

RAMADAN TREATS

A social intelligence exploration of
Ramadan and Hari Raya.

March 2025

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OVERVIEW: SOCIAL MEDIA LANDSCAPE OF RAMADAN & HARI RAYA



Overview

- In 2022, the mention volume for Ramadan and Hari Raya reached its peak, driven by a vibrant resurgence of brand activations as communities emerged from the shadows of COVID-19 lockdowns.
- In Indonesia, conversations around Ramadan and Hari Raya have been on a decline, reflecting a possible shift in consumer engagement or priorities.
- In contrast, Malaysia maintained a steady buzz, culminating in a notable surge of interactions in 2024.

The evolving digital landscape has reshaped consumer engagement during Ramadan and Hari Raya, with Malaysia experiencing a resurgence in interaction, contrasting Indonesia's declining conversation trends.



P12M Volume (MY)

2024/03/03 - 2025/03/03

↑ 1.2M

+ 0 % compared to previous period

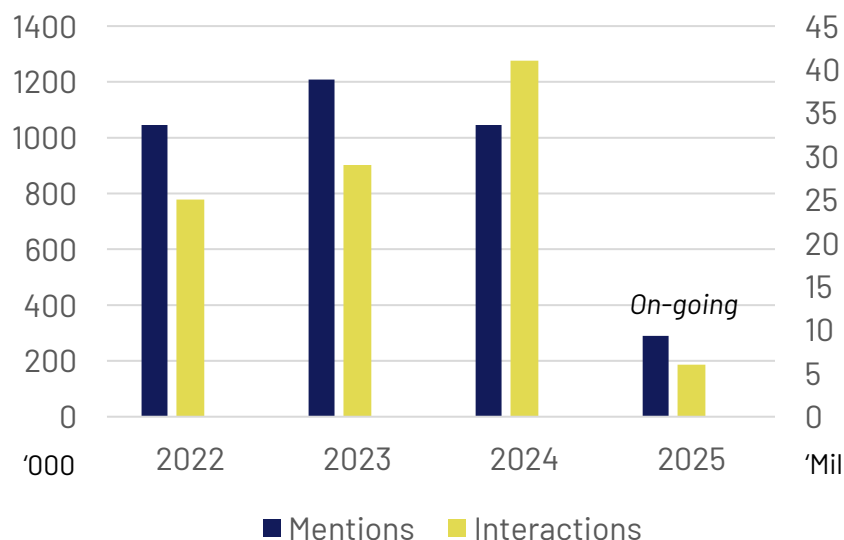
P12M Interaction (MY)

2024/03/03 - 2025/03/03

↑ 45M

+ 49 % compared to previous period

Ramadan & Hari Raya: MALAYSIA



P12M Volume (ID)

2024/03/03 - 2025/03/03

↓ 2M

- 24 % compared to previous period

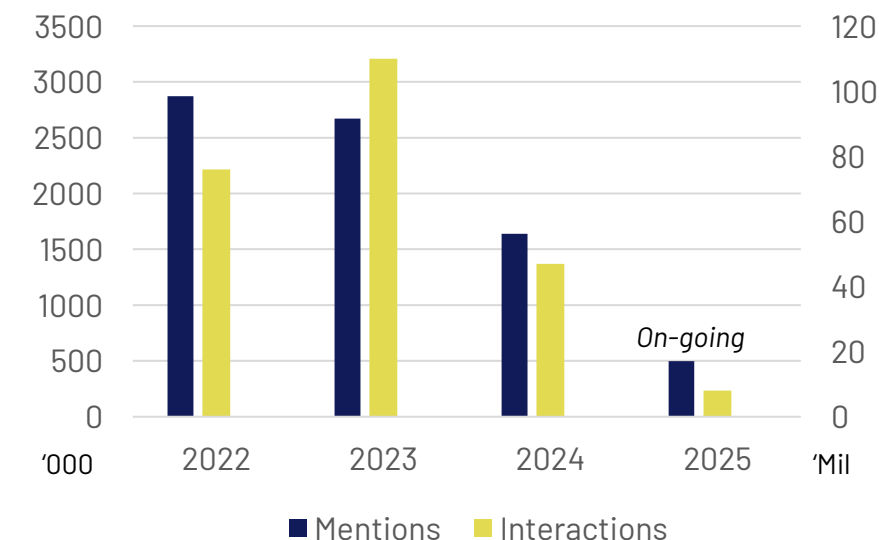
P12M Interaction (ID)

2024/03/03 - 2025/03/03

↓ 51.1M

- 54 % compared to previous period

Ramadan & Hari Raya: INDONESIA



Tracking Period: 1st Feb 2022 – 1st March 2025

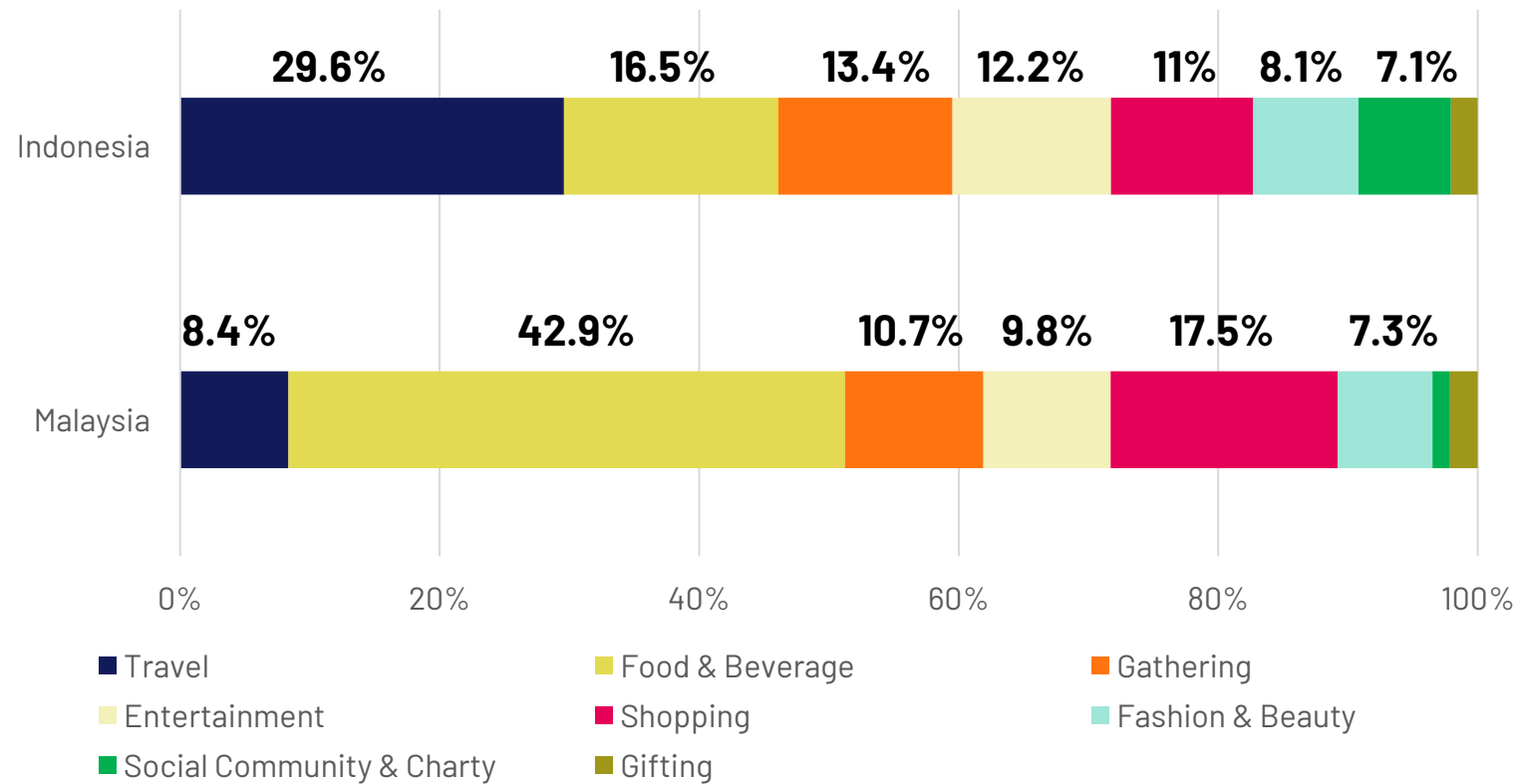
Interactions: Total of likes, reactions, comments, shares and re-posts.

