

# THE 2026 RAMADAN HANDBOOK

Jordan Edition

February 2026



# Table Of Contents

**01**

Lifestyle Changes  
In Ramadan

**02**

Eating Habits  
In Ramadan

**03**

Financial &  
Shopping Behaviors  
In Ramadan

**04**

Entertainment  
Activities In  
Ramadan

**05**

Brand Interaction  
& Advertising

**06**

Most Prominent  
Ramadan Brands

**07**

The Ramadan  
Personas

**08**

Eid Plans



# Lifestyle Changes In Ramadan

# 01





**In Jordan, Ramadan is defined by deep spiritual reflection, generosity, and a renewed focus on faith.**



**89%**

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



**85%**

Believe Ramadan is about engaging in acts of charity



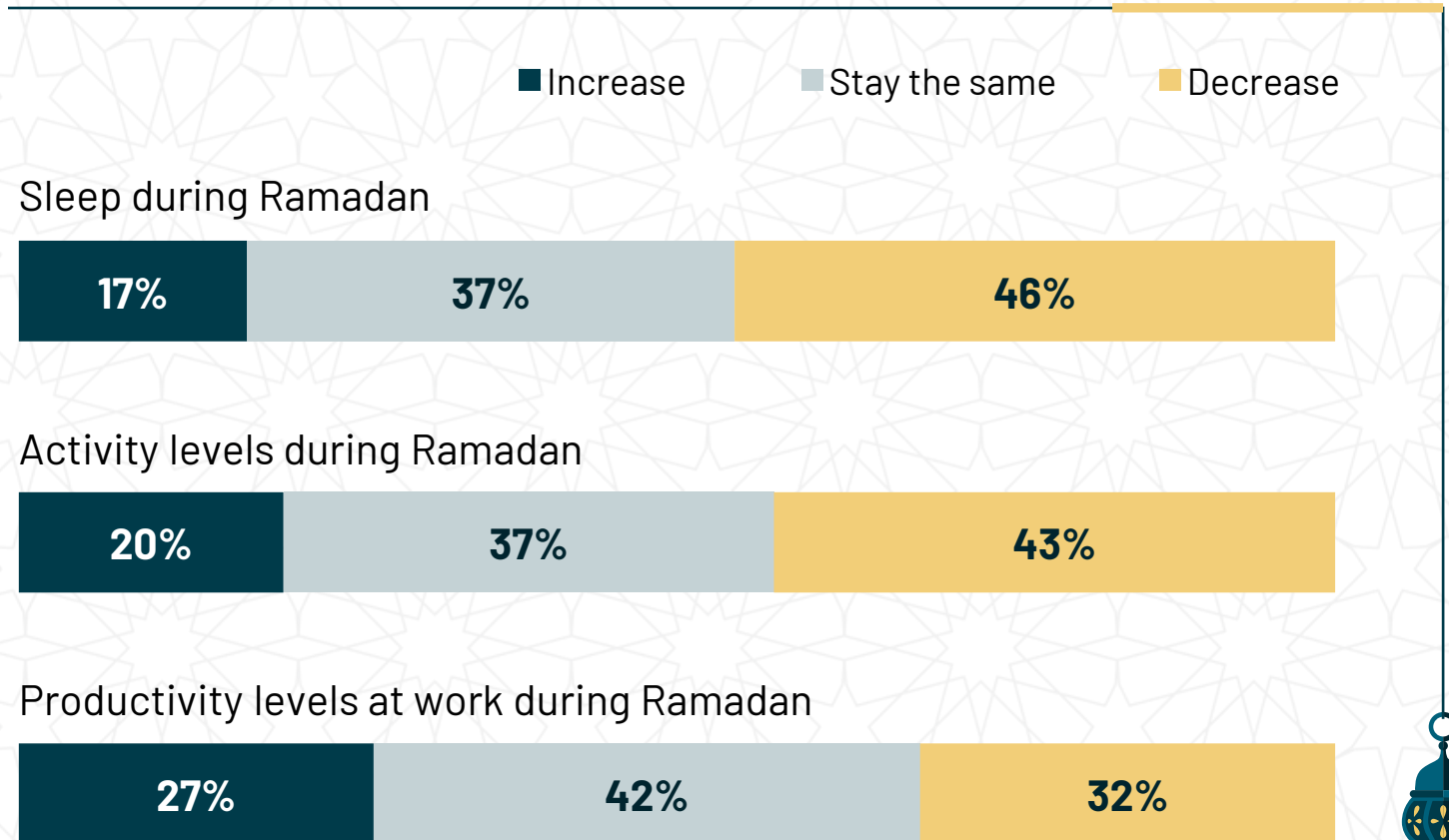
**79%**

Focus more on spirituality during Ramadan





## Daily life during the holy month takes on a different pace, with routines around sleep, activity, and productivity shifting for many.



# Sleep, activity and productivity

- by demographics



Sleep during Ramadan			Activity levels during Ramadan			Productivity levels at work during Ramadan		
	% Increase	% Decrease	% Increase	% Decrease		% Increase	% Decrease	
Male	22%	39%	25%	39%		23%	32%	
Female	12%	53%	15%	47%		31%	31%	
18 – 24	25%	33%	20%	41%		27%	32%	
25 – 34	12%	51%	22%	40%		34%	26%	
35 – 44	14%	49%	13%	54%		19%	41%	
45+	15%	52%	23%	40%		24%	31%	
Upper Income	16%	54%	24%	40%		28%	32%	
Middle Income	21%	40%	19%	47%		26%	35%	
Lower Income	17%	43%	18%	42%		27%	29%	



**Family becomes a central focus, with Ramadan often evoking nostalgia and cherished moments of togetherness.**



**92%**

Spend more time with family  
than with friends during  
Ramadan



**77%**

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





**At the same time, many increasingly feel that the collective warmth and shared spirit of Ramadan is not as strong as it once was.**



**60%**

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



**60%**

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

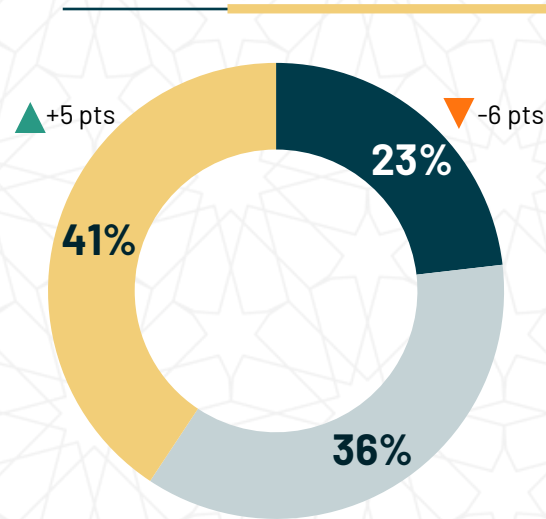
▲ +9 pts







**This sentiment is reflected in behavior, as increasingly fewer people go out and the month becomes quieter and more home-focused.**



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



### By Gender

Male	30%	33%	37%
Female	16%	40%	44%

### By Age

18-24	26%	42%	33%
25-34	26%	33%	41%
35-44	20%	35%	45%
45+	20%	34%	46%

### By Income Level

Upper Income	19%	39%	42%
Middle Income	27%	28%	45%
Lower Income	24%	39%	37%

**As a result, many households play a more active role in recreating a festive atmosphere, placing the home at the heart of the Ramadan experience.**

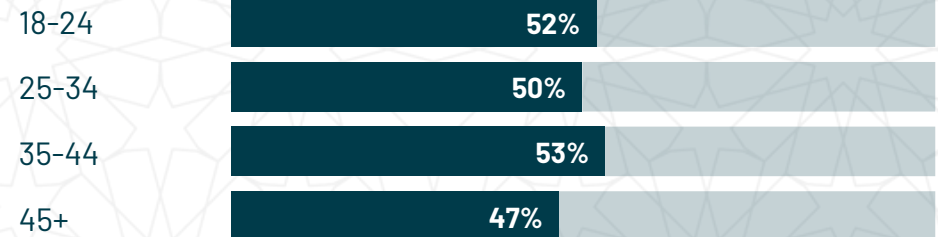
**50%**

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

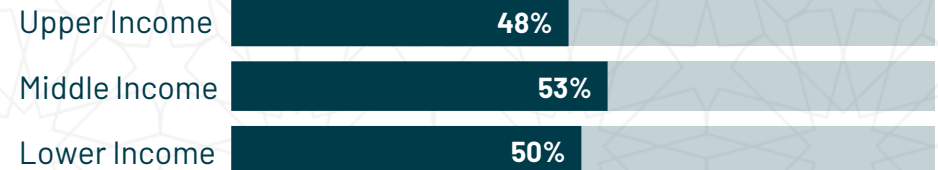
#### By Gender



#### By Age



#### By Income Level





# Eating Habits In Ramadan

# 02



**For the majority in Jordan, Ramadan is experienced as a time to reset eating habits and reconnect with physical well-being.**



**75%**

Consider Ramadan an opportunity to reset their body



**71%**

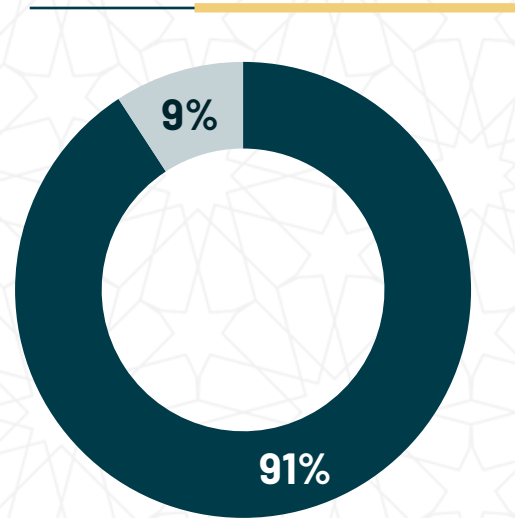
Consider Ramadan as a period of physical discipline and health consciousness







