

# Decoding Gen Z in UAE

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# Generation Z in UAE



## Generation Z definition

Born between 1995 and the early 2000s, Gen Z are either just entering employment, or starting to think about what they want from their careers.



## Generation Z and their adoption of digital payments

About 64 per cent of Gen Z in the UAE are likely to have obtained a new digital payment alternative, compared with 22 per cent of baby boomers. While security and data privacy remain a concern for Gen Z, they are more likely than older customers to perceive digital tools as secure.



## Generation Z and 'Future is Now'

35% of Generation Z respondents associated the phrase 'Future is Now' with technology advances in business, healthcare, education, and transportation, 33% to sustainable development, 20% to the rise in the use of robotics and artificial intelligence, 8% to expecting everything to be personalized for them.

# Main insights & Actions Areas

## MAIN INSIGHTS

Strong **purchasing power** among Gen Z – high working % and thus, salary / business income. Significant % also **investment savvy**. **Debit cards** have high ownership among this segment while credit card supplementary.



Gen Z interested in **social media, chatting**, spending time with friends & family and listening to **music, podcasts**, etc. **Google Search, Instagram, YouTube** are key media channels.



**Cash** occupies significant share among spends (across both age cohorts). Among cards, while **Visa** strong among **debit cards**, **Mastercard** gains with **credit card** offerings (and benefits with increasing age – Non-Gen Z)



While **Visa** associated with **EDS**, misattribution for FIFA associations towards Mastercard. PayPal strong on back on technology (online transactions, ease of use with phone)



## ACTIONS

Critical to leverage this high purchase power segment with positive disposition towards card format – **Strengthening debit card products** while informing on **benefits** of owning **credit card**

Critical to adopt a **multi-platform strategy** for brand building and communication – Effective use of **SEOs (Google Search)** and Social Media platforms (**Instagram**) would help reach this audience.

Safeguarding share and preference for Visa with **unique and relevant benefits, rewards and offers** and informing on Visa **credit card offerings**

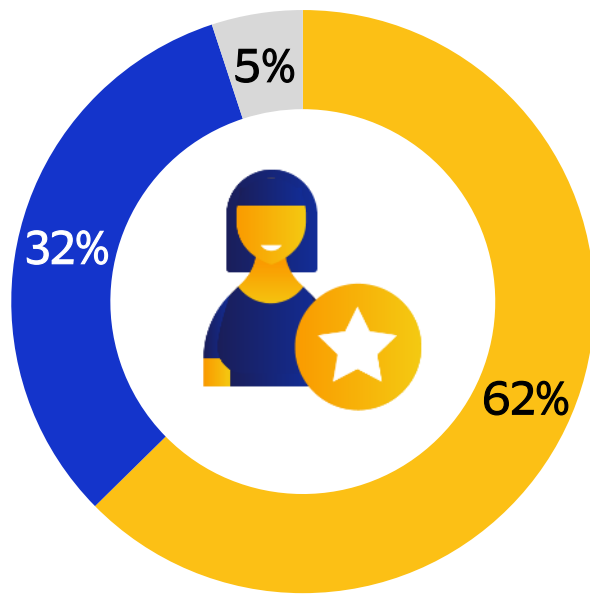
Important to communicate on **Visa FIFA associations** (and further such associations) and also strengthen **tech perception** (contactless card payments, Tap-to-phone)

# Profile and lifestyle of GenZ

# GenZ Profile

More than half the GenZ are working - mostly full-time employees.  
 1/3<sup>rd</sup> are students, majority pursuing graduation but do have personal income.

Employment Status of Gen Z




- Employed (full-, part-time or self-employed)
- Student
- Unemployed



## Employed

 **22**  
av. age

 **AED 20610**  
av. personal income

Employed full time	<b>73%</b>
Employed part time	<b>22%</b>
Business owner / self-employed	<b>5%</b>

## Students

 **20**  
av. age

 **AED 14658**  
av. personal income

Still in School	<b>12%</b>
College Bachelors	<b>77%</b>
College Masters	<b>6%</b>
Doctorate	<b>3%</b>
Others	<b>2%</b>



# Source of income

Majority of Gen Z have salary, or income from business (large working %). 1 in 3 earn from investments. Despite high number of income sources, 42% receive parental support.

## Source of income

(Base: Those having income)

### Salary



**70%**

of GenZ have a source of income from salary compared to **85%** of non-GenZ

### From Parental Support



**42%**

of GenZ receive some form of income from parental support, compared to non-GenZ (22%).

