



Deloitte.

2023 Global
Marketing Trends
Resilient Seeds for Growth

United Arab Emirates Respondents

Agenda

1 2023 Global Marketing Trends Introduction

Resilient seeds for growth

2 Trend One

Brands answer economic instability with marketing investments

3 Trend Two

Chief marketing officers drive growth through internal sustainability efforts

4 Trend Three

Creativity as a force for growth

5 Trend Four

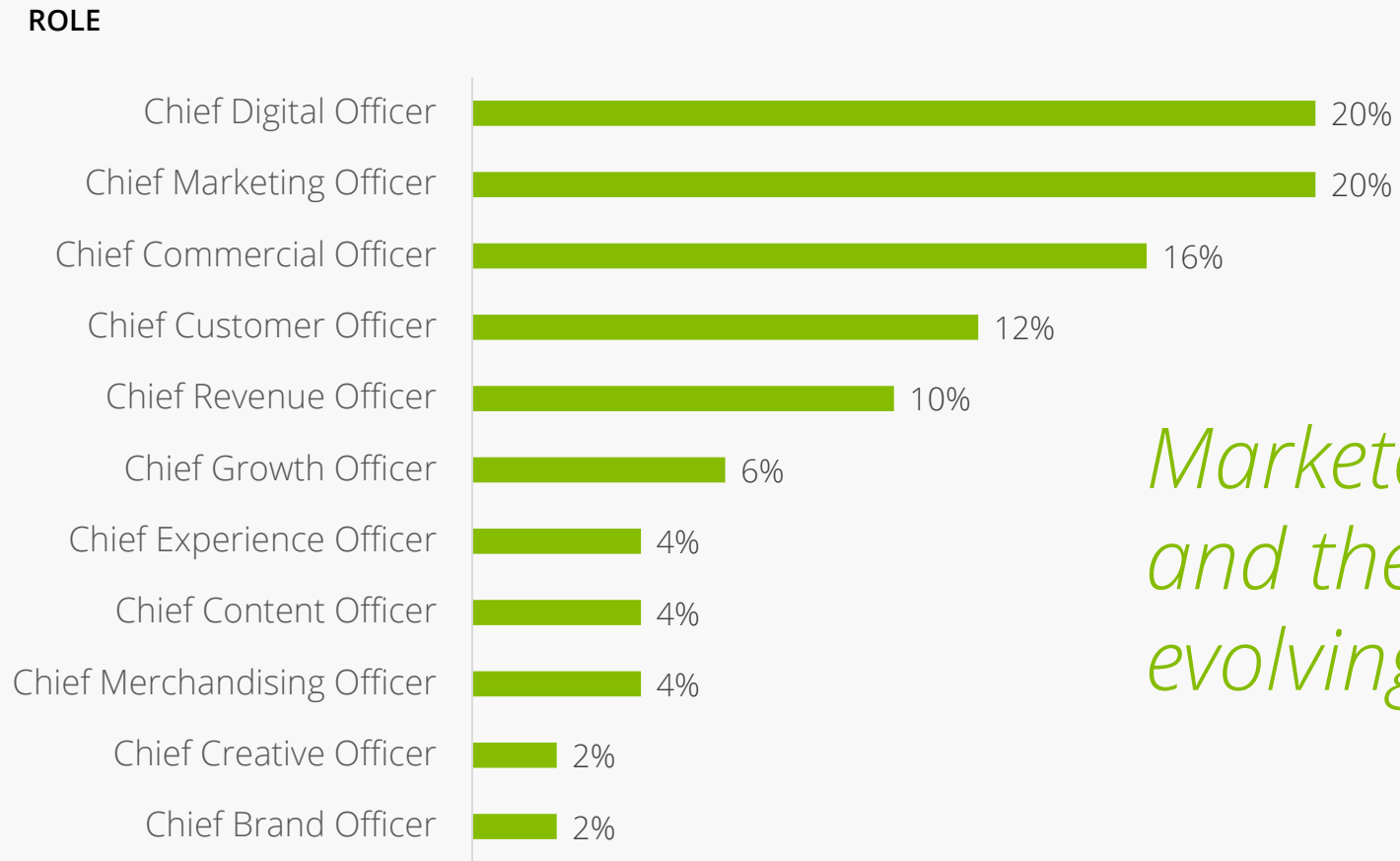
Rising technologies for marketers to watch

We surveyed **1,015** global executives including **50 Emirati executives** to better understand how top brands are meeting the needs of today's customers.

n = 1015

Source: Deloitte Global Marketing Trends Executive survey, June 2022

The 50 UAE Respondents | Role

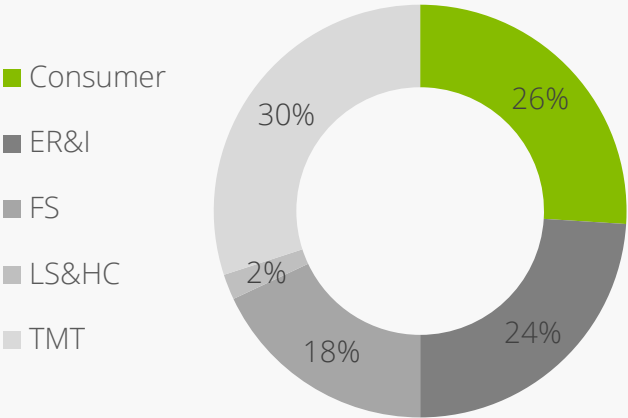


Marketers wear many hats – and their titles reflect the evolving demands of their role.

