

A Retailer's Guide to 2025

How to use this guide

Do not read this front to back. Instead go to the section you are most interested in to challenge your retail assumptions. This is a reference document not a novel.

- ① **The basics.**
Why do shoppers shop?
- ② **Online shopping.**
Go from good to great
- ③ **Order fulfilment.**
Signed, sealed, delivered.
- ④ **In-store shopping.**
Convert real shoppers.
- ⑤ **Marketing.**
Talk to your shoppers.

Where did the data come from?



10,296

FROM SAUDI ARABIA

1,719

FROM THE UAE



7,971

MALE SHOPPERS

4,044

FEMALE SHOPPERS

2,976

AGED 18-27

4,590

AGED 28-37

3,182

AGED 38-47

1,069

AGED 48-57

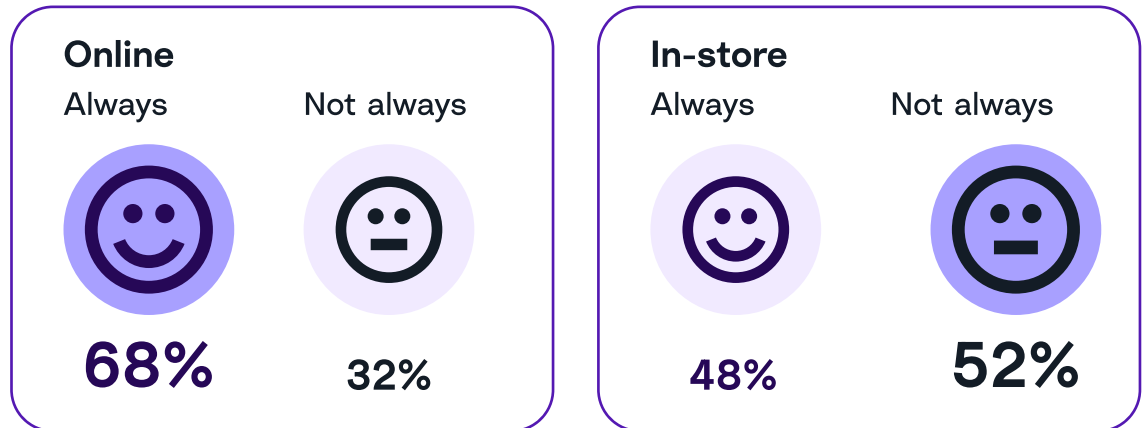
198

AGED 58-67

The basics.

Why do shoppers shop?

Do shoppers enjoy shopping?



Yes. They do on the most part. But there is a large proportion of shoppers that see shopping as more of a chore (especially for in-store). It's important to take these two different demographics into consideration when preparing your store.

Do younger shoppers prefer shopping online?

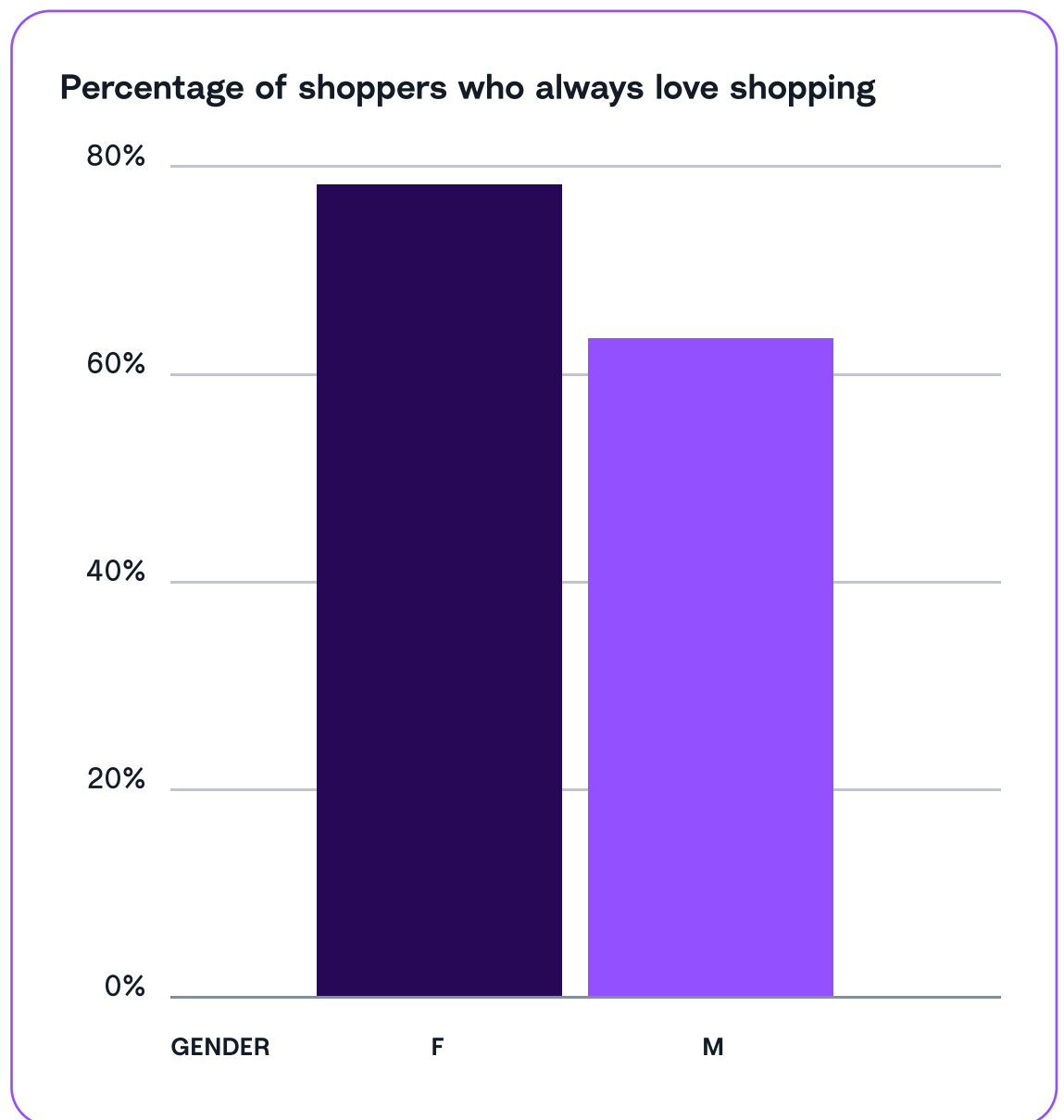


Sort of true. While shoppers of all ages prefer online shopping, younger shoppers show a stronger preference for it compared to older generations.

Do shoppers with higher incomes enjoy shopping more?

No. Our survey data showed that income doesn't seem to have much of an effect on shopping enjoyment.

Do women like shopping more than men?



True, but not by much. 77% of female shoppers stated they enjoyed online shopping compared to 63% of male shoppers.

Why do shoppers like shopping online so much?



Shoppers love ecommerce because it's quick and efficient. These days, finding and buying what you need online is easier than ever.

Is retail therapy a real thing?

