

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

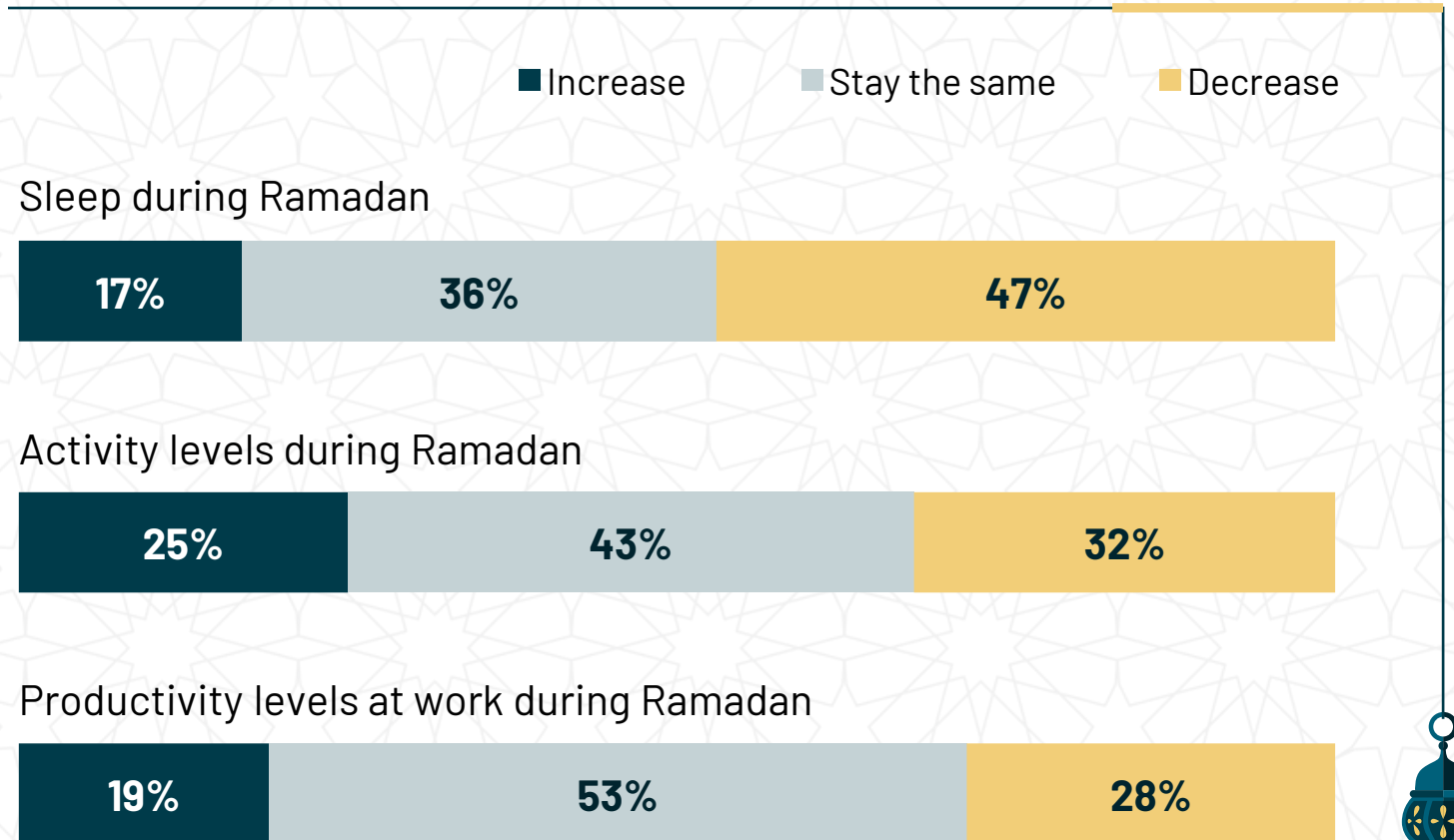


74%

Focus more on spirituality during Ramadan



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



Sleep, activity and productivity

- by demographics

17%



47%

25%



32%

19%



28%

Sleep during Ramadan

% Increase

% Decrease

Activity levels during Ramadan

% Increase

% Decrease

Productivity levels at work during Ramadan

% Increase

% Decrease

| | Male | 22% | 45% | Female | 11% | 49% |
|--|--------------|-----|-----|---------------|-----|-----|
| | 18 - 24 | 29% | 33% | 25 - 34 | 23% | 46% |
| | 35 - 44 | 10% | 54% | 45+ | 11% | 49% |
| | Upper Income | 16% | 46% | Middle Income | 17% | 48% |
| | Lower Income | 13% | 45% | | | |

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



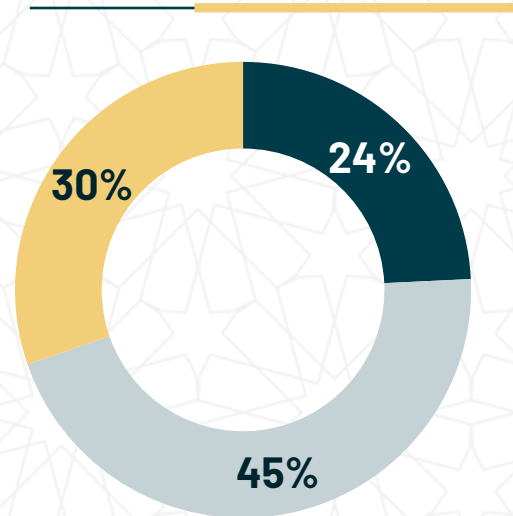
47%

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

| | | | |
|--------|-----|-----|-----|
| Male | 32% | 45% | 23% |
| Female | 16% | 46% | 38% |

By Age

| | | | |
|-------|-----|-----|-----|
| 18-24 | 36% | 44% | 19% |
| 25-34 | 29% | 42% | 29% |
| 35-44 | 20% | 45% | 35% |
| 45+ | 18% | 48% | 33% |

By Income Level

| | | | |
|---------------|-----|-----|-----|
| Upper Income | 27% | 47% | 26% |
| Middle Income | 24% | 46% | 30% |
| Lower Income | 21% | 43% | 36% |

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



By Age



By Income Level



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



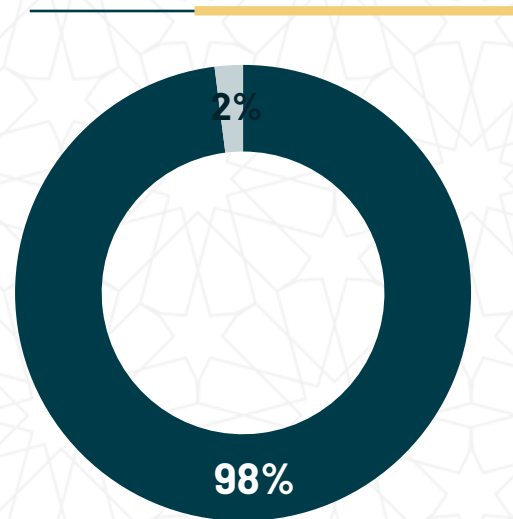
55%

Consider Ramadan an opportunity to reset their body





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



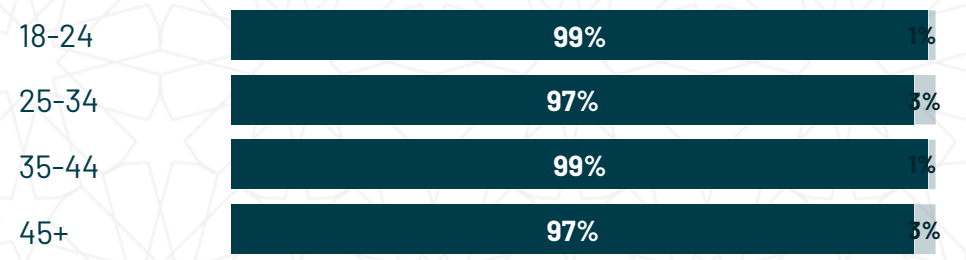
■ Tend to eat more home-cooked meals
 ■ Tend to eat out more



