

Spotlight* Kuwait

The 2024

Ramadan Handbook

March 2024

GAME CHANGERS



Report Overview



What Do People Love Most About Ramadan?	03
Lifestyle Changes In Ramadan	05
Eating Habits In Ramadan	13
Shopping Habits In Ramadan	21
Brand Interaction And Advertising	26
The Ramadan Personas	33
Eid Plans	40



What Do People Love Most About Ramadan?

During Ramadan, people's favorite aspects are spirituality and family/social gatherings



39%
Spirituality



21%
Family and social
gatherings



12%
Fasting



8%
Iftar meal



5%
Tarawih prayers



5%
Reciting the Quran



2%
Ramadan's
atmosphere



1%
Charity and good
deeds



Lifestyle Changes In Ramadan

Ramadan is a period where individuals focus on spirituality and charitable acts



95%

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



94%

Believe Ramadan is about engaging in acts of charity

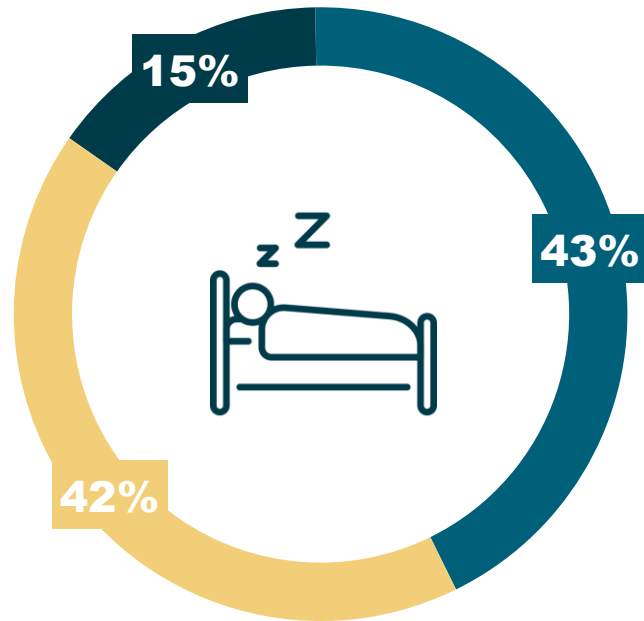


81%

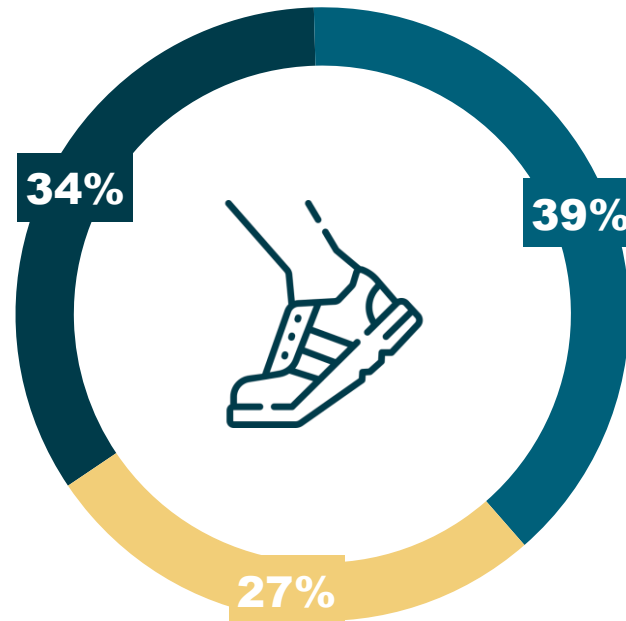
Focus more on spirituality during Ramadan



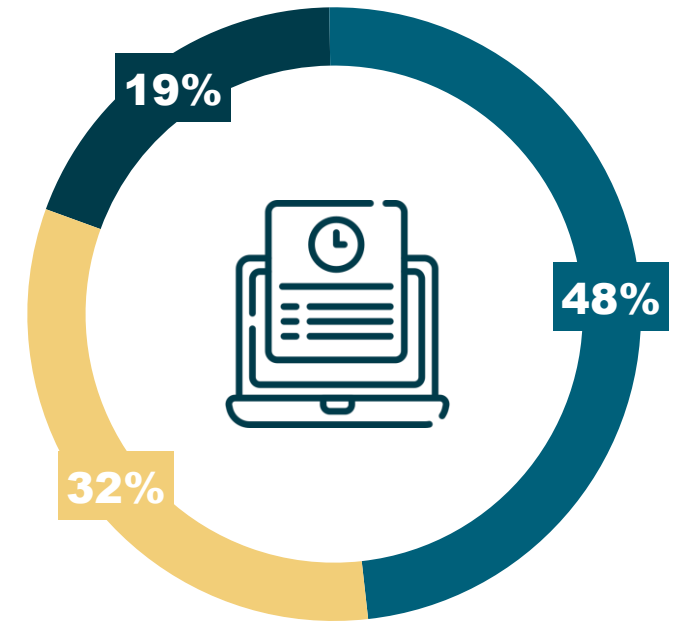
It's a period where sleep, activity levels and productivity vary from one person to another



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
	15%	42%	34%	27%	19%	32%
Male	20%	37%	38%	19%	17%	38%
Female	8%	49%	29%	38%	23%	23%
18 – 24	19%	44%	35%	26%	27%	42%
25 - 34	18%	44%	37%	23%	12%	35%
35 - 44	9%	50%	33%	31%	20%	30%
45+	17%	29%	32%	28%	22%	27%
Nationals	18%	32%	32%	27%	14%	41%
Expats	12%	52%	37%	27%	25%	23%
Upper Income	18%	31%	34%	25%	15%	40%
Middle Income	14%	48%	33%	30%	22%	26%
Lower Income	12%	51%	37%	26%	22%	28%

As the majority reflect on past Ramadans with fondness, the focus on family becomes a priority



