

THE 2025 RAMADAN HANDBOOK

UAE Edition

February 2025

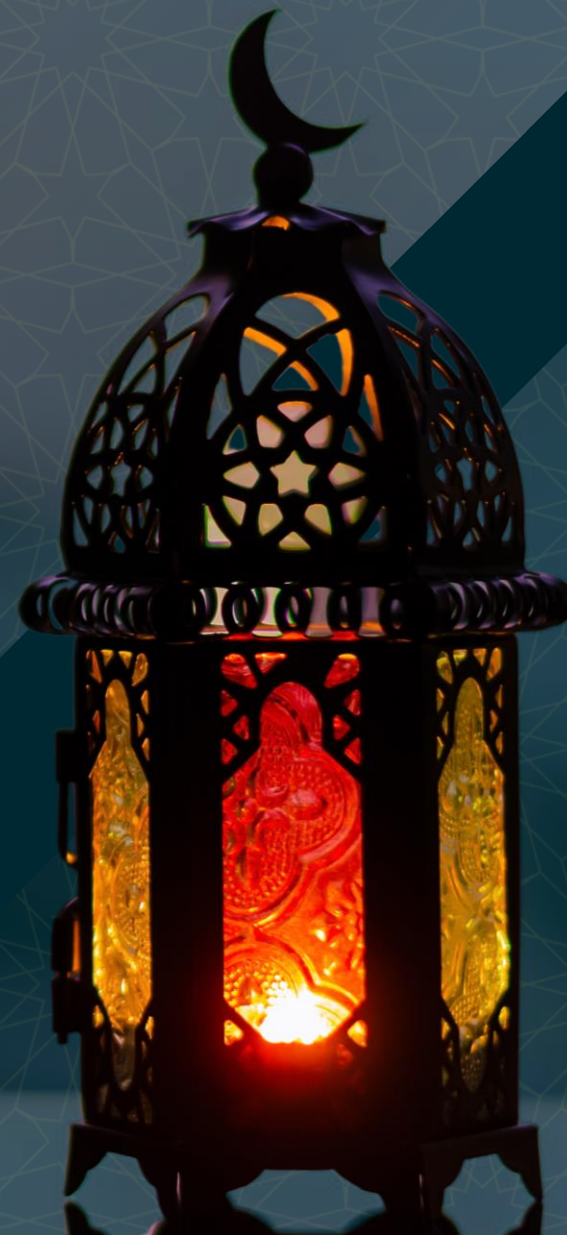


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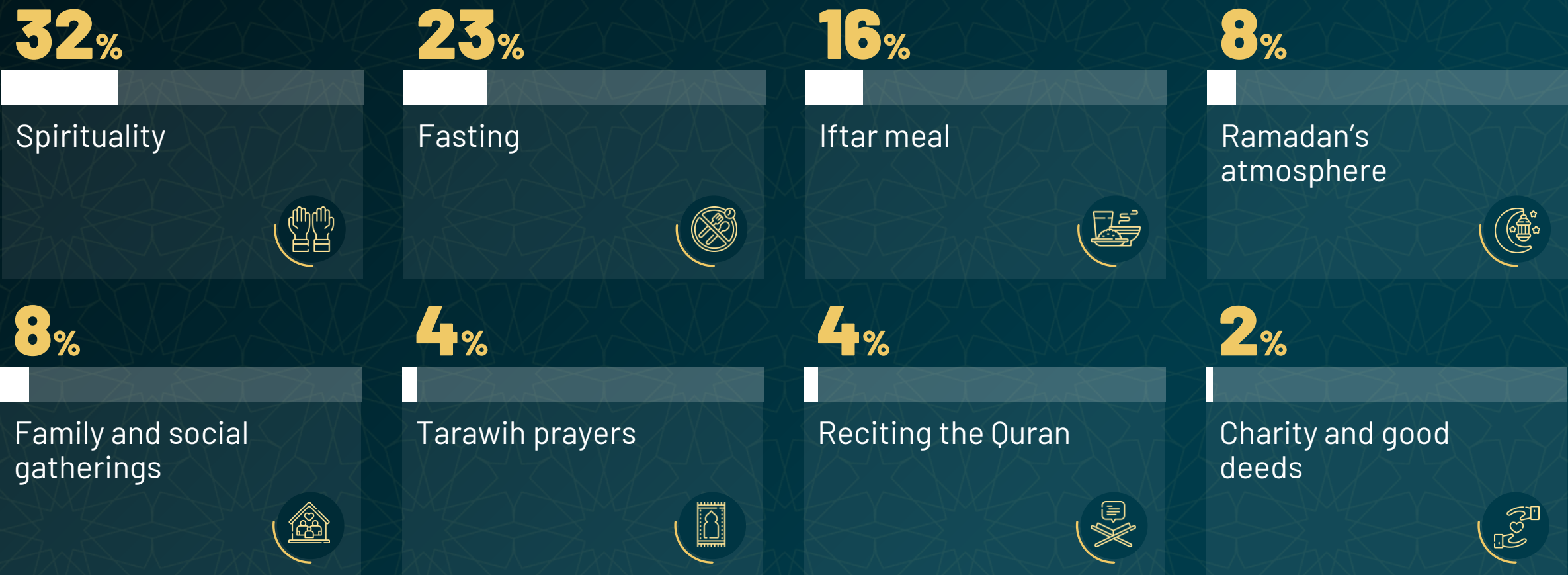
What Do People Love Most About Ramadan?

01



Valued for its diverse elements, Ramadan's spiritual meaning is the most cherished, alongside fasting and the Iftar meal.

What do people love most about Ramadan – Top 8



Lifestyle Changes In Ramadan

02



During Ramadan, individuals emphasize spiritual reflection and charitable deeds.



