

THE 2026 RAMADAN HANDBOOK

Senegal Edition

February 2026

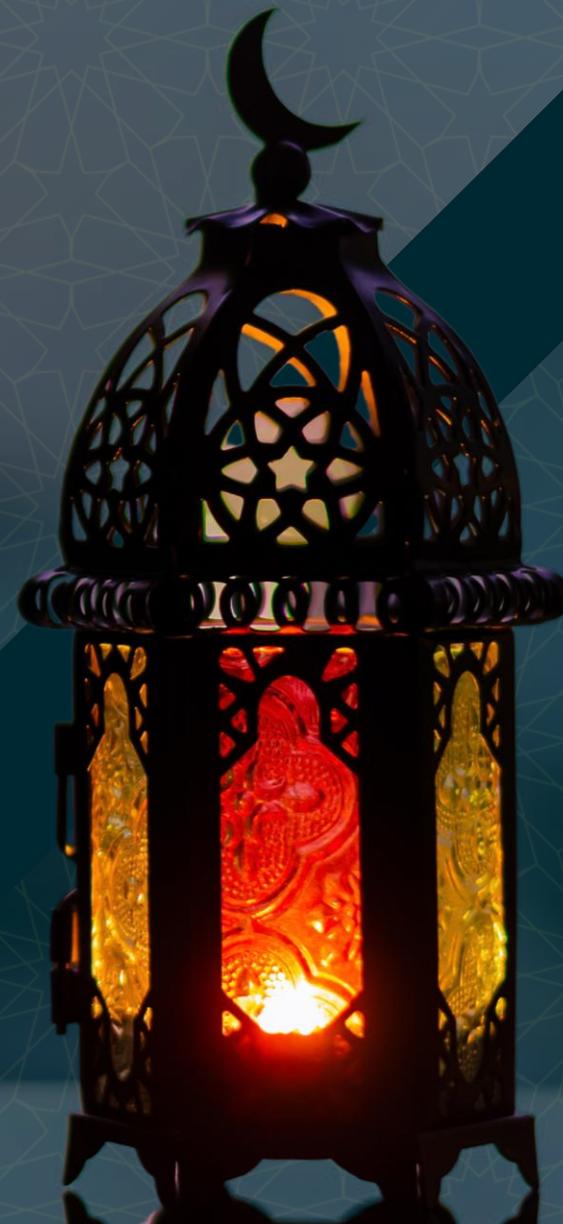


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Lifestyle Changes In Ramadan

01





The holy month of Ramadan fosters a focus on spiritual growth and aiding those in need.



95%

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



91%

Believe Ramadan is about engaging in acts of charity



86%

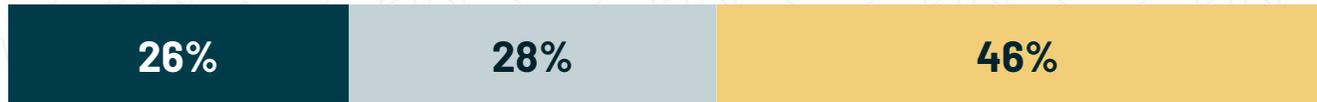
Focus more on spirituality during Ramadan

Despite losing sleep, Ramadan brings a renewed sense of energy as people feel more active and productive in their daily lives.



■ Increase ■ Stay the same ■ Decrease

Sleep during Ramadan



Activity levels during Ramadan



Productivity levels at work during Ramadan



Sleep, activity and productivity

- by demographics

26%



46%

47%



29%

48%



28%

Sleep during Ramadan

Activity levels during Ramadan

Productivity levels at work during Ramadan

% Increase

% Decrease

% Increase

% Decrease

% Increase

% Decrease

	% Increase	% Decrease	% Increase	% Decrease	% Increase	% Decrease
Male	21%	52%	45%	31%	43%	30%
Female	30%	40%	49%	28%	52%	26%
18 - 24	37%	39%	38%	39%	33%	42%
25 - 34	29%	39%	45%	29%	55%	27%
35 - 44	21%	50%	51%	33%	56%	22%
45+	20%	53%	53%	19%	44%	24%
Upper Income*	21%	50%	64%	29%	64%	14%
Middle Income	26%	46%	44%	31%	49%	28%
Lower Income	26%	44%	54%	25%	43%	29%

*Low base, read with caution

People cherish past Ramadan experiences, leading to a heightened focus on family during the holy month.



86%

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 for many, the spirit of Ramadan feels quieter than before, with fewer people gathering around the Iftar (Ndogou) table.



56%

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

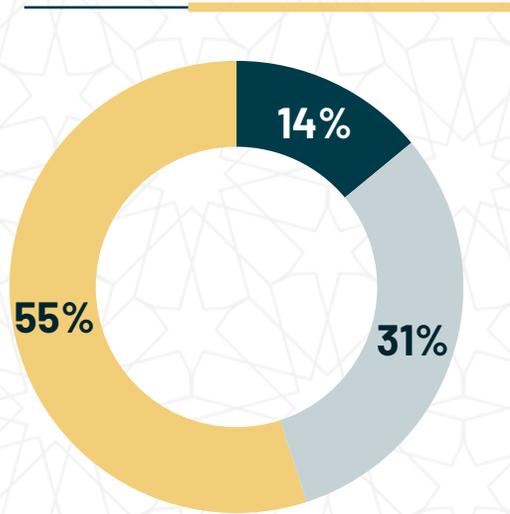


50%

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



For most, Ramadan means going out less, while a sizeable share maintain their usual routines.



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



By Gender

Male	17%	36%	47%
Female	12%	26%	62%

By Age

18-24	14%	23%	63%
25-34	14%	27%	59%
35-44	15%	38%	47%
45+	15%	34%	51%

By Income Level

Upper Income*	7%	29%	64%
Middle Income	14%	34%	52%
Lower Income	17%	23%	60%

*Low base, read with caution

With more time spent at home, many place great importance on creating a festive atmosphere.

61%

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



By Gender



By Age



By Income Level



*Low base, read with caution

Eating Habits In Ramadan

02



The majority of individuals regard Ramadan as a period for reinforcing physical discipline and resetting their bodies.



92%

Consider Ramadan an opportunity to reset their body

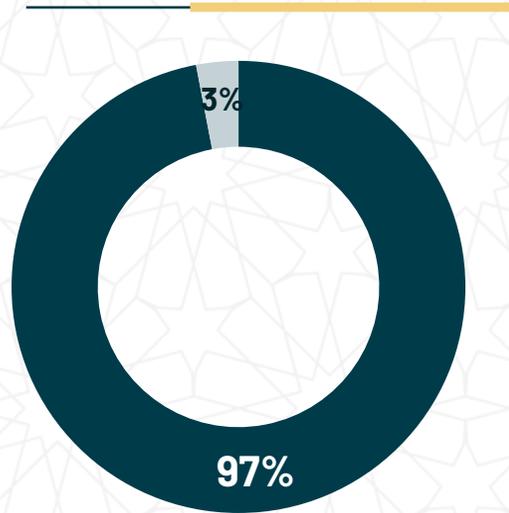


89%

Consider Ramadan as a period of physical discipline and health consciousness



That mindset shows up on the table, with home-cooked meals becoming the clear norm.



