

THE 2025 RAMADAN HANDBOOK

Senegal Edition

February 2025



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What Do People Love Most About Ramadan?

01



Ramadan is appreciated for various aspects, with its spiritual significance being the most cherished. Additionally, the shared Iftar (Ndogou) meal , often shared with loved ones, is just as valued.

What do people love most about Ramadan – Top 8

40%

Spirituality



25%

Iftar (Ndogou) meal



10%

Fasting



6%

Taking care of one's health



5%

Charity and good deeds



4%

Reciting the Quran



3%

Family and social gatherings



2%

More free time



Lifestyle Changes In Ramadan

02



The holy month of Ramadan encourages a focus on spiritual matters and supporting the less fortunate.



94%

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



91%

Believe Ramadan is about engaging in acts of charity

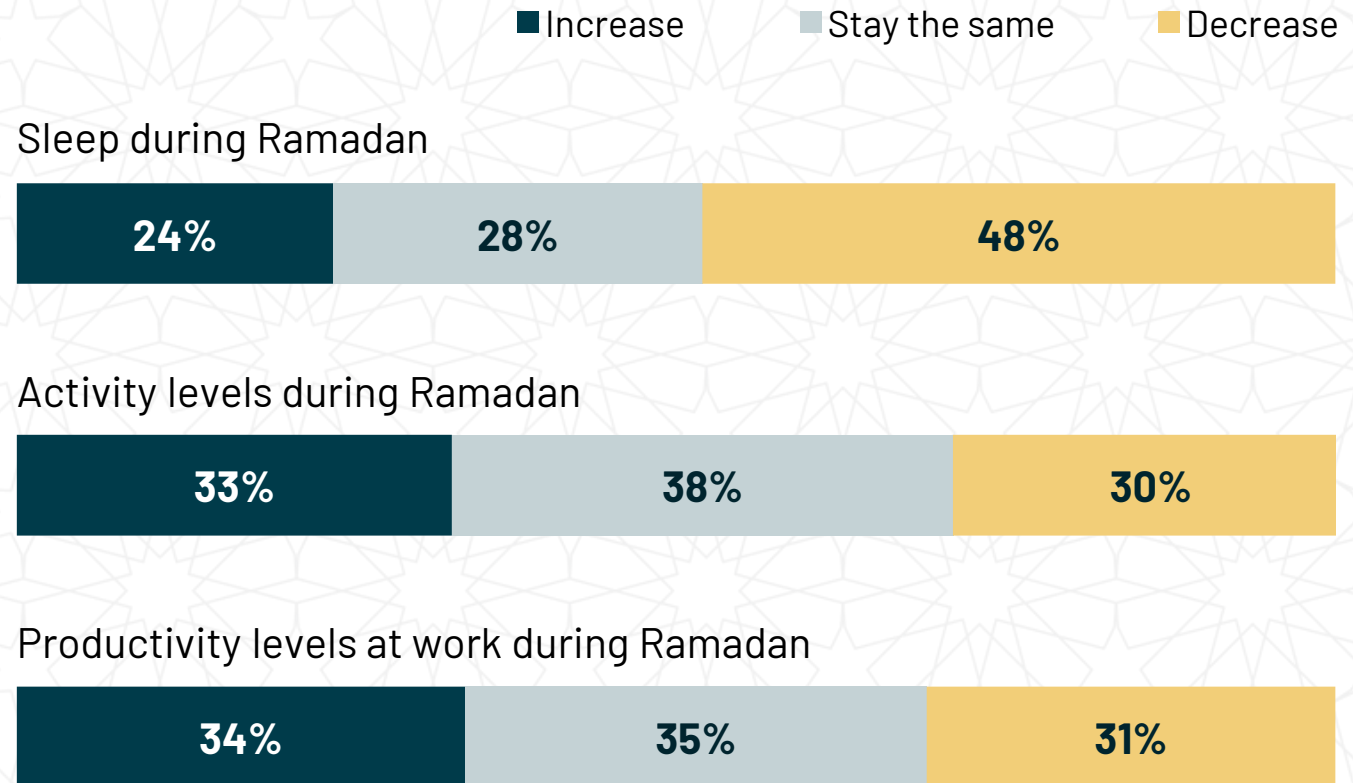


72%

Focus more on spirituality during Ramadan



During Ramadan, sleep tends to decrease for almost half of individuals. Yet, many do not see a decrease in their activity and productivity.



Sleep, activity and productivity

- by demographics

24%



48%

33%



30%

34%



31%

Sleep during Ramadan

% Increase

% Decrease

Activity levels during Ramadan

% Increase

% Decrease

Productivity levels at work during Ramadan

% Increase

% Decrease

| | Male | 21% | 51% | 30% | 36% | 32% | 31% |
|--|---------------|-----|-----|-----|-----|-----|-----|
| | Female | 28% | 44% | 36% | 22% | 37% | 30% |
| | 18 - 24 | 35% | 39% | 32% | 34% | 32% | 32% |
| | 25 - 34 | 25% | 52% | 28% | 31% | 32% | 37% |
| | 35 - 44 | 18% | 47% | 37% | 23% | 34% | 27% |
| | 45+ | 19% | 53% | 36% | 30% | 39% | 21% |
| | Middle Income | 22% | 43% | 30% | 27% | 32% | 25% |
| | Lower Income | 25% | 49% | 34% | 30% | 35% | 32% |

Ramadan evokes a sense of nostalgia for the majority, leading to people prioritizing spending time with family over friends.