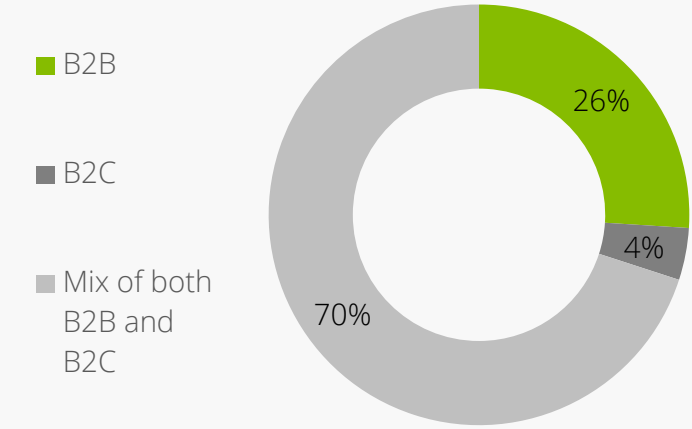
Base: United Arab Emirates (n=50)

The 50 UAE Respondents | Demographics

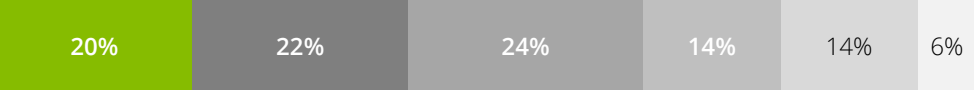
INDUSTRY



BUSINESS TYPE



ANNUAL REVENUE



- \$250 million to less than \$500 million
- \$500 million to less than \$1 billion
- \$1 billion to less than \$5 billion
- \$5 billion to less than \$10 billion
- \$10 billion to less than \$25 billion
- \$25 billion or more

ANNUAL GROWTH RATE



- Increased by more than 25%
- Increased by less than 10%
- Increased by 10%-25%
- Decreased by less than 10%

Base: United Arab Emirates (n=50)

TREND 1

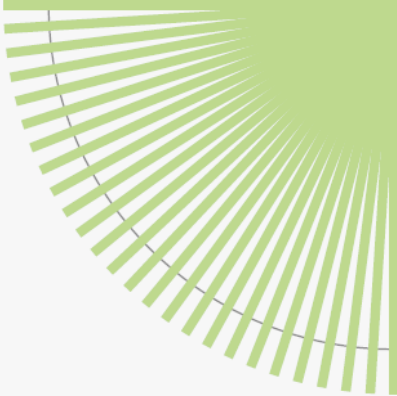
Brands answer economic instability with marketing investments

Financial uncertainty such as inflation, supply issues and a looming recession **is the top-of-mind concern for brands globally**. Rather than cost cutting, brands surveyed are planning to weather financial uncertainty with marketing investments.

