

THE 2025 RAMADAN HANDBOOK

Lebanon Edition

February 2025



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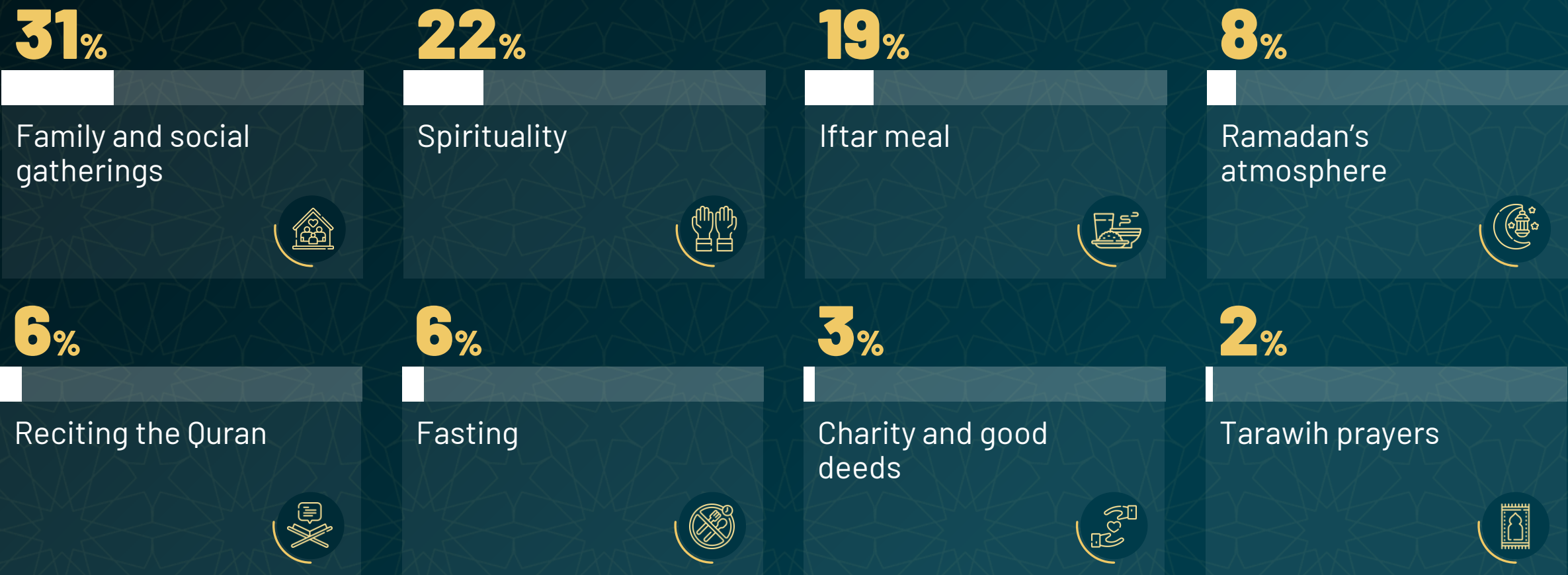
What Do People Love Most About Ramadan?

01



The elements of Ramadan that are most appreciated are family and social gatherings, followed by its spiritual significance and the shared Iftar meal.

What do people love most about Ramadan – Top 8



Lifestyle Changes In Ramadan

02



People perceive Ramadan as a time of deep spiritual reflection and extending help to others.



88%

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



88%

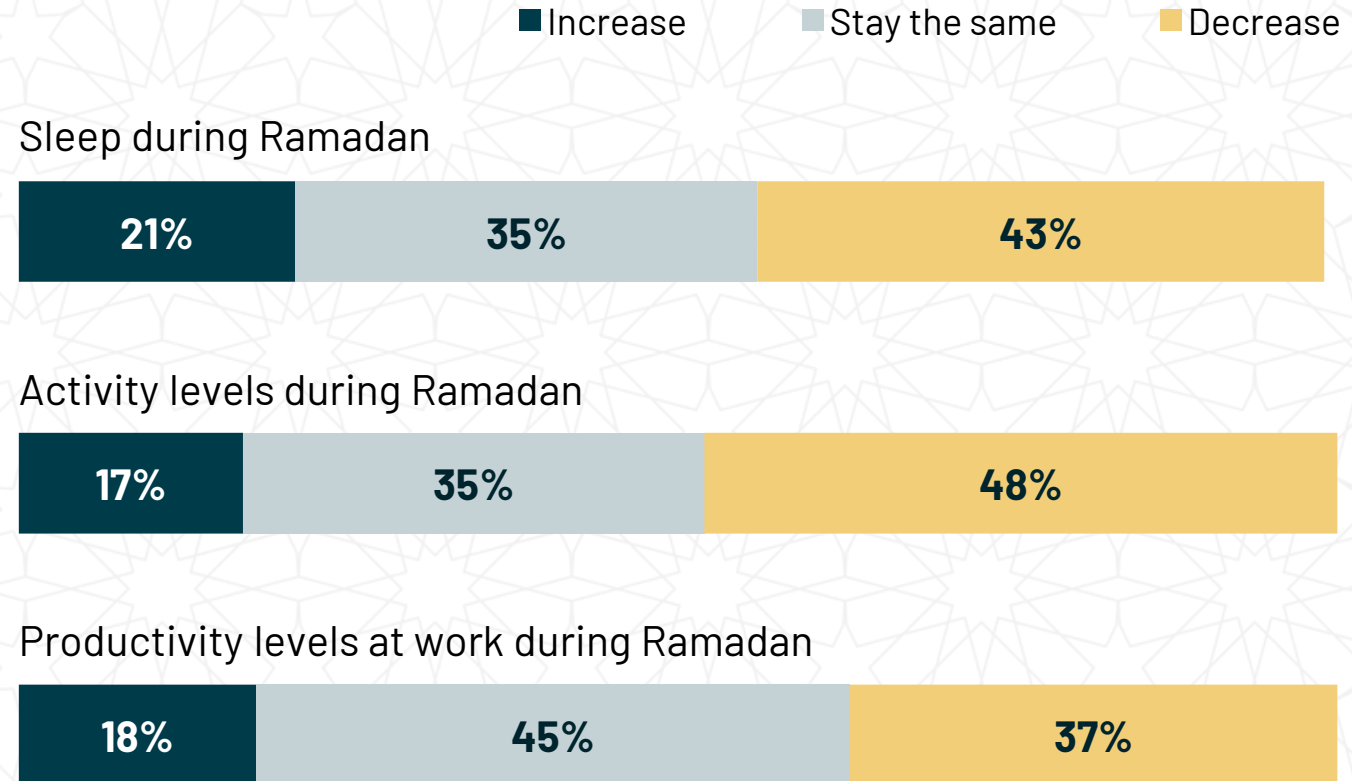
Believe Ramadan is about engaging in acts of charity



76%

Focus more on spirituality during Ramadan

While a substantial number of individuals manage to maintain or increase their productivity, a significant portion experience a decrease in activity and sleep levels.



