

# Spotlight\* Egypt

# The 2024 Ramadan Handbook

**March 2024**

**GAME CHANGERS**



# Report Overview



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# **What Do People Love Most About Ramadan?**

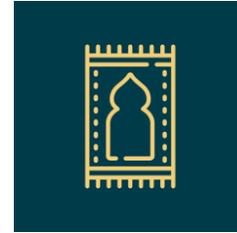
# The most beloved aspects about the holy month of Ramadan are the spirituality and gatherings with loved ones



**21%**  
Spirituality



**17%**  
Family and social  
gatherings



**13%**  
Tarawih prayers



**9%**  
Iftar meal



**9%**  
Watching TV/ series



**8%**  
Fasting



**8%**  
Ramadan's  
atmosphere

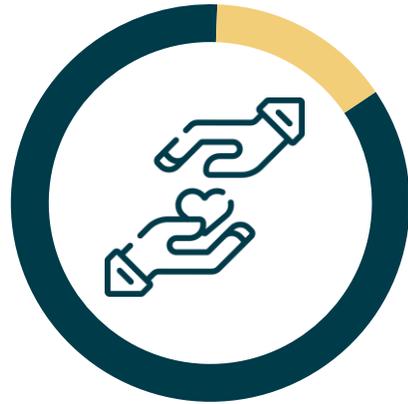


**7%**  
Reciting the Quran



# Lifestyle Changes In Ramadan

# Ramadan is a time for people to focus on spirituality and charitable acts



**85%**

Believe Ramadan is about engaging in acts of charity



**84%**

Take Ramadan as a time of deep spiritual reflection and increased religious devotion

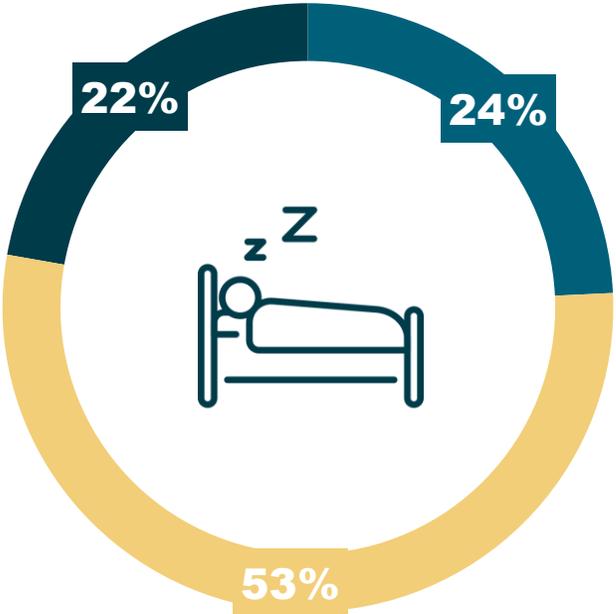


**74%**

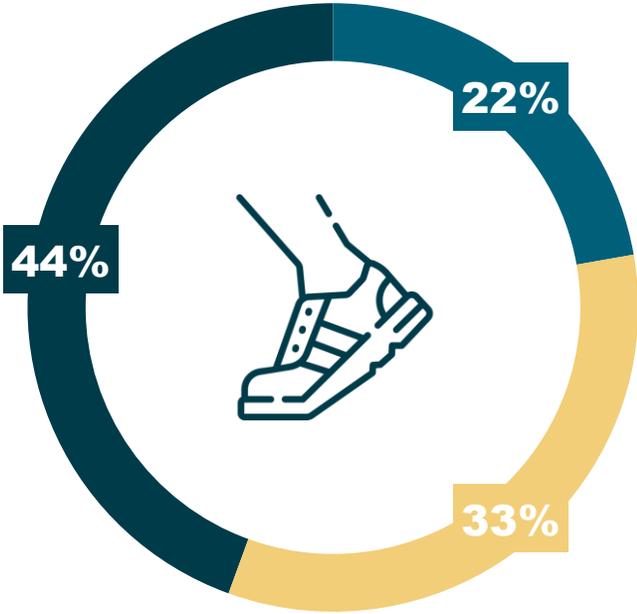
Focus more on spirituality during Ramadan



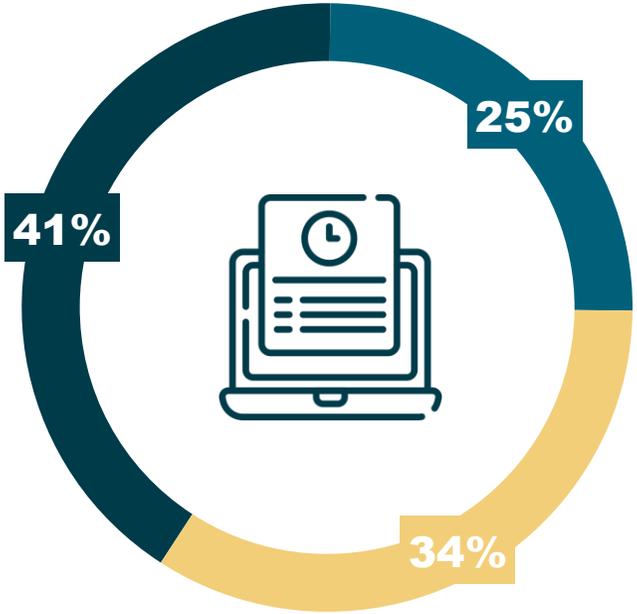
# Despite reduced sleep, many people feel more active and productive during Ramadan



Sleep during Ramadan



Activity levels during Ramadan



Productivity levels at work during Ramadan

■ Increase    ■ Stay the same    ■ Decrease

# Sleep, activity and productivity

– By demographics



Sleep during Ramadan



Activity levels during Ramadan



Productivity levels at work during Ramadan

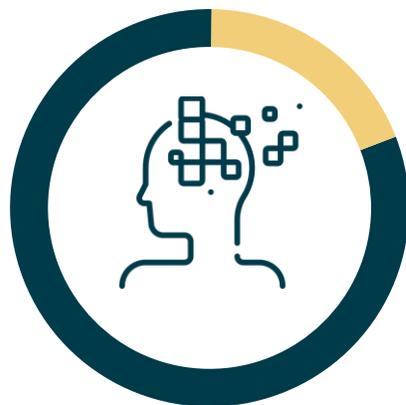
	% Increase	% Decrease	% Increase	% Decrease	% Increase	% Decrease
	<b>22%</b>	<b>53%</b>	<b>44%</b>	<b>33%</b>	<b>41%</b>	<b>34%</b>
<b>Male</b>	23%	53%	44%	36%	40%	37%
<b>Female</b>	22%	53%	45%	30%	43%	31%
<b>18 – 24</b>	30%	50%	42%	38%	40%	38%
<b>25 - 34</b>	23%	55%	50%	27%	39%	37%
<b>35 - 44</b>	16%	46%	49%	26%	48%	24%
<b>45+</b>	21%	59%	38%	39%	40%	35%
<b>Upper Income</b>	18%	52%	42%	27%	45%	39%
<b>Middle Income</b>	29%	47%	47%	33%	44%	32%
<b>Lower Income</b>	18%	59%	43%	35%	38%	34%

