

THE 2026 RAMADAN HANDBOOK

Saudi Arabia Edition

February 2026



Table Of Contents

01

Lifestyle Changes
In Ramadan

02

Eating Habits
In Ramadan

03

Financial &
Shopping Behaviors
In Ramadan

04

Entertainment
Activities in
Ramadan

05

Brand Interaction
& Advertising

06

Most Prominent
Ramadan Brands

07

The Ramadan
Personas


08

Eid Plans

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

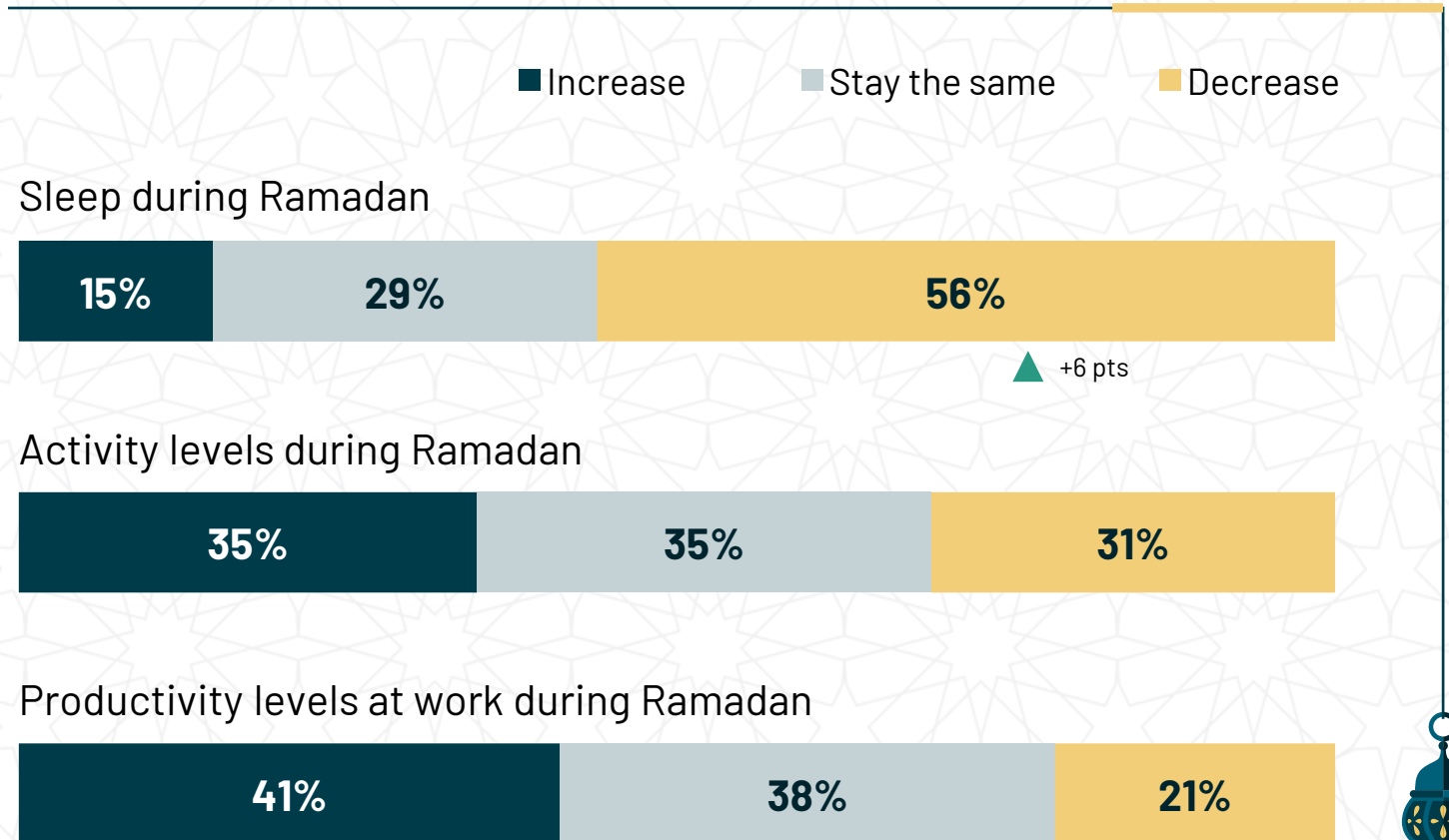


75%

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.



Sleep, activity and productivity

- by demographics

15%



56%

35%



31%

41%



21%

Sleep during Ramadan

% Increase

% Decrease

Activity levels during Ramadan

% Increase

% Decrease

Productivity levels at work during Ramadan

% Increase

% Decrease

	Male	Female	18 - 24	25 - 34	35 - 44	45+	Nationals	Expats	Upper Income	Middle Income	Lower Income
	15%	14%	26%	14%	11%	10%	15%	14%	16%	14%	16%
	53%	61%	43%	57%	66%	55%	52%	61%	54%	58%	52%
	35%	35%	41%	43%	31%	23%	38%	31%	35%	35%	33%
	31%	30%	23%	27%	41%	32%	28%	34%	29%	32%	29%
	35%	51%	41%	46%	40%	36%	44%	37%	35%	43%	41%
	25%	15%	25%	20%	23%	19%	19%	25%	23%	21%	21%

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



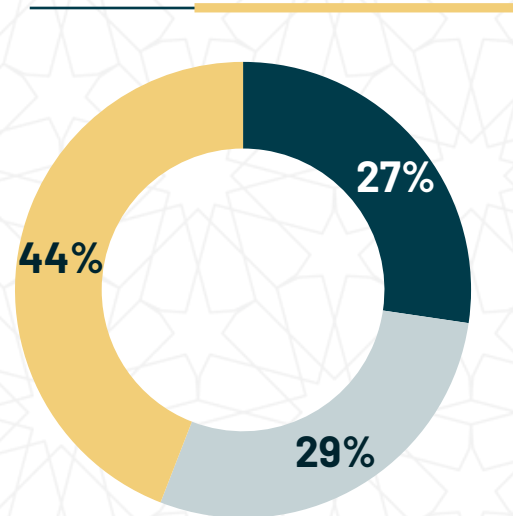
46%

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.

