

# THE 2025 RAMADAN HANDBOOK

Egypt Edition

February 2025



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# What Do People Love Most About Ramadan?

# 01



# Among the various aspects of Ramadan, its spiritual essence and family gatherings are held in the highest regard.

## What do people love most about Ramadan – Top 8

27%

Family and social gatherings



23%

Spirituality



16%

Ramadan's atmosphere



11%

Tarawih prayers



8%

Ads and TV programs



7%

Fasting



4%

Charity and good deeds



3%

Reciting the Quran





# Lifestyle Changes In Ramadan

# 02



**To the majority, the month of Ramadan centers on spirituality and aiding the less fortunate.**



**91%**

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



**89%**

Believe Ramadan is about engaging in acts of charity



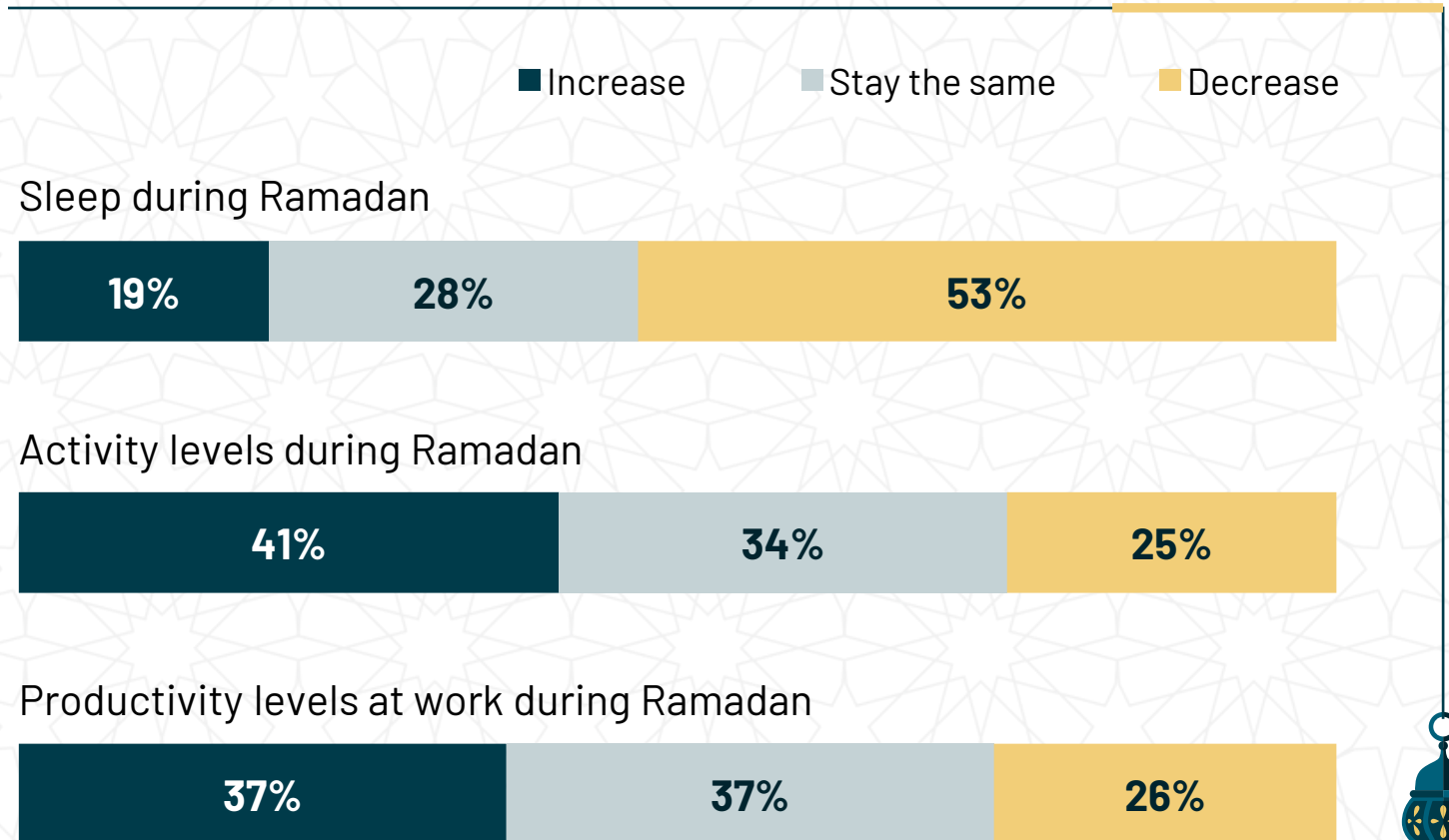
**82%**

Focus more on spirituality during Ramadan





## Sleep tends to decline in Ramadan, but many manage to maintain or increase their activity levels and work productivity.



# Sleep, activity and productivity

- by demographics



## Sleep during Ramadan

% Increase

% Decrease

## Activity levels during Ramadan

% Increase

% Decrease

## Productivity levels at work during Ramadan

% Increase

% Decrease

	Male	25%	47%	45%	25%	40%	24%
	Female	13%	59%	36%	26%	35%	28%
	18 - 24	22%	46%	38%	34%	30%	30%
	25 - 34	17%	51%	33%	22%	28%	27%
	35 - 44	16%	54%	41%	21%	41%	26%
	45+	20%	57%	47%	24%	46%	22%
	Upper Income	26%	38%	46%	31%	36%	32%
	Middle Income	19%	56%	40%	24%	36%	27%
	Lower Income	13%	57%	38%	23%	40%	19%



**With the majority of individuals reminiscing about past Ramadans, people prioritize spending time with family during the holy month.**



**86%**

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 note fewer gatherings around the iftar table compared to the past, leading to a feeling that Ramadan's spirit has changed.**