88%

Spend more time with family
than with friends during
Ramadan



85%

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



However, many don't view gatherings nowadays like they did in the past and sense a change in the Ramadan Spirit



61%

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

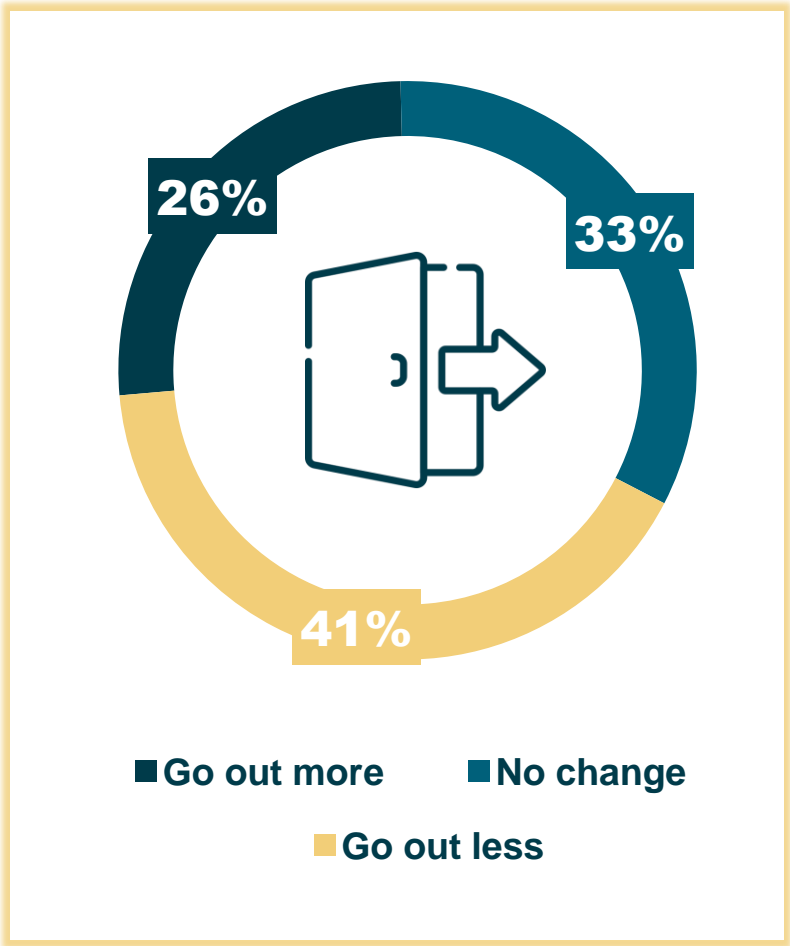


56%

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



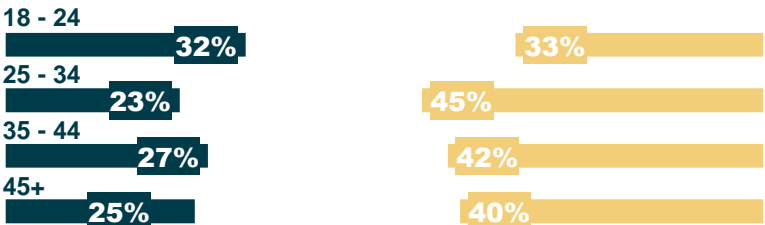
As a result, going-out habits are impacted, with 2 in 5 choosing to go out less



By Gender



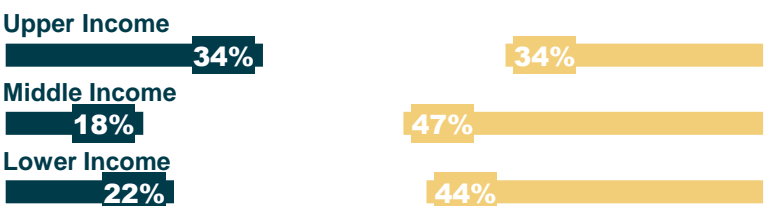
By Age



By Nationality



By Income



With people spending more time at home, many decorate their personal spaces and make sure they create a festive atmosphere



67%

Decorate their house
during Ramadan



63%

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



Eating Habits In Ramadan

The majority view Ramadan as a time to improve their physical well-being and to become more health conscious



80%

Consider Ramadan an opportunity to reset their body

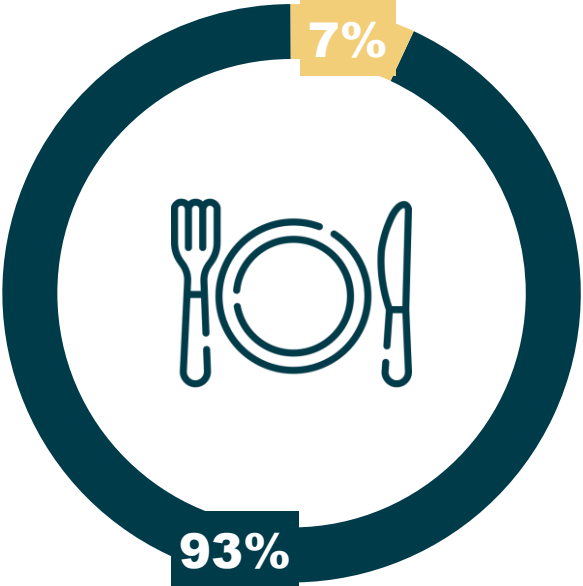


78%

Consider Ramadan as a period of physical discipline and health consciousness



9 in 10 individuals tend to favor home-cooked meals over eating out during Ramadan



