

THE 2025 RAMADAN HANDBOOK

Jordan Edition

February 2025



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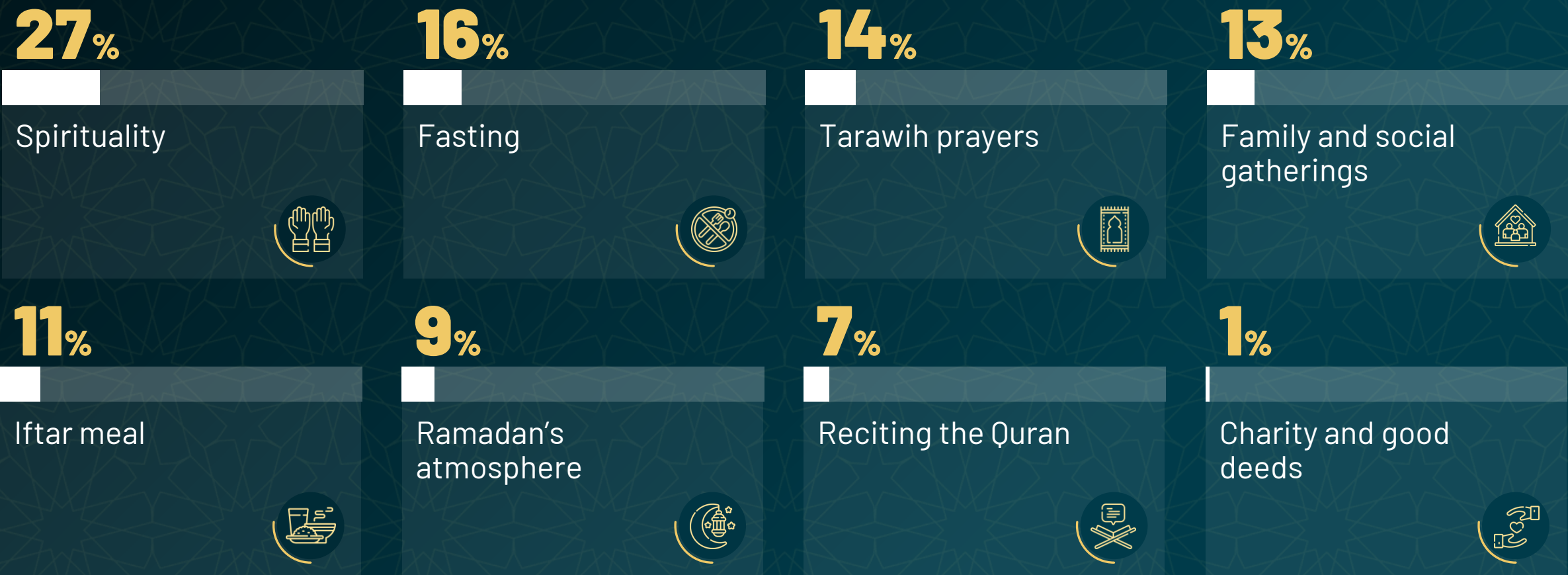
What Do People Love Most About Ramadan?

01



Ramadan is valued for a variety of reasons, where spiritual meaning is its most cherished element.

What do people love most about Ramadan – Top 8



Lifestyle Changes In Ramadan

02



The holy month of Ramadan fosters a focus on spiritual growth and aiding those in need.



88%

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



84%

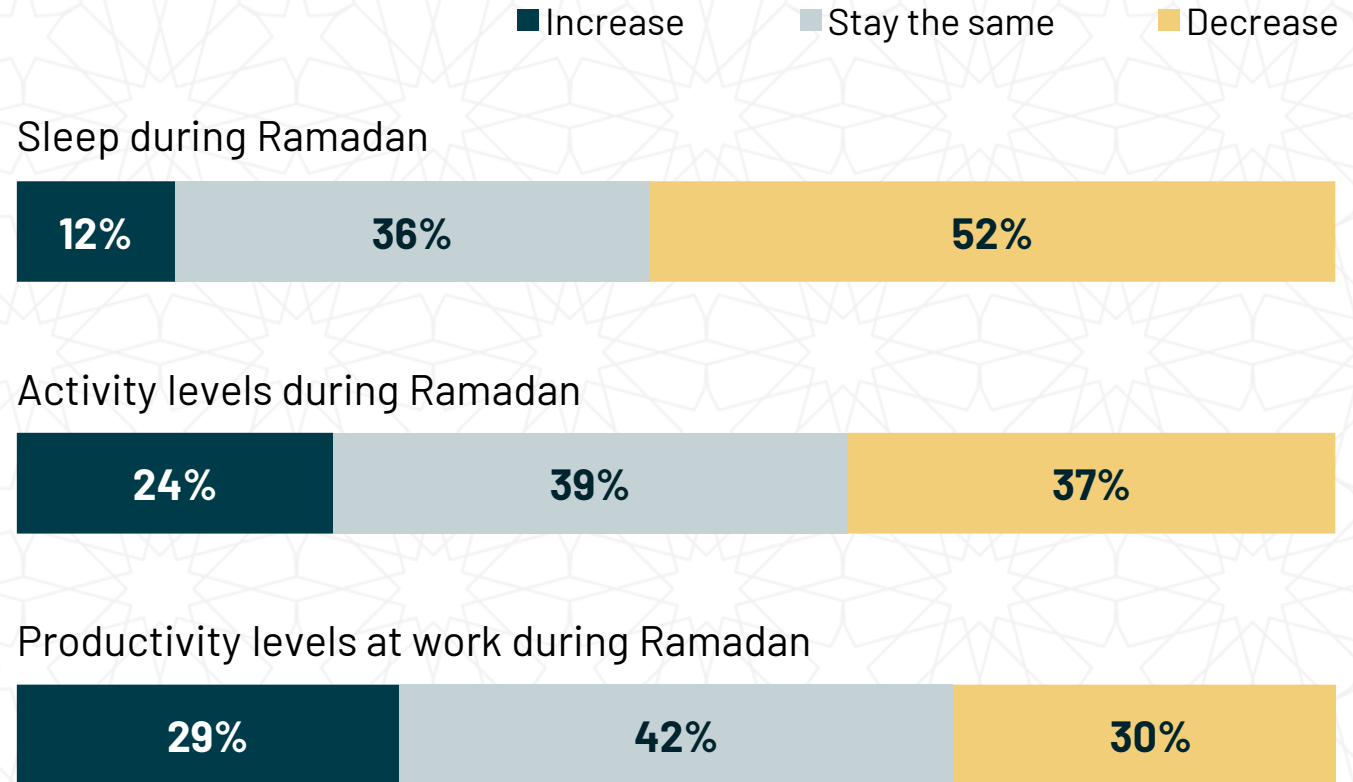
Believe Ramadan is about engaging in acts of charity



80%

Focus more on spirituality during Ramadan

Despite losing sleep during Ramadan, individuals keep their productivity steady at work, although their activity levels don't see much of a boost.