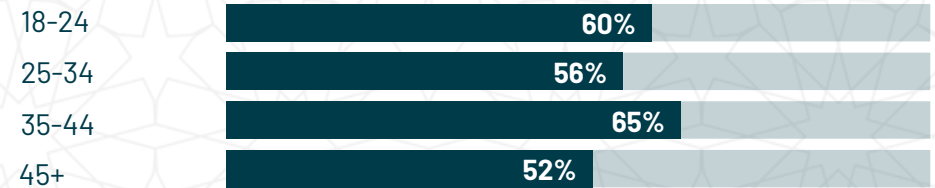
58%

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

By Gender



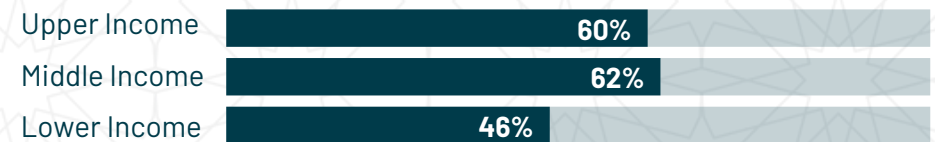
By Age



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%

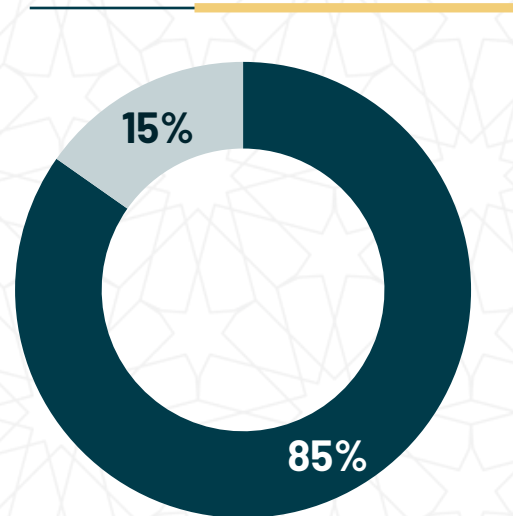
▲ +9 pts

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

Male	82%	18%
Female	90%	10%

By Age

18-24	70%	30%
25-34	85%	15%
35-44	90%	10%
45+	91%	9%

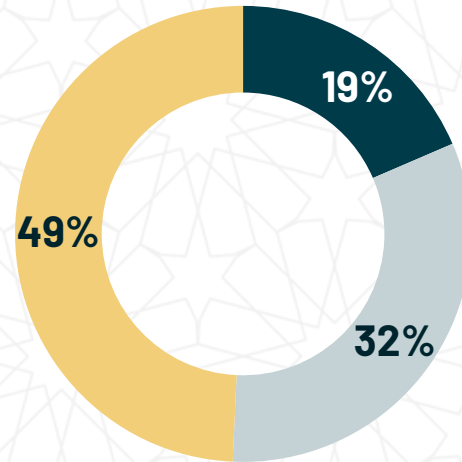
By Nationality

Nationals	84%	16%
Expats	86%	14%

By Income Level

Upper Income	78%	22%
Middle Income	87%	13%
Lower Income	85%	15%

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

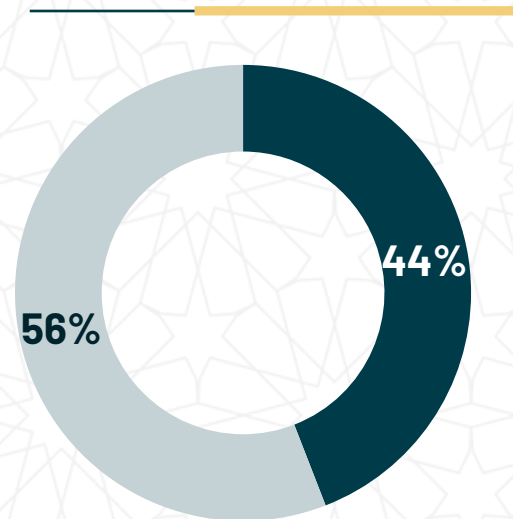
Nationals	18%	34%	49%
Expats	20%	30%	50%

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

Male	49%	51%
Female	36%	64%

By Age

18-24	39%	61%
25-34	42%	58%
35-44	47%	53%
45+	48%	52%

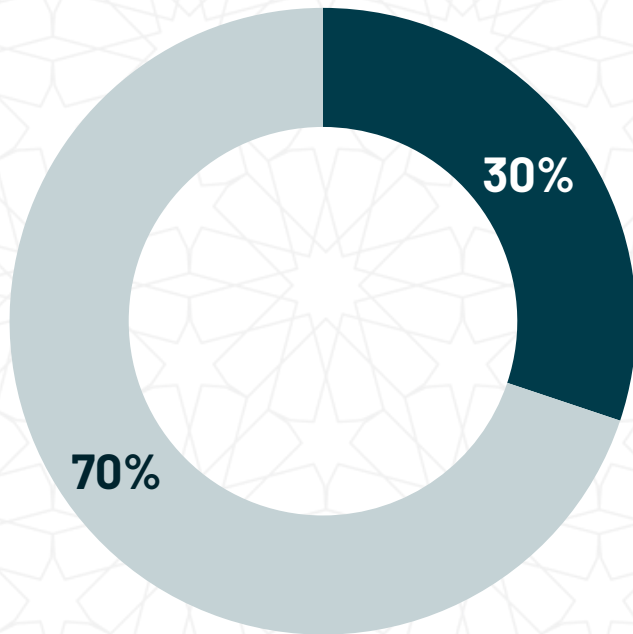
By Nationality

Nationals	33%	67%
Expats	59%	41%

By Income Level

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

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%

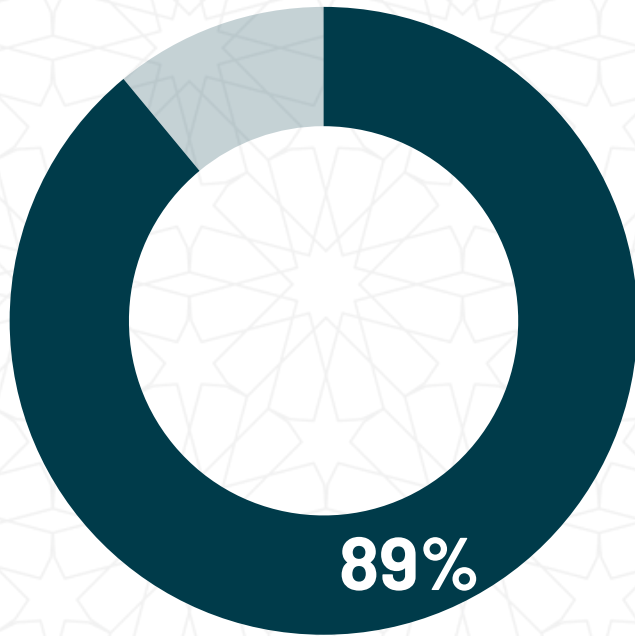
Always break their fast with dates

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

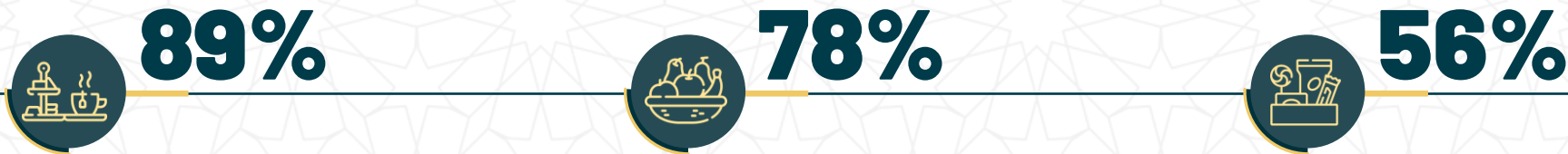
56%

Have unhealthy snacks after Iftar



Snacking behaviour during Ramadan

- by demographics



	Usually have snacks after Iftar	Have healthy snacks after Iftar	Have unhealthy snacks after Iftar
Male	88%	78%	55%
Female	92%	77%	57%
18 – 24	89%	78%	64%
25 – 34	92%	75%	64%
35 – 44	87%	78%	50%
45+	89%	80%	46%
Nationals	91%	78%	65%
Expats	87%	77%	44%
Upper Income	88%	76%	57%
Middle Income	92%	80%	57%
Lower Income	84%	70%	53%



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



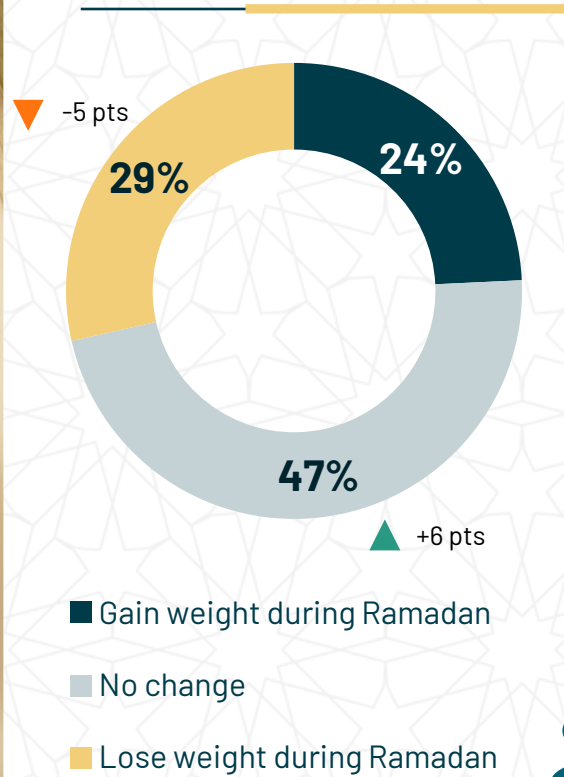
By Nationality



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

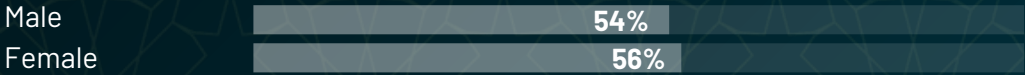


During Ramadan, financial planning becomes a priority for more than half, with a similar share setting money aside in anticipation of higher expenses.