■ Tend to eat more home-cooked meals
■ Tend to eat out more

By Gender



By Age



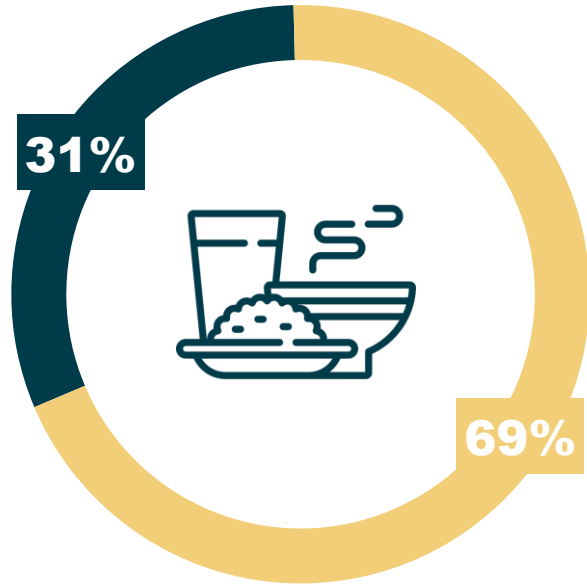
By Nationality



By Income



Iftar normally starts with dates, then appetizers, and the majority of people eat a range of main dishes



- Usually eat one main dish during Iftar
- Usually eat a variety of main dishes during Iftar



89%

Always break their fast with dates



71%

Have appetizers everyday at Iftar

Suhoor is observed by the majority and having snacks after Iftar is likewise a customary practice



80%

Have Suhoor
on most nights



82%

Usually have
snacks after Iftar



Despite many people having healthy snacks after Iftar, 1 in 2 still indulge in unhealthy snacks



63%

Have healthy
snacks after Iftar



50%

Have unhealthy
snacks after Iftar



Snacking behaviour during Ramadan

– By demographics



Usually have snacks after Iftar



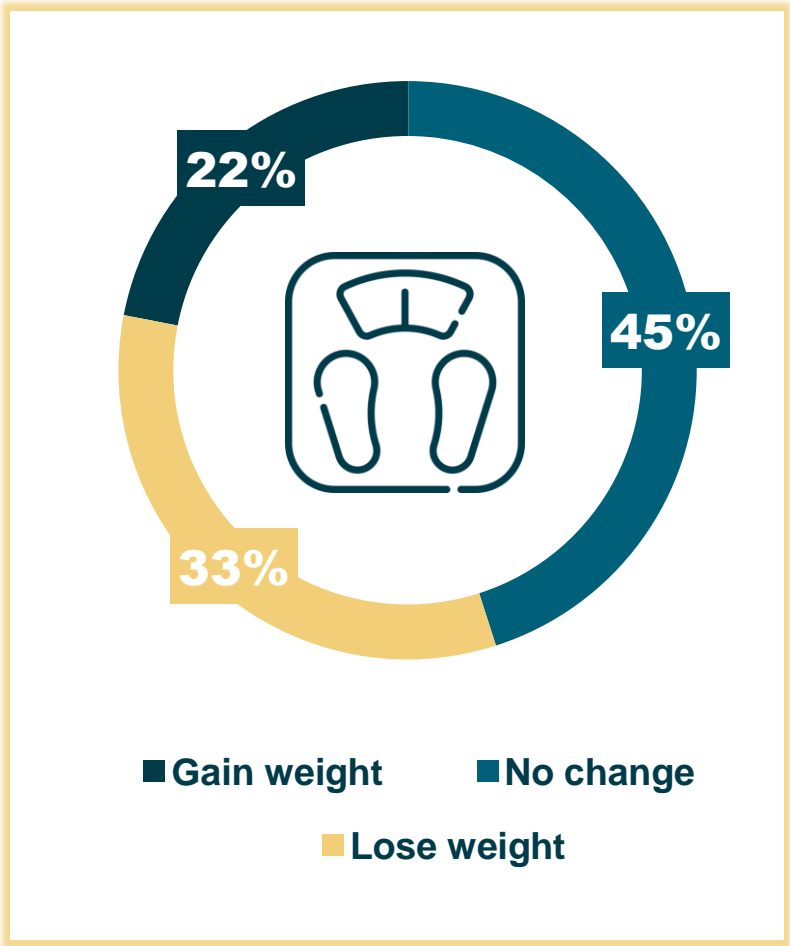
Have healthy snacks after Iftar



Have unhealthy snacks after Iftar

	82%	63%	50%
Male	83%	68%	48%
Female	80%	57%	52%
18 – 24	85%	66%	54%
25 - 34	87%	67%	52%
35 - 44	77%	65%	49%
45+	79%	55%	46%
Nationals	78%	53%	50%
Expats	86%	74%	50%
Upper Income	76%	56%	49%
Middle Income	81%	64%	54%
Lower Income	93%	74%	46%