Sleep, activity and productivity

- by demographics

12%



52%

24%



37%

29%



30%

Sleep during Ramadan

% Increase

% Decrease

Activity levels during Ramadan

% Increase

% Decrease

Productivity levels at work during Ramadan

% Increase

% Decrease

	Male	15%	48%	Female	8%	56%	26%	37%	23%	35%	24%
	18 - 24	17%	44%	25 - 34	8%	55%	32%	30%	33%	31%	30%
	35 - 44	12%	57%	45+	10%	54%	15%	49%	27%	33%	25%
	Upper Income	12%	55%	Middle Income	18%	53%	25%	41%	25%	30%	35%
	Lower Income	9%	49%				25%	32%	33%	26%	

People cherish past Ramadan experiences, leading to a heightened focus on family during the holy month.



88%

Spend more time with family
than with friends during
Ramadan



79%

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



However, to many, the Ramadan spirit feels less strong, as fewer people now gather for Iftar compared to the past.



56%

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



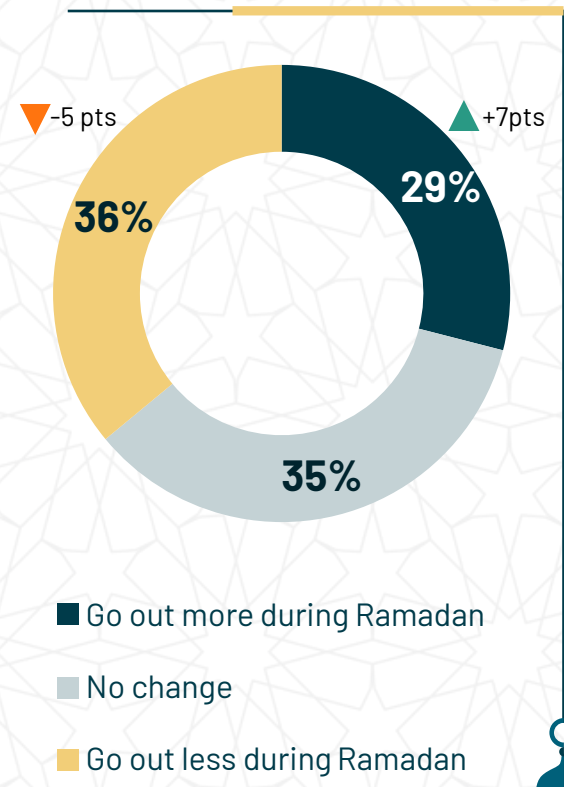
51%

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





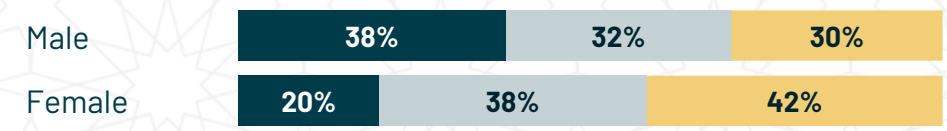
Even as people anticipate going out more than last year, the nostalgia of Ramadan means many still choose to stay in and spend time with family.



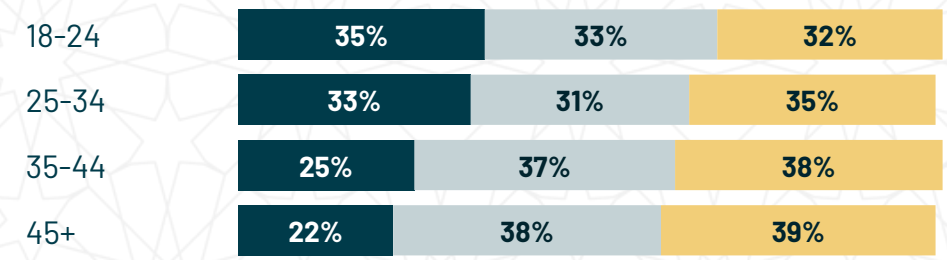
■ Go out more during Ramadan
■ No change
■ Go out less during Ramadan



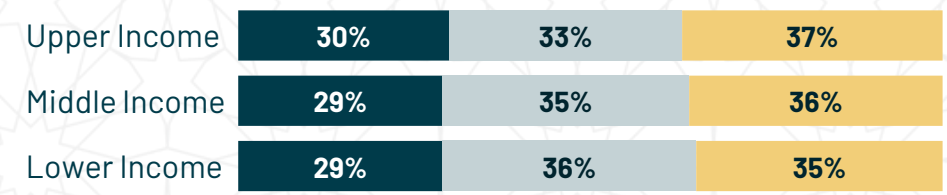
By Gender



By Age



By Income Level



With people spending time indoors, efforts to make homes festive are evident.



75%

Decorate their house during Ramadan



56%

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



Eating Habits In Ramadan

03



The majority of individuals regard Ramadan as a period for reinforcing physical discipline and resetting their bodies.



76%

Consider Ramadan an opportunity to reset their body



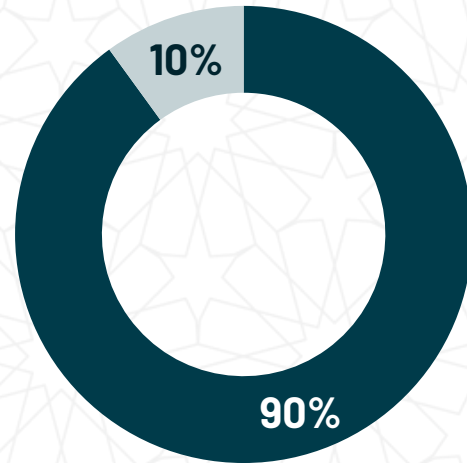
74%

Consider Ramadan as a period of physical discipline and health consciousness





The vast majority opt for home-cooking instead of restaurant meals, aligning with the holy month's focus on physical discipline and health.



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



By Gender

Male	90%	10%
Female	91%	9%

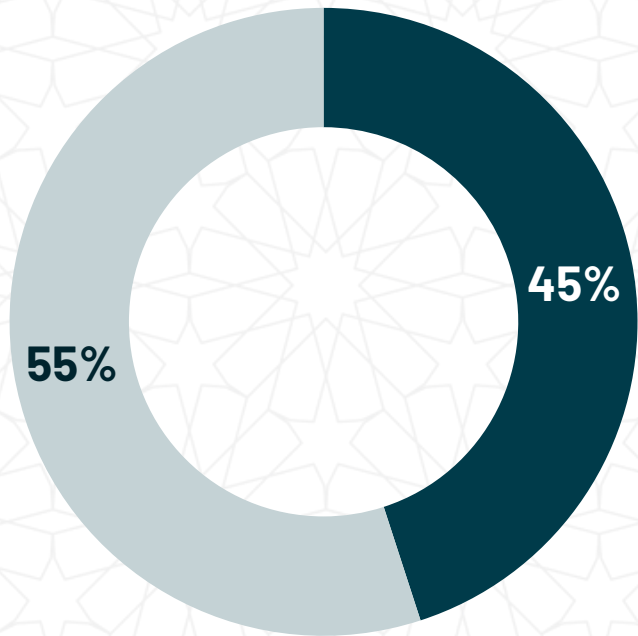
By Age

18-24	86%	14%
25-34	88%	12%
35-44	95%	5%
45+	94%	6%

By Income Level

Upper Income	90%	10%
Middle Income	92%	8%
Lower Income	90%	10%

People typically break their fast with dates, followed by appetizers, and while some enjoy a variety of main dishes during Iftar, others stick to just one.