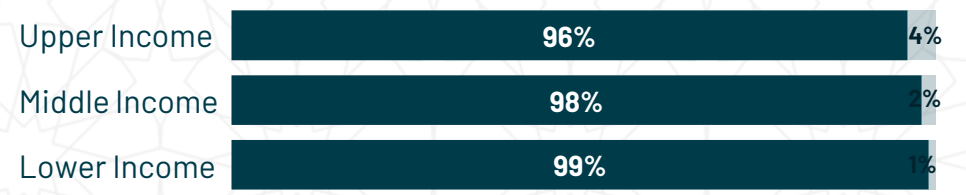
By Gender



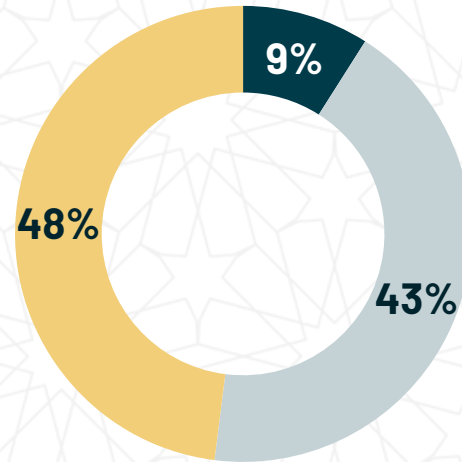
By Age



By Income Level

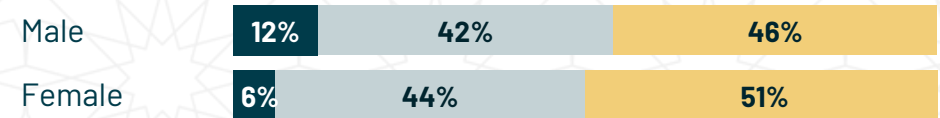


Food delivery scales back during Ramadan, as many opt for fewer orders.

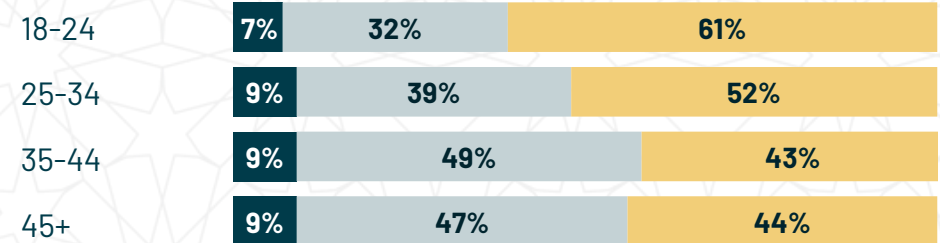


- Order food delivery more often during Ramadan
- No change
- Order food delivery less often during Ramadan

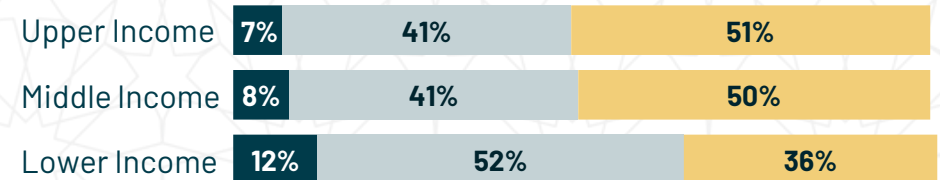
By Gender



By Age

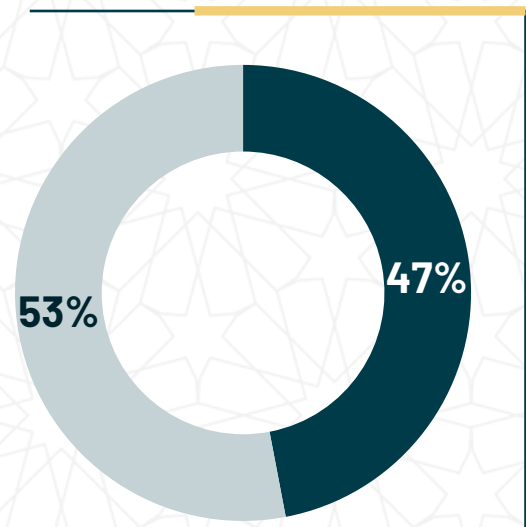


By Income Level





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

| | | |
|--------|-----|-----|
| Male | 49% | 51% |
| Female | 46% | 54% |

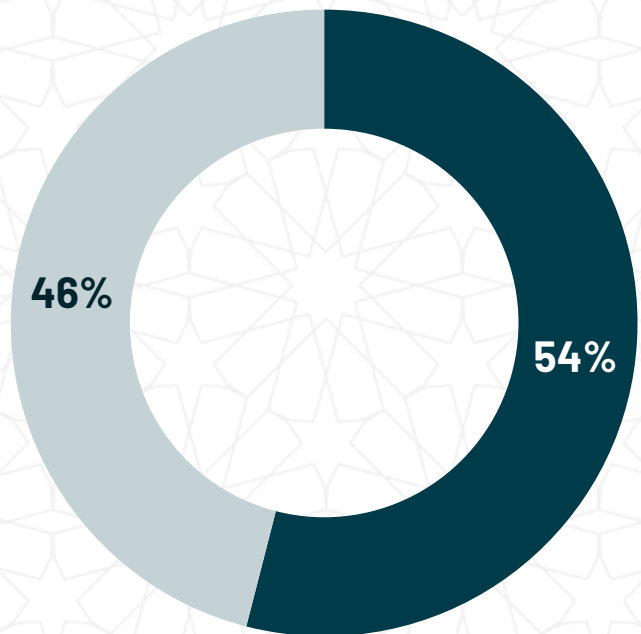
By Age

| | | |
|-------|-----|-----|
| 18-24 | 32% | 68% |
| 25-34 | 46% | 54% |
| 35-44 | 56% | 44% |
| 45+ | 49% | 51% |

By Income Level

| | | |
|---------------|-----|-----|
| Upper Income | 46% | 54% |
| Middle Income | 45% | 55% |
| Lower Income | 59% | 41% |