# As Ramadan brings up nostalgic feelings about loved ones, the majority prioritize their family during the holy month



**81%**

Spend more time with family than with friends during Ramadan



**81%**

Feel that Ramadan evokes a sense of nostalgia, taking them back to cherished family times



# Yet, many feel that the Ramadan spirit is not as strong as it used to be, and meal gatherings are not the same as before



**67%**

Believe the spirit of Ramadan doesn't feel as strong as it did in the past

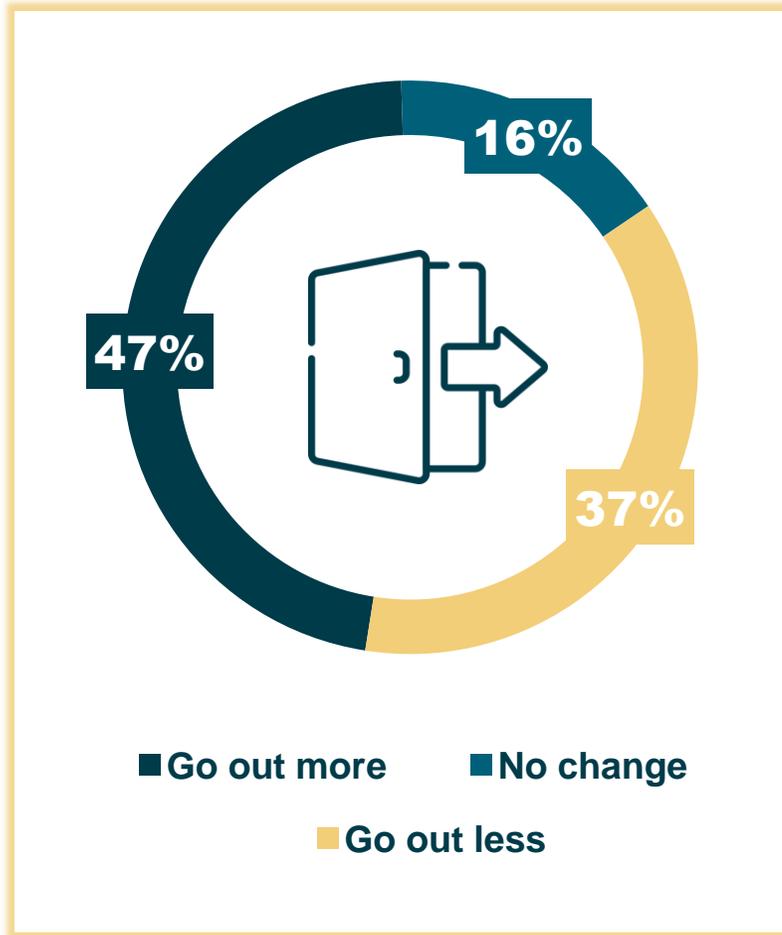


**60%**

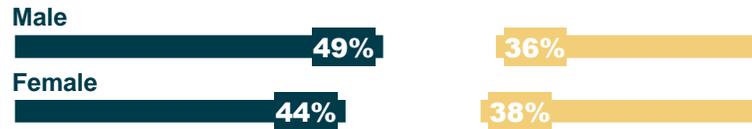
Feel that nowadays, fewer people gather around the iftar table as compared to the past



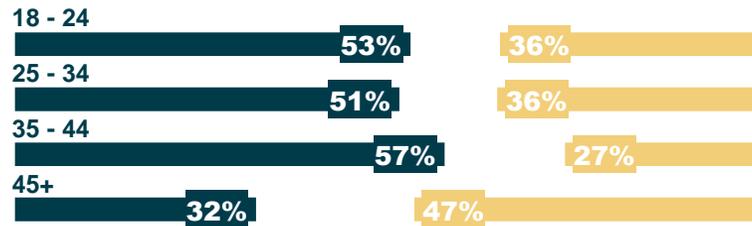
# Still, 1 in 2 go out more during Ramadan, while 2 in 5 choose to stay in more



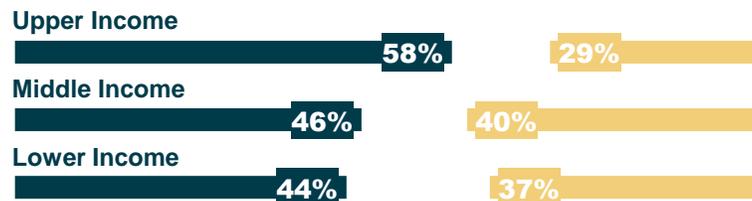
## By Gender



## By Age



## By Income



# Despite how much time people spend at home, being festive and decorating their personal spaces is an essential part of Ramadan



**83%**

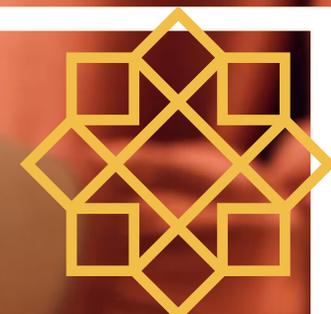
Believe that decorating and creating a festive atmosphere at home is an essential part of Ramadan customs



