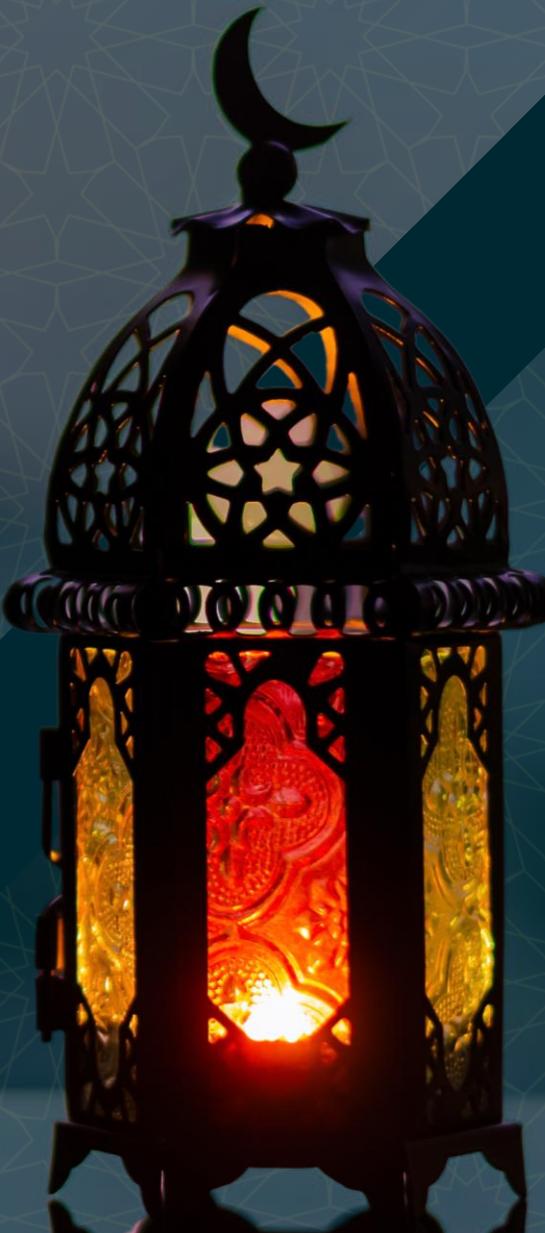


# THE 2026 RAMADAN HANDBOOK

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.

■ Increase ■ Stay the same ■ Decrease

### Sleep during Ramadan

17% ■ 37% ■ 46%

### Activity levels during Ramadan

20% ■ 37% ■ 43%

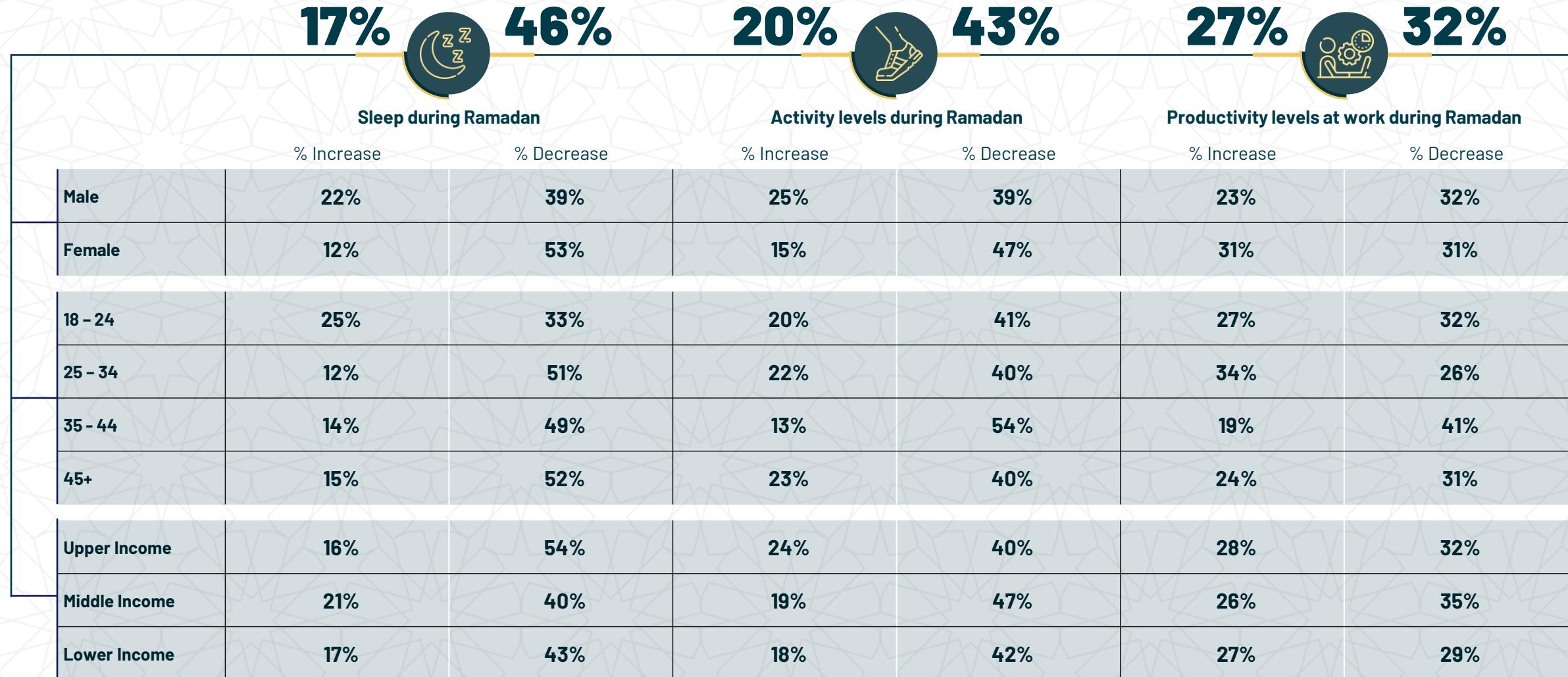
### Productivity levels at work during Ramadan

27% ■ 42% ■ 32%



# Sleep, activity and productivity

## - by demographics



**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%**

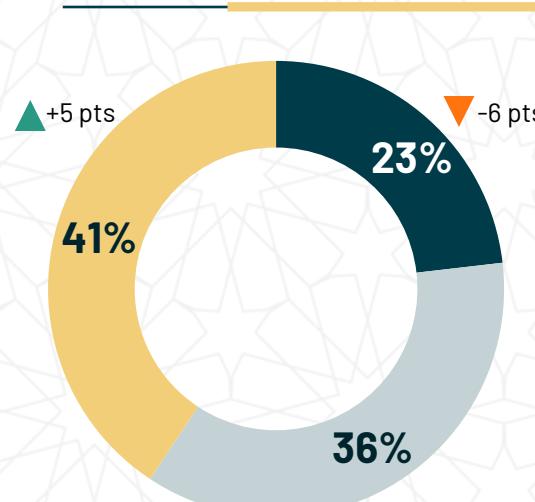
Feel that nowadays, fewer people gather around the iftar table as compared to the past

▲ +9 pts





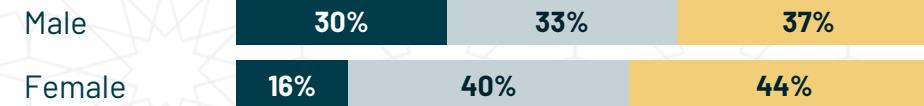
**This sentiment is reflected in behavior, as increasingly fewer people go out and the month becomes quieter and more home-focused.**



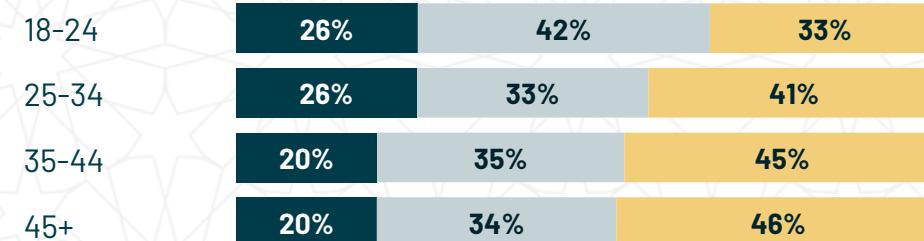
- Go out more during Ramadan
- No change
- Go out less during Ramadan



