

THE 2026 RAMADAN HANDBOOK

Morocco Edition

February 2026



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Lifestyle Changes In Ramadan

01





In Morocco, the holy month of Ramadan is rooted in spiritual reflection and giving back.



86%

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



78%

Believe Ramadan is about engaging in acts of charity

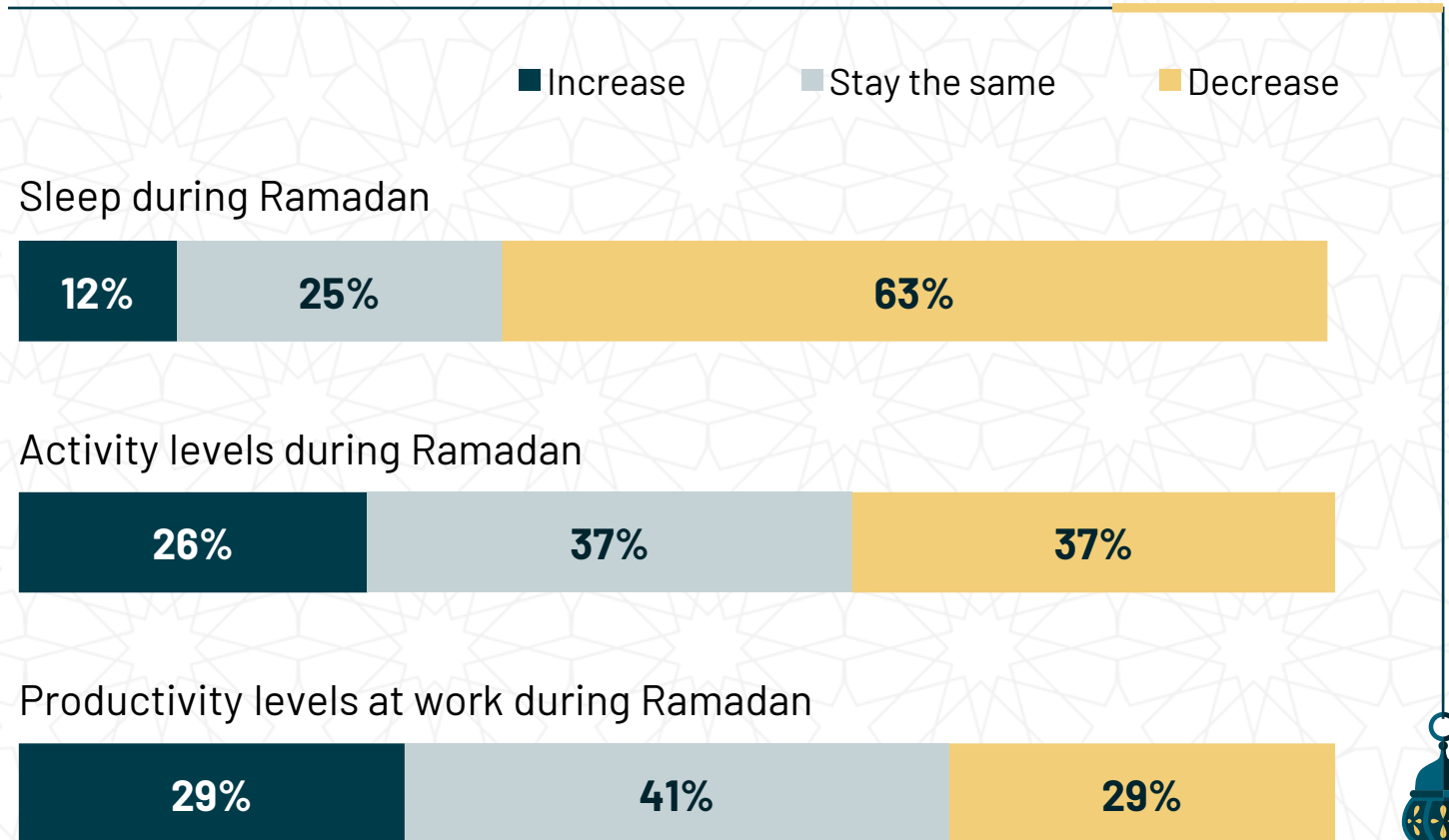


78%

Focus more on spirituality during Ramadan



As spiritual focus intensifies, daily routines adjust – most notably through reduced sleep, while activity levels and productivity remain more balanced.



Sleep, activity and productivity

- by demographics

12%



63%

26%



37%

29%



29%

Sleep during Ramadan

% Increase

% Decrease

Activity levels during Ramadan

% Increase

% Decrease

Productivity levels at work during Ramadan

% Increase

% Decrease

Male	14%	58%	31%	28%	27%	25%
Female	11%	67%	22%	45%	31%	34%
18 – 24	25%	49%	31%	42%	29%	43%
25 – 34	14%	62%	25%	40%	26%	35%
35 - 44	8%	63%	28%	39%	32%	25%
45+	9%	68%	25%	32%	30%	23%
Upper Income	14%	62%	51%	30%	38%	37%
Middle Income	10%	64%	24%	38%	28%	29%
Lower Income	16%	61%	25%	36%	30%	28%

At the heart of these shifts, Ramadan strongly recenters time around family, rekindling memories of past togetherness.



91%

Spend more time with family than with friends during Ramadan



73%

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

▲ +5 pts



Yet despite these strong family bonds, many feel the spirit of Ramadan is not as strong as it once was.



51%

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



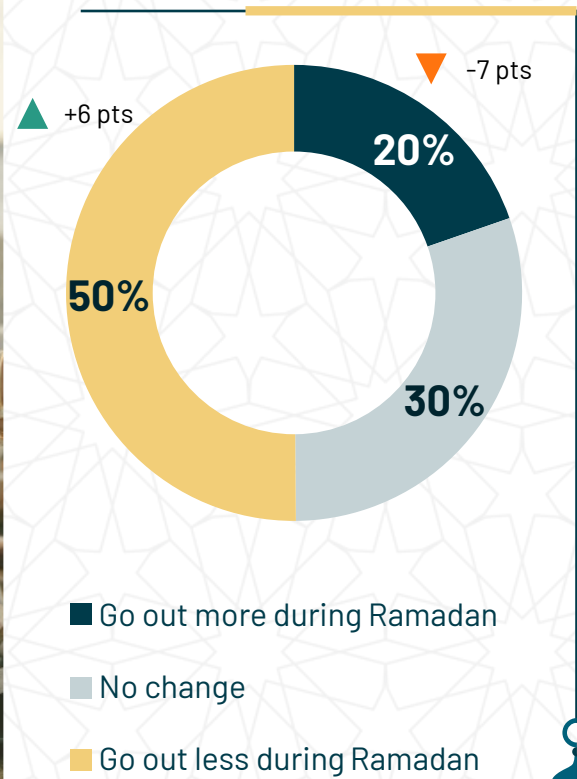
47%

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

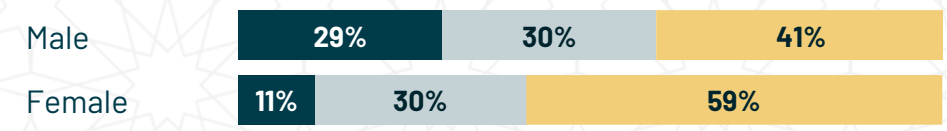




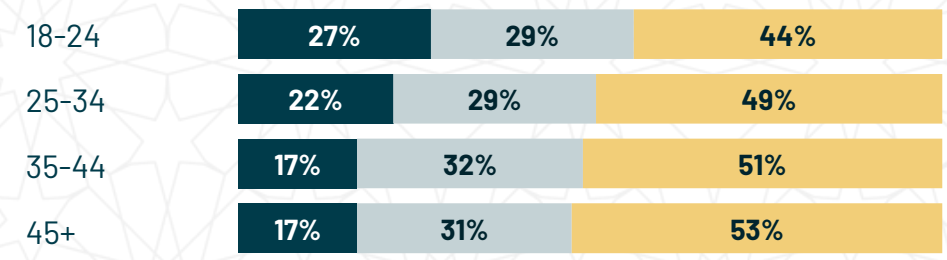
This sense of change is reflected in social habits, with many choosing to go out less during Ramadan.



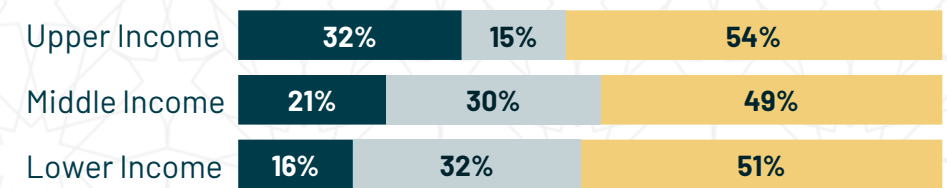
By Gender



By Age



By Income Level

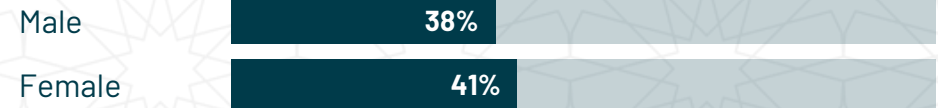


For some, this quieter rhythm brings renewed attention to the home, where creating a festive atmosphere becomes central to Ramadan customs.