■ Usually eat one main dish during Iftar

■ Usually eat a variety of main dishes during Iftar

80%

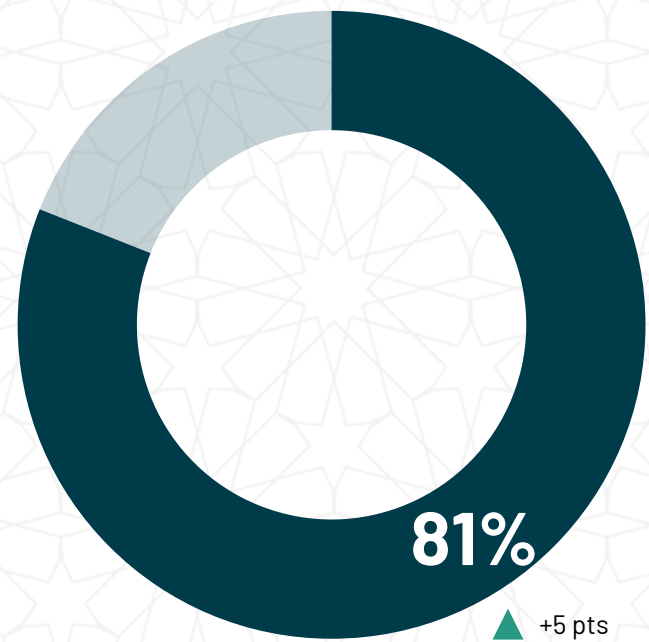
Always break their fast with dates

82%

Have appetizers everyday at Iftar



Following Iftar, snacking is prevalent, with a higher number consuming healthy options, although many also indulge in unhealthy snacks.



Usually have snacks after Iftar

67%

Have healthy snacks after Iftar

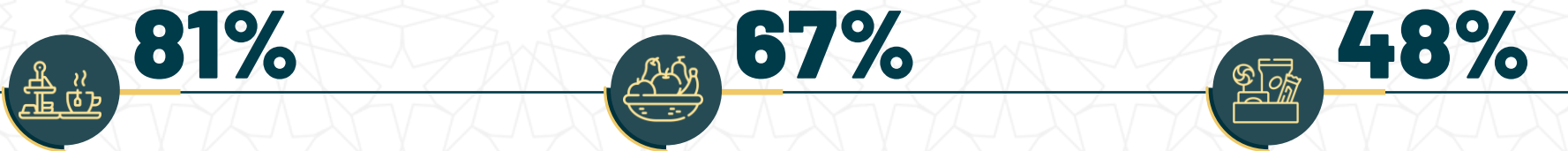
48%

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	81%	71%	40%
Female	80%	62%	57%
18 – 24	96%	77%	70%
25 – 34	82%	67%	54%
35 – 44	66%	58%	36%
45+	73%	60%	26%
Upper Income	80%	64%	52%
Middle Income	84%	63%	48%
Lower Income	80%	70%	46%



Suhoor is a common meal that is more likely to be observed by males.

76%

**Have Suhoor
on most nights**

By Gender



By Age



By Income Level



To cut down on food waste, repurposing leftovers is a priority for many during the holy month.

70%

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

By Gender



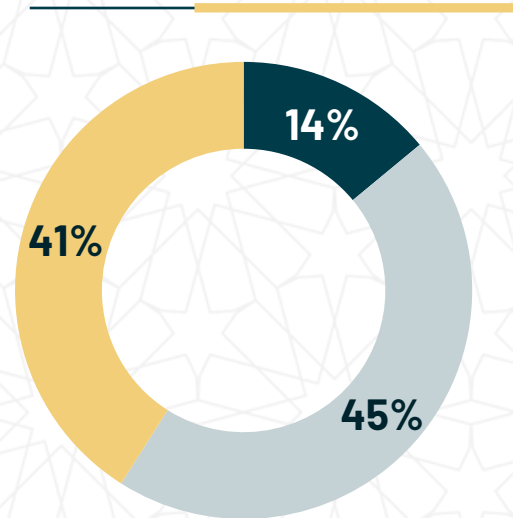
By Age



By Income Level

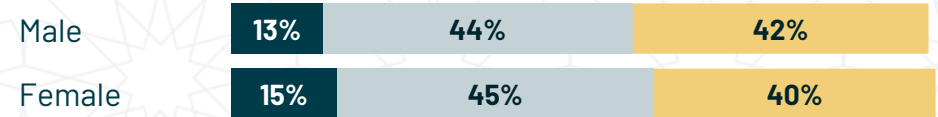


Despite the disruption in food habits caused by fasting, the majority either maintain their weight or experience weight loss.

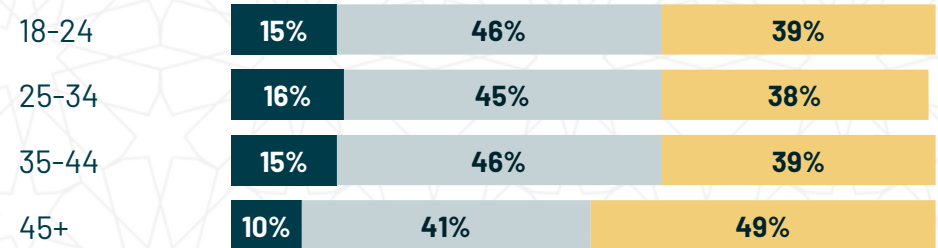


- Gain weight during Ramadan
- No change
- Lose weight during Ramadan

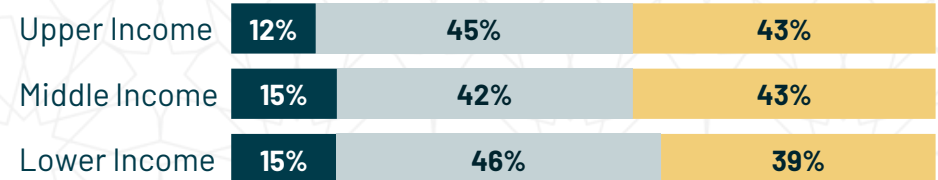
By Gender



By Age



By Income Level



Financial & Shopping Behaviors In Ramadan

04



During Ramadan, financial planning become a priority for about half of the people, yet a smaller number actually save in preparation for the expected rise in expenses.