### From Investments



**33%**

of GenZ receive income from investments such as stocks, shares or crypto. This is significantly higher among Non-GenZ - **44%**.

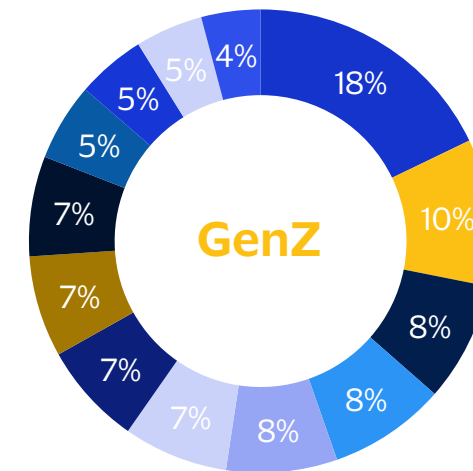
### From Own Business



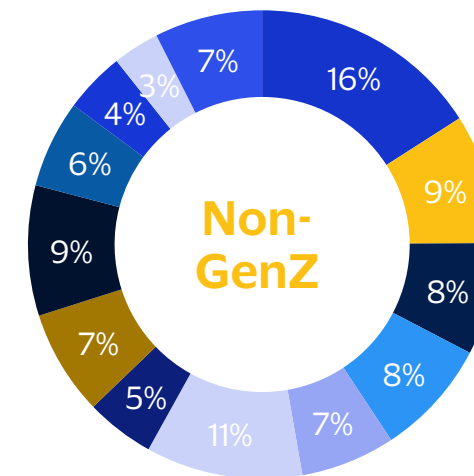
**37%**

of GenZ receive income from their own business; at par with non-GenZ (39%)

## Share of Spends



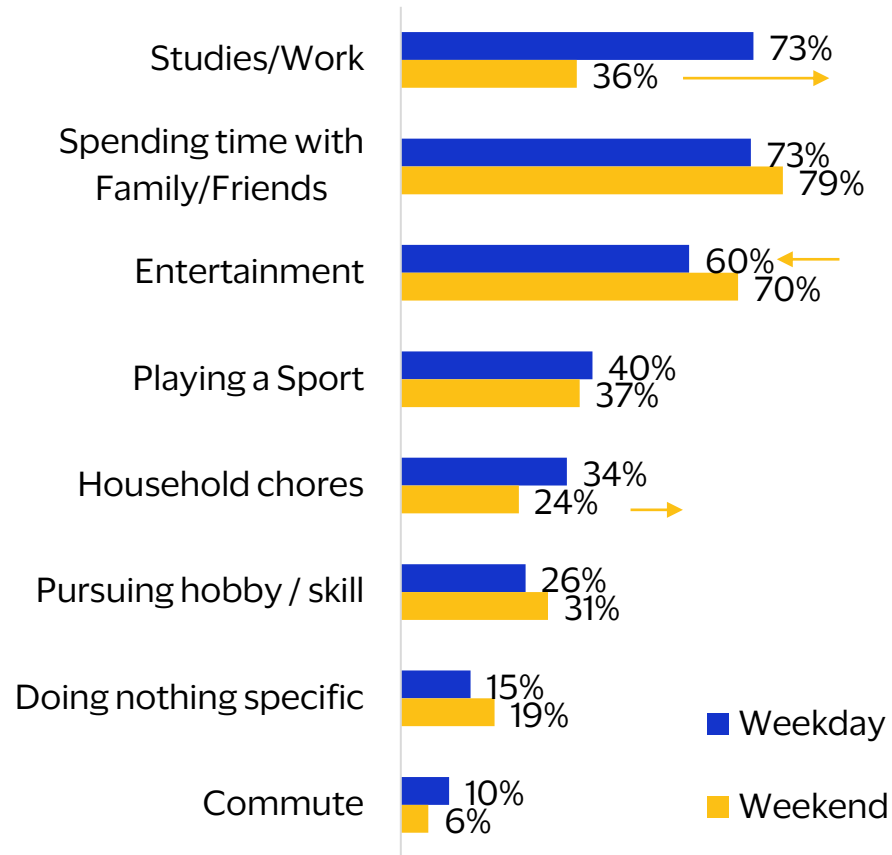
- Groceries
- Fashion
- Education
- Fuel
- Leisure



# Lifestyle of GenZ

The key interests for Gen Z are the same as Non-Gen Z – social media, chatting with friends and spending time with family.

