

THE 2026 RAMADAN HANDBOOK

Ivory Coast Edition

February 2026

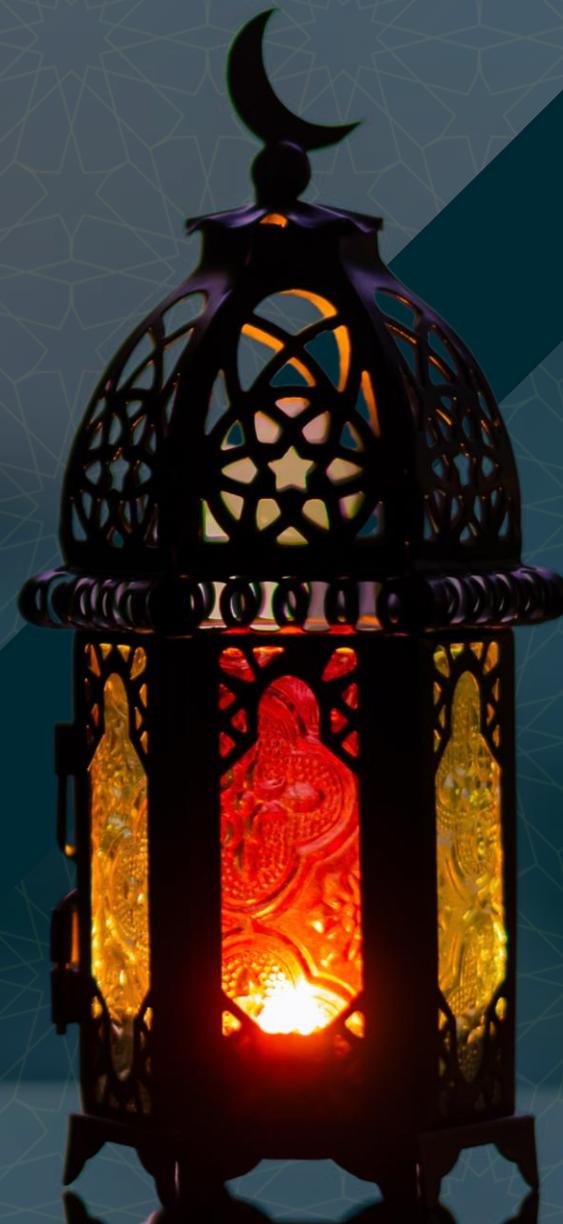
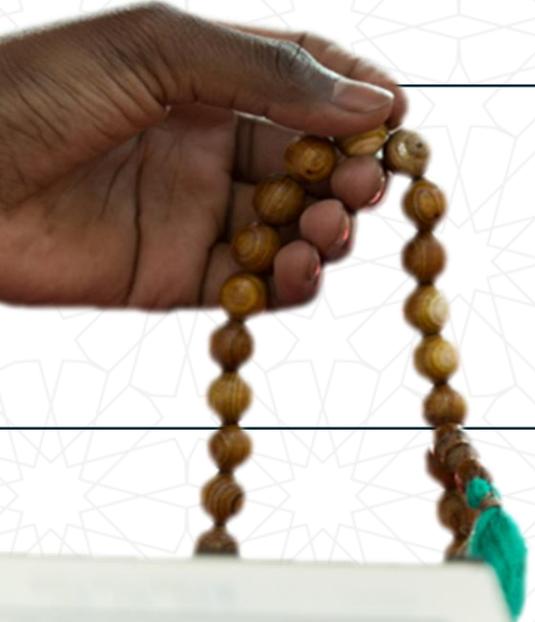


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Lifestyle Changes In Ramadan

01





For most, Ramadan is a time of heightened spirituality, reflection, and giving.



84%

Focus more on spirituality during Ramadan



81%

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



80%

Believe Ramadan is about engaging in acts of charity

As routines adjust, sleep decreases , yet activity and productivity levels remain largely steady.



■ Increase ■ Stay the same ■ Decrease

Sleep during Ramadan



Activity levels during Ramadan



Productivity levels at work during Ramadan



Sleep, activity and productivity

- by demographics

21%



65%

25%



50%

25%



41%

Sleep during Ramadan

Activity levels during Ramadan

Productivity levels at work during Ramadan

	% Increase	% Decrease	% Increase	% Decrease	% Increase	% Decrease
Male	22%	61%	24%	53%	26%	39%
Female	19%	70%	26%	47%	25%	42%
18 - 24	35%	54%	22%	56%	21%	47%
25 - 34	17%	70%	24%	50%	23%	41%
35 - 44	16%	66%	30%	43%	35%	30%
45+	10%	71%	26%	47%	28%	41%

And with this shift comes a stronger emphasis on family and shared moments rooted in nostalgia and long-standing traditions.



79%

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



Yet a notable share feel that the spirit of gatherings is not as strong as it once was.



34%

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

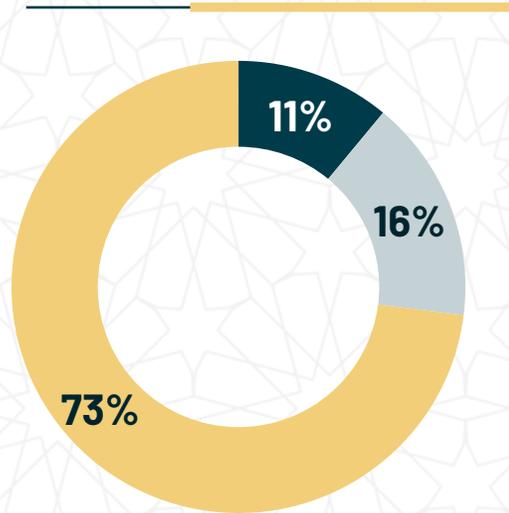


34%

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



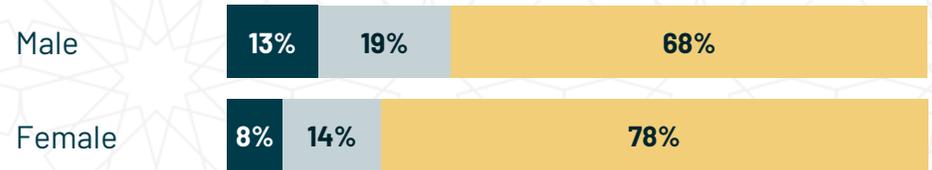
Social life consequently moves inward, with fewer outings during the holy month.



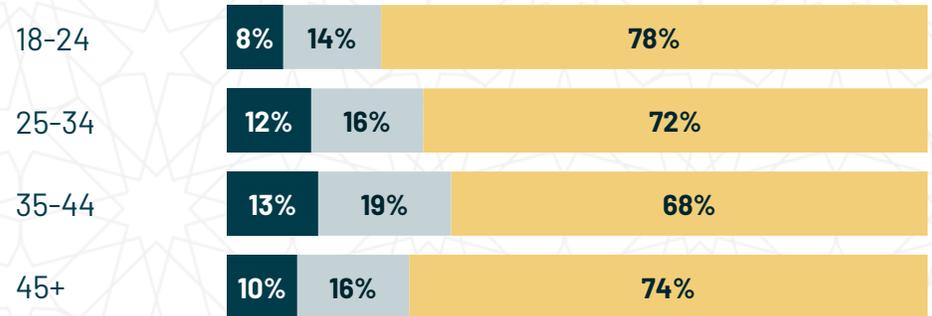
- Go out more during Ramadan
- No change
- Go out less during Ramadan



By Gender



By Age

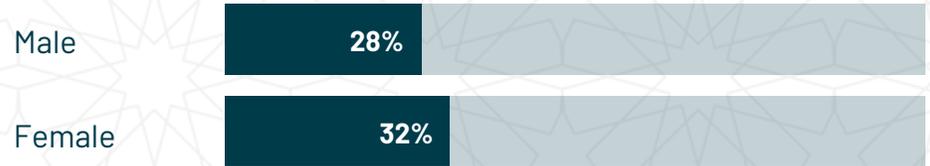


And as it does, the home itself becomes a space of celebration for some.

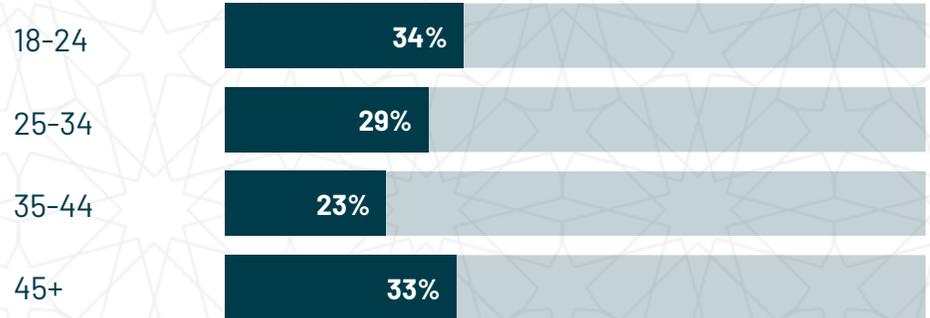
30%

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

By Gender



By Age



Eating Habits In Ramadan

02



Ramadan is widely seen as a time to reset the body and reinforce discipline.