Platform Coverage: X, Instagram, Facebook, Blogs, Forums, Online News;

Limited TikTok historical data due to API limitation.

Distinct consumer priorities emerge in the conversational landscapes, with travel leading in Indonesia and culinary interests in Malaysia.

Ramadan & Hari Raya: Key Themes



In Indonesia, **travel emerged as the dominant theme**, capturing 29.6% of the conversation, while discussions around Food & Beverage (16.5%), Fashion & Beauty (8.1%), Entertainment (12.2%), and Shopping (11.0%) were evenly distributed, painting a **diverse picture of interests**.

In Malaysia, **Food & Beverage led the discussions** with a notable 42.9%, followed by a lively contest between Fashion & Beauty (7.3%) and Shopping (17.5%), illustrating a vibrant interest in culinary delights and style.

Tracking Period: 1st Jan 2024 – 1st March 2025



THE ROLE OF SOCIAL MEDIA IN SHAPING EVOLVING CONSUMER BEHAVIORS IN FOOD & BEVERAGE



Embracing Meal Prep: Convenient and Healthy Ramadan Innovations

As Ramadan approaches, users are increasingly sharing innovative techniques for preparing and storing large quantities of food in advance. This approach **simplifies the cooking process** during the fasting period, **saving time and minimizing the daily hassle** of meal preparation, thereby allowing individuals to focus more on their spiritual practices.

Consumers are redefining meal preparation with various innovative approaches. For instance, the trend of **homemade frozen meals** is well-adapted as it offers quick, ready-to-eat solutions. With rising wheat flour prices, consumers are opting for **gluten-free alternatives**, addressing both economic concerns and the demand for nutritious ingredients. Other innovations include the **rising usage of air fryers**, aimed at preparing low-fat pre-dawn meals, and **overnight oatmeal**, which provides sustained energy throughout the day.

Innovation Signals

Gluten-Free Flour
Alternatives

Air Fryer for Healthy
Sahur Meals

Overnight Oatmeal
for Sahur

Navratan Korma
for Vegan Iftar

Media Wall: Meal Preparations

Gluten-Free Flour Alternatives



"saya share resepi mee gluten free yang lebih mudah nak buat, selamat mencuba!
#kongsibersama #kongsiselera
#iftarwithkhairulaming
#glutenfree #resepimudah #fyp"

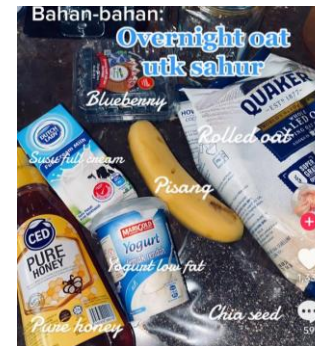
Air Fryer for Healthy Sahur Meals



"RESEPI SAHUR JIMAT MASA -
Ayam Air Fry Manis Pedas

5 minit prep, lepas tu kita biar air fryer yang buat kerja..."

Overnight Oatmeal for Sahur



"OVERNIGHT OAT UTK SAHUR, jom kita cuba try test #dietmeal
#ramadhan2023
#selamatberpuasa
#overnightoats"

Navratan Korma for Vegan Iftar



"Puasa Day 7 - Korma Sayur Campur - Chef Dave
#BukaPuasa#Ramadan2022
#RamadanLIVE#chefdaveveganjourney#30hari30resepi"

Leveraging Social Media Influence for Innovative Recipes

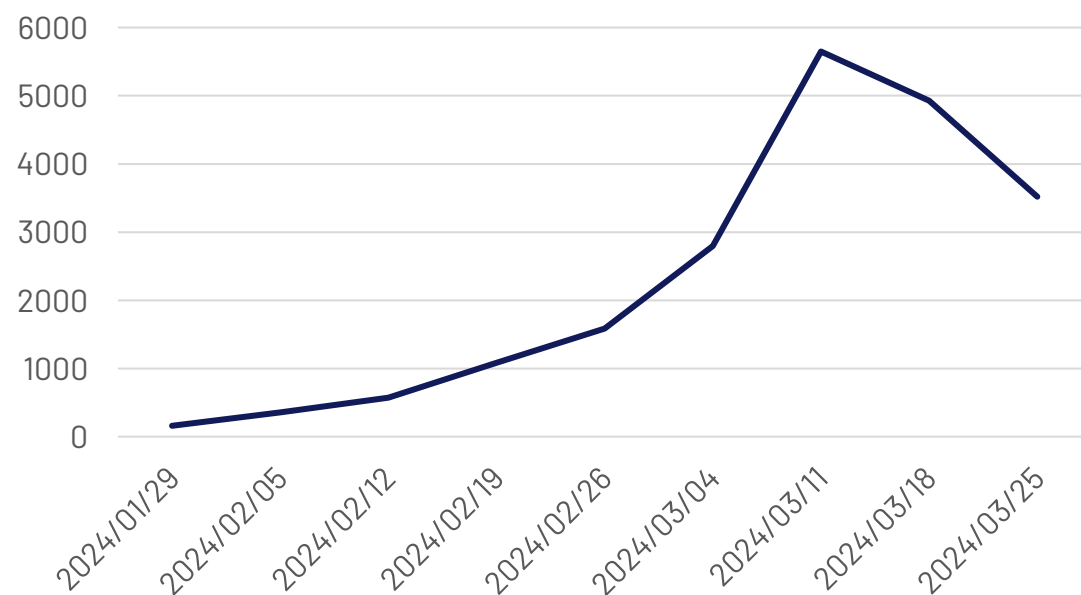
In the evolving Food & Beverage landscape, influencers, ranging from nano to macro, are pivotal in shaping consumer behaviors and culinary trends through innovative recipe promotions, particularly during Ramadan and Lebaran.

Their collaborations with brands for product launches and special promotions seamlessly integrate into their content, creating authentic and engaging experiences that captivate audiences and drive culinary interest.

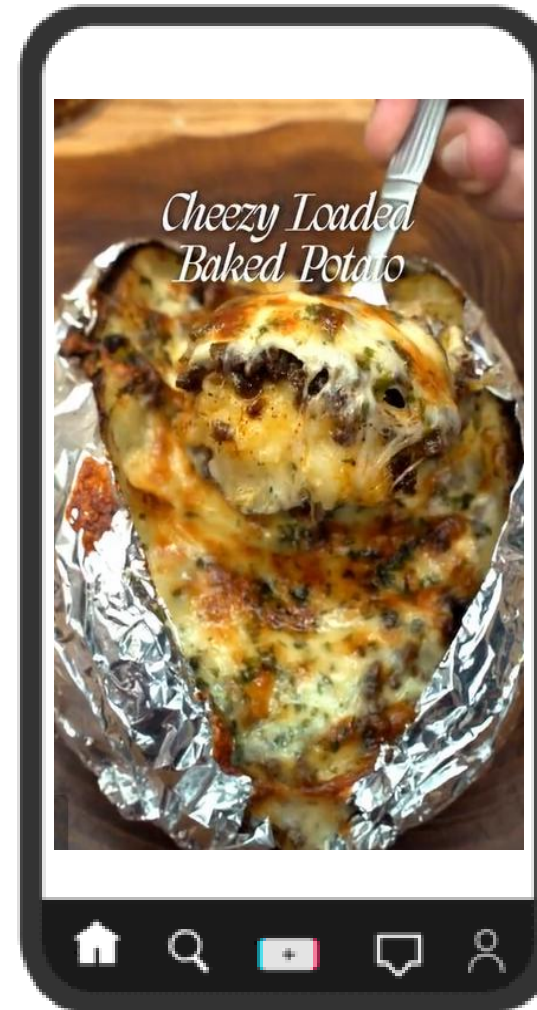
By leveraging their influence, these creators not only boost engagement but also set the stage for new food trends, demonstrating the powerful role that social media personalities play in the modern culinary scene.

