

THE 2026 RAMADAN HANDBOOK

Lebanon Edition

February 2026

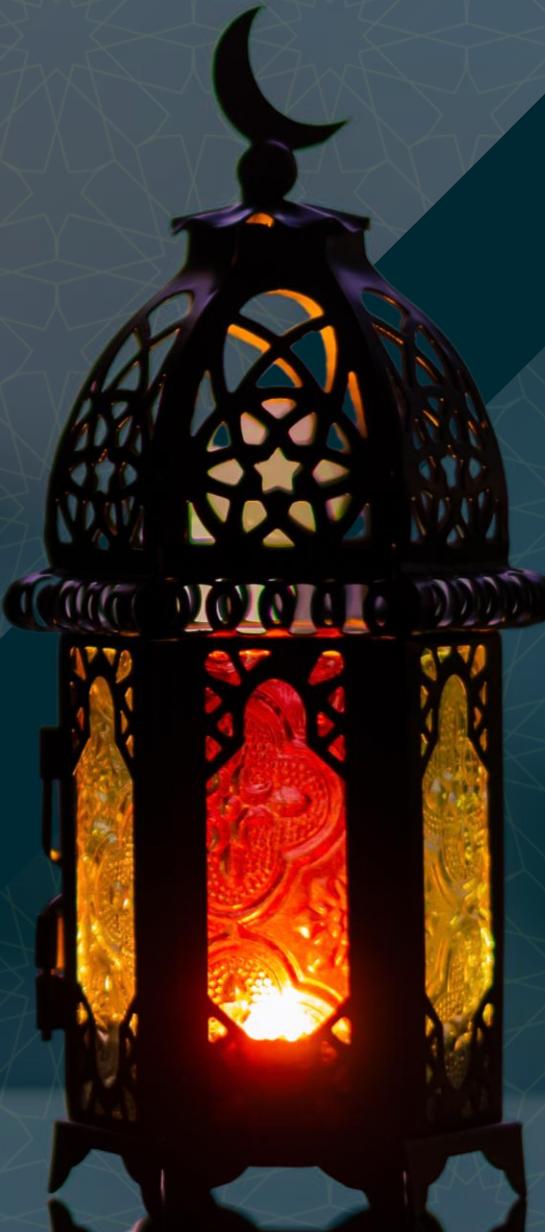


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Lifestyle Changes In Ramadan

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.

■ Increase ■ Stay the same ■ Decrease

Sleep during Ramadan



Activity levels during Ramadan

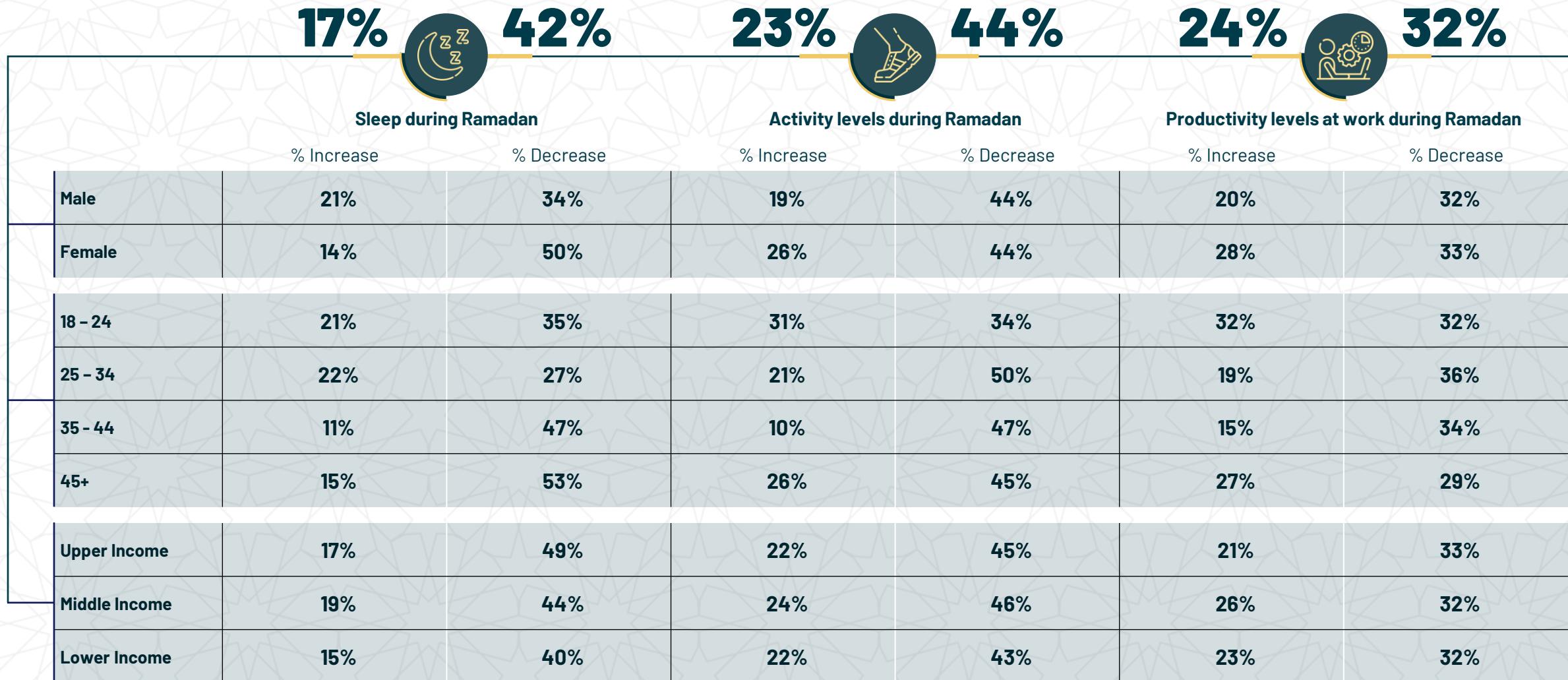


Productivity levels at work during Ramadan



Sleep, activity and productivity

- by demographics



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



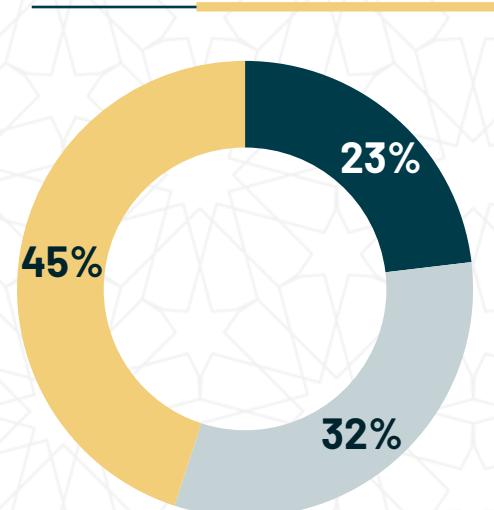
54%

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





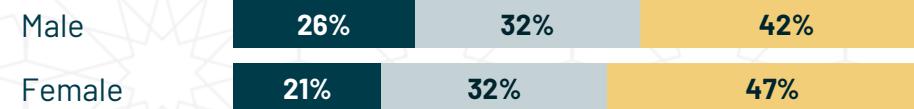
Social activity pulls inward during Ramadan, with fewer outings and more time spent at home.