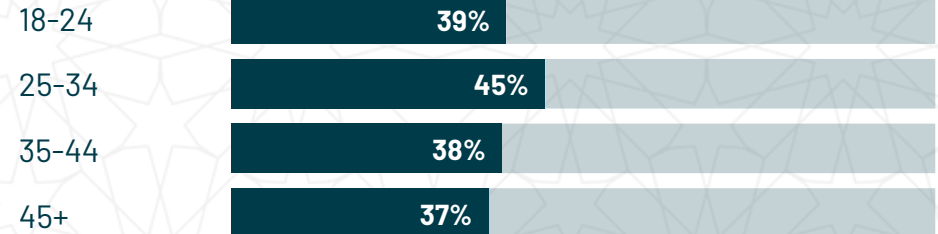
39%

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

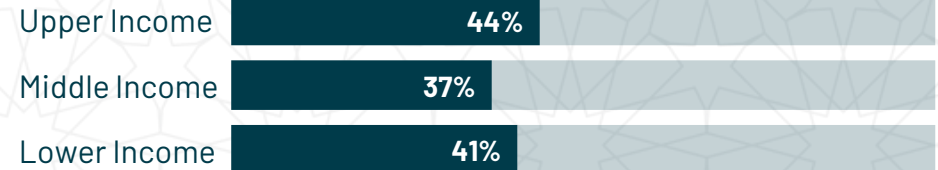
By Gender



By Age



By Income Level



Eating Habits In Ramadan

02



Ramadan is widely seen as a reset moment, with many approaching the month as an opportunity to regain control over their physical wellbeing.



77%

Consider Ramadan an opportunity to reset their body



75%

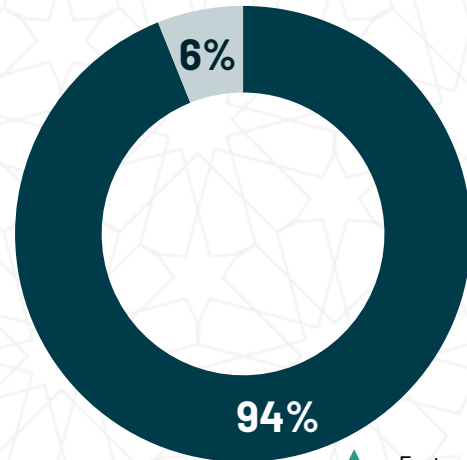
Consider Ramadan as a period of physical discipline and health consciousness

▲ +5 pts





This mindset translates into everyday behavior, as home-cooked meals become the dominant choice throughout the month.



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



By Gender

Male	91%	9%
Female	97%	3%

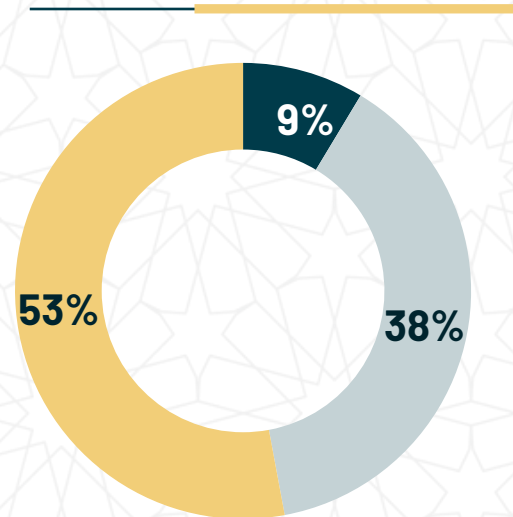
By Age

18-24	90%	10%
25-34	95%	5%
35-44	96%	4%
45+	94%	6%

By Income Level

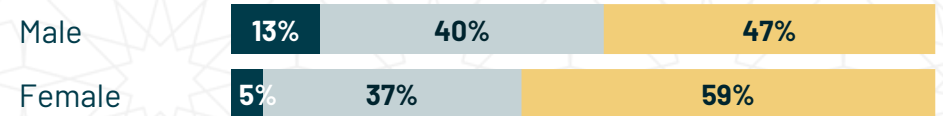
Upper Income	87%	13%
Middle Income	94%	6%
Lower Income	95%	5%

In fact, many households step away from convenience and reduce their reliance on food delivery.

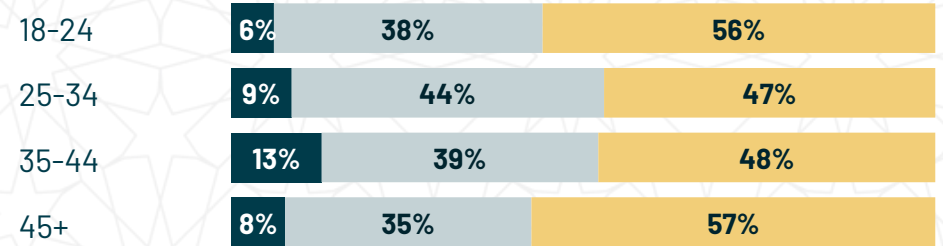


- Order food delivery more often during Ramadan
- No change
- Order food delivery less often during Ramadan

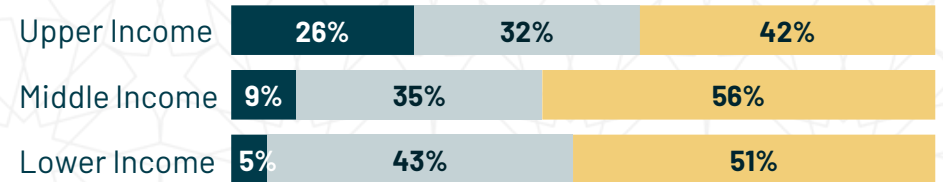
By Gender



By Age

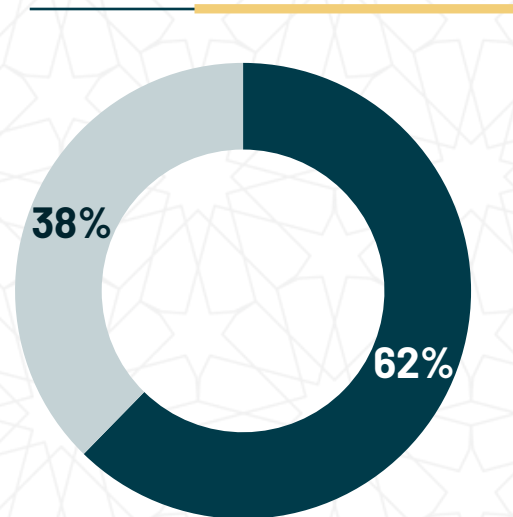


By Income Level





When delivery is used, it is largely reserved for Ffour meals.



■ Tend to order food delivery more for Ffour meals during Ramadan

■ Tend to order food delivery more for S'hour meals during Ramadan

By Gender

Male	64%	36%
Female	61%	39%

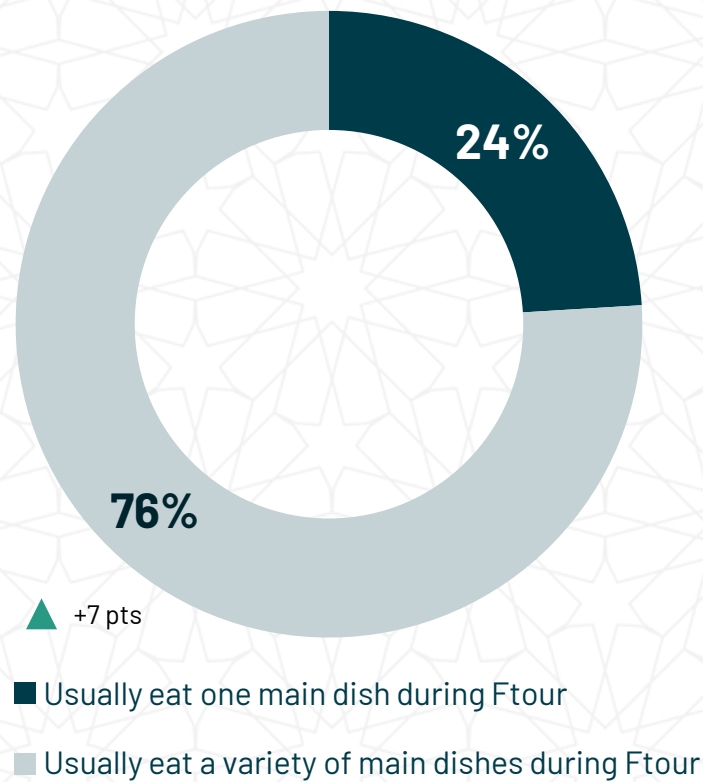
By Age

18-24	59%	41%
25-34	62%	38%
35-44	64%	36%
45+	63%	37%

By Income Level

Upper Income	71%	29%
Middle Income	59%	41%
Lower Income	65%	35%

At the table, Ffour usually begins with dates, followed by a variety of appetizers and main dishes.