Sleep, activity and productivity

- by demographics

21%



43%

17%



48%

18%



37%

Sleep during Ramadan

% Increase

% Decrease

Activity levels during Ramadan

% Increase

% Decrease

Productivity levels at work during Ramadan

% Increase

% Decrease

Male	19%	45%	18%	47%	11%	45%
Female	23%	42%	16%	49%	24%	30%
18 – 24	33%	33%	15%	51%	9%	31%
25 – 34	26%	33%	15%	50%	19%	37%
35 - 44	16%	44%	24%	46%	20%	39%
45+	15%	53%	16%	46%	21%	38%
Upper Income*	18%	18%	27%	18%	9%	27%
Middle Income	20%	45%	16%	48%	17%	44%
Lower Income	22%	42%	18%	47%	18%	35%

*Low base, read with caution

As people reminisce about family time of past Ramadans, they prioritize spending time with loved ones and creating similar cherished moments.



92%

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, the reduced number of people at gatherings leads many to perceive a change in the Ramadan spirit.



62%

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



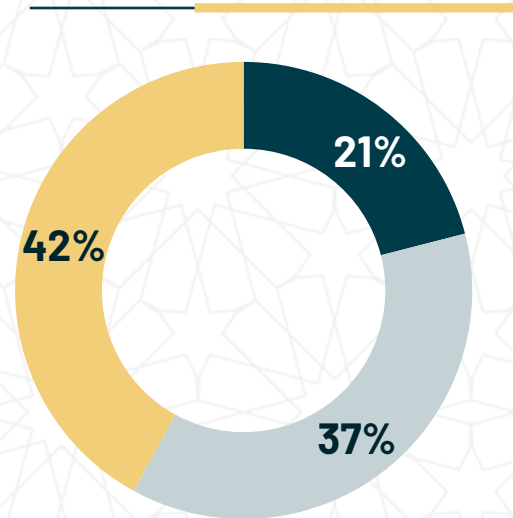
56%

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





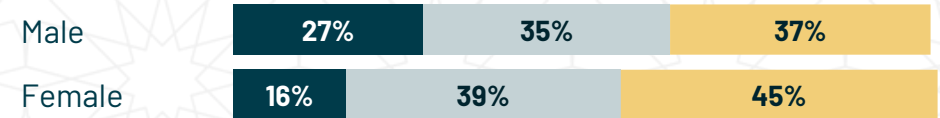
In response, many people prioritize staying home with their loved ones more than going out.



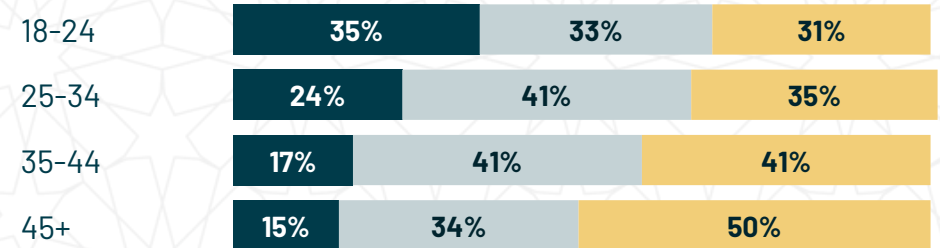
- Go out more during Ramadan
- No change
- Go out less during Ramadan



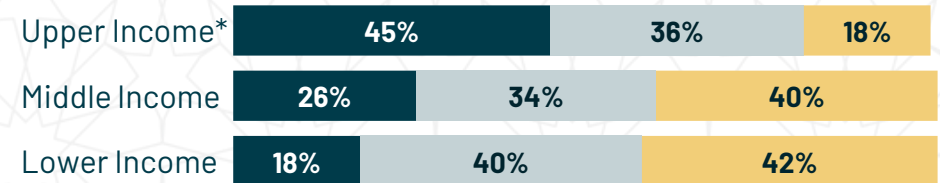
By Gender



By Age



By Income Level



*Low base, read with caution

With more time spent at home, many people are inspired to make their homes more festive, adding various decorations.



50%

Decorate their house during Ramadan



48%

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



Eating Habits In Ramadan

03



Ramadan is widely seen as a time to nurture physical discipline and renew one's body.



72%

Consider Ramadan as a period of physical discipline and health consciousness



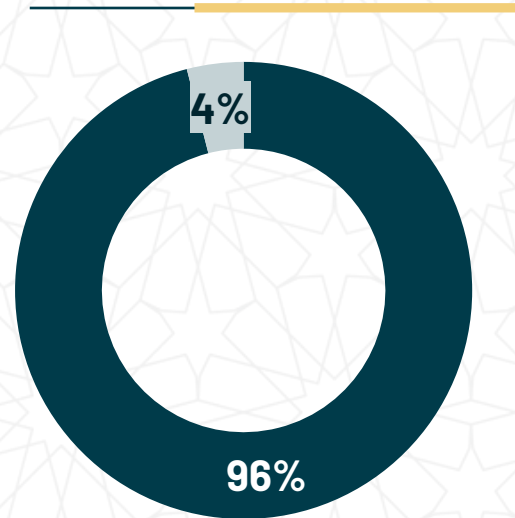
71%

Consider Ramadan an opportunity to reset their body





The majority choose cooking at home over eating out, reflecting the intent to reset the body and focus on well-being.



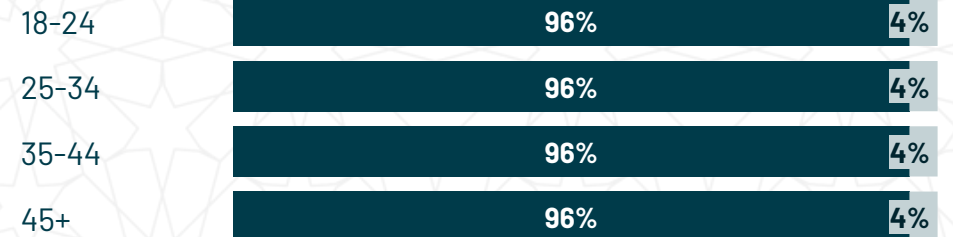
■ Tend to eat more home-cooked meals

■ Tend to eat out more

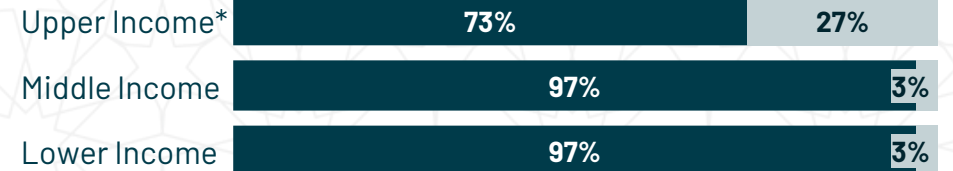
By Gender



By Age



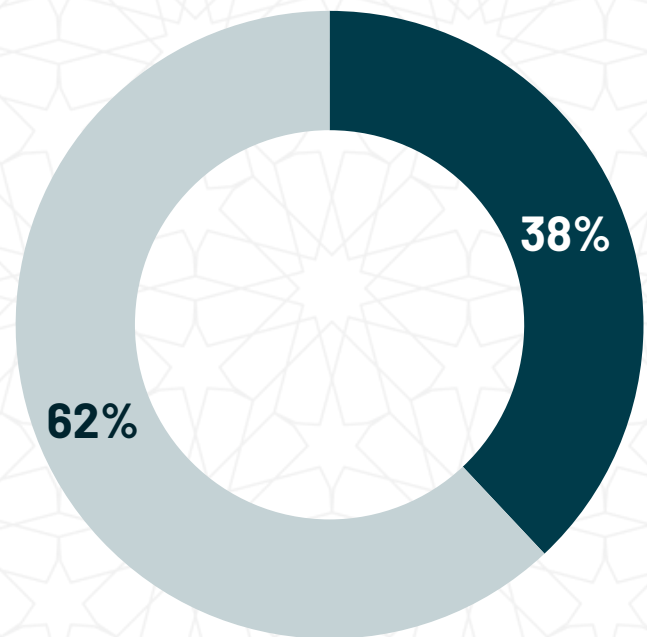
By Income Level



*Low base, read with caution



Breaking the fast typically begins with dates and appetizers, with many opting for a selection of main dishes.