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%

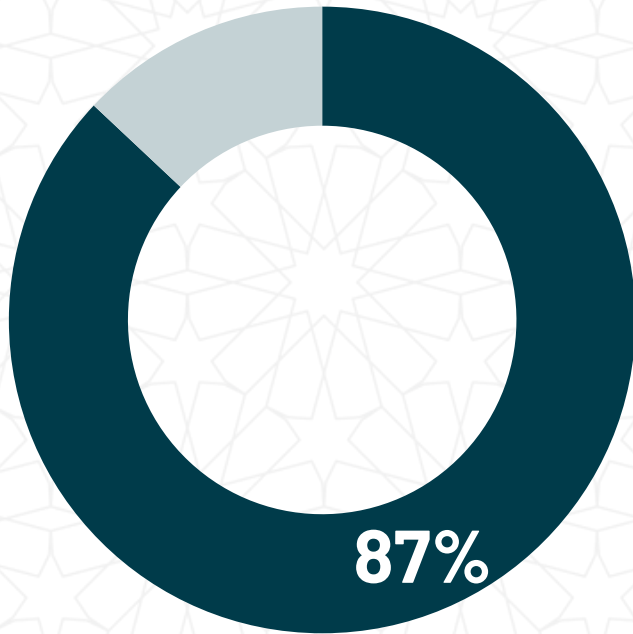
Have appetizers everyday at Iftar

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

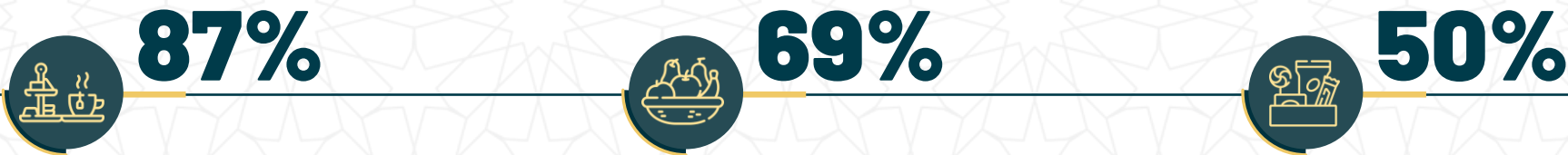
50%

Have unhealthy snacks after Iftar



Snacking behaviour during Ramadan

- by demographics



| | Usually have snacks after Iftar | Have healthy snacks after Iftar | Have unhealthy snacks after Iftar |
|---------------|---------------------------------|---------------------------------|-----------------------------------|
| Male | 86% | 73% | 43% |
| Female | 88% | 65% | 56% |
| 18 – 24 | 92% | 64% | 62% |
| 25 – 34 | 89% | 62% | 62% |
| 35 – 44 | 85% | 74% | 47% |
| 45+ | 86% | 72% | 39% |
| Upper Income | 80% | 53% | 60% |
| Middle Income | 90% | 71% | 50% |
| Lower Income | 84% | 72% | 40% |



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



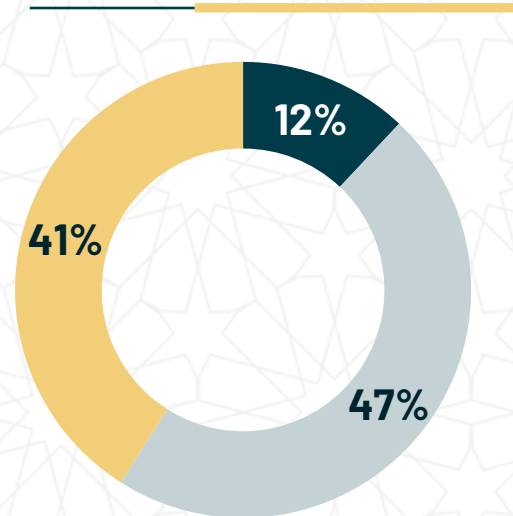
By Age



By Income Level

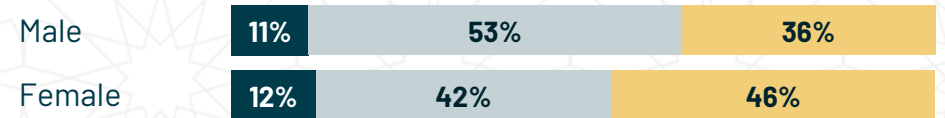


Despite the disruption to eating patterns brought on by fasting, most either maintain their weight or experience weight loss during Ramadan.

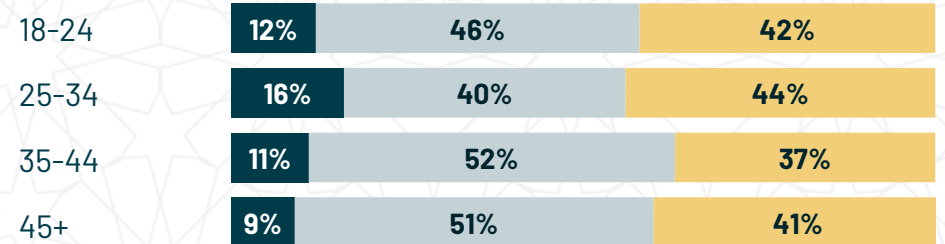


- Gain weight during Ramadan
- No change
- Lose weight during Ramadan

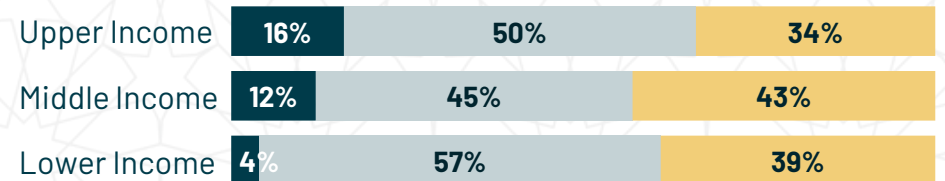
By Gender



By Age



By Income Level



Financial & Shopping Behaviors In Ramadan

03

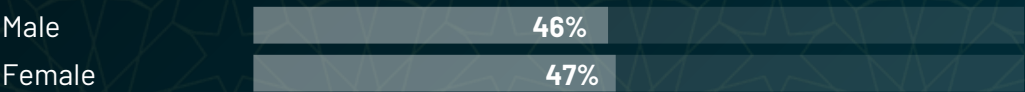


While around half prioritize financial planning during Ramadan, fewer individuals actively save ahead of time.