92%

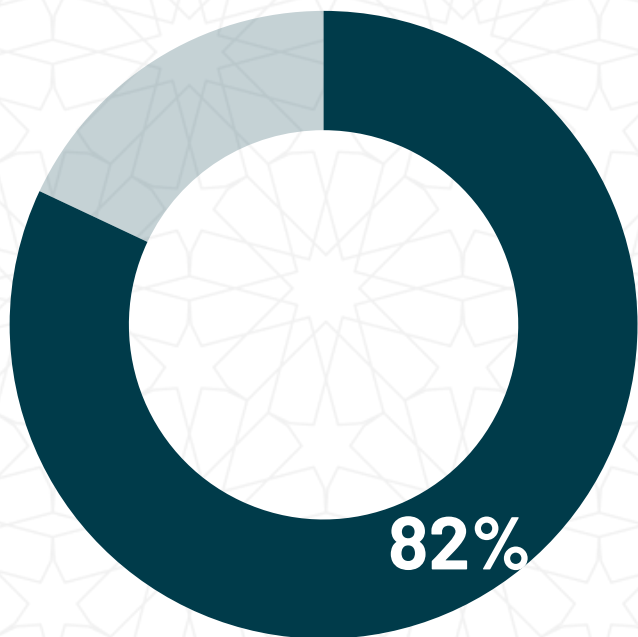
Always break their fast with dates

68%

Have appetizers everyday at Ffour



Between Ffour and S'hour, snacking remains part of the rhythm, though choices reflect inclination towards healthier options.



Usually have snacks after Ffour

74%

Have healthy snacks after Ffour

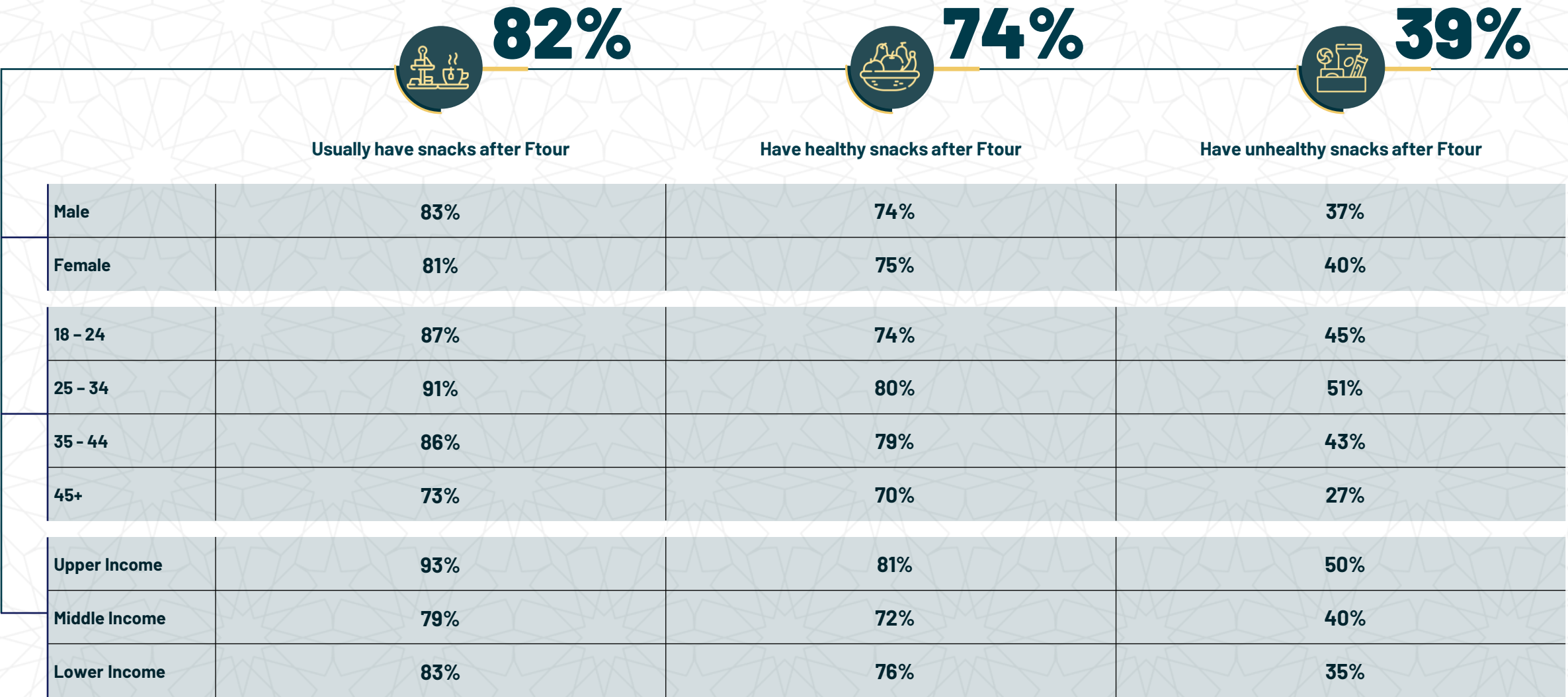
39%

Have unhealthy snacks after Ffour



Snacking behaviour during Ramadan

- by demographics





S'hour, in turn, continues to anchor the fast, maintaining its place as a near-daily routine for most.

83%

**Have S'hour
on most nights**

By Gender



By Age



By Income Level





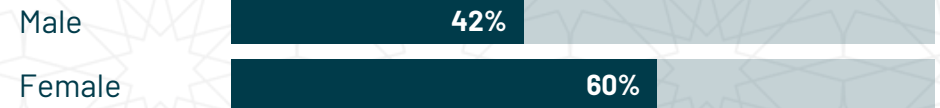
As these routines settle, mindfulness extends further, with many repurposing leftovers as part of a broader effort to reduce food waste during the month.

51%

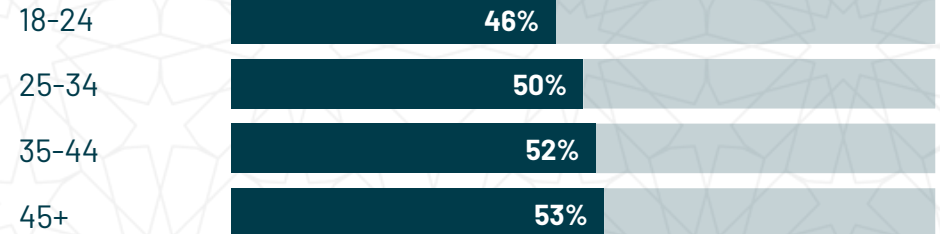
Make an effort to repurpose leftovers to minimize food waste during Ramadan



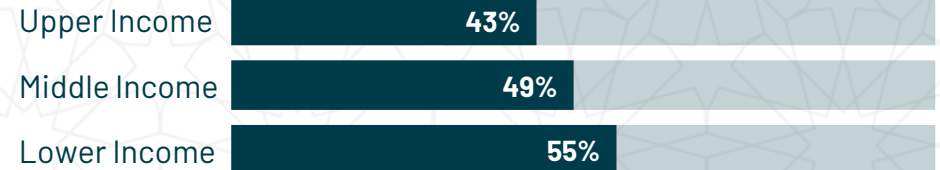
By Gender



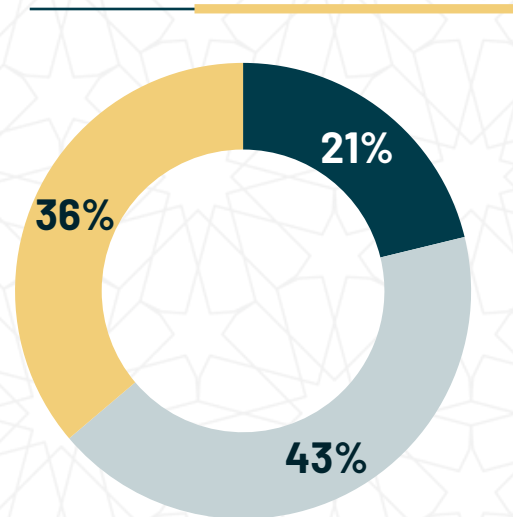
By Age



By Income Level



Taken together, these changed habits translate into most experiencing either no change in weight or weight loss during Ramadan.



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

By Gender

Male	18%	47%	35%
Female	24%	38%	37%

By Age

18-24	33%	41%	25%
25-34	19%	43%	38%
35-44	19%	41%	40%
45+	19%	44%	38%

By Income Level

Upper Income	40%	30%	30%
Middle Income	20%	45%	35%
Lower Income	19%	42%	39%



Financial & Shopping Behaviors In Ramadan

03



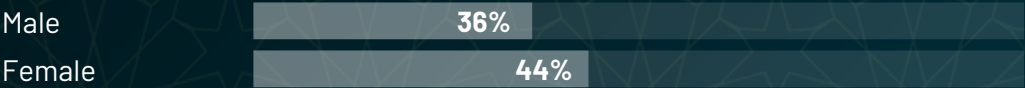
In Ramadan, many extend their sense of intention to finances, planning more carefully and setting money aside to balance personal needs with communal responsibilities.