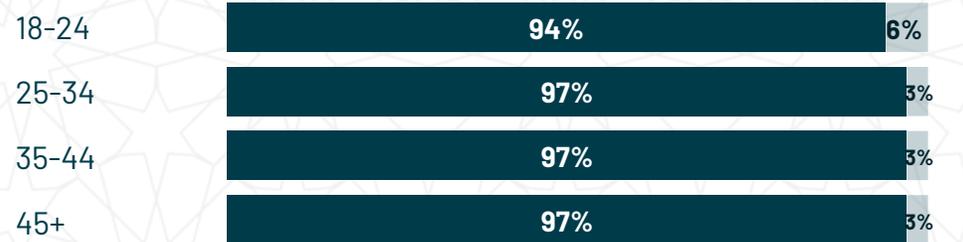
- Tend to eat more home-cooked meals
- Tend to eat out more



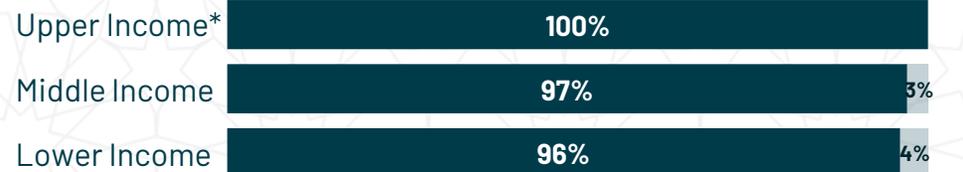
By Gender



By Age

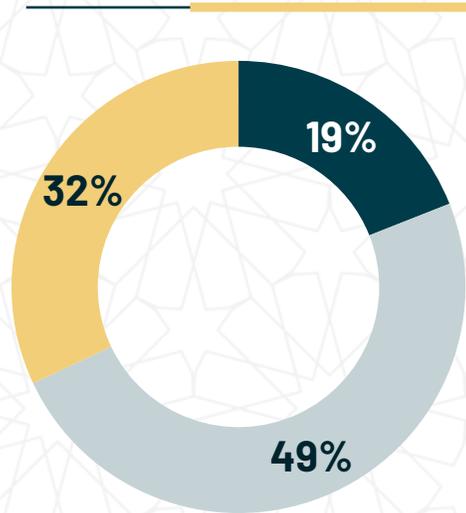


By Income Level



*Low base, read with caution

With a clear shift toward home-cooked meals, most say their food delivery habits remain unchanged during Ramadan, with some cutting back.



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



By Gender

Male	17%	53%	30%
Female	22%	45%	33%

By Age

18-24	19%	50%	31%
25-34	22%	40%	38%
35-44	17%	51%	32%
45+	20%	55%	25%

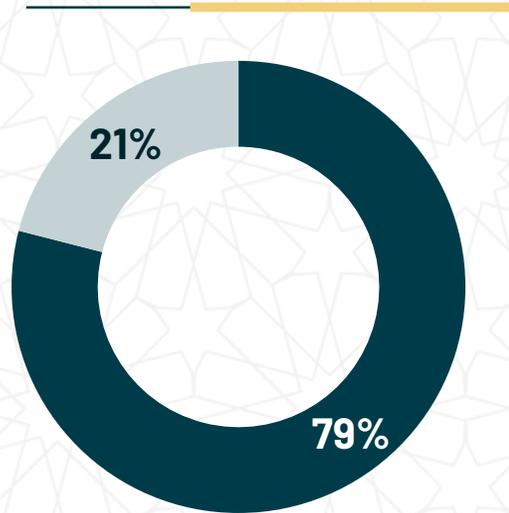
By Income Level

Upper Income*	28%	29%	43%
Middle Income	20%	50%	30%
Lower Income	18%	46%	36%

*Low base, read with caution

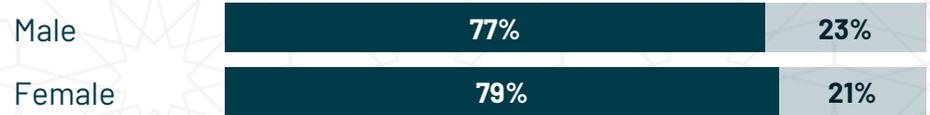


When food delivery is used during Ramadan, it is far more likely to be for Iftar (Ndogou) than Suhoor (Kheud).

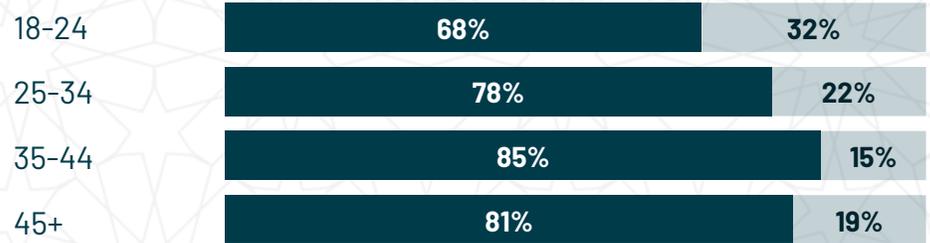


- Tend to order food delivery more for Iftar (Ndogou) meals during Ramadan
- Tend to order food delivery more for Suhoor (Kheud) meals during Ramadan

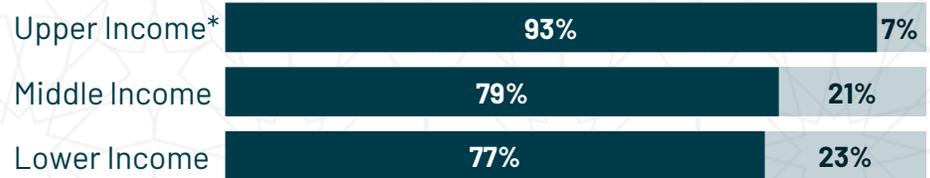
By Gender



By Age



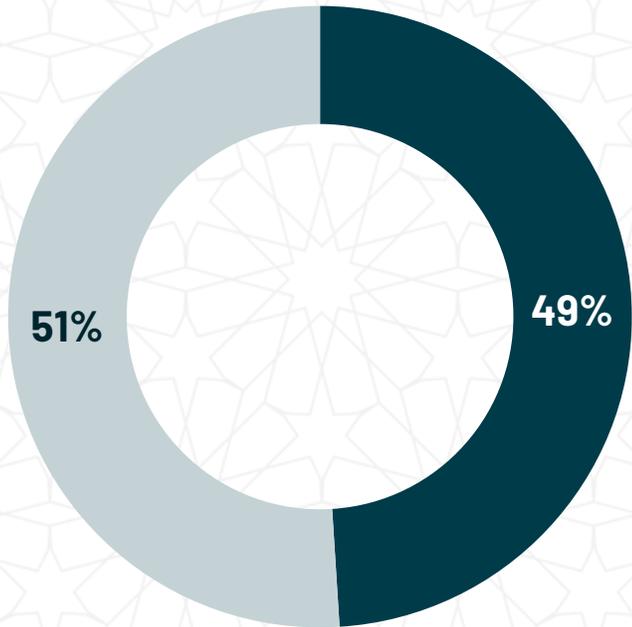
By Income Level



*Low base, read with caution



While breaking fast with dates remains near-universal, nearly half have appetizers daily, and Iftar mains are evenly split between one dish and many.



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

98%

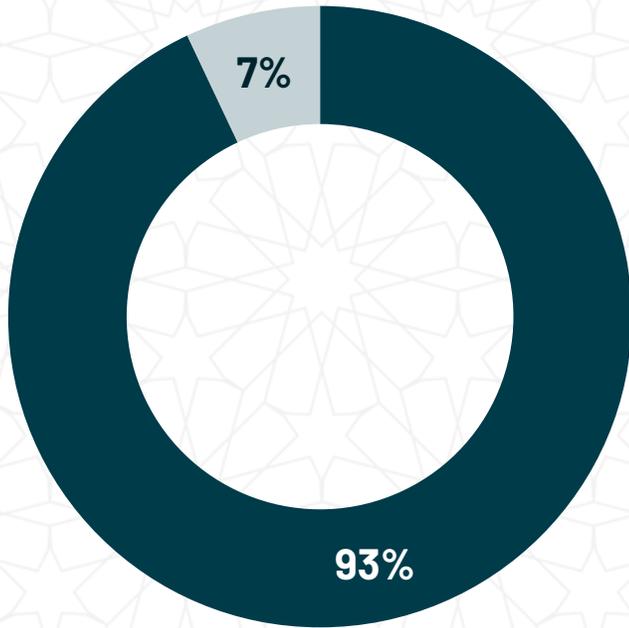
Always break their fast with dates

43%

Have appetizers everyday at Iftar (Ndogou)



After Iftar, snacking is the norm, with most opting for healthier choices and only a few indulging in unhealthy snacks.



