

Spotlight*UAE

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?

The most cherished aspects about the holy month of Ramadan are the fasting and spirituality



30%

Fasting



27%

Spirituality



13%

Iftar meal



8%

Family and social
gatherings



6%

Ramadan's
atmosphere



6%

Tarawih prayers



4%

Charity and good
deeds



3%

Reciting the Quran



Lifestyle Changes In Ramadan

During Ramadan, the majority focus on spiritual matters as well as helping those in need



81%

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



83%

Focus more on spirituality during Ramadan

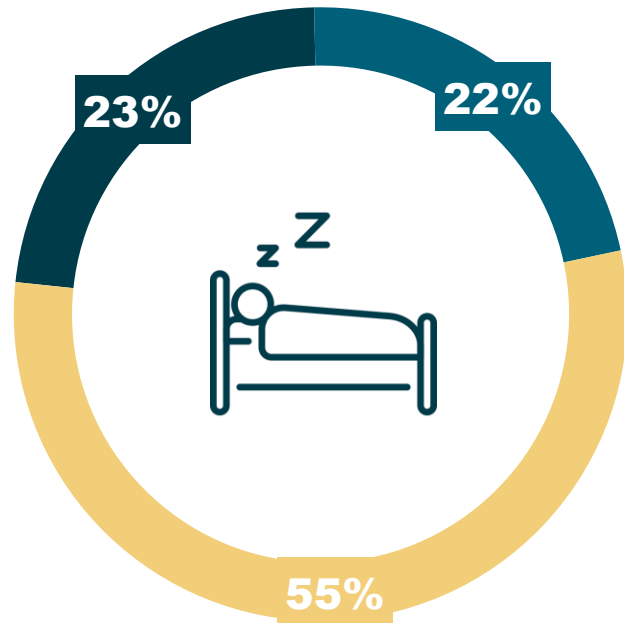


80%

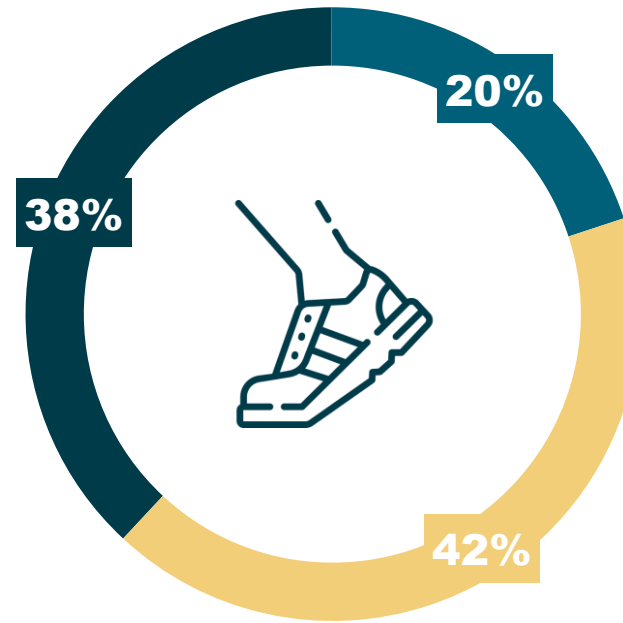
Believe Ramadan is about engaging in acts of charity



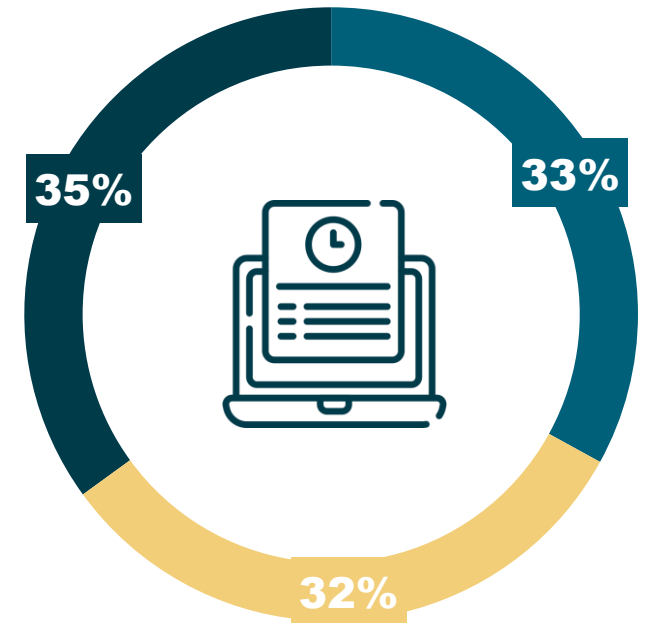
Sleep, activity, and productivity levels at work vary between individuals during Ramadan



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
	23%	55%	38%	42%	35%	32%
Male	23%	57%	41%	42%	34%	34%
Female	22%	50%	29%	43%	37%	28%
18 – 24	17%	58%	41%	35%	38%	26%
25 - 34	28%	52%	39%	43%	38%	32%
35 - 44	14%	63%	40%	40%	26%	43%
45+	17%	51%	19%	57%	30%	22%
Nationals	27%	48%	41%	43%	41%	37%
Expats	22%	57%	37%	42%	33%	31%
Upper Income	25%	56%	40%	43%	34%	33%
Middle Income	21%	54%	32%	45%	38%	33%
Lower Income	21%	55%	45%	34%	30%	28%

With Ramadan evoking nostalgic memories of loved ones, the majority of people prioritize spending time with family during the holy month



90%

Spend more time with family
than with friends during
Ramadan



67%

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



However, half perceive a change in family gatherings and a similar number feel the Ramadan spirit to be weaker than before