40%

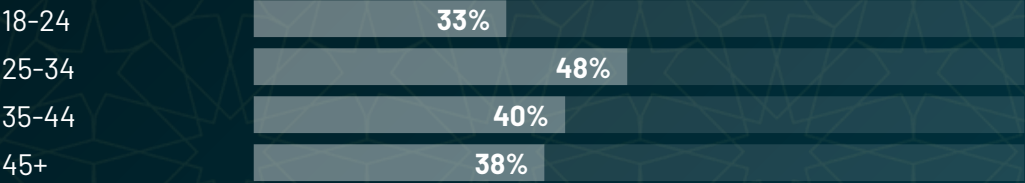
Agree that financial planning becomes a priority during Ramadan to manage both personal and communal duties



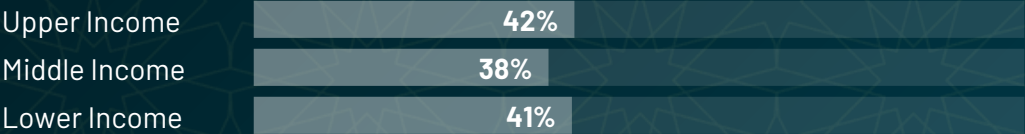
By Gender



By Age



By Income Level

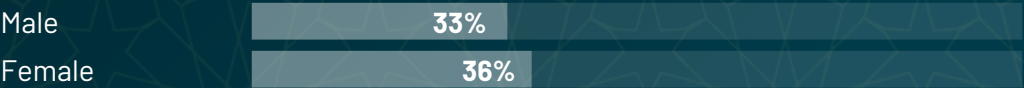


35%

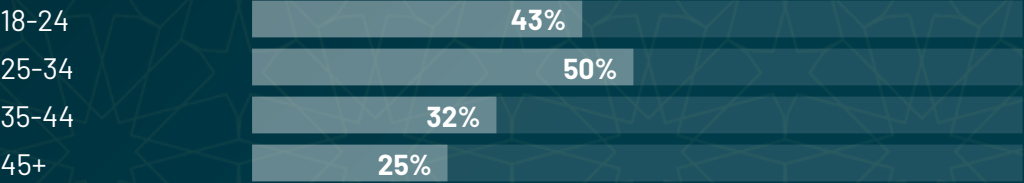
Tend to save more money in the months leading up to Ramadan to prepare for the increased expenses



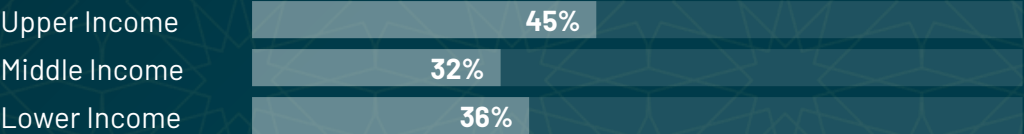
By Gender



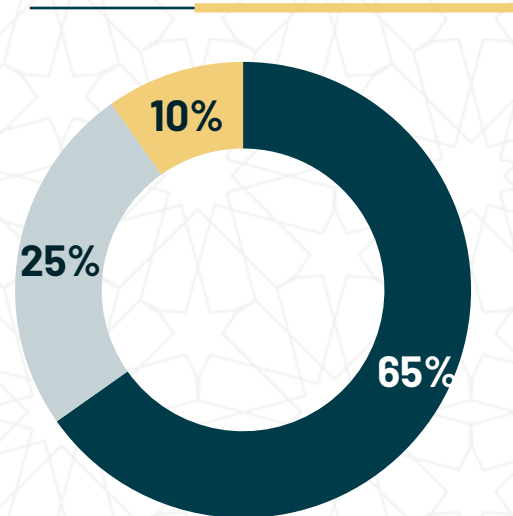
By Age



By Income Level



Despite this preparation, Ramadan remains a high-spending period, as households absorb the added costs that come with the month.



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



By Gender

Male	66%	25%	10%
Female	65%	25%	10%

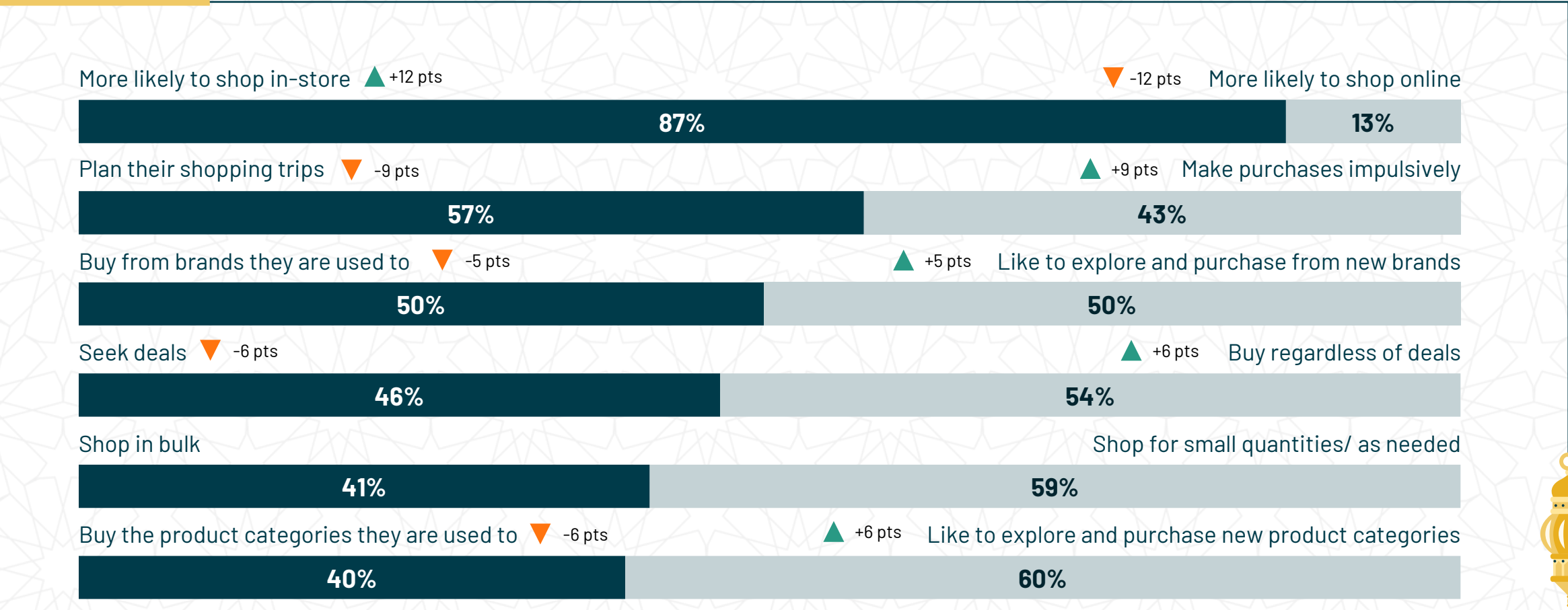
By Age

18-24	67%	23%	10%
25-34	60%	26%	14%
35-44	66%	25%	8%
45+	66%	25%	8%

By Income Level

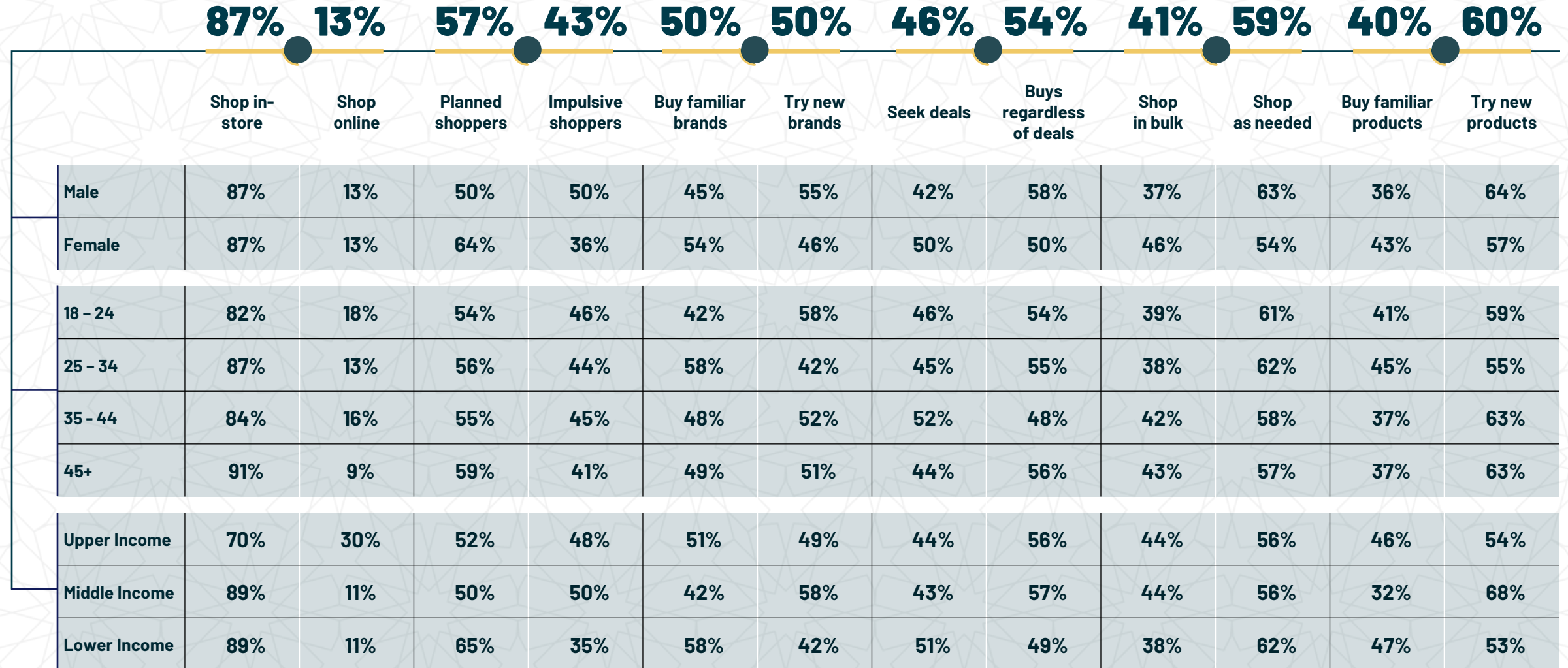
Upper Income	72%	19%	9%
Middle Income	71%	21%	8%
Lower Income	57%	31%	12%

This brings on a deliberate shopping mindset, where in-store trips are planned, yet openness to trying new brands and categories remains strong.



