

THE 2026 RAMADAN HANDBOOK

Kuwait Edition

February 2026

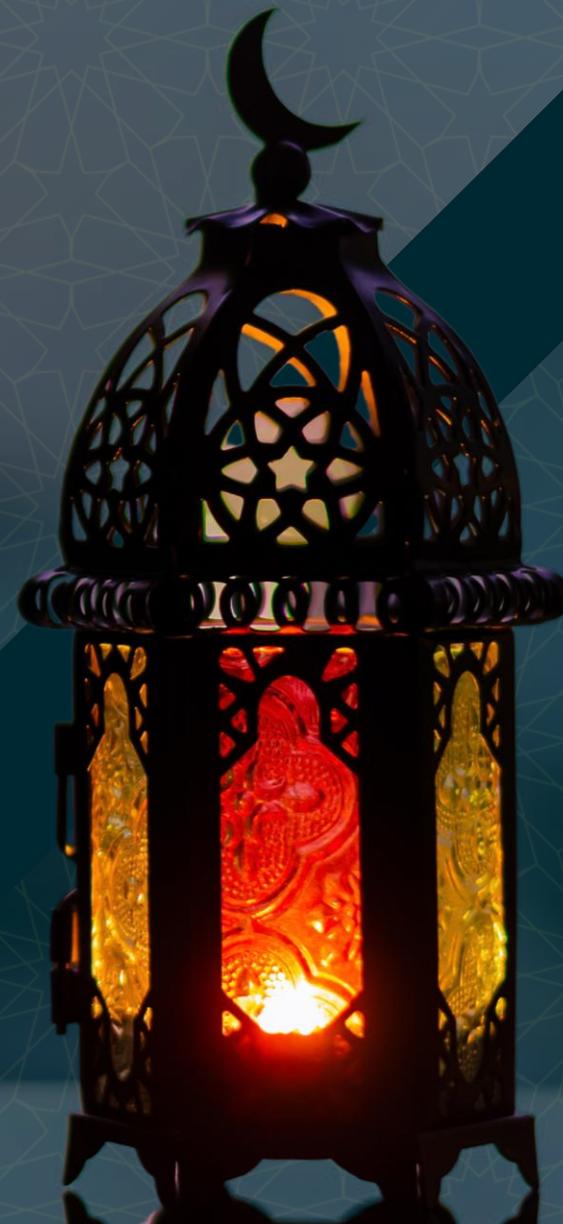


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Lifestyle Changes In Ramadan

01



Ramadan in Kuwait is deeply rooted in spirituality, with reflection, devotion, and helping others.



83%

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



83%

Focus more on spirituality during Ramadan



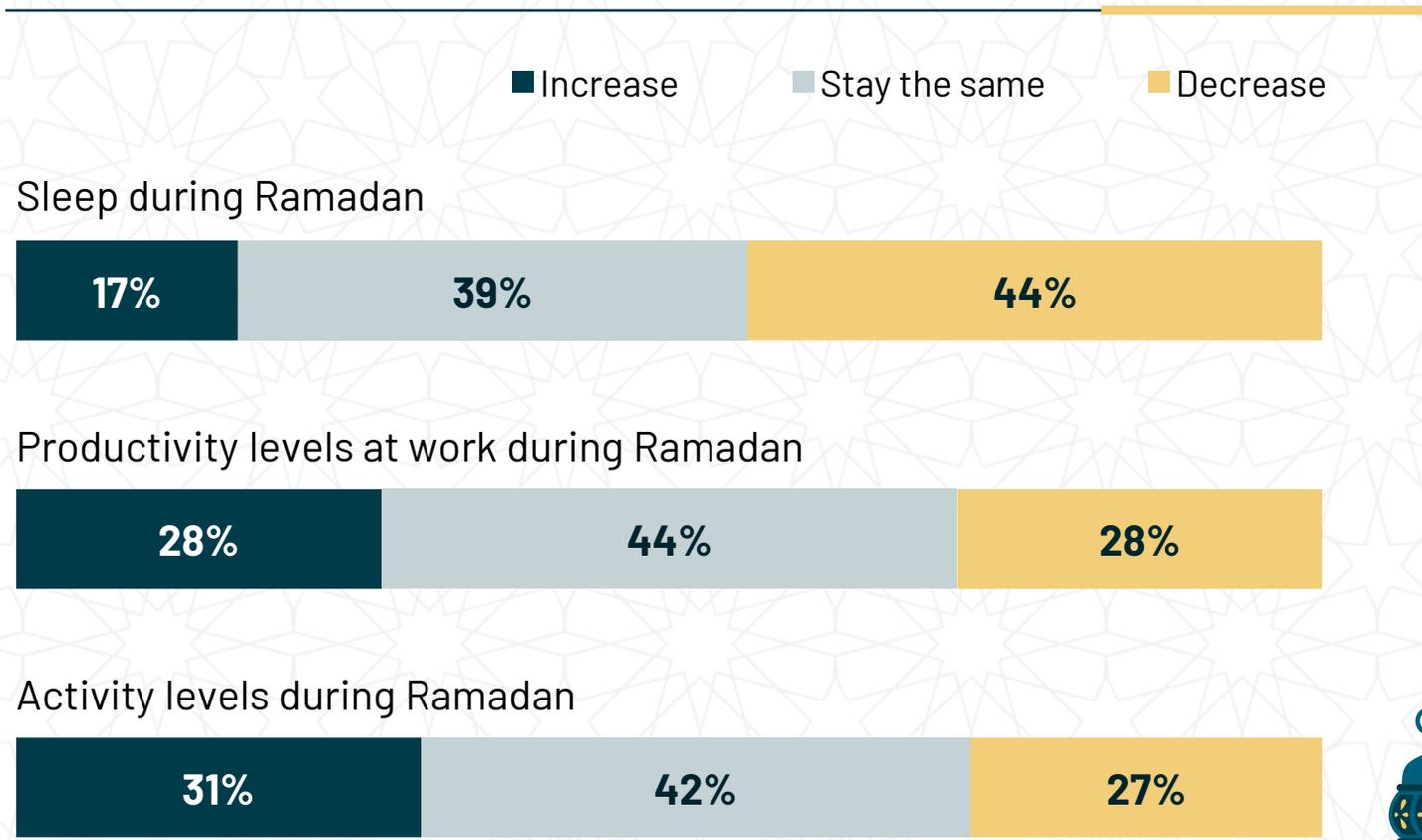
80%

Believe Ramadan is about engaging in acts of charity





While sleep patterns shift, most people continue to maintain their activity levels and productivity throughout the month.



Sleep, activity and productivity

- by demographics

17%



44%

28%



28%

31%



27%

Sleep during Ramadan

% Increase

% Decrease

Productivity levels at work during Ramadan

% Increase

% Decrease

Activity levels during Ramadan

% Increase

% Decrease

	% Increase	% Decrease	% Increase	% Decrease	% Increase	% Decrease
Male	19%	40%	18%	32%	33%	23%
Female	13%	51%	42%	21%	27%	32%
18 - 24	14%	58%	58%	18%	32%	32%
25 - 34	21%	41%	28%	30%	35%	21%
35 - 44	12%	48%	15%	32%	30%	32%
45+	17%	36%	24%	25%	26%	24%
Nationals	16%	38%	17%	32%	29%	29%
Expats	17%	50%	38%	24%	32%	25%
Upper Income	19%	38%	26%	28%	29%	26%
Middle Income	15%	48%	35%	24%	38%	24%
Lower Income	15%	49%	20%	34%	23%	33%

Alongside its spiritual meaning, Ramadan is felt as a time of emotional closeness, with many reconnecting with family and drawing on a strong sense of nostalgia.