58%

Consider Ramadan an opportunity to reset their body

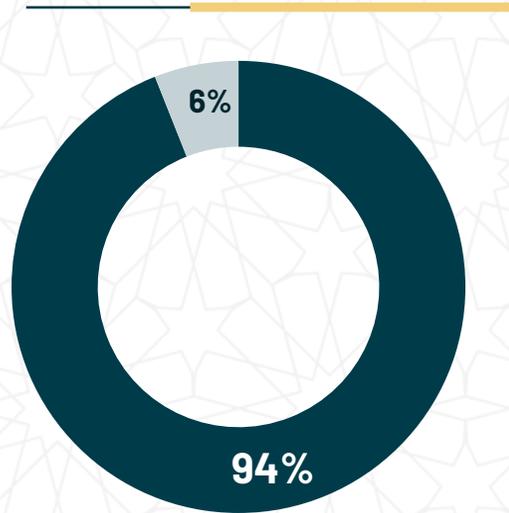


47%

Consider Ramadan as a period of physical discipline and health consciousness

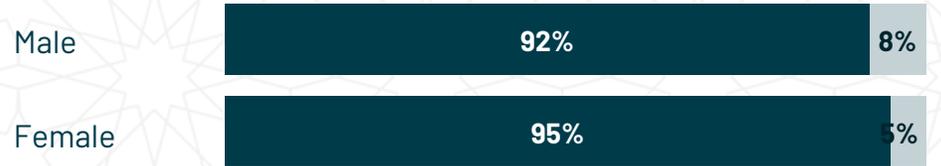


That mindset carries through to the table, where home-cooked meals clearly dominate.

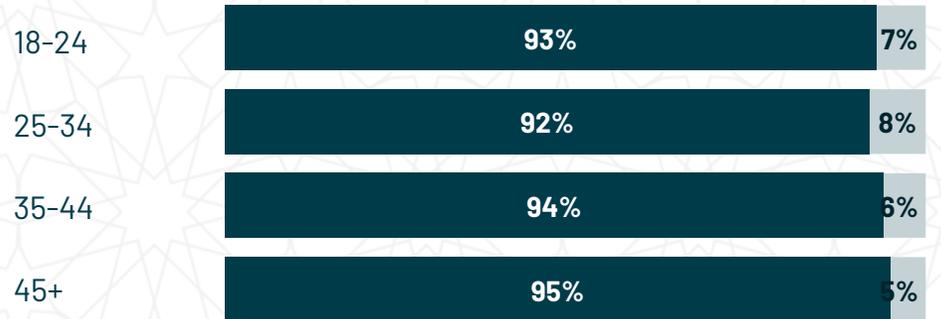


- Tend to eat more home-cooked meals
- Tend to eat out more

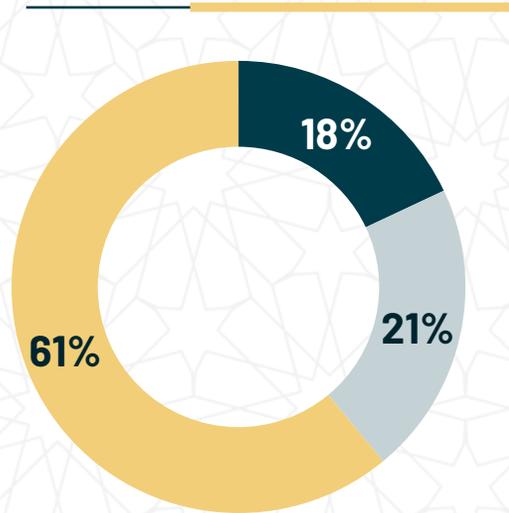
By Gender



By Age



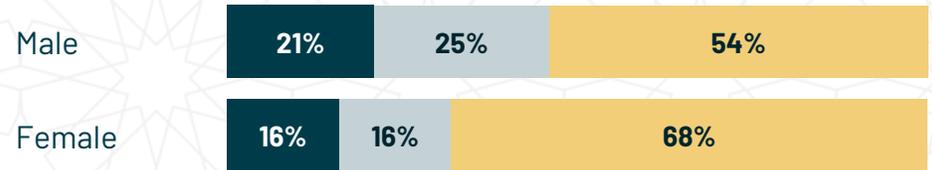
With a clear preference for home-cooked meals, most say their use of food delivery decreases during Ramadan.



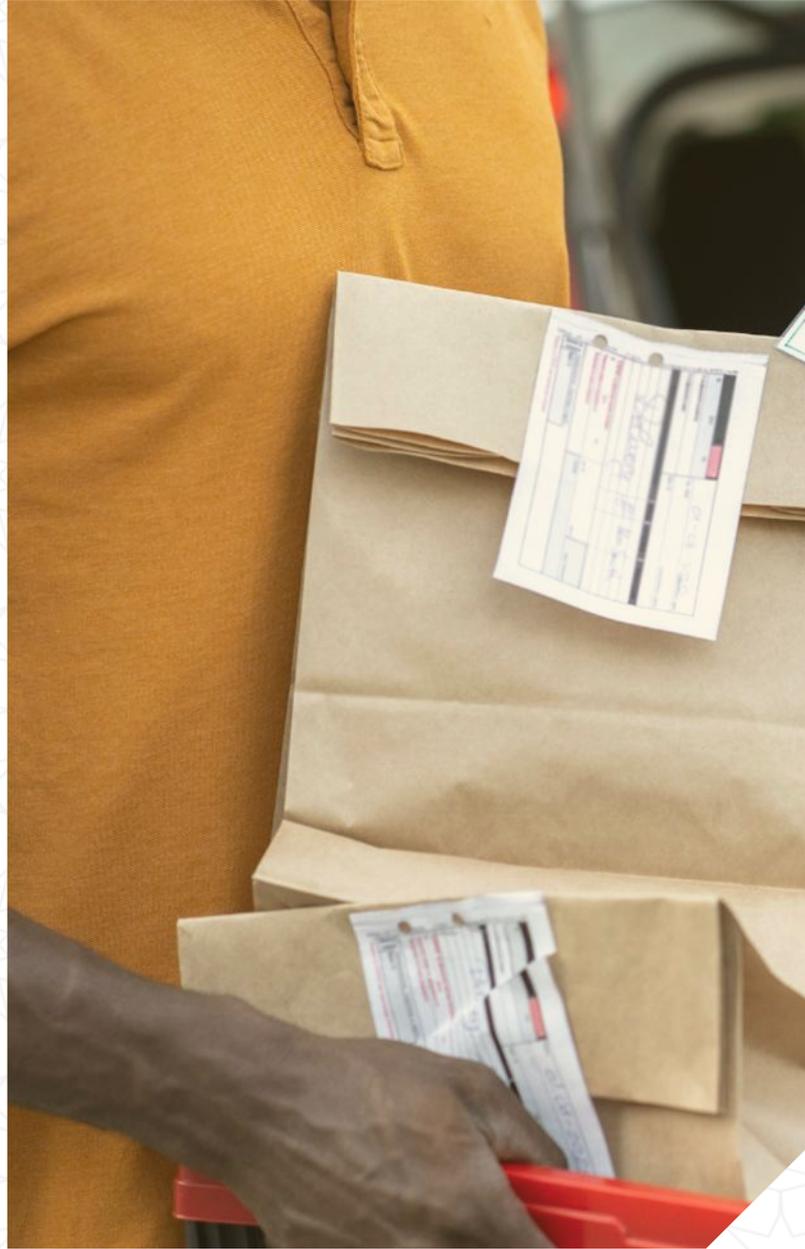
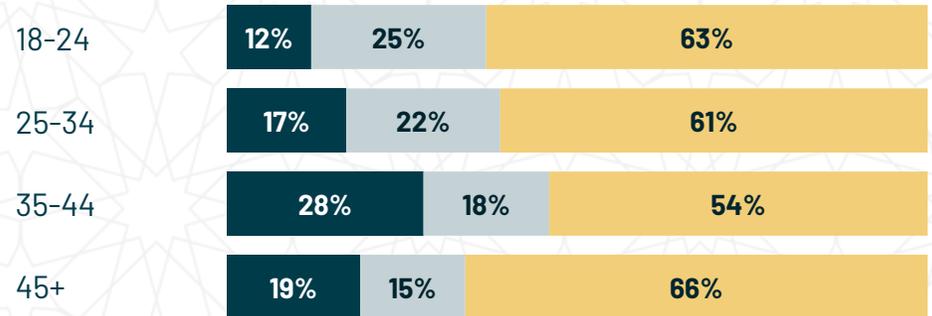
- Order food delivery more often during Ramadan
- No change
- Order food delivery less often during Ramadan



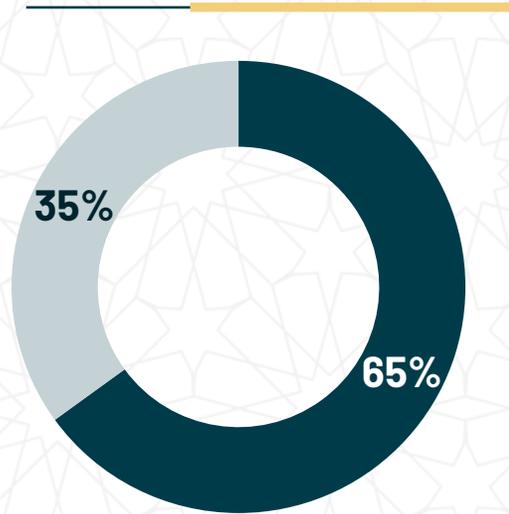
By Gender



By Age

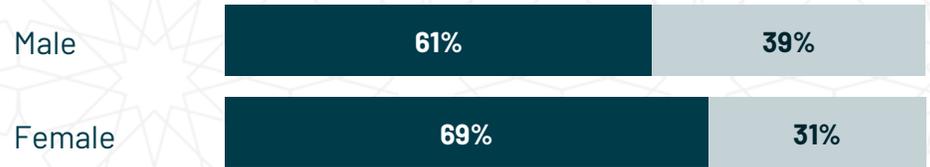


When delivery is used, it is more likely to be for Iftar than Suhoor.

