

THE 2026 RAMADAN HANDBOOK

Saudi Arabia Edition

February 2026

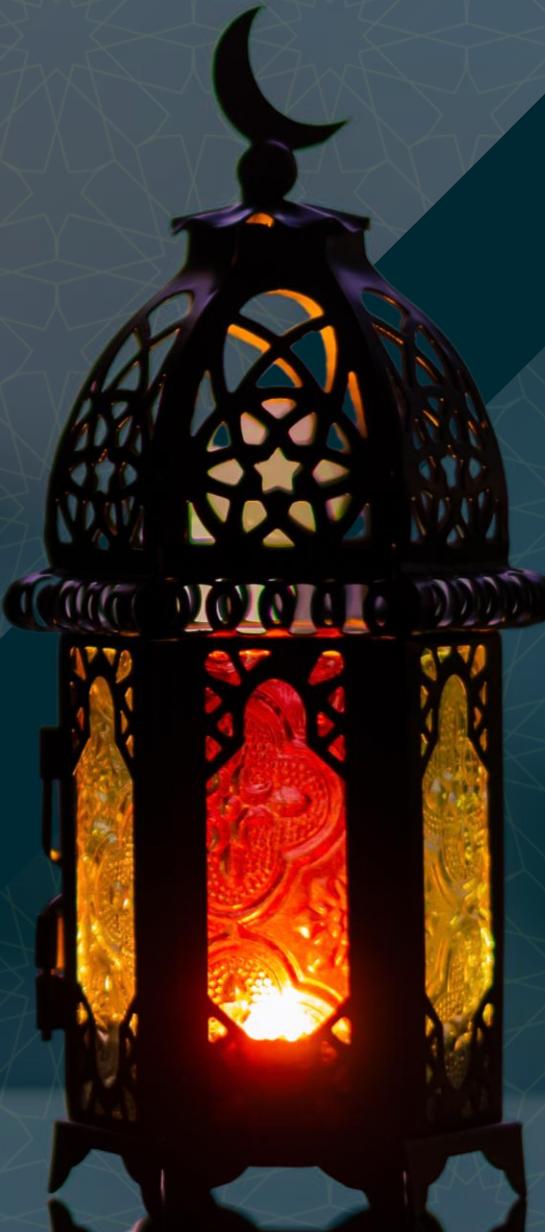


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Lifestyle Changes In Ramadan

01





Ramadan in Saudi Arabia is anchored in spirituality, with the month widely embraced as a time for reflection, devotion, and acts of giving.



84%

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



80%

Believe Ramadan is about engaging in acts of charity



75%

Focus more on spirituality during Ramadan



As this spiritual focus reshapes daily life, routines naturally adjust; sleep levels decline, yet many experience improved productivity at work.

■ Increase ■ Stay the same ■ Decrease

Sleep during Ramadan



▲ +6 pts

Activity levels during Ramadan

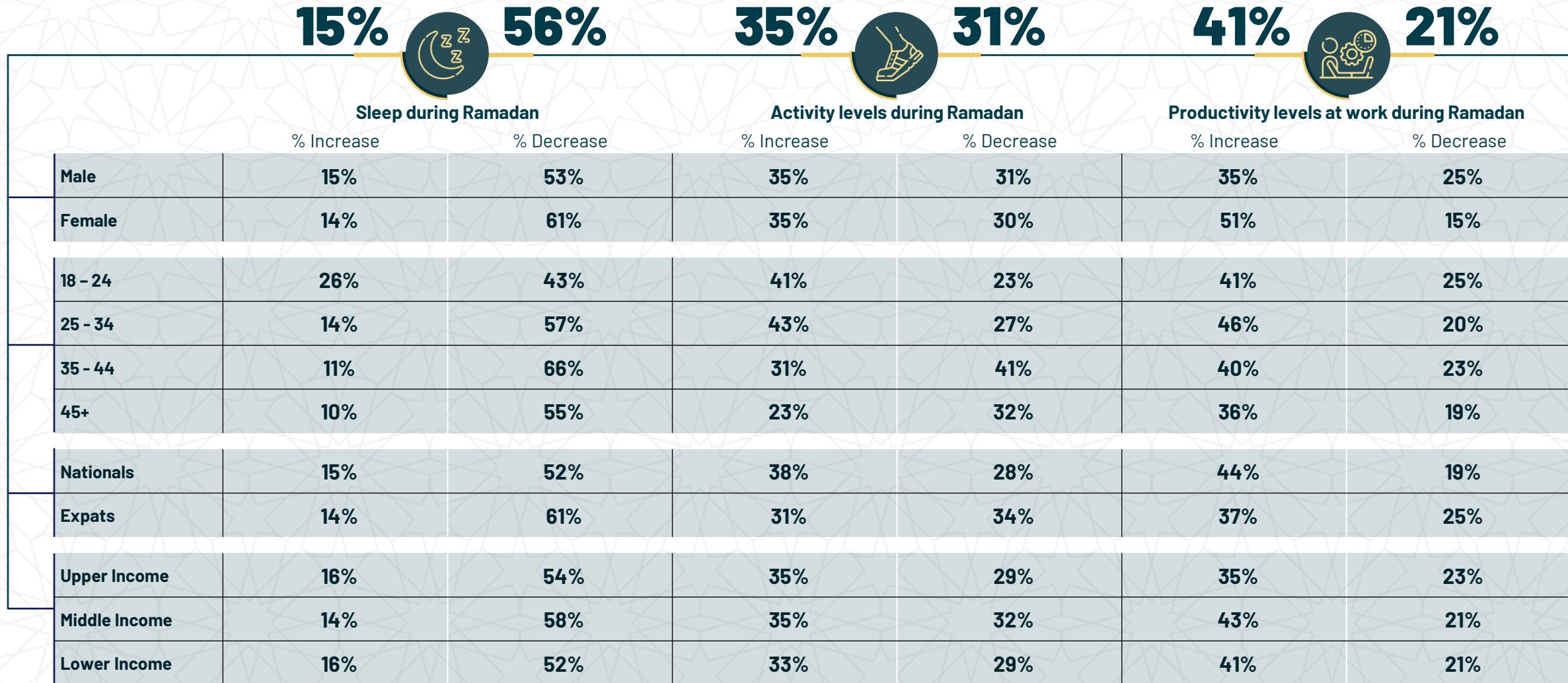


Productivity levels at work during Ramadan



Sleep, activity and productivity

- by demographics



At the heart of the month, Ramadan continues to revolve around family, reinforcing close bonds and reviving memories of cherished shared moments.



90%

▲ +5 pts

Spend more time with family than with friends during Ramadan



72%

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



Yet alongside this connection, there is a growing sense that Ramadan is experienced differently today, with fewer gatherings and weakening of its collective spirit.



51%

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



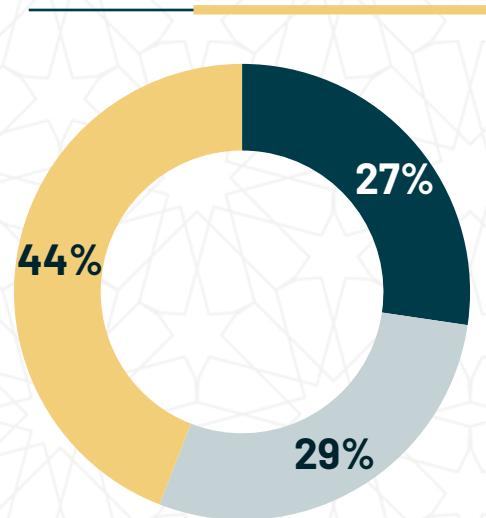
46%

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





This shift is reflected in social behavior, as many adopt a quieter rhythm during the month, going out less and spending more time at home.



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



By Gender

Male	33%	29%	38%
Female	19%	27%	54%

By Age

18-24	36%	26%	38%
25-34	32%	30%	38%
35-44	27%	27%	46%
45+	15%	30%	55%

By Nationality

Nationals	31%	31%	37%
Expats	22%	25%	53%

By Income Level

Upper Income	27%	25%	48%
Middle Income	28%	27%	45%
Lower Income	25%	37%	38%



In turn, creating a festive and meaningful atmosphere at home becomes an important way for many to preserve the essence of Ramadan.

