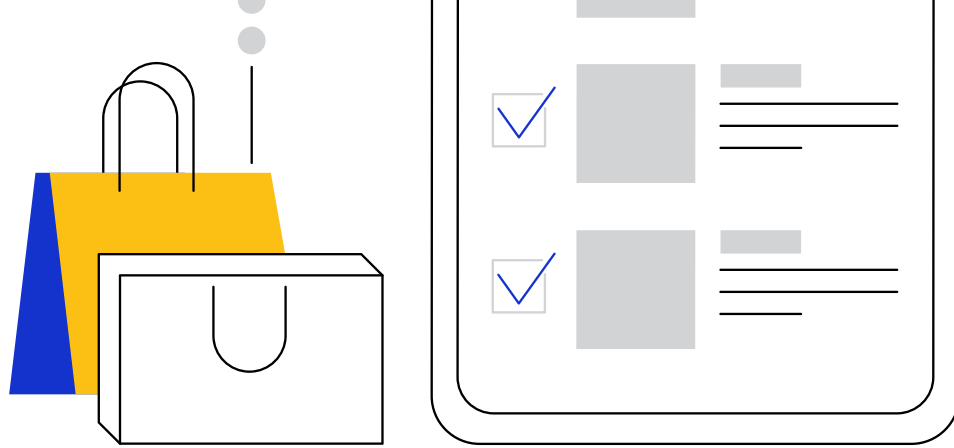


2024

Global Digital Shopping Index

Saudi Arabia Edition





2024

Global Digital Shopping Index

What is Click-and-Mortar™ shopping?

Click-and-Mortar™ shopping involves both digital tools and physical locations—when a consumer researches a product online, verifies it is available locally, and picks it up in-store that same day, for example. It is replacing the siloed world of online-only or in-store-only shopping.



2024 Global Digital Shopping Index: The rise of the Click-and-Mortar™ shopper and what it means for merchants

[Click here to download](#)

The 2024 Global Digital Shopping Index: Saudi Arabia Edition was commissioned by Visa Acceptance Solutions, and **PYMNTS Intelligence** conducted the research and produced the report. This report draws on insights from a survey of 13,904 consumers and 3,512 merchants across seven countries conducted from Sept. 27, 2023, to Dec. 1, 2023. To learn more about our data, reference the full methodology at the end of this report. PYMNTS Intelligence retains full editorial control over the following content, findings, methodology, and data analysis. Click-and-Mortar™ is a registered trademark of What's Next Media and Analytics.



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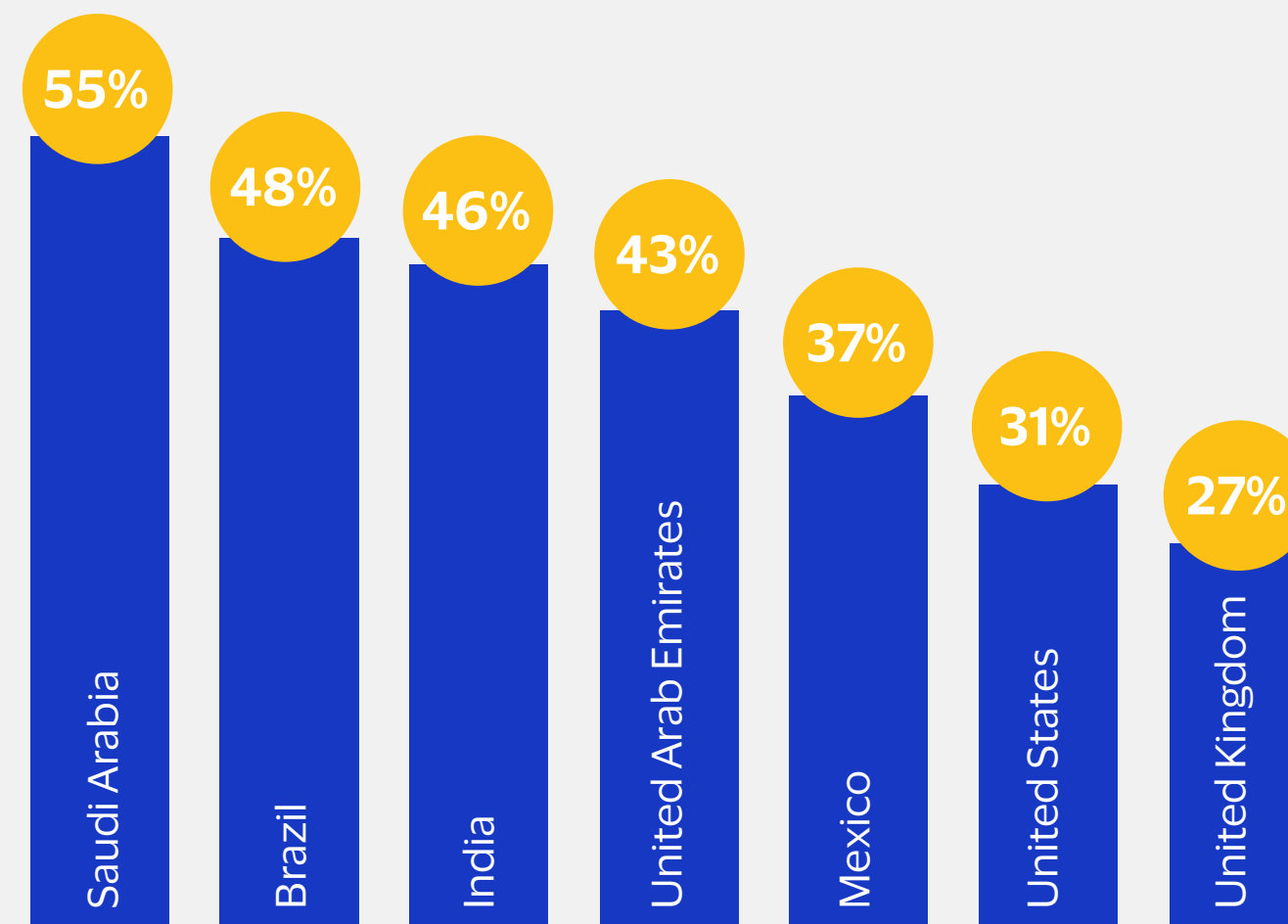
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The blueprint for merchants

What's **at stake**

Many consumers have begun to view the physical store as the “in real life” extension of their digital shopping experiences. Click-and-Mortar™ shoppers—consumers who perform digitally assisted in-store shopping or online ordering with in-store pickup—are a fast-growing shopper segment. In fact, our data shows they represent the fastest growing segment of shoppers across all seven countries included in this first-of-its-kind study. These consumers embrace merchants that offer a robust range of digital features and capabilities that extend seamlessly across both channels.

Saudi Arabia has the highest share of Click-and-Mortar™ shoppers of any country studied.



In Saudi Arabia, more than half of consumers prefer Click-and-Mortar™ shopping. This is a greater percentage than found in any of the countries surveyed, and far above the corresponding figures for the United States or the United Kingdom. Moreover, Saudi Arabia's younger consumers

show even stronger enthusiasm for Click-and-Mortar™ shopping than average, with about 6 in 10 millennials having shopped this way most recently.