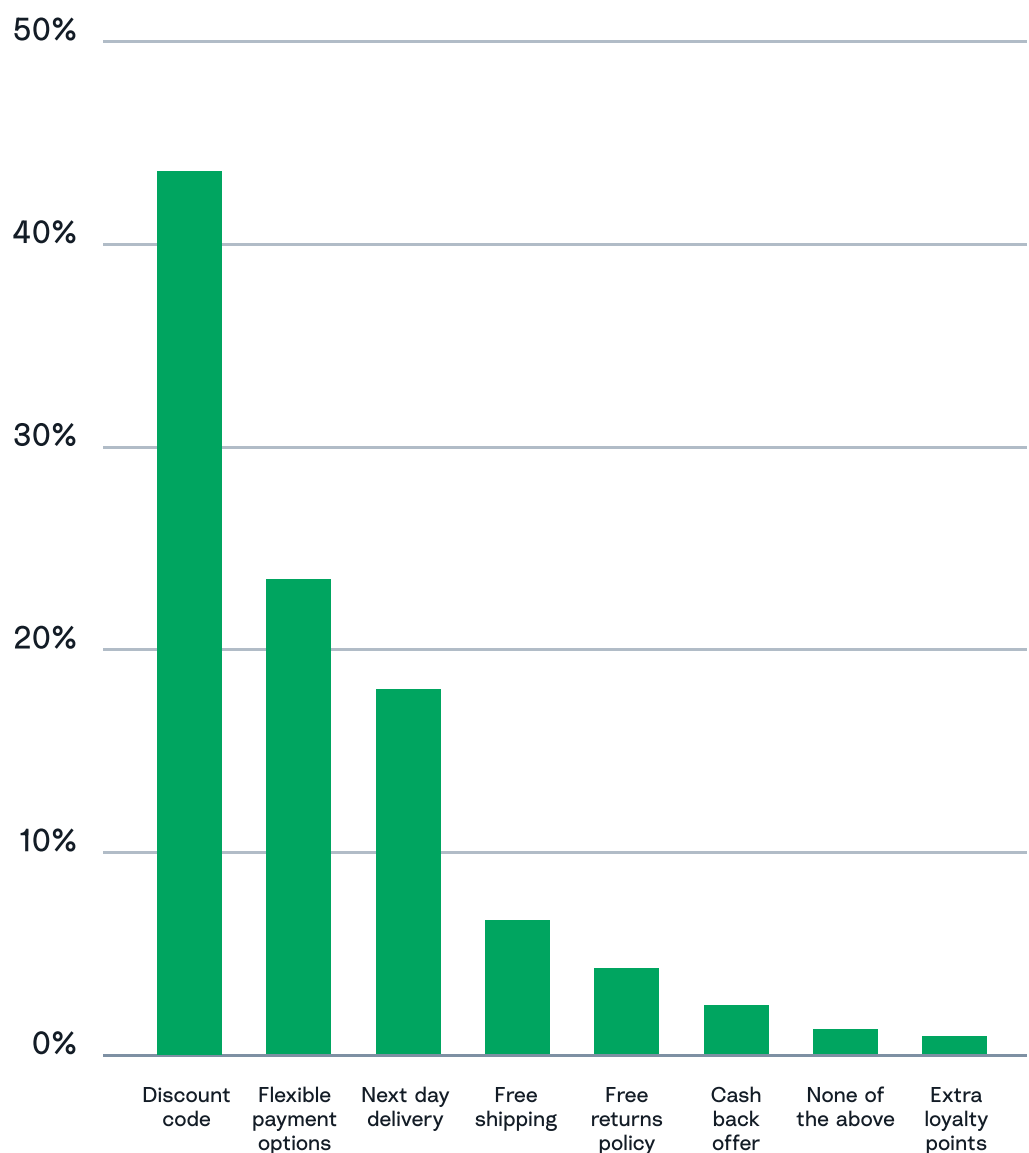


Yes. 14% of shoppers say they use shopping as a way to unwind.

Online shopping. Go from good to great.

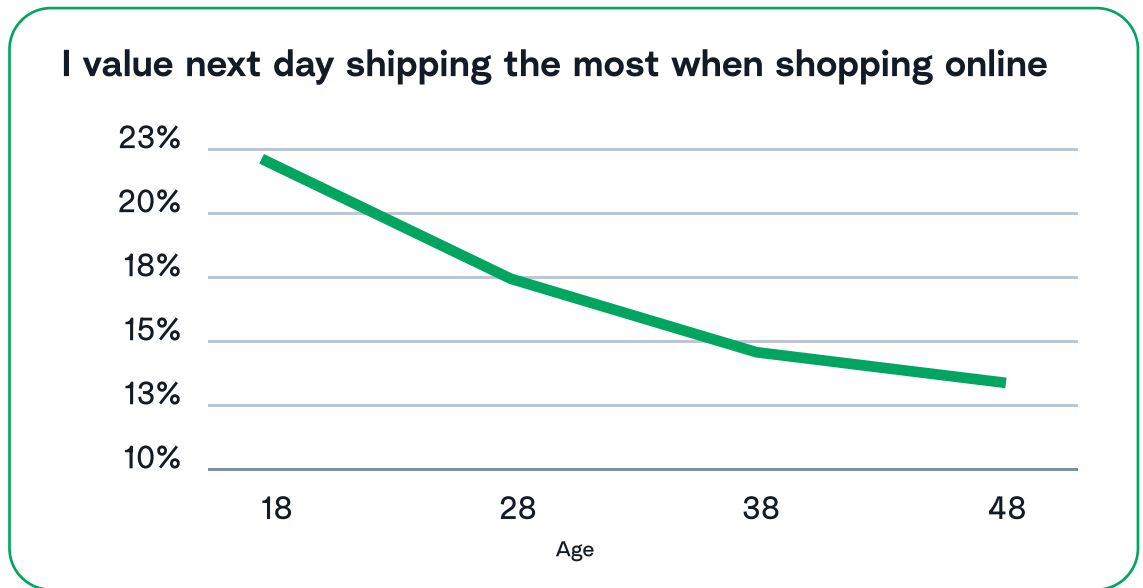
Are discounts the only thing shoppers like?

Which of the following perks do you value the most when shopping online?



False. While discounts are popular, less than half of shoppers see them as the top priority. Offering a combination of flexible payments and next-day delivery can do more to keep customers happy.

Who expects the quickest delivery?