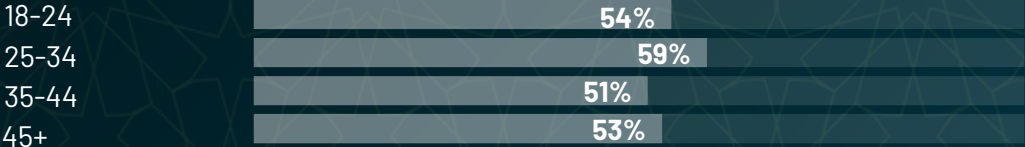
55% Agree that financial planning becomes a priority during Ramadan to manage both personal and communal duties



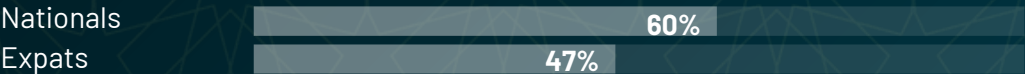
By Gender



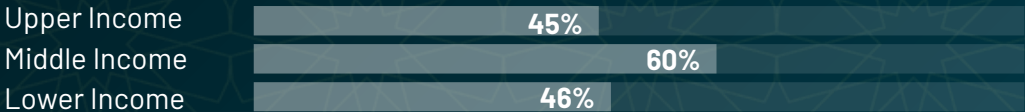
By Age



By Nationality



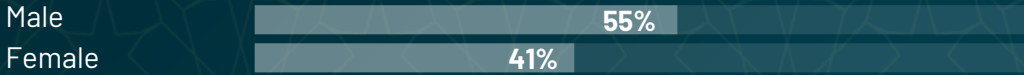
By Income Level



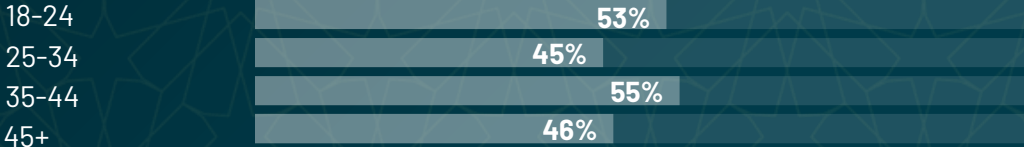
50% Tend to save more money in the months leading up to Ramadan to prepare for the increased expenses



By Gender



By Age



By Nationality

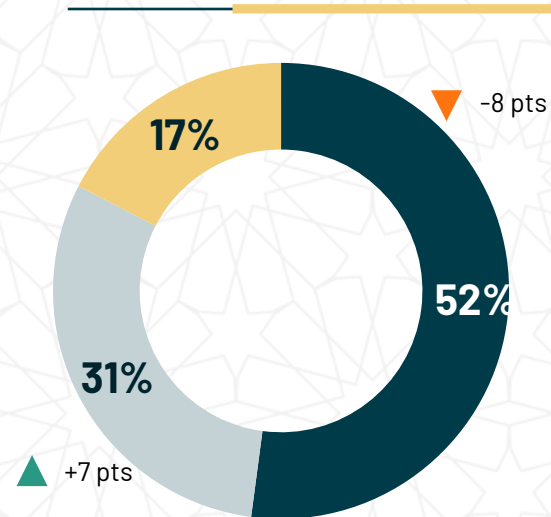


By Income Level





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



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



By Gender

Male	52%	30%	18%
Female	53%	31%	16%

By Age

18-24	45%	31%	24%
25-34	53%	29%	17%
35-44	61%	26%	14%
45+	47%	37%	16%

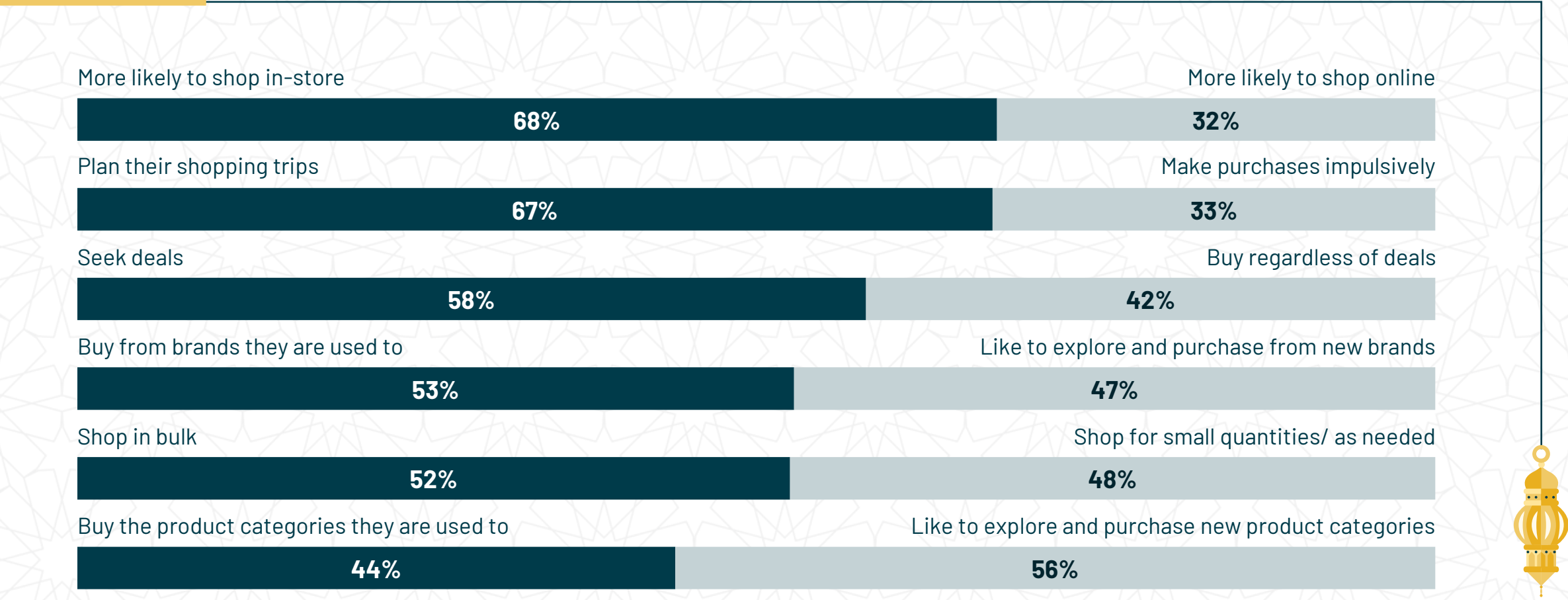
By Nationality

Nationals	51%	33%	15%
Expats	53%	27%	20%

By Income Level

Upper Income	54%	35%	11%
Middle Income	54%	30%	16%
Lower Income	44%	29%	28%

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.