58%

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



By Gender



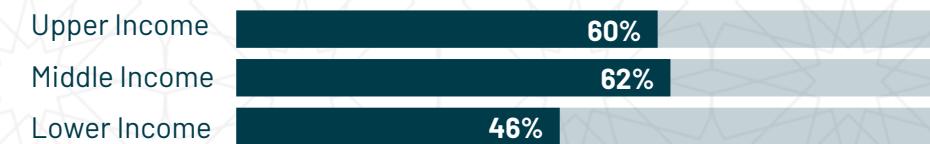
By Age



By Nationality



By Income Level



Eating Habits In Ramadan

02

For most people, Ramadan is not only a spiritual reset but also a time associated with physical discipline and health awareness.



79%

▲ +6 pts

Consider Ramadan as a period of physical discipline and health consciousness



79%

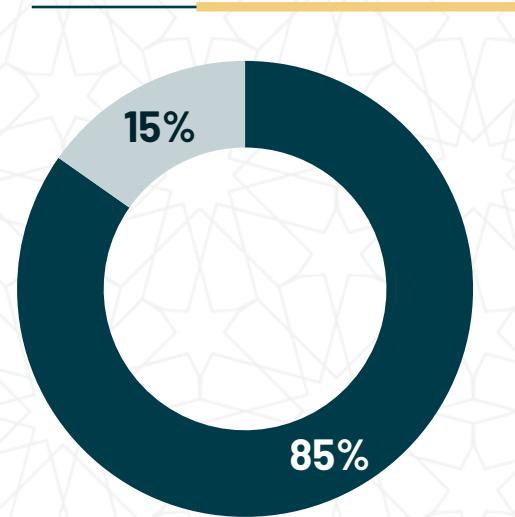
▲ +9 pts

Consider Ramadan an opportunity to reset their body



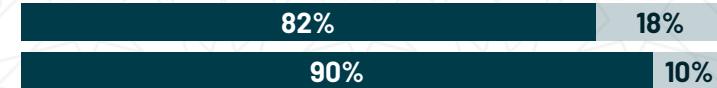


Against this backdrop, eating habits shift, with home-cooked meals becoming more common.

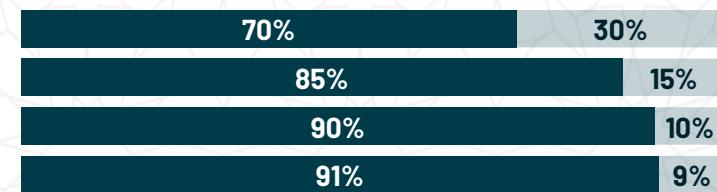


- Tend to eat more home-cooked meals
- Tend to eat out more

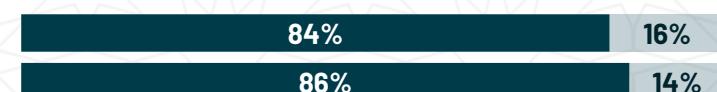
By Gender



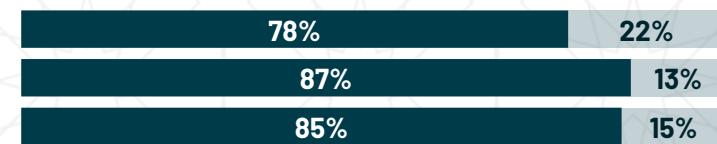
By Age



By Nationality

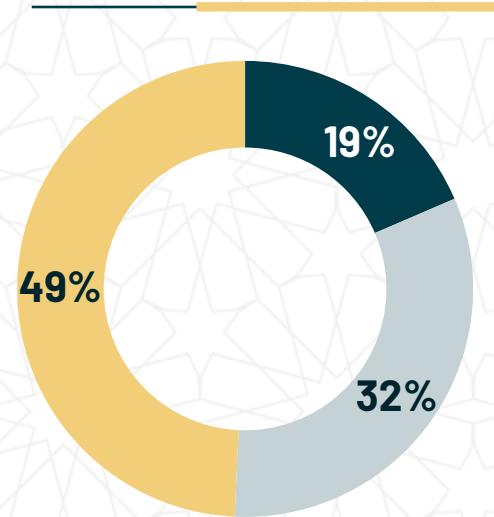


By Income Level





Food delivery remains part of the routine, though generally at lower levels than usual.



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



By Gender

Male	21%	34%	44%
Female	14%	29%	57%

By Age

18-24	25%	32%	43%
25-34	19%	27%	54%
35-44	19%	33%	48%
45+	12%	38%	50%

By Nationality

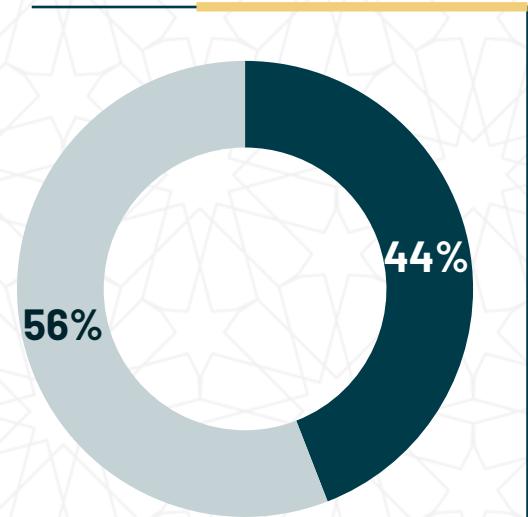
Nationals	18%	34%	49%
Expats	20%	30%	50%

By Income Level

Upper Income	17%	32%	51%
Middle Income	18%	32%	50%
Lower Income	20%	34%	46%



When used, food delivery is more commonly associated with Suhoor rather than Iftar.



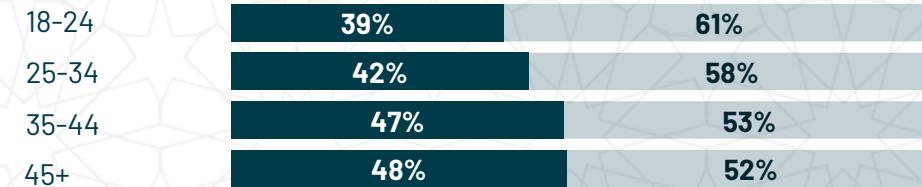
- Tend to order food delivery more for Iftar meals during Ramadan
- Tend to order food delivery more for Suhoor meals during Ramadan



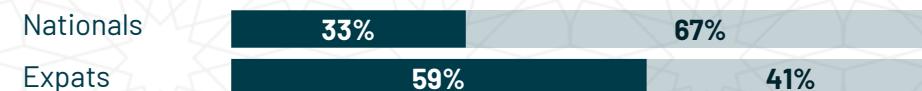
By Gender



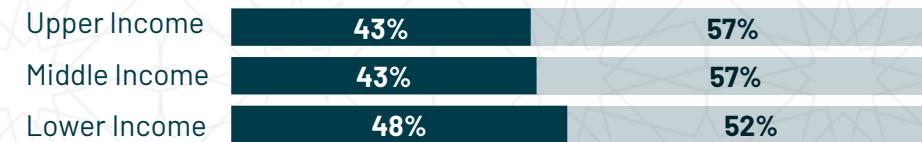
By Age



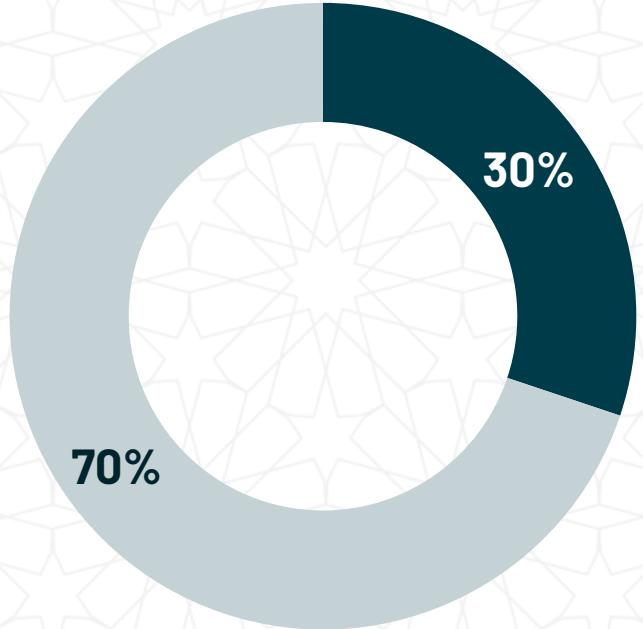
By Nationality



By Income Level



Iftar itself stays highly traditional, almost always beginning with dates and followed by appetizers and main dishes.



