

THE 2026 RAMADAN HANDBOOK

Lebanon Edition

February 2026



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Lifestyle Changes In Ramadan

01





In Lebanon, spiritual reflection and charity are central to how Ramadan is lived.



82%

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



80%

Believe Ramadan is about engaging in acts of charity

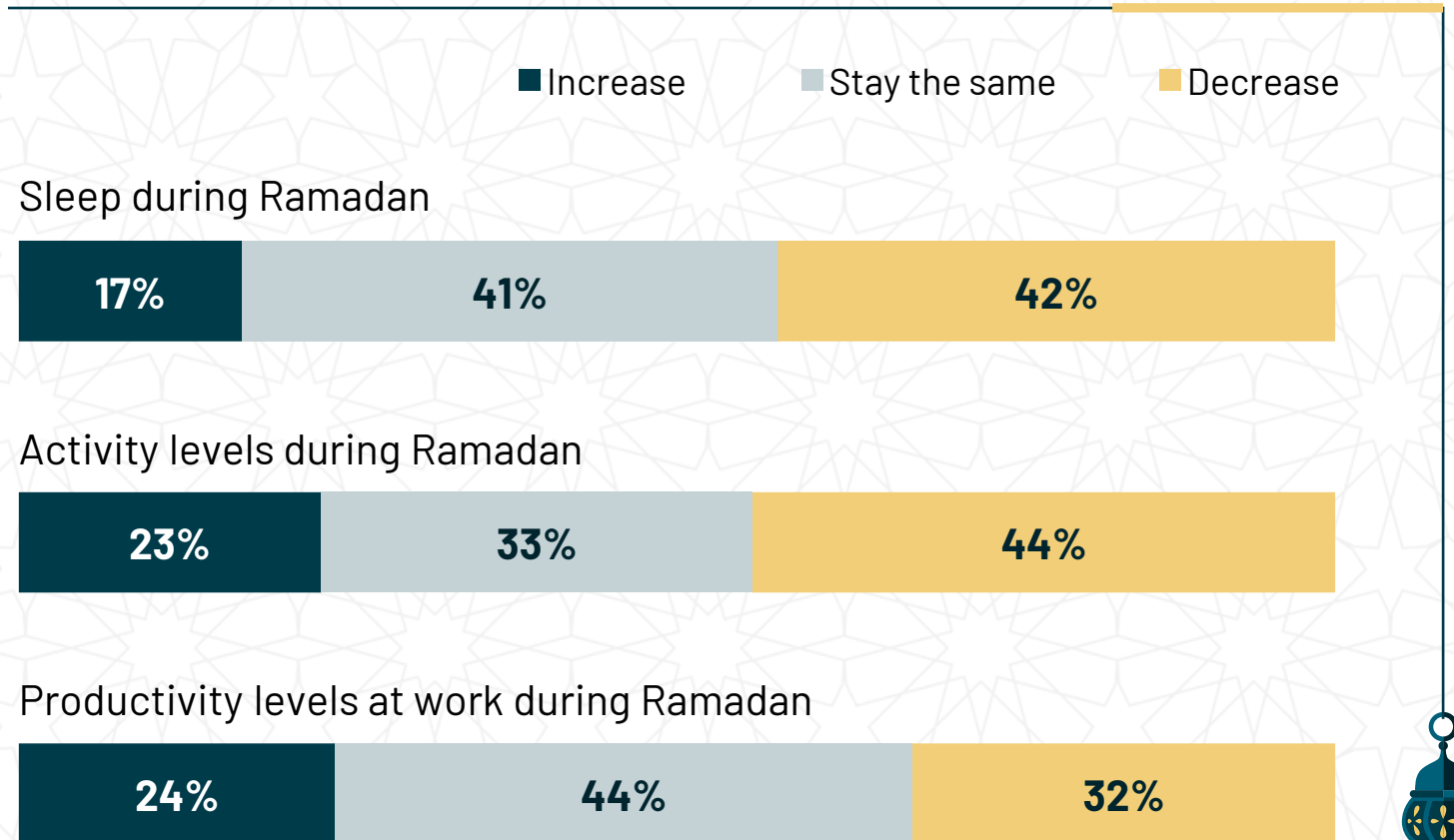


73%

Focus more on spirituality during Ramadan



The holy month alters daily pace, reshaping routines across work, rest, and activity.



Sleep, activity and productivity

- by demographics

17%



42%

23%



44%

24%



32%

Sleep during Ramadan

% Increase

% Decrease

Activity levels during Ramadan

% Increase

% Decrease

Productivity levels at work during Ramadan

% Increase

% Decrease

	Male	21%	34%	19%	44%	20%	32%
	Female	14%	50%	26%	44%	28%	33%
	18 - 24	21%	35%	31%	34%	32%	32%
	25 - 34	22%	27%	21%	50%	19%	36%
	35 - 44	11%	47%	10%	47%	15%	34%
	45+	15%	53%	26%	45%	27%	29%
	Upper Income	17%	49%	22%	45%	21%	33%
	Middle Income	19%	44%	24%	46%	26%	32%
	Lower Income	15%	40%	22%	43%	23%	32%

Ramadan strengthens family bonds, bringing people closer through shared time and memories.



91%

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



Yet, many feel the shared, collective spirit of Ramadan has weakened over time.



58%

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



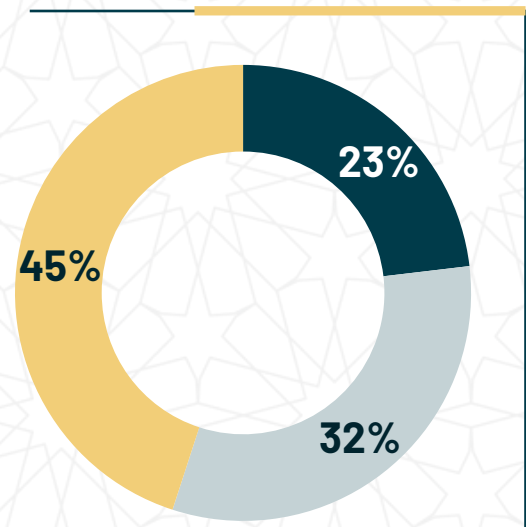
54%

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





Social activity pulls inward during Ramadan, with fewer outings and more time spent at home.



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



By Gender

Male	26%	32%	42%
Female	21%	32%	47%

By Age

18-24	33%	28%	39%
25-34	31%	29%	40%
35-44	12%	33%	55%
45+	20%	35%	45%

By Income Level

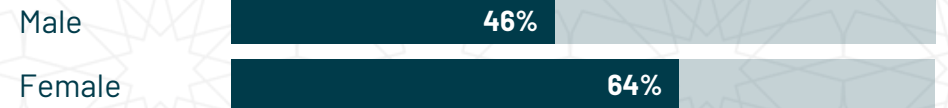
Upper Income	33%	32%	35%
Middle Income	22%	35%	43%
Lower Income	23%	31%	46%

In response, individuals take a more active role in creating a festive Ramadan experience at home.

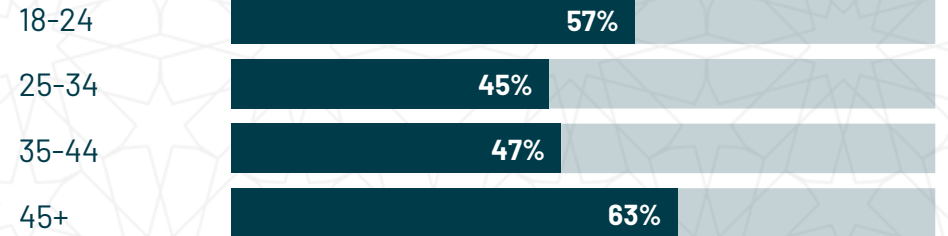
55%

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

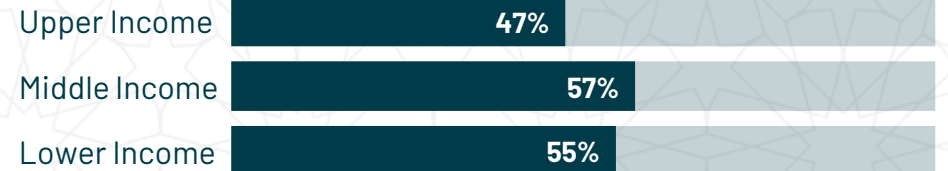
By Gender



By Age



By Income Level



Eating Habits In Ramadan

02



For many in Lebanon, Ramadan becomes a reset point for eating habits and physical well-being.