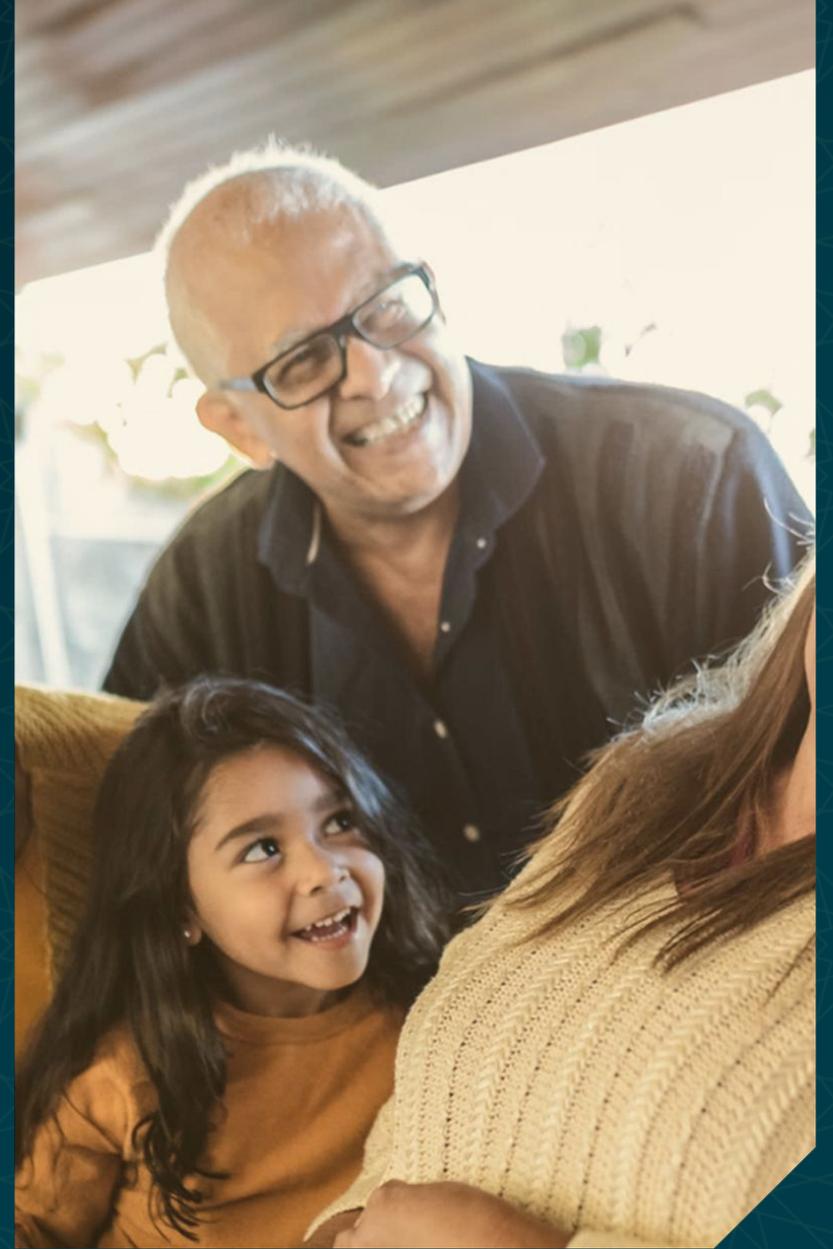
89%

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, and despite this emotional warmth, many sense that shared gatherings are less frequent and that the collective spirit of Ramadan feels weaker.



68%

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

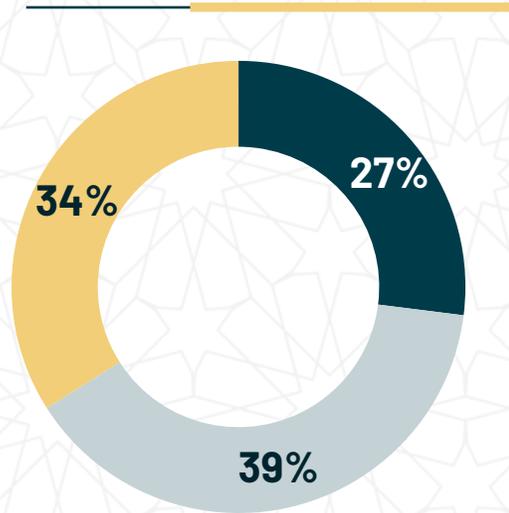


67%

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



Ramadan is seen as a period of reduced outings, with many now experiencing little difference from their usual routines.



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



By Gender

Male	33%	37%	30%
Female	19%	41%	40%

By Age

18-24	30%	47%	23%
25-34	23%	38%	39%
35-44	33%	36%	31%
45+	26%	38%	36%

By Nationality

Nationals	26%	34%	40%
Expats	29%	43%	28%

By Income Level

Upper Income	29%	38%	33%
Middle Income	28%	40%	32%
Lower Income	24%	39%	37%

That said, the home remains a key space for expressing the spirit of Ramadan.

65%

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



By Gender



By Age



By Nationality



By Income Level



Eating Habits In Ramadan

02



In Kuwait, Ramadan extends beyond spirituality to include physical wellbeing and self-discipline.



74%

Consider Ramadan an opportunity to reset their body

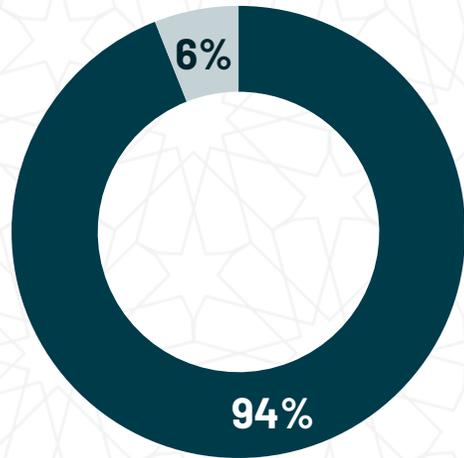


72%

Consider Ramadan as a period of physical discipline and health consciousness



This focus on wellbeing shows up clearly at the table, as home-cooked meals become the default choice during Ramadan.



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



By Gender

Male	94%	6%
Female	92%	8%

By Age

18-24	90%	10%
25-34	90%	10%
35-44	96%	4%
45+	98%	2%

By Nationality

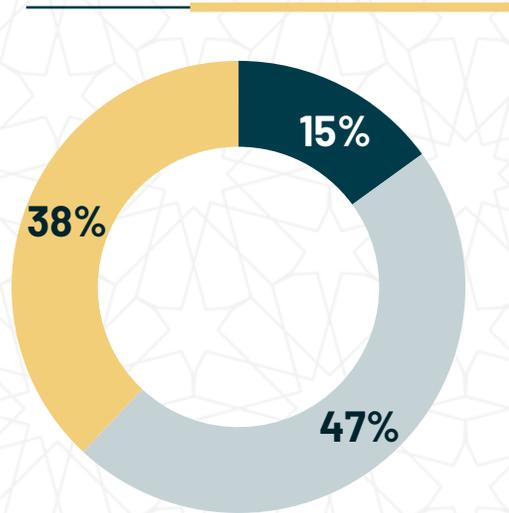
Nationals	97%	3%
Expats	90%	10%

By Income Level

Upper Income	100%	0%
Middle Income	90%	10%
Lower Income	89%	11%



As cooking at home takes precedence, food delivery becomes less central to everyday routines.