PYMNTS Intelligence's latest study finds that Saudi Arabia is home to merchants that offer an average of 28 digital shopping features. This is the highest number of features seen across the seven markets. However, the typical consumer in this country overlooks seven features they would like to use because they do not realize

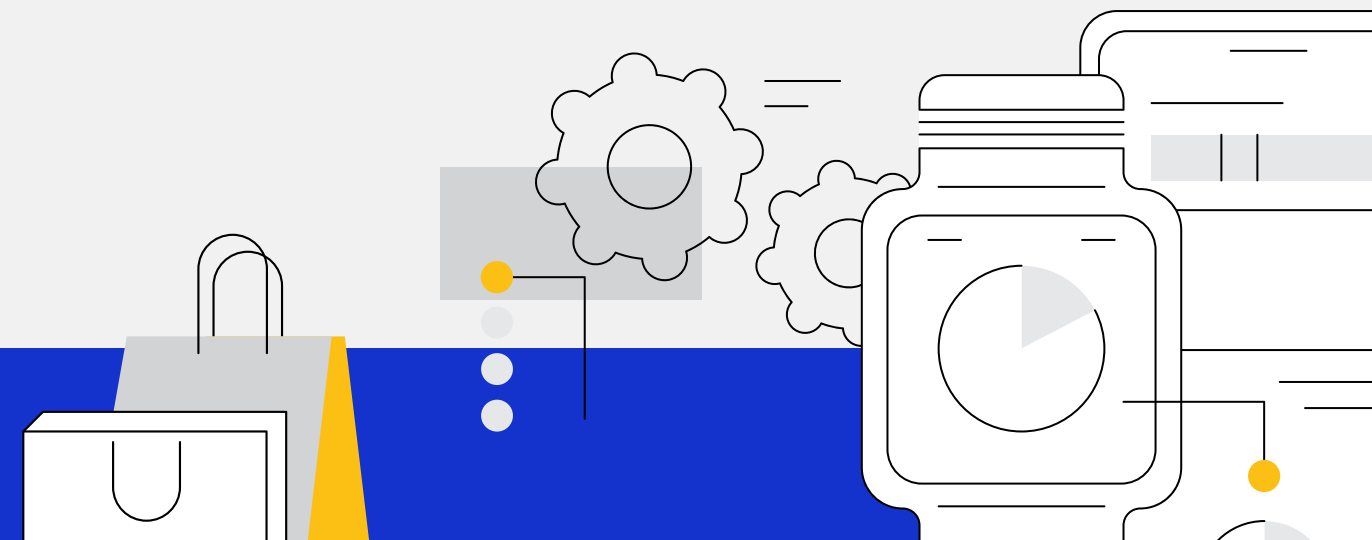


“ Saudi Arabia’s younger consumers show even stronger enthusiasm for Click-and-Mortar™ shopping, with about **6 in 10 millennials having shopped this way most recently.** ”

the features are available, highlighting the need for merchants to do a better job at designing customer experiences—both online and in-store.

These are just some of the findings detailed in the 2024 Global Digital Shopping Index: Saudi Arabia Edition, a PYMNTS Intelligence report commissioned by Visa Acceptance Solutions. For this edition, we surveyed 1,076 consumers and 414 merchants in Saudi Arabia to capture recent trends in consumer behavior and document the rise of Click-and-Mortar™ shopping experiences. The report also draws comparative insights from a larger survey of 13,904 consumers and 3,512 merchants across seven countries conducted from Sept. 27, 2023, to Dec. 1, 2023.

This is what we learned.



Key findings

01

Embracing Click-And-Mortar™

Most consumers in Saudi Arabia embrace Click-and-Mortar™ shopping, particularly those in younger age groups.

**59%**

Share of millennials in Saudi Arabia who used Click-and-Mortar™ shopping strategies **the last time they shopped**

02

Missed Features

In Saudi Arabia, merchants offer many digital shopping features that customers would use but cannot find.

**7**

Average number of digital shopping features consumers in Saudi Arabia **would use but did not find** when most recently shopping at a merchant

03

Most Wanted

Merchants in Saudi Arabia should focus on offering consumers' most wanted digital shopping features.

**71%**

Share of consumers in Saudi Arabia who cite **price matching as a key feature** they want from merchants

04

Staying Competitive

Offering Click-and-Mortar™ experiences will help physical stores in Saudi Arabia attract customers and stay competitive with online-only merchants.

**66%**

Average increase in satisfaction among Click-and-Mortar™ shoppers in Saudi Arabia, compared to those who choose traditional in-store shopping

The blueprint for merchants



Merchants in Saudi Arabia with physical stores should embrace Click-and-Mortar™ experiences to attract customers and stay competitive with online-only shopping.

Most consumers in Saudi Arabia prefer Click-and-Mortar™ shopping, particularly Generation Z and millennial consumers.

The rise of Click-and-Mortar™ shopping is changing the game for merchants around the world. Consumers have become deeply familiar with online shopping and developed clear preferences for when to shop remotely and when to head to a physical store. In Saudi Arabia, 55% of shoppers most recently leveraged Click-and-Mortar™ experiences that offer the best of both channels. When looking at how consumers in Saudi Arabia last shopped, most choose digitally assisted in-store shopping, at 39%. Another 16% ordered online and picked those orders up at the store.

