

# Pakistani Consumer Behavior for Ramadan 2026

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**An Ipsos Online Community<sup>®</sup> Report**  
*Feb. 16 - 18, 2026*



# 82%

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Pakistanis say that they had started **Ramadan** shopping three days before the start of Holy month



# 65%

Are cutting back  
on Ramazan  
shopping due to  
inflation

3

# 78%

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**Pakistanis plan to reduce their digital media consumption (Digital Fasting)**



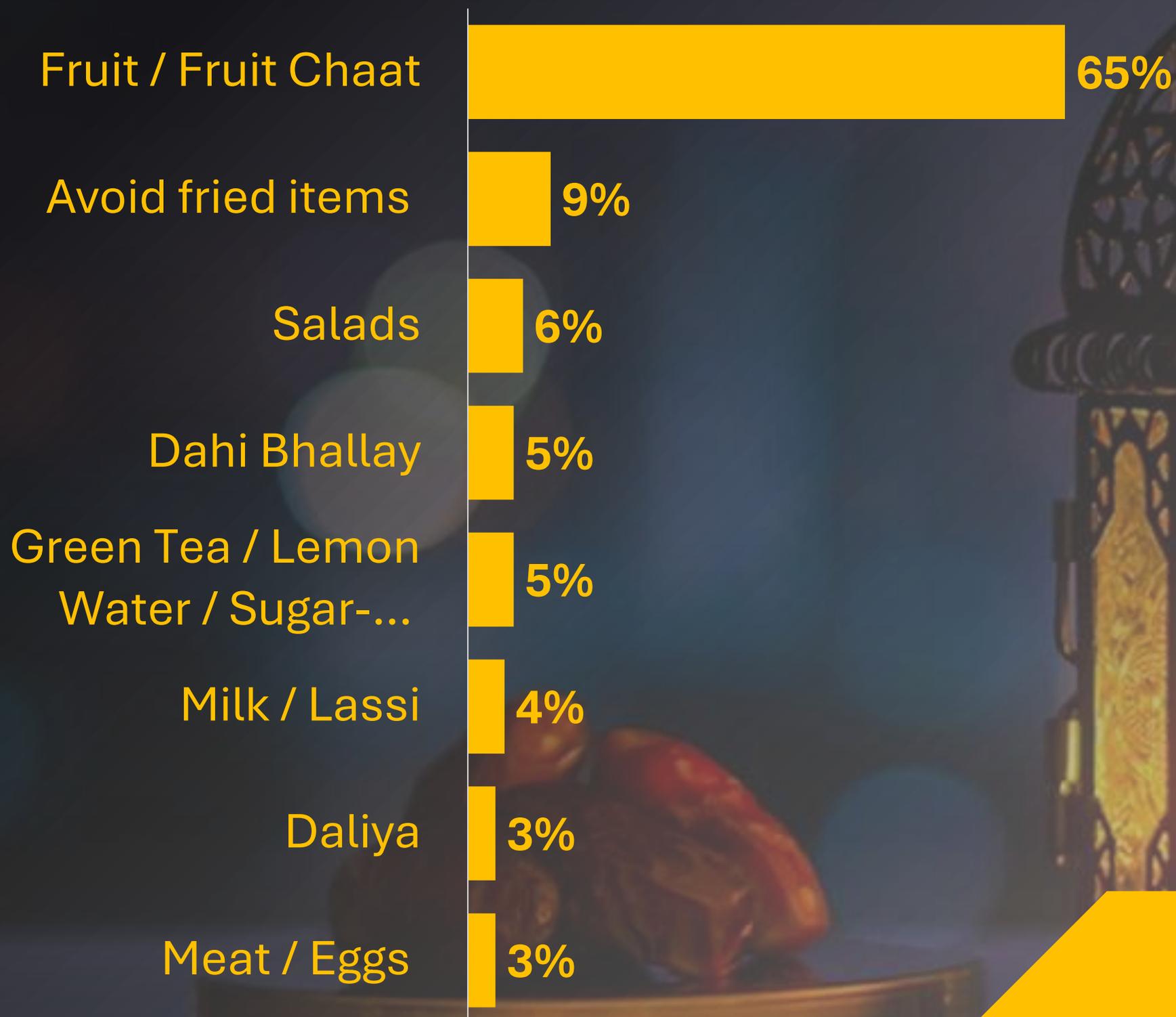
# 48%

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**Pakistanis are  
looking for healthy  
alternatives this  
Ramazan to reduce  
weight**



# 7 out of 10 find fruits and vegetables as healthy alternatives to reduce weight



# Must-have Brand in Ramadan shopping



24%



18%



9%



5%



5%



5%



4%



# Most Commonly Consumed Food Item