79%

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



76%

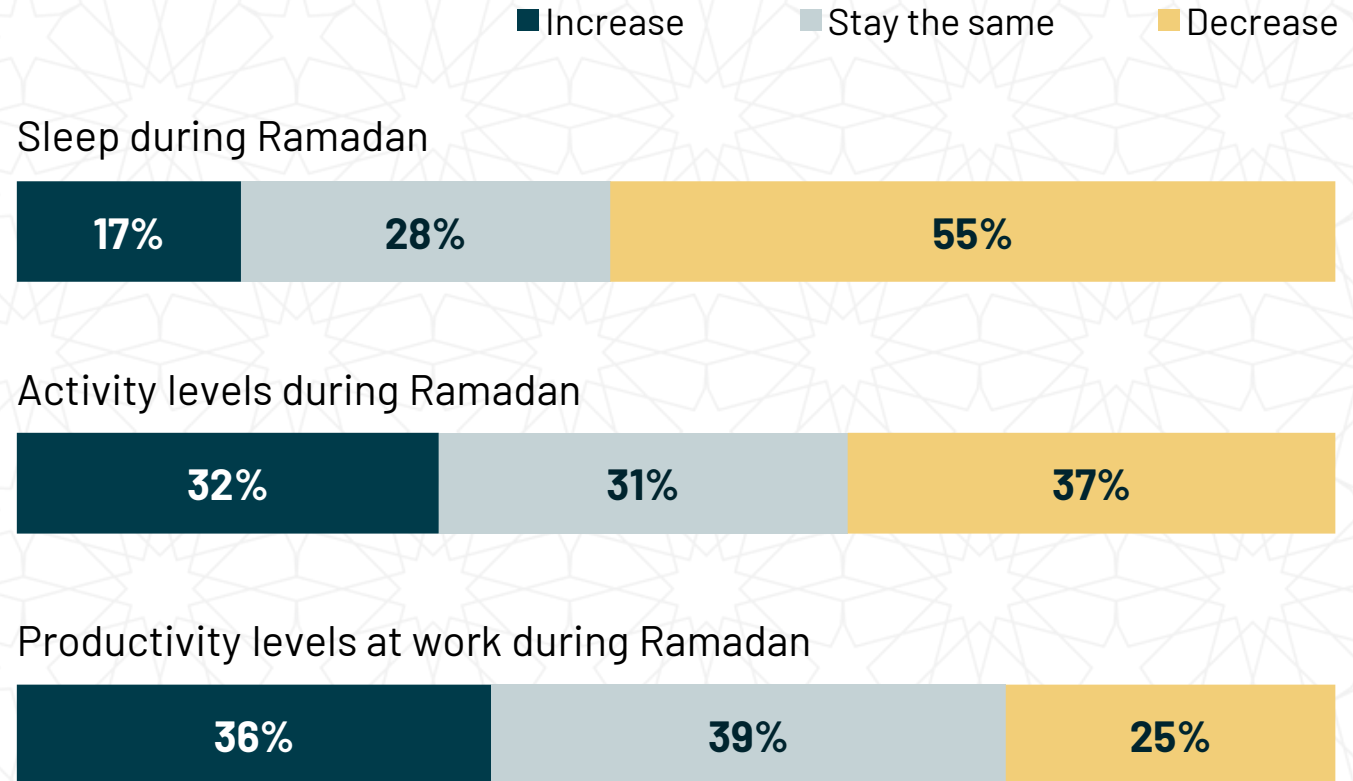
Believe Ramadan is about engaging in acts of charity



67%

Focus more on spirituality during Ramadan

People generally experience a loss of sleep in Ramadan. However, the majority manage to either maintain or increase their productivity and activity levels.



Sleep, activity and productivity

- by demographics

17%



55%

32%



37%

36%



25%

Sleep during Ramadan

% Increase

% Decrease

Activity levels during Ramadan

% Increase

% Decrease

Productivity levels at work during Ramadan

% Increase

% Decrease

	Male	Female	18 - 24	25 - 34	35 - 44	45+	Nationals	Expats	Upper Income	Middle Income	Lower Income
	17%	18%	25%	16%	14%	10%	29%	15%	18%	17%	16%
	54%	55%	48%	55%	60%	59%	40%	58%	52%	56%	59%
	34%	28%	38%	32%	25%	36%	40%	30%	32%	34%	27%
	36%	41%	31%	38%	41%	41%	28%	39%	36%	37%	41%
	34%	41%	50%	32%	32%	27%	35%	36%	39%	35%	30%
	26%	25%	18%	26%	29%	31%	28%	25%	26%	23%	26%

With fond memories of previous Ramadans, the majority prioritize family during the holy month.



83%

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, many people perceive that fewer gatherings are occurring, leading to a sentiment that the spirit of Ramadan has changed.



48%

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



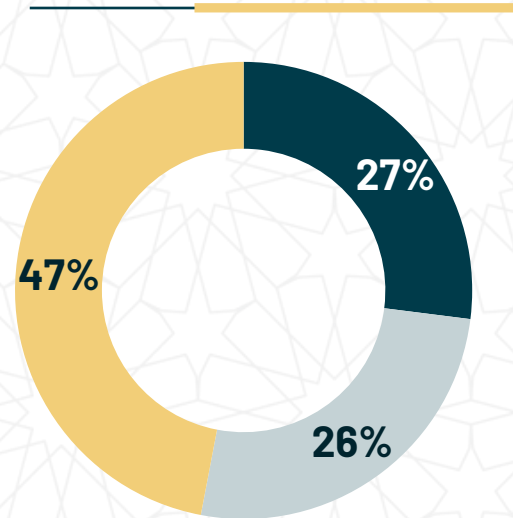
45%

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





Therefore, many choose to stay in more during Ramadan and spend time with their loved ones.



- Go out more during Ramadan
- No change
- Go out less during Ramadan



By Gender

Male	30%	24%	46%
Female	19%	31%	50%

By Age

18-24	37%	34%	29%
25-34	24%	24%	52%
35-44	22%	23%	55%
45+	20%	26%	54%

By Nationality

Nationals	30%	32%	38%
Expats	26%	25%	49%

By Income Level

Upper Income	28%	27%	45%
Middle Income	32%	26%	43%
Lower Income	12%	27%	62%

With more time spent indoors, many ensure their homes are festive, adding decorations to enhance the Ramadan atmosphere.



73%

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

03



Ramadan is highly regarded as a period for physical discipline and rejuvenation.



74%

Consider Ramadan as a period of physical discipline and health consciousness



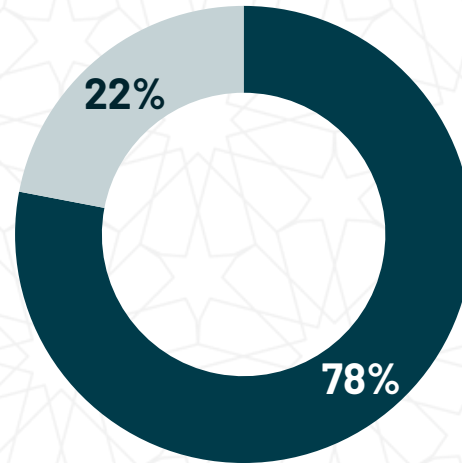
73%

Consider Ramadan an opportunity to reset their body





In line with the focus on physical health, the majority lean towards eating more meals at home rather than eating out.



