

Spotlight* Jordan

The 2024 Ramadan Handbook

March 2024

GAME CHANGERS



Report Overview



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What Do People Love Most About Ramadan?

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



32%

Spirituality



15%

Family and social
gatherings



14%

Fasting



11%

Tarawih prayers



11%

Iftar meal



9%

Ramadan's
atmosphere



5%

Reciting the Quran



2%

Charity and good
deeds



Lifestyle Changes In Ramadan

During Ramadan, people center their attention on spiritual matters and charitable acts



87%

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



83%

Focus more on spirituality during Ramadan

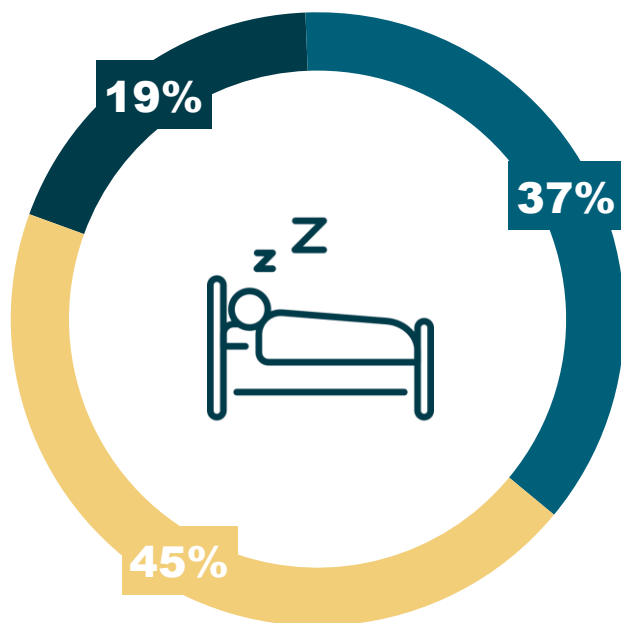


80%

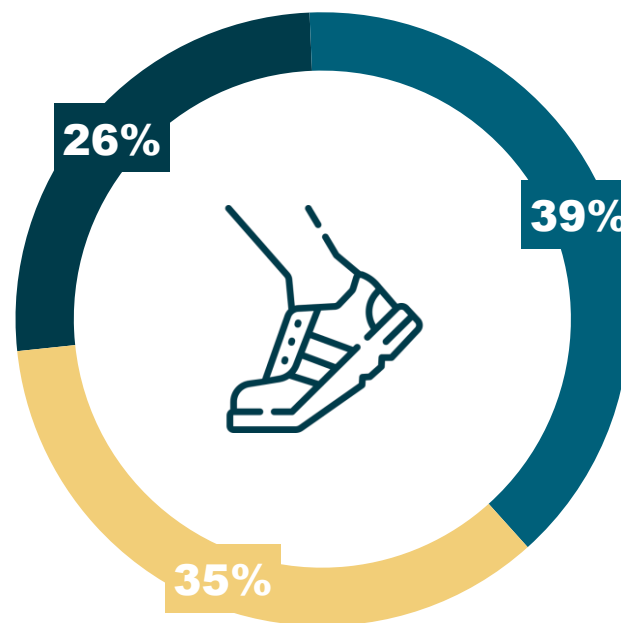
Believe Ramadan is about engaging in acts of charity



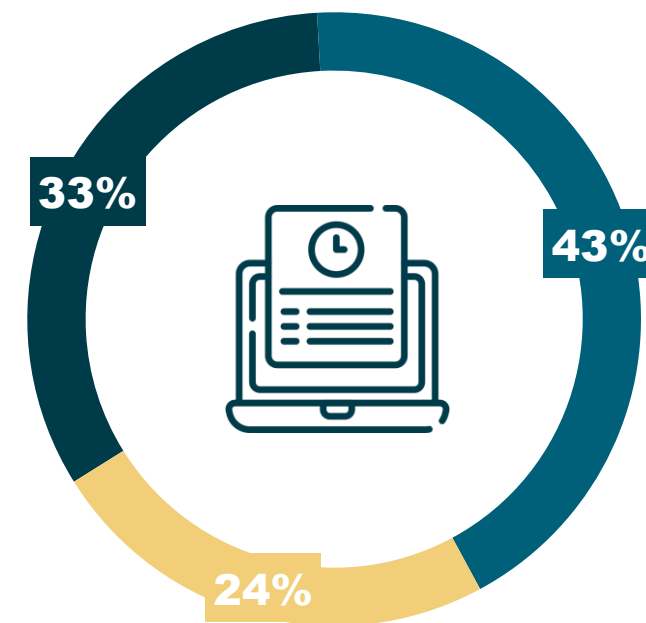
Experiences with sleep, activity and productivity vary between individuals