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



By Gender

Male	13%	46%	41%
Female	17%	48%	35%

By Age

18-24	12%	53%	35%
25-34	18%	43%	39%
35-44	12%	48%	40%
45+	17%	47%	37%

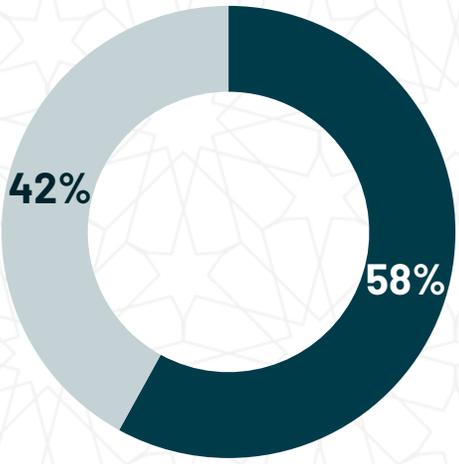
By Nationality

Nationals	12%	49%	39%
Expats	18%	45%	38%

By Income Level

Upper Income	16%	47%	37%
Middle Income	16%	45%	39%
Lower Income	13%	48%	39%

When food delivery does come into play, it is slightly more reserved for Iftar rather 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	60%	40%
Female	54%	46%

By Age

18-24	69%	31%
25-34	55%	45%
35-44	55%	45%
45+	57%	43%

By Nationality

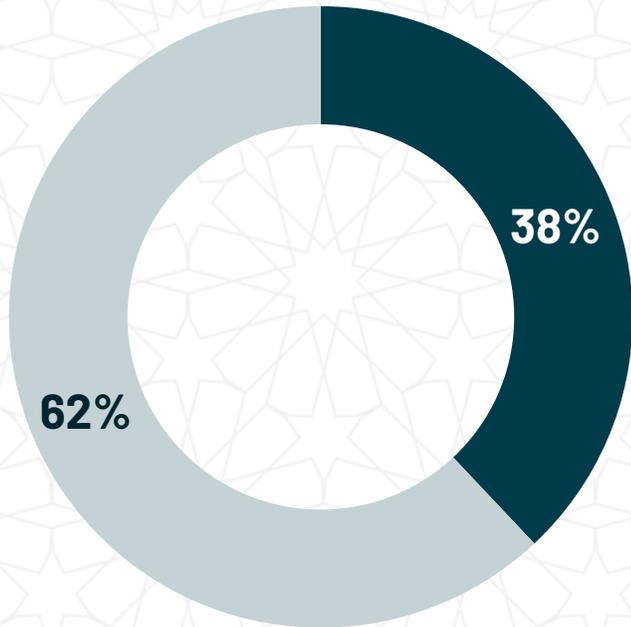
Nationals	49%	51%
Expats	66%	34%

By Income Level

Upper Income	51%	49%
Middle Income	59%	41%
Lower Income	66%	34%



For the vast majority, Iftar starts with dates, followed by appetizers and shared dishes.



■ Usually eat one main dish during Iftar

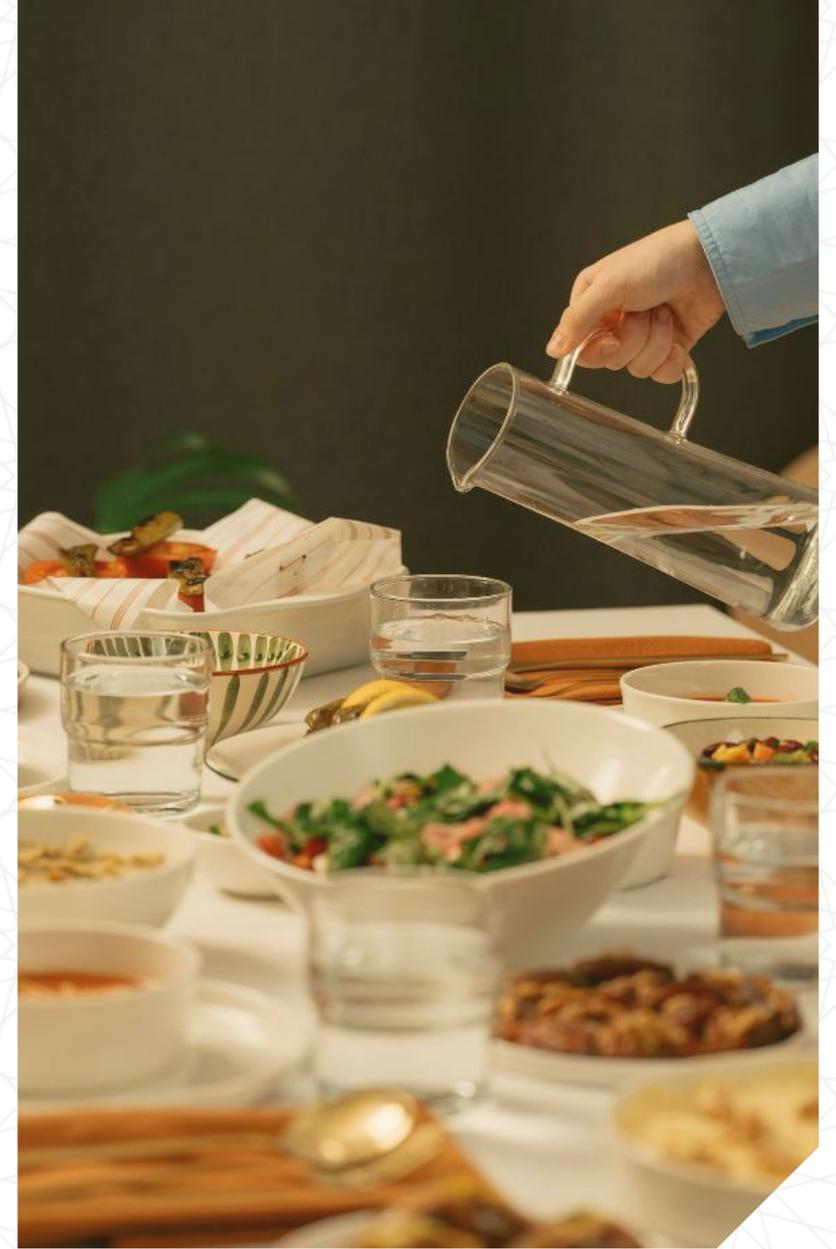
■ Usually eat a variety of main dishes during Iftar