**64%**

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



**63%**

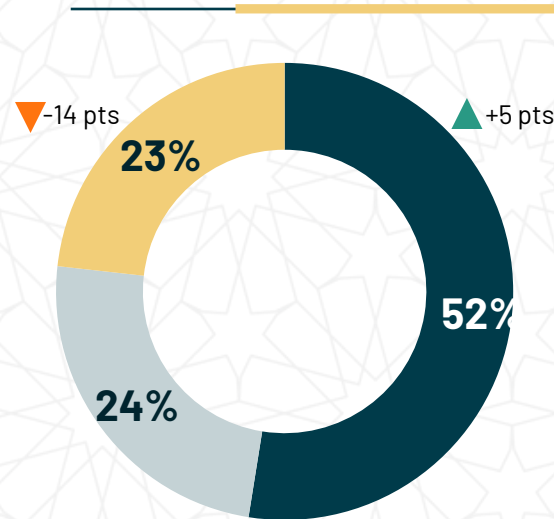
Believe the spirit of Ramadan doesn't feel as strong as it did in the past







# Still, many people go out more during Ramadan, while 1 in 5 choose to stay in more.



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



## By Gender

Male	55%	19%	27%
Female	50%	30%	20%

## By Age

18-24	59%	24%	17%
25-34	52%	25%	23%
35-44	54%	21%	25%
45+	46%	27%	27%

## By Income Level

Upper Income	60%	17%	23%
Middle Income	53%	23%	24%
Lower Income	45%	33%	22%

**Regardless of how much time people spend at home, adding festive decorations to personal spaces is central to the Ramadan experience.**



**92%**

Decorate their house during Ramadan



**84%**

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





# Eating Habits In Ramadan

# 03



**For many, Ramadan is a period for health consciousness and bodily renewal.**



**78%**

Consider Ramadan an opportunity to reset their body



**78%**

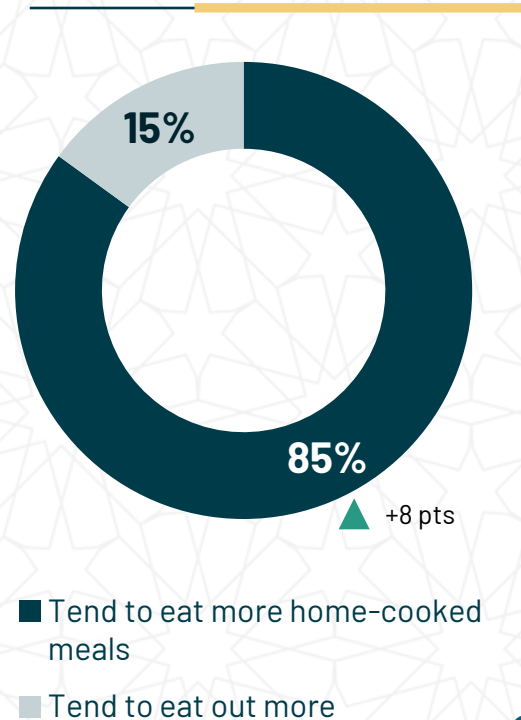
Consider Ramadan as a period of physical discipline and health consciousness



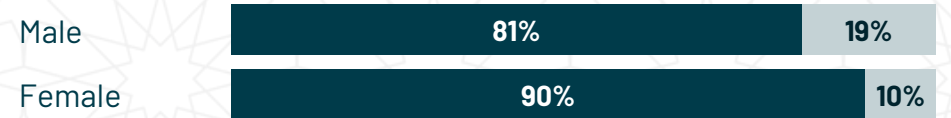




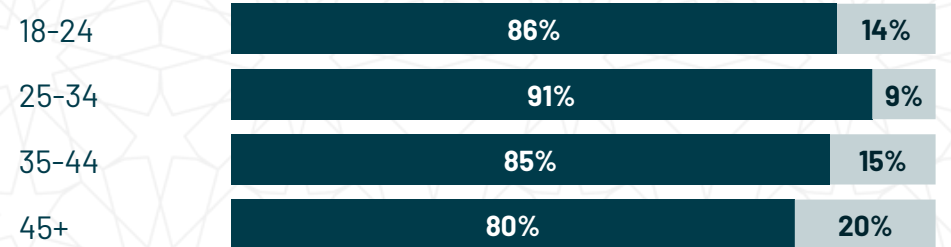
**Aligning with the month's focus on nurturing the body, the majority tend to choose home-cooked meals over eating out.**