92%

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



88%

Spend more time with family than with friends during Ramadan



However, a sense of change in the Ramadan spirit is felt by many, as family gatherings no longer seem to capture the essence of past celebrations.



57%

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

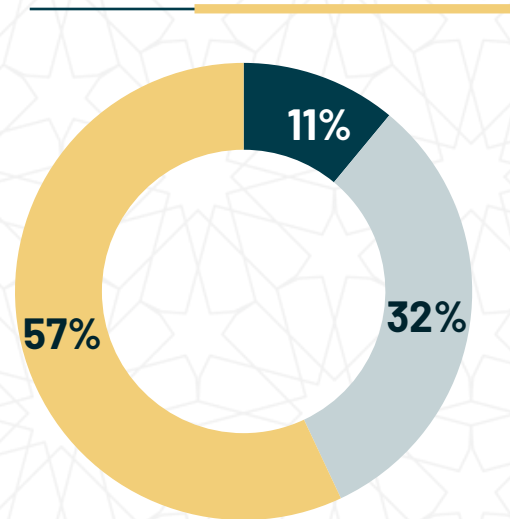


56%

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

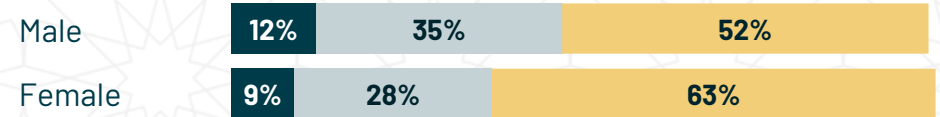


Therefore, with efforts to bring back the feelings of past Ramadans, people are inclined to stay in more.

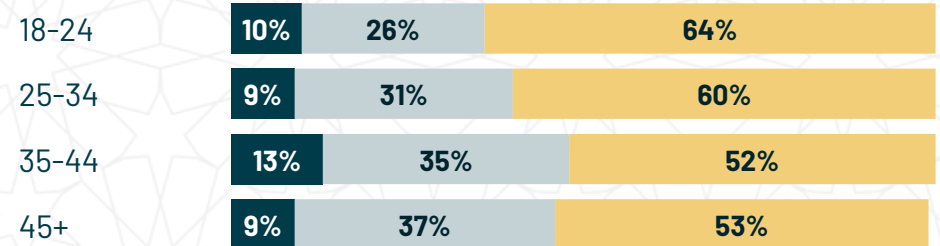


- Go out more during Ramadan
- No change
- Go out less during Ramadan

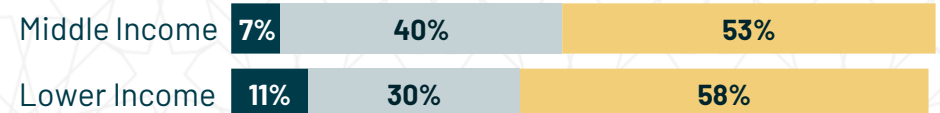
By Gender



By Age



By Income Level



With more time spent indoors, many focus on creating a festive ambiance, with some choosing to decorate their living spaces.



60%

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



30%

Decorate their house during Ramadan



Eating Habits In Ramadan

03



For the majority, Ramadan is a period dedicated to purifying the body and adopting good physical habits.



88%

Consider Ramadan as a period of physical discipline and health consciousness



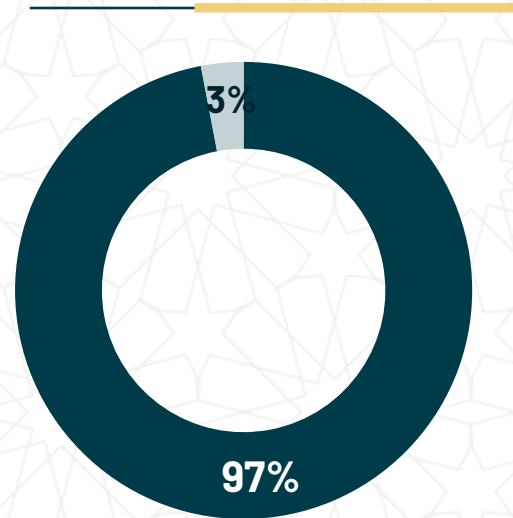
88%

Consider Ramadan an opportunity to reset their body





Following the emphasis on physical discipline and rejuvenation, the majority tend to eat more home-cooked meals over dining out.



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

By Gender

| | | |
|--------|-----|----|
| Male | 96% | 4% |
| Female | 99% | 1% |

By Age

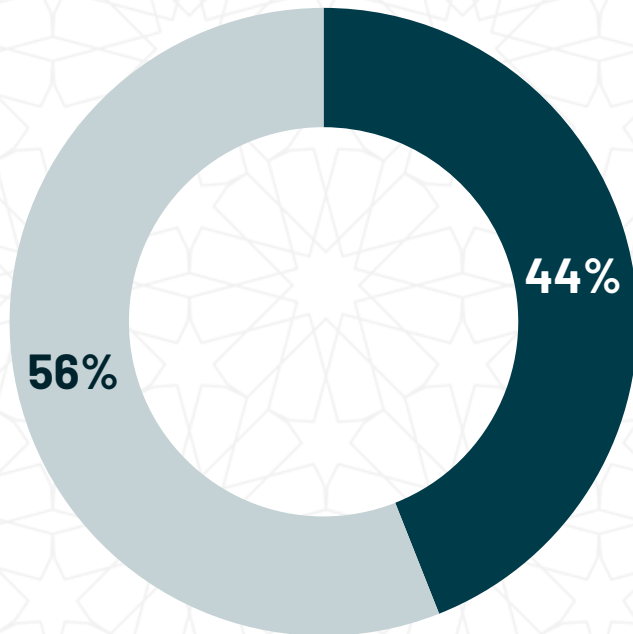
| | | |
|-------|-----|----|
| 18-24 | 96% | 4% |
| 25-34 | 98% | 2% |
| 35-44 | 97% | 3% |
| 45+ | 98% | 2% |

By Income Level

| | | |
|---------------|-----|----|
| Middle Income | 95% | 5% |
| Lower Income | 98% | 2% |



People typically break their fast with dates, followed by appetizers, before enjoying a variety of traditional dishes.