Usually have snacks after Iftar (Ndogou)

91%

Have healthy snacks after Iftar (Ndogou)

14%

Have unhealthy snacks after Iftar (Ndogou)



Snacking behaviour during Ramadan

- by demographics



	Usually have snacks after Iftar (Ndogou)	Have healthy snacks after Iftar (Ndogou)	Have unhealthy snacks after Iftar (Ndogou)
Male	92%	91%	14%
Female	94%	92%	15%
18 - 24	92%	92%	22%
25 - 34	94%	93%	17%
35 - 44	94%	93%	13%
45+	92%	88%	7%
Upper Income*	86%	86%	7%
Middle Income	95%	94%	13%
Lower Income	88%	84%	19%

*Low base, read with caution

Beyond Iftar (Ndogou), Suhoor remains a regular habit for most, helping sustain energy through the fast.

62%

Have Suhoor (Kheud) on most nights



By Gender



By Age



By Income Level



*Low base, read with caution



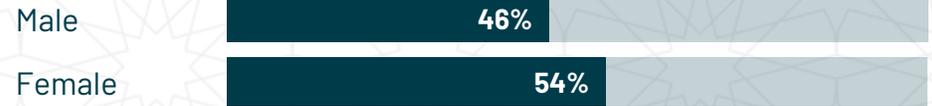
And as food habits become more intentional, reducing waste emerges as part of the Ramadan routine.

50%

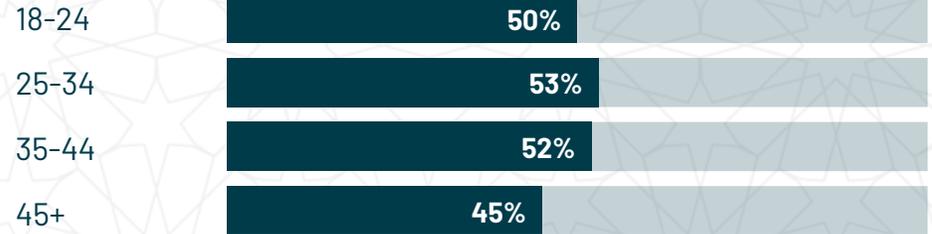
Make an effort to repurpose leftovers to minimize food waste during Ramadan



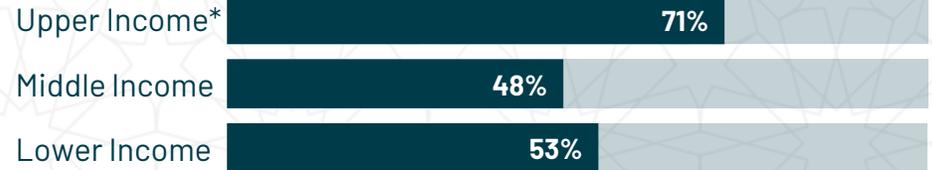
By Gender



By Age



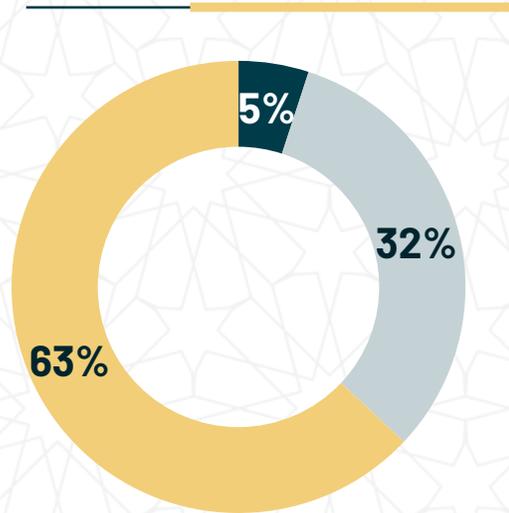
By Income Level



*Low base, read with caution



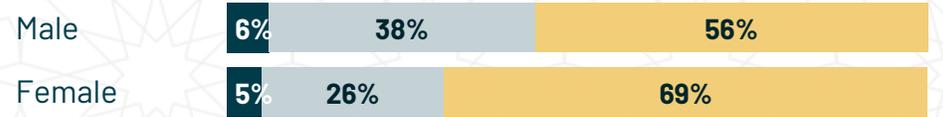
For many, Ramadan's disciplined routines result in noticeable weight loss by the end of the month.



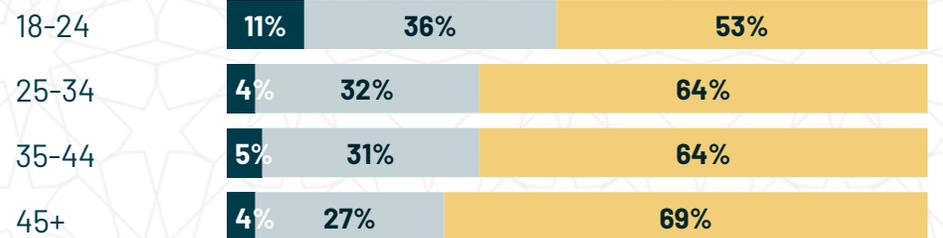
- Gain weight during Ramadan
- No change
- Lose weight during Ramadan



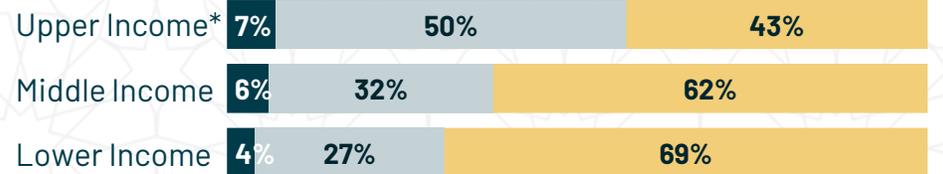
By Gender



By Age



By Income Level



*Low base, read with caution



Financial & Shopping Behaviors In Ramadan

03



During Ramadan, financial planning becomes a priority for more than half of the people, yet a smaller number actually save in preparation for the expected rise in expenses.

55%

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



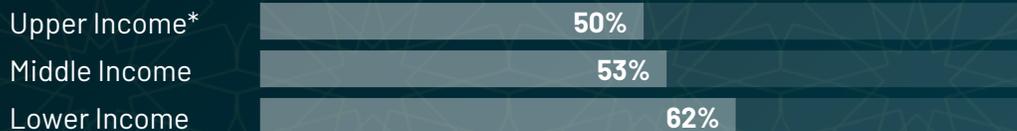
By Gender



By Age



By Income Level



46%

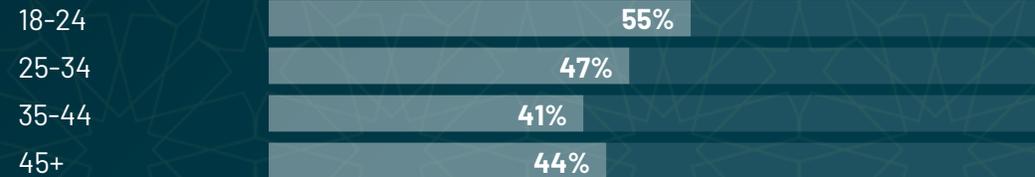
Tend to save more money in the months leading up to Ramadan to prepare for the increased expenses