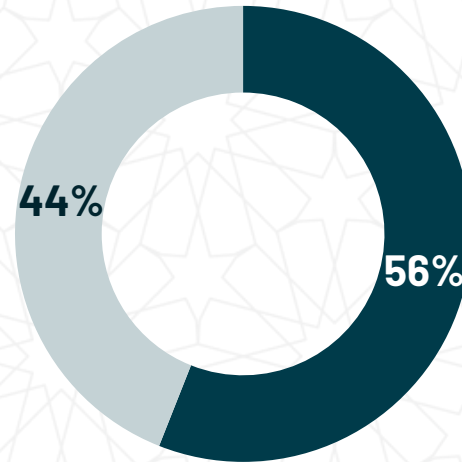
Types of shoppers during Ramadan

- by demographics

		68%	32%	67%	33%	58%	42%	53%	47%	52%	48%	44%	56%
		Shop in-store	Shop online	Planned shoppers	Impulsive shoppers	Seek deals	Buy regardless of deals	Buy familiar brands	Try new brands	Shop in bulk	Shop as needed	Buy familiar products	Try new products
	Male	69%	31%	65%	35%	53%	47%	52%	48%	54%	46%	44%	56%
	Female	66%	34%	71%	29%	66%	34%	54%	46%	50%	50%	44%	56%
	18 - 24	58%	42%	62%	38%	51%	49%	47%	53%	52%	48%	40%	60%
	25 - 34	72%	28%	66%	34%	57%	43%	55%	45%	52%	48%	39%	61%
	35 - 44	63%	37%	66%	34%	61%	39%	50%	50%	53%	47%	43%	57%
	45+	75%	25%	75%	25%	63%	37%	58%	42%	52%	48%	54%	46%
	Nationals	69%	31%	63%	37%	54%	46%	49%	51%	53%	47%	39%	61%
	Expats	66%	34%	74%	26%	64%	36%	58%	42%	52%	48%	51%	49%
	Upper Income	59%	41%	59%	41%	63%	37%	53%	47%	57%	43%	47%	53%
	Middle Income	71%	29%	72%	28%	59%	41%	52%	48%	52%	48%	44%	56%
	Lower Income	66%	34%	62%	38%	52%	48%	56%	44%	52%	48%	42%	58%



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

Male	55%	45%
Female	57%	43%

By Age

18-24	63%	37%
25-34	62%	38%
35-44	44%	56%
45+	53%	47%

By Nationality

Nationals	52%	48%
Expats	60%	40%

By Income Level

Upper Income	52%	48%
Middle Income	57%	43%
Lower Income	54%	46%

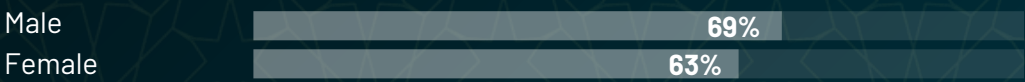
Ramadan's special offers draw strong interest in the market, with 2 in 3 looking forward to them and nearly half choosing to delay major purchases to benefit from those promotions.

66%

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



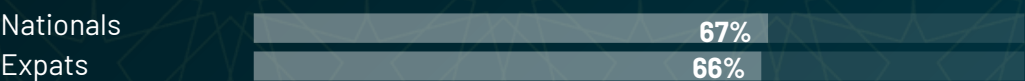
By Gender



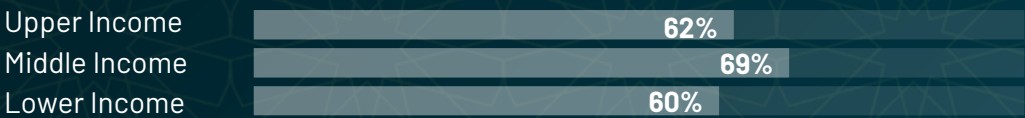
By Age



By Nationality



By Income Level

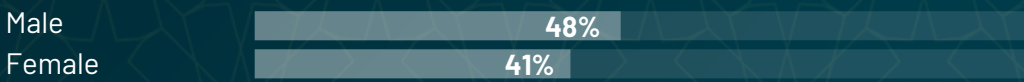


45%

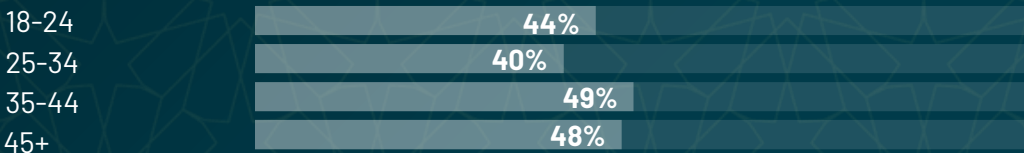
Delay big-ticket purchases until Ramadan to benefit from its special offers



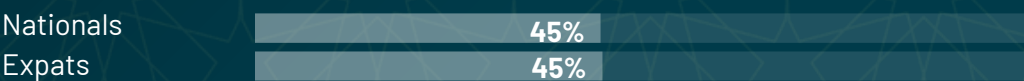
By Gender



By Age



By Nationality



By Income Level



Entertainment Choices In Ramadan

04



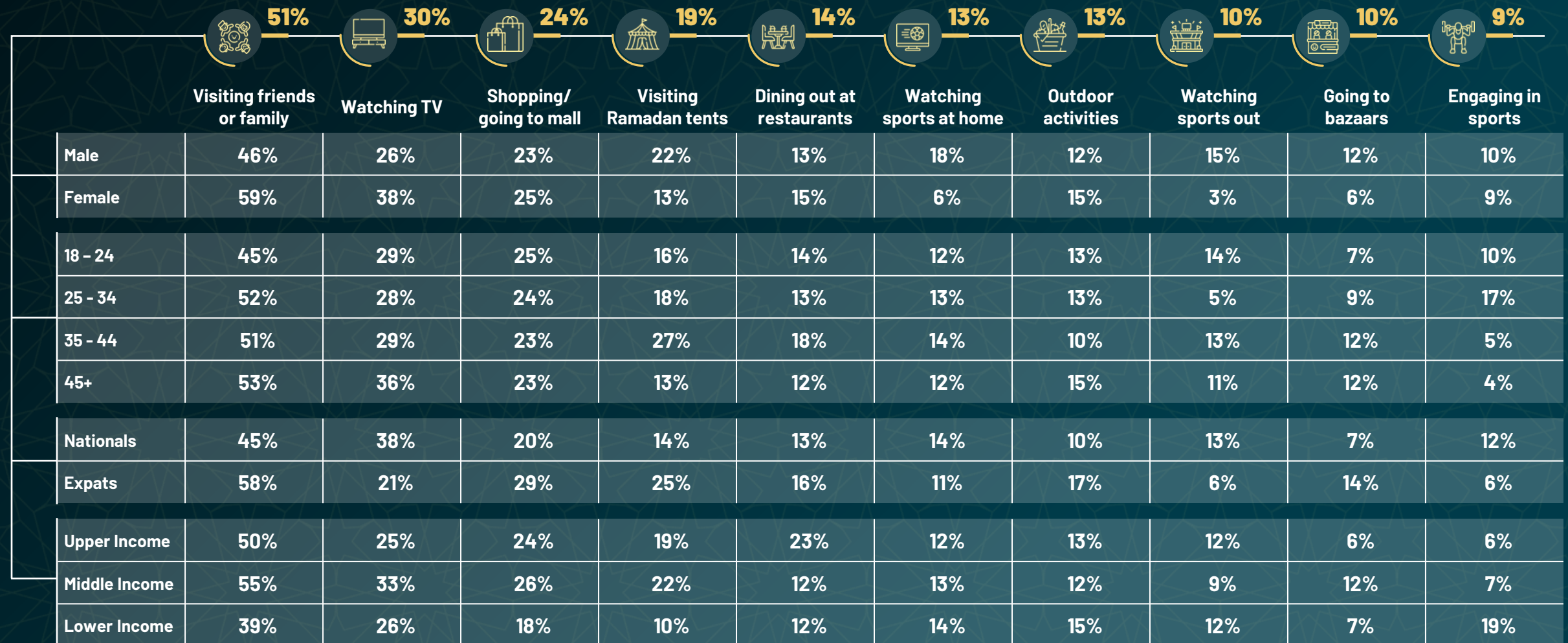
Entertainment revolves around social connection, combining shared time with a range of leisure activities. Visiting friends or family leads, followed by TV viewing and shopping.