## Time Spent



Employed and Unemployed GenZ show similar lifestyles.

## Interests (everyday)

### Top results (GenZ):

- #1  Browsing Social Media **75%**
- #2  Chatting with friends **64%**
- #3  Spending time with family **55%**
- #4  Listening Music, Podcasts. **54%**
- #5  Movies, TV Series etc. **42%**
- #6  Playing Games on Mobile/Computer. **39%**
- #7  Relaxing/Doing nothing in specific **39%**

## Groups highlights\*:

### GenZ (18-24 y.o.)

↑ Relaxing/ Doing nothing in specific

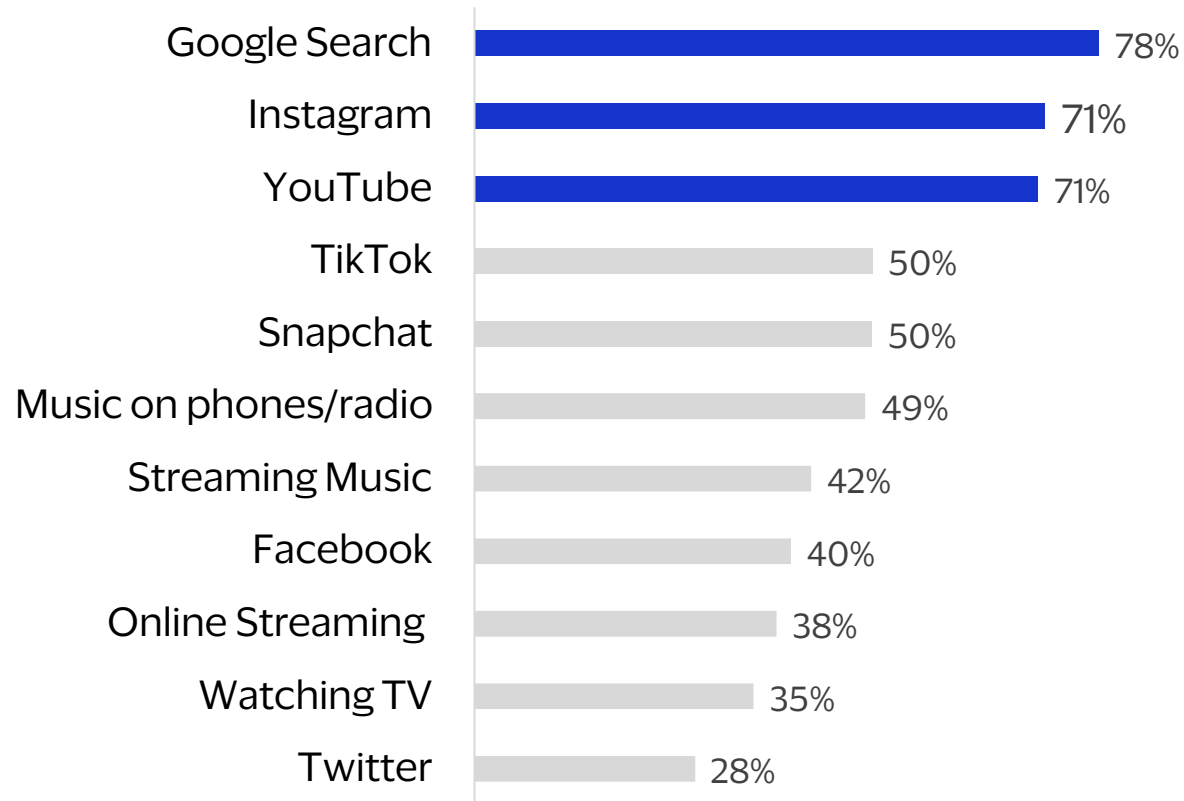
### Non-GenZ (25-55 y.o.)