39%

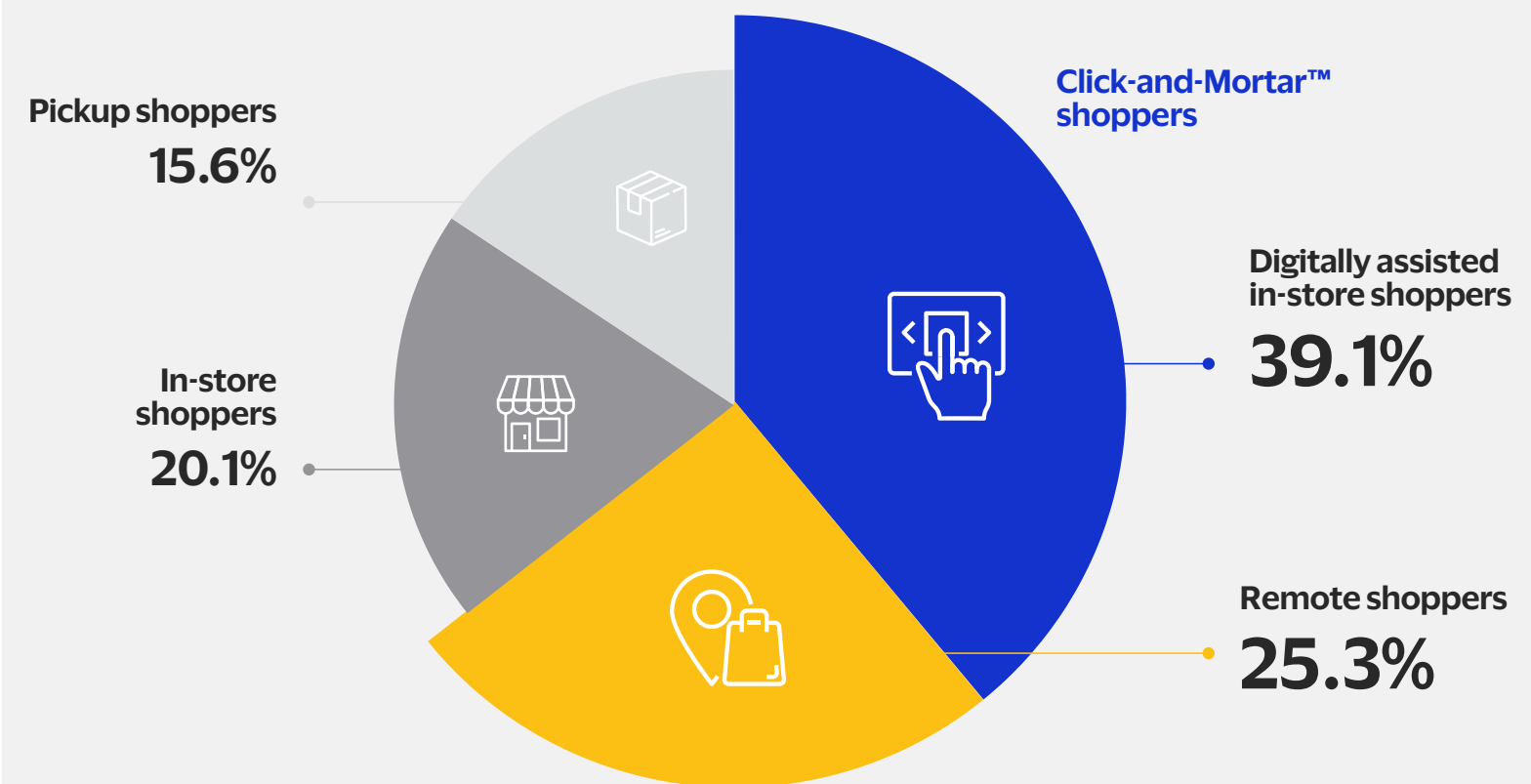
Share of consumers in Saudi Arabia who chose digitally assisted in-store shopping for their latest purchase

Notably, only one-quarter of the country’s consumers shopped remotely, and just one-fifth shopped offline with no digital assistance. These findings reflect the popularity of in-person shopping in Saudi Arabia, where large malls and department stores are a part of everyday life for many—and where the local shopping culture is evolving in the age of smartphones and eCommerce.

Figure 1:

The types of modern shoppers

Share of consumers in Saudi Arabia who most recently shopped in select ways



Source: PYMNTS Intelligence
 2024 Global Digital Shopping Index: Saudi Arabia Edition, October 2024
 N = 1,076: Complete responses from consumers in Saudi Arabia, fielded Sept. 27, 2023–Dec. 1, 2023

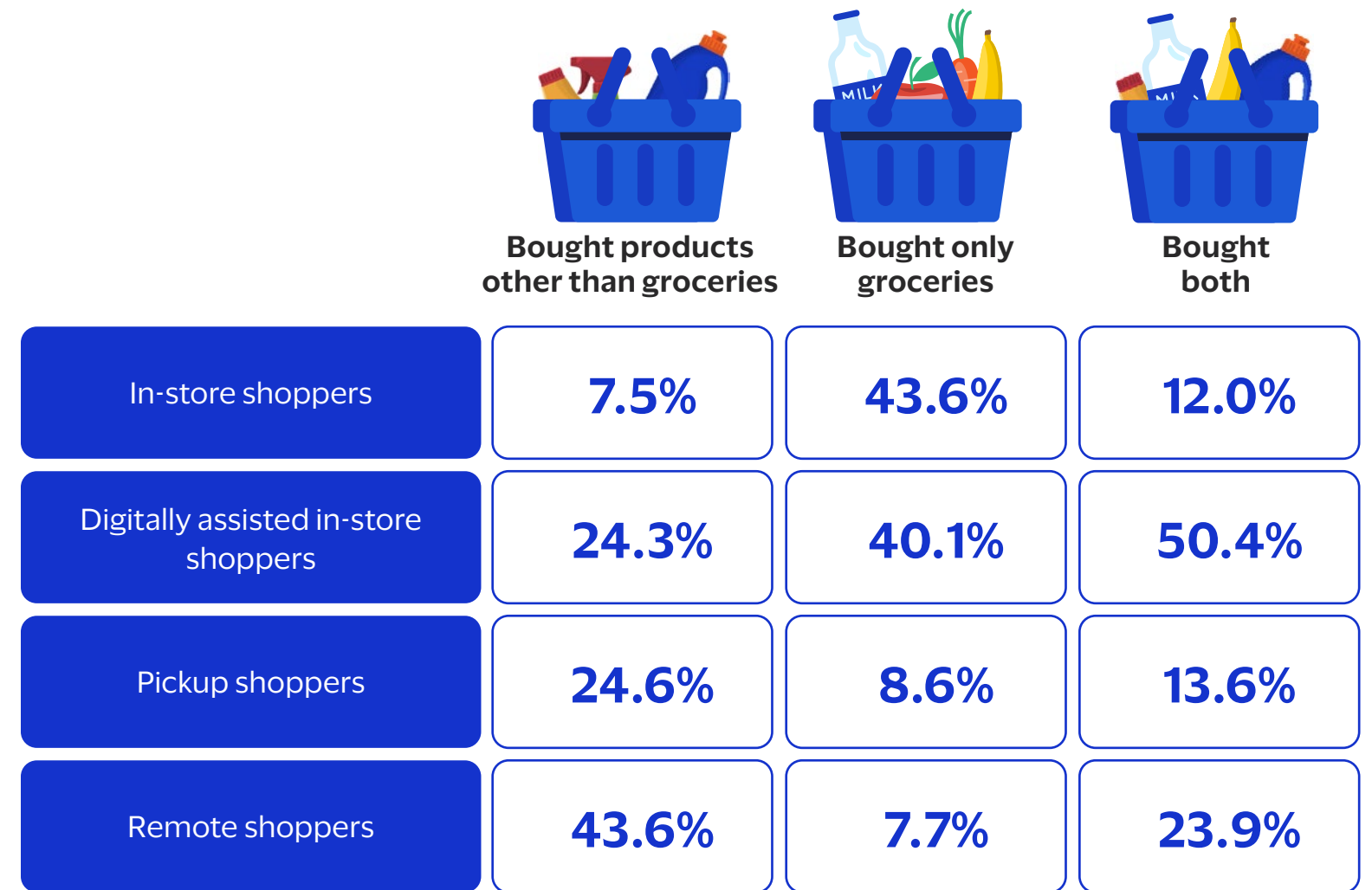
Shopping trends diverge sharply between grocery and non-grocery retail segments, however. Among consumers who shopped only for groceries in their latest transaction, 44% stuck with traditional in-store shopping without digital assistance. The rate for performing legacy in-store shopping drops to just 7.5% for those who purchased only non-grocery retail items. Conversely, just 7.7% of grocery-only shoppers used a remote channel, whereas 44% of consumers shopping for non-grocery items did so purely online. Overall, about half of both grocery and non-grocery buyers opted for Click-and-Mortar™ shopping.