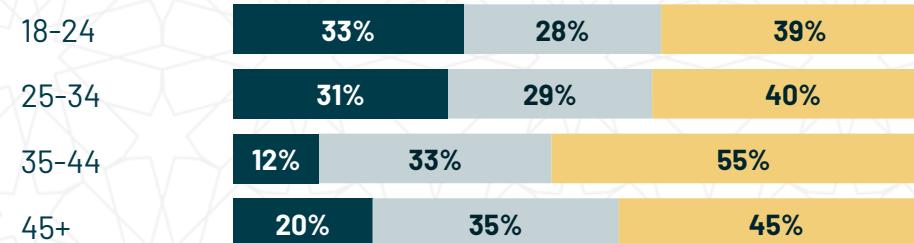
- Go out more during Ramadan
- No change
- Go out less during Ramadan



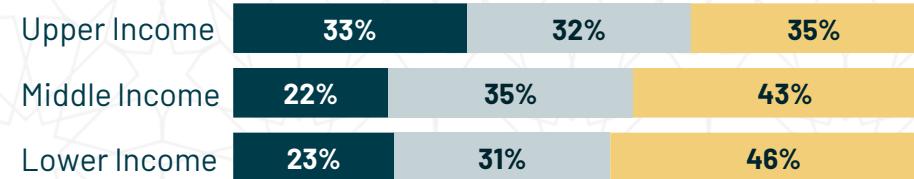
By Gender



By Age



By Income Level





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

55%

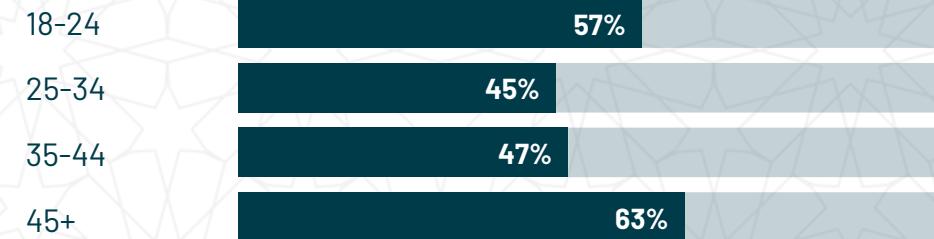
Believe that
decorating and
creating a festive
atmosphere
at home is an
essential part of
Ramadan customs



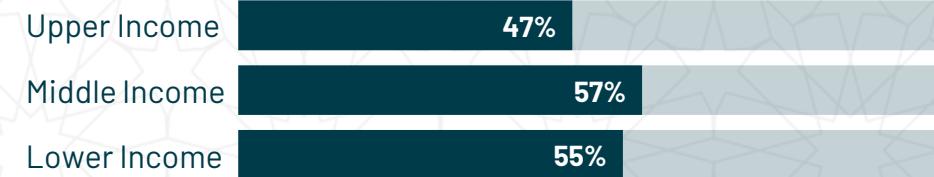
By Gender



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



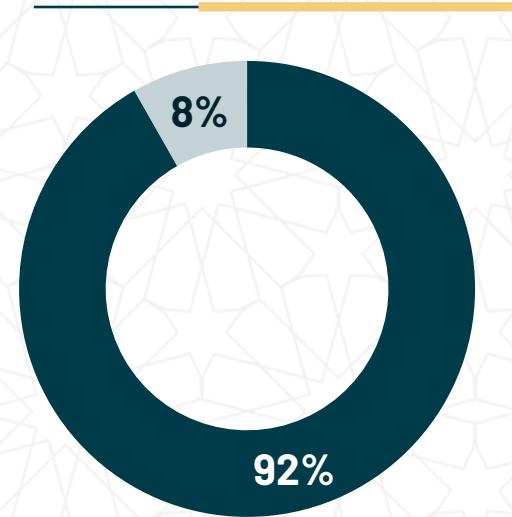
73%

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.

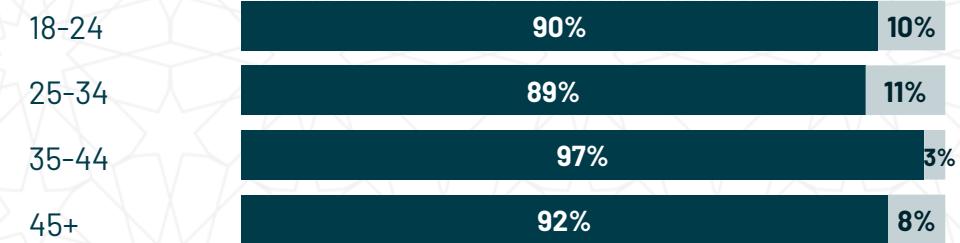


- Tend to eat more home-cooked meals
- Tend to eat out more

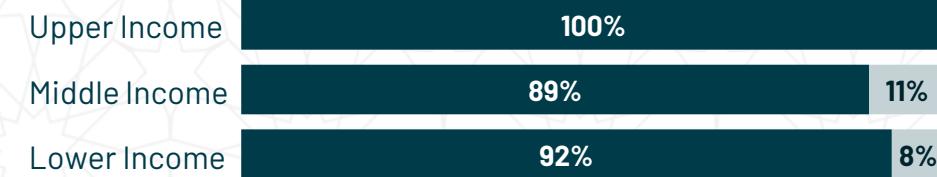
By Gender



By Age

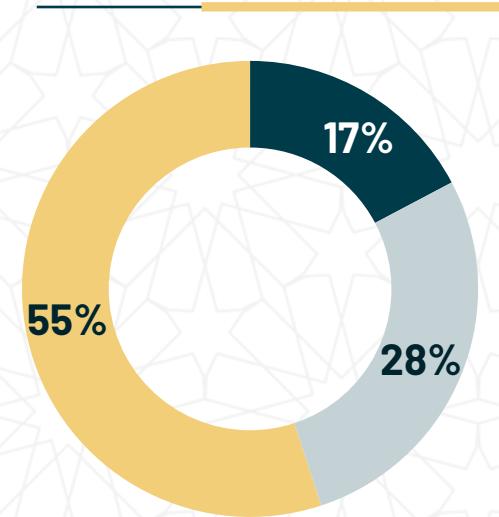


By Income Level





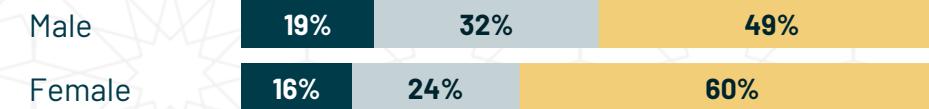
In turn, households rely less on food delivery over the course of the month.



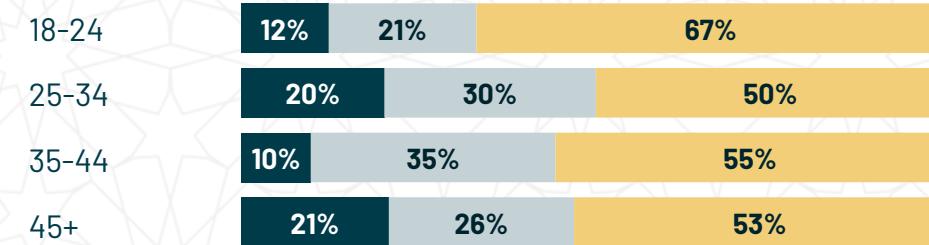
- Order food delivery more often during Ramadan
- No change
- Order food delivery less often during Ramadan



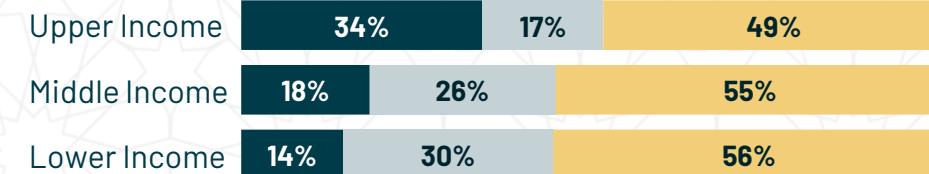
By Gender



By Age

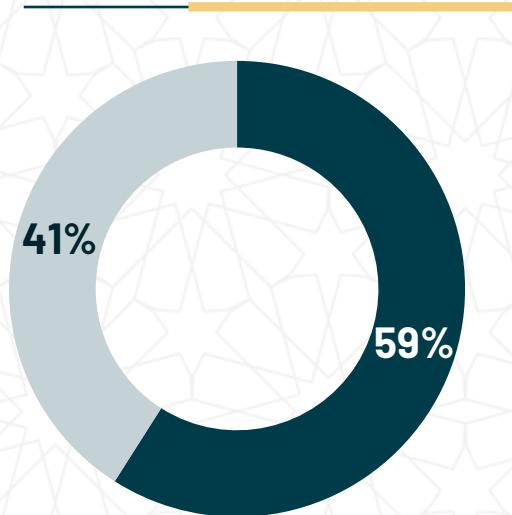


By Income Level





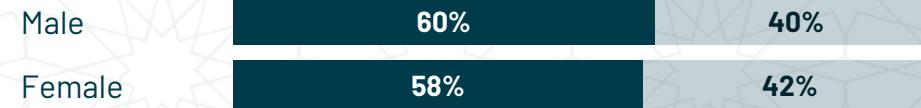
While food delivery is less frequent overall, it remains more common around Iftar than Suhoor.