Top entertainment activities during Ramadan – Top 10



Entertainment activities during Ramadan

Top 10 - by demographics



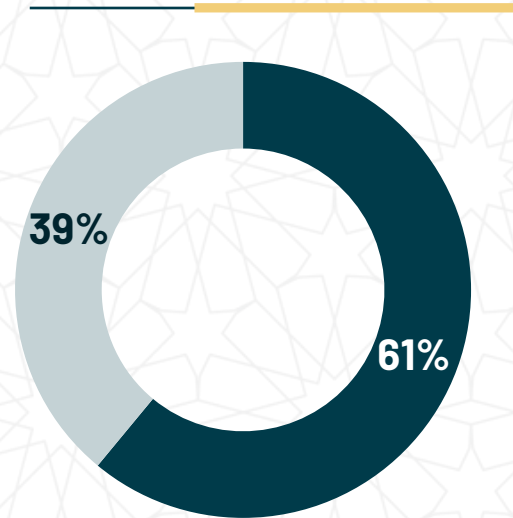
Brand Interaction & Advertising

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

Male	63%	37%
Female	59%	41%

By Age

18-24	58%	42%
25-34	64%	36%
35-44	65%	35%
45+	57%	43%

By Nationality

Nationals	59%	41%
Expats	64%	36%

By Income Level

Upper Income	55%	45%
Middle Income	65%	35%
Lower Income	56%	44%

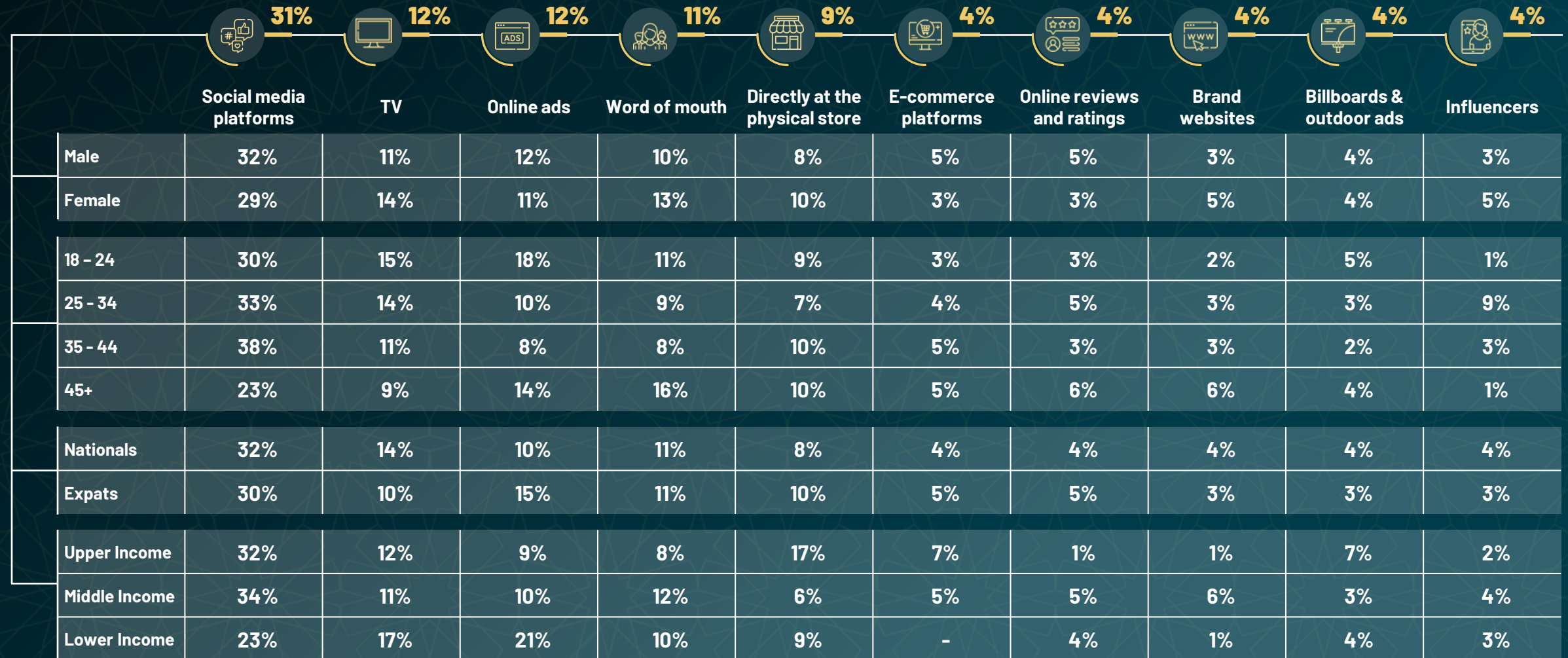
Social media emerges as the leading source of brand information, followed by TV, online ads, and word of mouth.