75%

Consider Ramadan an opportunity to reset their body



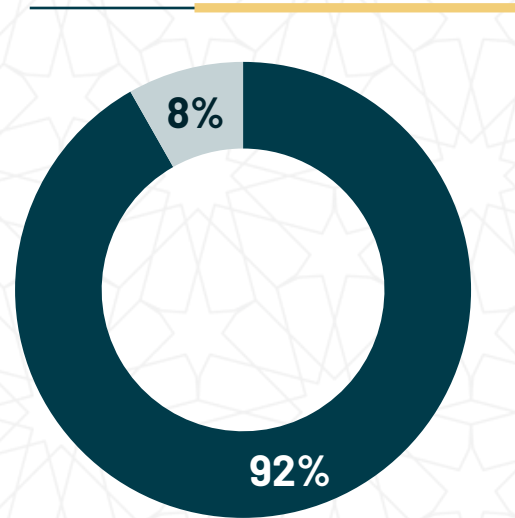
73%

Consider Ramadan as a period of physical discipline and health consciousness





This shift is reflected in daily food habits, as home-cooked meals take clear precedence over eating out.



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



By Gender

Male	91%	9%
Female	92%	8%

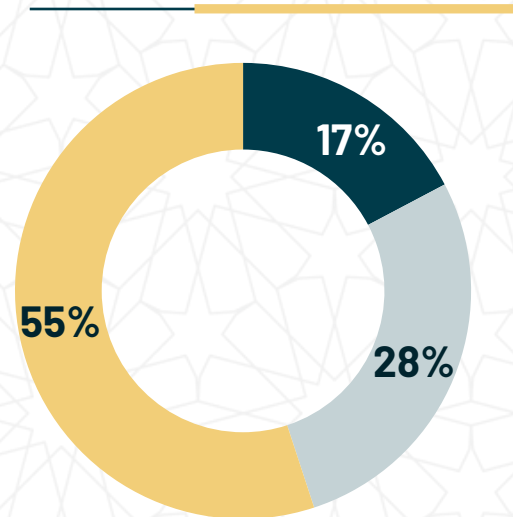
By Age

18-24	90%	10%
25-34	89%	11%
35-44	97%	3%
45+	92%	8%

By Income Level

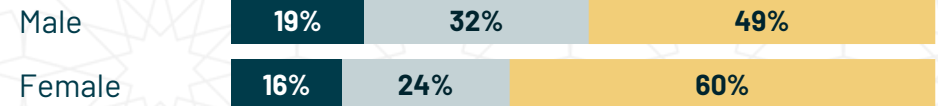
Upper Income	100%	0%
Middle Income	89%	11%
Lower Income	92%	8%

In turn, households rely less on food delivery over the course of the month.

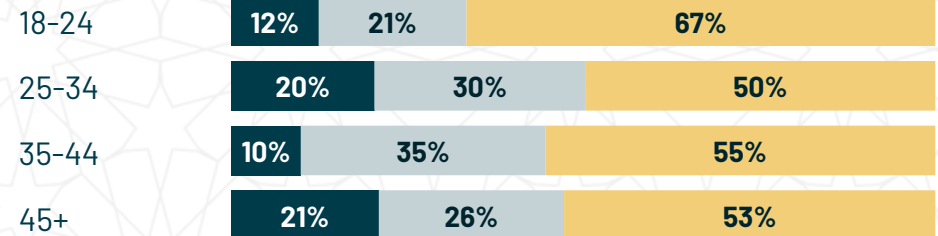


- Order food delivery more often during Ramadan
- No change
- Order food delivery less often during Ramadan

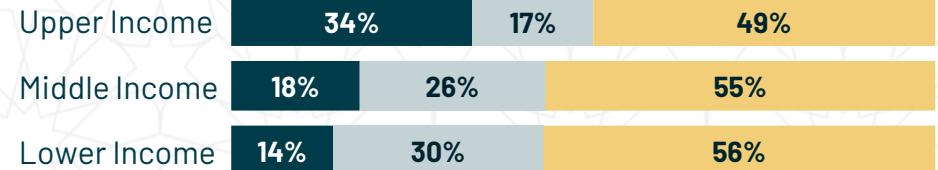
By Gender



By Age

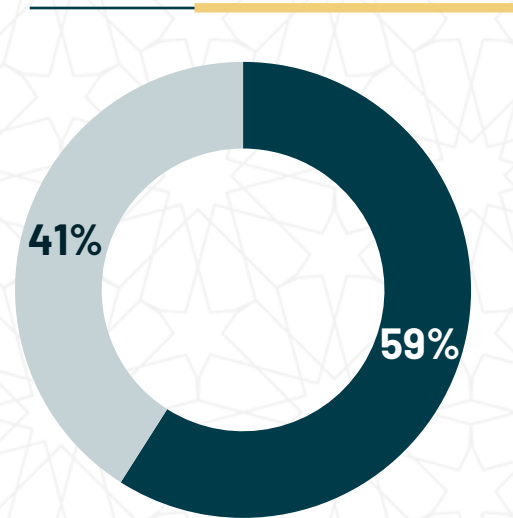


By Income Level





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	60%	40%
Female	58%	42%

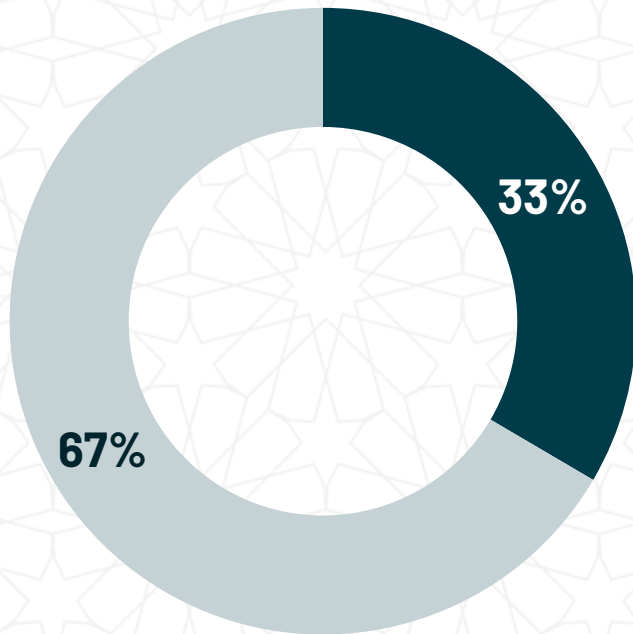
By Age

18-24	48%	52%
25-34	59%	41%
35-44	65%	35%
45+	62%	38%

By Income Level

Upper Income	51%	49%
Middle Income	58%	42%
Lower Income	60%	40%

Iftar follows familiar rituals, starting with dates and moving into appetizers and main dishes.