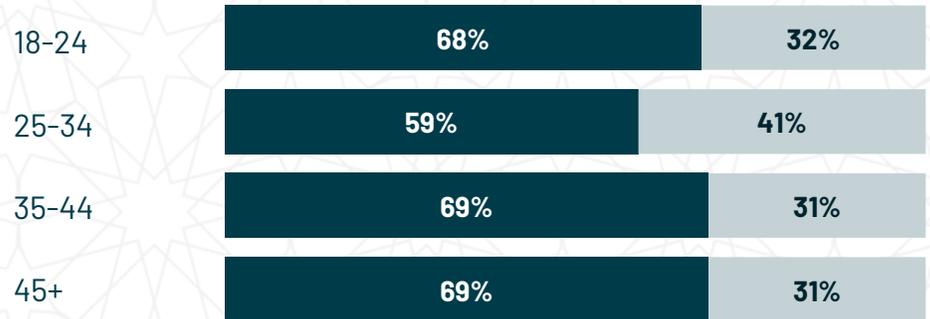


- Tend to order food delivery more for Iftar meals during Ramadan
- Tend to order food delivery more for Suhoor meals during Ramadan

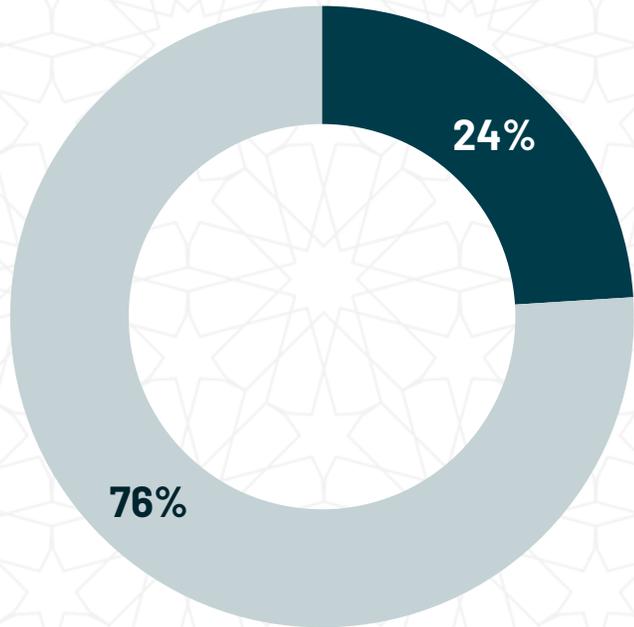
By Gender



By Age



Breaking the fast with dates remains common, and daily appetizers are the norm for many, while Iftar mains typically consist of a variety of dishes rather than a single main dish.



■ Usually eat one main dish during Iftar

■ Usually eat a variety of main dishes during Iftar

65%

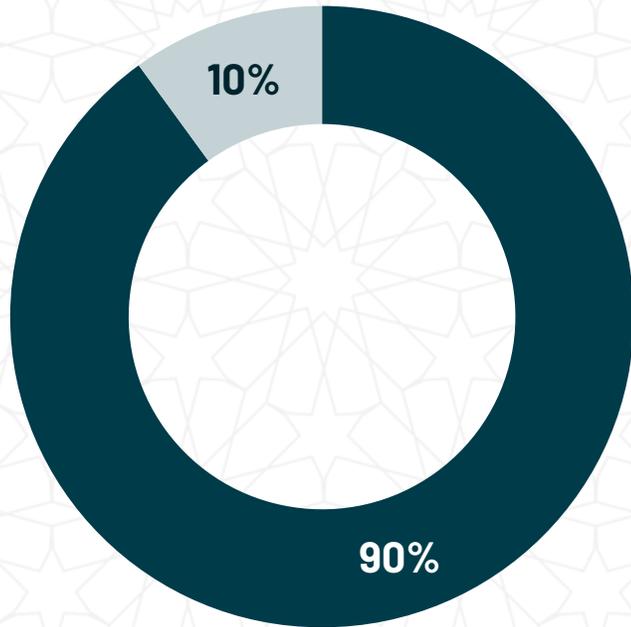
Always break their fast with dates

81%

Have appetizers everyday at Iftar



After Iftar, snacking continues as part of the routine, with most leaning towards healthier options.



Usually have snacks after Iftar

80%

Have healthy snacks after Iftar

42%

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	89%	76%	43%
Female	91%	83%	40%
18 - 24	93%	84%	42%
25 - 34	91%	77%	47%
35 - 44	91%	80%	40%
45+	83%	76%	33%

Beyond Iftar, Suhoor remains a regular habit for most, helping sustain energy through the fast.

72%

Have Suhoor on most nights

By Gender



By Age



And with a variety of dishes for Iftar and Sohour, reducing food waste emerges as a priority during Ramadan.

68%

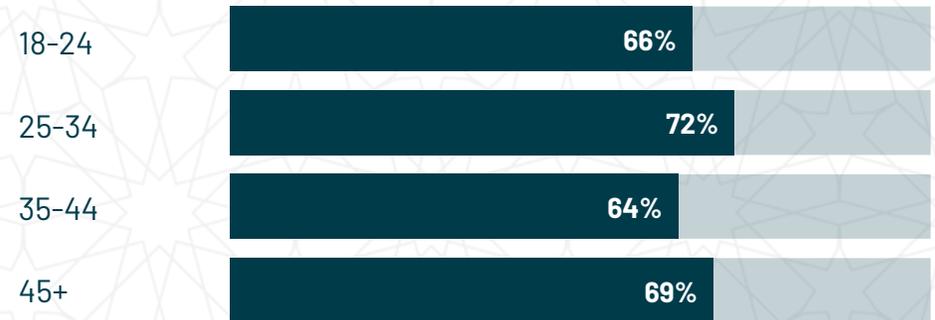
Make an effort to repurpose leftovers to minimize food waste during Ramadan



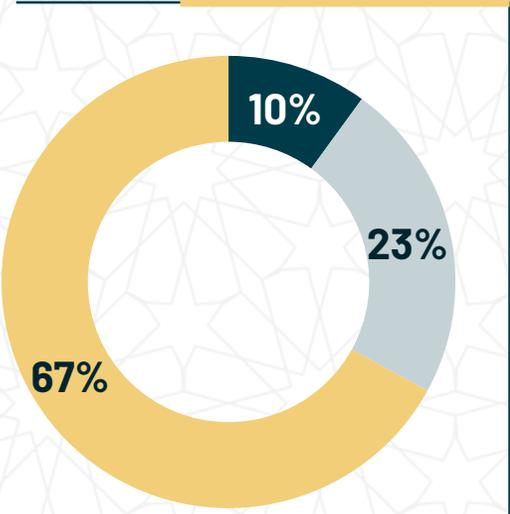
By Gender



By Age



For many, these disciplined routines ultimately translate into noticeable weight loss by the end of the month.

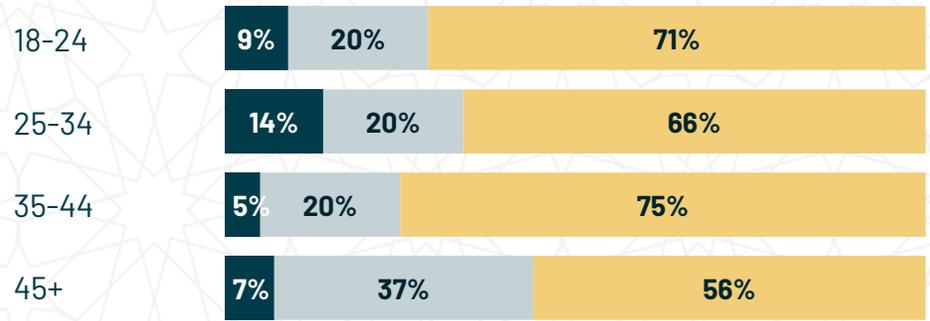


- Gain weight during Ramadan
- No change
- Lose weight during Ramadan

By Gender



By Age



Financial & Shopping Behaviors In Ramadan

03



As Ramadan approaches, financial planning comes into focus – with half actively prioritizing budgeting and saving in preparation.