81%

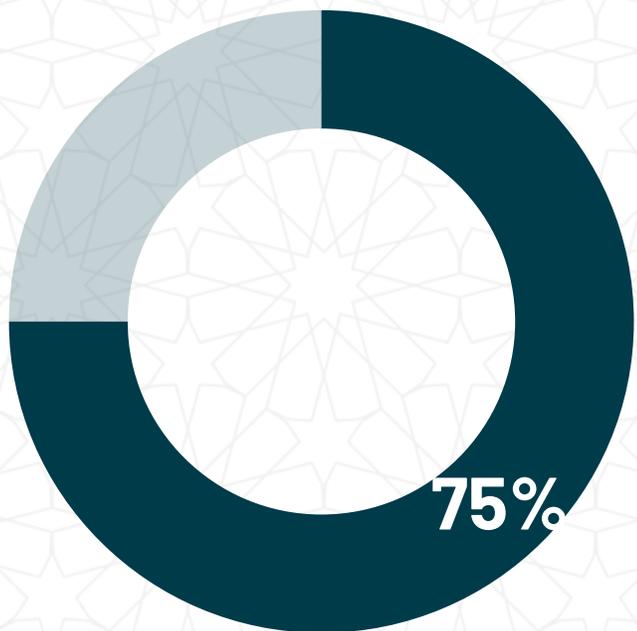
Always break their fast with dates

71%

Have appetizers everyday at Iftar



Later in the evening, snacking remains common, where both healthy and more indulgent choices are enjoyed.



Usually have snacks after Iftar

57%

Have healthy snacks after Iftar

53%

Have unhealthy snacks after Iftar



Snacking behaviour during Ramadan

- by demographics



75%

Usually have snacks after Iftar



57%

Have healthy snacks after Iftar



53%

Have unhealthy snacks after Iftar

	Usually have snacks after Iftar	Have healthy snacks after Iftar	Have unhealthy snacks after Iftar
Male	81%	62%	59%
Female	66%	49%	43%
18 - 24	52%	46%	37%
25 - 34	74%	58%	49%
35 - 44	83%	59%	65%
45+	81%	61%	54%
Nationals	87%	63%	65%
Expats	64%	52%	41%
Upper Income	75%	53%	53%
Middle Income	72%	59%	52%
Lower Income	80%	60%	54%

Meanwhile, Suhoor remains a consistent part of Ramadan nights in Kuwait.

74%

Have Suhoor on most nights



By Gender



By Age



By Nationality



By Income Level



With generous meal spreads enjoyed, more people are repurposing leftovers and limiting food waste.

85%

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



By Gender



By Age



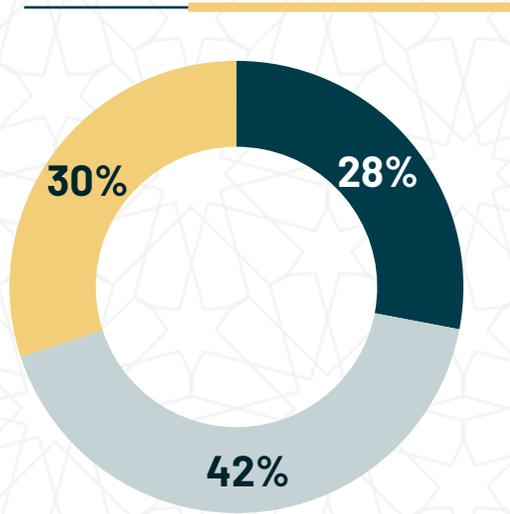
By Nationality



By Income Level



Despite changes in eating patterns, weight remains largely stable for most, with many reporting no change in weight.



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



By Gender

Male	20%	48%	32%
Female	40%	35%	25%

By Age

18-24	33%	38%	29%
25-34	35%	36%	29%
35-44	20%	49%	31%
45+	26%	45%	29%

By Nationality

Nationals	22%	43%	35%
Expats	34%	42%	24%

By Income Level

Upper Income	33%	38%	29%
Middle Income	29%	44%	27%
Lower Income	19%	48%	33%



Financial & Shopping Behaviors In Ramadan

03



With higher costs and added responsibilities during Ramadan, many in Kuwait plan ahead financially, often starting to save before the month begins.

69%

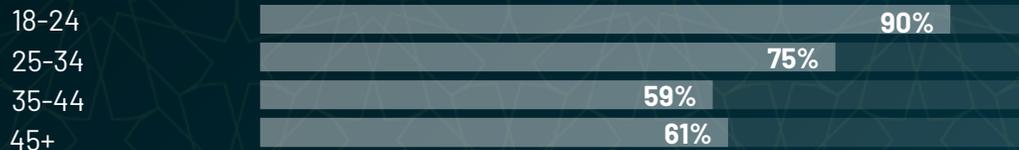
Agree that financial planning becomes a priority during Ramadan to manage both personal and communal duties



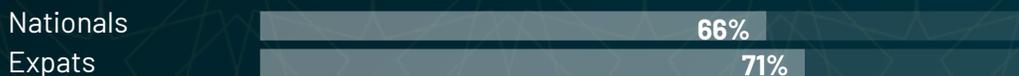
By Gender



By Age



By Nationality



By Income Level



66%

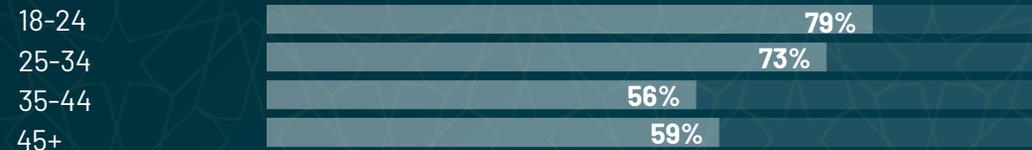
Tend to save more money in the months leading up to Ramadan to prepare for the increased expenses



By Gender



By Age



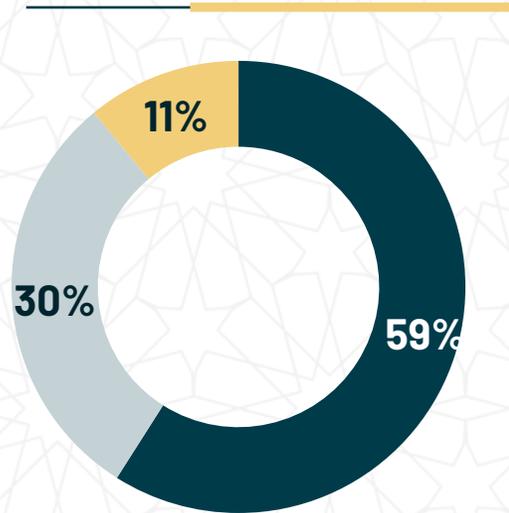
By Nationality



By Income Level



Despite efforts to plan and save in advance, Ramadan continues to bring higher spending for the majority.