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

97%

Always break their fast with dates

58%

Have appetizers everyday at Iftar (Ndogou)





The majority of people in Senegal enjoy snacks after Iftar (Ndogou).

81%

Usually have snacks after Iftar (Ndogou)



By Gender



By Age



By Income Level





During Ramadan, suhoor (Kheud) is widely observed, more likely among younger individuals.

66%

Have Suhoor (Kheud) on most nights

By Gender



By Age



By Income Level





Efforts to repurpose leftovers are common during Ramadan, reflecting a commitment to reducing food waste.

65%

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

By Gender



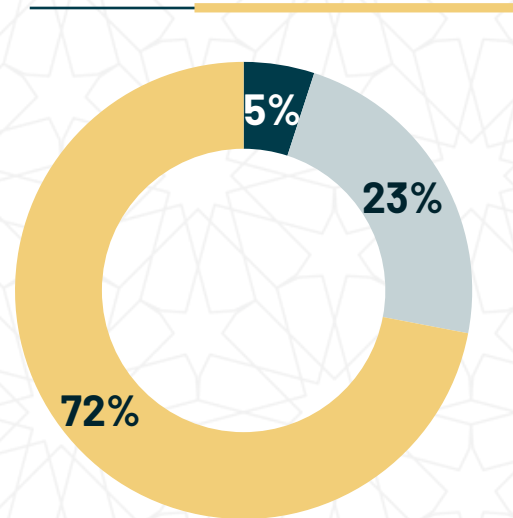
By Age



By Income Level



Despite disruptions to eating habits, a significant portion experience weight loss during Ramadan, particularly women.

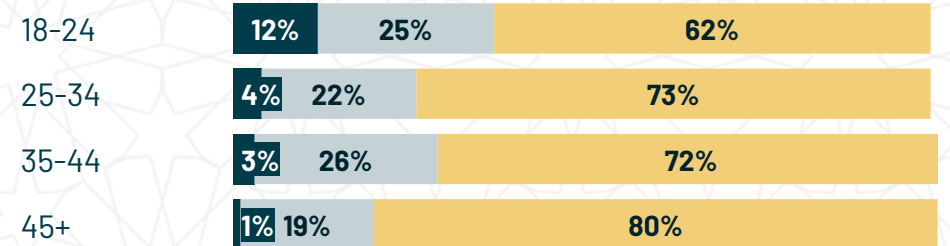


- Gain weight during Ramadan
- No change
- Lose weight during Ramadan

By Gender



By Age



By Income Level



Financial & Shopping Behaviors In Ramadan

04



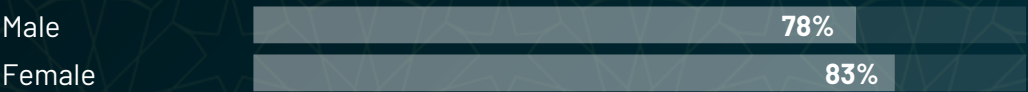
During Ramadan, financial planning becomes a focus as individuals prepare to manage both personal and communal duties. Many people also save money in the months leading up to Ramadan, anticipating any increased expenses.

80%

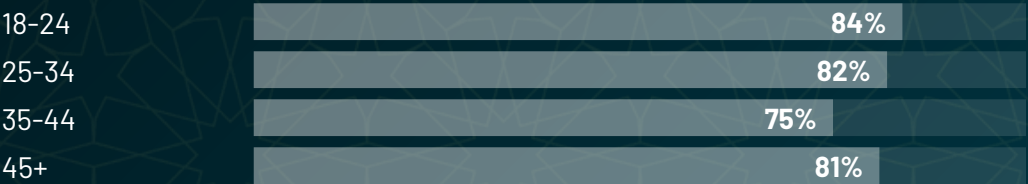
Agree that financial planning becomes a priority during Ramadan to manage both personal and communal duties



By Gender



By Age



By Income Level

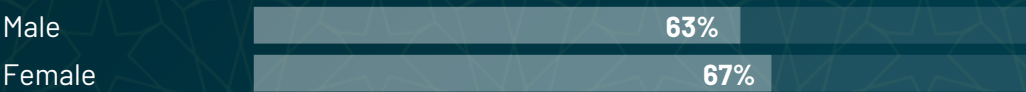


65%

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



By Gender



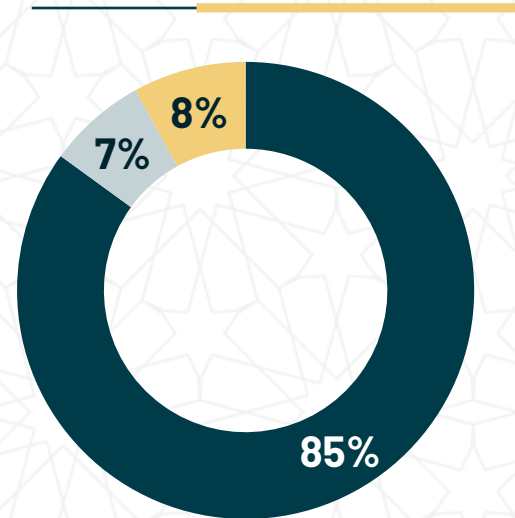
By Age



By Income Level



Despite efforts to save and plan financially, the majority still find themselves spending more during Ramadan.