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



By Gender

Male	75%	25%
Female	83%	17%

By Age

18-24	83%	17%
25-34	75%	25%
35-44	73%	27%
45+	93%	7%

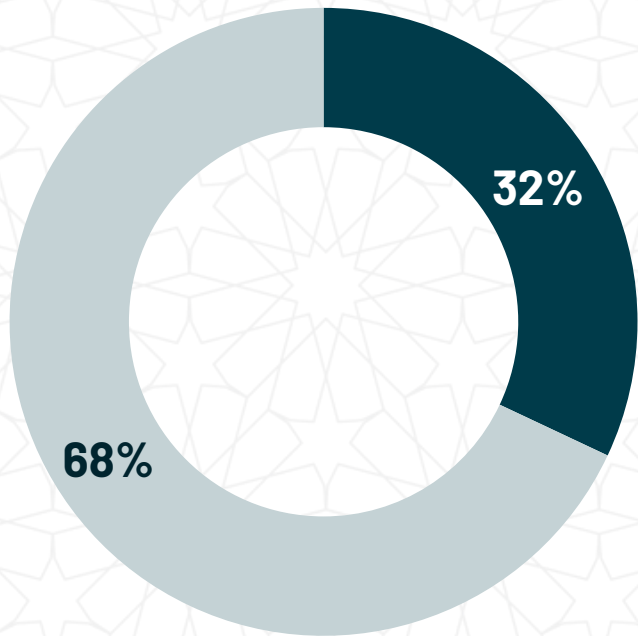
By Nationality

Nationals	59%	41%
Expats	81%	19%

By Income Level

Upper Income	76%	24%
Middle Income	75%	25%
Lower Income	86%	14%

It is common for people to begin their Iftar with dates, proceed to appetizers, and enjoy a variety of main dishes.



■ Usually eat one main dish during Iftar

■ Usually eat a variety of main dishes during Iftar

92%

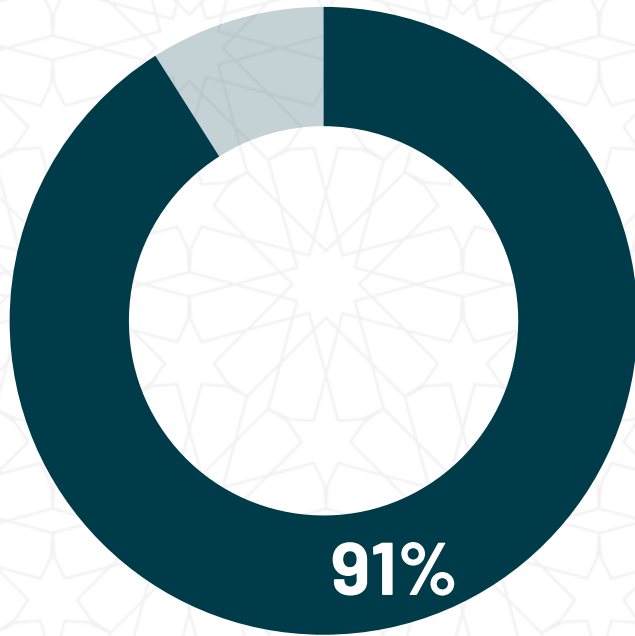
Always break their fast with dates

81%

Have appetizers everyday at Iftar



The majority also opt for snacks after Iftar, mainly selecting healthier options.