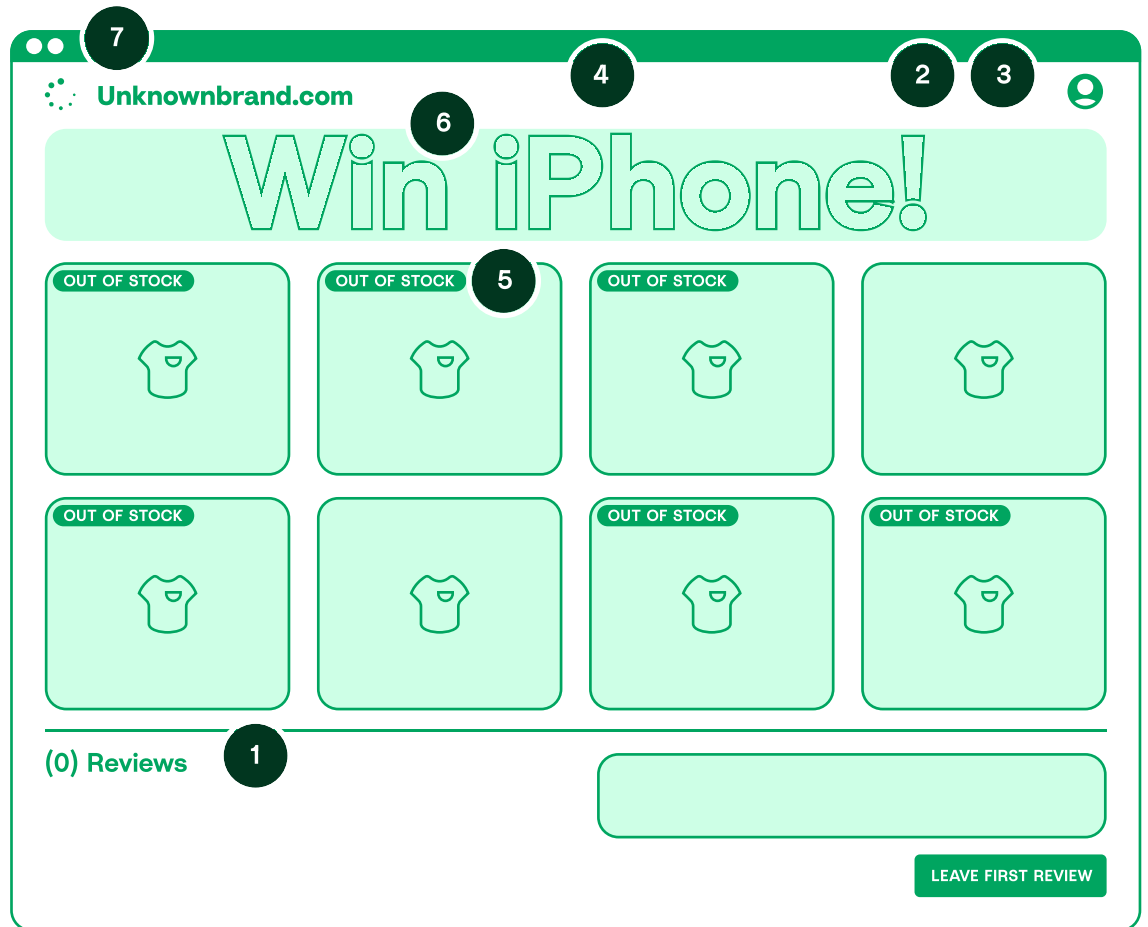
Younger shoppers place a much larger emphasis on next day delivery compared to older shoppers.

Is improving your website all about making your website look pretty?



No. Honest reviews came out as the thing shoppers value most on an ecommerce website ahead of website design and navigation factors.

What are the biggest red flags when shopping on unknown websites?



- 1 21.1% – No reviews
- 2 18.7% – No contact options
- 3 15.9% – Limited number of payment options
- 4 13.8% – Poorly designed website
- 5 13.3% – Out of stock products
- 6 10.8% – Excessive ads
- 7 6.4% – Slow website speed

Top three ecommerce red flags

18-27 YEAR OLDS

- 1 No reviews
- 2 Poorly designed website
- 3 Limited number of payment options

48-57 YEAR OLDS

- 1 No contact options
- 2 No reviews
- 3 Limited number of payment options

How can we make the checkout silky smooth?

The screenshot shows a checkout page for 'Unknownbrand.com'. At the top, there is a banner for a 'Win car!' promotion. Below this is a login section with a 'Log in before making a purchase' message and a '6' callout. The login form includes a password field and an OTP code field with a '2' callout. A message states 'You must sign in to complete order AED 70.00' with a '1' callout pointing to a note: 'We only accept cards issued in 2015'. Below the login section is a card details section with a '4' callout. The card details form includes a card number field, an expiration date field, and a CVV field. Below the card details is a section for 'Fill in all the countries you've been to in the last 10 years.' with a '5' callout. At the bottom of the form is a 'CONFIRM' button.

- 1 **35%** – Your preferred payment method isn't listed
- 2 **19%** – Not getting an OTP
- 3 **18%** – Ads or pop ups
- 4 **13%** – Card details not filling in automatically
- 5 **8%** – Requires too much information
- 6 **7%** – No guest checkout option

The biggest frustration for online shoppers is stores not having their preferred payment method, followed closely by not getting an OTP.

Order fulfilment. Signed, sealed, delivered.

Does absorbing the cost of free shipping increase revenue?

We conducted a simple test to see if this statement is true. We gave respondents a hypothetical situation where they were looking to buy a white t-shirt, then showed one of two checkout options with the same total cost.

They were then asked if they'd buy or keep looking.

A

White T-shirt
AED 70



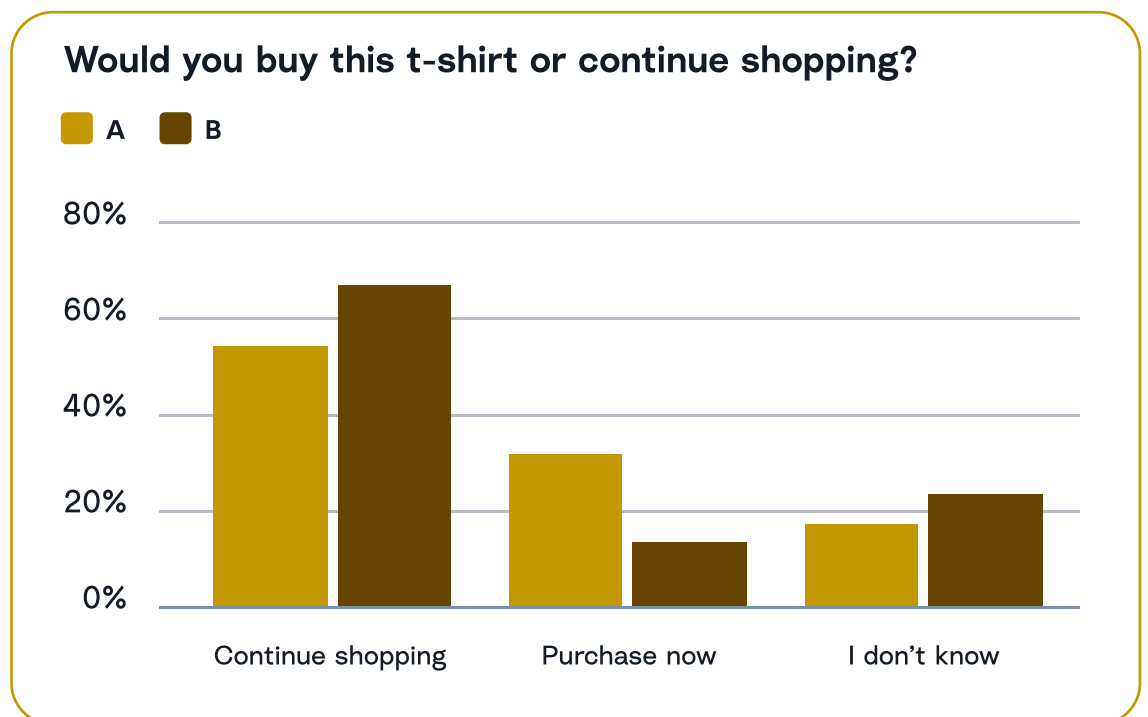
Subtotal	AED 70
Shipping	FREE
Total	AED 70

