

The Impact of Coronavirus On Consumer Goods and Services in the Middle East

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Abstracts

Coronavirus (COVID-19) has shaken up consumer goods and service industries in the Middle East, putting pressure on supply chains and depressing sales as lockdowns and job losses squeeze discretionary spending. Essential items such as packaged food, and home care products grew due to higher demand as eating and entertainment moved into the home. Acceleration of e-commerce penetration is also occurring throughout the region.

Euromonitor International's The Impact of Coronavirus On Consumer Goods and Services in the Middle East global briefing offers insight into the size and shape of the Consumer Finance market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and offers strategic analysis of key factors influencing the market. Forecasts provide an invaluable perspective on market evolution and the criteria for success. The briefing leverages Euromonitor International's 360-degree coverage of the global payments' landscape including insight on consumer debt.

Product coverage: Consumer Lending, Financial Cards and Payments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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