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

By Gender

| | | | |
|--------|-----|----|-----|
| Male | 83% | 6% | 11% |
| Female | 88% | 7% | 5% |

By Age

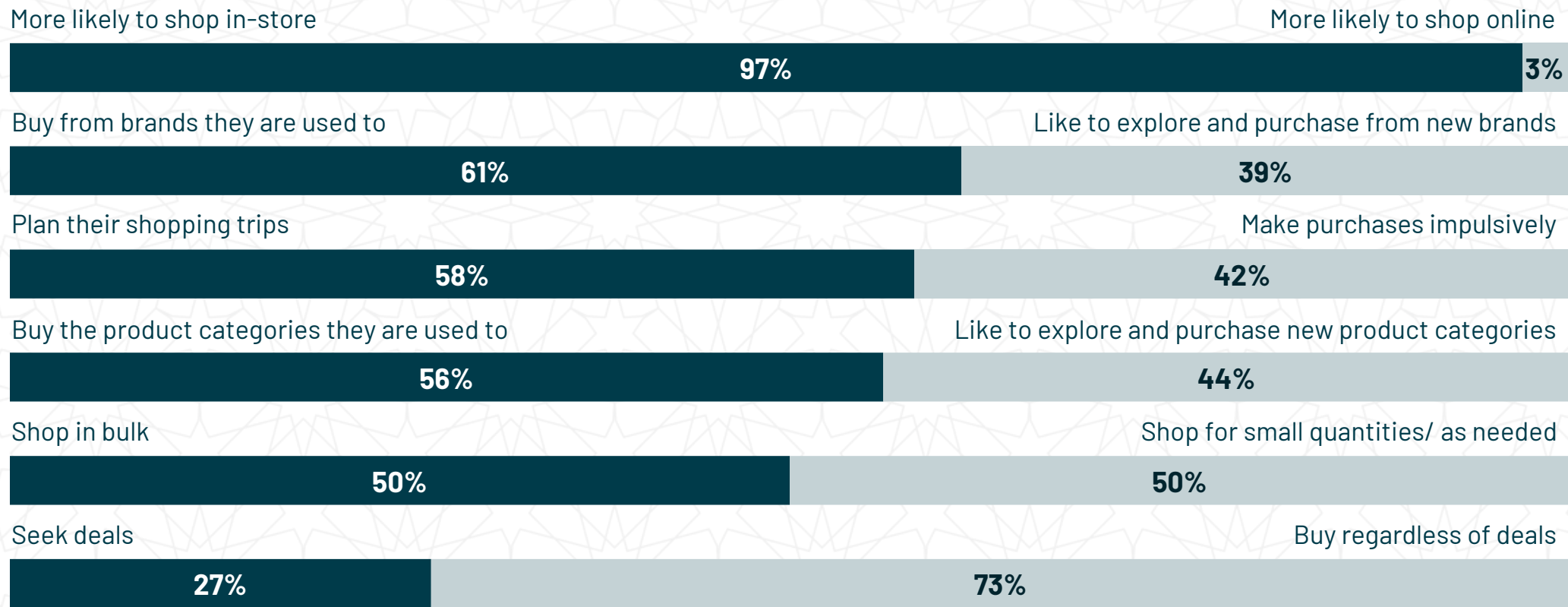
| | | | |
|-------|-----|----|-----|
| 18-24 | 79% | 6% | 15% |
| 25-34 | 84% | 7% | 8% |
| 35-44 | 93% | 6% | 1% |
| 45+ | 85% | 8% | 7% |

By Income Level

| | | | |
|---------------|-----|----|----|
| Middle Income | 86% | 9% | 5% |
| Lower Income | 86% | 6% | 8% |



Shopping during Ramadan tends to be more deliberate, with a preference for in-store purchases. Shoppers often focus on planned purchases, choosing familiar brands and products.



Types of shoppers during Ramadan

- by demographics

| | | 97% | 3% | 61% | 39% | 58% | 42% | 56% | 44% | 50% | 50% | 27% | 73% |
|--|---------------|---------------|-------------|---------------------|----------------|------------------|--------------------|-----------------------|------------------|--------------|----------------|------------|--------------------------|
| | | Shop in-store | Shop online | Buy familiar brands | Try new brands | Planned shoppers | Impulsive shoppers | Buy familiar products | Try new products | Shop in bulk | Shop as needed | Seek deals | Buys regardless of deals |
| | Male | 95% | 5% | 58% | 42% | 57% | 43% | 54% | 46% | 51% | 49% | 31% | 69% |
| | Female | 98% | 2% | 64% | 36% | 59% | 41% | 59% | 41% | 48% | 52% | 23% | 77% |
| | 18 - 24 | 95% | 5% | 56% | 44% | 60% | 40% | 51% | 49% | 51% | 49% | 22% | 78% |
| | 25 - 34 | 97% | 3% | 62% | 38% | 61% | 39% | 54% | 46% | 55% | 45% | 32% | 68% |
| | 35 - 44 | 99% | 1% | 61% | 39% | 54% | 46% | 59% | 41% | 46% | 54% | 24% | 76% |
| | 45+ | 95% | 5% | 66% | 34% | 56% | 44% | 62% | 38% | 45% | 55% | 31% | 69% |
| | Middle Income | 96% | 4% | 53% | 47% | 58% | 42% | 50% | 50% | 60% | 40% | 32% | 68% |
| | Lower Income | 97% | 3% | 63% | 37% | 58% | 42% | 58% | 42% | 47% | 53% | 26% | 74% |

Shoppers are generally not inclined to wait for promotions for their Ramadan purchases. However, it is worth noting that a segment of them does wait for Ramadan, particularly for their larger purchases, as they expect significant discounts or promotions during this period.