51%

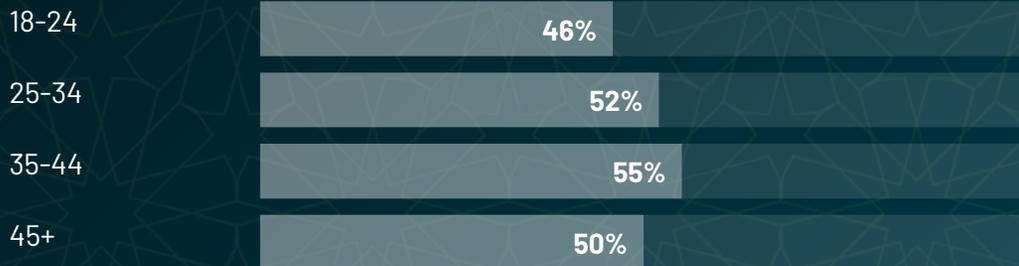
Agree that financial planning becomes a priority during Ramadan to manage both personal and communal duties



By Gender



By Age



51%

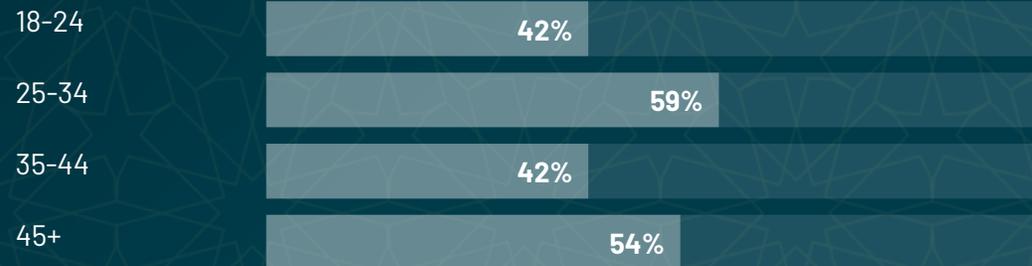
Tend to save more money in the months leading up to Ramadan to prepare for the increased expenses



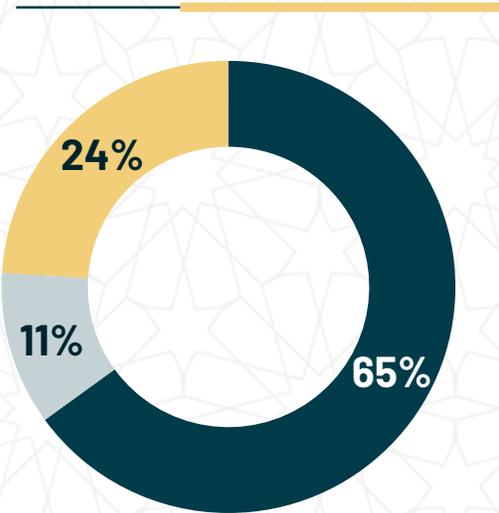
By Gender



By Age

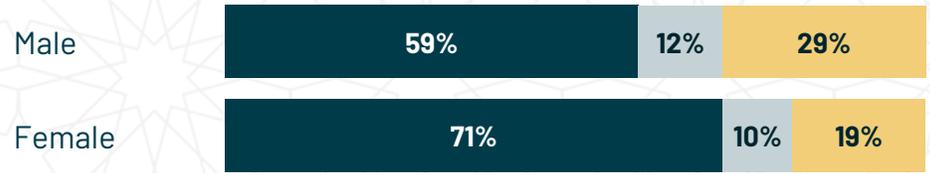


Despite planning ahead, spending ultimately rises for most during Ramadan.

