

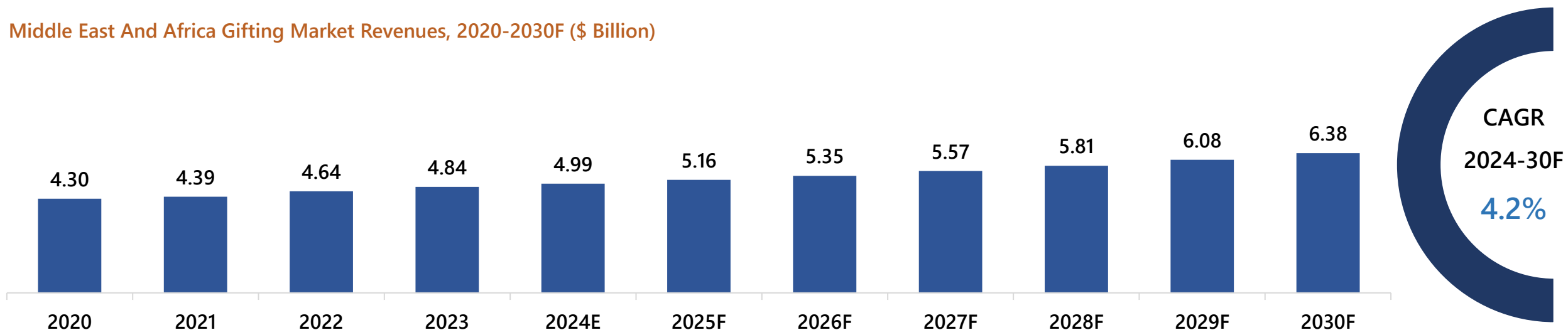
# Middle East And Africa Gifting And Lifestyle Market (2024)



# Middle East And Africa Gifting And Lifestyle Market Overview

## Middle East And Africa Gifting Market Revenues

Middle East And Africa Gifting Market Revenues, 2020-2030F (\$ Billion)

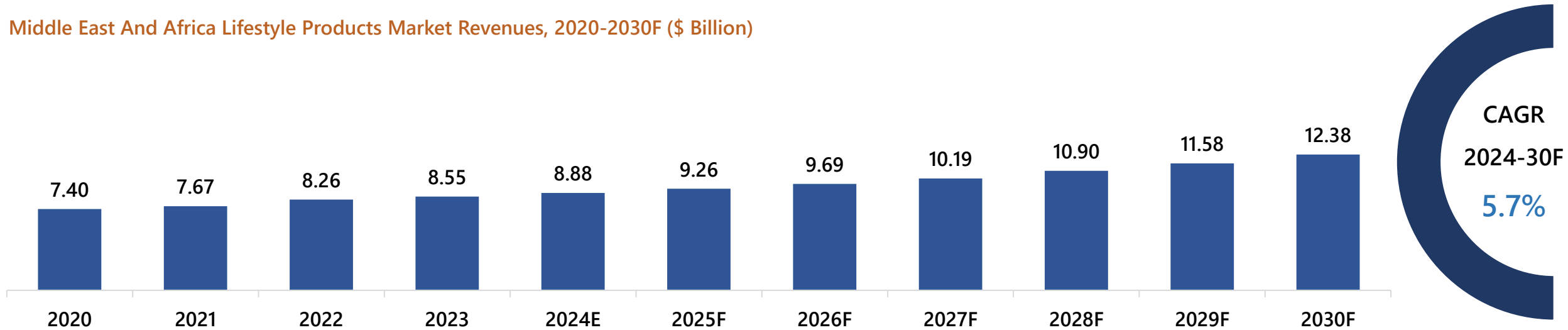


The gifting products market in the Middle East and Africa is projected to experience significant growth owing to an increase in corporate and promotional activities. Companies are increasingly leveraging corporate gifts and promotional articles as strategic tools for brand building and customer engagement. For instance, In 2023, many companies in Saudi Arabia increased their expenditures on promotional products by 12%. This growth is further driven by the rising popularity of personalized gifts and innovative promotional items, such as electronic gadgets, decorative accessories, and leather-finished goods. Additionally, the increase in the number of offices in the region, exemplified by Dubai's announcement of new office projects covering an area of 10.2 million square meters, highlights the region's commitment to expanding and enhancing its market landscape. These projects are expected to stimulate the market by providing new opportunities for businesses to engage in promotional and gifting activities, thereby fueling overall market growth.