**77%**

Decorate their house during Ramadan





# Eating Habits In Ramadan

# People see Ramadan as a period to focus on their health and a chance to give their bodies a reset



**71%**

Consider Ramadan an opportunity to reset their body

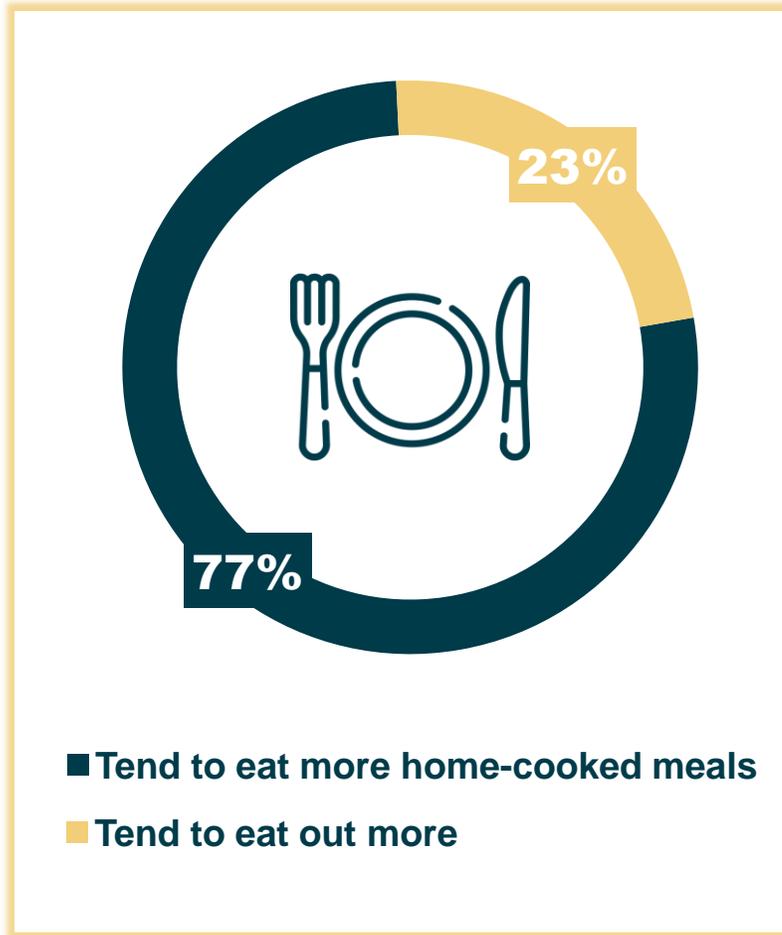


**71%**

Consider Ramadan as a period of physical discipline and health consciousness



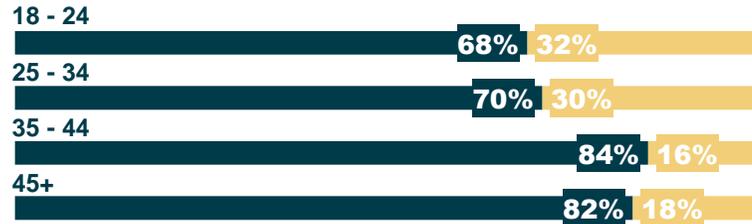
# During Ramadan, the majority of people consume more home-cooked meals