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
	19%	45%	26%	35%	33%	24%
Male	21%	46%	27%	36%	27%	26%
Female	16%	44%	25%	34%	39%	21%
18 – 24	30%	27%	35%	25%	47%	27%
25 - 34	15%	43%	28%	41%	33%	25%
35 - 44	13%	52%	27%	38%	31%	27%
45+	17%	52%	20%	35%	27%	19%
Upper Income	16%	49%	18%	42%	25%	27%
Middle Income	20%	44%	19%	35%	31%	26%
Lower Income	19%	44%	31%	33%	36%	22%

With most individuals reminiscing about past Ramadans, people prioritize spending time with family during the holy month



94%

Spend more time with family
than with friends during
Ramadan



78%

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



Yet, many feel that family gatherings are not what they used to be in the past and sense a change in the Ramadan Spirit



60%

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

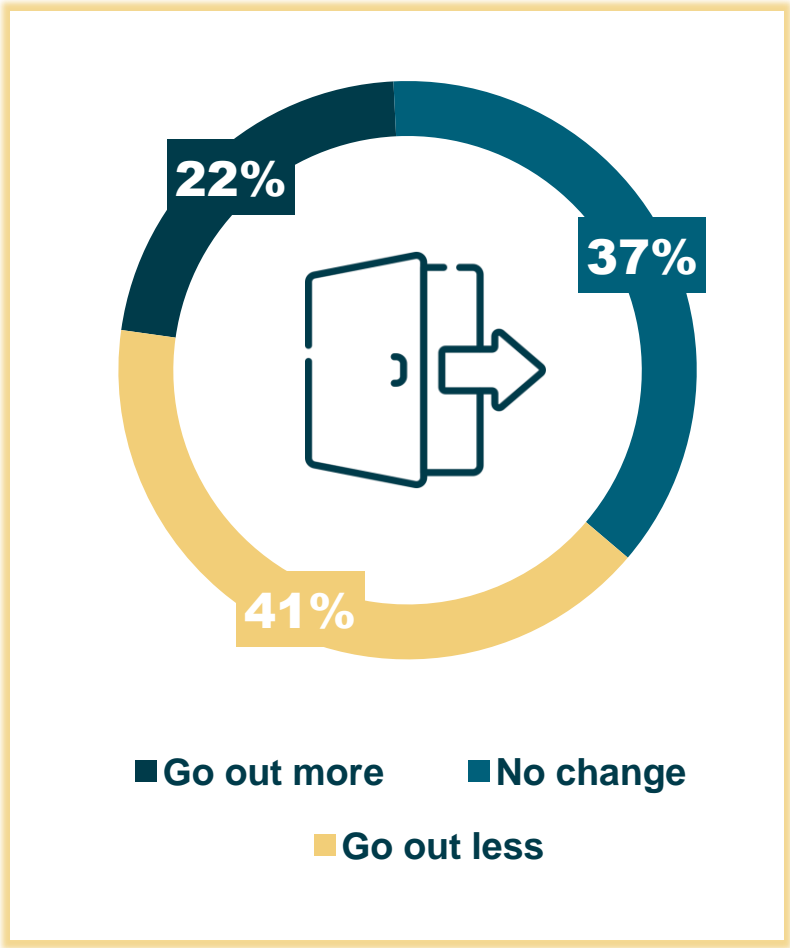


51%

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



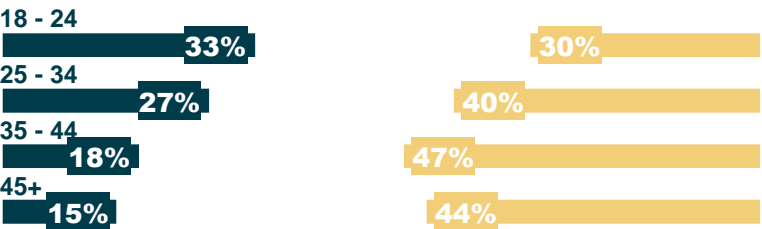
Therefore, 2 in 5 people go out less In Ramadan



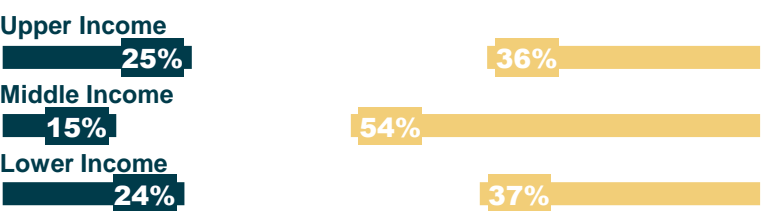
By Gender



By Age



By Income



As people spend time indoors, they decorate their personal spaces



72%

Decorate their house
during Ramadan



51%

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





Eating Habits In Ramadan

People perceive Ramadan as a period of health awareness and a time to reset their bodies