- ↑ General awareness related content
- ↑ Reading reviews on social media
- ↑ Writing Reviews on public forums
- ↑ Cooking

# Media Channels

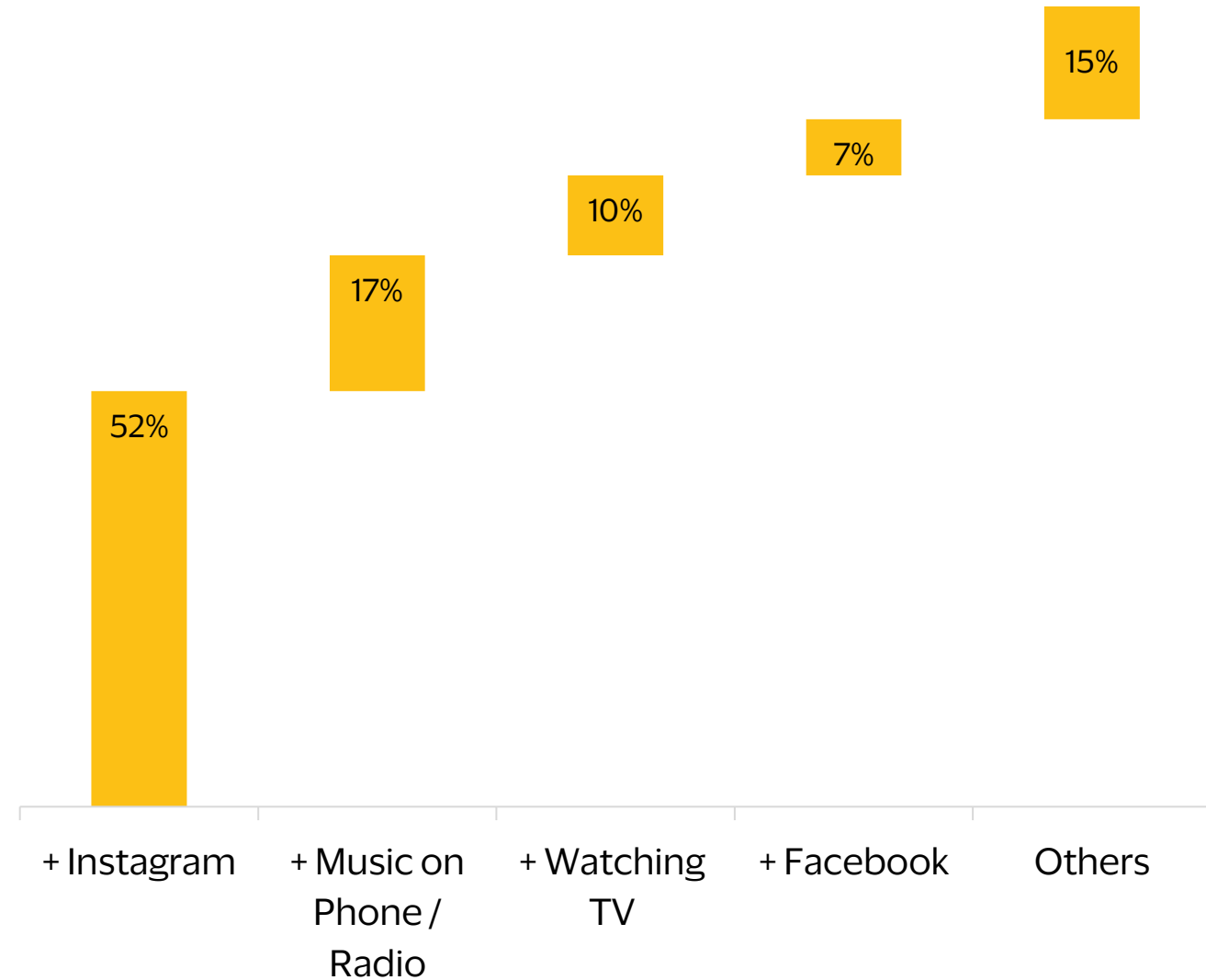
Google Search has high usage, followed by Instagram and YouTube. Leverage Instagram for reaching Gen Z with some focus on music channels as well. Multi-media channel usage observed in Gen Z.