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

78%

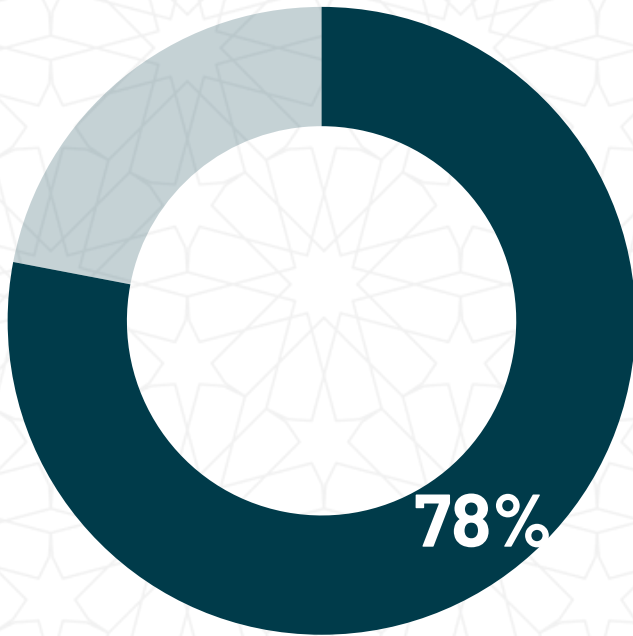
Always break their fast with dates

77%

Have appetizers everyday at Iftar



After Iftar, the majority indulge in snacks, with a significant portion consuming healthy snacks. However, many still enjoy less healthy options.



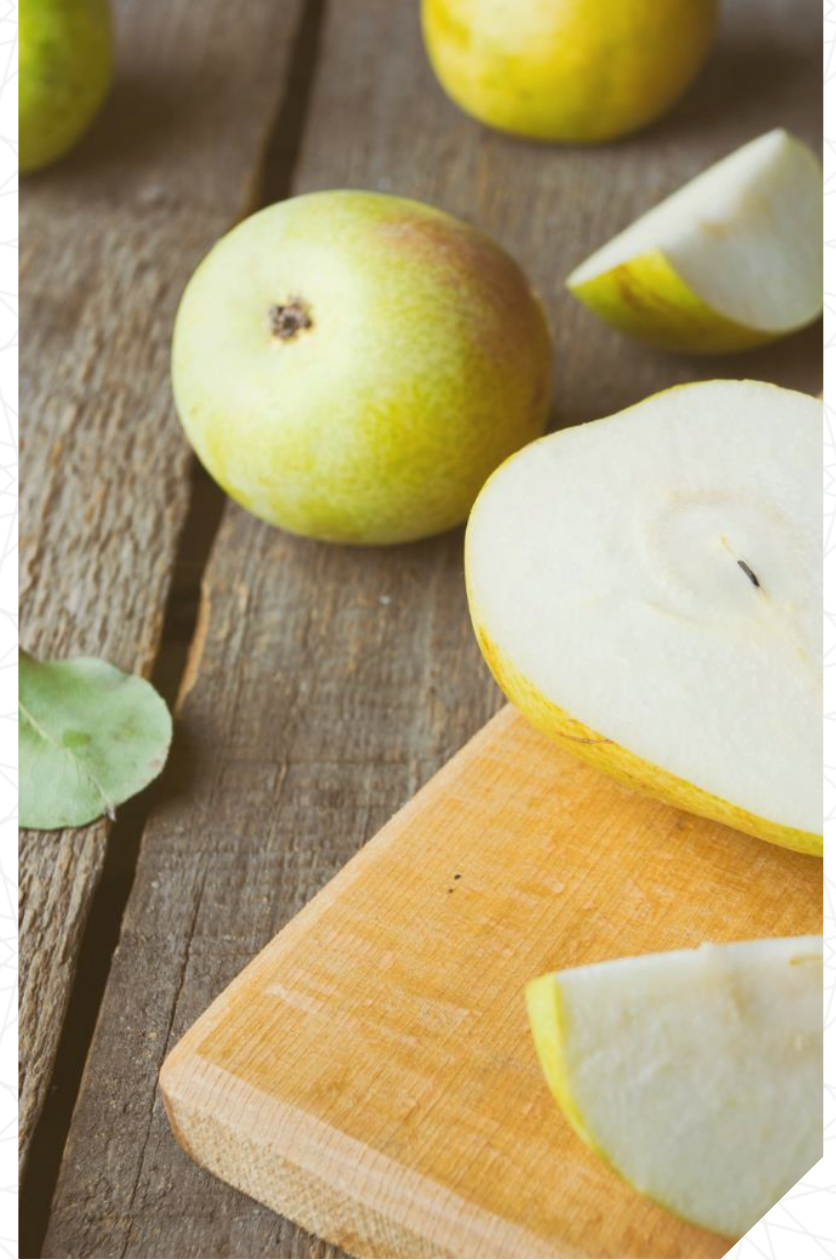
Usually have snacks after Iftar

62%

Have healthy snacks after Iftar

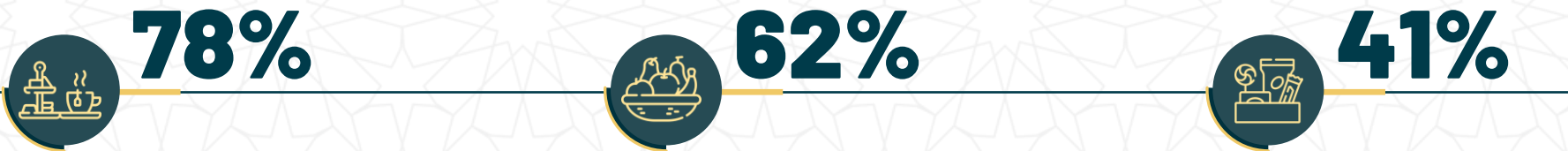
41%

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	79%	63%	40%
Female	77%	61%	42%
18 – 24	90%	63%	62%
25 – 34	77%	62%	42%
35 – 44	72%	58%	38%
45+	76%	62%	31%
Upper Income*	73%	45%	73%
Middle Income	79%	56%	47%
Lower Income	78%	65%	38%

*Low base, read with caution



Suhoor is a common meal during Ramadan, more likely observed by young males.