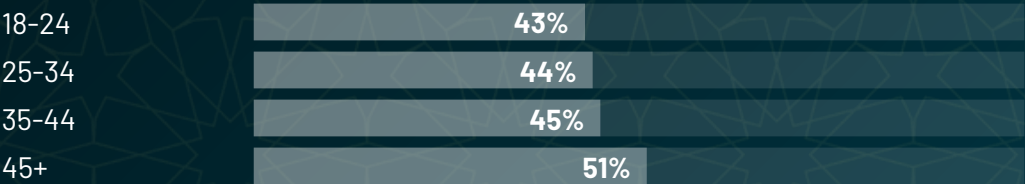
47% Agree that financial planning becomes a priority during Ramadan to manage both personal and communal duties



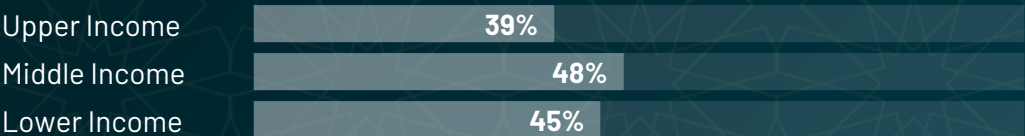
By Gender



By Age



By Income Level



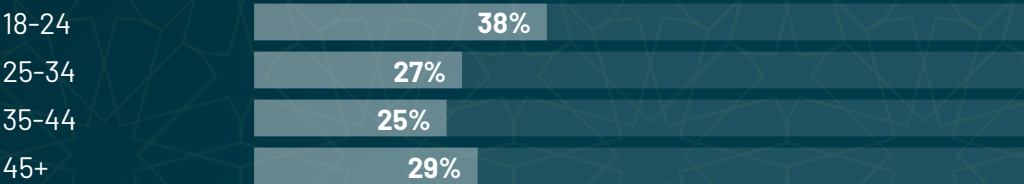
29% Tend to save more money in the months leading up to Ramadan to prepare for the increased expenses



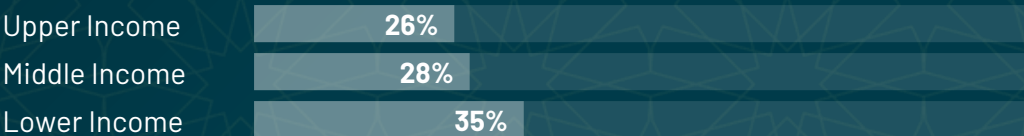
By Gender



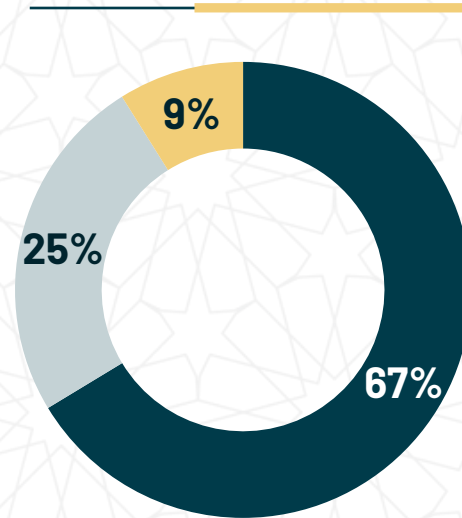
By Age



By Income Level

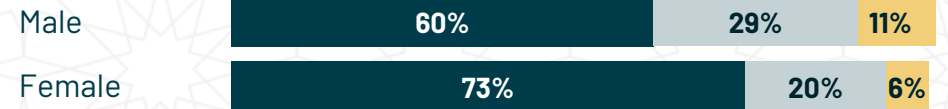


Despite efforts to plan and save, the majority of the Tunisians find their expenses rising throughout Ramadan.