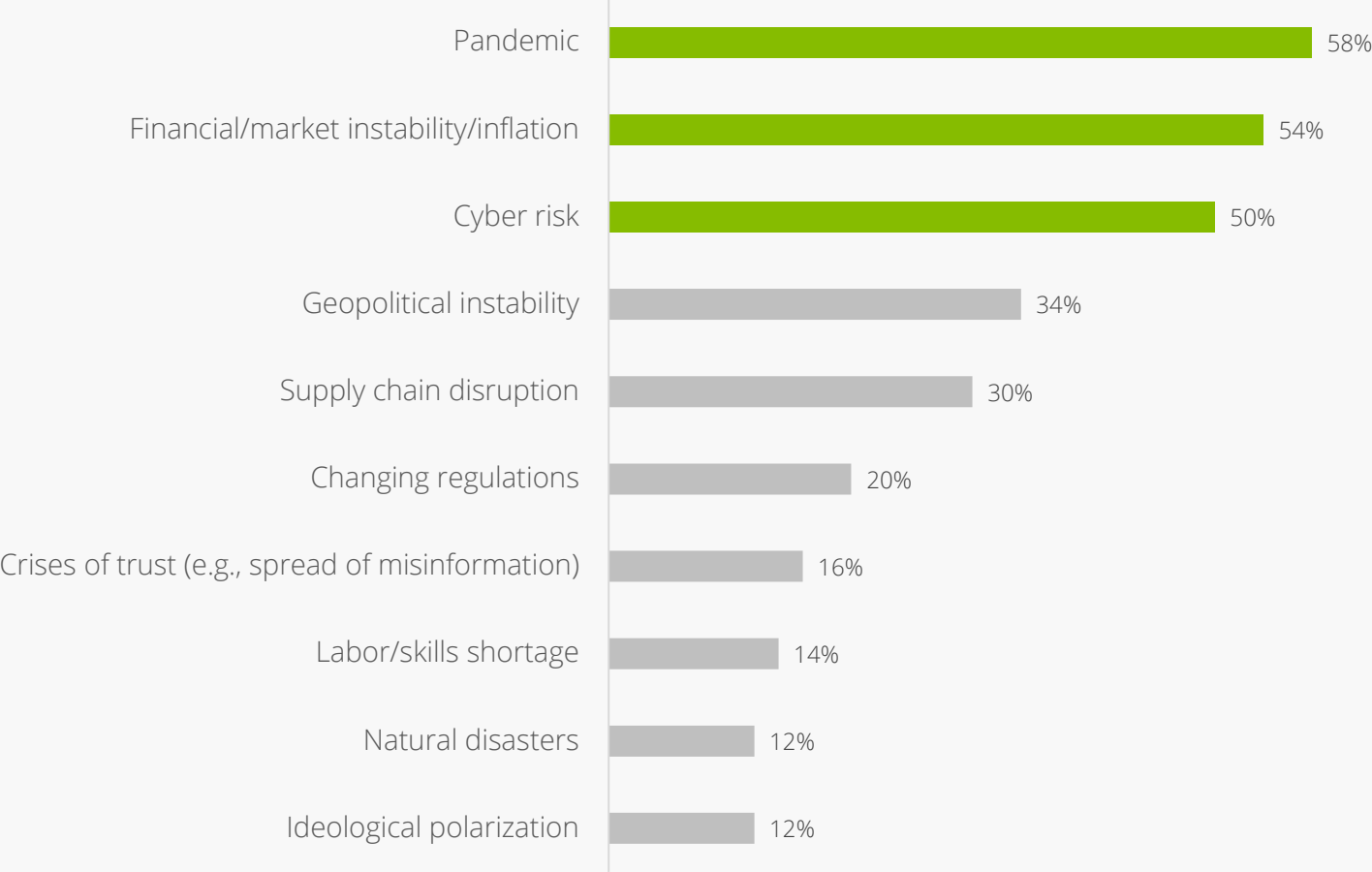
Globally, the top three strategies include:

- 1 Accelerating to new digital platforms/technologies
- 2 Expanding into new markets, segments, and geographies
- 3 Implementing systems (such as AI) to create greater customer personalization