■ Usually eat one main dish during Iftar

■ Usually eat a variety of main dishes during Iftar

81%

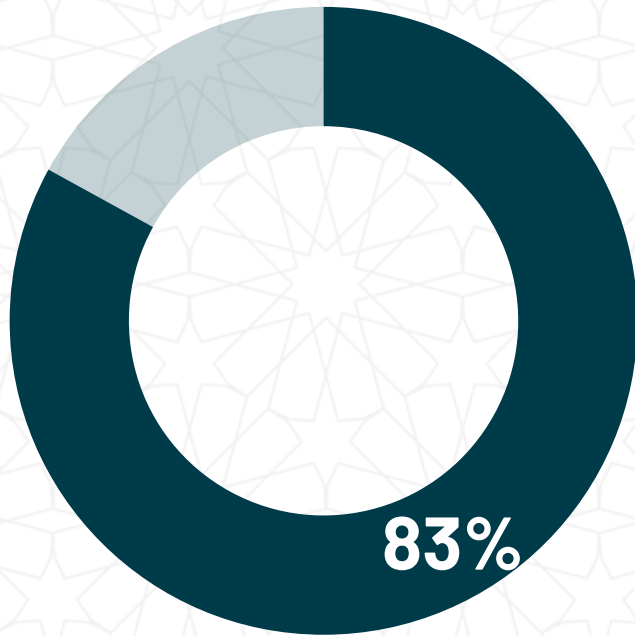
Have appetizers everyday at Iftar

74%

Always break their fast with dates



Post-Iftar snacking is common, with a growing preference for healthier options versus last year, though many still indulge in unhealthy treats.



Usually have snacks after Iftar

72%

Have healthy snacks after Iftar

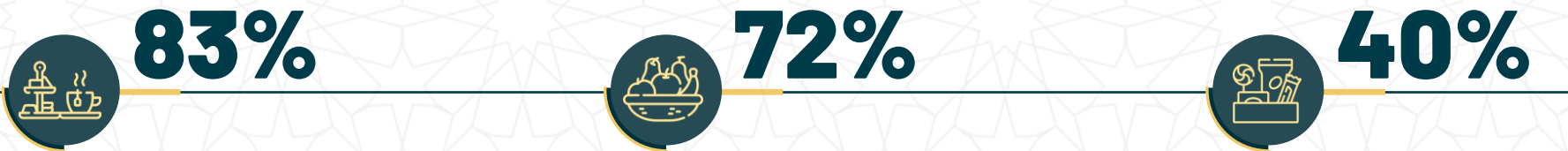
40%

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	80%	66%	42%
Female	85%	77%	38%
18 – 24	84%	71%	55%
25 – 34	81%	69%	41%
35 – 44	76%	64%	45%
45+	87%	77%	30%
Upper Income	69%	51%	37%
Middle Income	88%	77%	35%
Lower Income	81%	71%	43%



For many, Suhoor continues to anchor the eating day, with more people having it on most nights.

75%

Have Suhoor
on most nights

By Gender



By Age



By Income Level



Many households also become more mindful of food waste during Ramadan.

70%

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

By Gender



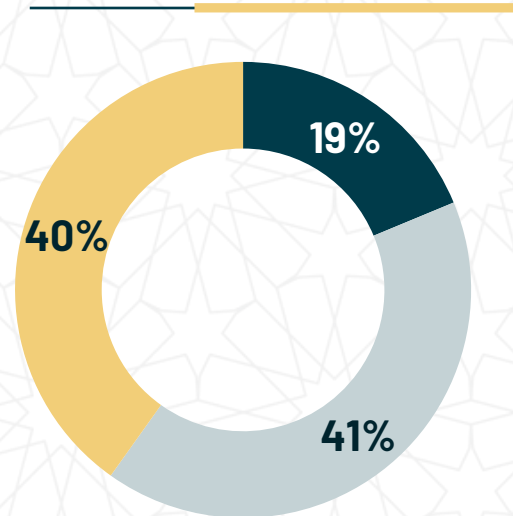
By Age



By Income Level



Despite the shift in eating patterns during Ramadan, most individuals either maintain a stable weight or experience weight loss.



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

By Gender

Male	17%	42%	40%
Female	20%	40%	40%

By Age

18-24	22%	41%	37%
25-34	22%	43%	35%
35-44	10%	56%	34%
45+	19%	34%	47%

By Income Level

Upper Income	33%	30%	36%
Middle Income	18%	40%	42%
Lower Income	17%	43%	40%



Financial & Shopping Behaviors In Ramadan

03



Financial planning takes on greater importance during Ramadan in Lebanon, with 1 in 2 balancing personal and social demands, and more starting to save earlier than last year.

51%

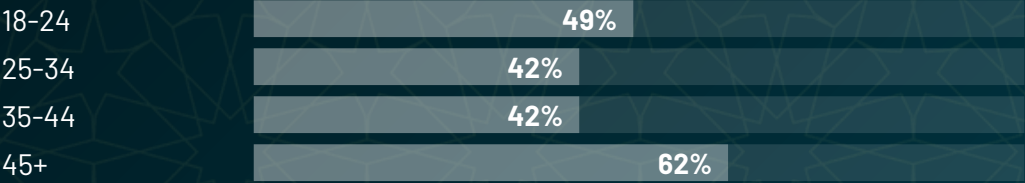
Agree that financial planning becomes a priority during Ramadan to manage both personal and communal duties



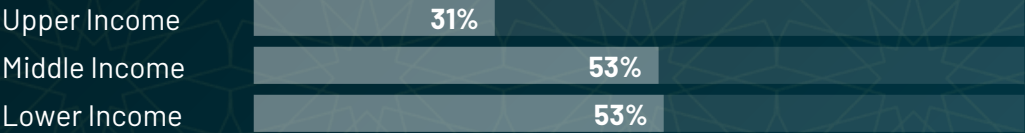
By Gender



By Age



By Income Level

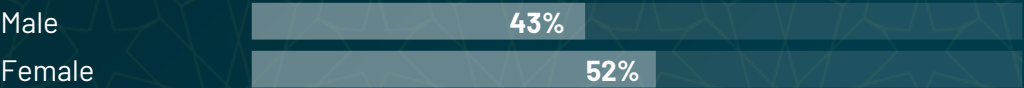


48%

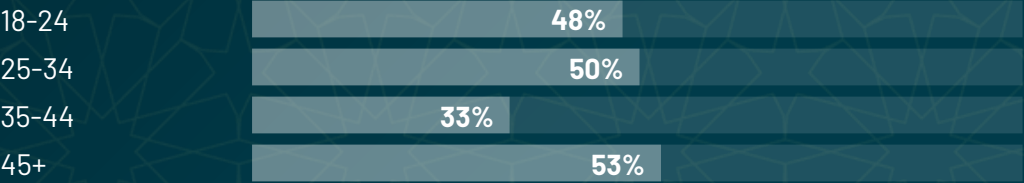
Tend to save more money in the months leading up to Ramadan to prepare for the increased expenses



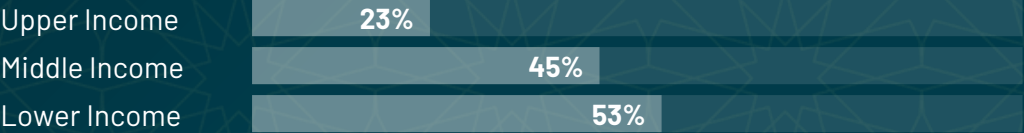
By Gender



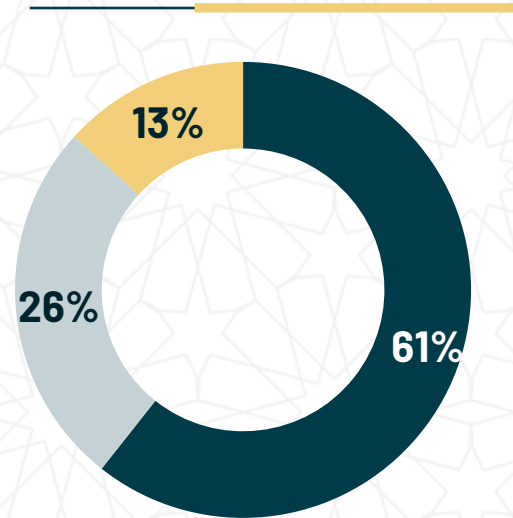
By Age



By Income Level

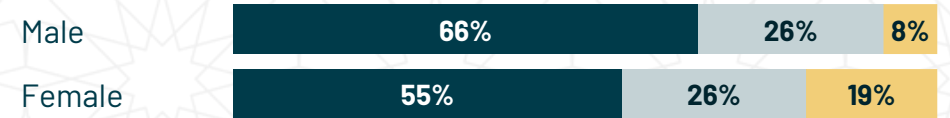


Across the month, spending rises for many as Ramadan's added demands and routines set in.