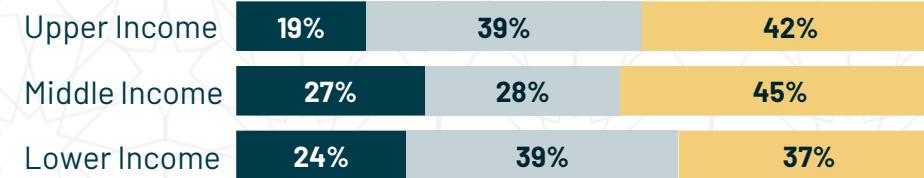
#### By Gender



#### By Age



#### By Income Level





**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%**

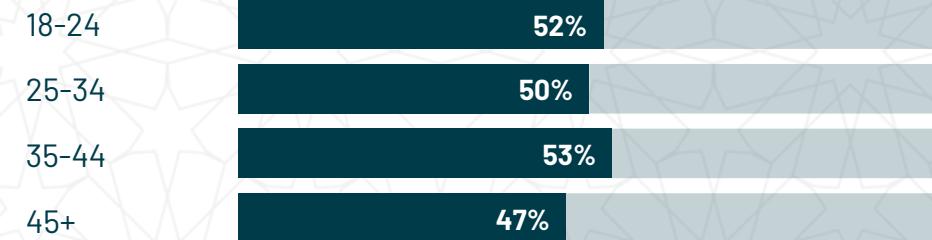
Believe that  
decorating and  
creating a festive  
atmosphere  
at home is an  
essential part of  
Ramadan customs



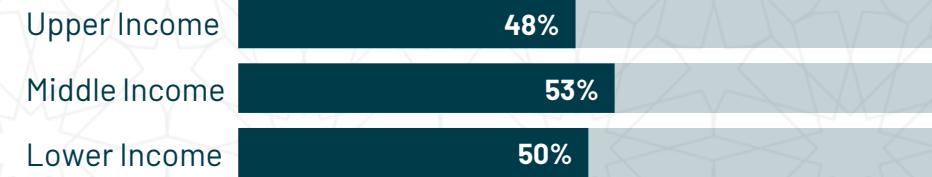
#### **By Gender**



#### **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



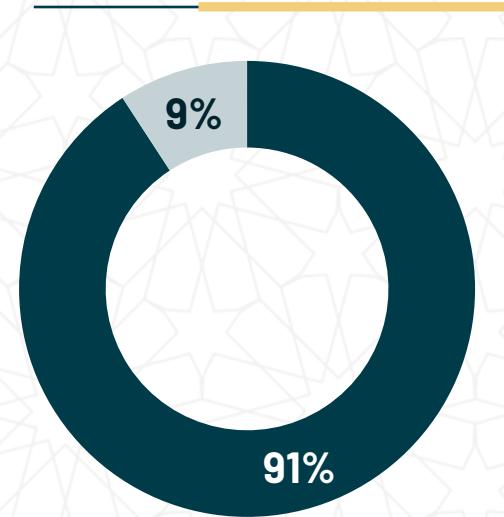
**71%**

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.

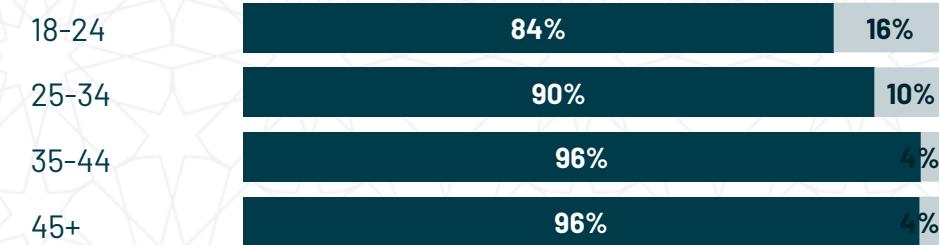


- Tend to eat more home-cooked meals
- Tend to eat out more

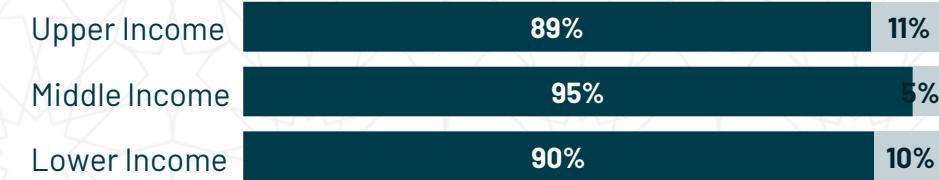
### By Gender



### By Age

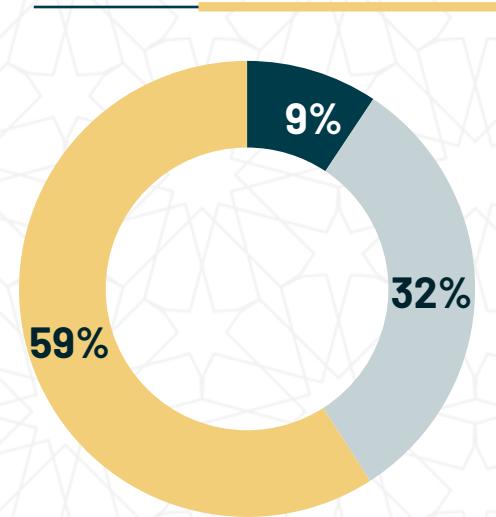


### By Income Level





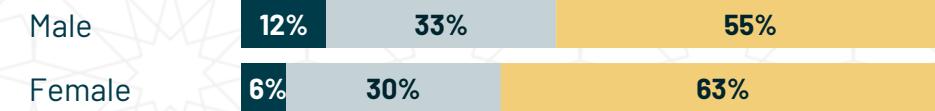
**As a result, reliance on food delivery becomes less frequent across the month.**



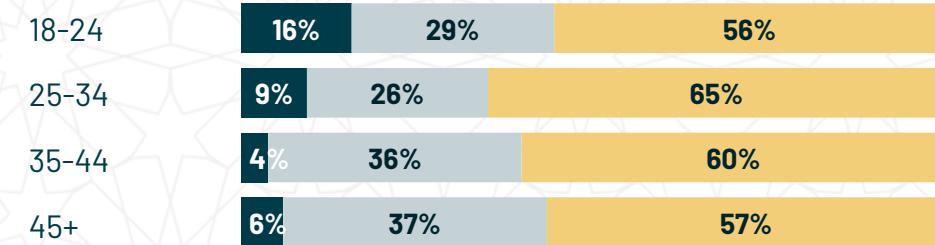
- Order food delivery more often during Ramadan
- No change
- Order food delivery less often during Ramadan



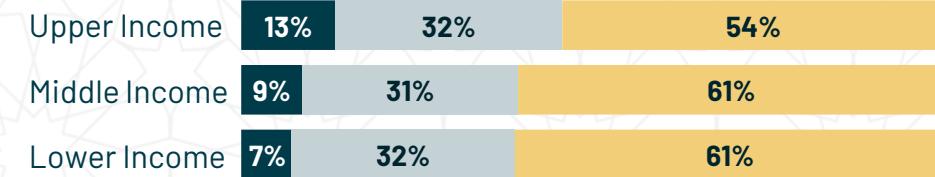
#### **By Gender**



#### **By Age**

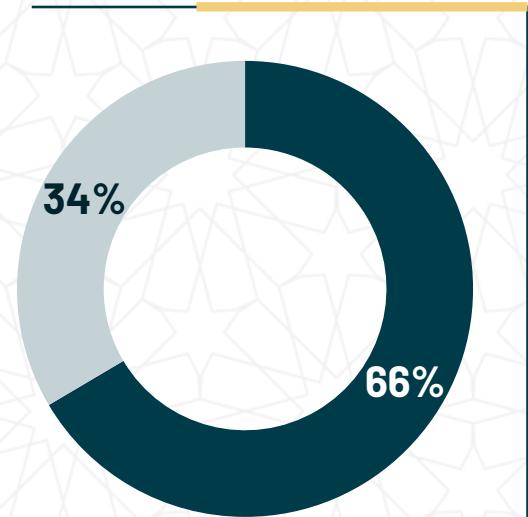


#### **By Income Level**





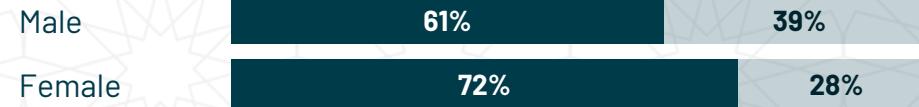
**While food delivery is less frequent overall, it remains more common around Iftar than Suhoor.**