74%

Consider Ramadan an opportunity to reset their body



74%

Consider Ramadan as a period of physical discipline and health consciousness



The vast majority tend to favor home-cooked meals over eating out during Ramadan



By Gender



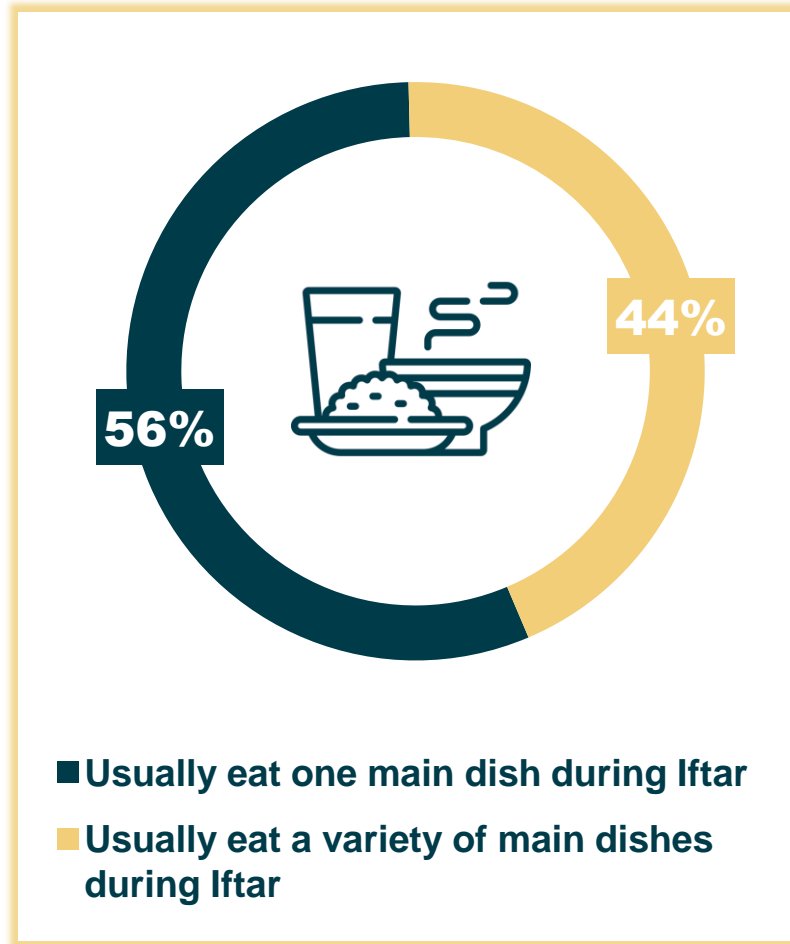
By Age



By Income



Around 3 in 5 individuals eat one main dish for Iftar, where the meal usually starts with dates, followed by appetizers



