

RAMADAN'S WAY

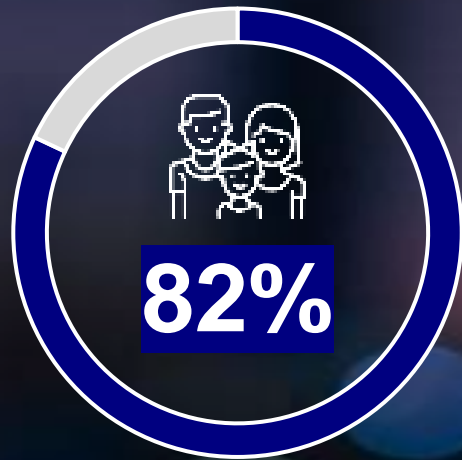
HOW JORDANIANS' ATTITUDES & BEHAVIORS SHIFT DURING THE HOLY MONTH

Ipsos Jordan

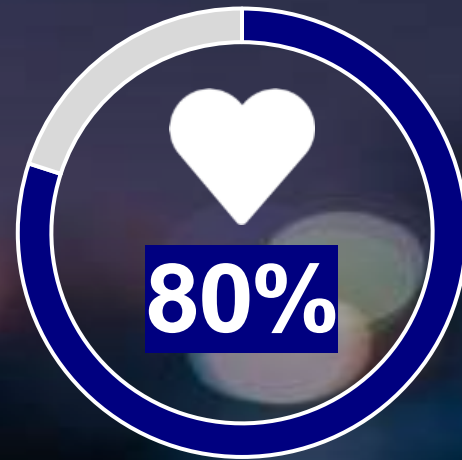
GAME CHANGERS



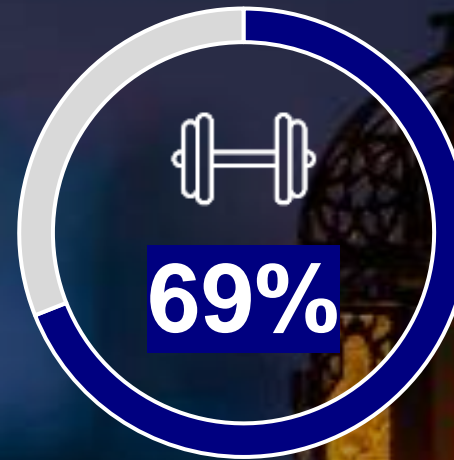
VIEWS ON RAMADAN IN JORDAN



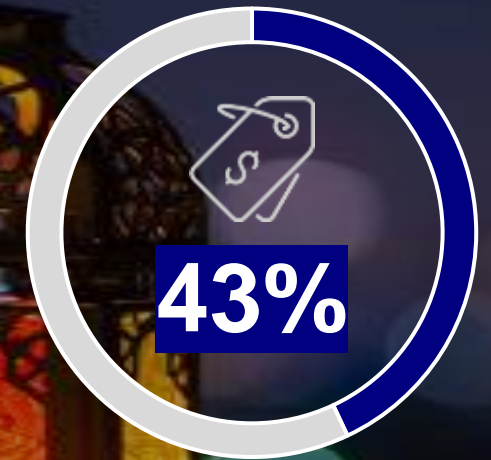
Ramadan Means Togetherness



Favorite Time Of The Year

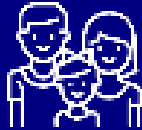





A Period Where I Change My Regular Habits & Behaviors



Ramadan Means Plenty of Deals & Promotions

VIEWS ON RAMADAN IN JORDAN - BY DEMO

				
Male	85%	79%	69%	49%
Female	80%	83%	71%	38%
Generation Z	86%	81%	74%	51%
Millennials	82%	79%	71%	43%
Generation X	83%	79%	65%	41%
Baby Boomers	82%	89%	67%	38%
Upper Income	90%	74%	71%	51%
Middle Income	85%	83%	71%	49%
Lower Income	80%	81%	69%	37%