## Everyday food choices reflect this shift, with home-cooked meals taking clear priority over eating out.



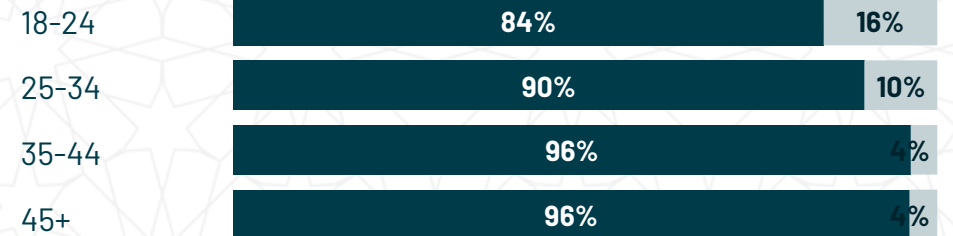
■ Tend to eat more home-cooked meals

■ Tend to eat out more

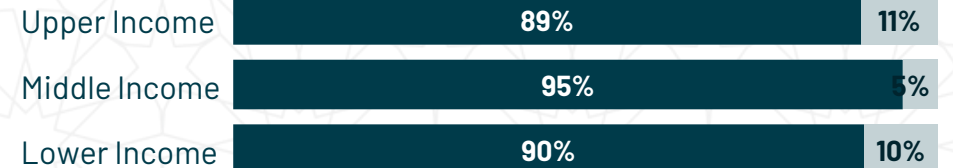
### By Gender



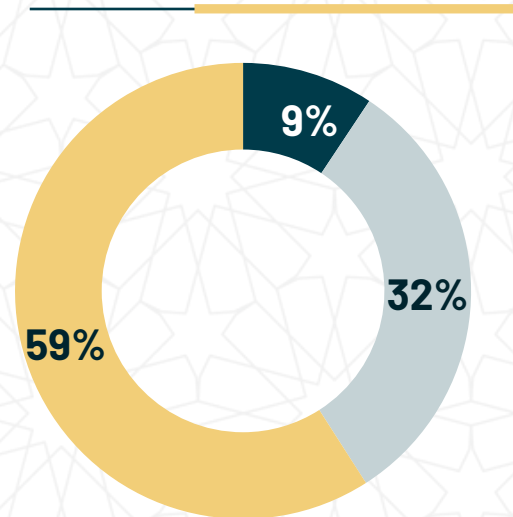
### By Age



### By Income Level

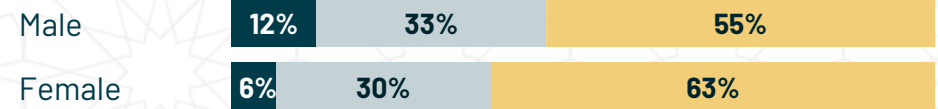


## As a result, reliance on food delivery becomes less frequent across the month.

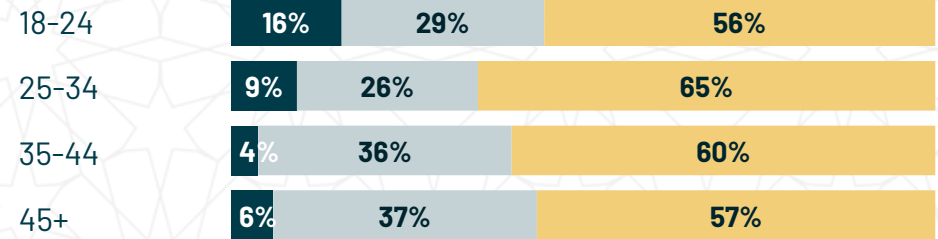


- Order food delivery more often during Ramadan
- No change
- Order food delivery less often during Ramadan

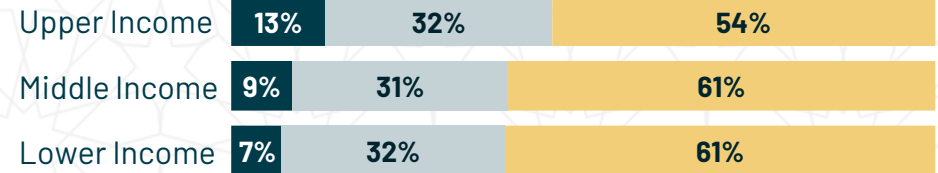
### By Gender



### By Age



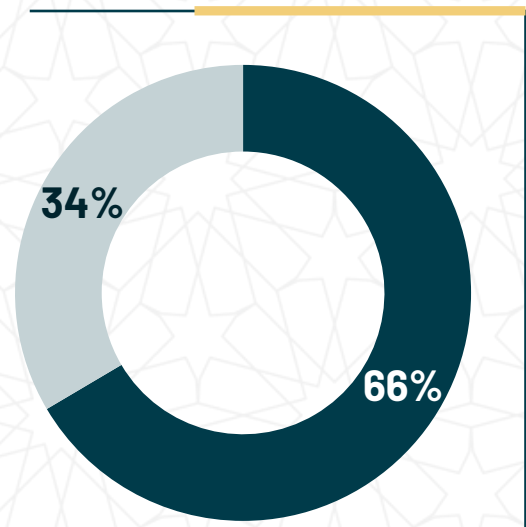
### By Income Level







# While food delivery is less frequent overall, it remains more common around 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

Male	61%	39%
Female	72%	28%

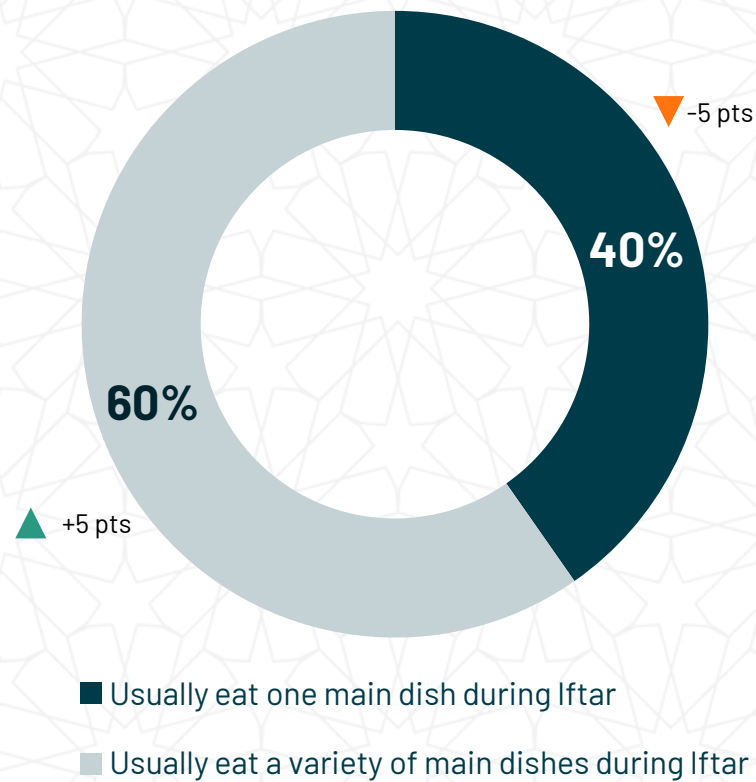
## By Age

18-24	65%	35%
25-34	69%	31%
35-44	68%	32%
45+	64%	36%

## By Income Level

Upper Income	65%	35%
Middle Income	66%	34%
Lower Income	68%	32%

Despite changes in where meals come from, Iftar typically begins with dates, followed by appetizers and a range of main dishes.



83%

Have appetizers everyday at Iftar

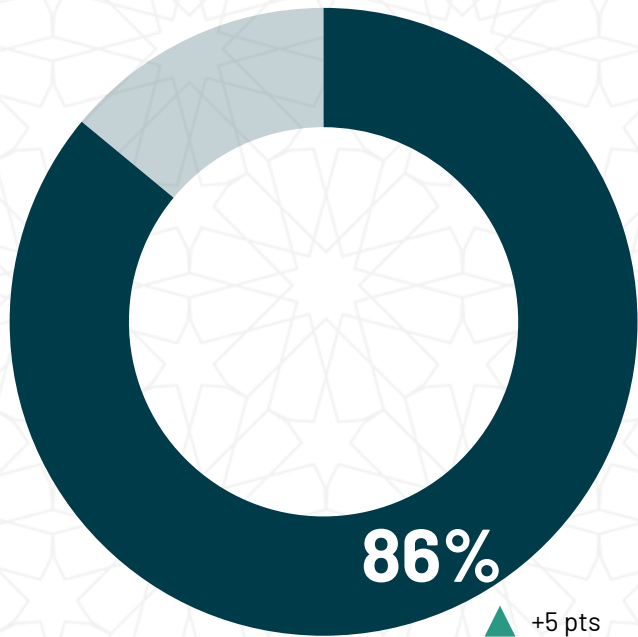
77%

Always break their fast with dates





**Eating then extends into the evening, with most people snacking after Iftar, often opting for healthier options while a notable share also indulges in less healthy treats.**



**Usually have snacks after Iftar**

**71%**

**Have healthy snacks after Iftar**

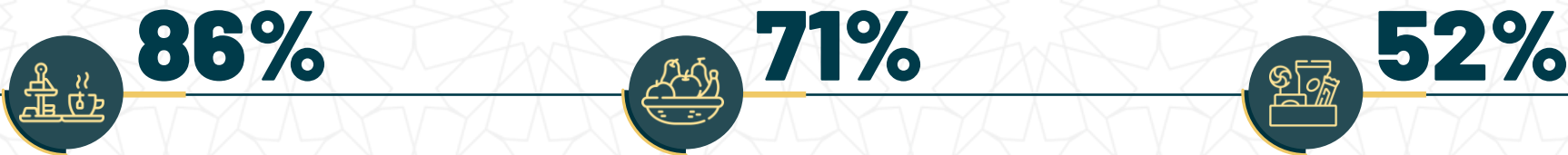
**52%**

**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	84%	72%	47%
Female	89%	70%	58%
18 – 24	93%	78%	62%
25 – 34	90%	71%	55%
35 – 44	83%	74%	47%
45+	77%	62%	42%
Upper Income	84%	65%	51%
Middle Income	85%	69%	49%
Lower Income	88%	76%	55%





**Suhoor remains a consistent part of daily Ramadan routines, anchoring the eating day before fasting begins again.**

**79%**

**Have Suhoor  
on most nights**

### By Gender



### By Age



### By Income Level





Alongside these habits, reducing food waste has become an important consideration for the majority of individuals during Ramadan.