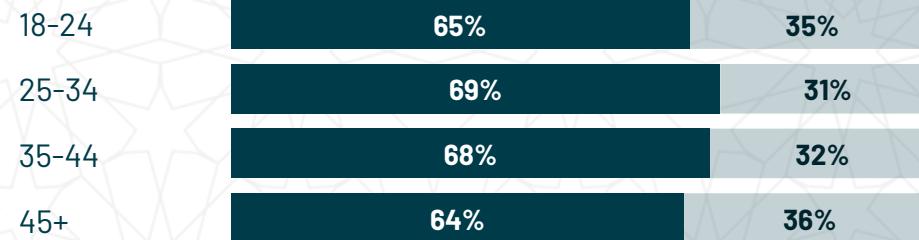
- Tend to order food delivery more for Iftar meals during Ramadan
- Tend to order food delivery more for Suhoor meals during Ramadan



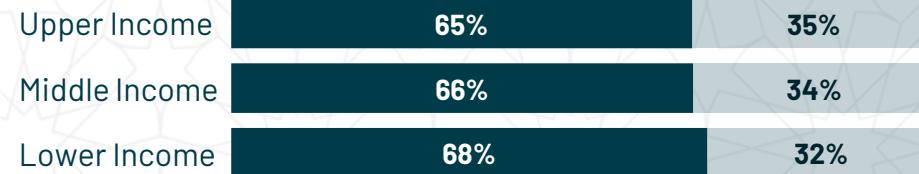
### By Gender



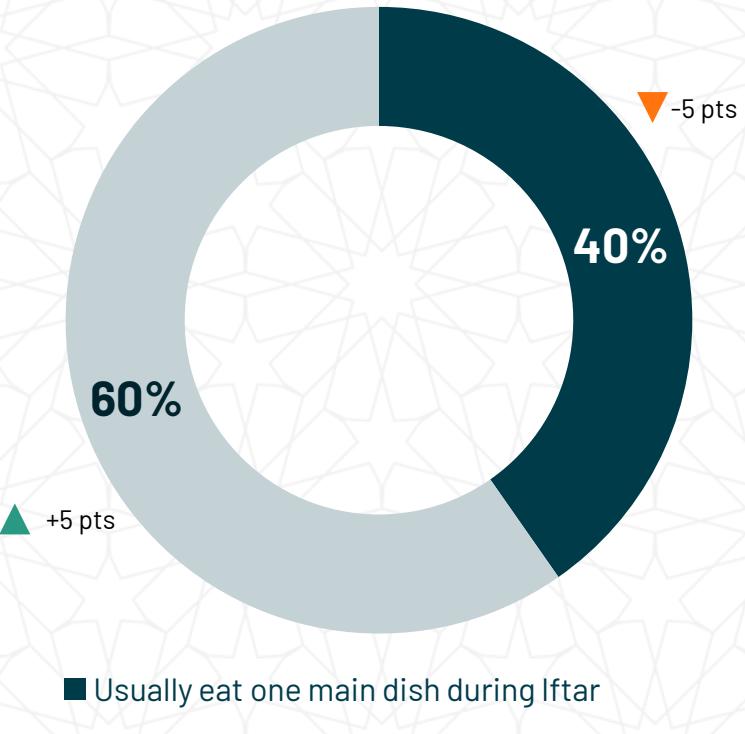
### By Age



### By Income Level



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



**83%**

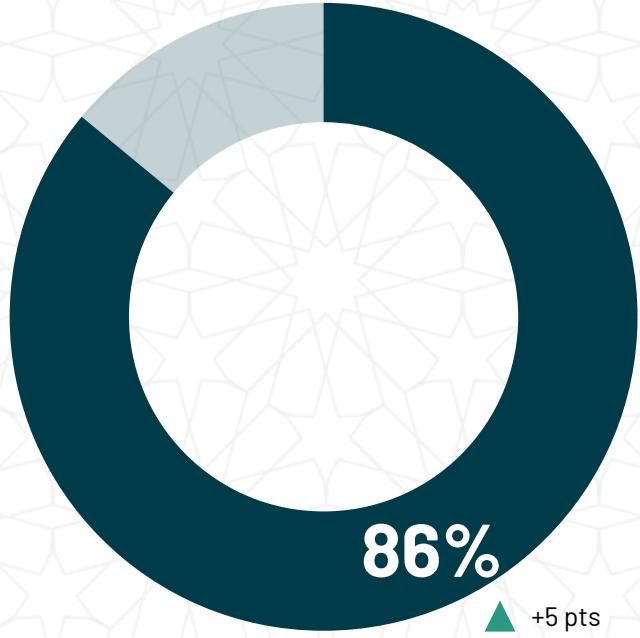
Have appetizers everyday at Iftar

**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

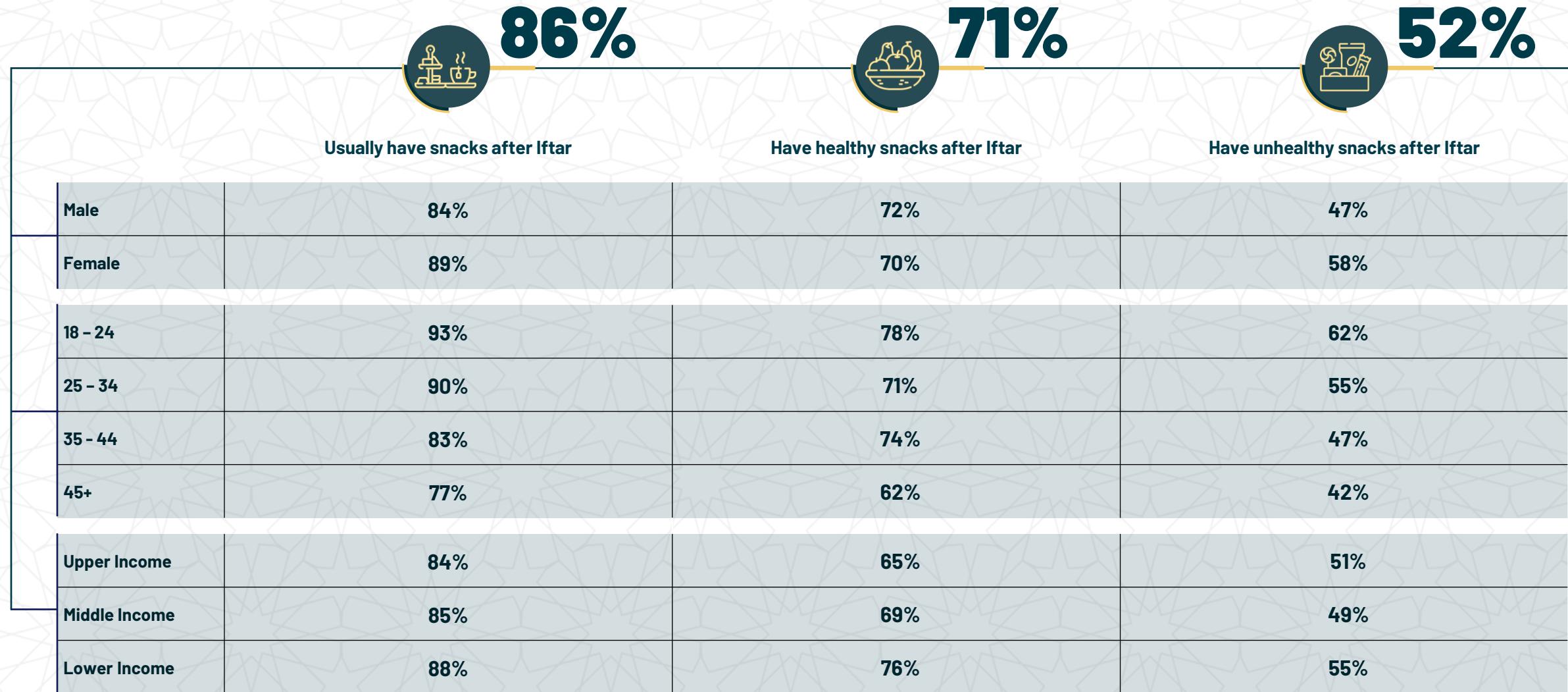
**52%**

Have unhealthy snacks after Iftar



# Snacking behaviour during Ramadan

- by demographics





**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

Male

70%

Female

68%

#### By Age

18-24

61%

25-34

67%

35-44

82%

45+

72%

#### By Income Level

Upper Income

68%

Middle Income

67%

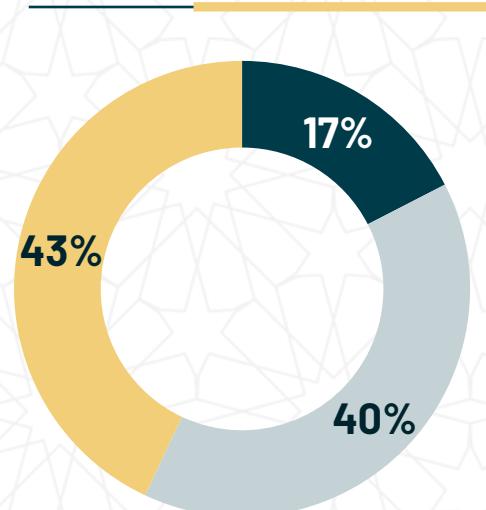
Lower Income

71%





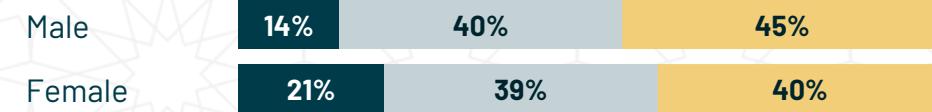
## Overall, weight outcomes during Ramadan are mixed, with most people maintaining or losing weight.



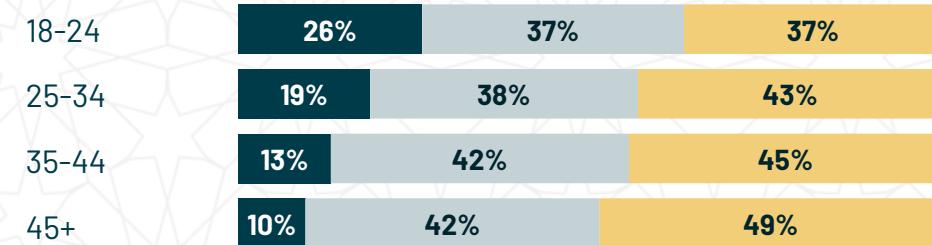