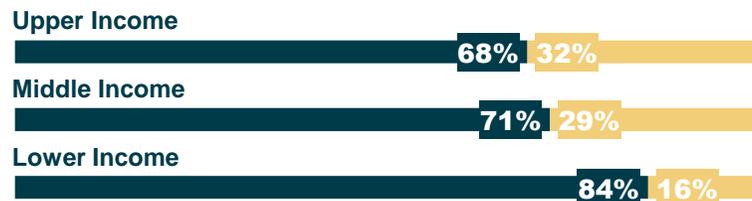
## By Gender



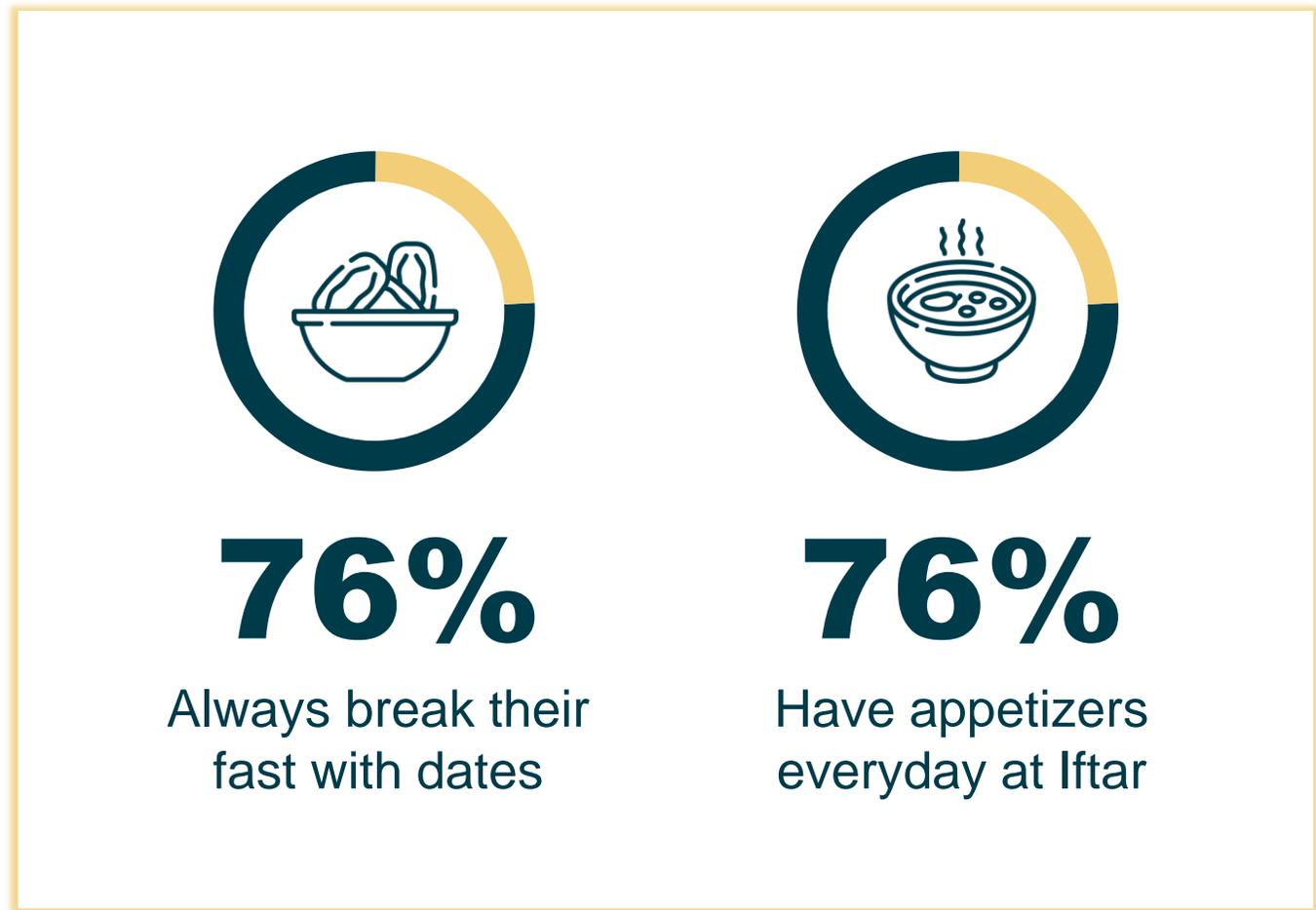
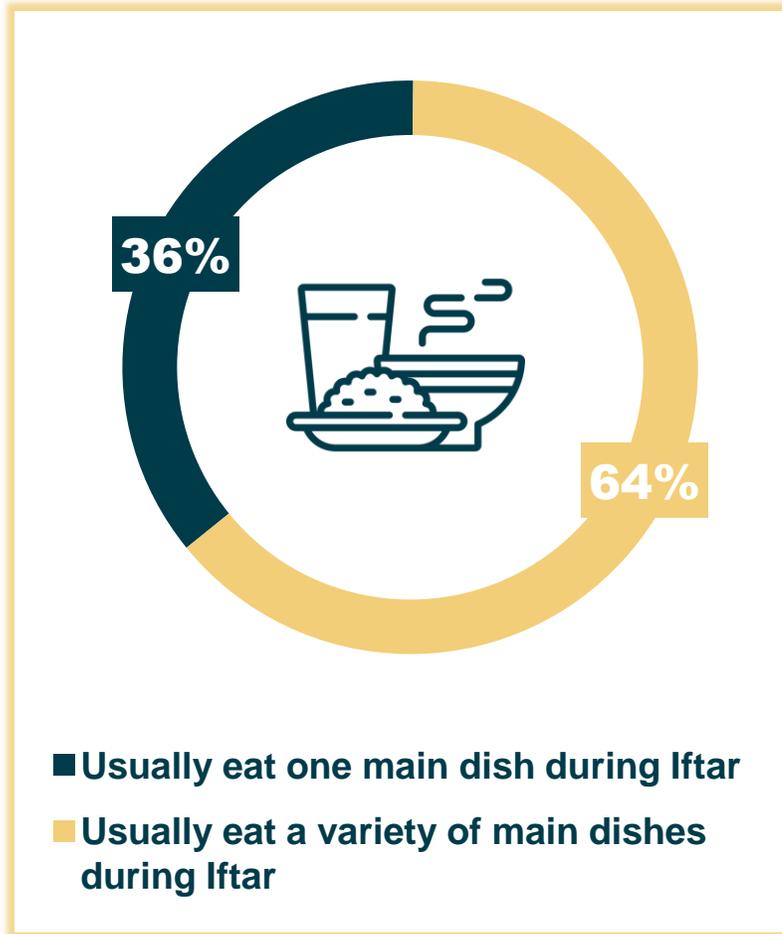
## By Age



## By Income



# Iftar normally starts with dates, followed by appetizers, and most people eat a variety of main dishes



# Suhoor is a widely observed meal and people commonly have snacks after Iftar



**83%**

Have Suhoor  
on most nights



**89%**

Usually have  
snacks after Iftar



# 3 in 5 consume healthy snacks and half indulge in unhealthy snacks after Iftar



**60%**

Have healthy snacks after Iftar



**48%**

Have unhealthy snacks after Iftar



# Snacking behaviour during Ramadan

## – By demographics



Usually have snacks after Iftar



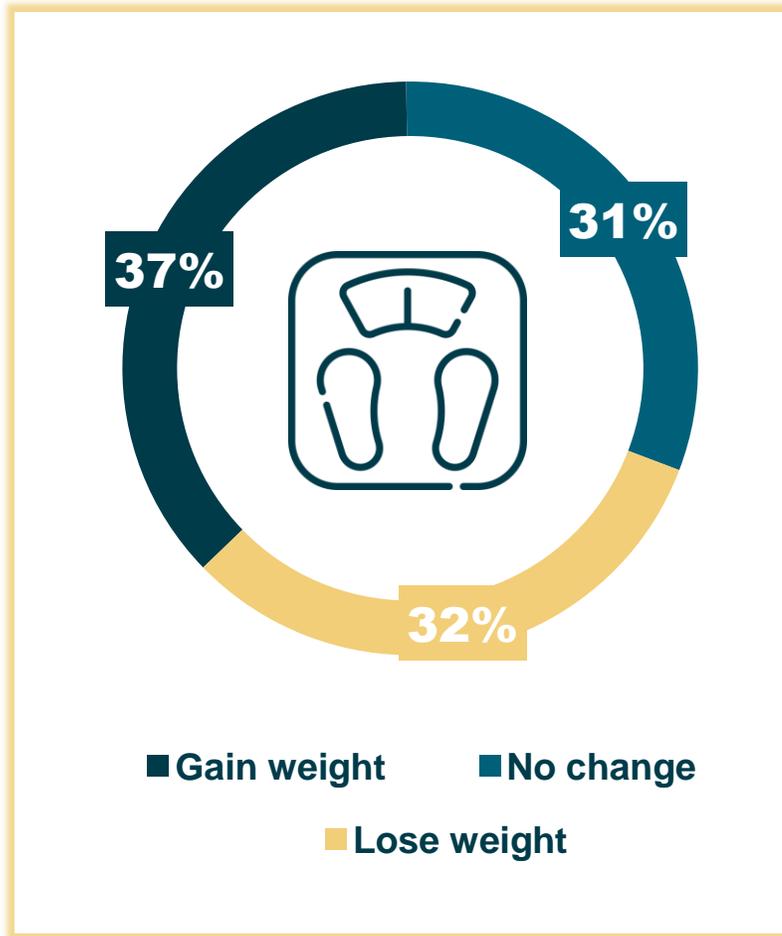
Have healthy snacks after Iftar



Have unhealthy snacks after Iftar

	<b>89%</b>	<b>60%</b>	<b>48%</b>
<b>Male</b>	90%	64%	47%
<b>Female</b>	88%	56%	49%
<b>18 – 24</b>	88%	62%	55%
<b>25 - 34</b>	88%	58%	50%
<b>35 - 44</b>	90%	62%	38%
<b>45+</b>	90%	59%	49%
<b>Upper Income</b>	92%	69%	56%
<b>Middle Income</b>	88%	55%	51%
<b>Lower Income</b>	89%	61%	44%