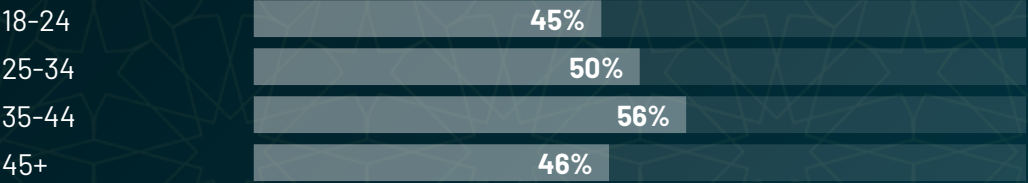
48% Agree that financial planning becomes a priority during Ramadan to manage both personal and communal duties



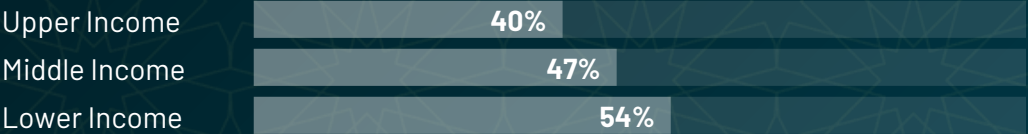
By Gender



By Age



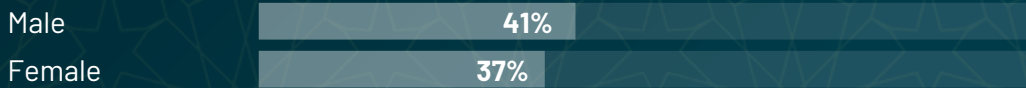
By Income Level



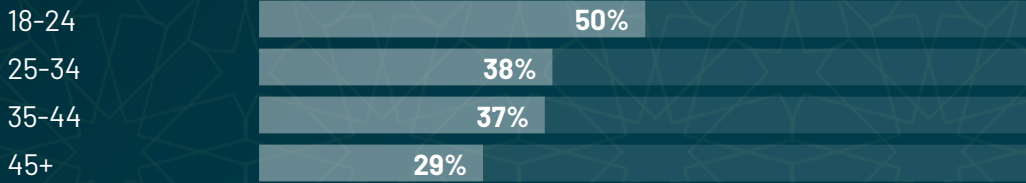
39% Tend to save more money in the months leading up to Ramadan to prepare for the increased expenses



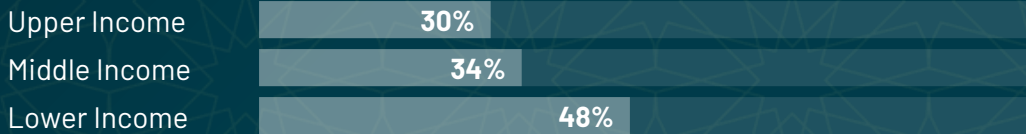
By Gender



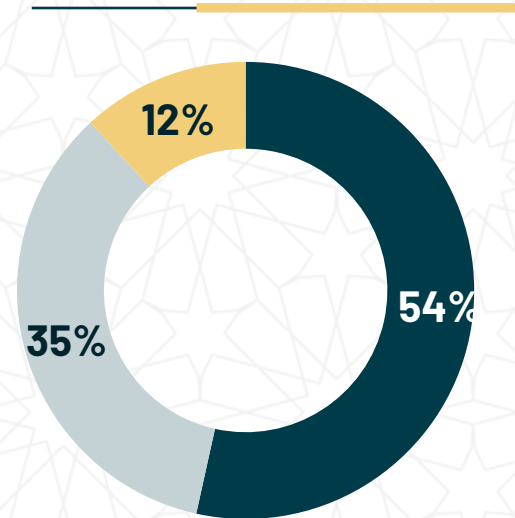
By Age



By Income Level



Despite efforts to save and plan financially, many people find that their expenditures rise.



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

By Gender

Male	55%	34%	11%
Female	52%	36%	12%

By Age

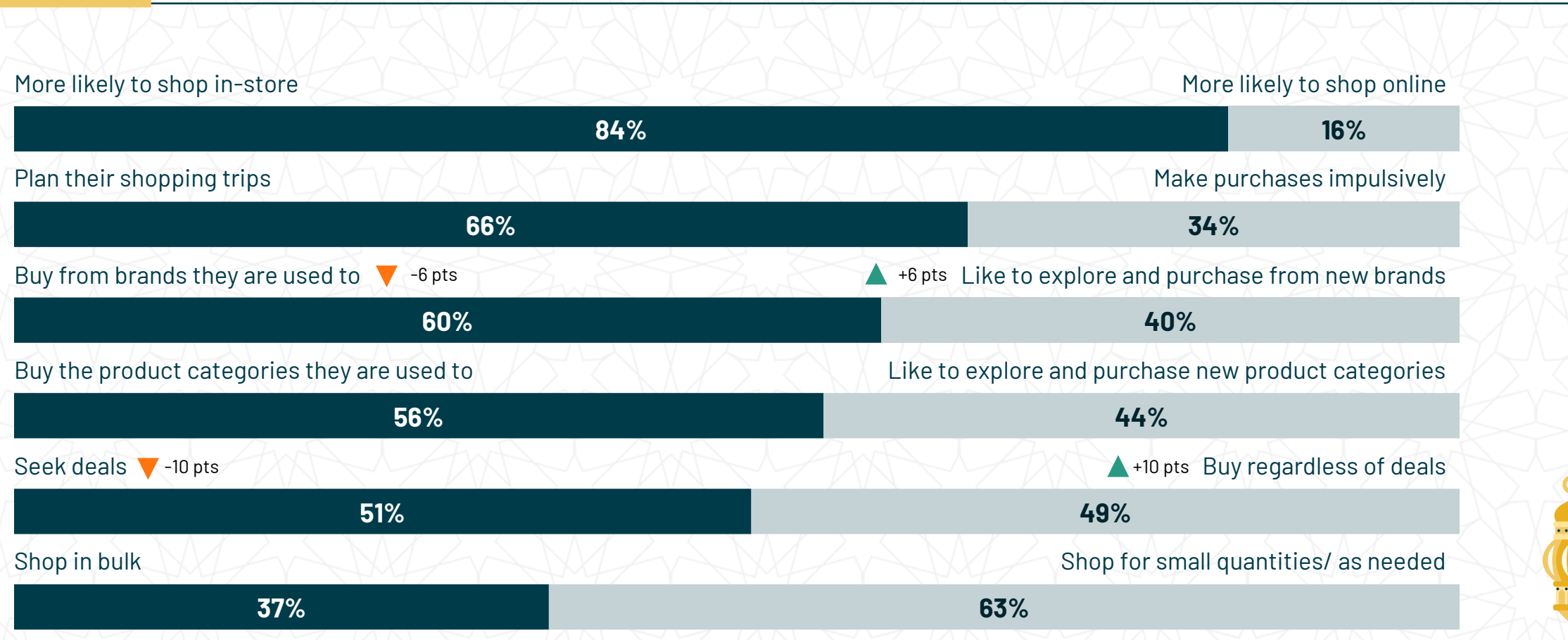
18-24	39%	46%	15%
25-34	62%	28%	10%
35-44	61%	28%	11%
45+	57%	32%	11%

