**ABSTRACT**

- This poster analyses the effect of the siege placed on Qatar by Saudi Arabia, Bahrain, Egypt, and UAE, on consumer behaviour.
- This is done by focusing on the food industry, which was majorly impacted.
- Other sectors that affected consumer behaviour are also explored to understand the overall outcome.

**FOOD INDUSTRY**

- Price caps set by government during Ramadan.
- Panic about shortage and long queues at stores.
- Rise in prices—additional costs for transportation.
- August CPI food price inflation fell to 2.8% from 4.5% in July.
- Change in food preferences (e.g., Almarai had 90% share in the dairy market).

**IMPACT ON QATARI PRODUCE**

“A total of 4,000 cows being imported from various countries will reach Doha by mid-September this year taking our milk production to 120 tonnes per day by mid-November 2017. After the import of 4,000 cows, we have plans to import more 40,000 dairy cows which will arrive in Qatar in different phases,” said John Joseph Dore, CEO of Baladna while talking to The Peninsula.

**FARMERS’ MARKET**

- There are 2,500 farms in Qatar, only 120 are used commercially.
- Previously, the government had tried to promote existing farmers’ markets at Katara, Al Meera and Al Khor.
- Increasing popularity of local produce.
- Sixth session of Qatar Agriculture Product Fair, where 80 farms will be participating.
- These markets specialise in sale of wholesale goods at cheaper rates.

**AVIATION SECTOR**

- Cancellation of various flights.
- Hike in airfares to the southasian, European and North American continent for a few weeks.
- Start of summer and pre-flight bookings.
- Reduction in baggage weight limit and increase in fuel burn which further increased the fare rates.

**TRADE BALANCE**

- The imports of goods in July 2017 amounted to around QR 6.2 billion, showing decrease of 35.0% over July 2016.
- However, on a month on month (M-o-M) basis the imports increased by 6.3%.
- A massive decline in imports is seen due to the disruptions to trade because of the blockade.