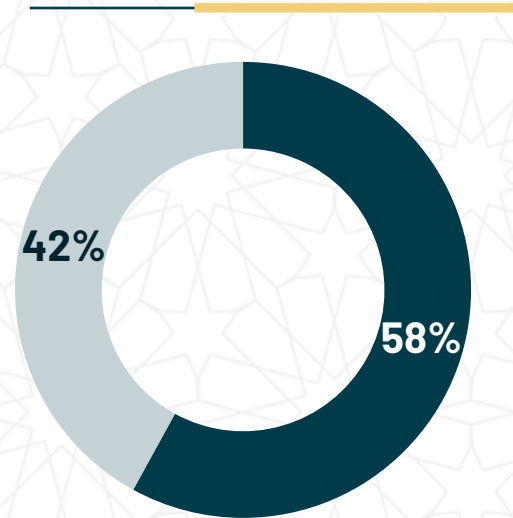
Types of shoppers during Ramadan

- by demographics





While shopping is planned and purposeful, it is also something many genuinely enjoy during the holy month.



- 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	55%	45%
Female	60%	40%

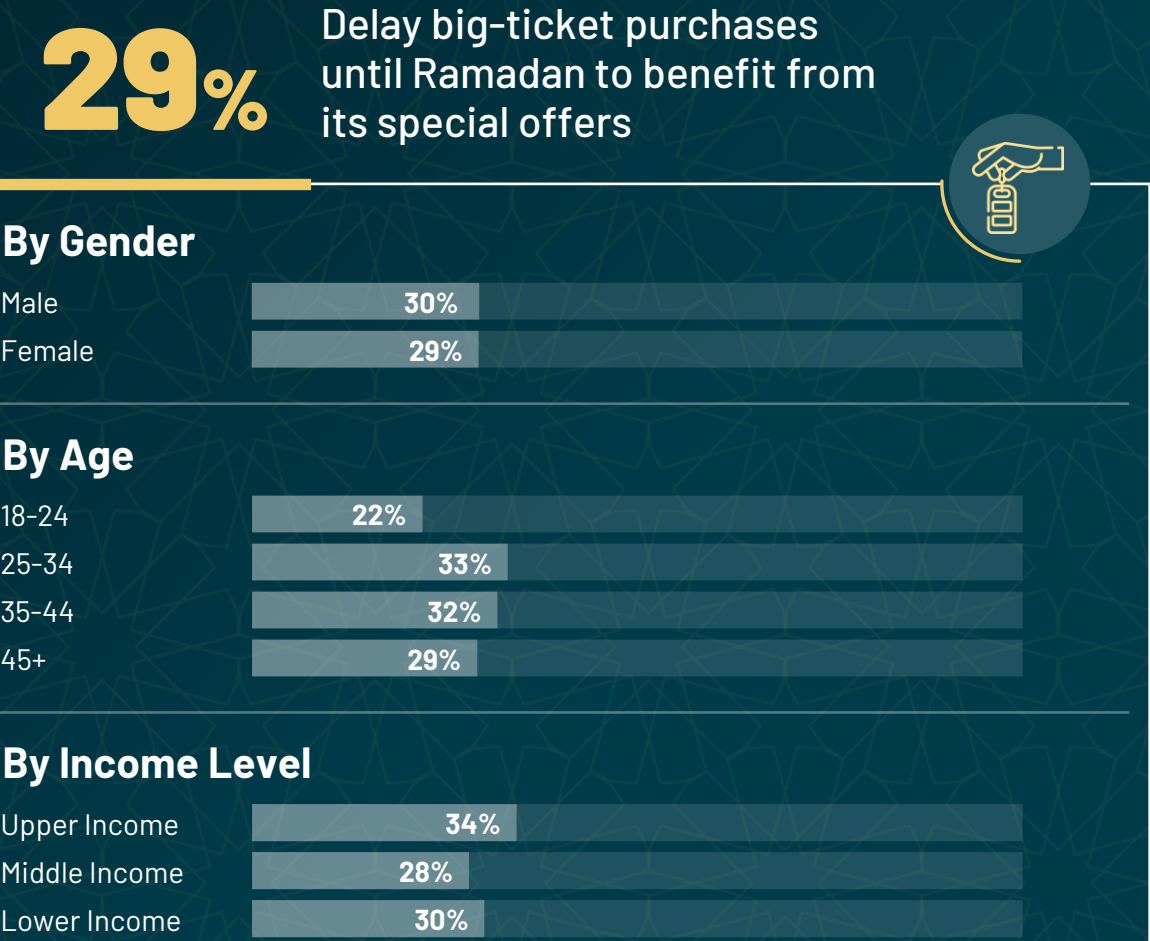
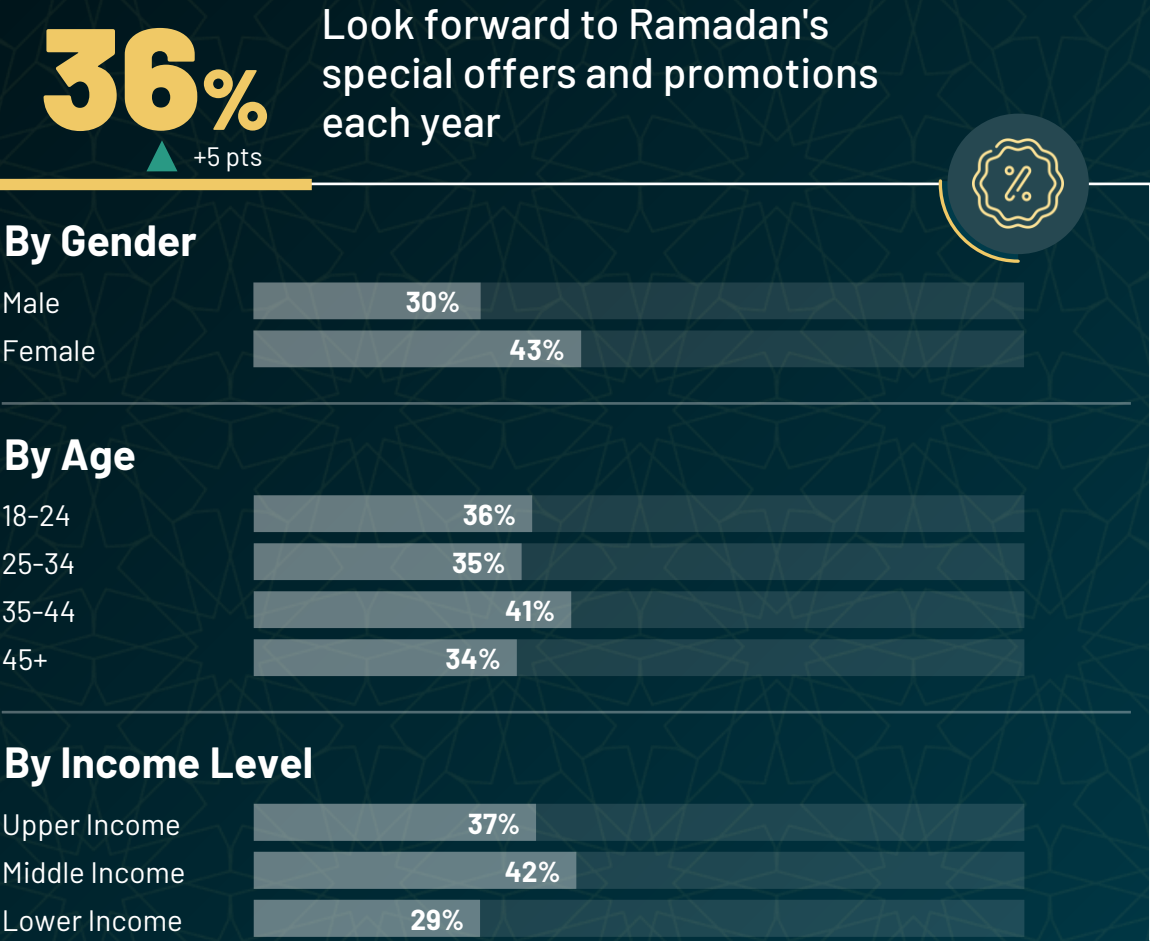
By Age

18-24	59%	41%
25-34	53%	47%
35-44	60%	40%
45+	58%	42%

By Income Level

Upper Income	57%	43%
Middle Income	63%	37%
Lower Income	52%	48%

This measured approach extends to bigger decisions, as some delay major purchases to benefit from Ramadan offers while others accept higher spending as part of the month.