# Regardless of eating habits, weight management varies from one person to another in Ramadan



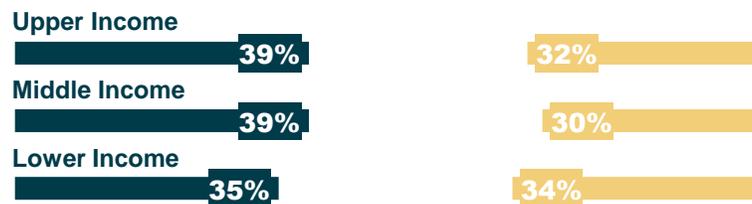
## By Gender



## By Age



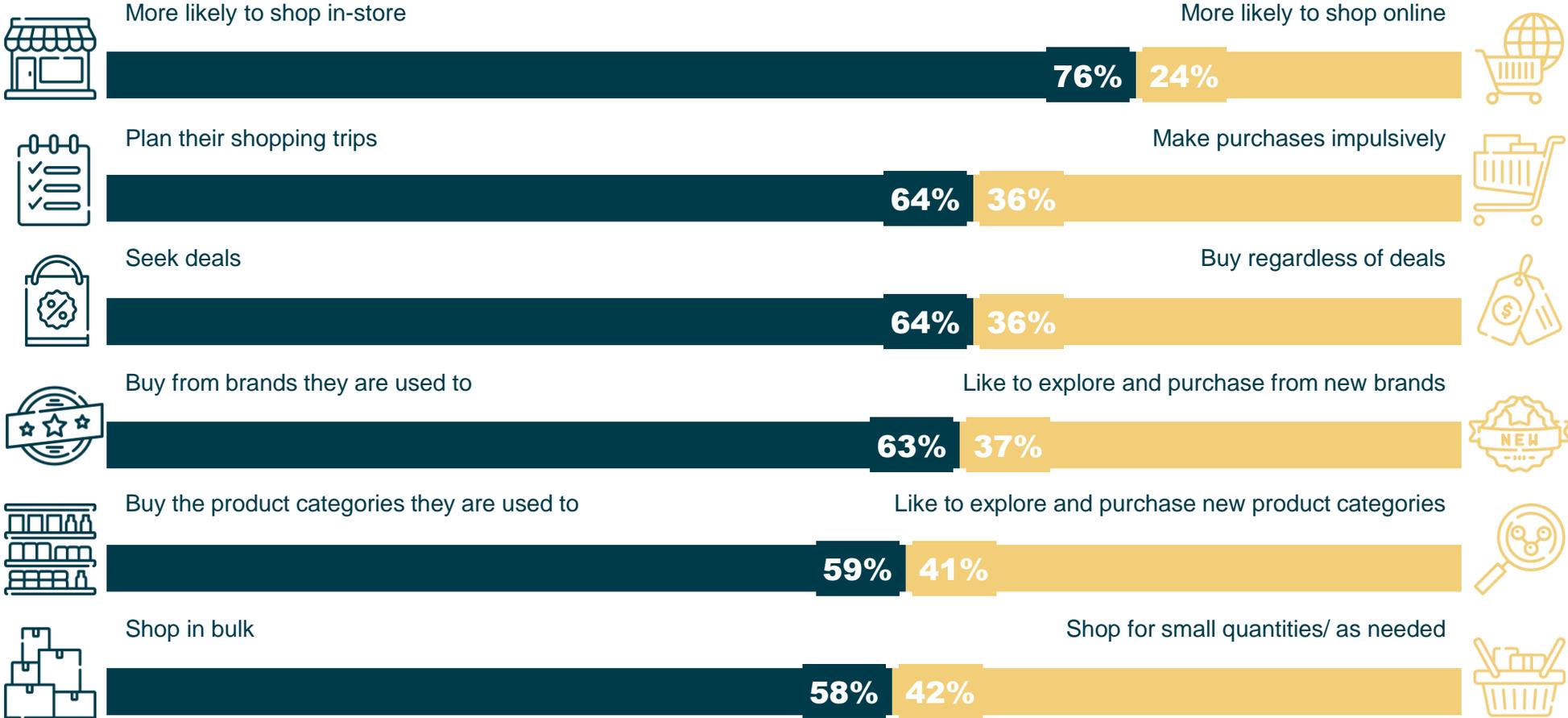
## By Income





# **Shopping Habits In Ramadan**

# Shopping is more strategic in Ramadan; mostly planned, deal-oriented and involves sticking to familiar brands. Moreover, it is highly carried out in-store



# Types of shoppers during Ramadan

– By demographics



	 More likely to shop in-store	 More likely to shop online	 Plan their shopping trips	 Make purchases impulsively	 Seek deals	 Buy regardless of deals	 Buy from brands they are used to	 Explore new brands	 Buy product categories they are used to	 Explore new product categories	 Shop in bulk	 Shop for small quantities
<b>Male</b>	<b>76%</b>	<b>24%</b>	<b>64%</b>	<b>36%</b>	<b>64%</b>	<b>36%</b>	<b>63%</b>	<b>37%</b>	<b>59%</b>	<b>41%</b>	<b>58%</b>	<b>42%</b>
<b>Female</b>	83%	17%	63%	37%	61%	39%	66%	34%	62%	38%	58%	42%
<b>18 – 24</b>	65%	35%	60%	40%	56%	44%	63%	37%	58%	42%	57%	43%
<b>25 - 34</b>	75%	25%	62%	38%	64%	36%	61%	39%	56%	44%	64%	36%
<b>35 - 44</b>	78%	22%	75%	25%	70%	30%	66%	34%	60%	40%	58%	42%
<b>45+</b>	82%	18%	63%	37%	65%	35%	64%	36%	60%	40%	55%	45%
<b>Upper Income</b>	56%	44%	60%	40%	71%	29%	61%	39%	55%	45%	61%	39%
<b>Middle Income</b>	70%	30%	66%	34%	67%	33%	64%	36%	58%	42%	63%	37%
<b>Lower Income</b>	86%	14%	64%	36%	59%	41%	63%	37%	60%	40%	54%	46%

