



Mobile payments and commerce in the Middle East: consumer survey



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About this report

This report focuses on how consumers in the Middle East engage with mobile financial services. It presents data on mobile payments, mobile commerce and consumers' attitudes towards data harvesting by various service providers including digital economy players.

The survey was conducted in association with On Device Research between July and August 2022. The survey groups were chosen to be representative of the mobile-internet-using population in the Middle East. We set quotas on age, gender and geographical spread to that effect. There were 750 respondents per country, and 3000 in the region.

KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the main payment mechanisms for physical and e-commerce in the Middle East?
- How often do consumers in the Middle East engage in physical and e-commerce?
- What are the most popular m-wallet services in the region?
- Which organisations are consumers in the Middle East most willing to trust with their personal data?



GEOGRAPHICAL COVERAGE

Middle East:

- Kuwait
- Oman
- Saudi Arabia
- UAE



WHO SHOULD READ THIS REPORT

- Operator-based strategy teams and marketing managers who are interested in understanding consumer market trends and the changing role of operators as digital service providers.
- Market intelligence teams in payment and e-commerce service providers that are responsible for understanding consumer trends and supporting business units in addressing new e-commerce/payment opportunities.



Executive summary

Analysis

Methodology and panel information

About the author and Analysys Mason

Our research services



Consumer Services

- Fixed Broadband Services
- Mobile Services
- Fixed-Mobile Convergence
- Smart Devices
- Future Comms
- Video, Gaming and Entertainment
- Digital Services



Networks

- Next-Generation Wireless Networks
- Wireless Infrastructure Strategies
- Fibre Infrastructure Strategies
- Operator Investment Strategies
- Telecoms Strategy and Forecast
- Transport Network Strategies



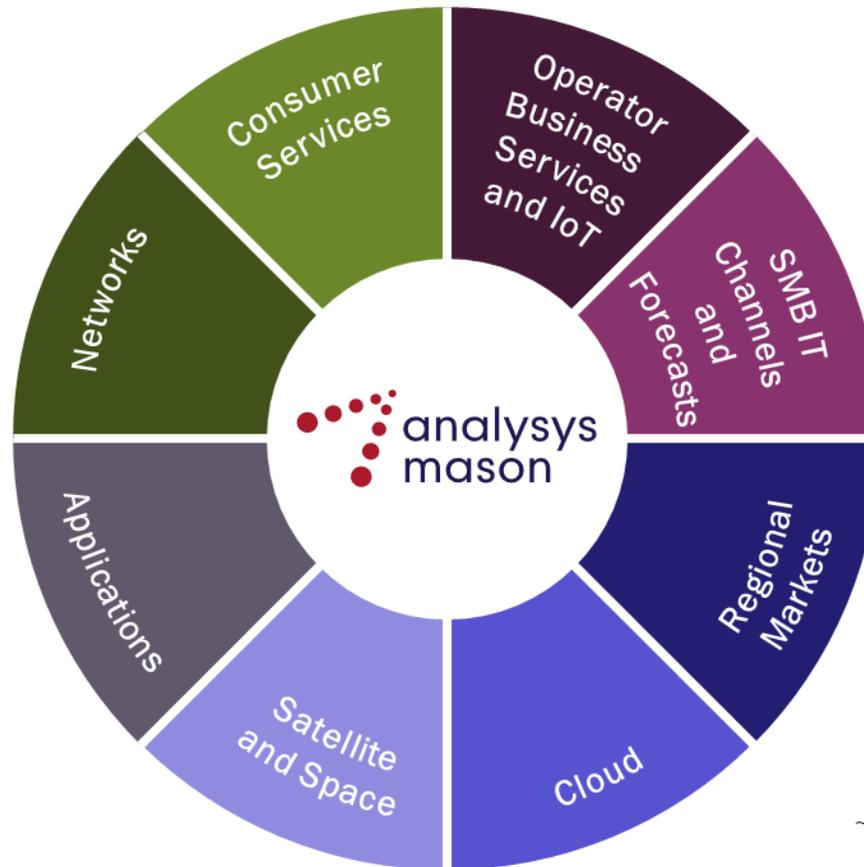
Applications

- Network Automation and Orchestration
- Customer Engagement
- Monetisation Platforms
- Digital Experience
- Automated Assurance
- Service Design and Orchestration
- Telecoms Software Market Shares



Satellite and Space

- Satellite Communications
- Space Applications and Infrastructure



Operator Business Services and IoT

- Enterprise Services
- SME Services
- IoT Services
- Private Networks



SMB IT Channels and Forecasts

- Cyber Security
- SMB Technology Forecaster



Regional Markets

- Global Telecoms Data and Financial KPIs
- Americas
- Asia-Pacific
- Middle East and Africa
- European Core Forecasts
- European Telecoms Market Matrix
- European Country Reports



Cloud

- Cloud Infrastructure Strategies
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- Edge and Media Platforms
- Multi-Cloud Networking



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- Operator historical data



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