Figure 2:

Channel preferences in retail

Share of consumers in Saudi Arabia who most recently shopped in select ways, by segment



Source: PYMNTS Intelligence
2024 Global Digital Shopping Index: Saudi Arabia Edition, October 2024
 N = 1,076: Complete responses from consumers in Saudi Arabia, fielded Sept. 27, 2023–Dec. 1, 2023

The channels via which consumers shop can vary significantly across certain demographic segments. Younger consumers are the most likely to favor Click-and-Mortar™ shopping—particularly millennials, at 59%. Conversely, baby boomers and seniors heavily prefer traditional in-store shopping. Notably, 57% of men favor Click-and-Mortar™, compared to 50% of women. These demographic dynamics, driven by the large number of foreign men working in Saudi Arabia, significantly influence market demands, making them particularly important for local merchants to understand and respond to.¹

Income plays a relatively small role, though: Click-and-Mortar™ shopping holds somewhat greater appeal for middle-income consumers, but even so, the fact that 58% shopped most recently in a Click-and-Mortar™ way is not very different from the 54% of low-income or 51% of high-income consumers who did the same during their most recent shopping.²

¹Author unknown. Population Estimates in the Midyear of 2021. General Authority for Statistics of the Kingdom of Saudi Arabia. 2021.

<https://www.stats.gov.sa/sites/default/files/POP%20SEM2021E.pdf>. Accessed August 2024.

²Low income: Less than 95,000 SAR (approximately \$25,000)

Middle income: Between 95,000 SAR and 185,000 SAR (approximately \$25,000 and \$50,000)

High income: More than 185,000 SAR (approximately \$50,000)

Figure 3:

How different types of consumers like to shop

Share of consumers in Saudi Arabia who most recently shopped in select ways, by demographic

	In-store shoppers	Click-and-Mortar™ shoppers		Remote shoppers
		Digitally assisted in-store shoppers	Pickup shoppers	
Gender				
• Male	24%	42%	14%	19%
• Female	12%	32%	18%	38%
Generation				
• Generation Z	34%	31%	26%	28%
• Millennials	15%	44%	15%	25%
• Bridge millennials	21%	44%	13%	23%
• Generation X	34%	33%	10%	24%
• Baby boomers and seniors	60%	23%	0%	17%
Do you have any children under the age of 18 living in your household?				
• Yes	19%	39%	16%	26%
• No	23%	38%	17%	22%
Income				
• Low: Less than 95,000 SAR	19%	33.8%	17.6%	29.6%
• Middle: 95,000 SAR to 185,000 SAR	15.8%	42%	16.5%	25.8%
• High: More than 185,000 SAR	23.6%	40.5%	13.7%	22.2%
Sample	20.1%	39.1%	15.6%	25.3%

Source: PYMNTS Intelligence

2024 Global Digital Shopping Index: Saudi Arabia Edition, October 2024

N = 1,076: Complete responses from consumers in Saudi Arabia, fielded Sept. 27, 2023–Dec. 1, 2023

Merchants in Saudi Arabia provide 28 of the 34 digital shopping features, on average, but consumers overlook many of these benefits.

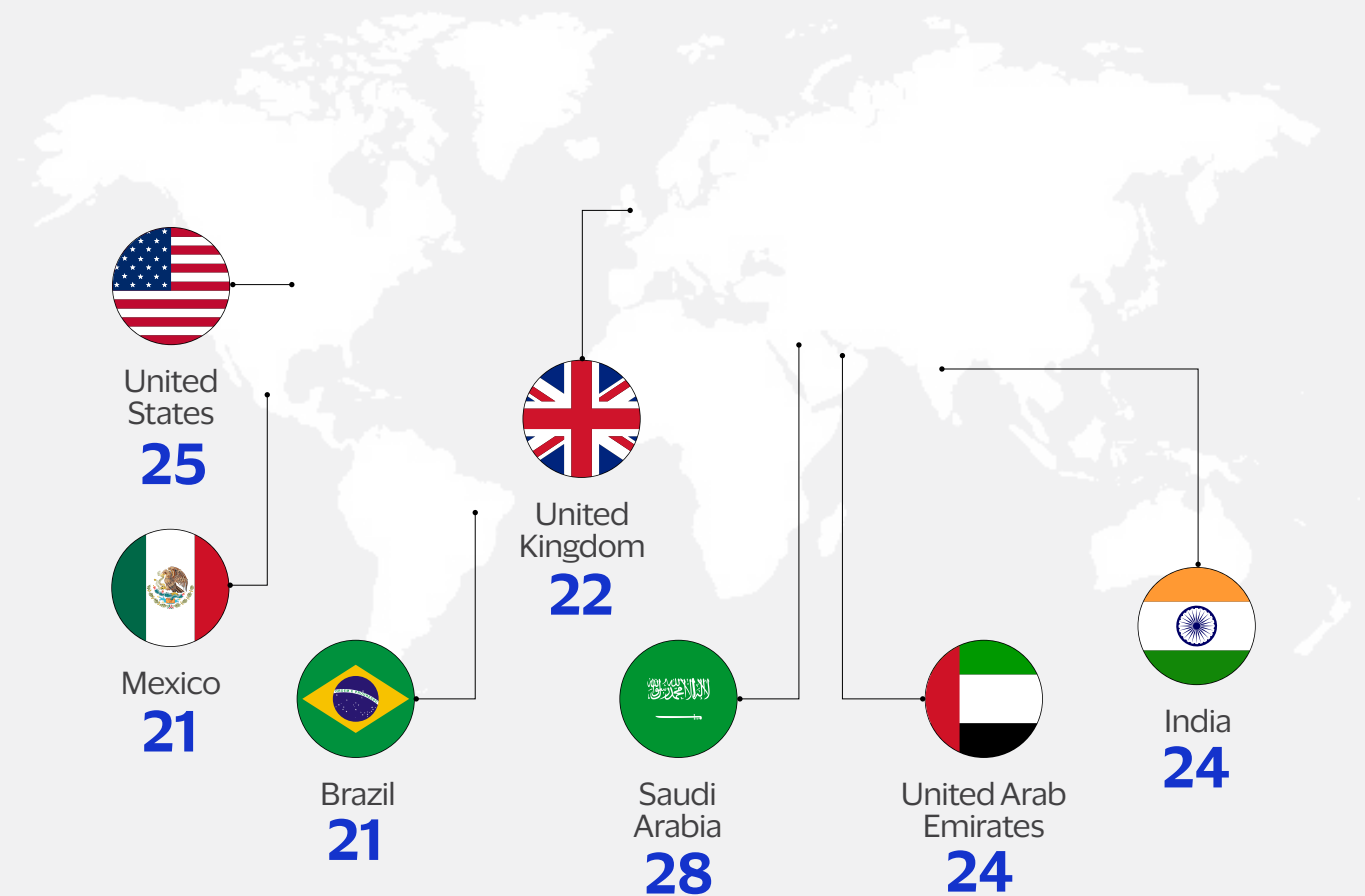


Convenient, feature-filled experiences drive Click-and-Mortar™ shopping. Merchants are more likely to have satisfied consumers if they provide the digital features shoppers value and expect while also making their features visible and readily accessible. On average, merchants in Saudi Arabia provide 28 of the 34 features identified in the study—more than their peers in any of the other six countries.