52%

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

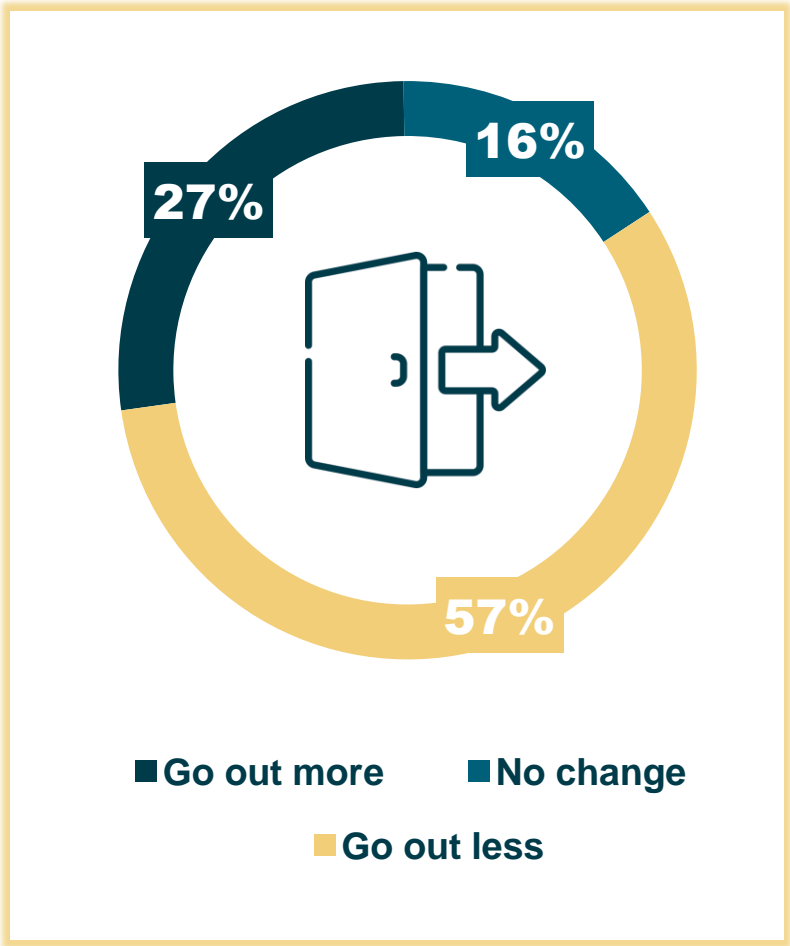


50%

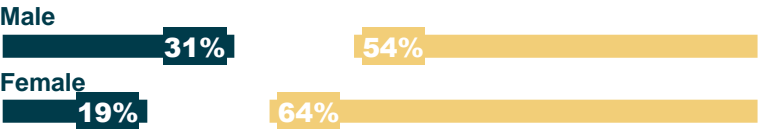
Believe the spirit of Ramadan doesn't feel as strong as it did in the past



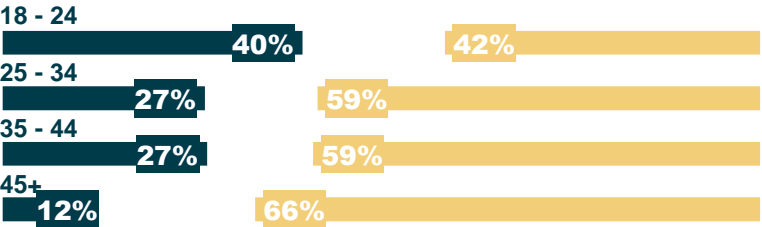
As a result, going-out habits are affected, with 3 in 5 people opting to stay in more



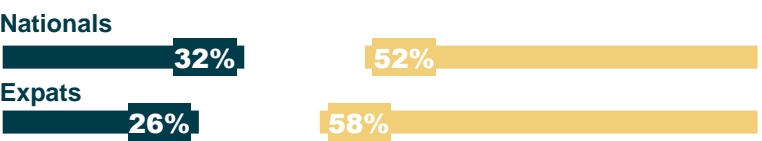
By Gender



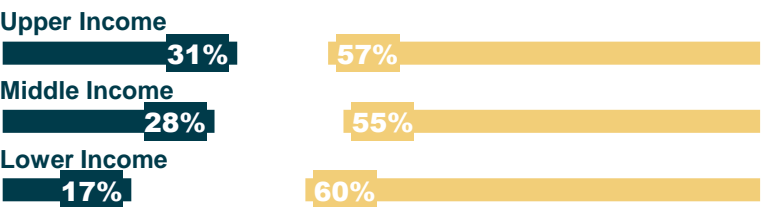
By Age



By Nationality



By Income



As individuals spend more time indoors, they decorate their homes and ensure they feel festive



71%

Decorate their house
during Ramadan



61%

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





Eating Habits In Ramadan

Ramadan is viewed as a period of physical discipline and a chance to reset the body



