

THE 2025 RAMADAN HANDBOOK

MENA Edition

February 2025



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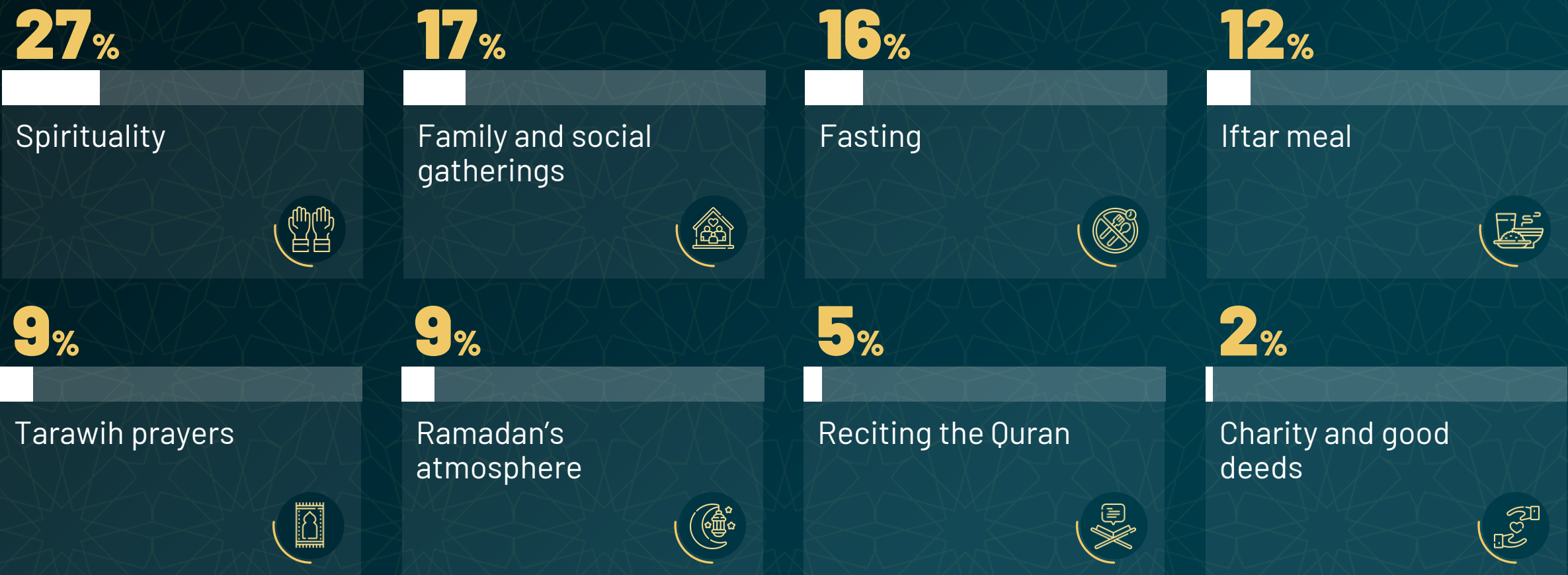
What Do People Love Most About Ramadan?

01



While Ramadan in MENA is appreciated for numerous factors, its spiritual essence remains the most prominent.

What do people love most about Ramadan – Top 8



Lifestyle Changes In Ramadan

02



The majority center their attention on profound spiritual reflection and helping others during Ramadan.



87%

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



84%

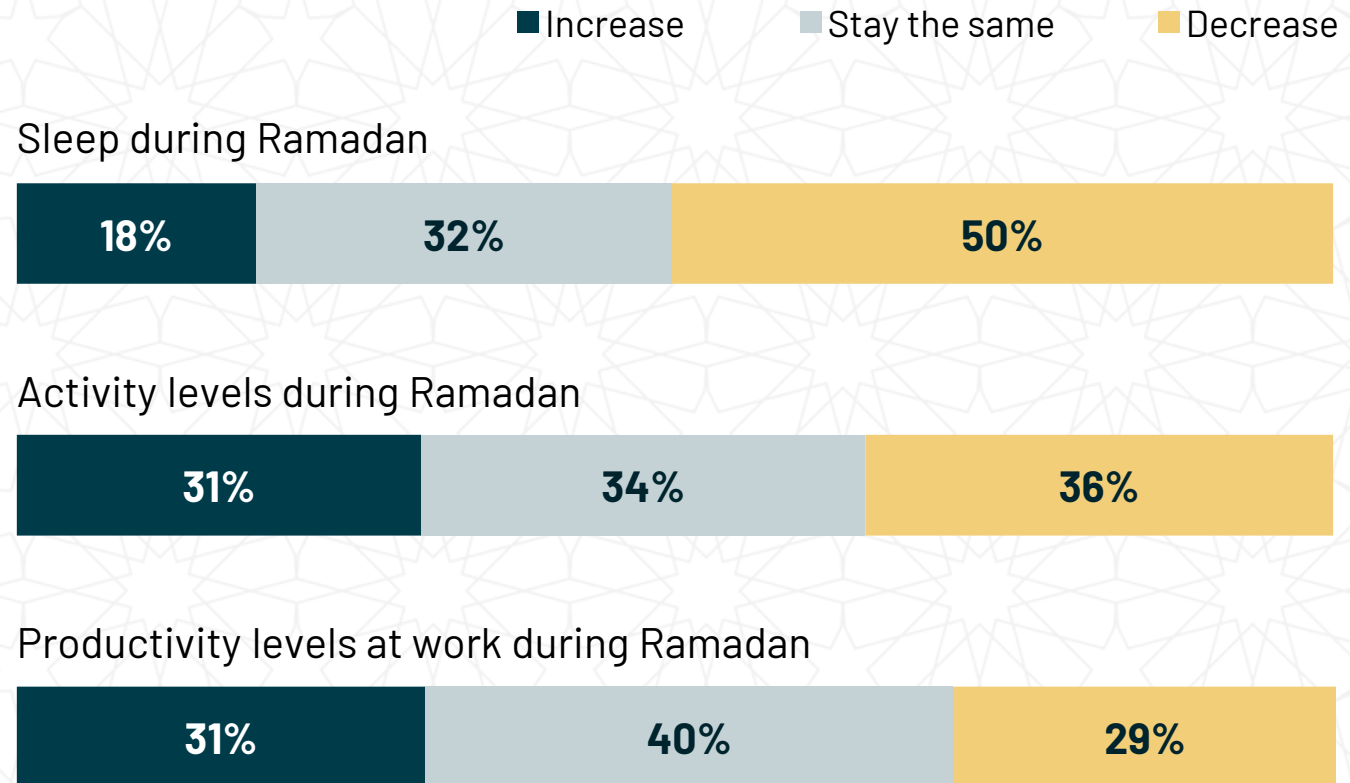
Believe Ramadan is about engaging in acts of charity



76%

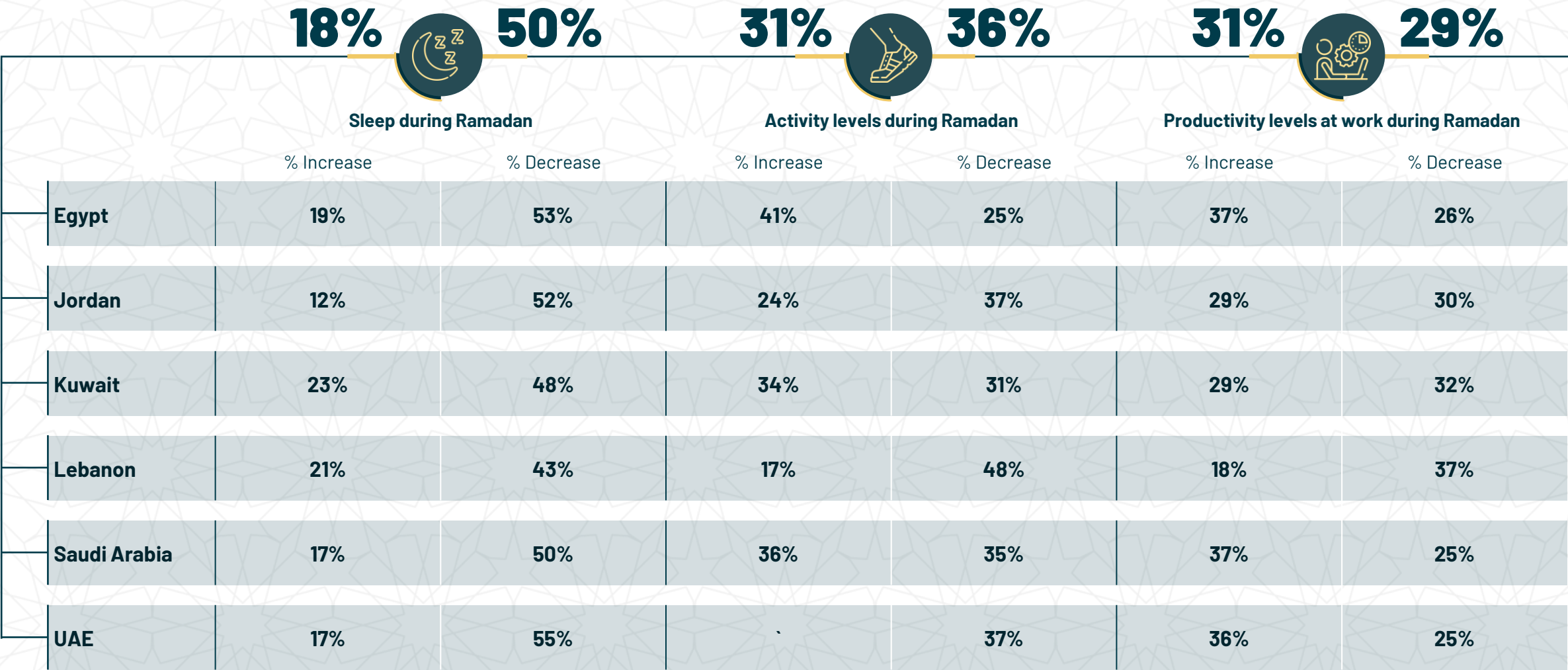
Focus more on spirituality during Ramadan

While sleep decreases during the holy month, many manage to either maintain or keep up their activity levels and productivity at work.



Sleep, activity and productivity

- by country



Due to common nostalgic feelings for previous Ramadans, family remains a primary focus during the holy month.