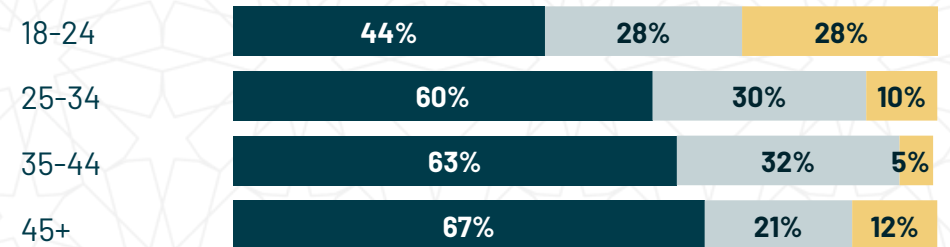


- Spend more money
- No change in spending habits
- Spend less money

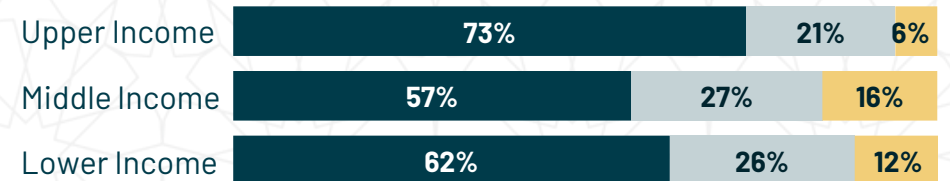
By Gender



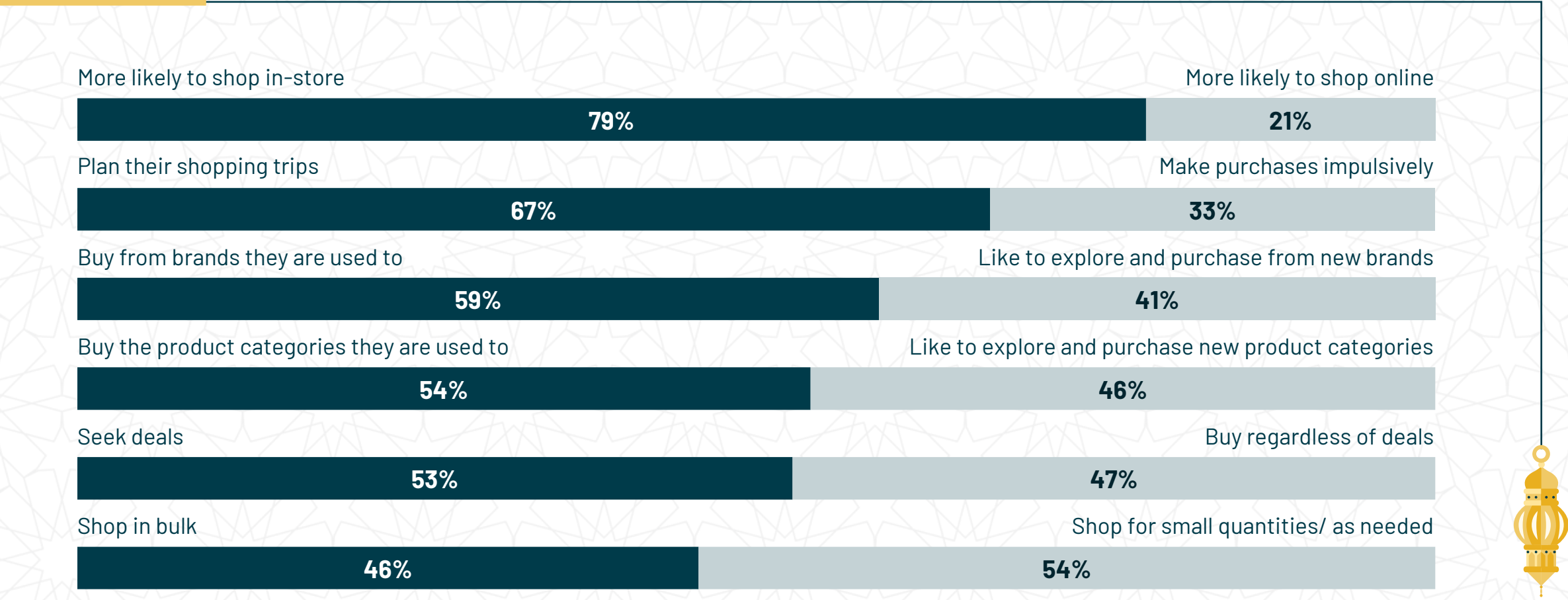
By Age



By Income Level

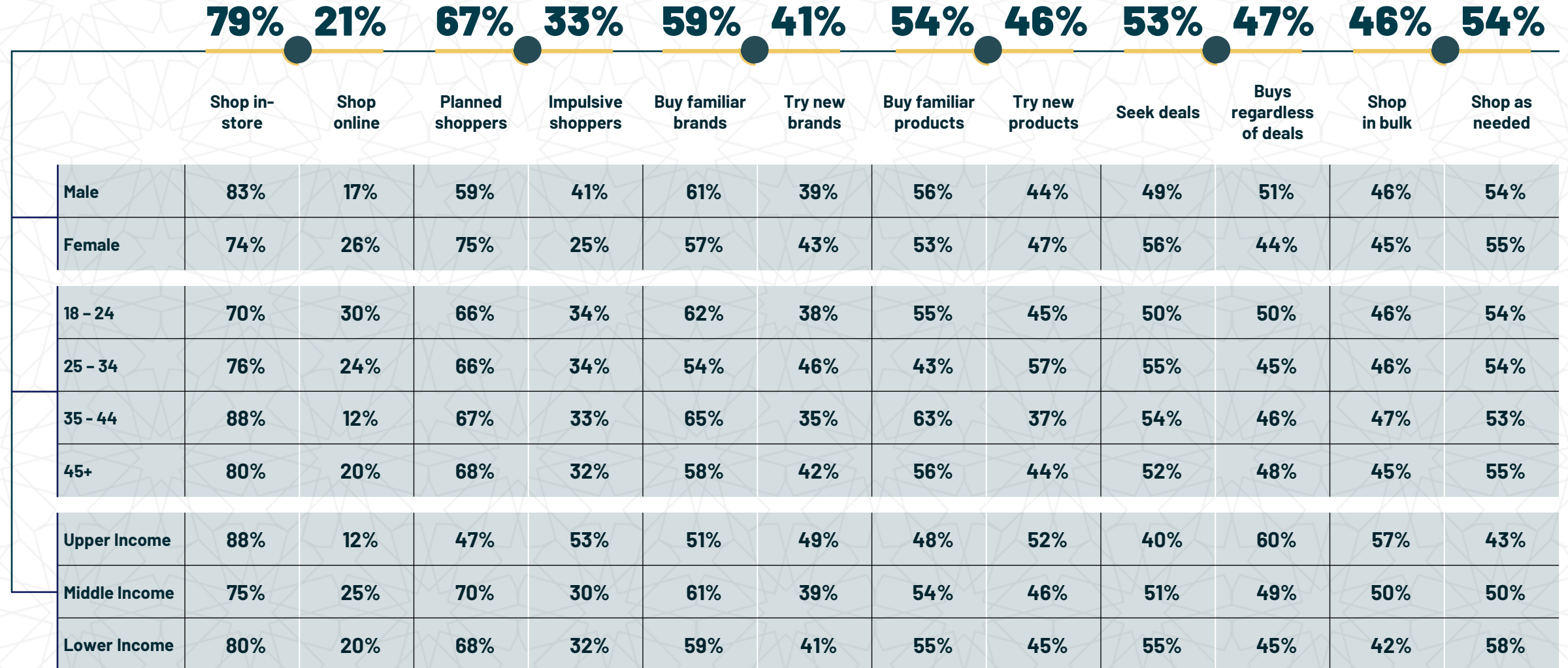


Ramadan shopping tends to be well planned, favoring in-store visits, familiar brands, and good value, with some openness to trying something new along the way.