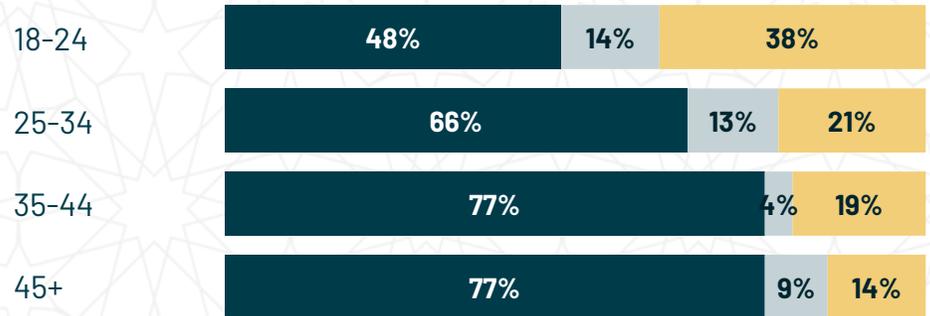


- Spend more money
- No change in spending habits
- Spend less money

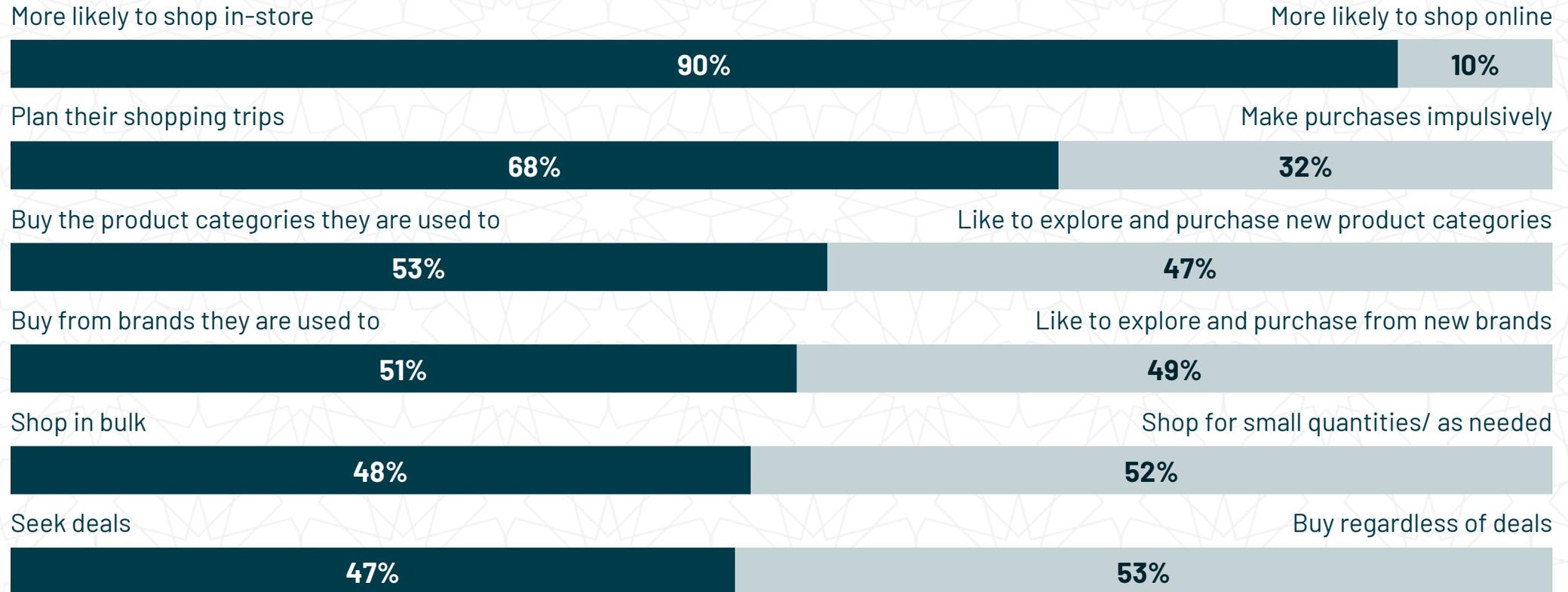
By Gender



By Age

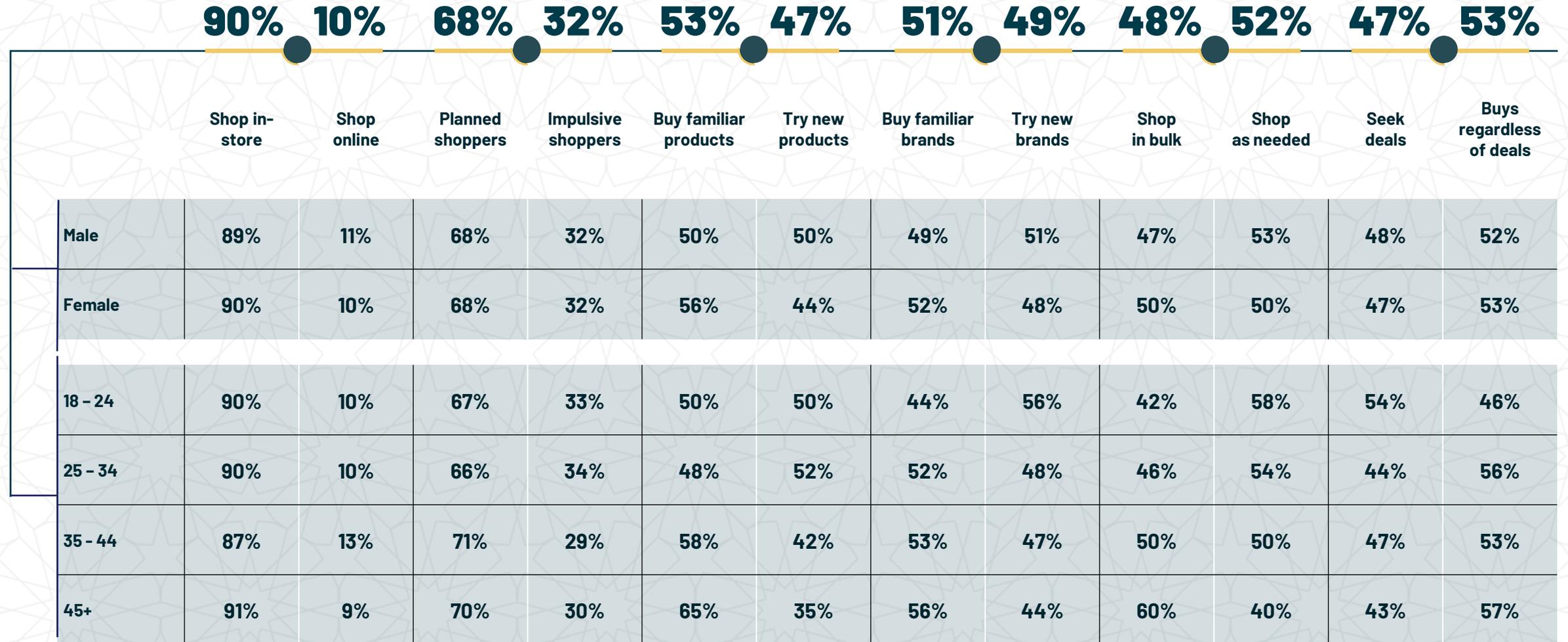


Shopping during Ramadan remains largely in-store and planned – yet openness to exploration and flexibility is evident.

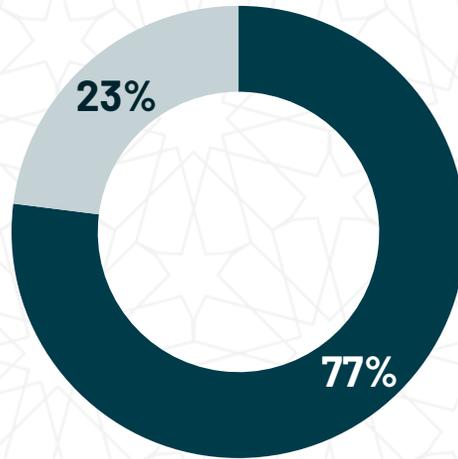


Types of shoppers during Ramadan

- by demographics



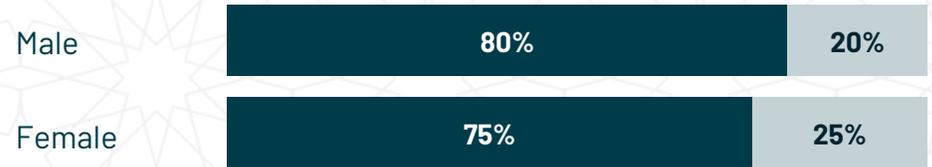
For the majority, Ramadan grocery shopping is not a chore but an enjoyable part of the season.



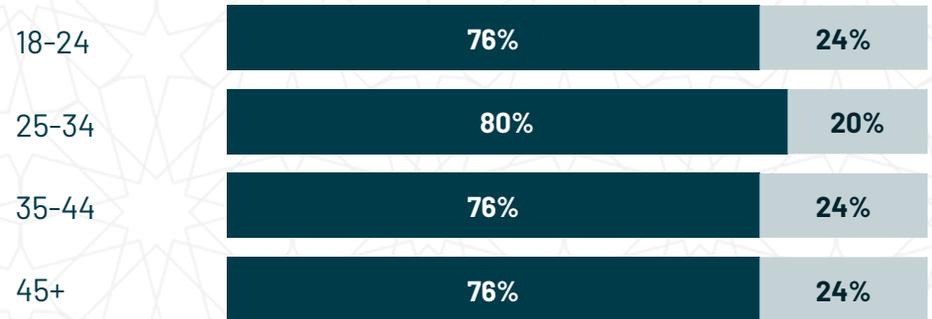
- Consider shopping for food and beverages to be an enjoyable activity during Ramadan
- Find shopping for food and beverages a chore during Ramadan



By Gender



By Age



And beyond the enjoyment of shopping itself, Ramadan's special offers remain something many look forward to each year, with some timing bigger purchases around them.

35%

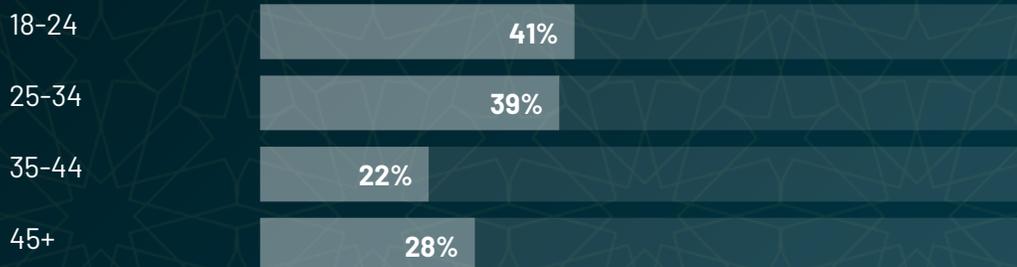
Look forward to Ramadan's special offers and promotions each year



By Gender



By Age



29%

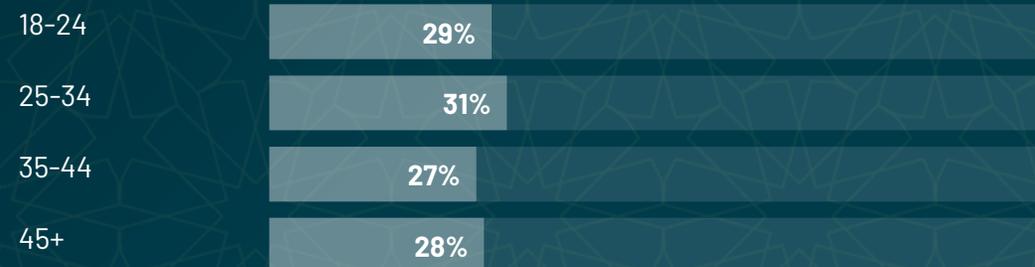
Delay big-ticket purchases until Ramadan to benefit from its special offers