86%

Spend more time with family
than with friends during
Ramadan



78%

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



However, fewer gatherings around the Iftar table are thought to have lessened the traditional Ramadan spirit.



56%

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

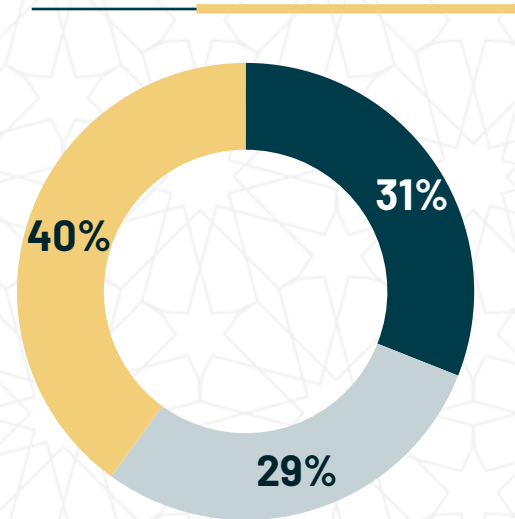


55%

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

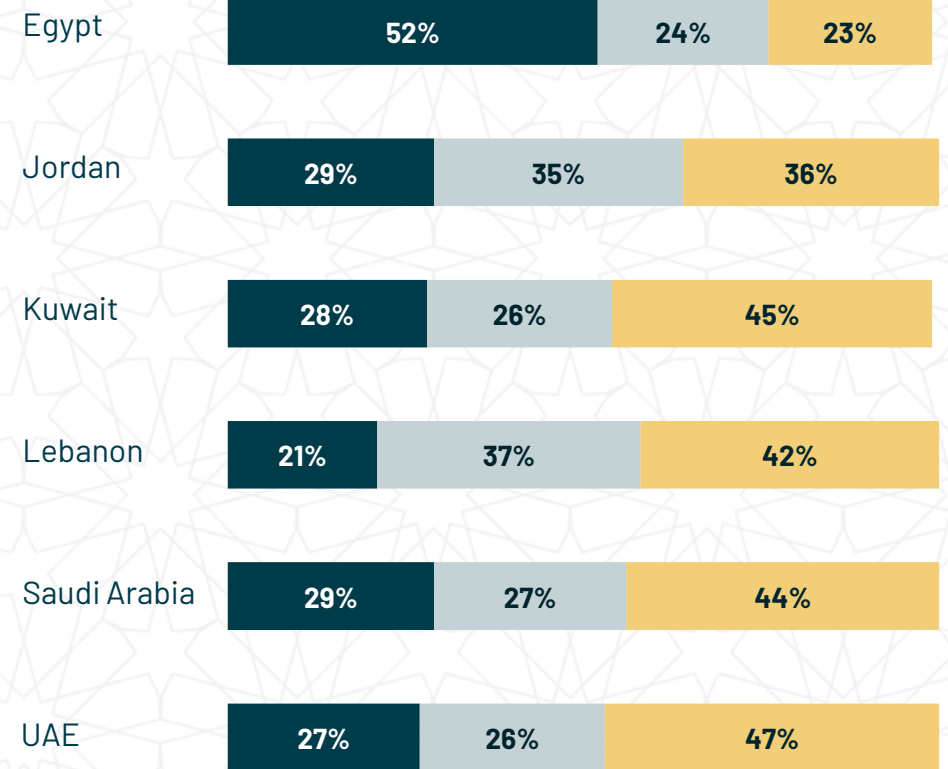


Therefore, many people choose to spend more time at home and reduce their outings throughout Ramadan.



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

By Country



As people spend more time indoors, they concentrate on decorating their spaces to enhance the festive atmosphere.



71%

Decorate their house during Ramadan



63%

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 people perceive Ramadan as a period of health awareness and a time to reset their bodies.



75%

Consider Ramadan as a period of physical discipline and health consciousness

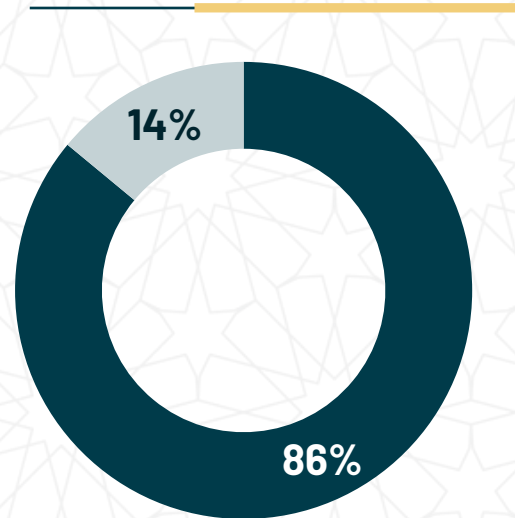


75%

Consider Ramadan an opportunity to reset their body



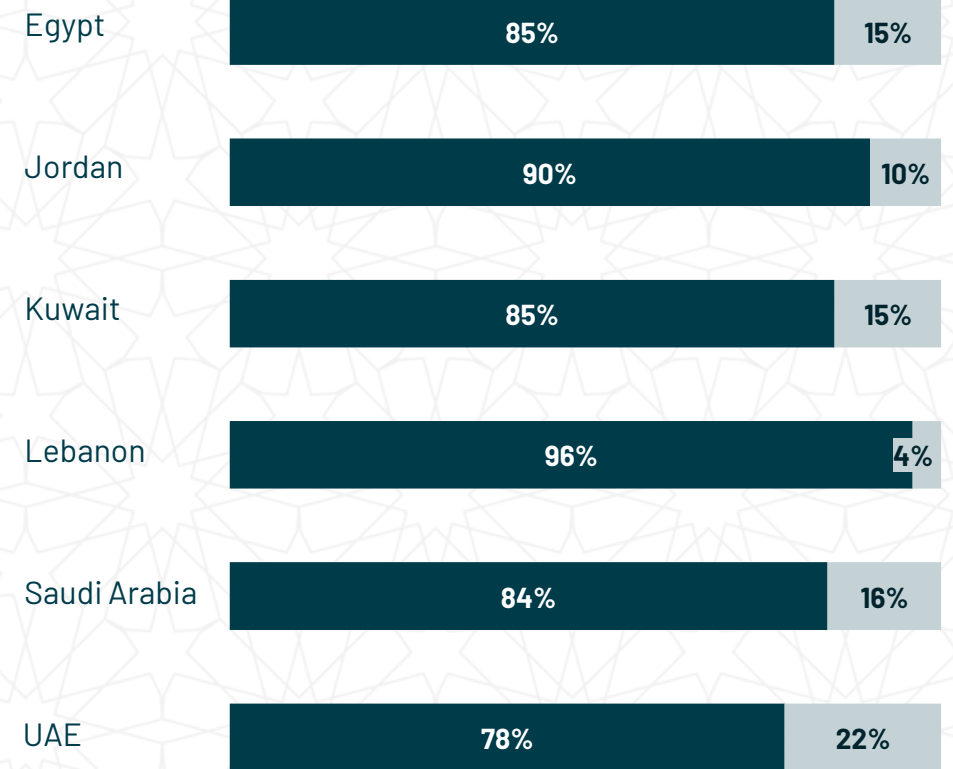
Echoing the emphasis on health, people favor home cooking over dining out during Ramadan.



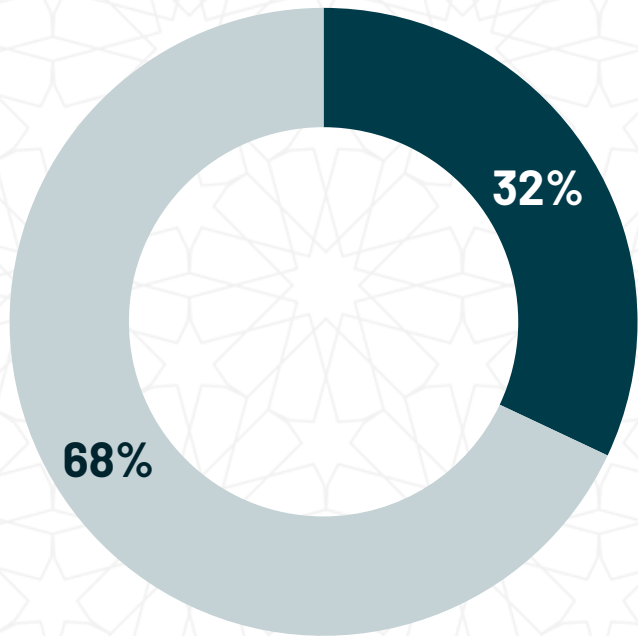
■ Tend to eat more home-cooked meals

■ Tend to eat out more

By Country



When breaking their fast, people often start with dates and appetizers before moving on to a selection of dishes.



■ Usually eat one main dish during Iftar

■ Usually eat a variety of main dishes during Iftar

84%

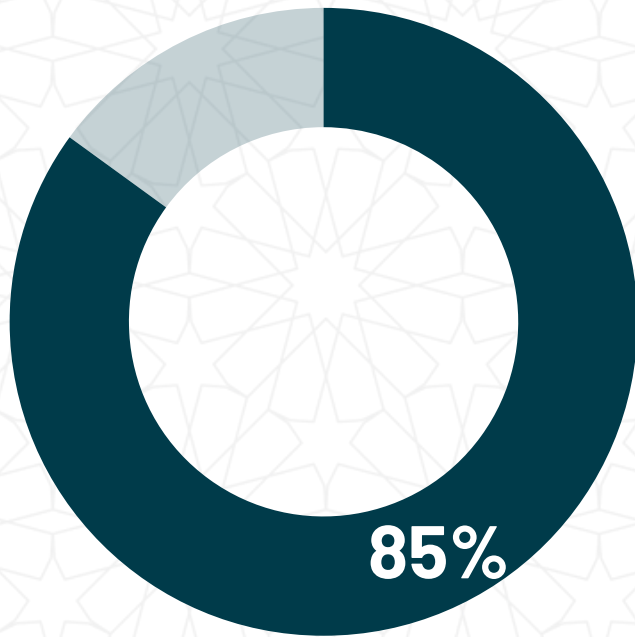
Always break their fast with dates

78%

Have appetizers everyday at Iftar



Following Iftar, although healthy snacks are popular, many also indulge in less healthy options, highlighting diverse snacking behaviours.



