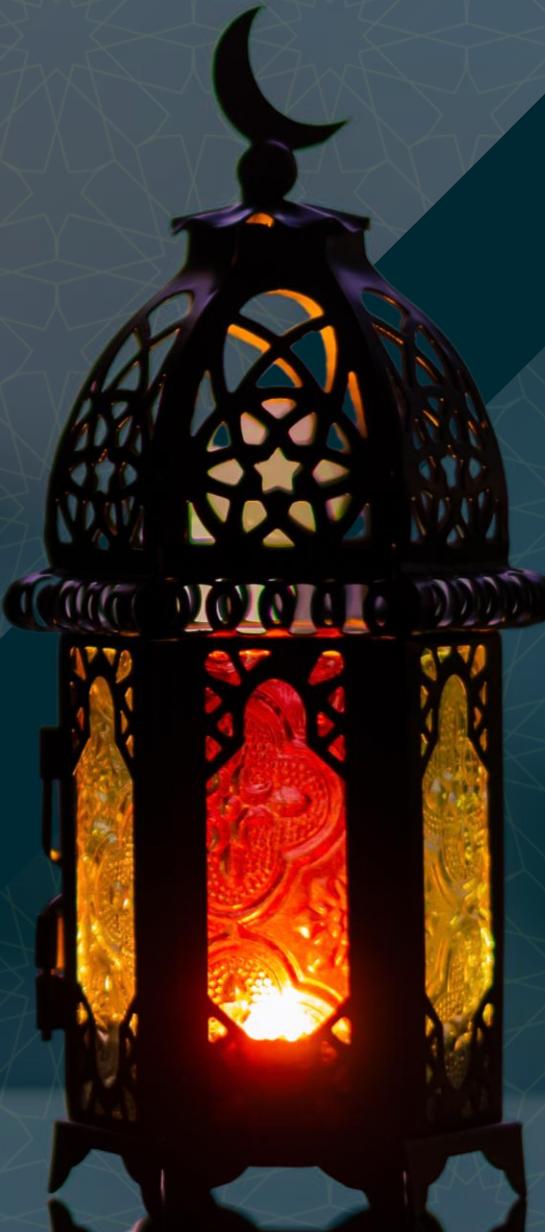


# THE 2026 RAMADAN HANDBOOK

Tunisia Edition

February 2026



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# Lifestyle Changes In Ramadan

01





## Ramadan in Tunisia centers around deepened spirituality and a strong commitment to giving back.



**92%**

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



**79%**

Believe Ramadan is about engaging in acts of charity



**74%**

Focus more on spirituality during Ramadan



## Despite less sleep, most manage to maintain their usual work rhythm during Ramadan.

■ Increase ■ Stay the same ■ Decrease

Sleep during Ramadan

17% 36% 47%

Activity levels during Ramadan

25% 43% 32%

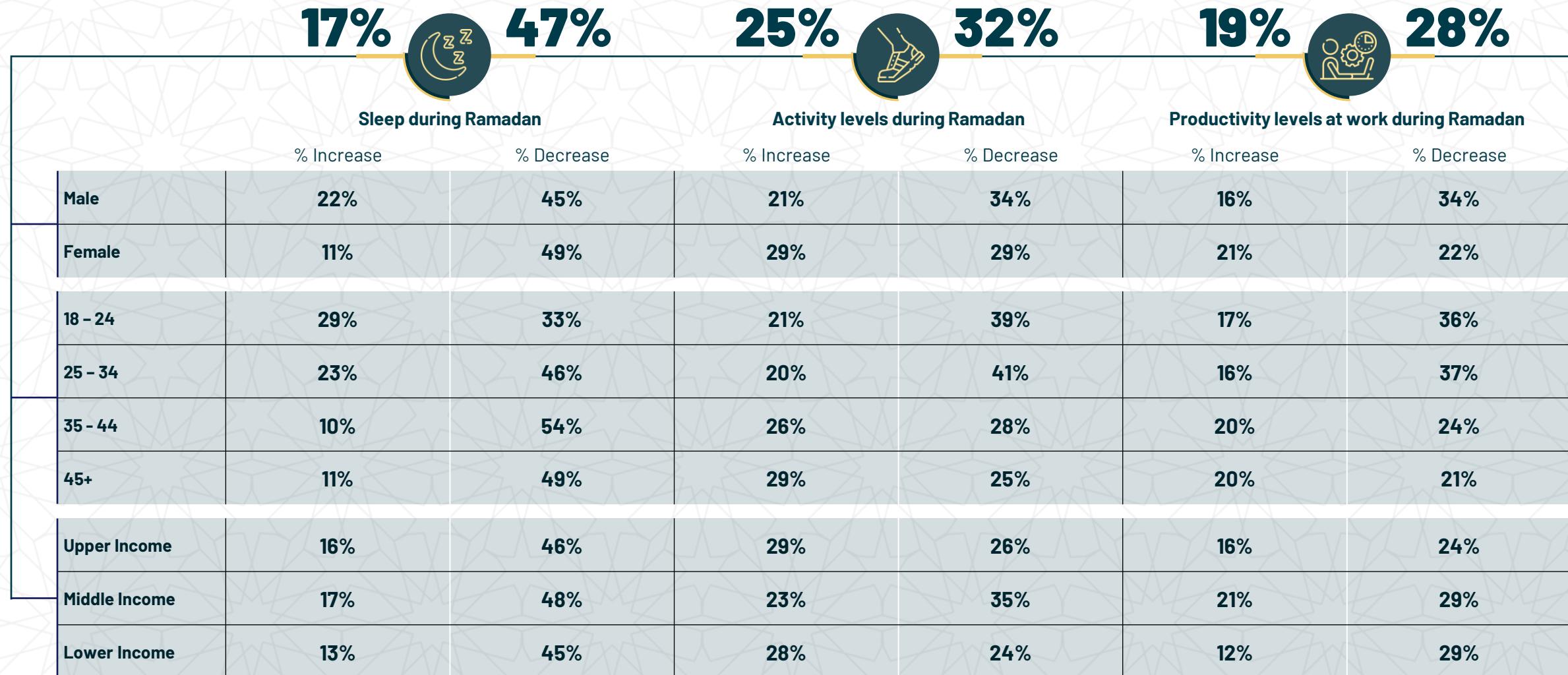
Productivity levels at work during Ramadan

19% 53% 28%



# Sleep, activity and productivity

## - by demographics



The month also becomes a time of emotional reconnection, anchored in family and togetherness.



**89%**

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



**85%**

Spend more time with family than with friends during Ramadan



Yet for many, the Ramadan spirit feels less pronounced, as fewer now gather for Iftar compared to the past.



**50%**

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



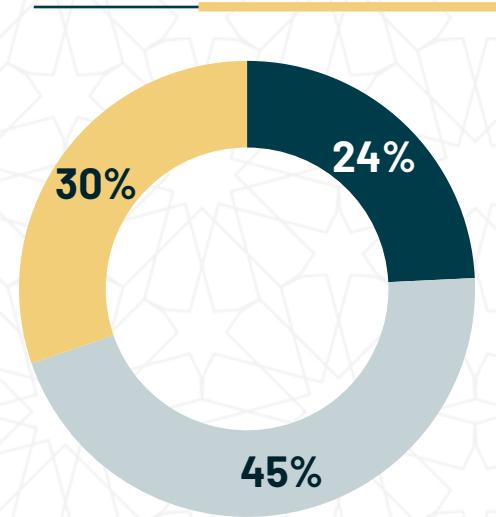
**47%**

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





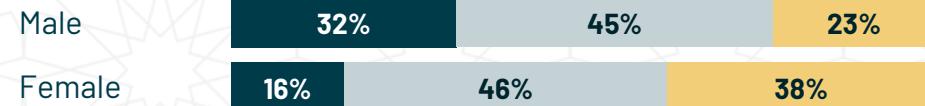
**Social habits subtly adjust, with a slight inclination towards quieter, more home-centered routines.**