1 in 5 gain weight during Ramadan and around half maintain their weight



By Gender



By Age



By Nationality



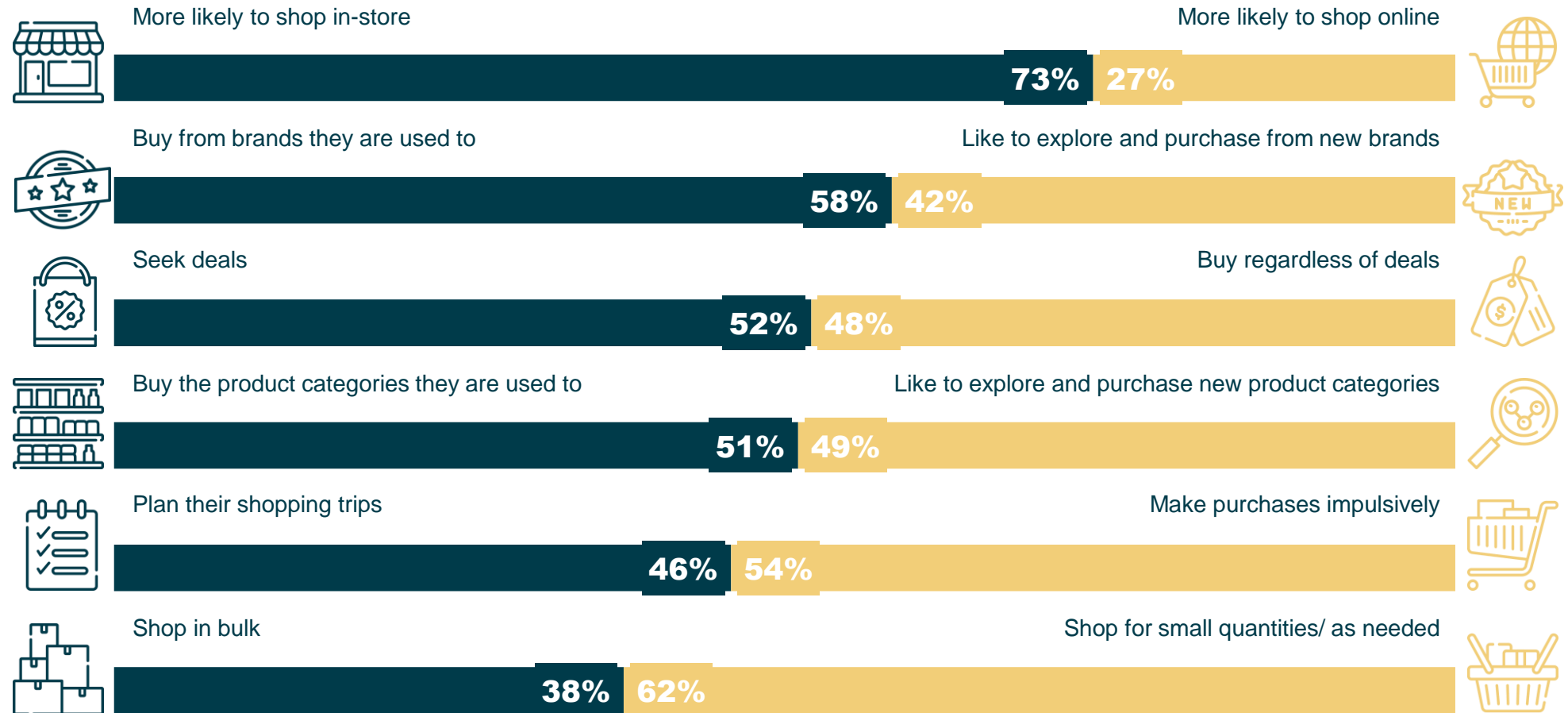
By Income





Shopping Habits In Ramadan













Shoppers in Ramadan shop more in-store. They can also be quite adventurous by exploring new product categories and shopping impulsively



Types of shoppers during Ramadan

– By demographics



	 More likely to shop in-store	 More likely to shop online	 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	 Plan their shopping trips	 Make purchases impulsively	 Shop in bulk	 Shop for small quantities
Male	73% 75%	27% 25%	58% 56%	42% 44%	52% 52%	48% 48%	51% 50%	49% 50%	46% 41%	54% 59%	38% 42%	62% 58%
Female	69%	31%	60%	40%	53%	47%	53%	47%	53%	47%	32%	68%
18 – 24	69%	31%	56%	44%	56%	44%	42%	58%	45%	55%	37%	63%
25 - 34	70%	30%	56%	44%	59%	41%	52%	48%	42%	58%	43%	57%
35 - 44	69%	31%	61%	39%	53%	47%	54%	46%	49%	51%	36%	64%
45+	84%	16%	60%	40%	39%	61%	53%	47%	46%	54%	34%	66%
Nationals	75%	25%	61%	39%	41%	59%	54%	46%	44%	56%	34%	66%
Expats	71%	29%	55%	45%	64%	36%	49%	51%	47%	53%	42%	58%
Upper Income	77%	23%	66%	34%	45%	55%	55%	45%	41%	59%	37%	63%
Middle Income	69%	31%	55%	45%	49%	51%	53%	47%	50%	50%	32%	68%
Lower Income	72%	28%	49%	51%	68%	32%	44%	56%	46%	54%	48%	52%

1 in 2 people look forward to Ramadan's offers and around 1 in 3 even postpone their big purchases to benefit from these discounts