By Income Level

Upper Income	54%	34%	12%
Middle Income	60%	30%	10%
Lower Income	50%	38%	12%

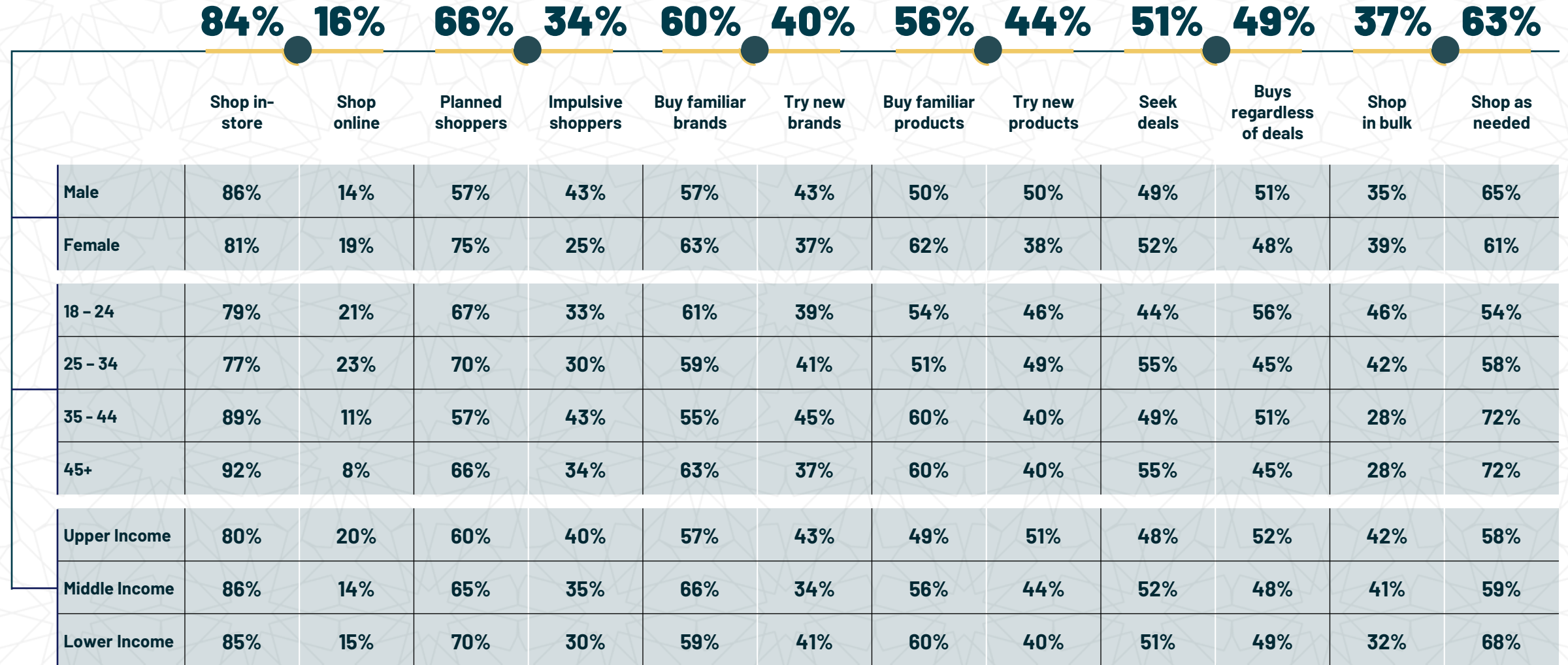


People primarily enjoy the in-store shopping experience, often shopping mindfully by planning and purchasing familiar brands and categories. Although spontaneity has increased since last year, as shown by a rise in the exploration of new brands and products.



Types of shoppers during Ramadan

- by demographics



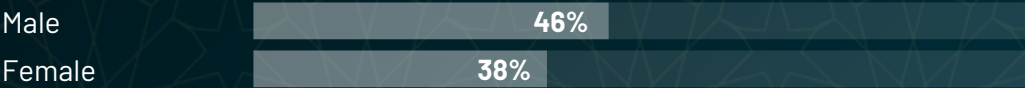
Despite the reduced focus on deals compared to last year, many anticipate Ramadan's discounts, with a third choosing to delay big purchases to benefit from these discounts.

42%

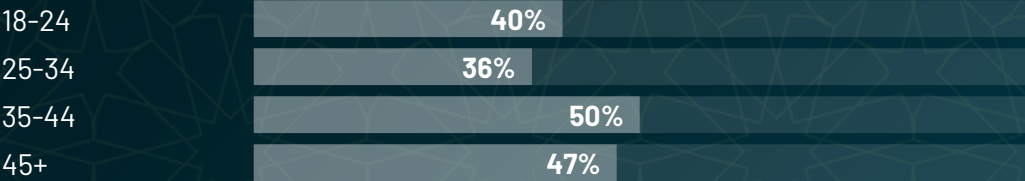
Look forward to Ramadan's special offers and promotions each year



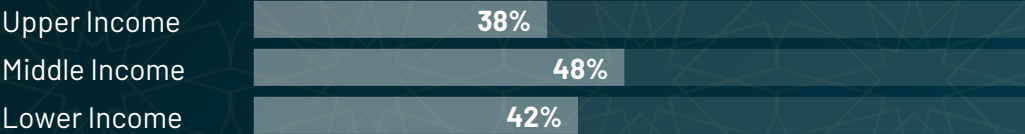
By Gender



By Age



By Income Level



32%

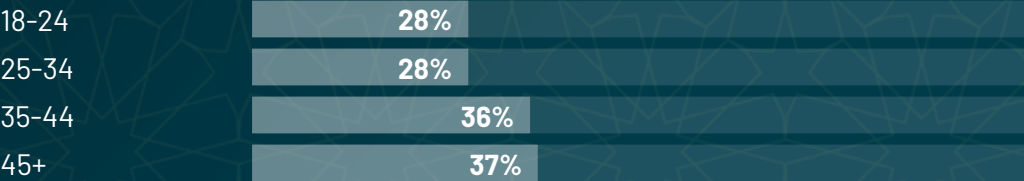
Delay big-ticket purchases until Ramadan to benefit from its special offers



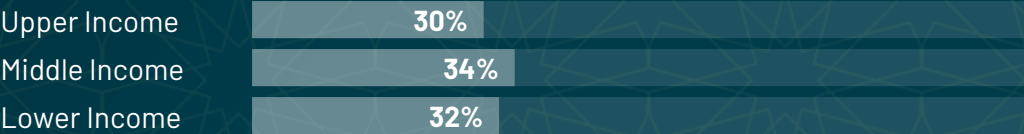
By Gender



By Age



By Income Level



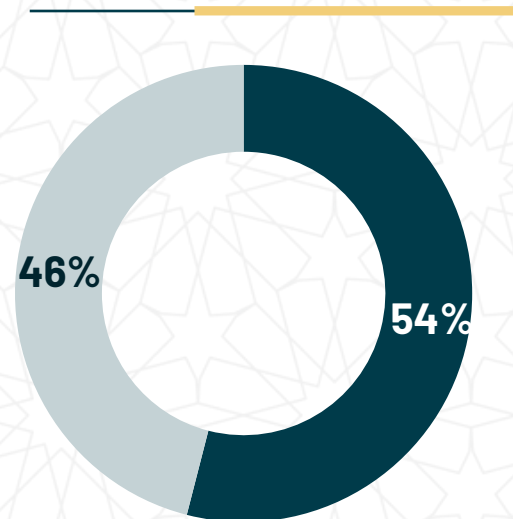
Brand Interaction & Advertising

05





Although many use online sources for information on brands, offline channels still play a significant role, reflecting a nearly even split in focus.