By Gender



By Age

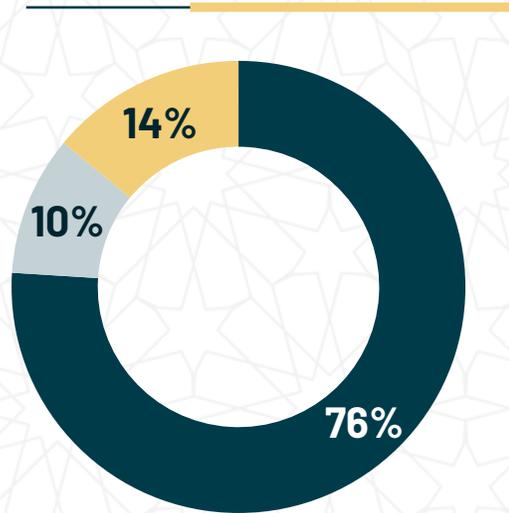


By Income Level



*Low base, read with caution

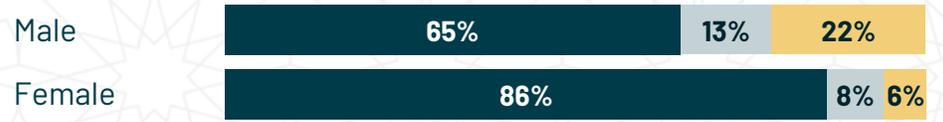
Despite planning and saving ahead, spending still rises for the majority of individuals during Ramadan.



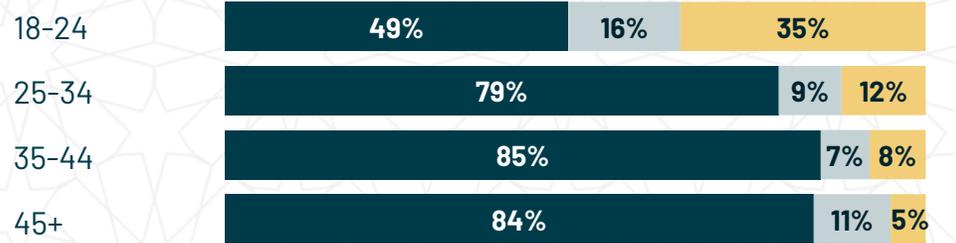
- Spend more money
- No change in spending habits
- Spend less money