47%

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

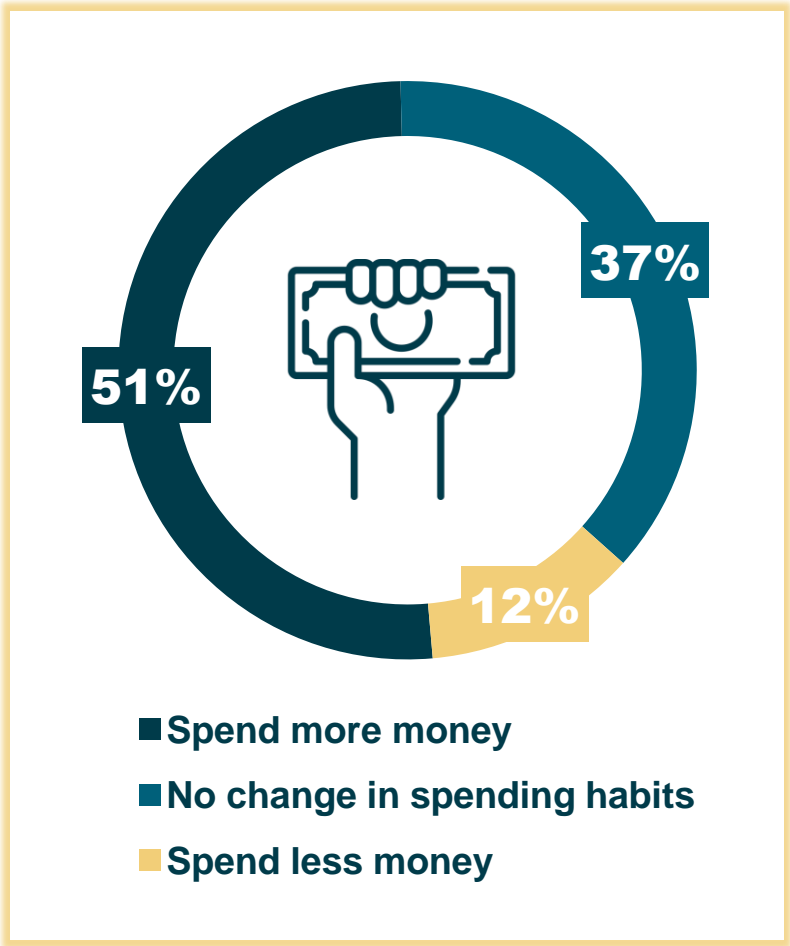


35%

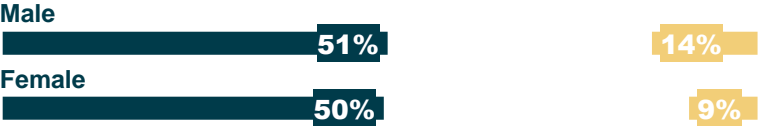
Delay big-ticket purchases until Ramadan to benefit from its special offers



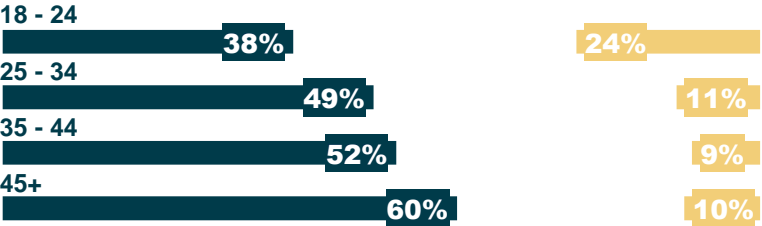
1 in 2 spend more money during the holy month



By Gender



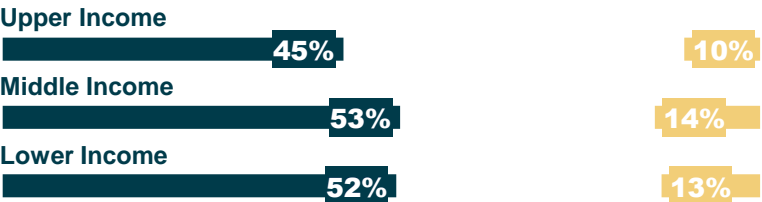
By Age



By Nationality



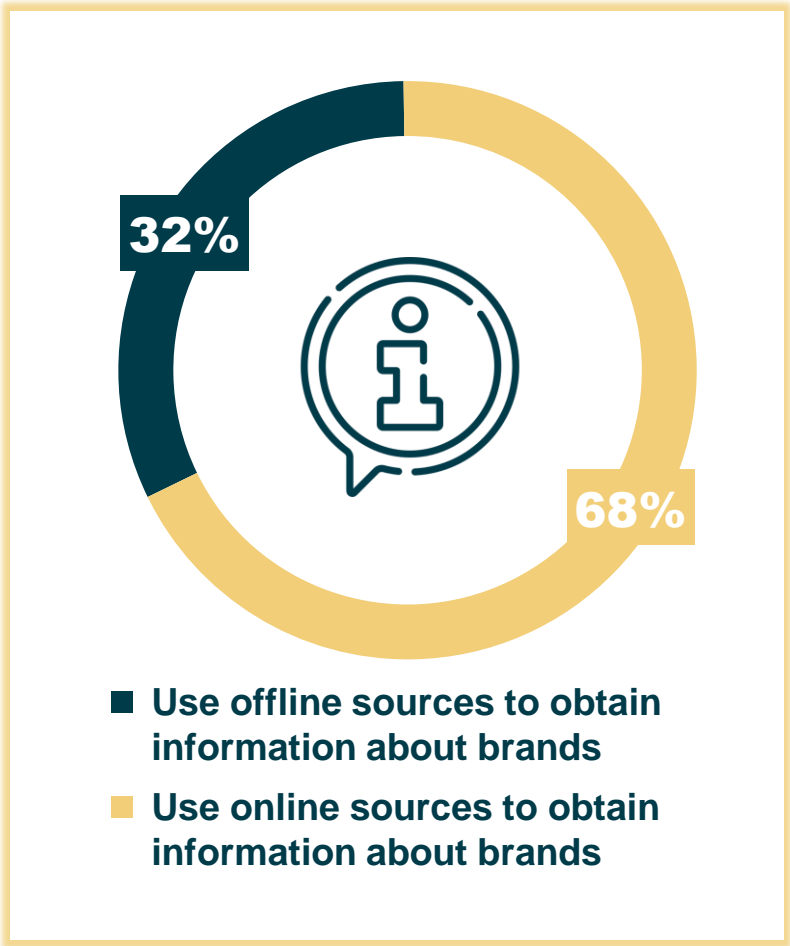
By Income



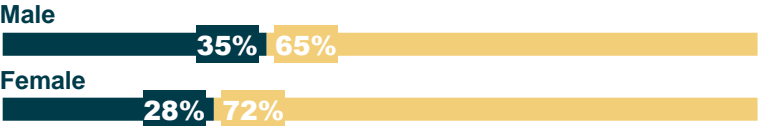


Brand Interaction And Advertising

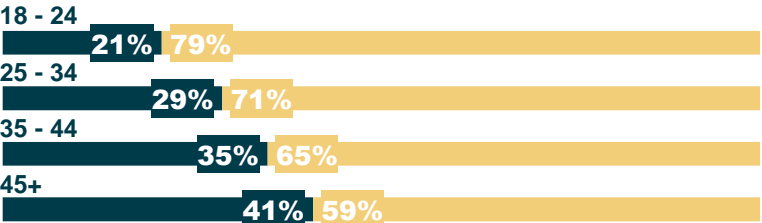
7 in 10 rely on online sources for brand information during Ramadan