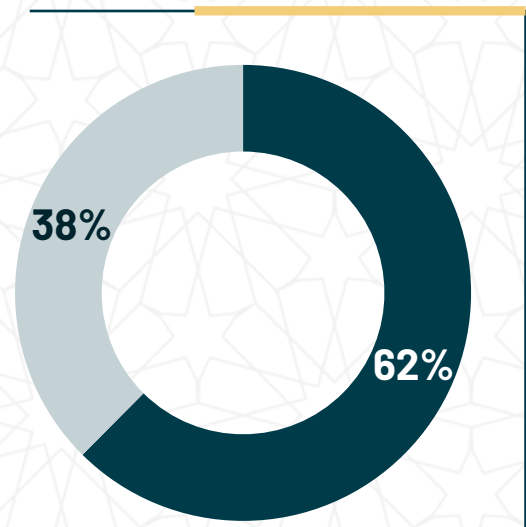
Types of shoppers during Ramadan

- by demographics





Even with careful planning, shopping remains a Ramadan activity the majority 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	58%	42%
Female	67%	33%

By Age

18-24	58%	42%
25-34	52%	48%
35-44	62%	38%
45+	71%	29%

By Income Level

Upper Income	65%	35%
Middle Income	75%	25%
Lower Income	54%	46%

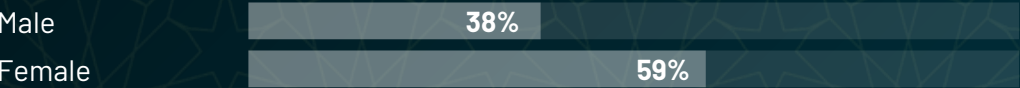
For many, Ramadan promotions are increasingly something to look forward to, encouraging shoppers to wait and plan larger purchases around the best deals.

49%

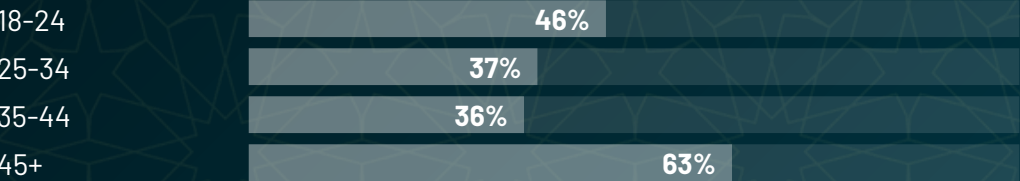
Look forward to Ramadan's special offers and promotions each year



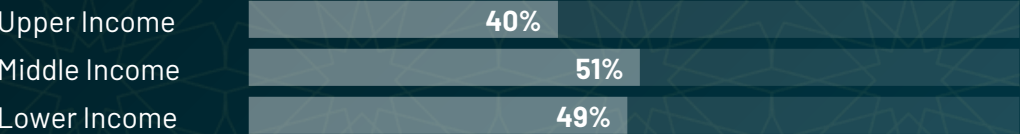
By Gender



By Age



By Income Level



39%

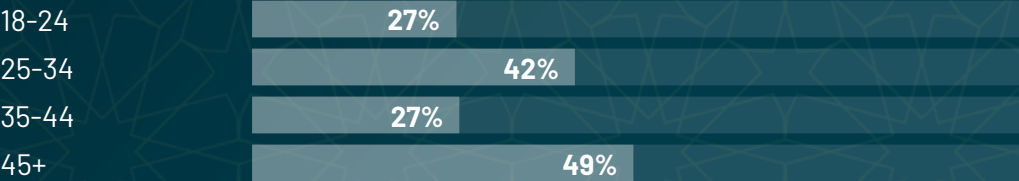
Delay big-ticket purchases until Ramadan to benefit from its special offers



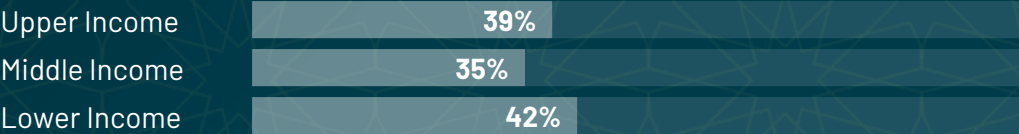
By Gender



By Age



By Income Level



Entertainment Choices In Ramadan

04



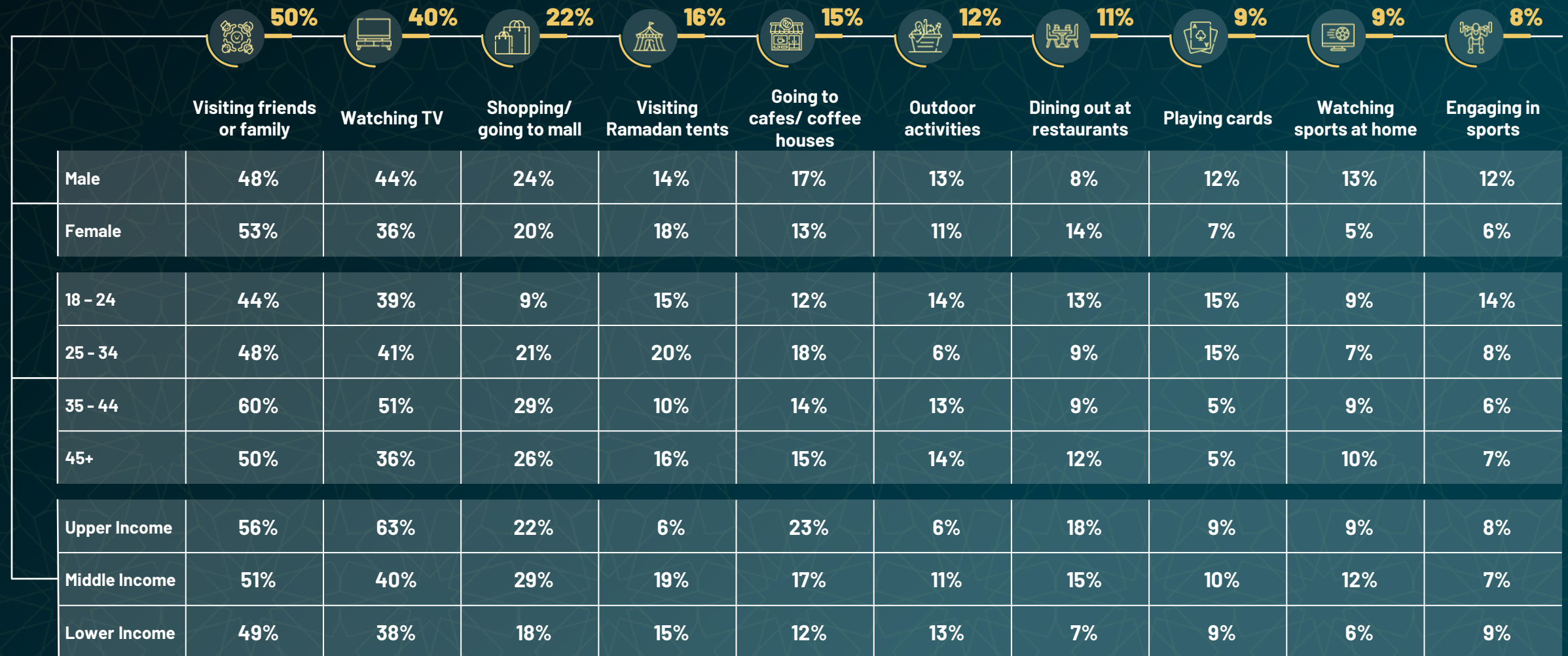
Free time during the Ramadan centers on family-time and simple at-home activities like watching TV.