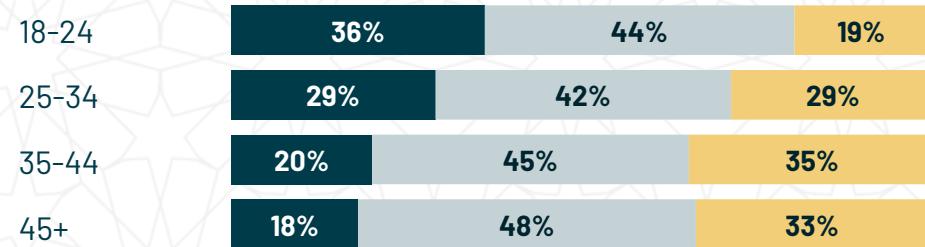
- Go out more during Ramadan
- No change
- Go out less during Ramadan



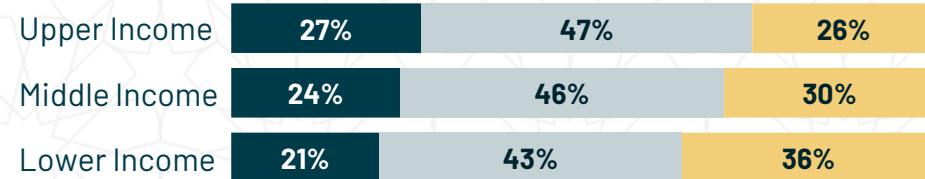
#### By Gender



#### By Age



#### By Income Level





**Within this shift, creating a festive home emerges as an essential expression of the Ramadan spirit for most.**

**79%**

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



#### By Gender

Male

73%

Female

85%

#### By Age

18-24

83%

25-34

74%

35-44

83%

45+

79%

#### By Income Level

Upper Income

74%

Middle Income

80%

Lower Income

81%

# Eating Habits In Ramadan

02

## For many, Ramadan is considered a time for realigning physical wellbeing.



**65%**

Consider Ramadan as a period of physical discipline and health consciousness



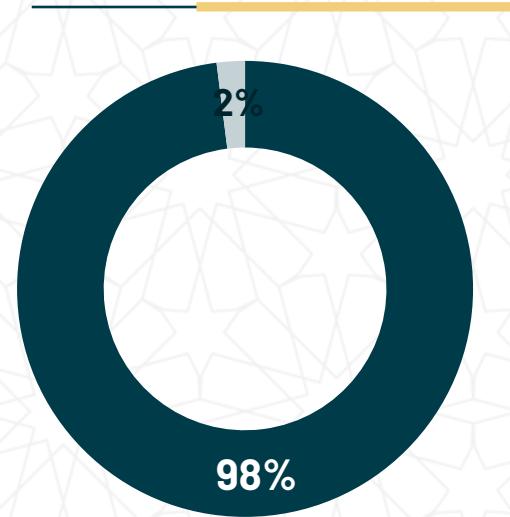
**55%**

Consider Ramadan an opportunity to reset their body





**Within this context, home-cooked meals clearly anchor eating habits during the holy month.**

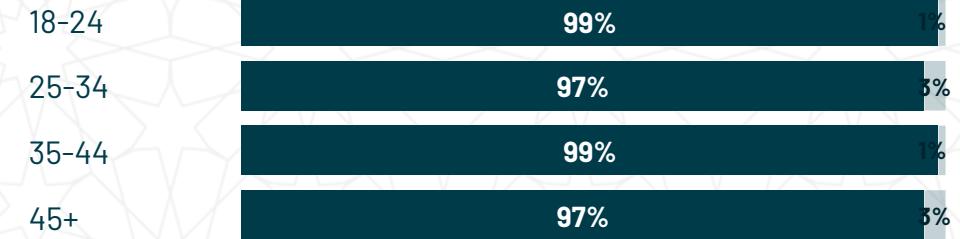


- Tend to eat more home-cooked meals
- Tend to eat out more

### By Gender



### By Age

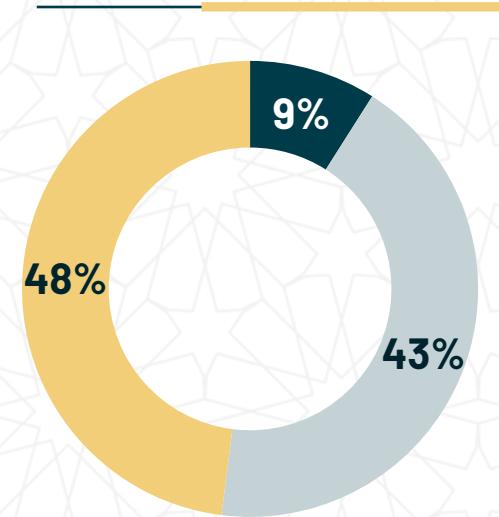


### By Income Level





## Food delivery scales back during Ramadan, as many opt for fewer orders.



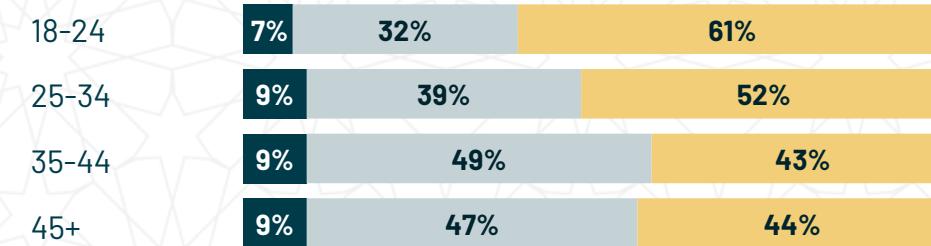
- Order food delivery more often during Ramadan
- No change
- Order food delivery less often during Ramadan



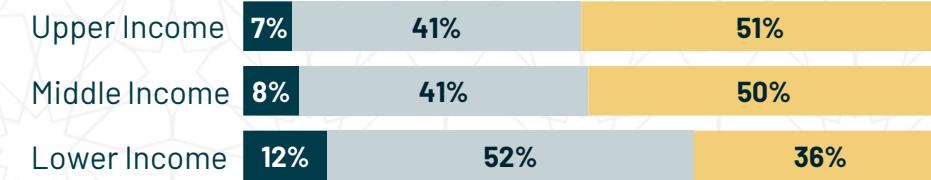
### By Gender



### By Age

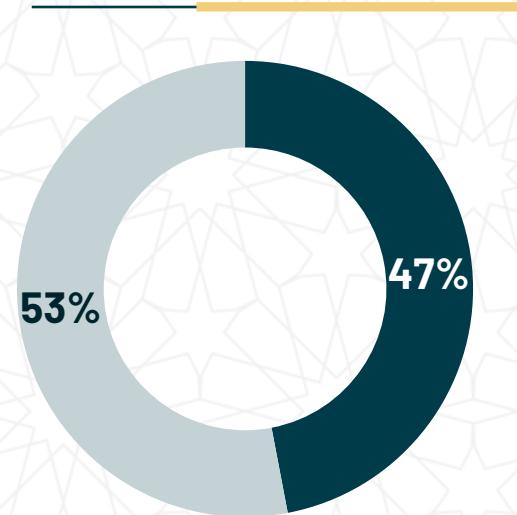


### By Income Level





## When delivery is used, it is slightly more closely tied to Suhoor than Iftar.

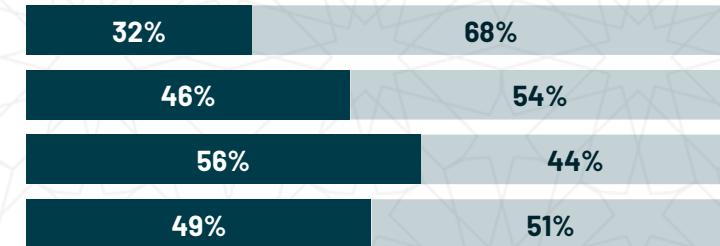


- Tend to order food delivery more for Iftar meals during Ramadan
- Tend to order food delivery more for Suhoor meals during Ramadan

