



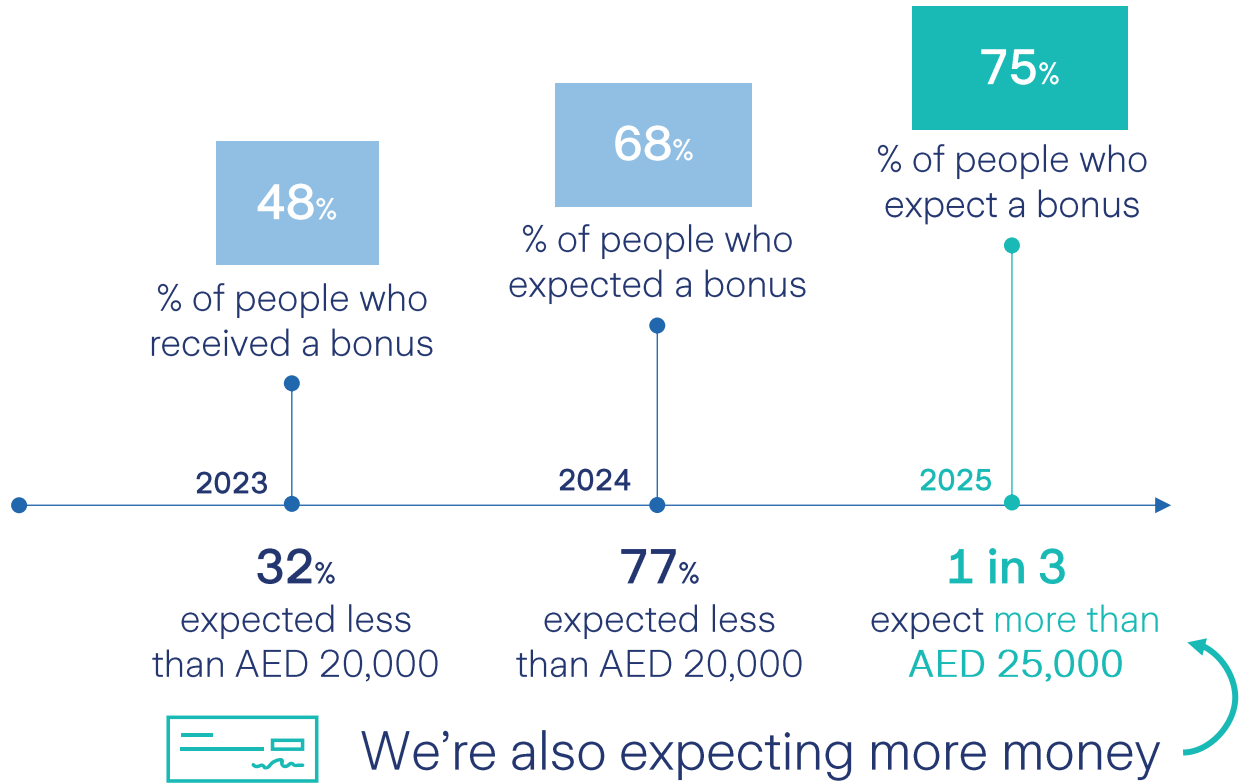
# Let's talk about your money, UAE

Deep diving into the financial confidence and aspirations of UAE's citizens and residents.

A survey by YouGov & Zurich International Life Limited  
January 2025

# We're feeling bonus optimistic

Year-on-year bonus expectations in the UAE are rising, indicating increasing optimism about workplace financial rewards. This is likely influenced by confidence in the economy and corporate performance.



## Optimism ranges across nationalities

**83%** Emiratis    **77%** Arab expats    **70%** Asian expats    **71%** Western expats





# Do we spend, or do we save?

The dual approach of spending while saving is becoming increasingly common among UAE citizens & residents. With a significant portion planning to save at least part of their bonus, these allocations reflect a thoughtful balance.

**31%**

Want to **spend** at least some part of their bonus

**68%**

Want to **save** at least some part of their bonus



## Primary priorities differ with nationality

	Spend on	Save for
Emiratis	<ul style="list-style-type: none"> <li>• Gifting to family and friends</li> </ul>	<ul style="list-style-type: none"> <li>• Children's higher education</li> </ul>
Arab expats	<ul style="list-style-type: none"> <li>• Gifting to family and friends</li> </ul>	<ul style="list-style-type: none"> <li>• Emergency funds</li> </ul>
Asian expats	<ul style="list-style-type: none"> <li>• Children's higher education</li> </ul>	<ul style="list-style-type: none"> <li>• Emergency funds</li> </ul>
Western expats	<ul style="list-style-type: none"> <li>• Luxury items</li> <li>• Health &amp; wellness</li> </ul>	<ul style="list-style-type: none"> <li>• Children's higher education</li> </ul>



**27%**

## Breakthrough trend

People plan on investing in building skills like AI.