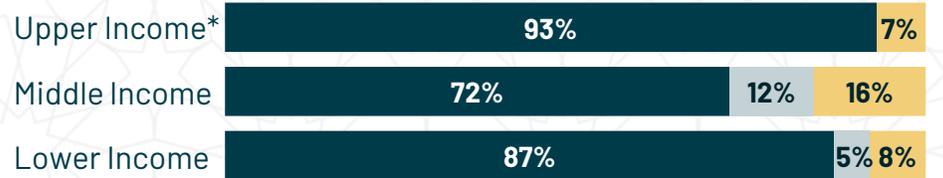
By Gender



By Age



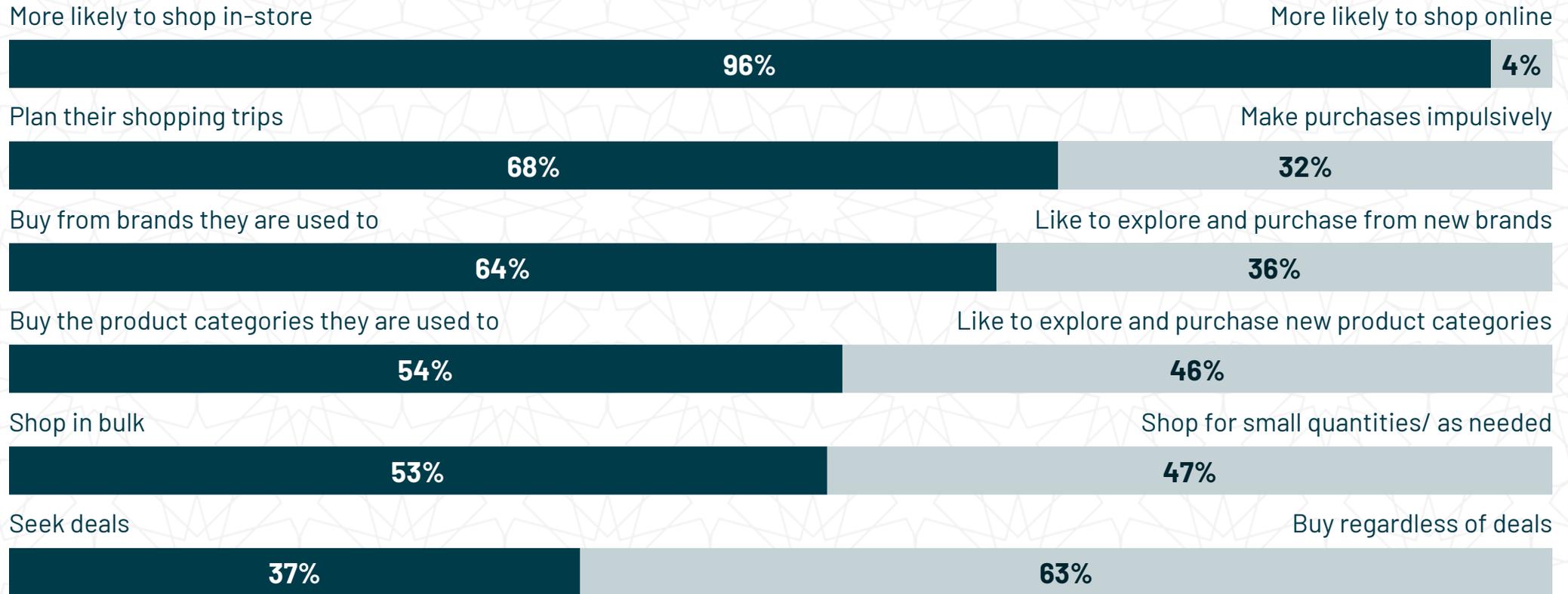
By Income Level



*Low base, read with caution

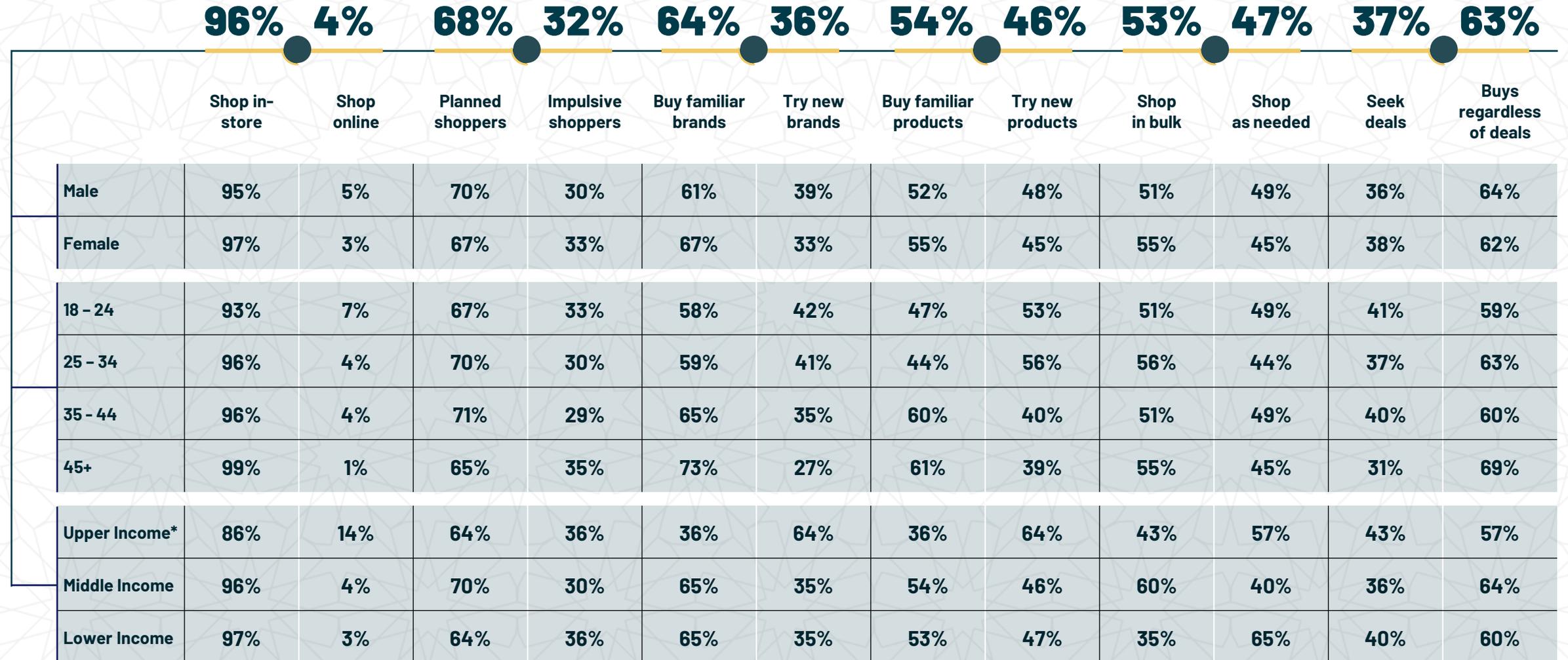


During Ramadan, people favor in-store shopping, with planning and deal-seeking on the rise, while continuing to rely on familiar brands alongside an openness to new product categories.



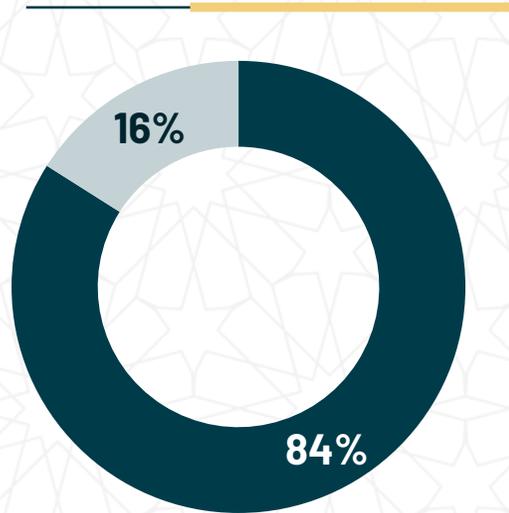
Types of shoppers during Ramadan

- by demographics



*Low base, read with caution

While grocery shopping during Ramadan is planned and purposeful, it is something the majority genuinely enjoy.



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



By Gender

Male	87%	13%
Female	82%	18%

By Age

18-24	87%	13%
25-34	84%	16%
35-44	85%	15%
45+	81%	19%

By Income Level

Upper Income*	100%	
Middle Income	84%	16%
Lower Income	83%	17%

*Low base, read with caution



While Ramadan offers are anticipated, they rarely drive people to delay major purchases.

40%

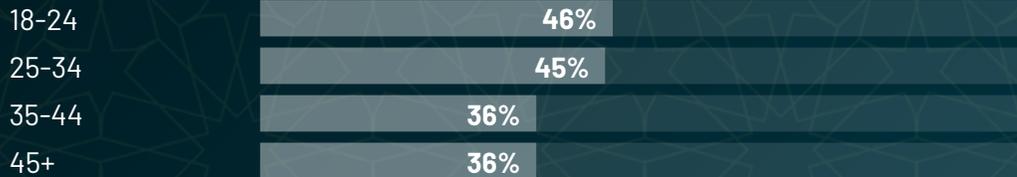
Look forward to Ramadan's special offers and promotions each year



By Gender



By Age



By Income Level



21%

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



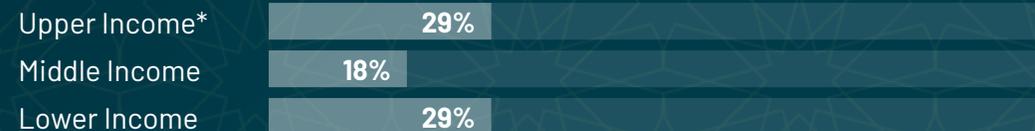
By Gender



By Age



By Income Level



*Low base, read with caution

Brand Interaction & Advertising

04



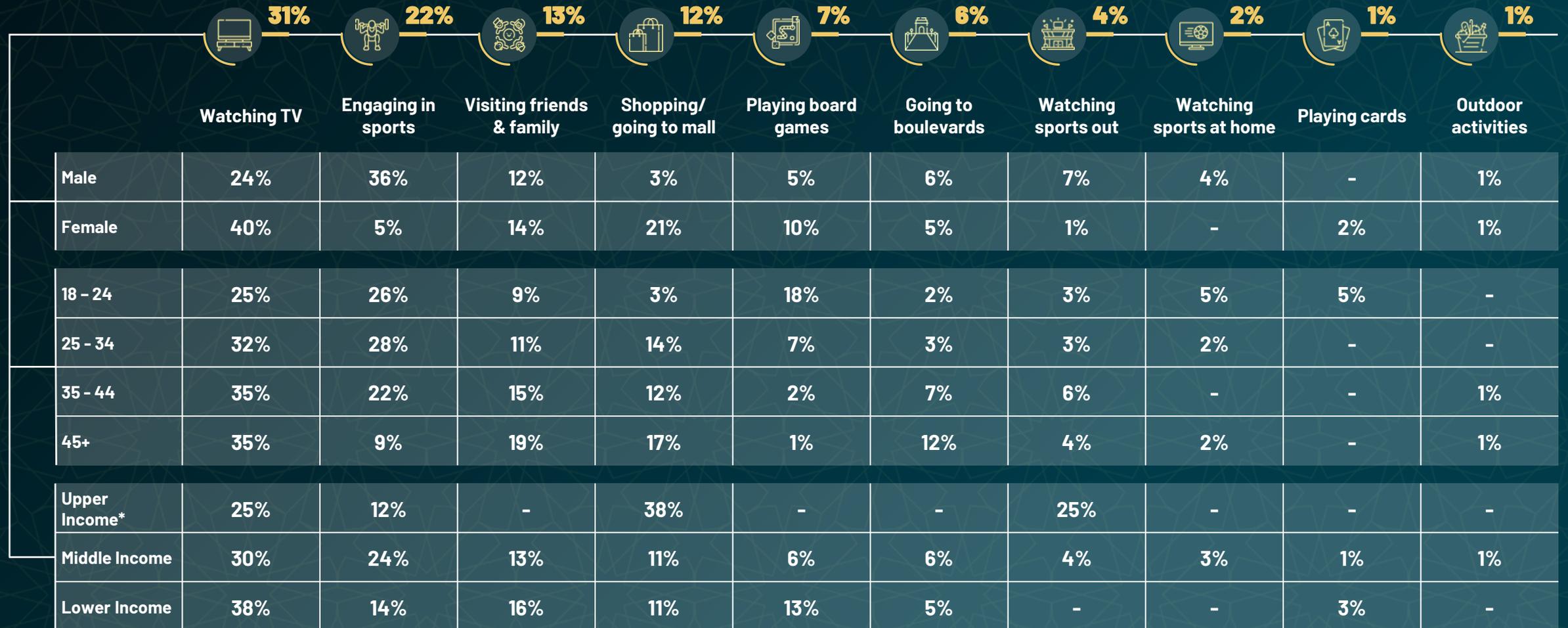
Leisure during Ramadan centers on simple pleasures, from watching TV and staying active to connecting with family and friends.