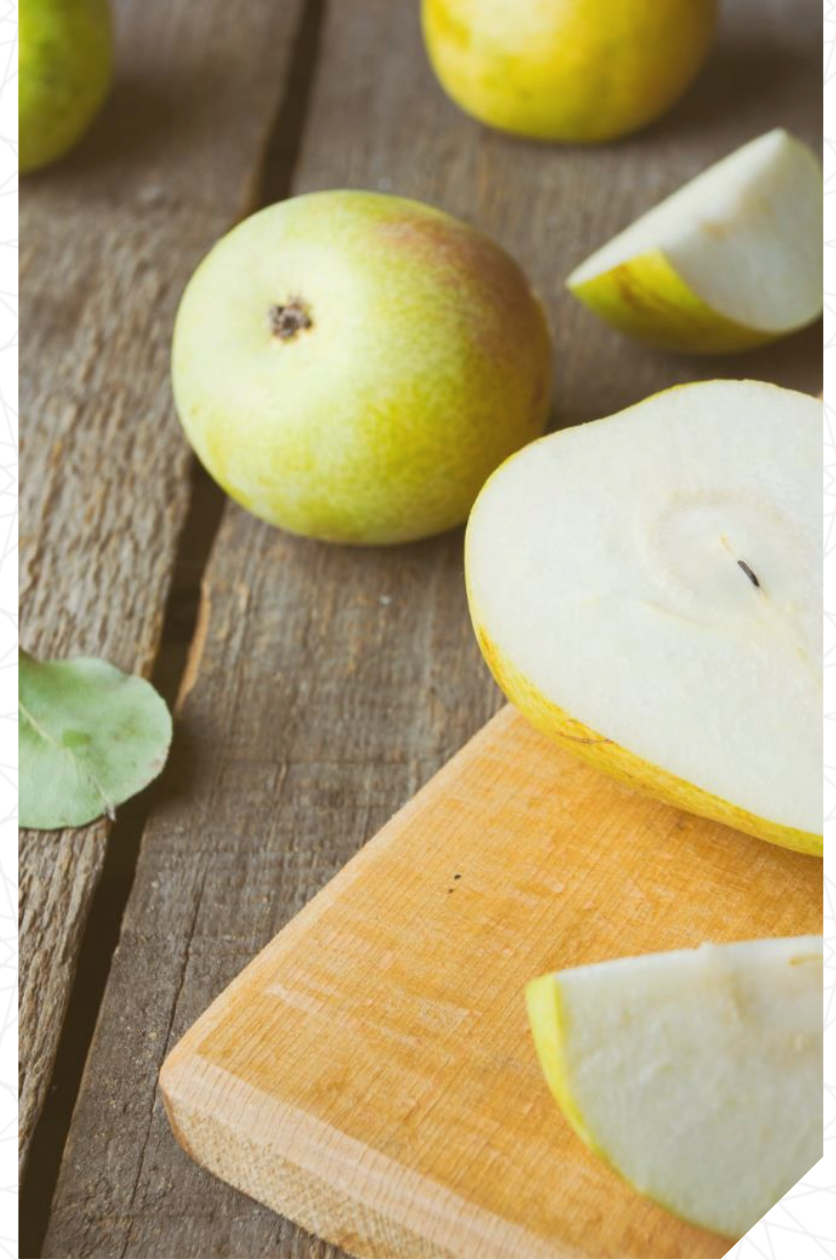
Usually have snacks after Iftar

70%

Have healthy snacks after Iftar

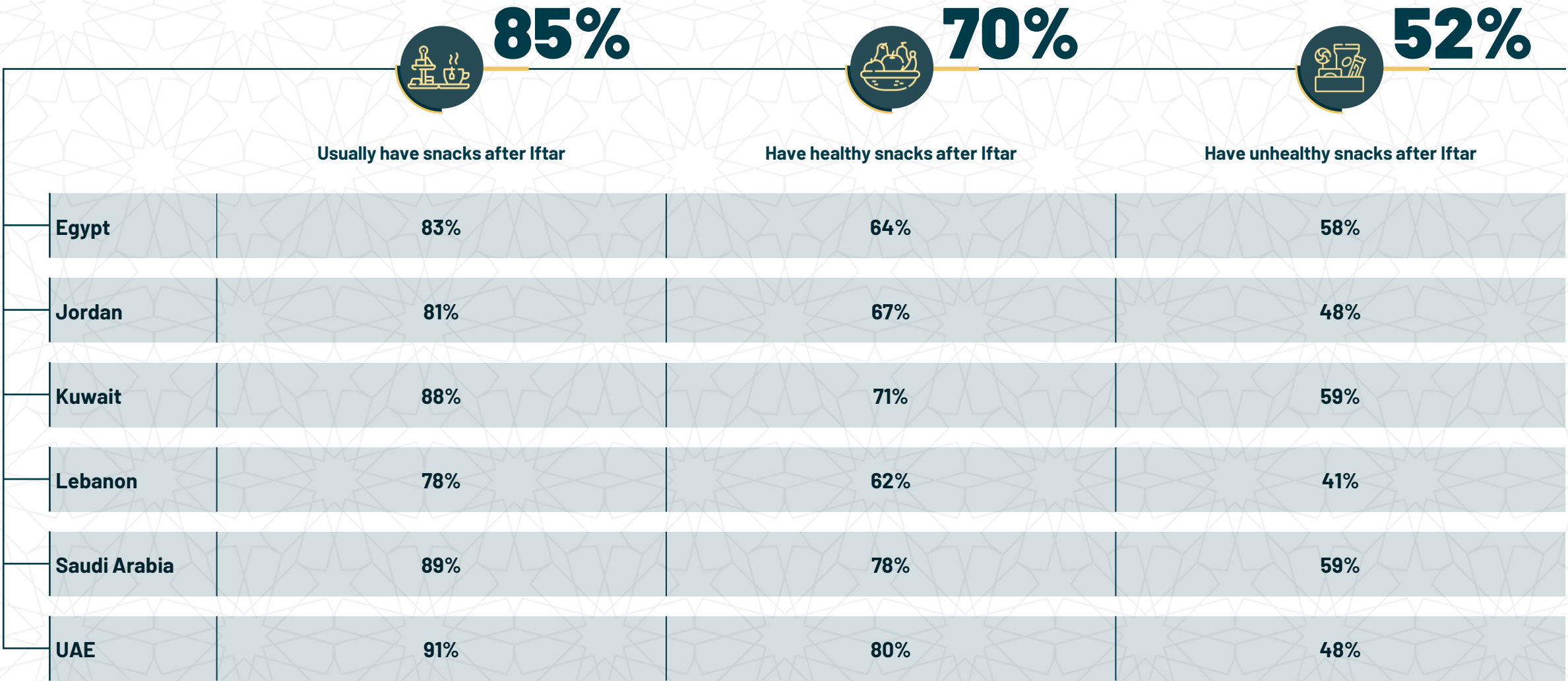
52%

Have unhealthy snacks after Iftar



Snacking behaviour during Ramadan

- by country



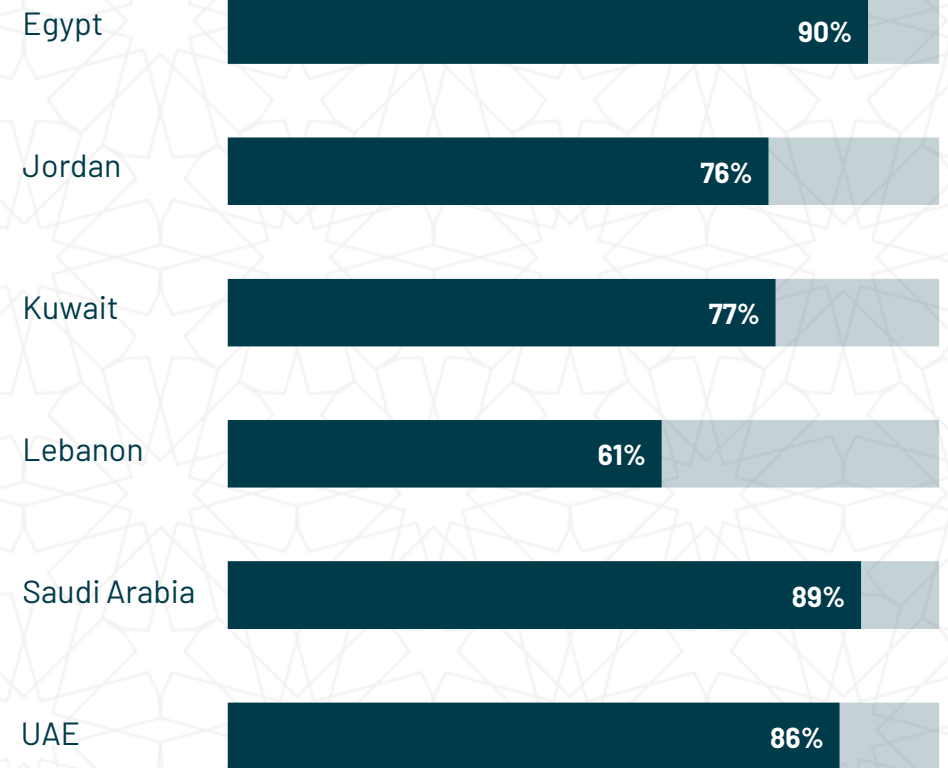


Suhoor is a common meal, observed by the majority of individuals.