# 7 in 10 look forward to Ramadan's special offers and half even delay their big-ticket purchases to benefit from these promotions



**71%**

Look forward to Ramadan's special offers and promotions each year

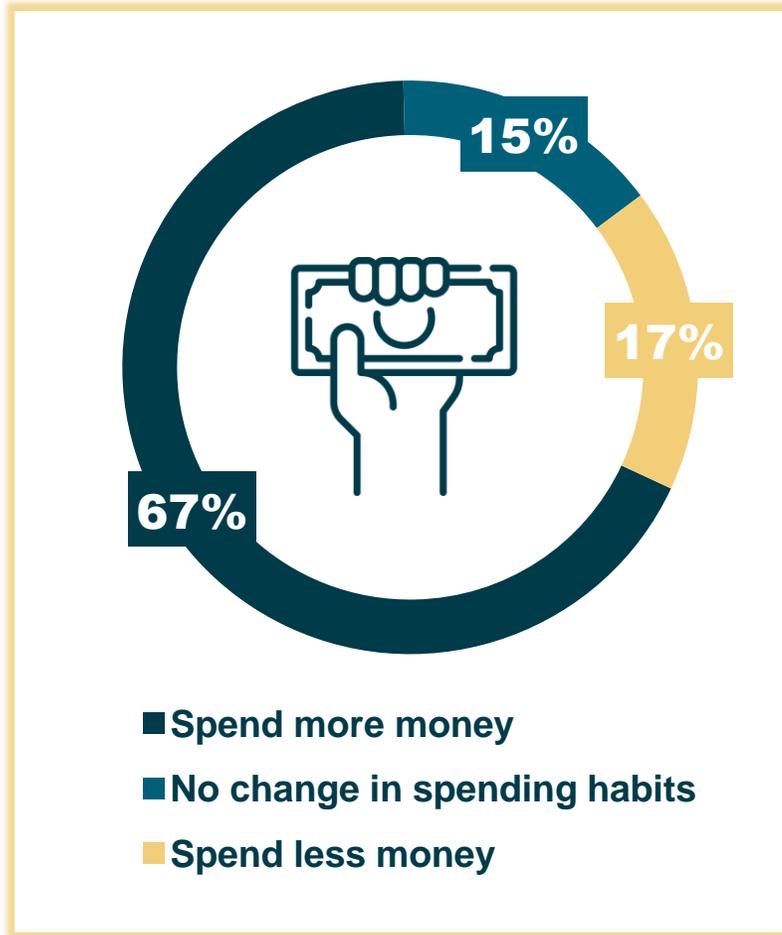


**52%**

Delay big-ticket purchases until Ramadan to benefit from its special offers



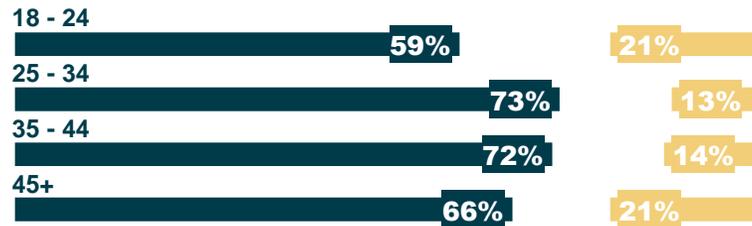
# 7 in 10 people spend more money during the holy month



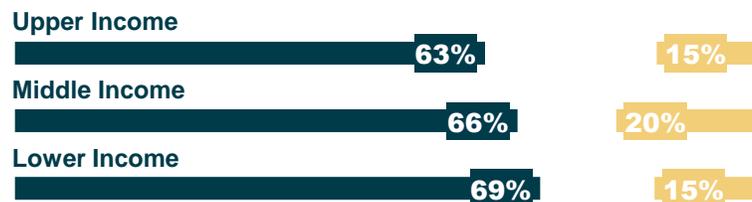
## By Gender



## By Age



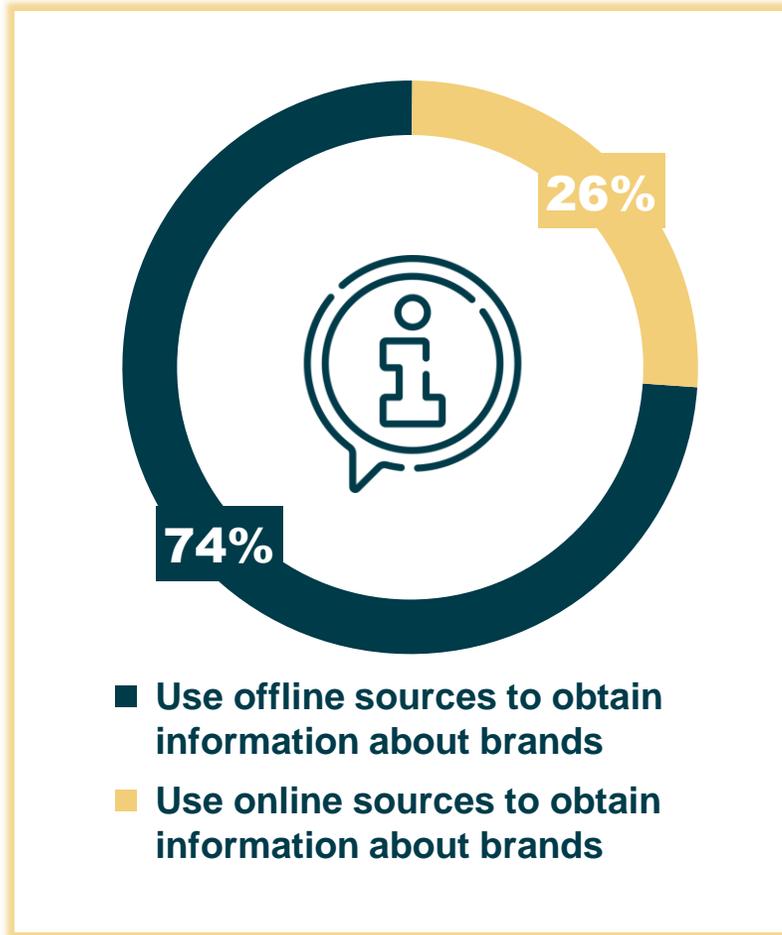
## By Income





# **Brand Interaction And Advertising**

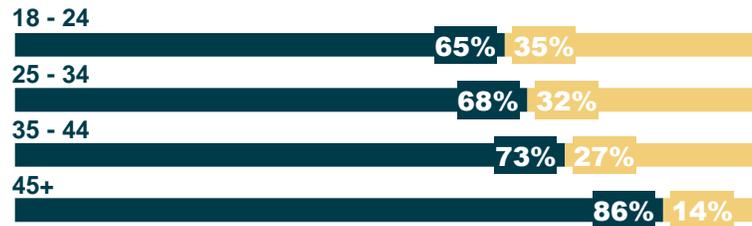
# The majority seek brand information from offline sources during Ramadan