Top entertainment activities during Ramadan – Top 10



Entertainment activities during Ramadan

Top 10 - by demographics



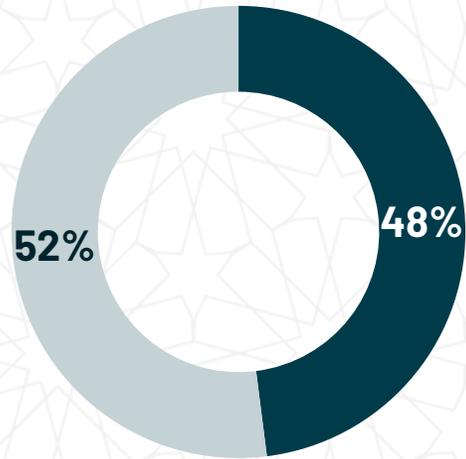
*Low base, read with caution

Brand Interaction & Advertising

05



Online and offline channels are used in almost equal measure for brand information.



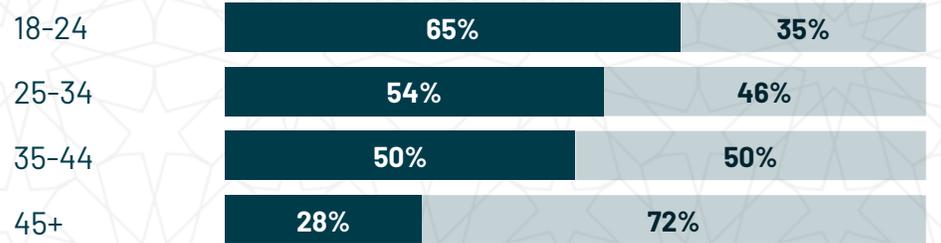
- Use online sources to obtain information about brands
- Use offline sources to obtain information about brands



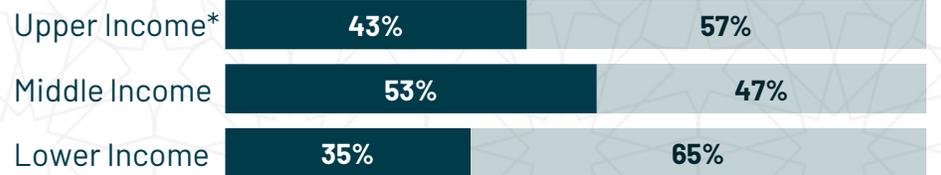
By Gender



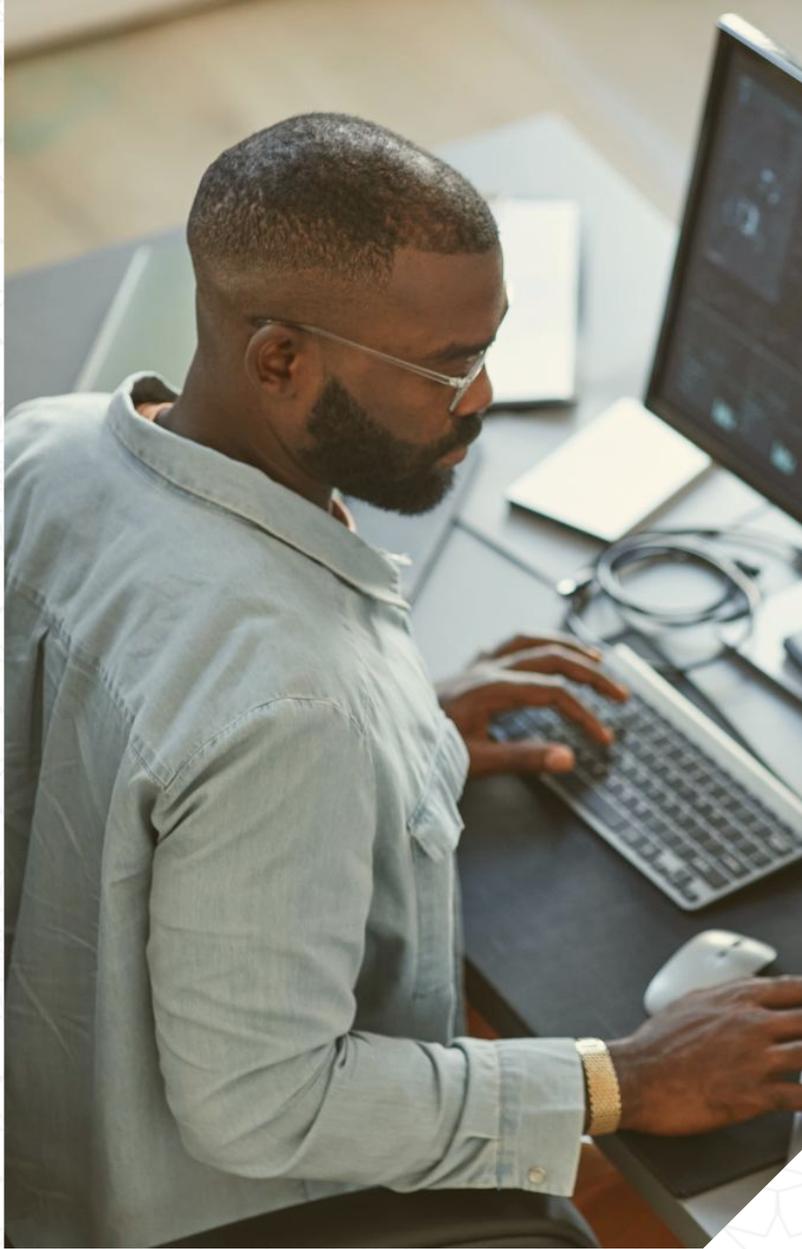
By Age



By Income Level



*Low base, read with caution



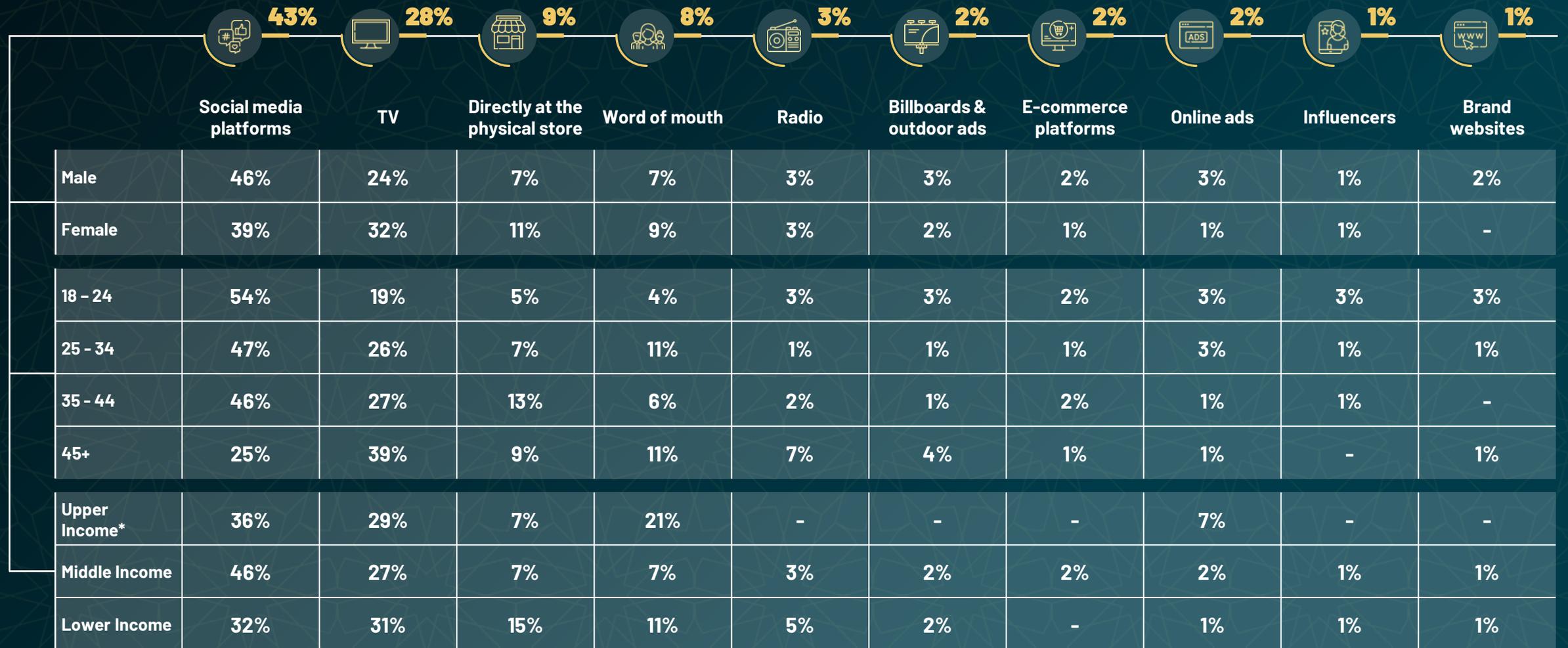
Within this landscape, social media stands out as the primary gateway to brands during Ramadan, followed by TV and physical stores.

