

toluna*

2023 NEW YEAR RESOLUTIONS IN UAE & KSA WHAT'S IN FOR BRANDS?



OBJECTIVE

Leveraging 2023 New Year's Resolutions to identify the priority areas of UAE & Saudi residents and understand their likely spending behavior.

This will inform brands about the potential opportunities that they can tap into and adapt their communications to connect with their target audience.



METHODOLOGY

Online quantitative study based on a structured questionnaire.

Fieldwork: 10th – 13th January 2023

TARGET AUDIENCE

- Males & females
- 18+ years old
- All nationalities
- Those who made New Year's Resolutions for 2023



SAMPLE SIZE



UAE – 406 Interviews



KSA – 405 Interviews



Healthy food consumption, regular workout and connecting with loved ones are the top priorities of UAE & KSA residents in 2023

2023 New Year's Resolutions...

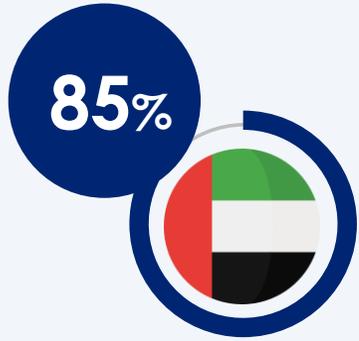
	 UAE	 KSA
Eat healthy food	64%	63%
Exercise more/regularly	61%	58%
Spend more quality time with family/friends	52%	58%
Maintain a healthy work-life balance	52%	49%
Manage finances better/save money	50%	48%
Lose weight	48%	45%
Travel more	48%	44%
Learn a new skill/sport/hobby	42%	43%
Get a new job/better role/salary increment	38%	35%
Reduce time spent on social media	31%	30%
Take measures to reduce stress	30%	32%
Contribute towards social causes	28%	22%
Engage in more socializing activities	27%	31%
Indulge in big budget expenditures	23%	20%
Quit/reduce smoking	16%	14%
Find a life partner/close companion	13%	12%
Quit/reduce alcohol consumption	13%	7%

Base: 406, UAE | 405, KSA

And **a large majority of them** are **quite confident** that they'll **succeed** in accomplishing their 2023 resolutions



Base: 406, UAE | 405, KSA



also made **New Year's Resolutions** for **2022...**

Base: 406, UAE | 405, KSA

...and they successfully achieved...

	All	Some	None
UAE	29%	68%	3%
KSA	25%	72%	3%

Base: 344, UAE | 332, KSA

About **one-fourth** of those who made resolutions for 2022 **accomplished all of them**, while most of them succeeded in meeting some of their goals – underlining a **high level of commitment toward their ambitions**





64% | 63%

Base: 406, UAE | 405, KSA

are determined to
**eat healthy
food**

Those focussing on heathy eating, plan to **consume more fresh & home cooked food** and **buy products with high nutritional value** and **healthy ingredients**



'I will do this a lot' score

I will...

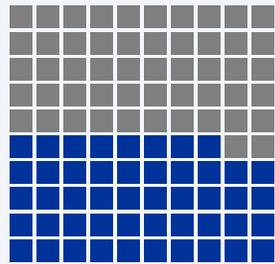
Consume fresh food that did not undergo any industrial processing	64%	55%
Consume more home cooked food and less takeout food/eating out	64%	55%
Pay attention to the nutritional value of the food products that I will buy	63%	52%
Check if healthy ingredients were used in the food production	59%	54%
Make food choices which will contribute to a sustainable environment	49%	41%
Consume plant-based food on a regular basis	39%	28%
Follow a trendy diet regime such as Ketogenic, Low-carb, etc.	36%	37%
Consume vegetarian/vegan food on a regular basis	34%	27%

Base: 259, UAE | 256, KSA

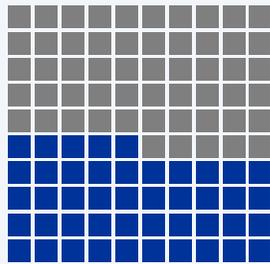




 **48%**



 **44%**



plan to **travel more**

Base: 406, UAE | 405, KSA

Those displaying travel enthusiasm plan to take an average of **~4 international trips in 2023**

Number of trips planned in 2023	UAE	KSA
		
1 to 2 trips	20%	26%
3 to 4 trips	53%	52%
5 to 6 trips	18%	12%
7 to 8 trips	5%	5%
9 or more trips	4%	5%
No international trips (via airplane)	1%	1%