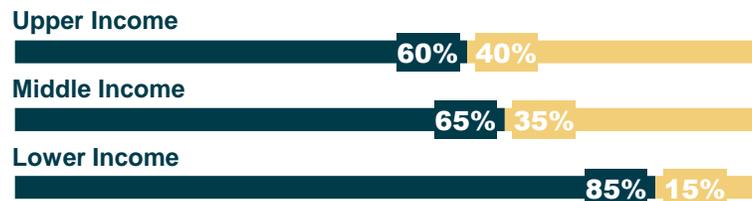
## By Gender



## By Age



## By Income



# TV is by far the most popular source to obtain information about brands



**49%**  
TV



**14%**  
Word of mouth



**13%**  
Social media  
platforms



**8%**  
Directly at the  
physical store/  
outlet



**5%**  
Online  
advertisements



**3%**  
Company/brand  
websites



**2%**  
Influencers



**2%**  
Billboards and outdoor  
advertisements



**1%**  
Online reviews  
and ratings



**1%**  
E-commerce  
platforms



**1%**  
Email newsletters  
subscriptions



**1%**  
Newspapers



**1%**  
Radio

# Main sources used to obtain information about brands

## Top sources – By demographics



TV



Word of mouth



Social media platforms



Directly at the physical store/ outlet



Online advertisements

**49%**

**14%**

**13%**

**8%**

**5%**

Male

55%

12%

11%

10%

3%

Female

44%

16%

16%

5%

7%

18 – 24

51%

8%

13%

4%

12%

25 - 34

41%

15%

13%

7%

7%

35 - 44

44%

23%

17%

5%

3%

45+

58%

13%

10%

12%

-

Upper Income

31%

15%

8%

8%

18%

Middle Income

42%

17%

17%

3%

6%

Lower Income

61%

12%

11%

11%

1%

# People sense the ad overload during Ramadan, contributing to a perception of the holy month becoming commercialized



**82%**

Believe there are too many ads during Ramadan



**68%**

Feel that Ramadan has become more commercialized over the years

# At the same time many admit to being influenced by Ramadan ads to make purchases and remembering brands that advertise



**67%**

Are more likely to remember brands that advertise during Ramadan



**64%**

Have previously purchased a product based on an ad they saw during Ramadan



# Attitudes towards ads and commercialization during Ramadan

– By demographics



Believe there are too many ads during Ramadan



Feel that Ramadan has become more commercialized over the years



Are more likely to remember brands that advertise during Ramadan



Have previously purchased a product based on an ad they saw during Ramadan

	<b>82%</b>	<b>68%</b>	<b>67%</b>	<b>64%</b>
<b>Male</b>	78%	70%	65%	62%
<b>Female</b>	85%	67%	69%	65%
<b>18 – 24</b>	86%	66%	64%	62%
<b>25 - 34</b>	83%	64%	69%	65%
<b>35 - 44</b>	83%	76%	73%	68%
<b>45+</b>	77%	68%	63%	60%
<b>Upper Income</b>	77%	60%	74%	71%
<b>Middle Income</b>	81%	66%	66%	61%
<b>Lower Income</b>	83%	72%	65%	63%



# The Ramadan Personas

# The diverse Ramadan personas - each with unique attitudes and behaviours during the holy month



**26%**

The Passionate  
Shopper



**22%**

The Content  
Explorer



**20%**

The Self  
Nurturer



**17%**

The Festive  
Spirit



**16%**

The Social  
Connector

# Who is the Passionate Shopper? (26%)

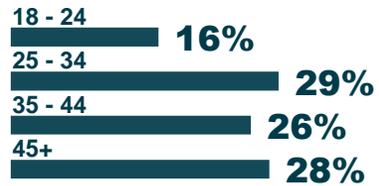
A shopping lover who indulges in the busy markets and attractive deals during Ramadan



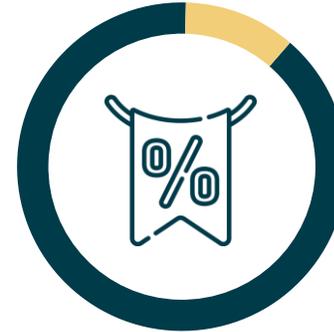
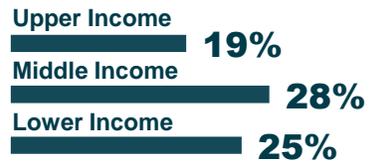
## By Gender



## By Age



## By Income



# 89%

Perceive Ramadan as a season of shopping, with attractive deals and bustling markets



# 88%

Take Ramadan as a time to indulge in shopping, whether for Eid gifts or personal treats

# Who is the Content Explorer? (22%)

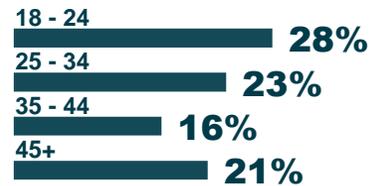
A digital enthusiast who engages deeply with Ramadan-related programs and content on social media



## By Gender



## By Age



## By Income



# 94%

View Ramadan as a season for exploring and watching series and catching up on Ramadan-themed programs



# 58%

View Ramadan as a time for digital connection and engaging with Ramadan-related social media content

# Who is the Self Nurturer? (20%)

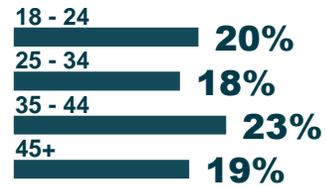
A person who sees Ramadan as a time not only for spiritual growth but also physical well-being and health consciousness



