

THE 2025 RAMADAN HANDBOOK

Kuwait Edition

February 2025



Table Of Contents

01

What Do People
Love Most About
Ramadan?

02

Lifestyle Changes
In Ramadan

03

Eating Habits
In Ramadan

04

Financial &
Shopping Behaviors
In Ramadan

05

Brand Interaction
& Advertising

06

Most Prominent
Ramadan Brands

07

The Ramadan
Personas

08

Eid Plans

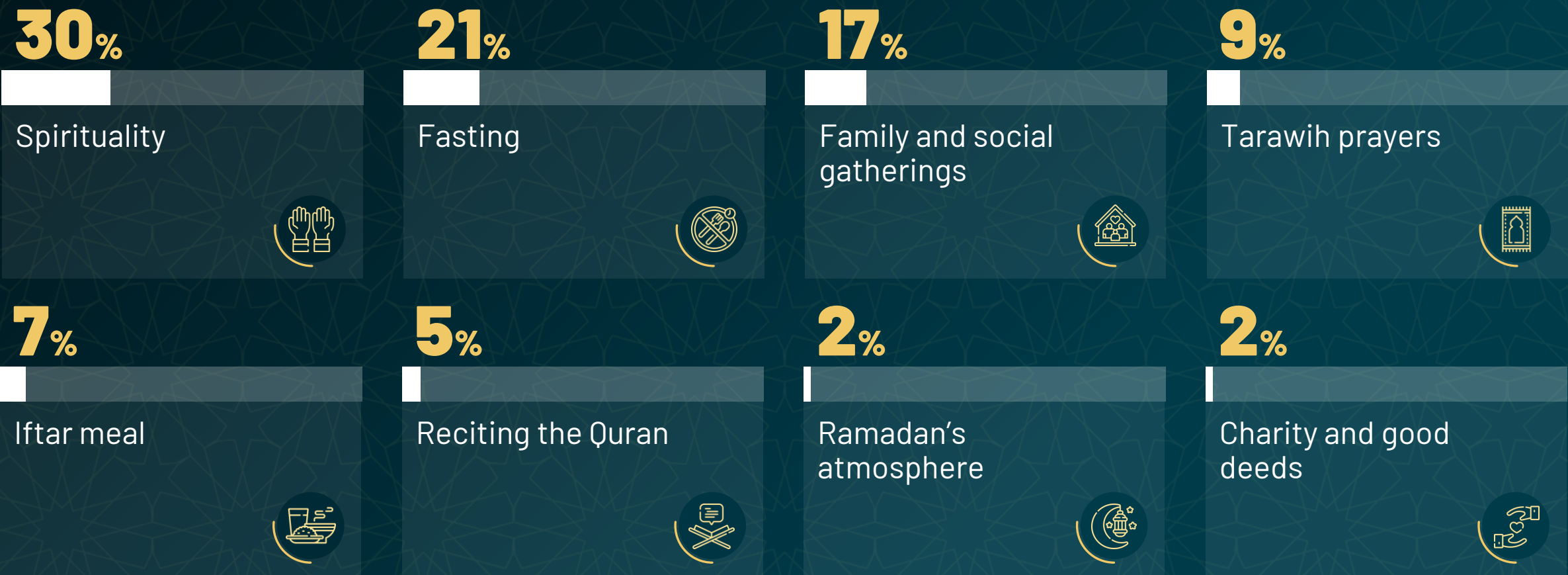
What Do People Love Most About Ramadan?

01



Ramadan’s spiritual importance is cherished above other aspects, followed by fasting and gatherings with loved ones.

What do people love most about Ramadan – Top 8



Lifestyle Changes In Ramadan

02



Ramadan encourages individuals to focus on spiritual growth and engage in acts of charity, fostering a sense of community and compassion.



94%

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



91%

Believe Ramadan is about engaging in acts of charity

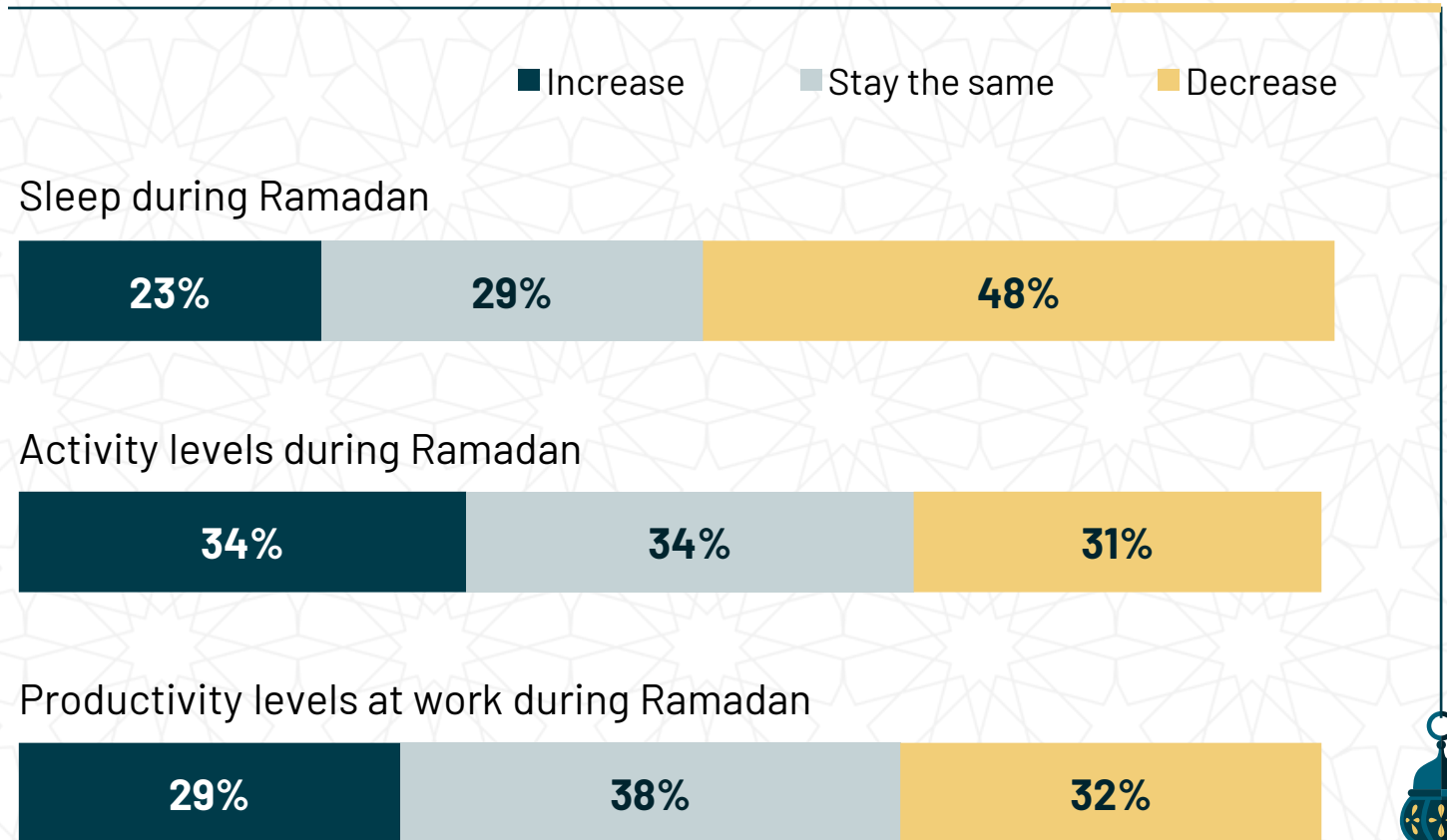


75%

Focus more on spirituality during Ramadan



Despite experiencing reduced sleep during Ramadan, many still manage to maintain or keep up their activity and productivity.