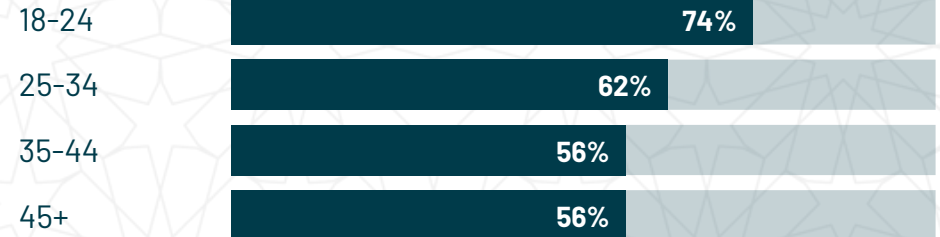
61%

**Have Suhoor
on most nights**

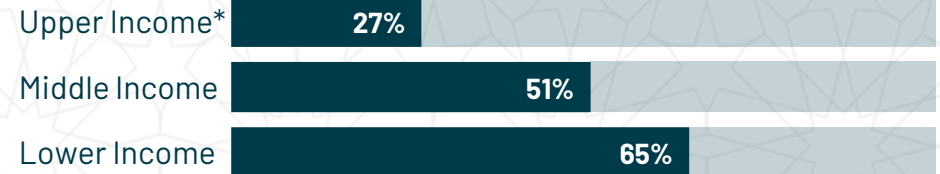
By Gender



By Age



By Income Level



*Low base, read with caution





Given the diverse range of dishes served and courses enjoyed, many strive to repurpose leftovers, reducing food waste.

72%

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



By Gender



By Age

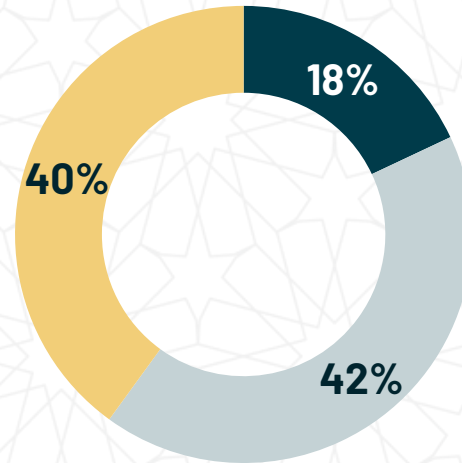


By Income Level



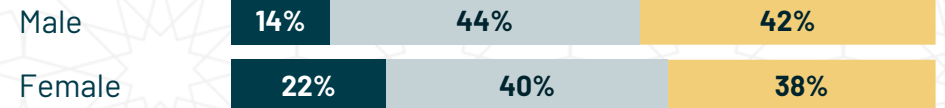
*Low base, read with caution

Even with changes in dietary routines from fasting, the majority manage to maintain or lose weight throughout Ramadan.

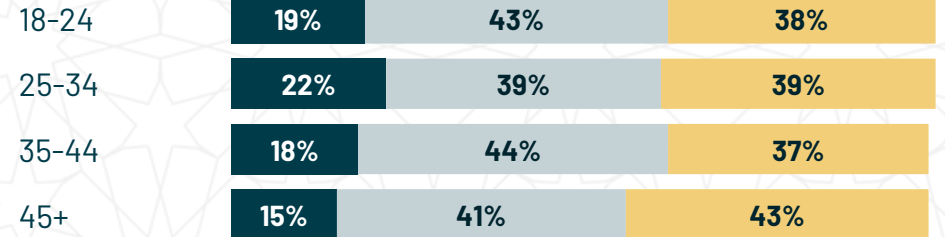


- Gain weight during Ramadan
- No change
- Lose weight during Ramadan

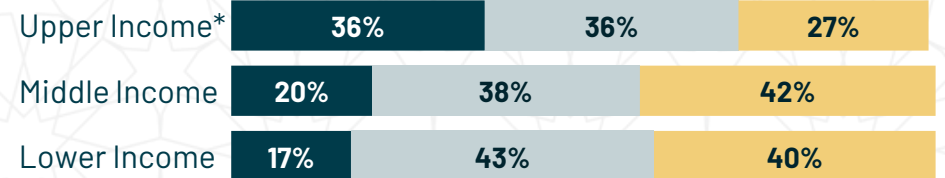
By Gender



By Age



By Income Level



*Low base, read with caution



Financial & Shopping Behaviors In Ramadan

04



While half see financial planning as crucial to manage both personal and communal duties during Ramadan, a lesser number focus on saving money.

54%

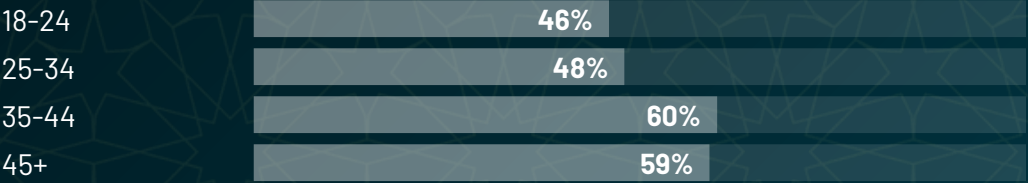
Agree that financial planning becomes a priority during Ramadan to manage both personal and communal duties



By Gender



By Age



By Income Level

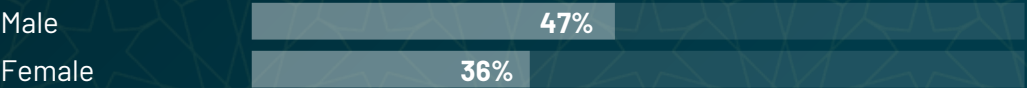


41%

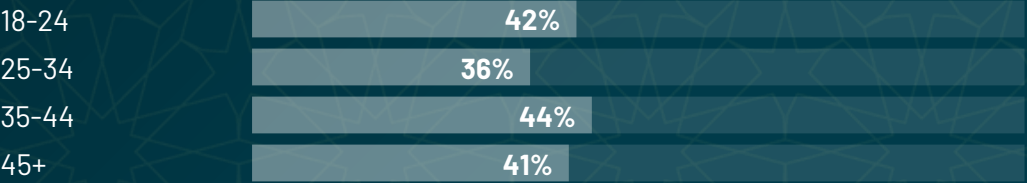
Tend to save more money in the months leading up to Ramadan to prepare for the increased expenses



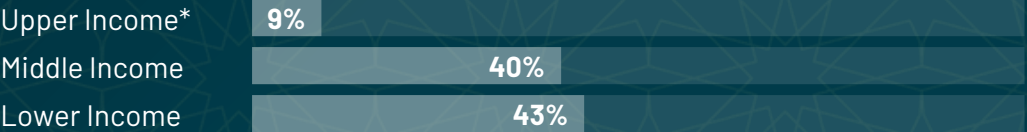
By Gender



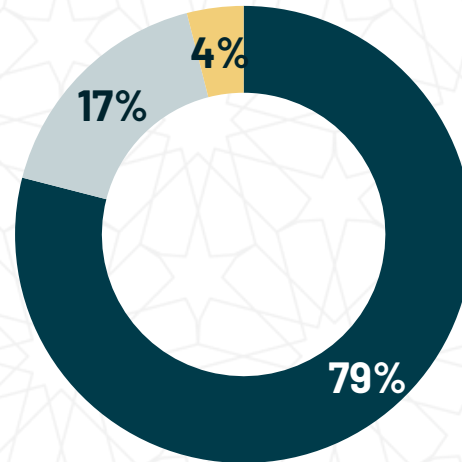
By Age



By Income Level



Ramadan's numerous demands lead to increased spending for the majority, even with financial planning and savings efforts.