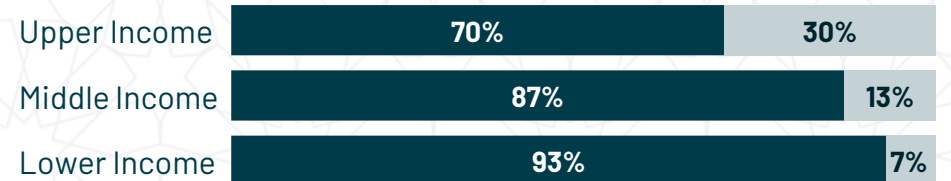
### By Gender



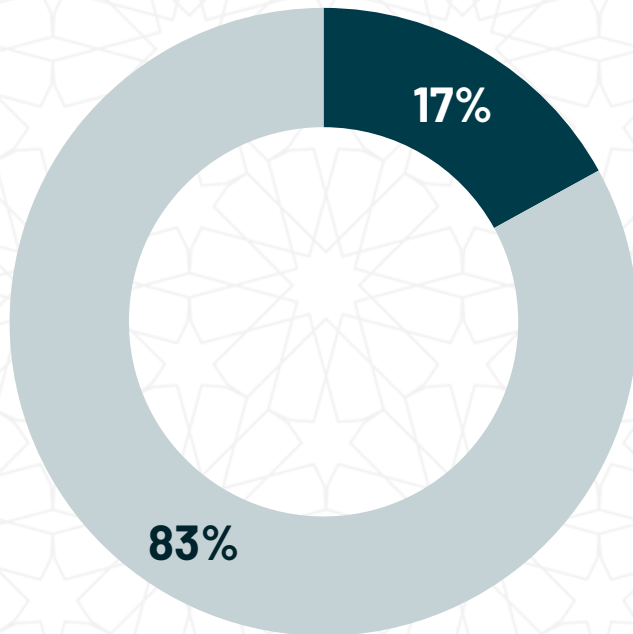
### By Age



### By Income Level



**The Iftar meal usually starts with dates and appetizers, leading to a range of main dishes.**



■ Usually eat one main dish during Iftar

■ Usually eat a variety of main dishes during Iftar

**79%**

Always break their fast with dates

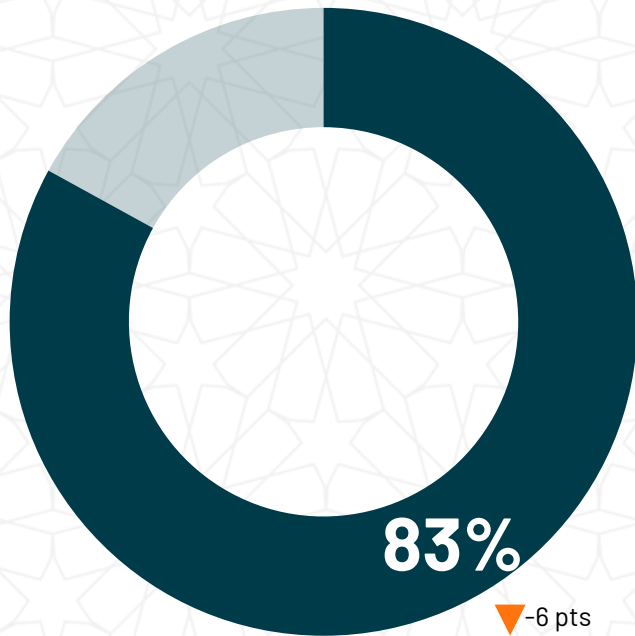
**71%**

Have appetizers everyday at Iftar





**Although snacking witnessed a decline, the majority still enjoy healthy and unhealthy options after Iftar.**



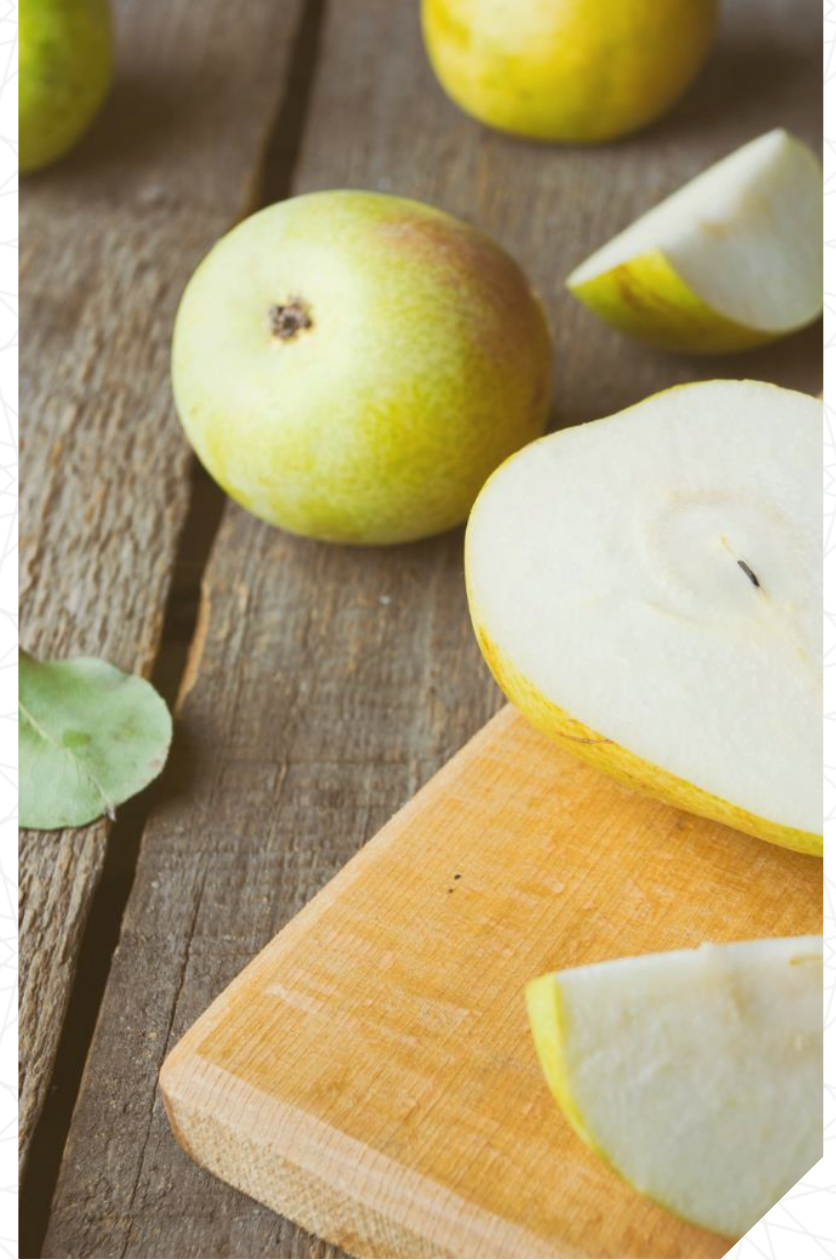
**Usually have snacks after Iftar**

**64%**

**Have healthy snacks after Iftar**

**58%**

**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	83%	65%	55%
Female	84%	62%	61%
18 – 24	83%	59%	70%
25 – 34	82%	65%	55%
35 – 44	86%	64%	60%
45+	83%	66%	52%
Upper Income	83%	67%	55%
Middle Income	85%	65%	58%
Lower Income	80%	59%	61%





## The majority in Egypt observe the common practice of Suhoor.

90%

Have Suhoor  
on most nights

### By Gender



### By Age



### By Income Level





With the variety of dishes enjoyed during Ramadan, many are resourceful and make an effort to repurpose leftovers.

