

THE 2025 RAMADAN HANDBOOK

Saudi Arabia Edition

February 2025



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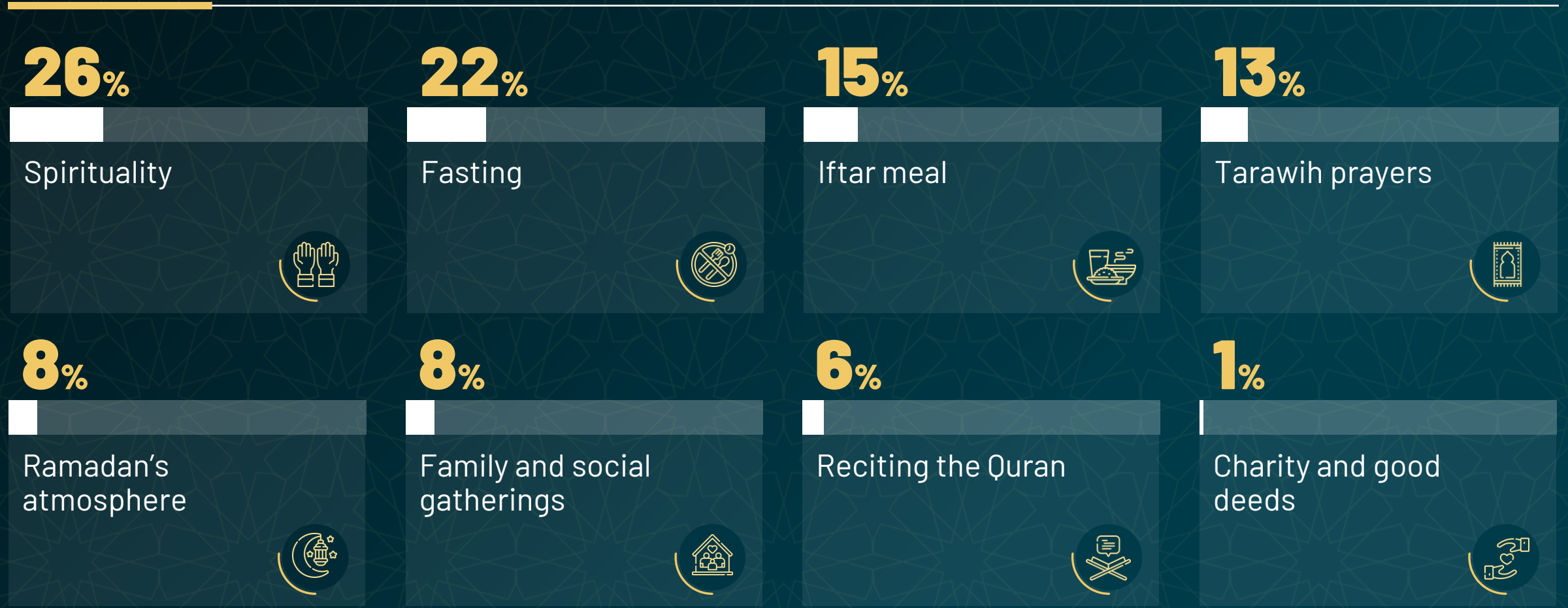
What Do People Love Most About Ramadan?

01



The spiritual essence of Ramadan is most valued, along with the practices of fasting and sharing the Iftar meal.

What do people love most about Ramadan – Top 8



Lifestyle Changes In Ramadan

02



Ramadan encourages people to concentrate on spiritual matters and kindness to others.



81%

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



77%

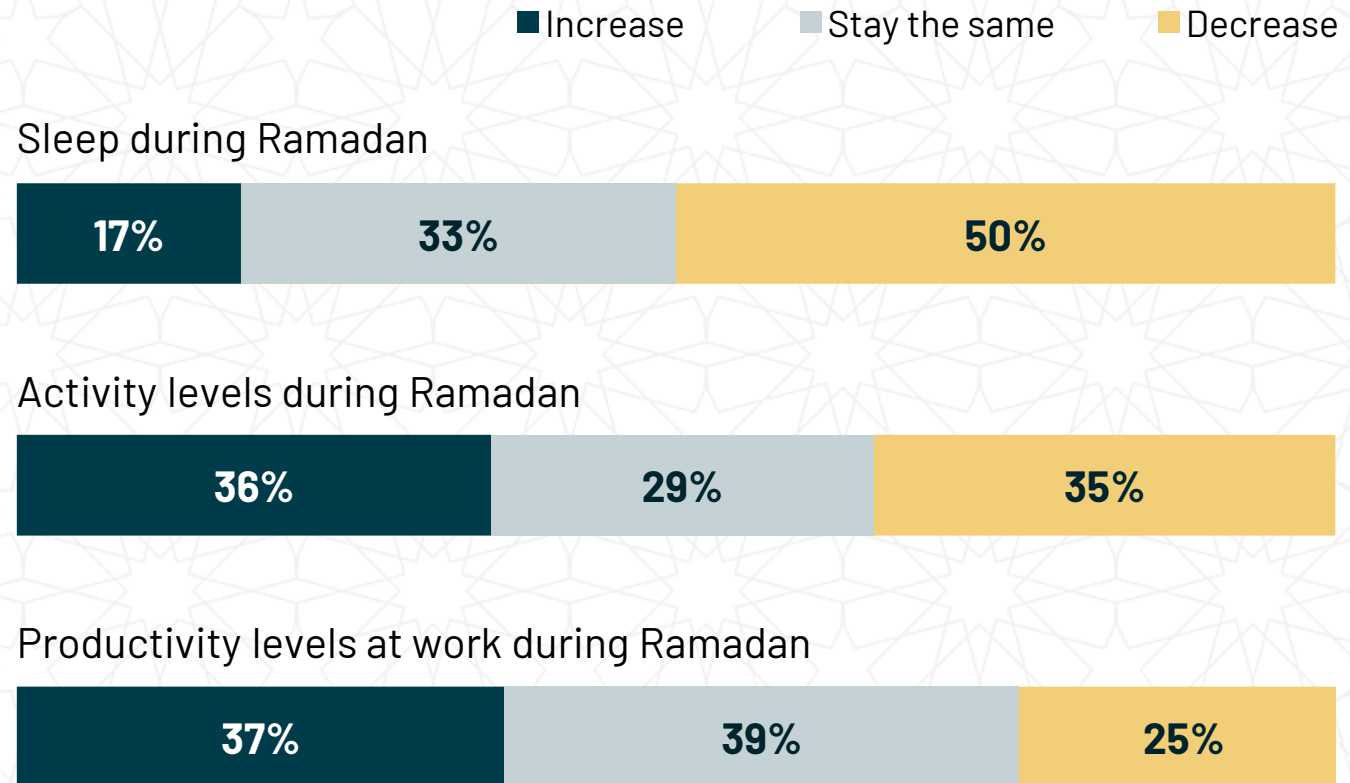
Believe Ramadan is about engaging in acts of charity



73%

Focus more on spirituality during Ramadan

Although half of individuals lose sleep during Ramadan, the majority still manage to maintain or increase their productivity and activity levels.