Top External Challenges | United Arab Emirates



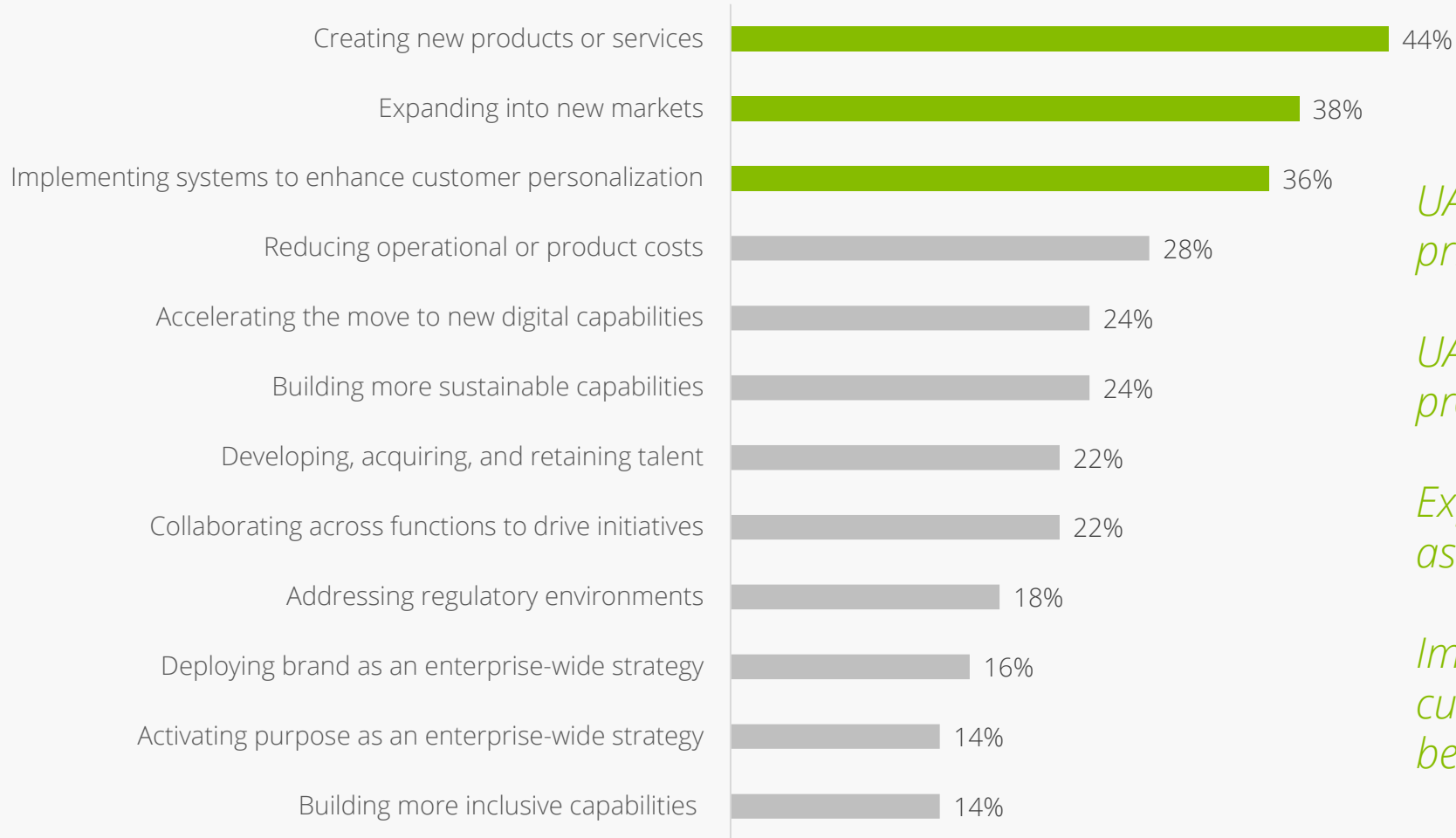
ALL INDUSTRIES



UAE CMOs see the pandemic as the top external challenge, but financial instability and cyber risk follow close behind.

Base: United Arab Emirates (n=50)

Top Priorities | United Arab Emirates



UAE CMOs share 2 of the same global priorities, but their top priority differs.

UAE CMOs' #1 priority is creating new product or service offerings.

Expanding into new markets comes in as the #2 priority.

Implementing systems to enhance customer personalization is close behind as the #3 priority.

Base: United Arab Emirates (n=50)

TREND 2

Chief marketing officers drive growth through internal sustainability efforts

Leading by example

While there are many potential approaches to sustainability, **brands surveyed are concentrating their efforts on shoring up the sustainability of their own internal practices**, rather than trying to influence customer behavior. These efforts not only establish an authenticity to brands' marketing initiatives but leverages heightened awareness of global uncertainties to help build a more secure, sustainable future.