Sleep, activity and productivity

- by demographics

23%



48%

34%



31%

29%



32%

Sleep during Ramadan

% Increase

% Decrease

Activity levels during Ramadan

% Increase

% Decrease

Productivity levels at work during Ramadan

% Increase

% Decrease

	Male	17%	48%	Female	32%	48%	32%	30%	23%	35%
	18 - 24	45%	44%	25 - 34	31%	40%	37%	31%	30%	29%
	35 - 44	9%	60%	45+	16%	46%	28%	30%	29%	24%
	Nationals	28%	35%	Expats	19%	61%	33%	32%	30%	32%
	Upper Income	20%	43%	Middle Income	35%	44%	38%	28%	32%	34%
	Lower Income	13%	62%				31%	33%	29%	25%

With the majority feeling nostalgic about memories of past Ramadans, people prioritize family during the holy month.



84%

Spend more time with family
than with friends during
Ramadan



82%

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



However, many feel that family gatherings have changed, leading to a perception that the Ramadan spirit isn't as strong as before.



64%

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



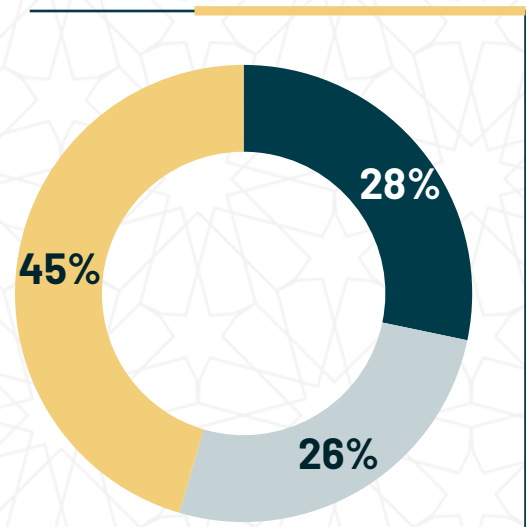
63%

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





Thus, many choose to spend more time at home with family rather than going out.



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



By Gender

Male	25%	34%	41%
Female	33%	15%	52%

By Age

18-24	48%	11%	41%
25-34	28%	22%	50%
35-44	24%	34%	41%
45+	22%	32%	46%

By Nationality

Nationals	30%	29%	41%
Expats	27%	23%	49%

By Income Level

Upper Income	30%	30%	40%
Middle Income	32%	24%	44%
Lower Income	21%	23%	56%

With more time spent indoors, the majority use decorations to create an atmosphere of celebration during the holy month.



67%

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



60%

Decorate their house during Ramadan



Eating Habits In Ramadan

03



People see Ramadan as a period to focus on their health and a chance to give their bodies a reset.



80%

Consider Ramadan an opportunity to reset their body

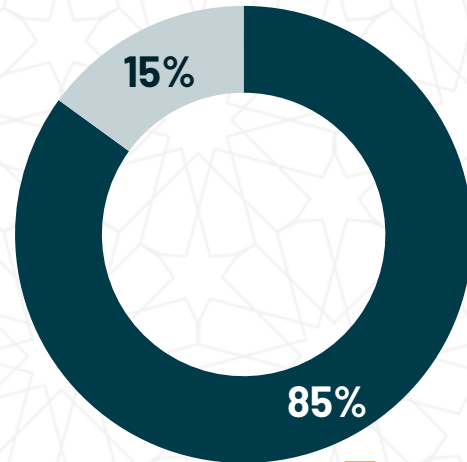


79%

Consider Ramadan as a period of physical discipline and health consciousness



The majority choose to cook at home rather than eat out, emphasizing people's perception that Ramadan is about a focus on health.



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



By Gender

Male	86%	14%
Female	85%	15%

By Age

18-24	70%	30%
25-34	83%	17%
35-44	91%	9%
45+	92%	8%

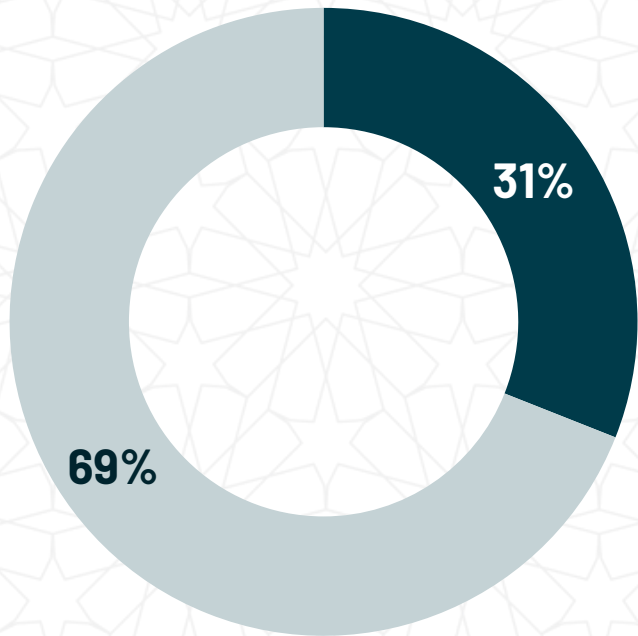
By Nationality

Nationals	89%	11%
Expats	82%	18%

By Income Level

Upper Income	84%	16%
Middle Income	85%	15%
Lower Income	88%	12%

Focusing on the Iftar meal, people mostly start with dates, followed by appetizers and a variety of main dishes.



■ Usually eat one main dish during Iftar

■ Usually eat a variety of main dishes during Iftar

86%

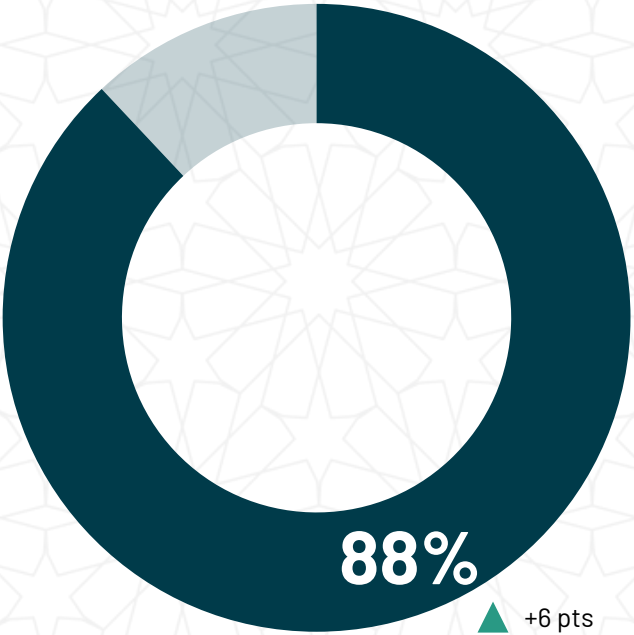
Always break their fast with dates

80%

Have appetizers everyday at Iftar



People snack after Iftar, enjoying both nutritious and unhealthy options.