78%

Always break their fast with dates



81%

Have appetizers everyday at Iftar

The majority observe Suhoor and people commonly snack after Iftar



76%

Have Suhoor
on most nights



76%

Usually have
snacks after Iftar



While 3 in 5 people eat healthy snacks after Iftar, 2 in 5 have unhealthy snacks



62%

Have healthy
snacks after Iftar



40%

Have unhealthy
snacks after Iftar



Snacking behaviour during Ramadan

– By demographics



Usually have snacks after Iftar



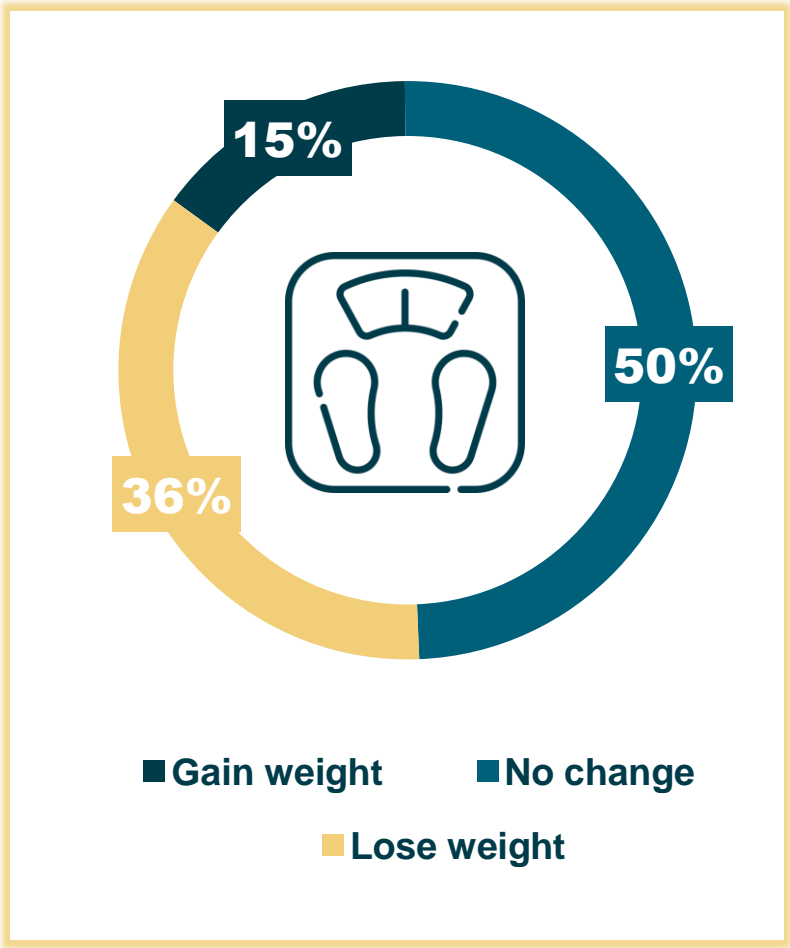
Have healthy snacks after Iftar



Have unhealthy snacks after Iftar

	76%	62%	40%
Male	81%	70%	34%
Female	71%	52%	45%
18 – 24	89%	66%	58%
25 - 34	82%	60%	54%
35 - 44	76%	66%	32%
45+	65%	58%	25%
Upper Income	79%	58%	42%
Middle Income	72%	58%	39%
Lower Income	77%	64%	39%

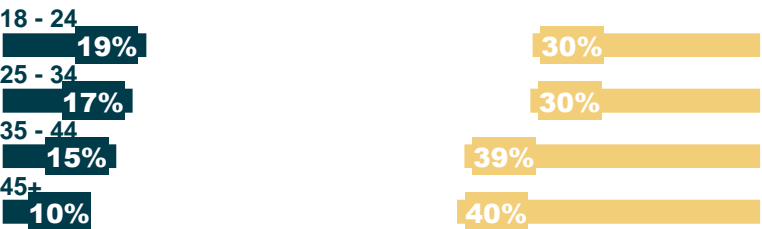
1 in 2 maintain their weight during Ramadan and almost 2 in 5 lose weight



