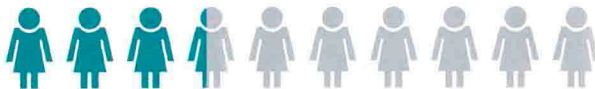


# INFOGRAPHIC: WOMEN AND MARKETING



75% of discretionary spending worldwide will be controlled by women by 2028 [Source: EY]

33%



33% of all businesses in the world are owned by women and nearly half of those firms are in developing markets [Source: EY]



**\$18 TRILLION**  
will be the combined  
global income of  
women by 2020  
[Source: EY]



10% CHECK  
BRANDS ON  
FACEBOOK  
PAGES



**91%**  
OF ARAB WOMEN  
ACCESS THE INTERNET

on their Smartphones and tablet computers  
[Source: Marketing to Women (M2W) 2016]



91% OF ONLINE SHOPPING IS  
DONE THROUGH MOBILE PHONES

87% OF WOMEN IN THE GCC  
OWN SMARTPHONES  
[Source: M2W 2016]

40% REGULARLY PLAY GAMES ON  
SMARTPHONES OR TABLETS  
[Source: M2W 2016]

46% INTEND TO DOWNLOAD  
APPLICATIONS OF BRANDS ON  
SMARTPHONES SO THEY CAN  
ACCESS THEM AT LEISURE



**46%**  
OF WOMEN

in the GCC search for information online for  
personal purposes [Source: M2W 2016]



**50%**  
OF ARAB WOMEN  
SEARCH THE INTERNET  
FOR TRENDS IN HEALTH AND FITNESS,  
FASHION, BEAUTY AND LIFESTYLE



**97%** OF ARAB MOTHERS  
WORRY ABOUT THEIR  
CHILDREN'S HEALTH



39% WISH TO GET EMAIL NOTIFICATIONS IF  
THERE ARE UPDATES FROM BRANDS



**33%**  
OF ARAB WOMEN LOOK FOR  
COOKING-RELATED MATERIAL  
ON THE INTERNET



20% OF ARAB WOMEN CLAIM  
TO SHOP ONLINE

**51%**  
OF ARAB MOTHERS  
SEEK HEALTHIER FOOD OPTIONS  
IN-STORE FOR THEIR CHILDREN

**76%**  
OF ARAB WOMEN  
GIVE PREFERENCE TO THEIR FAMILIES  
OVER THEIR CAREER ASPIRATIONS

**69%**  
OF ARAB MOTHERS  
SAY RAISING CHILDREN IS  
THEIR TOP PASSION



**88%**  
OF WOMEN  
IN THE REGION FEEL THEY HAVE  
A GREATER SAY IN THEIR LIVES

**83%**  
FEEL IT'S BETTER  
TO HAVE FEWER  
CHILDREN

**50%**  
OF ARAB WOMEN  
DO NOT WANT TO STAY  
IN A JOINT FAMILY



**69%**  
SAY THEY ARE  
EQUAL TO MEN

**87%**  
OF YOUNG ARAB WOMEN  
FEEL THEY SHOULD HAVE  
A SAY IN CHOOSING  
THEIR SPOUSE



WOMEN SPEND 10%  
MORE TIME THAN MEN  
IN STORES

WOMEN VIEW 18%  
MORE PRODUCTS  
THAN MEN

**TOP 5  
ITEMS BOUGHT  
ONLINE BY ARAB  
WOMEN**

Clothes

Cosmetics  
and perfumes

Accessories

Mobile phones

Jewellery



[Source: M2W 2016]



WOMEN ARE 30% MORE LIKELY TO BUY  
PRODUCTS ONCE THEY SEE THEM

**92% OF WOMEN WANT TO LEARN MORE  
ABOUT FINANCIAL PLANNING**  
[Source: Fidelity Investment, US]

**75% WANT TO LEARN MORE ABOUT  
MONEY AND INVESTING**  
[Source: Fidelity Investment, US]

**77% OF WOMEN ARE CONFIDENT ABOUT  
DISCUSSING MEDICAL ISSUES WITH A  
DOCTOR ON THEIR OWN**  
[Source: Fidelity Investment, US]



**47%**



47% of women are comfortable talking about money and investing  
with a financial professional [Source: Fidelity Investment, US]

**82%**

OF WOMEN ARE CONFIDENT ABOUT MANAGING THEIR  
DAY-TO-DAY BUDGETING, but their confidence slips when  
it comes to long-term financial planning  
[Source: Fidelity Investment, US]