Figure 4:

Number of digital shopping features offered

Average number of digital features merchants in each country offered



Source: PYMNTS Intelligence
2024 Global Digital Shopping Index: Saudi Arabia Edition, October 2024
 N varies by country; N = 414: Responses from merchants in Saudi Arabia, fielded Sept. 27, 2023–Dec. 1, 2023

With the merchant they last shopped with, consumers in Saudi Arabia used 14 of the digital shopping features offered, on average. In this context, consumers in Saudi Arabia are among those who use the most digital features worldwide. Younger shoppers tend to use slightly more than average, with millennials using 16 and Gen Z using 15. Women also use slightly more digital shopping features than men, leveraging 16 and 14 features, respectively. Older consumers use fewer digital features, though it is noteworthy that even the average baby boomer or senior shopper still uses eight digital features.

“ Even the average baby boomer or senior shopper **still uses eight digital features.** ”

A closer look at the reasons for not using digital features that merchants offer reveals important insights. On average, consumers could not find seven features that were available and that they would have liked to use. That high number calls attention to the need for merchants to improve their marketing funnels and shopping experiences to highlight the features they offer and make sure their customers are taking advantage of them—particularly consumers’ most wanted features.

Figure 5:

Digital feature usage

The average number of digital features used with the merchant at which the consumer most recently shopped, by usage category and demographic

	Used	Did not see but would use	Offered but did not use	Did not see and would not use
Sample	14	7	9	3
Gender				
• Female	16	6	9	2
• Male	14	8	9	3
Generation				
• Generation Z	15	7	9	3
• Millennials	16	7	9	2
• Bridge millennials	15	7	9	3
• Generation X	11	10	8	4
• Baby boomers and seniors	8	6	15	5

Source: PYMNTS Intelligence
2024 Global Digital Shopping Index: Saudi Arabia Edition, October 2024
 N = 1,076: Complete responses from consumers in Saudi Arabia, fielded Sept. 27, 2023–Dec. 1, 2023



Merchants in Saudi Arabia should focus on offering consumers their most wanted digital shopping features—and make sure that consumers can find them.

Among consumers in Saudi Arabia, the most wanted digital features relate to smooth shopping and payment experiences. The ability to use their preferred payment method tops the list, with 77% of local shoppers citing this as a key benefit they want from merchants. Other most wanted features include easy-to-navigate stores and shopping carts, at 73%, and websites or apps that are optimized for mobile devices, at 72%. Merchants in Saudi Arabia should be sure to offer these and other digital shopping features consumers value.

Figure 6:

What shoppers in Saudi Arabia want

Share of shoppers in Saudi Arabia who want select features

	All consumers	Retail shoppers	Grocery shoppers
Stored information—shipping: This retailer can store shipping information.		71.8%	
Product reviews: Reviews are available digitally.		73.2%	
Stored information—order history: This retailer can store order history.	67.3%		
Product details: Product details are available digitally.	68.0%	71.3%	
A mobile app or mobile-specific site	72.2%	74.8%	
An easy-to-navigate online store and/or shopping cart	72.9%	76.9%	
The ability to use a preferred payment method	77.2%	77.5%	77.8%

Source: PYMNTS Intelligence
2024 Global Digital Shopping Index: Saudi Arabia Edition, October 2024
 N = 1,076: Complete responses from consumers in Saudi Arabia, fielded Sept. 27, 2023–Dec. 1, 2023

Notably, consumers in Saudi Arabia frequently say they did not find several of their most wanted features at the merchant where they most recently shopped. The most heavily overlooked feature is the ability to use a mobile device to locate a product in a physical store: 28% of shoppers say they wanted to use this feature but did not find it. Price matching and the ability to set up a digital profile with the merchant follow closely, with 27% of respondents saying they would use these features but did not find them. These findings emphasize the need for merchants to ensure that customers actually notice and use the digital shopping features offered, otherwise many shoppers will look for these benefits elsewhere.