61%

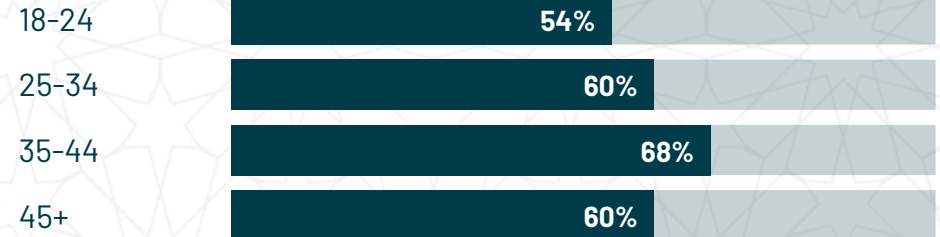
Make an effort to repurpose leftovers to minimize food waste during Ramadan



#### By Gender



#### By Age

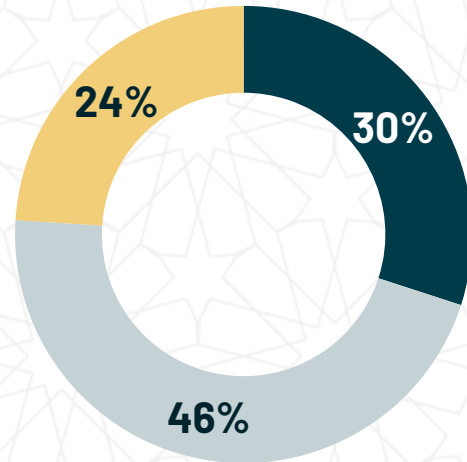


#### By Income Level





**Even with fasting and the changes to dietary habits, many see stable weight during Ramadan. Yet, some gain weight.**



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



### By Gender

Male	35%	42%	24%
Female	26%	50%	25%

### By Age

18-24	25%	51%	24%
25-34	33%	47%	21%
35-44	34%	37%	28%
45+	29%	47%	24%

### By Income Level

Upper Income	36%	38%	26%
Middle Income	31%	46%	23%
Lower Income	25%	50%	25%

# Financial & Shopping Behaviors In Ramadan

# 04





For many, financial planning is crucial for managing obligations during Ramadan, prompting them to save in the months leading up to the holy month to prepare for increased expenses.

62%

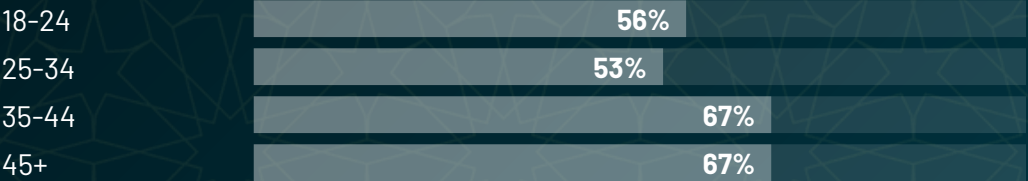
Agree that financial planning becomes a priority during Ramadan to manage both personal and communal duties