Everyday Usage



**3%** - use only one single channel

TURF Analysis. Digital Media Channels Reach





# Products usage amongst GenZ

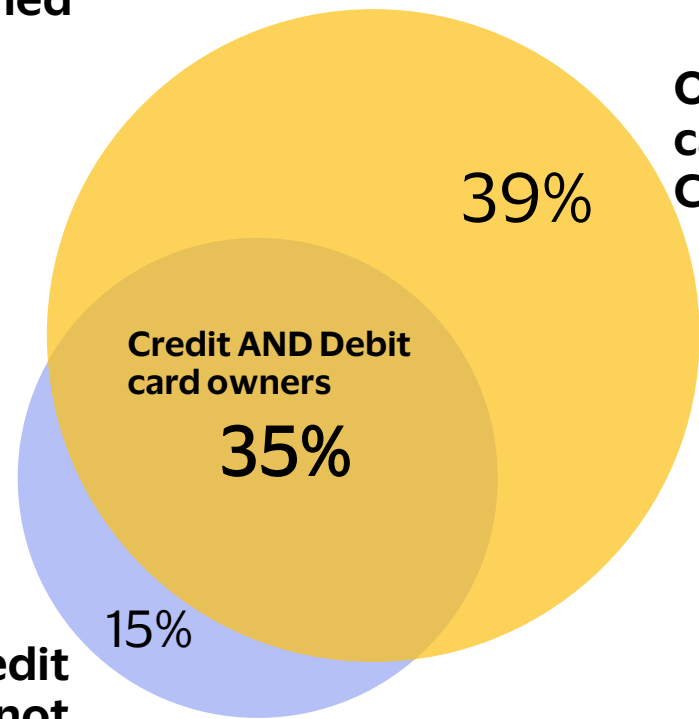
# Payment Products Ownership

High adoption of debit cards. Credit card largely sharing space with debit cards within repertoire. 1 in 2 have also adopted digital wallet payments.

## Payment product ownership (among GenZ)

No Card Owned  
*(Debit/Credit)*

11%



Own Debit  
card but not  
Credit card

Credit AND Debit  
card owners

35%

Own Credit  
card but not  
Debit card



74% Have debit cards



50% Have credit cards



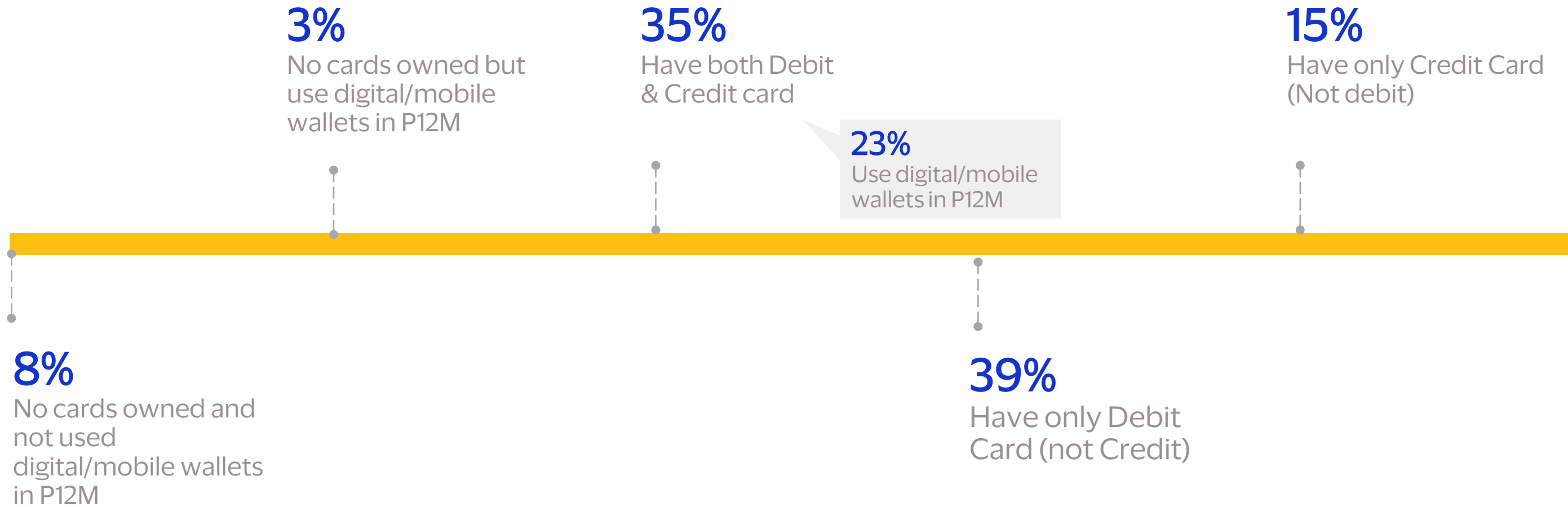
52% Have digital wallets



22% Use crypto currency

# Payment Products Ownership

Nearly 9 in 10 own either debit or credit card.



# Payment Products Ownership by Age Groups

Financial products ownership see an increase with age (especially for cards) – Cards also able to gain a higher share in spends among Non-Gen Z. Cash significant for payments among both age groups.

