



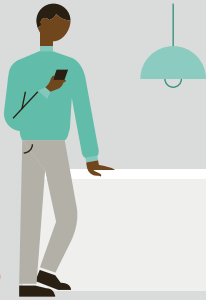
**77%** of KSA consumers say they are shopping more online since the onset of the COVID-19 pandemic

**60%**

of consumers are spending more money on virtual experiences

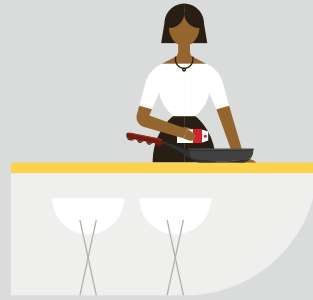


### LEARNING NEW ONLINE SKILLS



**64%**

are starting to bank online



**64%**

are learning how to cook through online tutorials



**26%**

are learning how to dance online

### THE MOST POPULAR ONLINE PRODUCTS



**68%**

of consumers purchased more groceries



**73%**

of consumers purchased more clothing



**65%**

of consumers purchased more health products

### CONSUMERS DISCOVERED NEW SELLERS



**58%**  
Facebook



**61%**  
Instagram

Methodology of Survey:

- 6x markets at 1,000 respondents each (South Africa, Nigeria, Kenya, UAE, KSA and Egypt)
- 3x markets at 500 respondents each (Ghana, Cote D'Ivoire and Tanzania)
- Online Survey