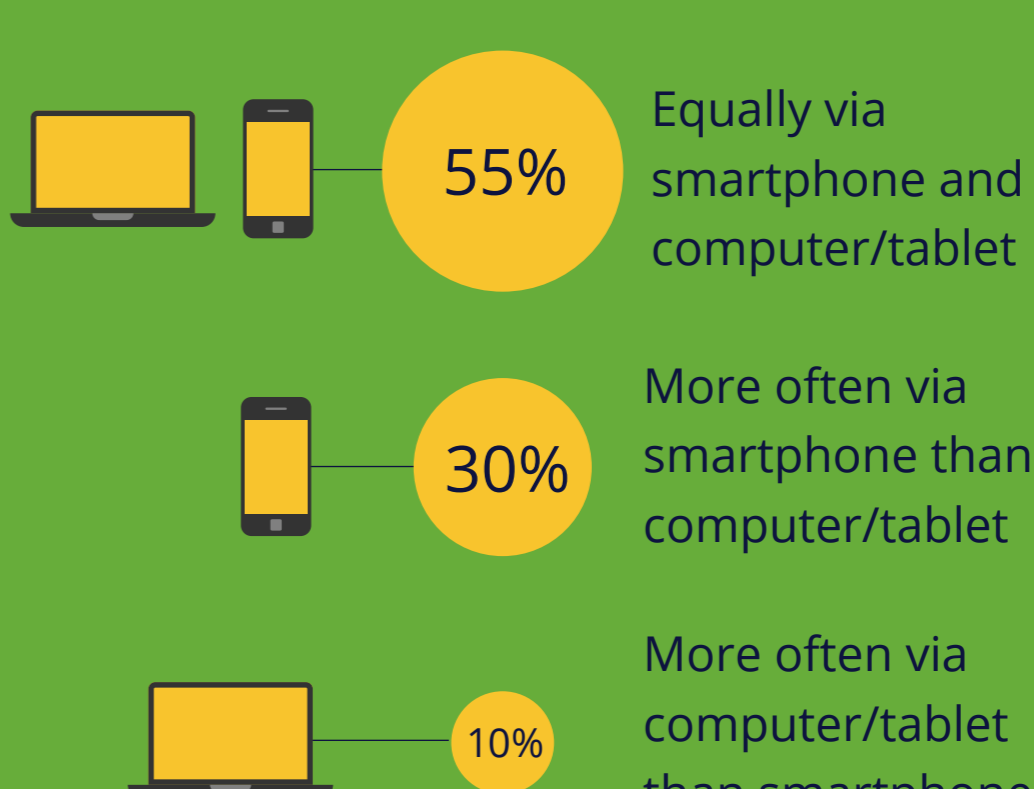
Smartphone users are often the most digitally-savvy.²

If I have the opportunity to do a task digitally, I prefer doing it that way



And people use their smartphones as much as their computers. This is particularly true of younger users.²

Devices used to go online (for under 35s)



Now UAE users are more connected, they're more reliant on the internet to shop

The internet was used in **24%** of recent purchase journeys³



Users go online to find useful information on local businesses.⁴

Which information did people look for?