### By Gender



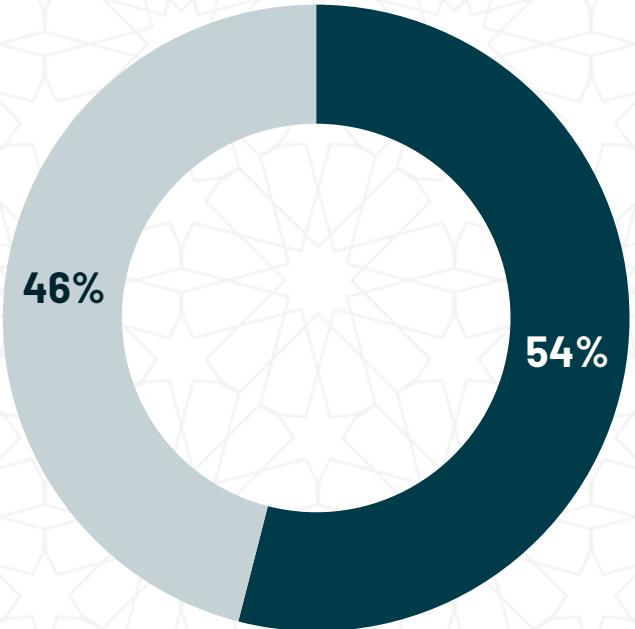
### By Age



### By Income Level



**People typically break their fast with dates, followed by appetizers, and while some enjoy a variety of main dishes during Iftar, others stick to just one.**



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

**87%**

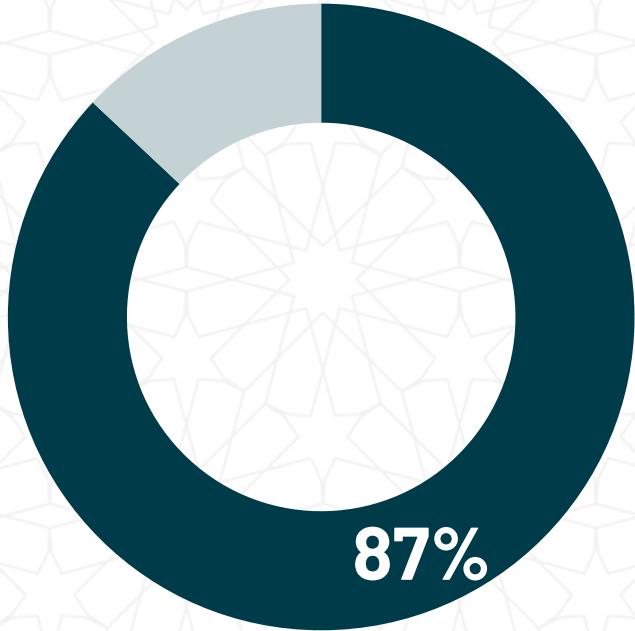
Have appetizers everyday  
at Iftar

**80%**

Always break their fast with  
dates



**Snacking after Iftar is common, with healthier options more frequently chosen, even as many continue to indulge in less healthy treats.**



Usually have snacks after Iftar

**69%**

Have healthy snacks after Iftar

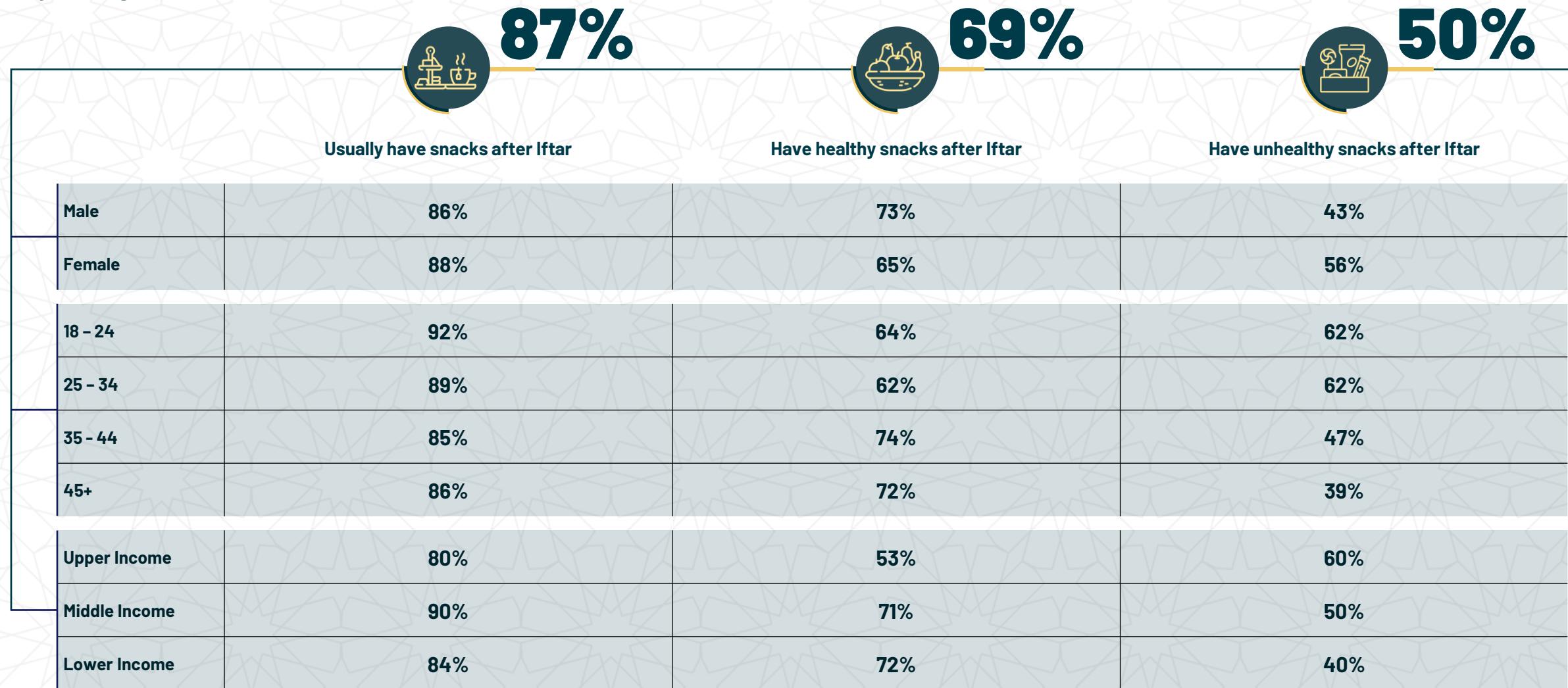
**50%**

Have unhealthy snacks after Iftar



# Snacking behaviour during Ramadan

## - by demographics





**Suhoor remains a widely observed meal, forming an important part of daily routines.**

**67%**

Have Suhoor  
on most nights



#### **By Gender**



#### **By Age**



#### **By Income Level**





**Conscious efforts to reduce food waste are also evident, with the majority prioritizing the reuse of leftovers.**

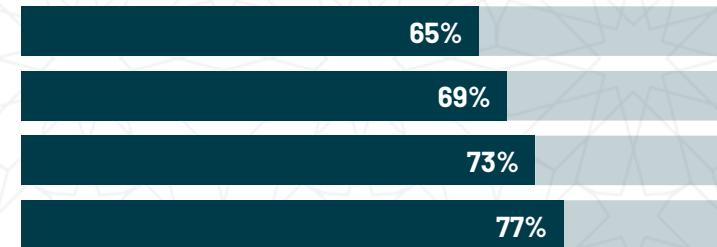
**72%**

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

#### By Gender



#### By Age

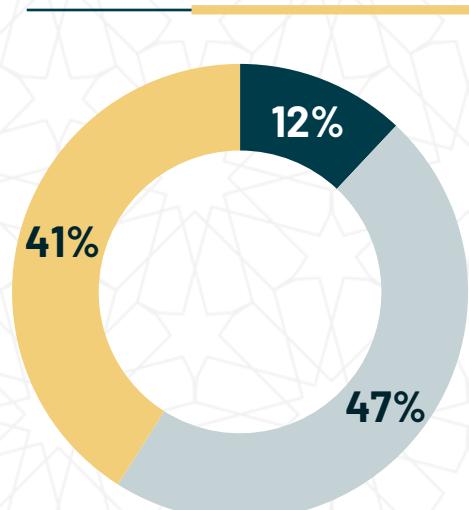


#### By Income Level





## Despite the disruption to eating patterns brought on by fasting, most either maintain their weight or experience weight loss during Ramadan.