# Middle East And Africa Gifting And Lifestyle Market Overview

## Middle East And Africa Lifestyle Products Market Revenues

Middle East And Africa Lifestyle Products Market Revenues, 2020-2030F (\$ Billion)

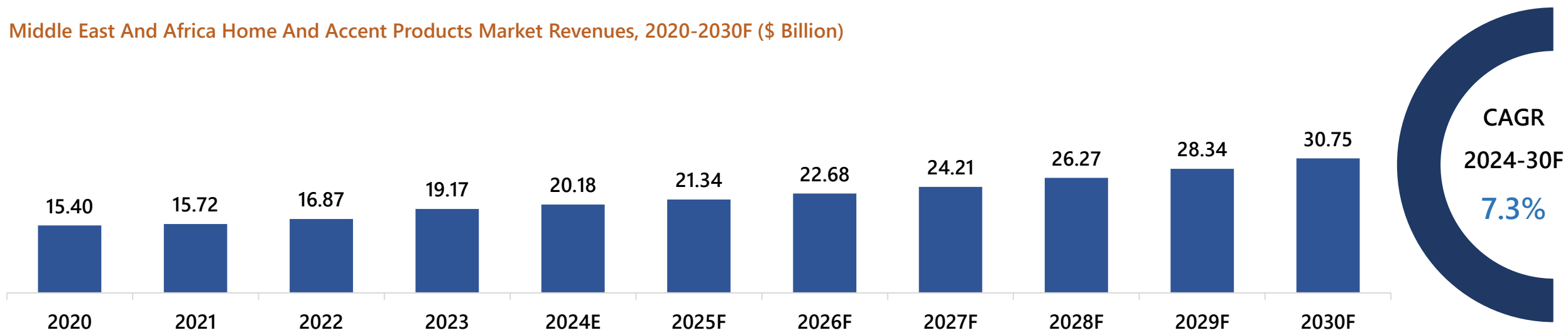


The lifestyle products market in the Middle East and Africa is propelling owing to rising disposable incomes and rapid urbanization. In Saudi Arabia, consumer spending surged to \$47 billion in October 2023, marking a 20% month-on-month increase and an 11.2% rise from 2022. According to the World Bank, Africa's urbanization is accelerating, with the urban population expected to double to over 1 billion by 2042 and the continent projected to host nine mega cities by 2040. This rapid urbanization and economic growth are driving substantial demand for various lifestyle items. Additionally, as consumer disposable incomes increase, the demand for luxury products such as electronic gadgets, leather-finished goods, accessories, jewelry, luggage, travel accessories, bags, footwear, apparel, and eyewear is rising, thereby boosting the Middle East and Africa's gifting and lifestyle market. Moreover, the UAE government unveiled its National Tourism Strategy 2031 under its Vision 2030, aiming to attract \$27 billion in investment with the goal of hosting 40 million hotel visitors per year by 2030, which would further increase the demand for lifestyle products in the region as tourists seek high-quality and luxury items during their visits. This combination of economic growth, urbanization, and strategic investments is set to significantly enhance the lifestyle products market in the Middle East and Africa.

# Middle East And Africa Gifting And Lifestyle Market Overview

## Middle East And Africa Home And Accent Products Market Revenues

Middle East And Africa Home And Accent Products Market Revenues, 2020-2030F (\$ Billion)