73%

Consider Ramadan an opportunity to reset their body

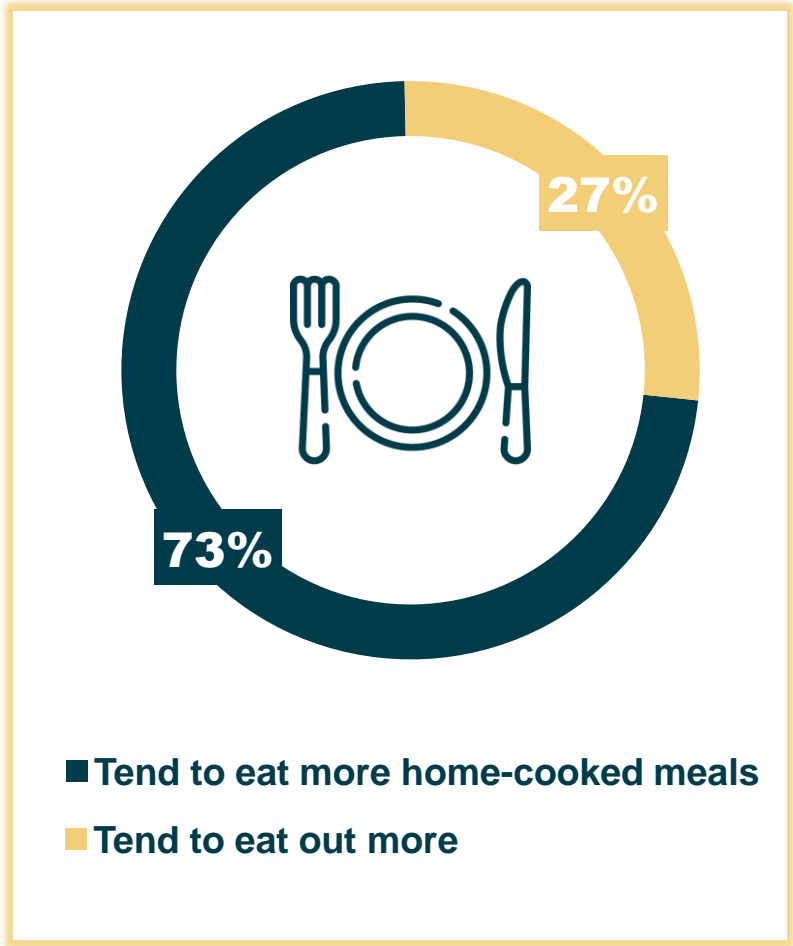


77%

Consider Ramadan as a period of physical discipline and health consciousness



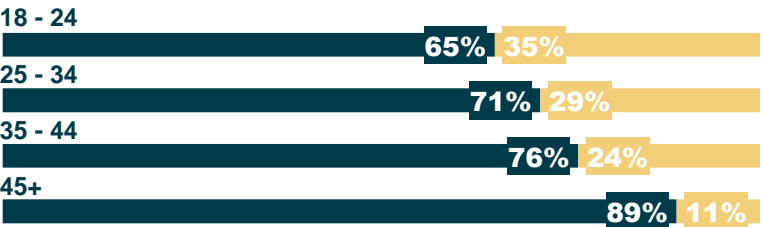
The majority tend to favor home-cooked meals over eating out during Ramadan



By Gender



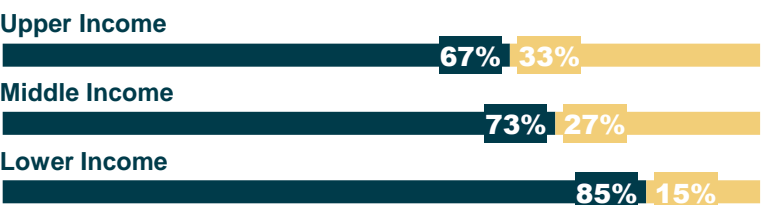
By Age



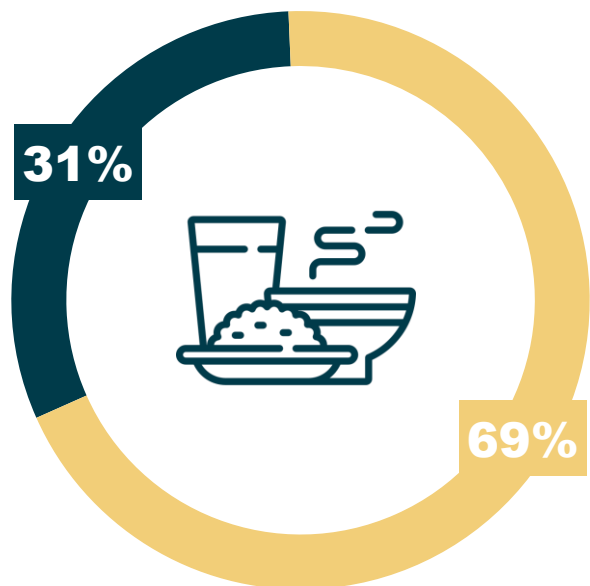
By Nationality



By Income



People typically break their fast with dates, proceed with appetizers, and eat a variety of main dishes during Iftar



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



88%

Always break their fast with dates



78%

Have appetizers everyday at Iftar

Suhoor is a common meal, and snacking between Iftar and Suhoor is similarly a usual practice



89%

Have Suhoor
on most nights



89%

Usually have
snacks after Iftar



The majority eat healthy snacks after Iftar and around half indulge in unhealthy snacks