Entertainment Choices In Ramadan

04



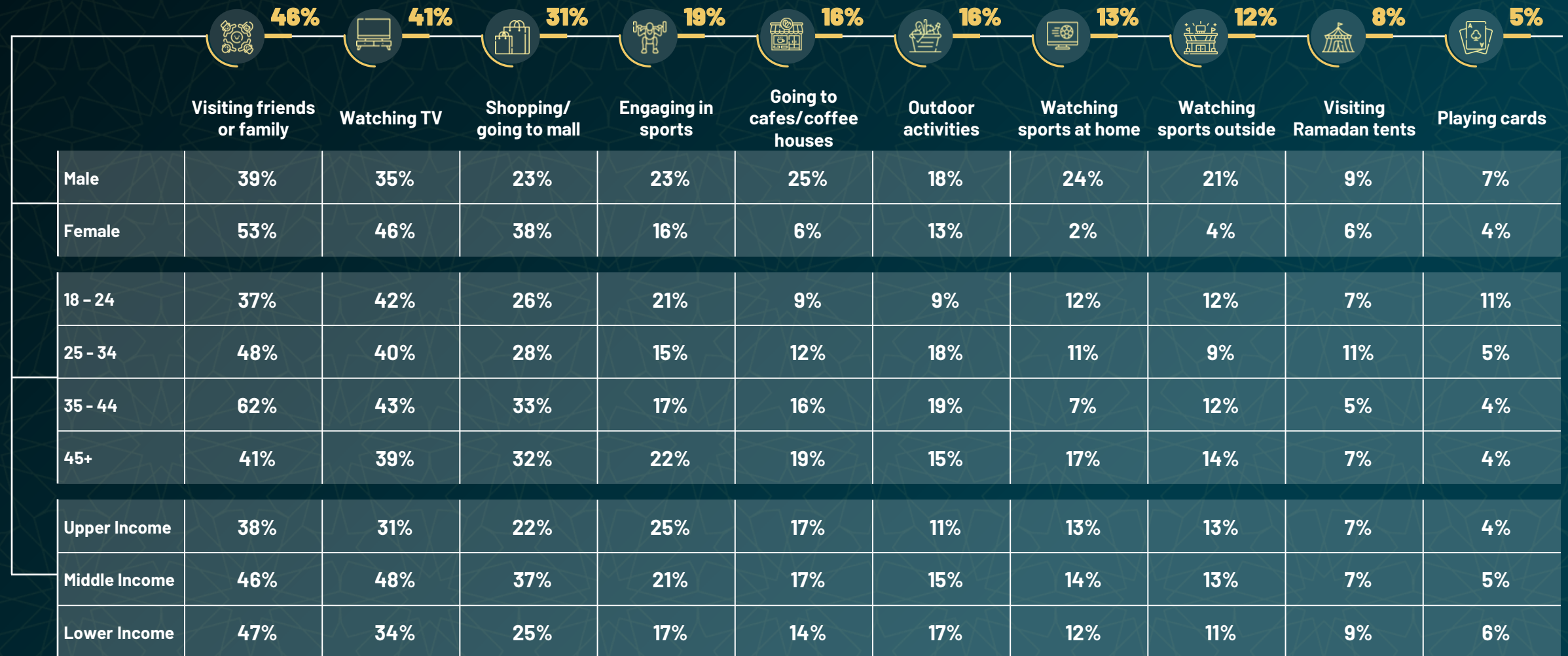
Entertainment during Ramadan centers on connection and comfort, with time spent primarily with loved ones or at home, alongside selective outings.

Top entertainment activities during Ramadan – Top 10



Entertainment activities during Ramadan

Top 10 - by demographics

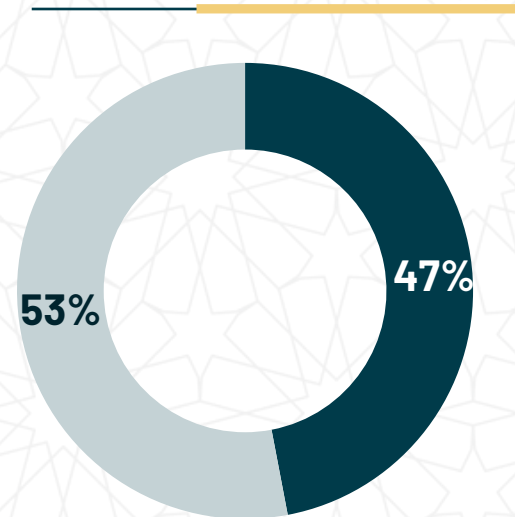


Brand Interaction & Advertising

05

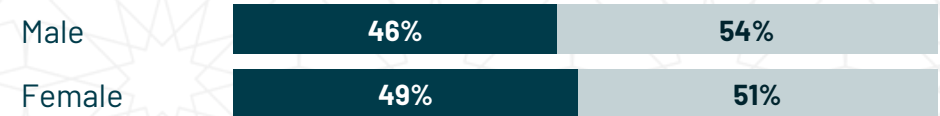


During Ramadan, people tend to discover brands slightly more through traditional offline sources, though online touchpoints remain important.

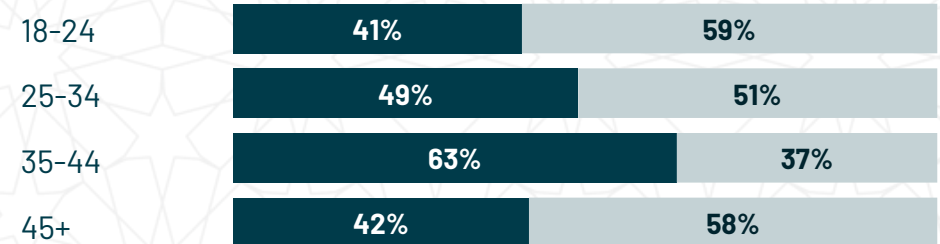


- Use online sources to obtain information about brands
- Use offline sources to obtain information about brands

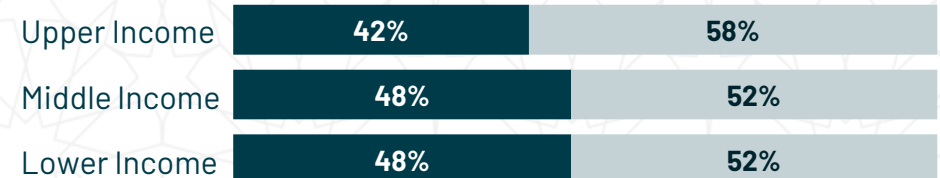
By Gender



By Age



By Income Level



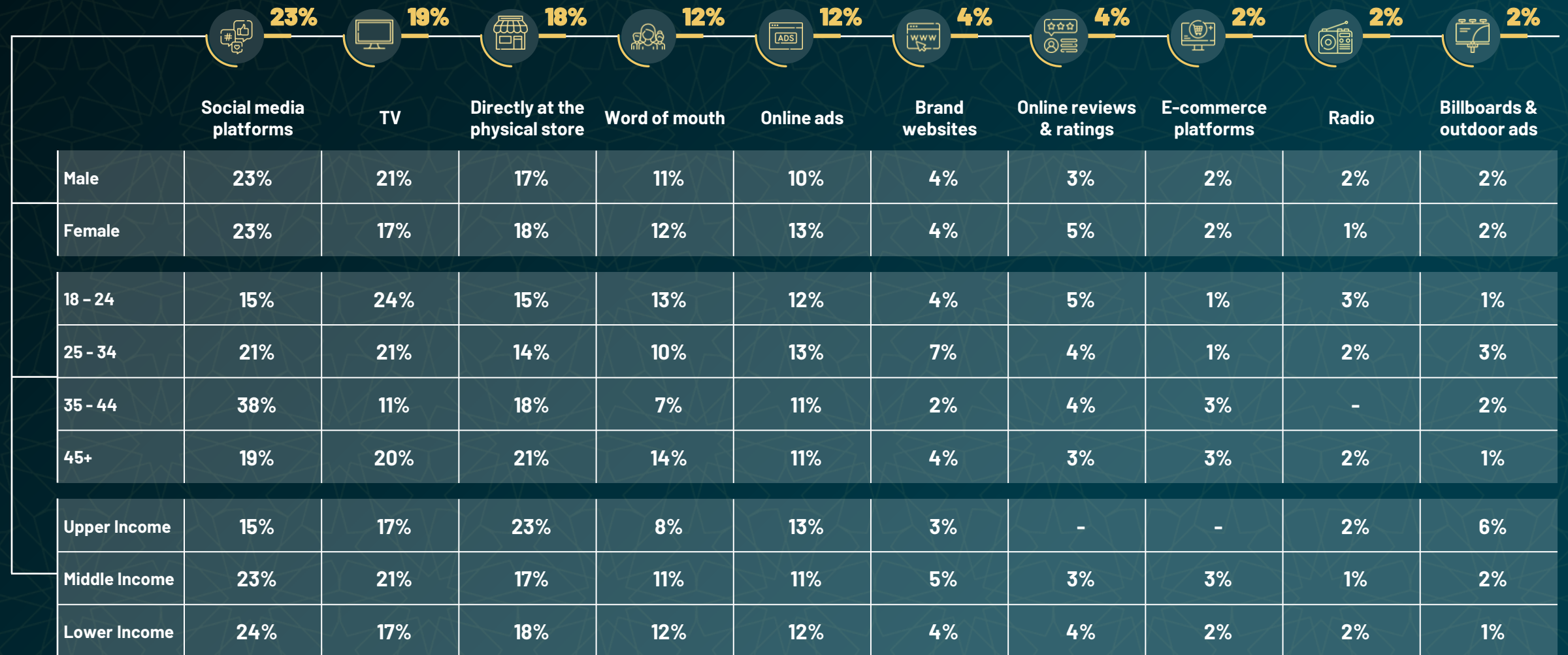
Obtaining information on brands is shaped by a mix of social media, television, as well as in-store exposure.