Influencers: Catalysts of Culinary Trends

F&B Recipes Mentions: Ramadan 2024



Media Wall: Innovative F&B Recipes

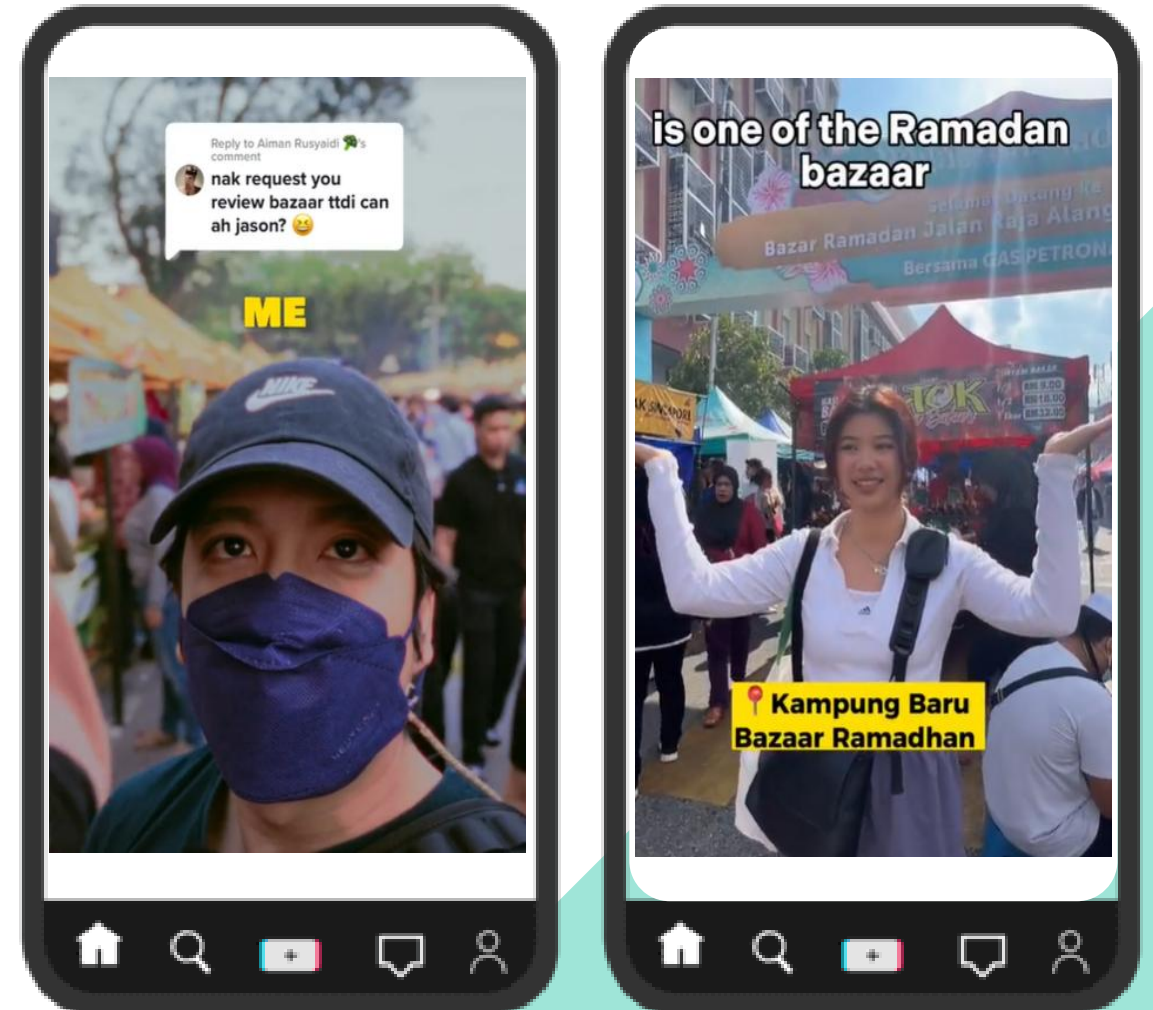


Advocate Reviews Drive Trust and Visibility in Dining Choices

In the vibrant world of food content creation, there's a noticeable surge in interest not only from influencers but from everyday users eager to share their culinary experiences, particularly during festive seasons like Ramadan. This trend is characterized by the value placed on **honest reviews and recommendations from influencers** of all levels, which help to build trust and credibility among their followers.

Exploring cultural and regional food preferences, influencers play a crucial role in promoting local culinary specialties, thereby enhancing their visibility and reaching a wider audience. This storytelling approach brings to life the richness of diverse cuisines, appealing to food enthusiasts.

Moreover, influencers wield significant power in impacting small businesses. Their positive endorsements can significantly uplift a business's profile, while negative reviews can pose reputational risks, underscoring the immense influence and responsibility they hold within the food industry.



Tracking Period: 1st Feb 2024 – 31st March 2024

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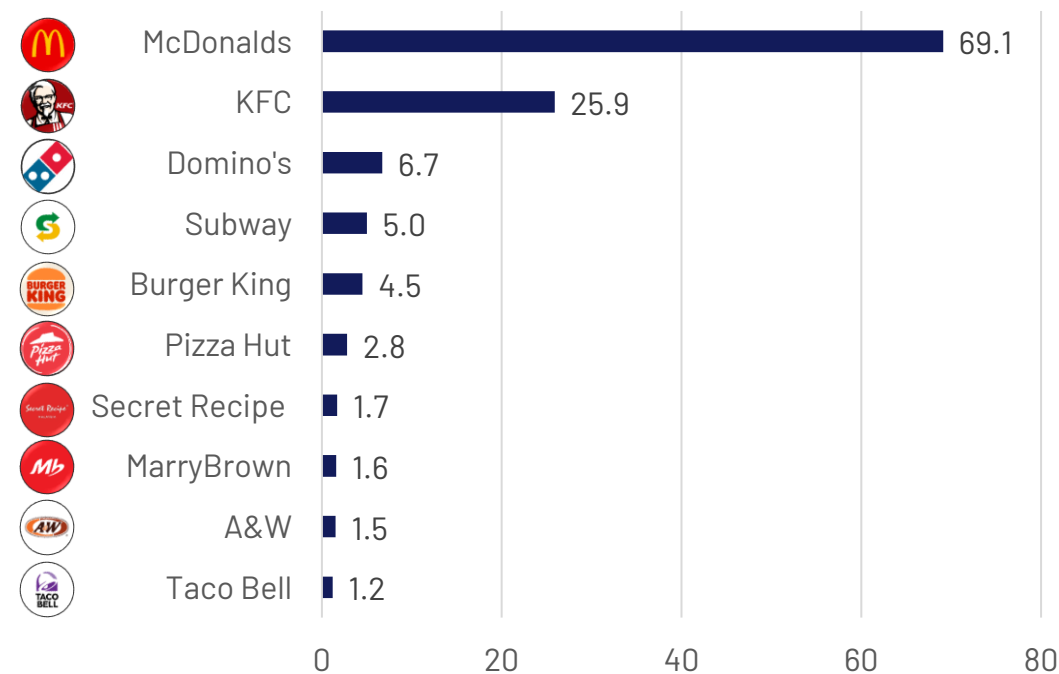
CATEGORY SPOTLIGHT: QSR CATEGORY

QUICK SERVICE RESTAURANTS (QSR) CATEGORY

QSR brands are navigating Ramadan and Hari Raya by adeptly addressing social challenges, cultural relevance and balancing affordability

McDonald's leads QSR mentions (69.1k), followed by KFC (25.9k), Domino's (6.7k), and Subway (5.0k).