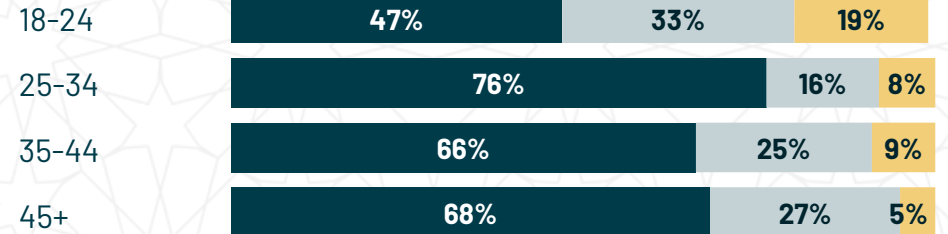


- Spend more money
- No change in spending habits
- Spend less money

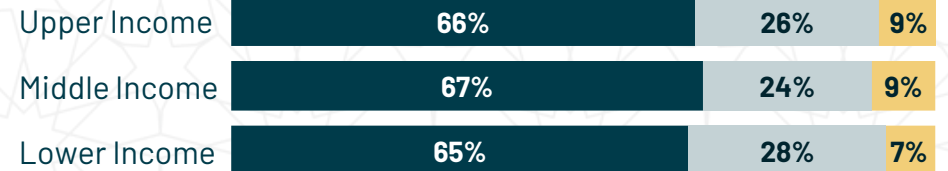
By Gender



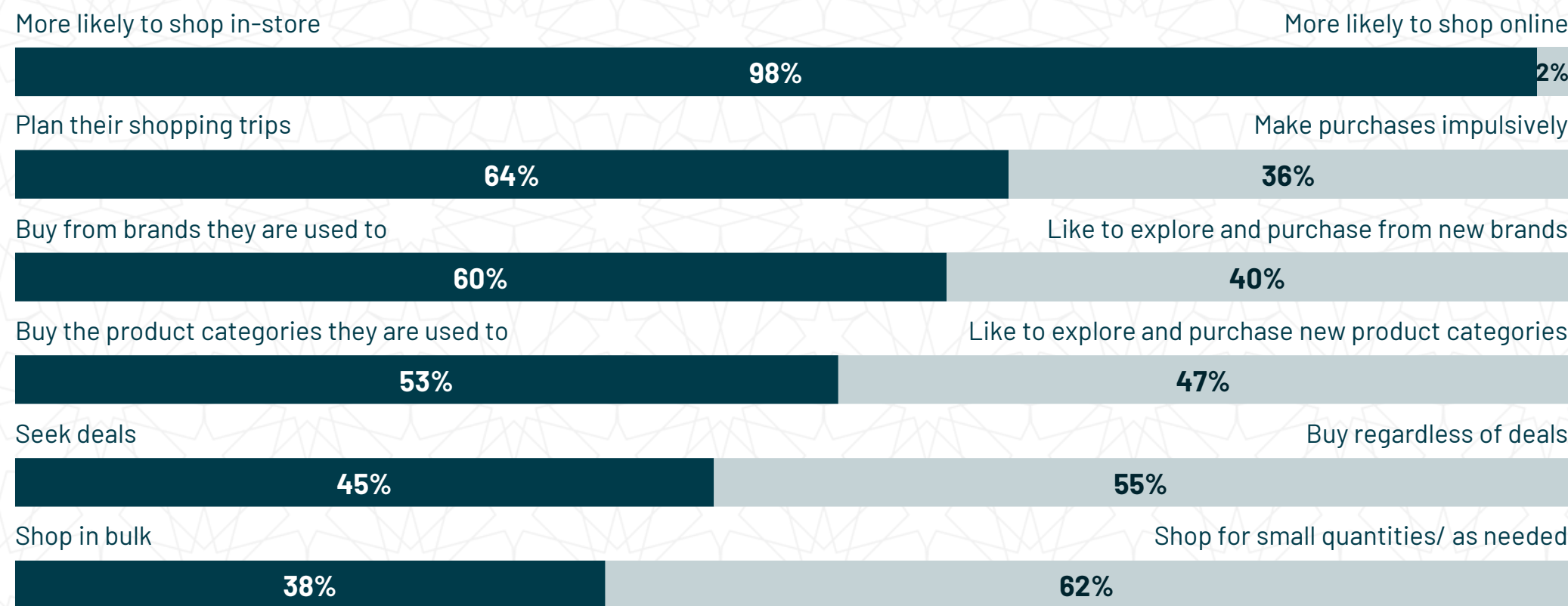
By Age



By Income Level

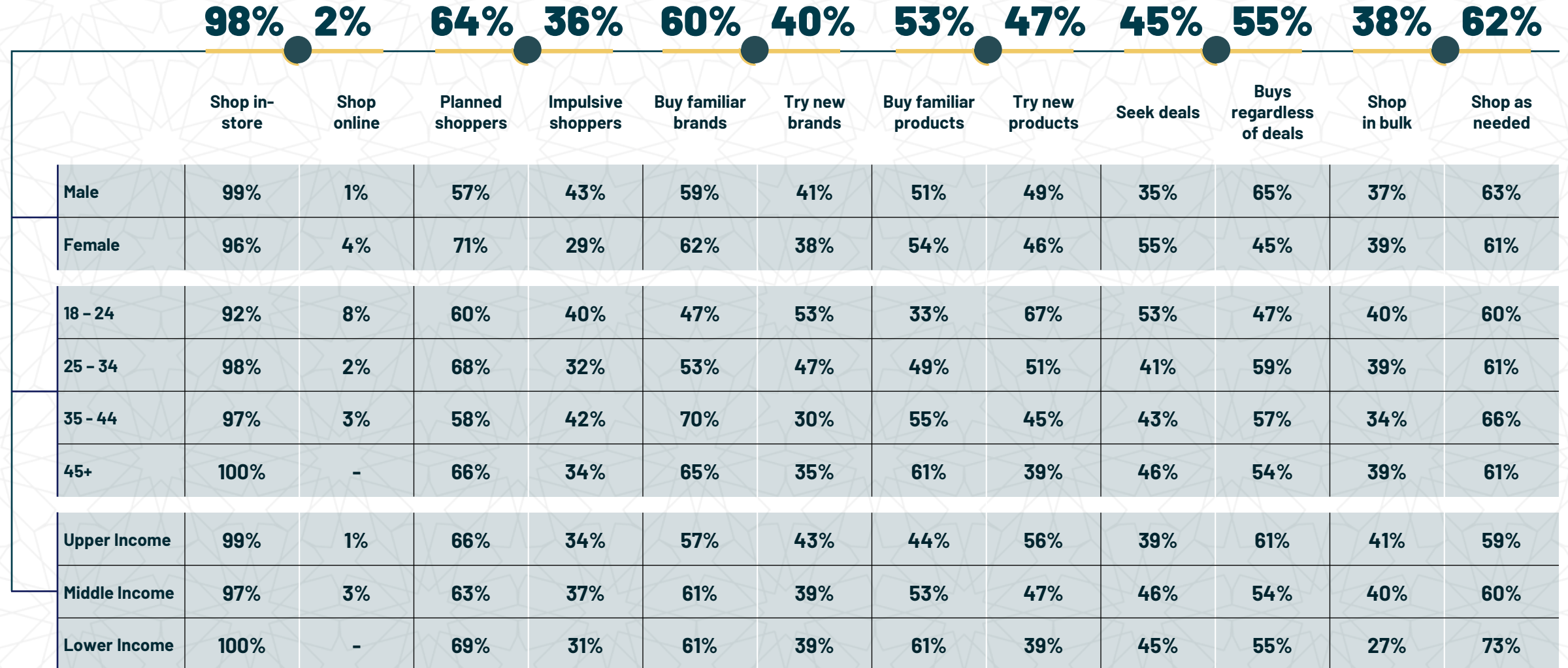


Therefore, shopping tends to be more deliberate, with people preferring to shop in-store, many planning their trips, and sticking to the brands they know and trust. At the same time, many are open to exploring new brands and products.



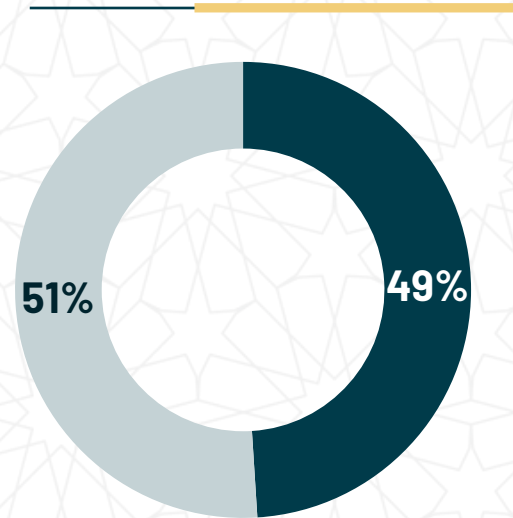
Types of shoppers during Ramadan

- 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

| | | |
|--------|-----|-----|
| Male | 47% | 53% |
| Female | 51% | 49% |

By Age

| | | |
|-------|-----|-----|
| 18-24 | 49% | 51% |
| 25-34 | 52% | 48% |
| 35-44 | 53% | 47% |
| 45+ | 45% | 55% |

By Income Level

| | | |
|---------------|-----|-----|
| Upper Income | 50% | 50% |
| Middle Income | 49% | 51% |
| Lower Income | 47% | 53% |

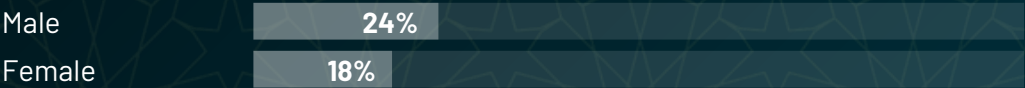
The month's promotions capture attention for some, though only a minority consciously delay major purchases to take advantage of the offers.