## GENZ

2.2

Average products owned

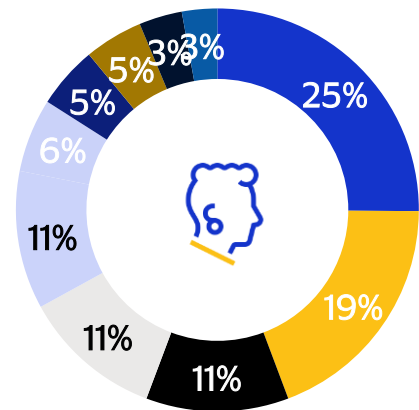
## NON-GENZ

2.8

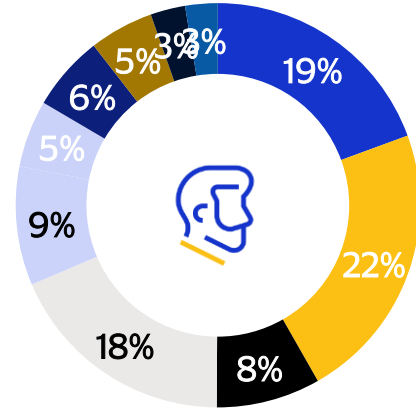
Average products owned

### Share of wallet:

### GenZ

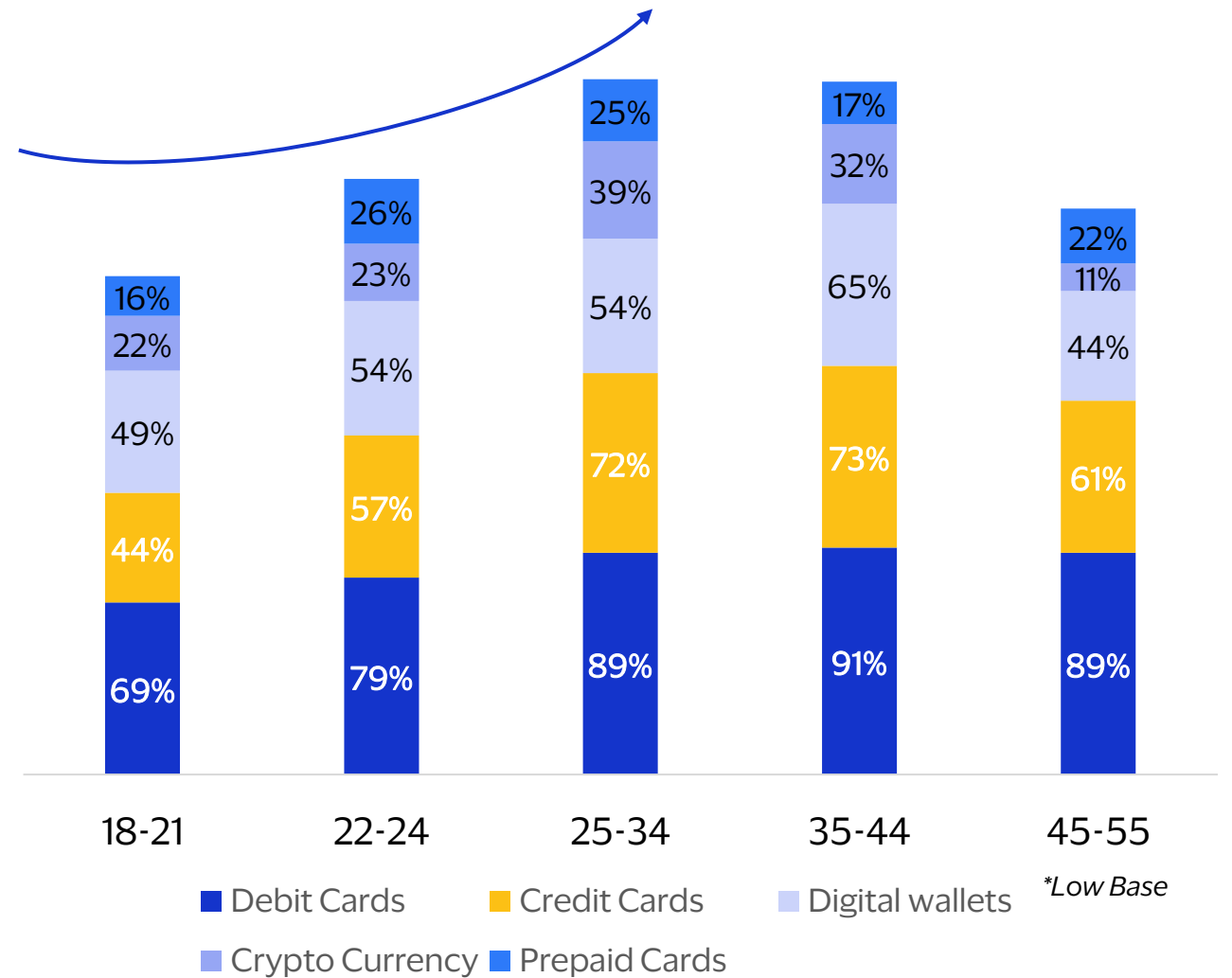


### Non-GenZ



- Cash
- Debit Cards
- Tap-to-Pay services
- Credit Cards
- Person to Person (P2P) Transfer
- Digital and Mobile wallets
- Cheque

### Product owned:



## Future Predisposition

Future disposition high for cards and digital wallets across both age cohorts – With increase in age, shift seen from cash towards card and wallet payments

### GEN Z

Cash	65%
Credit Cards	64%
Digital and Mobile wallets	63%
Debit Cards	63%
Tap-to-Pay services	52%
Crypto Currency	46%
Person to Person (P2P) Transfer	44%
Prepaid Cards	38%
Cheque	28%
Buy Now and Pay Later (BNPL)	24%



### NON-GEN Z

70%	Credit Cards
67%	Debit Cards
60%	Digital and Mobile wallets
60%	Crypto Currency
59%	Cash
55%	Tap-to-Pay services
53%	Person to Person (P2P) Transfer
48%	Buy Now and Pay Later (BNPL)
48%	Prepaid Cards
46%	Cheque

# Brands deep-dive

# Brand Engagement

Gen Z rely on recommendation from friends & family for purchase choices – Scope to leverage on online reviews and social influencers who also have significant impact on Gen Z choices

When making a purchase decision for a product or a service, which of below applies as steps you take during decision of product or service?

72%



Ask friends / relatives for their past experiences and recommendations

62%



Read online reviews (blogs, online forums, online groups, etc.)

57%



Reviews from influencers on YouTube, social networks etc.