Top 10 QSR Brands: Mention Volume



Trending Conversational Themes

27%

Boycott Movements

9%

Ramadan Specials

6%

Discount Promotions

Total QSR mentions: 188k

Tracking Period: 1st Feb 2024 – 31st May 2024; 1st Feb 2025 – 1st Mar 2025



QUICK SERVICE RESTAURANTS (QSR) CATEGORY

27%

Boycott Movements

Conversations circulate regarding boycott movements during the festival.



- first raya ramai melayu Islam dekat McD, same Malay yang suruh boikot KK mart (?)
- anak buah yang mana susah nak kejut tidur
- tahun depan nak raya mana



My sister from USM Kelantan dapat free sahur by McD hampir tiap hari.

Tapi telah boycott McD



Irfan_newboys @Marchfoward · Mar 11, 2024

Student ko bagi lauk simple je cukup dah

Asalkan free

Sbb ko dh jimatkan 6-7 ringgit Student yang boleh tahan lagi satu dua hari ...

Show more

9%

Ramadan Specials

QSR brands leverage the Ramadan festival period to promote special products.



"Istimewa Ramadan. Keenakan Foldover™ Ayam dan Daging kegemaran kembali menawan selera. Pesan McDelivery atau Pandu-lalu je. Senang. Selamat berbuka!"



"KFC Releases New Arabian Spice Crunch Flavour Just In Time For Ramadan And Raya"

6%

Discount Promotions

QSR brands are using discounts to appeal to price-sensitive consumers amid rising inflation.



"Promosi Istimewa Ramadan Subway 2024: Jimat dengan SubSaver Bersama Chicken Slice setiap hari Rabu"



"Tidak cukup dengan Tawaran Harian Ramadan kami? Nikmati lebih banyak pilihan McD kegemaran anda bermula dari RM6! 🌙🌟 Tebus sekarang, secara eksklusif di McD App"

Total QSR mentions: 188k

Tracking Period: 1st Feb 2024 – 31st May 2024; 1st Feb 2025 – 1st Mar 2025





CATEGORY SPOTLIGHT: CVS CATEGORY

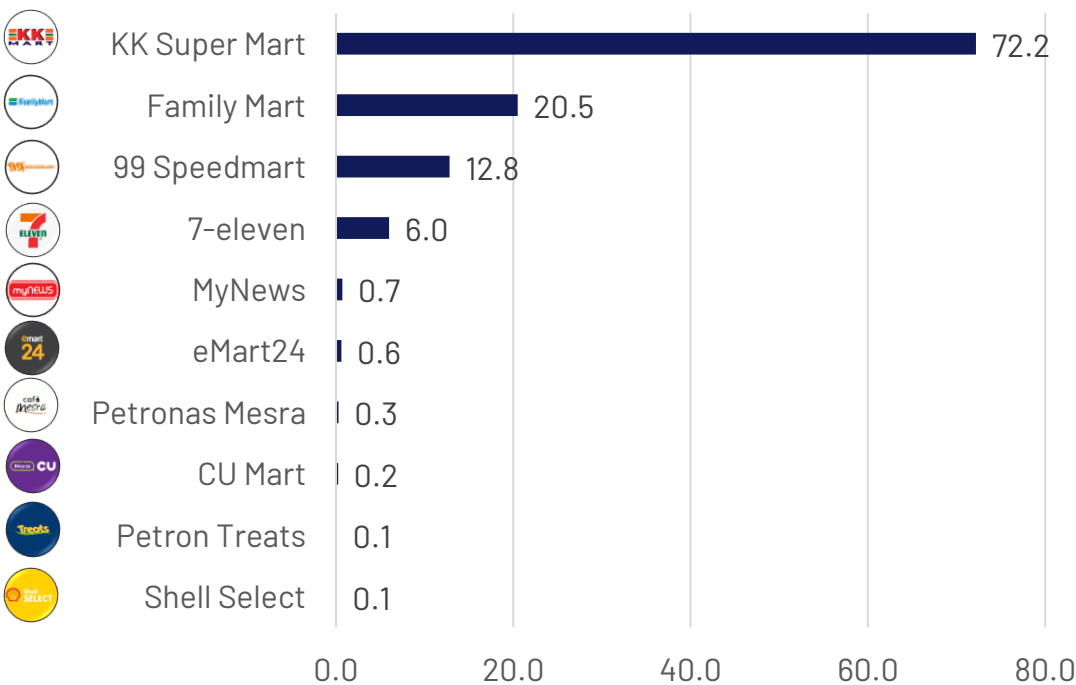


CONSUMER VALUE STORES (CVS) CATEGORY

CVS brands celebrate Ramadan and Hari Raya through understanding religious sensitivity, offering appealing deals and meeting festive needs.

KK Super Mart tops CVS mentions with 72.2k, followed by Family Mart (20.5k), 99 Speedmart (12.8k), and 7-eleven (6.0k).

Top 10 CVS Brands: Mention Volume



Trending Conversational Themes

40%

Cultural Sensitivity

15%

Exclusive Ramadan Offers

6%

Innovation and Collaborations

Total CVS mentions: 138k

Tracking Period: 1st Feb 2024 – 31st May 2024; 1st Feb 2025 – 1st Mar 2025

CONSUMER VALUE STORES (CVS) CATEGORY

40% Cultural Sensitivity

Conversations involves heightened awareness and sensitivity towards cultural and religious practices during Ramadan.



"As a Muslim, I hv mixed feelings abt this. On the one hand, this action will better ensure there wld b no further such offences, as long as the punishment is sufficiently punitive. However.. kesian juga.. & it being Ramadhan..."

Fazil Ameen
@faaaazil

If you're from the religion of peace, act like one. Dah lah bulan ramadhan.

Total QSR mentions: 188k
Tracking Period: 1st Feb 2024 – 31st May 2024; 1st Feb 2025 – 1st Mar 2025

15% Exclusive Ramadan Offers

CVS enhances product visibility online with discounted prices and limited availability.



"FamilyMart Malaysia has got you covered with their tantalizing promo on Sofuto Cones for just RM1.99 during Ramadan 2024! This amazing deal is exclusive and available only from 7 pm to 2 am..."



"[**PROMO**] Sambut raya sambut raya jugak, tapi kalau dah bosan dalam kereta otw jalan2 tu singgah lah 7-Eleven kejap sebab hari ni je kitaorg ada special promotion..."

6% Innovation and Collaborations

CVS's deployment of unique products, in tandem with strategic collaborations, aims to captivate local interest.



"Kitorang tahu korang dah tak sabar nak cuba! Ni ada minuman yang memang akan puaskan haus korang sepanjang Raya ni! Cuba jangan tak cuba! Pandan Kokuto Latte..."



"[**CONTEST**] Looking for something that is Cheesy, Creamy, Delicious and Extremely Convenient for Sahur? The answer is Prego Instant Pasta!!..."