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

By Gender

Male	52%	48%
Female	55%	45%

By Age

18-24	52%	48%
25-34	58%	42%
35-44	55%	45%
45+	51%	49%

By Income Level

Upper Income	56%	44%
Middle Income	52%	48%
Lower Income	53%	47%



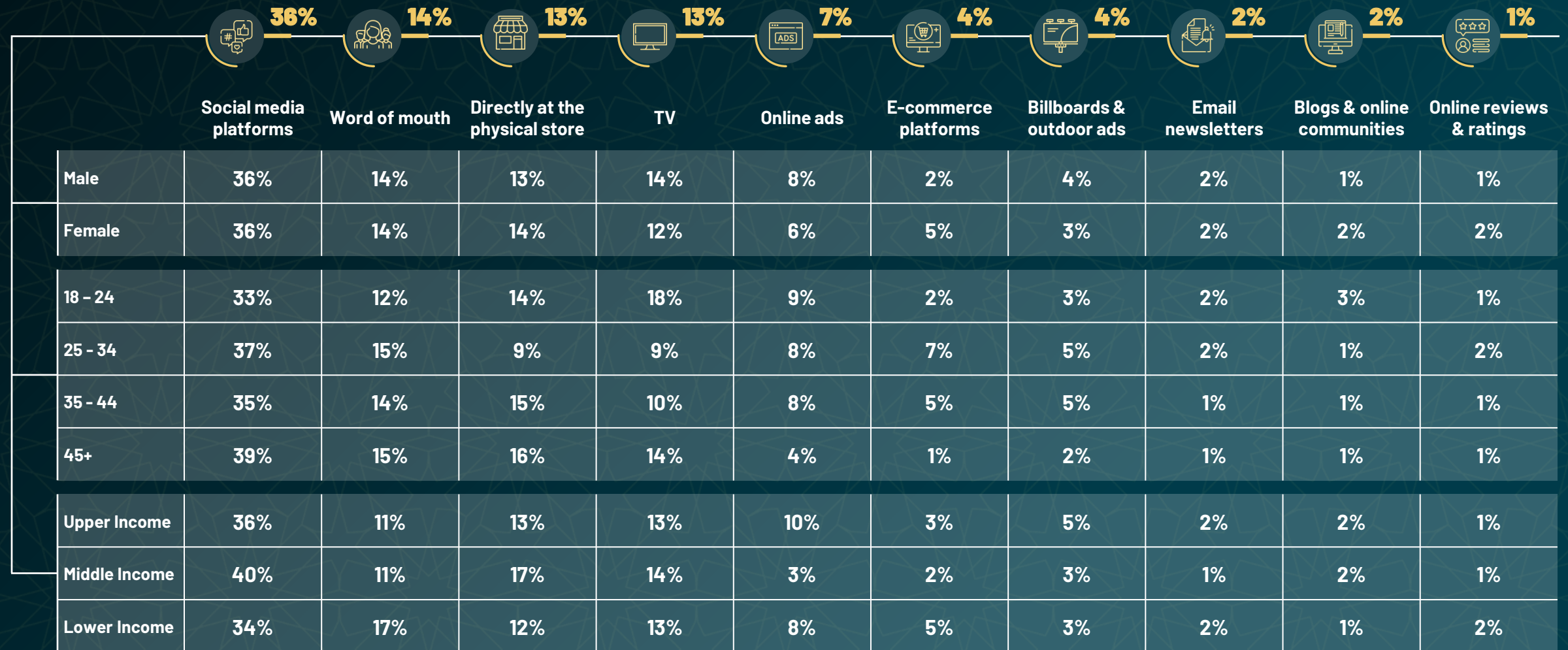
As the details of information sources are examined, social media emerges as the leading platform where people typically find information about brands.

Main sources used to obtain information about brands – Top 10



Main sources used to obtain information about brands

Top 10 - by demographics



The influx of ads during Ramadan has led to a sense of overload, where half even share the view that the holy month is becoming overly commercialized.

76%

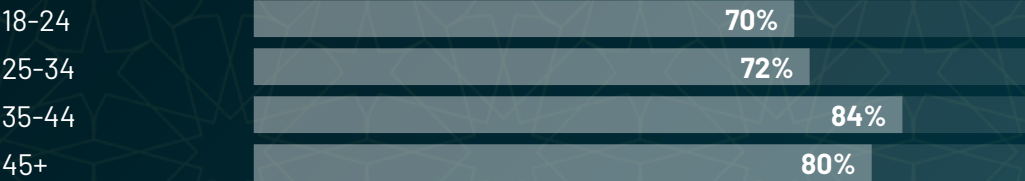
Believe there are too many ads during Ramadan



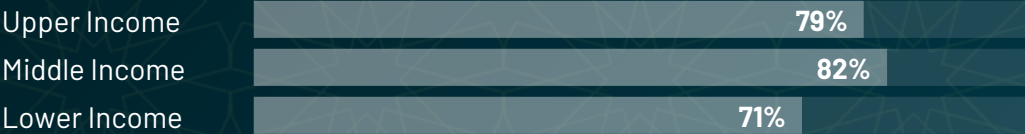
By Gender



By Age



By Income Level



53%

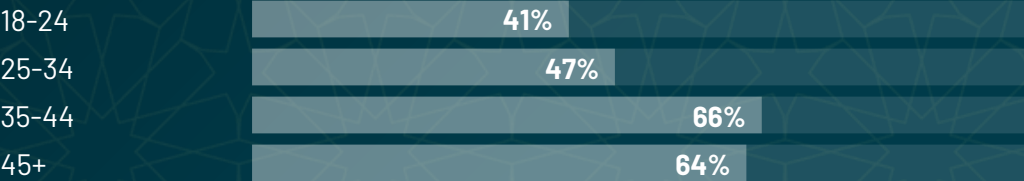
Feel that Ramadan has become more commercialized over the years