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



By Gender

Male	55%	33%	11%
Female	64%	25%	11%

By Age

18-24	62%	30%	8%
25-34	58%	27%	15%
35-44	52%	35%	13%
45+	66%	29%	5%

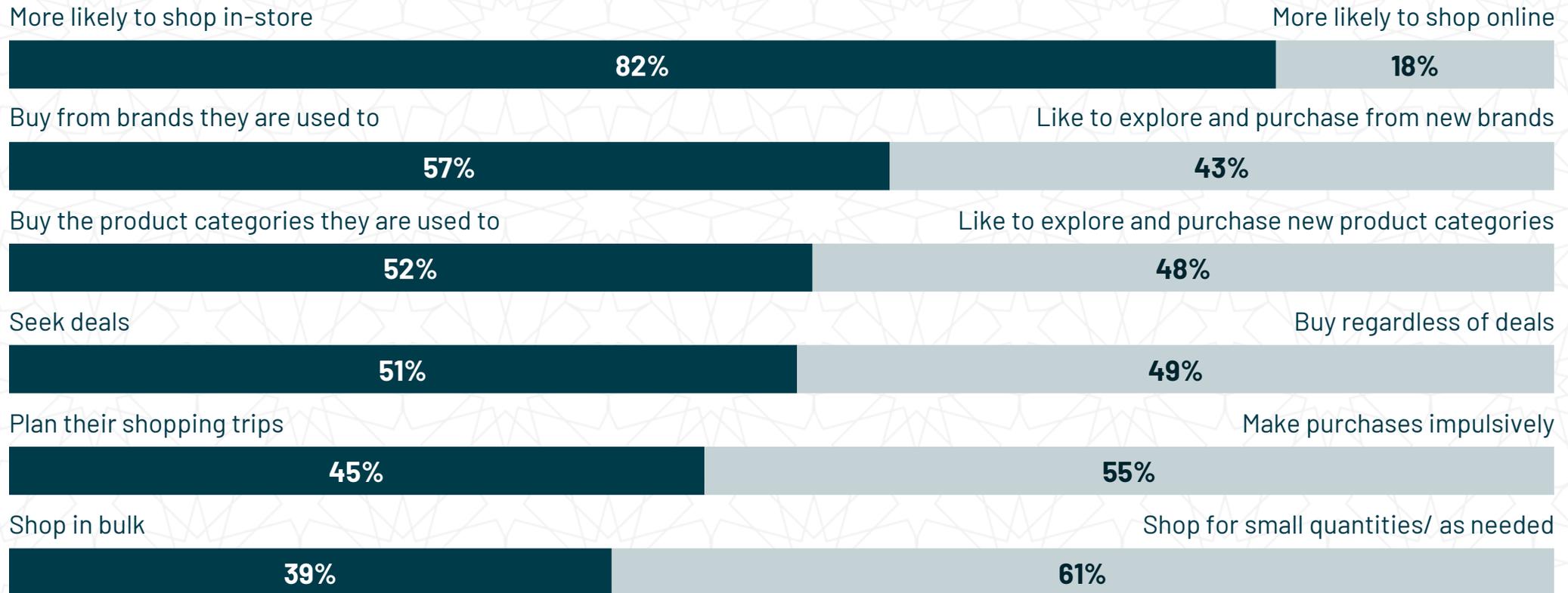
By Nationality

Nationals	47%	37%	16%
Expats	71%	23%	7%

By Income Level

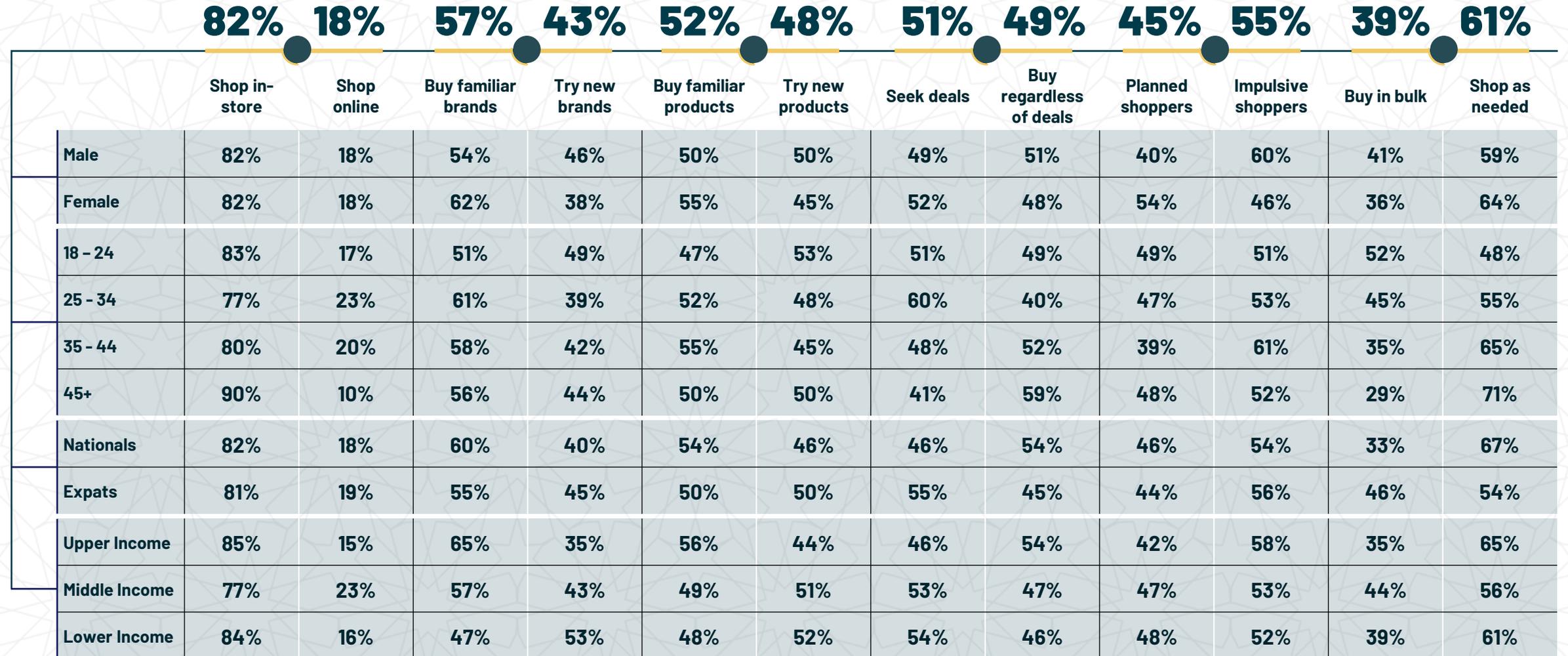
Upper Income	56%	35%	8%
Middle Income	63%	20%	18%
Lower Income	57%	36%	6%

While most shoppers in Kuwait continue to favor in-store visits and familiar brands, nearly as many are open to trying new options, with less advance planning and a tendency to shop as needed.



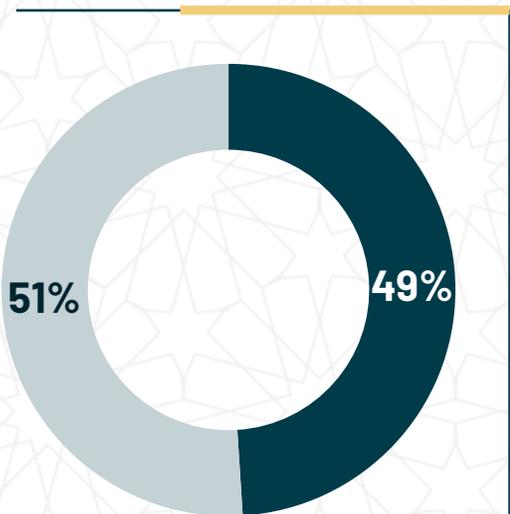
Types of shoppers during Ramadan

- by demographics





Grocery shopping during Ramadan divides opinion in Kuwait, with slightly more seeing it as a chore than an enjoyable part of the experience.