Sleep, activity and productivity

- by demographics

17%



50%

36%



35%

37%



25%

Sleep during Ramadan

% Increase

% Decrease

Activity levels during Ramadan

% Increase

% Decrease

Productivity levels at work during Ramadan

% Increase

% Decrease

	% Increase	% Decrease	% Increase	% Decrease	% Increase	% Decrease
Male	19%	46%	33%	37%	27%	31%
Female	13%	56%	40%	30%	53%	16%
18 - 24	18%	48%	43%	29%	47%	17%
25 - 34	15%	52%	39%	34%	38%	29%
35 - 44	20%	46%	33%	38%	31%	26%
45+	14%	54%	30%	36%	32%	25%
Nationals	16%	47%	41%	29%	40%	22%
Expats	17%	54%	29%	43%	32%	28%
Upper Income	19%	45%	42%	28%	36%	22%
Middle Income	15%	52%	36%	37%	36%	25%
Lower Income	21%	47%	30%	33%	39%	27%

As nostalgia for past Ramadans is a common feeling, family remains a central focus during the holy month.



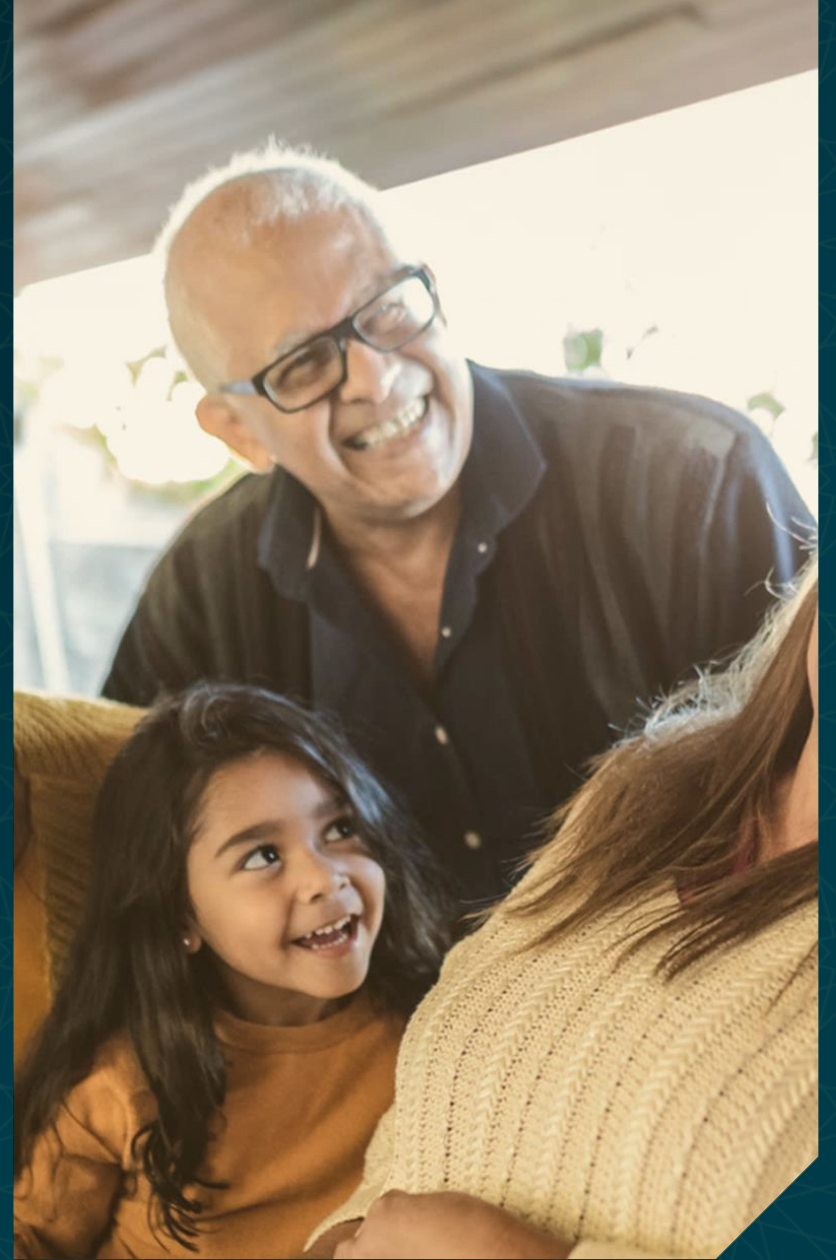
85%

Spend more time with family than with friends during Ramadan



72%

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



However, fewer gatherings around the Iftar table are perceived to have weakened the traditional spirit of Ramadan.



47%

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

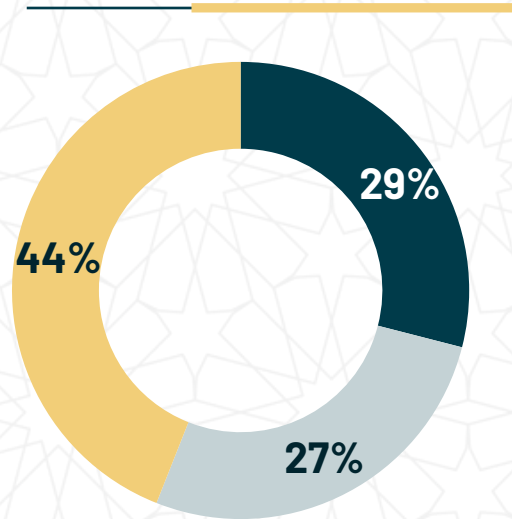


47%

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



As a result, many choose to reduce outings during Ramadan and spend more time at home.