80%

**Have Suhoor
on most nights**

By Country





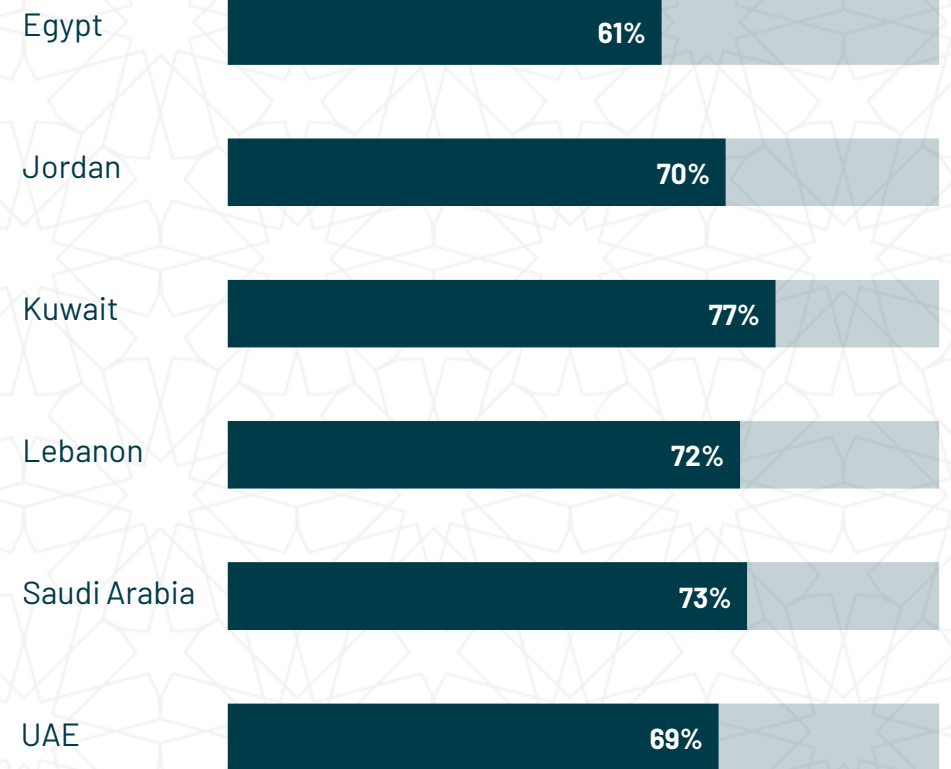
To minimize food waste, it is common for many to reuse leftovers from the diverse array of dishes during the holy month.

70%

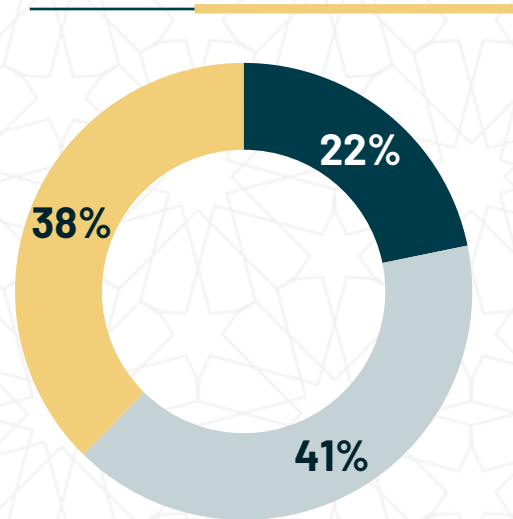
Make an effort to repurpose leftovers to minimize food waste during Ramadan



By Country

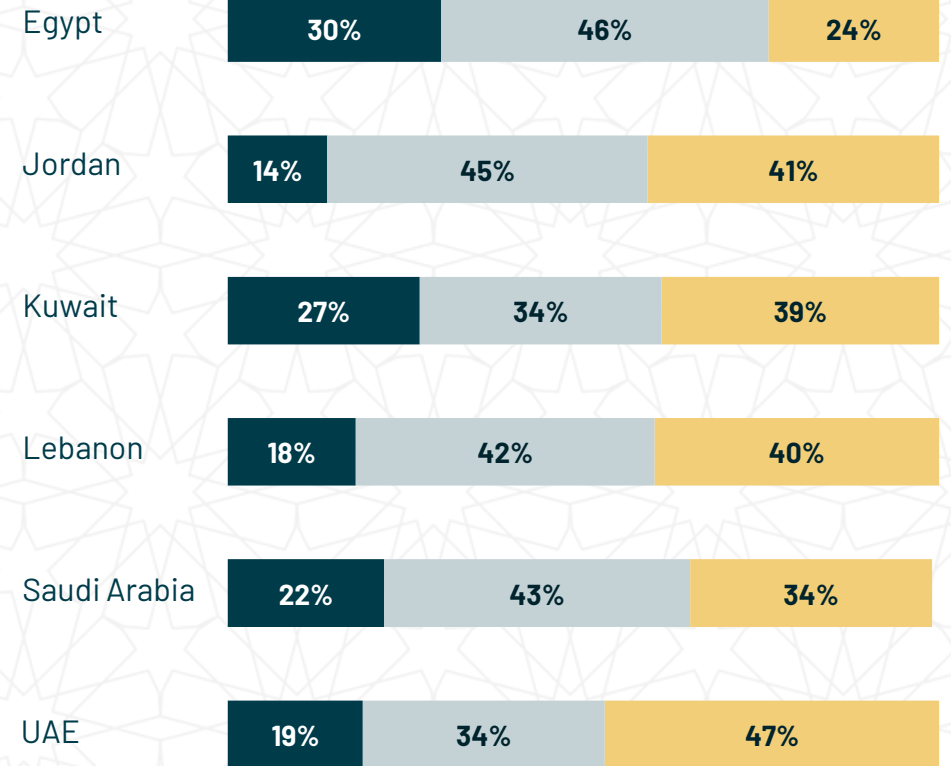


In terms of weight, most people see either weight loss or stability, even with disruptions to their eating patterns.



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

By Country

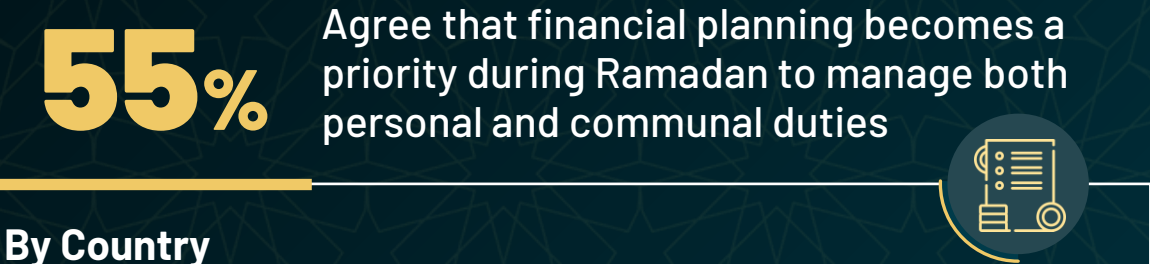


Financial & Shopping Behaviors In Ramadan

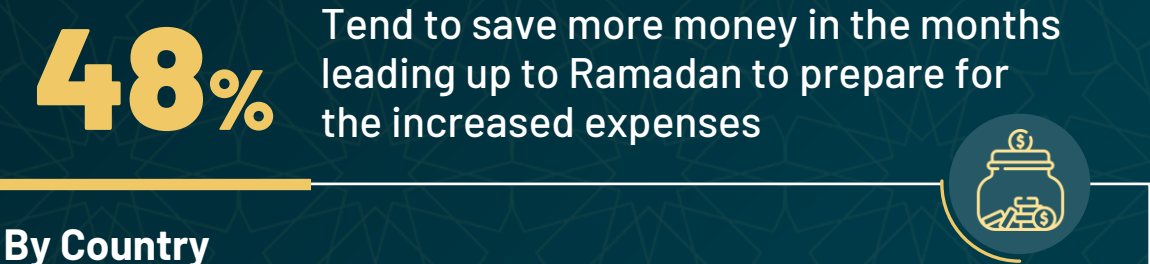
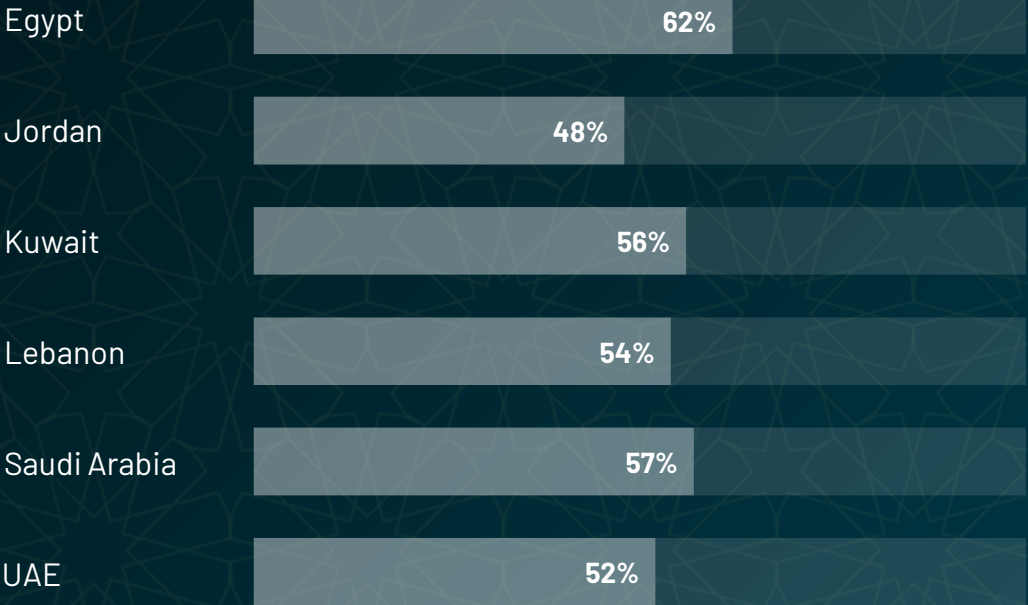
04



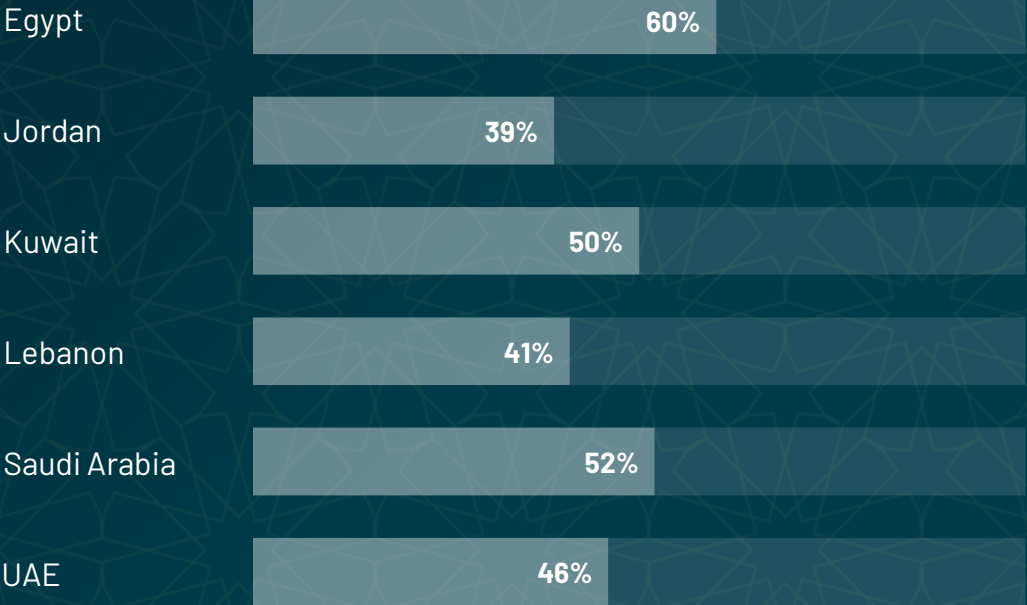
During Ramadan, many prioritize financial planning, getting ready for both personal and communal obligations and setting aside money in advance for expected increases in expenses.