49%

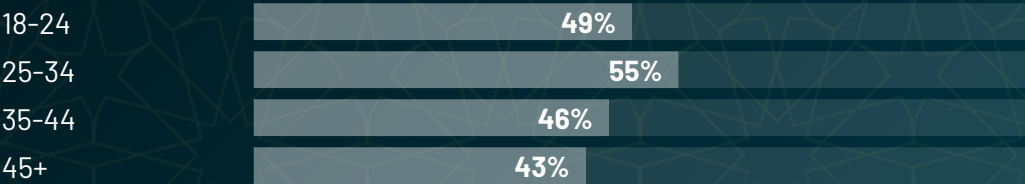
Look forward to Ramadan's special offers and promotions each year



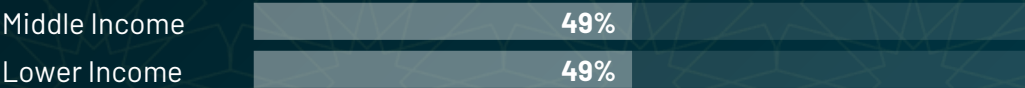
By Gender



By Age



By Income Level

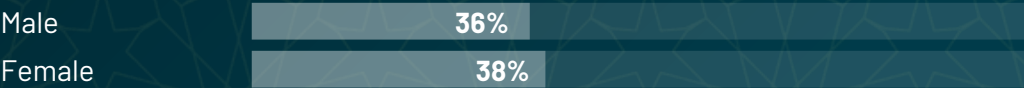


37%

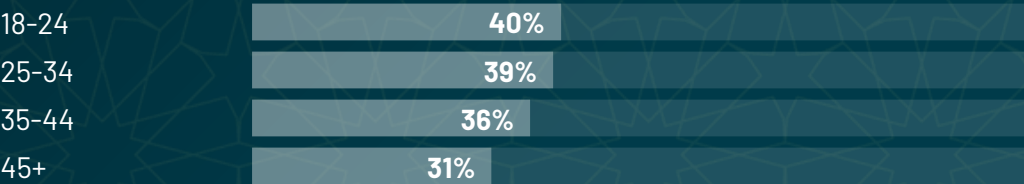
Delay big-ticket purchases until Ramadan to benefit from its special offers