78%

Have healthy
snacks after Iftar



45%

Have unhealthy
snacks after Iftar



Snacking behaviour during Ramadan

– By demographics



Usually have snacks after Iftar



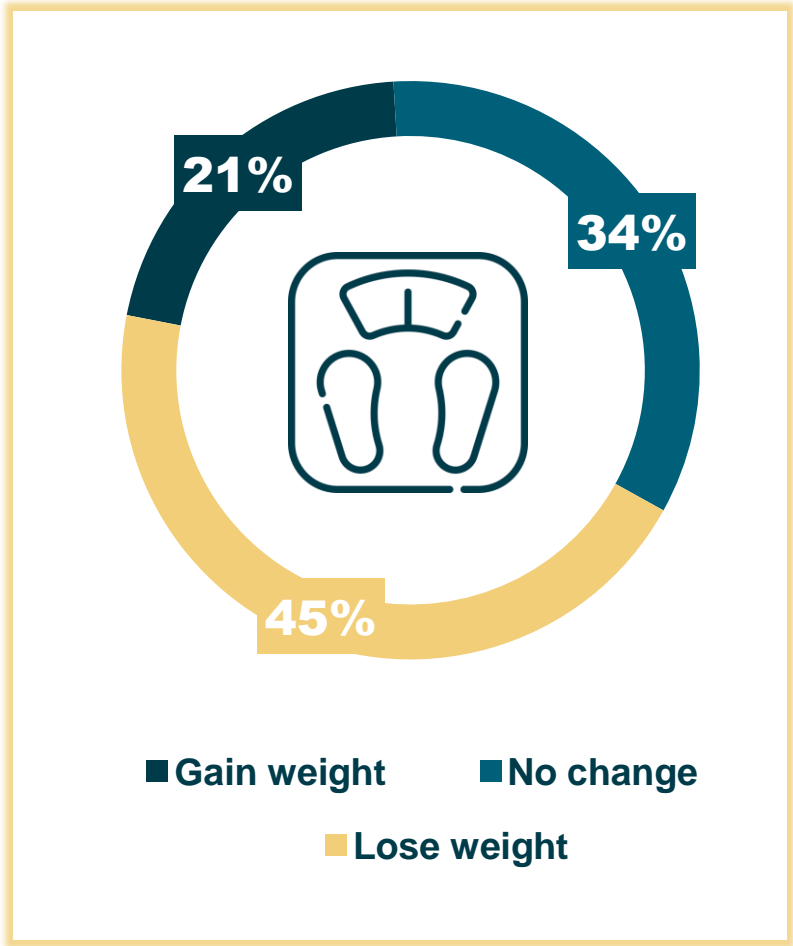
Have healthy snacks after Iftar



Have unhealthy snacks after Iftar

	89%	78%	45%
Male	88%	79%	46%
Female	92%	74%	44%
18 – 24	90%	76%	55%
25 - 34	90%	79%	48%
35 - 44	86%	75%	37%
45+	90%	79%	33%
Nationals	93%	84%	56%
Expats	88%	76%	43%
Upper Income	87%	79%	40%
Middle Income	94%	77%	52%
Lower Income	84%	75%	45%

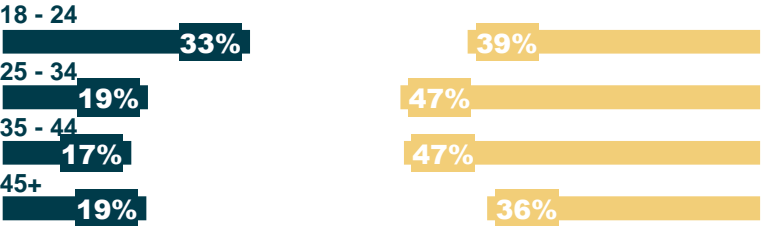
Around 1 in 2 people lose weight in Ramadan, while 1 in 3 maintain their weight



By Gender



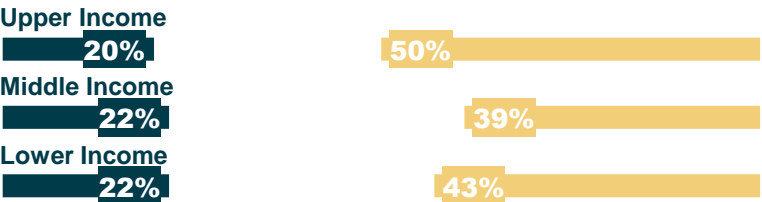
By Age



By Nationality



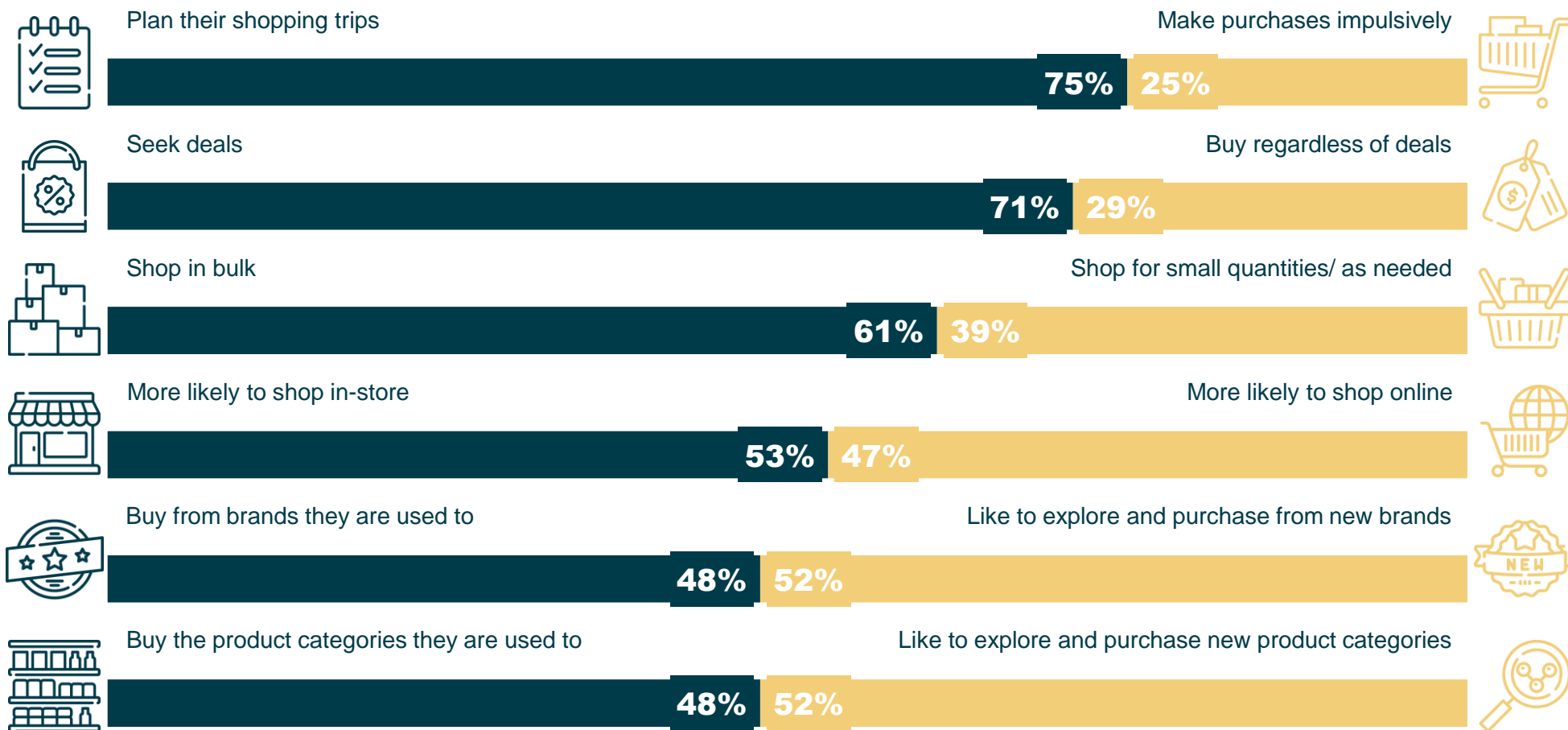
By Income





Shopping Habits In Ramadan













Shopping in Ramadan tends to be more deliberate and strategic; mainly planned and offer-oriented