Top entertainment activities during Ramadan – Top 10



Entertainment activities during Ramadan

Top 10 - by demographics



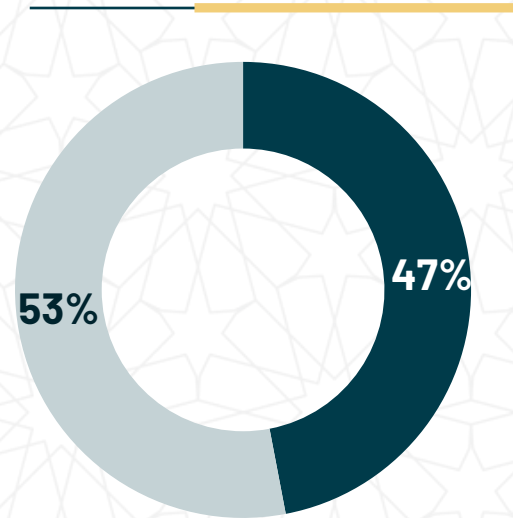
Brand Interaction & Advertising

05





In Ramadan, brand discovery continues to be shaped by both offline and online touchpoints, with a slight inclination towards offline sources.



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

By Gender

Male	46%	54%
Female	48%	52%

By Age

18-24	60%	40%
25-34	47%	53%
35-44	49%	51%
45+	41%	59%

By Income Level

Upper Income	67%	33%
Middle Income	45%	55%
Lower Income	46%	54%



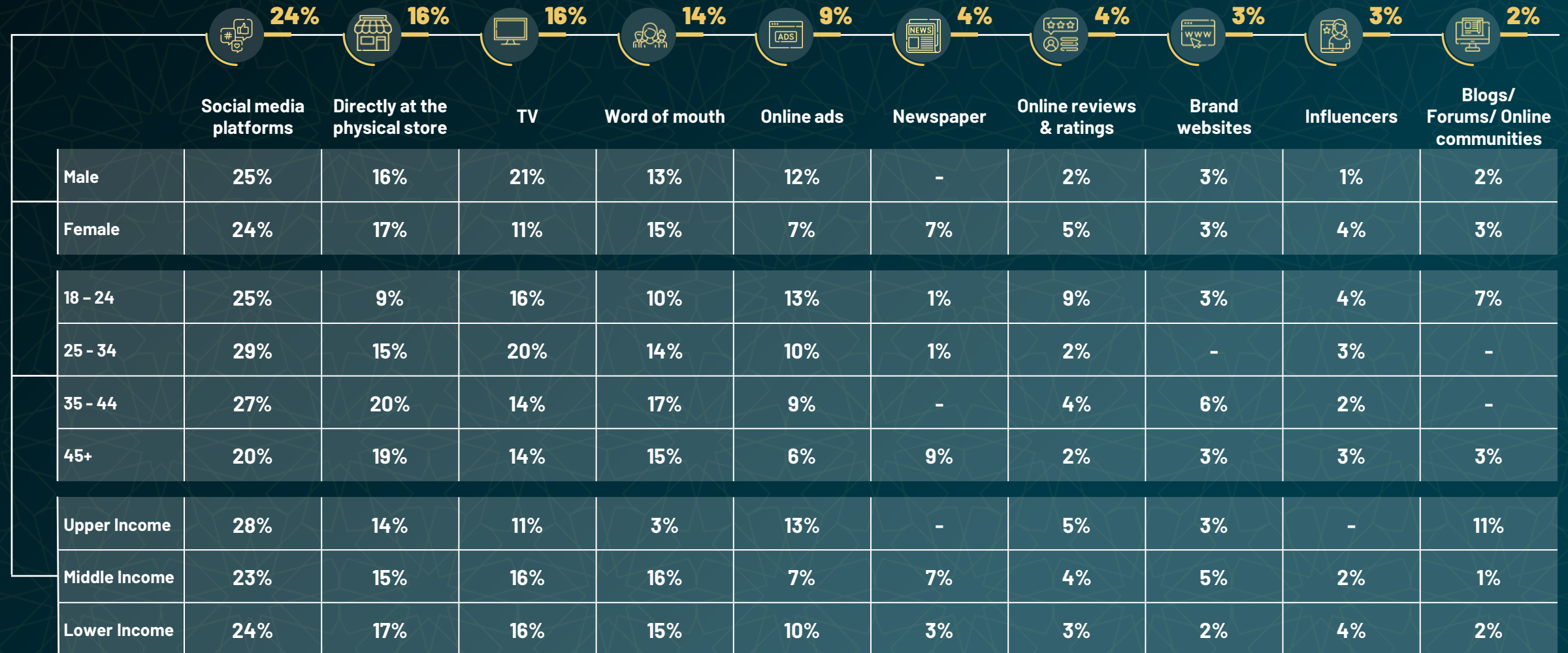
Social media sits at the center of brand discovery, with physical stores, TV, and word of mouth reinforcing how information is gathered.