This reflects a trend of prioritizing financial security while valuing enjoyment and personal growth, fostering a balanced financial mindset nationwide.

# Money matters change as per age



Age 18-24

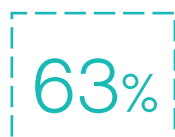


## Starting early

31% of Gen Z (ages 18-24) are leading the way and plan to save their entire bonus instead of spending it. This reflects a serious commitment to building a strong financial foundation.



Age 25-34



## Meeting current demands

Among Millennials (ages 25-34), 63% are saving most of their bonuses, highlighting a trend of understanding responsibility and long-term planning while balancing current financial demands.



Age 45+



## Balanced approach to bonuses

52% of those aged 45 and above intend to save most of their bonus rather than all of it, indicating a more flexible approach to financial planning that balances saving with other priorities.



Citizens and residents in the UAE, particularly younger generations, are taking charge of their finances, focusing on long-term planning and stability. This trend highlights a cultural shift towards balancing saving and spending while prioritizing personal growth and experiences.

### David Denton-Cardew

Head of Propositions  
Zurich International Life Limited

# The great UAE retirement



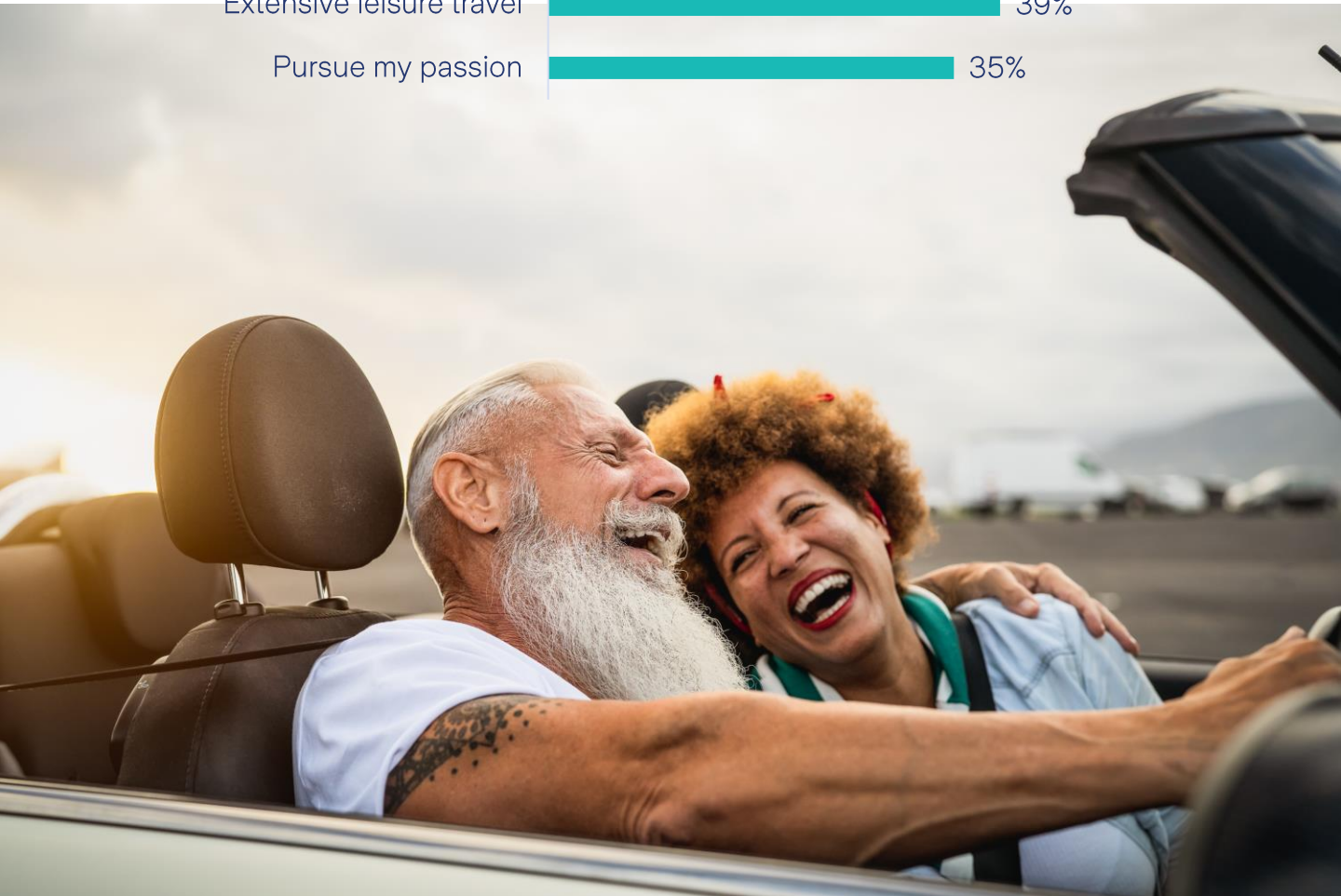
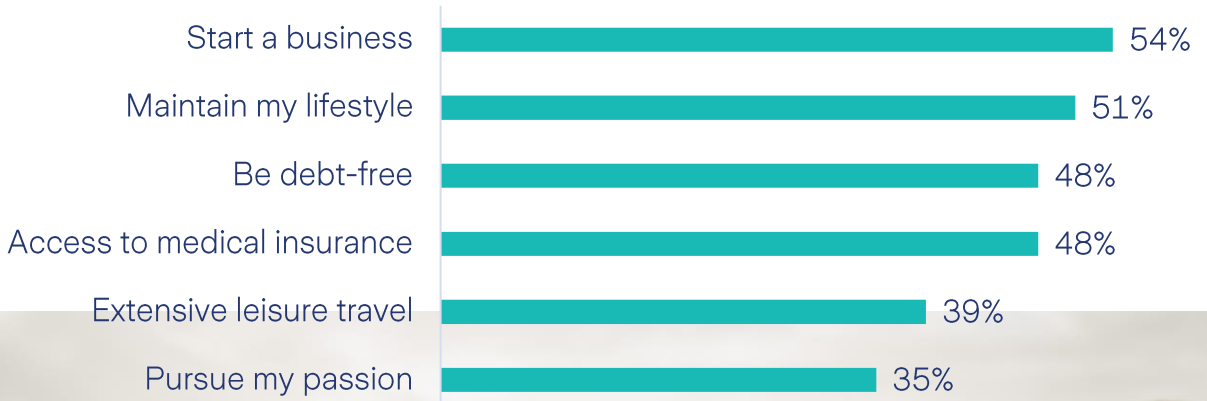
**7 out of 10**  
people want to retire here.