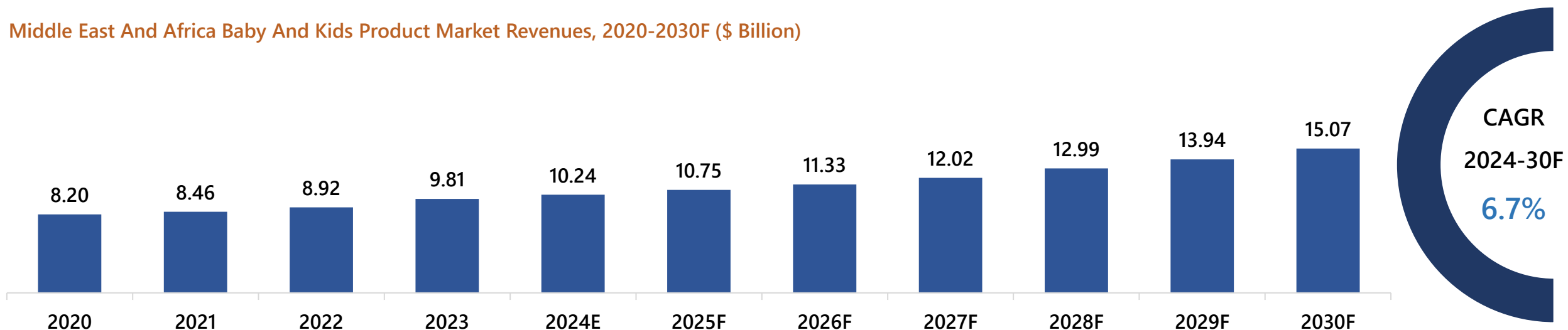


The home and accent products market in the Middle East and Africa is on the rise owing to the increasing regional population, which necessitates more homes and boosts demand for these home and accent products. For instance, a 2.3% annual population growth requires the construction of additional homes and infrastructure. Vision 2030, led by the Public Investment Fund (PIF), aims to diversify the economy with projects like 'The Mukaab' in Riyadh, which would add over 104,000 residential units and contribute to the planned 555,000 new units by 2030. This expansion is driving demand for household products such as housewares, plasticwares, storage items, home essentials, accessories, and decorative items like crystalware and ceramics. Moreover, South Africa experienced a 3.3% increase in residential unit sales in 2022, driven by rapid urbanization, with 68.1% of the population living in urban areas. This is expected to reach 71% by 2030. Government initiatives and significant budget allocations for new smart cities like Nkosi City are further boosting demand for stylish and functional home products, including cookhouse accessories, small home appliances, and table decorations.

# Middle East And Africa Gifting And Lifestyle Market Overview

## Middle East And Africa Baby And Kids Product Market Revenues

Middle East And Africa Baby And Kids Product Market Revenues, 2020-2030F (\$ Billion)



The baby and kids product market in the Middle East and Africa is experiencing rapid growth owing to rising disposable incomes and improved living standards, which have led to increased spending on children's products. Additionally, the region's high birth rates and a young population contribute to the sustained demand for baby and kids' products. Parents are increasingly prioritizing the quality and safety of these products, driving demand for premium items. Urbanization and the expansion of retail sectors, including e-commerce, are making these products more accessible. Moreover, the cultural emphasis on family and child well-being further supports market growth. This burgeoning market includes a wide range of products such as toys, educational materials, apparel, and more, catering to the diverse needs of families in the region.

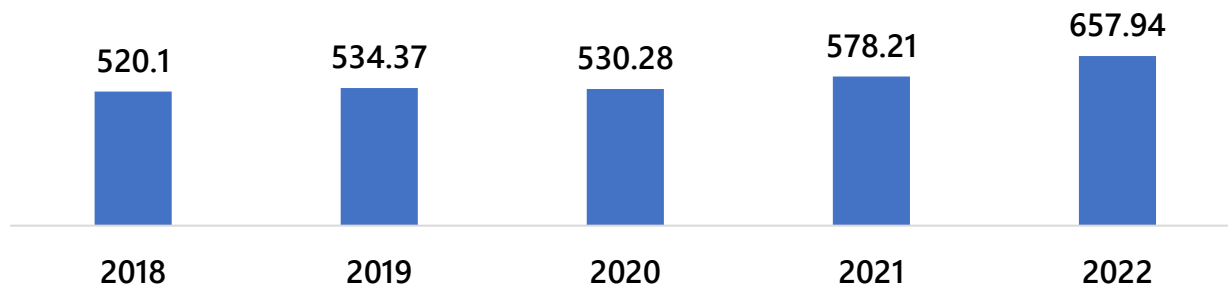
## Middle East And Africa Gifting And Lifestyle Market Drivers

### Growing Disposable Income and Rapid Urbanization

*"The Middle East and Africa gifting and lifestyle market is growing rapidly owing to rising disposable incomes and urbanization. In Saudi Arabia, consumer spending reached \$47 billion in October 2023, while Africa's urban population is expected to double to over 1 billion by 2042. This growth is driving demand for housewares, luxury goods, and various lifestyle items across the region."*