Types of shoppers during Ramadan

– By demographics



												
	Plan their shopping trips	Make purchases impulsively	Seek deals	Buy regardless of deals	Shop in bulk	Shop for small quantities	More likely to shop in-store	More likely to shop online	Buy from brands they are used to	Explore new brands	Buy product categories they are used to	Explore new product categories
Male	75%	25%	71%	29%	61%	39%	53%	47%	48%	52%	48%	52%
Female	71%	29%	68%	32%	63%	37%	55%	45%	44%	56%	48%	52%
	83%	17%	76%	24%	57%	43%	48%	52%	58%	42%	49%	51%
18 – 24	73%	27%	73%	27%	62%	38%	50%	50%	49%	51%	41%	59%
25 - 34	77%	23%	71%	29%	65%	35%	49%	51%	48%	52%	51%	49%
35 - 44	70%	30%	68%	32%	54%	46%	63%	37%	45%	55%	47%	53%
45+	73%	27%	68%	32%	52%	48%	60%	40%	50%	50%	46%	54%
Nationals	77%	23%	67%	33%	61%	39%	40%	60%	41%	59%	43%	57%
Expats	74%	26%	71%	29%	61%	39%	56%	44%	49%	51%	49%	51%
Upper Income	72%	28%	69%	31%	67%	33%	47%	53%	45%	55%	37%	63%
Middle Income	79%	21%	72%	28%	56%	44%	53%	47%	53%	47%	63%	37%
Lower Income	73%	27%	72%	28%	55%	45%	68%	32%	47%	53%	44%	56%

Many shoppers look forward to Ramadan's special offers and half even postpone their big purchases to benefit from the discounts



61%

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

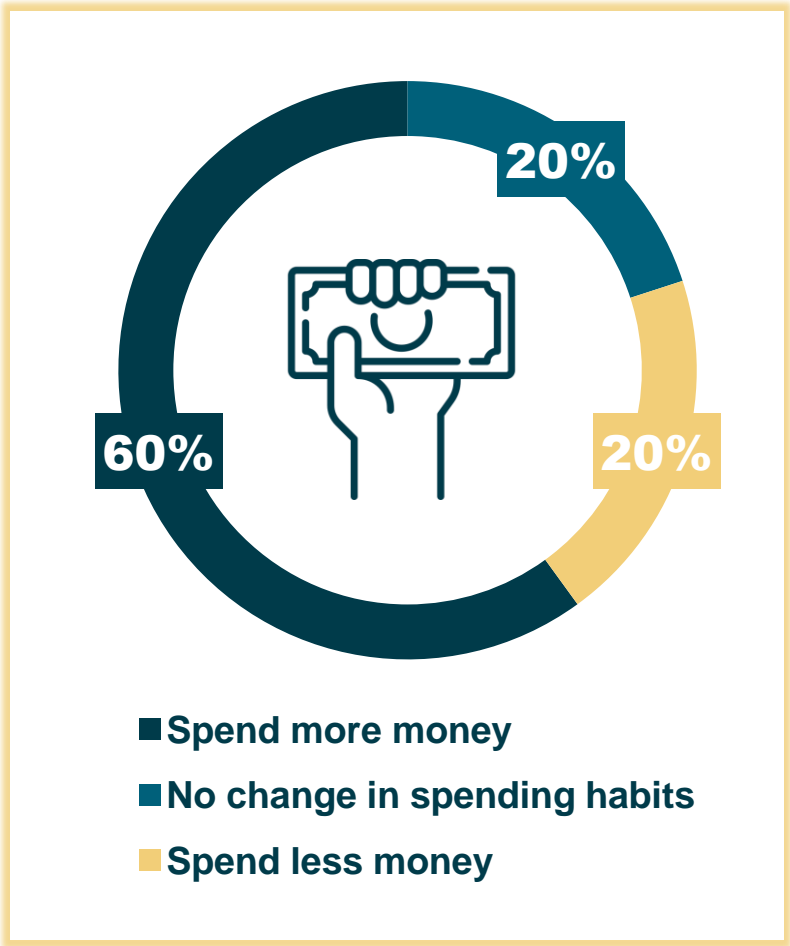


48%

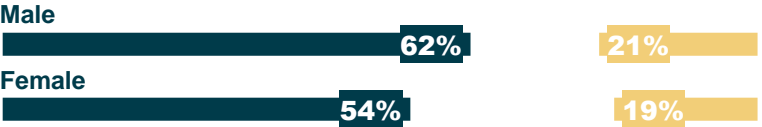
Delay big-ticket purchases until Ramadan to benefit from its special offers