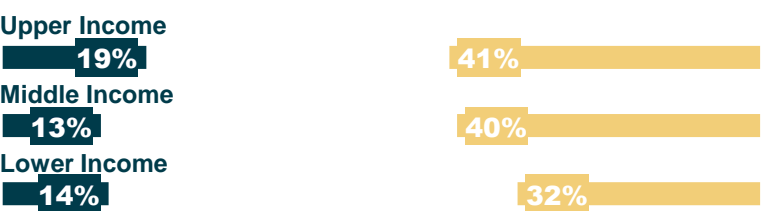
By Gender



By Age



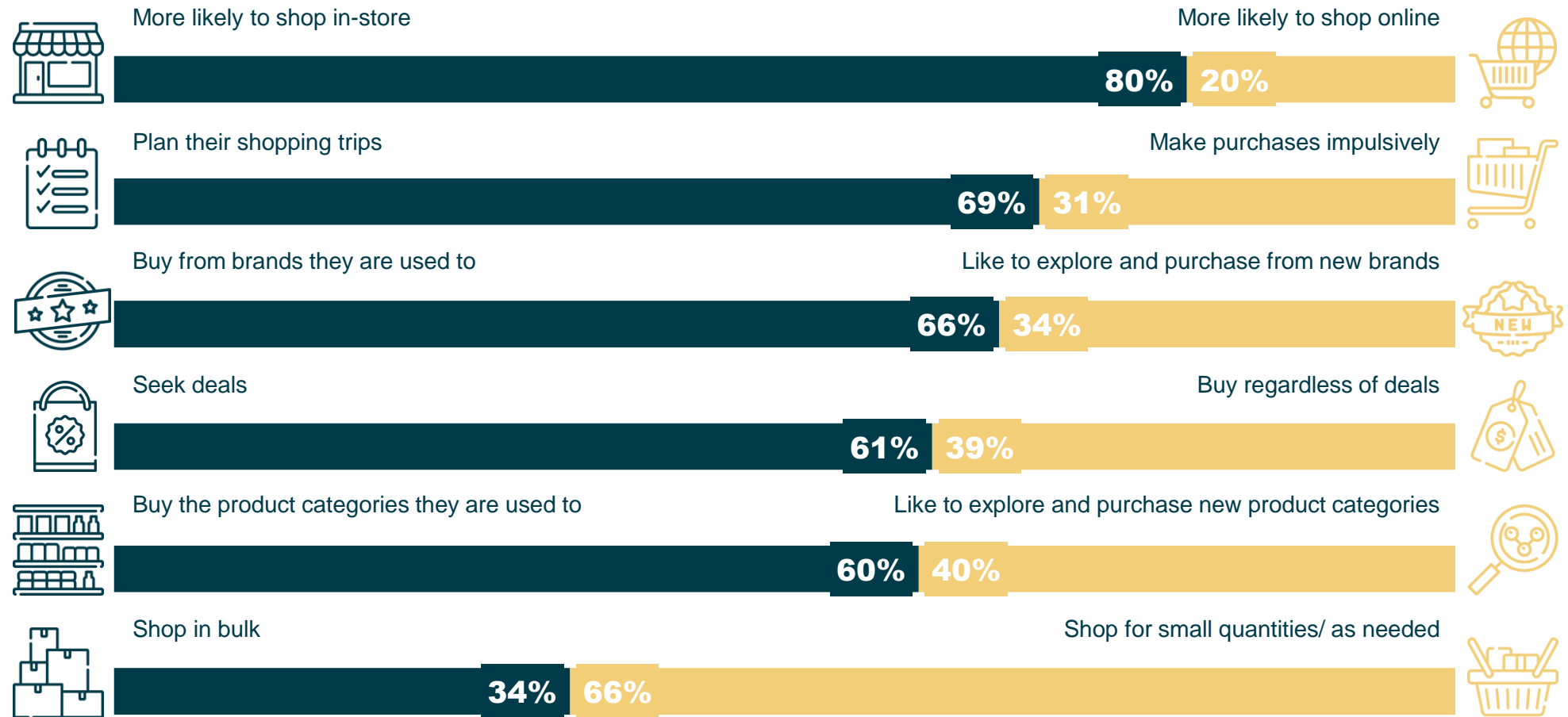
By Income





Shopping Habits In Ramadan













Shoppers in Ramadan tend to be more calculated; mainly planning purchases, deal hunting and sticking to familiar brands and product categories



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	Buy from brands they are used to	Explore new brands	Seek deals	Buy regardless of deals	Buy product categories they are used to	Explore new product categories	Shop in bulk	Shop for small quantities
Male	80%	20%	69%	31%	66%	34%	61%	39%	60%	40%	34%	66%
Female	85%	15%	66%	34%	66%	34%	58%	42%	63%	37%	35%	65%
	75%	25%	73%	27%	66%	34%	65%	35%	57%	43%	33%	67%
18 – 24	75%	25%	70%	30%	63%	37%	74%	26%	52%	48%	45%	55%
25 - 34	71%	29%	68%	32%	65%	35%	55%	45%	54%	46%	40%	60%
35 - 44	85%	15%	67%	33%	69%	31%	61%	39%	54%	46%	36%	64%
45+	85%	15%	71%	29%	66%	34%	59%	41%	71%	29%	23%	77%
Upper Income	82%	18%	71%	29%	71%	29%	55%	45%	59%	41%	33%	67%
Middle Income	72%	28%	70%	30%	53%	47%	58%	42%	56%	44%	39%	61%
Lower Income	82%	18%	69%	31%	70%	30%	64%	36%	62%	38%	32%	68%

Some shoppers look forward to Ramadan's special offers and others even postpone big purchases to benefit from the discounts



30%

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

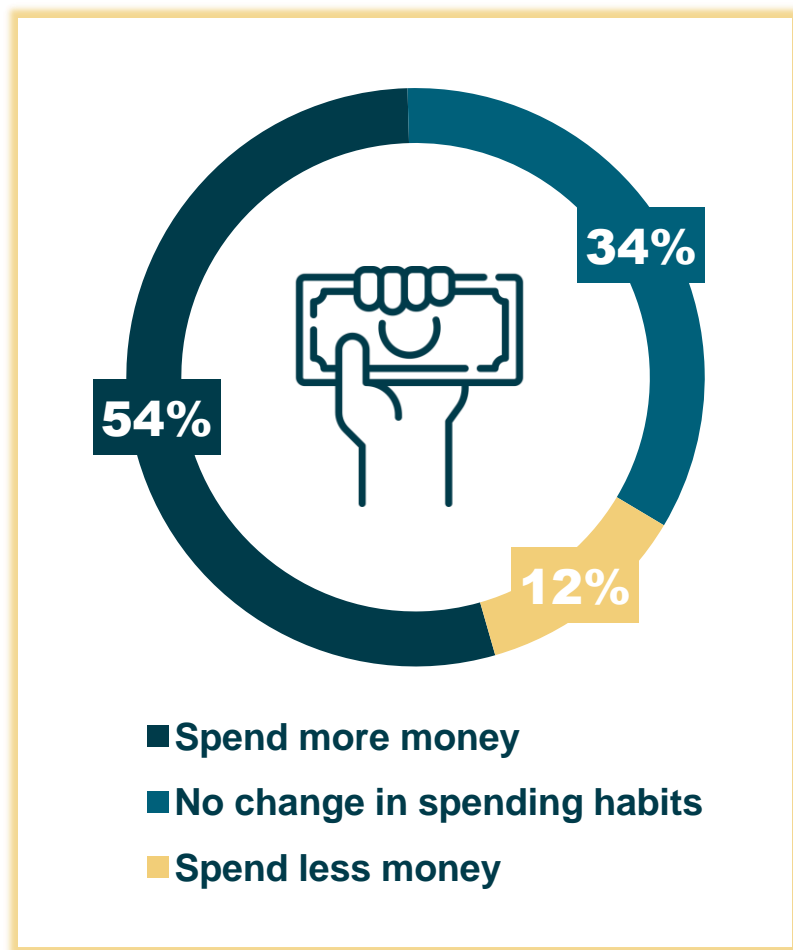


30%

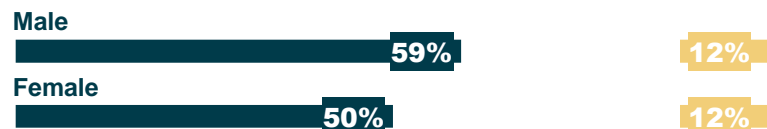
Delay big-ticket purchases until Ramadan to benefit from its special offers