69%

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

#### By Gender



#### By Age

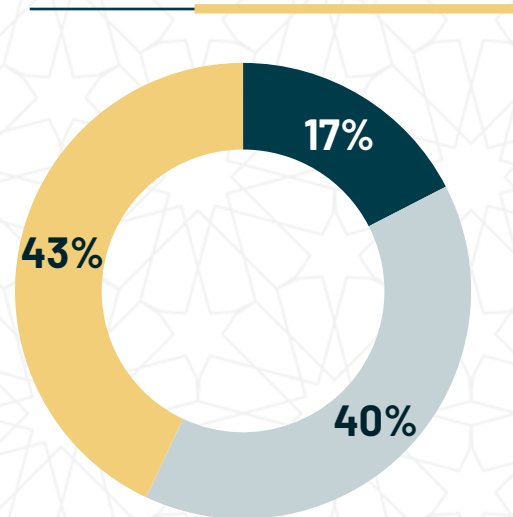


#### By Income Level



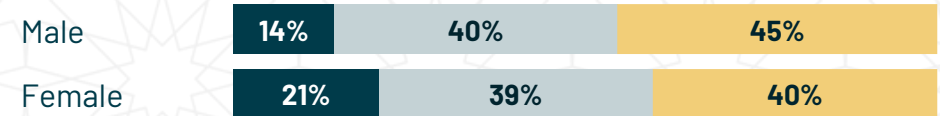


**Overall, weight outcomes during Ramadan are mixed, with most people maintaining or losing weight.**

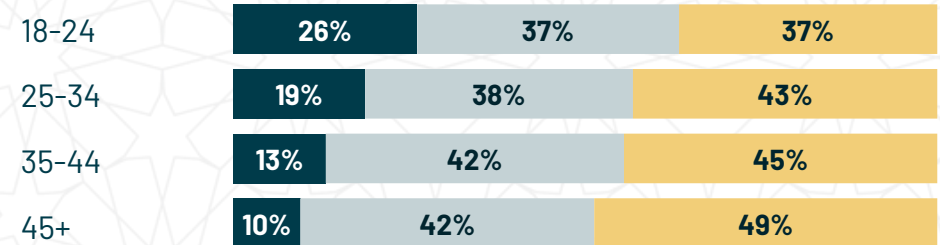


- Gain weight during Ramadan
- No change
- Lose weight during Ramadan

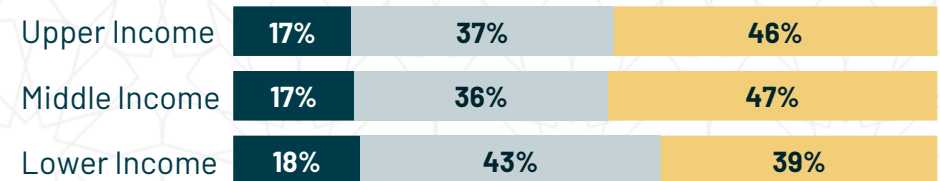
### By Gender



### By Age



### By Income Level



# Financial & Shopping Behaviors In Ramadan

# 03





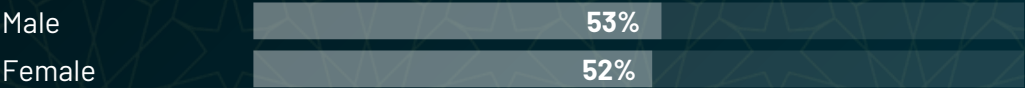
In Jordan, Ramadan brings financial planning into clearer focus, as households balance personal needs with wider social expectations. For some, this planning starts early, with saving becoming part of the lead-up to the month.

52%

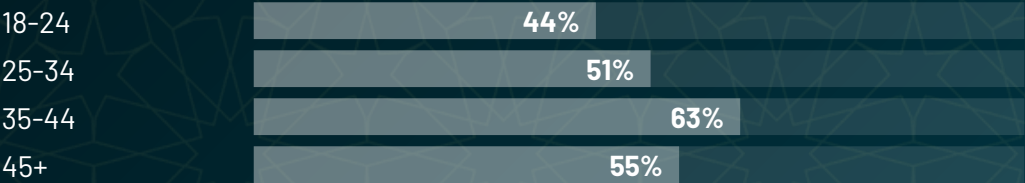
Agree that financial planning becomes a priority during Ramadan to manage both personal and communal duties



By Gender



By Age



By Income Level



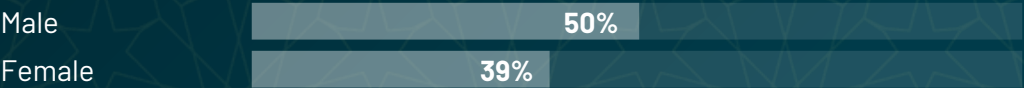
45%

+6 pts

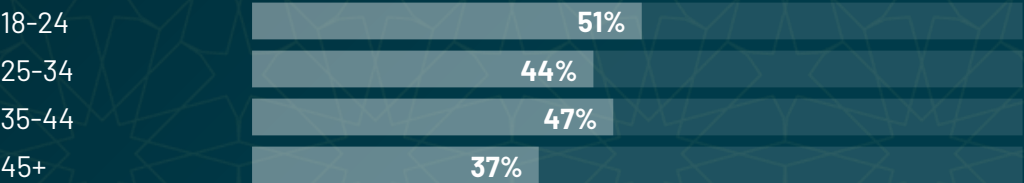
Tend to save more money in the months leading up to Ramadan to prepare for the increased expenses



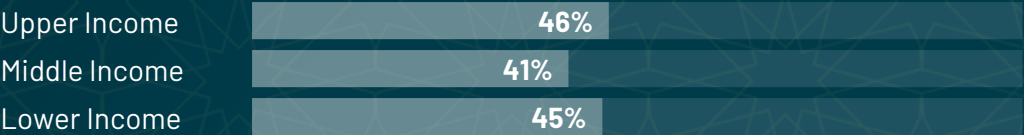
By Gender



By Age

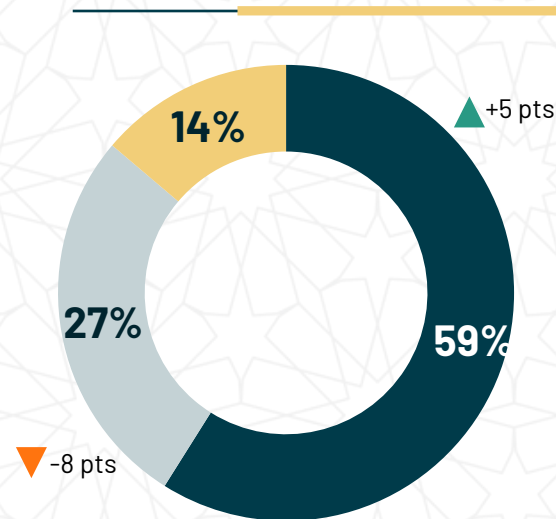


By Income Level





**Across the month and over the years, spending levels increase for many, reflecting the broader demands and routines of this period.**



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



### By Gender

Male	61%	25%	14%
Female	57%	29%	13%

### By Age

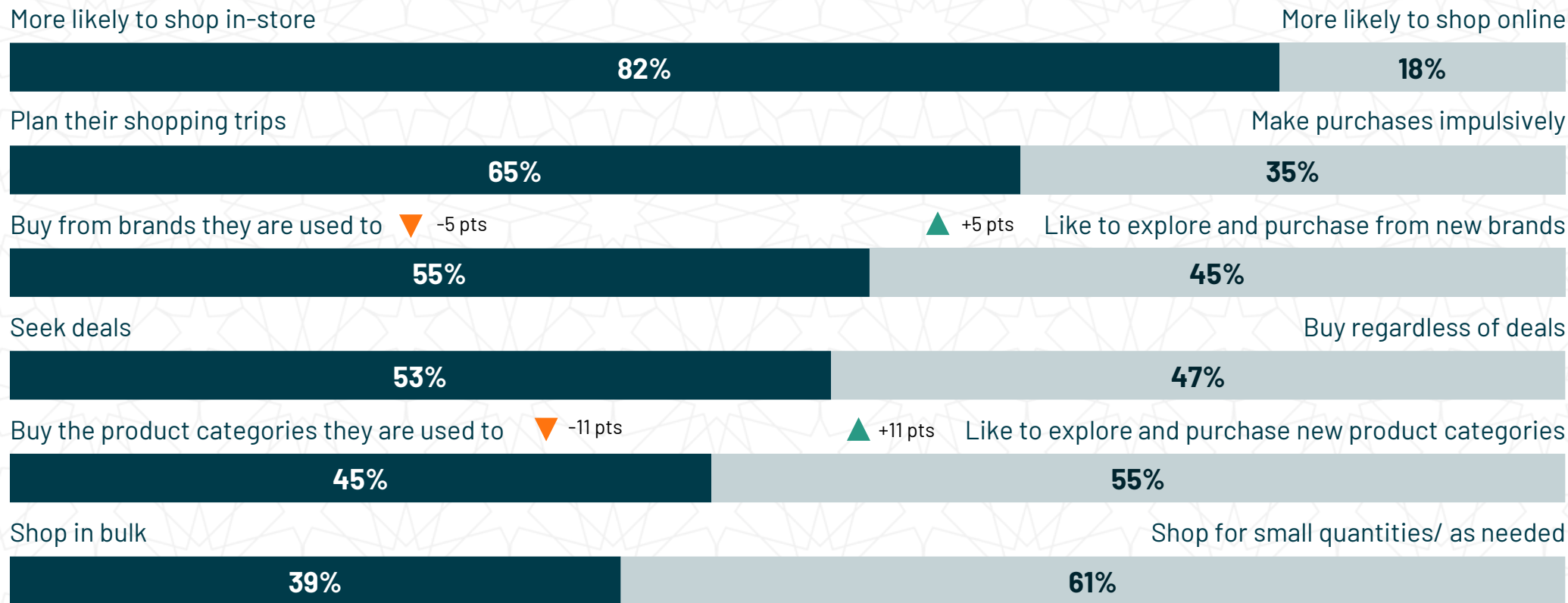
18-24	52%	29%	19%
25-34	60%	27%	13%
35-44	63%	28%	9%
45+	62%	25%	13%