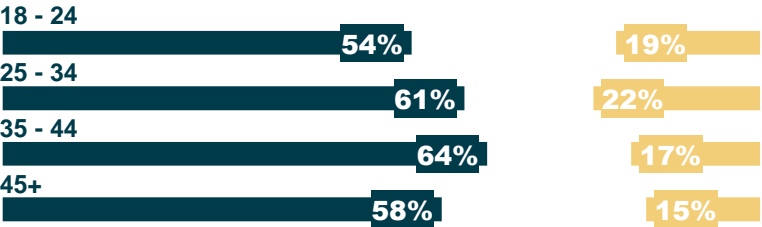
6 in 10 spend more money during Ramadan



By Gender



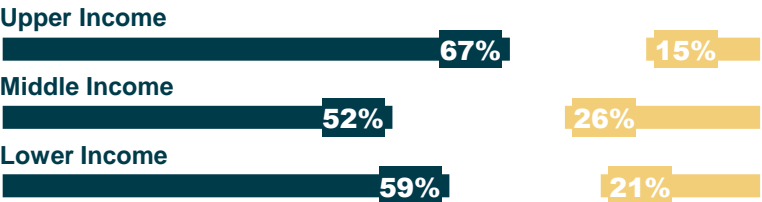
By Age



By Nationality



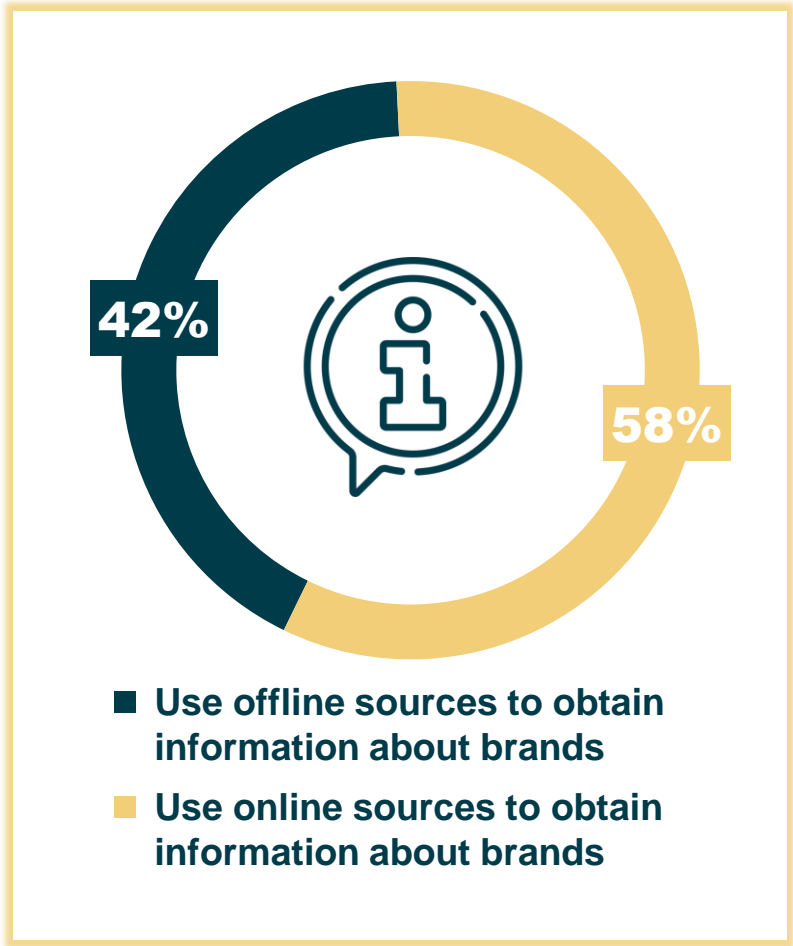
By Income



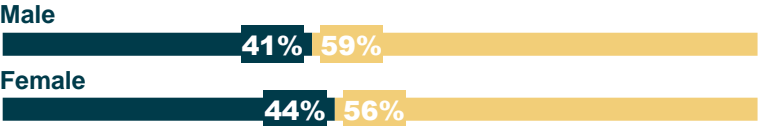


Brand Interaction And Advertising

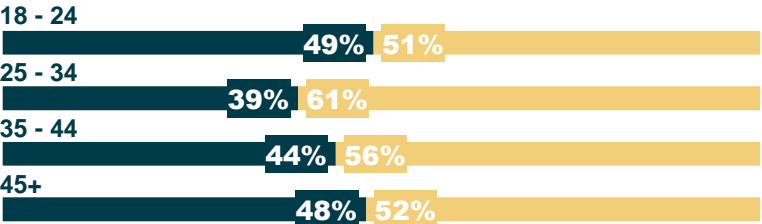
6 in 10 rely on online sources for brand information during the holy month



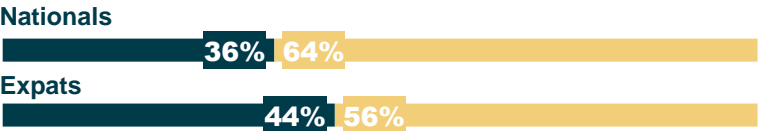
By Gender



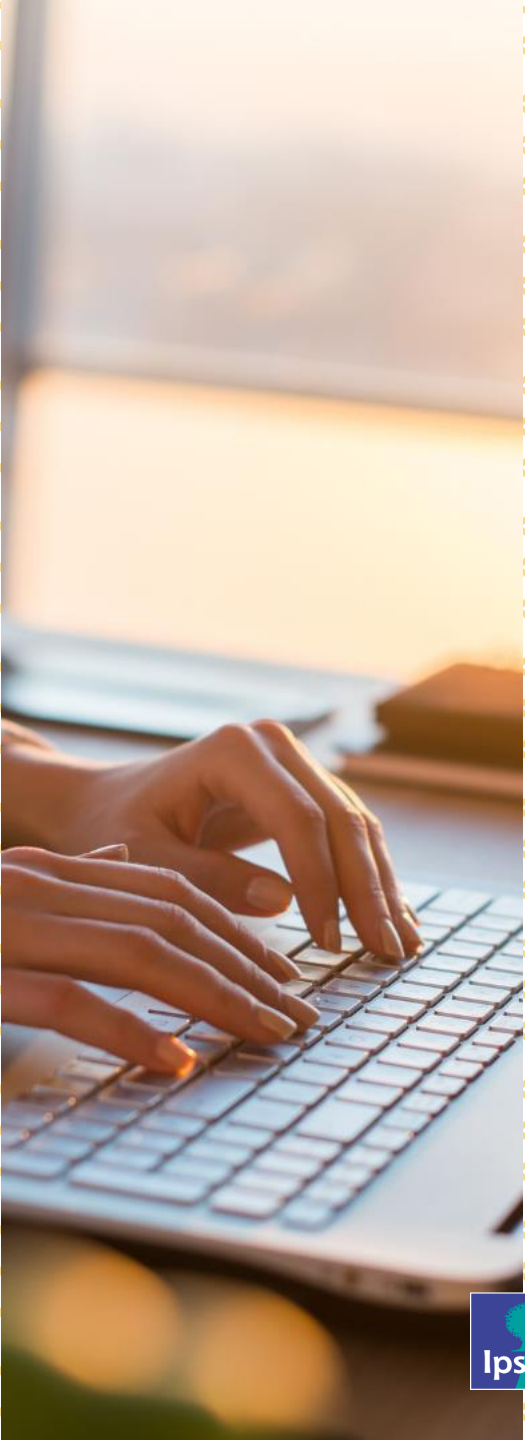
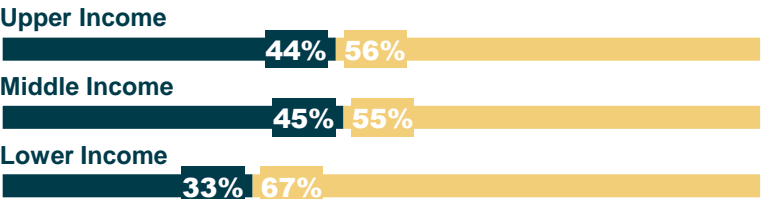
By Age