Usually have snacks after Iftar

71%

Have healthy snacks after Iftar

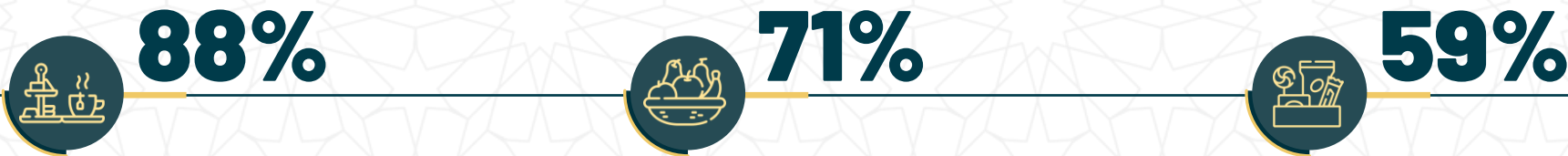
59%

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	86%	72%	54%
Female	92%	70%	66%
18 – 24	92%	71%	69%
25 – 34	96%	76%	66%
35 – 44	79%	63%	52%
45+	87%	72%	53%
Nationals	89%	68%	62%
Expats	88%	74%	56%
Upper Income	86%	68%	59%
Middle Income	90%	69%	65%
Lower Income	90%	78%	51%



The meal of Suhoor is frequently observed, with males being more inclined to have it.

77%

Have Suhoor
on most nights

By Gender



By Age



By Nationality



By Income Level





With the assortment of dishes enjoyed, many make an effort to repurpose leftovers and reduce food waste.

77%

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

By Gender



By Age



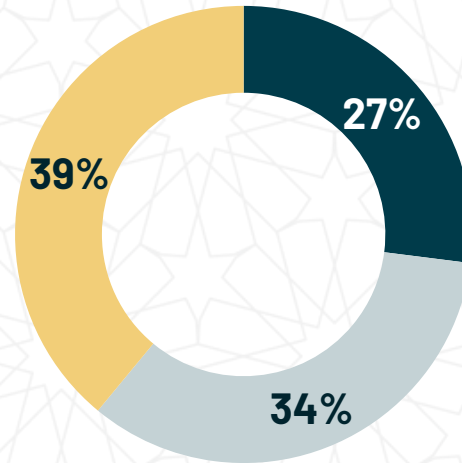
By Nationality



By Income Level



Despite a notable number gaining weight, the majority manage to either maintain or lose weight during Ramadan.



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



By Gender

Male	20%	39%	41%
Female	37%	27%	36%

By Age

18-24	39%	19%	42%
25-34	35%	33%	32%
35-44	20%	31%	49%
45+	17%	49%	35%

By Nationality

Nationals	26%	39%	35%
Expats	27%	29%	44%

By Income Level

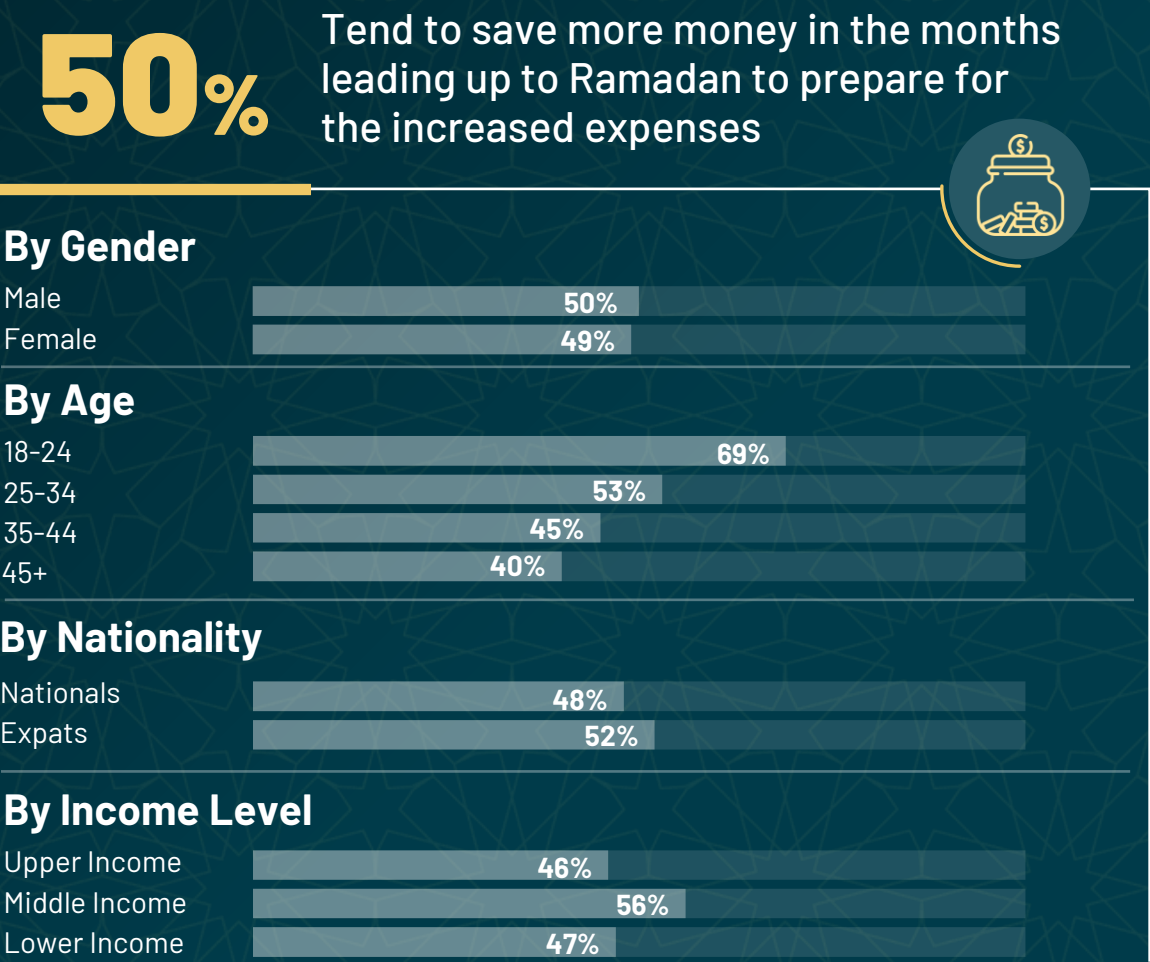
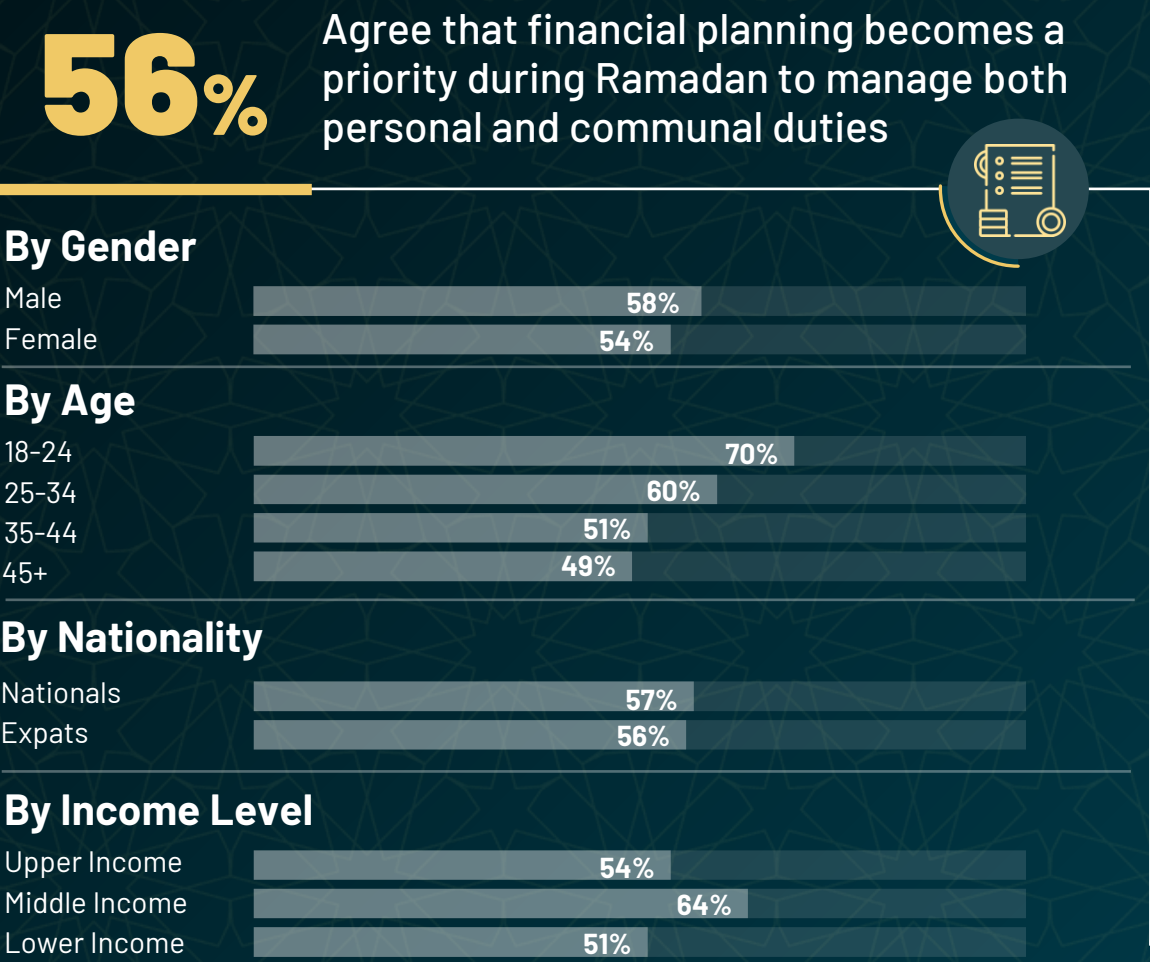
Upper Income	24%	40%	36%
Middle Income	32%	28%	40%
Lower Income	23%	34%	43%