- 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	51%	49%
Female	47%	53%

By Age

18-24	56%	44%
25-34	50%	50%
35-44	47%	53%
45+	47%	53%

By Nationality

Nationals	49%	51%
Expats	49%	51%

By Income Level

Upper Income	44%	56%
Middle Income	57%	43%
Lower Income	47%	53%

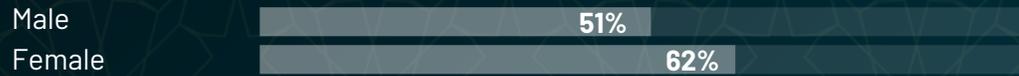
Despite mixed feelings around grocery shopping, Ramadan promotions remain a highly anticipated moment that influences purchasing decisions.

55%

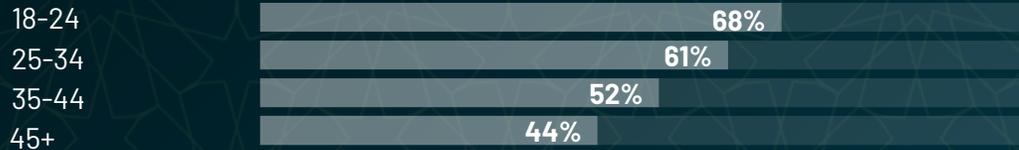
Look forward to Ramadan's special offers and promotions each year



By Gender



By Age



By Nationality



By Income Level



48%

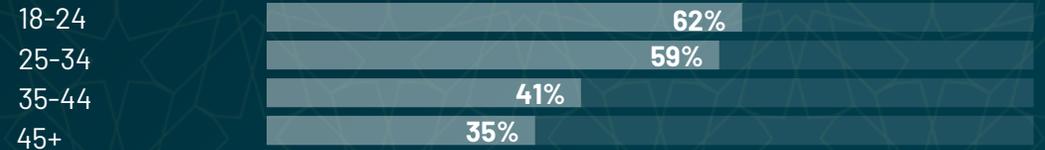
Delay big-ticket purchases until Ramadan to benefit from its special offers



By Gender



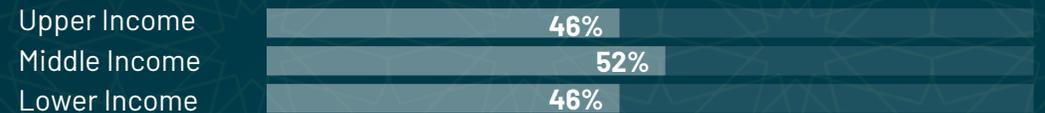
By Age



By Nationality



By Income Level



Entertainment Choices In Ramadan

04



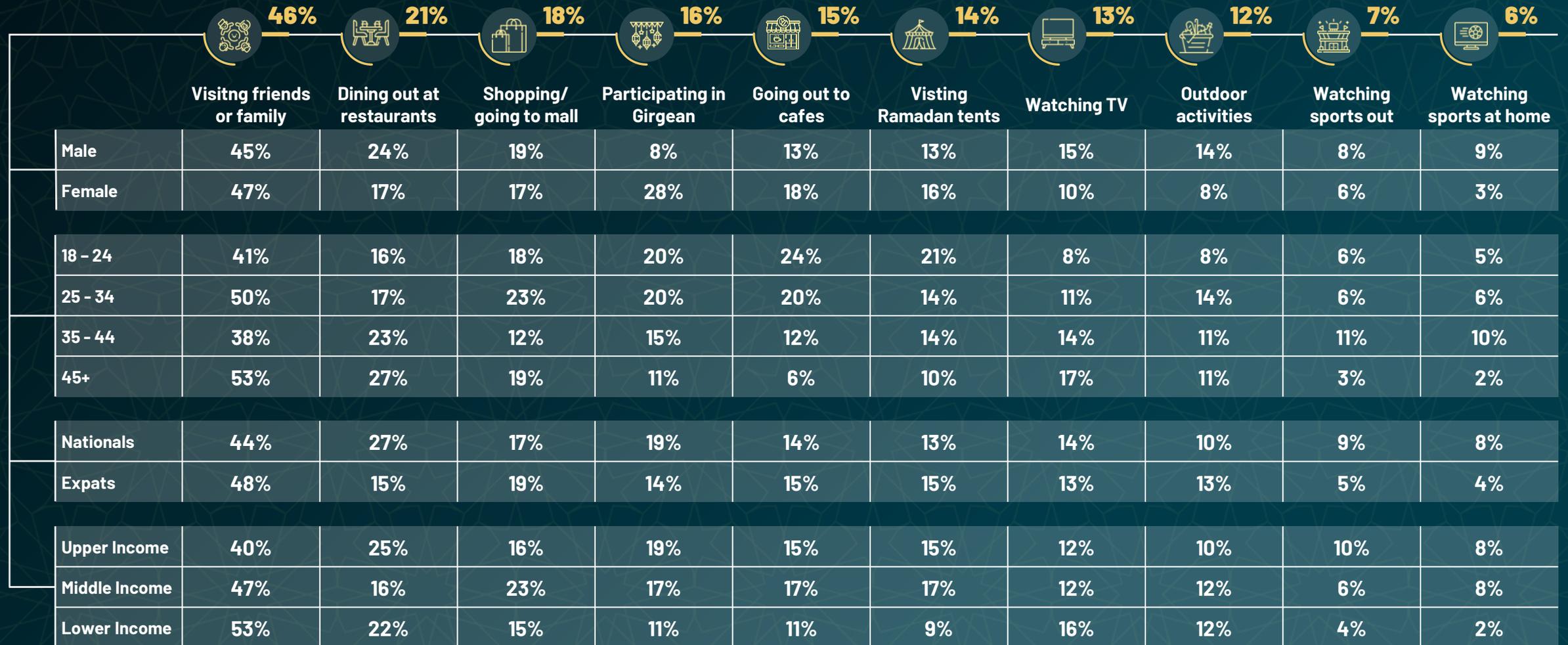
Entertainment during Ramadan in Kuwait centers on social connection, led by time with family and friends, alongside dining out, shopping and cultural celebrations.

Top entertainment activities during Ramadan – Top 10



Entertainment activities during Ramadan

Top 10 - by demographics

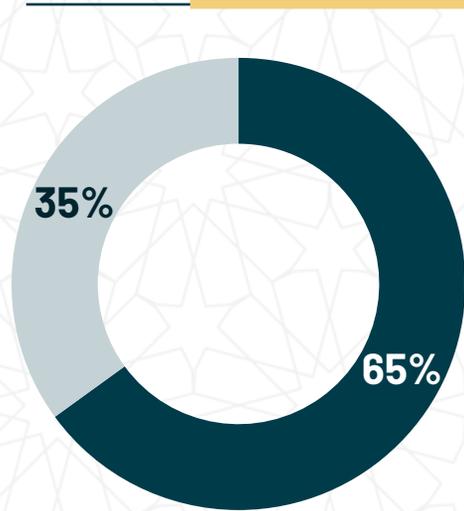


Brand Interaction & Advertising

05



When it comes to sources used to gather information on brands during Ramadan, digital channels take the lead in Kuwait.