### By Income Level

Upper Income	61%	28%	11%
Middle Income	64%	23%	13%
Lower Income	55%	29%	16%



Shopping during this time tends to be structured and intentional, with a strong preference for in-store visits, planned trips, familiar brands, and good deals. At the same time, there is room for exploration, with increased openness to trying new brands or product categories.



# Types of shoppers during Ramadan

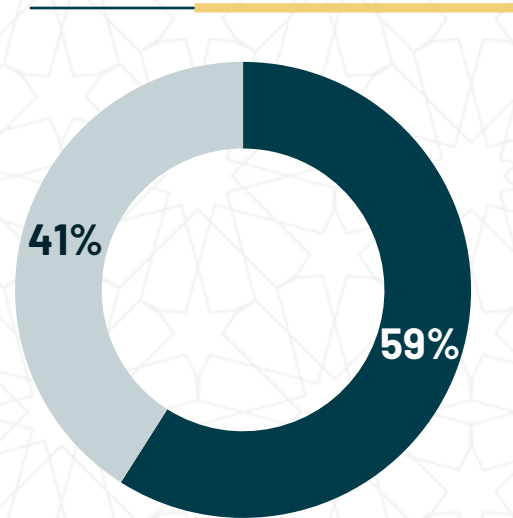
- by demographics

	82%	18%	65%	35%	55%	45%	53%	47%	45%	55%	39%	61%
	Shop in-store	Shop online	Planned shoppers	Impulsive shoppers	Buy familiar brands	Try new brands	Seek deals	Buys regardless of deals	Buy familiar products	Try new products	Shop in bulk	Shop as needed
Male	84%	16%	61%	39%	48%	52%	55%	45%	41%	59%	38%	62%
Female	80%	20%	69%	31%	63%	37%	50%	50%	50%	50%	41%	59%
18 - 24	72%	28%	59%	41%	57%	43%	49%	51%	43%	57%	48%	52%
25 - 34	82%	18%	70%	30%	56%	44%	49%	51%	45%	55%	35%	65%
35 - 44	89%	11%	74%	26%	55%	45%	52%	48%	45%	55%	37%	63%
45+	88%	12%	62%	38%	54%	46%	62%	38%	48%	52%	35%	65%
Upper Income	80%	20%	65%	35%	55%	45%	50%	50%	46%	54%	46%	54%
Middle Income	83%	17%	68%	32%	60%	40%	51%	49%	48%	52%	37%	63%
Lower Income	82%	18%	64%	36%	53%	47%	56%	44%	43%	57%	36%	64%





**While shopping is planned and purposeful, it is also something many genuinely enjoy.**



- 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

Male	59%	41%
Female	60%	40%

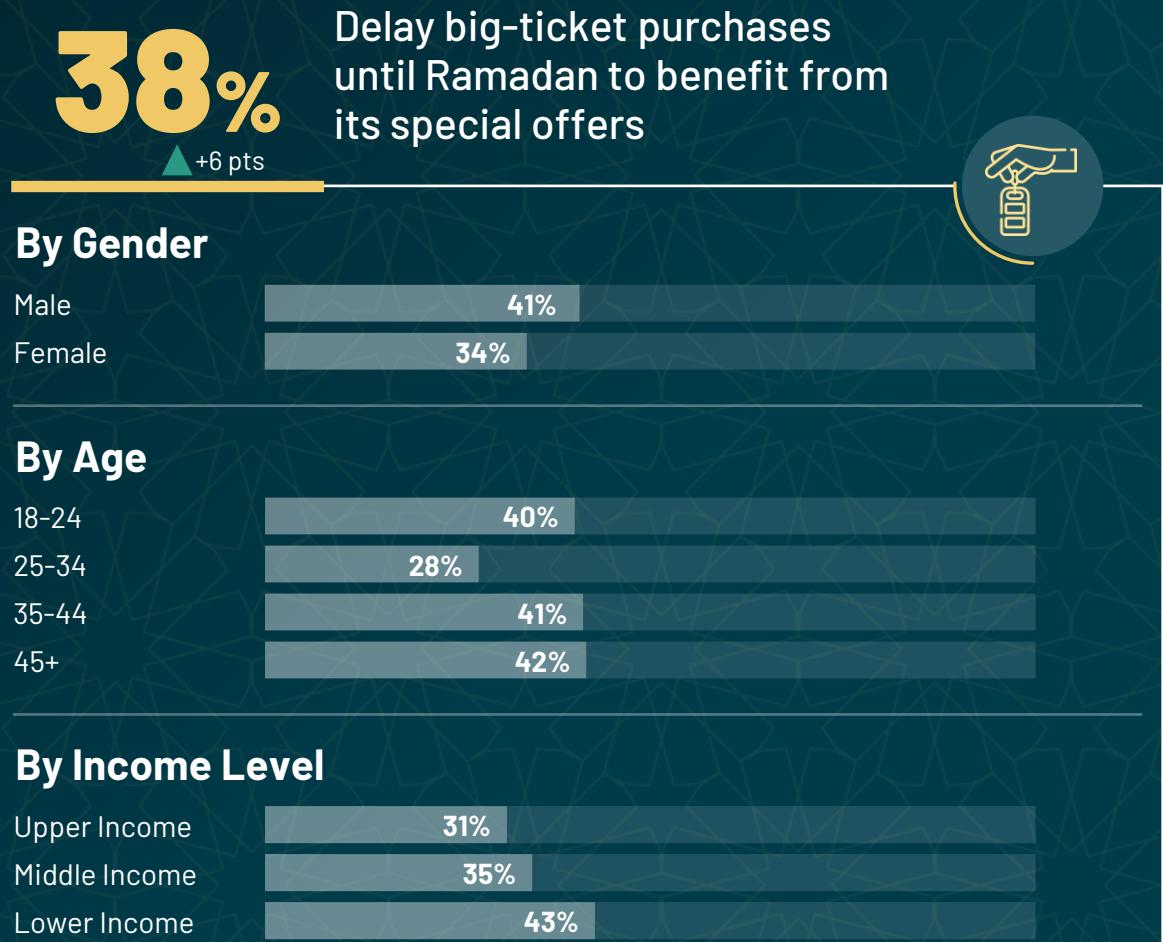
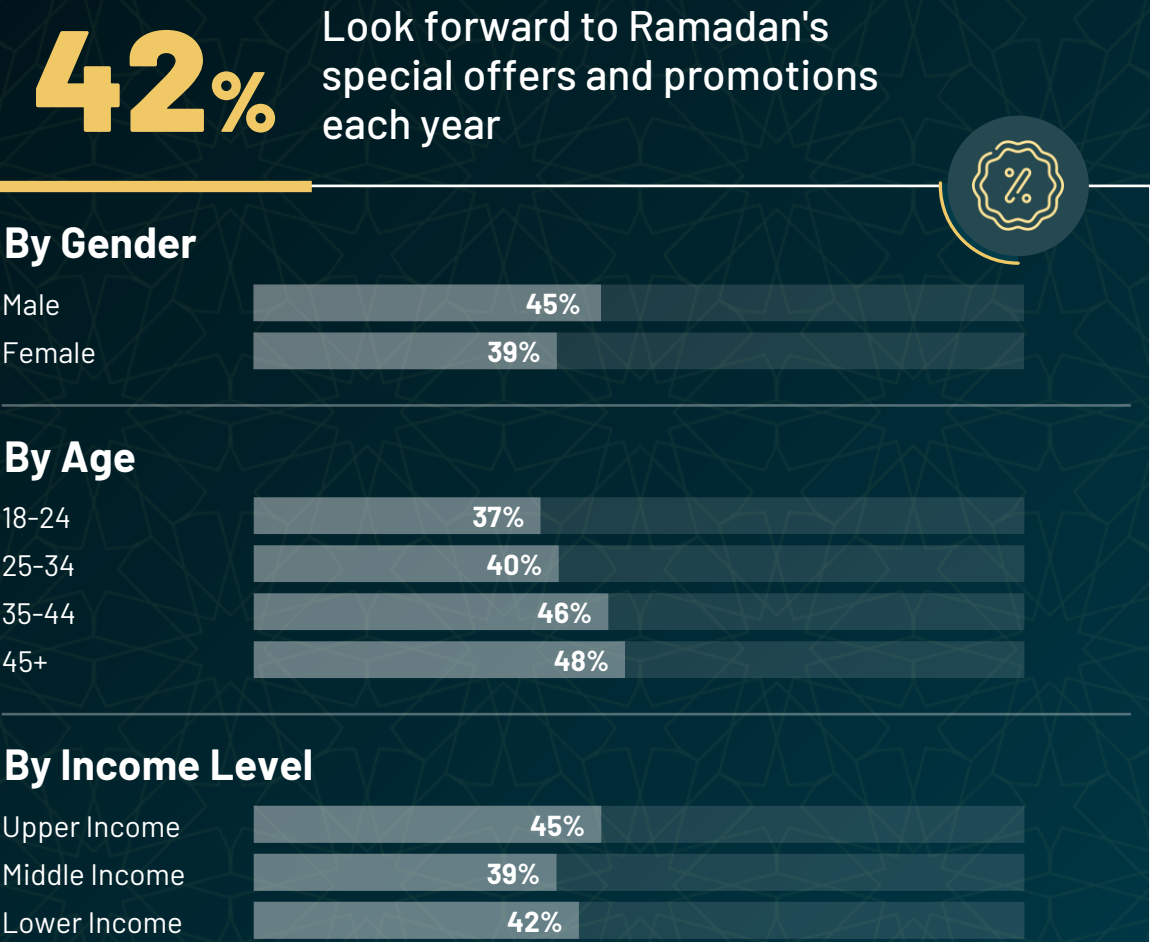
### By Age