Financial & Shopping Behaviors In Ramadan

04

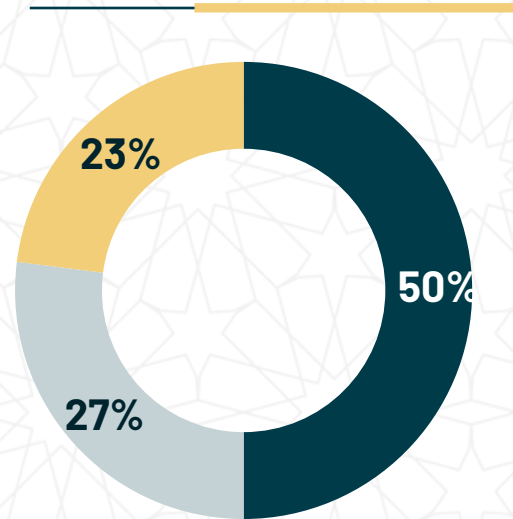


People recognize the importance of financial planning to manage Ramadan’s obligations, where half even save in advance to prepare for the month’s increased expenses.





Even with planning, half see increased spending during the holy month due to its special demands.



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



By Gender

Male	51%	27%	22%
Female	49%	26%	25%

By Age

18-24	50%	12%	38%
25-34	54%	22%	24%
35-44	46%	29%	25%
45+	51%	39%	10%

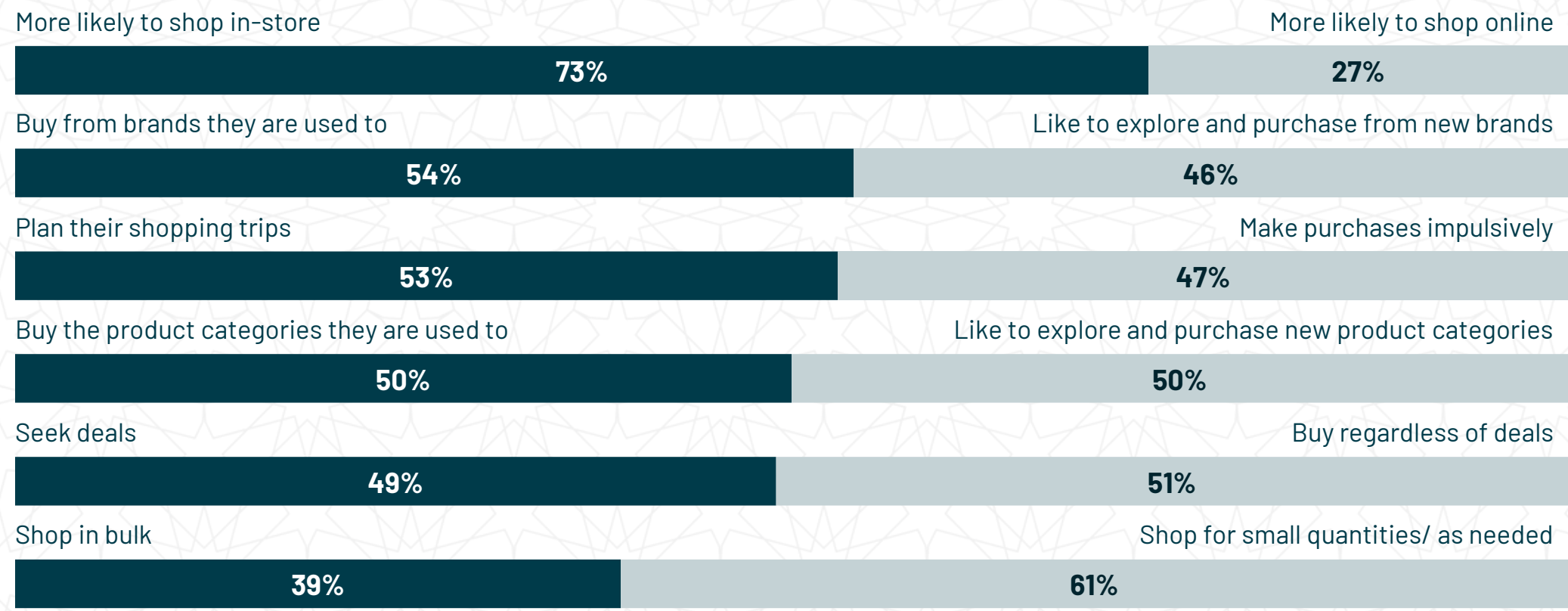
By Nationality

Nationals	46%	31%	23%
Expats	55%	22%	23%

By Income Level

Upper Income	41%	31%	28%
Middle Income	52%	26%	22%
Lower Income	63%	21%	16%

Shoppers predominantly enjoy the in-store shopping experience, with many planning strategically by seeking deals and sticking to familiar products and brands. Yet, a significant number carry out their shopping in a more relaxed and adventurous manner.