- Gain weight during Ramadan
- No change
- Lose weight during Ramadan



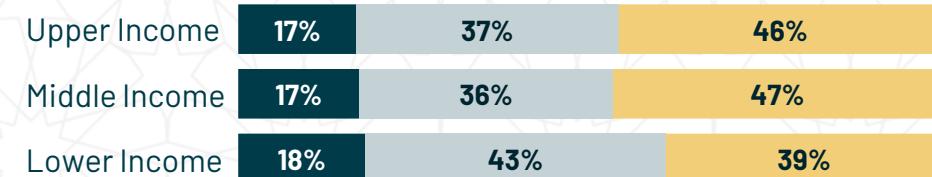
### By Gender



### 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.**

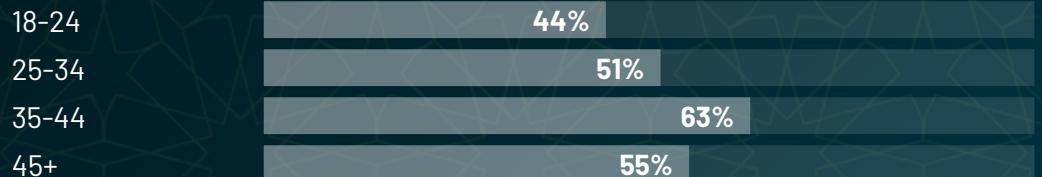
**52%**

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

#### By Gender



#### By Age



#### By Income Level



**45%**

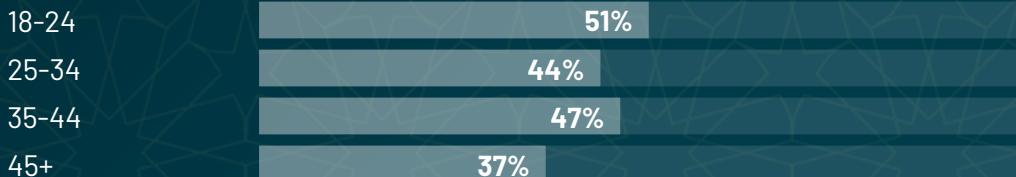
Tend to save more money in the months leading up to Ramadan to prepare for the increased expenses



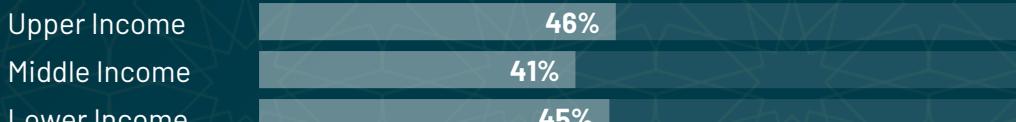
#### By Gender



#### By Age



#### By Income Level

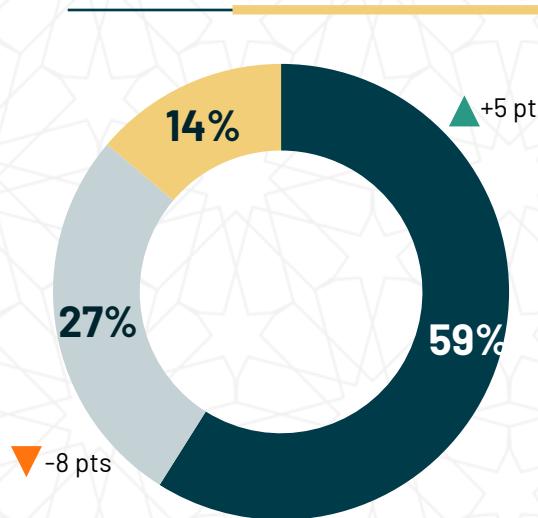


+6 pts

▲ Change vs 2025



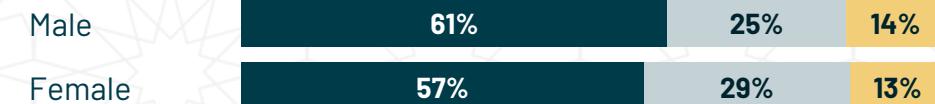
**Across the month and over the years, spending levels increase for many, reflecting the broader demands and routines of this period.**



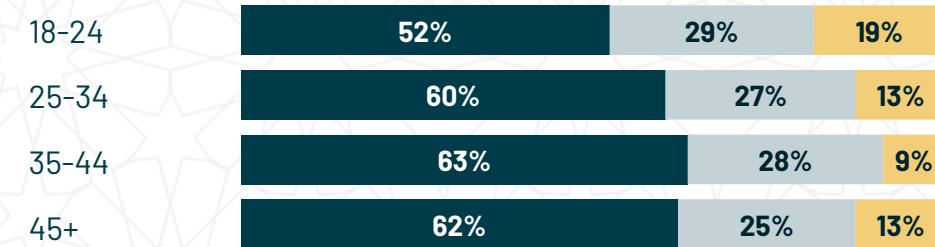
- Spend more money
- No change in spending habits
- Spend less money