18-24	57%	43%
25-34	57%	43%
35-44	64%	36%
45+	61%	39%

### By Income Level

Upper Income	62%	38%
Middle Income	59%	41%
Lower Income	58%	42%

# Promotions remain a key feature of Ramadan shopping, with many looking forward to special offers and some even timing larger purchases to benefit from them.





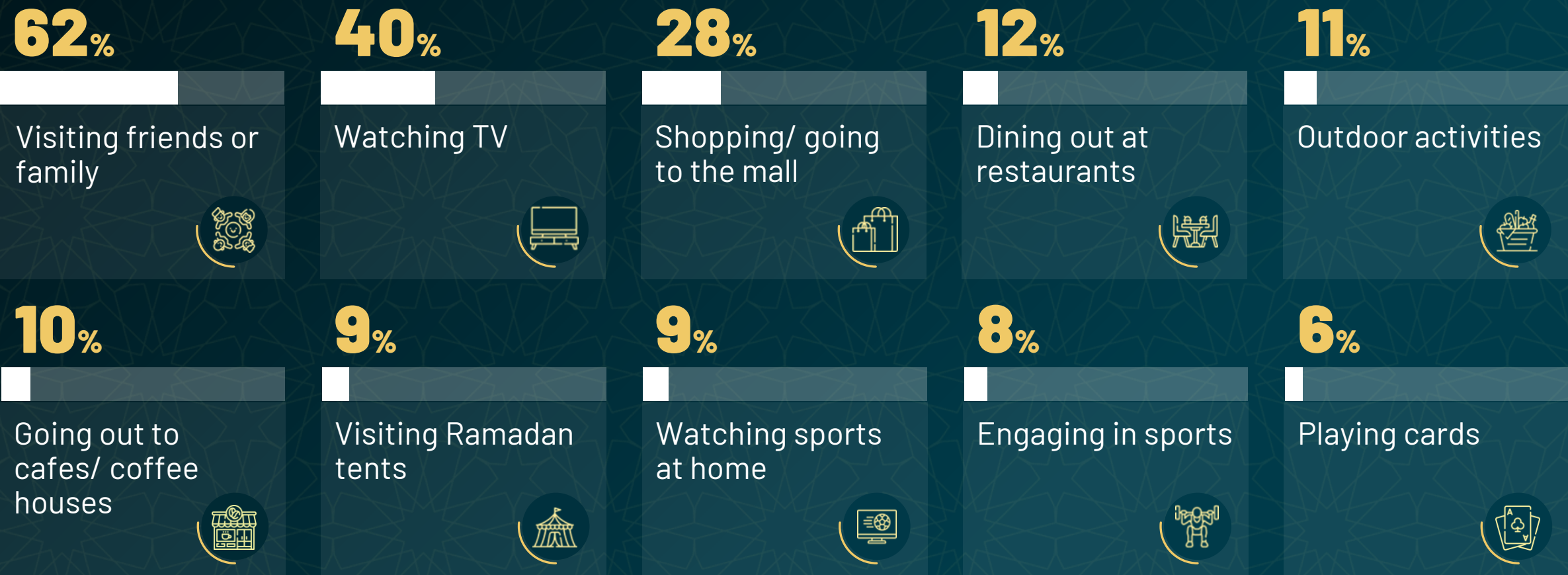
# Entertainment Choices In Ramadan

# 04



# Leisure during the holy month is shaped by closeness and simplicity, favoring time with family and familiar at-home routines.

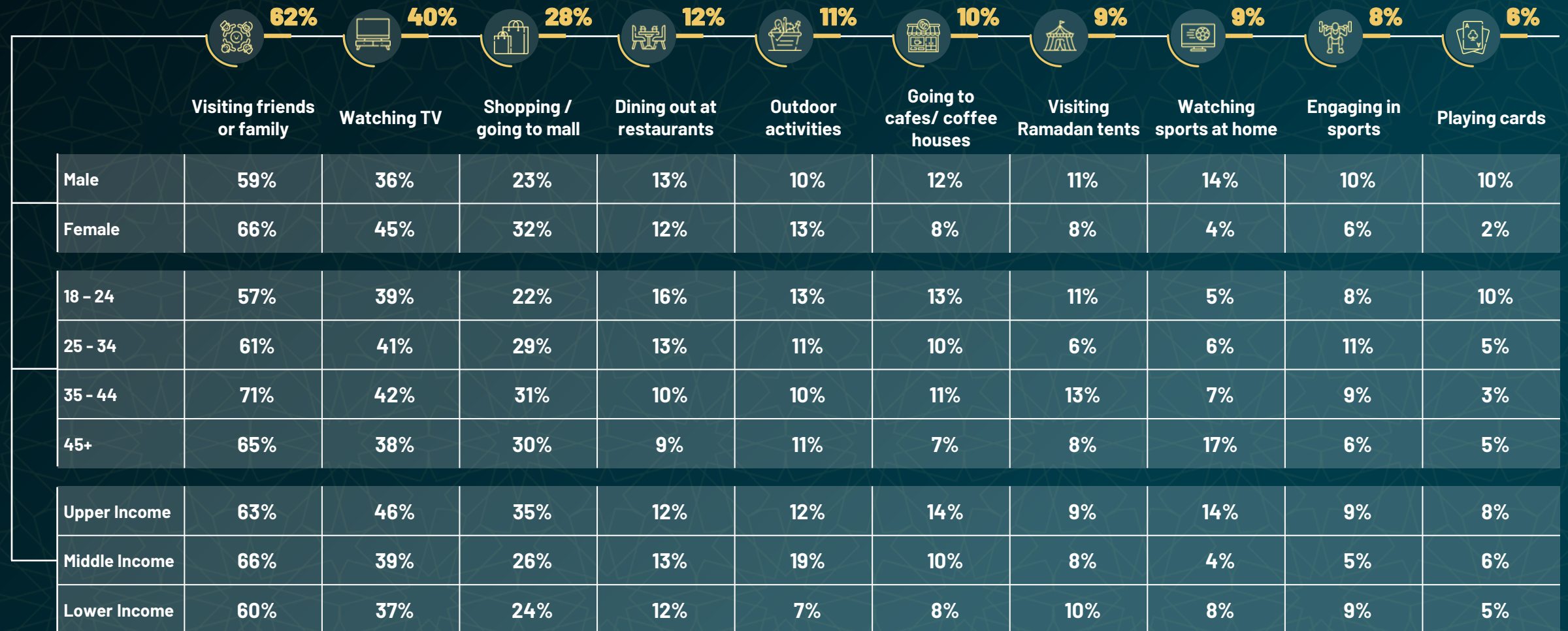
Top entertainment activities during Ramadan – Top 10