By Gender



By Age



By Income Level



60%

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



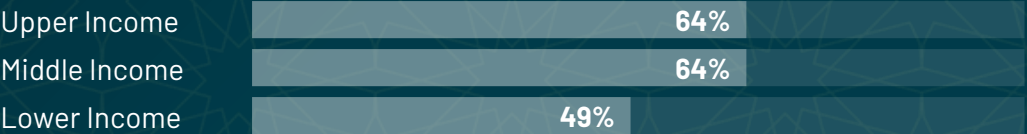
By Gender



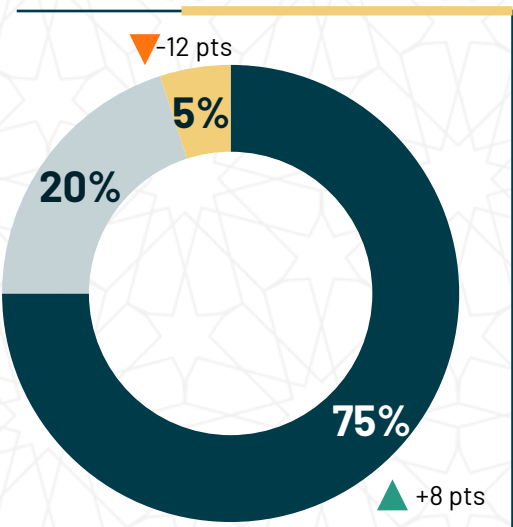
By Age



By Income Level

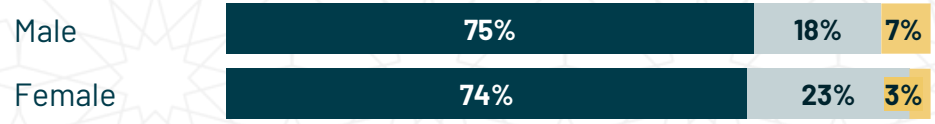


# Even with financial planning, Ramadan typically results in higher expenses.

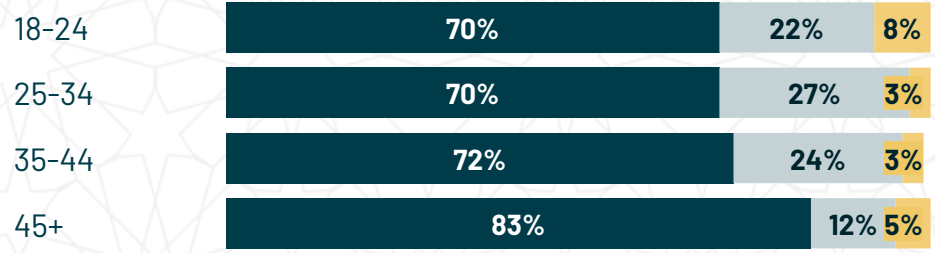


■ Spend more money  
■ No change in spending habits  
■ Spend less money

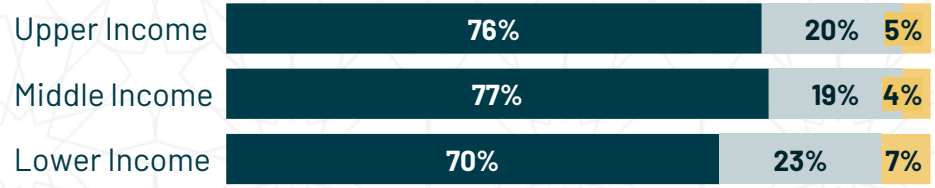
## By Gender



## By Age

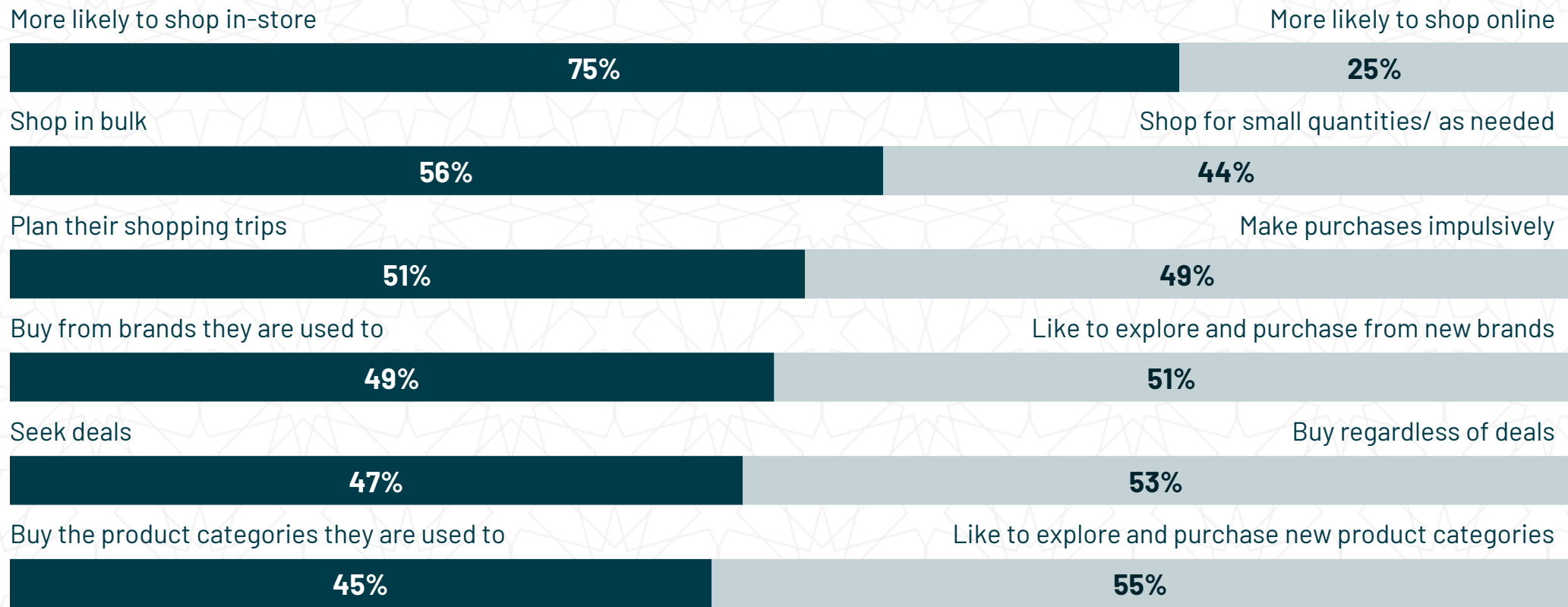


## By Income Level





Shoppers in Ramadan are more likely to shop in-store. Additionally, they exhibit a variety of behaviours; while many shop strategically, others show a more adventurous way of shopping.



# Types of shoppers during Ramadan

- by demographics

		75%	25%	56%	44%	51%	49%	49%	51%	47%	53%	45%	55%
		Shop in-store	Shop online	Shop in bulk	Shop as needed	Planned shoppers	Impulsive shoppers	Buy familiar brands	Try new brands	Seek deals	Buys regardless of deals	Buy familiar products	Try new products
	Male	75%	25%	63%	37%	55%	45%	53%	47%	50%	50%	49%	51%
	Female	74%	26%	49%	51%	47%	53%	46%	54%	44%	56%	41%	59%
	18 - 24	70%	30%	49%	51%	48%	52%	45%	55%	38%	62%	32%	68%
	25 - 34	78%	22%	50%	50%	40%	60%	48%	52%	47%	53%	42%	58%
	35 - 44	73%	27%	58%	42%	46%	54%	47%	53%	46%	54%	48%	52%
	45+	75%	25%	63%	37%	64%	36%	54%	46%	54%	46%	52%	48%
	Upper Income	70%	30%	61%	39%	54%	46%	53%	47%	46%	54%	48%	52%
	Middle Income	75%	25%	56%	44%	54%	46%	50%	50%	48%	52%	50%	50%
	Lower Income	78%	22%	51%	49%	42%	58%	44%	56%	46%	54%	33%	67%



# Many in Egypt look forward to Ramadan's special offers, where around half delay major purchases to benefit from these discounts.

56%

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



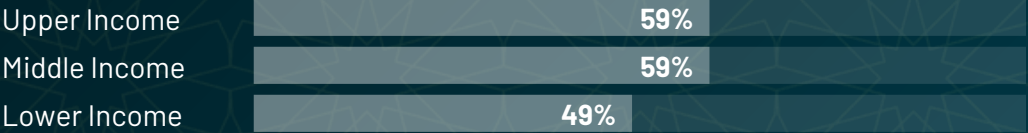
## By Gender



## By Age



## By Income Level

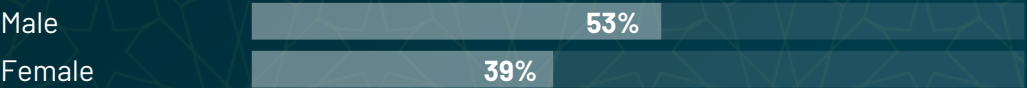


46%

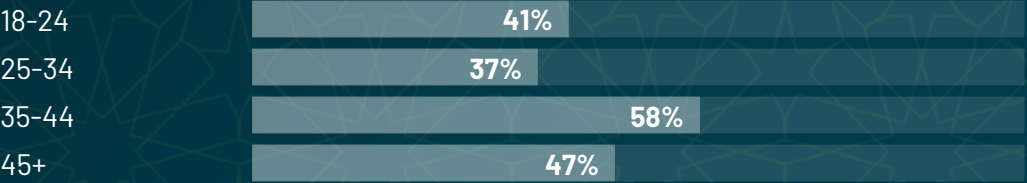
Delay big-ticket purchases until Ramadan to benefit from its special offers