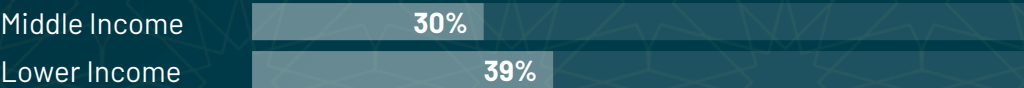
By Gender



By Age



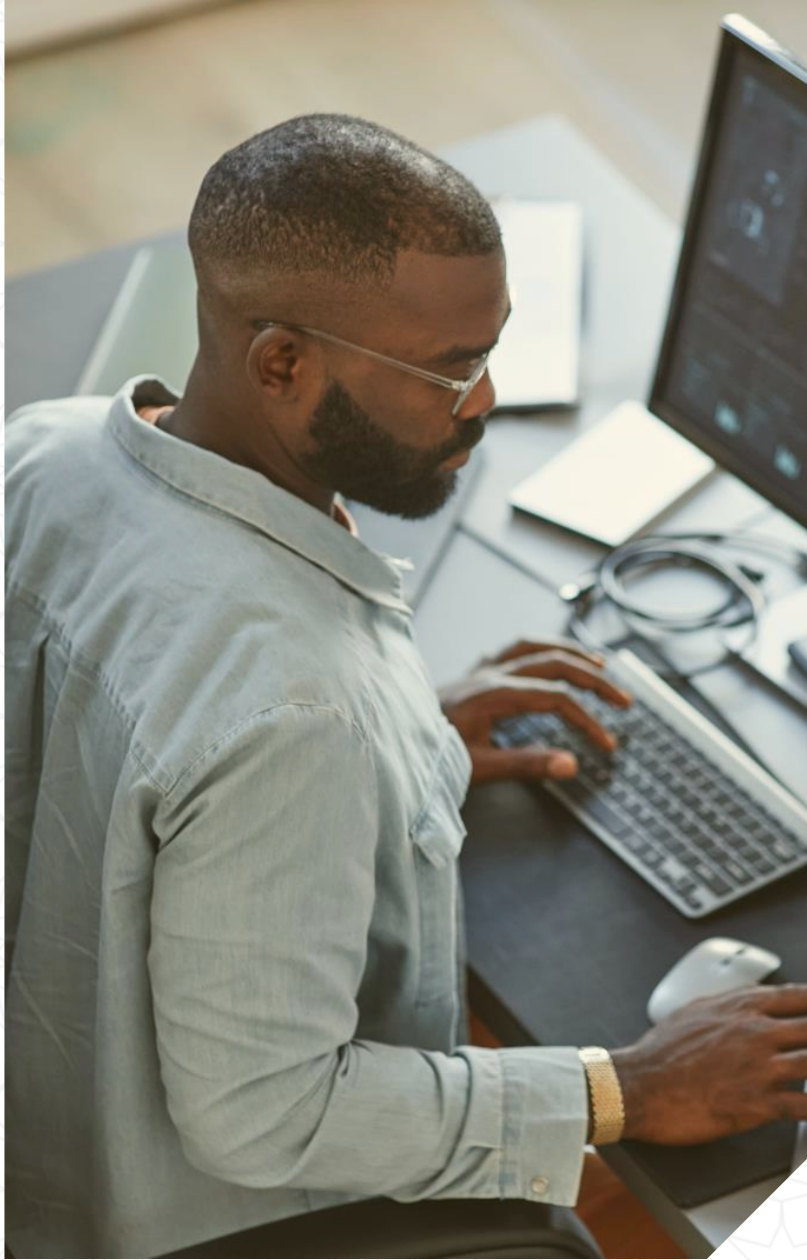
By Income Level



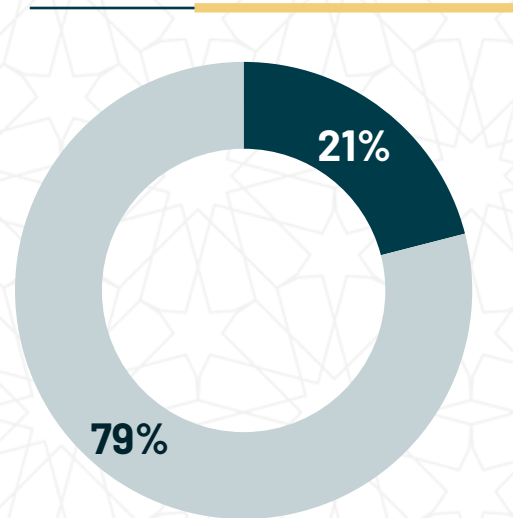
Brand Interaction & Advertising

05





In Senegal, people highly rely on traditional sources (TV, stores, etc.) for brand information during Ramadan.

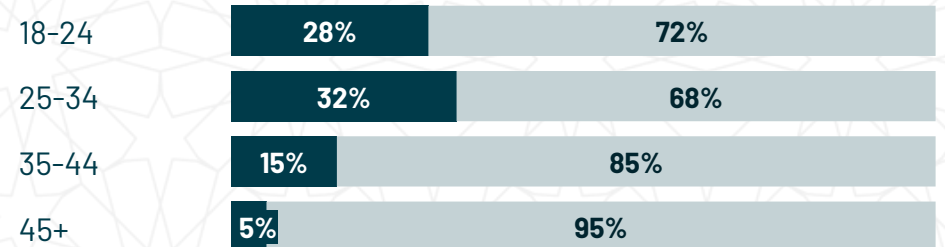


- Use online sources to obtain information about brands
- Use offline sources to obtain information about brands

By Gender



By Age



By Income Level



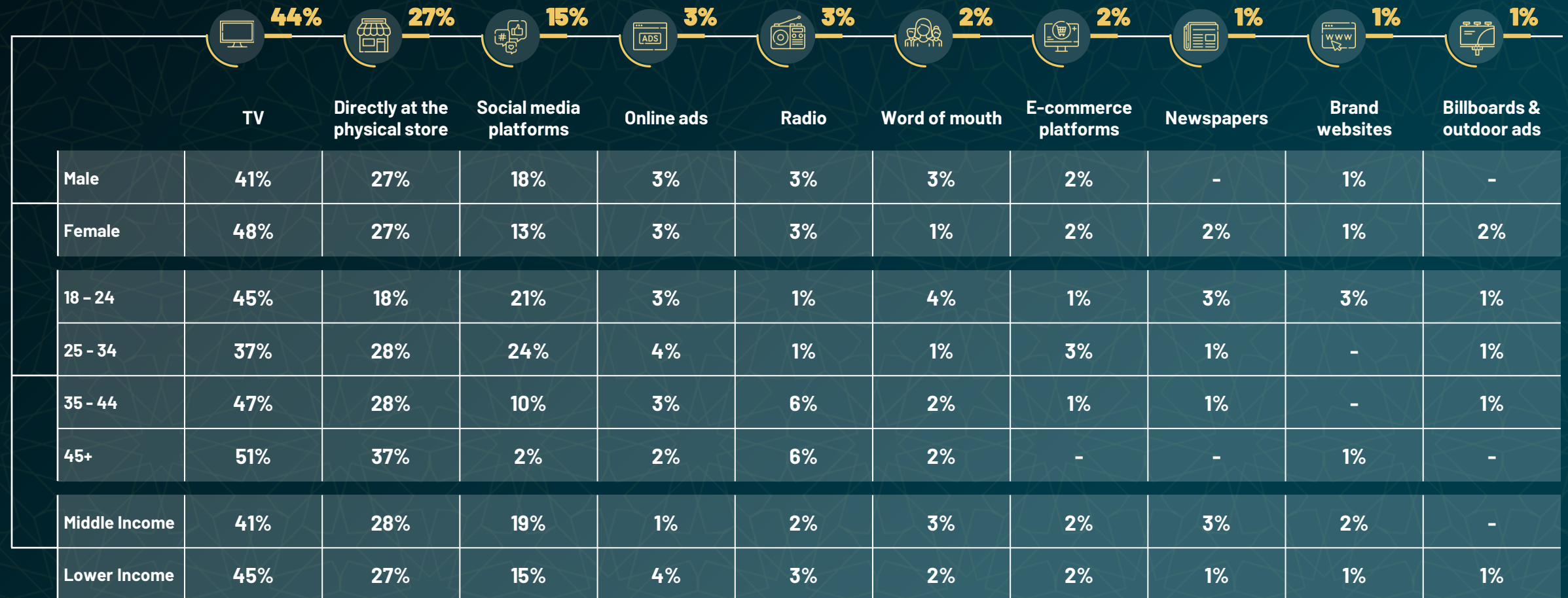
This reliance is mainly on TV and physical locations, while almost 1 in 5 turn to social media to obtain information on brands.