By Nationality



By Income



Social media platforms take the lead amongst sources used to gather brand information, followed by physical stores and word of mouth



24%
Social media
platforms



12%
Directly at the
physical store/ outlet



12%
Word of mouth



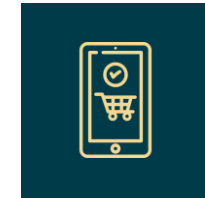
10%
TV



9%
Online
advertisements



6%
Company/brand
websites



6%
E-commerce
platforms



5%
Influencers



4%
Billboards and outdoor
advertisements



4%
Online reviews
and ratings



2%
Radio



2%
Blogs/Forums/
Online communities



2%
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	 TV	 Online advertisements	 Company/brand websites	 E-commerce platforms	 Influencers
	24%	12%	12%	10%	9%	6%	6%	5%
Male	25%	10%	12%	10%	8%	6%	8%	5%
Female	20%	15%	14%	9%	11%	5%	2%	6%
18 – 24	21%	5%	16%	12%	9%	8%	1%	2%
25 - 34	27%	14%	12%	8%	8%	3%	7%	7%
35 - 44	19%	12%	9%	11%	14%	5%	8%	5%
45+	16%	10%	15%	15%	8%	16%	6%	1%
Nationals	26%	13%	9%	9%	11%	11%	6%	4%
Expats	23%	11%	13%	10%	9%	5%	6%	5%
Upper Income	22%	11%	10%	12%	13%	5%	6%	5%
Middle Income	26%	12%	16%	9%	6%	5%	4%	6%
Lower Income	25%	12%	10%	8%	7%	8%	9%	5%

People sense the ad overload in Ramadan, resulting in the perception of the holy month becoming overly commercialized over the years



67%

Believe there are
too many ads during Ramadan



59%

Feel that Ramadan has
become more commercialized
over the years

Half mention being influenced by Ramadan ads to make purchases and a similar number remember brands that advertise in Ramadan



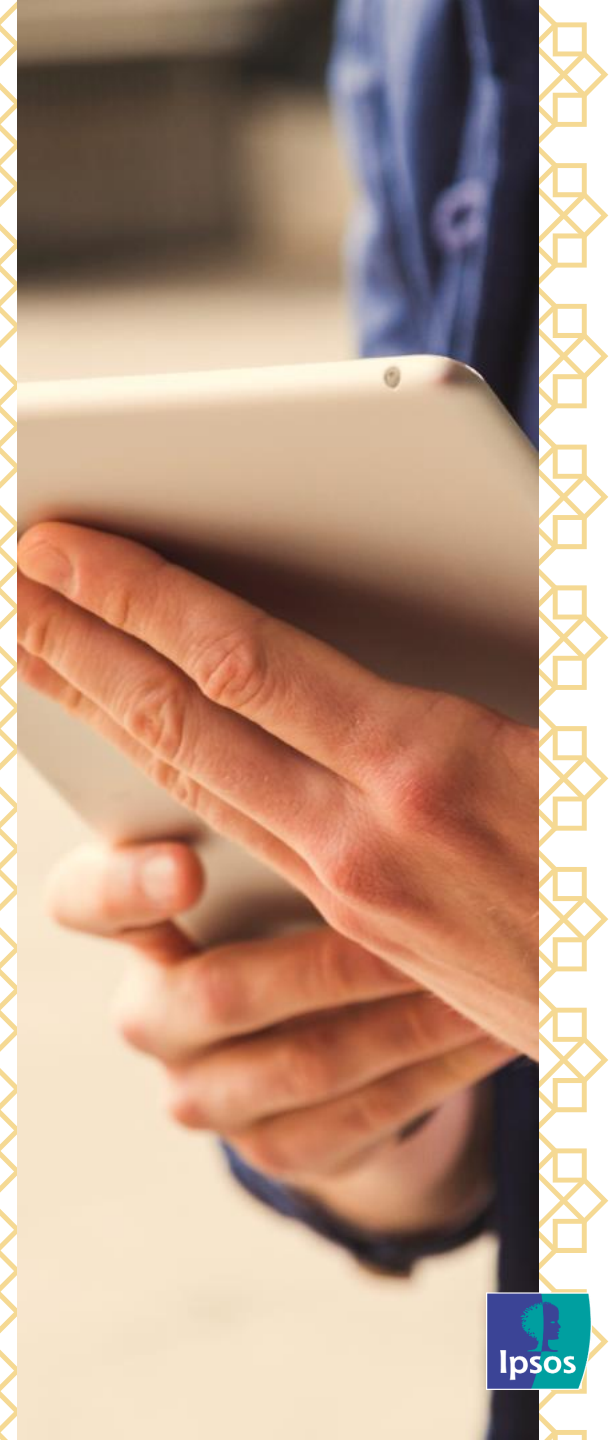
54%

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



53%

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

67%



Feel that Ramadan has become more commercialized over the years

59%



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

54%



Are more likely to remember brands that advertise during Ramadan

53%

Male
Female

67%
66%

59%
58%

57%
49%

55%
48%

18 – 24
25 - 34
35 - 44
45+

47%
74%
66%
62%

62%
59%
56%
60%

48%
59%
51%
42%

48%
56%
56%
40%

Nationals
Expats

68%
67%

65%
58%

63%
52%

57%
52%

Upper Income
Middle Income
Lower Income

69%
65%
65%

64%
57%
48%

59%
52%
48%

57%
53%
44%



The Ramadan Personas

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



32%

The Content Explorer



19%

The Festive Spirit



19%

The Social Connector



18%

The Passionate Shopper



12%

The Self Nurturer

Who is the Content Explorer? (32%)