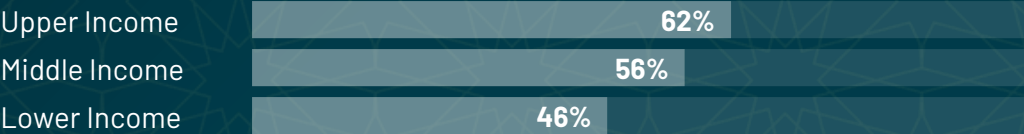
By Gender



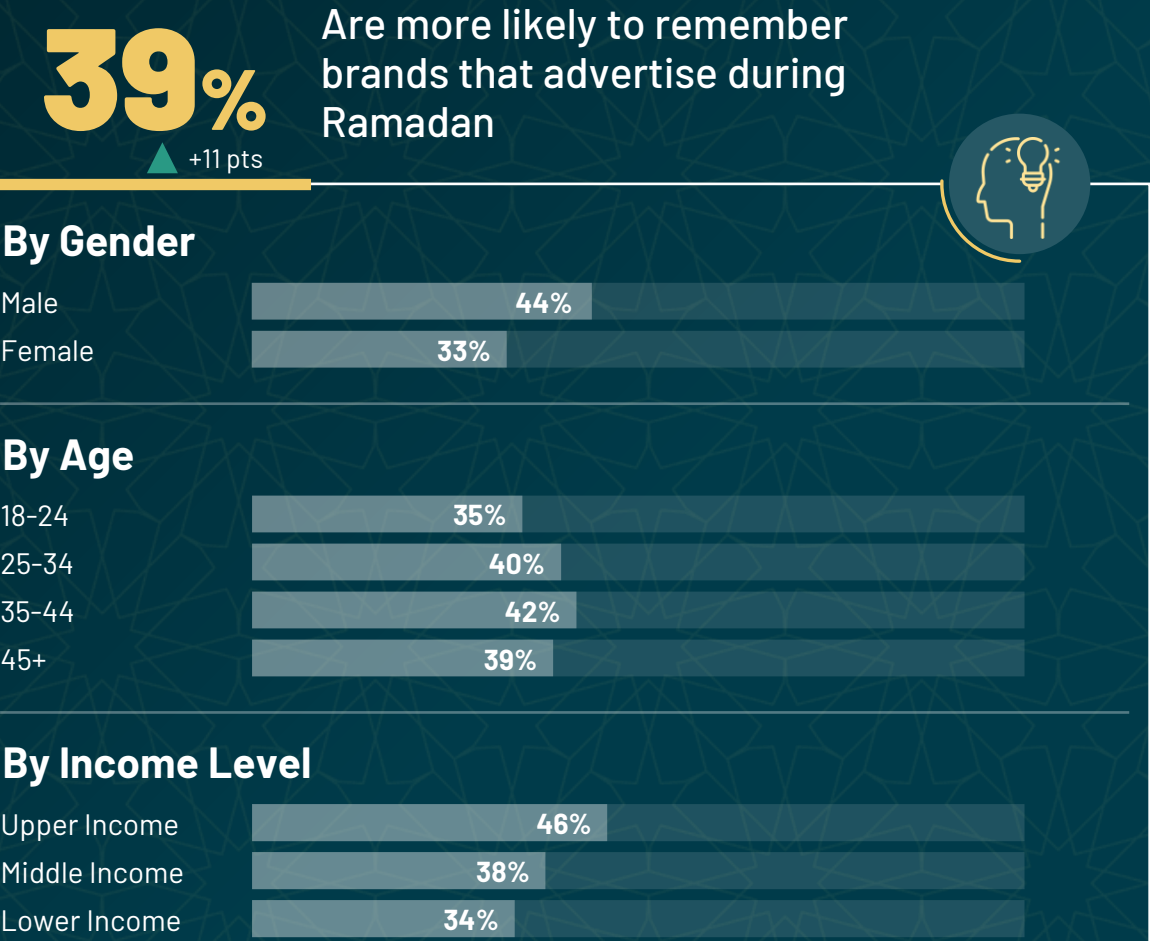
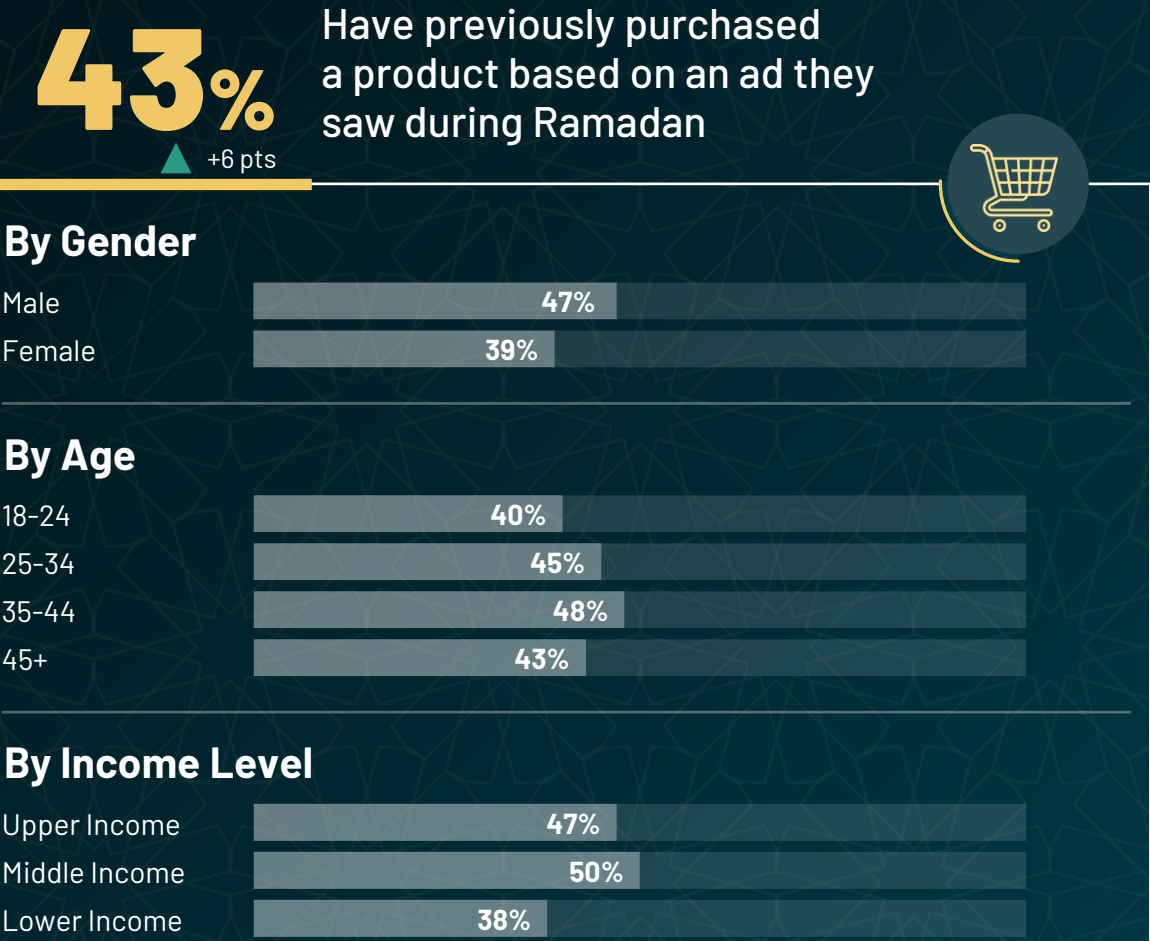
By Age



By Income Level



Nonetheless, growing numbers of people are influenced by Ramadan ads, making purchases and recalling the brands that advertise.