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



By Gender

Male	33%	25%	43%
Female	23%	30%	47%

By Age

18-24	37%	25%	38%
25-34	30%	28%	43%
35-44	29%	30%	41%
45+	22%	24%	53%

By Nationality

Nationals	32%	28%	40%
Expats	24%	25%	50%

By Income Level

Upper Income	39%	21%	40%
Middle Income	27%	28%	45%
Lower Income	27%	28%	44%

As people spend more time indoors, they focus on making their homes festive, using decorations to celebrate Ramadan.



73%

Decorate their house during Ramadan



60%

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



Eating Habits In Ramadan

03



Physical discipline and body rejuvenation are key themes embraced by many during Ramadan.



73%

Consider Ramadan as a period of physical discipline and health consciousness

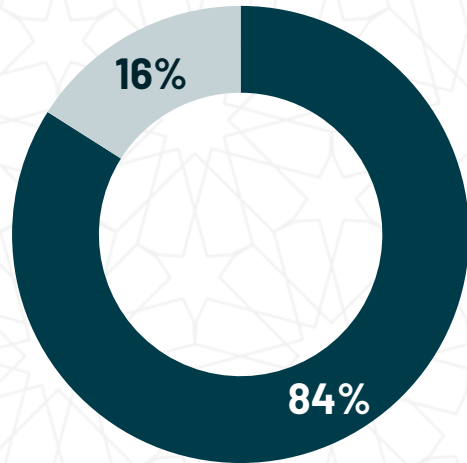


70%

Consider Ramadan an opportunity to reset their body



Reflecting the theme of physical discipline, the majority tend to opt for cooking at home rather than eating out throughout Ramadan.



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



By Gender

Male	80%	20%
Female	89%	11%

By Age

18-24	88%	12%
25-34	81%	19%
35-44	83%	17%
45+	85%	15%

By Nationality

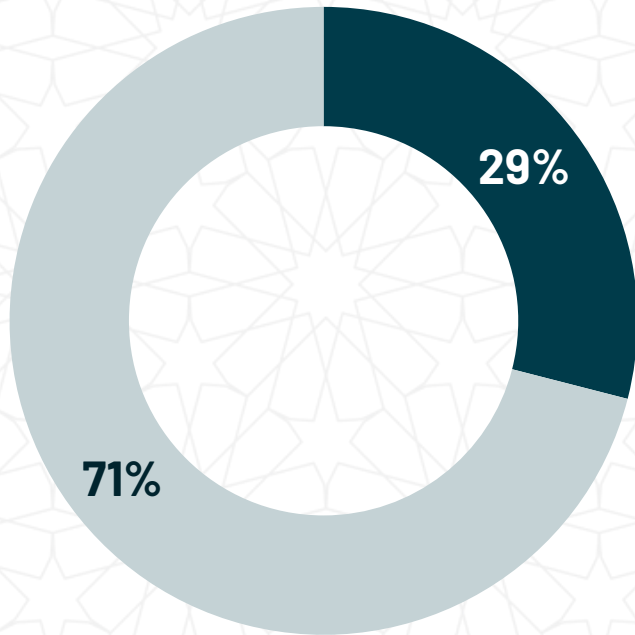
Nationals	81%	19%
Expats	88%	12%

By Income Level

Upper Income	84%	16%
Middle Income	84%	16%
Lower Income	84%	16%



Dates are typically the first choice for breaking the fast, leading to appetizers and a wide range of main courses at Iftar.



■ Usually eat one main dish during Iftar

■ Usually eat a variety of main dishes during Iftar

91%

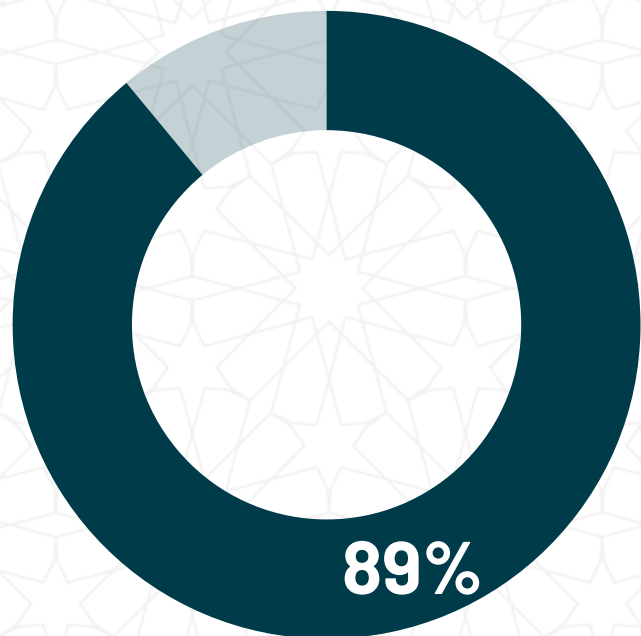
Always break their fast with dates

77%

Have appetizers everyday at Iftar



After Iftar, while the majority have healthy snacks, many also indulge in unhealthy options, reflecting diverse snacking habits.



Usually have snacks after Iftar

78%

Have healthy snacks after Iftar

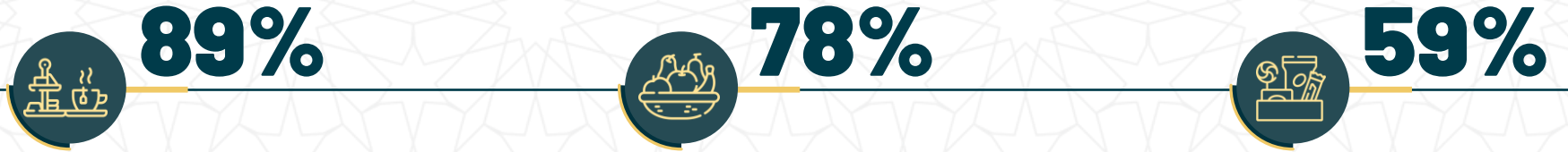
59%

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

	Usually have snacks after Iftar	Have healthy snacks after Iftar	Have unhealthy snacks after Iftar
Male	88%	78%	55%
Female	91%	79%	65%
18 - 24	84%	73%	59%
25 - 34	94%	80%	67%
35 - 44	86%	77%	59%
45+	91%	81%	49%
Nationals	91%	78%	63%
Expats	86%	79%	53%
Upper Income	89%	78%	63%
Middle Income	88%	79%	59%
Lower Income	91%	77%	56%

Suhoor is a common meal, observed by the majority of individuals.