Main sources used to obtain information about brands – Top 10

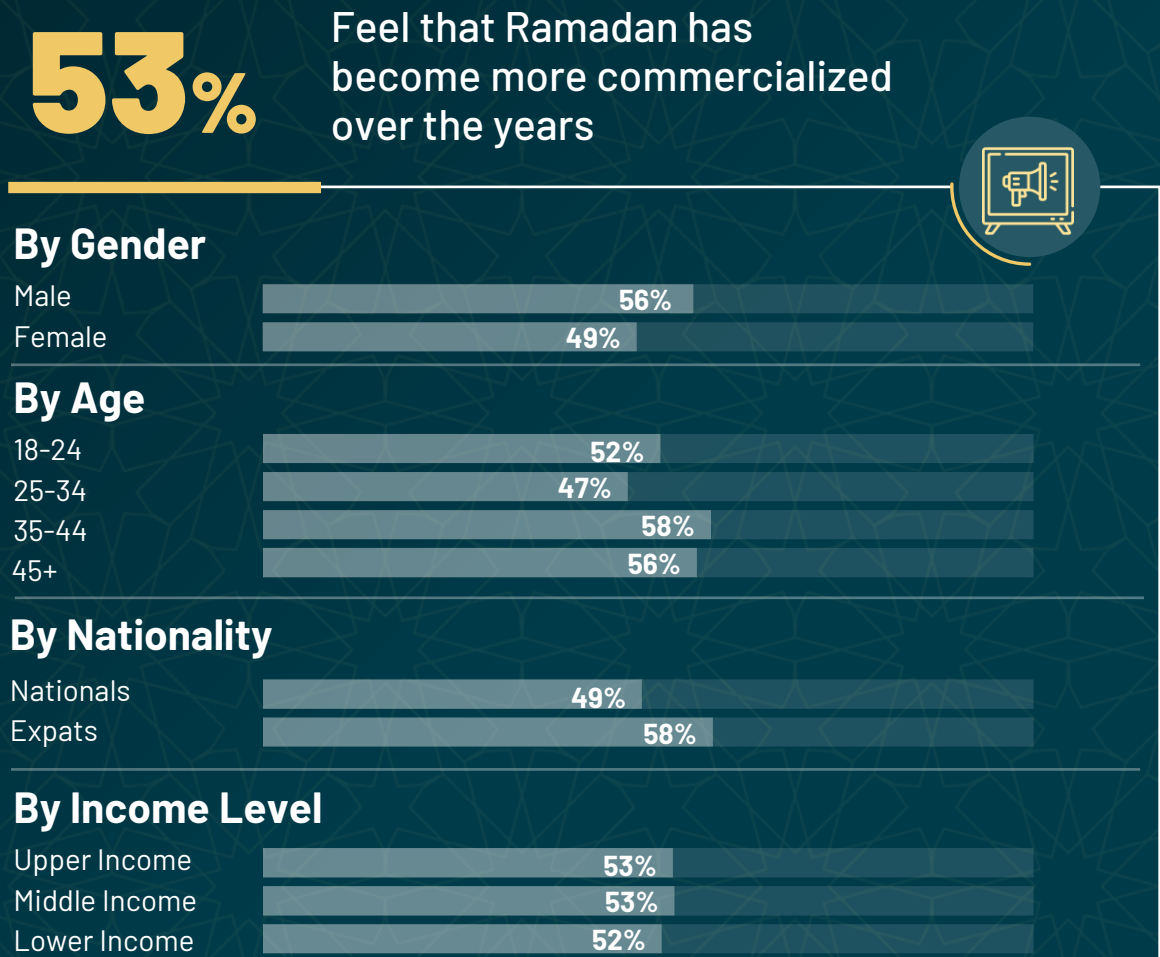
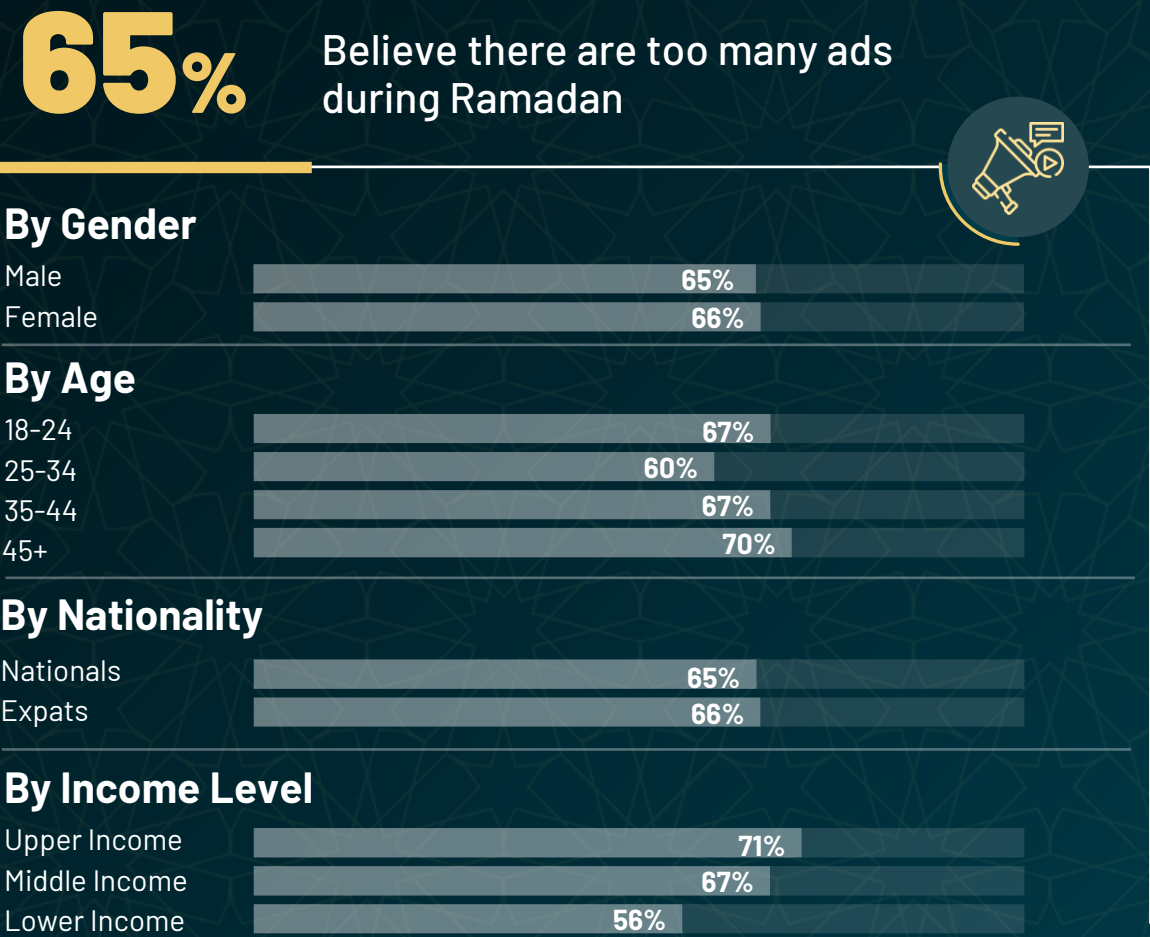