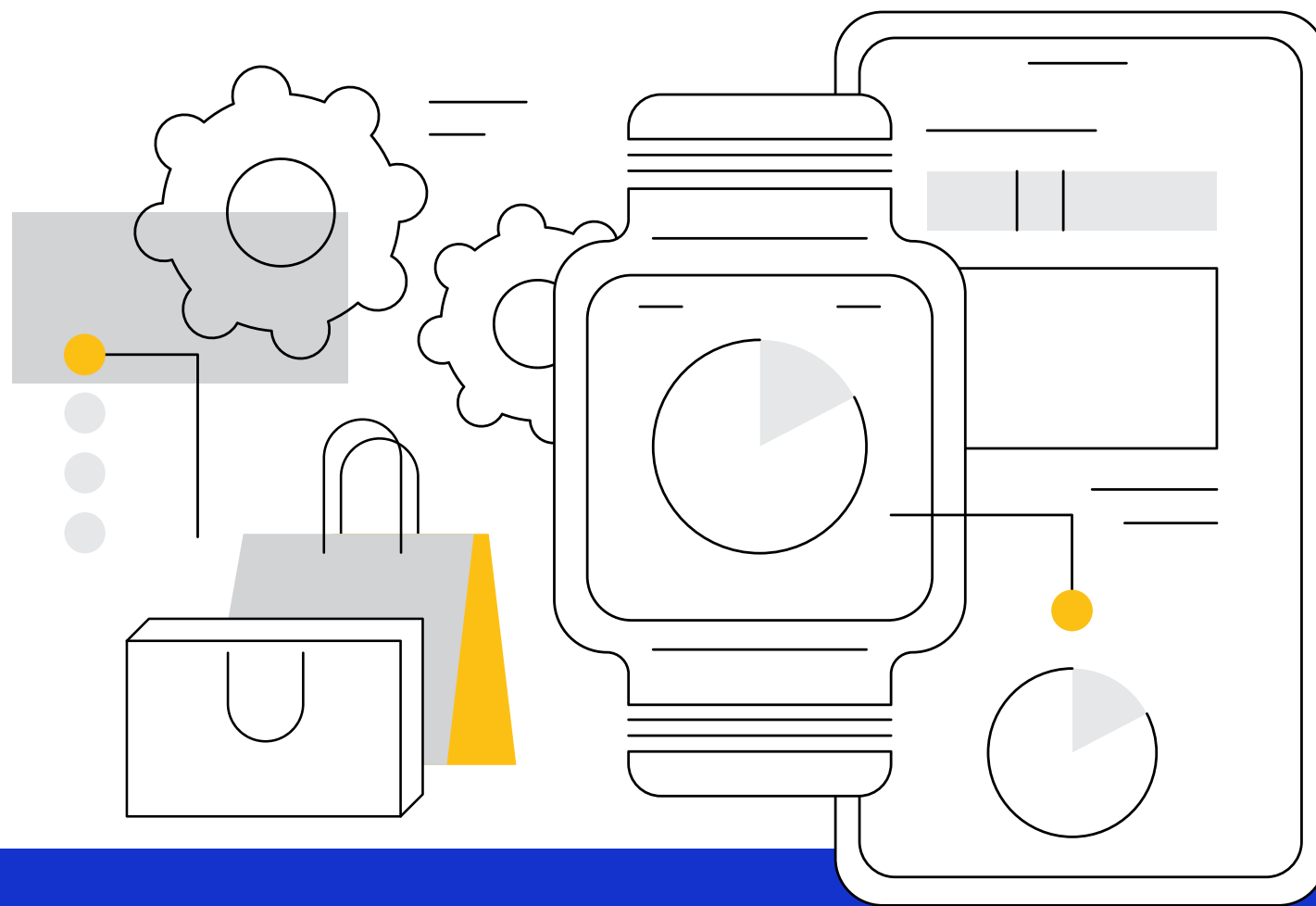
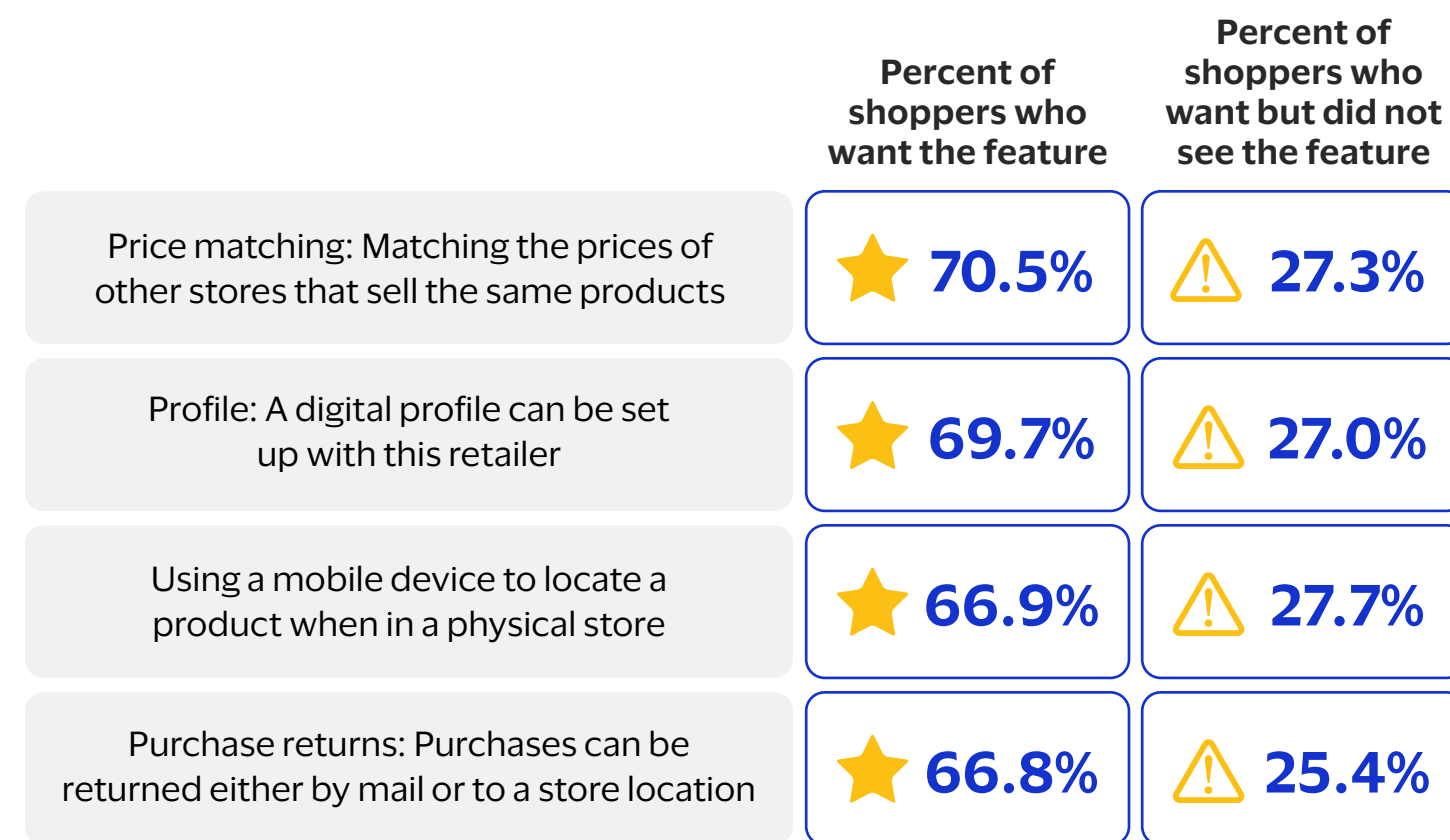


Figure 7:

Missed opportunities

Share of shoppers in Saudi Arabia who want select features but could not find them at the merchant where they most recently shopped



Source: PYMNTS Intelligence
 2024 Global Digital Shopping Index: Saudi Arabia Edition, October 2024
 N = 1,076: Complete responses from consumers in Saudi Arabia, fielded Sept. 27, 2023-Dec. 1, 2023

Offering Click-and-Mortar™ experiences can help physical stores **attract customers and stay competitive with online-only merchants.**

Merchants can boost customer engagement and satisfaction by offering digital shopping features that consumers want. The study uses a range of data points to determine an overall index score that reflects shoppers' satisfaction with the shopping experience.³ Shoppers across the seven countries in our study indicate levels of satisfaction that are 56% higher with Click-and-Mortar™ purchases than with traditional in-store shopping.

Click-and-Mortar™ shoppers in Saudi Arabia see 66% higher satisfaction than traditional in-store shoppers.

Satisfaction boost

Digital shopping experiences drive high levels of satisfaction for shoppers in Saudi Arabia.



³The index score measures the friction associated with consumers' purchasing experiences against the features that consumers consistently rated as critical to their shopping satisfaction. A higher score indicates that consumers experience less friction.