41%

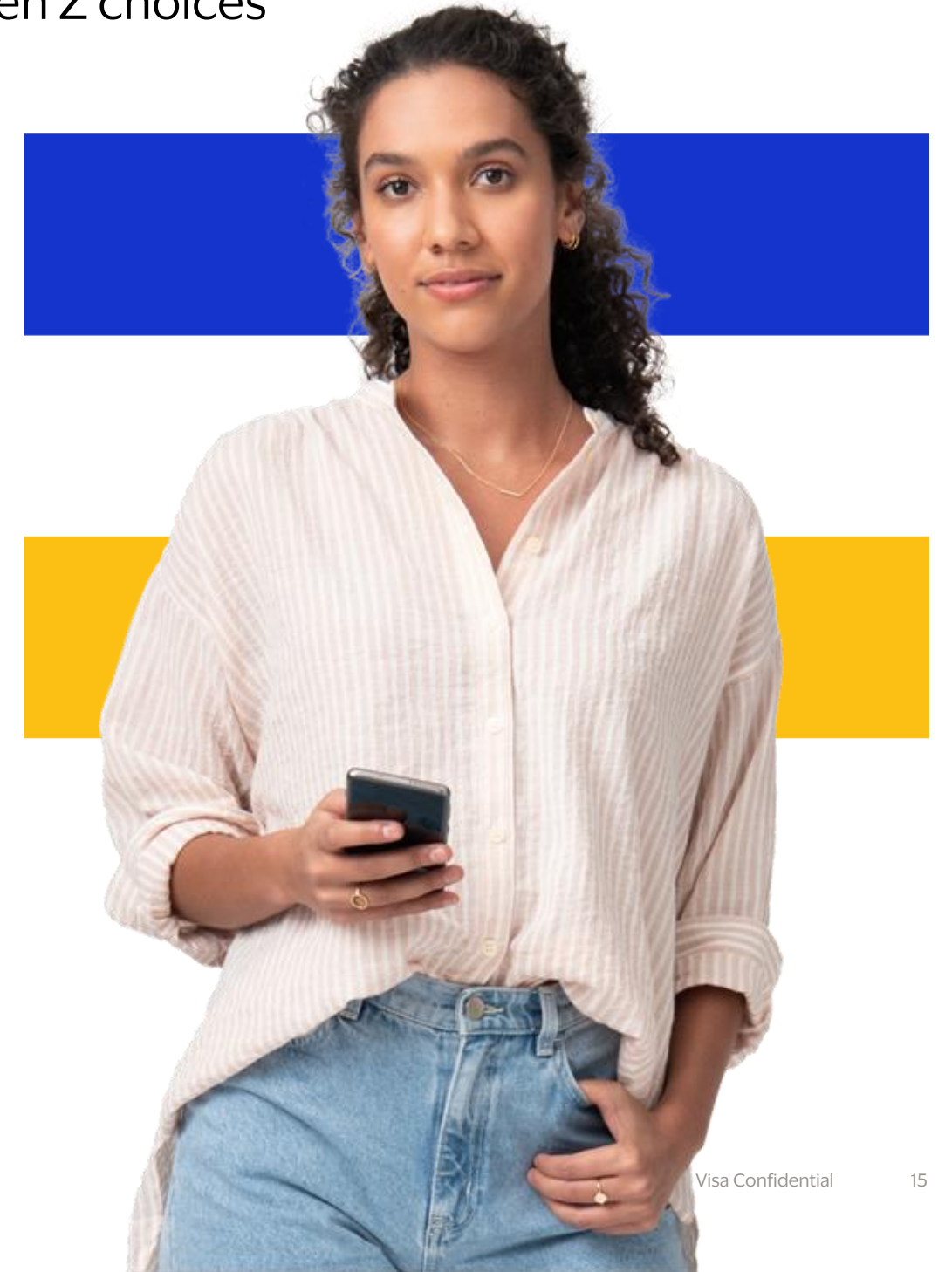


Visit internet portals / sites which help to compare products / services

26%








Talk to few technical / experts from the particular field.








# Brand Spontaneous Awareness

Visa has higher Spontaneous Awareness among both Gen Z and Non-Gen Z


## Banks (debit cards/credit cards)

		Total	GenZ	Non-GenZ
#1		13%	15%	12%
#2		8%	6%	10%
#3		5%	5%	5%
#4		4%	5%	4%
#5		4%	4%	4%

## Payment Brands

		Total	GenZ	Non-GenZ
#1		38%	38%	37%
#2		39%	38%	40%
#3		32%	28%	36%
#4		19%	20%	17%
#5		8%	9%	8%






 Significantly higher / lower than Total (95% level)






## Awareness & Ownership

Gen Z and non-Gen Z has same high level of awareness and ownership of Visa. Mastercard shows significantly lower ownership among Gen Z.

	GENZ		NON-GENZ	
	Awareness	Ownership	Awareness	Ownership
	93%	71%	93%	79%
	88%	67%	88%	74%
	79%	47%	88%	72%

## Usage and Preference

Usage and Preference for Visa is similar among both age cohorts. Mastercard gains among higher age group – Critical to safeguard Visa preference built in younger age segment (Gen Z).

	GENZ		NON-GENZ	
	Usage P1M	Preference	Usage P1M	Preference
	54%	61%	63%	65%
	60%	62%	63%	68%
	37%	40%	64%	66%

