

QATAR CONSUMER REPORT





INTRODUCTION

Qatar's consumer market is rapidly evolving, shaped by its young, tech-savvy population, and strong cultural identity. This report delves into the key aspects of Qatari consumer behavior, exploring their preferences in luxury goods, domestic tourism, social media adoption, and health and wellness. By understanding these trends, businesses and marketers can align their strategies with the unique demands of this dynamic and fast-growing market.

SHOPPERS BEHAVIOR & ATTITUDES

(Planned Shopping

A **significant 79%** of shoppers plan their shopping trips, indicating a preference for informed purchasing decisions.

(Deal-Seeking Behavior

Approximately 67% actively seek out deals, highlighting a value-driven approach to shopping.

(Preference for Physical Shopping

About 73% of shoppers prefer the physical shopping experience over online shopping.

(Brand Loyalty vs. Exploration

While **48%** tend to buy from brands they are accustomed to, **52%** are open to exploring and purchasing from new brands.

(Information Sources

A vast majority, **94%**, use online sources to obtain information about brands, with social media platforms and online reviews being particularly influential.

(Influence of Reviews

60% of shoppers consistently check customer reviews before making a purchase, with 36% considering online reviews as the most trusted source for guiding their purchase decisions.



ONLINE SHOPPING BEHAVIOR SEGMENTATION IN QATAR

37%

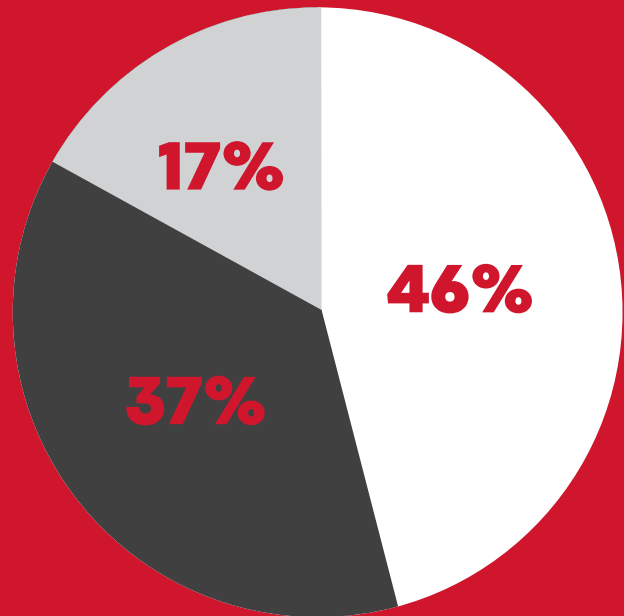
Purchased a product online

46%

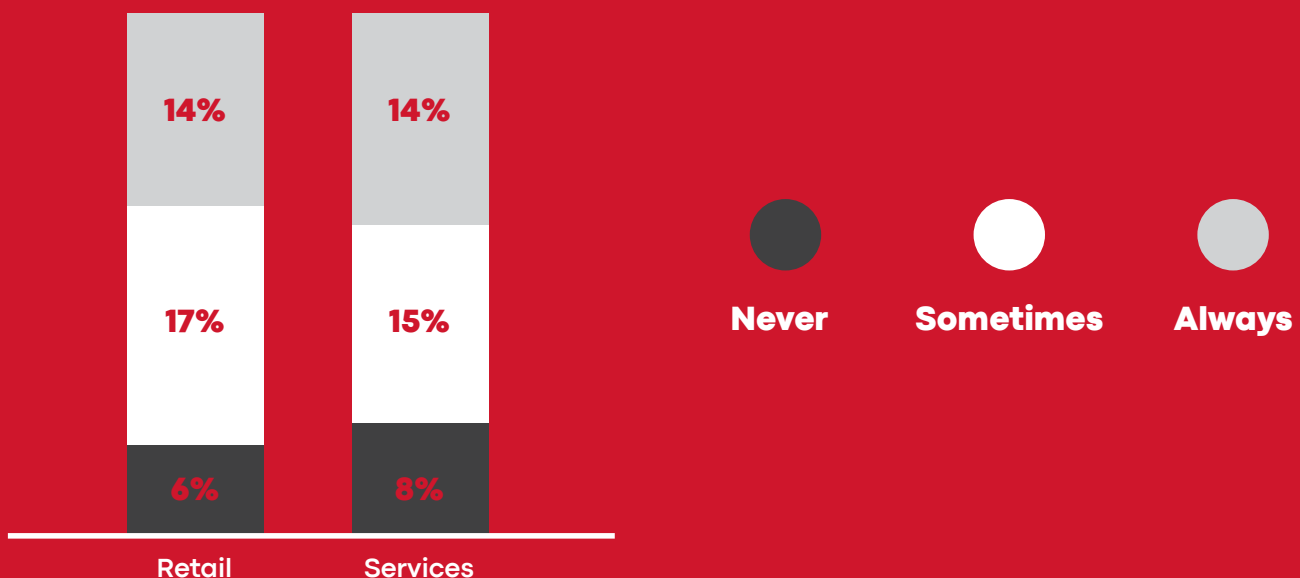
Have not purchased and are unwilling to do so