# Entertainment activities during Ramadan

## Top 10 - by demographics



# Brand Interaction & Advertising

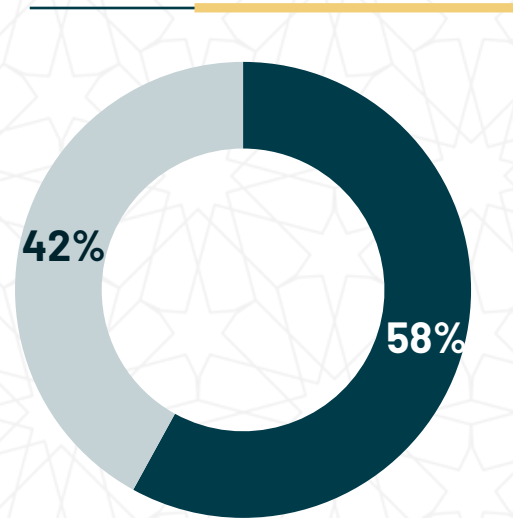
# 05







## While online channels lead brand discovery, offline touchpoints continue to hold meaningful influence.



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

### By Gender

Male	56%	44%
Female	60%	40%

### By Age

18-24	55%	45%
25-34	61%	39%
35-44	62%	38%
45+	57%	43%

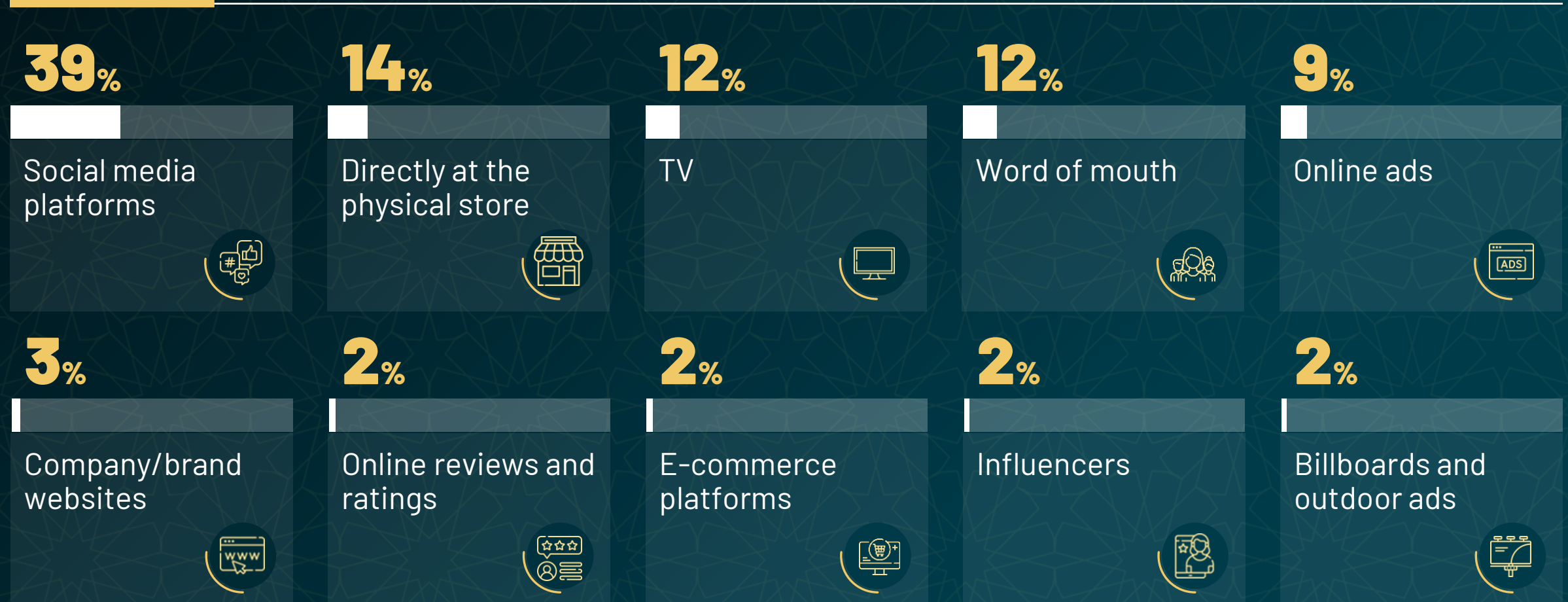
### By Income Level

Upper Income	59%	41%
Middle Income	60%	40%
Lower Income	57%	43%



# Social media sits at the center of brand discovery during Ramadan, followed by gathering information directly at physical stores.

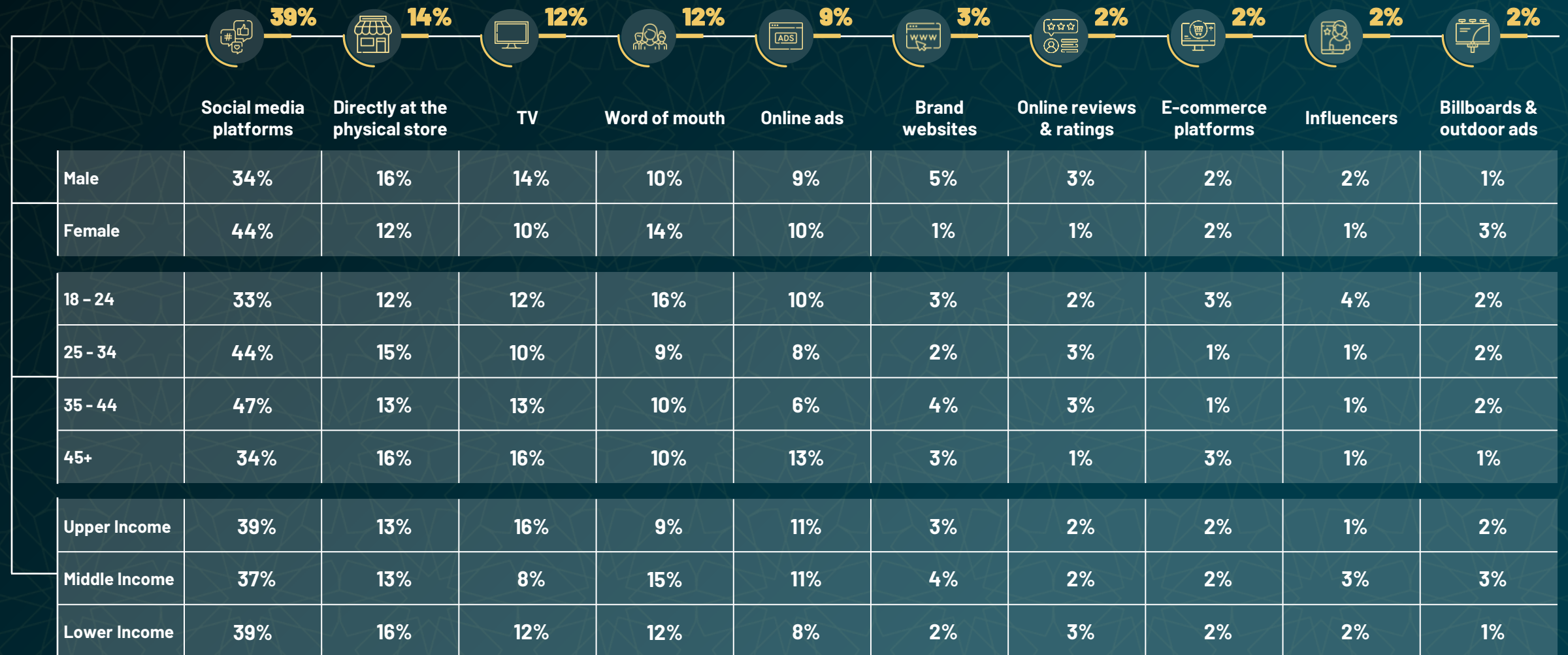
Main sources used to obtain information about brands – Top 10



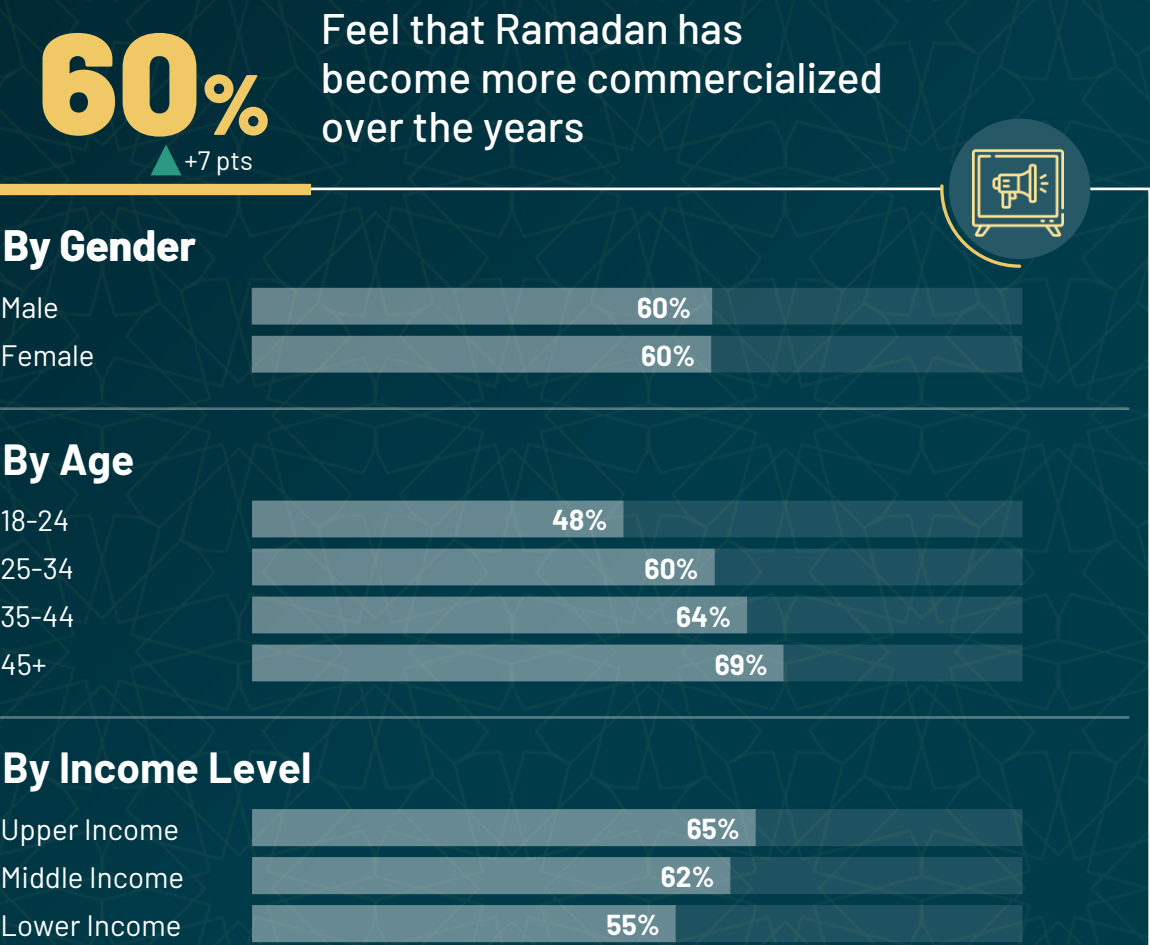
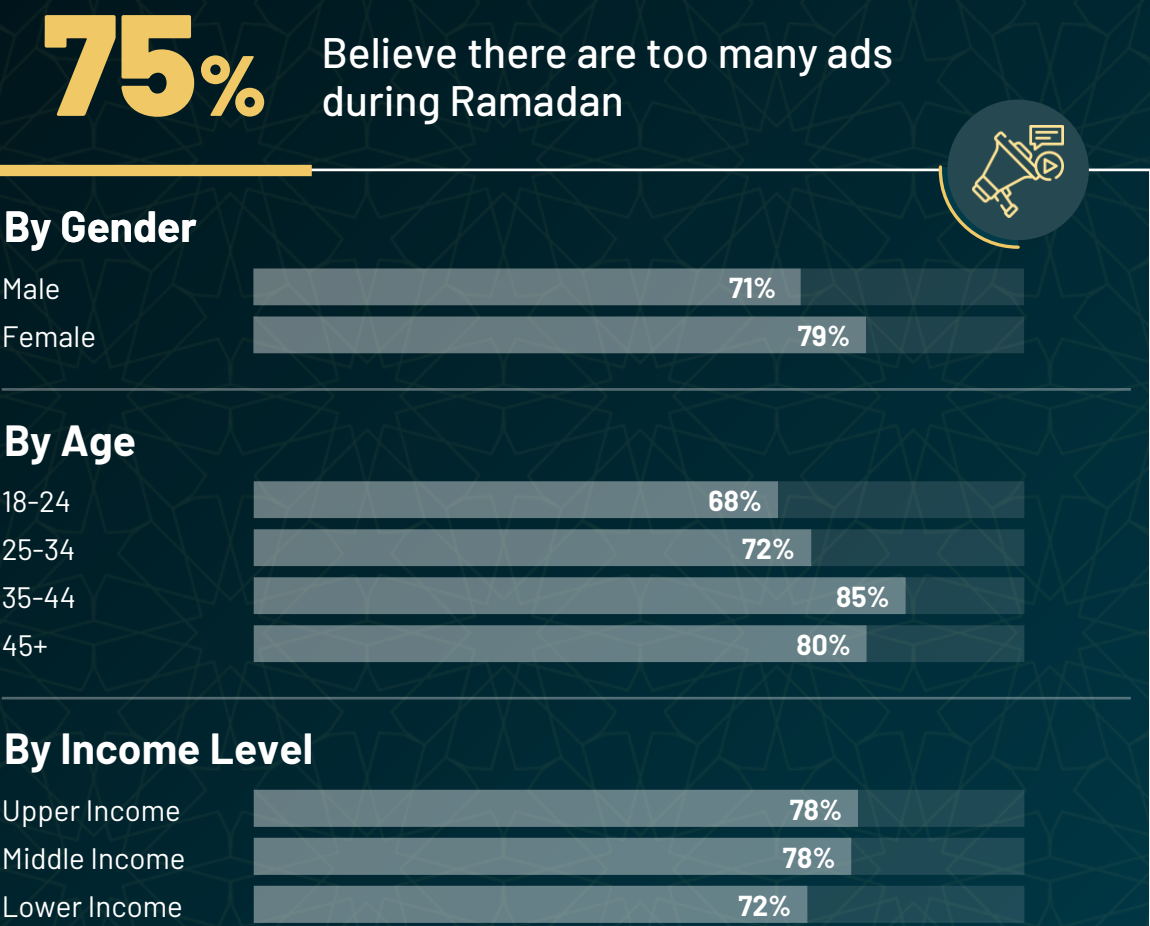