89%

Have Suhoor on most nights



By Gender



By Age



By Nationality



By Income Level



Repurposing leftovers from the diverse range of dishes and snacks is a common practice for many during the holy month to minimize food waste.

73%

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



By Gender



By Age



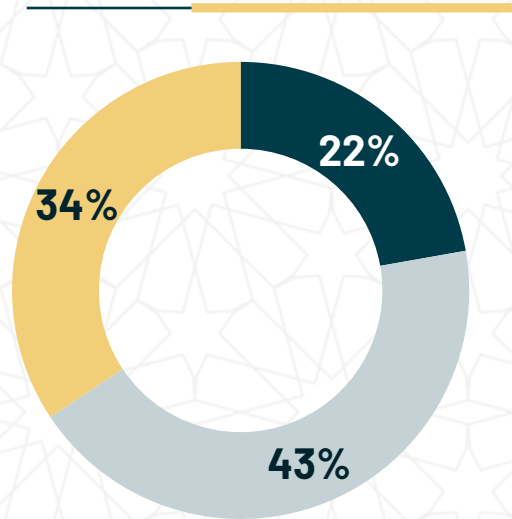
By Nationality



By Income Level



When it comes to weight, the majority experience either weight loss or no change in weight, despite the disruption to their eating habits.



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



By Gender

Male	20%	42%	38%
Female	26%	45%	29%

By Age

18-24	23%	50%	28%
25-34	21%	46%	33%
35-44	26%	35%	39%
45+	20%	42%	37%

By Nationality

Nationals	23%	43%	34%
Expats	21%	44%	35%

By Income Level

Upper Income	24%	43%	33%
Middle Income	22%	39%	38%
Lower Income	21%	56%	23%



Financial & Shopping Behaviors In Ramadan

04



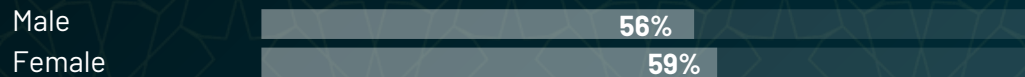
Many individuals emphasize financial planning during Ramadan, preparing for personal and communal duties while saving money in advance for expected increased expenses.

57%

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

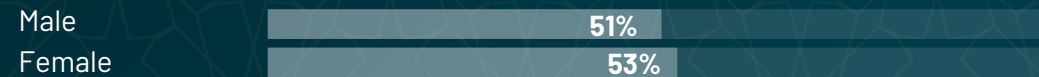


52%

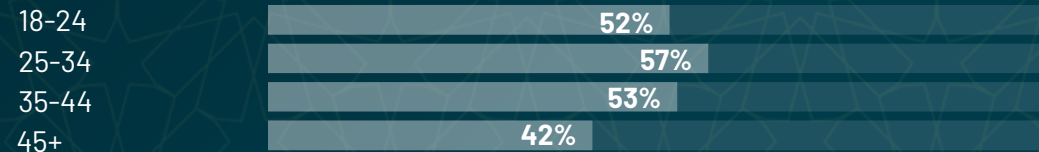
Tend to save more money in the months leading up to Ramadan to prepare for the increased expenses



By Gender



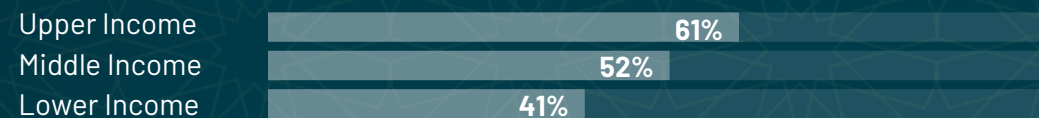
By Age



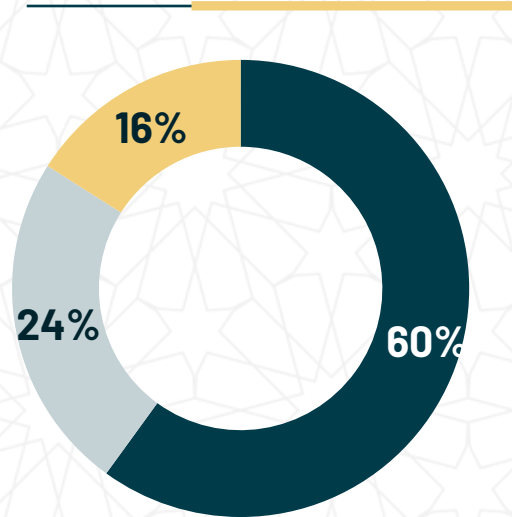
By Nationality



By Income Level



Though many plan and save, Ramadan's demands often lead to higher spending for most individuals.