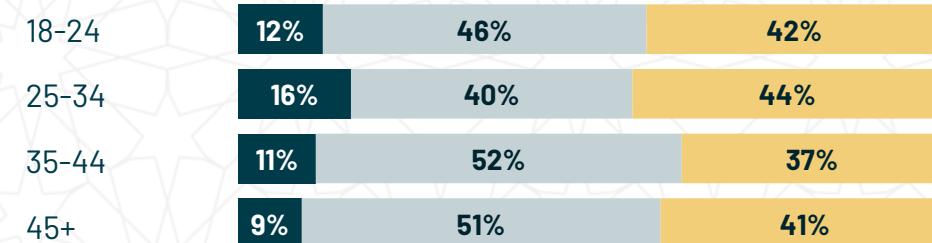
- Gain weight during Ramadan
- No change
- Lose weight during Ramadan



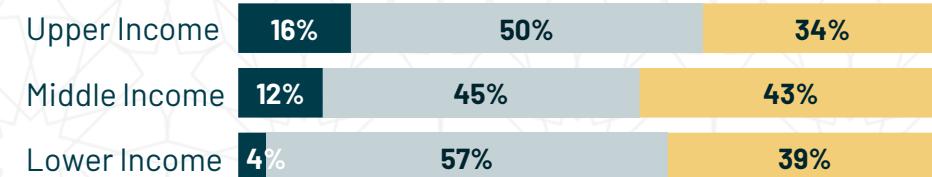
### By Gender



### By Age



### By Income Level



# Financial & Shopping Behaviors In Ramadan

03



# While around half prioritize financial planning during Ramadan, fewer individuals actively save ahead of time.

**47%**

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



## By Gender

|        |     |
|--------|-----|
| Male   | 46% |
| Female | 47% |

## By Age

|       |     |
|-------|-----|
| 18-24 | 43% |
| 25-34 | 44% |
| 35-44 | 45% |
| 45+   | 51% |

## By Income Level

|               |     |
|---------------|-----|
| Upper Income  | 39% |
| Middle Income | 48% |
| Lower Income  | 45% |

**29%**

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



## By Gender

|        |     |
|--------|-----|
| Male   | 28% |
| Female | 30% |

## By Age

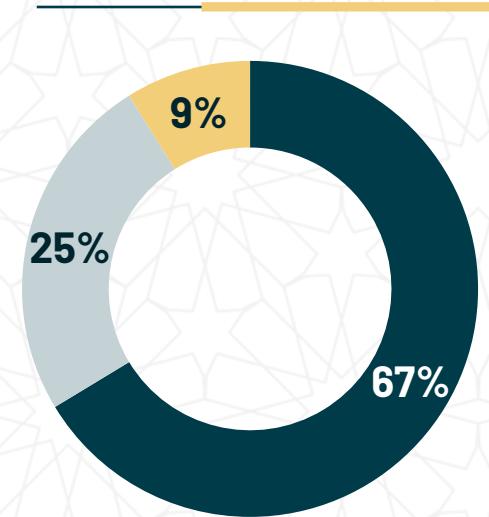
|       |     |
|-------|-----|
| 18-24 | 38% |
| 25-34 | 27% |
| 35-44 | 25% |
| 45+   | 29% |

## By Income Level

|               |     |
|---------------|-----|
| Upper Income  | 26% |
| Middle Income | 28% |
| Lower Income  | 35% |