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



By Gender

Male	66%	34%
Female	63%	37%

By Age

18-24	79%	21%
25-34	70%	30%
35-44	62%	38%
45+	52%	48%

By Nationality

Nationals	57%	43%
Expats	73%	27%

By Income Level

Upper Income	60%	40%
Middle Income	68%	32%
Lower Income	67%	33%

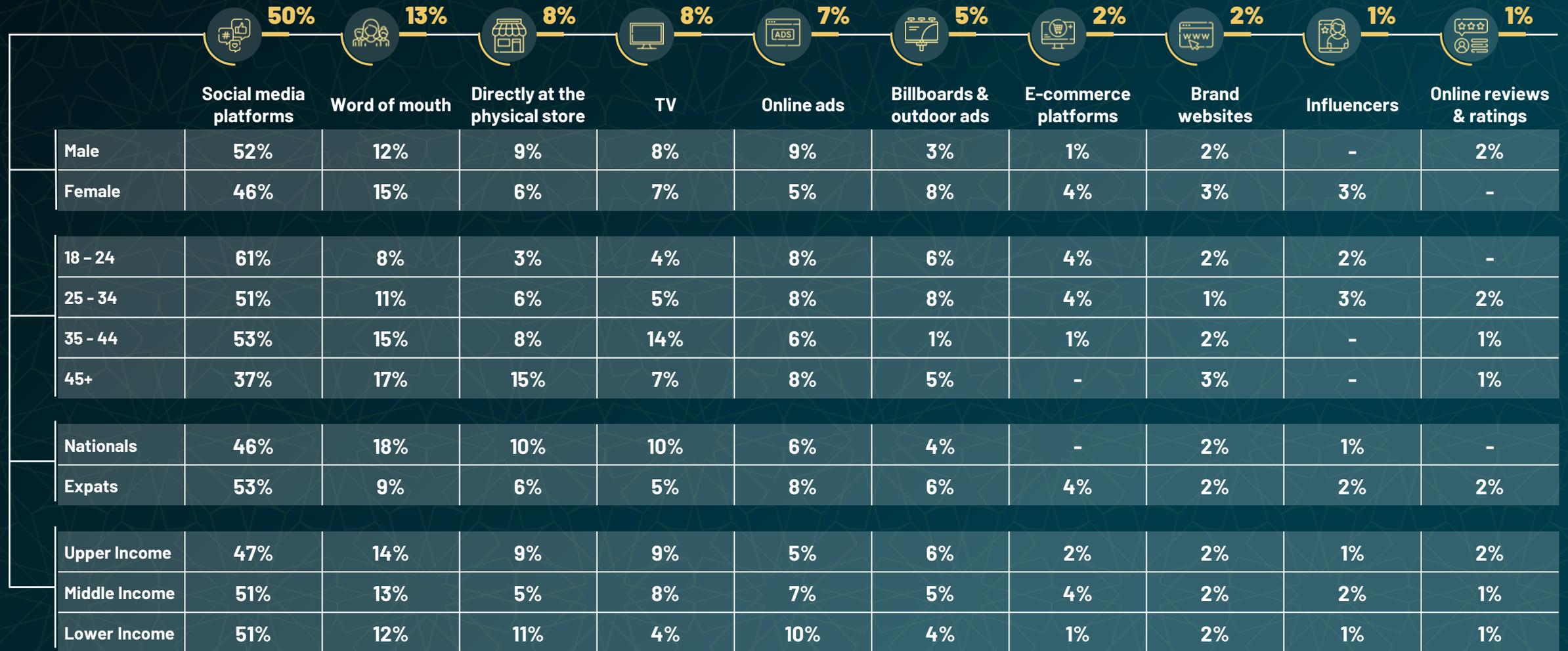
A detailed look at sources used to obtain information about brands shows social media in the lead, followed by word of mouth.

Main sources used to obtain information about brands – Top 10



Main sources used to obtain information about brands

Top 10 - by demographics



With the growing presence of advertising, many agree that there are too many ads during Ramadan leading to perceptions of increased commercialization.

75%

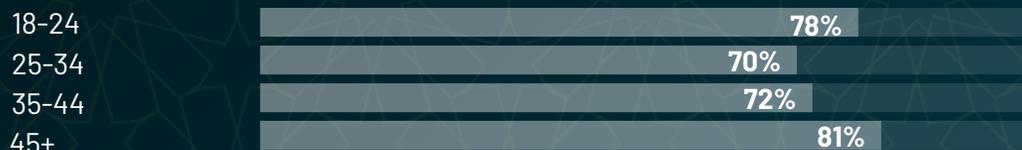
Feel that Ramadan has become more commercialized over the years



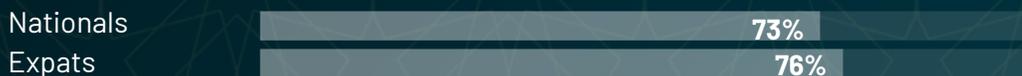
By Gender



By Age



By Nationality



By Income Level

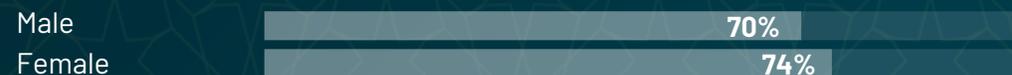


72%

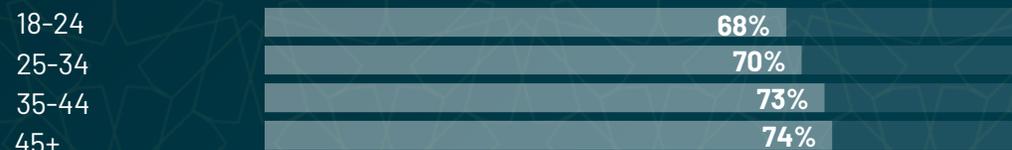
Believe there are too many ads during Ramadan



By Gender



By Age



By Nationality



By Income Level



Even in a crowded advertising environment, Ramadan campaigns continue to resonate, translating into brand recall and purchase decisions.

52%

Are more likely to remember brands that advertise during Ramadan



By Gender



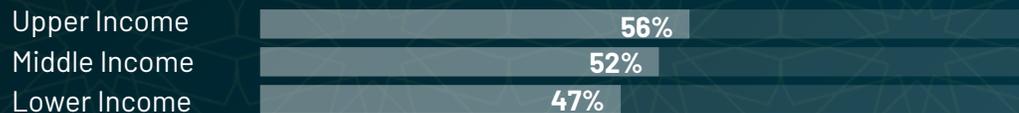
By Age



By Nationality



By Income Level



51%

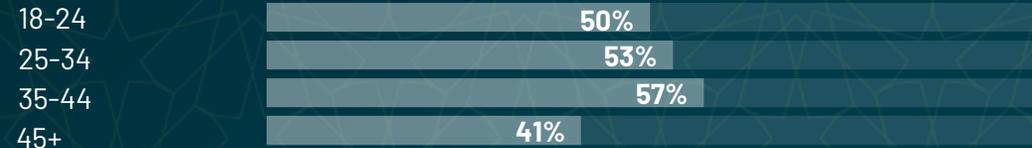
Have previously purchased a product based on an ad they saw during Ramadan



By Gender



By Age



By Nationality



By Income Level



Most Prominent Ramadan Brands

06



Brands most associated with Ramadan in Kuwait

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.