B

White T-shirt
AED 70



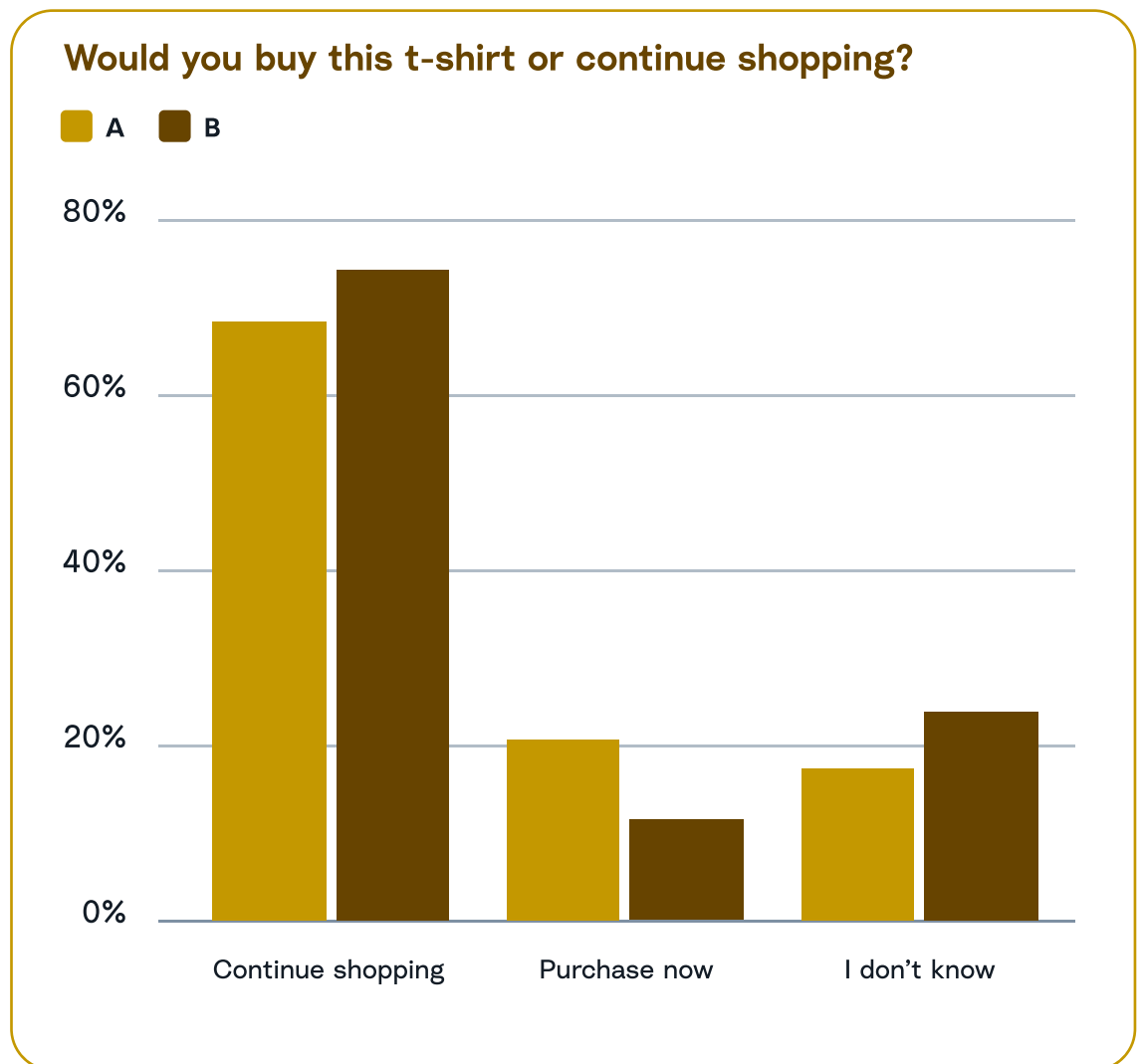
Subtotal	AED 50
Shipping	AED 20
Total	AED 70



Purchase intent more than doubles when shipping is included in the price and labelled as free.

What happens if the item cost is higher?

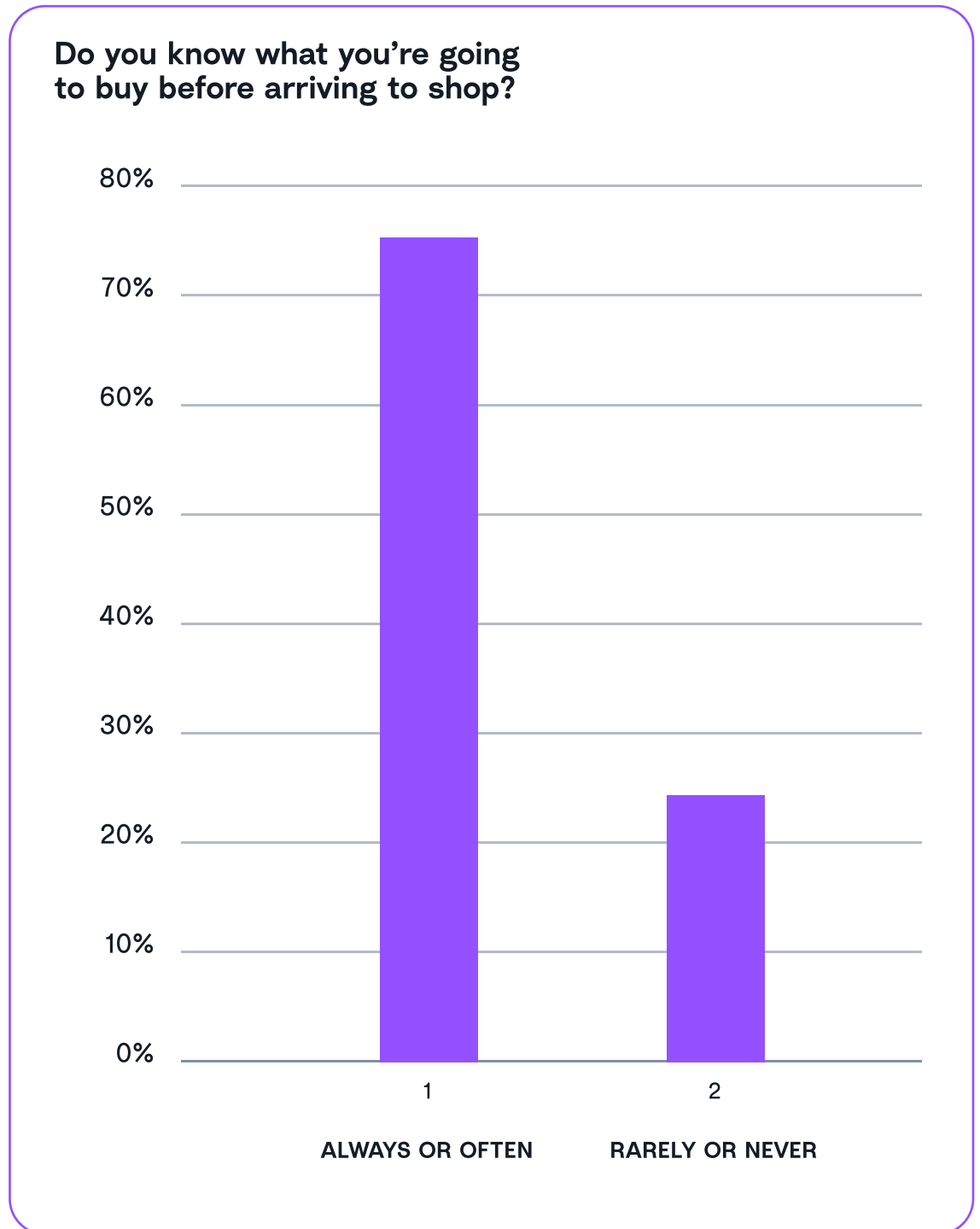
A		B	
	White designer T-shirt		White designer T-shirt
	AED 200		AED 170
<hr/>		<hr/>	
Subtotal	AED 200	Subtotal	AED 170
Shipping	FREE	Shipping	AED 30
Total	AED 200	Total	AED 200