# Main sources used to obtain information about brands

## Top 10 - by demographics

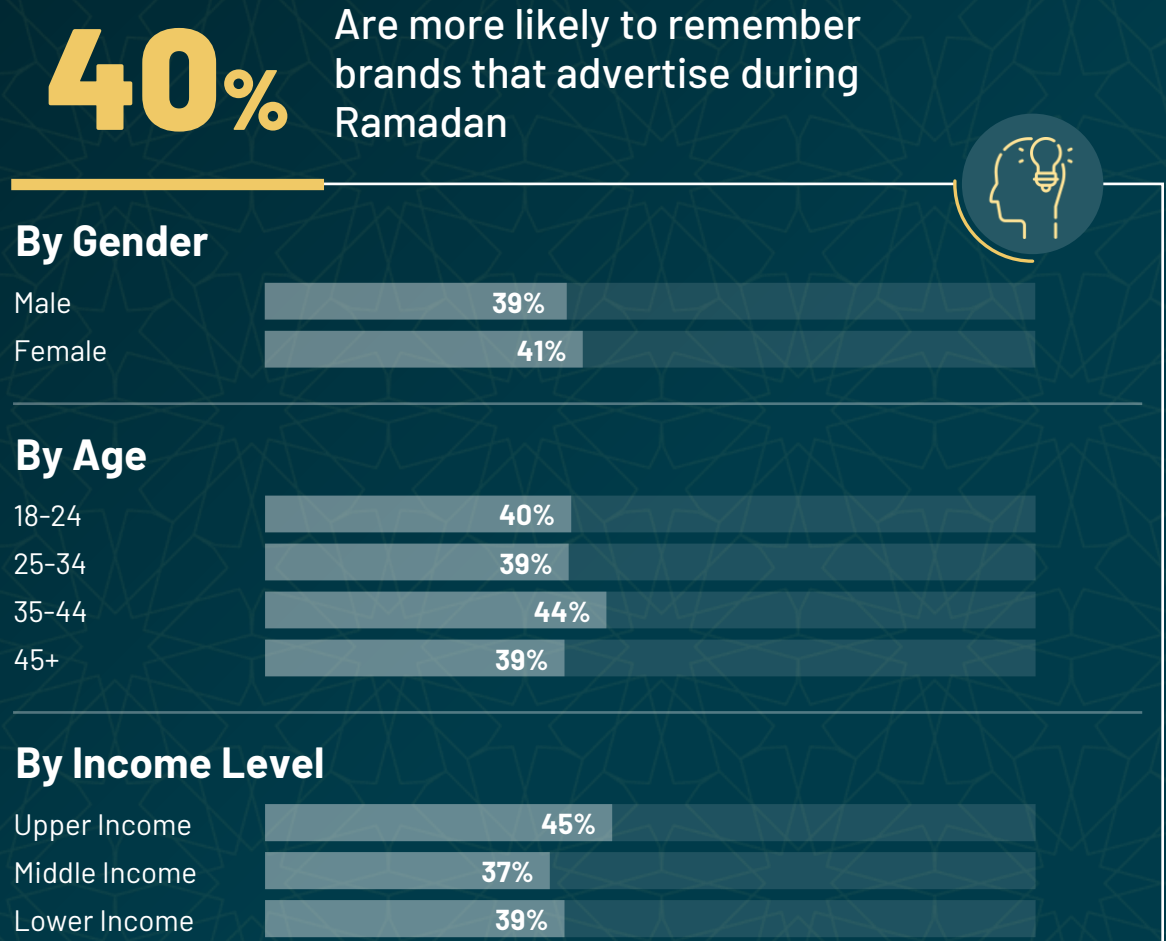
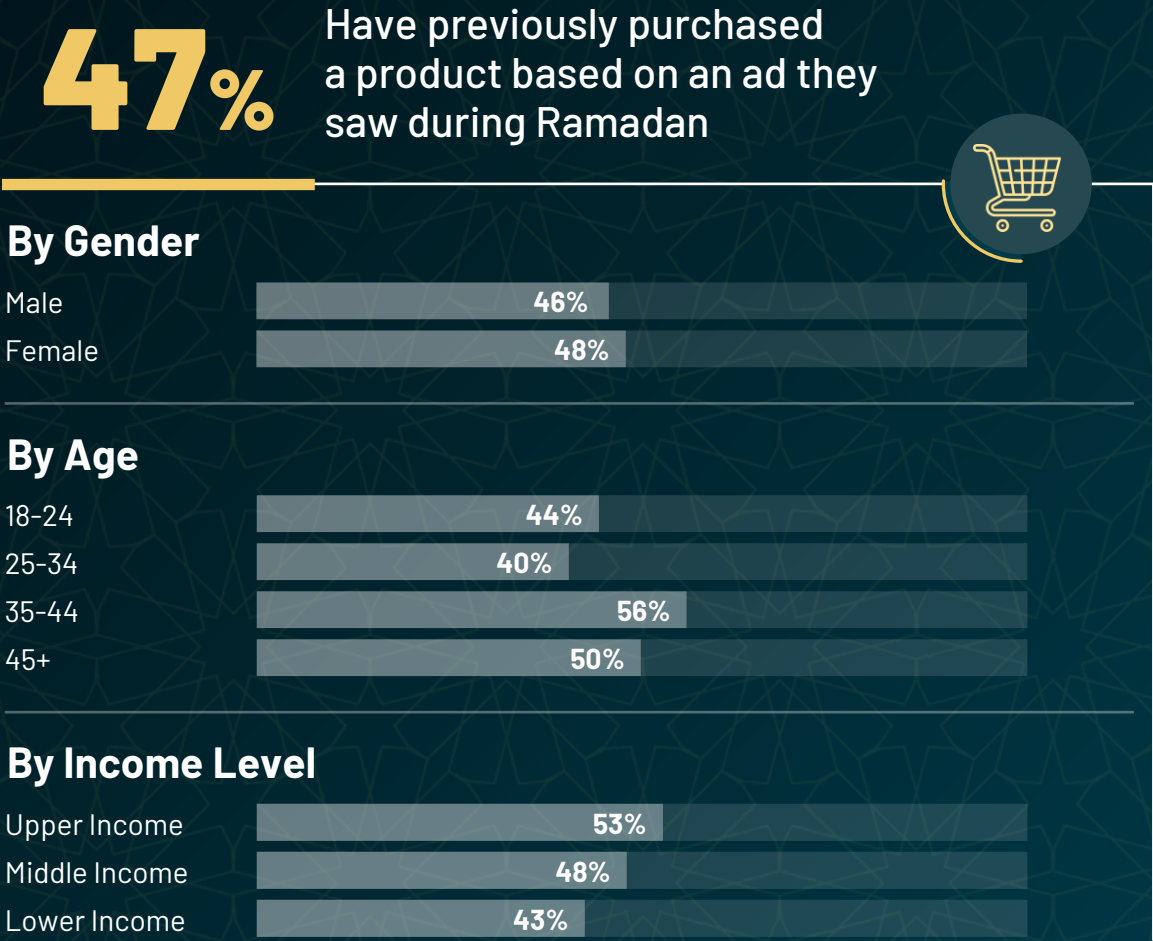


As brand visibility peaks, the majority feel advertising has become excessive, reinforcing the growing sense that the month has become more commercialized over the years.