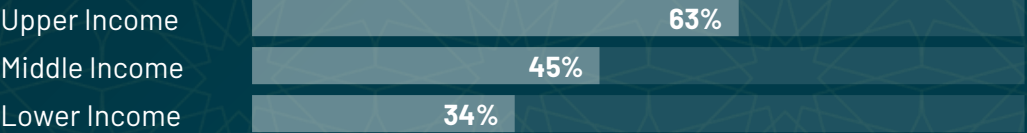
## By Gender



## By Age



## By Income Level



# Brand Interaction & Advertising

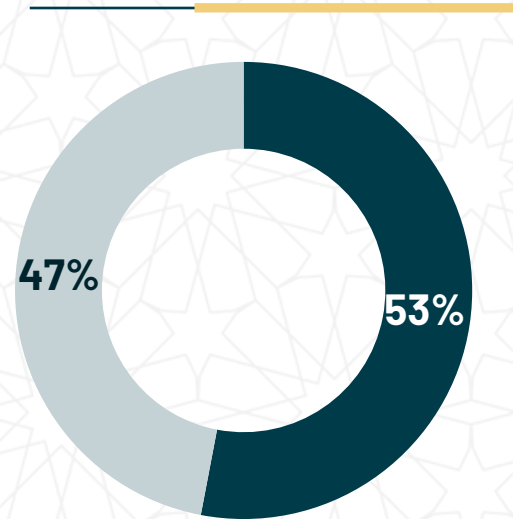
# 05





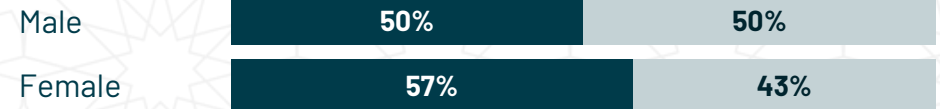


## More than half use online sources to obtain information about brands, yet traditional sources are still crucial.

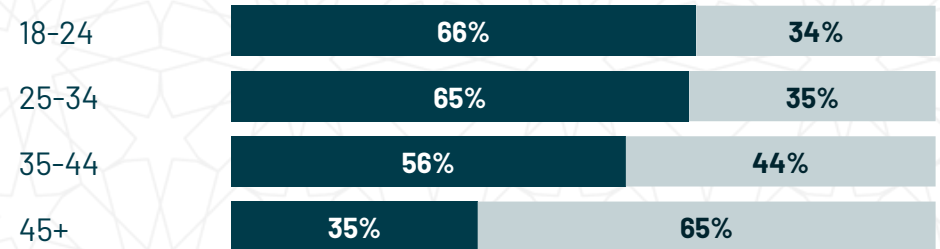


- Use online sources to obtain information about brands
- Use offline sources to obtain information about brands

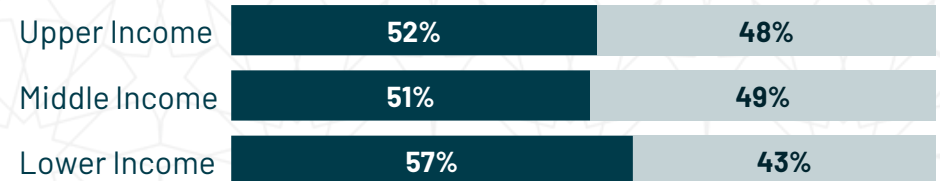
### By Gender



### By Age

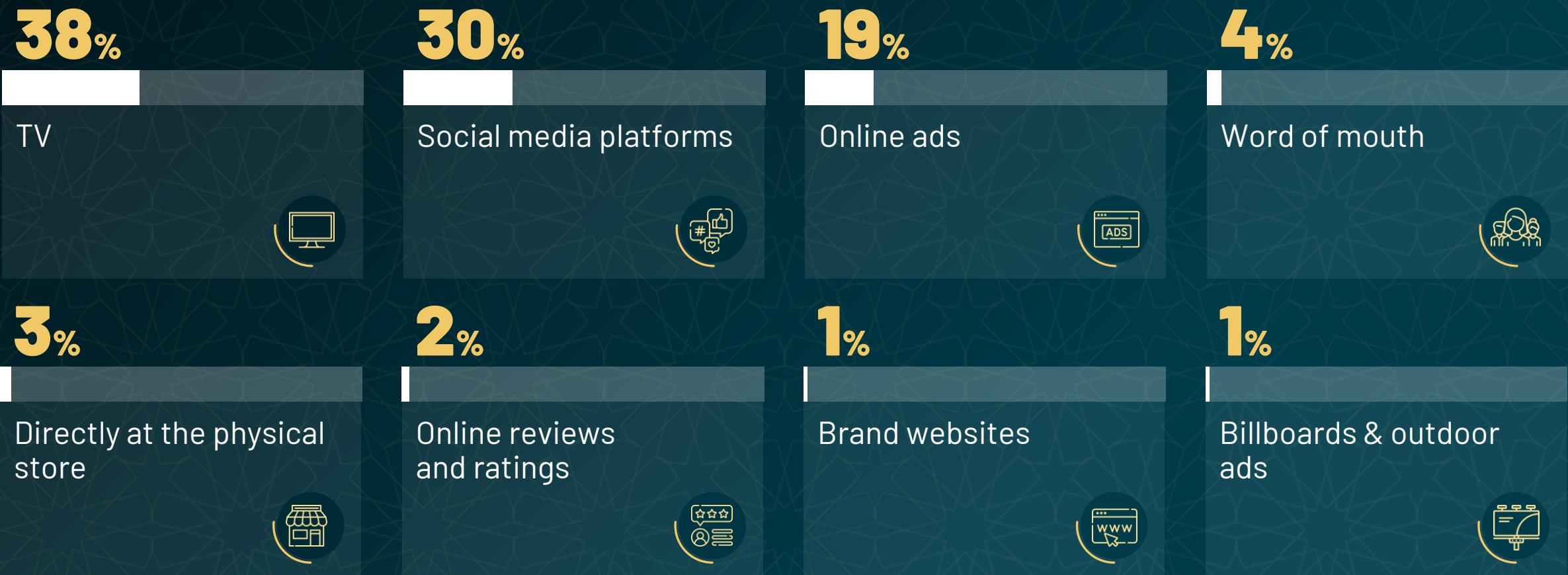


### By Income Level



# Detailed information sources show the significance of TV in Egypt during Ramadan alongside social media platforms and online ads.