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



By Gender

Male	63%	21%	16%
Female	57%	28%	16%

By Age

18-24	54%	29%	17%
25-34	57%	26%	16%
35-44	55%	23%	22%
45+	74%	17%	9%

By Nationality

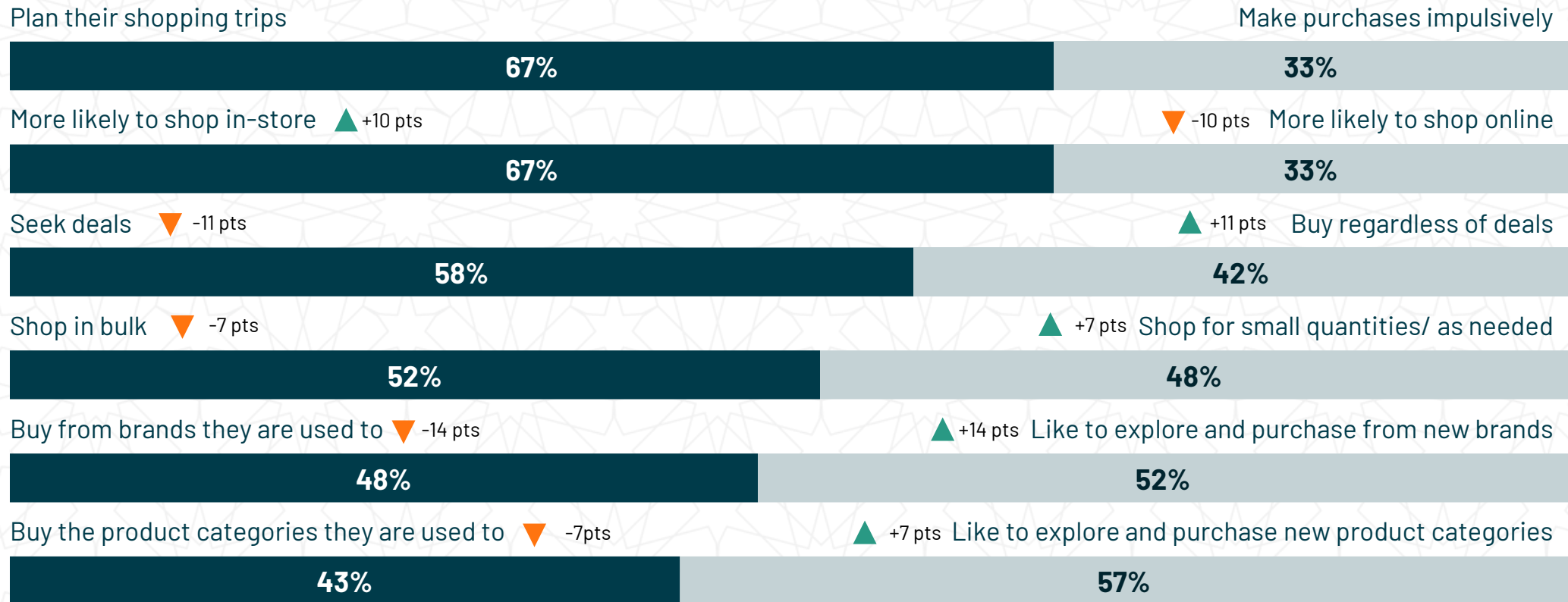
Nationals	60%	25%	15%
Expats	61%	21%	18%

By Income Level

Upper Income	69%	24%	7%
Middle Income	58%	24%	18%
Lower Income	59%	23%	18%



Shoppers in Saudi Arabia approach Ramadan with careful planning and focusing on seeking deals. Yet, they're more adventurous in trying new product categories and brands. Moreover, they tend to do more in-store shopping.



Types of shoppers during Ramadan

- by demographics

	67%	33%	67%	33%	58%	42%	52%	48%	48%	52%	43%	57%
	Planned shoppers	Impulsive shoppers	Shop in-store	Shop online	Seek deals	Buys regardless of deals	Shop in bulk	Shop as needed	Buy familiar brands	Try new brands	Buy familiar products	Try new products
Male	66%	34%	70%	30%	56%	44%	51%	49%	45%	55%	40%	60%
Female	68%	32%	62%	38%	61%	39%	52%	48%	53%	47%	46%	54%
18 - 24	68%	32%	63%	37%	60%	40%	51%	49%	51%	49%	43%	57%
25 - 34	60%	40%	67%	33%	51%	49%	50%	50%	51%	49%	46%	54%
35 - 44	71%	29%	68%	32%	60%	40%	55%	45%	42%	58%	46%	54%
45+	70%	30%	69%	31%	62%	38%	50%	50%	49%	51%	35%	65%
Nationals	64%	36%	65%	35%	54%	46%	53%	47%	49%	51%	43%	57%
Expats	70%	30%	71%	29%	63%	37%	49%	51%	47%	53%	43%	57%
Upper Income	60%	40%	55%	45%	55%	45%	52%	48%	47%	53%	35%	65%
Middle Income	68%	32%	66%	34%	60%	40%	54%	46%	48%	52%	46%	54%
Lower Income	68%	32%	81%	19%	55%	45%	43%	57%	49%	51%	38%	62%

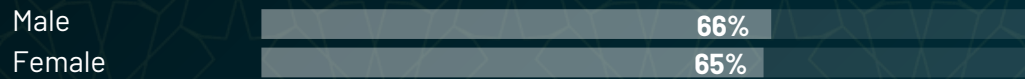
Shoppers often await Ramadan's offers and half even hold off on major purchases to take advantage of Ramadan's discounts.

66%

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



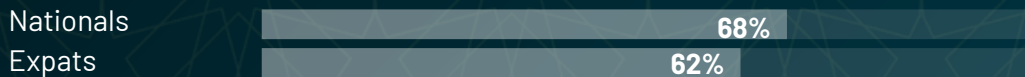
By Gender



By Age



By Nationality



By Income Level

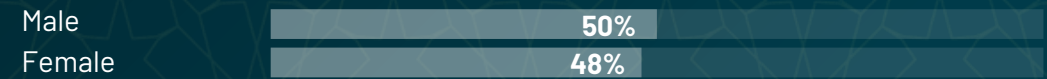


49%

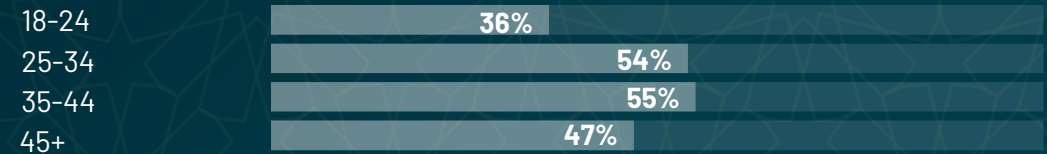
Delay big-ticket purchases until Ramadan to benefit from its special offers



By Gender



By Age



By Nationality



By Income Level

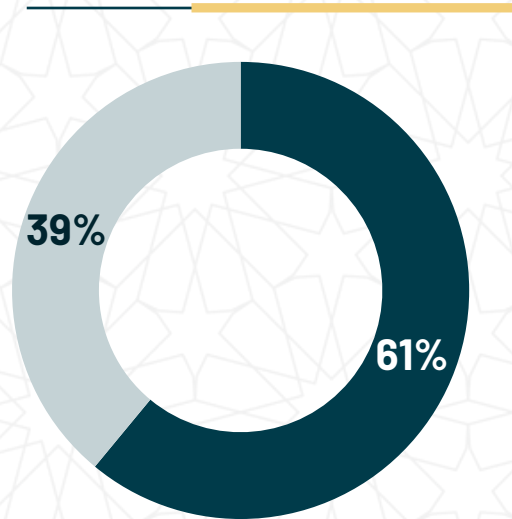


Brand Interaction & Advertising

05



People predominantly turn to online sources to learn about brands throughout Ramadan.