The highest proportion of this is within people earning a salary more than AED 25,000

## Forward focus

Citizens and residents have ambitious retirement goals and want to ensure that they find a good balance while enjoying their golden years.

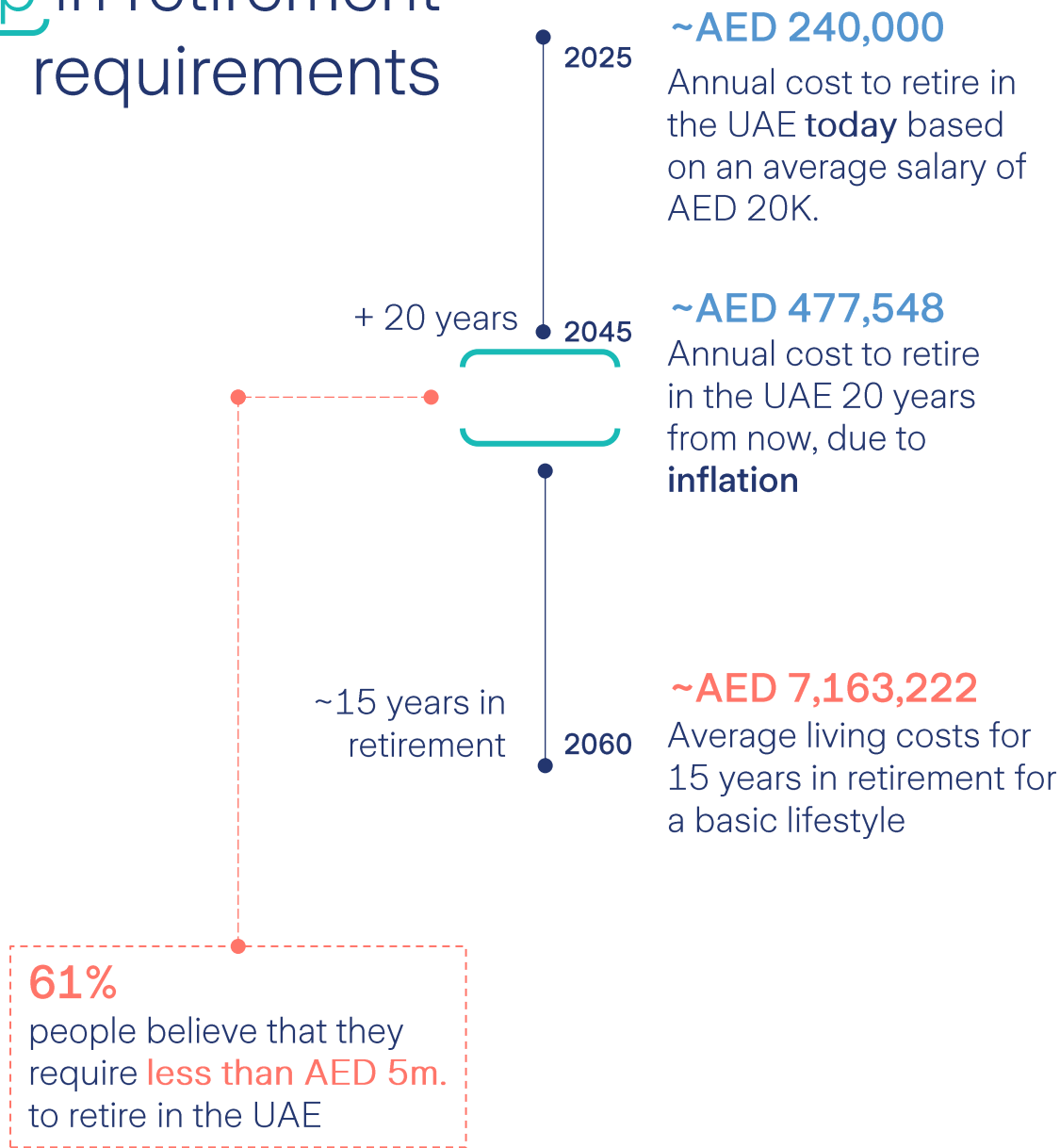


# Are we really retirement ready?

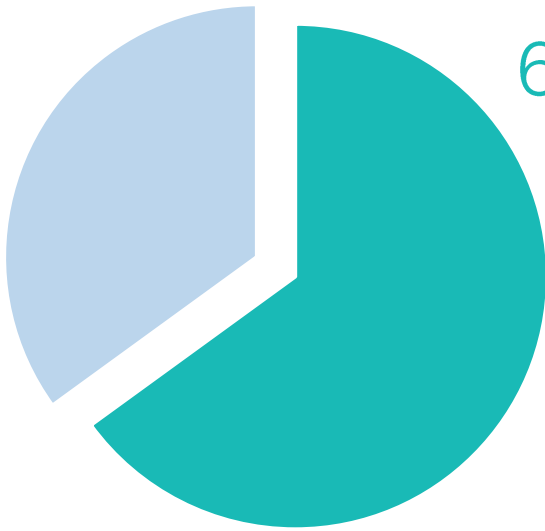