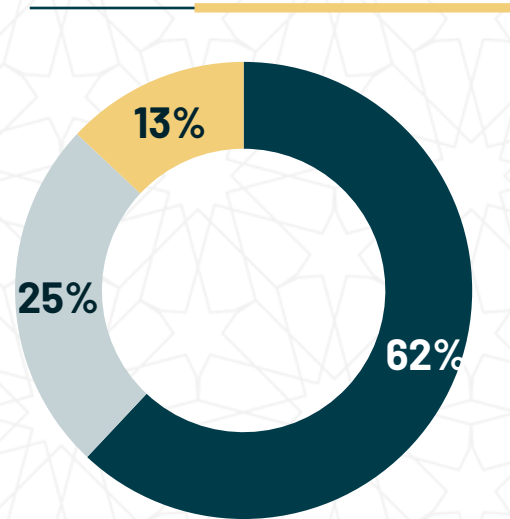
By Country



By Country

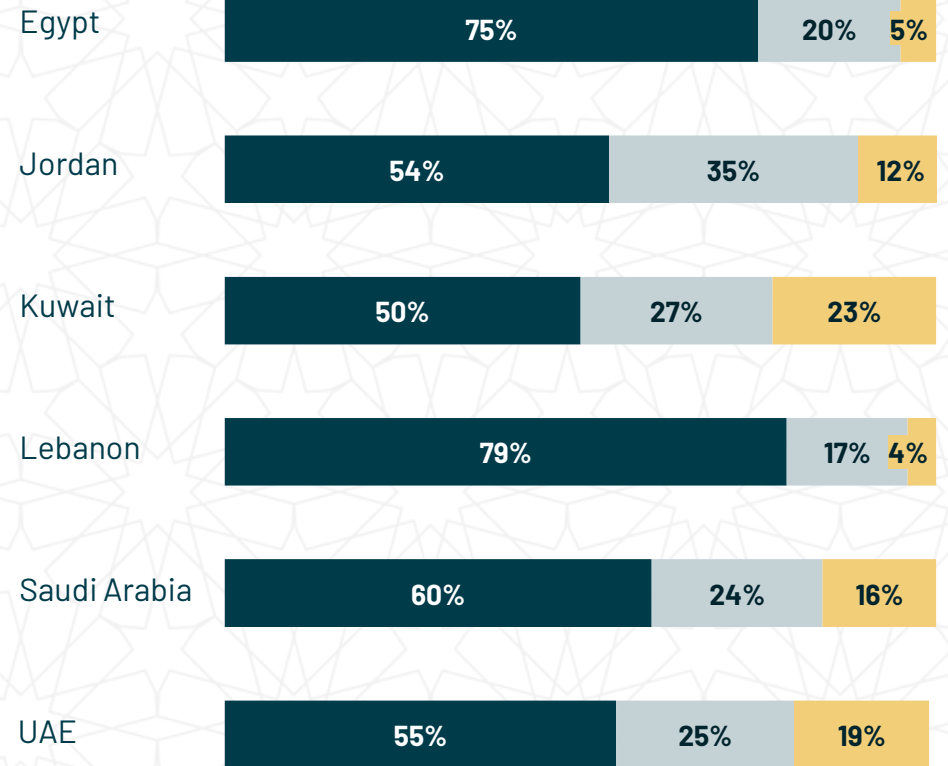


Despite efforts to plan and save, most individuals find that Ramadan's demands result in increased spending.

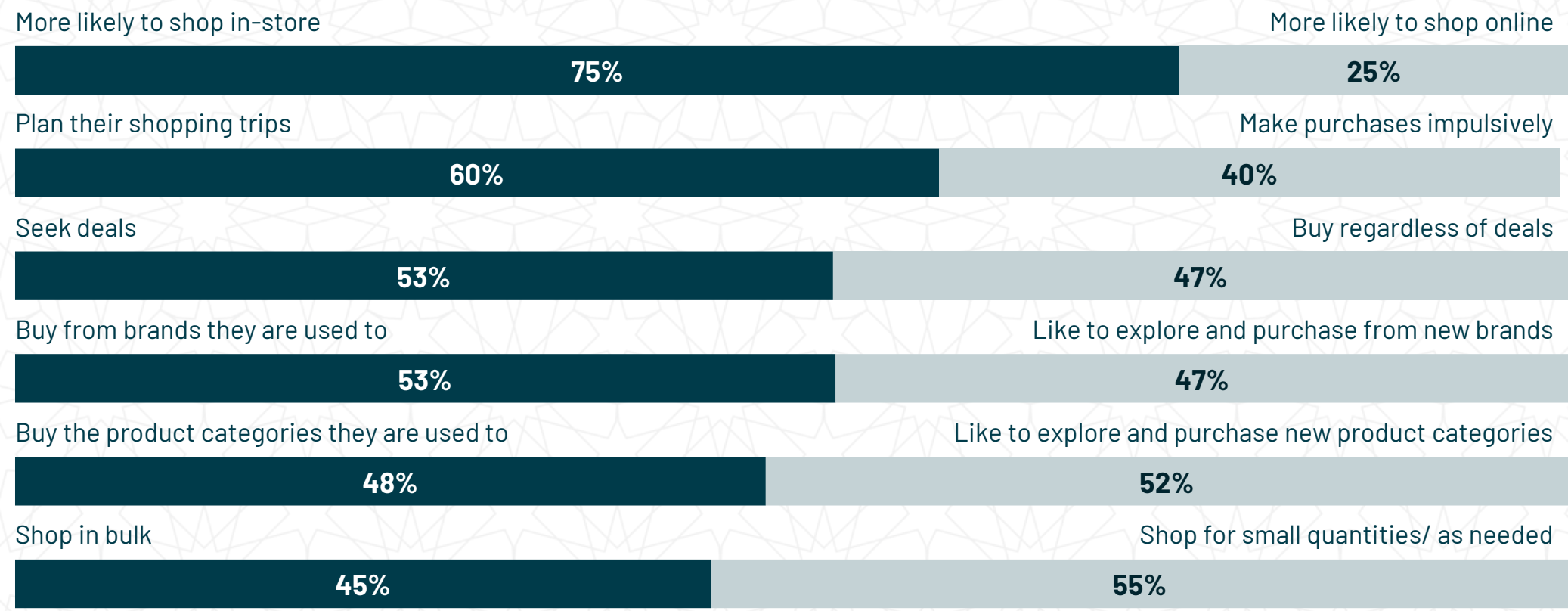


■ Spend more money
■ No change in spending habits
■ Spend less money

By Country

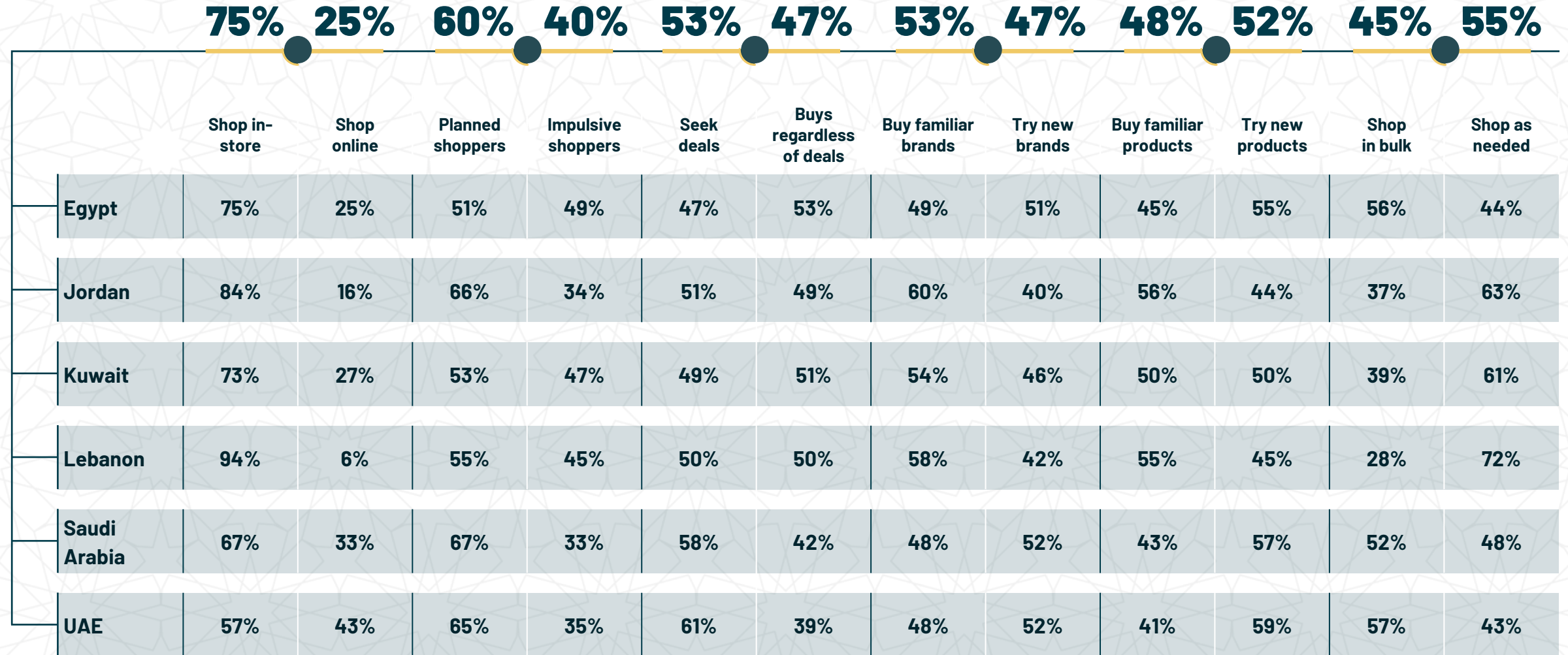


Shoppers in MENA mostly enjoy the in-store shopping experience during Ramadan. They are inclined to approach shopping with planning, although styles vary; many seek deals and stick to the familiar while others are more adventurous exploring new brands and items.