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



By Gender

Male	57%	43%
Female	65%	35%

By Age

18-24	69%	31%
25-34	59%	41%
35-44	66%	34%
45+	51%	49%

By Nationality

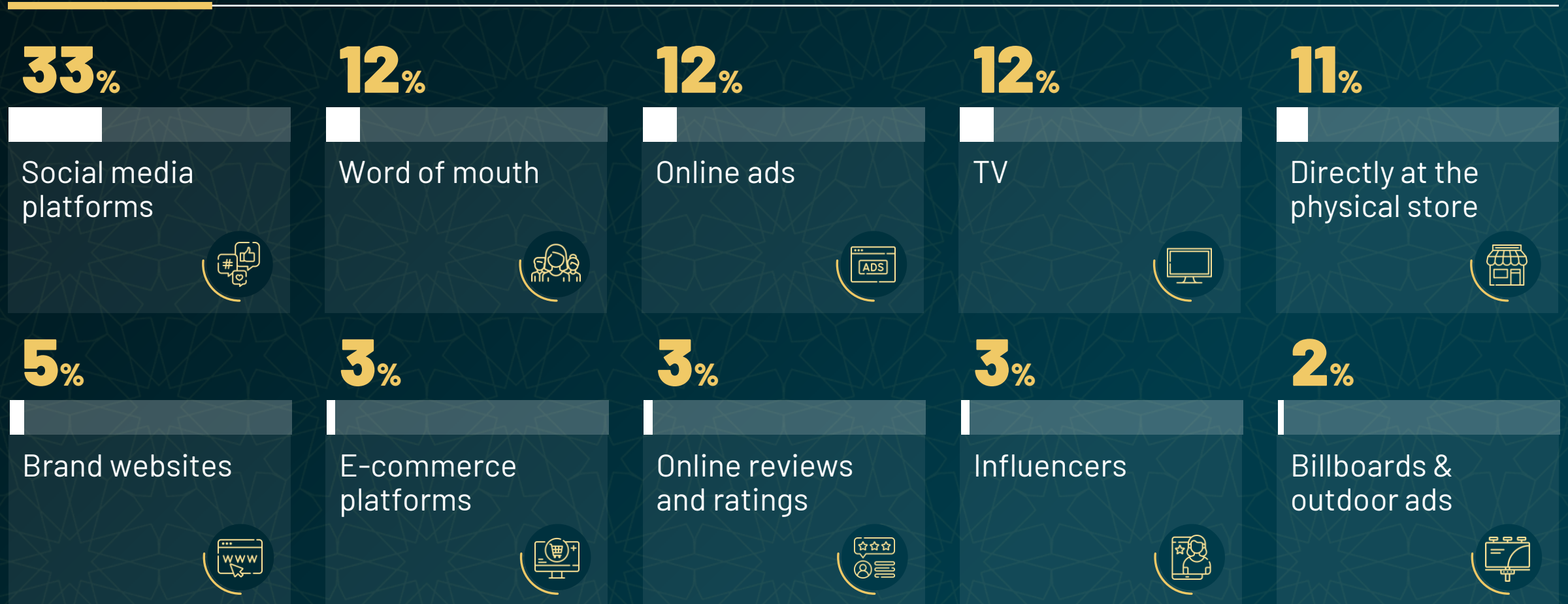
Nationals	61%	39%
Expats	60%	40%

By Income Level

Upper Income	75%	25%
Middle Income	59%	41%
Lower Income	53%	47%

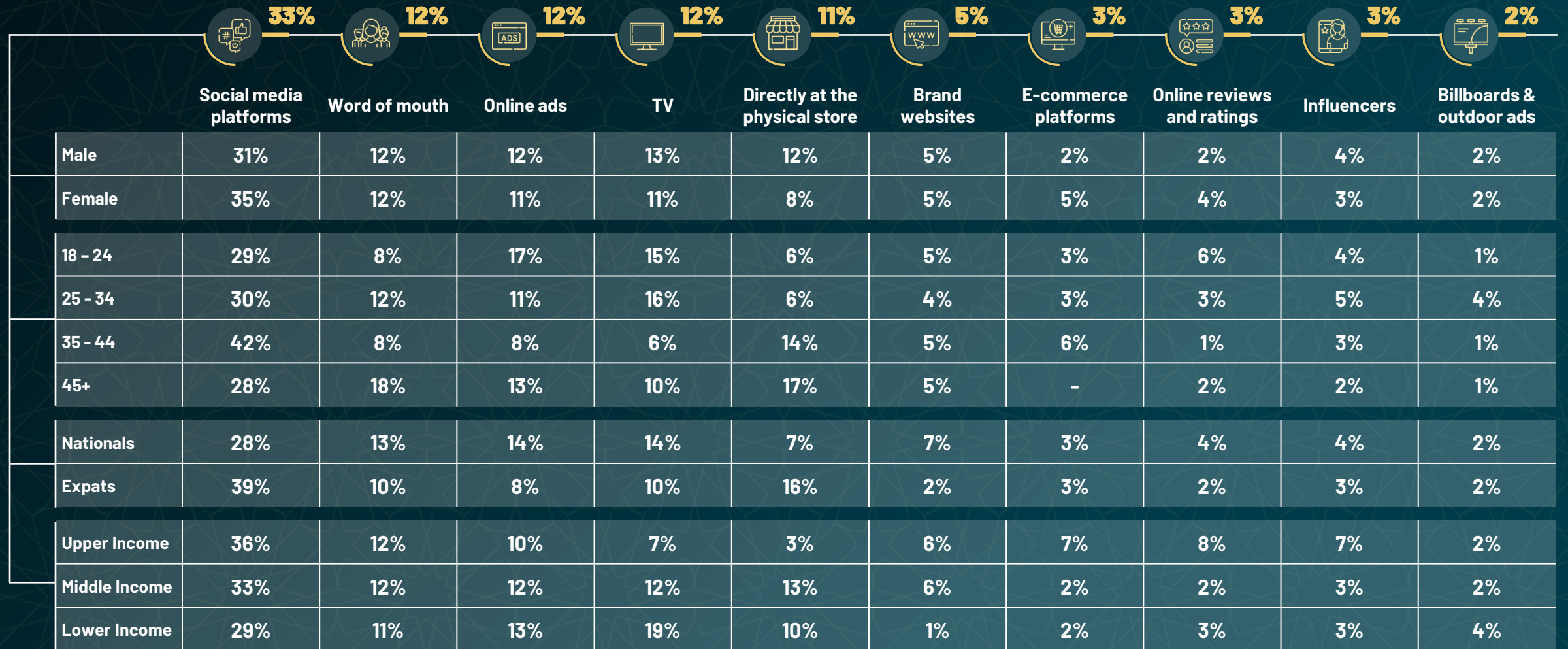
As detailed sources indicate, Social media emerges as the top source for brand information.