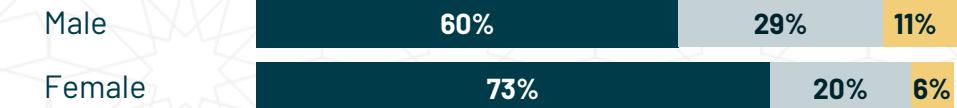


## Despite efforts to plan and save, the majority of the Tunisians find their expenses rising throughout Ramadan.

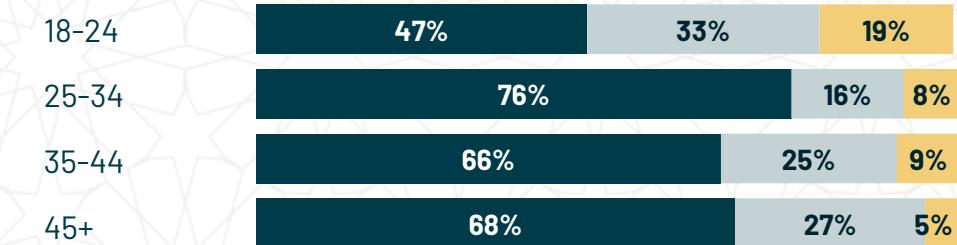


- Spend more money
- No change in spending habits
- Spend less money

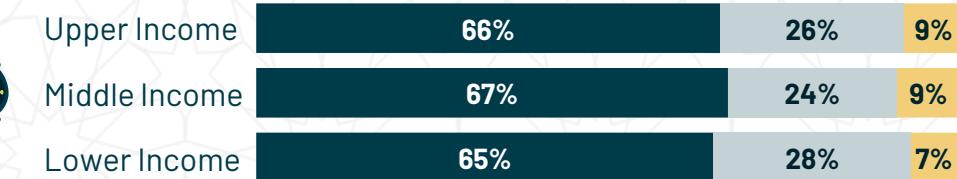
### By Gender



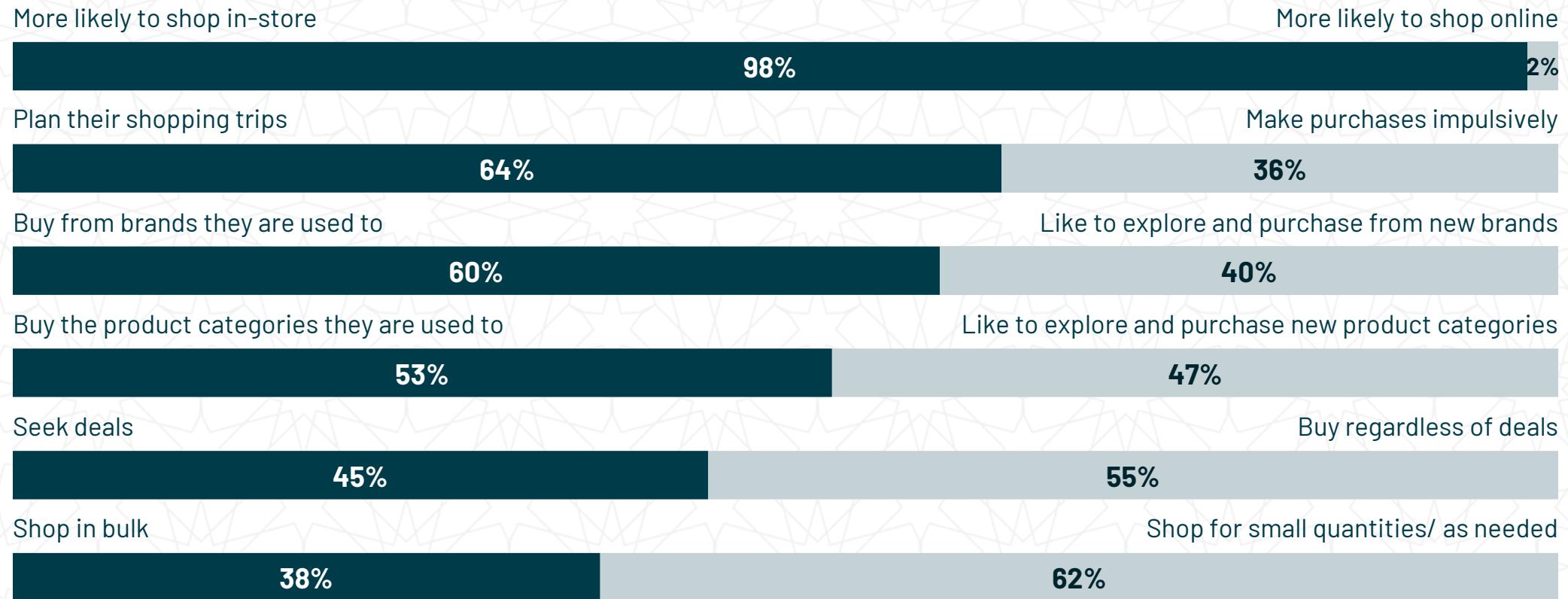
### By Age



### By Income Level

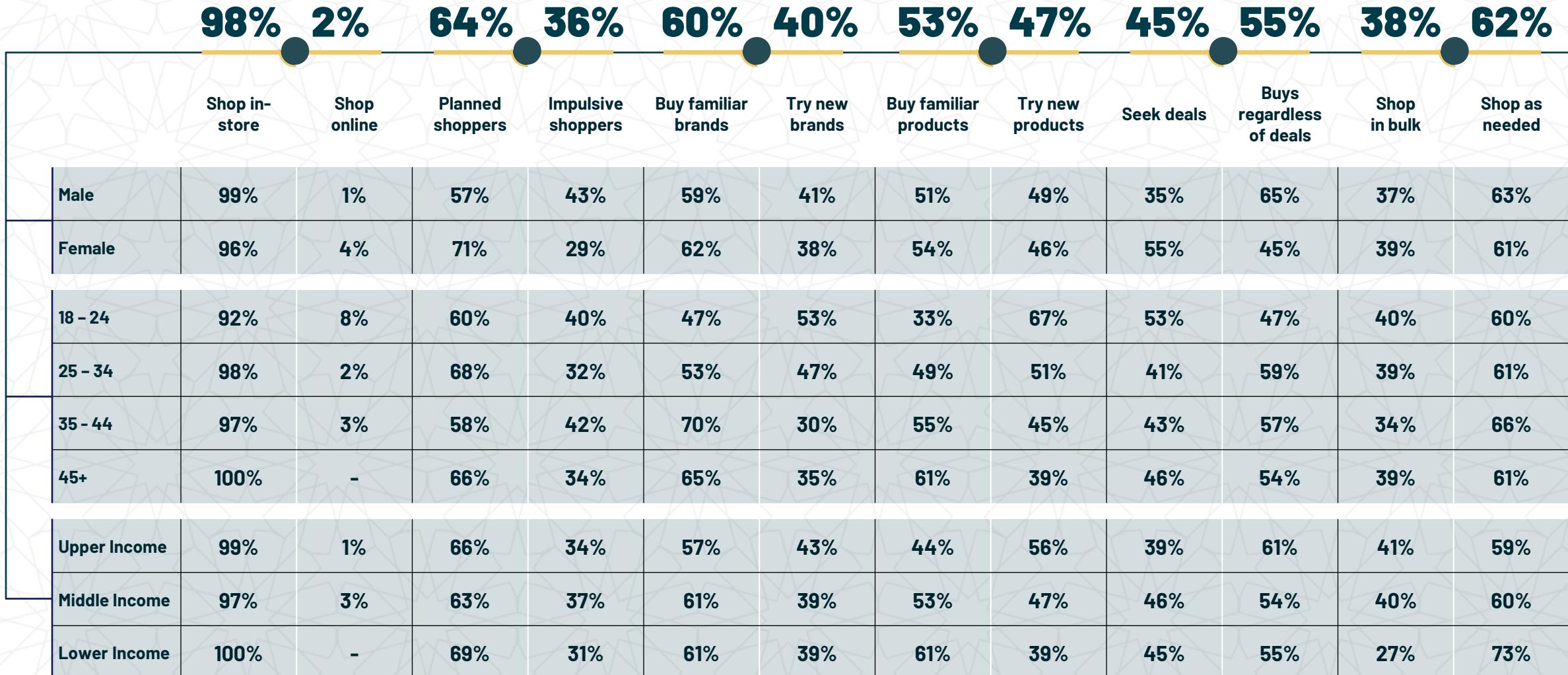


Therefore, shopping tends to be more deliberate, with people preferring to shop in-store, many planning their trips, and sticking to the brands they know and trust. At the same time, many are open to exploring new brands and products.



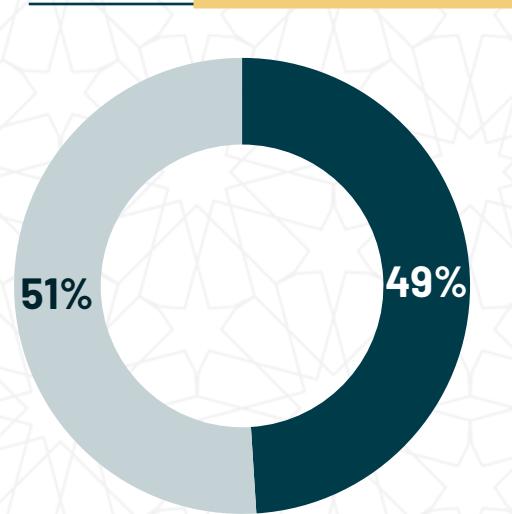
# Types of shoppers during Ramadan

- by demographics





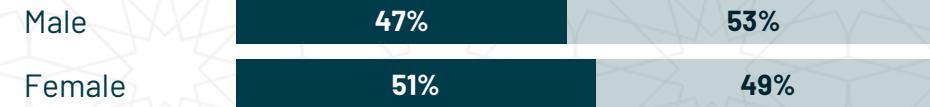
## Yet, food shopping during Ramadan sits evenly between enjoyment and obligation.



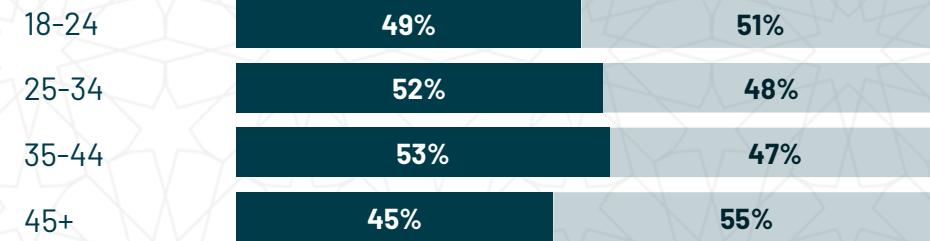
- Consider shopping for food and beverages to be an enjoyable activity during Ramadan
- Find shopping for food and beverages a chore during Ramadan



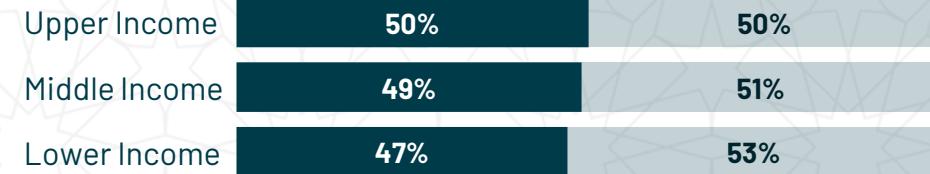
### By Gender



### By Age



### By Income Level



# The month's promotions capture attention for some, though only a minority consciously delay major purchases to take advantage of the offers.