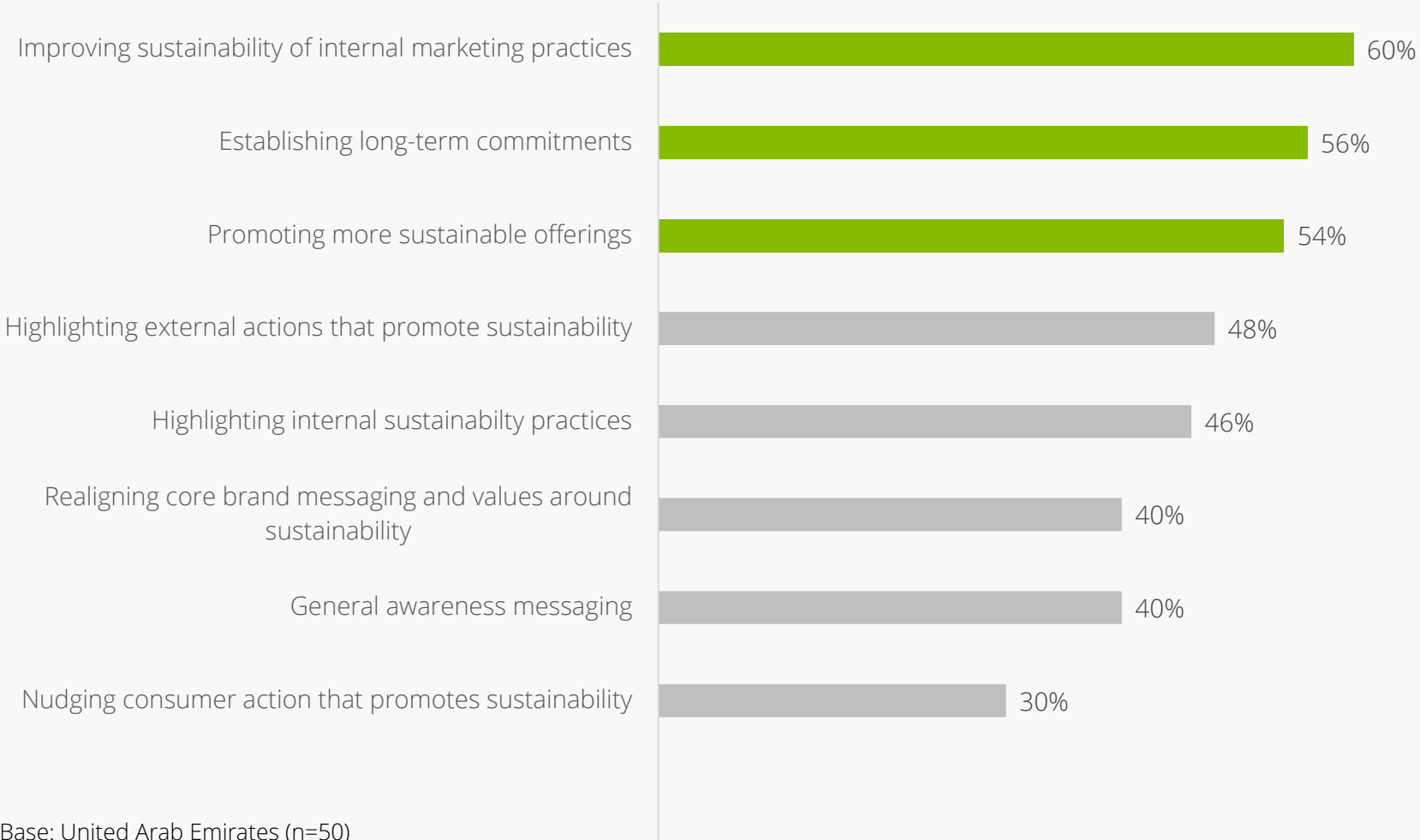
Globally, the top three sustainability strategies include:

- 1 Improving sustainability of internal marketing practices
- 2 Promoting more sustainable product and service offerings
- 3 Establishing long-term sustainability commitments

n=1015

Top Sustainability Strategies | United Arab Emirates

Q20. Which of the following environmental sustainability initiatives are part of your current marketing strategy?



Base: United Arab Emirates (n=50)

UAE marketers' top sustainability strategies closely align with global results.

The top strategy for UAE marketers is focusing on improving the sustainability of internal marketing practices.

Following close behind, 56% of UAE marketers are establishing long-term commitments, and 54% are promoting more sustainable offerings.

TREND 3

Creativity as a force for growth

High-growth brands surveyed are prioritizing creativity as a force for long-term growth over their low-growth counterparts. High-growth brands also place a higher priority on increased risk taking, cross-functional collaboration, and looking to the marketing function for its most creative ideas.