21%

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



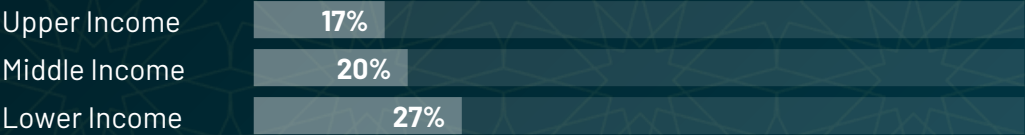
By Gender



By Age



By Income Level

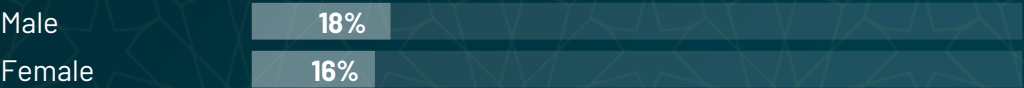


17%

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



By Gender



By Age



By Income Level



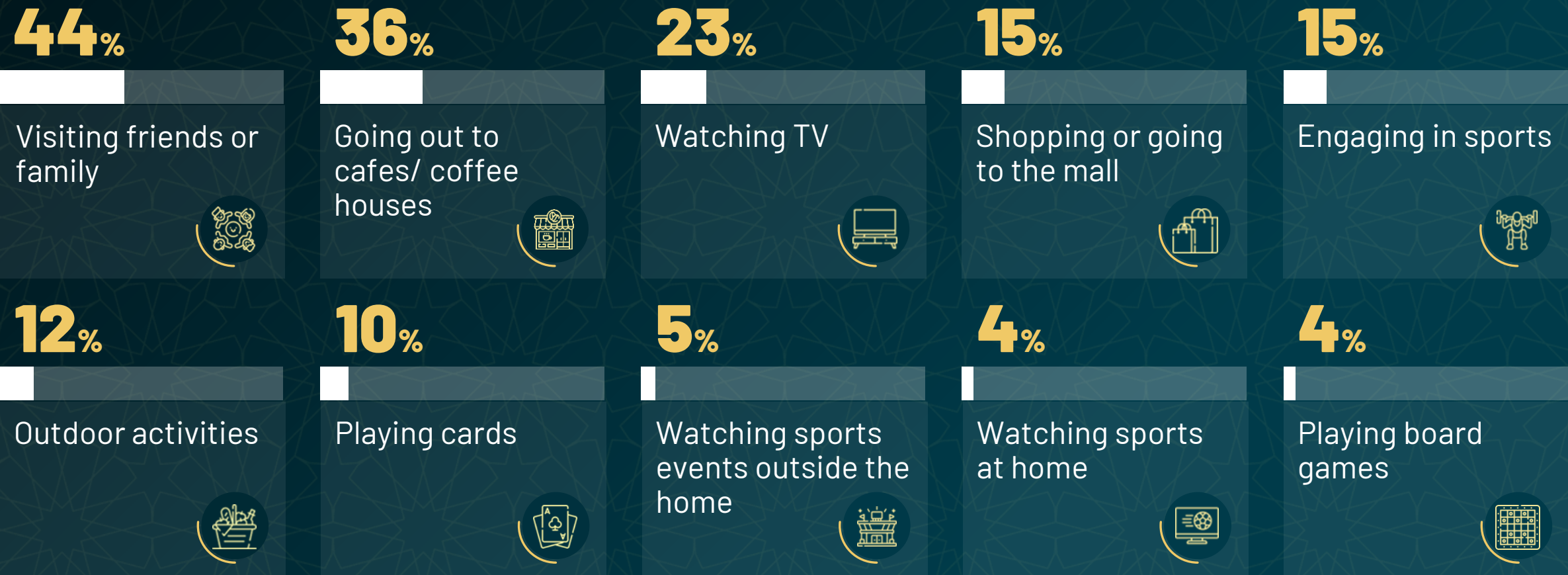
Brand Interaction & Advertising

04



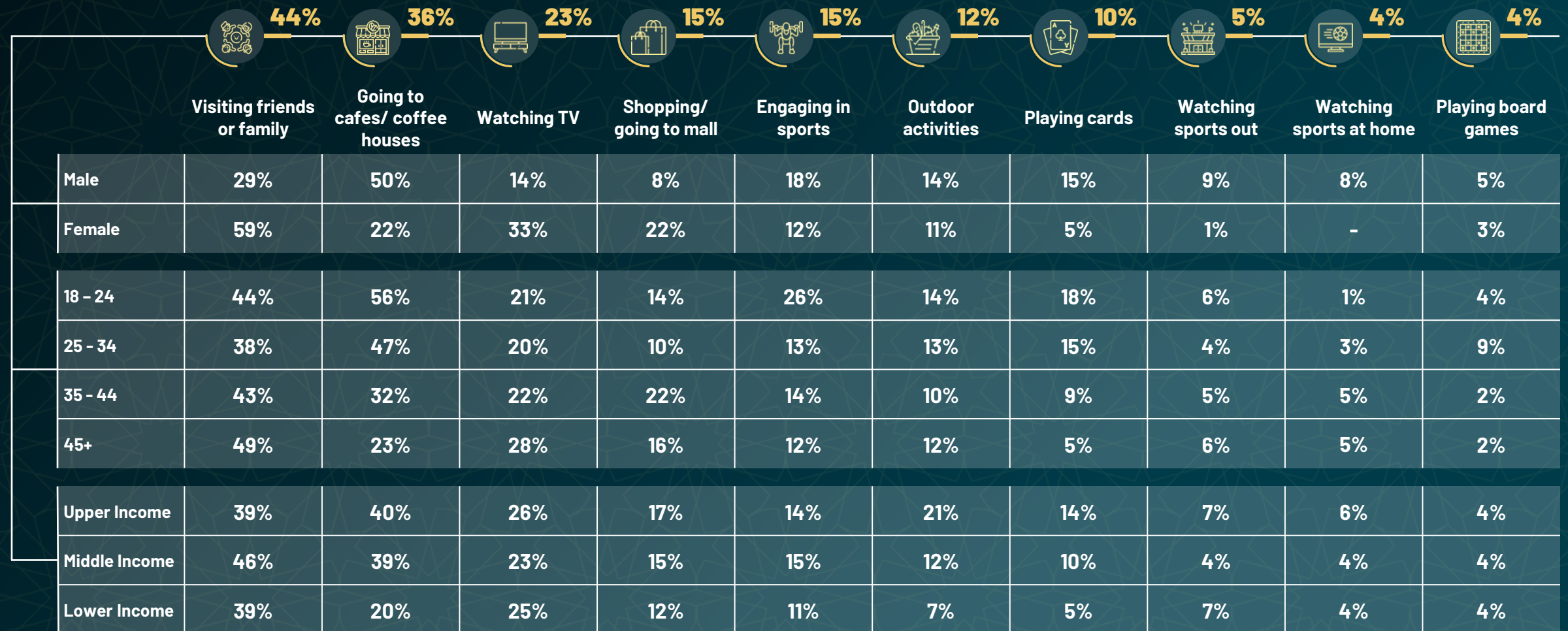
Entertainment during Ramadan revolves around social connection and familiar routines, centered on visiting family and friends, café outings, and watching TV.

Top entertainment activities during Ramadan – Top 10



Entertainment activities during Ramadan

Top 10 - by demographics



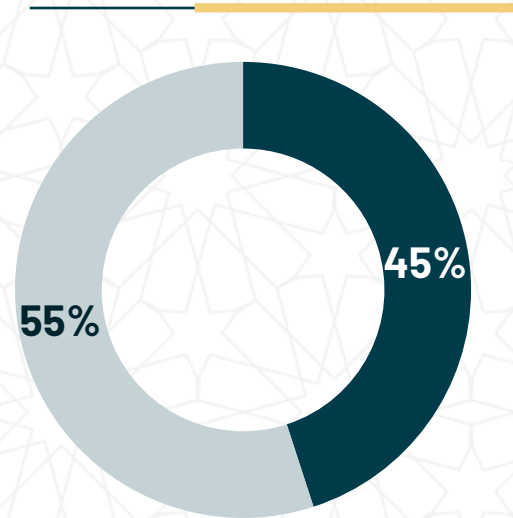
Brand Interaction & Advertising

05





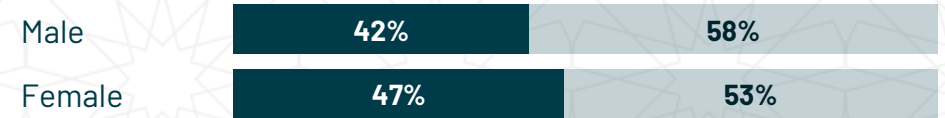
Although many use offline sources for brand information, online touchpoints still play a significant role especially among the youth.