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

By Gender

Male	83%	14%	3%
Female	76%	19%	5%

By Age

18-24	61%	32%	6%
25-34	83%	12%	6%
35-44	79%	17%	4%
45+	86%	12%	2%

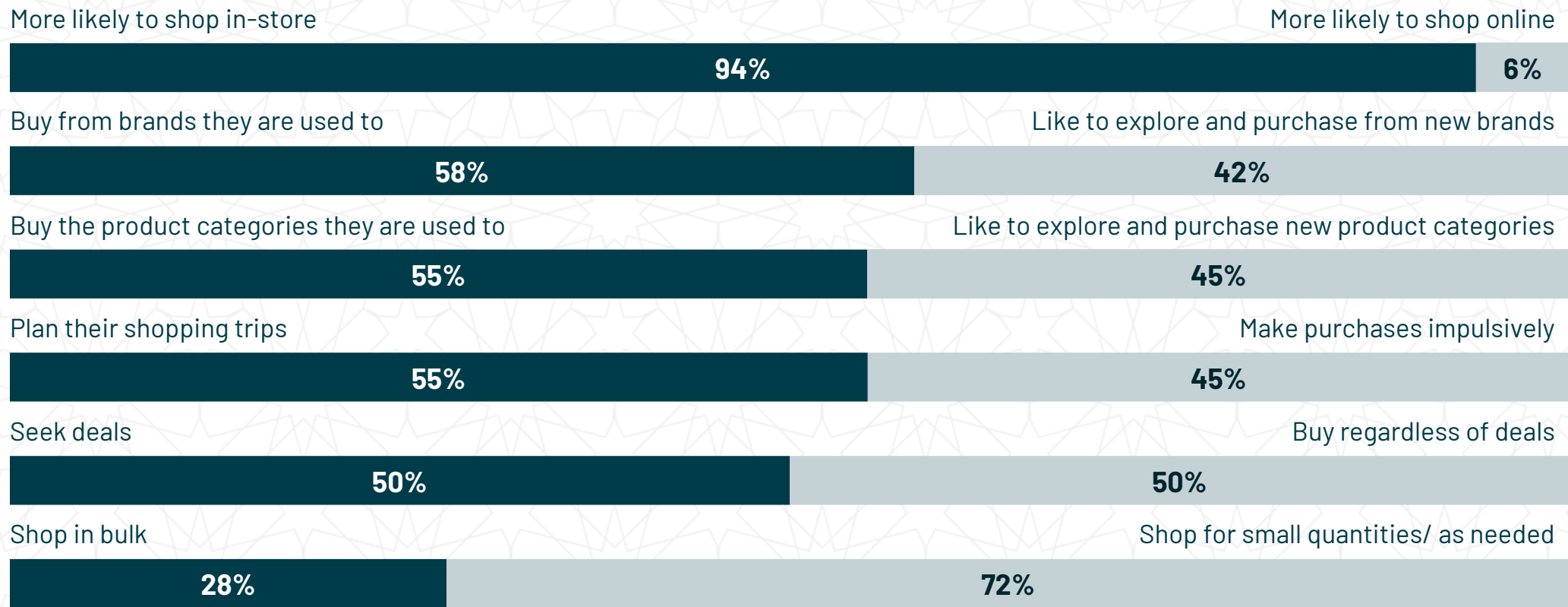
By Income Level

Upper Income*	82%	18%	
Middle Income	83%	12%	5%
Lower Income	78%	17%	4%

*Low base, read with caution



In Ramadan, the overwhelming majority opt for in-store shopping. Moreover, people tend to be calculated shoppers, focusing on familiar brands and categories and planning their purchases. Yet, a significant portion tends to embrace a more spontaneous approach.



Types of shoppers during Ramadan

- by demographics

	94%	6%	58%	42%	55%	45%	55%	45%	50%	50%	28%	72%
	Shop in-store	Shop online	Buy familiar brands	Try new brands	Buy familiar products	Try new products	Planned shoppers	Impulsive shoppers	Seek deals	Buys regardless of deals	Shop in bulk	Shop as needed
Male	94%	6%	55%	45%	53%	47%	50%	50%	45%	55%	29%	71%
Female	94%	6%	61%	39%	57%	43%	59%	41%	55%	45%	27%	73%
18 - 24	87%	13%	58%	42%	54%	46%	59%	41%	49%	51%	27%	73%
25 - 34	94%	6%	59%	41%	50%	50%	56%	44%	45%	55%	28%	72%
35 - 44	96%	4%	67%	33%	62%	38%	51%	49%	53%	47%	27%	73%
45+	97%	3%	53%	47%	56%	44%	55%	45%	53%	47%	28%	72%
Upper Income*	73%	27%	73%	27%	45%	55%	64%	36%	27%	73%	36%	64%
Middle Income	93%	7%	55%	45%	50%	50%	50%	50%	39%	61%	41%	59%
Lower Income	95%	5%	57%	43%	55%	45%	55%	45%	57%	43%	23%	77%

*Low base, read with caution

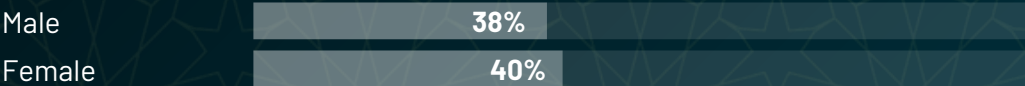
Many shoppers eagerly anticipate Ramadan's deals, with a quarter delaying major purchases to take advantage of the discounts.

39%

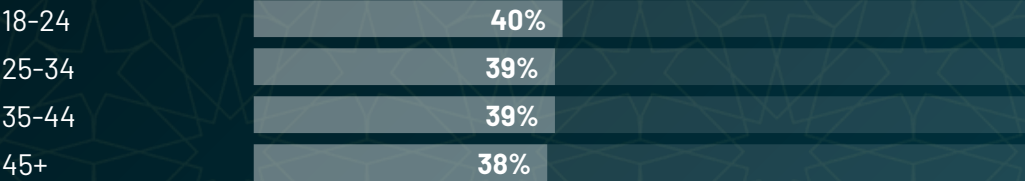
Look forward to Ramadan's special offers and promotions each year



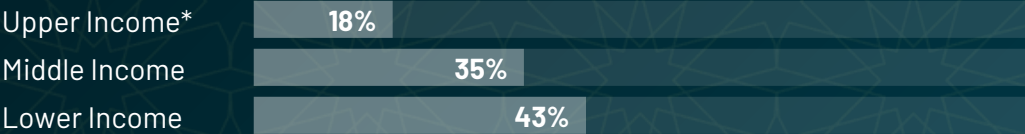
By Gender



By Age



By Income Level

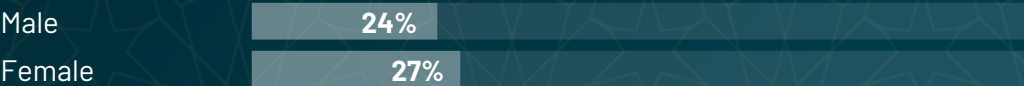


25%

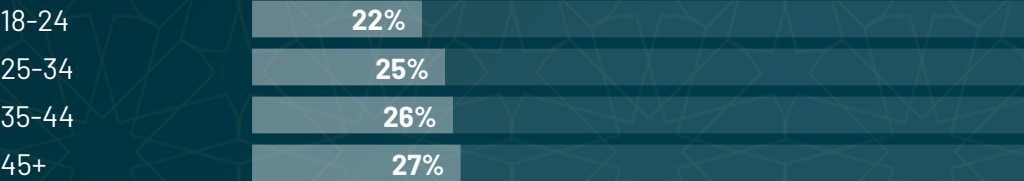
Delay big-ticket purchases until Ramadan to benefit from its special offers