By Gender



By Age



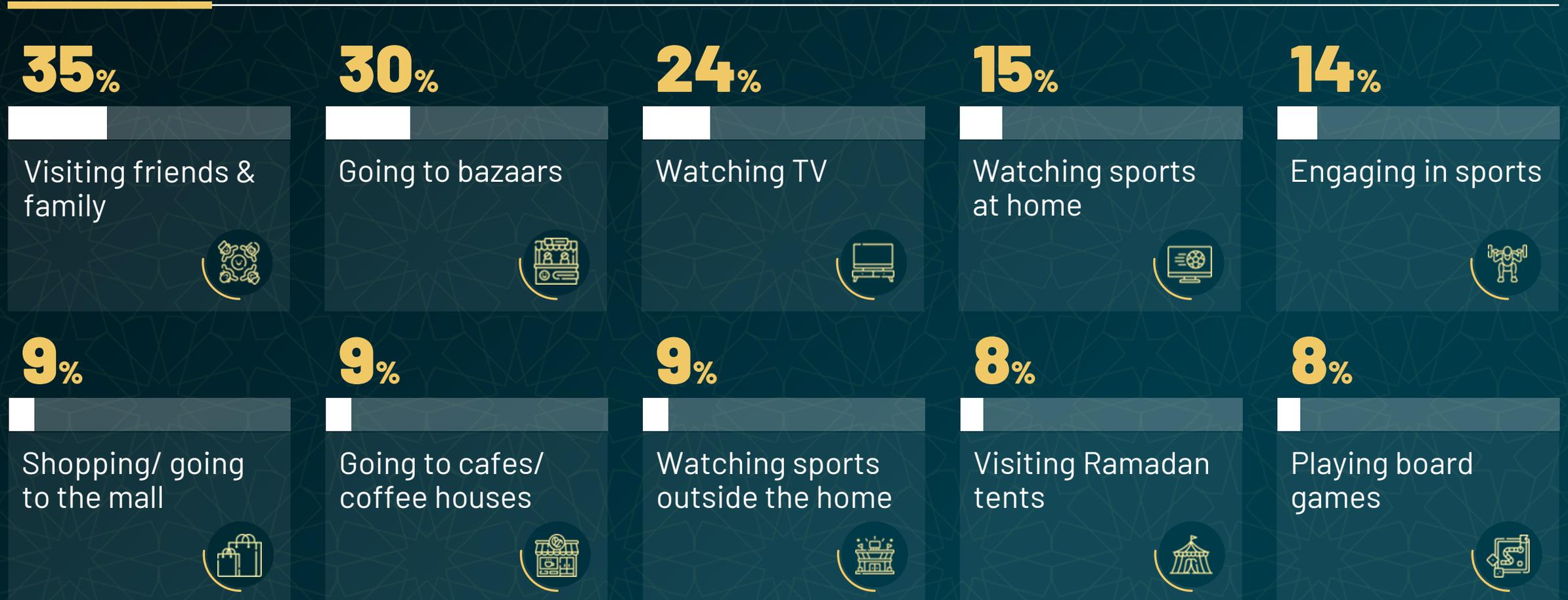
Brand Interaction & Advertising

04



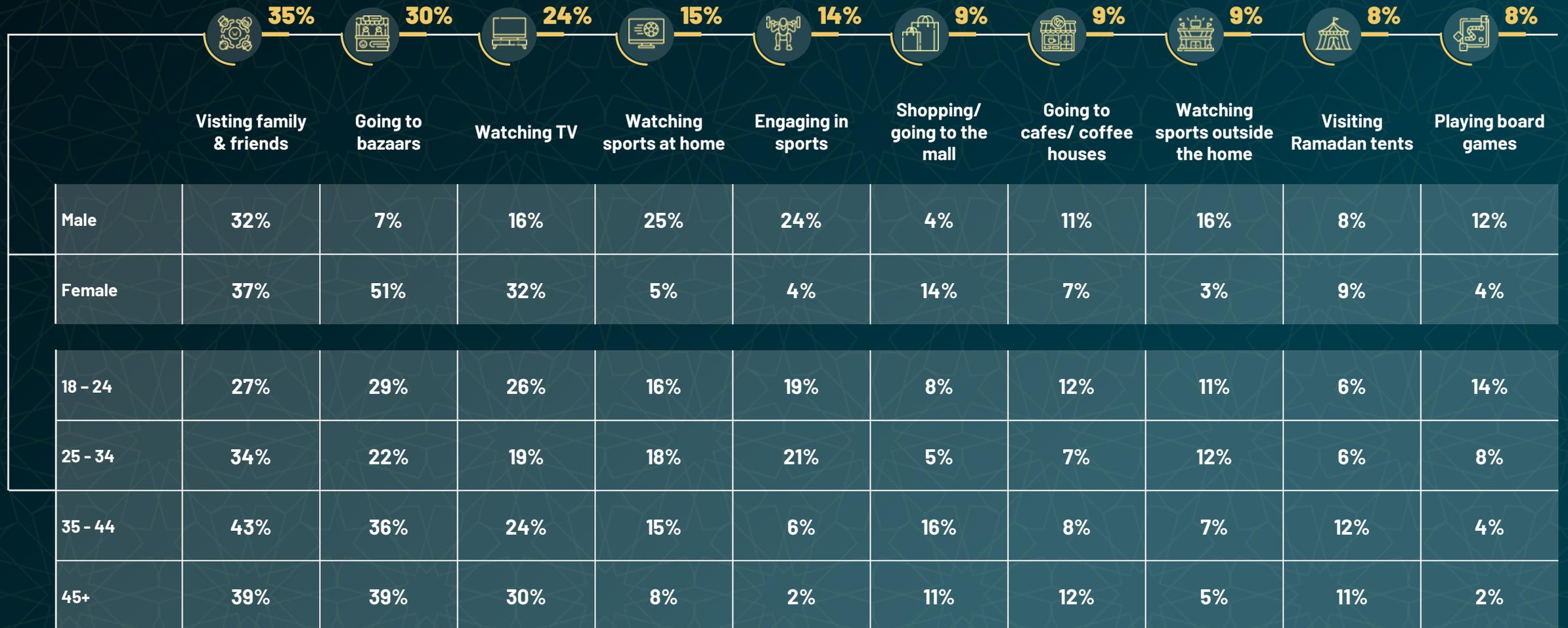
Ramadan evenings revolve around connection , with family visits and bazaars leading the way, followed by simple home-based entertainment.

Top entertainment activities during Ramadan – Top 10



Entertainment activities during Ramadan

Top 10 - by demographics

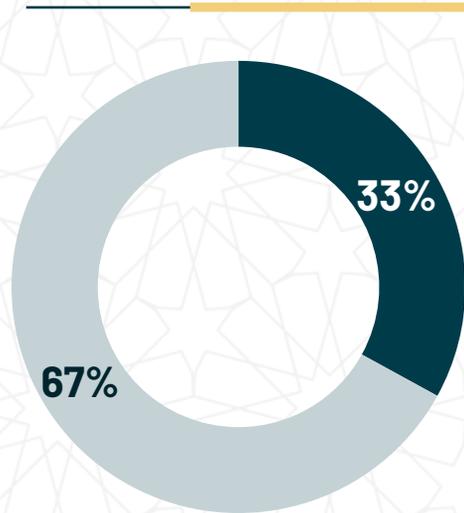


Brand Interaction & Advertising

05

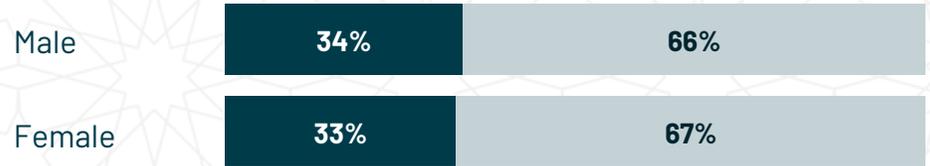


When it comes to learning about brands during Ramadan, traditional offline touchpoints lead the way.

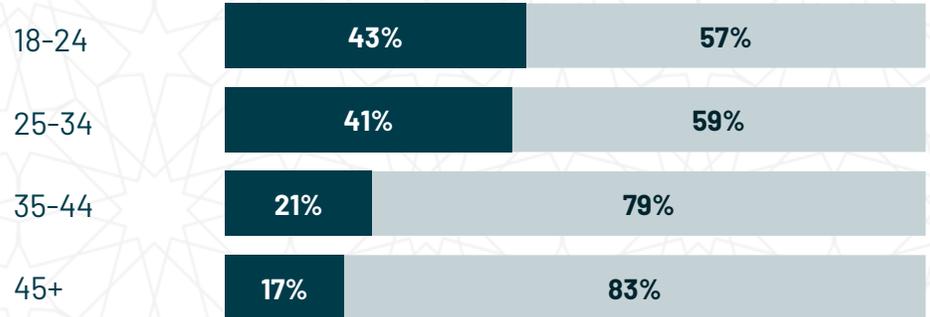


- Use online sources to obtain information about brands
- Use offline sources to obtain information about brands

By Gender



By Age



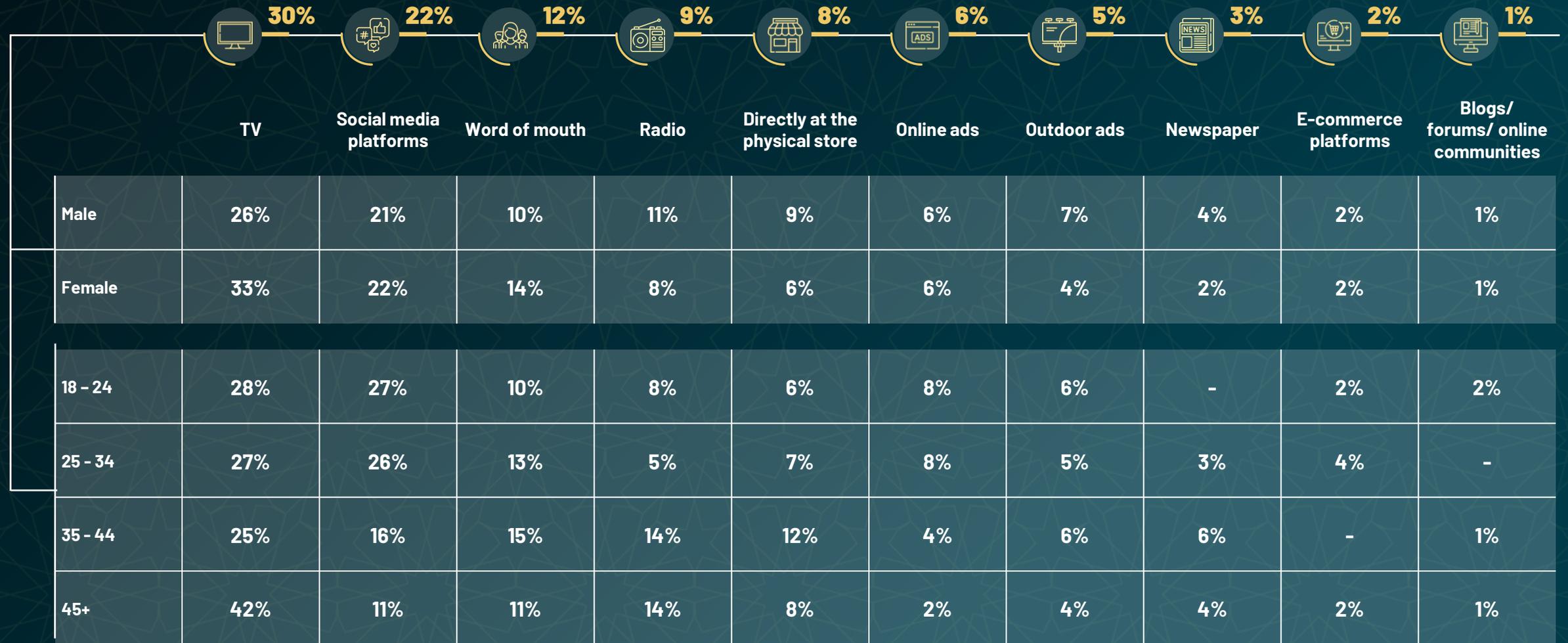
TV leads as the main source of brand information, while social media follows closely, reflecting a blend of tradition and digital discovery.