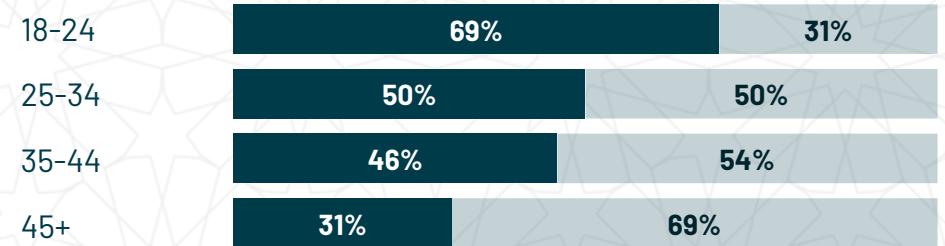
- Use online sources to obtain information about brands
- Use offline sources to obtain information about brands



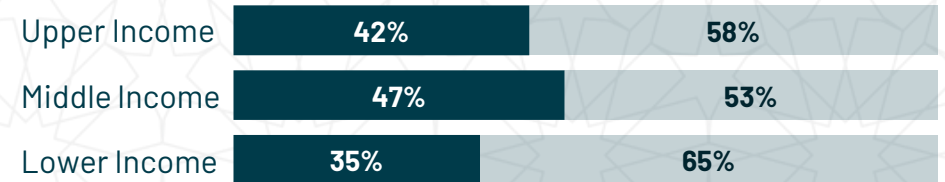
By Gender



By Age



By Income Level



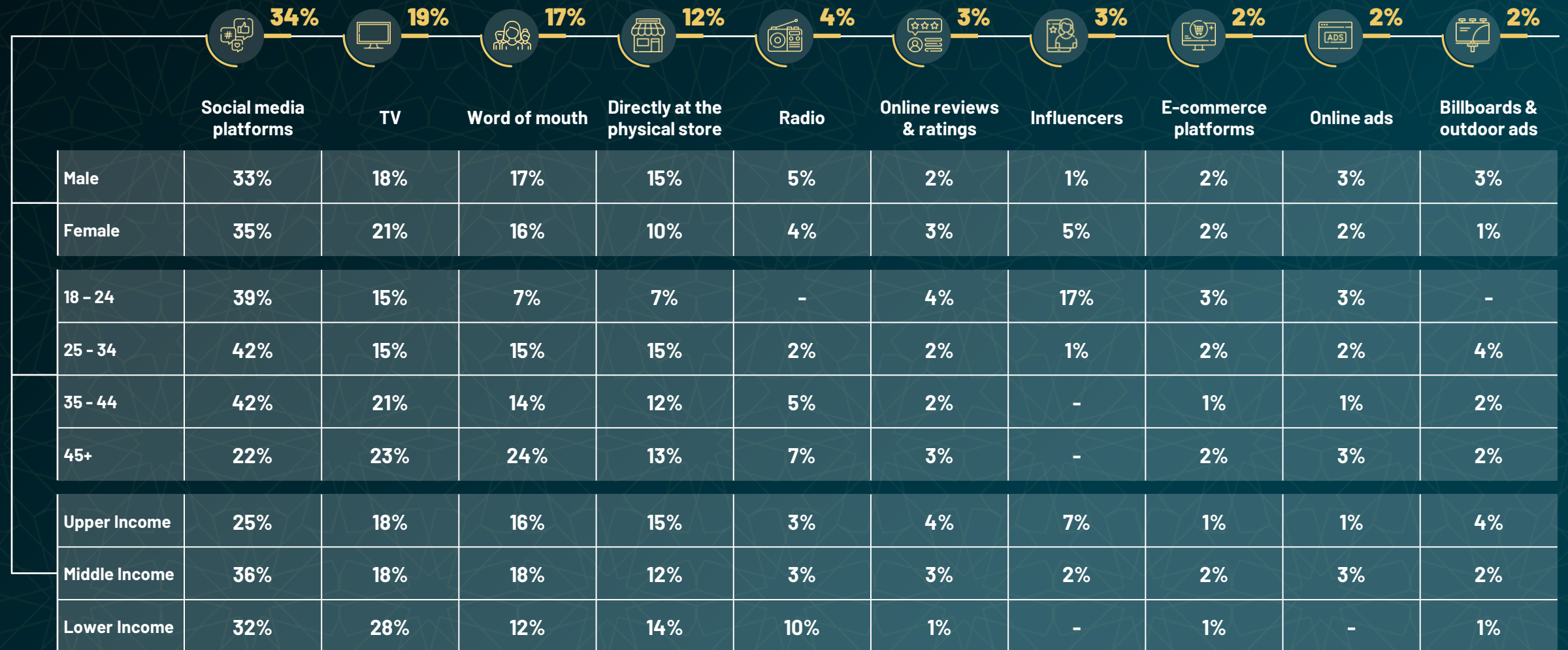
Within this mix, social media emerges as the primary source of brand information, followed by TV, word of mouth, and in-store exposure.

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%

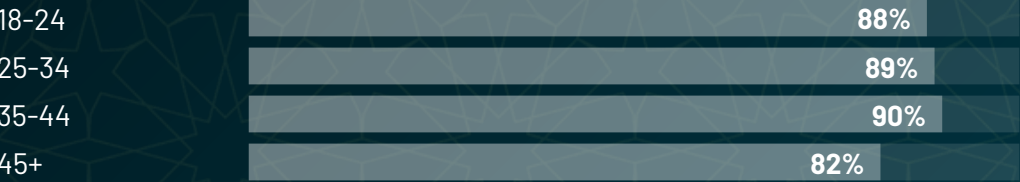
Believe there are too many ads during Ramadan



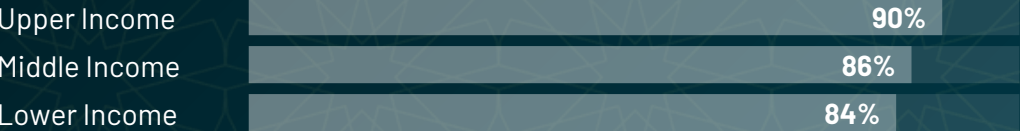
By Gender



By Age



By Income Level



75%

Feel that Ramadan has become more commercialized over the years



By Gender



By Age



By Income Level

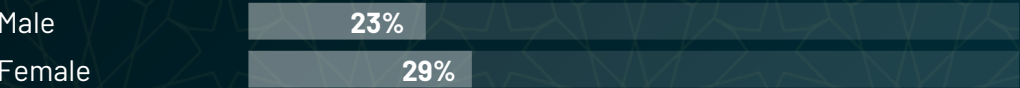


And only a minority say Ramadan ads translate into brand recall or purchase.