Main sources used to obtain information about brands – Top 10



Main sources used to obtain information about brands

Top 10 - by demographics



*Low base, read with caution

An overwhelming influx of advertising during Ramadan leaves the vast majority feeling ad fatigue, with nearly the same share sensing that the month has become overly commercialized.

89%

Feel that Ramadan has become more commercialized over the years



By Gender

Male	89%
Female	89%

By Age

18-24	90%
25-34	88%
35-44	90%
45+	88%

By Income Level

Upper Income*	100%
Middle Income	88%
Lower Income	90%

87%

Believe there are too many ads during Ramadan



By Gender

Male	88%
Female	86%

By Age

18-24	86%
25-34	88%
35-44	87%
45+	87%

By Income Level

Upper Income*	86%
Middle Income	89%
Lower Income	81%

*Low base, read with caution

With the visibility of Ramadan advertising, nearly 2 in 3 recall advertised brands, while less than half convert ads into purchases.

61%

Are more likely to remember brands that advertise during Ramadan



By Gender



By Age



By Income Level



40%

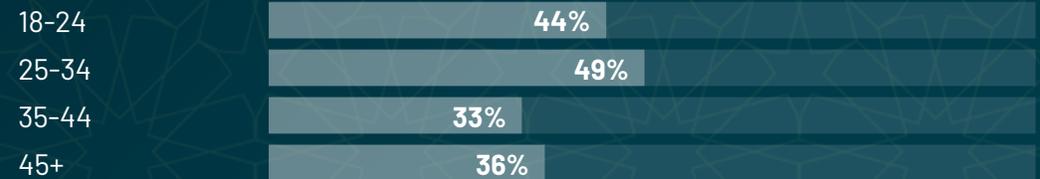
Have previously purchased a product based on an ad they saw during Ramadan



By Gender



By Age



By Income Level



*Low base, read with caution

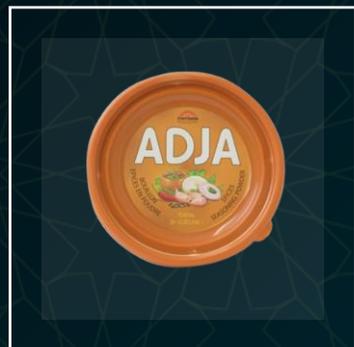
Most Prominent Ramadan Brands

06



Brands most associated with Ramadan in Senegal

Top 10 brands – sorted by alphabetical order



The Ramadan Personas

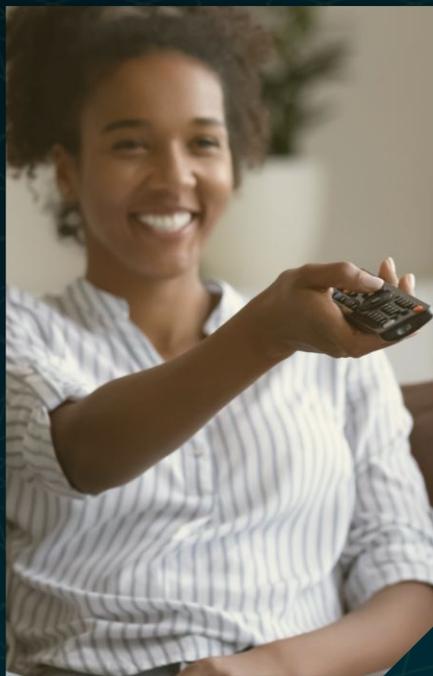
07



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

33%

The Content Explorer



19%

The Festive Spirit



18%

The Passionate Shopper



16%

The Self Nurturer



14%

The Social Connector



Who is the Content Explorer? (33%)

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

By Gender



By Age



By Income Level



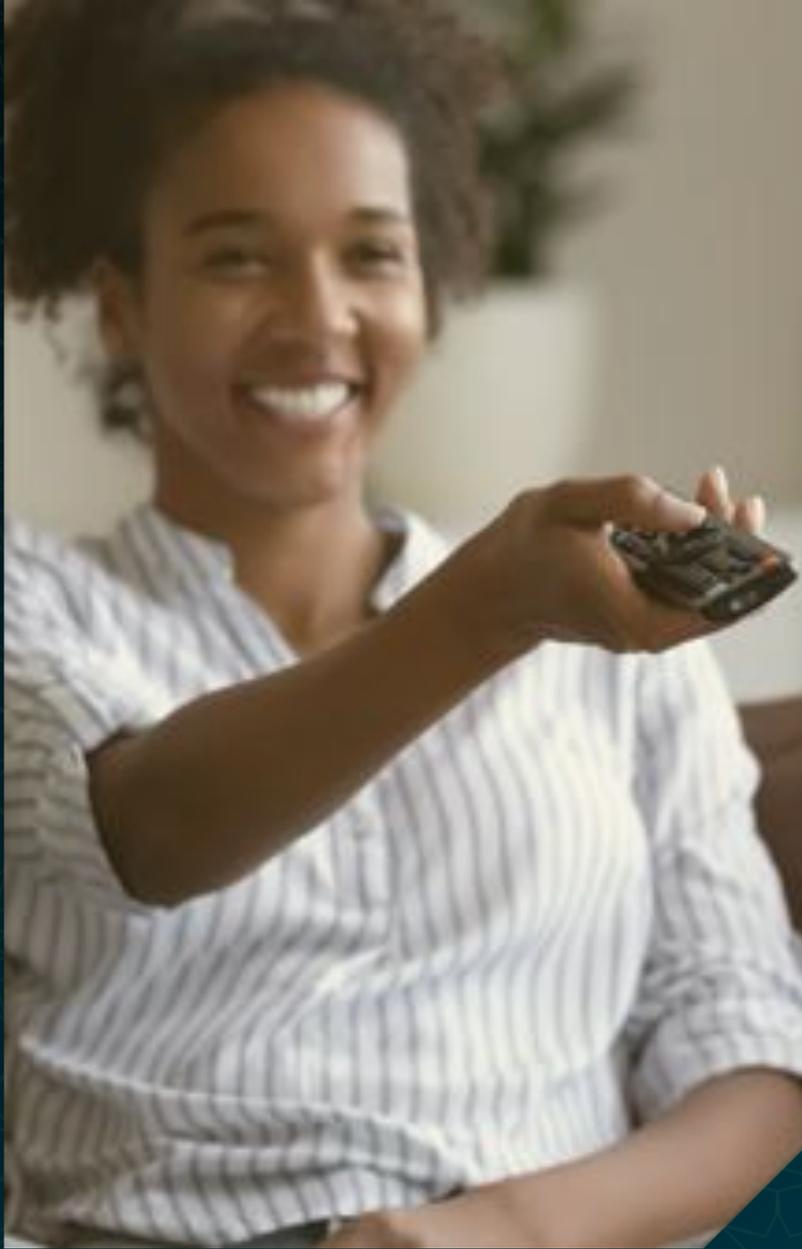
*Low base, read with caution

95%

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

69%

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



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



*Low base, read with caution

93%

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

85%

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



Who is the Passionate Shopper? (18%)