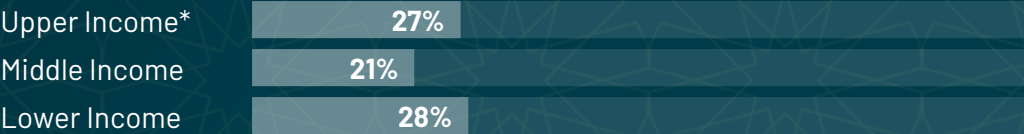
By Gender



By Age



By Income Level



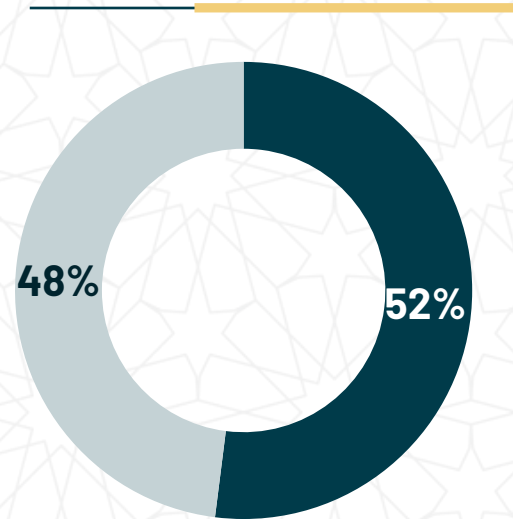
Brand Interaction & Advertising

05





Though online sources are widely used for to get information on brands, offline channels maintain a signifiant presence, indicating an almost equal usage.



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

By Gender

Male	50%	50%
Female	53%	47%

By Age

18-24	62%	38%
25-34	61%	39%
35-44	60%	40%
45+	39%	61%

By Income Level

Upper Income*	55%	45%
Middle Income	55%	45%
Lower Income	51%	49%

*Low base, read with caution



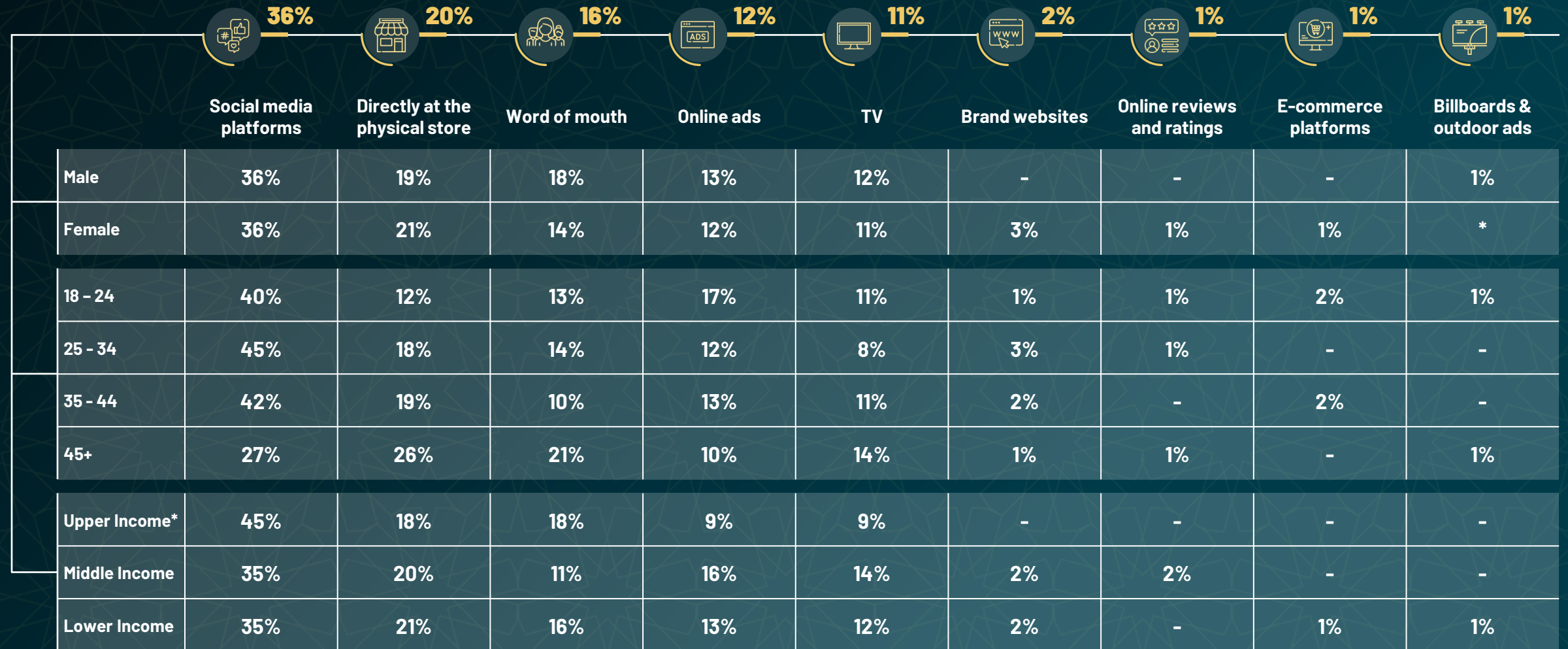
When exploring the details about information sources on brands, social media emerges as the top platform during Ramadan, followed by physical locations.

Main sources used to obtain information about brands



Main sources used to obtain information about brands

- by demographics



*Low base, read with caution

The perception of ad saturation during Ramadan has fostered the view that the holy month is increasingly commercialized.