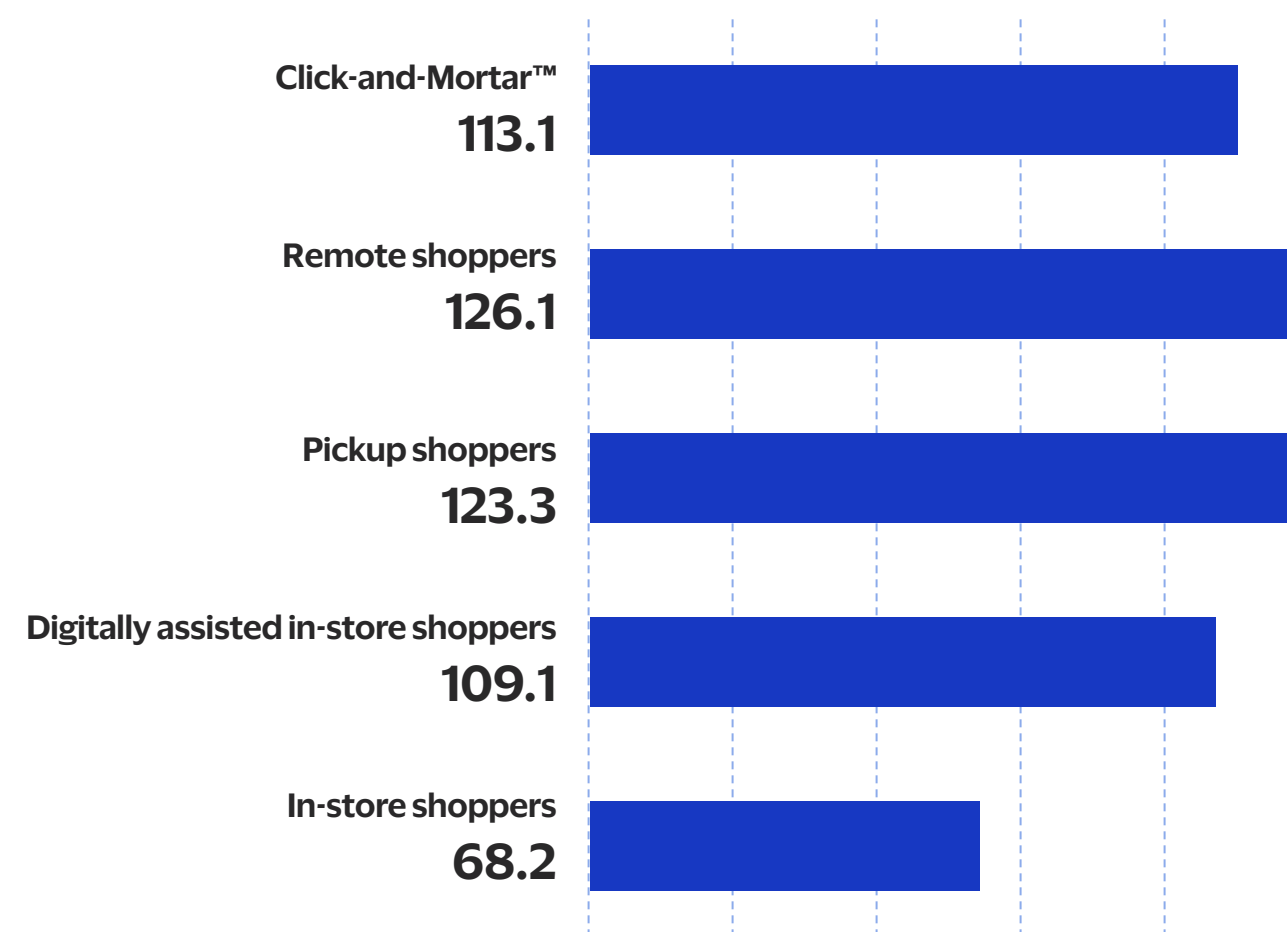
The index score for Saudi Arabia reveals that Click-and-Mortar™ experiences improve customer satisfaction by 66% compared to traditional in-store shopping. The impact is especially strong for pickup purchases, which boost satisfaction over traditional shopping by 81%. Digitally assisted in-store shopping also has a strong effect, at 60% over traditional shopping. These findings highlight the power of Click-and-Mortar™ experiences to help physical stores compete with online-only shopping experiences, which produce the highest index scores of any channel in Saudi Arabia.

81%
Improvement in customer satisfaction among consumers who used pickup relative to those who shopped via traditional in-store shopping

Figure 8:

How GDSI scores compare across shoppers' preferred methods¹

Average GDSI scores for consumers in Saudi Arabia, by how they made their most recent purchase



Source: PYMNTS Intelligence
2024 Global Digital Shopping Index: Saudi Arabia Edition, October 2024
 N = 1,076: Complete responses from consumers in Saudi Arabia, fielded Sept. 27, 2023–Dec. 1, 2023

¹The Global Digital Shopping Index (GDSI) measures frictions against 34 digital capabilities merchants say are available to consumers and the level of satisfaction consumers have with their merchants. Higher GDSI scores mean lower frictions — and consumers being more satisfied with that merchant. The GDSI is a leading indicator of the digital features that drive consumers' merchant preferences.