- Usually eat one main dish during Iftar
- Usually eat a variety of main dishes during Iftar

93%

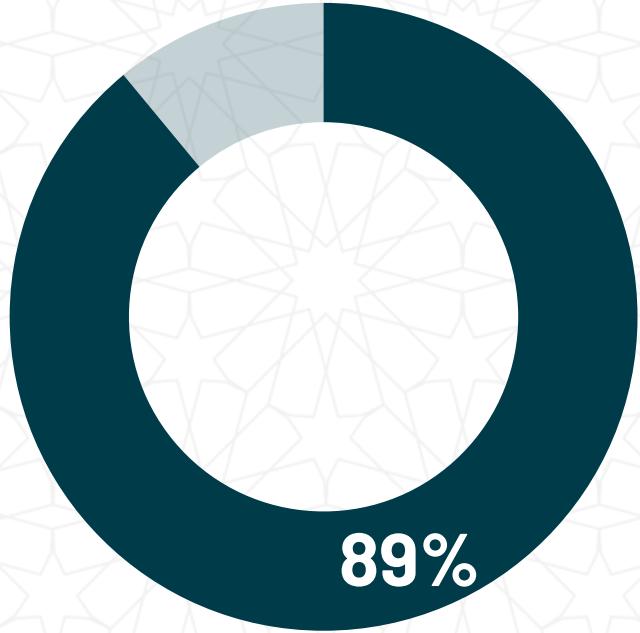
Always break their fast with dates

79%

Have appetizers everyday at Iftar



Eating then extends into the evening, with snacking forming a regular part of the rhythm, blending healthier options with more indulgent choices.



Usually have snacks after Iftar

78%

Have healthy snacks after Iftar

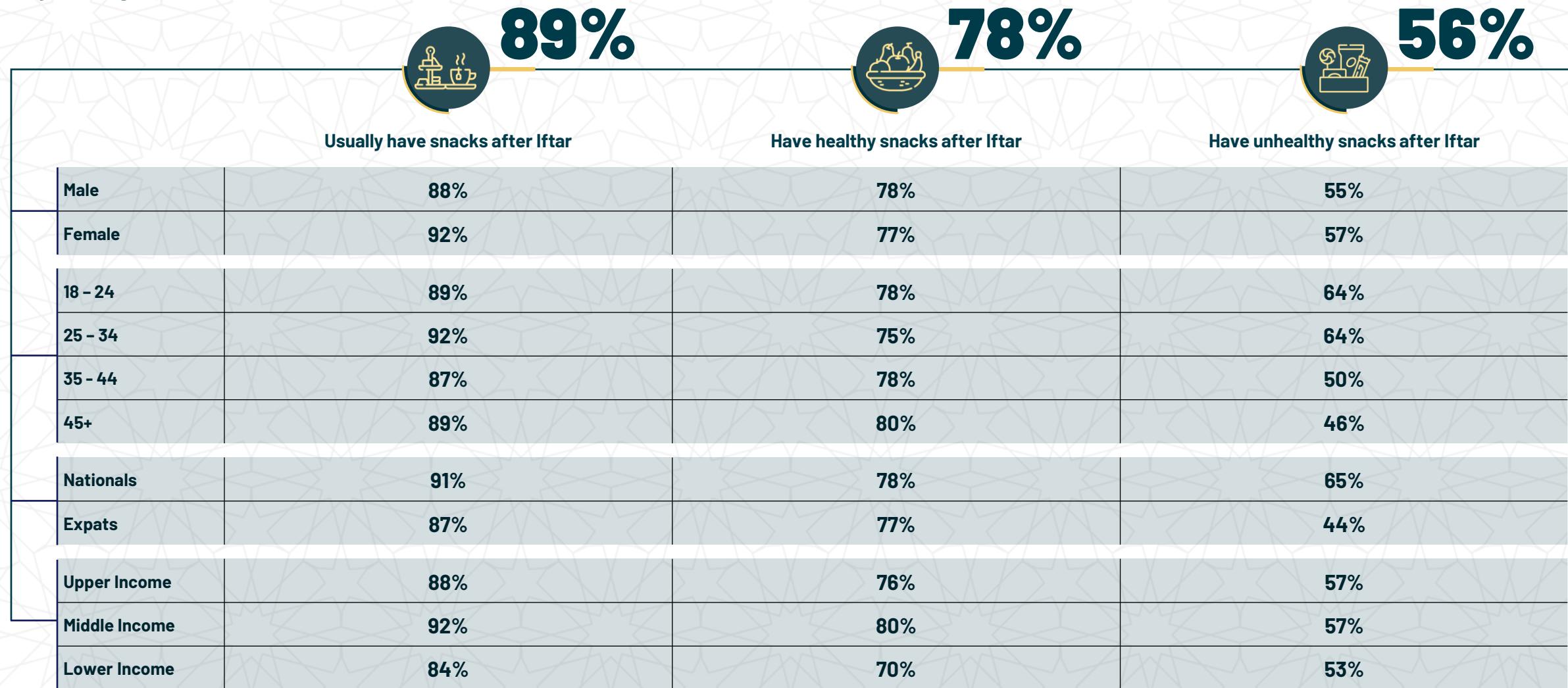
56%

Have unhealthy snacks after Iftar



Snacking behaviour during Ramadan

- by demographics





Suhoor, meanwhile, remains a consistent practice for most.

89%

Have Suhoor
on most nights



By Gender



By Age



By Nationality



By Income Level





With a variety of dishes at Iftar and Suhoor, many make a conscious effort to repurpose leftovers to minimize food waste during the month.

71%

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



By Gender



By Age



By Nationality

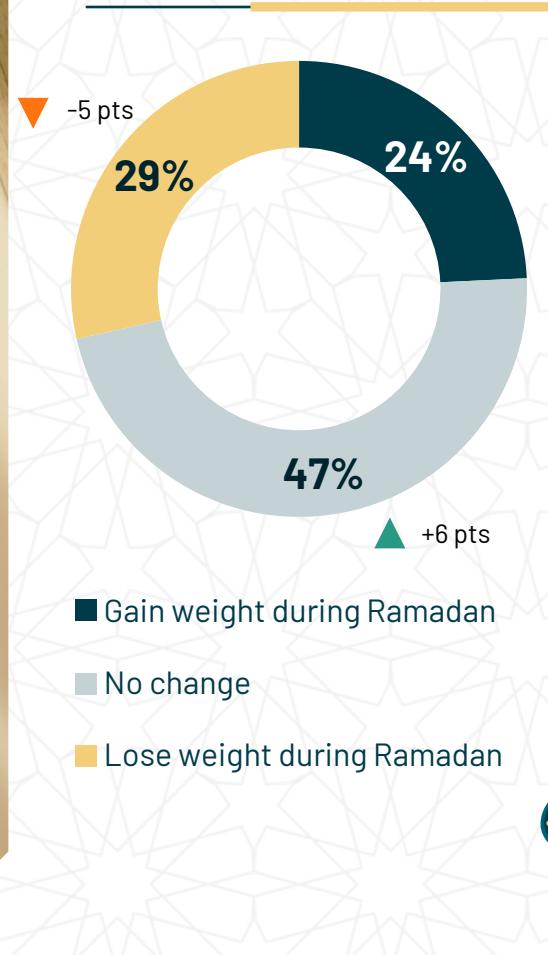


By Income Level





Despite the disruption in food habits caused by fasting, the majority maintain their weight.



By Gender

Male	20%	47%	33%
Female	31%	47%	22%

By Age

18-24	29%	44%	27%
25-34	29%	50%	22%
35-44	21%	47%	32%
45+	18%	47%	35%

By Nationality

Nationals	25%	50%	25%
Expats	24%	43%	33%

By Income Level

Upper Income	29%	43%	28%
Middle Income	23%	45%	32%
Lower Income	25%	58%	17%

Financial & Shopping Behaviors In Ramadan

03

During Ramadan, financial planning becomes a priority for more than half, with a similar share setting money aside in anticipation of higher expenses.