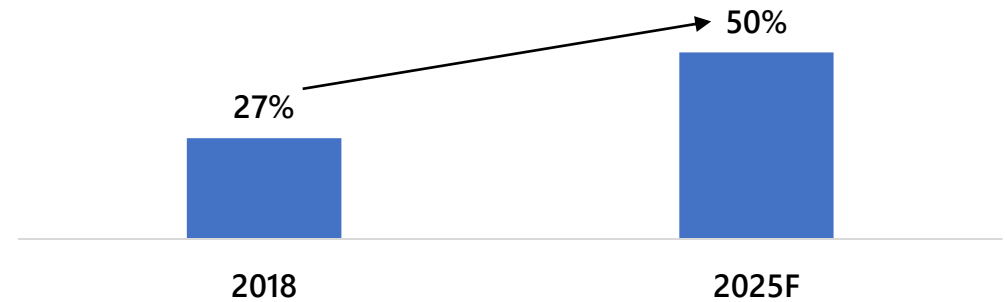
- The Middle East and Africa gifting and lifestyle market is flourishing owing to rising disposable incomes and rapid urbanization. In Saudi Arabia, consumer spending soared to **\$47 billion in October 2023, reflecting a 20% month-on-month increase and an 11.2% rise from 2022.** Additionally, According to world bank, Africa's urbanization is accelerating, with the urban population expected to double to over **1 billion by 2042 and By 2040,** the continent would host nine mega cities, each with over ten million people.
- This rapid urbanization and economic growth are driving substantial demand for various household and lifestyle items. The expansion of urban areas is fuelling the need for **housewares, plasticwares, storage items, and home essentials.** Additionally, as consumer disposable incomes increase, the demand for luxury products such as leather finished goods, jewellery, luggage, bags, and footwear is rising. Consequently, boosting the Middle East and Africa gifting and lifestyle market.

**Saudi Arabia Consumption Expenditure Trend, (2018-2022), in (\$ Billion)**



Source: World Bank

**Kenya Forecasted Rise in the Urban Population Percentage, (2018-2025F), in (%)**



Source: World Bank

**Turkey Urbanization Density, By States 2023**

States	Dense Urban	Medium Dense	Rural Areas
Istanbul	96.4%	2.7%	0.9%
Ankara	88.3%	7.6%	4.1%
Izmir	78.6%	12.2%	9.1%

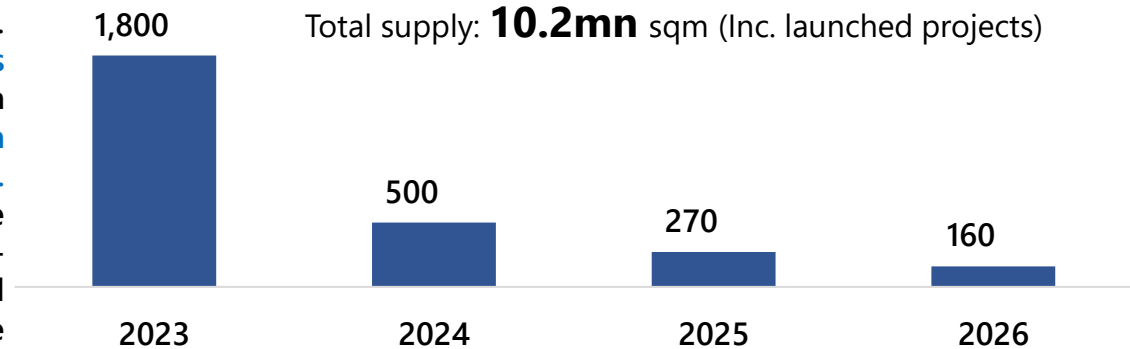
# Middle East And Africa Gifting And Lifestyle Market Dynamics

## Middle East And Africa Gifting And Lifestyle Market Drivers Rise in Corporate and Promotional Activities

*“The demand for gifting and lifestyle products in the Middle East and Africa is on the rise, driven by increased corporate and promotional activities, as well as a growing trend towards personalized gifts and innovative promotional items. This growth is further supported by the expansion of office spaces and a cultural emphasis on gifting, combined with a rising middle class with higher disposable income.”*