Main sources used to obtain information about brands – Top 10



Main sources used to obtain information about brands

Top 10 - by demographics



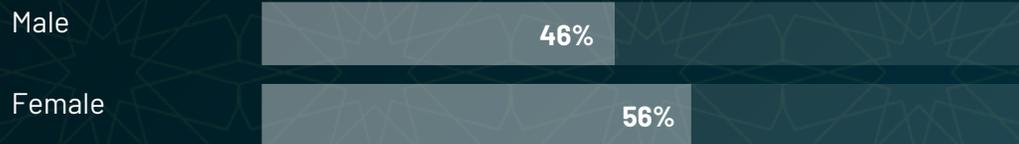
And as brand visibility peaks, many feel the volume of advertising is excessive and that Ramadan has become more commercialized over time.

51%

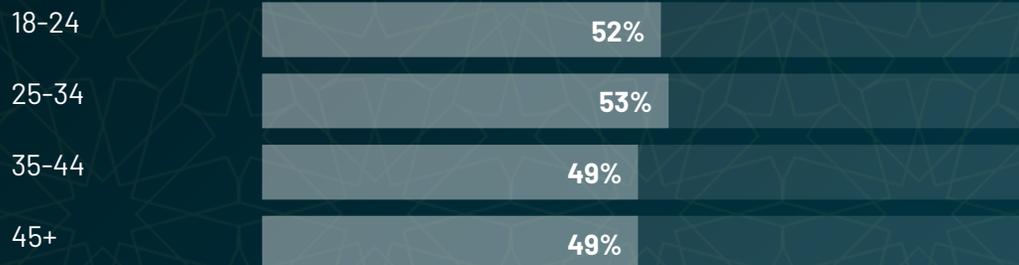
Believe there are too many ads during Ramadan



By Gender



By Age



42%

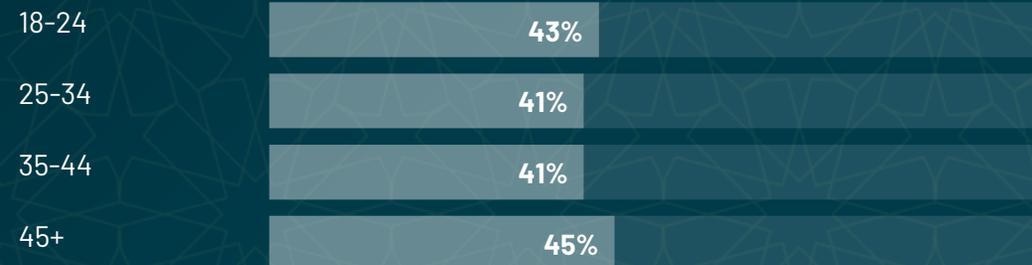
Feel that Ramadan has become more commercialized over the years



By Gender



By Age



Despite the sense of overload, ads still work: many have purchased based on Ramadan advertising and are more likely to remember brands that show up during the season.

44%

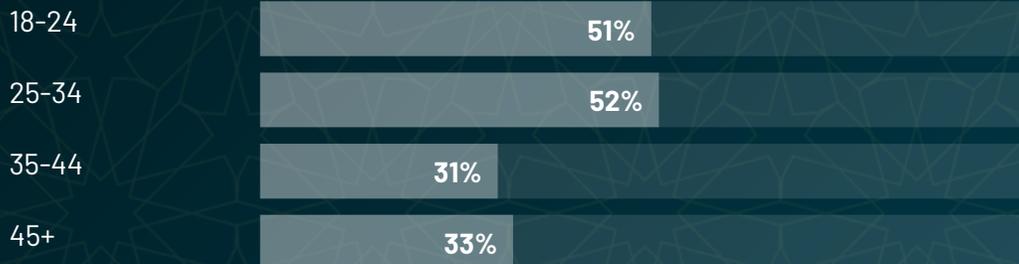
Have previously purchased a product based on an ad they saw during Ramadan



By Gender



By Age



42%

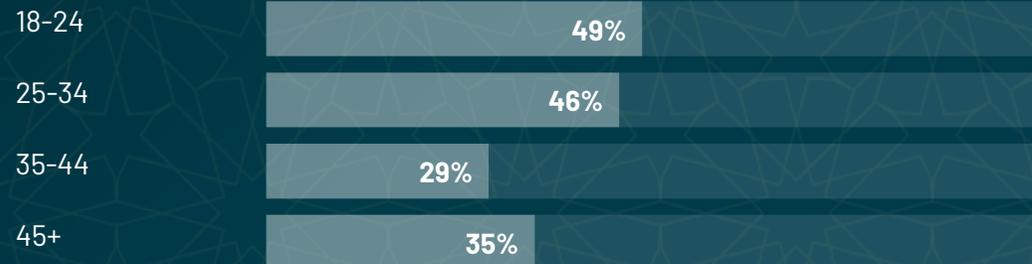
Are more likely to remember brands that advertise during Ramadan



By Gender



By Age



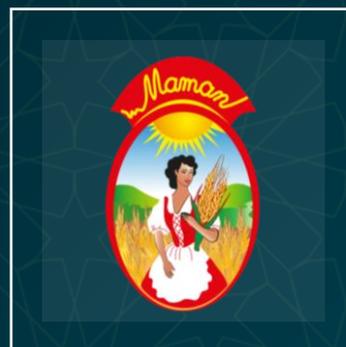
Most Prominent Ramadan Brands

06



Brands most associated with Ramadan in Ivory Coast

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

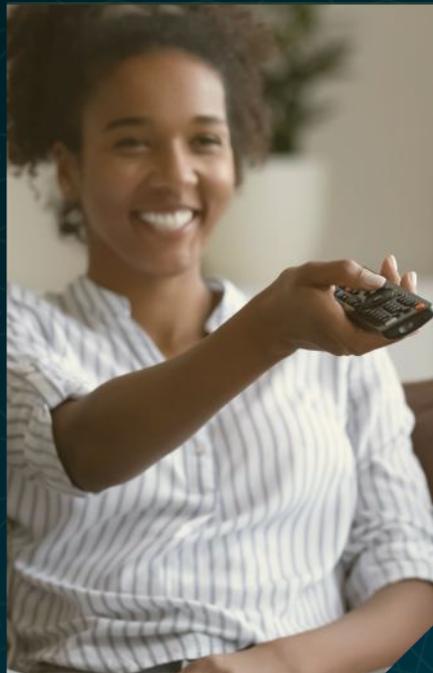
25%

The Passionate Shopper



23%

The Content Explorer



21%

The Festive Spirit



17%

The Self Nurturer



14%

The Social Connector



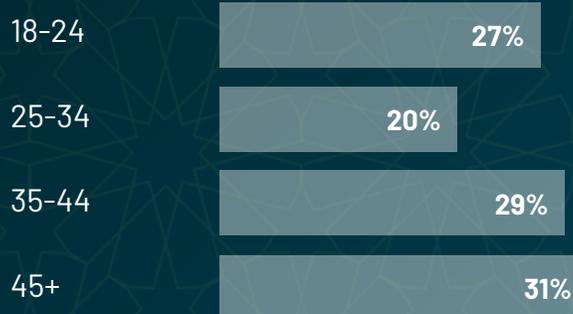
Who is the Passionate Shopper? (25%)

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

By Gender



By Age



61%

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

59%

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



Who is the Content Explorer? (23%)