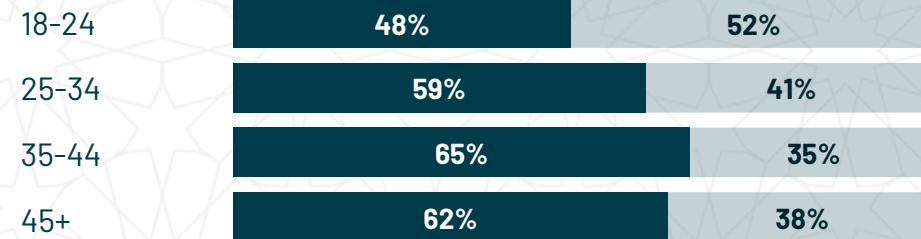
- Tend to order food delivery more for Iftar meals during Ramadan
- Tend to order food delivery more for Suhoor meals during Ramadan



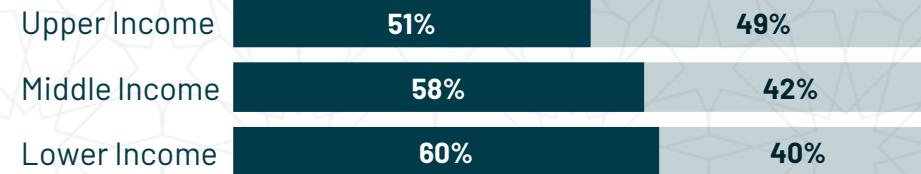
By Gender



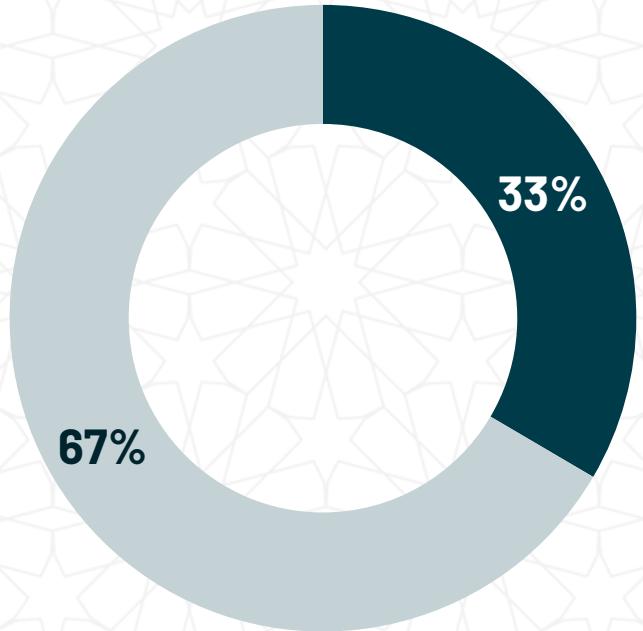
By Age



By Income Level



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%

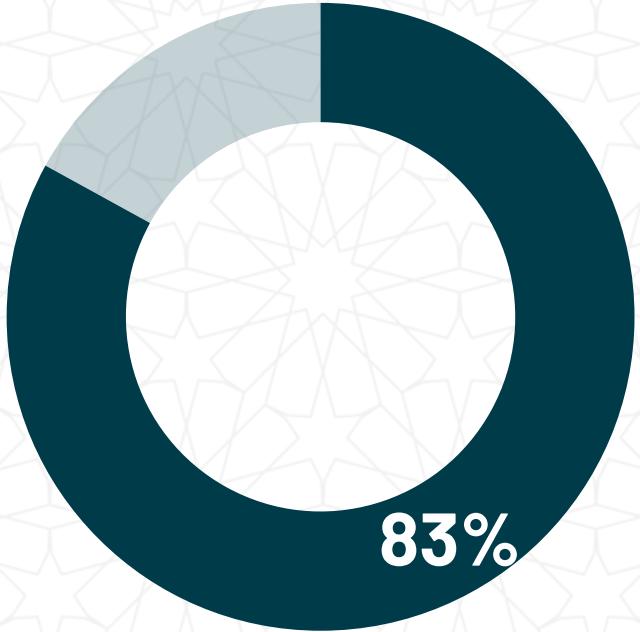
Have appetizers everyday at Iftar

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

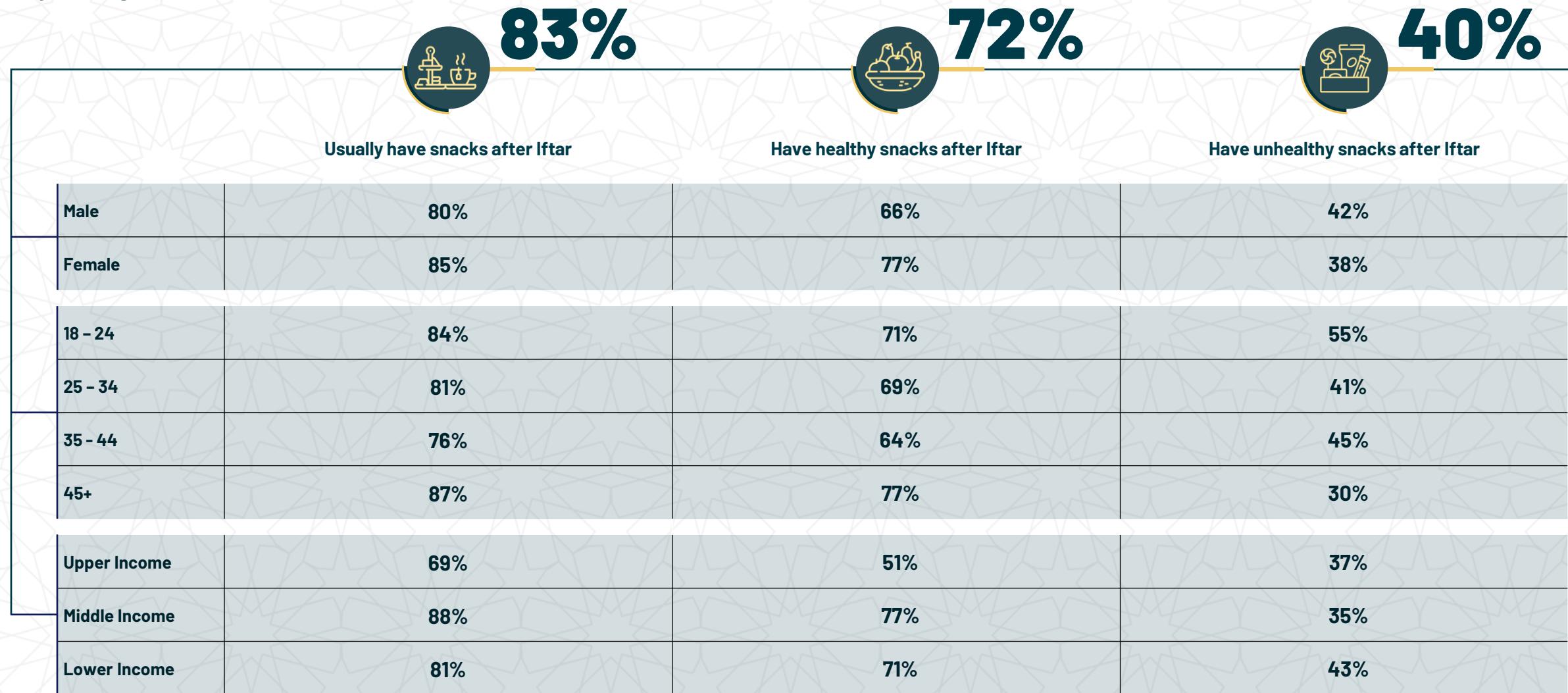
40%

Have unhealthy
snacks after Iftar



Snacking behaviour during Ramadan

- by demographics





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

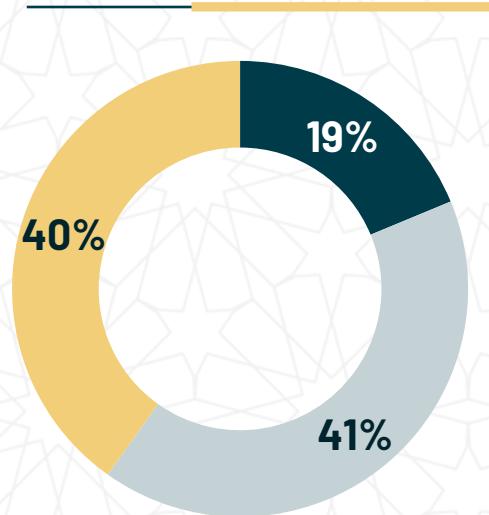


By Income Level





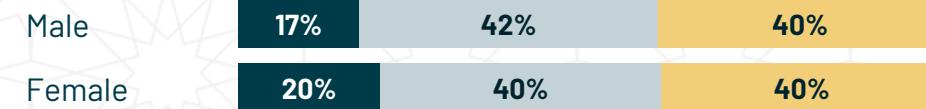
Despite the shift in eating patterns during Ramadan, most individuals either maintain a stable weight or experience weight loss.