Average ~ 3.87 trips ~ 3.67 trips

Base: 193, UAE | 177, KSA

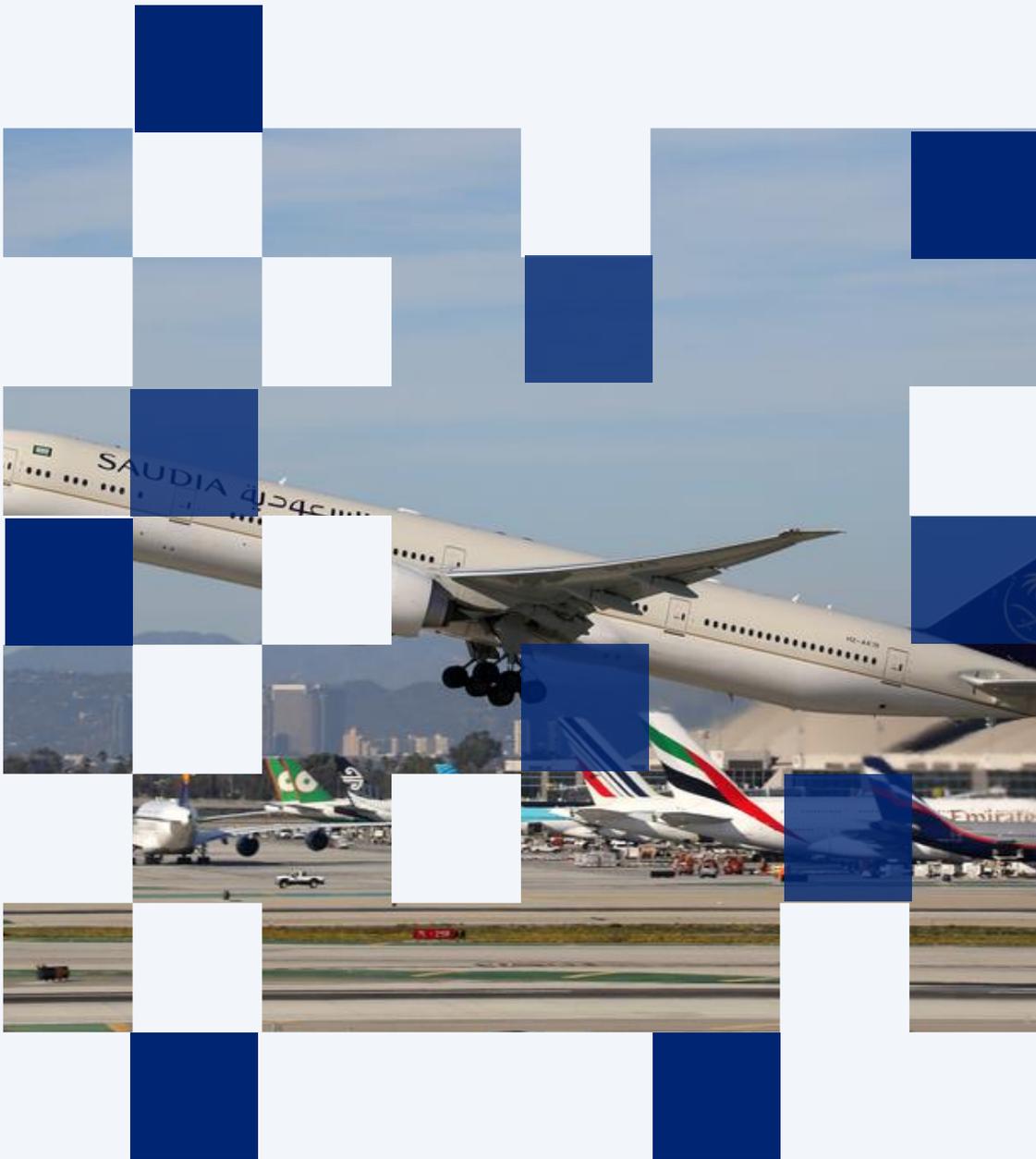
UAE residents find **Turkey, KSA, UK and USA** as the **most compelling destinations** to include in their 2023 travel plans

	Turkey	44%
	KSA	43%
	UK	34%
	USA	32%
	Switzerland	28%
	India	28%
	Egypt	28%
	Thailand	26%
	Italy	24%
	Singapore	23%
	Germany	21%
	France	20%

	Australia	20%
	Japan	19%
	Greece	18%
	Malaysia	18%
	New Zealand	17%
	Spain	16%
	South Korea	16%
	Netherlands	15%
	Indonesia	13%
	Pakistan	12%
	Hong Kong	11%
	Sri Lanka	10%

Countries whose scores were greater than 10% are reported
Base: 192, UAE





Whereas, Saudi residents seem to be **inclined** towards visiting **UAE, Turkey, Egypt** in 2023

	UAE	58%		Greece	18%
	Turkey	45%		Germany	18%
	Egypt	41%		Spain	18%
	Italy	27%		Indonesia	18%
	Malaysia	26%		Japan	16%
	Switzerland	26%		South Korea	15%
	Singapore	24%		Netherlands	13%
	France	24%		New Zealand	13%
	USA	22%		Sri Lanka	13%
	UK	20%		India	12%
	Thailand	20%		Australia	11%