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

By Gender



By Age

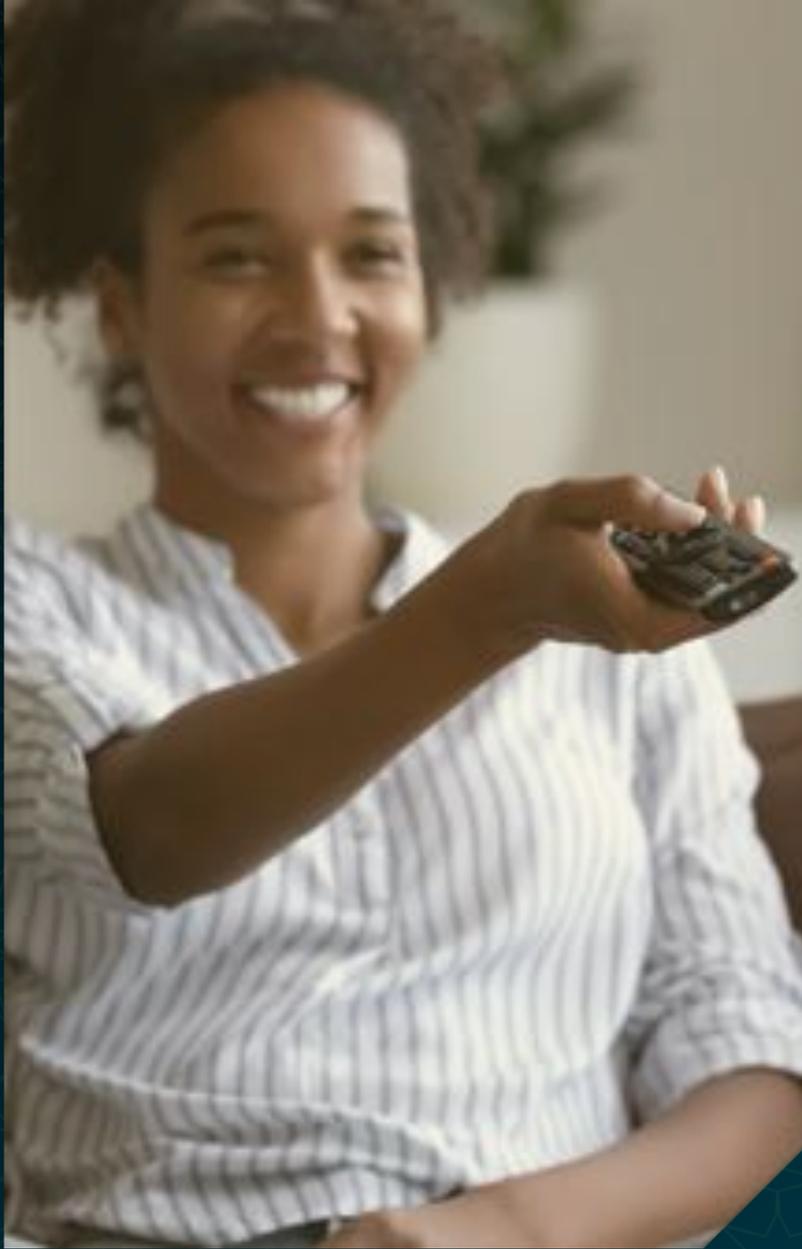


71%

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



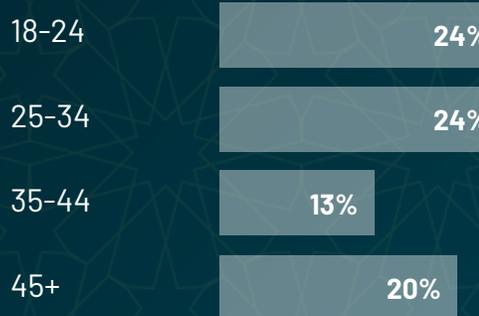
Who is the Festive Spirit? (21%)

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

By Gender



By Age



66%

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

61%

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

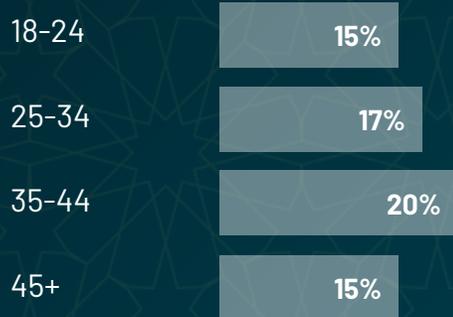
Who is the Self Nurturer? (17%)

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



93%

Consider Ramadan an opportunity to reset their body

81%

Consider Ramadan as a period of physical discipline and health consciousness



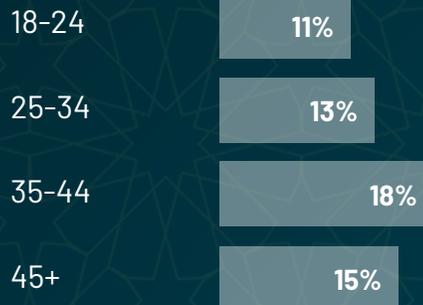
Who is the Social Connector? (14%)

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

By Gender



By Age



99%

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

94%

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

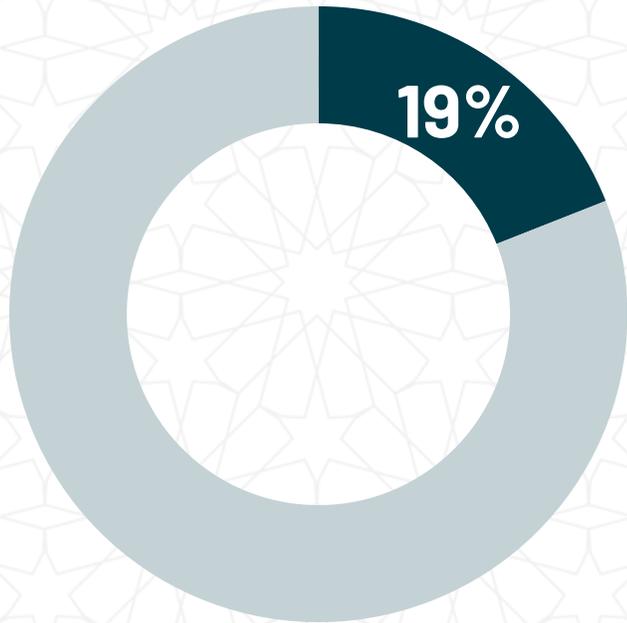


Eid Plans

08



Looking ahead to Eid, about 1 in 5 are planning a trip, with most choosing to stay close to home instead of going abroad.



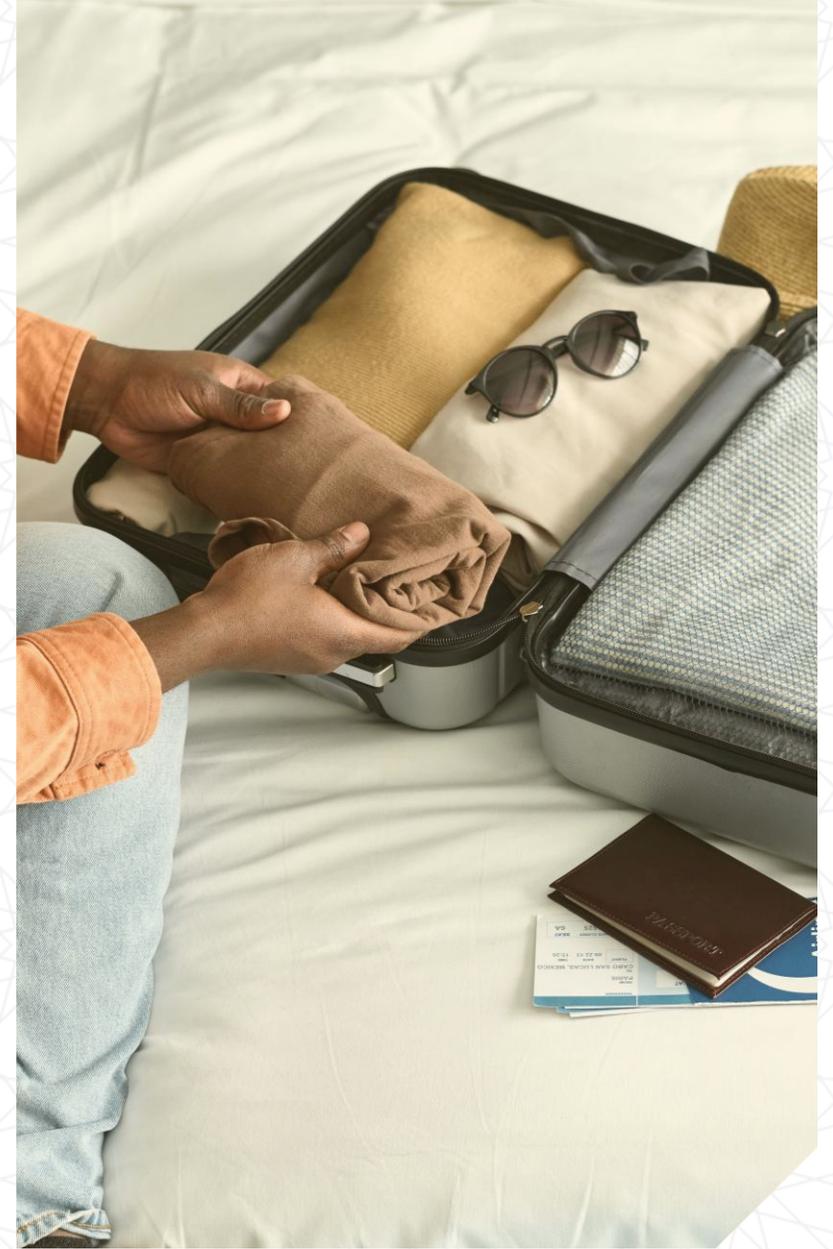
Plan on traveling during the Eid holiday

12%

Plan on traveling domestically or having a staycation

7%

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	18%	11%	7%
Female	20%	13%	7%
18 - 24	19%	9%	10%
25 - 34	17%	8%	9%
35 - 44	21%	18%	3%
45+	21%	17%	4%

Sample and methodology

Sample size

587 respondents

Sample criteria

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

Methodology

The survey was conducted via computer aided personal interviews

Geographical coverage

Conducted in Ivory Coast with a nationwide coverage

FOR MORE INFORMATION

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