We tested on a different segment and saw similar, although not as dramatic, results. The data still shows a significant increase in purchase intent for Checkout A.

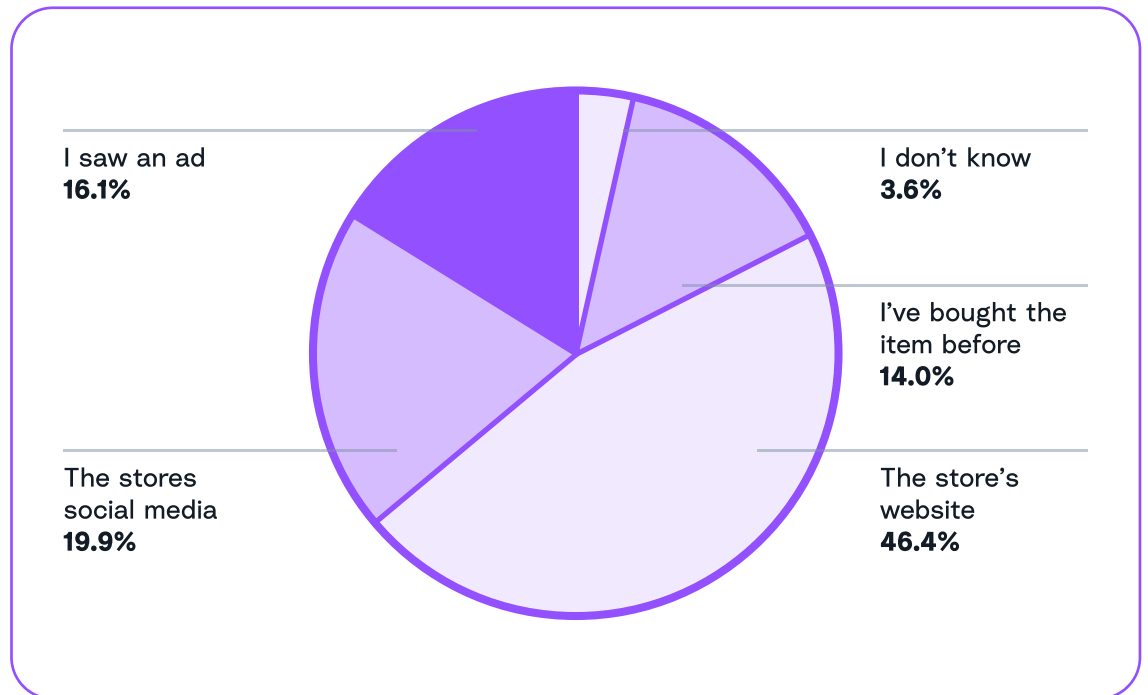
In-store shopping. Get shoppers through the door.

Do shoppers enter your store with intent?



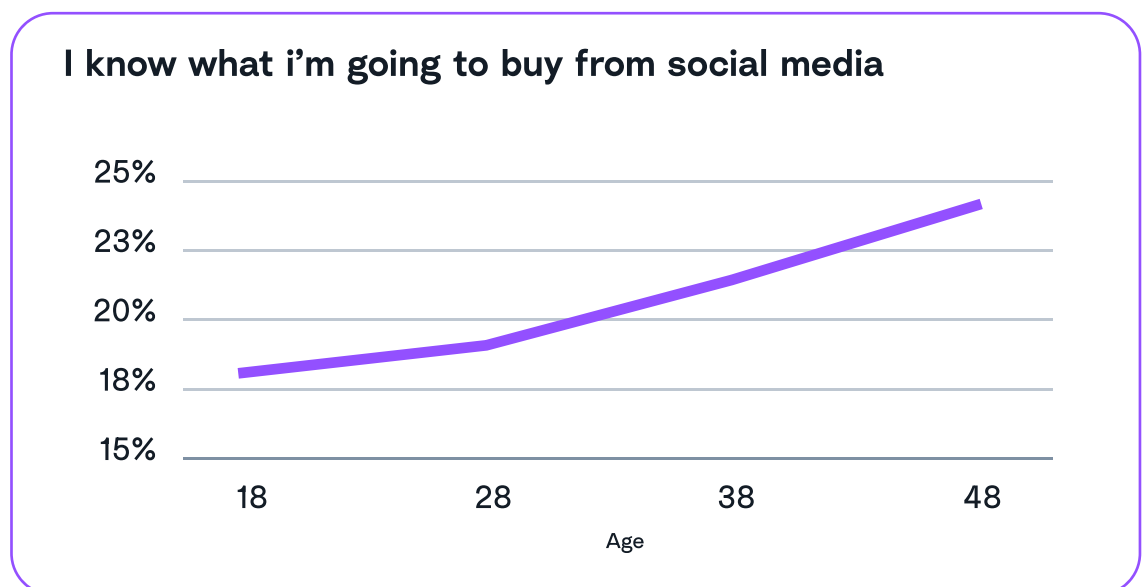
Yes, and no. Three quarters of shoppers already know what they are going to buy before arriving at the shop. But that leaves a quarter who are there to browse, which is a surprisingly high proportion.

So how do they know what to buy before arriving at your store?