The web also gives them access to international/non-local retail offerings.⁵

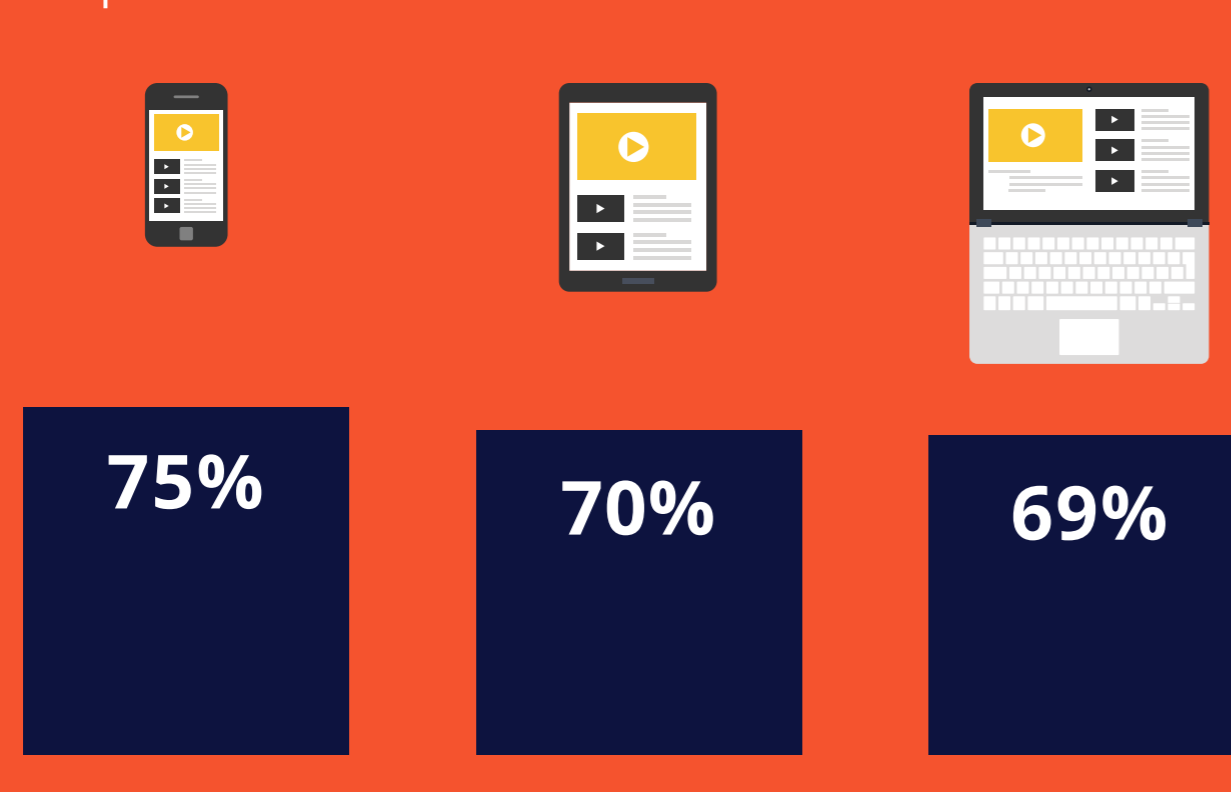
Why do people purchase online from foreign countries?



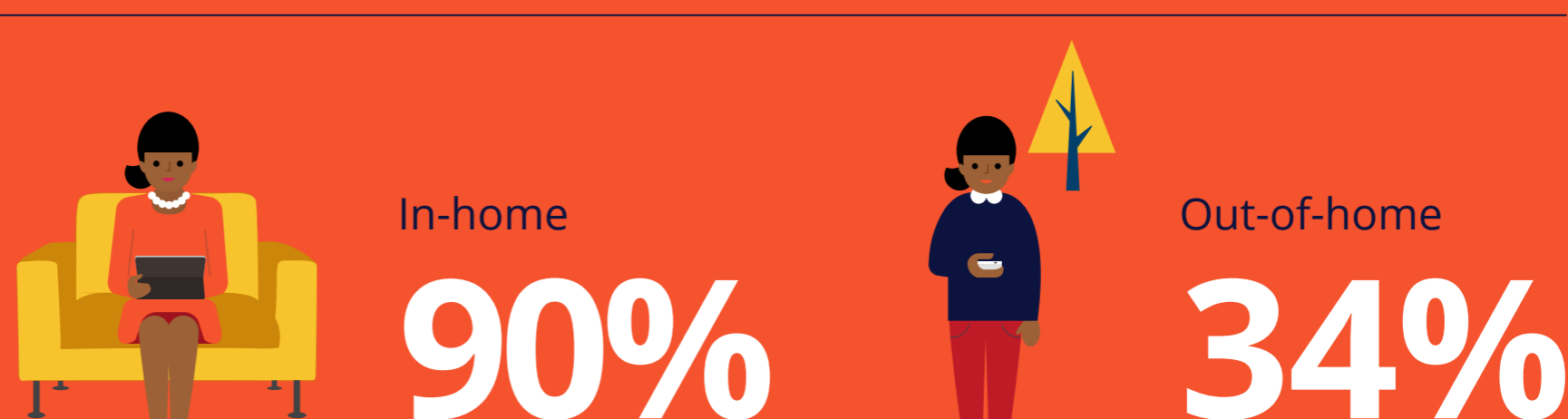
'Living online' has also changed viewing behaviour in UAE

Smartphones allow people to watch online videos more often.