17%

Have not purchased but are willing to do so



FREQUENCY OF ONLINE SHOPPING BY CATEGORY (RETAIL VS. SERVICES)



From the 37% who shop online

DOMESTIC TRAVELING



(Record Spending

In 2023, domestic visitor spending reached **\$4.42 billion**, reflecting a strong inclination toward local tourism experiences.

(Staycation Popularity

Many Qataris prefer spending weekends and holidays in high-end hotels, influenced by local environmental and cultural preferences.

The growing demand for luxury accommodations, personalized services, and unique amenities aligns with global trends in experiential travel and increasing consumer expectations for premium offerings.

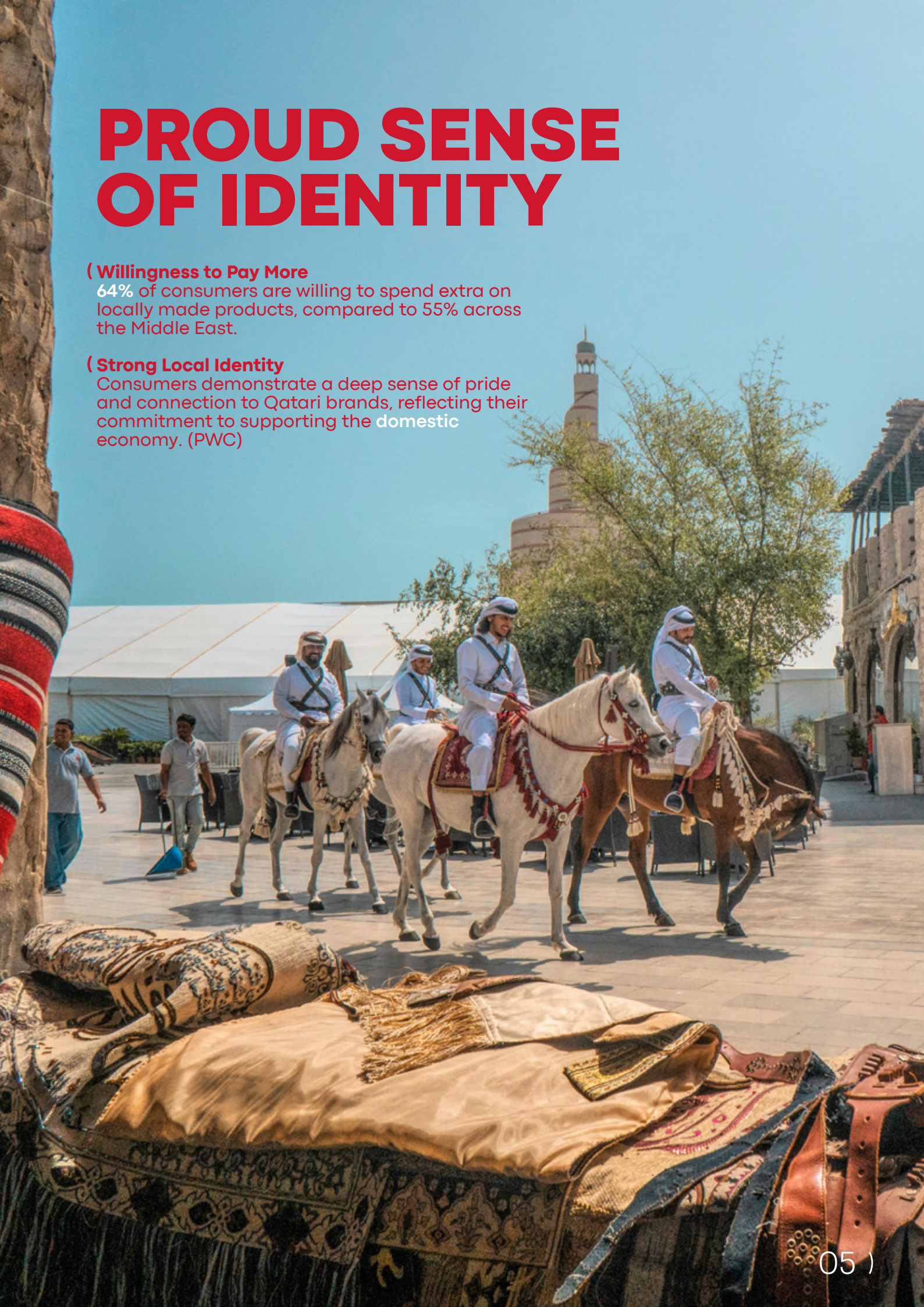
PROUD SENSE OF IDENTITY

(Willingness to Pay More

64% of consumers are willing to spend extra on locally made products, compared to 55% across the Middle East.

(Strong Local Identity

Consumers demonstrate a deep sense of pride and connection to Qatari brands, reflecting their commitment to supporting the domestic economy. (PWC)





PREMIUM CONSUMPTION

(Market Size and Growth

The luxury goods market in Qatar is valued at **US\$2.19 billion** in 2024, with an expected annual **growth of 2.35%** (CAGR 2024-2029).

(Expansion as a Luxury Hub

Qatar's growing demand for luxury fashion and accessories is fueled by rising disposable incomes, urbanization, and significant investments from international retailers. (Modor Intelligence)

(Technological Advancements

Luxury goods manufacturers, especially in jewelry, are leveraging innovations like 3D printing and computer-aided design (CAD) to create unique, high-quality products. (Modor Intelligence)

(Shift to E-commerce

Increasing online shopping trends and strategic third-party partnerships are enhancing profitability and accessibility for luxury goods. (Modor Intelligence)