23%

The Passionate Shopper



21%

The Social Connector



20%

The Self Nurturer



19%

The Content Explorer



17%

The Festive Spirit





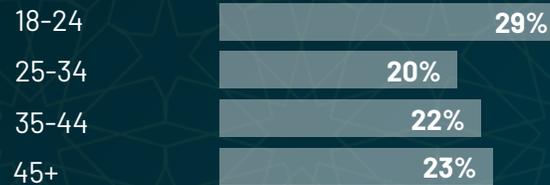
Who is the Passionate Shopper? (23%)

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

By Gender



By Age



By Nationality



By Income Level



60%

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

55%

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



Who is the Social Connector? (21%)

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

By Gender



By Age



By Nationality



By Income Level



73%

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

61%

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

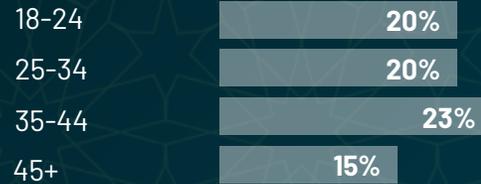
Who is the Self Nurturer? (20%)

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 Nationality



By Income Level



99%

Consider Ramadan as a period of physical discipline and health consciousness

98%

Consider Ramadan an opportunity to reset their body



Who is the Content Explorer? (19%)

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

By Gender



By Age



By Nationality



By Income Level

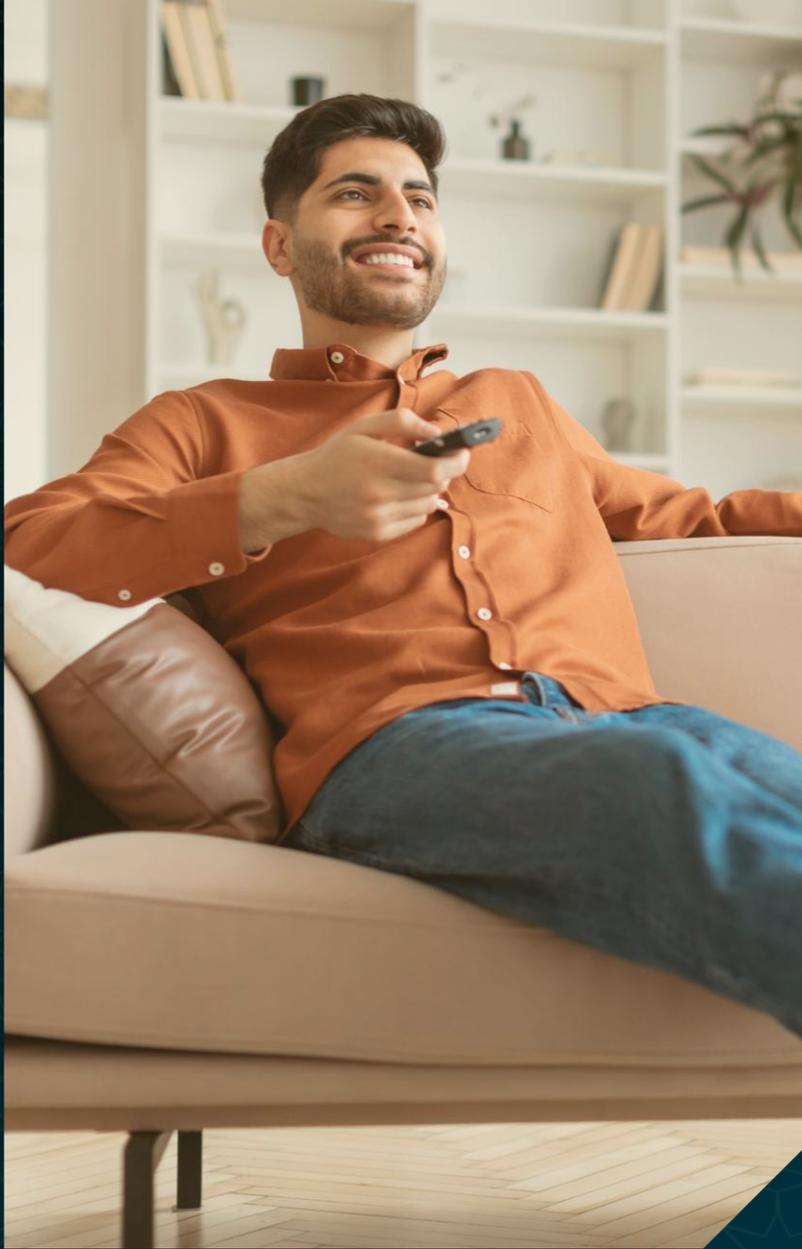


55%

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

40%

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



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 Nationality



By Income Level



88%

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

86%

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

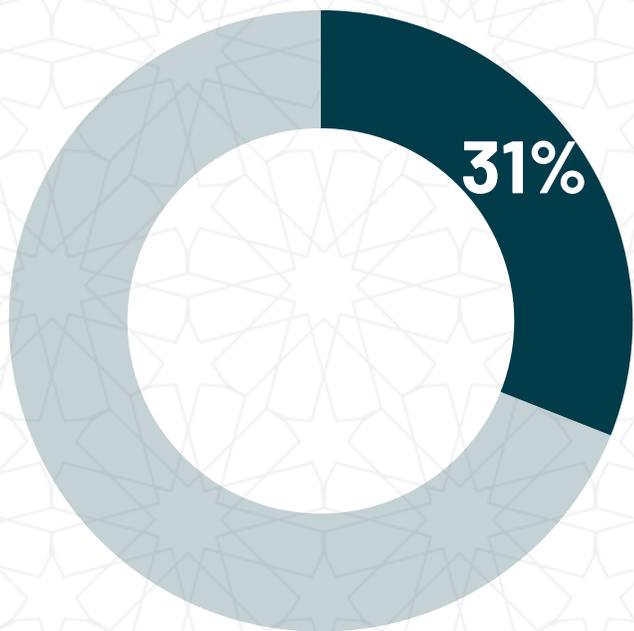


Eid Plans

08



Looking ahead to Eid, travel plans are less common overall, yet among those planning to travel, international destinations are preferred over domestic options.



Plan on traveling during the Eid holiday

11%

Plan on having a staycation

21%

Plan on traveling internationally



Travel plans during the Eid holiday

- by demographics



31%



11%



21%

	Plan on traveling during the Eid holiday	Plan on having a staycation	Plan on traveling internationally
Male	34%	12%	22%
Female	28%	9%	19%
18 - 24	37%	8%	29%
25 - 34	33%	9%	24%
35 - 44	28%	10%	17%
45+	30%	16%	15%
Nationals	27%	11%	16%
Expats	36%	11%	25%
Upper Income	26%	10%	16%
Middle Income	37%	12%	25%
Lower Income	33%	11%	22%

Sample and methodology

Sample size

500 respondents

Sample criteria

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

Methodology

The survey was conducted via computer aided telephone interviews (CATI)

Geographical coverage

Conducted in Kuwait with a nationwide coverage

FOR MORE INFORMATION

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