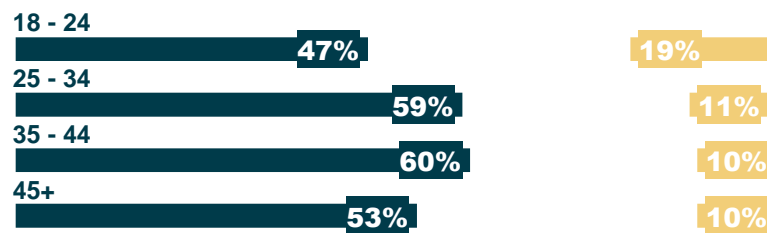
Around half end up spending more money during Ramadan



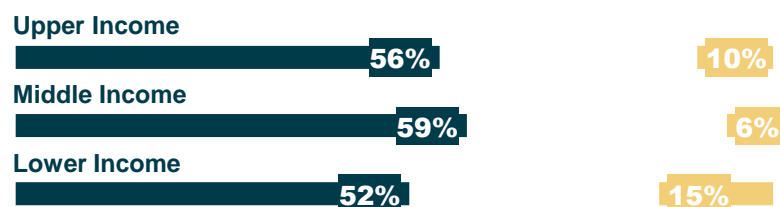
By Gender



By Age



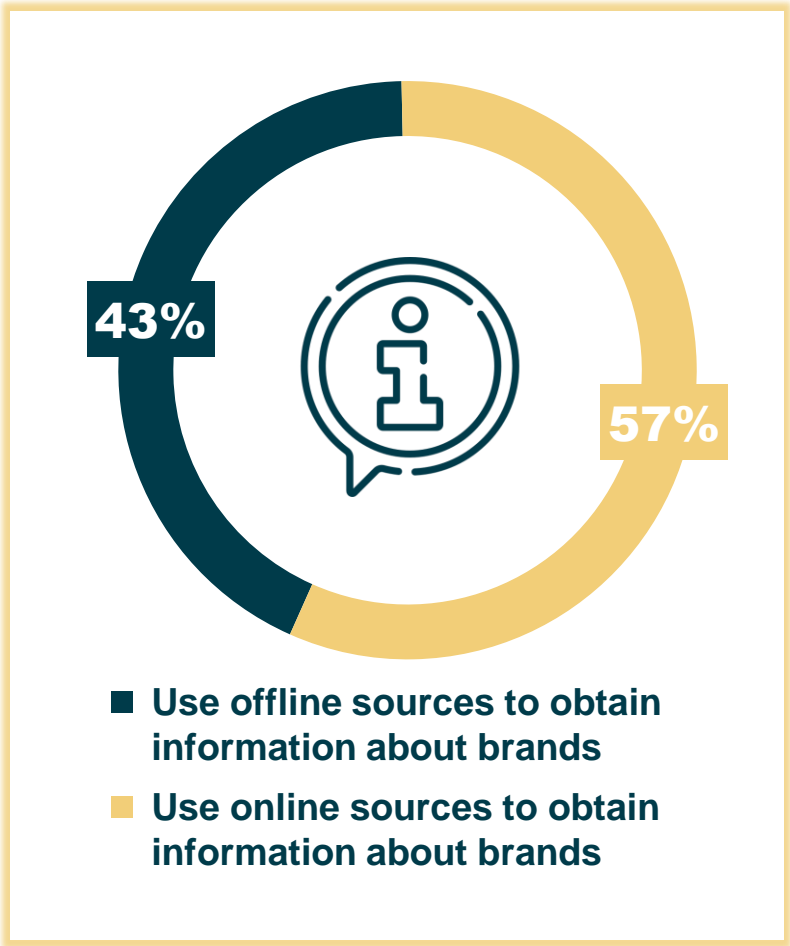
By Income



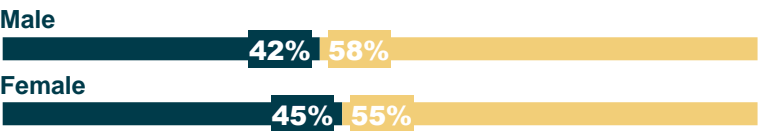


Brand Interaction And Advertising

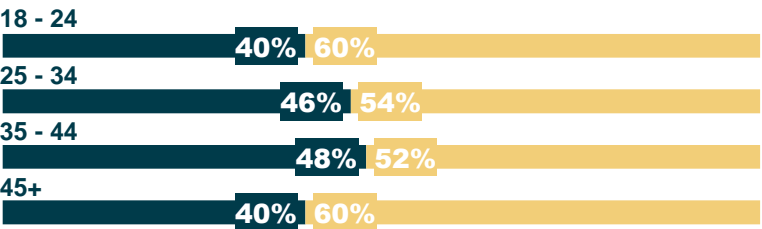
6 in 10 use online sources for brand information during Ramadan