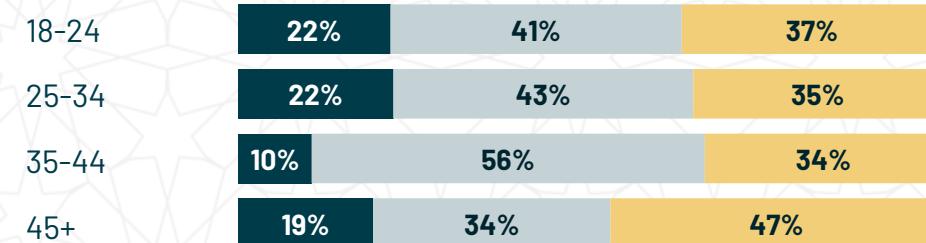
- Gain weight during Ramadan
- No change
- Lose weight during Ramadan



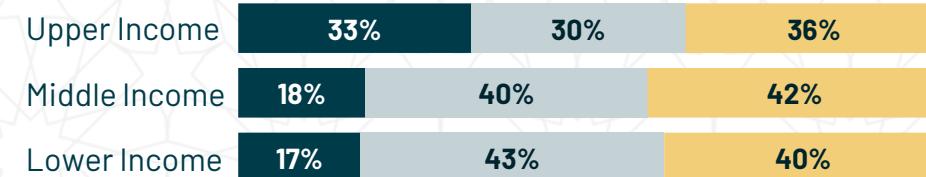
By Gender



By Age



By Income Level



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

Male

45%

Female

57%

By Age

18-24

49%

25-34

42%

35-44

42%

45+

62%

By Income Level

Upper Income

31%

Middle Income

53%

Lower Income

53%

48%

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



By Gender

Male

43%

Female

52%

By Age

18-24

48%

25-34

50%

35-44

33%

45+

53%

By Income Level

Upper Income

23%

Middle Income

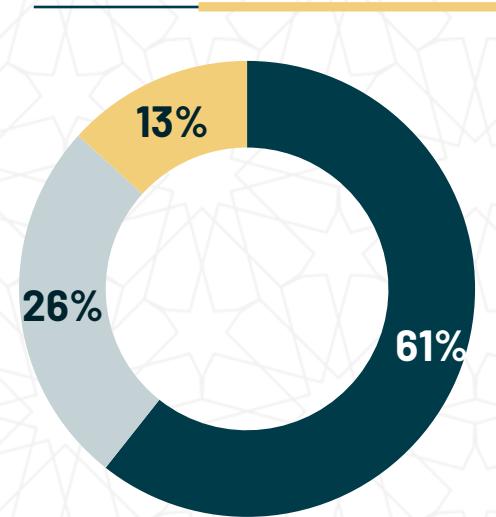
45%

Lower Income

53%

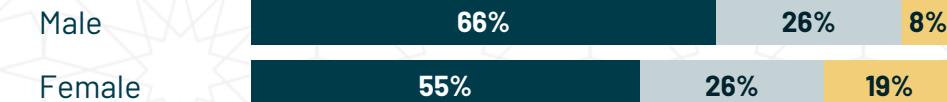


Across the month, spending rises for many as Ramadan's added demands and routines set in.