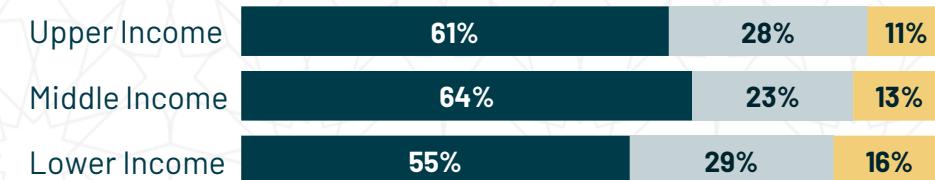
#### By Gender



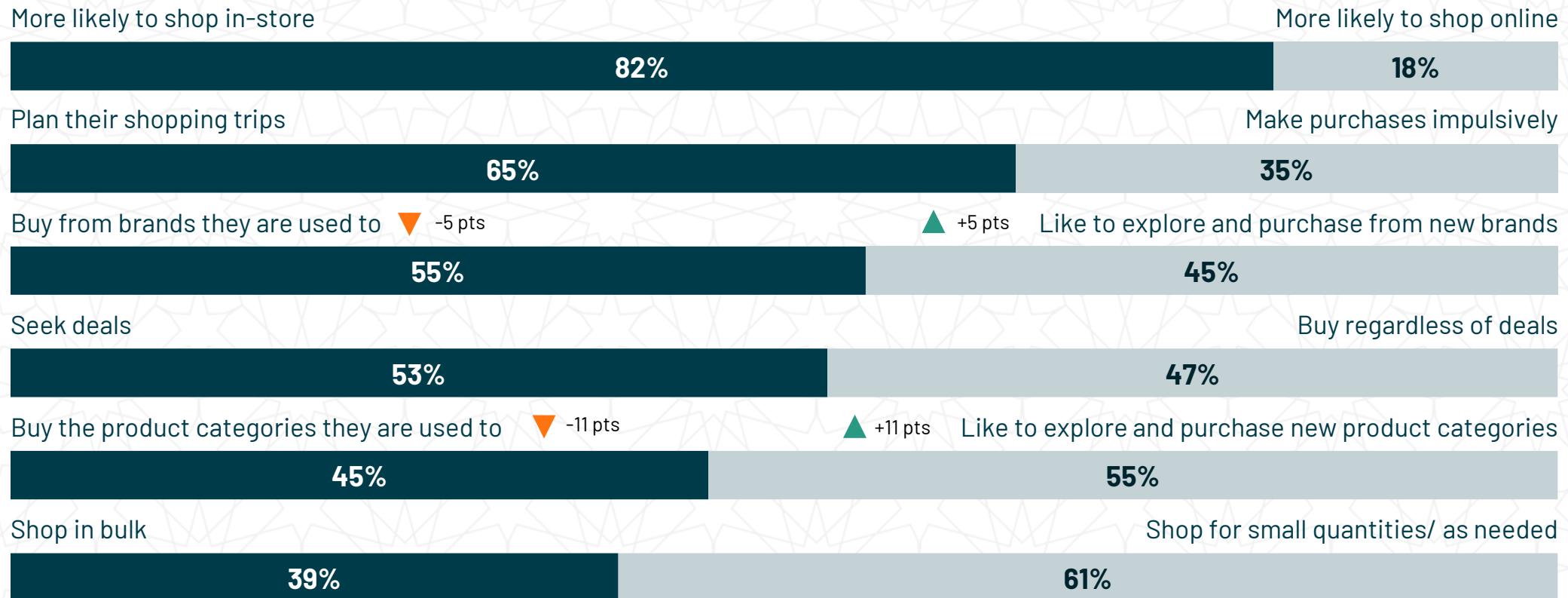
#### By Age



#### By Income Level

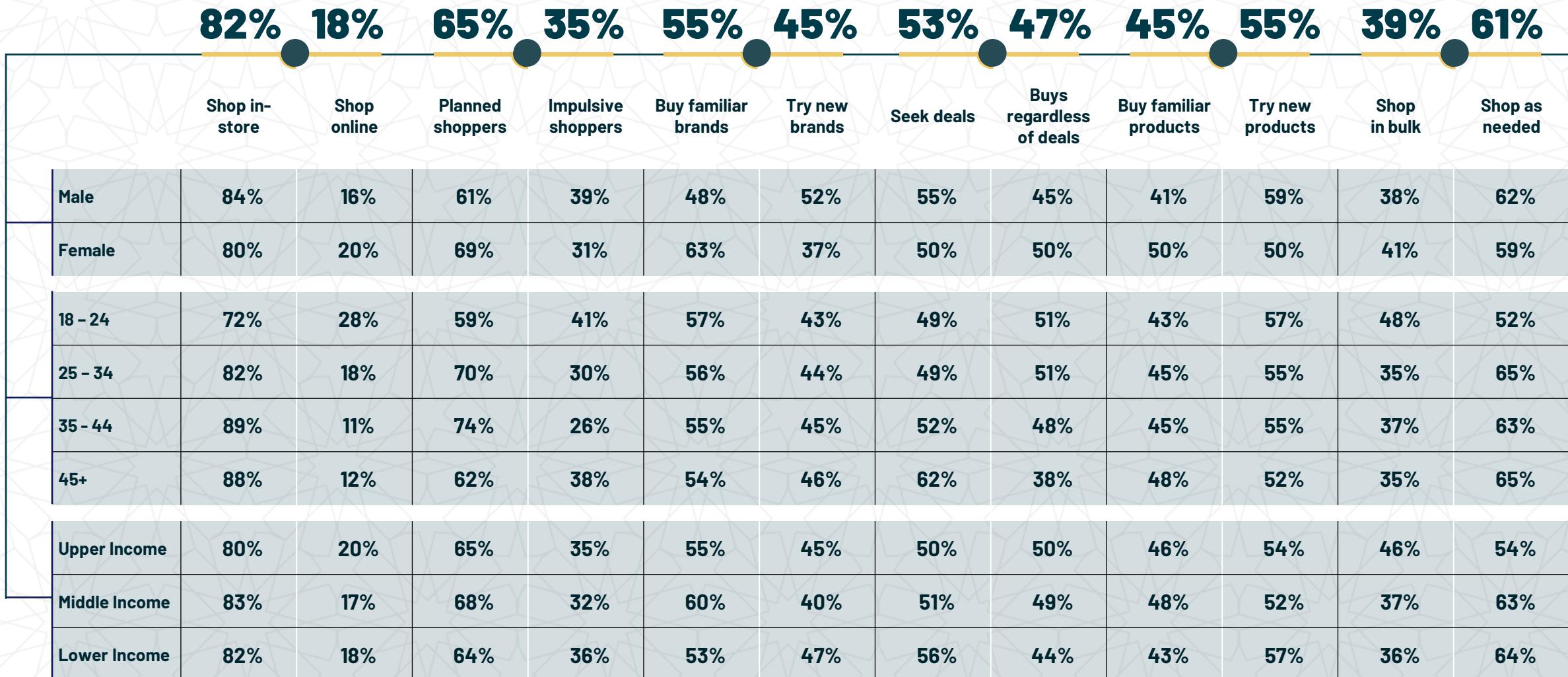


**Shopping during this time tends to be structured and intentional, with a strong preference for in-store visits, planned trips, familiar brands, and good deals. At the same time, there is room for exploration, with increased openness to trying new brands or product categories.**



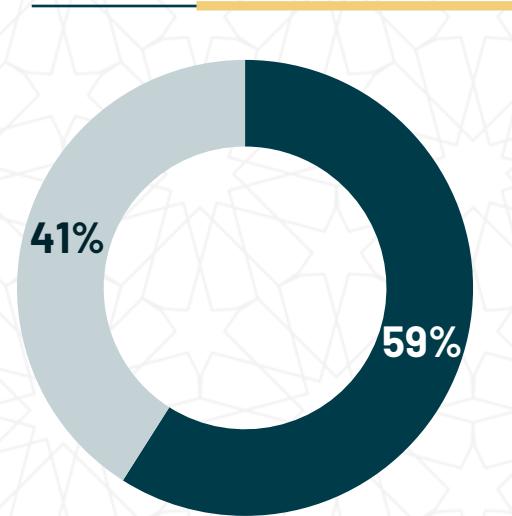
# Types of shoppers during Ramadan

- by demographics





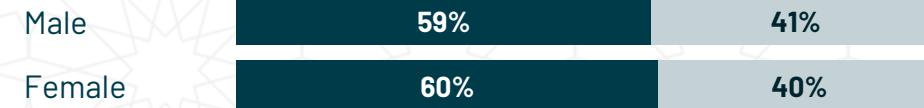
**While shopping is planned and purposeful, it is also something many genuinely enjoy.**