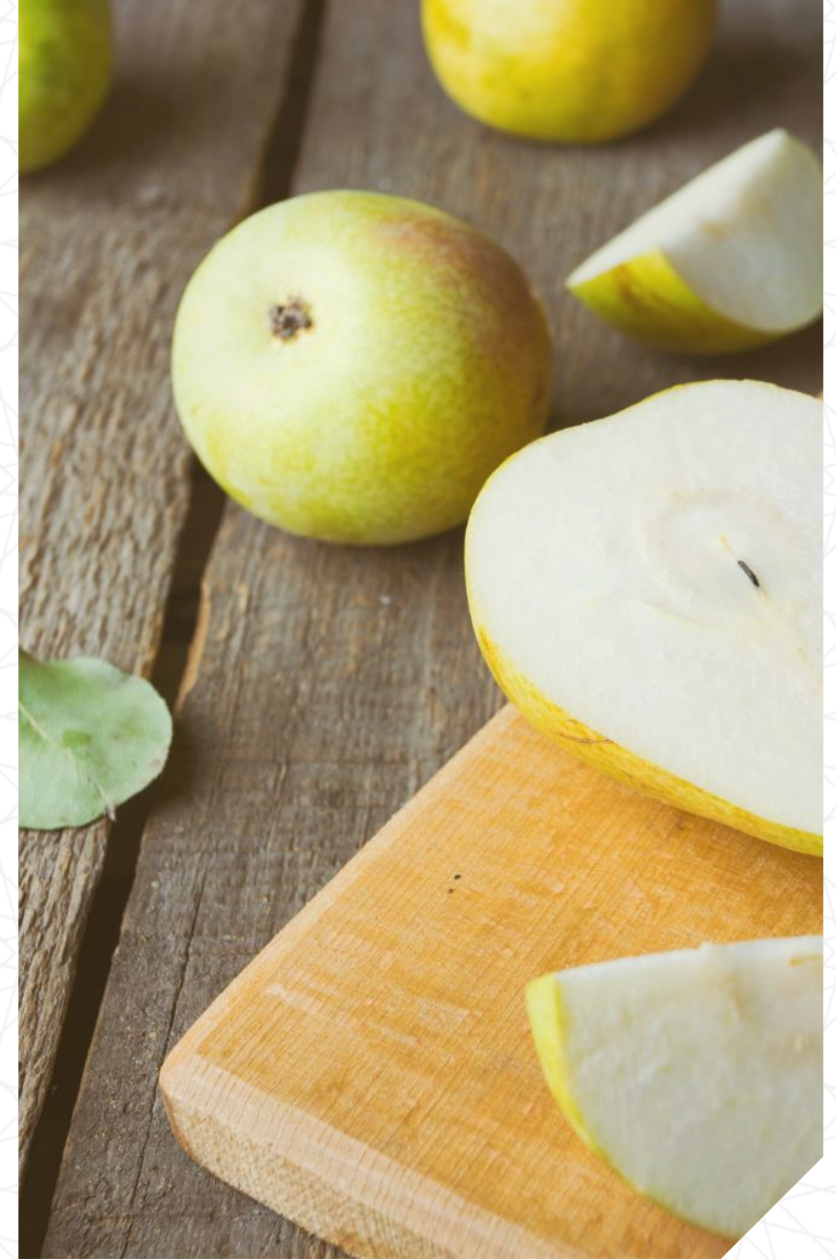
Usually have snacks after Iftar

80%

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
Male	90%	83%	44%
Female	91%	74%	55%
18 – 24	93%	78%	51%
25 – 34	90%	81%	51%
35 – 44	88%	77%	38%
45+	94%	94%	47%
Nationals	92%	85%	63%
Expats	90%	80%	44%
Upper Income	91%	78%	54%
Middle Income	92%	85%	45%
Lower Income	86%	78%	36%



Suhoor is a common meal during Ramadan, and younger individuals are more likely to partake in it.

86%

**Have Suhoor
on most nights**

By Gender



By Age



By Nationality



By Income Level



With the diverse meals and snacks enjoyed during Ramadan, efforts to repurpose leftovers are common, highlighting a dedication to reducing food waste.

69%

Make an effort to repurpose leftovers to minimize food waste during Ramadan

By Gender



By Age



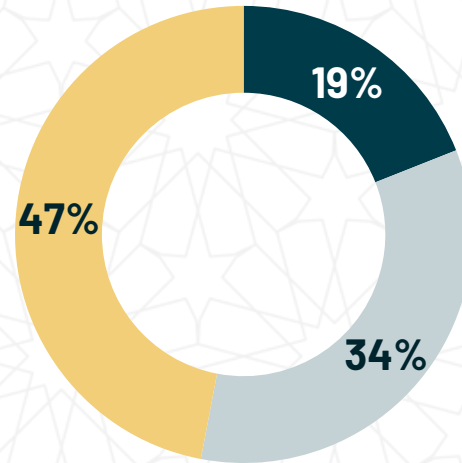
By Nationality



By Income Level



Even with disruptions to eating habits, most people find they either lose or maintain their weight.



- Gain weight during Ramadan
- No change
- Lose weight during Ramadan



By Gender

Male	17%	32%	51%
Female	23%	39%	38%

By Age

18-24	21%	41%	38%
25-34	21%	33%	46%
35-44	11%	31%	58%
45+	21%	35%	44%

By Nationality

Nationals	27%	38%	34%
Expats	17%	34%	49%

By Income Level

Upper Income	18%	38%	44%
Middle Income	22%	31%	47%
Lower Income	14%	32%	54%

Financial & Shopping Behaviors In Ramadan

04

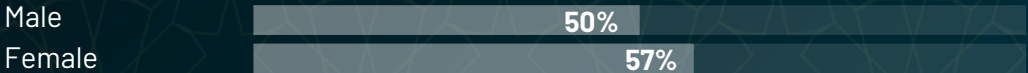


For half of the individuals, Ramadan brings a focus on financial planning to manage both personal and communal responsibilities, with many also prioritizing savings in anticipation of higher expenses.

52% Agree that financial planning becomes a priority during Ramadan to manage both personal and communal duties



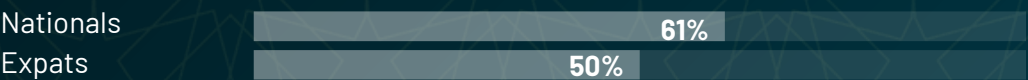
By Gender



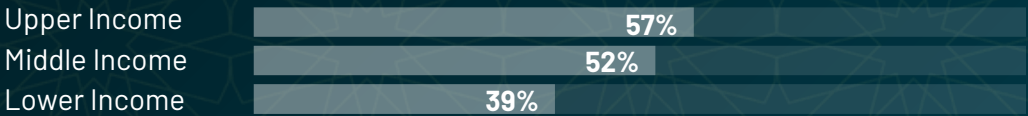
By Age



By Nationality



By Income Level



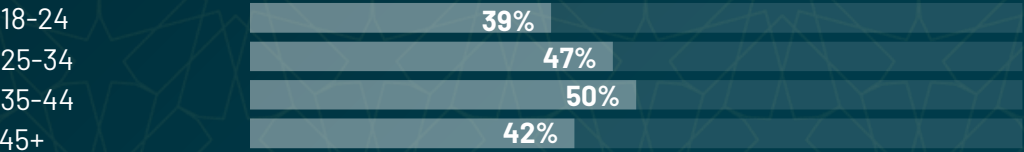
46% Tend to save more money in the months leading up to Ramadan to prepare for the increased expenses



By Gender



By Age



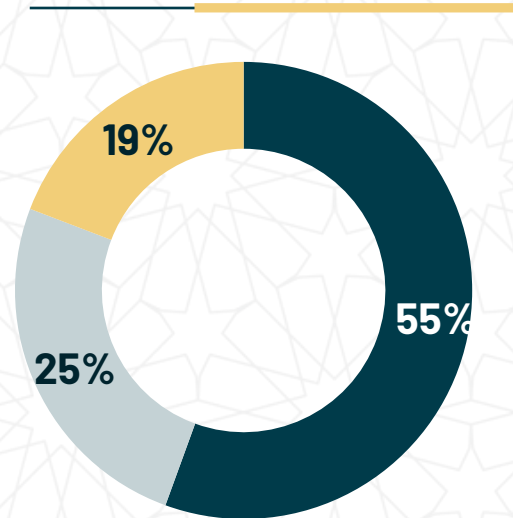
By Nationality



By Income Level



Even with financial preparations, more than half still experience a rise in spending during Ramadan.