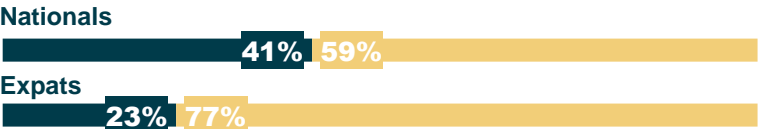
By Gender



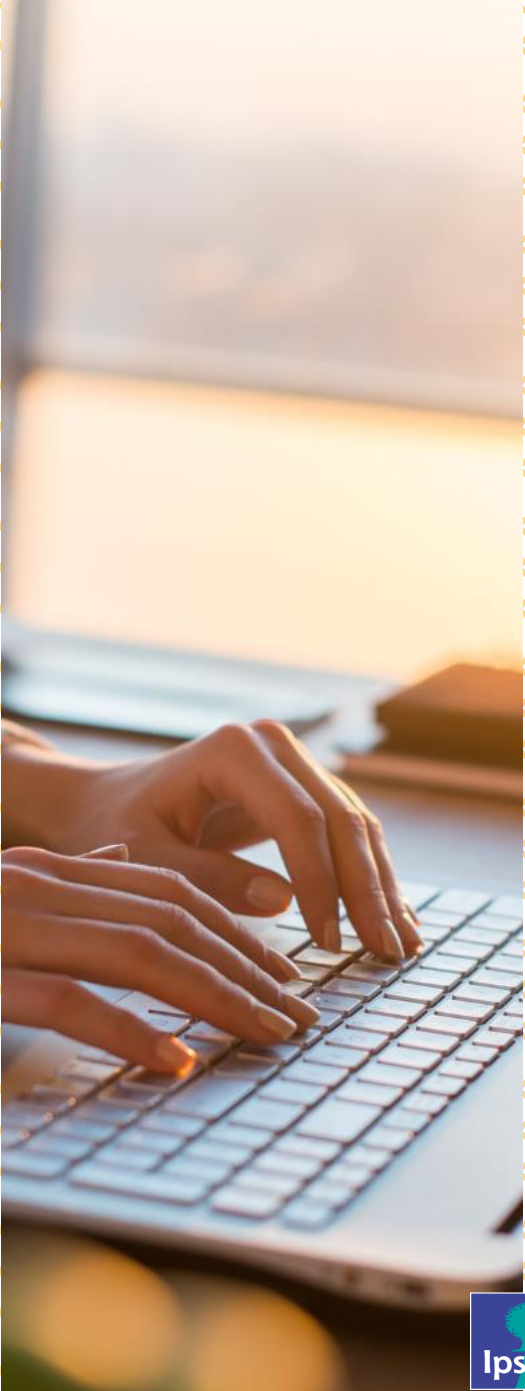
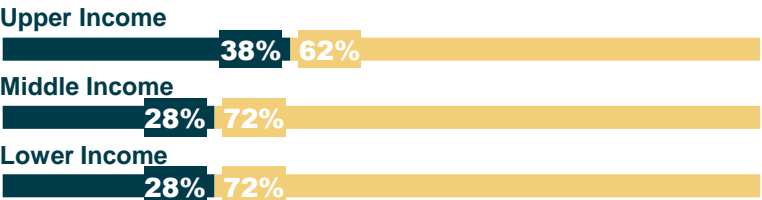
By Age



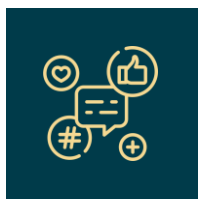
By Nationality



By Income

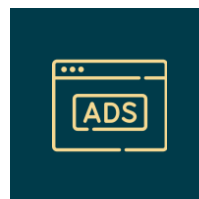


Social media platforms stand out as the most used source to obtain information about brands



50%

Social media
platforms



13%

Online
advertisements



12%

Word of mouth



9%

TV



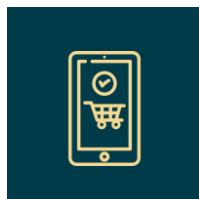
5%

Directly at the
physical store/ outlet



5%

Billboards and outdoor
advertisements



1%

E-commerce
platforms



1%

Online reviews
and ratings









1%

Company/brand
websites

Main sources used to obtain information about brands

Top sources – By demographics



	 Social media platforms	 Online advertisements	 Word of mouth	 TV	 Directly at the physical store/ outlet	 Billboards and outdoor advertisements
Male	50%	13%	12%	9%	5%	5%
Female	50%	11%	12%	11%	4%	7%
	50%	16%	12%	5%	7%	2%
18 – 24	61%	11%	6%	3%	5%	6%
25 - 34	50%	14%	11%	5%	2%	8%
35 - 44	51%	13%	13%	15%	4%	3%
45+	41%	12%	15%	10%	10%	3%
Nationals	48%	8%	17%	13%	7%	3%
Expats	52%	18%	7%	5%	3%	7%
Upper Income	49%	7%	14%	12%	7%	5%
Middle Income	51%	15%	10%	9%	5%	4%
Lower Income	48%	20%	12%	5%	3%	7%

The majority sense the ad overload in Ramadan and perceive the month as becoming overly commercialized



84%

Believe there are
too many ads during Ramadan



72%

Feel that Ramadan has
become more commercialized
over the years

Half admit to being influenced by Ramadan ads to make purchases, while a similar number mention the memorability of advertising brands