Main sources used to obtain information about brands – Top 10



Main sources used to obtain information about brands

Top 10 - by demographics



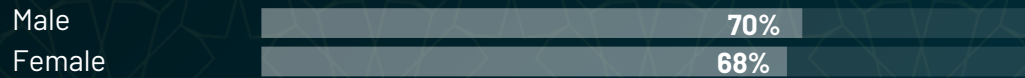
People sense the ad overload in Ramadan, resulting in the perception that holy month is becoming overly commercialized over the years.

69%

Believe there are too many ads during Ramadan



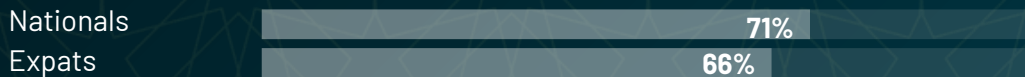
By Gender



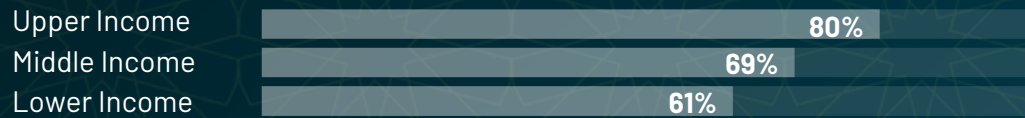
By Age



By Nationality



By Income Level

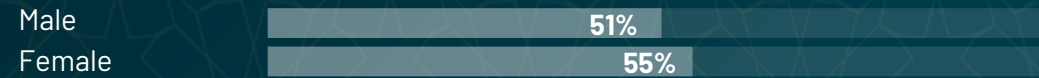


52%

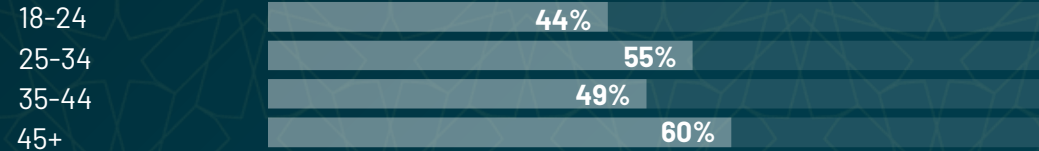
Feel that Ramadan has become more commercialized over the years



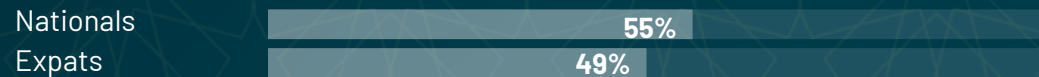
By Gender



By Age



By Nationality



By Income Level



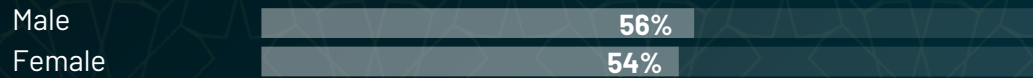
Although there is a sense of ad overload, many recall brands advertised during Ramadan and are swayed to make purchases.

55%

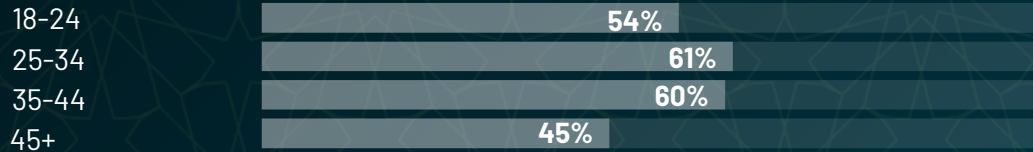
Have previously purchased a product based on an ad they saw during Ramadan



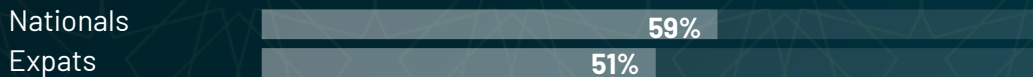
By Gender



By Age



By Nationality



By Income Level

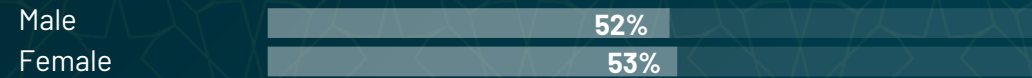


53%

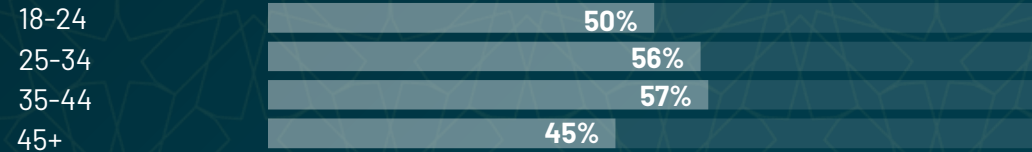
Are more likely to remember brands that advertise during Ramadan