**75%** Citizens and residents feel confident that they will have enough funds to retire.

This confidence is higher amongst higher income groups and between Arab and Emirati nationalities.

However, we find a **gap** in retirement requirements



# The gratuity gap



65%

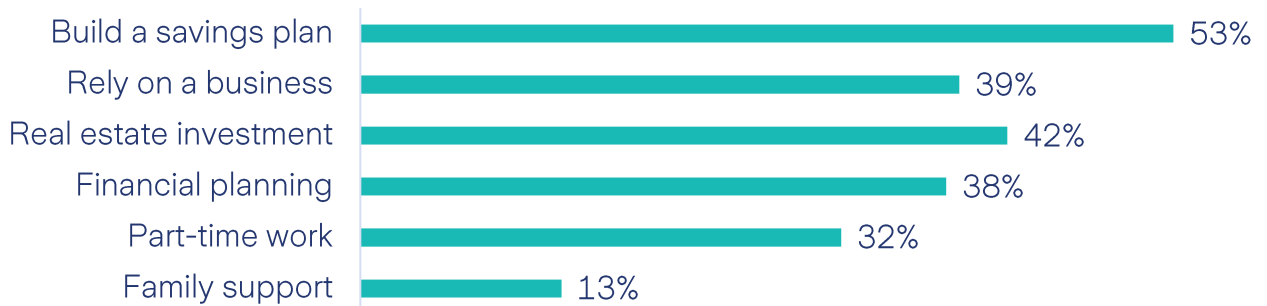
Expect their gratuity, workplace savings scheme, or other employer-provided savings scheme to be sufficient to fund their retirement