Main sources used to obtain information about brands



Main sources used to obtain information about brands

- by demographics



When it comes to ads, there is a sense of overload during Ramadan, leading to the perception that the holy month has become overly commercialized over the years.

87%

Believe there are too many ads during Ramadan



By Gender



By Age



By Income Level

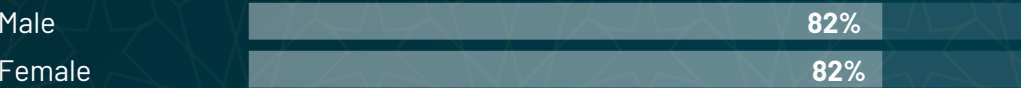


82%

Feel that Ramadan has become more commercialized over the years



By Gender



By Age



By Income Level



Despite the perception of ad overload, people tend to remember brands advertised during Ramadan, with many influenced to make purchases based on these ads.

73% Are more likely to remember brands that advertise during Ramadan



By Gender



By Age



By Income Level



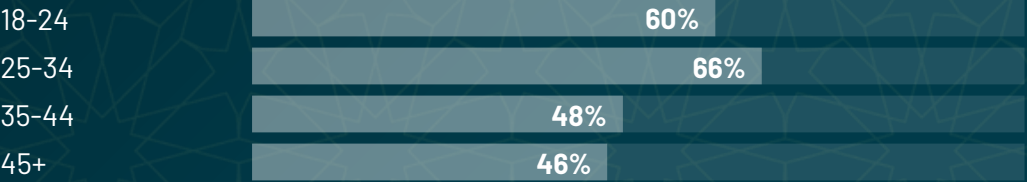
56% Have previously purchased a product based on an ad they saw during Ramadan



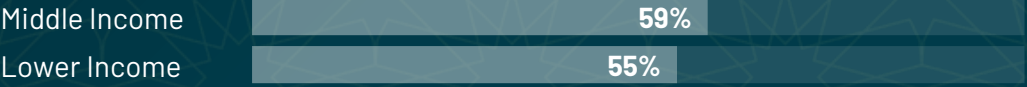
By Gender



By Age



By Income Level



Most Prominent Ramadan Brands

06



Brands most associated with Ramadan in Senegal

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

43%

The Content Explorer



23%

The Festive Spirit



17%

The Passionate Shopper



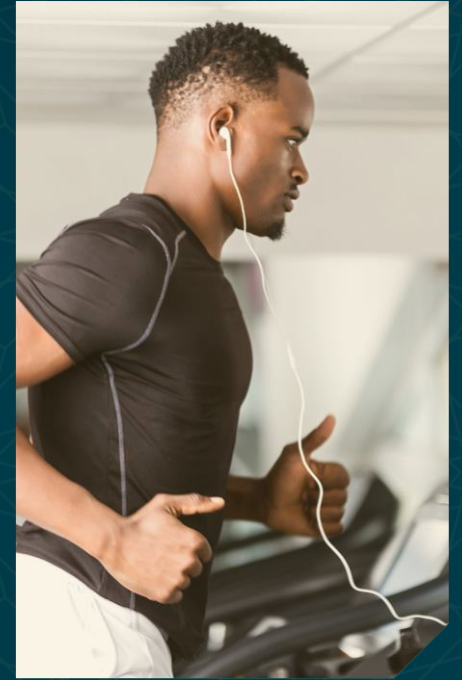
9%

The Social Connector



8%

The Self Nurturer

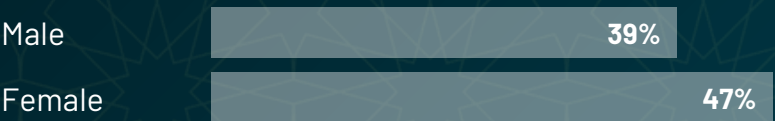




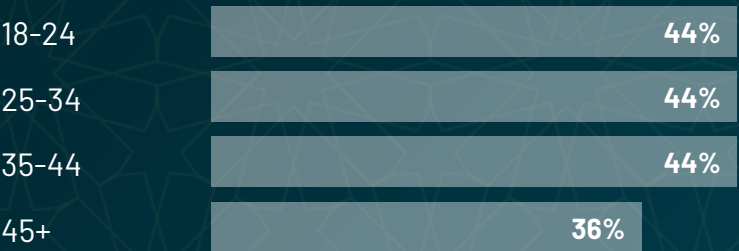
Who is the Content Explorer? (43%)

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

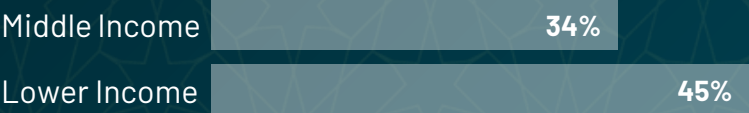
By Gender



By Age



By Income Level



97%

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

88%

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

Who is the Festive Spirit? (23%)