55%

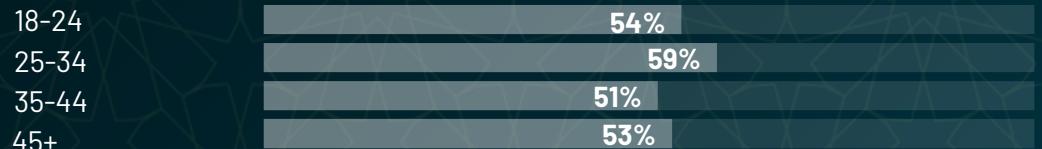
Agree that financial planning becomes a priority during Ramadan to manage both personal and communal duties



By Gender



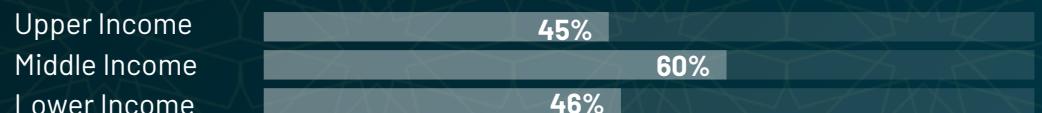
By Age



By Nationality



By Income Level



50%

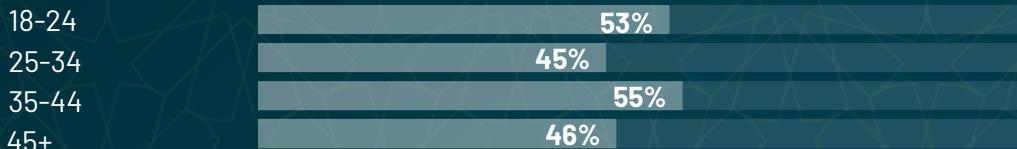
Tend to save more money in the months leading up to Ramadan to prepare for the increased expenses



By Gender



By Age



By Nationality

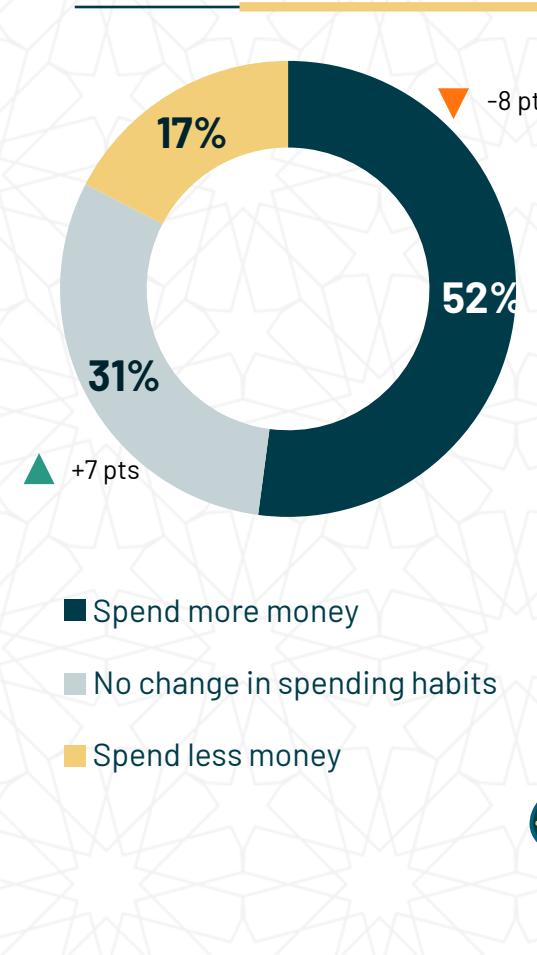


By Income Level

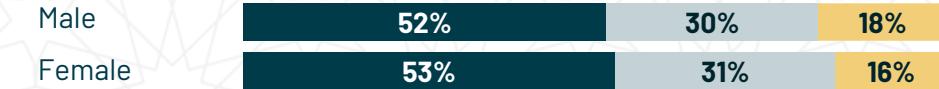




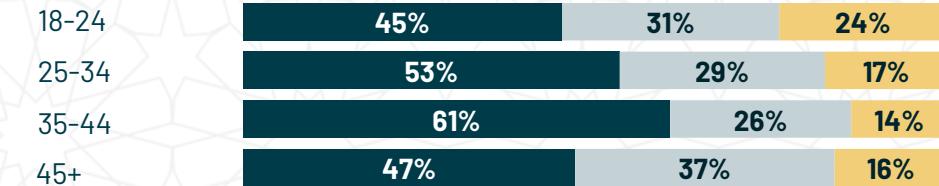
Despite planning and saving, spending still rises for 1 in 2 people.