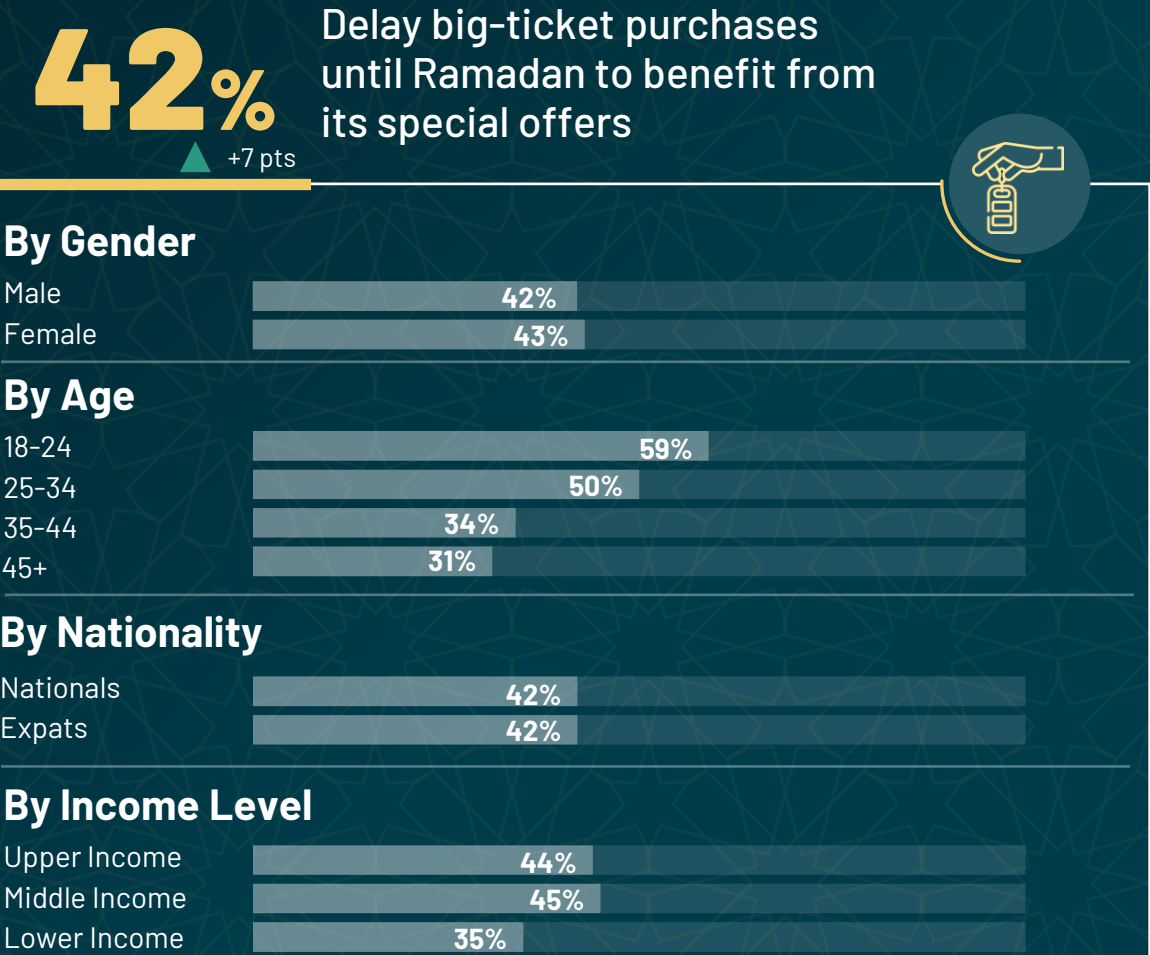
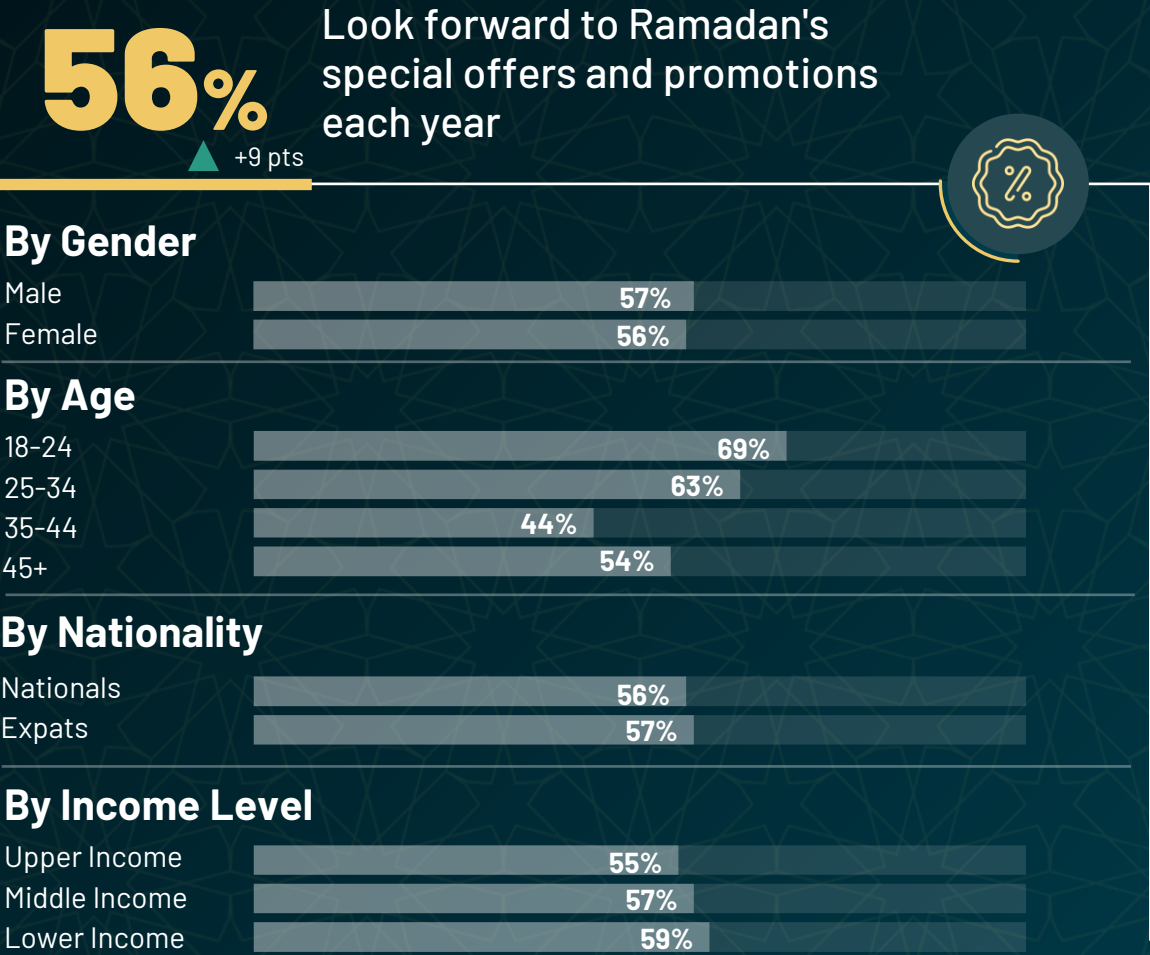


Types of shoppers during Ramadan

- by demographics

		73%	27%	54%	46%	53%	47%	50%	50%	49%	51%	39%	61%
		Shop in-store	Shop online	Buy familiar brands	Try new brands	Planned shoppers	Impulsive shoppers	Buy familiar products	Try new products	Seek deals	Buys regardless of deals	Shop in bulk	Shop as needed
	Male	76%	24%	50%	50%	52%	48%	49%	51%	51%	49%	42%	58%
	Female	68%	32%	60%	40%	55%	45%	53%	47%	45%	55%	35%	65%
	18 - 24	60%	40%	66%	34%	45%	55%	56%	44%	39%	61%	44%	56%
	25 - 34	65%	35%	47%	53%	58%	42%	46%	54%	63%	37%	47%	53%
	35 - 44	77%	23%	54%	46%	56%	44%	51%	49%	45%	55%	35%	65%
	45+	84%	16%	55%	45%	47%	53%	53%	47%	41%	59%	29%	71%
	Nationals	72%	28%	55%	45%	48%	52%	57%	43%	41%	59%	42%	58%
	Expats	73%	27%	53%	47%	58%	42%	44%	56%	56%	44%	36%	64%
	Upper Income	66%	34%	53%	47%	51%	49%	53%	47%	42%	58%	44%	56%
	Middle Income	72%	28%	56%	44%	54%	46%	54%	46%	49%	51%	37%	63%
	Lower Income	84%	16%	51%	49%	54%	46%	41%	59%	59%	41%	35%	65%

Many eagerly anticipate Ramadan's special offers, leading 2 in 5 to delay big-ticket purchases to ensure they receive the best value.