Main sources used to obtain information about brands – Top 10

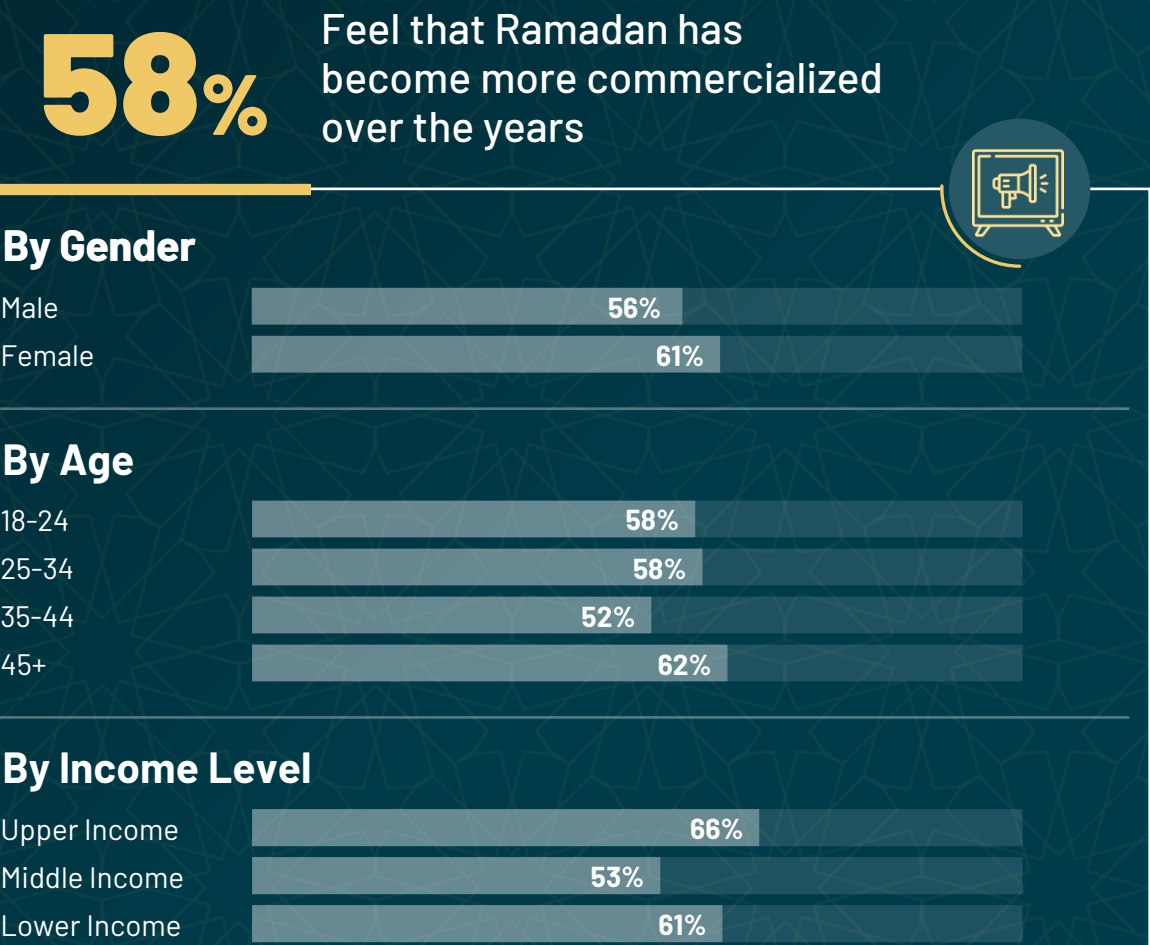
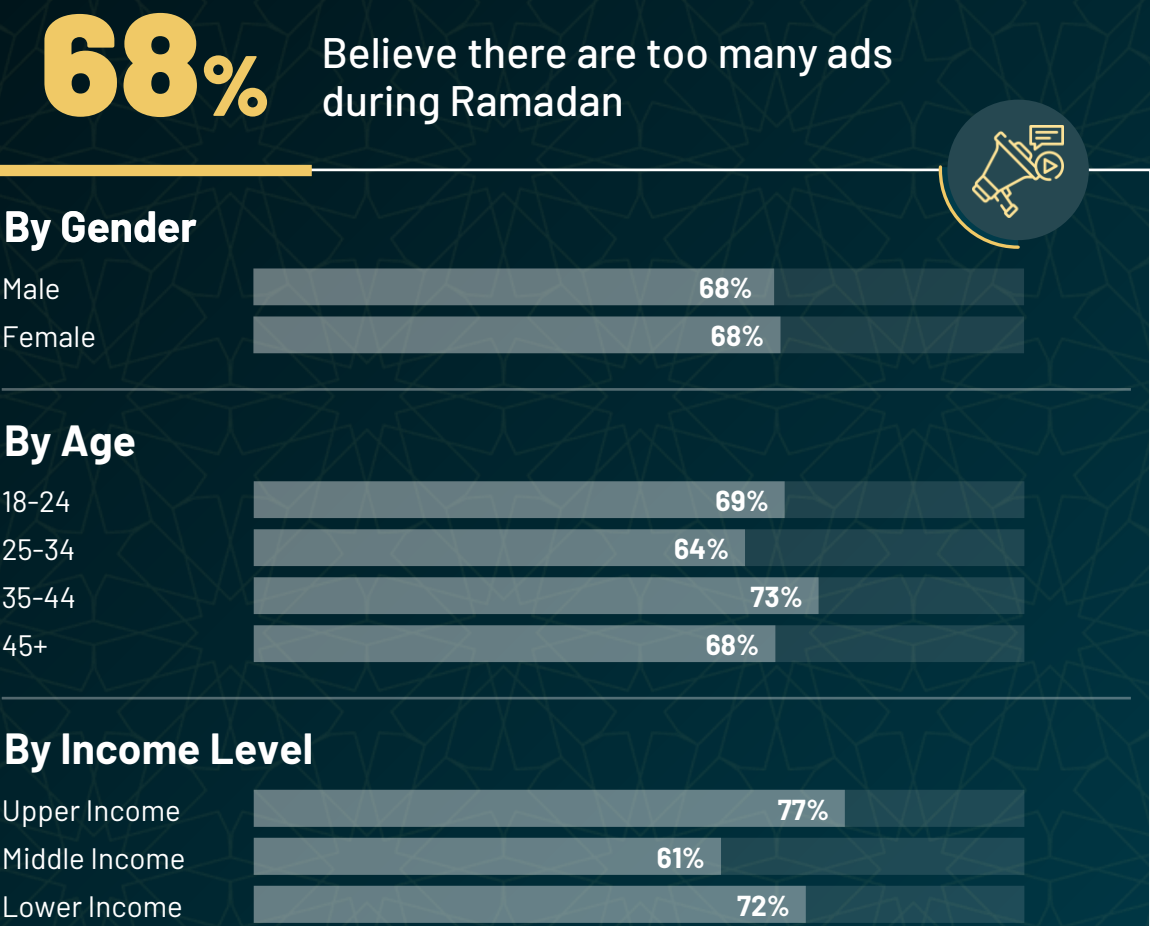


Main sources used to obtain information about brands

Top 10 - by demographics



As brand visibility peaks, the majority feel advertising has become overwhelming, with 3 in 5 sensing that the month is increasingly commercialized.

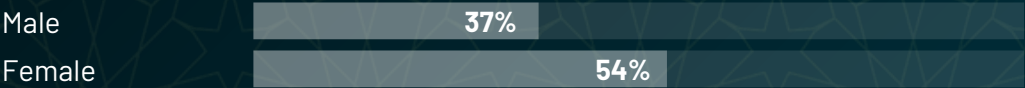


Even as many feel overwhelmed by advertising, Ramadan ads still resonate, with their impact on buying choices and memorability both growing.

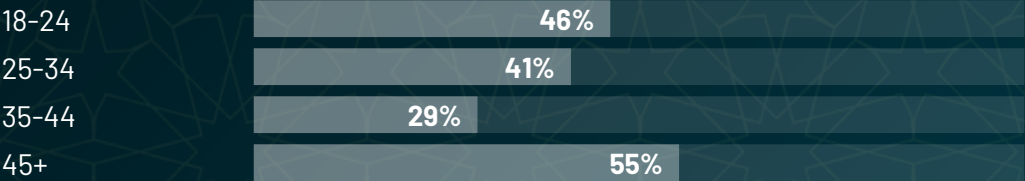
46% Have previously purchased a product based on an ad they saw during Ramadan



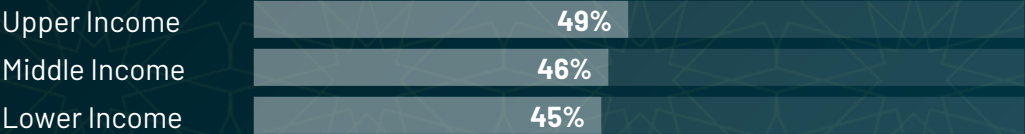
By Gender



By Age



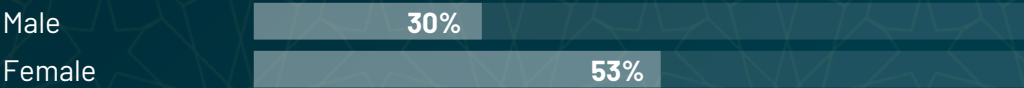
By Income Level



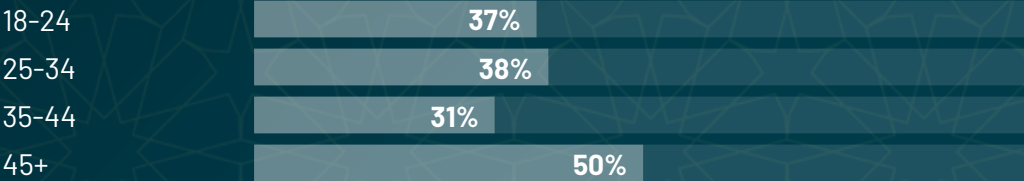
42% Are more likely to remember brands that advertise during Ramadan



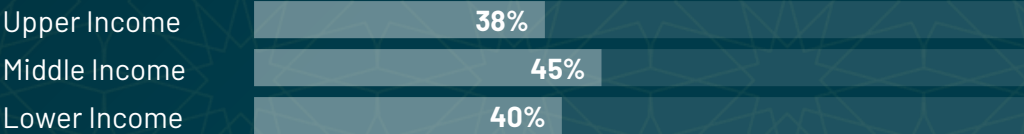
By Gender



By Age



By Income Level



Most Prominent Ramadan Brands

06



Brands most associated with Ramadan in Lebanon

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.