Main sources used to obtain information about brands – Top 10

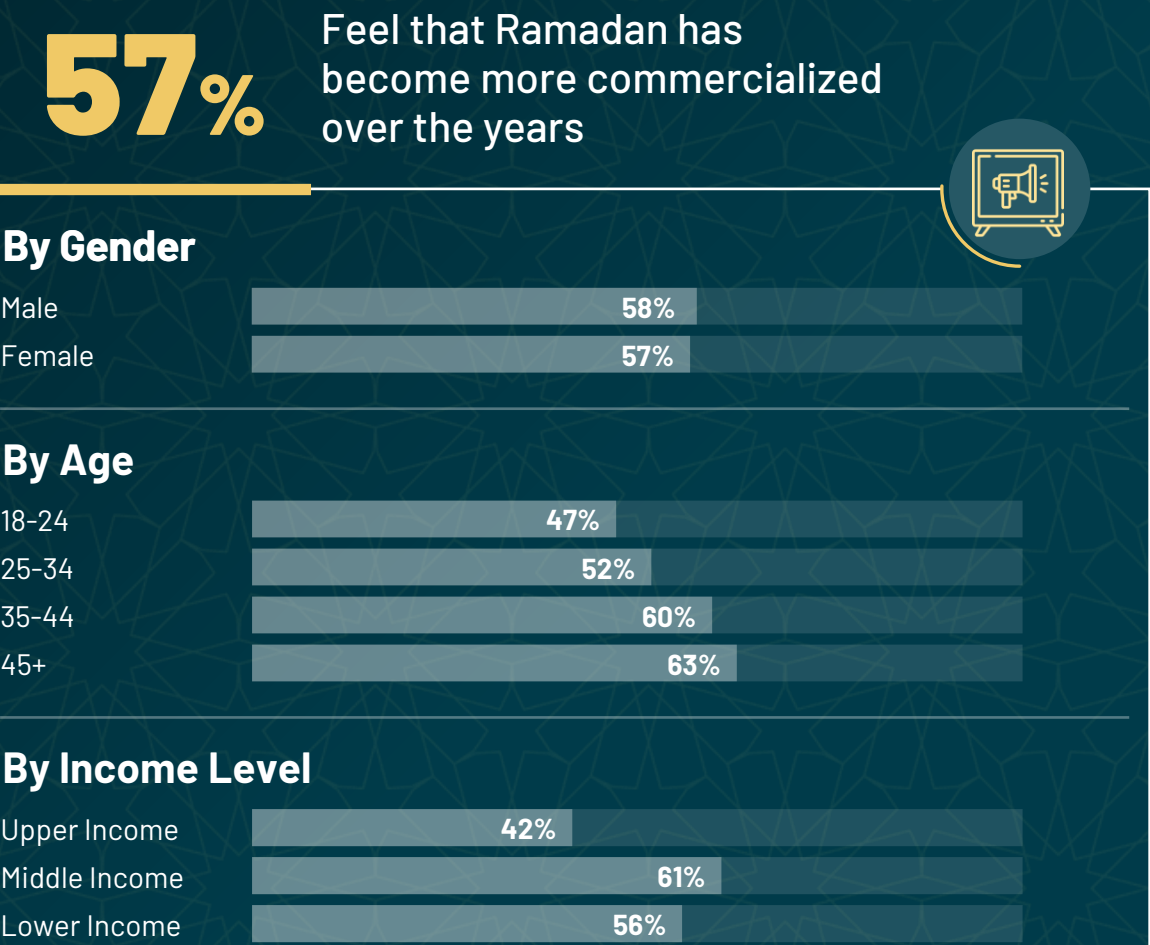
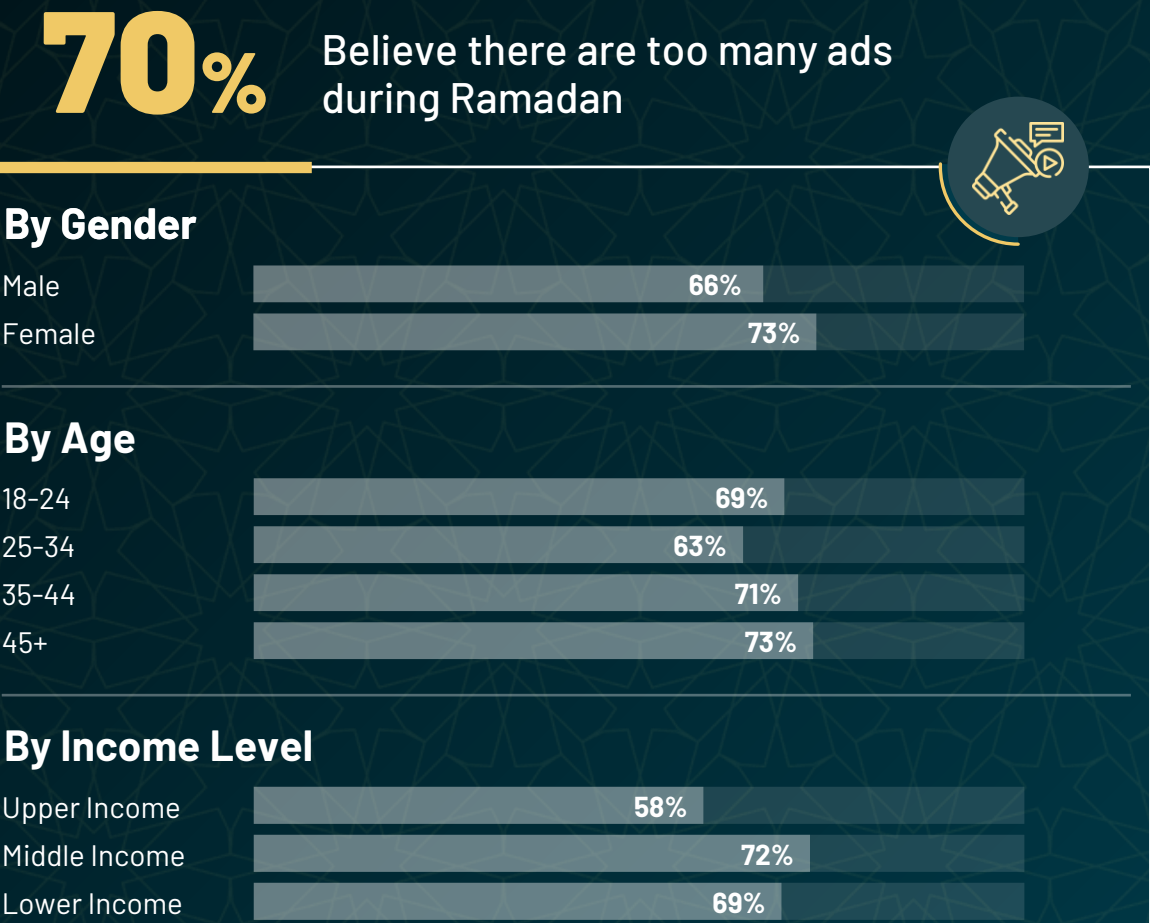


Main sources used to obtain information about brands

Top 10 - by demographics



However, the heightened presence of advertising during the month leads many to feel that Ramadan has become increasingly commercialized.

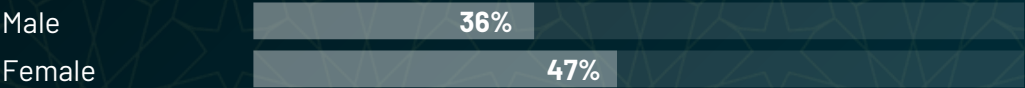


Despite widespread perceptions of ad overload, Ramadan advertising continues to drive recall and purchase influence.