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

By Gender



By Age



By Income Level



*Low base, read with caution

93%

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

86%

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



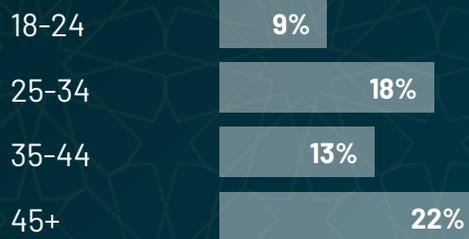
Who is the Self Nurturer? (16%)

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



*Low base, read with caution

100%

Consider Ramadan as a period of physical discipline and health consciousness

99%

Consider Ramadan an opportunity to reset their body



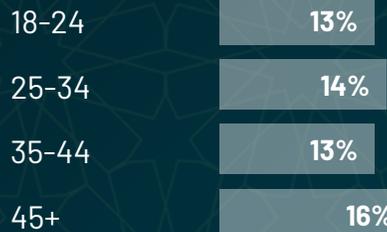
Who is the Social Connector? (14%)

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

By Gender



By Age



By Income Level



*Low base, read with caution

95%

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

92%

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

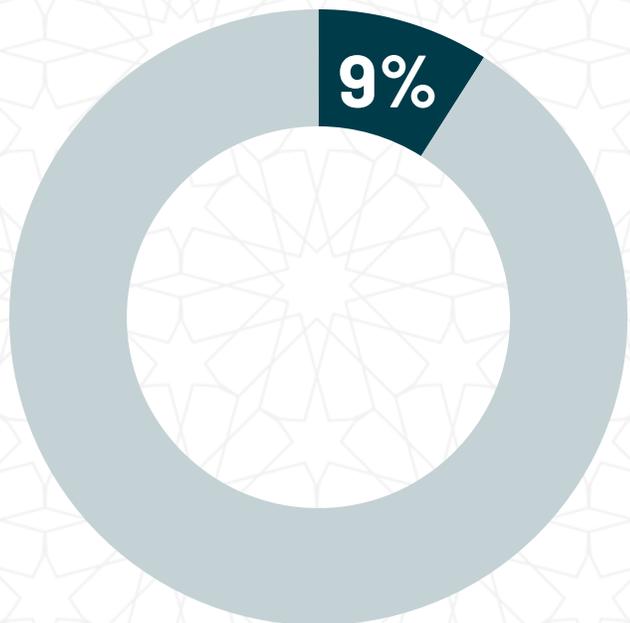


Eid (Korité) Plans

08



Only a small segment of the population currently has travel plans for the Eid break.



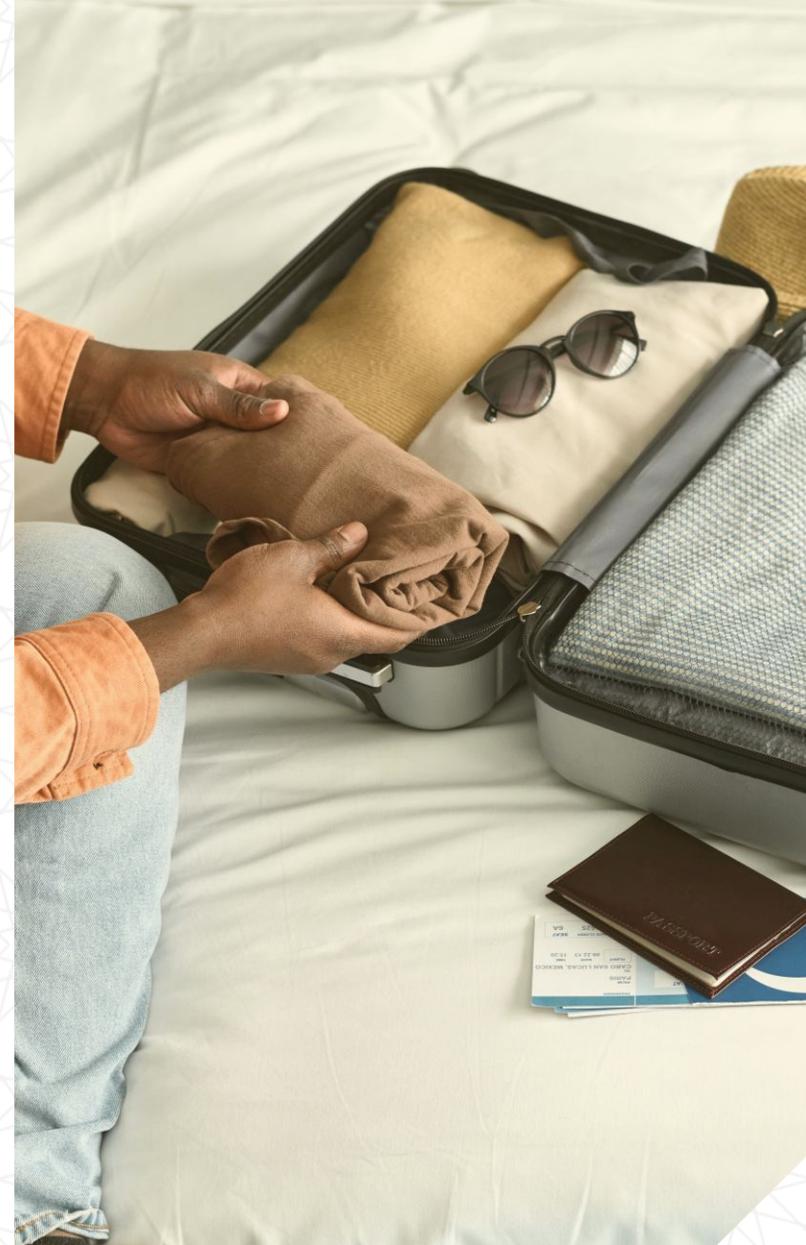
Plan on traveling during the Eid (Korité) holiday

8%

Plan on traveling domestically or having a staycation

1%

Plan on traveling internationally



Travel plans during the Eid holiday

- by demographics



Plan on traveling during the Eid (Korité) holiday

Plan on having a staycation

Plan on traveling internationally

Male	11%	10%	1%
Female	6%	5%	1%
18 - 24	11%	10%	1%
25 - 34	9%	9%	1%
35 - 44	9%	7%	2%
45+	6%	6%	-
Upper Income*	-	-	-
Middle Income	8%	7%	1%
Lower Income	11%	11%	-

*Low base, read with caution

Sample and methodology

Sample size

521 respondents

Sample criteria

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

Methodology

The survey was conducted via computer aided personal interviews

Geographical coverage

Conducted in Dakar, across the five administrative areas: Dakar, Pikine, Rufisque, Guédiawaye, and Keur Massar

FOR MORE INFORMATION

Arnaud Moisan

Director

Ipsos in Senegal

arnaud.moisan@ipsos.com