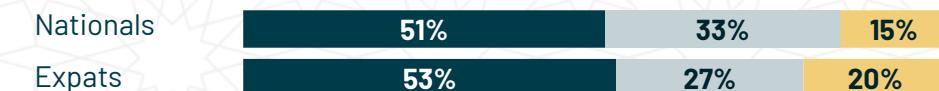
By Gender



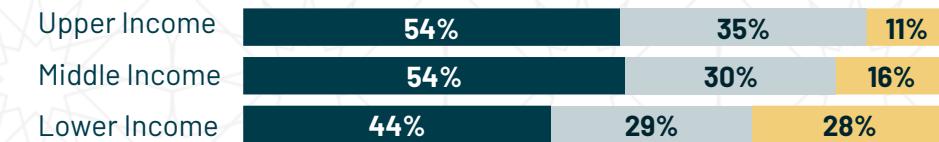
By Age



By Nationality



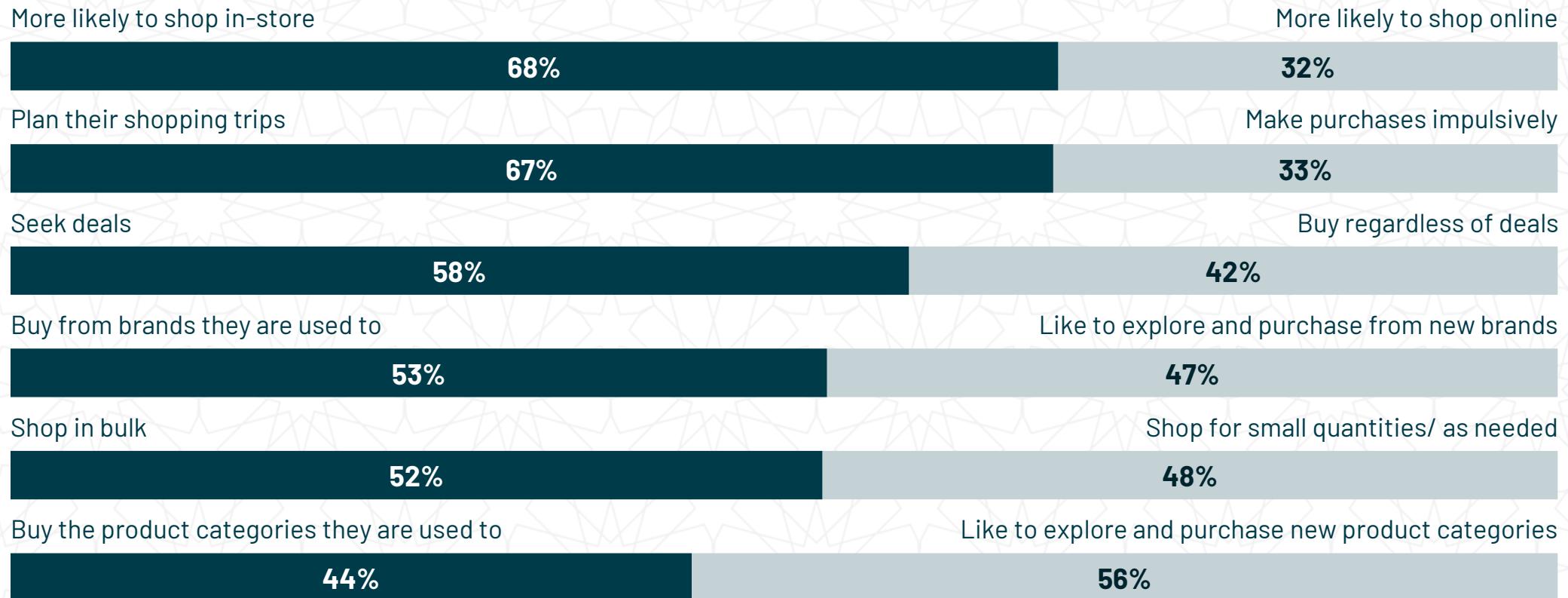
By Income Level



▲ ▼ Change vs 2025

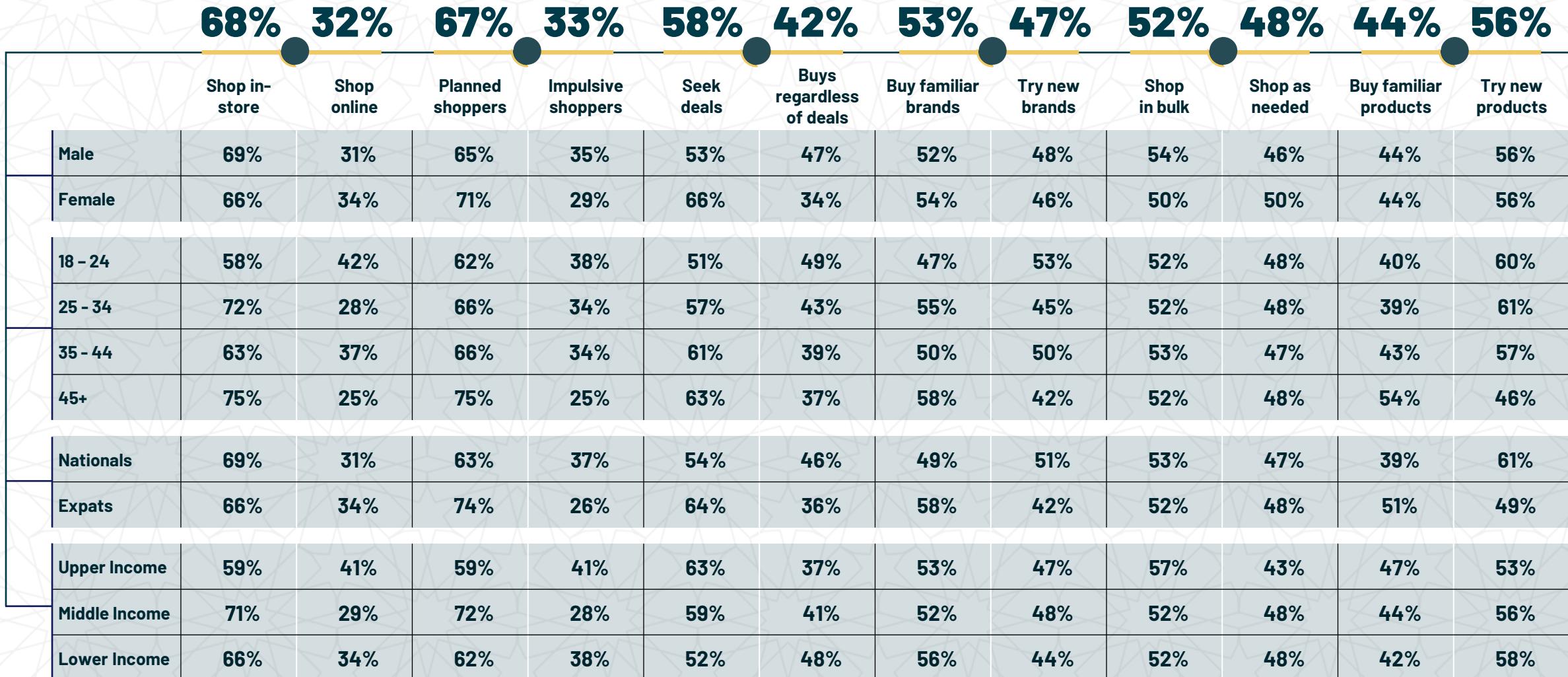


In Saudi Arabia, shopping during Ramadan is largely in-store and considered, shaped by planning and deal-seeking. At the same time, many are open to exploring new brands and products.



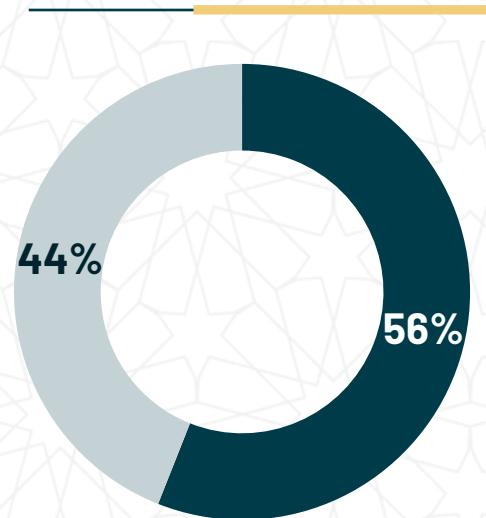
Types of shoppers during Ramadan

- by demographics



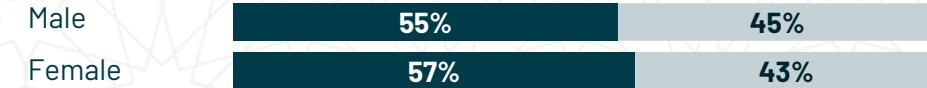


Within this experience, food and beverage shopping continues to be viewed positively by many.

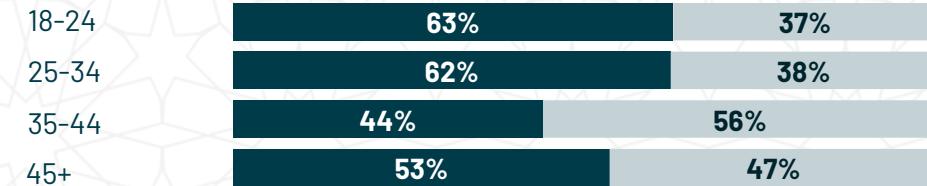


- Consider shopping for food and beverages to be an enjoyable activity during Ramadan
- Find shopping for food and beverages a chore during Ramadan

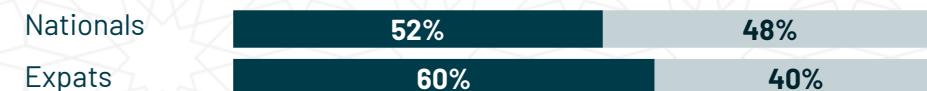
By Gender



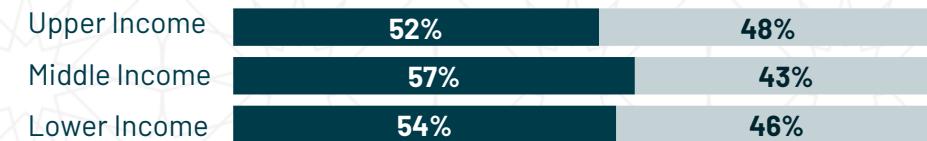
By Age



By Nationality



By Income Level



Ramadan's special offers draw strong interest in the market, with 2 in 3 looking forward to them and nearly half choosing to delay major purchases to benefit from those promotions.

66%

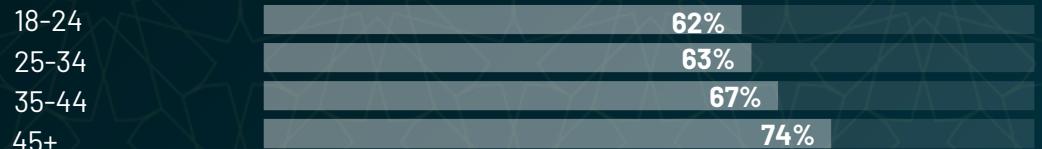
Look forward to Ramadan's special offers and promotions each year



By Gender



By Age



By Nationality



By Income Level



45%

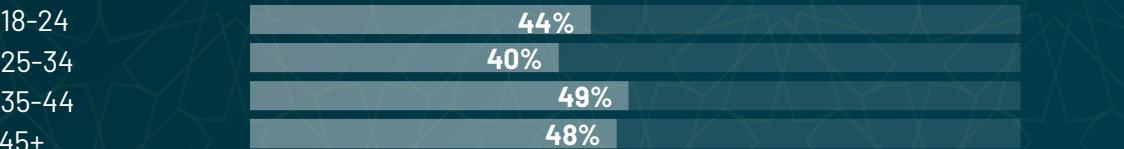
Delay big-ticket purchases until Ramadan to benefit from its special offers