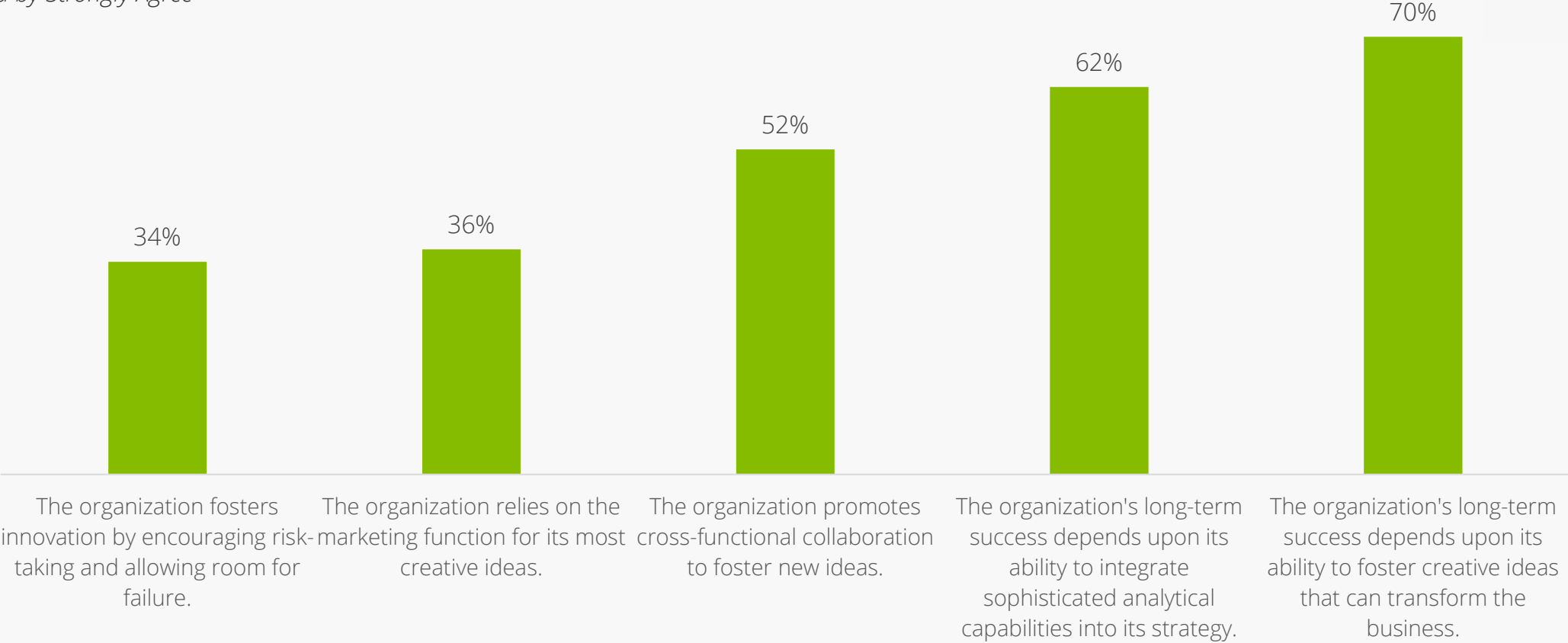


The organization's long-term success depends upon its ability to foster creative ideas that can transform the business.

Creativity | United Arab Emirates

Q21. Please rate your level of agreement with the following statements regarding the role of creativity in your organization: (Strongly Disagree, Disagree, Neither agree nor disagree, Agree, Strongly Agree, Not Applicable)

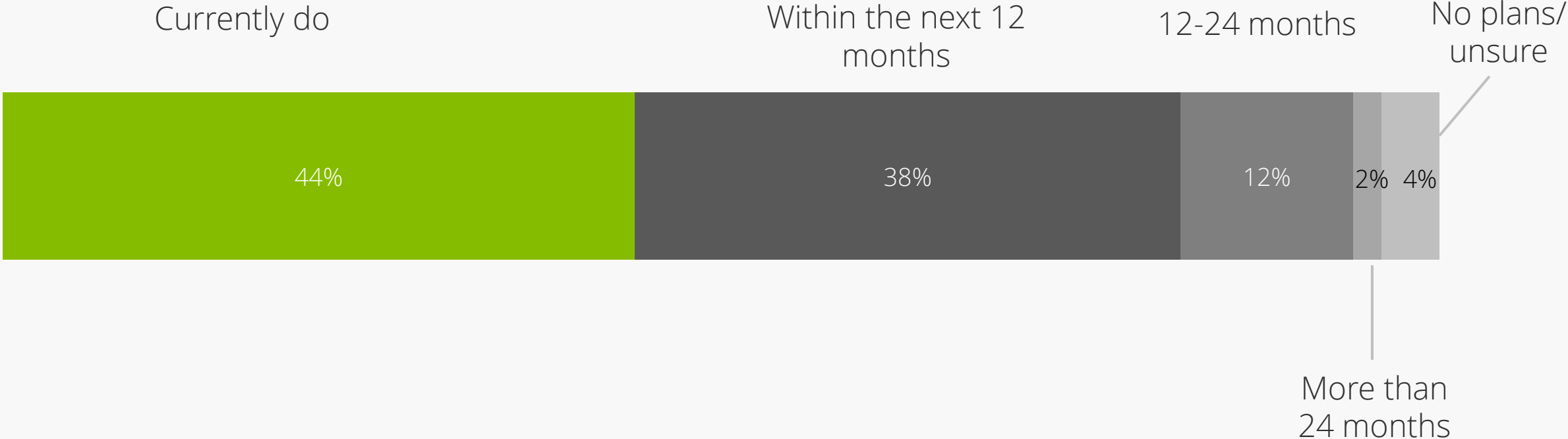
Filtered by Strongly Agree



Base: United Arab Emirates (n=50)

Marketer's Timeline To Partner With Creators | United Arab Emirates

Q12: In what timeframe, if at all, do you plan to partner with creators/influencers as part of your marketing strategy?