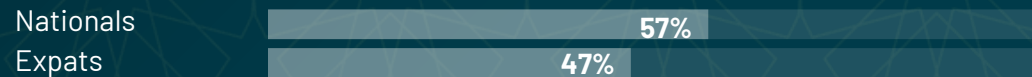
By Gender



By Age



By Nationality



By Income Level



Most Prominent Ramadan Brands

06



Brands most associated with Ramadan in Saudi Arabia

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

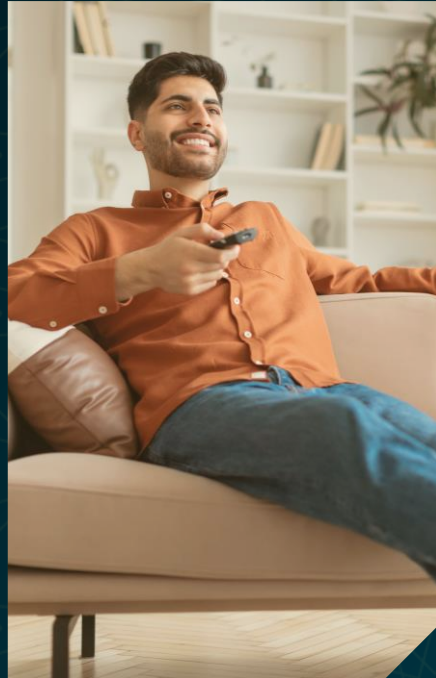
29%

The Passionate Shopper



26%

The Content Explorer



20%

The Social Connector



13%

The Self Nurturer



12%

The Festive Spirit





Who is the Passionate Shopper? (29%)

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

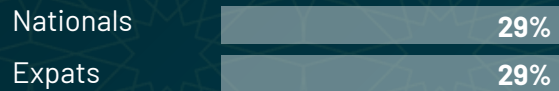
By Gender



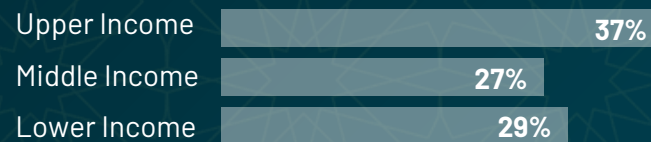
By Age



By Nationality



By Income Level



89%

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

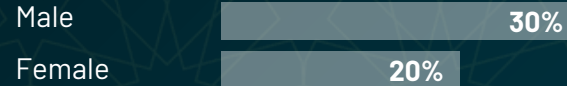
88%

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

Who is the Content Explorer? (26%)

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

By Gender



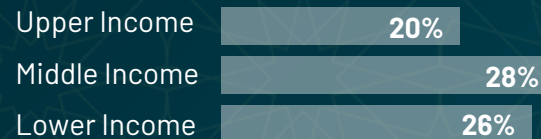
By Age



By Nationality



By Income Level



61%

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

49%

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





Who is the Social Connector? (20%)

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

By Gender



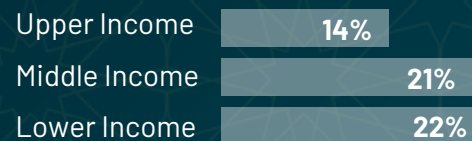
By Age



By Nationality



By Income Level



79%

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

79%

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

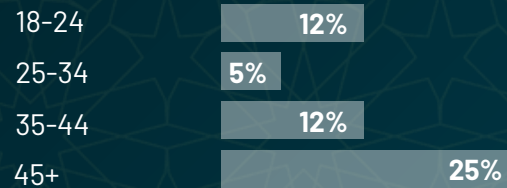
Who is the Self Nurturer? (13%)

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

By Gender



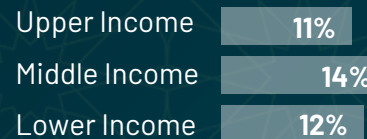
By Age



By Nationality



By Income Level



95%

Consider Ramadan as a period of physical discipline and health consciousness

93%

Consider Ramadan an opportunity to reset their body



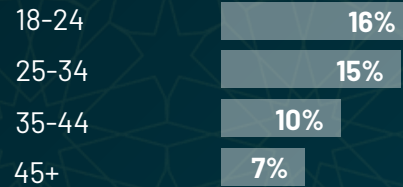
Who is the Festive Spirit? (12%)

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

By Gender



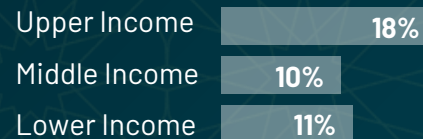
By Age



By Nationality



By Income Level



89%

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

63%

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

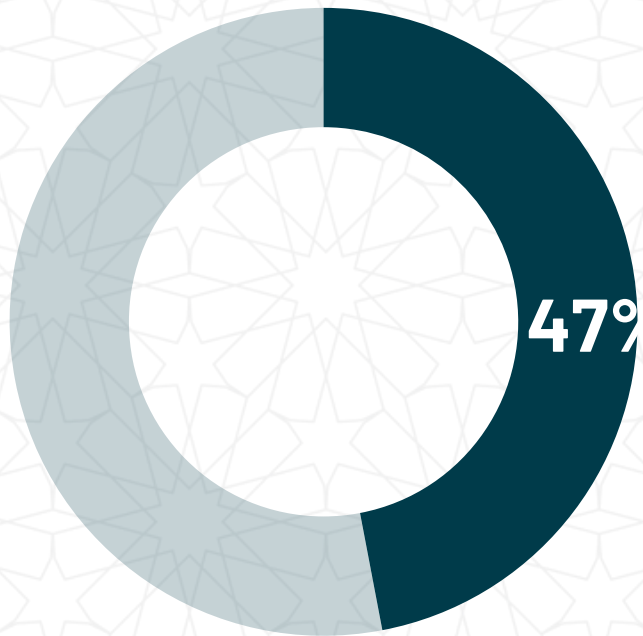


Eid Plans

08



Half of the people plan to travel during Eid, with a greater inclination towards domestic destinations, mainly driven by those aged 25-34, nationals and affluent individuals.



Plan on traveling during the Eid holiday

30%

Plan on having a staycation

17%

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	50%	30%	20%
Female	41%	30%	11%
18 - 24	34%	25%	9%
25 - 34	57%	40%	17%
35 - 44	48%	28%	20%
45+	43%	22%	20%
Nationals	49%	34%	15%
Expats	43%	24%	19%
Upper Income	61%	44%	17%
Middle Income	48%	29%	19%
Lower Income	29%	18%	10%

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 Saudi Arabia with a nationwide coverage

FOR MORE INFORMATION

Mohamad Jobeilly

Senior Client Director

Ipsos in Saudi Arabia

mohamad.jobeilly@ipsos.com