**21%**

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



## By Gender

|        |     |
|--------|-----|
| Male   | 24% |
| Female | 18% |

## By Age

|       |     |
|-------|-----|
| 18-24 | 15% |
| 25-34 | 17% |
| 35-44 | 22% |
| 45+   | 24% |

## By Income Level

|               |     |
|---------------|-----|
| Upper Income  | 17% |
| Middle Income | 20% |
| Lower Income  | 27% |

**17%**

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



## By Gender

|        |     |
|--------|-----|
| Male   | 18% |
| Female | 16% |

## By Age

|       |     |
|-------|-----|
| 18-24 | 12% |
| 25-34 | 13% |
| 35-44 | 20% |
| 45+   | 20% |

## By Income Level

|               |     |
|---------------|-----|
| Upper Income  | 11% |
| Middle Income | 17% |
| Lower Income  | 23% |

# Brand Interaction & Advertising

04

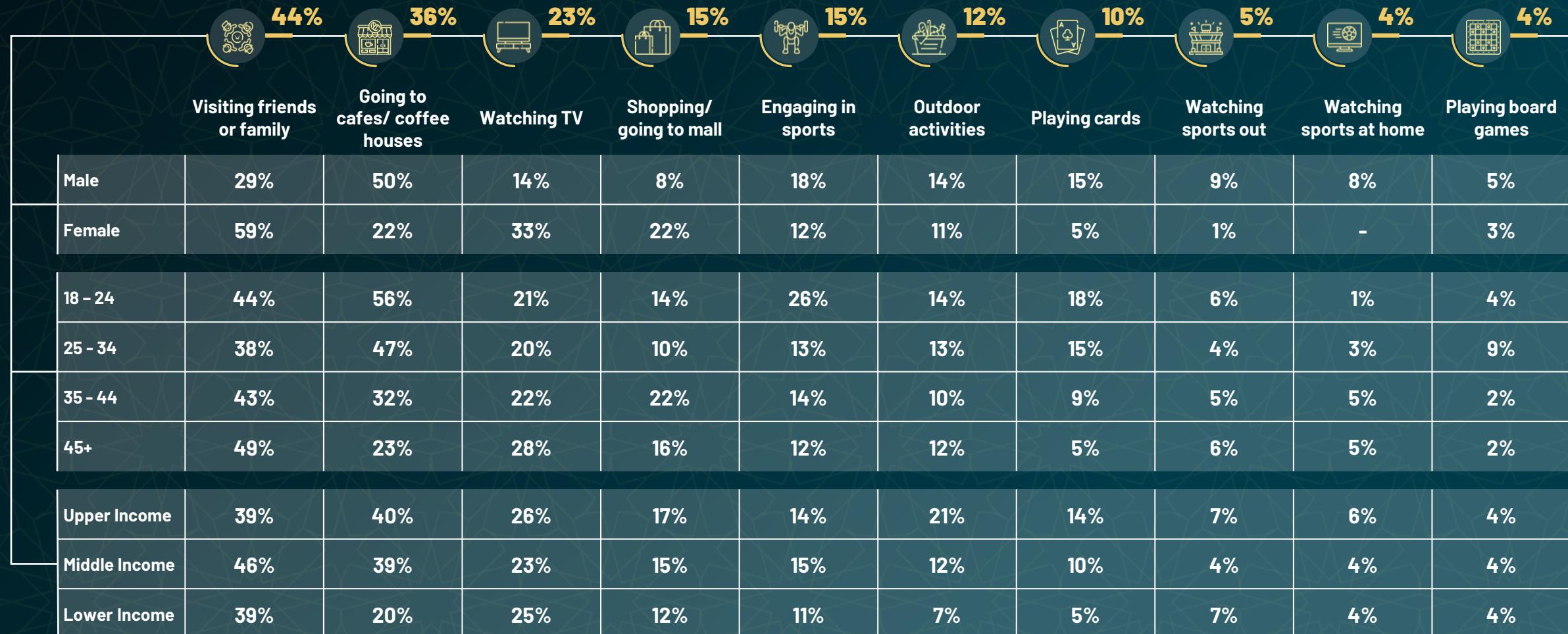
# Entertainment during Ramadan revolves around social connection and familiar routines, centered on visiting family and friends, café outings, and watching TV.

## Top entertainment activities during Ramadan – Top 10



# Entertainment activities during Ramadan

## Top 10 - by demographics



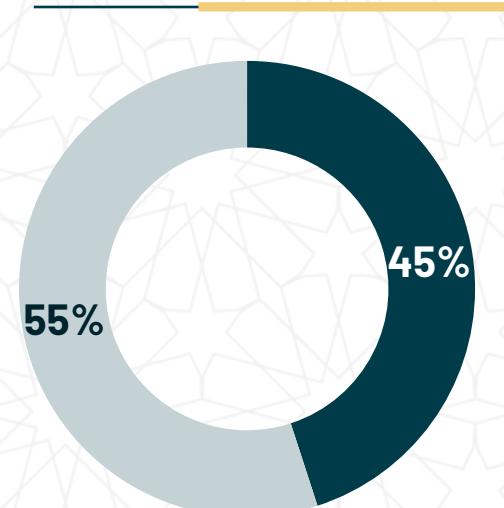
# Brand Interaction & Advertising

05





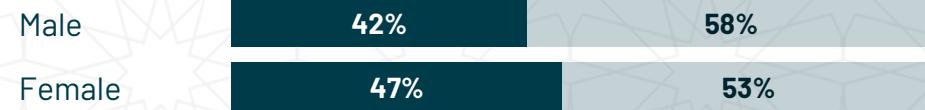
**Although many use offline sources for brand information, online touchpoints still play a significant role especially among the youth.**



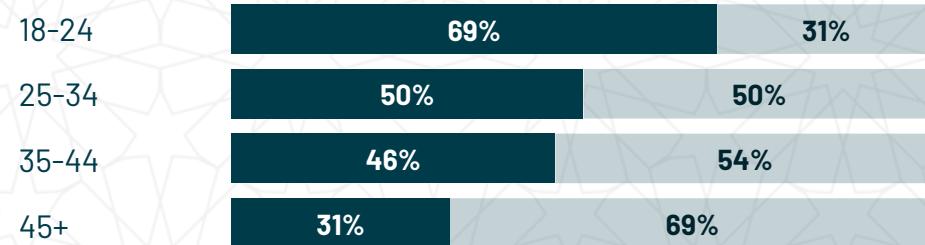
- Use online sources to obtain information about brands
- Use offline sources to obtain information about brands