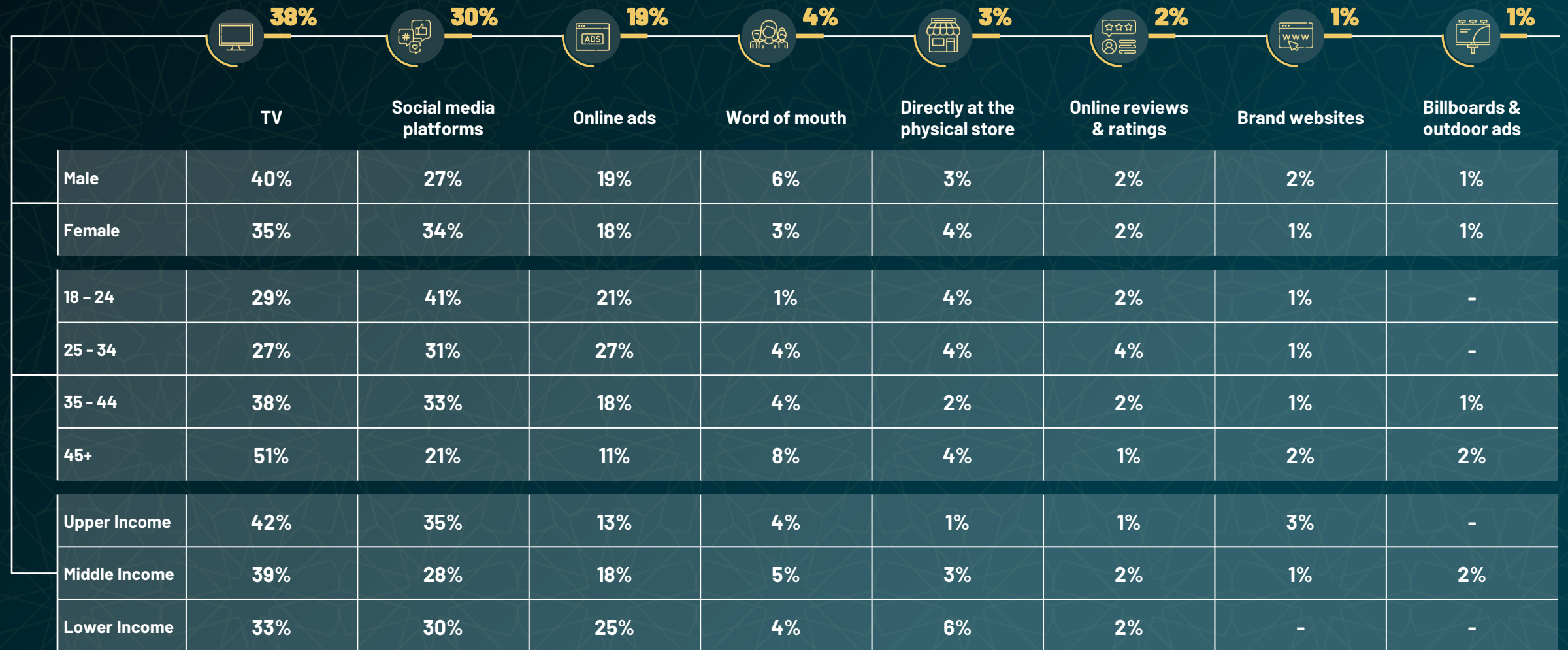
Main sources used to obtain information about brands





# Main sources used to obtain information about brands

- by demographics

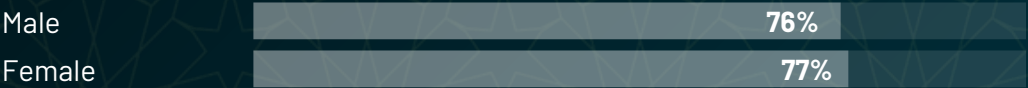


# Increased advertising contributes to the perception of Ramadan becoming overly commercialized.

**77%** Believe there are too many ads during Ramadan



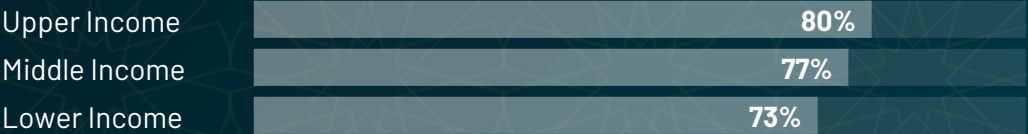
## By Gender



## By Age



## By Income Level



**74%** Feel that Ramadan has become more commercialized over the years



## By Gender



## By Age



## By Income Level





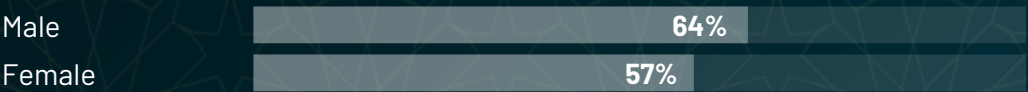
# Even with perceived ad saturation, people often remember brands that advertise during Ramadan, and many are even influenced to make purchases.

61%

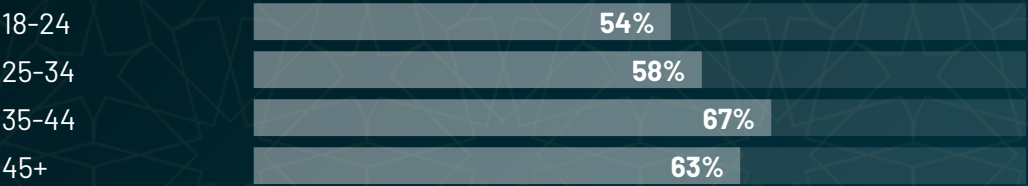
Are more likely to remember brands that advertise during Ramadan