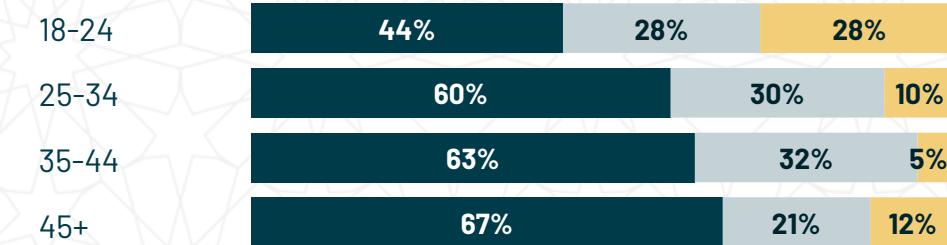


- Spend more money
- No change in spending habits
- Spend less money

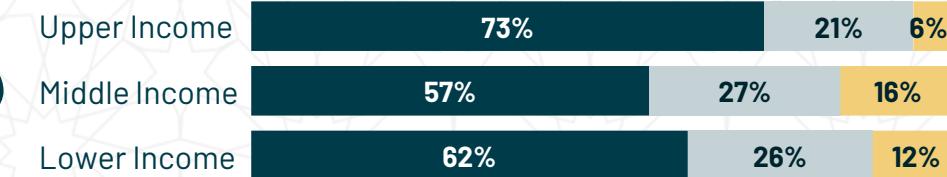
By Gender



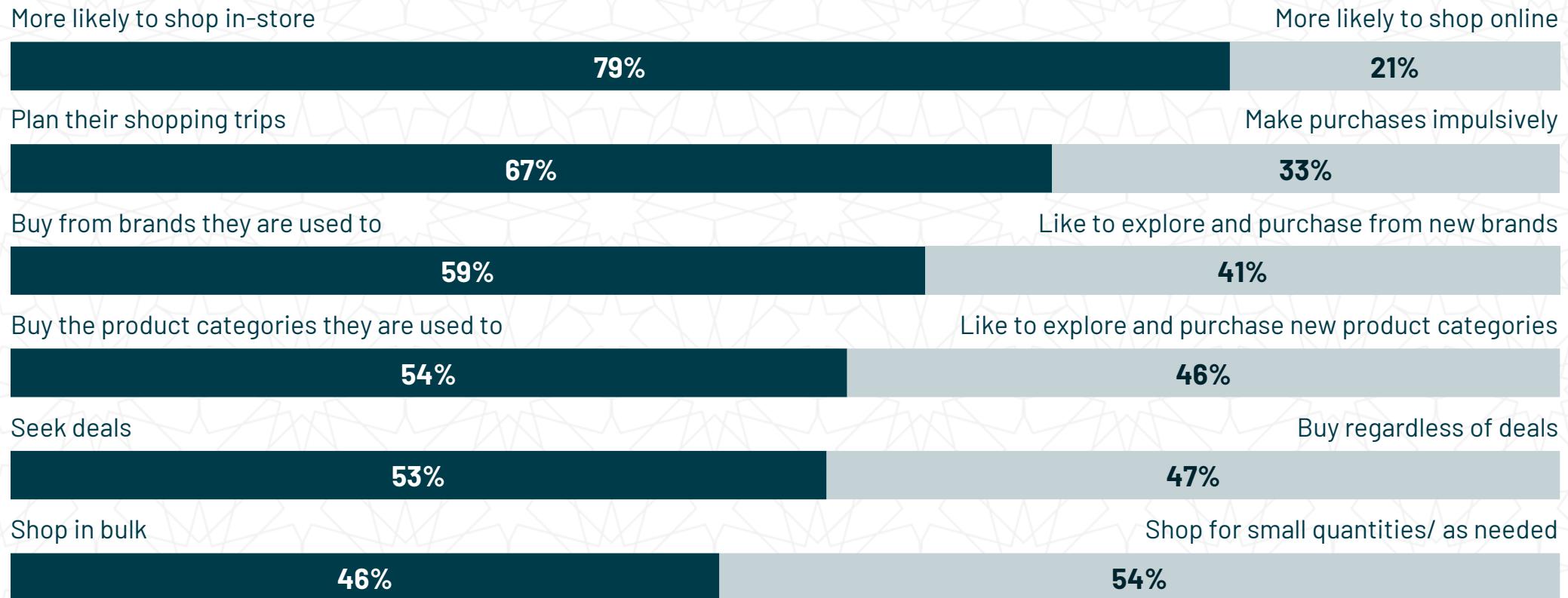
By Age



By Income Level

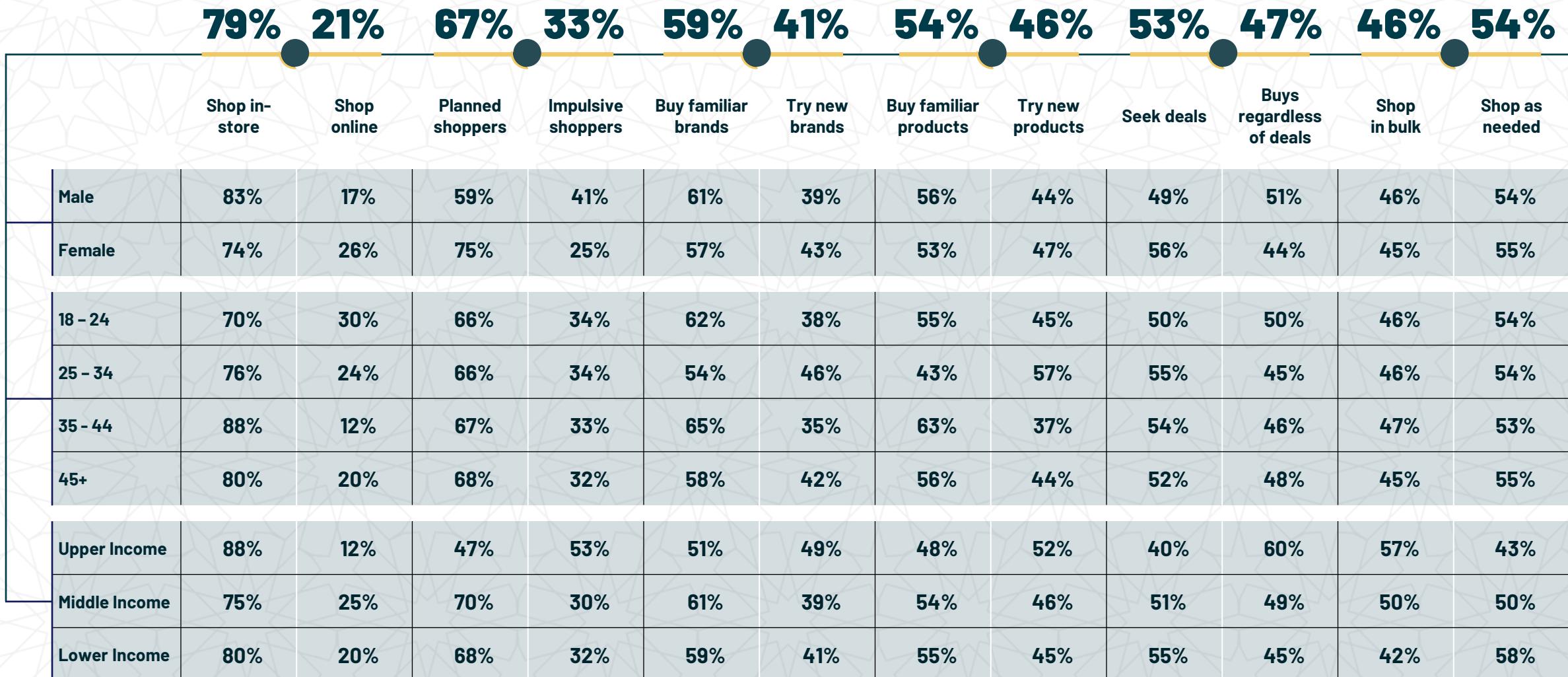


Ramadan shopping tends to be well planned, favoring in-store visits, familiar brands, and good value, with some openness to trying something new along the way.



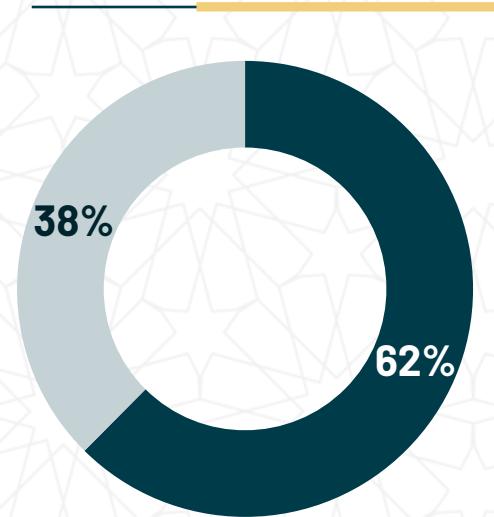
Types of shoppers during Ramadan

- by demographics





Even with careful planning, shopping remains a Ramadan activity the majority genuinely enjoy.

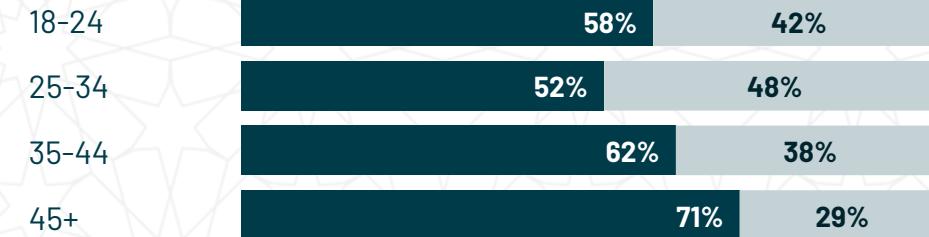


- Consider shopping for food and beverages to be an enjoyable activity during Ramadan
- Find shopping for food and beverages a chore during Ramadan

By Gender



By Age



By Income Level



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

49%

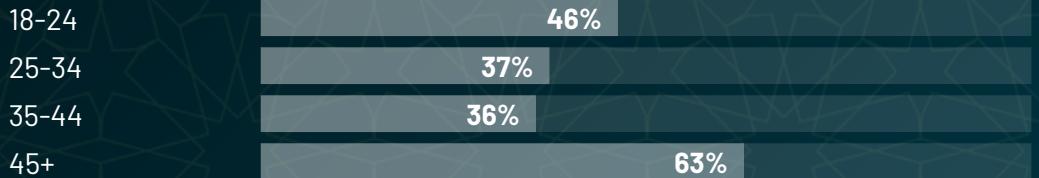
Look forward to Ramadan's special offers and promotions each year



By Gender



By Age



By Income Level



39%

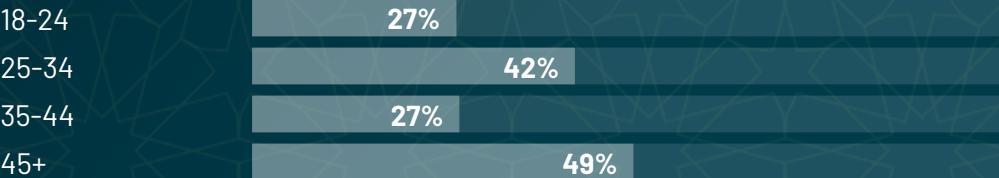
Delay big-ticket purchases until Ramadan to benefit from its special offers



