

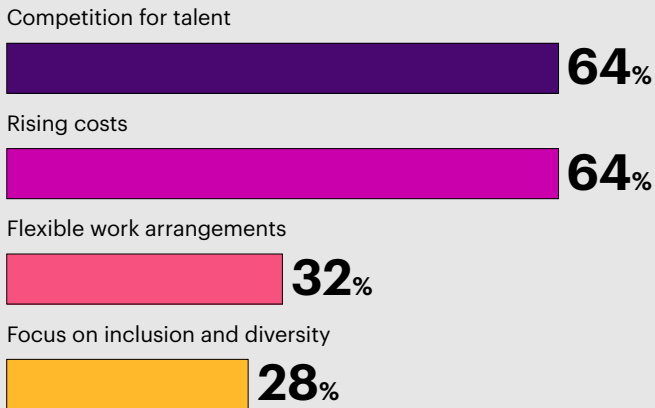
Employers in the Middle East look to enhance benefits to win the war for talent



Highlights from the 2023 Benefits Trends Survey

Rising costs and competition for talent are key issues driving benefits strategy

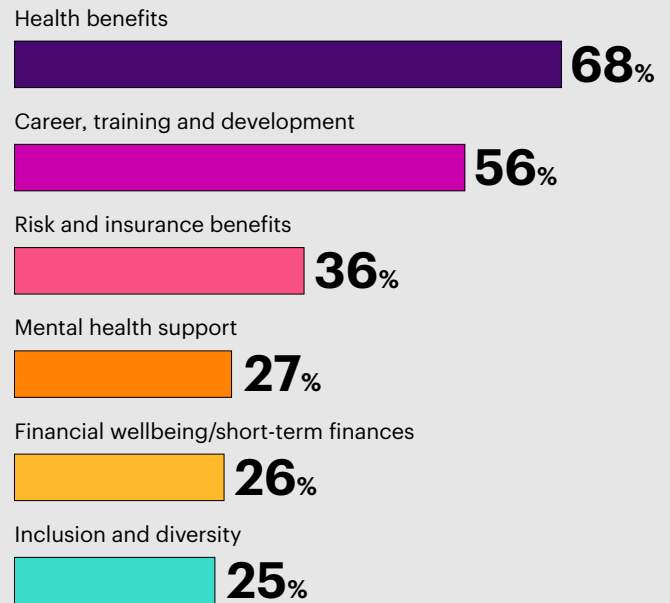
Key business issues influencing benefits strategy



Note: A maximum of three options could be selected

When it comes to the benefits portfolio, health benefits are the primary focus

What are employer priorities to support their workforce?

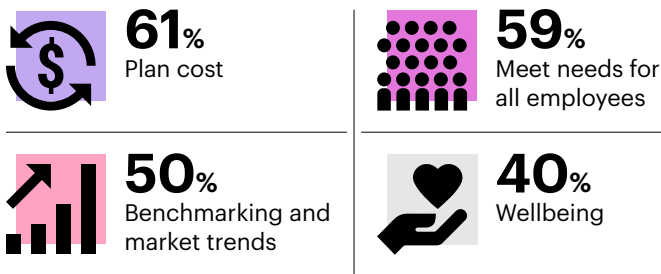


Note: Percentages indicate “ranked top 3”

To win talent, it’s important to design programs that meet the needs of diverse employees

Six in 10 employers said this was a focus

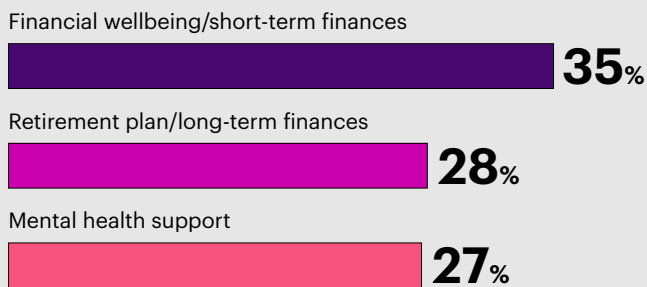
Key focus areas for the benefits strategy



Note: Percentages indicate “ranked top 3”

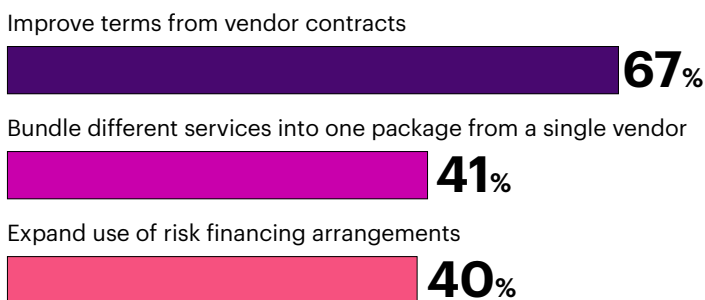
Employers look to improve their market position in wellbeing and retirement

Percentage of employers looking to improve their benefits positions



In benefits financing, 7 in 10 employers are reviewing vendor contracts

Percentage of employers who have taken an action in benefits financing



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Next steps for employers



Optimize. Strike the right balance between cost management and maximizing employee appreciation. Finding out what employees need will involve using different means, including pulse surveys, town halls and focus groups.



Differentiate. The same benefits will not resonate for everyone. Employers can cater to different needs — whether it's differences by ethnicity, gender, race or other factors — by ensuring employees have a choice.



Deliver. Think about the employee experience when delivering benefits, including a technology aspect as necessary.



Evaluate and refine. Through analyzing and measuring program performance, employers can refine existing programs as needed to ensure they're delivering the most value.

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