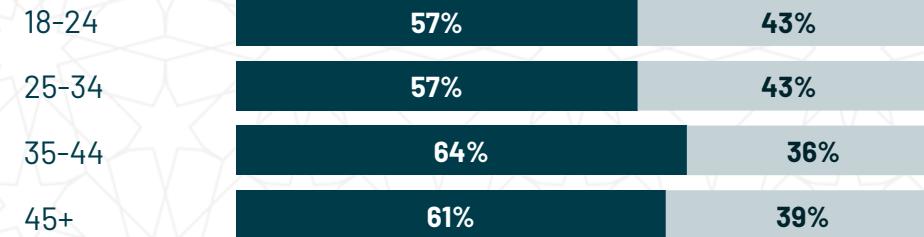
- Consider shopping for food and beverages to be an enjoyable activity during Ramadan
- Find shopping for food and beverages a chore during Ramadan



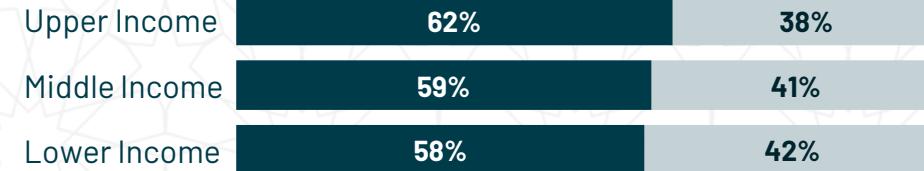
#### **By Gender**



#### **By Age**



#### **By Income Level**



**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.**

**42%**

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



#### By Gender

Male	45%
Female	39%

#### By Age

18-24	37%
25-34	40%
35-44	46%
45+	48%

#### By Income Level

Upper Income	45%
Middle Income	39%
Lower Income	42%

**38%**

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



#### By Gender

Male	41%
Female	34%

#### By Age

18-24	40%
25-34	28%
35-44	41%
45+	42%

#### By Income Level

Upper Income	31%
Middle Income	35%
Lower Income	43%

# Entertainment Choices In Ramadan

04



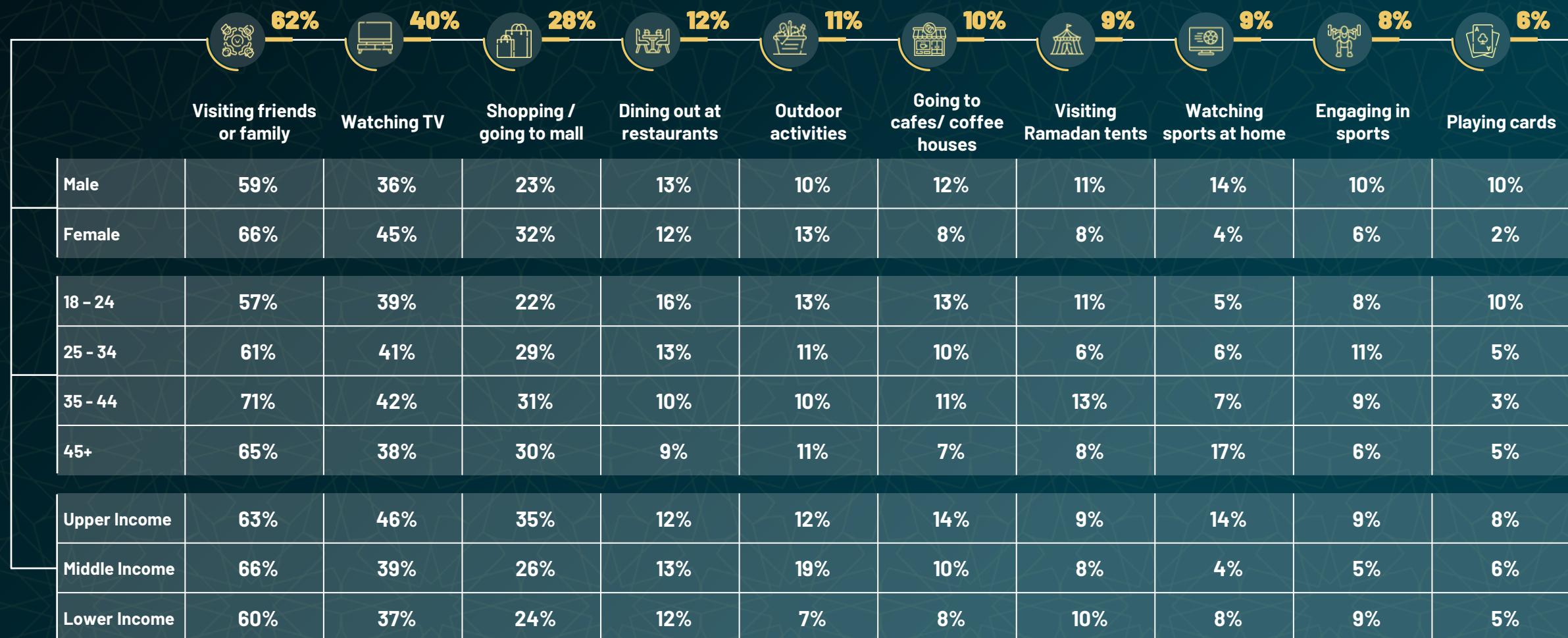
# Leisure during the holy month is shaped by closeness and simplicity, favoring time with family and familiar at-home routines.

## Top entertainment activities during Ramadan – Top 10



# Entertainment activities during Ramadan

## Top 10 - by demographics



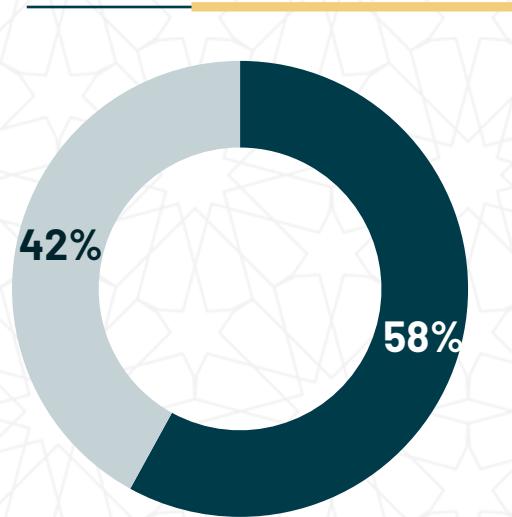
# Brand Interaction & Advertising

05





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

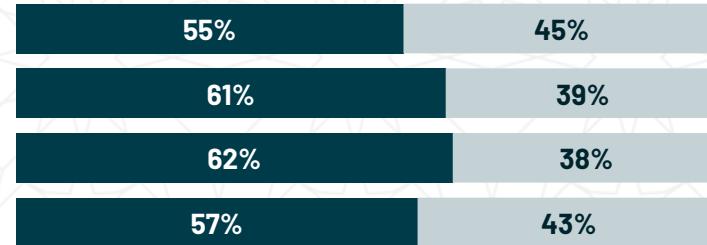


- Use online sources to obtain information about brands
- Use offline sources to obtain information about brands