Actionable insights



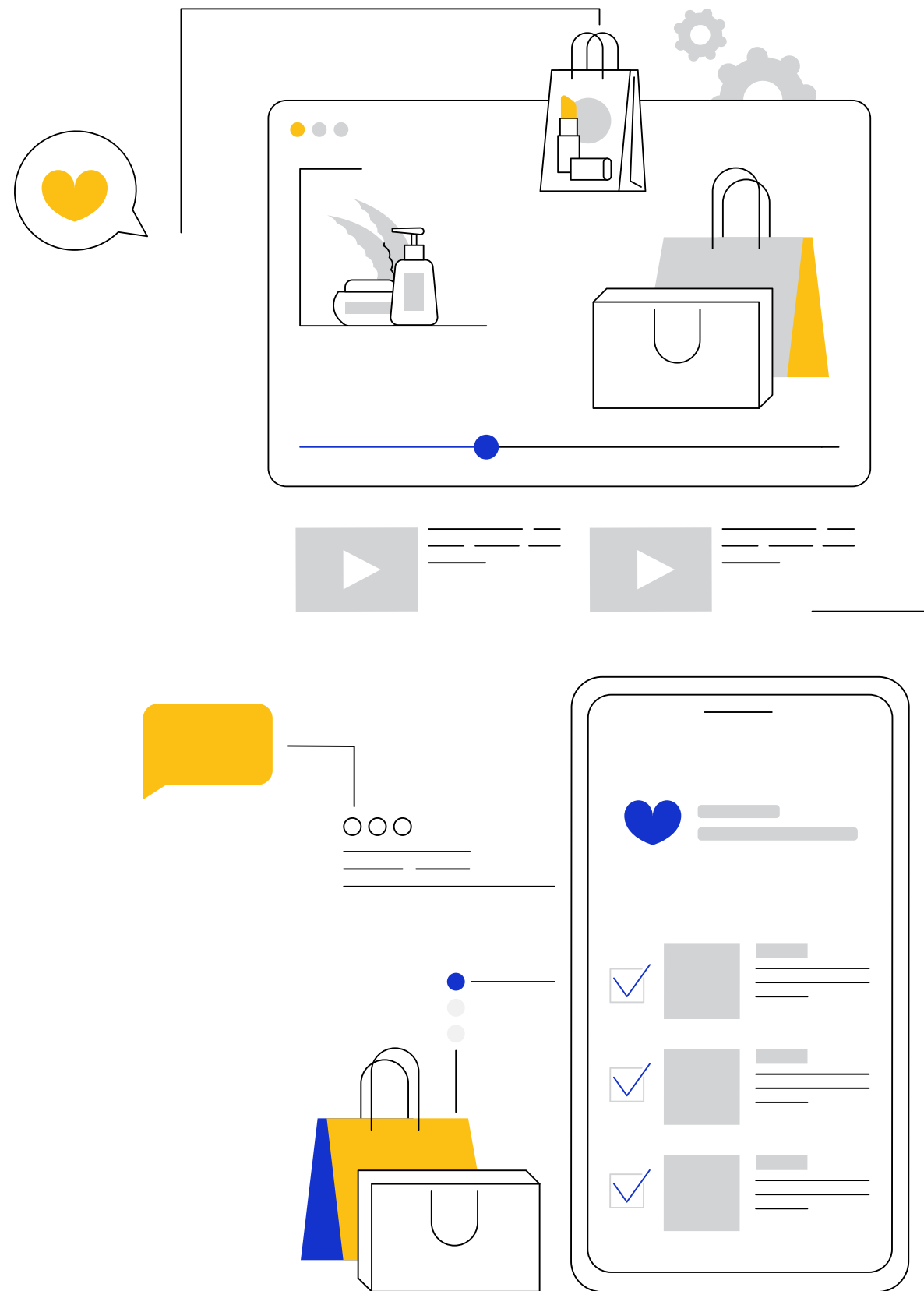
01

Click-and-Mortar™ shopping enjoys the greatest popularity in Saudi Arabia out of the seven countries included in the study. Indeed, Saudi Arabia is the only one of these markets in which more than half of consumers overall have most recently used Click-and-Mortar™ shopping. This trend is strongest among millennial and Gen Z shoppers, indicating that Click-and-Mortar™ will continue to gain traction in the years to come.



02

In Saudi Arabia, merchants offer many digital shopping features. In fact, Saudi Arabia's merchants rank higher in this metric than the other countries in the study. However, consumers routinely do not take advantage of features that they would actually like to use, simply because they did not find them. Merchants must ensure that shoppers can easily find their desired features.



03

Merchants in Saudi Arabia need to deliver the digital shopping experiences consumers want. This means providing specific in-demand features that build smooth and personalized shopping journeys. These include accepting consumers' preferred payment methods, providing dedicated mobile apps, price matching, and offering digital profiles. Importantly, some of the most wanted features are also the most overlooked. Merchants should carefully review their customers' digital shopping experiences to identify which features are being missed.

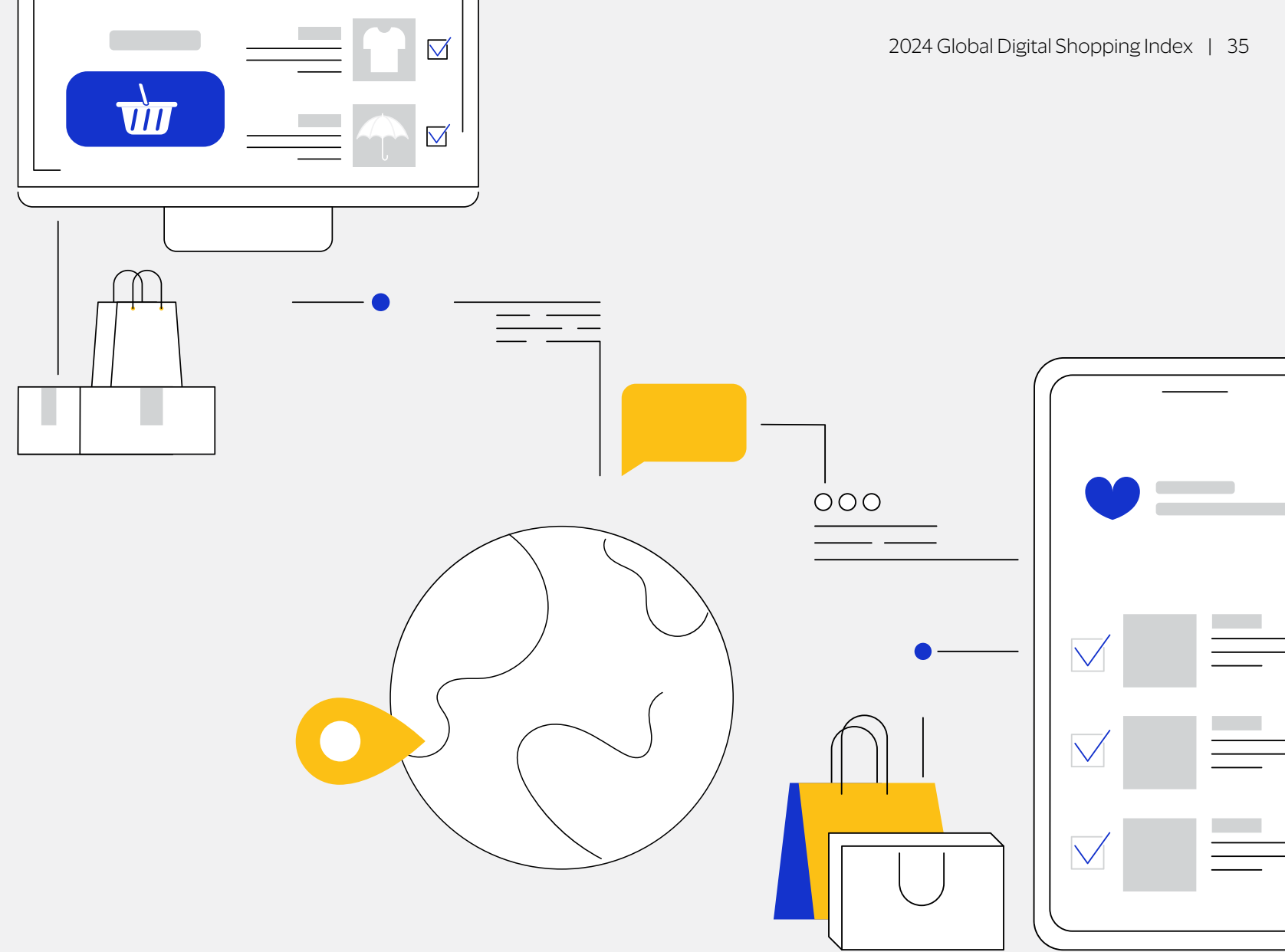


04

Click-and-Mortar™ shopping can greatly improve the customer experience in merchants' physical stores. Shoppers in Saudi Arabia who take advantage of digitally assisted in-store shopping or order online for pickup indicate much higher levels of satisfaction and less friction than those who choose traditional in-store shopping. Merchants with physical stores can remain competitive with online-only shopping by embracing Click-and-Mortar™ strategies.

Methodology

The 2024 Global Digital Shopping Index: Saudi Arabia Edition was commissioned by Visa Acceptance Solutions, and PYMNTS Intelligence conducted the research and produced the report. It draws on insights from a survey of 1,076 consumers and 414 merchants in Saudi Arabia to capture recent trends in consumer behavior and to document the rise of Click-and-Mortar™ shopping experiences in the country. It also draws from a larger survey of 13,904 consumers and 3,512 merchants across seven countries that was conducted from Sept. 27, 2023, to Dec. 1, 2023.



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