A DIGITAL SOCIETY

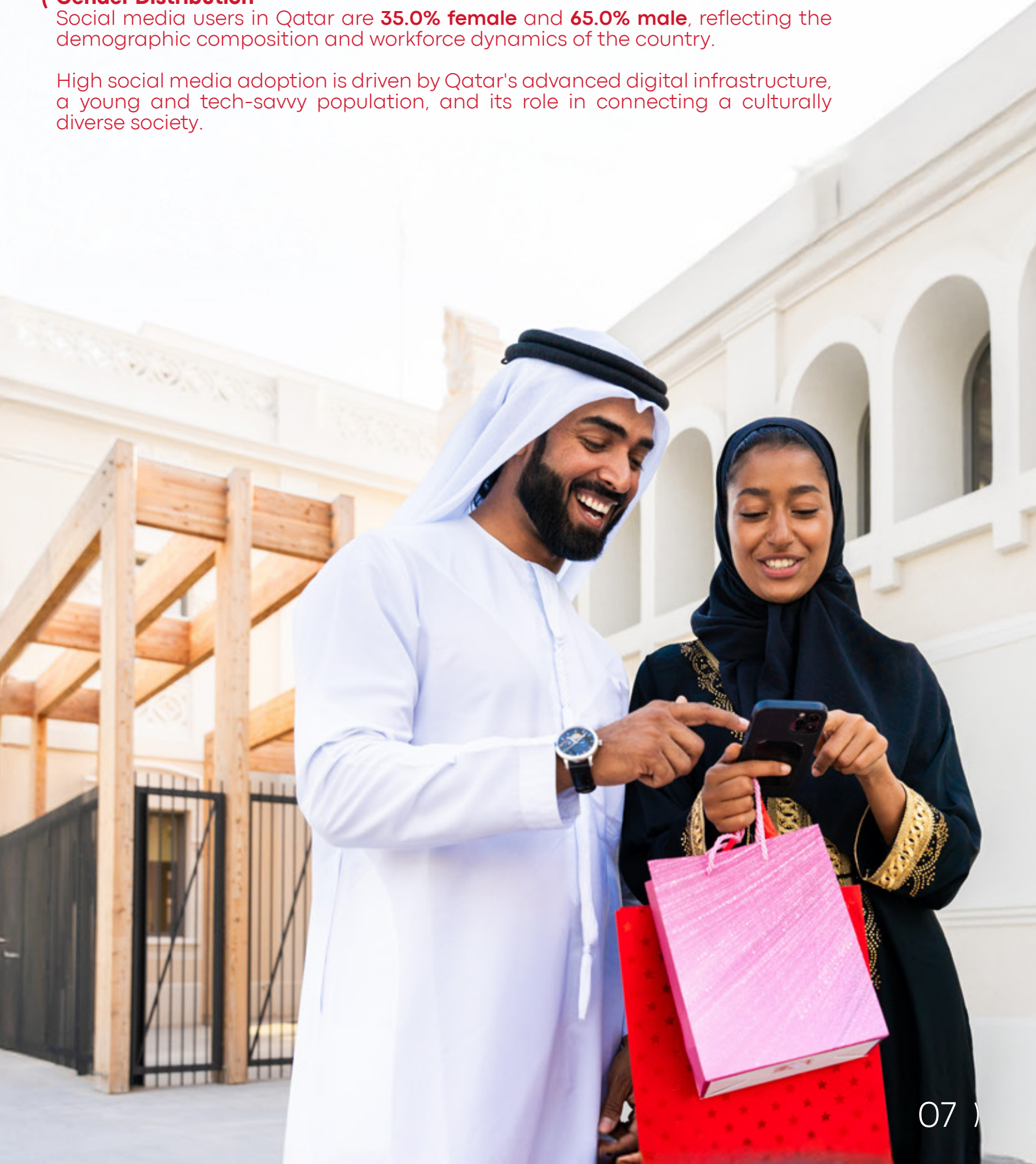
(High Penetration

Qatar has **2.60 million** social media user identities, representing **95.2%** of the total population.

(Gender Distribution

Social media users in Qatar are **35.0% female** and **65.0% male**, reflecting the demographic composition and workforce dynamics of the country.

High social media adoption is driven by Qatar's advanced digital infrastructure, a young and tech-savvy population, and its role in connecting a culturally diverse society.



HEALTH & WELLNESS



(Growth in Wellness Coaching

The health and wellness coaching market is projected to grow at a CAGR of **9.48%** between 2024 and 2029, highlighting increased demand for personalized wellness solutions.

(Expansion of Digital Fitness

The digital fitness and well-being market is expected to expand at a CAGR of **7.47%** from 2024 to 2029, driven by rising adoption of fitness apps and digital health tools.

Initiatives under Qatar National Vision 2030 are fostering greater health awareness and boosting demand for wellness products and services. (Qatar Vision 2030)

CONCLUSION

Qatar's consumer landscape is defined by a blend of tradition and modernity, with significant growth in luxury consumption, strong support for local products, and an increasing focus on health and wellness. The widespread adoption of social media and the boom in domestic tourism further underscore the dynamic nature of this market. These insights provide a roadmap for businesses looking to navigate Qatar's evolving consumer behavior, highlighting opportunities to align with the values, preferences, and aspirations of Qatari consumers.



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