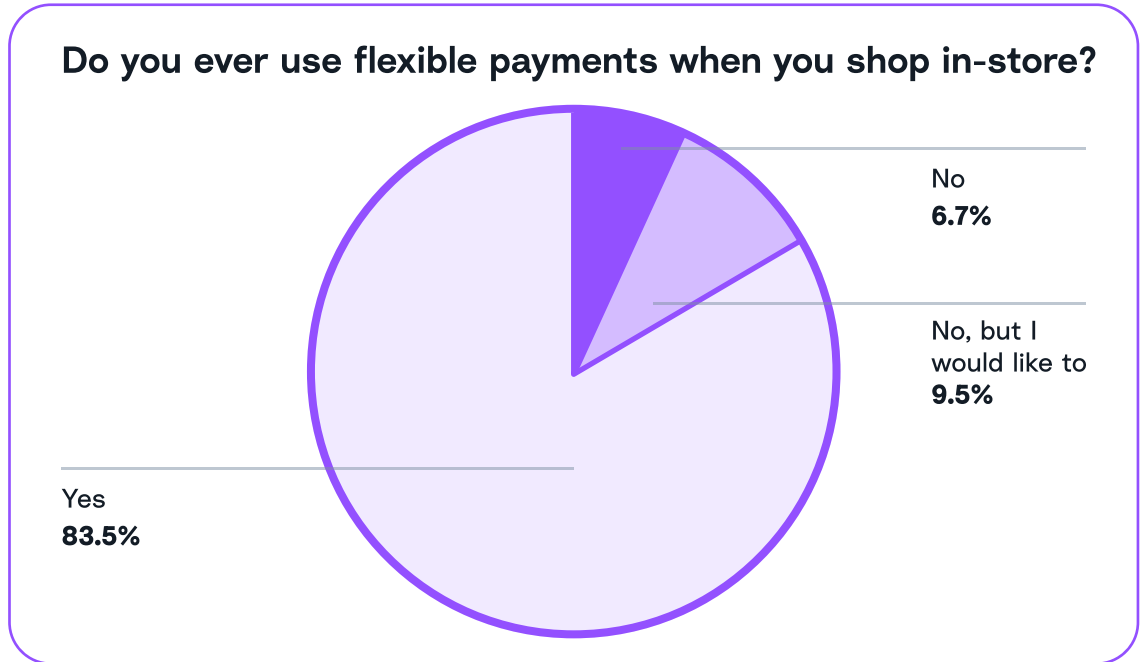
Most shoppers get their shopping inspiration from the store's website.

But surely young shoppers are more likely to get their shopping inspiration from social media?



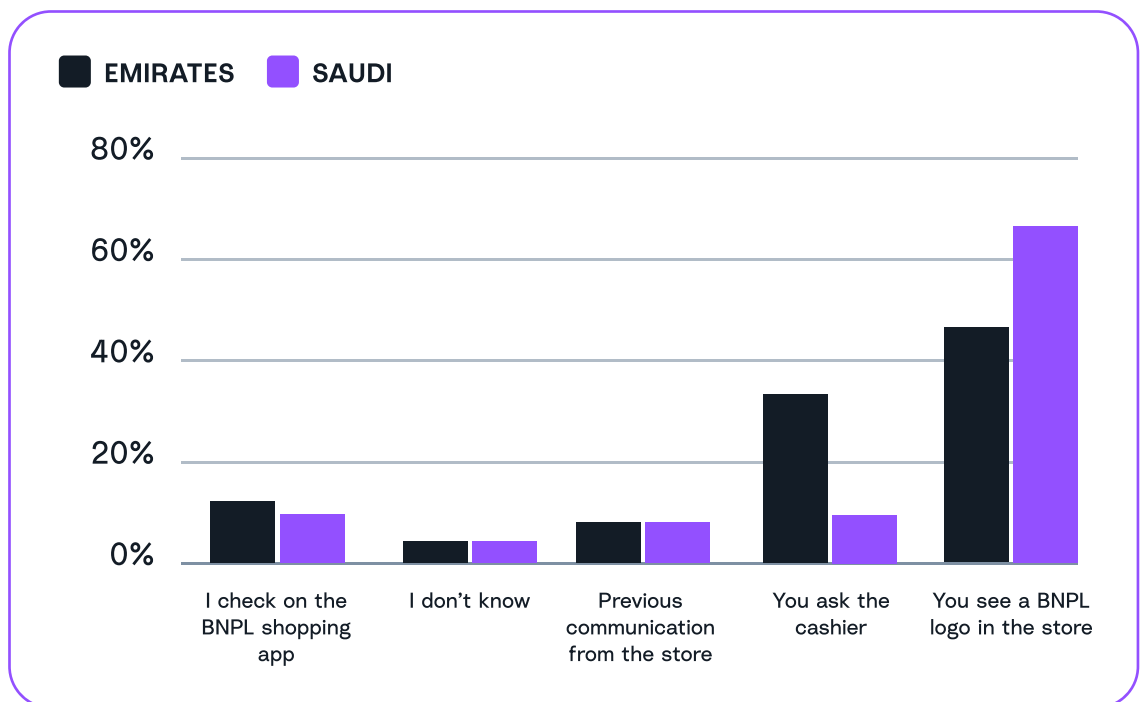
False. Our survey revealed that older shoppers are more likely to find shopping inspiration from social media than younger shoppers.

Is it worth offering BNPL in-store?



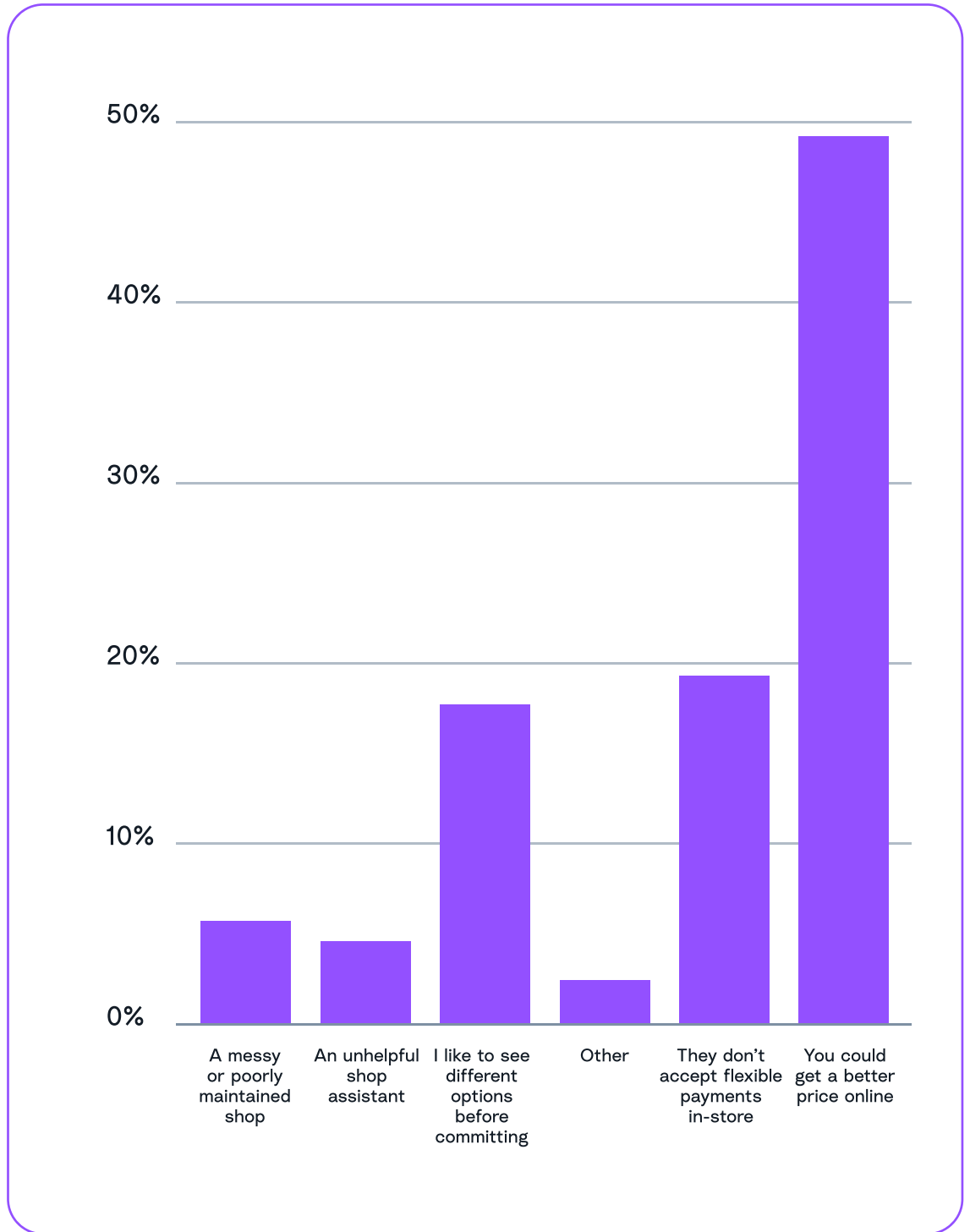
It seems so. 92.3% of shoppers have either used flexible payments in store or want to.