Main sources used to obtain information about brands

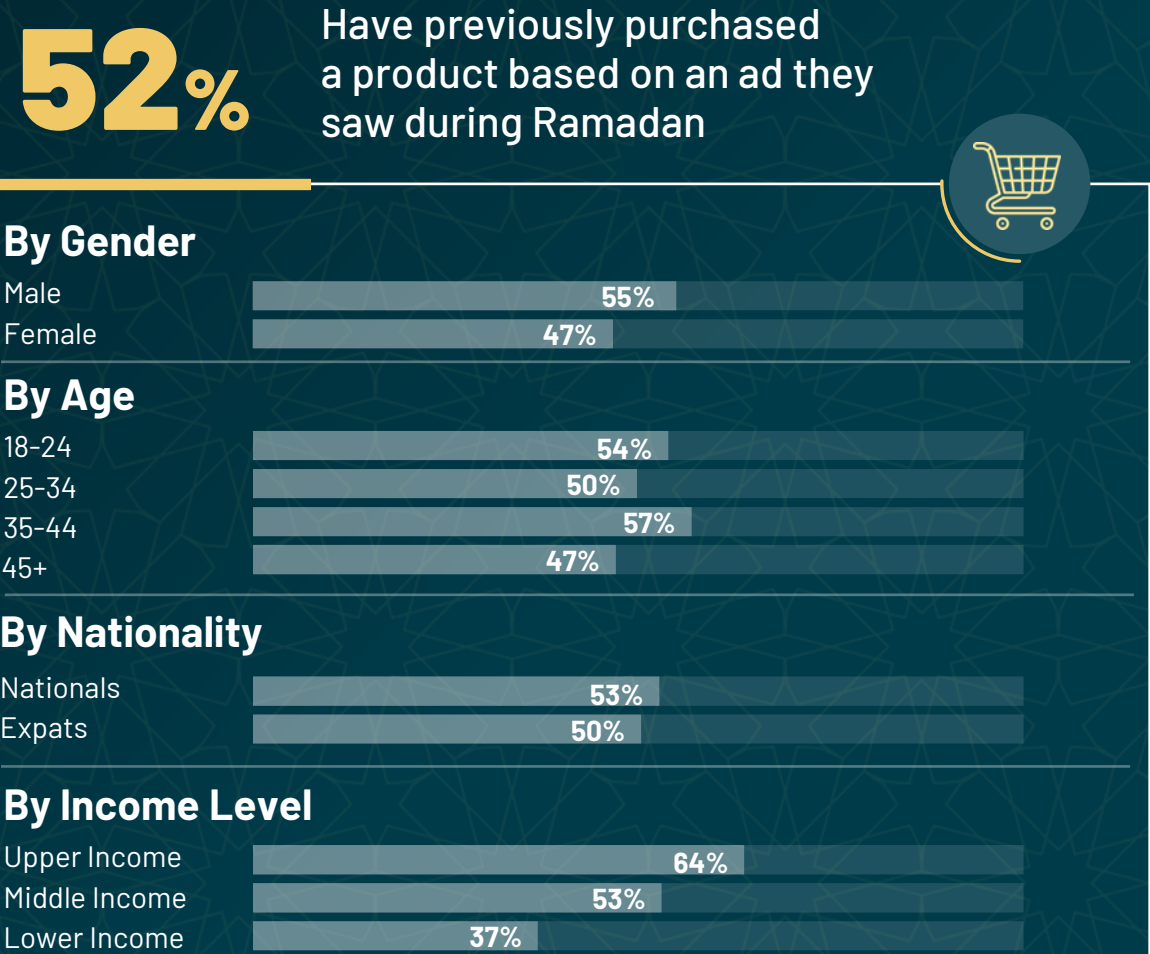
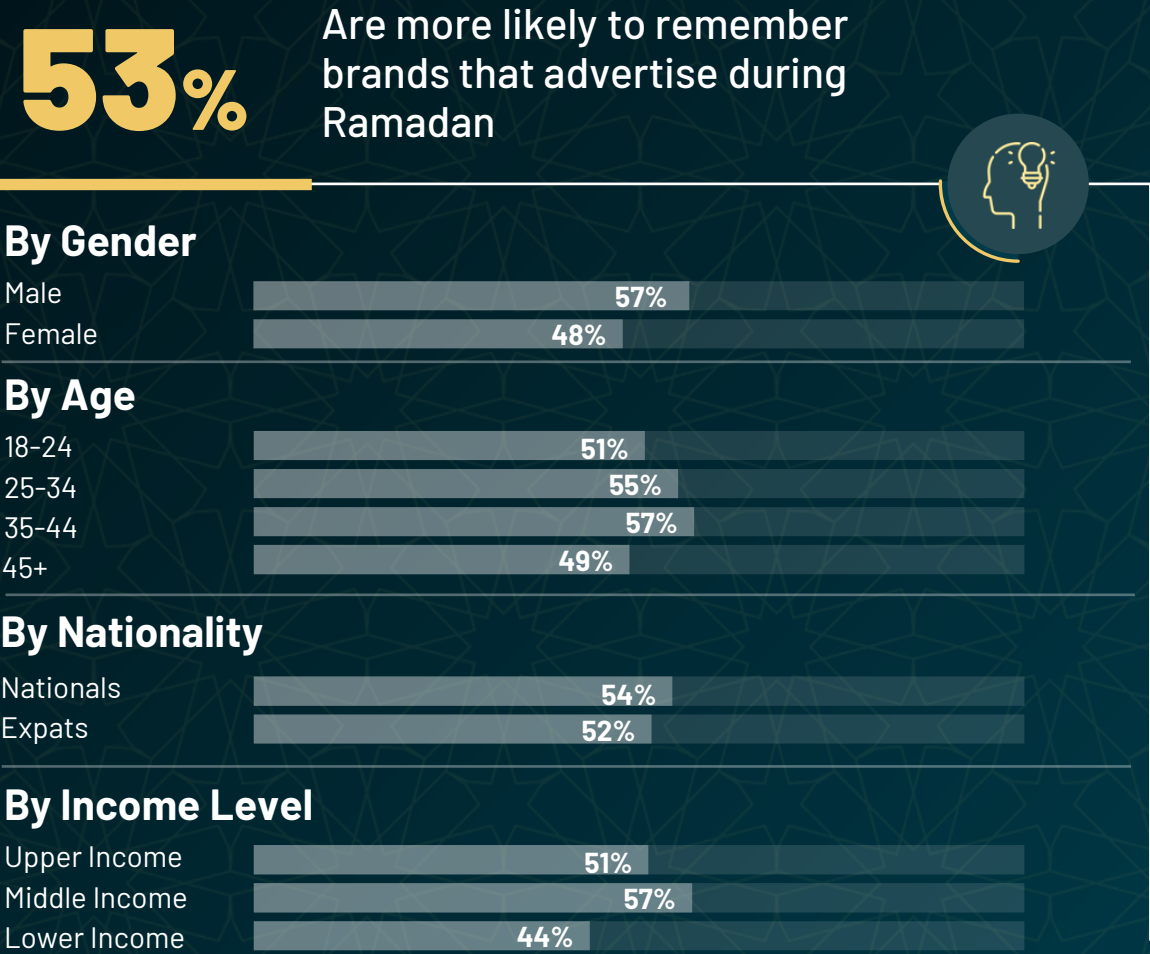
Top 10 - by demographics