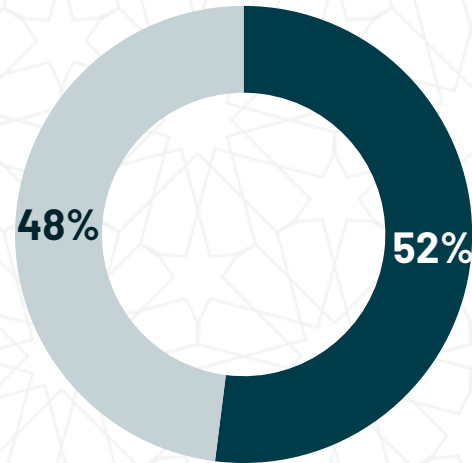
Brand Interaction & Advertising

05





Many use online sources, but offline remains significant, reflecting an almost even split in how people seek brand information.



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



By Gender

Male	57%	43%
Female	44%	56%

By Age

18-24	39%	61%
25-34	51%	49%
35-44	60%	40%
45+	50%	50%

By Nationality

Nationals	46%	54%
Expats	58%	42%

By Income Level

Upper Income	48%	52%
Middle Income	47%	53%
Lower Income	66%	34%

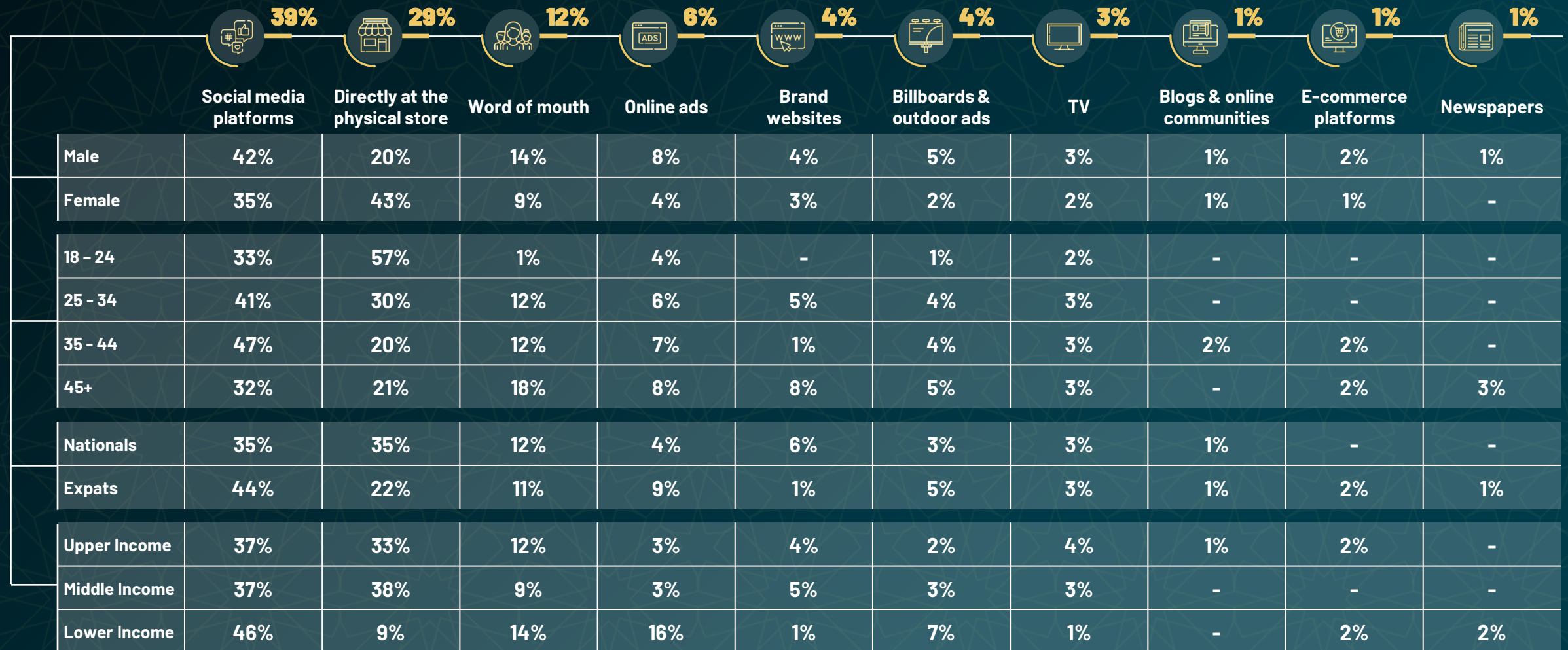
As the details of information sources are examined, social media stands out as the top source to find information about brands, followed by physical locations.