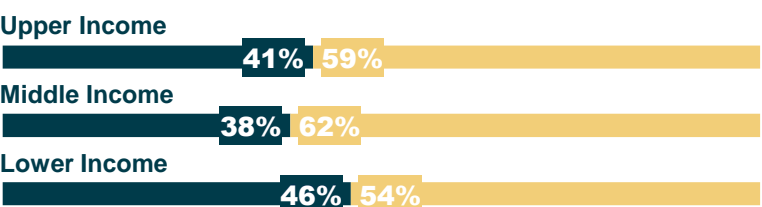
By Gender



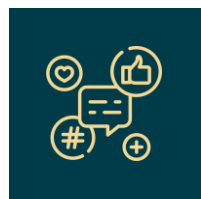
By Age



By Income



The most used source for brand information is social media platforms



32%

Social media
platforms



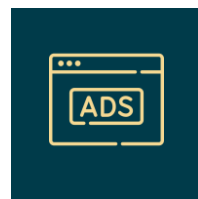
15%

Directly at the
physical store/ outlet



13%

Word of mouth



10%

Online
advertisements



8%

TV



5%

Company/brand
websites



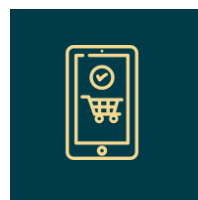
5%

Billboards and
outdoor
advertisements



3%

Online reviews
and ratings



2%

E-commerce
platforms



2%

Blogs/Forums/
Online communities



1%

Influencers



1%

Newspapers










1%

Email newsletters
subscriptions

Main sources used to obtain information about brands

Top sources – By demographics



	 Social media platforms	 Directly at the physical store/ outlet	 Word of mouth	 Online advertisements	 TV	 Company/brand websites	 Billboards and outdoor advertisements
	32%	15%	13%	10%	8%	5%	5%
Male	33%	18%	11%	12%	8%	4%	3%
Female	32%	13%	16%	9%	8%	5%	7%
18 – 24	27%	12%	7%	12%	14%	7%	7%
25 - 34	36%	17%	19%	10%	8%	3%	2%
35 - 44	30%	15%	17%	12%	10%	2%	5%
45+	35%	16%	12%	10%	5%	6%	7%
Upper Income	45%	15%	11%	7%	11%	2%	3%
Middle Income	35%	13%	10%	15%	12%	6%	3%
Lower Income	28%	16%	15%	10%	6%	5%	7%

People feel there's an ad overload in Ramadan leading to the perception that it has become more commercialized over the years



74%

Believe there are
too many ads during Ramadan



62%

Feel that Ramadan has
become more commercialized
over the years

2 in 5 admit to being influenced by Ramadan ads to make purchases, while 3 in 10 mention the memorability of advertising brands



37%

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



28%

Are more likely to
remember brands that
advertise 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



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



Are more likely to remember brands that advertise during Ramadan

	74%	62%	37%	28%
Male	79%	60%	44%	33%
Female	68%	63%	30%	24%
18 – 24	62%	47%	31%	20%
25 - 34	73%	56%	33%	35%
35 - 44	74%	67%	44%	35%
45+	80%	70%	39%	26%
Upper Income	76%	68%	40%	27%
Middle Income	82%	65%	37%	28%
Lower Income	70%	58%	36%	29%



The Ramadan Personas

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



28%

The Passionate Shopper



20%

The Social Connector



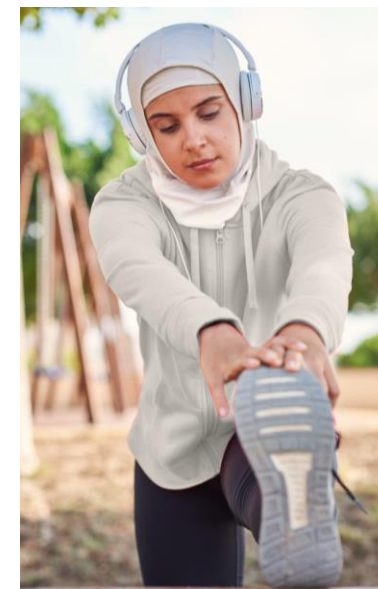
19%

The Content Explorer



18%

The Festive Spirit



15%

The Self Nurturer

Who is the Passionate Shopper? (28%)

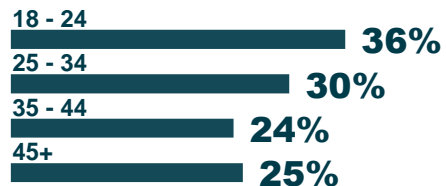
A shopping lover who indulges in the busy markets and attractive deals during Ramadan



By Gender



By Age



By Income



73%

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



52%

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

Who is the Social Connector? (20%)