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

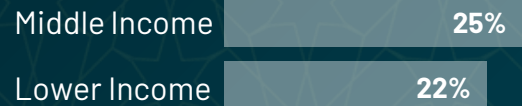
By Gender



By Age



By Income Level



95%

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

88%

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



Who is the Passionate Shopper? (17%)

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

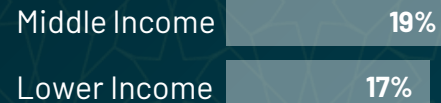
By Gender



By Age



By Income Level



96%

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

79%

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



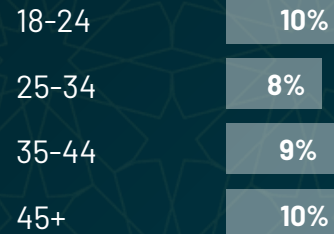
Who is the Social Connector? (9%)

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

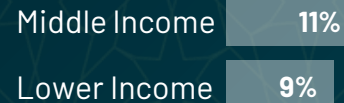
By Gender



By Age



By Income Level

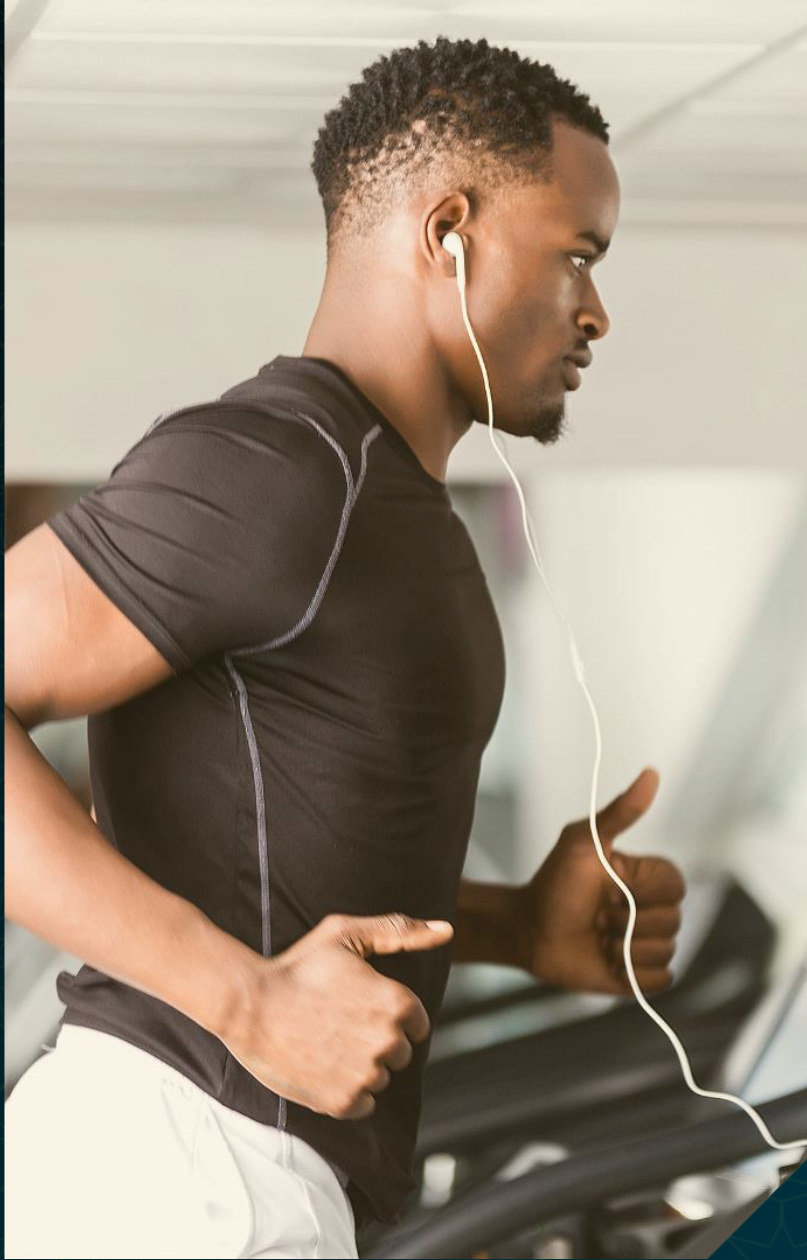


100%

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

94%

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



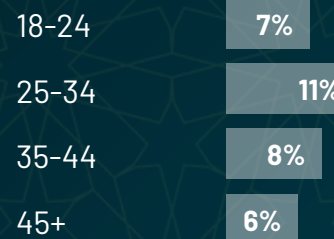
Who is the Self Nurturer? (8%)

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

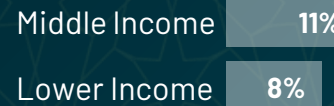
By Gender



By Age



By Income Level



98%

Consider Ramadan an opportunity to reset their body

96%

Consider Ramadan as a period of physical discipline and health consciousness

Eid (Korité) Plans

08





Only a small minority have plans to travel during the Eid (Korité) holiday.

9%

Plan on traveling during the Eid (Korité) holiday

By Gender

Male

10%

Female

7%

By Age

18-24

7%

25-34

11%

35-44

8%

45+

9%

By Income Level

Middle Income

13%

Lower Income

8%



Sample and methodology

Sample size

562 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 Senegal with a nationwide coverage

FOR MORE INFORMATION

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