How do these shoppers know that BNPL is available in-store?



Saudi shoppers are more likely to see BNPL collateral. UAE shoppers are more likely to ask cashiers about payment options.

What discourages shoppers from buying in-store?



The biggest discouragement of in-store purchases is the fear that shoppers could get a better price online.

Marketing.

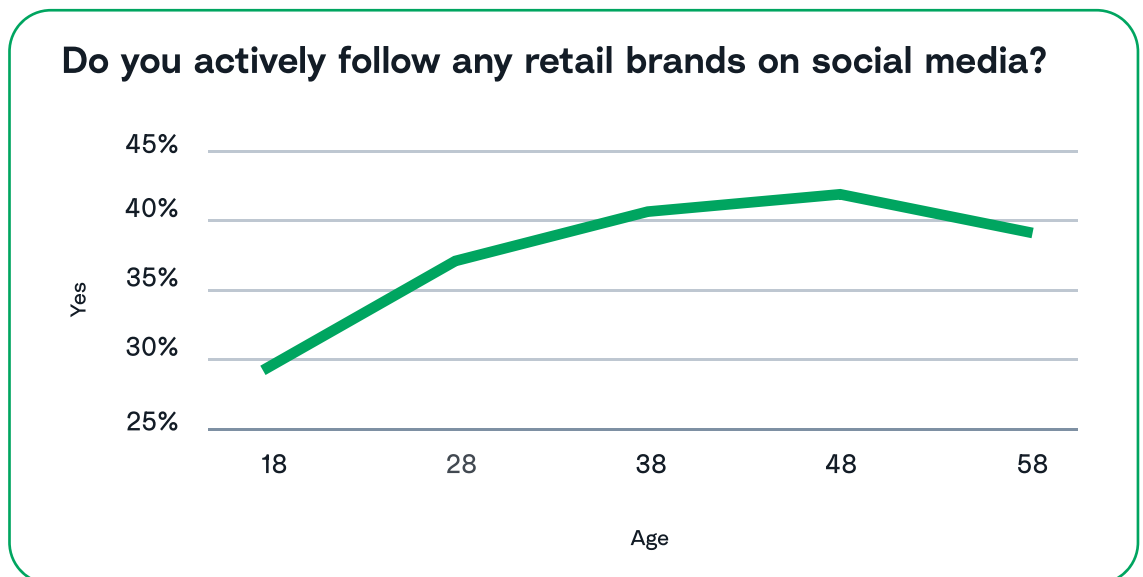
Convert real shoppers.

Does everybody follow some of their favourite retail brands on social media?



No. Only a third of shoppers actively follow a retail brand on social media.

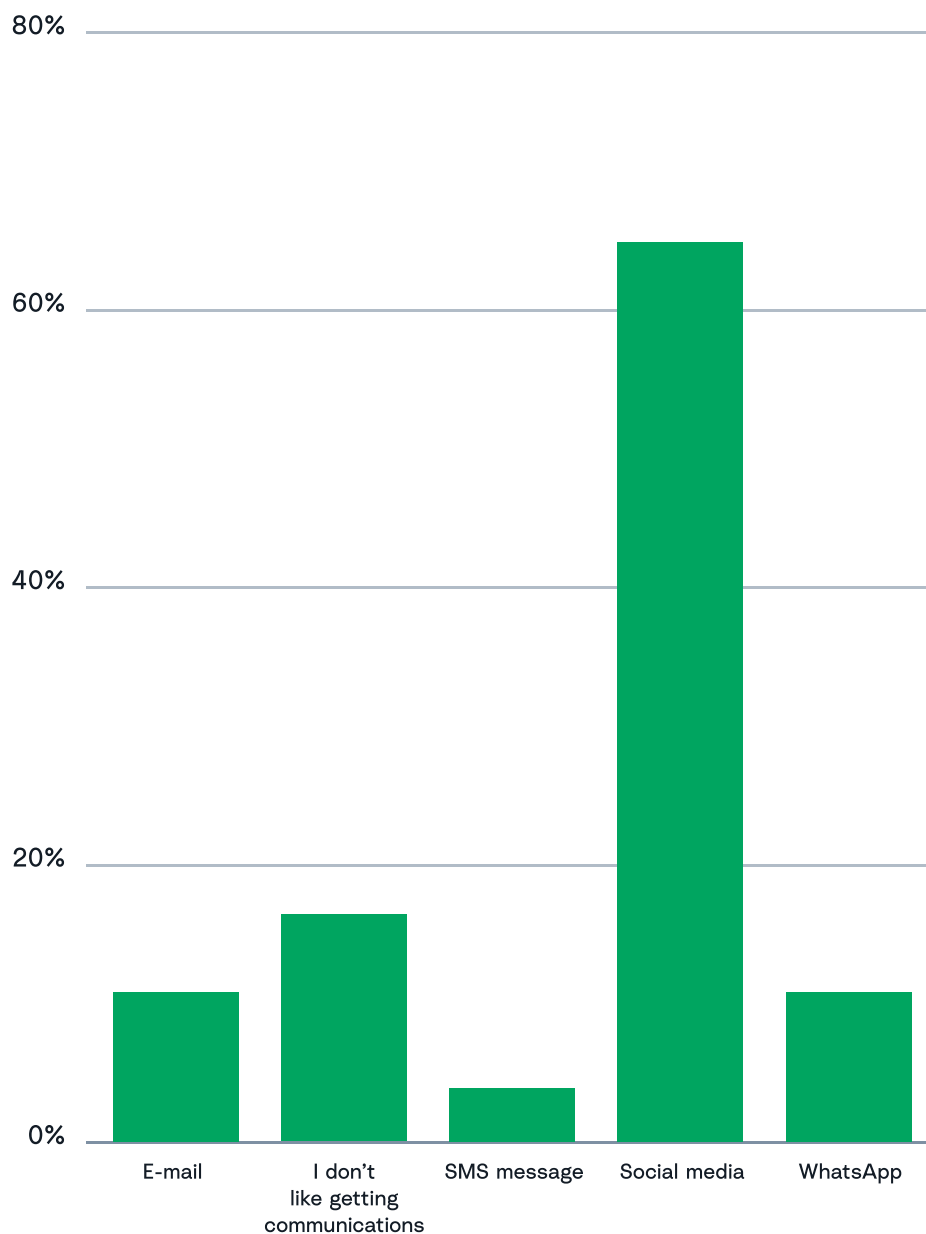
Are younger shoppers are more likely to follow brands on social media?