Main sources used to obtain information about brands – Top 10

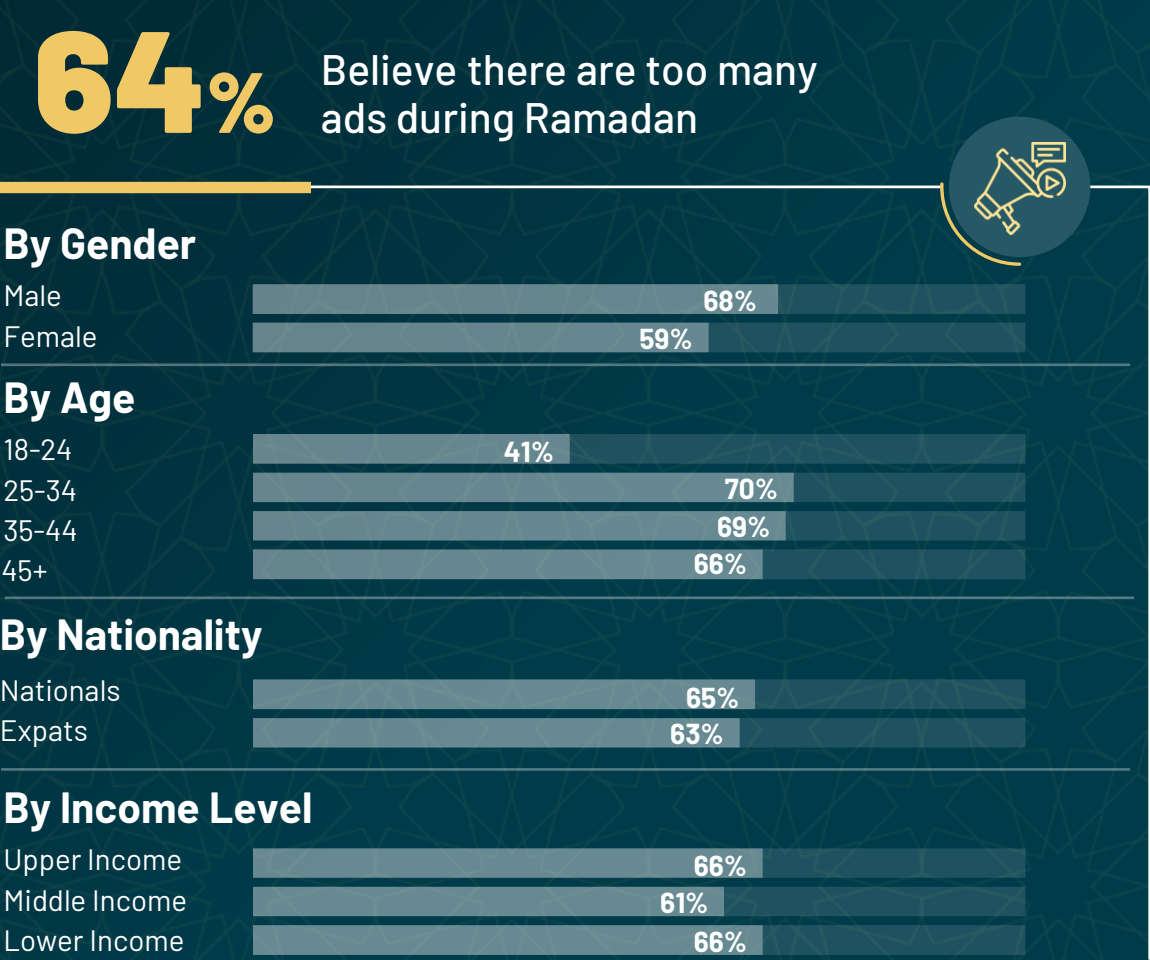
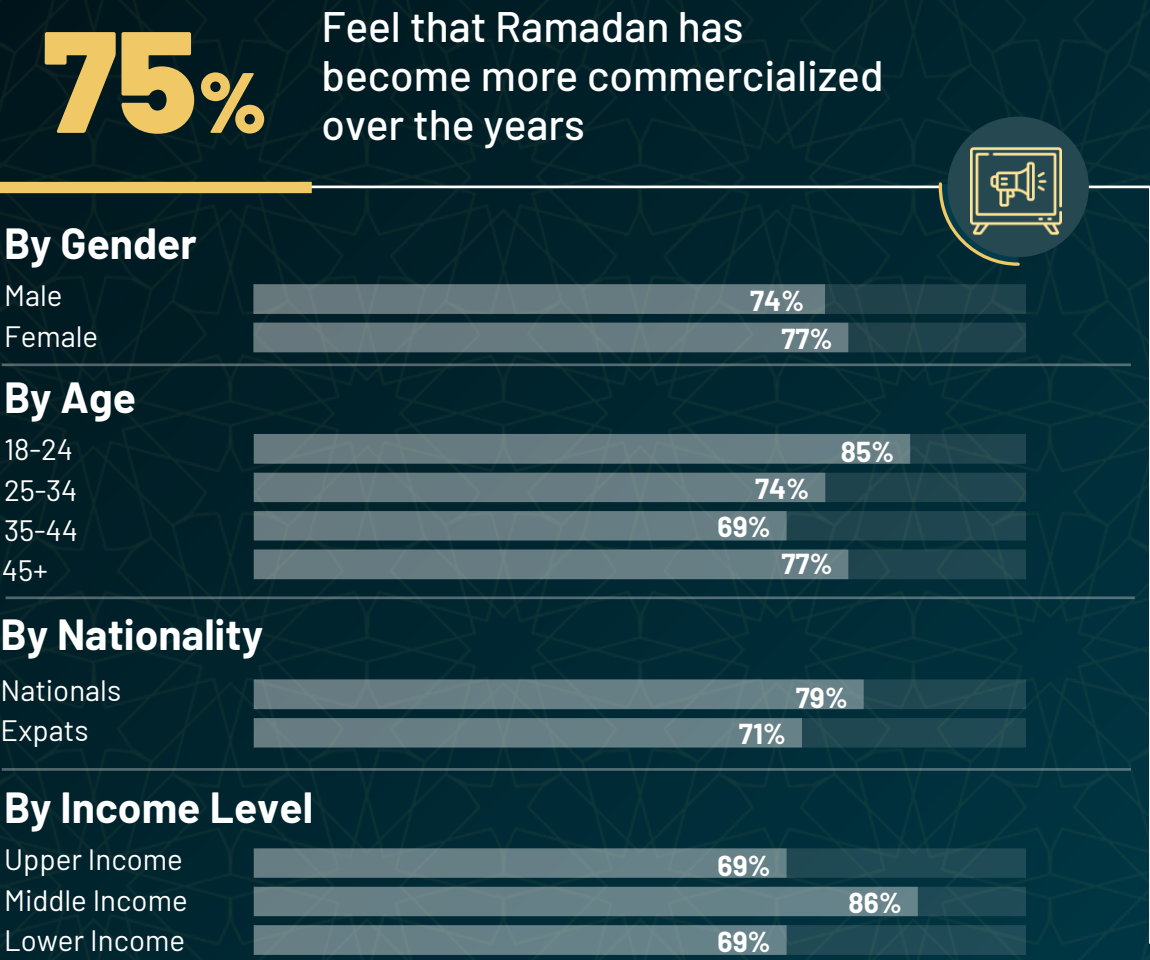


Main sources used to obtain information about brands

Top 10 - by demographics



Increased ads during Ramadan have led to the perception that the holy month has become increasingly commercialized over the years.



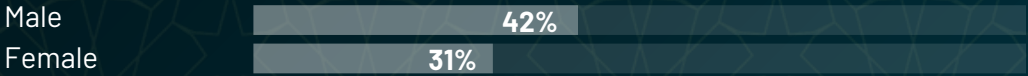
Despite that, people often remember brands that advertise during Ramadan and a third are even influenced to make purchases.

38%

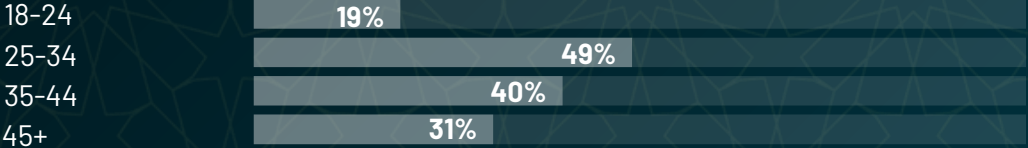
Are more likely to remember brands that advertise during Ramadan



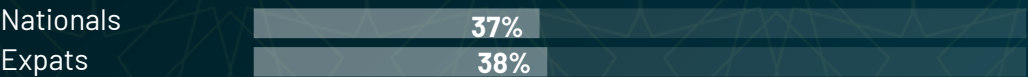
By Gender



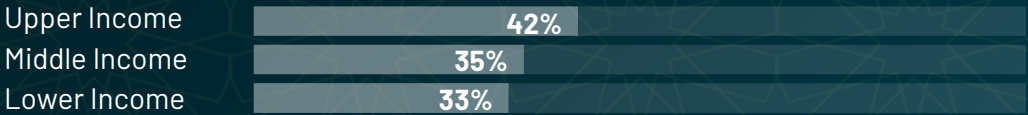
By Age



By Nationality



By Income Level



33%

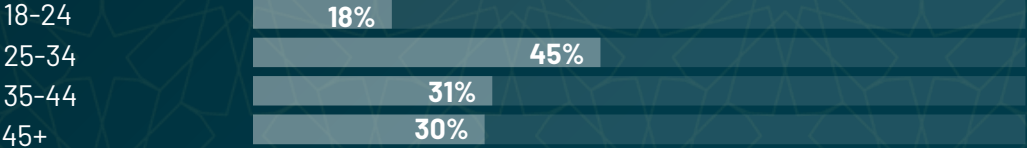
Have previously purchased a product based on an ad they saw during Ramadan