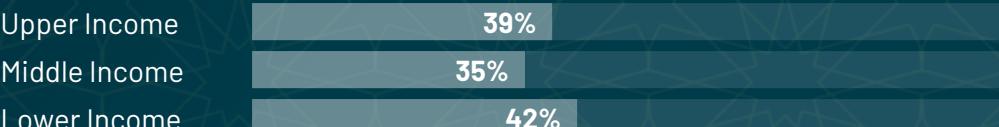
By Gender



By Age



By Income Level



Entertainment Choices In Ramadan

04



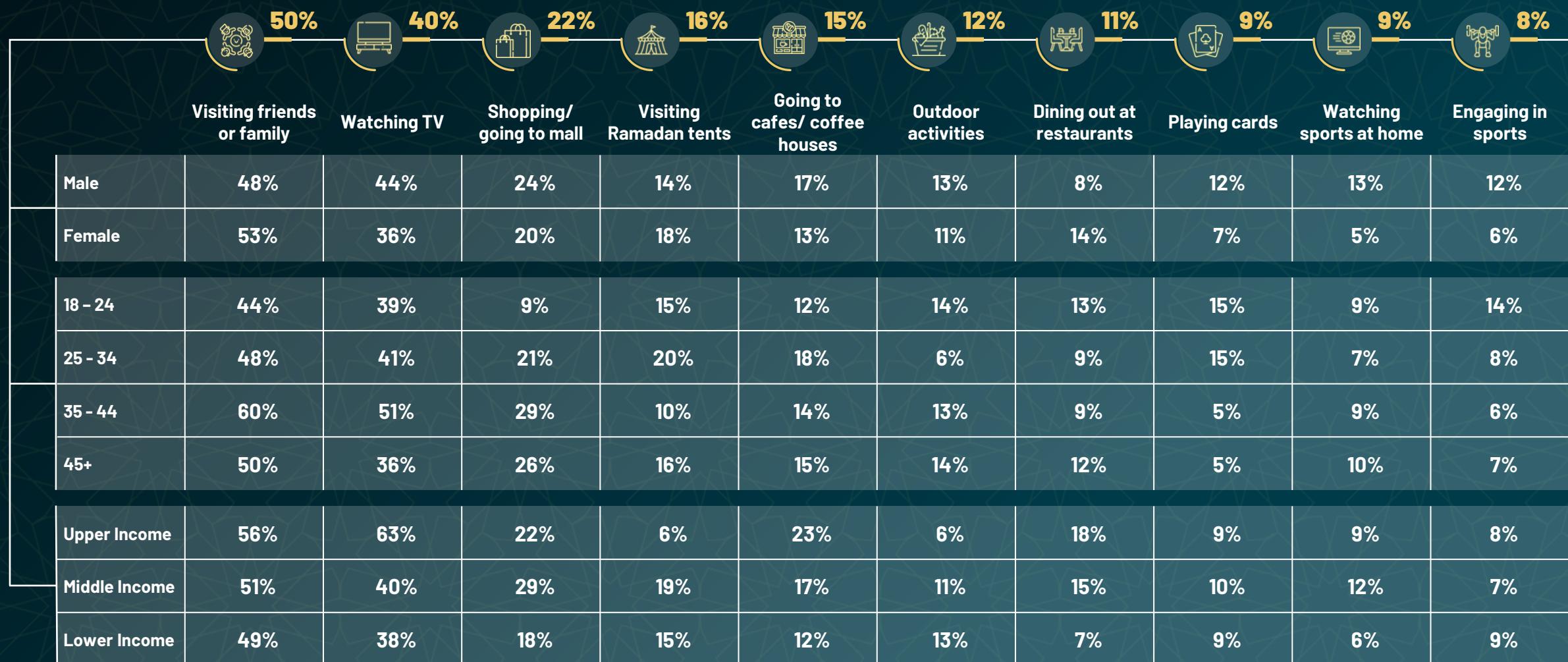
Free time during the Ramadan centers on family-time and simple at-home activities like watching TV.

Top entertainment activities during Ramadan – Top 10



Entertainment activities during Ramadan

Top 10 - by demographics

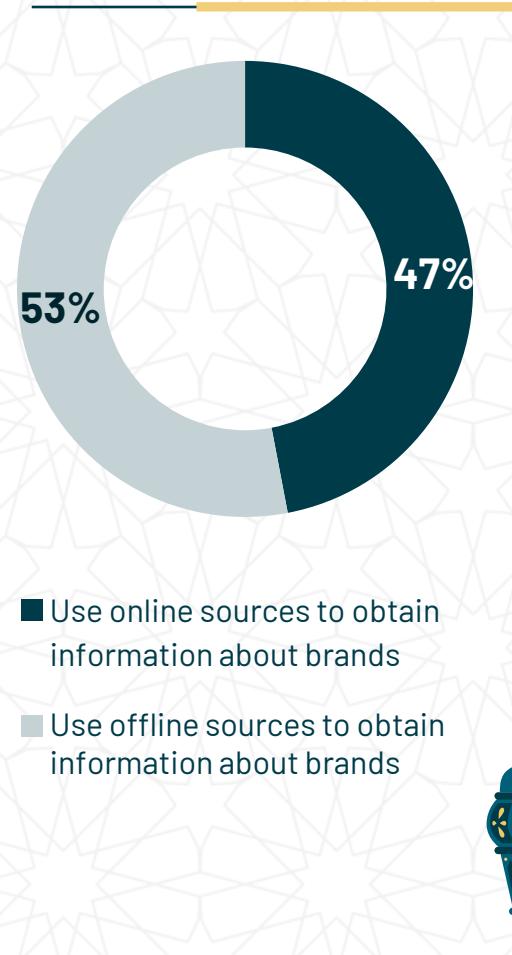


Brand Interaction & Advertising

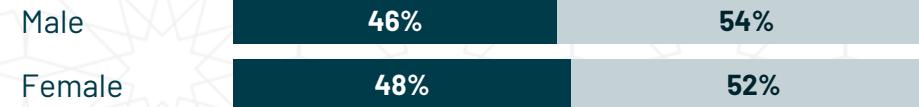
05



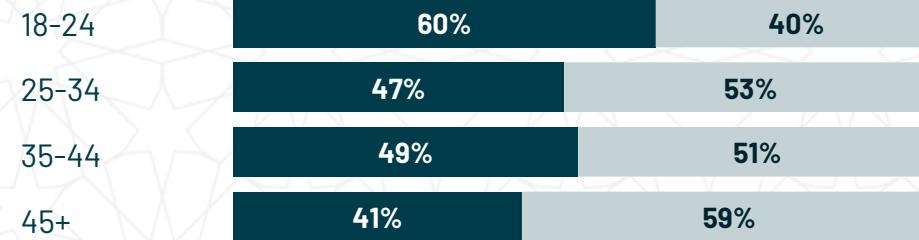
In Ramadan, brand discovery continues to be shaped by both offline and online touchpoints, with a slight inclination towards offline sources.