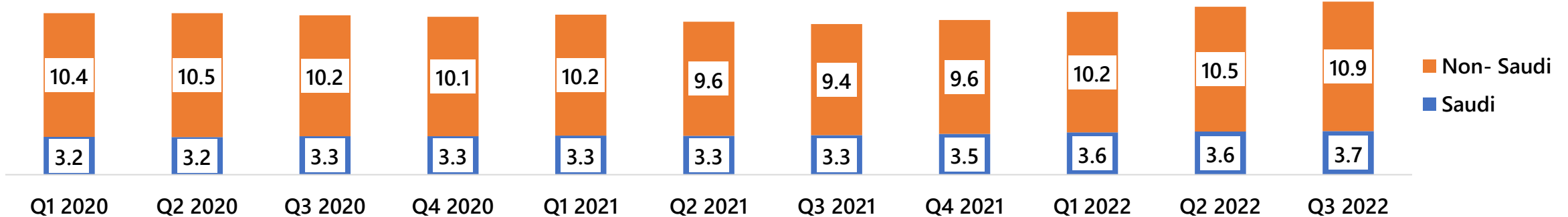
- The demand for gifting and lifestyle products in the Middle East and Africa is experiencing a significant uptrend, driven by an increase in corporate and promotional activities. Companies are increasingly leveraging corporate gifts and promotional articles as strategic tools for brand building and customer engagement. For instance, in 2023, many companies in Saudi Arabia increased their expenditures on promotional products by 12%. Moreover, the increase in the number of offices in the region, exemplified by Dubai's announcement of new office projects covering an area of 10.2 million square meters, is further driving demand for corporate gifting. This rise is complemented by the growing trend of personalized gifts and innovative promotional items, such as electronic gadgets, decorative accessories, and leather-finished goods. Additionally, the cultural emphasis on gifting in both personal and professional settings, coupled with a growing middle class with higher disposable income, is fueling market demand.

Dubai Under Construction Office Supply, 2023-2026, In Thousand Sqm



Source: Knight Frank

Saudi Arabia Number of Employees in Saudi Arabia, Q1 2020- Q3 2022 (Million)



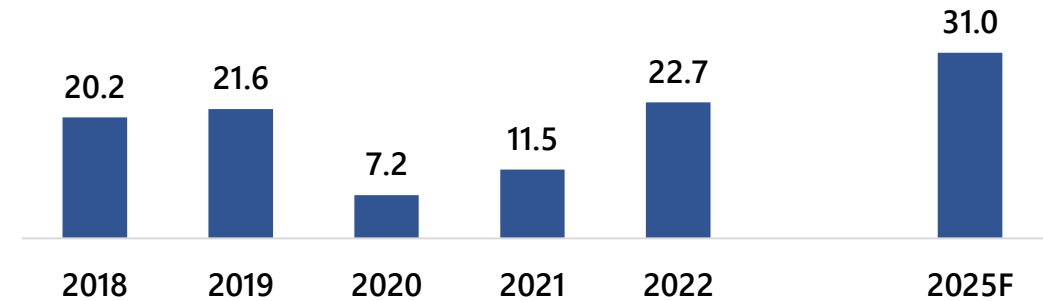
# Middle East And Africa Gifting And Lifestyle Market Key Performance Indicators

## UAE Tourism Sector Outlook

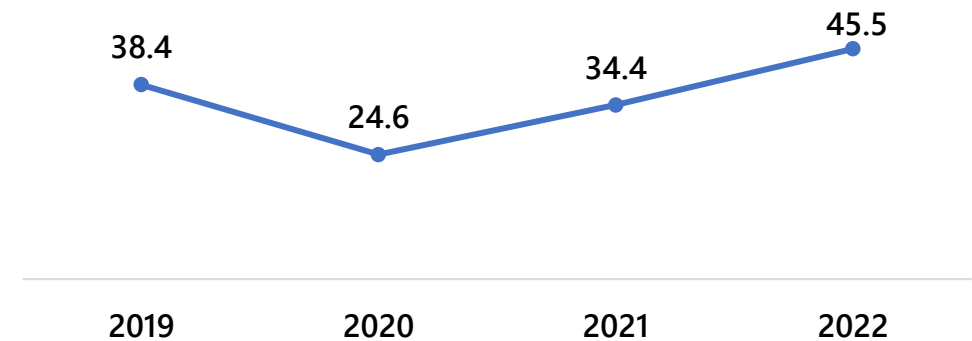
The UAE's tourism industry is robust and backed by government initiatives such as Abu Dhabi's Economic Vision 2030 and the "UAE strategy for domestic tourism". Moreover, Dubai is expected to launch new initiatives aligned with the UAE 2031 Tourism Strategy, aiming to attract 40 million guests by 2031 and increase the tourism sector's contribution to the emirate's GDP to USD 122.5 billion.