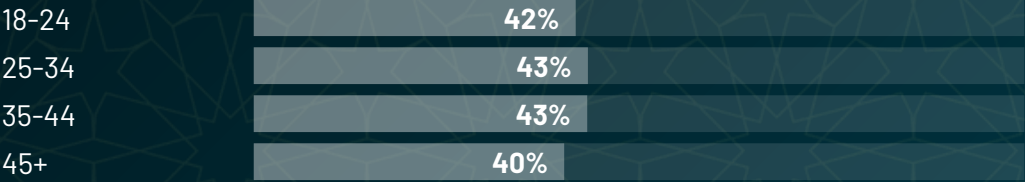
42% Have previously purchased a product based on an ad they saw during Ramadan



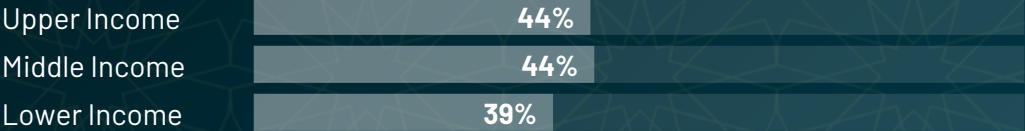
By Gender



By Age



By Income Level

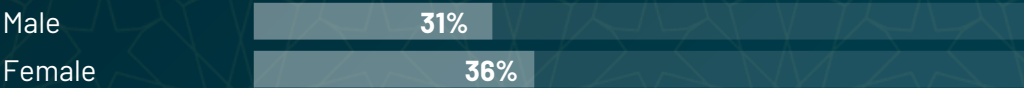


34% Are more likely to remember brands that advertise during Ramadan

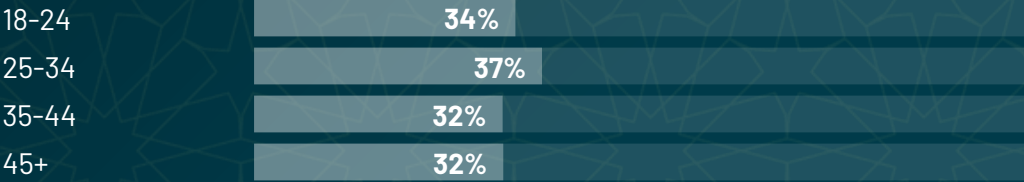
+5 pts



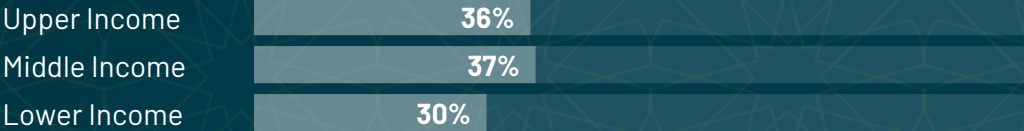
By Gender



By Age



By Income Level



Most Prominent Ramadan Brands

06



Brands most associated with Ramadan in Morocco

Top 10 brands – sorted by alphabetical order



The Ramadan Personas

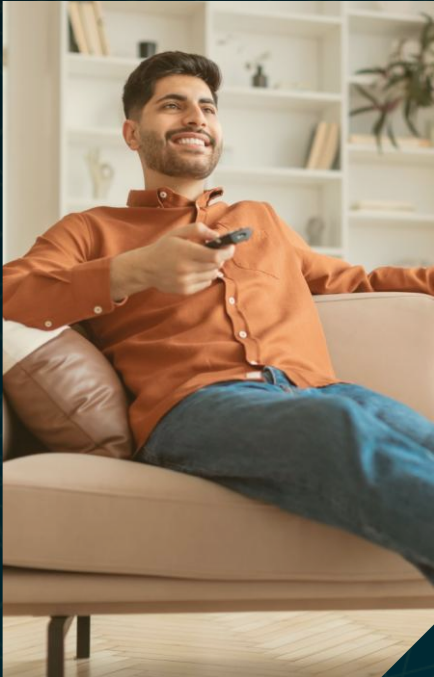
07



The diverse Ramadan personas – each with unique attitudes and behaviours during the holy month

26%

The Content Explorer



22%

The Passionate Shopper



19%

The Festive Spirit



18%

The Social Connector



15%

The Self Nurturer

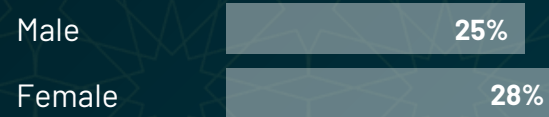




Who is the Content Explorer? (26%)

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

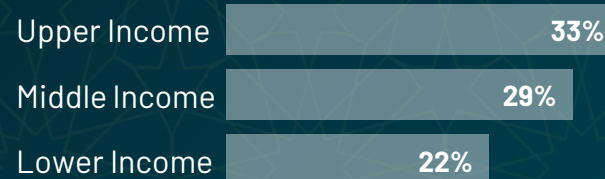
By Gender



By Age



By Income Level



52%

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

44%

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



Who is the Passionate Shopper? (22%)

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

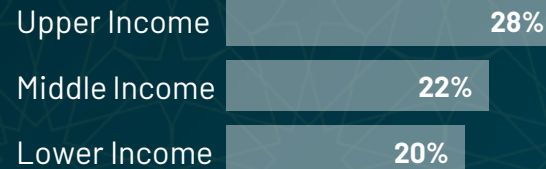
By Gender



By Age



By Income Level



56%

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

54%

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



Who is the Festive Spirit? (19%)

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

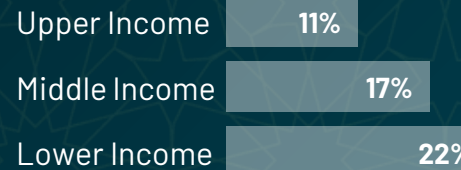
By Gender



By Age



By Income Level



80%

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

63%

Believe that Ramadan embodies the spirit of festivity, with its community Ffour/S'hour meals and shared joy



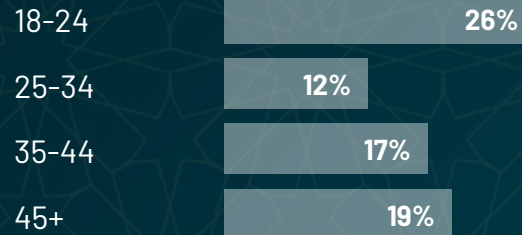
Who is the Social Connector? (18%)

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

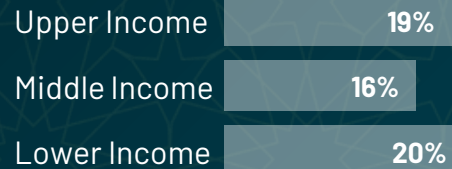
By Gender



By Age



By Income Level



74%

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

71%

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



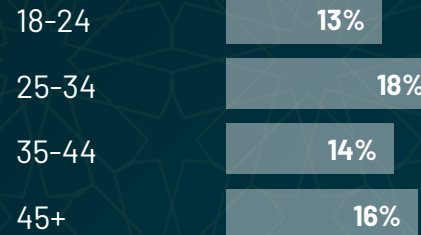
Who is the Self Nurturer? (15%)

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

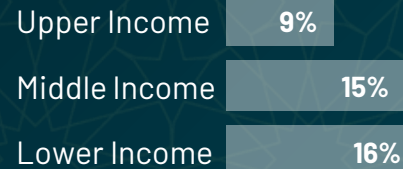
By Gender



By Age



By Income Level



97%

Consider Ramadan an opportunity to reset their body

94%

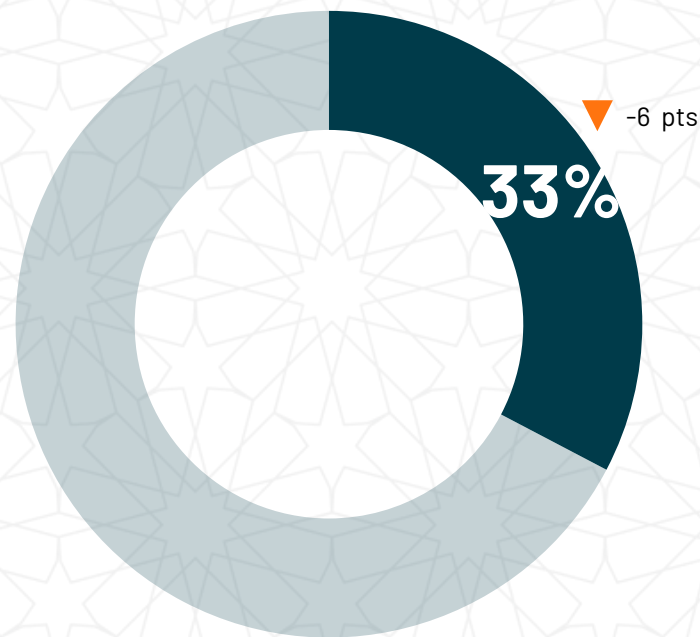
Consider Ramadan as a period of physical discipline and health consciousness

Eid Plans

08



Looking ahead to Eid, travel intentions stay measured, with a greater focus on domestic trips and staycations while international travel remains limited.



Plan on traveling during the Eid holiday

25%

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	37%	31%	5%
Female	29%	19%	9%
18 – 24	43%	33%	10%
25 – 34	30%	23%	7%
35 – 44	29%	25%	4%
45+	32%	24%	8%
Upper Income	47%	29%	17%
Middle Income	36%	30%	6%
Lower Income	27%	20%	7%

Sample and methodology

Sample size

500 respondents

Sample criteria

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

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in Morocco
with a nationwide coverage

FOR MORE INFORMATION

Luc Durand

Managing Director
Ipsos in Morocco and Algeria
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Meryem Koutbi

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