- Spend more money
- No change in spending habits
- Spend less money



By Gender

Male	57%	26%	17%
Female	53%	24%	23%

By Age

18-24	47%	30%	23%
25-34	55%	27%	18%
35-44	60%	22%	18%
45+	68%	13%	18%

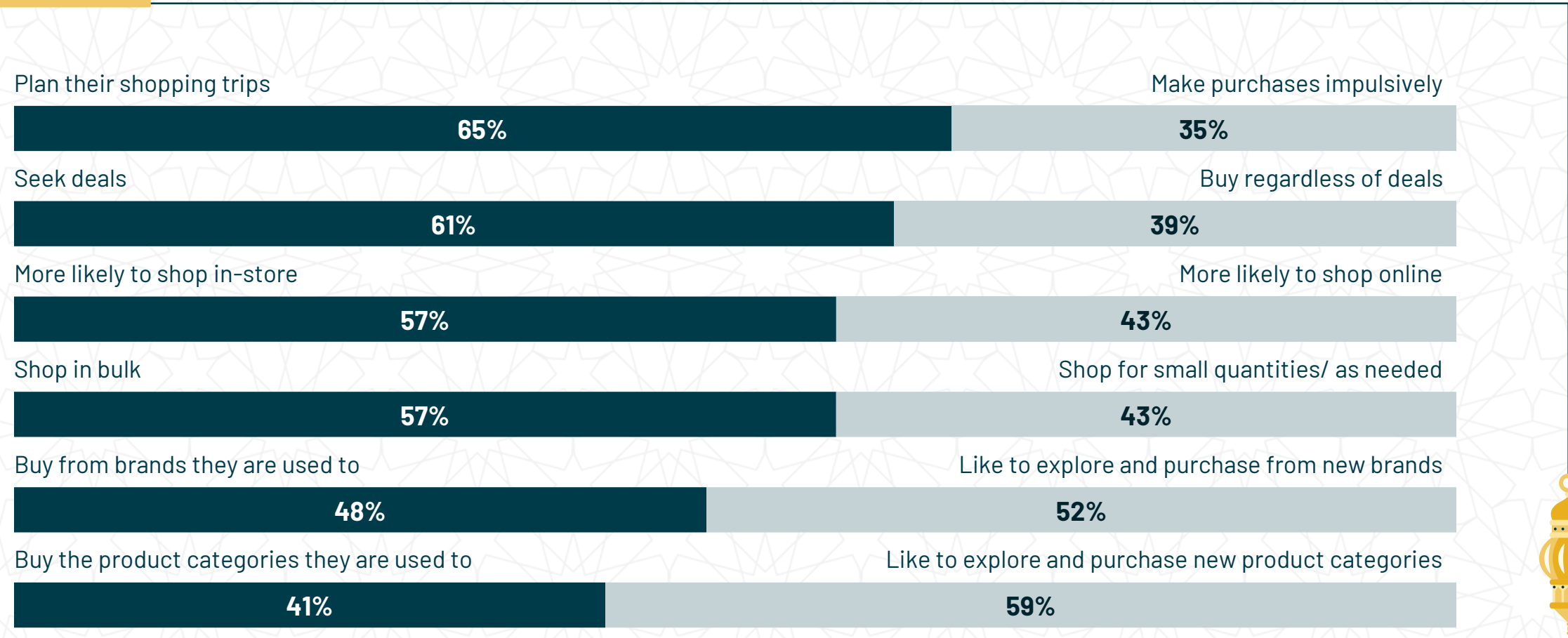
By Nationality

Nationals	47%	27%	27%
Expats	57%	25%	18%

By Income Level

Upper Income	57%	26%	17%
Middle Income	55%	26%	20%
Lower Income	53%	24%	24%

During Ramadan, people shop cautiously, planning and seeking deals, yet there is a trend of exploring and purchasing new product categories. Additionally, they tend to favor the in-store shopping experience.



Types of shoppers during Ramadan

- by demographics

		65%	35%	61%	39%	57%	43%	57%	43%	48%	52%	41%	59%
		Planned shoppers	Impulsive shoppers	Seek deals	Buys regardless of deals	Shop in-store	Shop online	Shop in bulk	Shop as needed	Buy familiar brands	Try new brands	Buy familiar products	Try new products
	Male	66%	34%	63%	37%	57%	43%	58%	42%	48%	52%	41%	59%
	Female	63%	37%	57%	43%	55%	45%	55%	45%	49%	51%	41%	59%
	18 - 24	65%	35%	65%	35%	55%	45%	59%	41%	53%	47%	44%	56%
	25 - 34	61%	39%	59%	41%	49%	51%	53%	47%	51%	49%	46%	54%
	35 - 44	68%	32%	63%	37%	66%	34%	64%	36%	43%	57%	35%	65%
	45+	75%	25%	58%	42%	74%	26%	52%	48%	35%	65%	31%	69%
	Nationals	60%	40%	56%	44%	44%	56%	59%	41%	36%	64%	42%	58%
	Expats	66%	34%	63%	37%	59%	41%	57%	43%	51%	49%	41%	59%
	Upper Income	61%	39%	58%	42%	47%	53%	60%	40%	45%	55%	38%	62%
	Middle Income	65%	35%	66%	34%	67%	33%	55%	45%	49%	51%	46%	54%
	Lower Income	72%	28%	58%	42%	61%	39%	56%	44%	54%	46%	40%	60%

In line with the deal-seeking behaviors, many shoppers delay major purchases until Ramadan to take advantage of the discounts.

59%

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



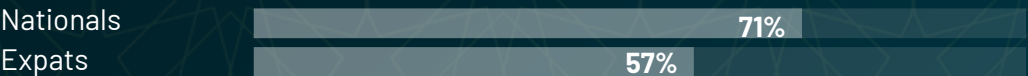
By Gender



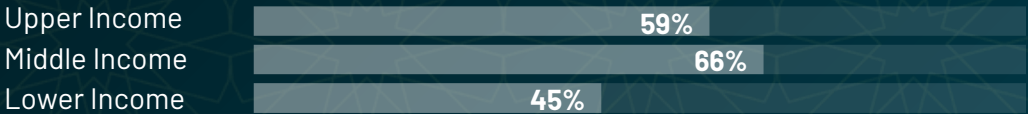
By Age



By Nationality



By Income Level

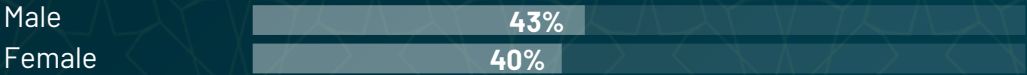


42%

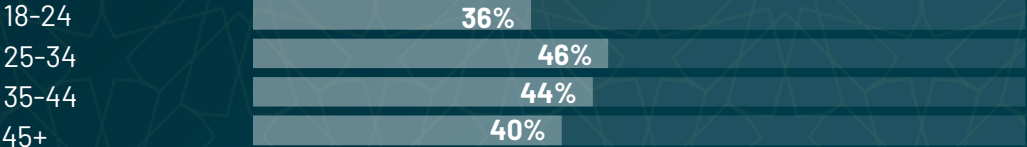
Delay big-ticket purchases until Ramadan to benefit from its special offers