30%

The Passionate Shopper



21%

The Social Connector



20%

The Content Explorer



15%

The Festive Spirit



14%

The Self Nurturer

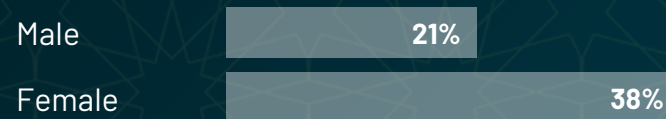




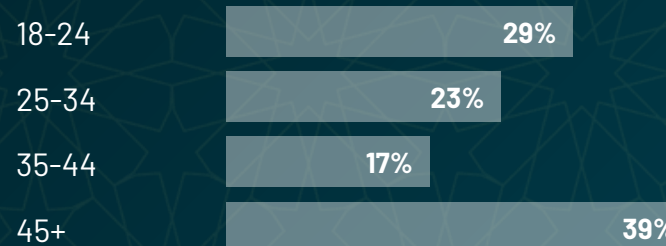
Who is the Passionate Shopper? (30%)

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

By Gender



By Age



By Income Level



82%

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

76%

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



Who is the Social Connector? (21%)

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

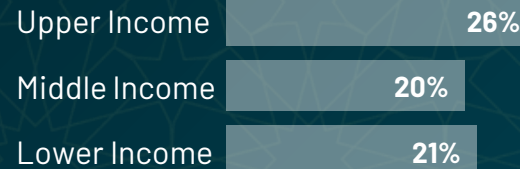
By Gender



By Age



By Income Level



80%

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

79%

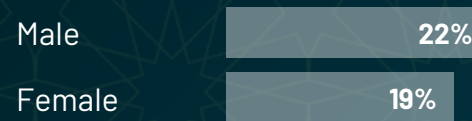
Believe Ramadan is a time of togetherness and shared experiences with loved ones



Who is the Content Explorer? (20%)

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

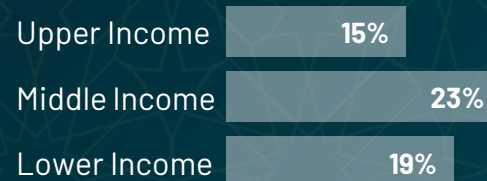
By Gender



By Age



By Income Level



66%

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

31%

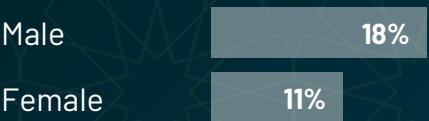
View Ramadan as a season for exploring and watching series and catching up on Ramadan-themed programs



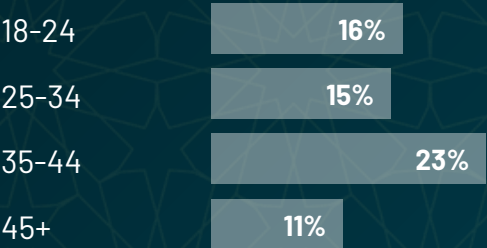
Who is the Festive Spirit? (15%)

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

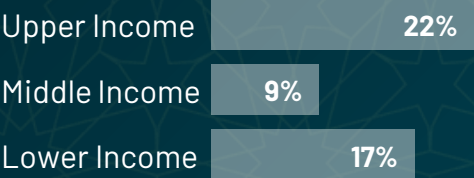
By Gender



By Age



By Income Level



79%

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

69%

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



Who is the Self Nurturer? (14%)

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

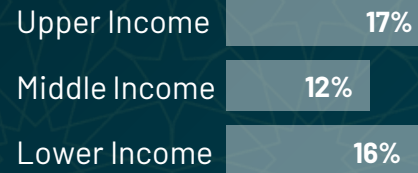
By Gender



By Age



By Income Level



95%

Consider Ramadan as a period of physical discipline and health consciousness

95%

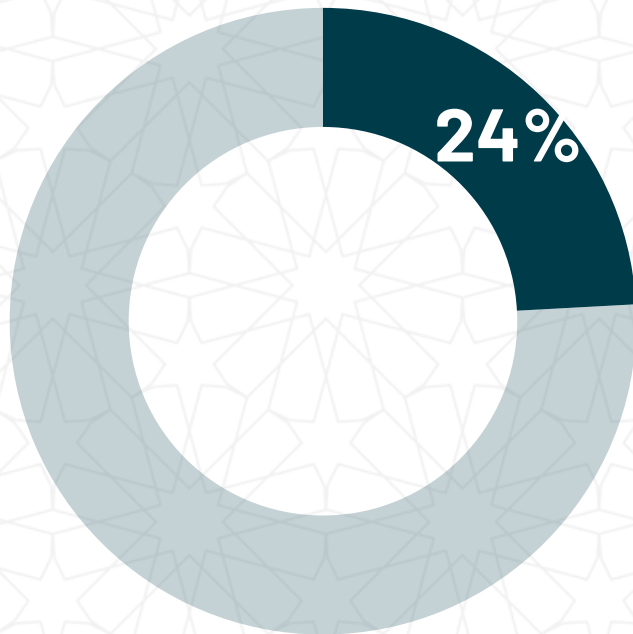
Consider Ramadan an opportunity to reset their body

Eid Plans

08



Looking ahead to Eid, 1 in 4 have travel plans, with intentions skewed towards staycations and domestic tourism over international trips.



Plan on traveling during the Eid holiday

17%

Plan on traveling domestically or having a staycation

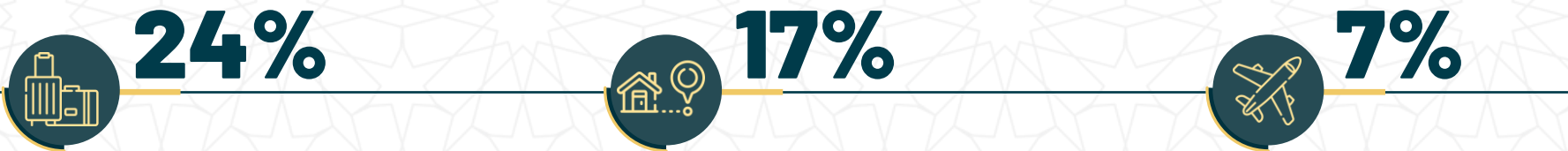
7%

Plan on traveling internationally



Travel plans during the Eid holiday

- by demographics



	Plan on traveling during the Eid holiday	Plan on traveling domestically or having a staycation	Plan on traveling internationally
Male	25%	18%	7%
Female	23%	16%	7%
18 – 24	21%	13%	9%
25 – 34	20%	14%	6%
35 – 44	22%	14%	8%
45+	29%	22%	7%
Upper Income	37%	34%	3%
Middle Income	28%	20%	8%
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+) and regions

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in Lebanon
with a nationwide coverage

FOR MORE INFORMATION

Sana Toukan

Managing Director

Ipsos in Lebanon

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Ghiwa Mouawad

Research Manager – MSU Service Line Leader

Ipsos in Lebanon

ghiwa.mouawad@ipsos.com