By Gender



By Age



By Nationality



By Income Level



Entertainment Choices In Ramadan

04



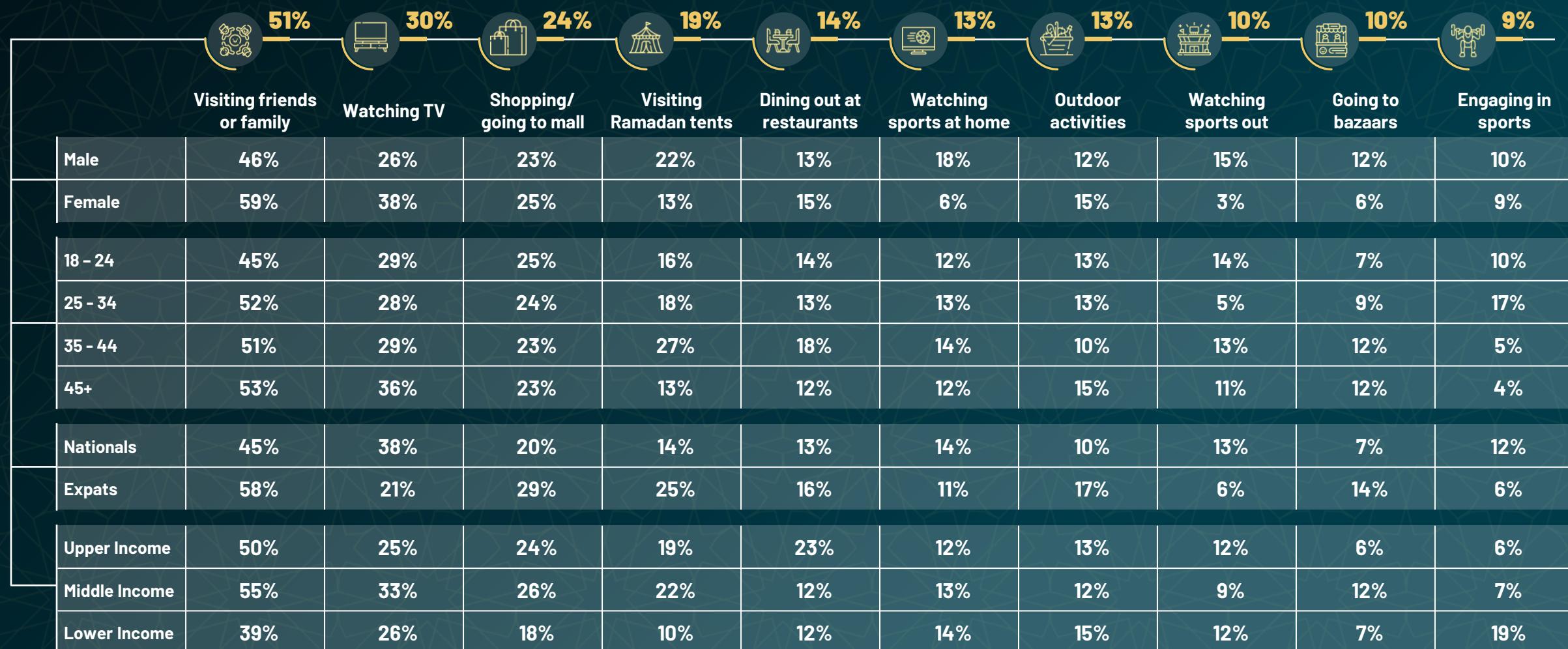
Entertainment revolves around social connection, combining shared time with a range of leisure activities. Visiting friends or family leads, followed by TV viewing and shopping.

Top entertainment activities during Ramadan – Top 10



Entertainment activities during Ramadan

Top 10 - by demographics

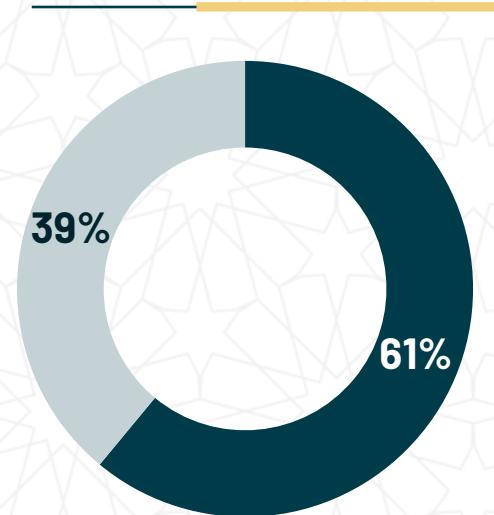


Brand Interaction & Advertising

05



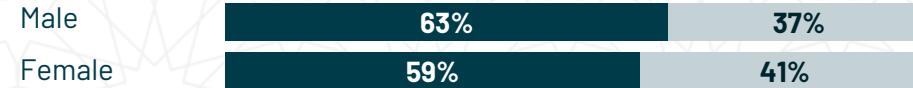
People predominantly turn to online sources to learn about brands throughout Ramadan.



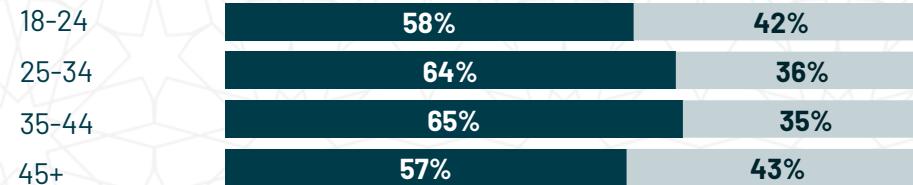
- Use online sources to obtain information about brands
- Use offline sources to obtain information about brands