Types of shoppers during Ramadan

- by country



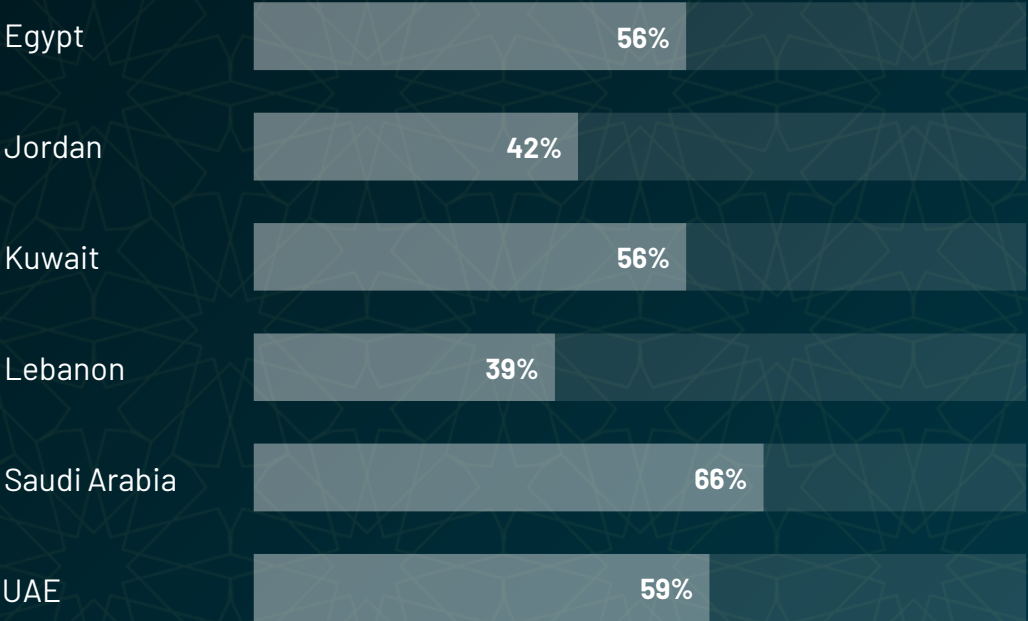
Half of shoppers anticipate Ramadan's deals, with some even postponing big purchases to take advantage of the discounts.

53%

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



By Country

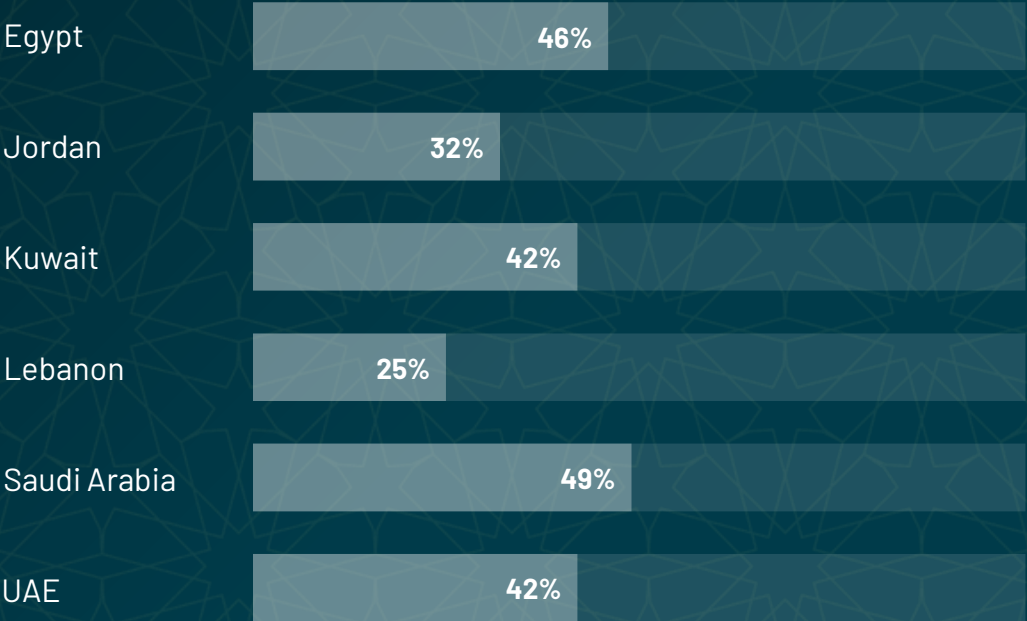


39%

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



By Country



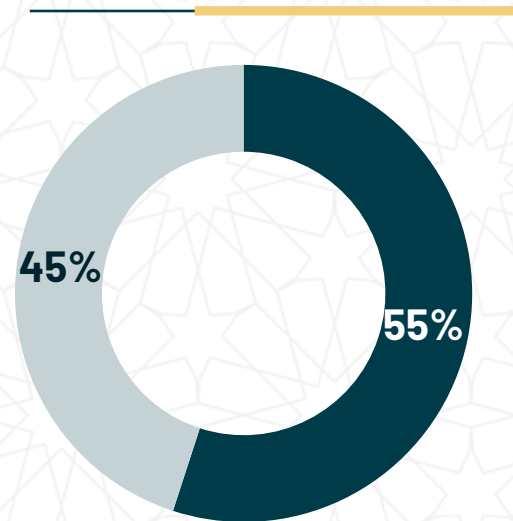
Brand Interaction & Advertising

05





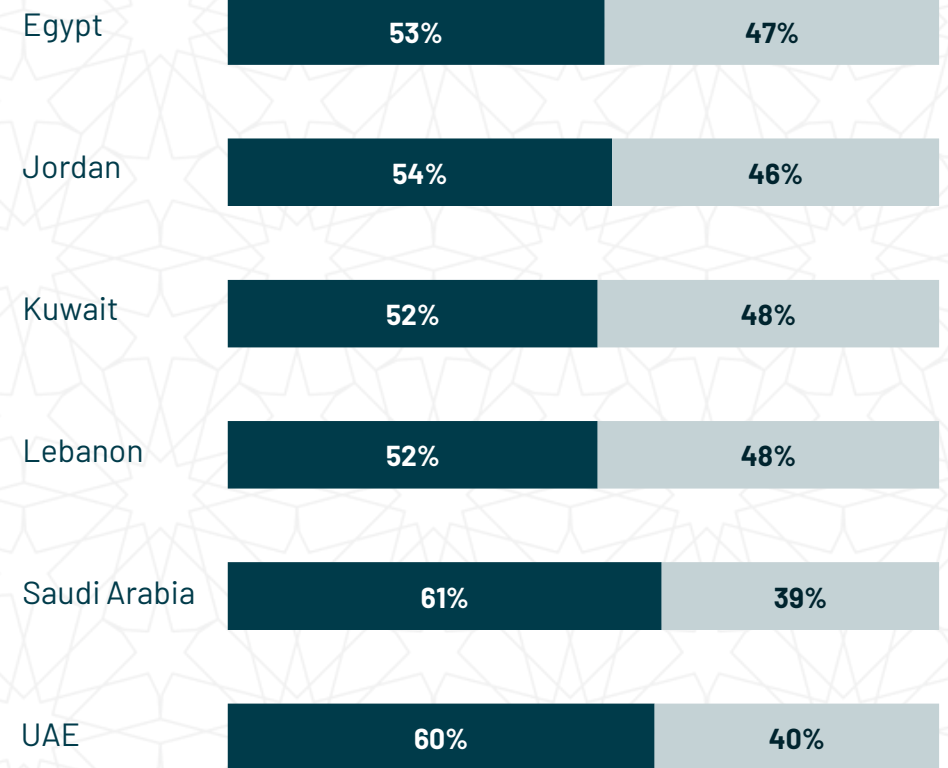
Even though more than half turn to online sources to obtain information about brands, traditional sources are still vital and widely used.



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



By Country



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

Main sources used to obtain information about brands – Top 10



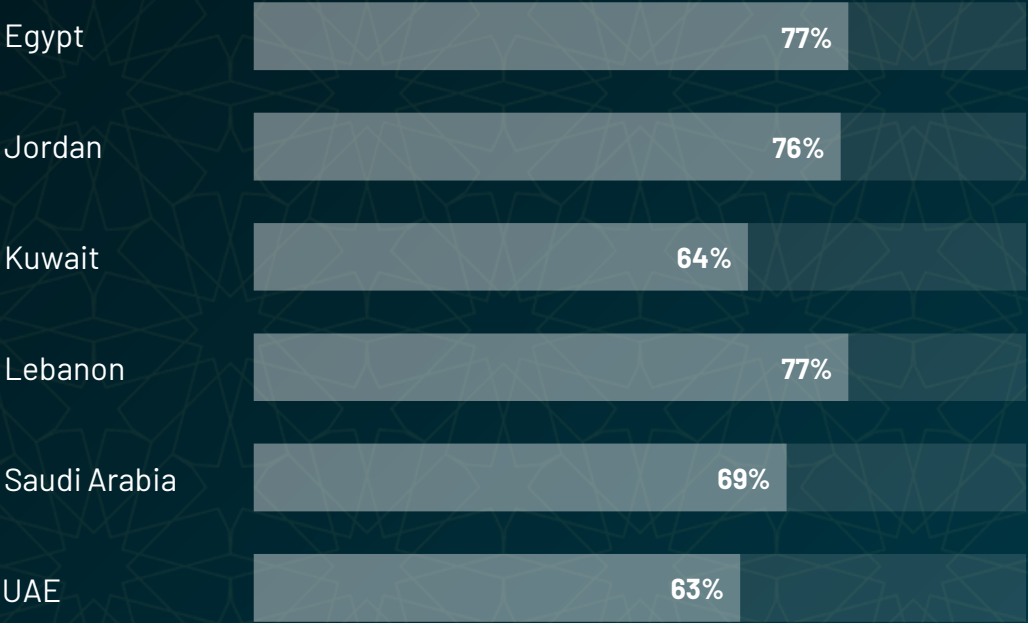
There is a noticeable sense of ad overload during Ramadan, leading to perceptions that the holy month is becoming increasingly commercialized.