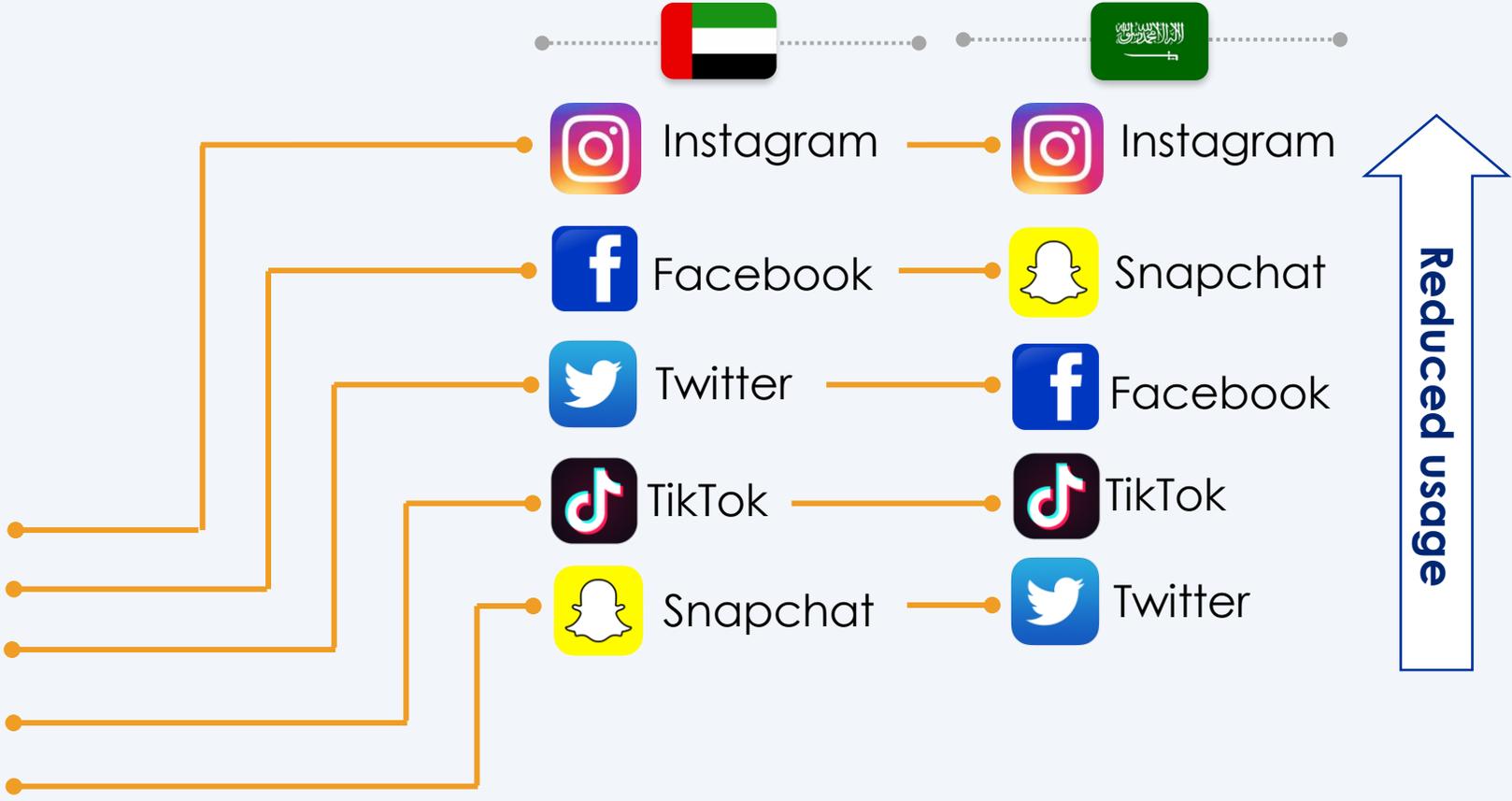
Countries whose scores were greater than 10% are reported

Base: 176, KSA

While UAE residents plan to save time spent on **Instagram & Facebook**, KSA people aim to cut down interaction with **Instagram & Snapchat**



Base: 406, UAE | 405, KSA





23%

20%

intend to **indulge in big budget expenditures...**

Base: 406, UAE | 405, KSA

...in 2023, they are likely to splurge on **buying a new car & high-end electronics; and investing in real estate**



Base: 92, UAE | 80, KSA



New car.....



66%



65%



High end electronics.....

59%

51%



Property/house.....

58%

56%



Gold/Diamond jewellery.....

54%

50%



Designer/luxury brands.....

52%

48%



Pre-owned car.....

30%

24%

About 6 in 10 people in UAE & Saudi believe that their life will be 'much better in 2023' - demonstrating **optimism despite speculations over global recession**



I think my life will be...



... much better in 2023	59%	55%
... somewhat better in 2023	35%	37%
... same in 2023	4%	7%
... somewhat/much worse in 2023	1.5%	0.5%

Base: 406, UAE | 405, KSA

What's in for brands...



Communicate more on the **nutritional value** of food products while stressing on freshness & healthy ingredients to strengthen market positioning.



High level of **travel enthusiasm** noticed for 2023. Providing customized & pocket friendly packages can potentially help brands leverage this sentiment.



As 30% intend to reduce time spend on social media platforms (esp. Instagram), it is **worth monitoring that the social media marketing mix stays robust.**



One-fifth plan to indulge in big tickets expenses. Positive outlook expected for brand new car, high end electronics, real estate & gold/diamond jewellery sectors.

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