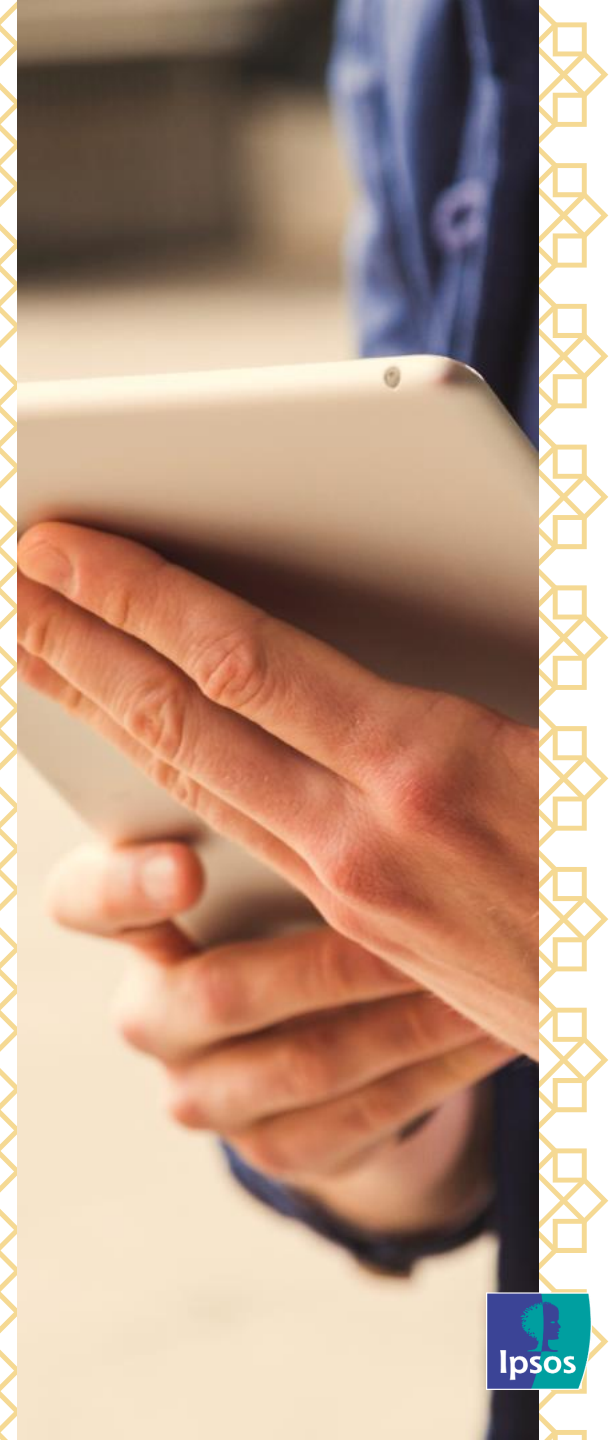
47%

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



46%

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

84%



Feel that Ramadan has become more commercialized over the years

72%



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

47%



Are more likely to remember brands that advertise during Ramadan

46%

Male	82%	69%	49%	49%
Female	88%	77%	44%	41%
18 – 24	80%	53%	55%	49%
25 - 34	84%	78%	46%	47%
35 - 44	88%	73%	43%	49%
45+	84%	77%	47%	38%
Nationals	85%	71%	44%	42%
Expats	83%	73%	50%	49%
Upper Income	85%	70%	43%	41%
Middle Income	86%	73%	47%	44%
Lower Income	81%	75%	53%	56%



The Ramadan Personas

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



28%

The Content Explorer



22%

The Passionate Shopper



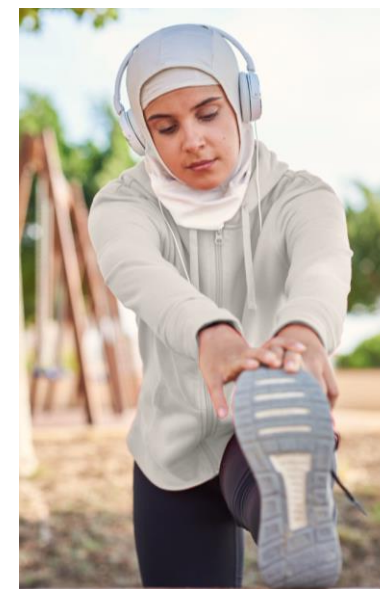
20%

The Social Connector



18%

The Festive Spirit



13%

The Self Nurturer

Who is the Content Explorer? (28%)

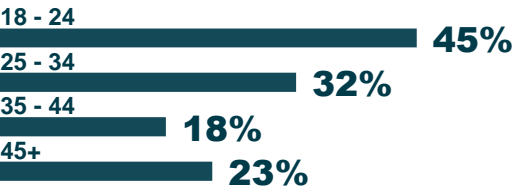
A digital enthusiast who engages deeply with Ramadan-related programs and content on social media



By Gender



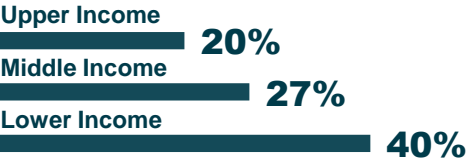
By Age



By Nationality



By Income



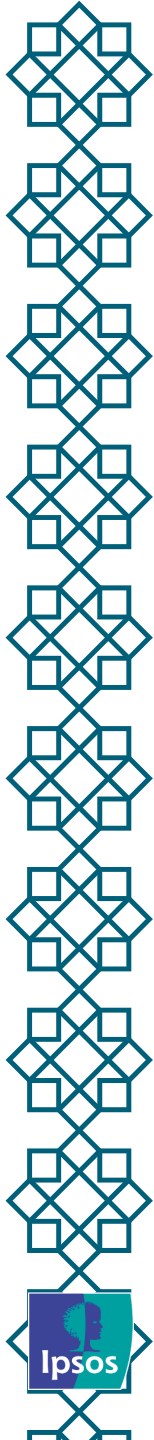
81%

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



76%

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



Who is the Passionate Shopper? (22%)