Most Prominent Ramadan Brands

06



Brands most associated with Ramadan in Jordan

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

25%

The Passionate Shopper



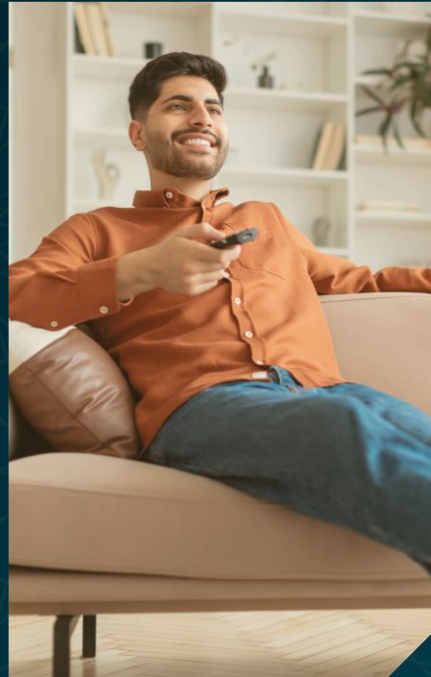
22%

The Social Connector



22%

The Content Explorer



16%

The Festive Spirit



14%

The Self Nurturer





Who is the Passionate Shopper? (25%)

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

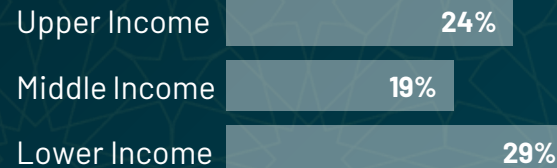
By Gender



By Age



By Income Level



73%

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

64%

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



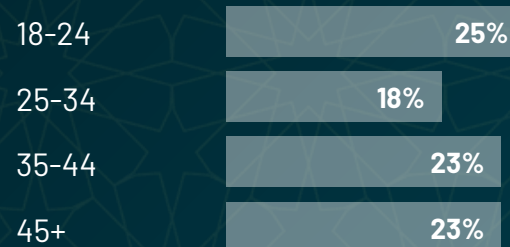
Who is the Social Connector? (22%)

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

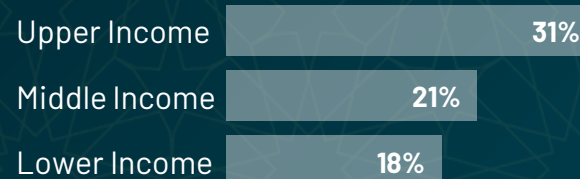
By Gender



By Age



By Income Level



77%

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

72%

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



Who is the Content Explorer? (22%)

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

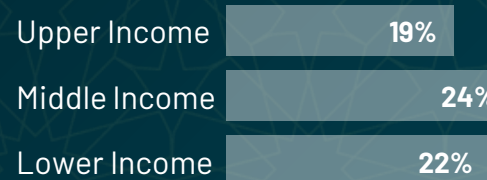
By Gender



By Age



By Income Level



60%

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

21%

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



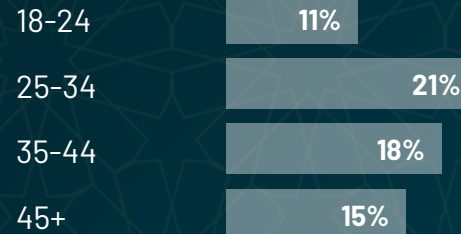
Who is the Festive Spirit? (16%)

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

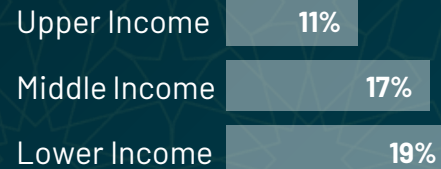
By Gender



By Age



By Income Level



90%

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

70%

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



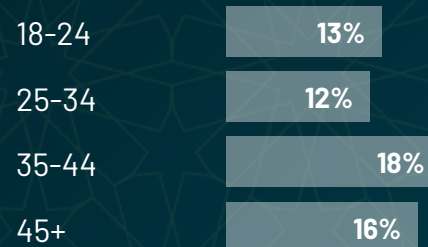
Who is the Self Nurturer? (14%)

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

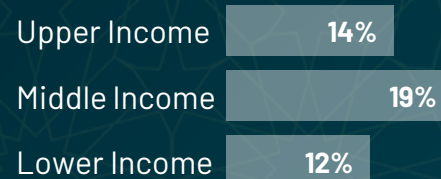
By Gender



By Age



By Income Level



100%

Consider Ramadan as a period of physical discipline and health consciousness

96%

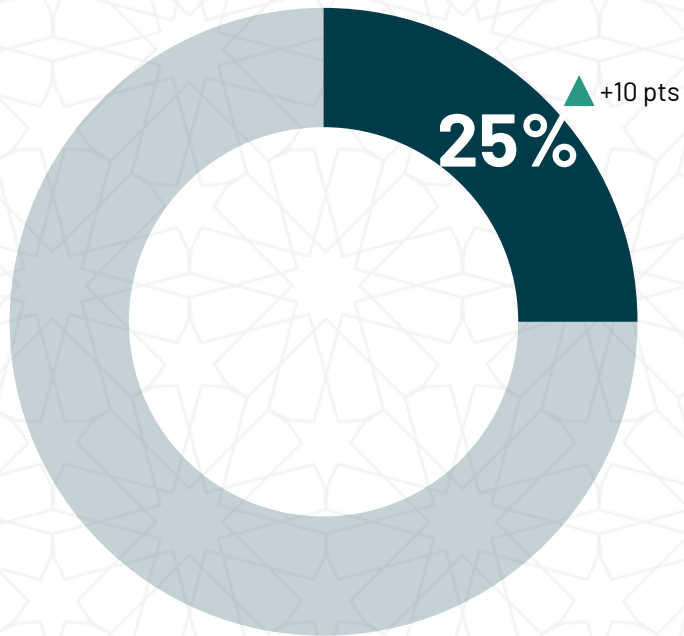
Consider Ramadan an opportunity to reset their body

Eid Plans

08



1 in 4 have plans to travel during Eid, with a growing preference for staycations, which is highly driven by the upper income group.



Plan on traveling during the Eid holiday

17% ▲ +6 pts

Plan on having a staycation

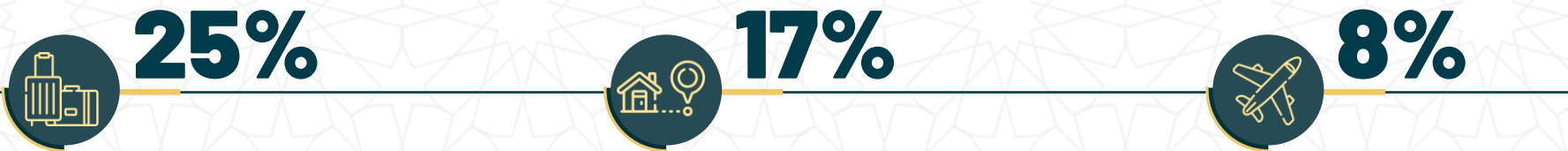
8%

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	23%	14%	8%
Female	27%	19%	8%
18 – 24	30%	15%	14%
25 – 34	19%	14%	6%
35 – 44	23%	19%	4%
45+	26%	20%	6%
Upper Income	32%	21%	12%
Middle Income	27%	18%	8%
Lower Income	19%	13%	6%

Sample and methodology

Sample size

500 respondents

Sample criteria

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

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in Jordan
with a nationwide coverage

FOR MORE INFORMATION

Hala Elfar

Managing Director
Ipsos in Jordan and Iraq
hala.elfar@ipsos.com