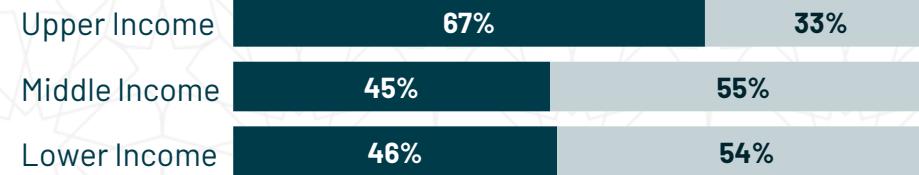
By Gender



By Age



By Income Level



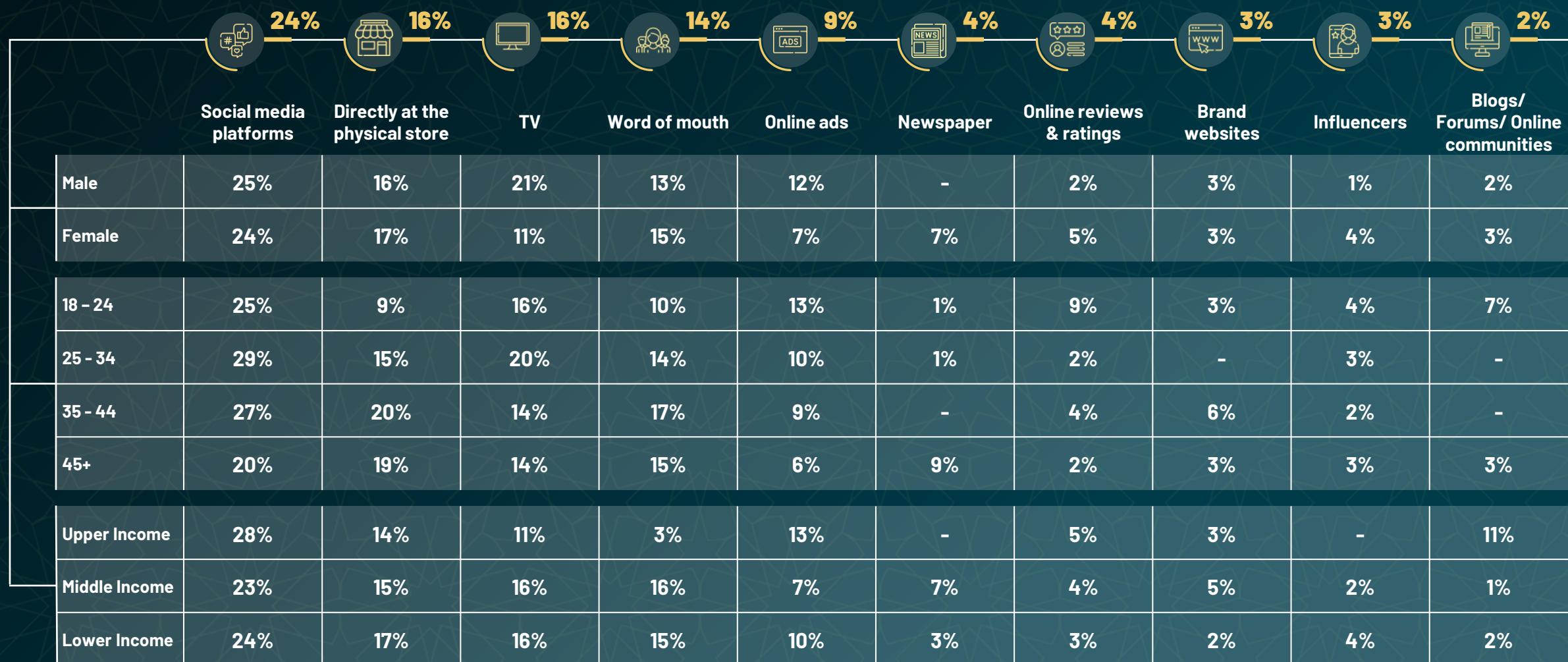
Social media sits at the center of brand discovery, with physical stores, TV, and word of mouth reinforcing how information is gathered.

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.

68%

Believe there are too many ads
during Ramadan

By Gender

Male

68%

Female

68%

By Age

18-24

69%

25-34

64%

35-44

73%

45+

68%

By Income Level

Upper Income

77%

Middle Income

61%

Lower Income

72%

58%

Feel that Ramadan has
become more commercialized
over the years

By Gender

Male

56%

Female

61%

By Age

18-24

58%

25-34

58%

35-44

52%

45+

62%

By Income Level

Upper Income

66%

Middle Income

53%

Lower Income

61%



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

Male

37%

Female

54%

By Age

18-24

46%

25-34

41%

35-44

29%

45+

55%

By Income Level

Upper Income

49%

Middle Income

46%

Lower Income

45%

42%

Are more likely to remember brands that advertise during Ramadan



By Gender

Male

30%

Female

53%

By Age

18-24

37%

25-34

38%

35-44

31%

45+

50%

By Income Level

Upper Income

38%

Middle Income

45%

Lower Income

40%

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.

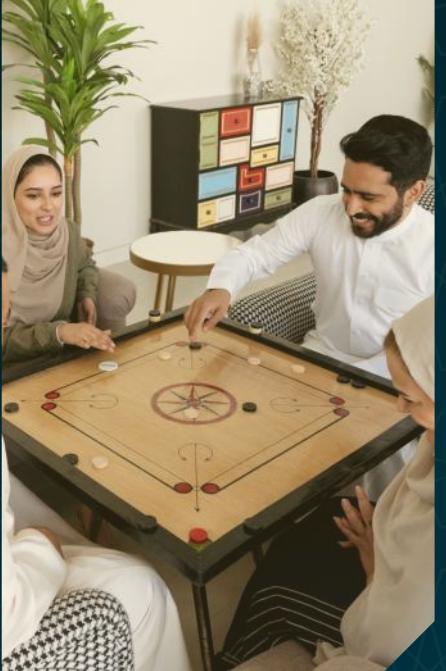
30%

The Passionate Shopper



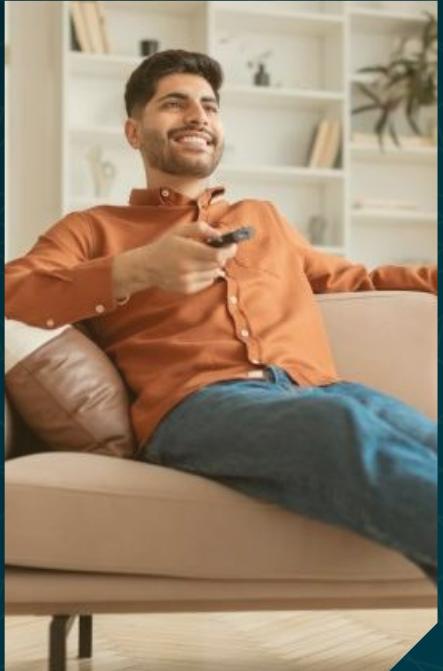
21%

The Social Connector



20%

The Content Explorer



15%

The Festive Spirit



14%

The Self Nurturer





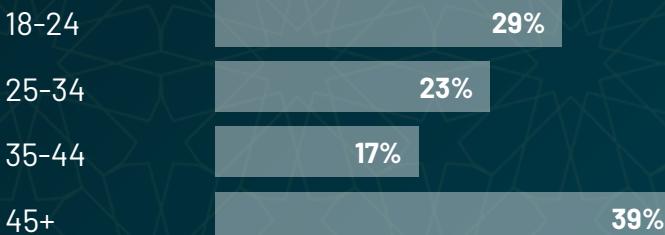
Who is the Passionate Shopper? (30%)