BEHAVIORAL SHIFTS IN RAMADAN – RELIGION & SPIRITUALITY



98%

Read/Listen To The Quran
More Often



97%

Give Money/Food To People
In Need



96%

Read/Listen To More Religious
Content



93%

Increase The Frequency Of
Praying



87%

Reach For More Spiritual
Content



83%

Go To The Mosque More
Often

BEHAVIORAL SHIFTS IN RAMADAN – HEALTH & WELLNESS



77%

Change Their Sleep Timings



71%

Look At Recipes For
Healthy Food



53%

Exercise More



22%

Go More To The Spa or
Massagist



8%

Spend More Time In Beauty
Salons

BEHAVIORAL SHIFTS IN RAMADAN – SHOPPING



81%

Decorate Their House For
Ramadan



62%

Upgrade Their Wardrobe
With Festive Clothing



59%

Plan The Gifts to Buy for Eid



42%

Shop for Home Décor &
Home Improvement
Products



18%

Plan & Research For High-
value Purchases Such As Cars,
Durables, & Cell Phones

BEHAVIORAL SHIFTS IN RAMADAN – FOOD & ENTERTAINMENT



71%

Spend More Time With Family
& Friends



56%

Buy More Food &
Beverages



50%

Spend More Time Learning
New Recipes



46%

Watch More TV



24%

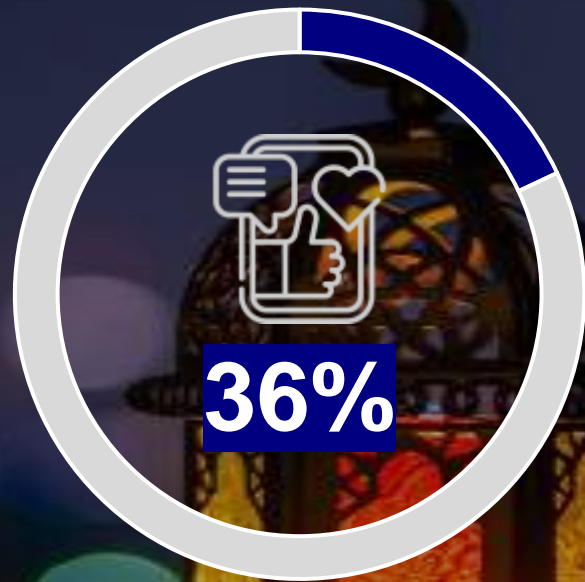
Use More Subscription-
based Video Platforms



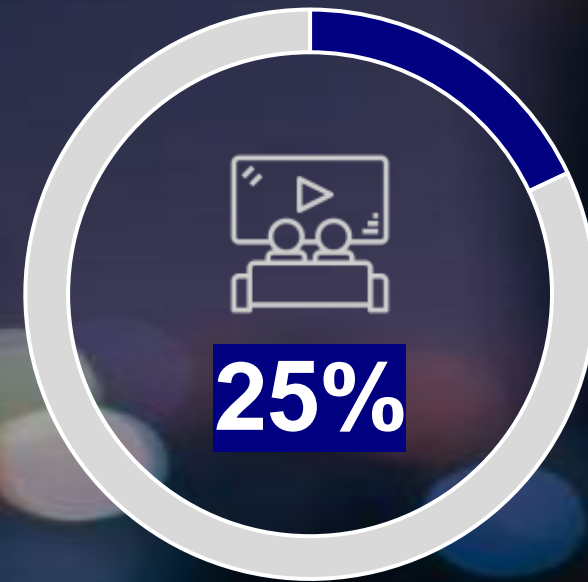
23%

Eat Out More

MORE FACETIME WITH FAMILY MEANS LESS SCREEN TIME



Use Social Media Apps Less Frequently (Facebook, Instagram, Twitter, Snapchat)



Use Video Entertainment Platforms Less Frequently (Youtube, Tiktok)

APPLICATION USAGE IN RAMADAN – BY TYPE

	Using more frequently	Using the same amount	Using less frequently	Don't Use
Grocery Delivery Apps	7%	9%	13%	70%
Food Delivery Apps	8%	11%	17%	64%
Online Shopping Apps	3%	9%	13%	75%
Social Media Apps	13%	33%	36%	19%
Video Entertainment Platforms	10%	21%	25%	44%
Subscription-based Video Platforms	6%	11%	15%	68%
Taxi On Demand	5%	15%	15%	64%
Online Grocery Supermarkets	7%	8%	11%	74%
Travel And Tourism Apps	1%	4%	11%	85%

THANK YOU



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GAME CHANGERS