However, the amount of gratuity payable to an employee during final settlement cannot exceed the employee's current total two-year salary

## How are people planning on bridging the gap

The importance of long-term planning is becoming more widely recognized, indicating a shift toward a more financially secure future and more than half of citizens and residents are looking at building a retirement savings plan to bridge the gap



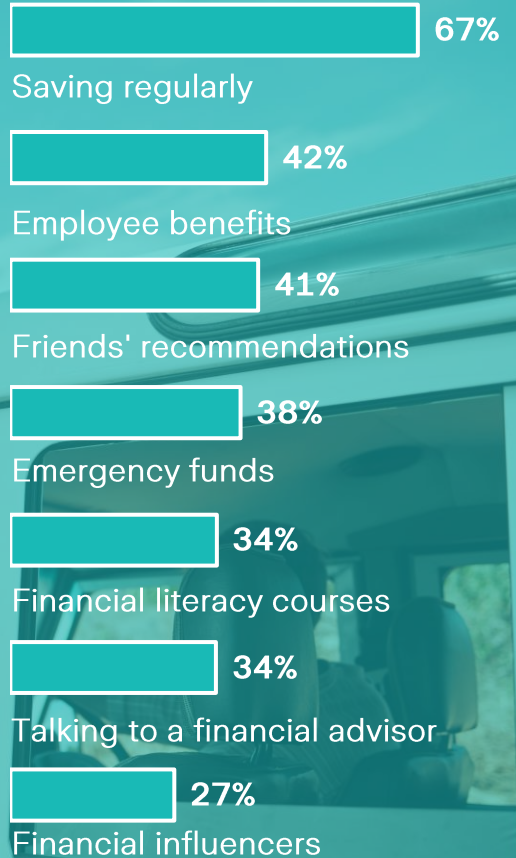
# Are we money-confident in the UAE?

There is a positive correlation observed between those who have sought financial advice and their money confidence



## What drives this confidence:

Talk to a financial advisor today!



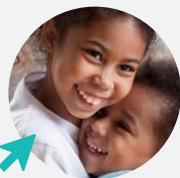


# Life, living and savings solutions, built for you.



## Futura

Our most comprehensive and customizable plan. It has been designed to create a personalised solution for your lifetime. Choose between several options, including which funds your premiums are invested into.



## Term assurance

A more tailored plan that will pay a lump sum on death based on your health and lifestyle. Have the choice to cover you and your spouse with a single policy. Decide on having either a fixed or decreasing amount of coverage, depending on what best suits your needs.



## Critical Illness Protection

An insurance plan that will pay you a lump sum if you're diagnosed with a serious illness. This gives you financial security when you need it the most, so you can continue paying for your living expenses and focus on your treatment and recovery.



## YourLife & YourCare

Instant life and critical illness coverage with no medical exams or tests. These plans will pay a lump sum on death or on diagnosis of a critical illness, such as cancer. Coverage starts at less than AED 3 per day.



## Education Savings Plan

A structured savings plan specifically designed for parents who want to save for their child's higher education. Available to parents who want to commit investing at least USD 400 per month for a minimum of 5 years.



## Simple Wealth

A simple single-payment investment plan with a limited range of Zurich funds ideal for first-time investors. Available to investors with existing savings of USD 15,000 or more.



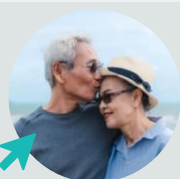
## Wealth Accumulation Plan

A comprehensive single-payment investment plan providing access to a range of over 150 funds across sectors, geographies and asset classes from Zurich and some of the world's leading asset managers. Available to investors with existing savings of USD 30,000 or more.



## Regular Savings Plan

A fixed-term regular savings plan providing access to a wide range of funds for customers looking for a structured medium to long-term savings plan. Available to savers who want to commit at least USD 300 per month for at least 5 years.



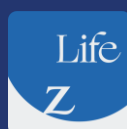
## Global Choice

A regular savings plan with a wide range of fund options and a short initial charging period for customers looking for a plan with more access in the short to medium term. Available to savers who want to commit at least USD 500 per month for at least 5 years.



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