No. Older shoppers are actually more likely to actively follow retail brands on social media.

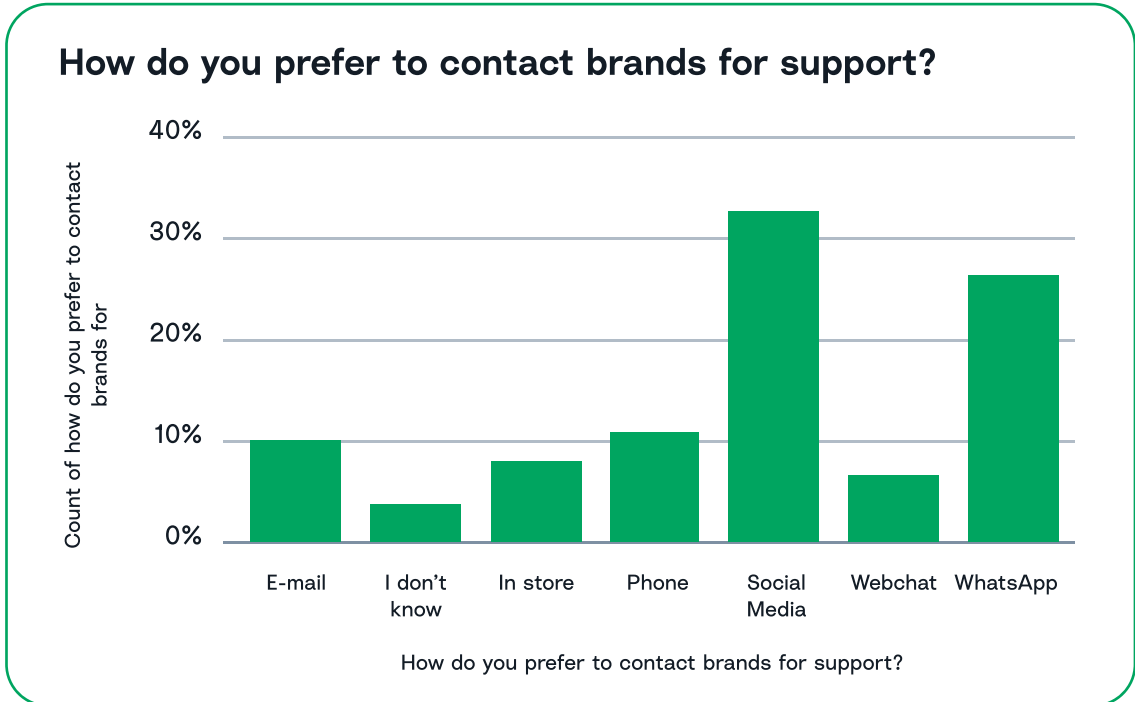
Is social media the most popular way to keep up with retail brands?

How do you keep up with news from your favourite brand?



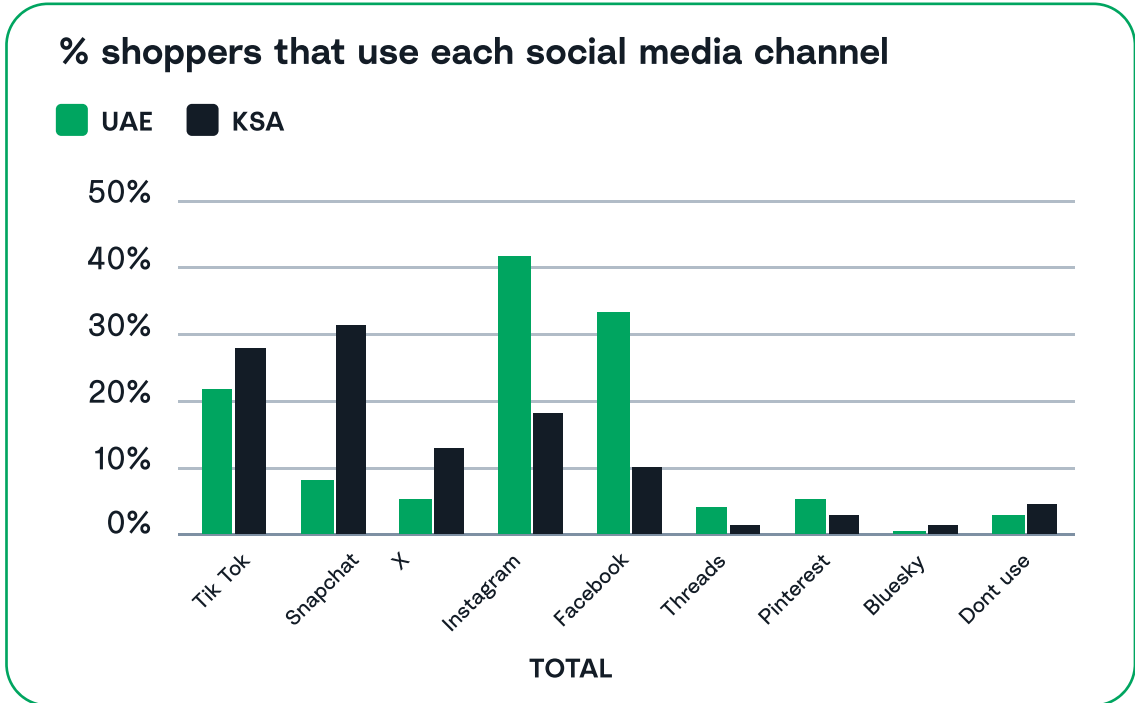
Yes. Despite only a third of shoppers admitting to following retail brands on social. Two thirds of shoppers claim it is their favourite way to keep up to date with brands.

Is WhatsApp the most popular way to get support?



No. It's close, but social media is the preferred method of communication when shoppers need support. WhatsApp is a close second.

Where are my customers?



3% don't use social media. That's not many people.

tabby Business