## Brand Image Profile

Visa displays strong association with EDS; Despite strong push and spends by Visa, Mastercard more distinctly associated with FIFA among Gen Z. Mastercard also associates with benefits on online purchases.

Relative strength and weakness, %  
(GenZ)

VISA



	Aware Base	253	225	265	93
Is a brand I trust	70%	53%	59%	20%	
Enables individuals, businesses, communities to thrive	63%	54%	51%	30%	
Cares about improving people's lives	59%	46%	54%	28%	
Opens doors to opportunities for everyone	59%	44%	61%	20%	
Powers how the world transacts	57%	50%	51%	27%	
More than a credit card company	62%	52%	36%	23%	
Offers secured online payments	64%	54%	64%	27%	
Is best for online transactions (via web or mobile)	56%	35%	68%	17%	
Offer relevant benefits for my online purchases	59%	55%	49%	18%	
Is best for paying everyday small amounts	66%	40%	44%	10%	
Easy to use with my smartphone or digital wallets	58%	37%	66%	19%	
Brand opens doors for people to integrate with FIFA World Cup	56%	52%	35%	20%	
First brand when I think of companies associated with FIFA	54%	51%	34%	20%	

St.dev:6.48



Note: Relative strength and relative weakness have been identified basis normalization of data



# Thank you

For more information, please contact

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