

Organised by



**GITEX SHOPPER**  
gitexshopperdubai.com



**BIG  
SAVINGS  
WILL MAKE  
YOU HAPPY!**

**GITEX SHOPPER**  
**24-28 SEP 2019** **SHEIKH SAEED HALLS**  
DUBAI WORLD TRADE CENTRE

**POST SHOW REPORT**

# SHOW INFORMATION

**GITEX SHOPPER**  
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Over  
**100K**  
visitors in 5 days



Average spend  
at the show  
**AED 1500**



**64%**  
of visitors buy at the show



**93%**  
of exhibitors rate the  
show as being an important  
event to be a part of



**81%**  
of exhibitors rated quality  
of visitors as very good



**NEXT EDITION**  
**30TH**  
**ANNIVERSARY**  
**6-10 OCT 2020**



# VISITOR INSIGHTS



**92%**

of visitors are aged  
between 25 - 49 years



**33%**

delay their purchases  
up to one month to  
buy at the show



**24%**

spend more at **GITEX  
Shopper** vs in malls

## MAIN REASONS FOR ATTENDING THE SHOW



All retailers  
under one roof



Free product  
bundles



Offers  
& deals



**25%**

of visitors wait for  
GITEX Shopper to buy  
electronics



**47%**

of visitors prefer to buy  
electronics at the show  
instead of online



**26%**

were first-time  
visitors



**39%**

of visitors spend  
3 - 4 hours at the show

**58%**

of the Emirati  
visitors were  
at the show for  
the first time



# EXHIBITOR EXPERIENCE

The show is considered as important event by **93% of the exhibitors**



GITEX Shopper remains the premier consumer electronics event across the GCC, where customers can get the best deals on their favourite smartphones and gadgets from top retailers and brands, all under one roof.

**Taiyab Ghafoor**

Group Director - Organised Retail



GITEX Shopper is a once-a-year mega electronics event where customers get a chance to buy their dream gadgets and other electronics at crazy good prices with lots of freebies.

**Narayan Agarwal**

Chief Financial Officer



GITEX Shopper is a popular fun, festive event. It is a great place for the whole family to shop for the latest tech gadgets & get the best deals & bundle offers.

**Pankaj Kumar**

Head of OmniChannel Retail



GITEX Shopper is the only event where consumers can find the electronics retail industry together and is a place to showcase our products to consumers from all over the UAE. It is the perfect platform to reach out to our target audience.

**Nilesh Khalkho**

CEO



# VISITOR TESTIMONIALS



I'm pretty impressed with the great deals at GITEX Shopper as there are lots of gadgets at good prices with additional freebies. I came to buy a laptop but I think I will be buying a smart phone too!

**Muhammad Faizan**

Visitor from Pakistan



I came to GITEX Shopper & bought a mobile for AED 2,500 & couldn't believe I won AED 2,000 back in the Shop & Win raffle! I'm coming back to the show to spend this money on more electronics!

**Sumit Kumar**

Visitor from Ras Al Khaimah



I always buy electronic gadgets at GITEX Shopper, I'm a regular visitor because I can find deals that you can't find anywhere else. I'm hoping to get a good deal on an iPhone 11.

**Khalid Al Balushi**

Visitor from Oman



This is my first time and the deals are really good. I have seen a few great offers on TV's & I will definitely come back here when I want to buy electronics.

**Ben Arias**

Spanish visitor living in Dubai



# PRODUCT INSIGHTS



## TOP SELLING PRODUCTS AT THE SHOW

- 1 Smartphones
- 2 Large Screen HDTVs
- 3 Laptops | Gaming Laptops
- 4 Smart Home products
- 5 Accessories
- 6 Gadgets



## MOST ATTRACTIVE NEW PRODUCT SEGMENTS

- 1 Smart home devices
- 2 Health & wellness
- 3 Kids technology & edutainment products
- 4 Robotics & drones
- 5 Augmented reality
- 6 Virtual reality

## PRODUCT CATEGORIES WITH HIGHEST GROWTH POTENTIAL IN THE NEXT 12 MONTHS



# VISITOR PROMOTIONS

## VISIT & WIN

One lucky winner drove away in a 2019 Mitsubishi Eclipse Cross

**15 IPHONES XRS**

**30 HONOR 10I SMARTPHONES**

**50 BISSELL VACUUM CLEANERS**

**30 DUBAI MALL VOUCHER**

**BOOKLETS**



## SHOP & WIN

**25 visitors** who spent AED 2,000 at the show were able to get back AED 2,000 CASH

## SCRATCH & WIN

50 Blueair cabin car air purifiers & 30 Tornado watches were up for grabs for lucky visitors



**NEW**

**KidZania AREA**

An area where children enjoyed painting, arts & crafts & face painting

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**AED25K VR PLAY**

Live broadcast with Sheena on 24 - 26 September 2pm - 5pm.

One lucky winner walked away with AED 25k after a VR challenge at the show.





# SHOW FEATURES

**NEW**

## SHOPPER SMART HUB

A curated area displaying & highlighting smart home products manned by trained staff who demonstrated the benefit of the smart devices with live demos of these plug & play devices.



## SHOPPER TRADE-IN

Visitors were able to trade in their old electronics & get a voucher to spend at any stand during the show.



**NEW**

## VIRTUAL ZONE

A dedicated experience for visitors wanting to explore virtual reality & test their skills on games like Angry Birds, Fruit Ninja & more.



## SHOPPER GAMES

Returned with PC Gaming area, PlayStation corner, Nintendo & Retro gaming in addition to Fortnite & Smash Bros competitions on the weekend.



# MARKETING AND PR CAMPAIGN WORTH OVER US\$ 10 MILLION

GITEX Shopper delivered a powerful marketing and PR campaign with the following results:



**239K**



**60K**

link clicks - **8% increase**  
over 2018



Over

**29K**

engagements  
on Instagram



Over

**211K**

impressions on Twitter



**1.4M**

SMS to consumers



EDMs to over

**600K**

consumers



video views with

launched this year

A comprehensive regional  
advertising and PR campaign  
worth over

**US\$ 5M**

## OUTDOOR BRANDING



**150**

city taxis



**2** bridge banners

Sheikh Zayed & Al Khail Road



Metro overhead  
panel branding

## RADIO



**50X**

liners on Virgin

**530x30**

second spots

**80x30**

second promos



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# BOOK YOUR SPACE FOR GITEX SHOPPER 2020 - OUR 30<sup>TH</sup> ANNIVERSARY!

## CONTACT

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