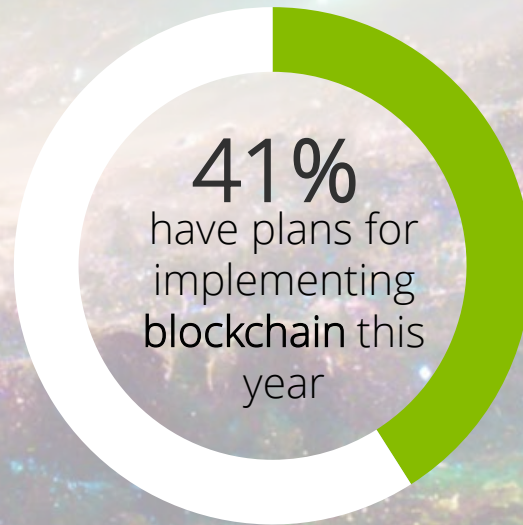
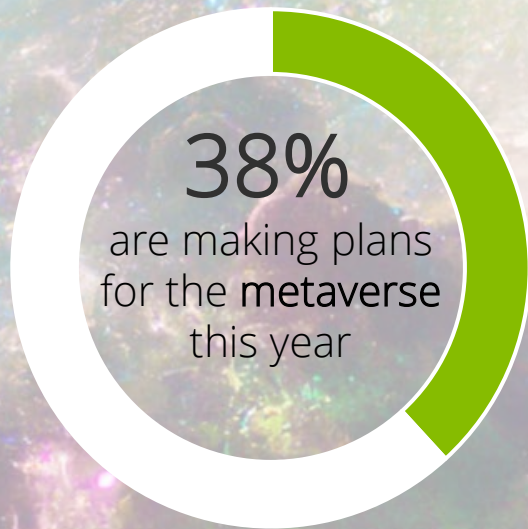


Base: United Arab Emirates (n=50)

TREND 4

Rising technologies for marketers to watch

Which new technologies most interest marketing leaders this year—and which are likely to sustain their interest over the long term? **Marketers have their eye on expanding their investment in blockchain and the metaverse.**

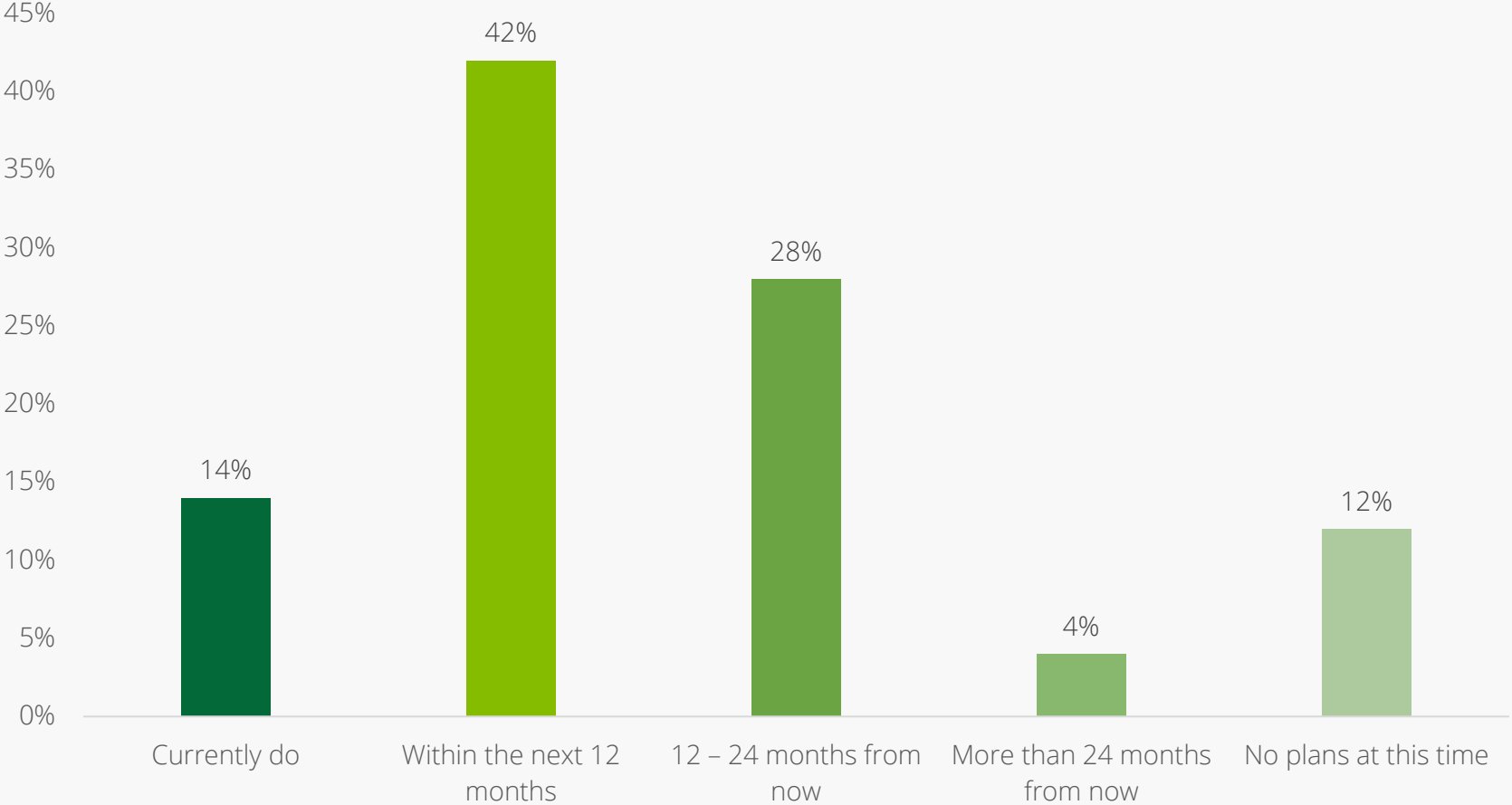


Although nascent, marketers are laying the groundwork for adoption of new technologies this year. To stay relevant, brands should consider laying out strategy that will benefit them in the long term.