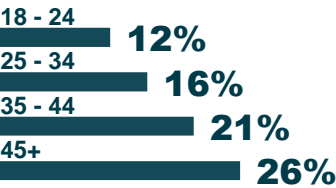
A social butterfly cherishing shared experiences and connections during Ramadan with family, friends and the community



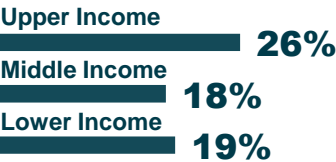
By Gender



By Age



By Income



86%

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



77%

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

Who is the Content Explorer? (19%)

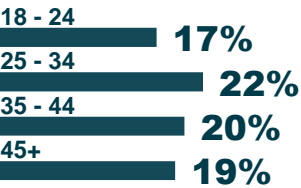
A digital enthusiast who engages deeply with Ramadan-related programs and content on social media



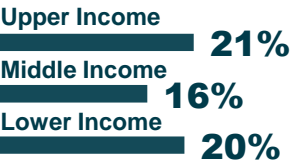
By Gender



By Age



By Income



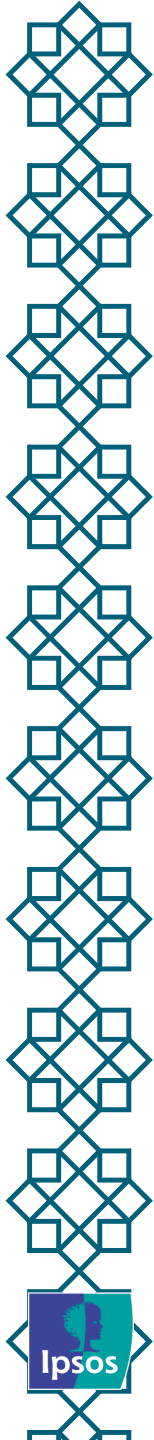
54%

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



29%

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



Who is the Festive Spirit? (18%)

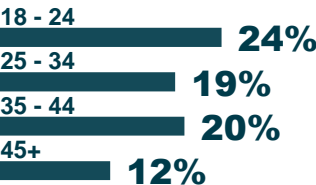
A person who creates a festive atmosphere around them and enjoys the traditions of Ramadan



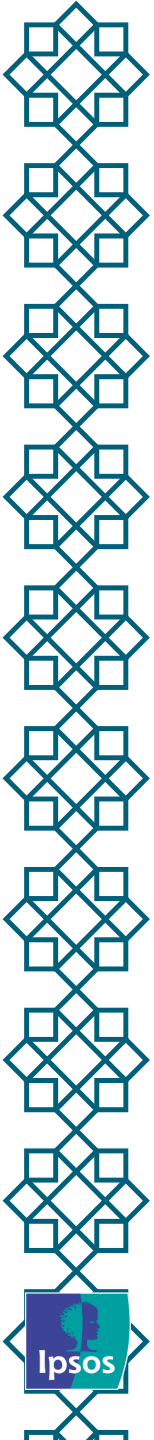
By Gender



By Age



By Income



Who is the Self Nurturer? (15%)

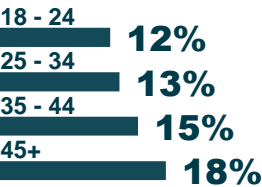
A person who sees Ramadan as a time not only for spiritual growth but also physical well-being and health consciousness



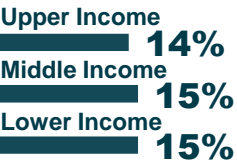
By Gender



By Age



By Income



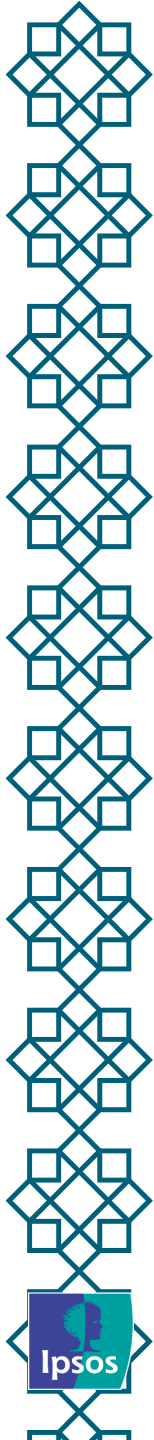
95%

Consider Ramadan an opportunity to reset their body



91%

Consider Ramadan as a period of physical discipline and health consciousness





Eid Plans

Only 15% of individuals have plans to travel during Eid, mainly domestically



15%

Plan on traveling
during the Eid holiday



11%

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

	15%	11%	4%
Male	18%	13%	5%
Female	12%	8%	3%
18 – 24	22%	15%	8%
25 - 34	21%	18%	4%
35 - 44	14%	9%	4%
45+	8%	5%	2%
Upper Income	19%	11%	7%
Middle Income	12%	11%	1%
Lower Income	15%	11%	5%

Methodological notes

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



For More Information:

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GAME CHANGERS