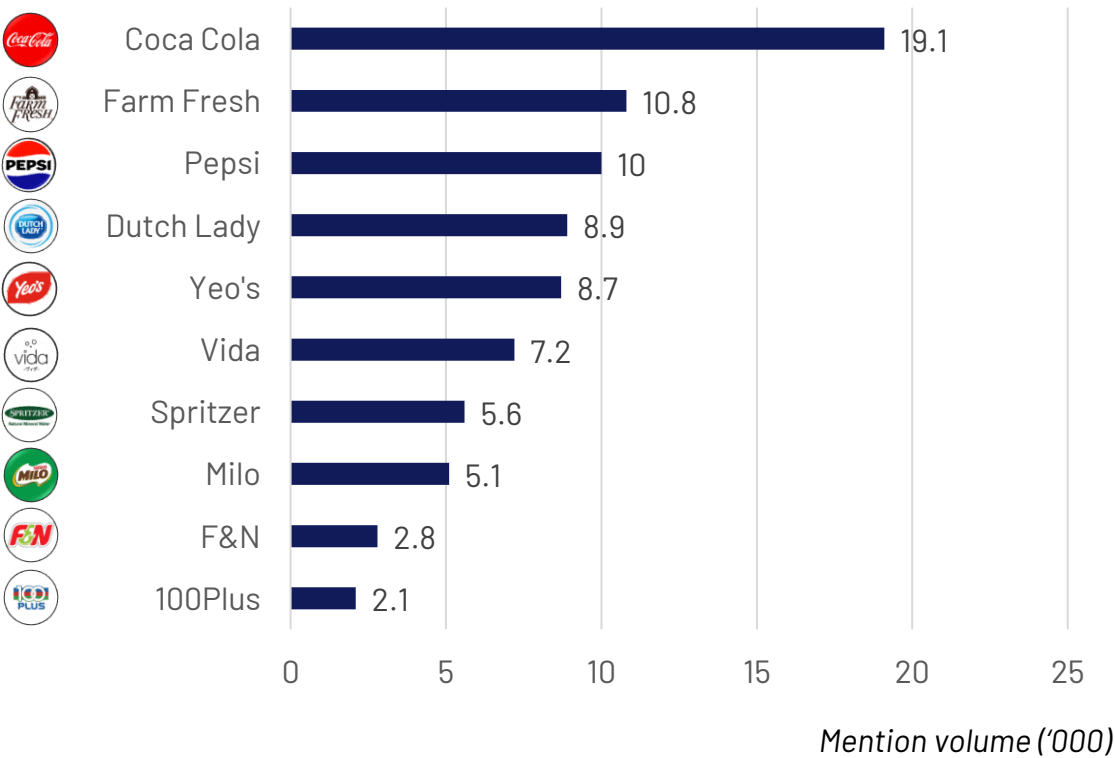
CATEGORY SPOTLIGHT: RTD CATEGORY

READY-TO-DRINK (RTD) CATEGORY

RTD brands adeptly manage festive seasons by tackling loyalty issues, stimulating active social media campaign participation and fostering health consciousness.

Coca Cola leads in CVS mentions with 19.1k, followed by Farm Fresh (10.8k), Pepsi (10.0k), and Dutch Lady (8.9k).

Top 10 RTD Beverage Brands: Mention Volume



Trending Conversational Themes

12%

Boycott Movements

4%

Contests and Activities

2%

Brand-Driven Health Initiatives

Total RTD mentions: 95k

Tracking Period: 1st Feb 2024 – 31st May 2024; 1st Feb 2025 – 1st Mar 2025

READY-TO-DRINK (RTD) CATEGORY

12%

Boycott Movements

Several RTD brands like Coca-Cola and Nestle face boycotts, adapting strategies to counteract sentiment.



"Coca-Cola Malaysia continues its efforts to make a positive impact on the local community through its annual 'Acts of Kindness' campaign during the holy month of Ramadan this year."



"Today's live stream is a bit sad, first there were many comments about Dutch Lady supporting Israhell... Which isn't even true, so many confuse Dutch Lady with Nestle..."

4%

Contests and Activities

RTD Brands strategically increasing customer loyalty by implementing contests and interactive activities, enhancing the consumer experience.



"🌙🥤 Mari sertai peraduan Minum Sampai Kosong - kosong bersama Farm Fresh! 🎉 Peraduan berlangsung dari 22 Mac hingga 5 April 2024. 🎁 3 pemenang setiap minggu akan dipilih. 🍊..."



"Guys! Nak menang produk Dutch Lady bernilai RM200 tak bulan Ramadan ni? Jom join 'Bekpes Hot Wake Up Call bersama Dutch Lady' nanti! Sambil-sambil kejut you guys sahur, boleh rebut peluang untuk menang hadiah tu sekali."

2%

Brand-Driven Health Initiatives

RTD brands emphasize health and wellness highlighting key benefits such as silica enrichment, various types of vitamins, and electrolytes.



"Dah masuk bulan puasa ni~ Korang dah ready? 100PLUS ada tips untuk kekalkan tenaga dan fokus sepanjang hari. Sahurlah dengan 100PLUS, hari anda pasti stedi~"



"...Psst... Pro tip: You don't need to chug liters of water at Sahur—just sip smart with Spritzer Natural Mineral Water for all-day hydration! 🍏🍌"

Total QSR mentions: 188k

Tracking Period: 1st Feb 2024 – 31st May 2024; 1st Feb 2025 – 1st Mar 2025

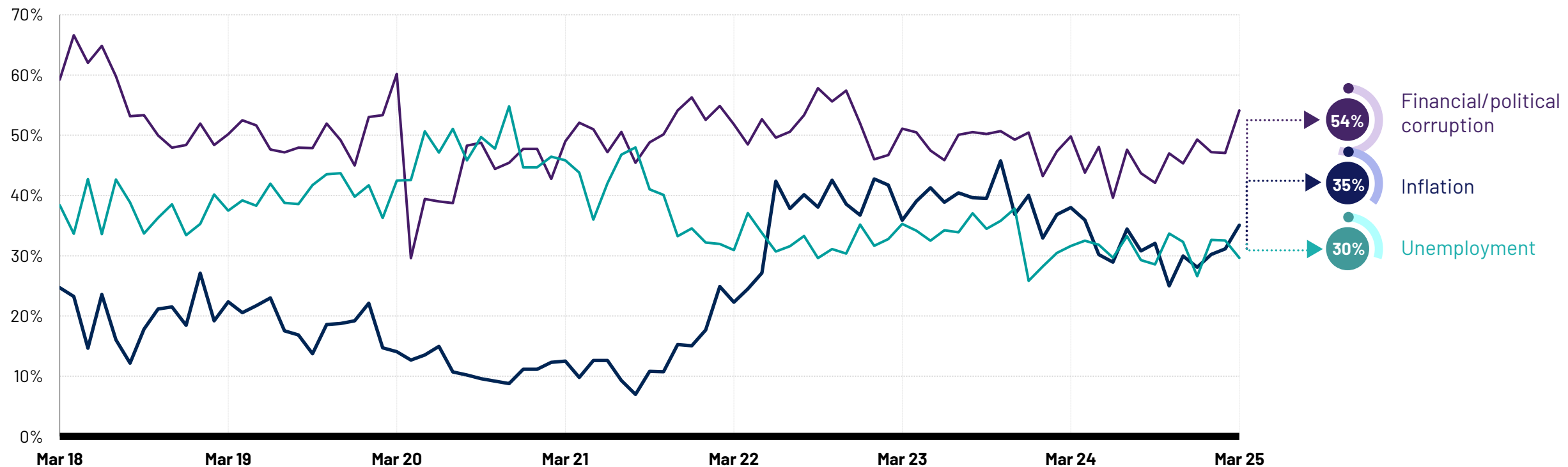
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NAVIGATING CONSUMER HABITS AMID RISING LIVING COSTS AND INFLATION



TOP 3 WORRIES MALAYSIANS

After recovering from COVID-19 in 2023, inflation rapidly became a significant concern for Malaysians, alongside corruption and unemployment. Since then, it has consistently ranked among the top three worries for the population, remaining a persistent issue over the past three years, until today.