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

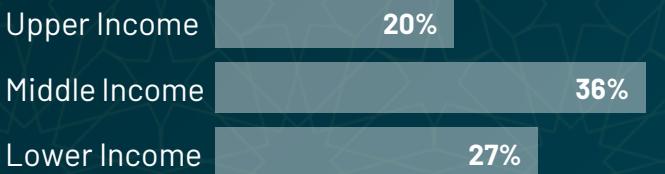
By Gender



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

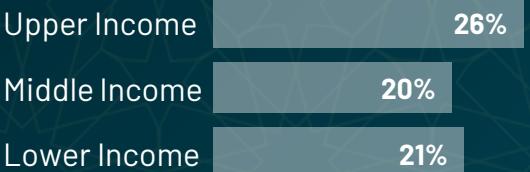
By Gender



By Age



By Income Level

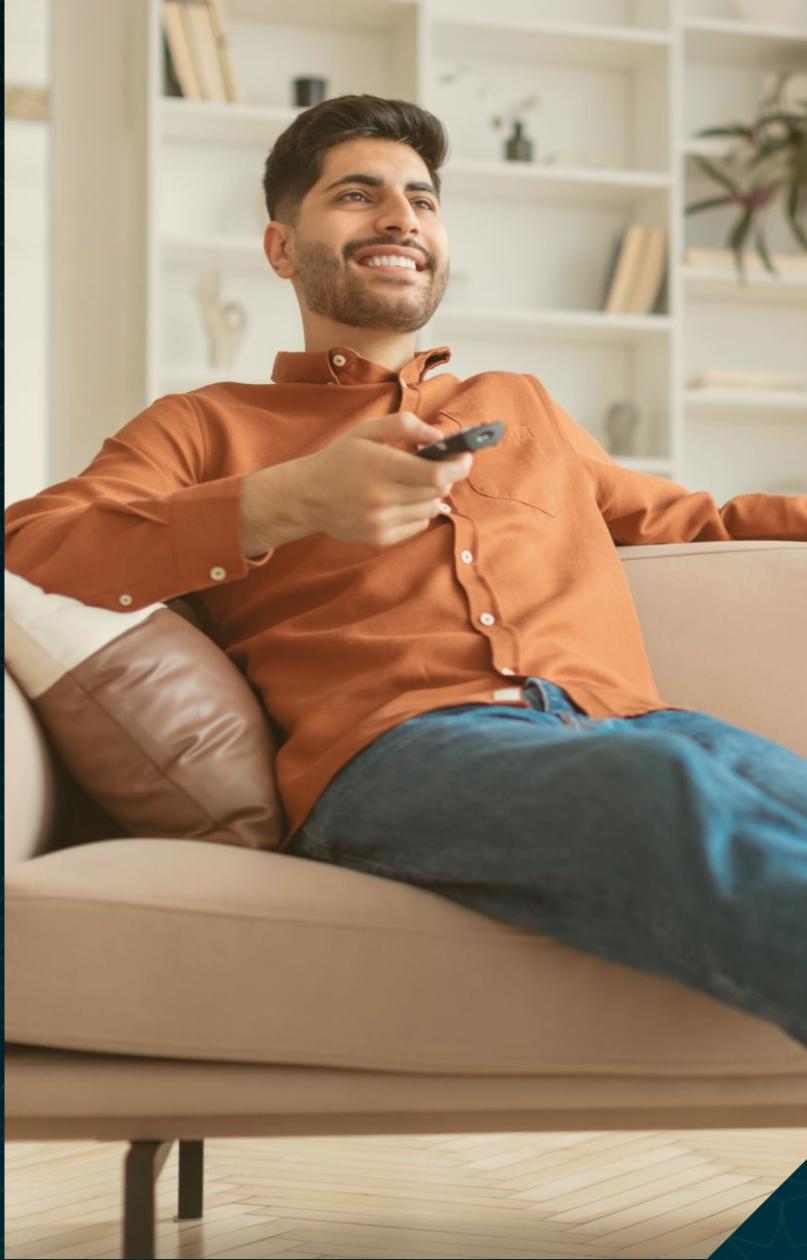


80%

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

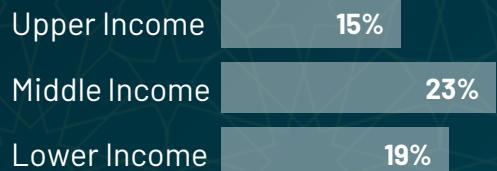
By Gender



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



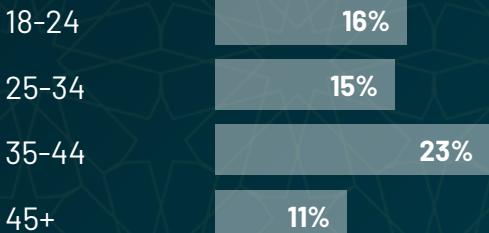
Who is the Festive Spirit? (15%)

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



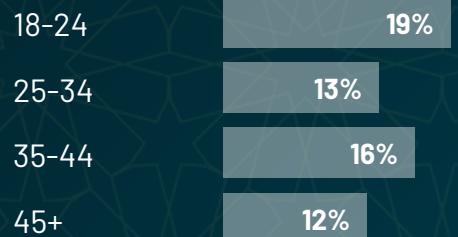
Who is the Self Nurturer? (14%)

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%

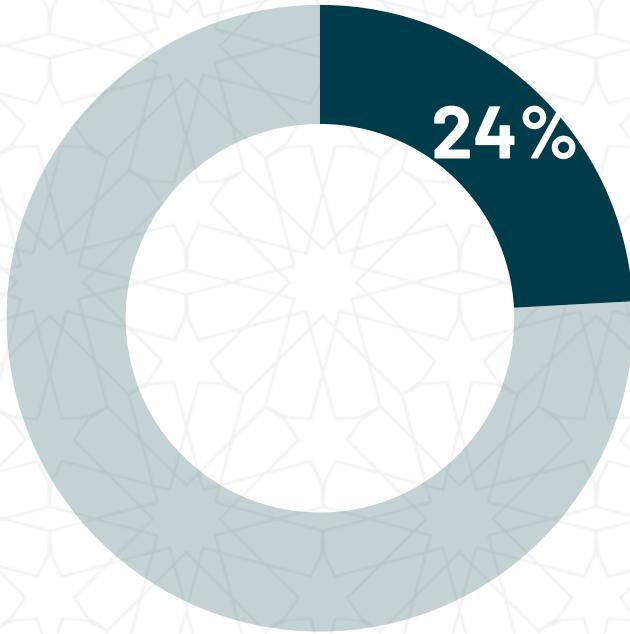
Consider Ramadan an opportunity to reset their body

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

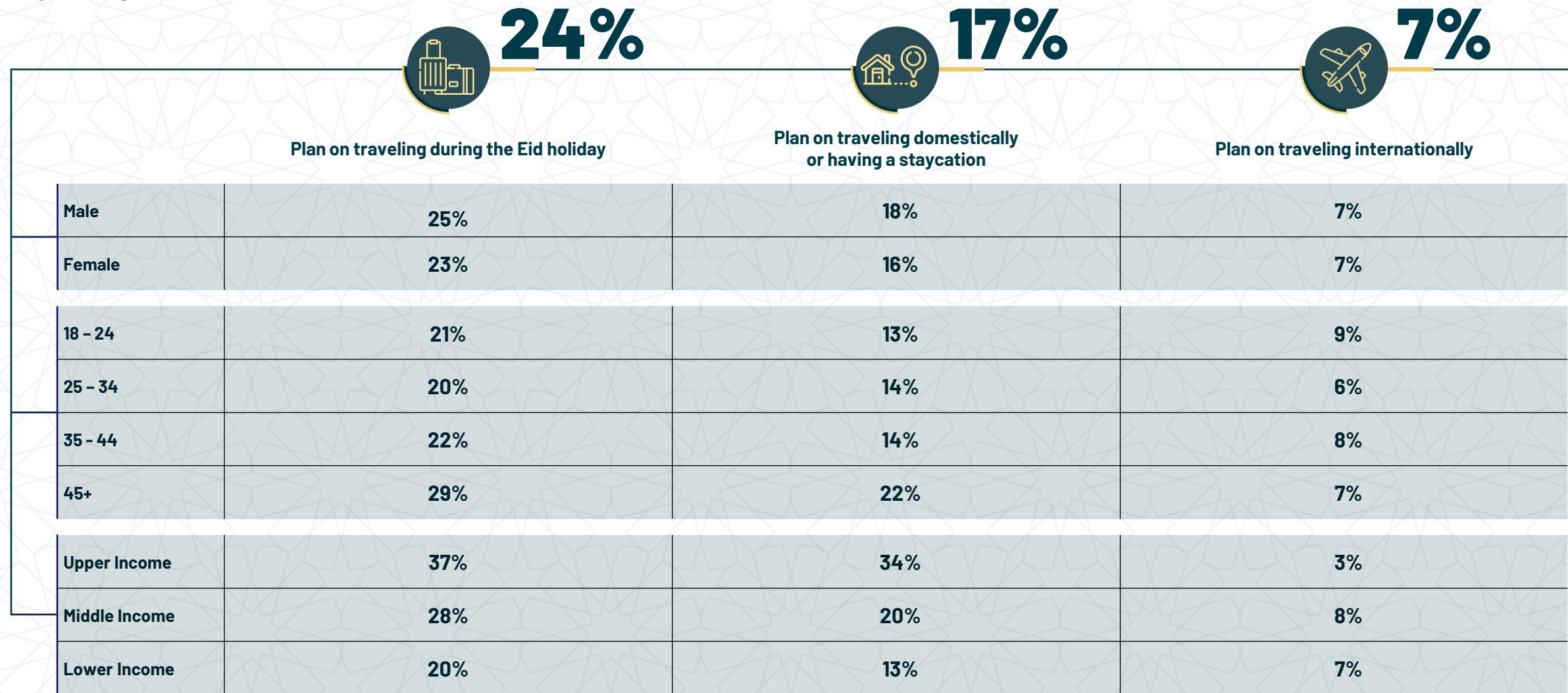
7%

Plan on traveling internationally



Travel plans during the Eid holiday

- by demographics



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

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