

# Saudi Arabia has emerged as the global leader in Click-and-Mortar™ shopping: 2024 Global Digital Shopping Index

Saudi Arabia Edition

**55%** of consumers prefer Click-and-Mortar™ shopping strategies, surpassing the global average (39%).



**6 in 10** millennials have shopped via Click-and-Mortar™ most recently.

**71%** consumers cite *price matching* as a key feature they expect from merchants.

**77%** consumers cite *the ability to use a preferred payment method* as a key benefit they expect from merchants.



PYMNTS-Visa Acceptance Solutions Study

**VISA** Acceptance Solutions