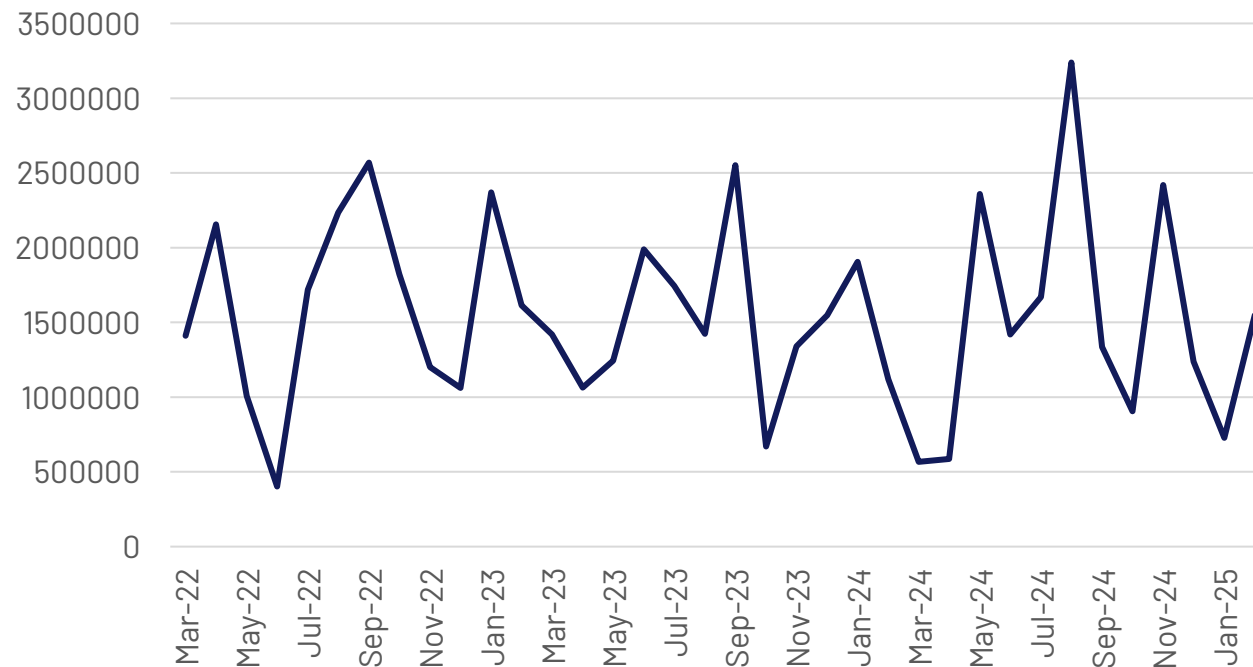
Base: Representative sample of Malaysian adults aged 16-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: Malaysia | Current Wave: Mar 25

Amid rising living costs and inflation, consumers are pivoting towards more cost-effective shopping options.

The escalating cost of living and inflation have ignited fervent debates, particularly in the post-lockdown era. As wallets tighten, consumers are exercising greater diligence in their Ramadan and Raya shopping, increasingly seeking out more cost-effective alternatives.

Inflation & Cost of Living: Interactions



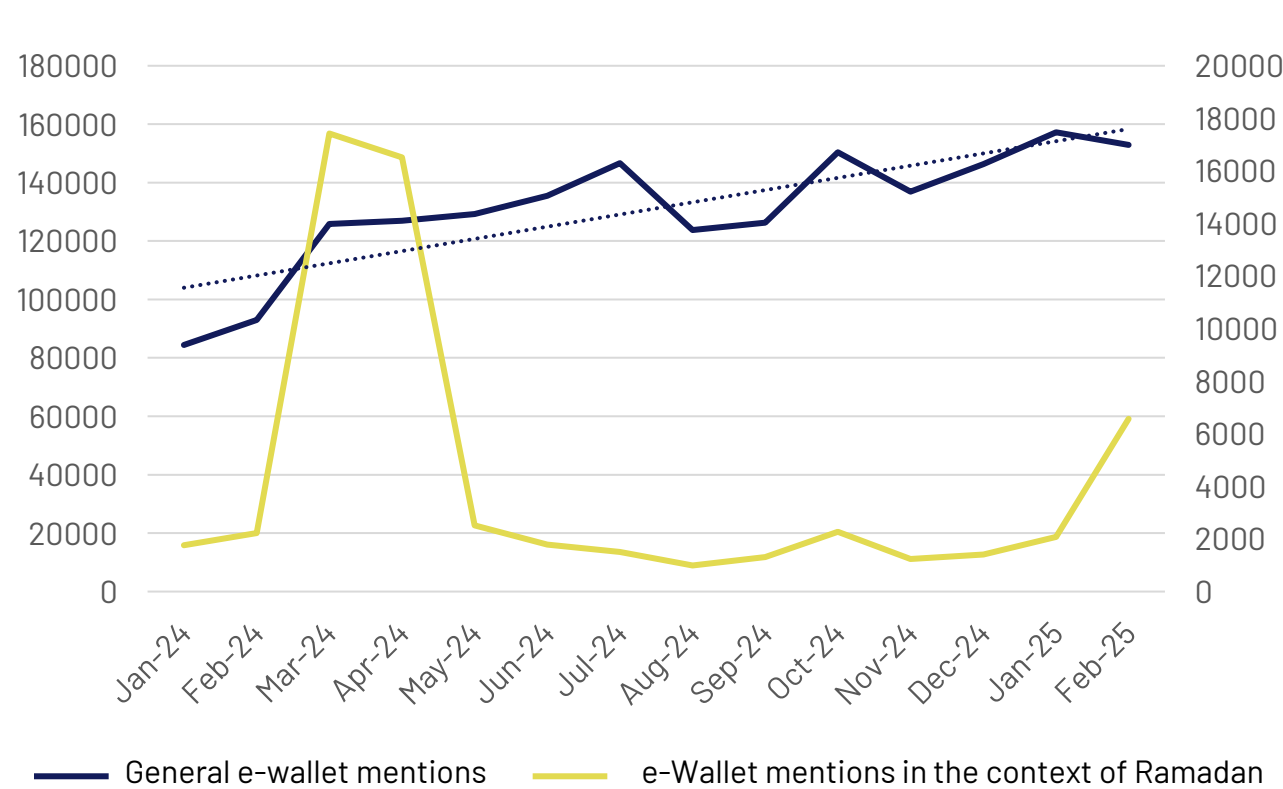
Tracking Period: 1st Mar 2022 – 28th February 2025

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E-wallets are steadily gaining traction, transforming Ramadan and Hari Raya transactions with their convenience and promotional benefits.

E-Wallet: Mention Volume



E-Wallets: Redefining Convenience, Rewards, and Versatile Uses

1

Convenience and Ease of Transactions

E-wallets eliminate the need for physical cash, speeding up transactions during busy festive periods.

2

Promotions and Rewards

Exclusive discounts and cashback offers within e-wallets make Ramadan spending smarter and more rewarding.

3

Diverse Transactional Uses

From gifting duit raya digitally to seamless online bazaar purchases, e-wallets have become an essential Ramadan tool.