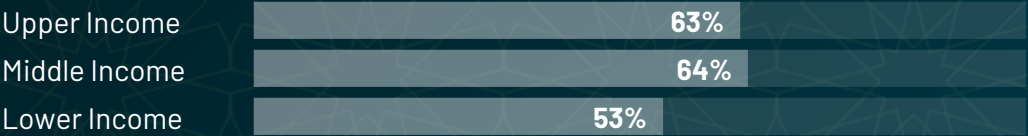
## By Gender



## By Age



## By Income Level

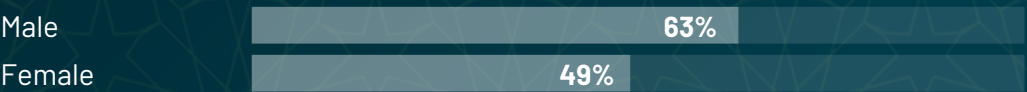


56%

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



## By Gender



## By Age



## By Income Level



# Most Prominent Ramadan Brands

# 06





# Brands most associated with Ramadan in Egypt

Top 10 brands – sorted by alphabetical order



# The Ramadan Personas

# 07

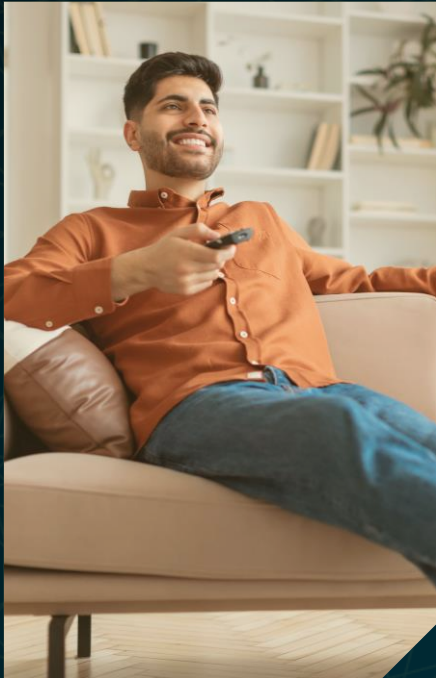




# The diverse Ramadan personas – each with unique attitudes and behaviours during the holy month

**35%**

The Content Explorer



**26%**

The Passionate Shopper



**15%**

The Social Connector



**12%**

The Self Nurturer



**11%**

The Festive Spirit



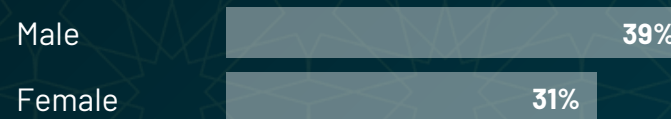




## Who is the Content Explorer? (35%)

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

### By Gender



### By Age



### By Income Level



# 98%

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

# 77%

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





## 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 Level



# 89%

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

# 73%

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





## Who is the Social Connector? (15%)

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

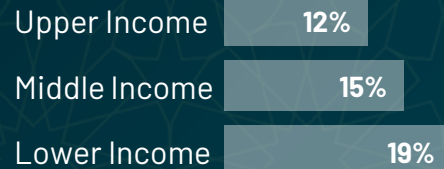
### By Gender



### By Age



### By Income Level



# 99%

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

# 87%

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





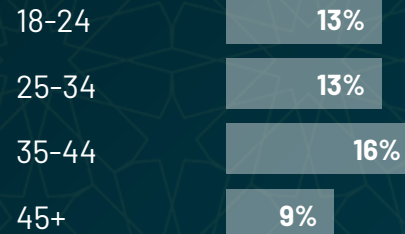
## Who is the Self Nurturer? (12%)

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

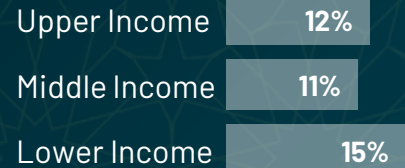
### By Gender



### By Age



### By Income Level



# 98%

Consider Ramadan an opportunity to reset their body

# 95%

Consider Ramadan as a period of physical discipline and health consciousness





## Who is the Festive Spirit? (11%)

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

### By Gender

Male	10%
Female	12%

### By Age

18-24	11%
25-34	13%
35-44	12%
45+	8%

### By Income Level

Upper Income	12%
Middle Income	11%
Lower Income	10%

# 100%

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

# 76%

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

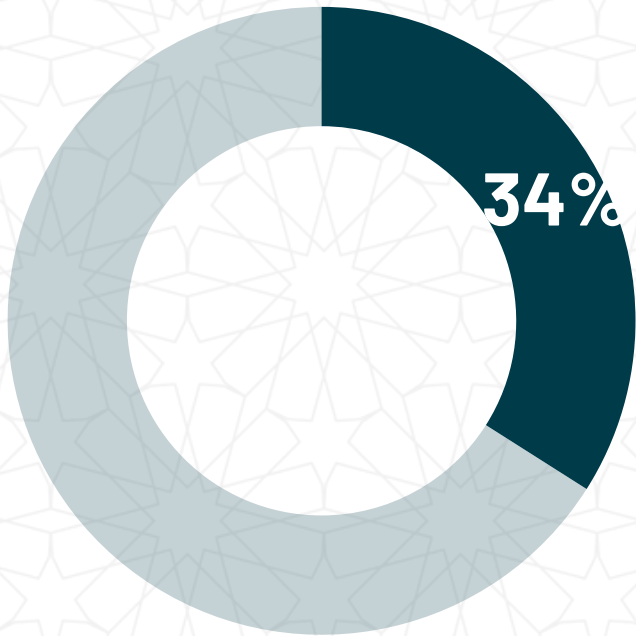


# Eid Plans

# 08



**A third plan to travel this Eid, mostly within the country, where these domestic travel plans more likely to be made by older males of the upper income group.**



**Plan on traveling during the Eid holiday**

**24%**

**Plan on having a staycation**

**10%**

**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	46%	33%	13%
Female	22%	16%	6%
18 – 24	19%	15%	4%
25 – 34	28%	21%	8%
35 – 44	33%	21%	12%
45+	48%	36%	13%
Upper Income	63%	35%	28%
Middle Income	32%	26%	6%
Lower Income	15%	13%	1%

# Sample and methodology

## Sample size

500 respondents

## Sample criteria

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

## Methodology

The survey was conducted via computer aided Telephone interviews (CATI)

## Geographical coverage

Conducted in Egypt with a nationwide coverage



# FOR MORE INFORMATION

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