- According to Dubai's Department of Economy and Tourism, the city welcomed 14.4 million foreign overnight travellers in 2022, a 97% increase over the 7.28 million visitors who arrived in 2021, with occupied hotel nights reaching a record high of 37.43 million in 2022, a 19% rise over 2021 (31.47 million). In the tourism sector alone, the UAE generated approximately USD 24.62 billion in 2020 contributed ~5.9 percent to its GDP and nearly 35 percent of all international tourism receipts in Western Asia.
- In 2022, tourist travel to Dubai achieved 86% of pre-Covid pandemic levels, topping global recovery levels of 63% and Middle East recovery levels of 83%. In 2022, Dubai had one of the highest average hotel occupancy rates in the world, at 73%. Further, the UAE government unveiled its National Tourism Strategy 2031 under its vision 2030, which aims to attract \$27 billion in investment with the goal of hosting 40 million hotel visitors per year by 2030.
- Thus, the expansion of the tourism sector is anticipated to boost the demand for luggage, bags, footwear, apparel, and gifts, as visitors are likely to purchase souvenirs and renowned local products to share with their loved ones. This growth is also expected to increase the demand for children's products, such as toys and footwear, driven by the need for exploration and emerging fashion trends.

Numbers of tourist arrival in UAE, 2018-2025 (In Million)



UAE International Tourism Receipts , 2019-2022 (\$ Billion)



"Dubai welcomed 4.67M overnight visitors in Jan-Mar 2023, with highest number of guests from India at 612,000."

3.97<sub>M</sub> 2022  4.67<sub>M</sub> 2023  
Total International Visitors In Dubai, Jan-Mar

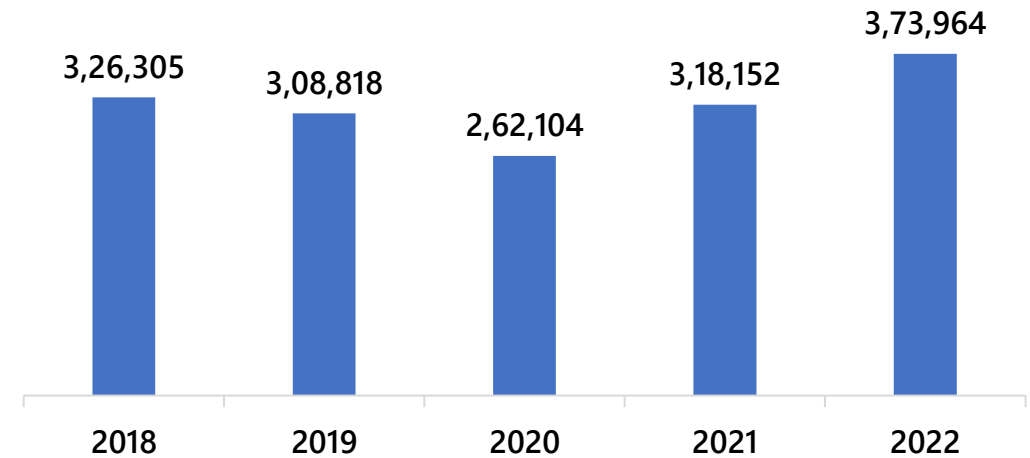


## South Africa Residential Sector Outlook

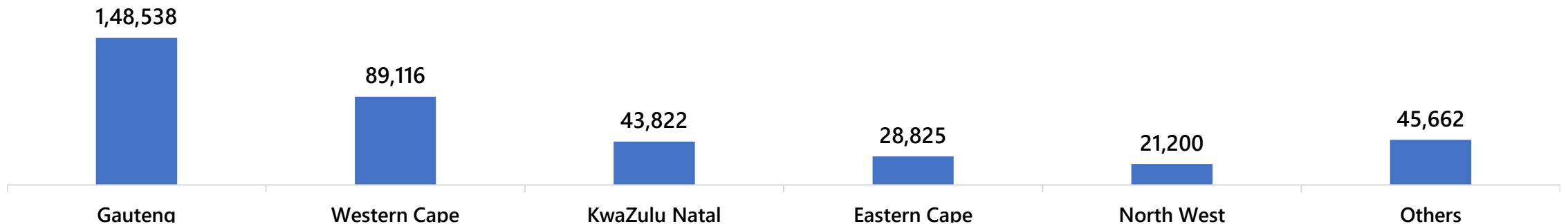
*"Rapid urbanization, government housing initiatives, and substantial budget allocations for smart city development are driving the demand for stylish and functional home products. New housing projects typically require furnishing and decoration, thereby boosting sales of home accents and lifestyle items."*

- In 2022, South Africa observed the sale of **328,524 residential units**, representing a 3.3% increase compared to the previous year. This growth can be attributed to the country's ongoing process of rapid urbanization, with the urban population comprising **68.1% of the overall population**. Furthermore, projections indicate that **by 2030, approximately 71%** of the total population in South Africa would be residing in urban areas and cities.
- Furthermore, Government of South Africa is providing impetus to housing sector with initiatives such as 'Informal settlements upgrading' and 'Affordable housing' along with an allocation of **\$430 Million for developing new smart city Nkosi City** and the **\$4.5 billion budget allocation for 2022-23** are expected to drive demand for stylish and functional home products, such as cookhouse accessories, small home appliances, table decorations, and other related items.