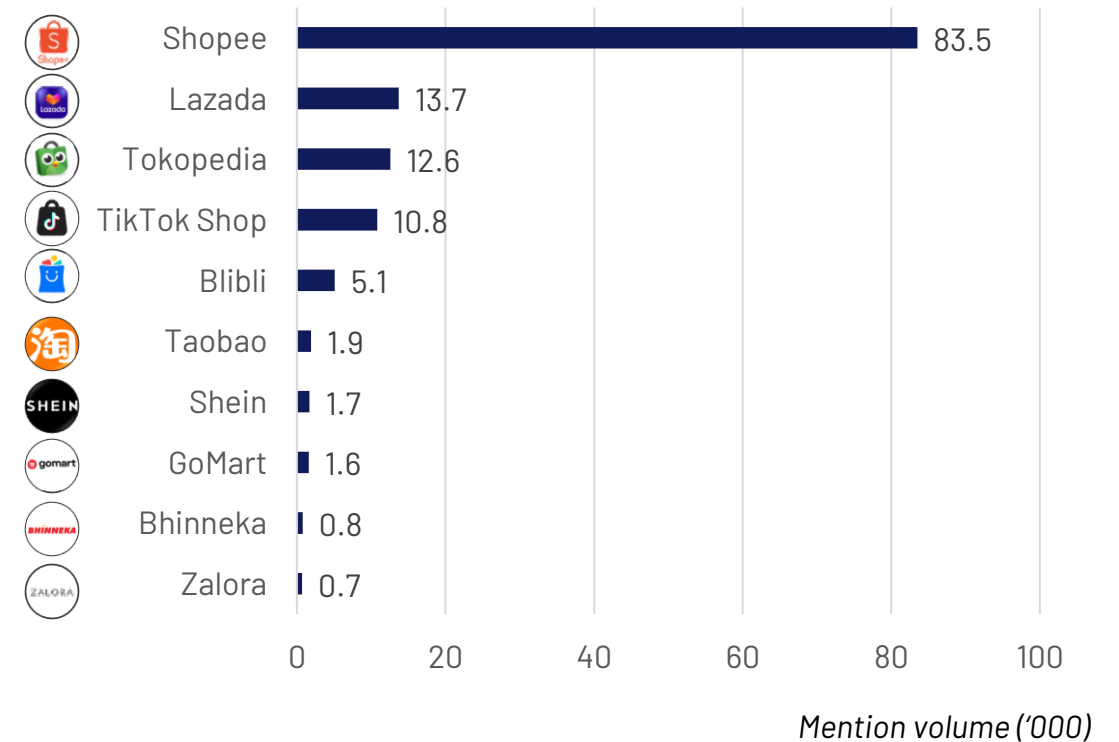
E-commerce Surge: Digital Shopping Revolution

During Ramadan, a surge in online shopping is driven by promotional campaigns and flash sales on platforms like Shopee, Lazada and Tokopedia, enticing consumers with significant discounts on groceries, fashion, and home appliances.

The trend towards convenience shopping is evident as consumers increasingly rely on e-commerce apps, particularly for daily necessities and Ramadan preparations.

This behavior underscores the consumer demand for both cost-effectiveness and ease in their shopping experiences.

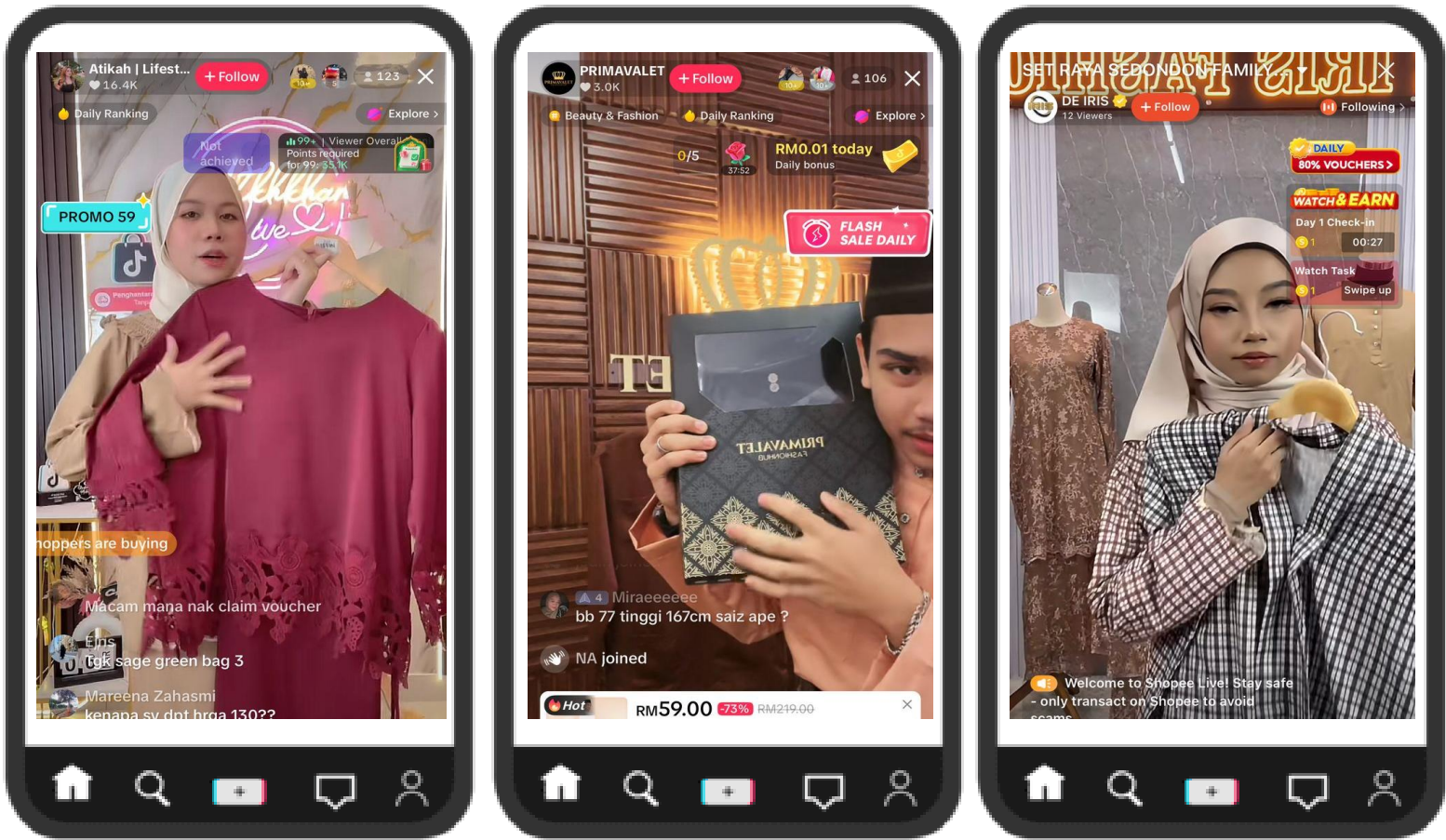
Top 10 e-Commerce Brands / Apps: Mention Volume



Base: 293k mentions about shopping; 134k mentions about e-Commerce; 4.5M interactions about shopping; 1.5M interactions about e-Commerce.

Tracking Period: 1st Jan 2024 – 1st March 2025

Live shopping is reshaping e-commerce, driving engagement through interactive experiences.



11%  TikTok Live

4%  Shopee Live

4%  Others

Lazada live, Facebook live, Instagram live

- Live shopping events on platforms like Shopee Live and TikTok Shop are revolutionizing the online shopping landscape, captivating consumers with their interactive, real-time product showcases that encourage instant purchasing.
- This trend fulfills the consumer's craving for a dynamic, social shopping experience infused with entertainment and authenticity, leading to heightened engagement and boosted sales for platforms embracing this format.