### By Gender



### By Age



### By Income Level



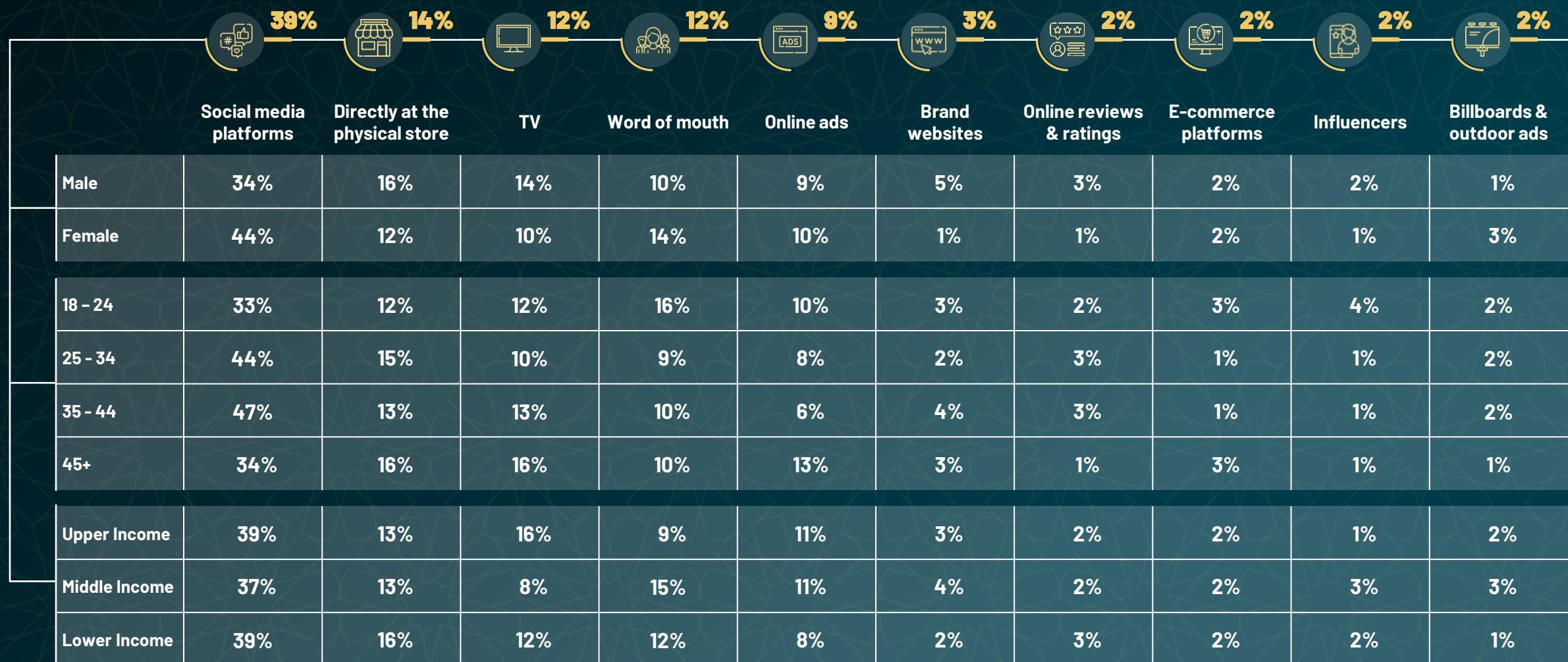
# Social media sits at the center of brand discovery during Ramadan, followed by gathering information directly at physical stores.