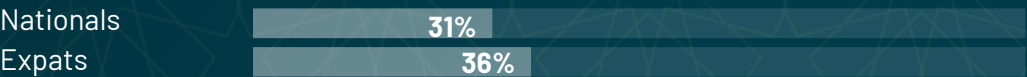
By Gender



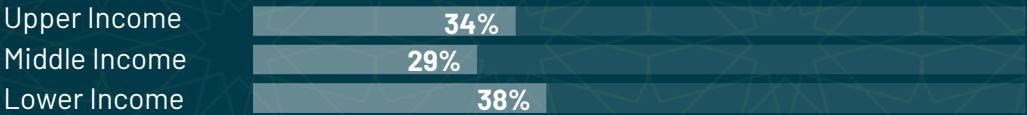
By Age



By Nationality



By Income Level



Most Prominent Ramadan Brands

06



Brands most associated with Ramadan in Kuwait

Top 10 brands – sorted by alphabetical order



The Ramadan Personas

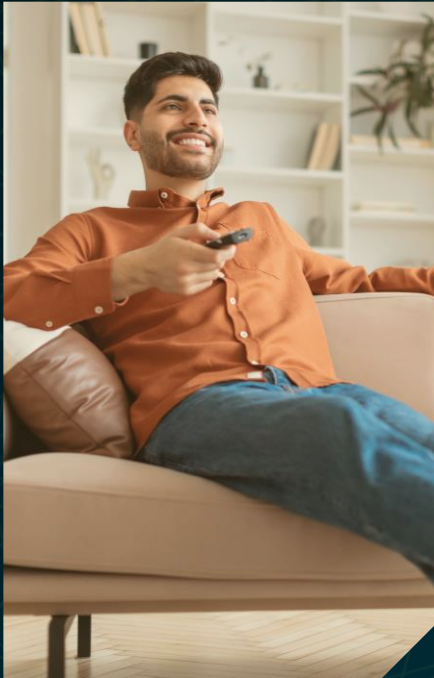
07



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

31%

The Content Explorer



18%

The Social Connector



18%

The Passionate Shopper



16%

The Festive Spirit



16%

The Self Nurturer

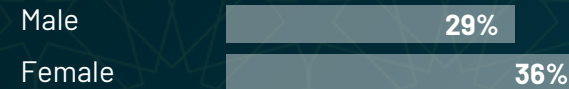




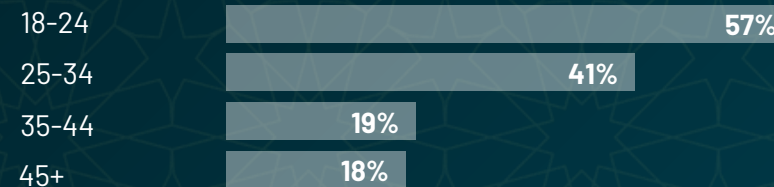
Who is the Content Explorer? (31%)

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

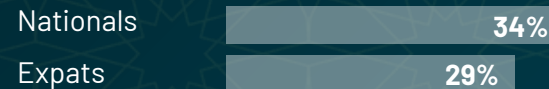
By Gender



By Age



By Nationality



By Income Level



84%

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

78%

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



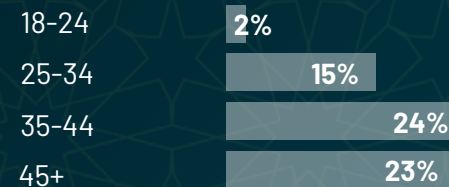
Who is the Social Connector? (18%)

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

By Gender



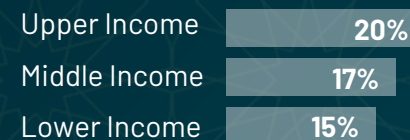
By Age



By Nationality



By Income Level



92%

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

91%

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



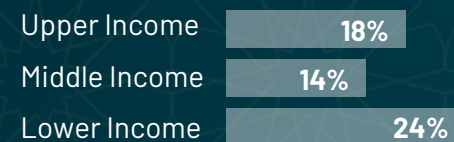
By Age



By Nationality



By Income Level



84%

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

67%

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



Who is the Festive Spirit? (16%)

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

By Gender



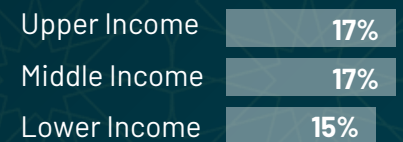
By Age



By Nationality



By Income Level



97%

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

87%

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



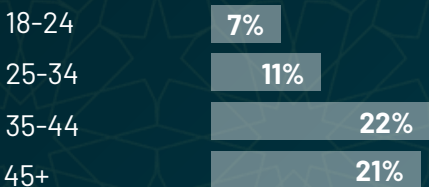
Who is the Self Nurturer? (16%)

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

By Gender



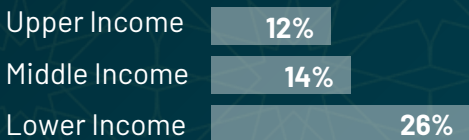
By Age



By Nationality



By Income Level



100%

Consider Ramadan an opportunity to reset their body

98%

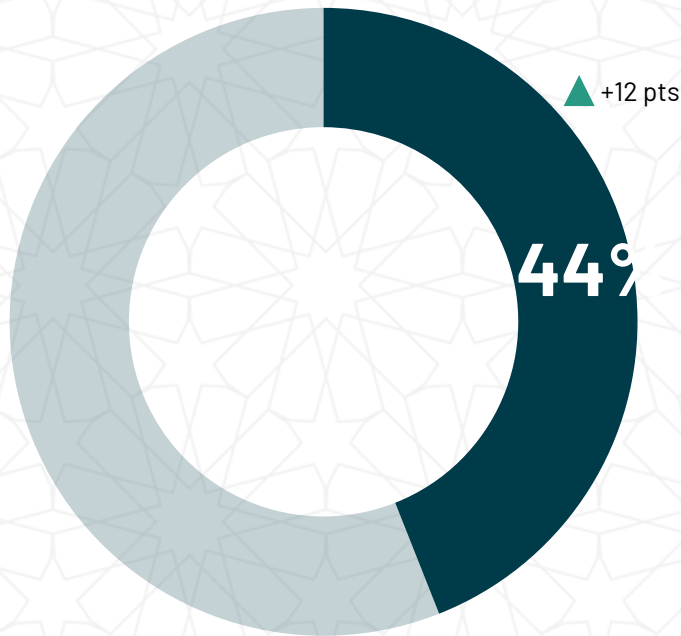
Consider Ramadan as a period of physical discipline and health consciousness

Eid Plans

08



A significant number have plans to travel during Eid, mainly internationally.



Plan on traveling during the Eid holiday

8%

Plan on having a staycation

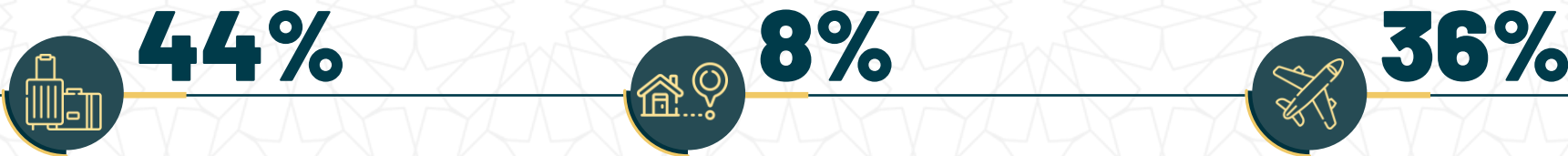
36%

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	44%	9%	34%
Female	45%	6%	39%
18 – 24	61%	1%	60%
25 – 34	49%	11%	38%
35 – 44	37%	7%	31%
45+	35%	10%	25%
Nationals	47%	10%	37%
Expats	41%	6%	35%
Upper Income	50%	8%	42%
Middle Income	46%	9%	37%
Lower Income	33%	7%	26%

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 computer aided telephone interviews (CATI)

Geographical coverage

Conducted in Kuwait with a nationwide coverage

FOR MORE INFORMATION

Aftab Ellahi

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