And while many feel overwhelmed by advertising, Ramadan ads continue to resonate, influencing what people buy and the brands they remember.



# Most Prominent Ramadan Brands

# 06





# Brands most associated with Ramadan in Jordan

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.

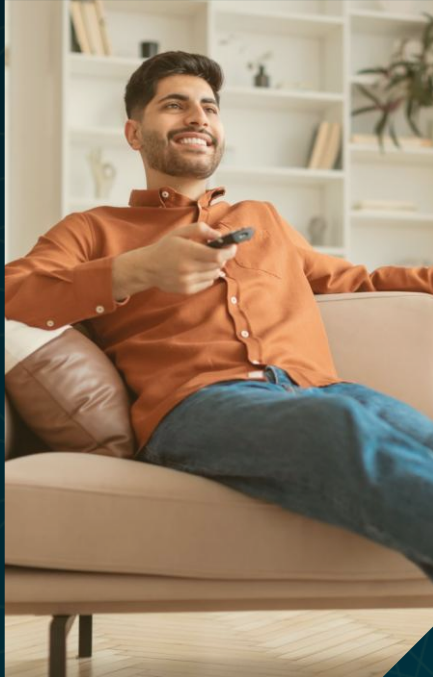
**26%**

The Passionate Shopper



**22%**

The Content Explorer



**20%**

The Social Connector



**17%**

The Festive Spirit



**16%**

The Self Nurturer







## Who is the Passionate Shopper? (26%)

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

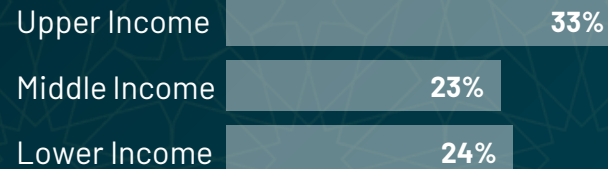
### By Gender



### By Age



### By Income Level



# 68%

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

# 57%

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

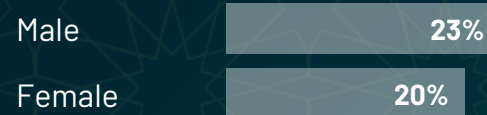




## Who is the Content Explorer? (22%)

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

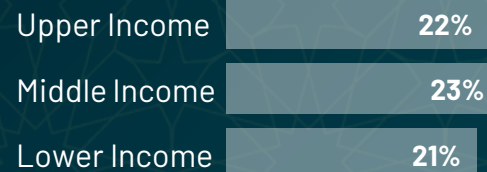
### By Gender



### By Age



### By Income Level



# 63%

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

# 22%

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

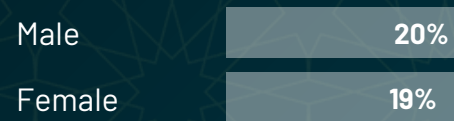




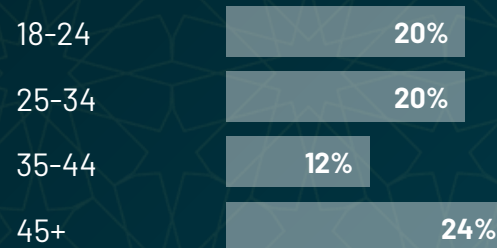
## Who is the Social Connector? (20%)

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

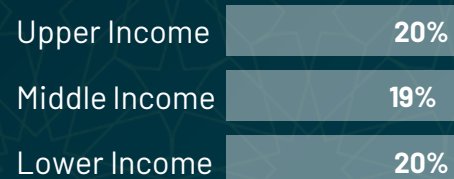
### By Gender



### By Age



### By Income Level



# 85%

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

# 79%

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





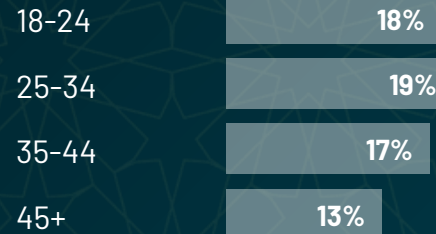
## Who is the Festive Spirit? (17%)

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

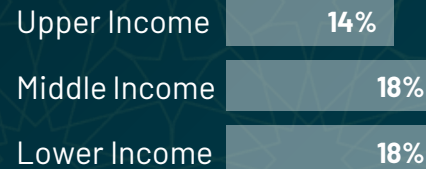
### By Gender



### By Age



### By Income Level



# 82%

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

# 60%

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





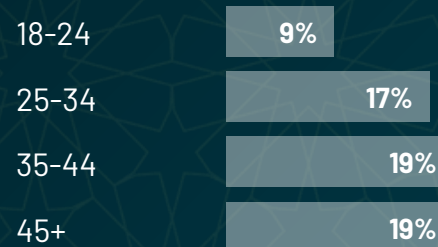
## Who is the Self Nurturer? (16%)

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

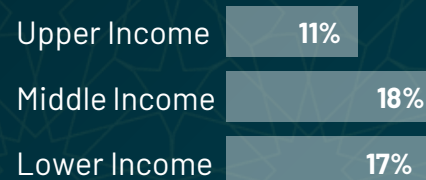
### By Gender



### By Age



### By Income Level



# 93%

Consider Ramadan as a period of physical discipline and health consciousness

# 93%

Consider Ramadan an opportunity to reset their body

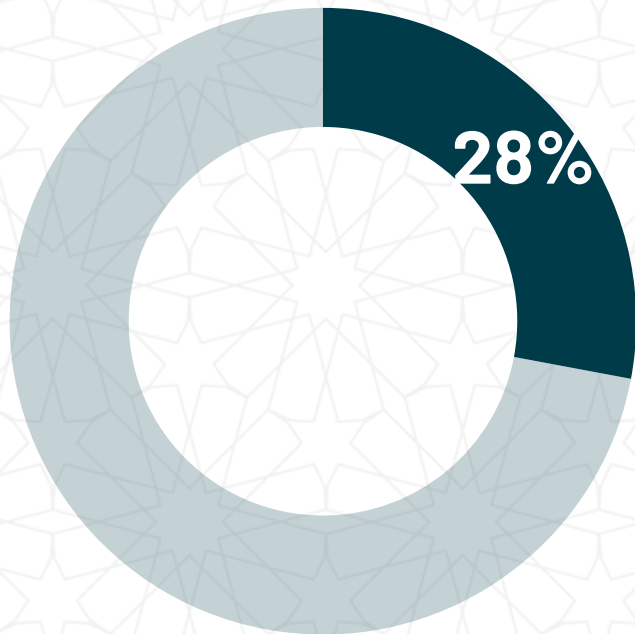


# Eid Plans

# 08



**Looking ahead to Eid, around 3 in 10 have travel plans, with intentions skewed towards staycations and domestic tourism over international trips.**



**Plan on traveling during the Eid holiday**

**19%**

**Plan on traveling domestically or having a staycation**

**9%**

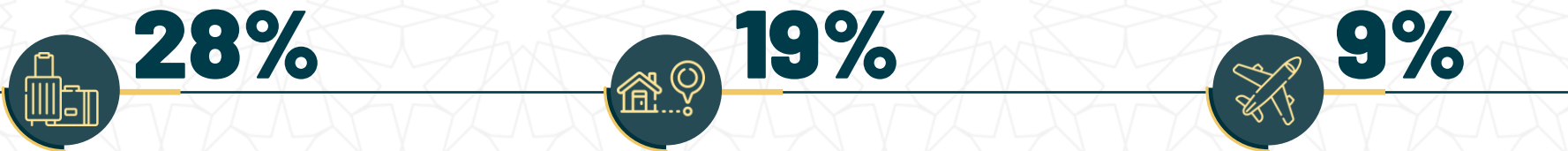
**Plan on traveling internationally**





# Travel plans during the Eid holiday

- by demographics



	Plan on traveling during the Eid holiday	Plan on traveling domestically or having a staycation	Plan on traveling internationally
Male	29%	19%	10%
Female	27%	19%	8%
18 – 24	28%	20%	8%
25 – 34	30%	19%	11%
35 – 44	22%	16%	6%
45+	29%	19%	10%
Upper Income	39%	24%	15%
Middle Income	29%	24%	5%
Lower Income	20%	13%	7%

# Sample and methodology

## Sample size

500 respondents

## Sample criteria

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

## Methodology

The survey was conducted via Ipsos online panel

## Geographical coverage

Conducted in Jordan  
with a nationwide coverage



# FOR MORE INFORMATION

**Hala Elfar**

Managing Director  
Ipsos in Jordan and Iraq  
[hala.elfar@ipsos.com](mailto:hala.elfar@ipsos.com)

**Leen Haddad**

Client Director  
Ipsos in Jordan and Iraq  
[leen.haddad@ipsos.com](mailto:leen.haddad@ipsos.com)