## 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.**

**75%**

Believe there are too many ads during Ramadan

#### By Gender



#### By Age



#### By Income Level



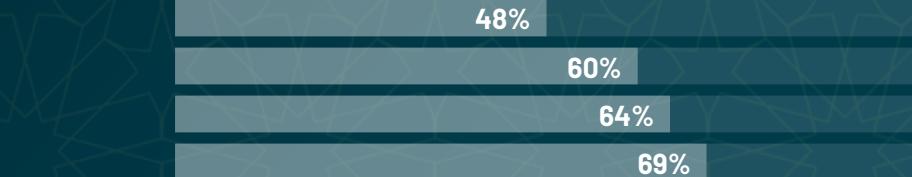
**60%**

Feel that Ramadan has become more commercialized over the years

#### By Gender



#### By Age



#### By Income Level



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

**47%**

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



#### By Gender

Male	46%
Female	48%

#### By Age

18-24	44%
25-34	40%
35-44	56%
45+	50%

#### By Income Level

Upper Income	53%
Middle Income	48%
Lower Income	43%

**40%**

Are more likely to remember brands that advertise during Ramadan



#### By Gender

Male	39%
Female	41%

#### By Age

18-24	40%
25-34	39%
35-44	44%
45+	39%

#### By Income Level

Upper Income	45%
Middle Income	37%
Lower Income	39%

# 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.

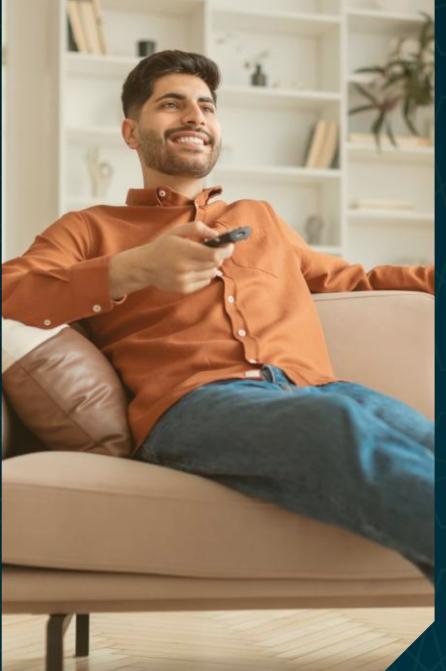
**26%**

The Passionate Shopper



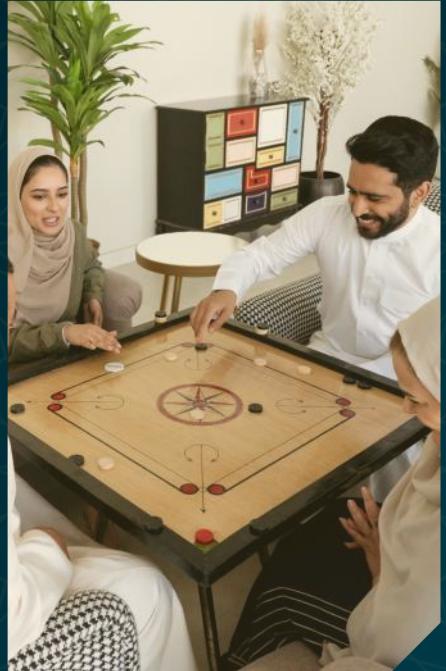
**22%**

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

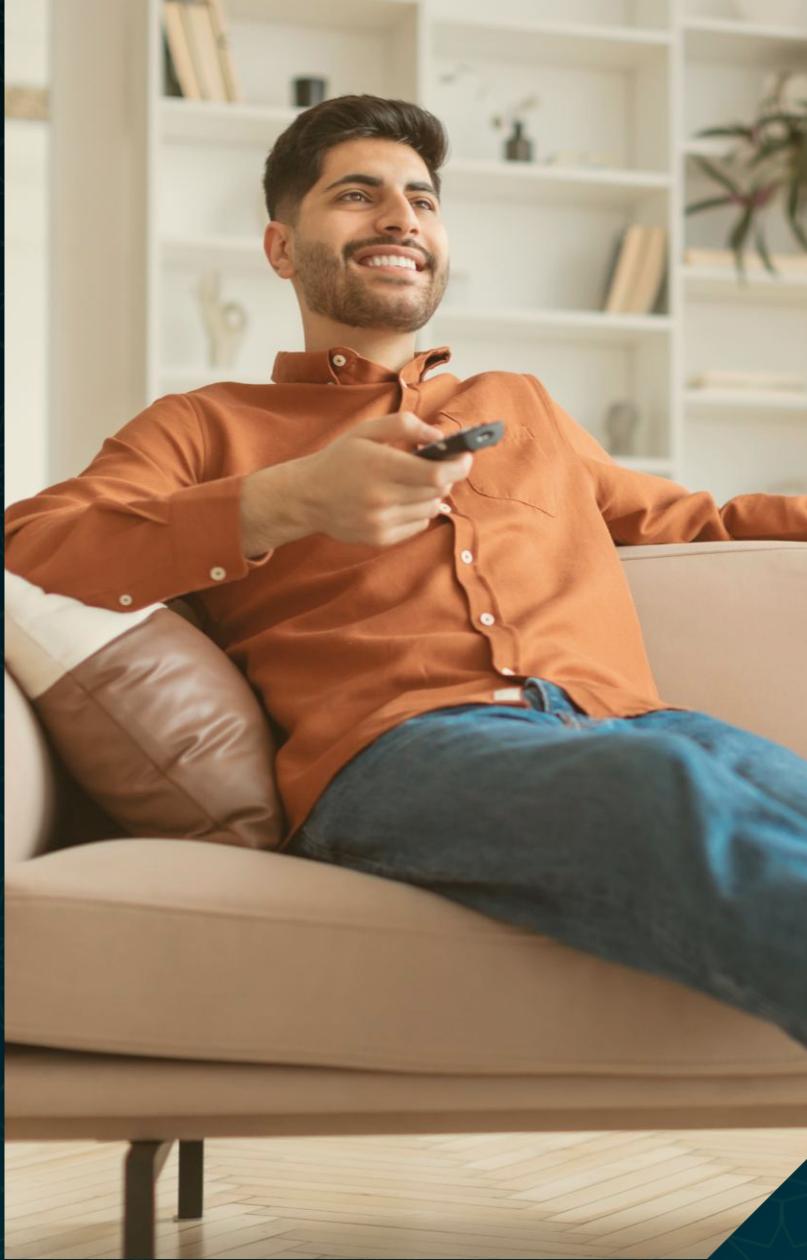


**68%**

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

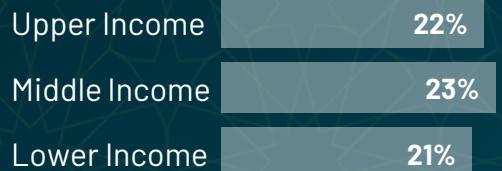
### By Gender



### 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



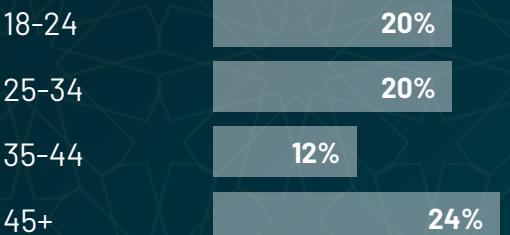
## Who is the Social Connector? (20%)

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



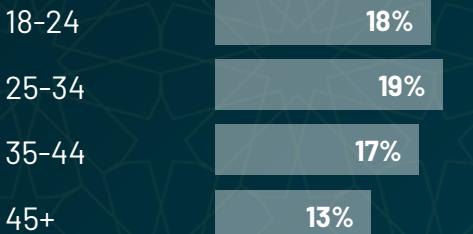
## Who is the Festive Spirit? (17%)

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

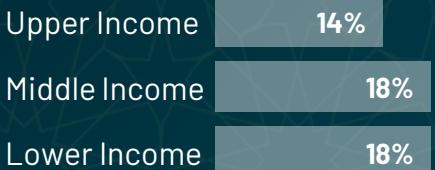
### By Gender



### 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



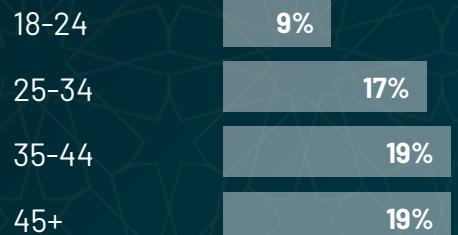
## Who is the Self Nurturer? (16%)

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

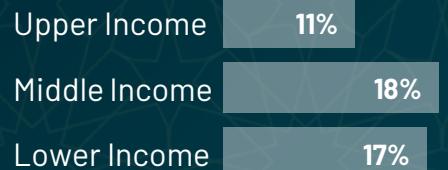
### By Gender



### By Age



### By Income Level



**93%**

Consider Ramadan as a period of physical discipline and health consciousness

**93%**

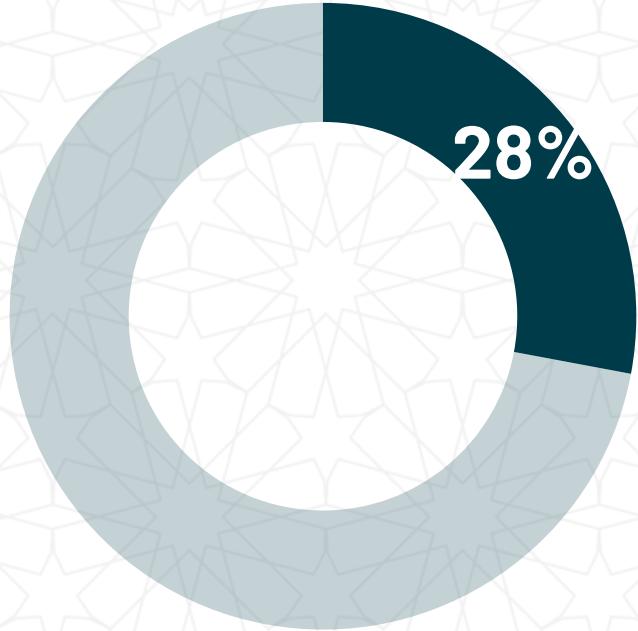
Consider Ramadan an opportunity to reset their body

# 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**

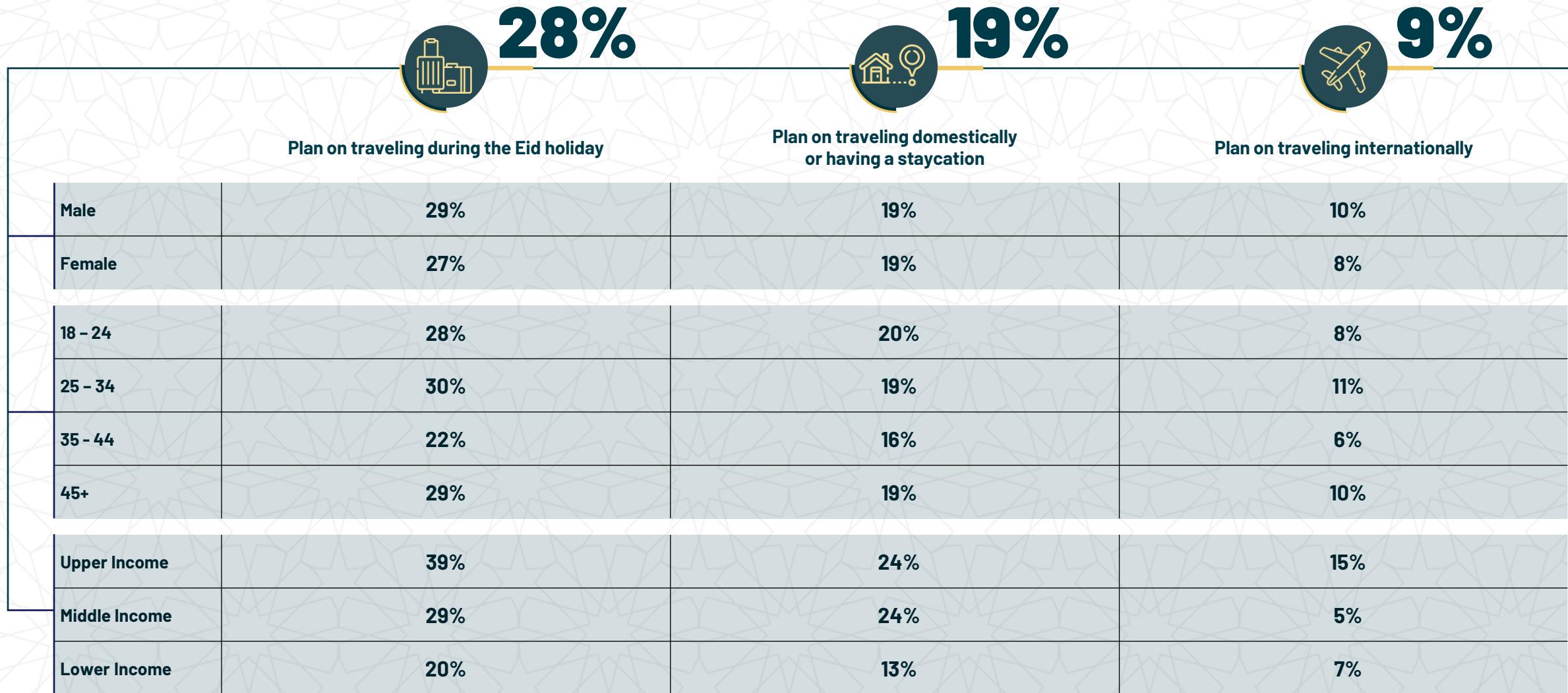
**9%**

**Plan on traveling internationally**



# Travel plans during the Eid holiday

- by demographics



# 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

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