By Gender



By Age



By Nationality



By Income Level



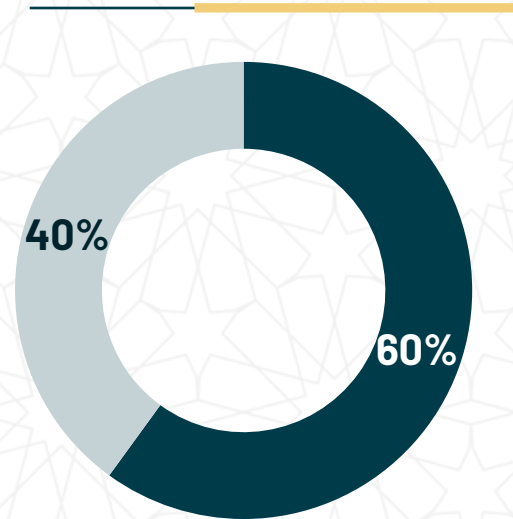
Brand Interaction & Advertising

05





People mainly rely on online sources to gather information about brands during Ramadan.



- Use online sources to obtain information about brands
- Use offline sources to obtain information about brands



By Gender

Male	64%	36%
Female	51%	49%

By Age

18-24	45%	55%
25-34	66%	34%
35-44	64%	36%
45+	66%	34%

By Nationality

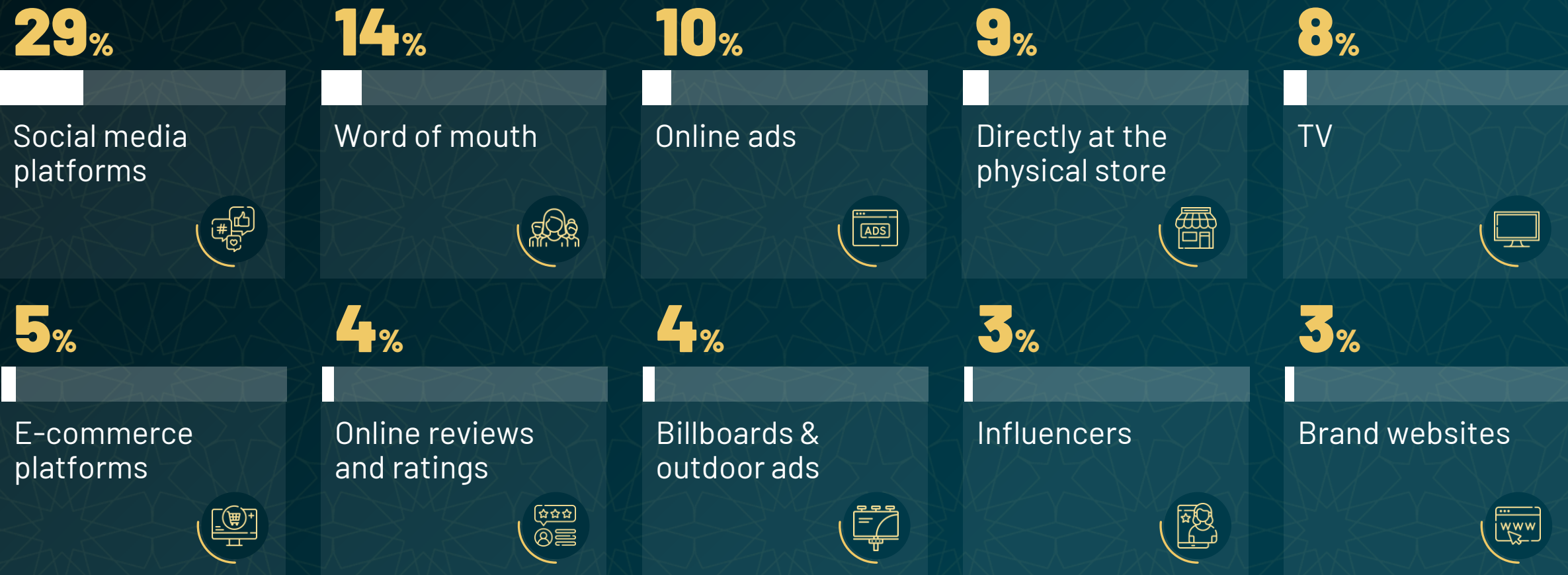
Nationals	61%	39%
Expats	60%	40%

By Income Level

Upper Income	63%	37%
Middle Income	58%	42%
Lower Income	57%	43%

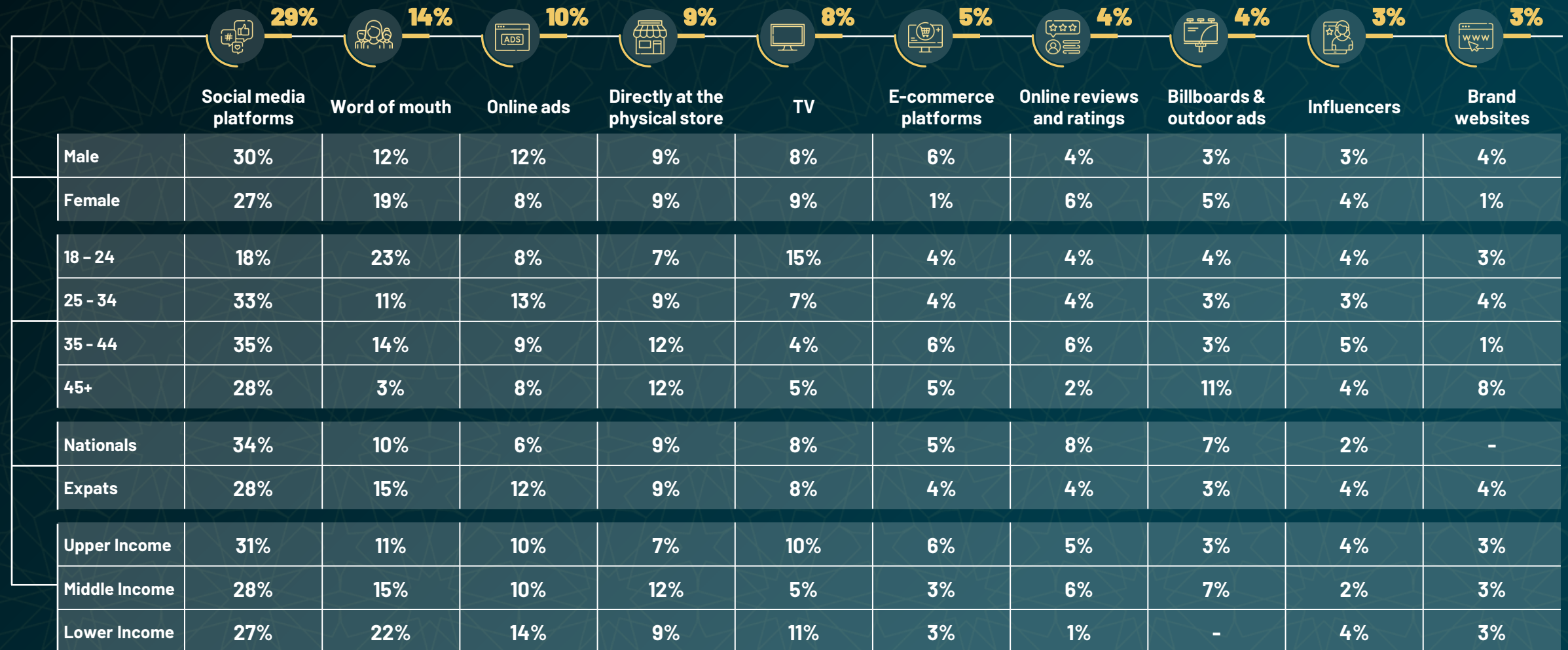
When exploring the details about information sources on brands, social media emerges as the top platform.

Main sources used to obtain information about brands – Top 10



Main sources used to obtain information about brands

Top 10 - by demographics



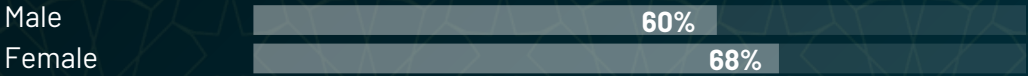