71%

Believe there are too many ads during Ramadan



By Country

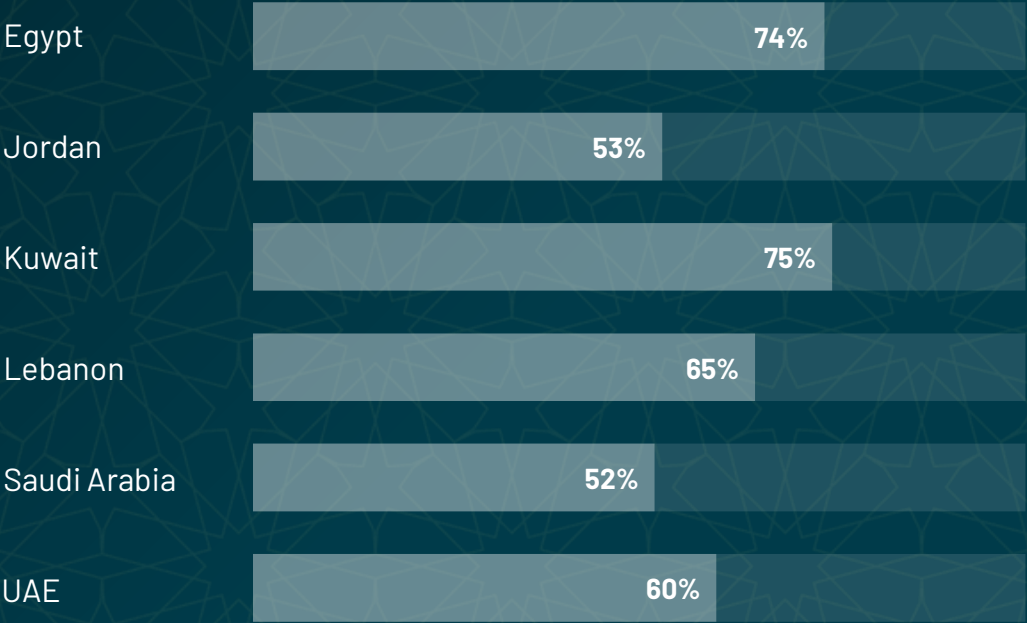


63%

Feel that Ramadan has become more commercialized over the years



By Country

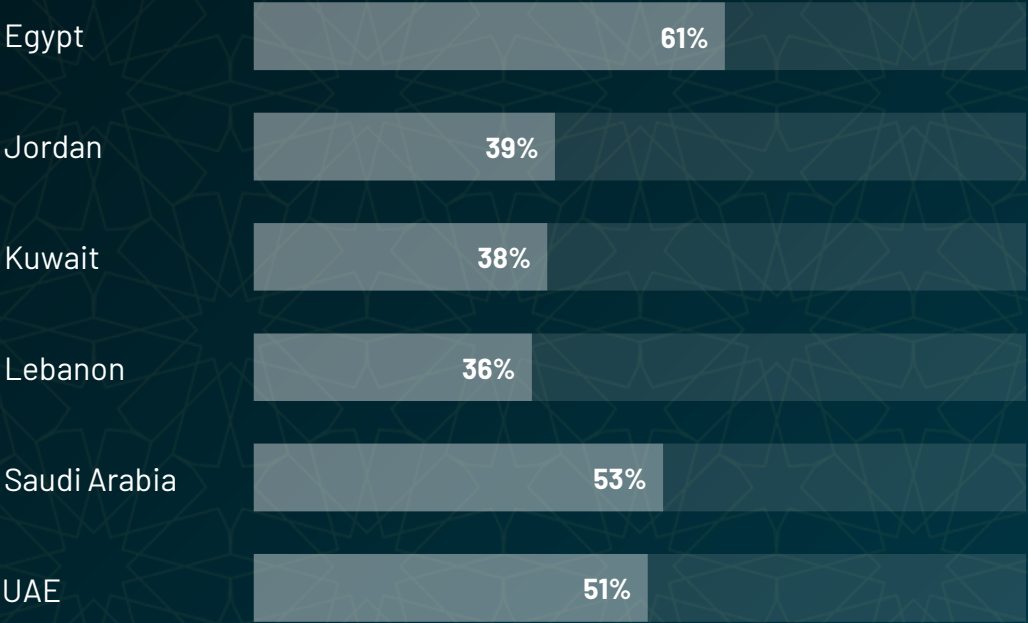


Although ads can feel overwhelming, they effectively make brands memorable, influencing many to make purchases during Ramadan.

46% Are more likely to remember brands that advertise during Ramadan



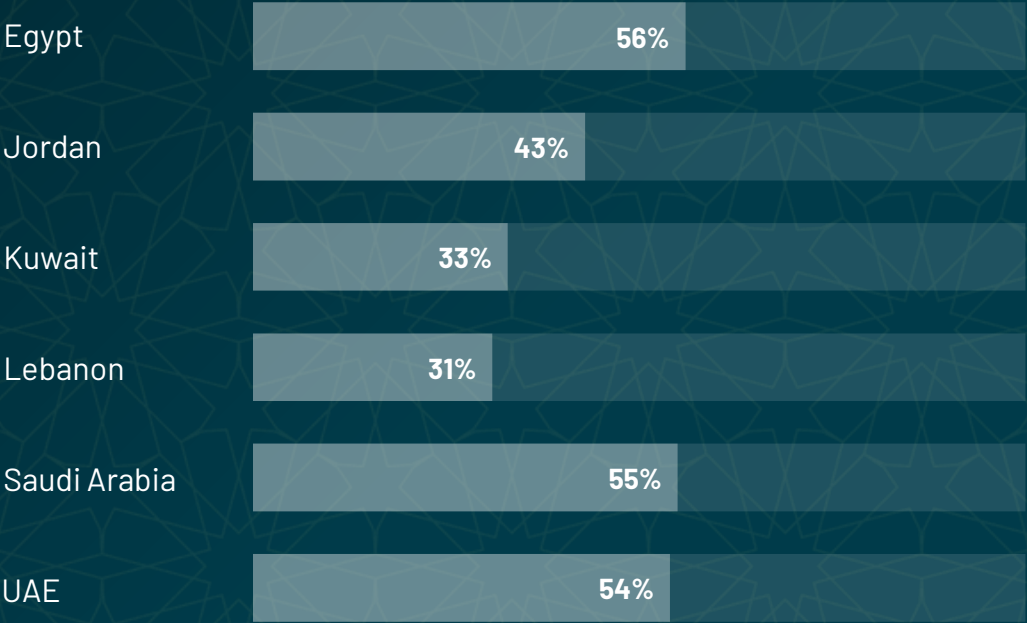
By Country



45% Have previously purchased a product based on an ad they saw during Ramadan



By Country



Most Prominent Ramadan Brands

06



Brands most associated with Ramadan in MENA

Top 10 brands – sorted by alphabetical order per country

 Egypt	 Jordan	 Kuwait	 Lebanon	 Saudi Arabia	 UAE
Chipsy	Al Jamal	alalali	Crown	Almarai	al ain
Coca-Cola	Almarai	Almarai	HALLAB	AlSafi Danone	Almarai
Elabd	JORDINA	International Mill	KASSATLY CHTAURA	nadec	Carrefour
etisalat (e&)	KASIH	kdcow	Maggi	Panda	LuLu Hypermarket
Etoile	Knorr	KDD	Pepsi	SHEIN	Nestlé
Fresh	Maggi	KUWAIT FLOUR MILLS	Plein Soleil	Sunbulah	noon
Juhayna	NABiL	Maggi	Puck	SUNQUICK	Sadia
orange	Sunbulah	Sunbulah	SADAKA SWEETS	Switz	TANG
Pepsi	TANG	TANG	TAJ	TANG	VIMTO
Vodafone	VIMTO	VIMTO	Yamama	VIMTO	ZARA

The Ramadan Personas

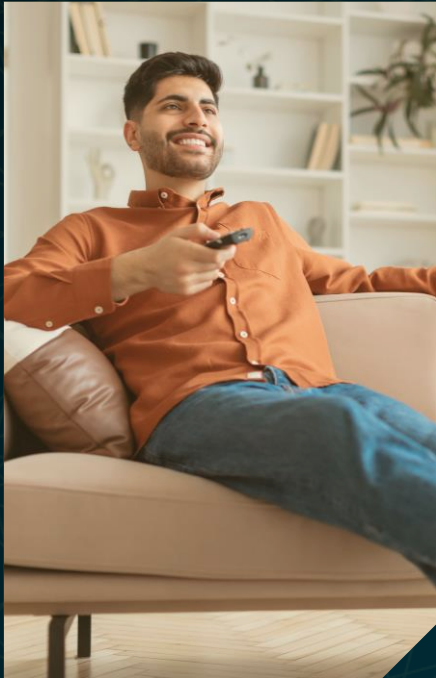
07



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

27%

The Content Explorer



25%

The Passionate Shopper



19%

The Social Connector



16%

The Festive Spirit



14%

The Self Nurturer

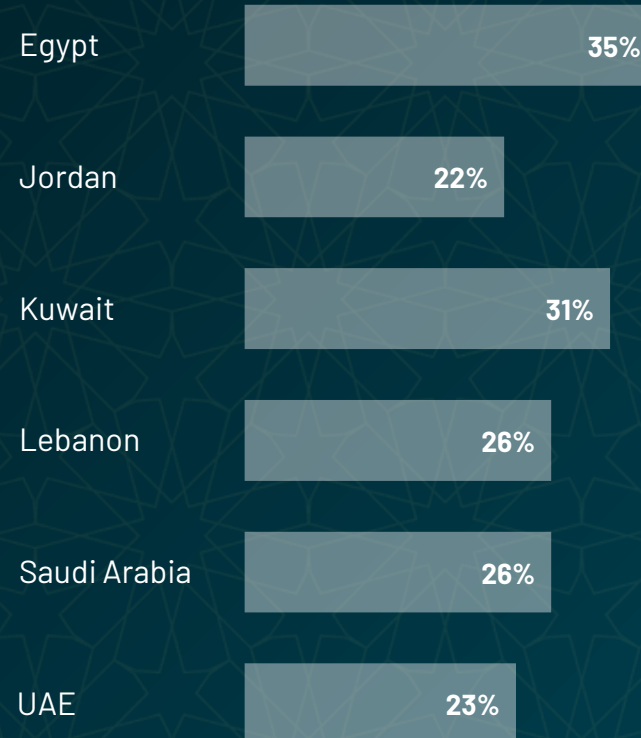




Who is the Content Explorer? (27%)