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



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



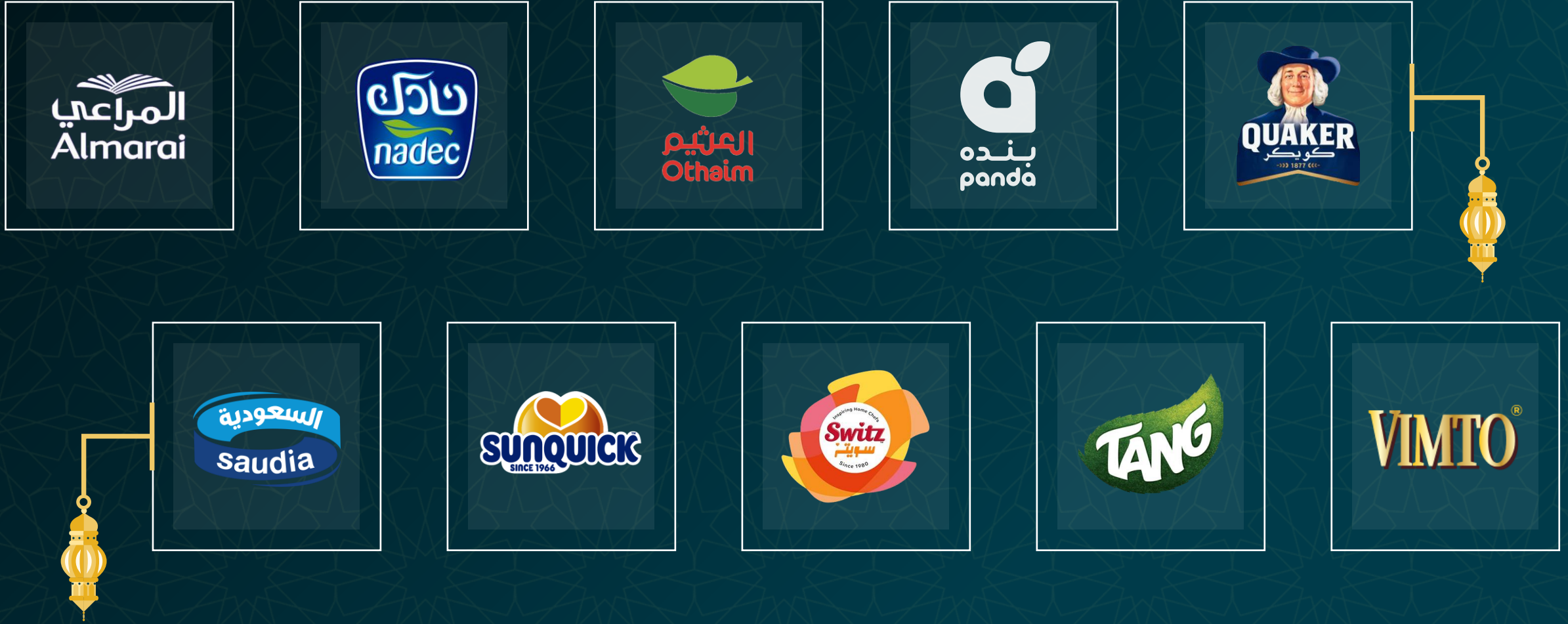
Most Prominent Ramadan Brands

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

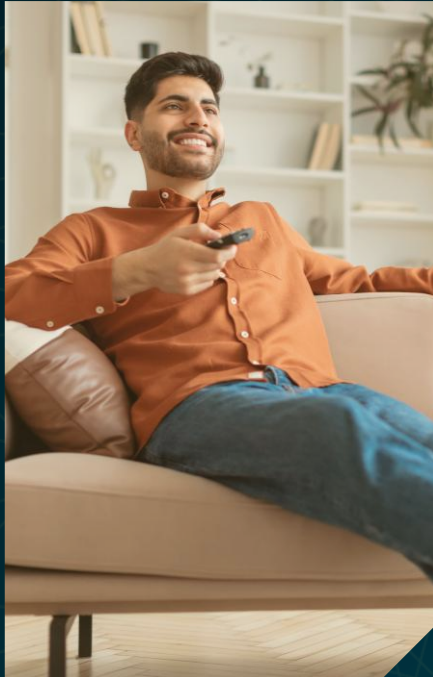
29%

The Passionate Shopper



25%

The Content Explorer



19%

The Social Connector



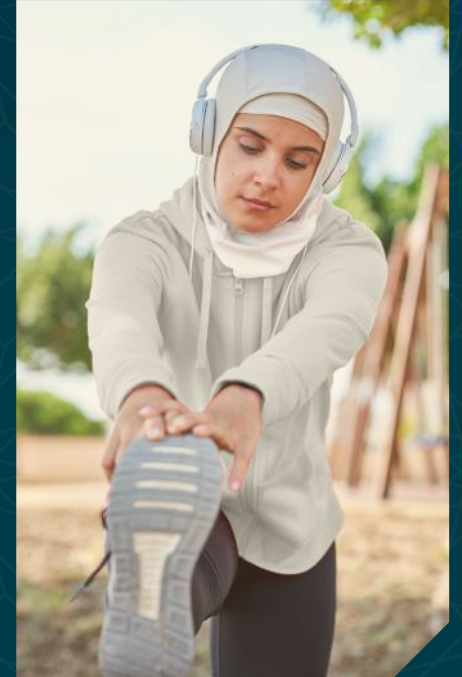
14%

The Festive Spirit



13%

The Self Nurturer

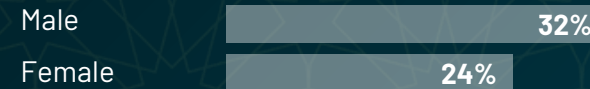




Who is the Passionate Shopper? (29%)

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

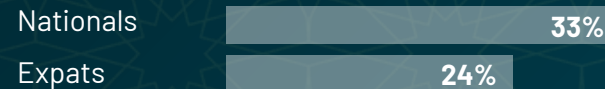
By Gender



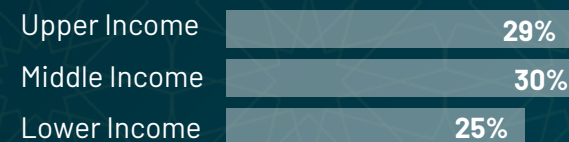
By Age



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



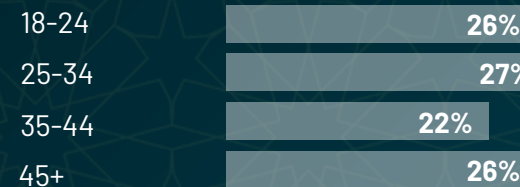
Who is the Content Explorer? (25%)

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

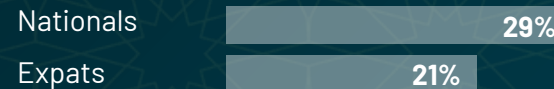
By Gender



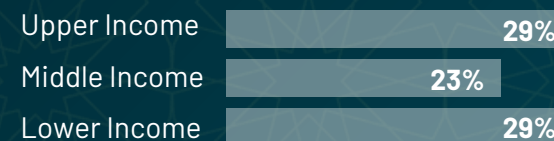
By Age



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



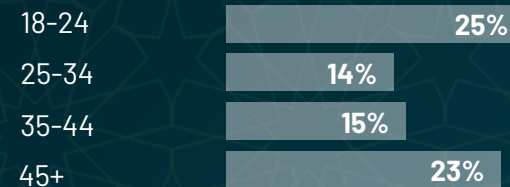
Who is the Social Connector? (19%)

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

By Gender



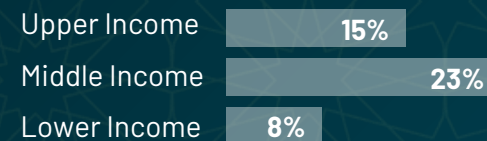
By Age



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



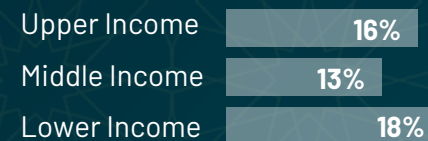
By Age



By Nationality



By Income Level



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



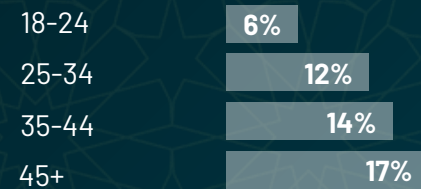
Who is the Self Nurturer? (13%)

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

By Gender



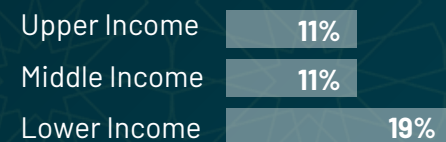
By Age



By Nationality



By Income Level



96%

Consider Ramadan an opportunity to reset their body

91%

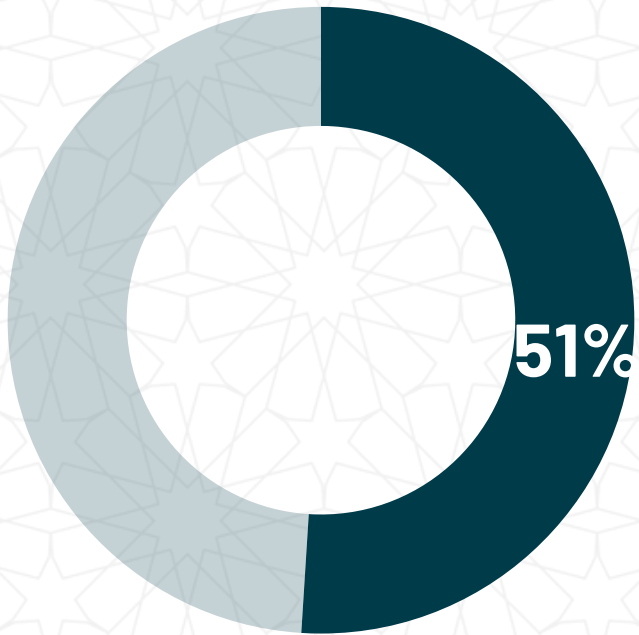
Consider Ramadan as a period of physical discipline and health consciousness

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



51%



32%



19%

	Plan on traveling during the Eid holiday	Plan on traveling domestically or having a staycation	Plan on traveling internationally
Male	57%	33%	25%
Female	42%	31%	11%
18 - 24	52%	32%	20%
25 - 34	57%	38%	19%
35 - 44	57%	36%	22%
45+	39%	22%	17%
Nationals	47%	34%	13%
Expats	58%	30%	28%
Upper Income	48%	29%	19%
Middle Income	56%	37%	19%
Lower Income	41%	20%	21%

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

Mohamad Jobeilly

Senior Client Director

Ipsos in Saudi Arabia

mohamad.jobeilly@ipsos.com

Federica Ibrahim

Accounts Manager

Ipsos in Saudi Arabia

federica.ibrahim@ipsos.com