(n=1015)

Marketer's Timeline For Engaging The Metaverse | United Arab Emirates

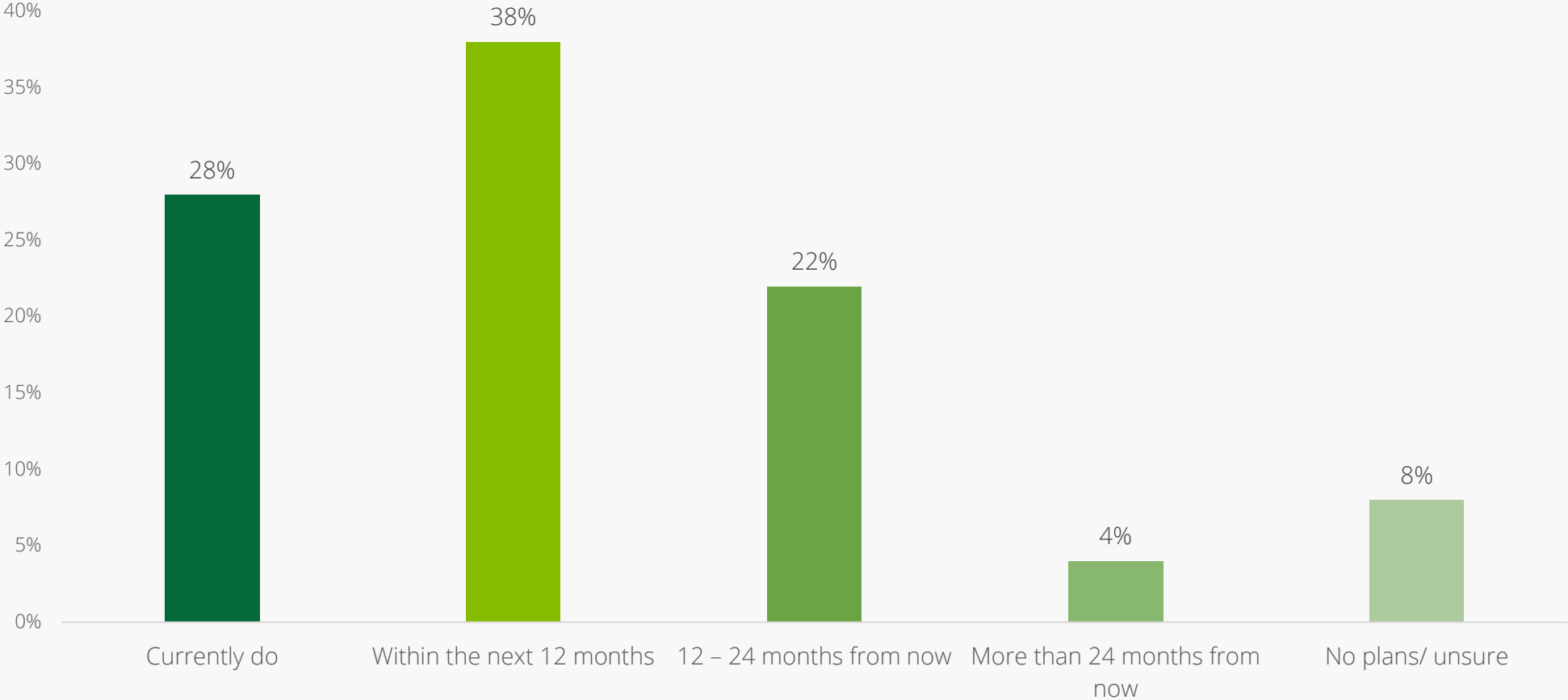
Q11. In what timeframe, if at all, does your brand plan to actively participate within the metaverse?



Base: United Arab Emirates (n=50)

Blockchain Technologies | United Arab Emirates

Q14. In what timeframe, if at all, do you plan to support your advertising strategy with blockchain technologies?



Base: United Arab Emirates (n=50)



**Gain insights to build resilient seeds for growth here:
deloitte.com/globalmarketingtrends**

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor.

Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as “Deloitte Global”) does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the “Deloitte” name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.

Copyright © 2023 Deloitte Development LLC. All rights reserved.