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

By Country



69%

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

66%

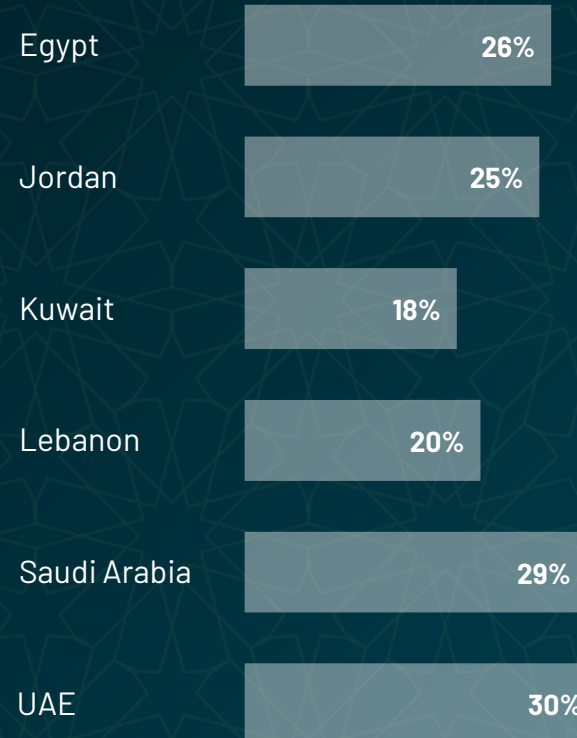
View Ramadan as a season for exploring and watching series and catching up on Ramadan-themed programs



Who is the Passionate Shopper? (25%)

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

By Country



81%

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

75%

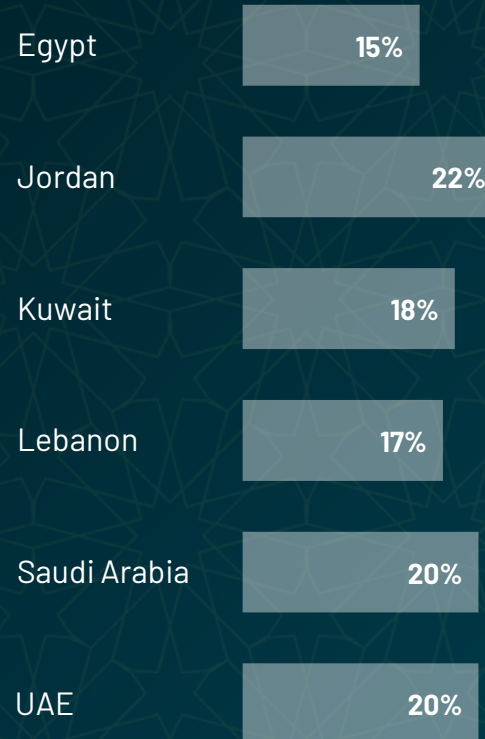
Take Ramadan as a time to indulge in shopping, whether for Eid gifts or personal treats



Who is the Social Connector? (19%)

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

By Country



84%

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

82%

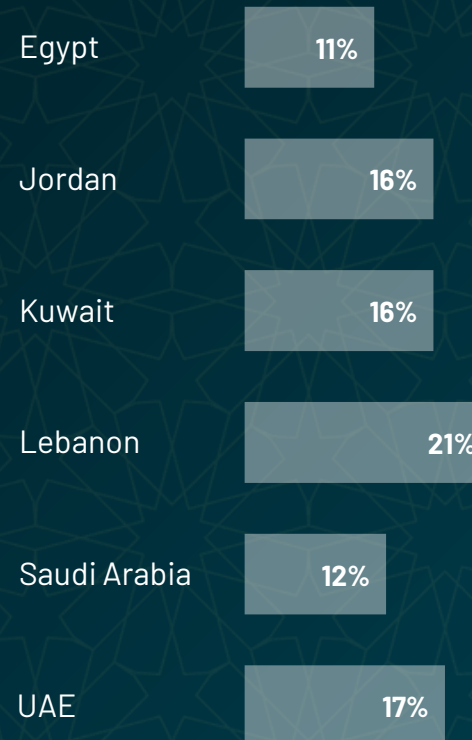
Believe Ramadan is a time of togetherness and shared experiences with loved ones



Who is the Festive Spirit? (16%)

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

By Country



86%

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

78%

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 Country



97%

Consider Ramadan as a period of physical discipline and health consciousness

96%

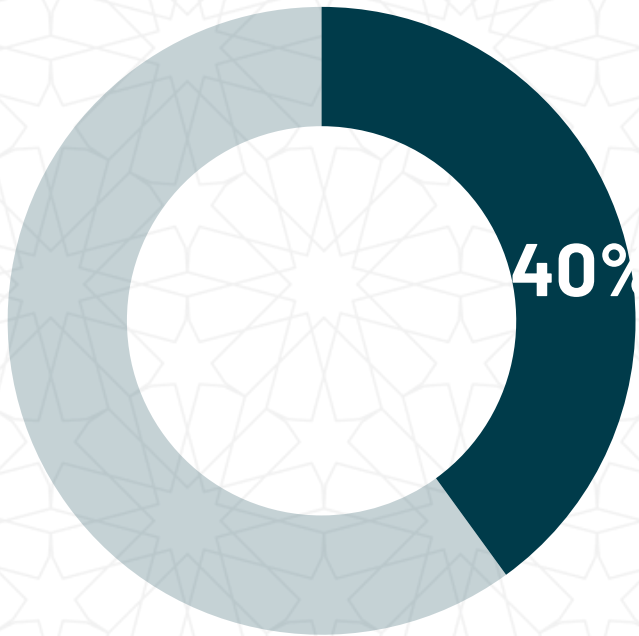
Consider Ramadan an opportunity to reset their body

Eid Plans

08



2 in 5 intend to travel during Eid, with an inclination towards domestic destinations.



Plan on traveling during the Eid holiday

23%

Plan on having a staycation

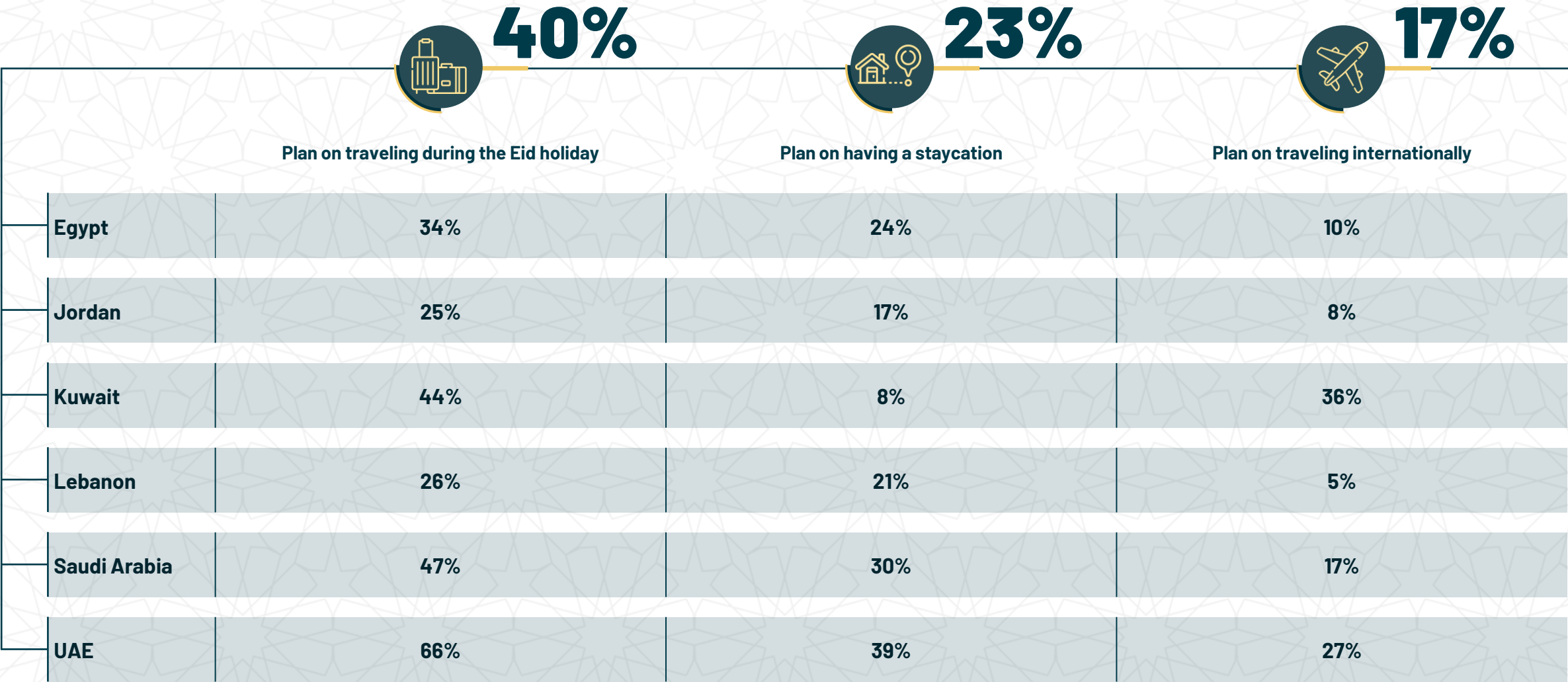
17%

Plan on traveling internationally



Travel plans during the Eid holiday

- by country



Sample and methodology

Sample size

3,000 respondents

Sample criteria

General public: representative of the Muslim population

Methodology

The survey was conducted via Ipsos online panel and computer aided telephone interviews (CATI)

Geographical coverage

Conducted in MENA with a nationwide coverage across: Egypt, Jordan, Kuwait, Lebanon, Saudi Arabia and UAE

FOR MORE INFORMATION

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