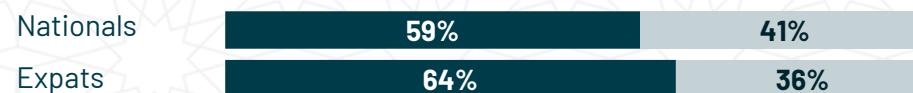
By Gender



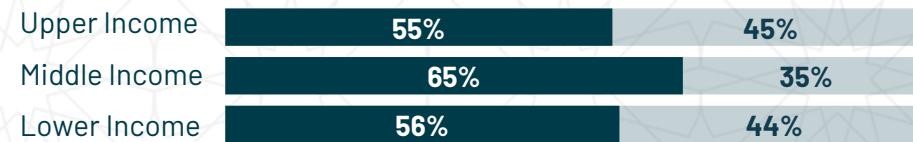
By Age



By Nationality

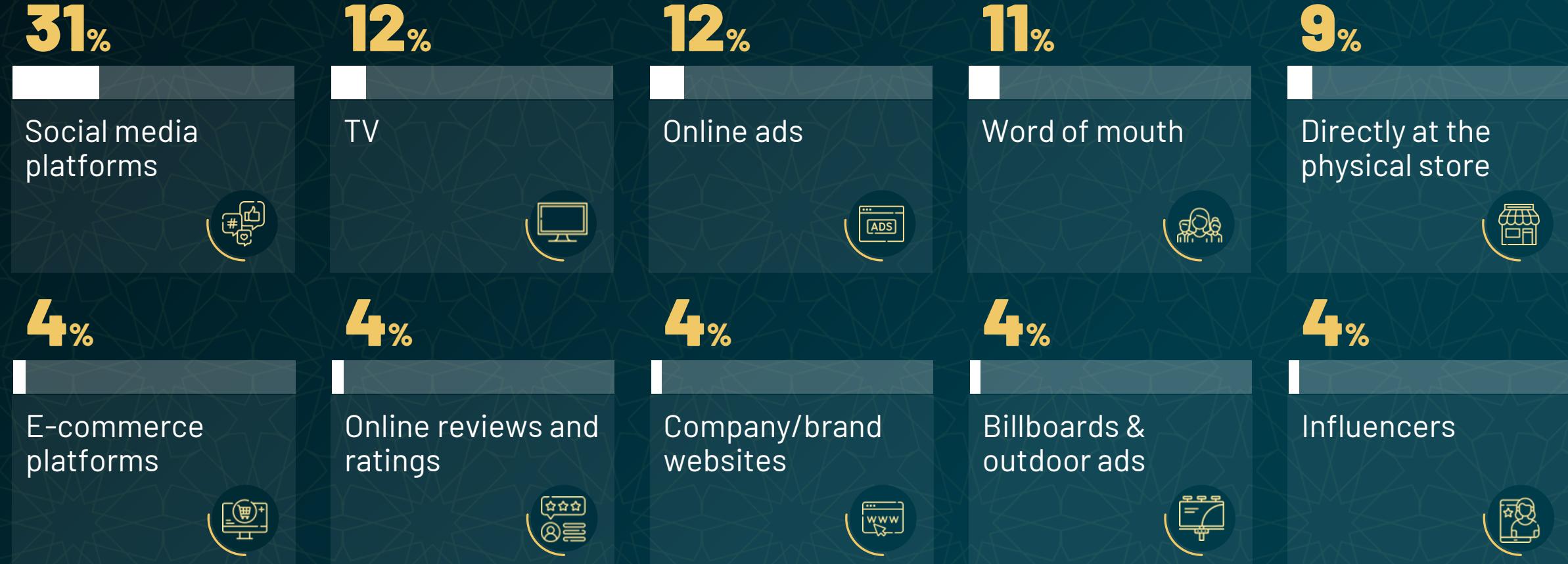


By Income Level



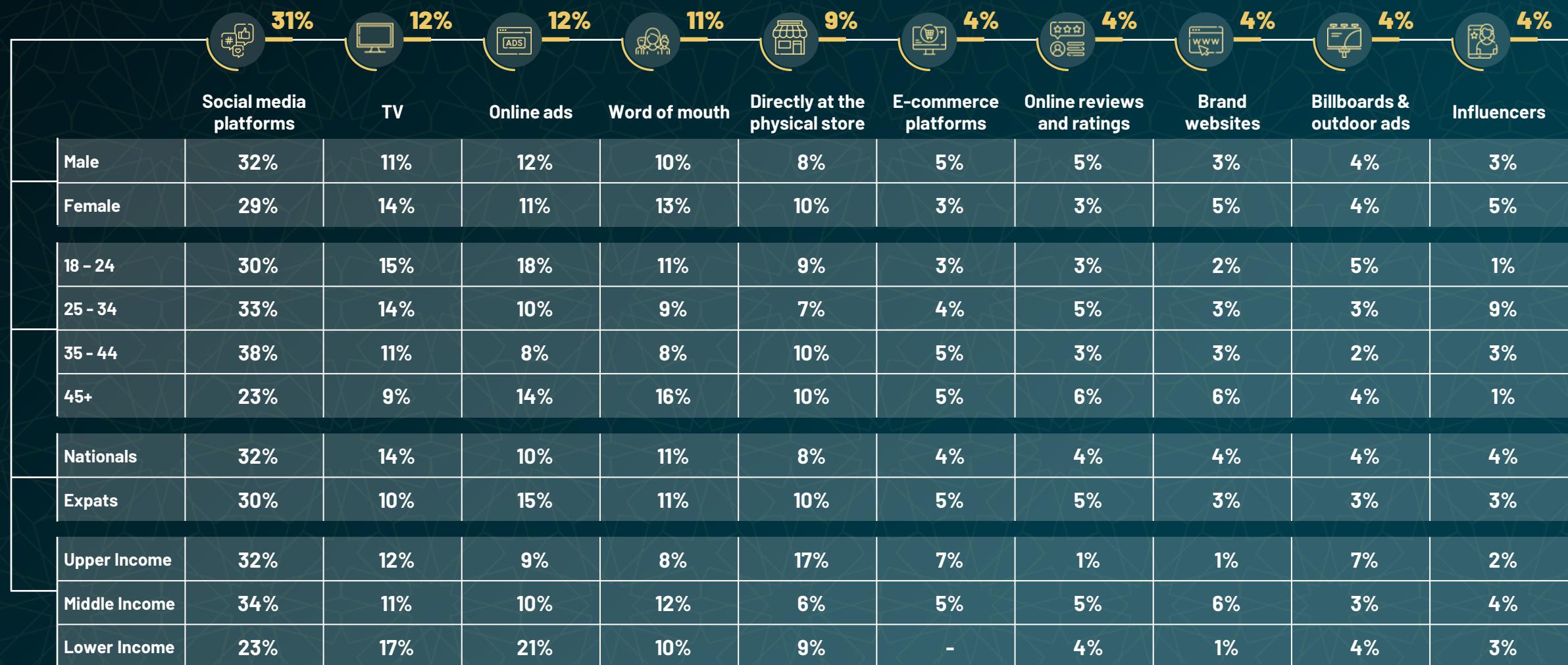
Social media emerges as the leading source of brand information, followed by TV, online ads, and word of mouth.

Main sources used to obtain information about brands – Top 10



Main sources used to obtain information about brands

Top 10 - by demographics



At the same time, many feel there are simply too many ads, feeding a sense that Ramadan has become more commercialized over time.

65%

Believe there are too many ads during Ramadan



By Gender

Male	65%
Female	66%

By Age

18-24	67%
25-34	60%
35-44	67%
45+	70%

By Nationality

Nationals	65%
Expats	66%

By Income Level

Upper Income	71%
Middle Income	67%
Lower Income	56%

53%

Feel that Ramadan has become more commercialized over the years



By Gender

Male	56%
Female	49%

By Age

18-24	52%
25-34	47%
35-44	58%
45+	56%

By Nationality

Nationals	49%
Expats	58%

By Income Level

Upper Income	53%
Middle Income	53%
Lower Income	52%

Nevertheless, many still recall brands they see advertised during Ramadan and go on to make purchases based on those ads.

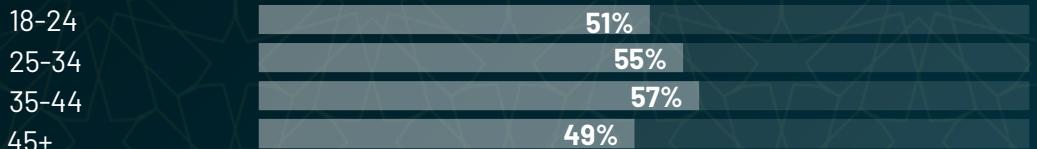
53%

Are more likely to remember brands that advertise during Ramadan

By Gender



By Age



By Nationality



By Income Level



52%

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 Saudi Arabia

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

29%

The Passionate Shopper



25%

The Content Explorer



19%

The Social Connector



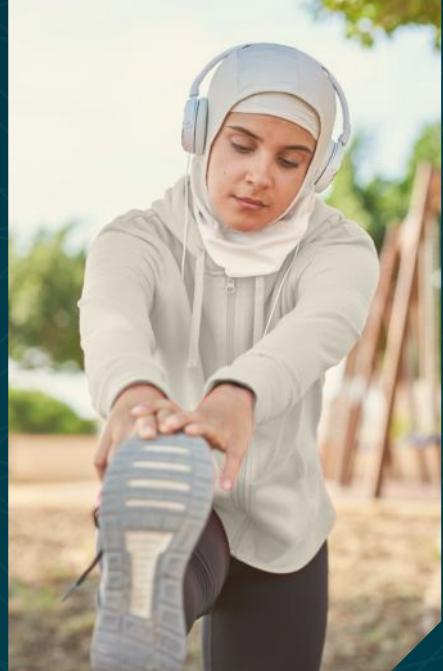
14%

The Festive Spirit



13%

The Self Nurturer





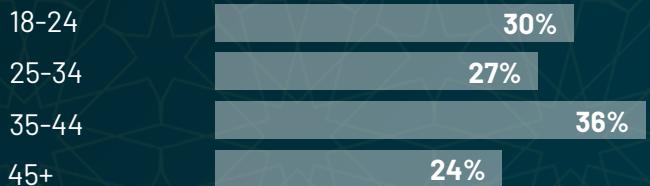
Who is the Passionate Shopper? (29%)