South Africa New Residential Housing Units, 2021-22 (Units)



Housing Units in Different Regions, 2022 (Units)



# Middle East And Africa Gifting And Lifestyle Market Key Performance Indicators

## Turkey Hospitality Sector Outlook

*“Turkey’s hotel industry thrives with new entrants, as highlighted by TÜROB’s report noting an increase in chain and group hotels from 57 in 2019 to 67 in 2023. This growth spurs demand for electronic gadgets, leather finished goods, home essence & accessories, home appliances, decorative accessories, crystalware, glass, porcelain, ceramics products to meet the needs of expanding accommodations.”*

- According to the article from Hürriyet Daily News, the hotel industry in Turkey is thriving, with new players entering the market. The report by the Hotel Association of Türkiye (TÜROB) highlights significant developments, including an increase in the number of chain and group hotels from 57 in 2019 to 67 in 2023. These hotels, comprising 46 local chains and 21 international chains, operate 722 accommodation facilities with a total of 157,495 rooms. Notably, Istanbul leads with 221 establishments, followed by Antalya with 155 hotels and Muğla with 73 hotels.
- As the hospitality sector flourishes and tourist arrivals surge, the demand for electronic gadgets, leather finished goods, home essence & accessories, home appliances, decorative accessories, crystalware, glass, porcelain, ceramics products, experiences a parallel growth trajectory. The expansion of hotel chains and the construction of new accommodations necessitate the installation of these products to meet the needs of guests.

### Turkey Upcoming Major Hotel Projects

Project Name	Completion Year	Contractor
Autograph Collection Hotel	2024	Marriott International
Aloft Istanbul Karakoy	2024	Marriott International
Moxy Izmir Turan	2025	Marriott International
Residence Inn	2025	Marriott International
Courtyard	2026	Marriott International

### Key Figures for Tourism Sector



56.7 Million  
Visitors in 2023



49.2 Million  
Foreign Visitors in 2023



54.3 Billion \$  
Tourism Revenues in 2023

952 \$  
Tourism Receipts per  
Arrival in 2023

3 Million  
Contribution of Travel & Tourism  
to Employment in 2022

11.5%  
Contribution of Travel &  
Tourism to GDP in 2022

1st  
Istanbul ranked at most visited city  
in the World in 2023

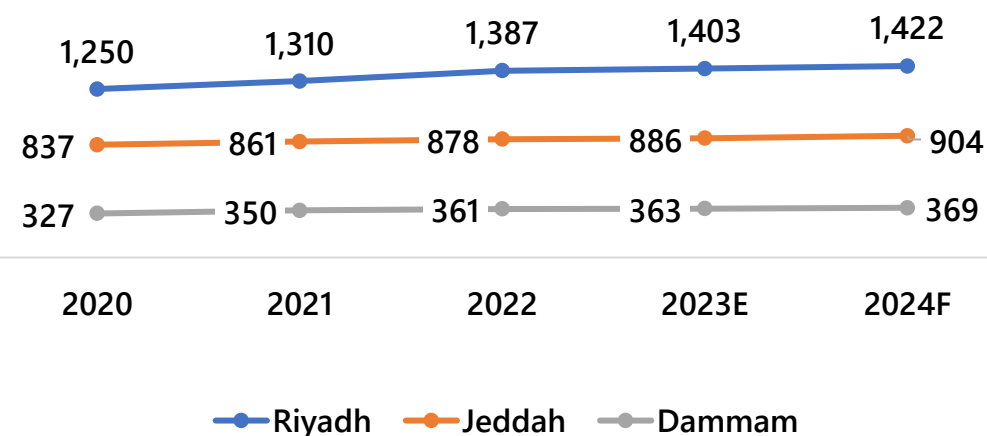
# Middle East And Africa Gifting And Lifestyle Market Key Performance Indicators

## Saudi Arabia Residential Sector Outlook

“Saudi Arabia’s residential sector is set for rapid growth, driven by a 2.3% annual population increase and ambitious projects like Vision 2030’s ‘The Mukaab’ This expansion would significantly boost demand for household products, creating substantial opportunities for businesses specializing in housewares, home essentials, and decorative items.”