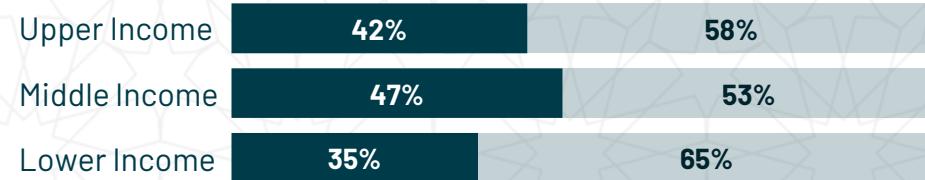
#### By Gender



#### By Age



#### By Income Level



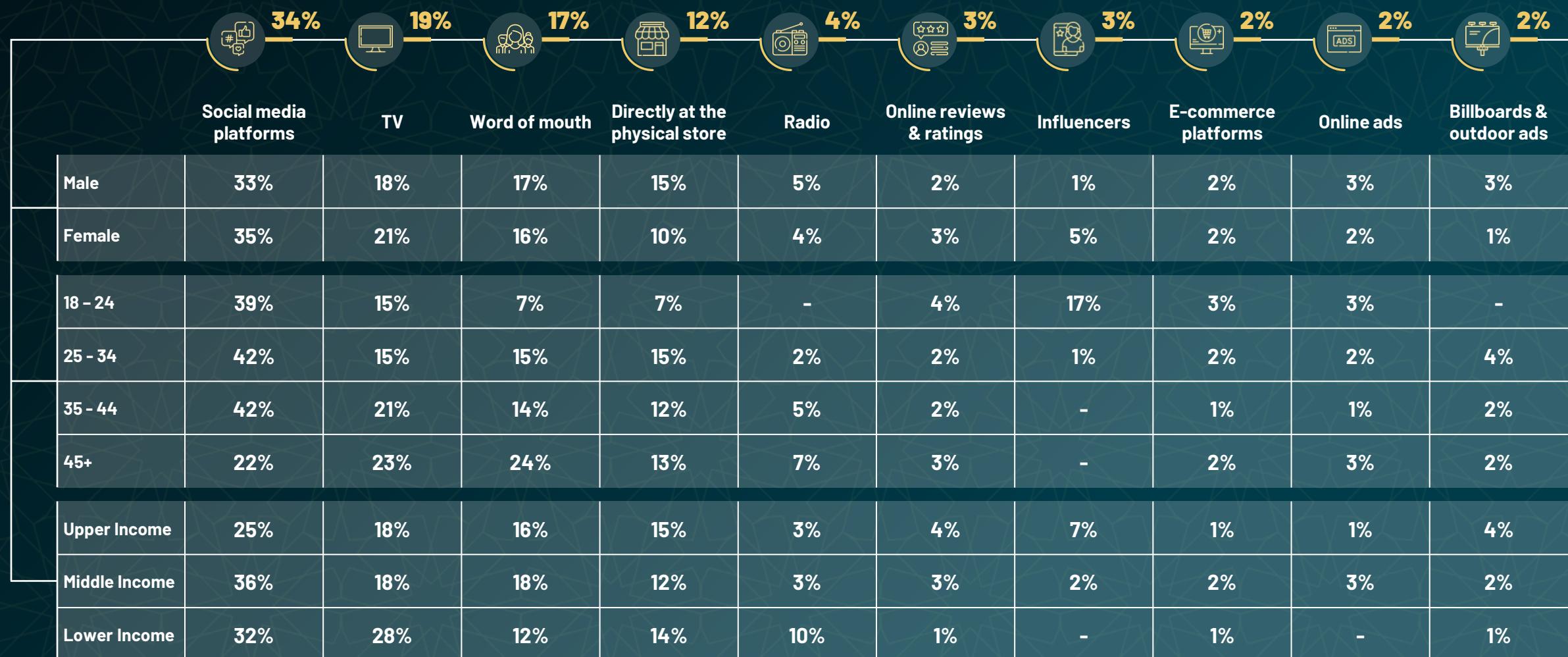
**Within this mix, social media emerges as the primary source of brand information, followed by TV, word of mouth, and in-store exposure.**

Main sources used to obtain information about brands – Top 10



# Main sources used to obtain information about brands

## Top 10 - by demographics



**For the majority, the surge in advertising during Ramadan creates a sense of overload, adding to the feeling that the month has become increasingly commercialized.**

**87%**

Believe there are too many ads during Ramadan



#### By Gender



#### By Age



#### By Income Level



**75%**

Feel that Ramadan has become more commercialized over the years



#### By Gender



#### By Age



#### By Income Level



# And only a minority say Ramadan ads translate into brand recall or purchase.

**26%**

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



## By Gender

|        |     |
|--------|-----|
| Male   | 23% |
| Female | 29% |

## By Age

|       |     |
|-------|-----|
| 18-24 | 33% |
| 25-34 | 29% |
| 35-44 | 30% |
| 45+   | 19% |

## By Income Level

|               |     |
|---------------|-----|
| Upper Income  | 26% |
| Middle Income | 26% |
| Lower Income  | 28% |

**23%**

Are more likely to remember brands that advertise during Ramadan



## By Gender

|        |     |
|--------|-----|
| Male   | 22% |
| Female | 24% |

## By Age

|       |     |
|-------|-----|
| 18-24 | 25% |
| 25-34 | 24% |
| 35-44 | 25% |
| 45+   | 21% |

## By Income Level

|               |     |
|---------------|-----|
| Upper Income  | 21% |
| Middle Income | 23% |
| Lower Income  | 24% |