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

By Gender



By Age



By Nationality



By Income Level

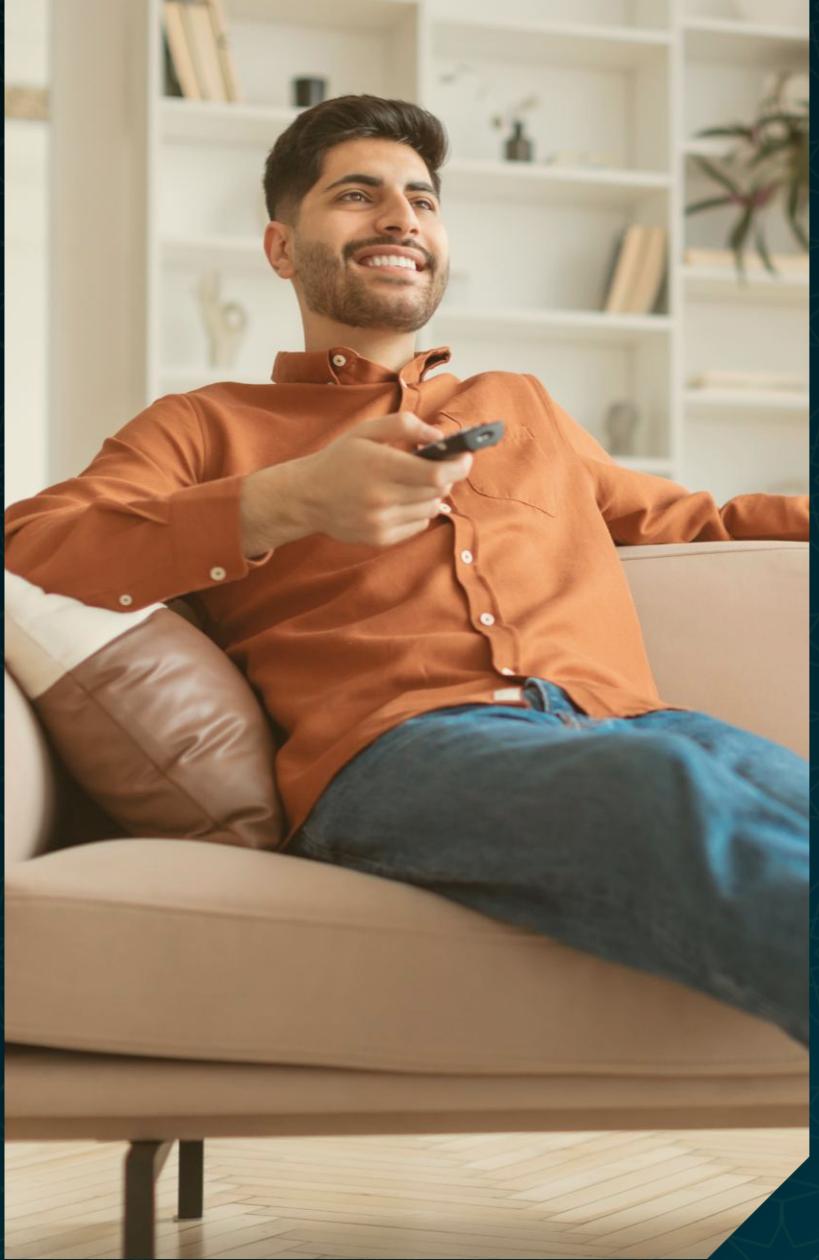


88%

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

83%

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



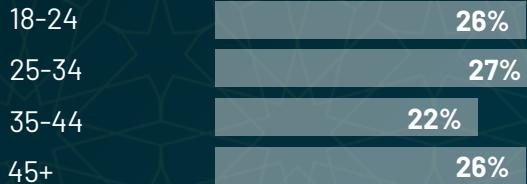
Who is the Content Explorer? (25%)

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

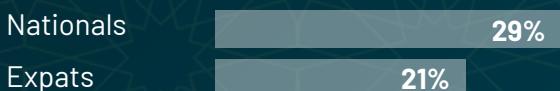
By Gender



By Age



By Nationality



By Income Level



75%

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

45%

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



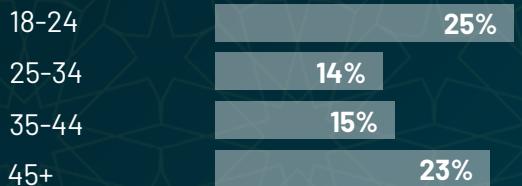
Who is the Social Connector? (19%)

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

By Gender



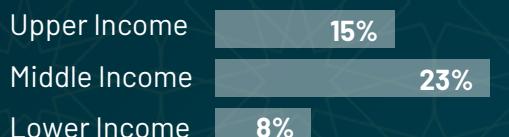
By Age



By Nationality



By Income Level



83%

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

80%

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



Who is the Festive Spirit? (14%)

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

By Gender

Male	13%
Female	16%

By Age

18-24	13%
25-34	20%
35-44	13%
45+	10%

By Nationality

Nationals	12%
Expats	18%

By Income Level

Upper Income	16%
Middle Income	13%
Lower Income	18%

78%

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

65%

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



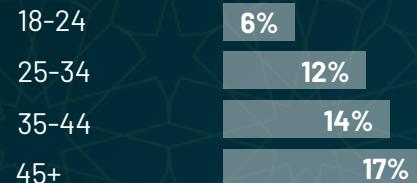
Who is the Self Nurturer? (13%)

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



96%

Consider Ramadan an opportunity to reset their body

91%

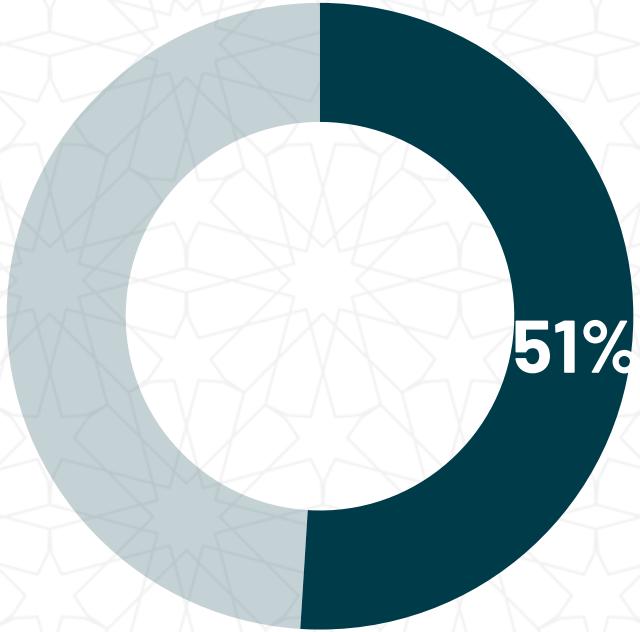
Consider Ramadan as a period of physical discipline and health consciousness

Eid Plans

08



1 in 2 individuals plan to travel during Eid, with a stronger tendency towards domestic destinations.



Plan on traveling during the Eid holiday

32%

Plan on traveling domestically or having a staycation

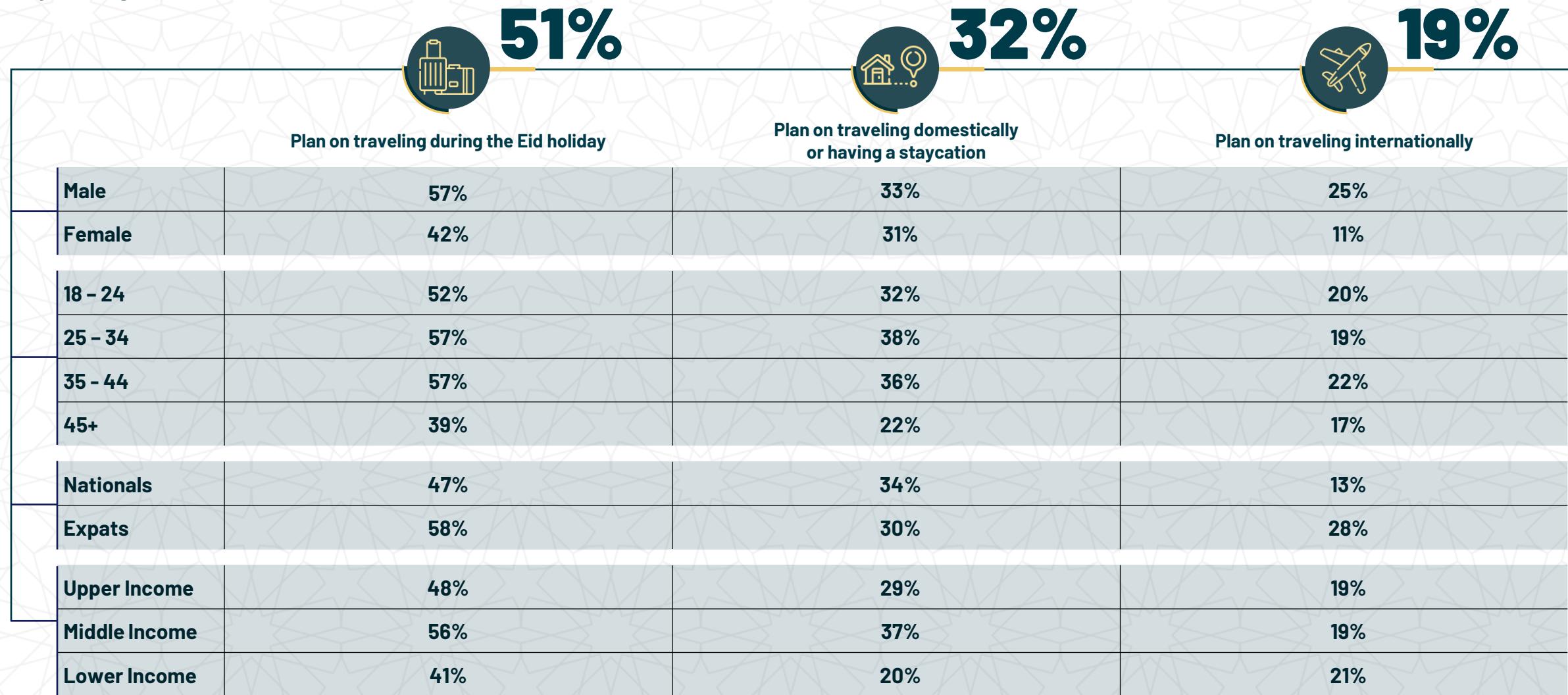
19%

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+), nationality, regions and SECs

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in Saudi Arabia
with a nationwide coverage

FOR MORE INFORMATION

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