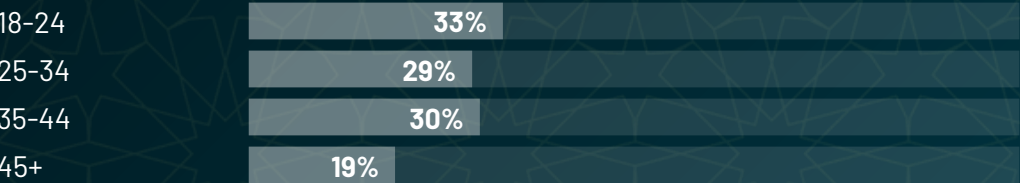
26% Have previously purchased a product based on an ad they saw during Ramadan



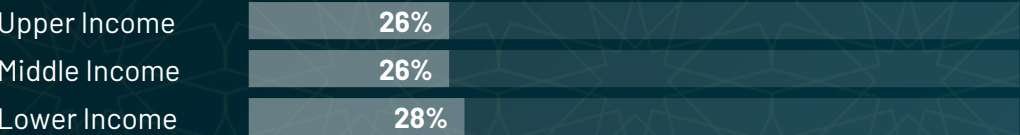
By Gender



By Age



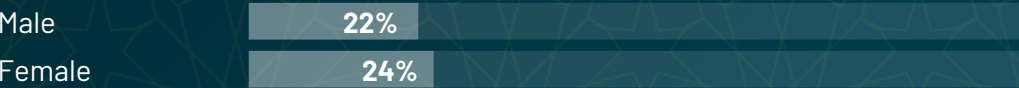
By Income Level



23% Are more likely to remember brands that advertise during Ramadan



By Gender



By Age



By Income Level



Most Prominent Ramadan Brands

06



Brands most associated with Ramadan in Tunisia

Top 10 brands – sorted by alphabetical order



The Ramadan Personas

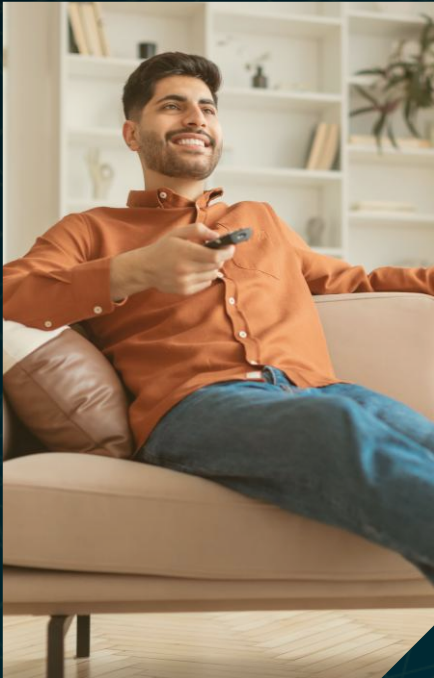
07



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

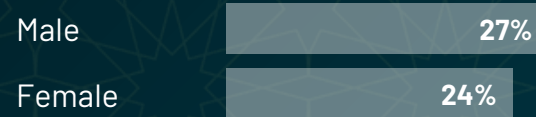




Who is the Content Explorer? (26%)

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

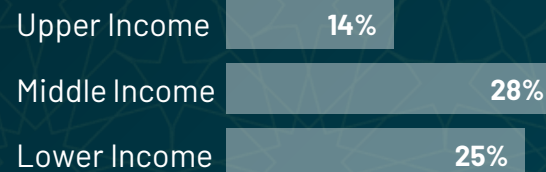
By Gender



By Age



By Income Level



62%

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

32%

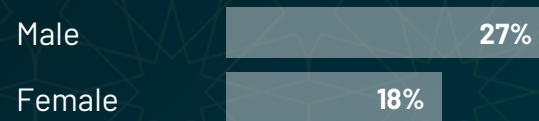
View Ramadan as a season for exploring and watching series and catching up on Ramadan-themed programs



Who is the Social Connector? (22%)

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

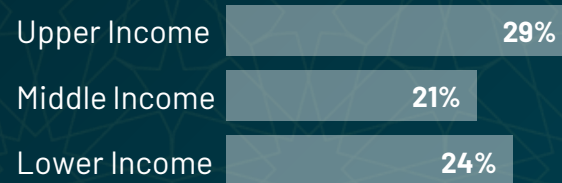
By Gender



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

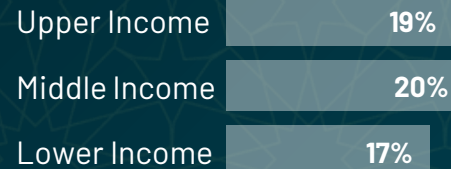
By Gender



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



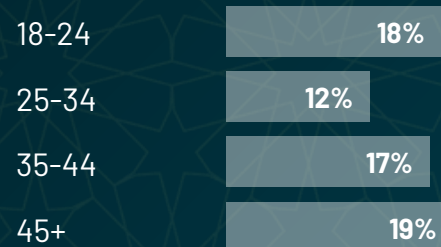
Who is the Self Nurturer? (17%)

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

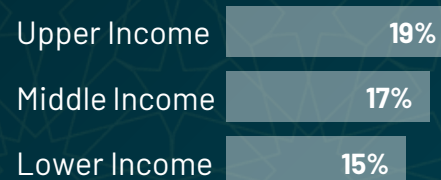
By Gender



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

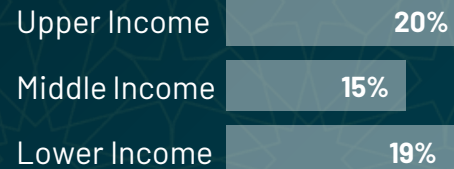
By Gender



By Age



By Income Level



100%

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

99%

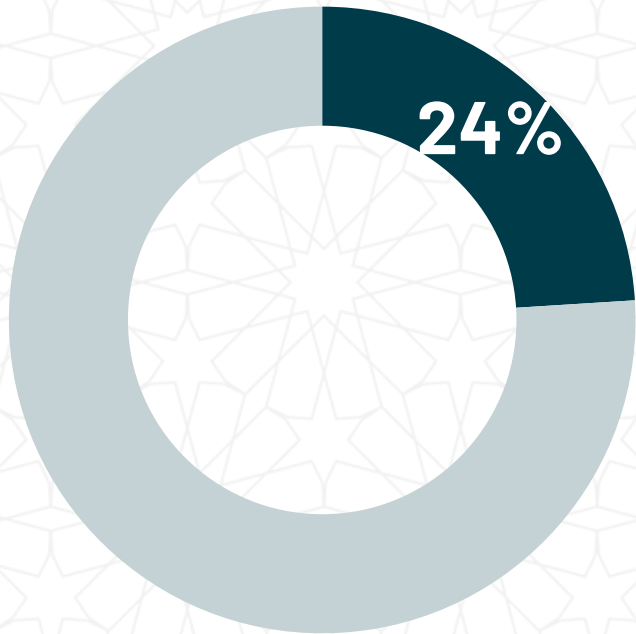
Believe that Ramadan embodies the spirit of festivity, with its community Iftar/Suhoor meals and shared joy

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.



Plan on traveling during the Eid holiday

20%

Plan on having a staycation

5%

Plan on traveling internationally



Travel plans during the Eid holiday

- by demographics



| | Plan on traveling during the Eid holiday | Plan on having a staycation | Plan on traveling internationally |
|---------------|--|-----------------------------|-----------------------------------|
| Male | 22% | 18% | 4% |
| Female | 27% | 22% | 5% |
| 18 – 24 | 22% | 14% | 8% |
| 25 – 34 | 25% | 19% | 6% |
| 35 – 44 | 23% | 18% | 5% |
| 45+ | 26% | 23% | 2% |
| Upper Income | 33% | 29% | 4% |
| Middle Income | 25% | 20% | 5% |
| Lower Income | 16% | 11% | 5% |

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

Amenallah Ayari

Managing Director

Ipsos in Tunisia

amenallah.ayari@ipsos.com