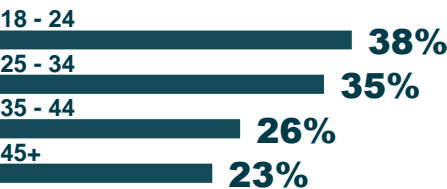
A digital enthusiast who engages deeply with Ramadan-related programs and content on social media



By Gender



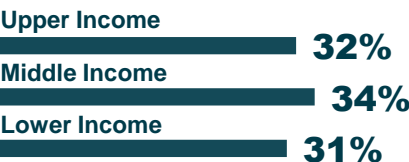
By Age



By Nationality



By Income



83%

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 Festive Spirit? (19%)

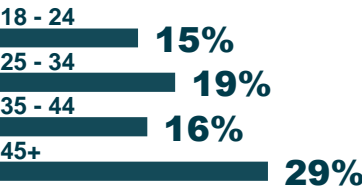
A person who creates a festive atmosphere around them and enjoys the traditions of Ramadan



By Gender



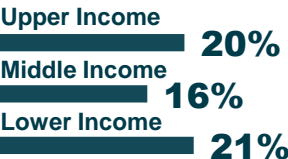
By Age



By Nationality



By Income



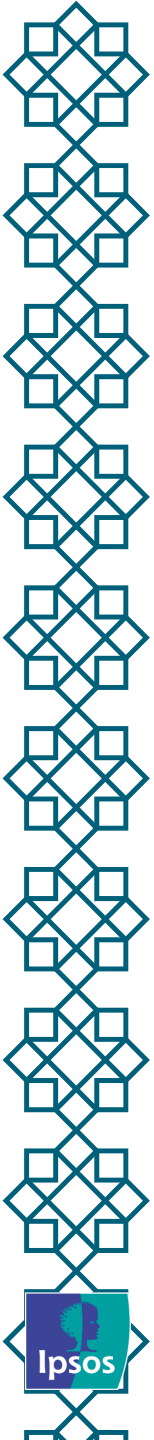
87%

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



80%

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



Who is the Social Connector? (19%)

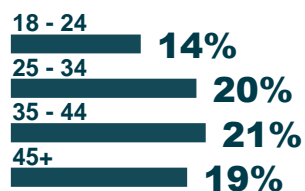
A social butterfly cherishing shared experiences and connections during Ramadan with family, friends and the community



By Gender



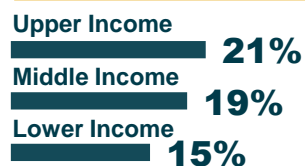
By Age



By Nationality



By Income



82%

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



76%

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

Who is the Passionate Shopper? (18%)

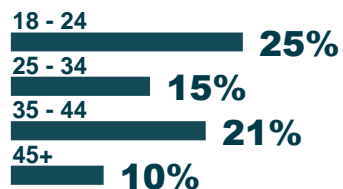
A shopping lover who indulges in the busy markets and attractive deals during Ramadan



By Gender



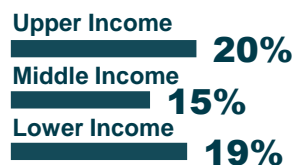
By Age



By Nationality



By Income



81%

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



46%

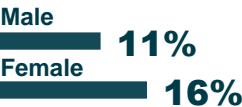
Perceive Ramadan as a season of shopping, with attractive deals and bustling markets

Who is the Self Nurturer? (12%)

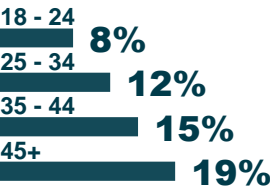
A person who sees Ramadan as a time not only for spiritual growth but also physical well-being and health consciousness



By Gender



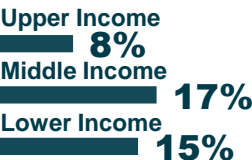
By Age



By Nationality



By Income



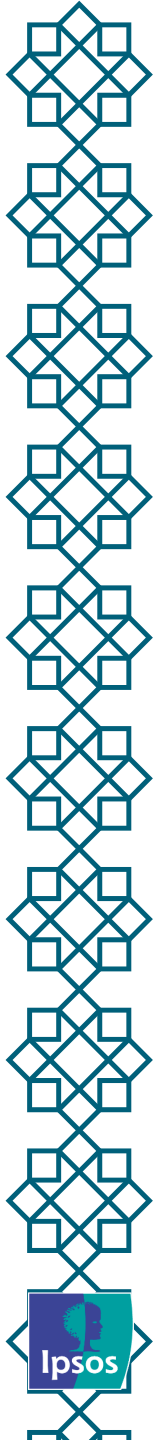
99%

Consider Ramadan an opportunity to reset their body



93%

Consider Ramadan as a period of physical discipline and health consciousness





Eid Plans

3 in 5 have plans to travel during Eid, mainly domestically



63%

Plan on traveling
during the Eid holiday



40%

Plan on having
a staycation



23%

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

	63%	40%	23%
Male	64%	41%	23%
Female	62%	39%	23%
18 – 24	63%	43%	20%
25 - 34	65%	42%	23%
35 - 44	68%	42%	26%
45+	47%	21%	27%
Nationals	74%	45%	29%
Expats	61%	39%	22%
Upper Income	72%	44%	29%
Middle Income	56%	37%	19%
Lower Income	56%	39%	17%

Methodological notes

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



For More Information:

Saad Masri

Research Director

Ipsos in UAE

saad.masri@ipsos.com

GAME CHANGERS