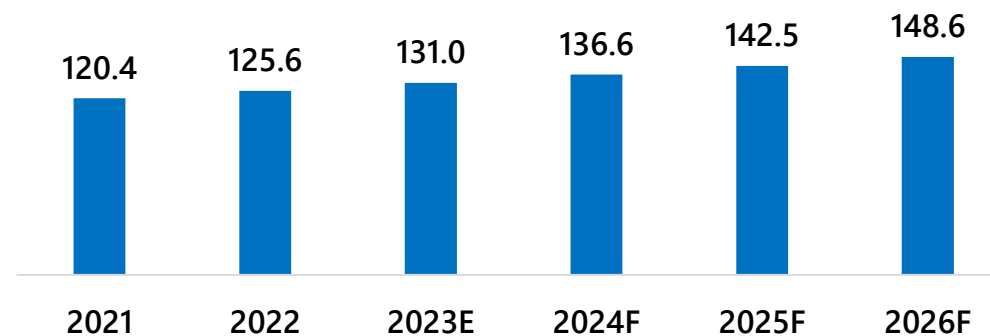
- Saudi Arabia's residential sector is set for significant growth, driven by an annual population increase of 2.3%. This surge necessitates the construction of more homes, schools, hospitals, and other essential infrastructure to accommodate the expanding population. Moreover, Vision 2030, led by the Public Investment Fund (PIF), aims to diversify the economy and reduce oil dependency. Major projects, such as 'The Mukaab' in Riyadh, would contribute to this transformation. The Mukaab, spanning 19 square kilometers, would include over 104,000 residential units, contributing to the planned 555,000 new residential units across the Kingdom by 2030.
- As the residential sector experiences this rapid expansion, the demand for household products is expected to rise correspondingly. The influx of new homes would create a substantial market for housewares, plasticwares, storage items, and home essentials and accessories. Furthermore, table decoration accessories, handicraft products, crystalware, glass, porcelain, and ceramics would become essential as residents seek to furnish and decorate their new homes. This burgeoning market presents a significant opportunity for businesses specializing in these household products to cater to the needs of a growing and diversifying population in Saudi Arabia.

Saudi Arabia – Supply of Residential Units, 2020-2024F (Thousands)



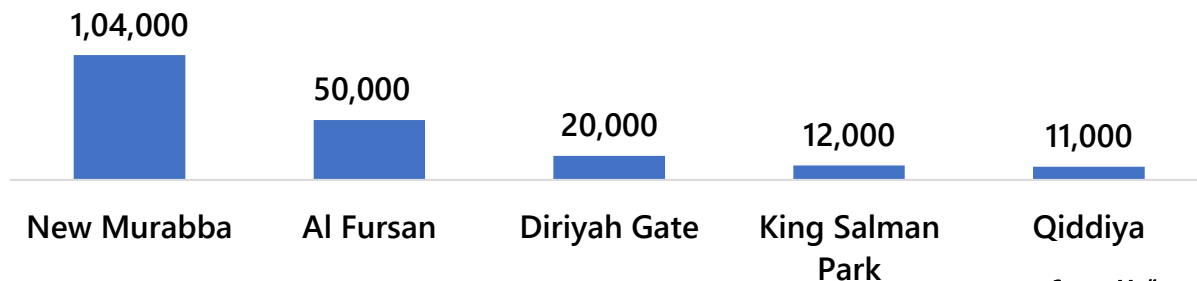
Source: Knight Frank

Saudi Arabia construction market, 2021-2026F, (\$ Billion)



Source: Gulf Business

Saudi Arabia Residential Complexes Number by Major Projects, By 2030F



Source: Media

# Disclaimer

## Policy

6Wresearch services, comprises market specific information that is intended for key sets of customers which can be used for internal purposes, but not for general publication or disclosure to third parties.

No part of the report can be, lent, resold or disclosed to non-customers without written permission. No part may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the permission of the publisher. The market specific information is based on primary interviews and 6Wresearch takes no responsibility for any incorrect information provided to us. 6Wresearch would not be held responsible for any loss or damage caused owing to the usage of such information and thus would not refund in any case the amount spent by the company in purchasing such information.

For information regarding permission, contact:

**Email:** [sales@6wresearch.com](mailto:sales@6wresearch.com)