77% Believe there are too many ads during Ramadan



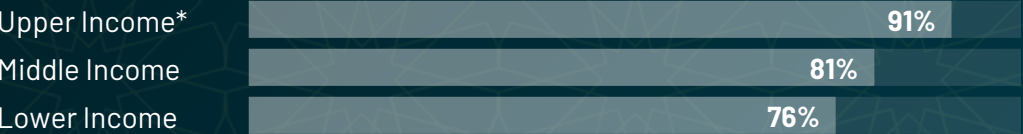
By Gender



By Age



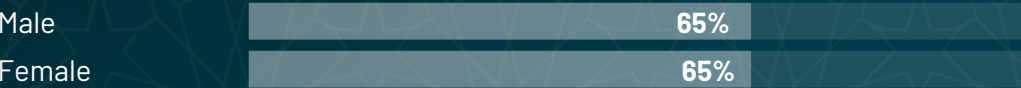
By Income Level



65% Feel that Ramadan has become more commercialized over the years



By Gender



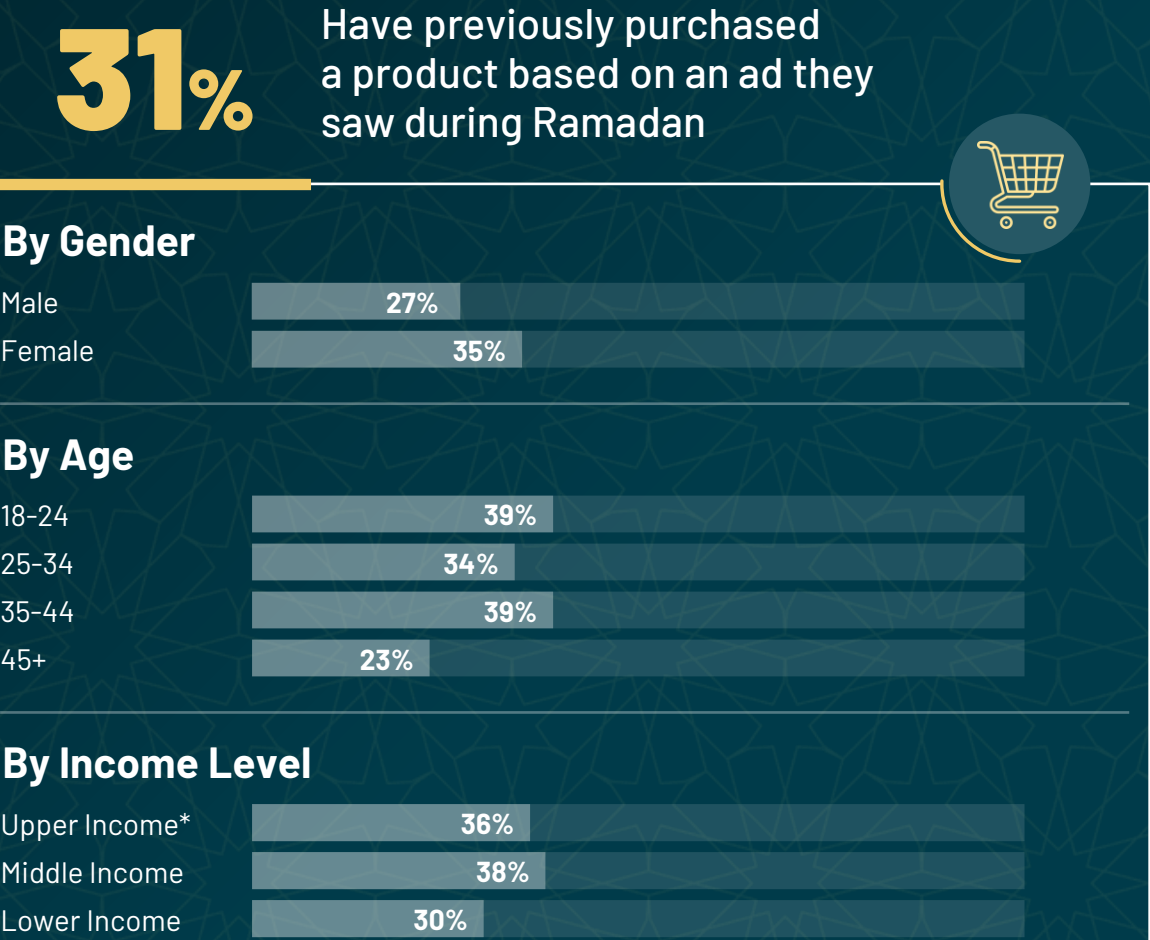
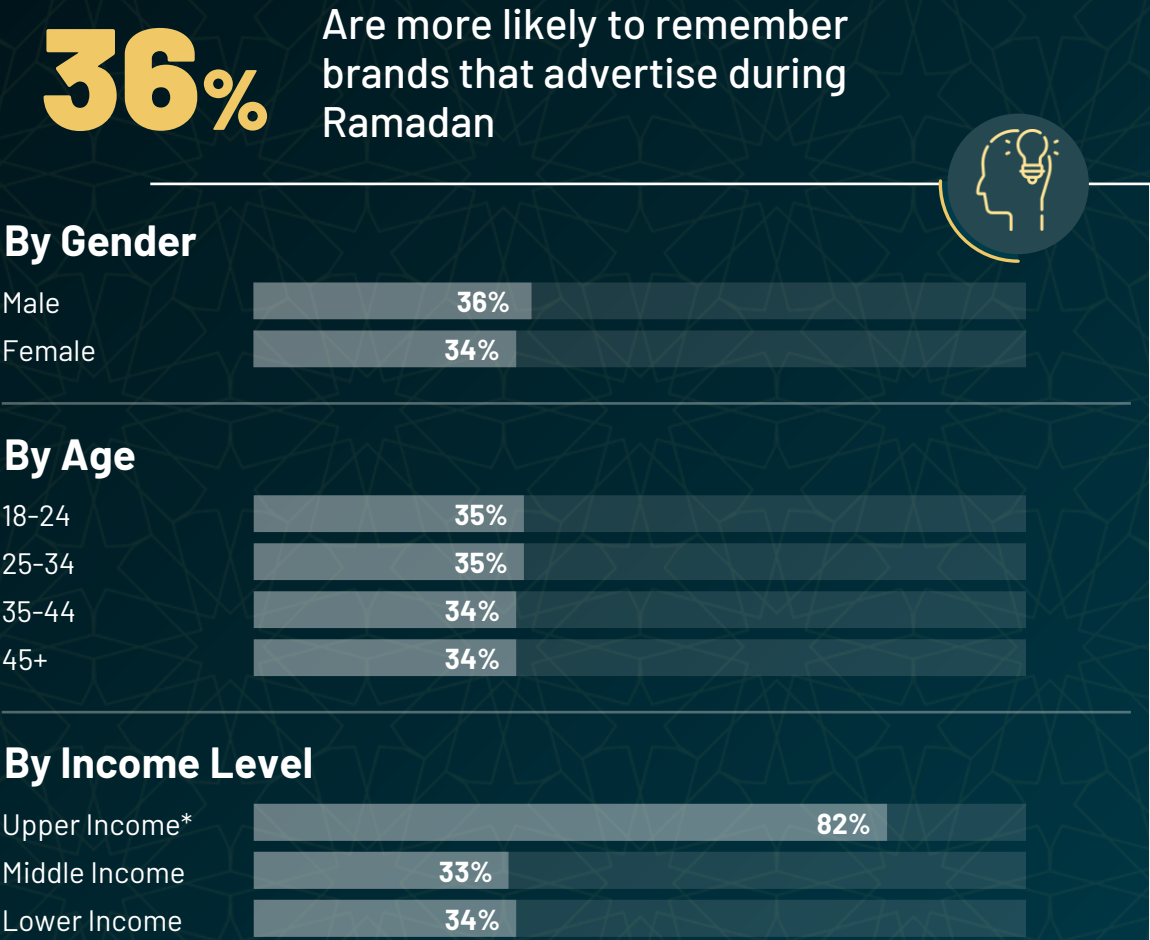
By Age



By Income Level



In spite of the commercialization sentiment, ads during Ramadan are memorable, encouraging the purchase decisions of many.



