

# CMO PULSE REPORT 2026

Middle East Marketing Leadership Survey · Brought to you by ABG · April 2026

**9+**

MARKETS

**94%**

C-SUITE

**81%**

CHANGED PLANS

# 94%

## PRIORITISE MEASURABLE BUSINESS GROWTH

TOP PRIORITIES — NEXT 12-18 MONTHS



AI ADOPTION & AUTOMATION



CUSTOMER EXPERIENCE & PERSONALISATION



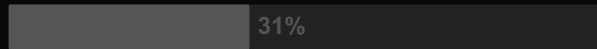
RETAIL MEDIA & COMMERCE MEDIA



BRAND BUILDING & LONG-TERM EQUITY



MARKETING MEASUREMENT & ATTRIBUTION



TALENT DEVELOPMENT & FUTURE CAPABILITIES

# 81%

## MADE ADJUSTMENTS TO THEIR MARKETING APPROACH

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75%

More uncertain  
vs early March

81%

Significant or moderate  
business impact

44%

Cautiously optimistic  
about the year ahead

# CONSUMER SENTIMENT SHIFT

50%

MORE CAUTIOUS  
& VALUE-DRIVEN

19%

NO NOTICEABLE  
CHANGE IN SENTIMENT

50%

DELAYED OR  
RESCHEDULED CAMPAIGNS

44%

ADJUSTING  
BRAND TONE

# AI IS NO LONGER OPTIONAL

20%

EXPLORING

Not yet live

15%

PILOTS

Testing underway

55%

ACTIVE

Content · Analytics · Media

★ MAJORITY

10%

INTEGRATED

Across all functions

# KEY INSIGHTS

**94%**

PRIORITISE MEASURABLE GROWTH

**50%**

SHORT-TERM VS LONG-TERM TENSION

**81%**

MADE MARKETING ADJUSTMENTS

**50%**

REPORT CAUTIOUS CONSUMERS

**50%**

PRIORITISE AI ADOPTION

**62%**

CAUTIOUSLY OPTIMISTIC ON GROWTH

# THE DEFINING TENSION

# 55%

SAY SHORT-TERM PERFORMANCE  
VS LONG-TERM BRAND IS THEIR  
HARDEST STRATEGIC TENSION

## OTHER TENSIONS

6% GLOBAL CONSISTENCY VS  
LOCAL RELEVANCE

19% INNOVATION VS  
OPERATIONAL EFFICIENCY

12% NEW CHANNELS VS  
PROVEN MEDIA

12% AI ADOPTION VS  
GOVERNANCE & RISK



MARKETING LEADERSHIP IN A TIME OF CHANGE

TO LEARN MORE ABOUT THE ABG  
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