# Most Prominent Ramadan Brands

06



# Brands most associated with Ramadan in Tunisia

Top 10 brands – sorted by alphabetical order



# The Ramadan Personas

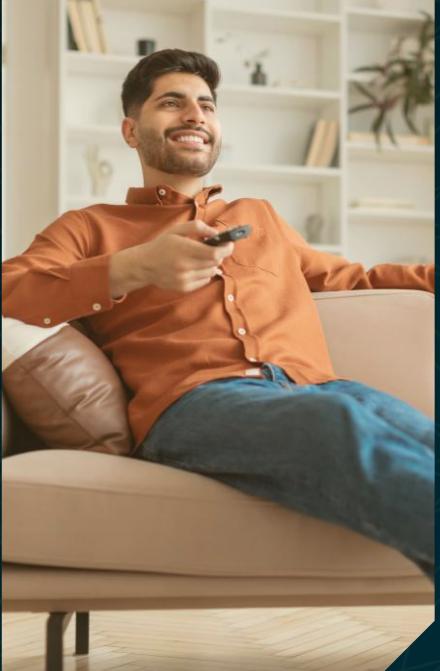
07



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

**26%**

The Content Explorer



**22%**

The Social Connector



**19%**

The Passionate Shopper



**17%**

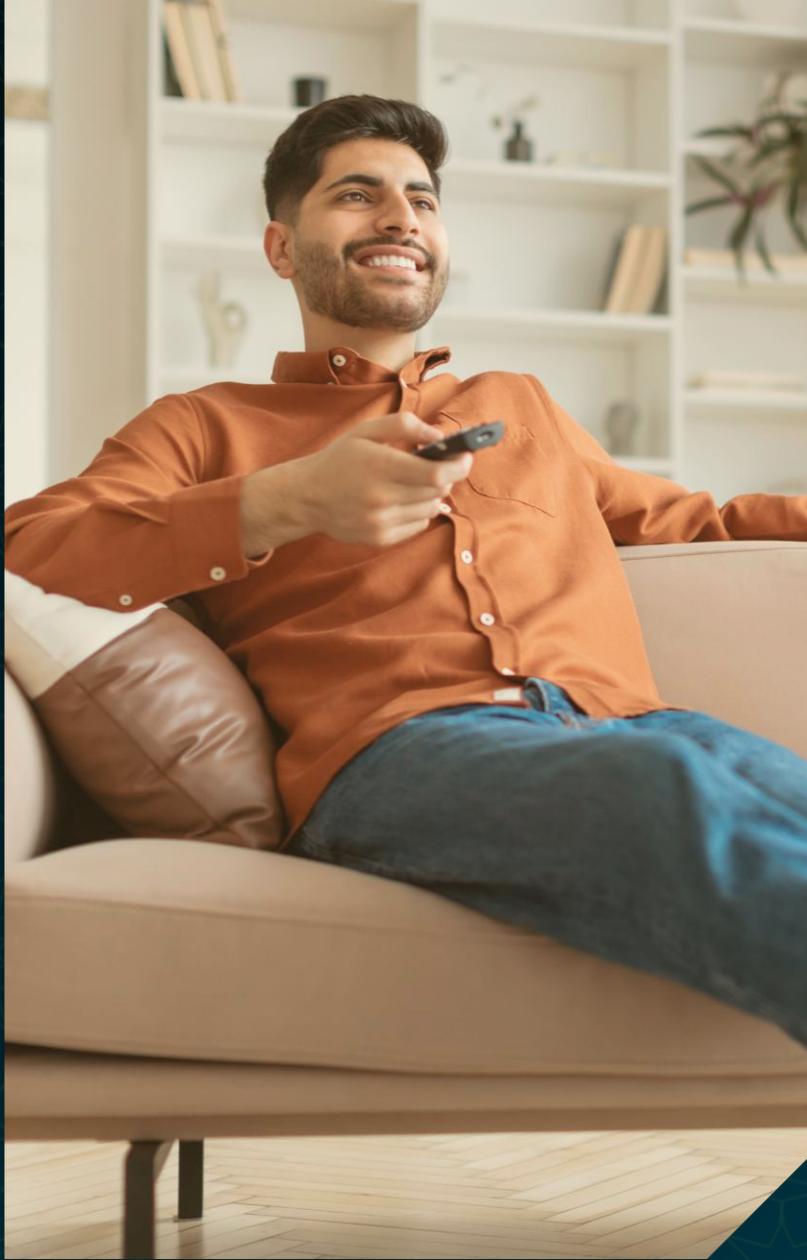
The Self Nurturer



**16%**

The Festive Spirit





## Who is the Content Explorer? (26%)

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

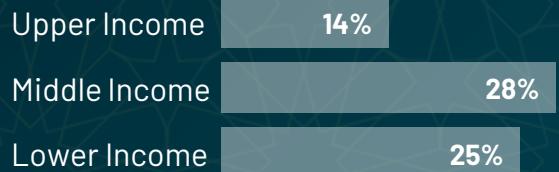
### By Gender



### By Age



### By Income Level



# 62%

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

# 32%

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



## Who is the Social Connector? (22%)

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

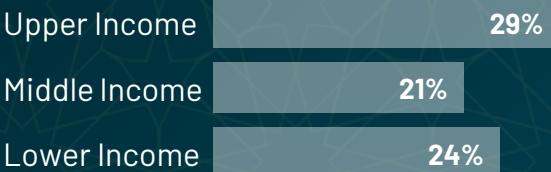
### By Gender



### By Age



### By Income Level



**82%**

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

**74%**

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



## Who is the Passionate Shopper? (19%)

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

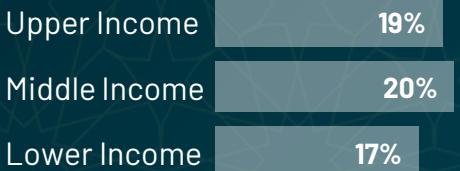
### By Gender



### By Age



### By Income Level



**90%**

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

**35%**

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



## Who is the Self Nurturer? (17%)

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



**96%**

Consider Ramadan as a period of physical discipline and health consciousness

**92%**

Consider Ramadan an opportunity to reset their body



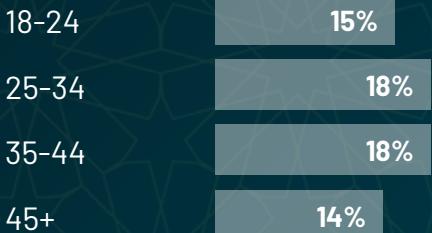
## Who is the Festive Spirit? (16%)

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

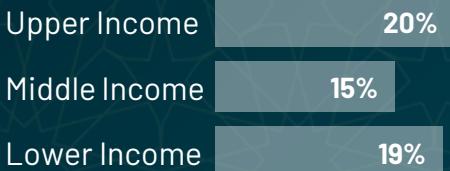
### By Gender



### By Age



### By Income Level



# 100%

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

# 99%

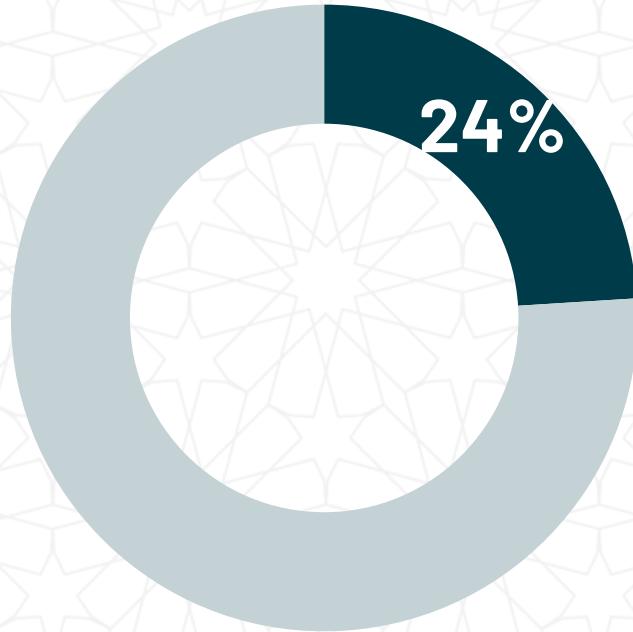
Believe that Ramadan embodies the spirit of festivity, with its community Iftar/Suhoor meals and shared joy

# Eid Plans

08



**Looking ahead to Eid, travel plans are limited to 1 in 4, with most opting to stay close to home and planning staycations over international travel.**



**20%**

Plan on having a staycation

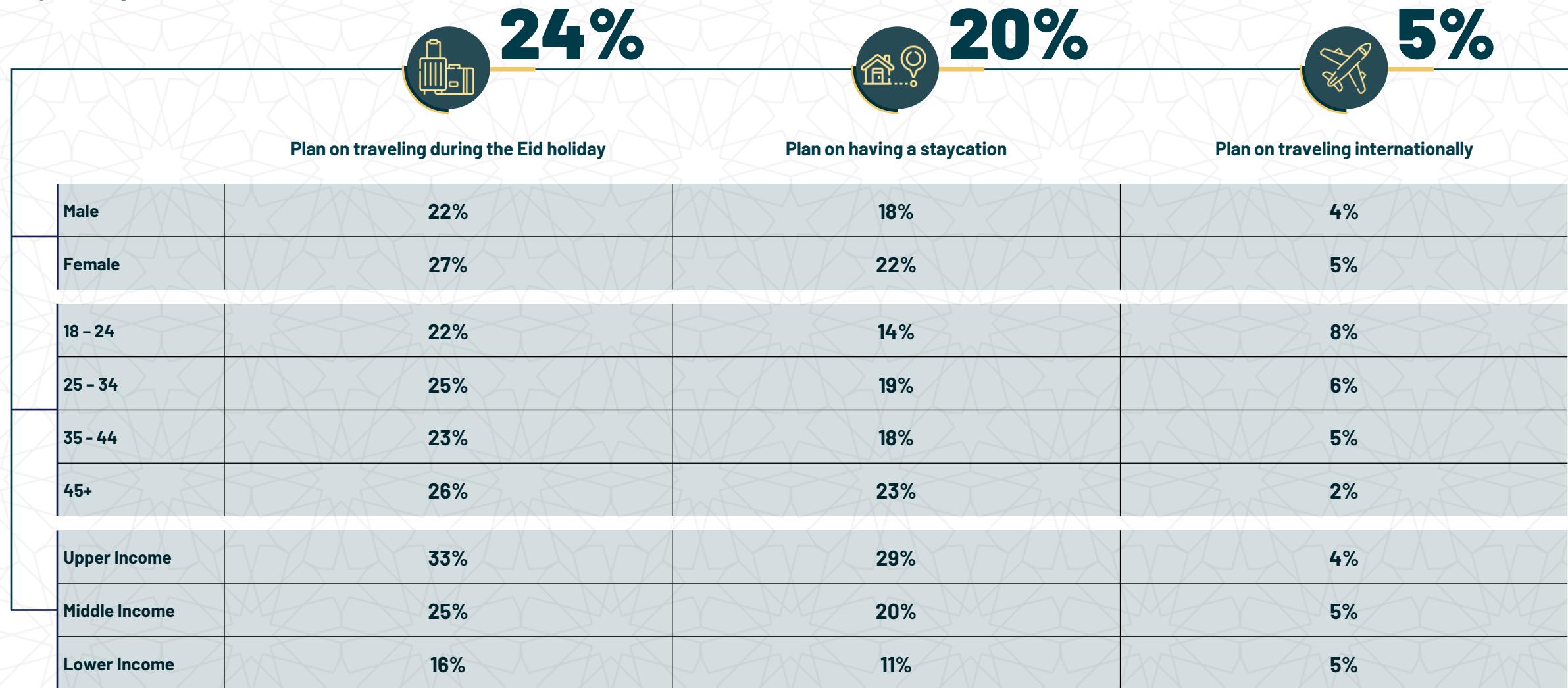
**5%**

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+), regions and SECs

## Methodology

The survey was conducted via computer aided telephone interviews

## Geographical coverage

Conducted in Tunisia with a nationwide coverage

# FOR MORE INFORMATION

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