When it comes to ads, there's a perception of overload during Ramadan, leading to views that the holy month has become overly commercialized over the years.

63%

Believe there are too many ads during Ramadan



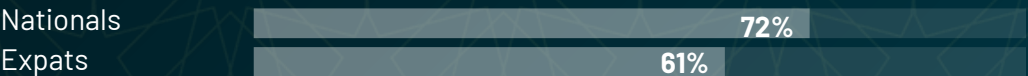
By Gender



By Age



By Nationality



By Income Level

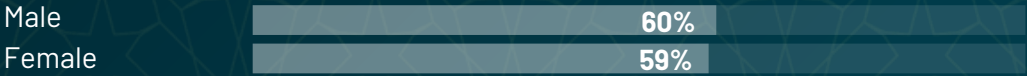


60%

Feel that Ramadan has become more commercialized over the years



By Gender



By Age



By Nationality



By Income Level



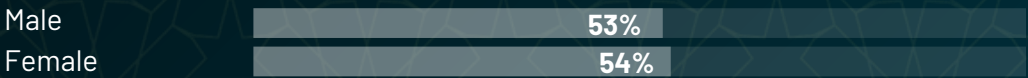
Even with the sentiment of commercialization, Ramadan ads are memorable, influencing purchase decisions for many.

54%

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



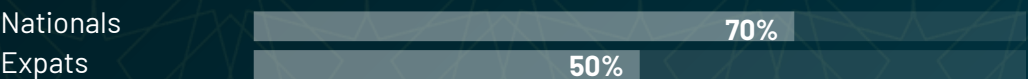
By Gender



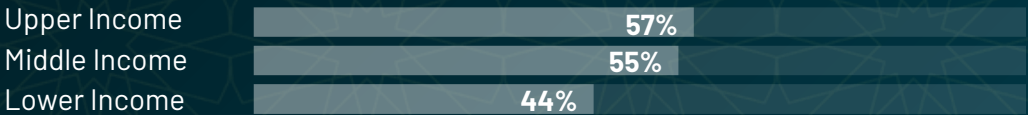
By Age



By Nationality



By Income Level

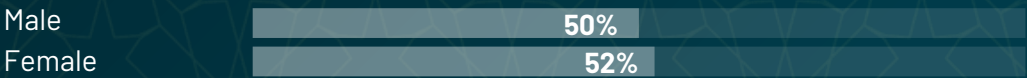


51%

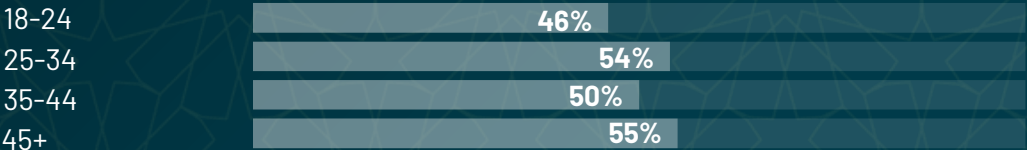
Are more likely to remember brands that advertise during Ramadan