People watch online videos once a week or more on a:

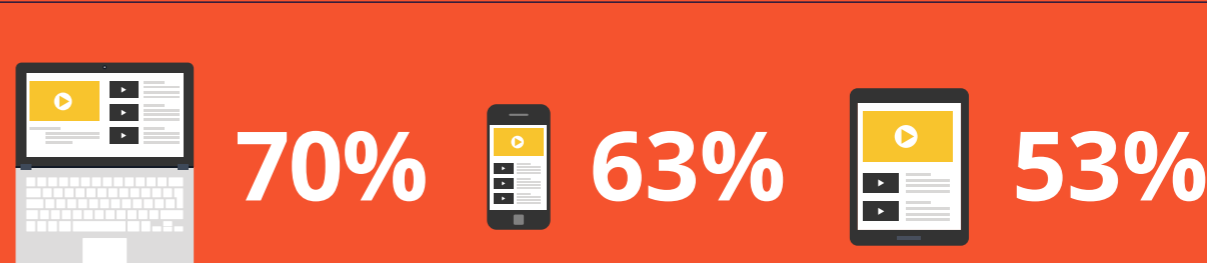


It also means that people can watch online video in or out-of-home.⁹



They are highly focused on the videos, regardless of the device they are using.¹⁰

I was fully or mainly focused on the videos I watched this week.



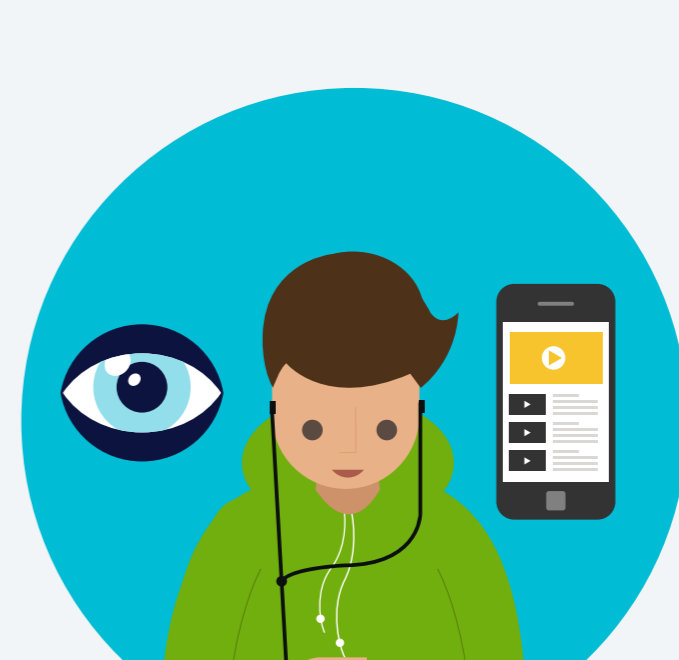
Are you catering for consumers who 'live online'?

Are you giving local shoppers what they need?



63% of UAE consumers use a smartphone to find local information. Is your site optimized for mobile?⁴

Are you taking the opportunity to connect with a highly engaged audience?



79% of UAE Internet users watch online videos at least weekly – rising to 82% among under 35s. Are you present when your customers are watching?²

About

The Consumer Barometer is a free, online global consumer insights tool developed by Google, in partnership with TNS Infratest. It covers 56 countries globally.

Discover more insights and build your own charts at www.consumerbarometer.com

Sources

1. Base: Total online and offline population
2. Base: Internet users (accessing via computer, tablet or smartphone)
3. Base: Internet users (accessing via computer, tablet or smartphone) | Answering based on a recent purchase (in select categories)
4. Base: Internet users (accessing via computer, tablet or smartphone) | Searched for information about local business(es) in the past month
5. Base: Internet users (accessing via computer, tablet or smartphone) | Ever purchased a product / service online from abroad
6. Base: Internet users (accessing via smartphone)
7. Base: Internet users (accessing via tablet)
8. Base: Internet users (accessing via computer)
9. Base: Internet users (accessing via computer, tablet or smartphone) | Watched online video in the past week
10. Base: Internet users (accessing via computer, tablet or smartphone) | Watched online video in the past week | Answering based on a recent online video session