## By Gender



## By Age



## By Income



**97%**

Consider Ramadan as a period of physical discipline and health consciousness



**93%**

Consider Ramadan an opportunity to reset their body

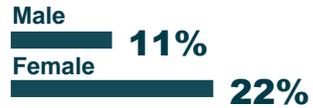


# Who is the Festive Spirit? (17%)

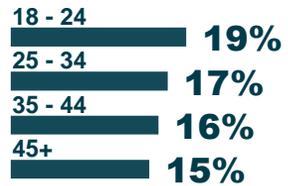
A person who creates a festive atmosphere around them and enjoys the traditions of Ramadan



## By Gender



## By Age



## By Income



# 100%

Believe that Ramadan embodies the spirit of festivity, with its community Iftar/Suhoor meals and shared joy



# 99%

Believe that decorating and creating a festive atmosphere at home is an essential part of Ramadan customs

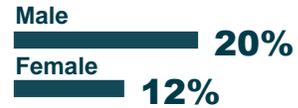


# Who is the Social Connector? (16%)

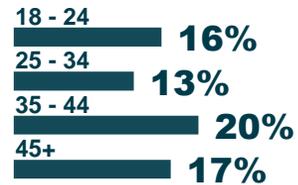
A social butterfly cherishing shared experiences and connections during Ramadan with family, friends and the community



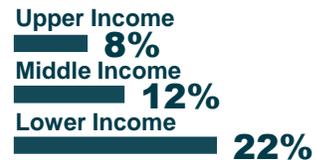
## By Gender



## By Age



## By Income



**96%**

Believe Ramadan a time to connect with many friends and social groups



**90%**

Believe Ramadan is a time of togetherness and shared experiences with loved ones





# Eid Plans

# 1 in 4 have plans to travel during Eid holidays, primarily domestically



**25%**

Plan on traveling during the Eid holiday



**21%**

Plan on having a staycation



**4%**

Plan on traveling internationally

# Travel plans during the Eid holiday

## – By demographics



Plan on traveling during the Eid holiday



Plan on having a staycation

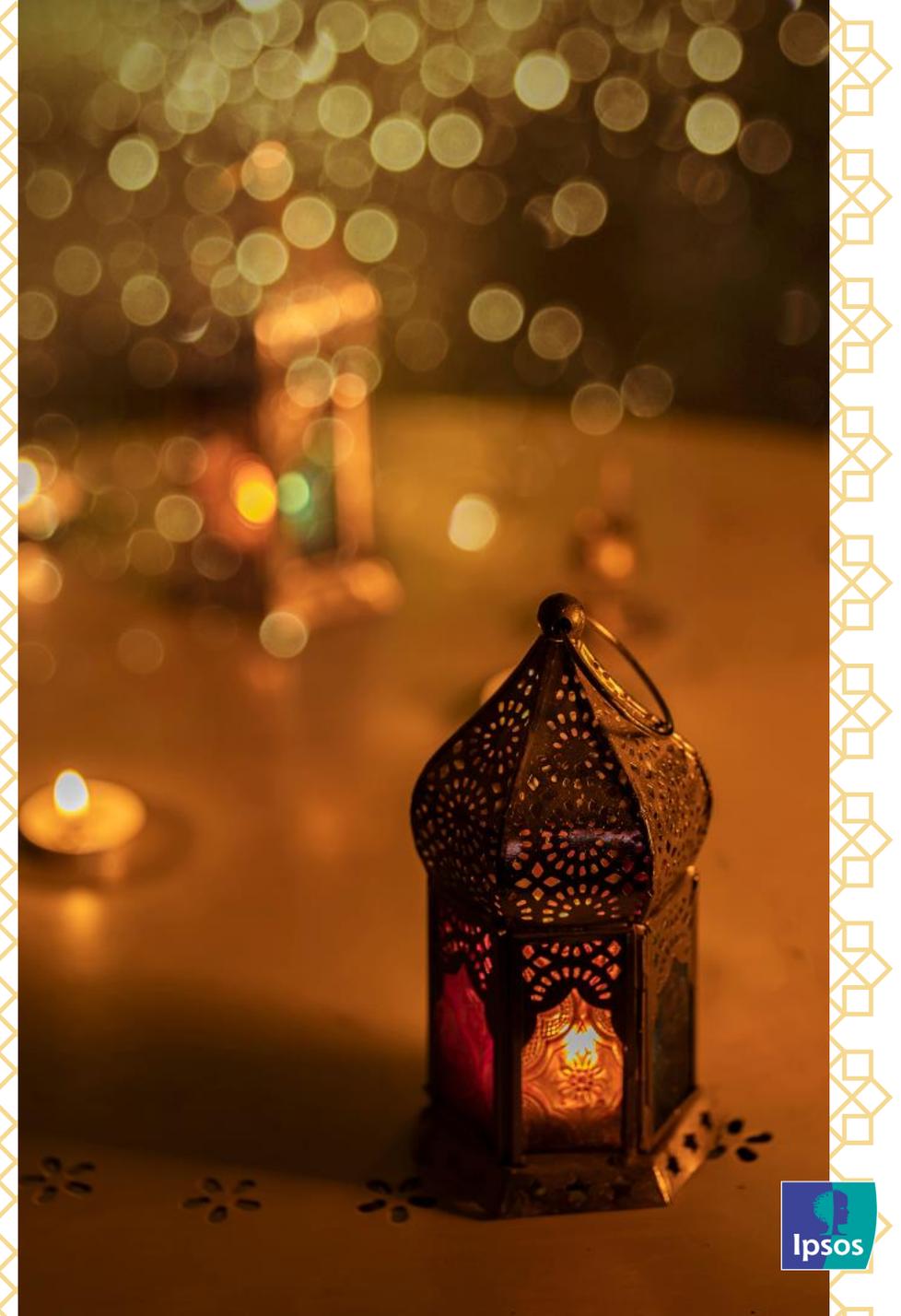


Plan on traveling internationally

	<b>25%</b>	<b>21%</b>	<b>4%</b>
<b>Male</b>	20%	19%	2%
<b>Female</b>	30%	23%	7%
<b>18 – 24</b>	22%	17%	5%
<b>25 - 34</b>	37%	30%	7%
<b>35 - 44</b>	27%	23%	5%
<b>45+</b>	15%	14%	1%
<b>Upper Income</b>	44%	26%	18%
<b>Middle Income</b>	33%	29%	4%
<b>Lower Income</b>	14%	13%	1%

# Methodological notes

- 500 Telephone Interviews
- Nationally Representative
- Males & Females
- 18 Years & Above
- Nationwide Coverage



# For More Information:

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**GAME CHANGERS**