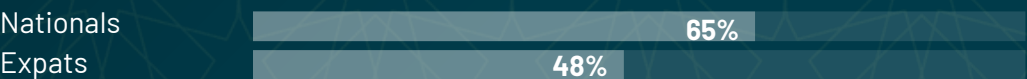
By Gender



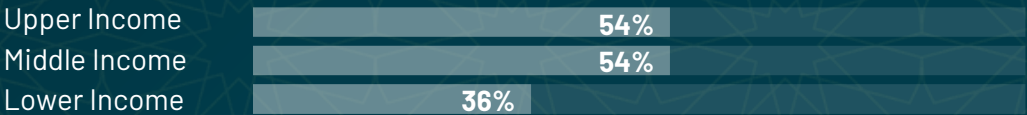
By Age



By Nationality



By Income Level



Most Prominent Ramadan Brands

06



Brands most associated with Ramadan in UAE

Top 10 brands – sorted by alphabetical order



The Ramadan Personas

07



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

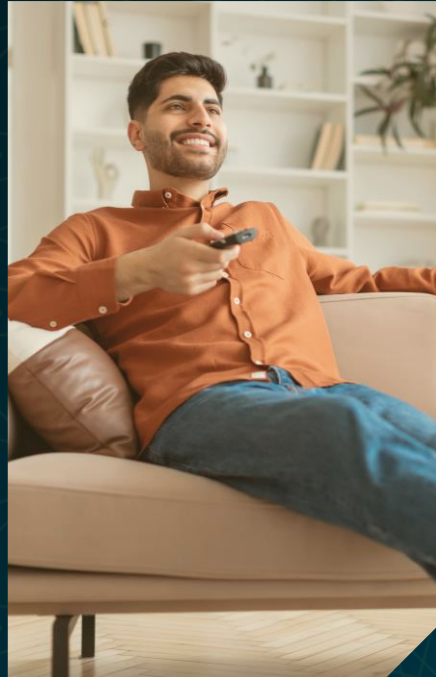
30%

The Passionate Shopper



23%

The Content Explorer



20%

The Social Connector



17%

The Festive Spirit



11%

The Self Nurturer

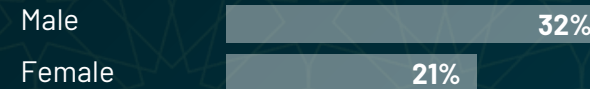




Who is the Passionate Shopper? (29%)

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

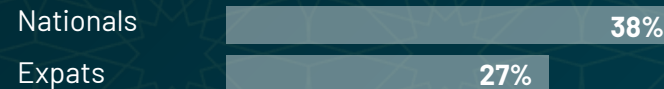
By Gender



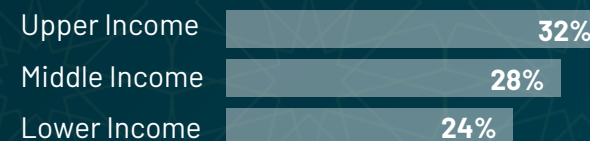
By Age



By Nationality



By Income Level



91%

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

86%

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



Who is the Content Explorer? (21%)

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

By Gender



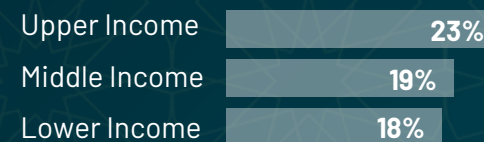
By Age



By Nationality



By Income Level



77%

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

48%

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



Who is the Social Connector? (20%)

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

By Gender



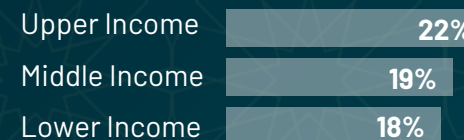
By Age



By Nationality



By Income Level



75%

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

64%

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



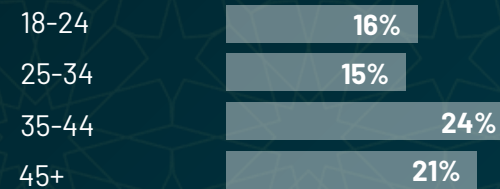
Who is the Festive Spirit? (18%)

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

By Gender



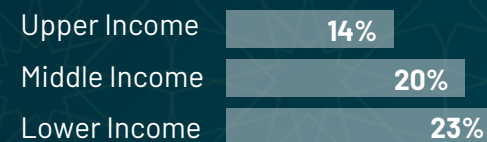
By Age



By Nationality



By Income Level



76%

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

64%

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



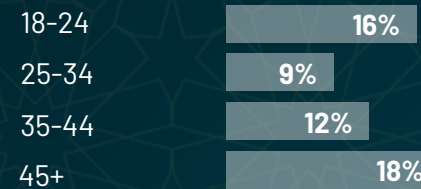
Who is the Self Nurturer? (12%)

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

By Gender



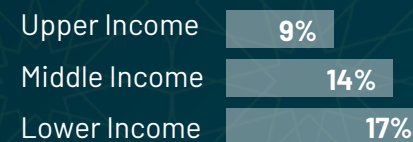
By Age



By Nationality



By Income Level



97%

Consider Ramadan an opportunity to reset their body

95%

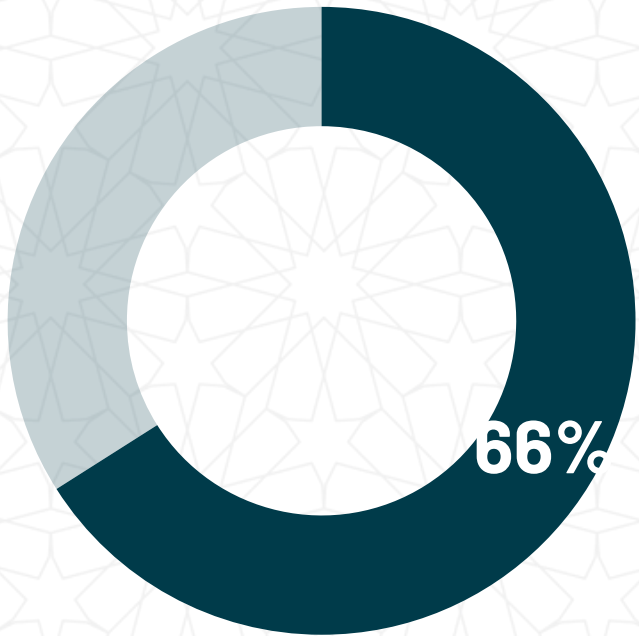
Consider Ramadan as a period of physical discipline and health consciousness

Eid Plans

08



Many plan to travel during the Eid holiday, with a greater emphasis on domestic destinations.



Plan on traveling during the Eid holiday

39%

Plan on having a staycation

27%

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
Male	71%	43%	27%
Female	55%	30%	25%
18 – 24	62%	40%	22%
25 – 34	68%	40%	29%
35 – 44	68%	39%	30%
45+	54%	36%	18%
Nationals	77%	40%	37%
Expats	64%	39%	25%
Upper Income	75%	43%	32%
Middle Income	62%	38%	23%
Lower Income	51%	30%	21%

Sample and methodology

Sample size

500 respondents

Sample criteria

General public: representative of the Muslim population across gender, age (18+), nationality, regions and SECs

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in UAE
with a nationwide coverage

FOR MORE INFORMATION

Saad Masri

Client Director

Ipsos in UAE

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