Most Prominent Ramadan Brands

06



Brands most associated with Ramadan in Lebanon

Top 10 brands – sorted by alphabetical order



The Ramadan Personas

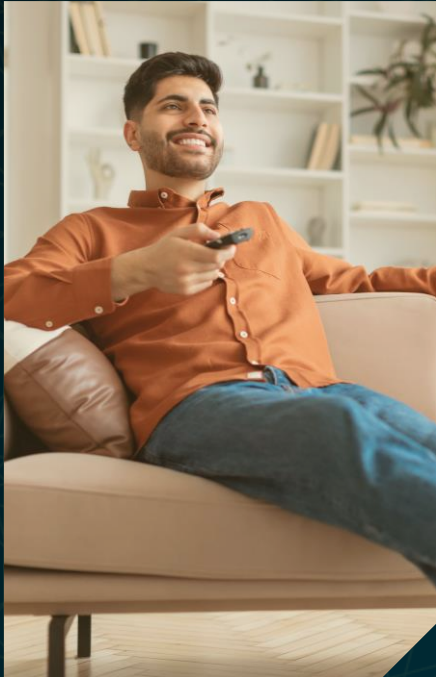
07



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

26%

The Content Explorer



21%

The Festive Spirit



20%

The Passionate Shopper



17%

The Self Nurturer



17%

The Social Connector

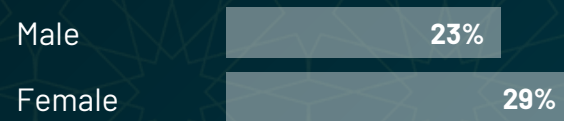




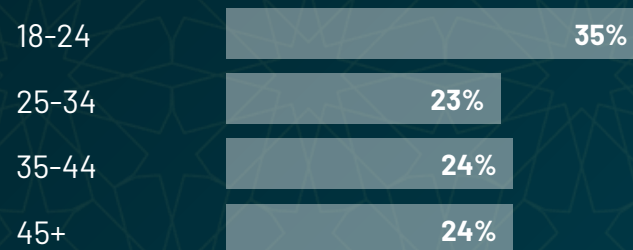
Who is the Content Explorer? (26%)

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

By Gender



By Age



By Income Level



*Low base, read with caution

83%

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

71%

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



Who is the Festive Spirit? (21%)

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

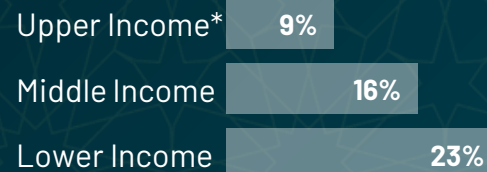
By Gender



By Age



By Income Level



*Low base, read with caution

89%

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

84%

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



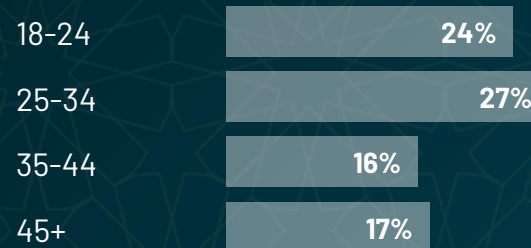
Who is the Passionate Shopper? (20%)

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

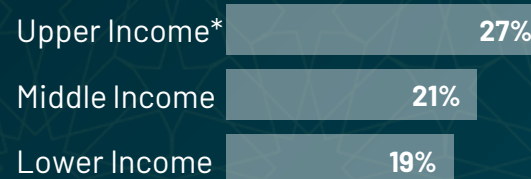
By Gender



By Age



By Income Level



*Low base, read with caution

76%

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

58%

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



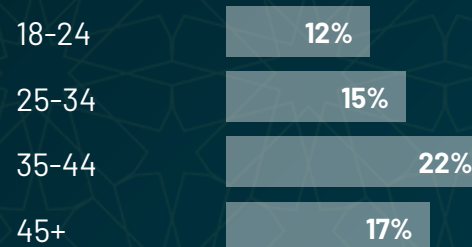
Who is the Self Nurturer? (17%)

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

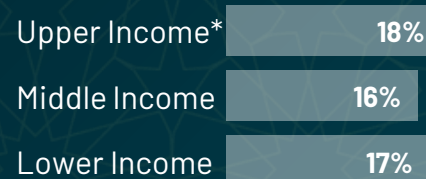
By Gender



By Age



By Income Level



*Low base, read with caution

98%

Consider Ramadan as a period of physical discipline and health consciousness

94%

Consider Ramadan an opportunity to reset their body



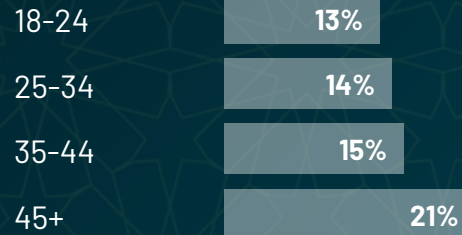
Who is the Social Connector? (17%)

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

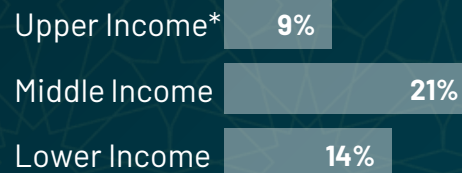
By Gender



By Age



By Income Level



*Low base, read with caution

94%

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

85%

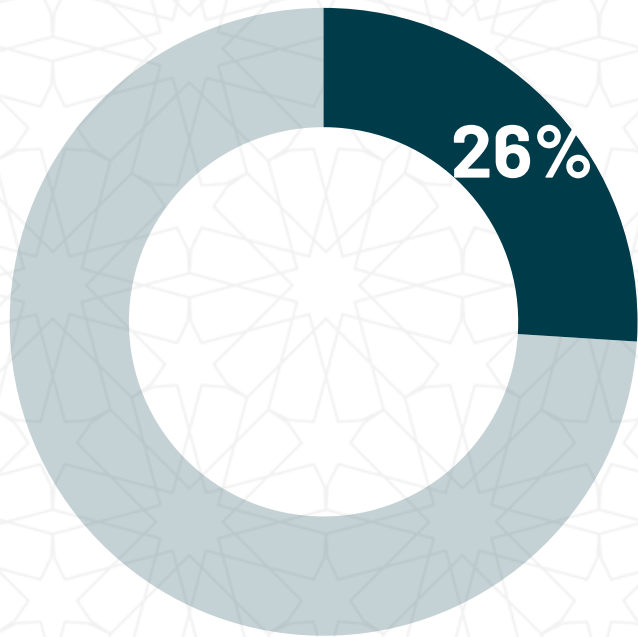
Believe Ramadan a time to connect with many friends and social groups

Eid Plans

08



A quarter of individuals have plans to travel this Eid holiday, with the majority opting for domestic destinations.



Plan on traveling during the Eid holiday

21%

Plan on having a staycation

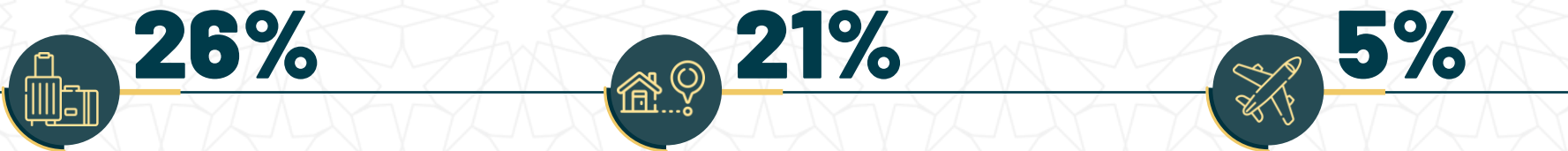
5%

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	27%	21%	5%
Female	25%	21%	4%
18 – 24	37%	28%	9%
25 – 34	23%	18%	5%
35 – 44	28%	24%	4%
45+	22%	18%	3%
Upper Income*	36%	18%	18%
Middle Income	31%	22%	9%
Lower Income	24%	21%	4%

*Low base, read with caution

Sample and methodology

Sample size

500 respondents

Sample criteria

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

Methodology

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

Geographical coverage

Conducted in Lebanon with a nationwide coverage

FOR MORE INFORMATION

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