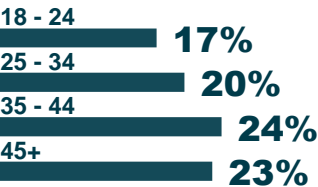
A shopping lover who indulges in the busy markets and attractive deals during Ramadan



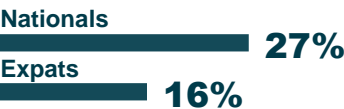
By Gender



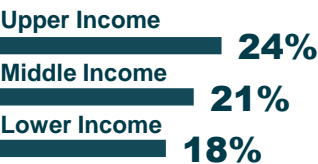
By Age



By Nationality



By Income



83%

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



41%

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

Who is the Social Connector? (20%)

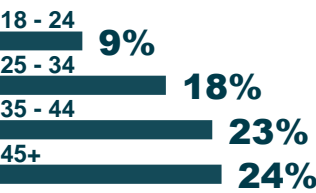
A social butterfly cherishing shared experiences and connections during Ramadan with family, friends and the community



By Gender



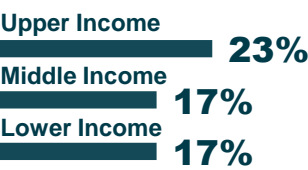
By Age



By Nationality



By Income



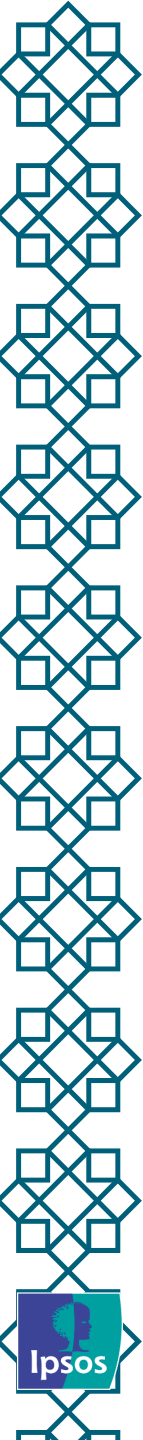
96%

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



94%

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



Who is the Festive Spirit? (18%)

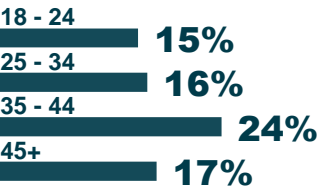
A person who creates a festive atmosphere around them and enjoys the traditions of Ramadan



By Gender



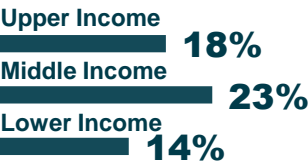
By Age



By Nationality



By Income



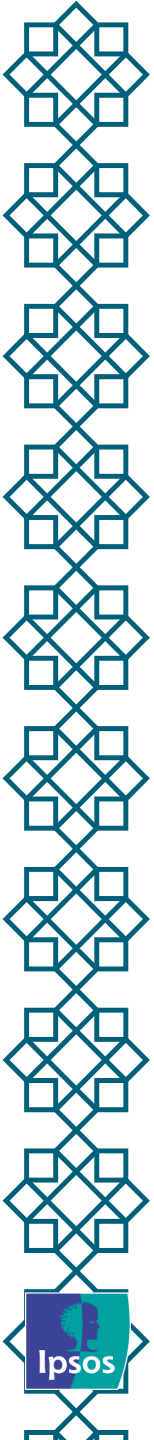
89%

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



77%

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



Who is the Self Nurturer? (13%)

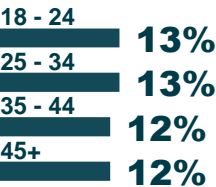
A person who sees Ramadan as a time not only for spiritual growth but also physical well-being and health consciousness



By Gender



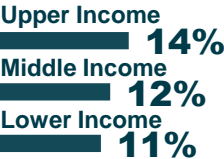
By Age



By Nationality



By Income



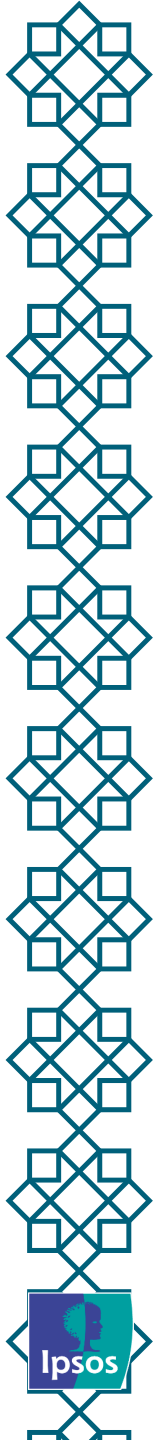
100%

Consider Ramadan as a period of physical discipline and health consciousness



98%

Consider Ramadan an opportunity to reset their body





Eid Plans

1 in 3 have plans to travel/engage in tourism during Eid, mainly internationally



32%

Plan on traveling/
engaging in tourism
during the Eid holiday



20%

Plan on traveling
internationally



12%

Plan on having
a staycation

Travel plans/engaging in tourism during the Eid holiday

– By demographics



Plan on traveling/ engaging in tourism during the Eid holiday



Plan on traveling internationally



Plan on having a staycation

	32%	20%	12%
Male	33%	20%	12%
Female	32%	19%	12%
18 – 24	39%	28%	11%
25 - 34	31%	21%	11%
35 - 44	30%	18%	13%
45+	32%	16%	15%
Nationals	30%	17%	14%
Expats	34%	23%	11%
Upper Income	31%	19%	11%
Middle Income	35%	22%	12%
Lower Income	32%	17%	15%

Methodological notes

- 410 Telephone Interviews
- Nationally Representative
- Males & Females
- 18 Years & Above
- Nationals & Expats
- Nationwide Coverage



For More Information:

Aftab Ellahi

Chief Client Officer
Ipsos in Kuwait & Bahrain
aftab.ellahi@ipsos.com

GAME CHANGERS