Base: 99k mentions about e-Commerce

Tracking Period: 1st Jan 2024 – 1st March 2025

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CATEGORY SPOTLIGHT: BEAUTY CATEGORY

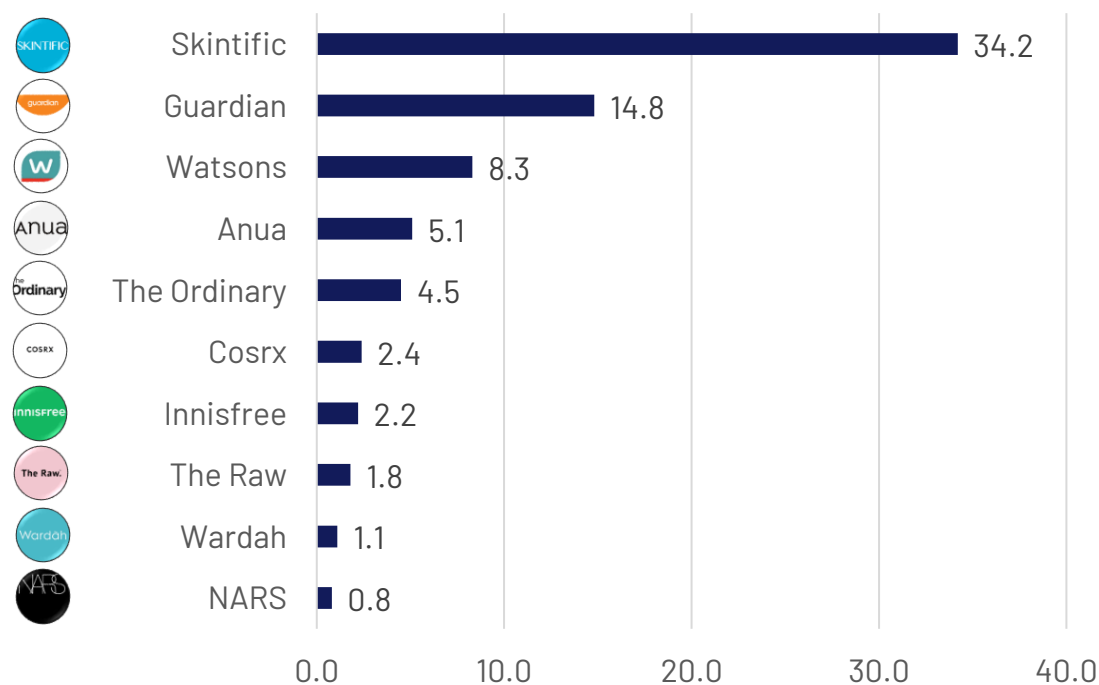


BEAUTY CATEGORY

Beauty brands engage consumers with current makeup trends featuring KOLs, affordability, and giveaways to foster loyalty.

Skintific dominates Beauty Brands mentions with 34.2k, followed by Guardian (14.8k), Watsons (8.3k), and Anua (5.1k).

Top 10 Beauty Brands: Mention Volume



Trending Conversational Themes

31%

Makeup Trends

7%

Competitive Price

4%

Exclusive Giveaway

Total Beauty Brands mentions: 169,453k

Tracking Period: 1st Feb 2024 – 31st May 2024; 1st Feb 2025 – 1st Mar 2025

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BEAUTY CATEGORY

31%

Makeup Trends

KOLs are setting Raya makeup trends with products like Skintific's cushion foundations, combining convenience, a lightweight feel, and skin health benefits.



"Raya mekap tutorial tema hijau but make it silent 🤫 sebab korang pun mesti dah penat dgr I cakap kan hahahah anyway, siapa team raya ijo tahun ni? 🧑🏻💚 make up base I letops sebab pakai @skintific.my cushion foundation..."



"so ready to gain eid-tention with @skintific.my 💜

a makeup look that lasts all day in this weather? yes please"

Total Beauty mentions: 94k
Tracking Period: 1st Feb 2024 – 31st May 2024; 1st Feb 2025 – 1st Mar 2025

7%

Competitive Price

Consumers are focusing on competitive pricing, seeking promotions, vouchers, and budget-friendly options.

tripio @naufalhaziq_06
idk man sekarang ni harga melambung salah siapa huhu

btw skincare dari skintific ni murmur je tauuu sebab ada promotion rayaa
[Translate post](#)

shopee.com.my
[100% Ori] SKINTIFIC White Truffle Cleansing Essence Cle...
Our products are officially authorized products and are guaranteed to be 100% original and authentic. Please feel ...

adfar ichie @adfar_ichie
seller ni buat hal lagi.....

dia bagi voucher lagi, jimat sampai 48 ringgit! tak masuk lagi voucher shopee.
shopee.ee/7KZA81N01

ANUA cleansing oil RM47.90 je after discount.

ANUA Heartleaf Pore Control Cleansing ...

4%

Exclusive Giveaway

Exclusive giveaway is a common strategy among beauty brands, serving as an effective tool to engage consumers and foster brand loyalty.

Tatty H. @tattyhassan
SIAPA NAK CUSHION FOUNDATION RAYA FREE???

Skintific ada buat Raya Giveawayyy ✨

Korang just perlu RT tweet ni + comment nak code apa & why u nak!



"[EVENT | BIO ESSENCE] Countdown to Raya begins! 🌙✨ Join us for exclusive GWP's, instant rebates, and amazing discounts on your favourite Bio Essence essentials! 💖 Don't miss out on the festivities – see you there!"

WHAT ARE THE KEY TAKEAWAYS FOR BRAND SUCCESS?



Key Consumer Trends and Engagement

The digital landscape has significantly reshaped consumer engagement during Ramadan and Hari Raya, with notable trends such as rising e-commerce and e-wallet usage. Malaysia shows a resurgence in interaction, contrasting Indonesia's declining conversation trends.



Evolving Shopping Habits

Rising living costs and inflation are steering consumers towards cost-effective shopping options. E-wallets and e-commerce platforms are increasingly favored for their convenience and promotional benefits, revolutionizing the shopping experience during festive seasons.



Implications for Brands

1

Leverage Digital Payment Solutions:

Elevate consumer attraction with seamless **e-wallet integration**.

2

Address Economic Concerns:

Engage value-driven consumers through compelling **discounts and loyalty**.

3

Enhance Online Shopping Experience:

Strengthen digital strategies to capture the **growing shift to e-commerce** due to convenience & cost effectiveness.

Emerging Social Media Influence

Social media platforms are pivotal in shaping consumer behaviors, particularly in the Food & Beverage landscape. Influencers drive culinary trends and engage audiences with innovative recipes, highlighting the need for brands to leverage social media effectively.



Credibility and Authenticity Challenges

Nonetheless, consumers are increasingly skeptical of food influencers, questioning their culinary expertise and the authenticity of their endorsements. This skepticism highlights the need for influencers to prioritize genuine quality over monetary gain.

There is a call for more transparency from influencers, as some are criticized for using stock photos or not providing honest reviews.



Implications for Brands

1

Harness Influencer Marketing:

Align with Influencers known for authenticity to foster **brand trust**.

2

Cultural and Seasonal Adaptation:

Design promotion strategies that resonate with **cultural festivities and local sensitivities**.



METHODOLOGY

Methodology: Synthesio's Cutting Edge Solution



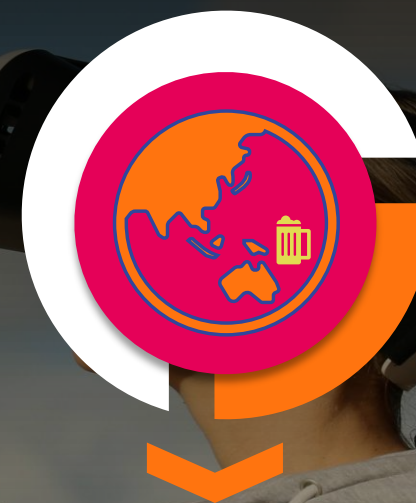
DATA COLLECTION

Tracking Period: 2022-2025
Country: Malaysia & Indonesia
Channels: All public social and online mainstream channels



DATA ANALYTICS

Integration of Synthesio's latest generative AI solution, **Signals GenAI** for insights signals discovery



INSIGHTS REPORTING

Decode of the 5Ws and qualitative analysis to uncover trends and shift of consumer behaviors

*Platform Coverage: X, Instagram, Facebook, Blogs, Forums, Online News;
Limited TikTok historical data due to API limitation.*

THANK YOU

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Wan Dalili Dayana

