

Spotlight* KSA

The 2024 Ramadan Handbook

March 2024

GAME CHANGERS



Report Overview



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What Do People Love Most About Ramadan?

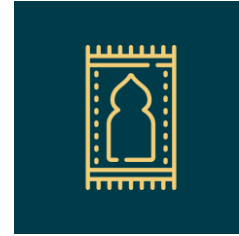
The most cherished aspects about the holy month of Ramadan are the spirituality and fasting



24%
Spirituality



20%
Fasting



15%
Tarawih prayers



10%
Family and social
gatherings



9%
Ramadan's
atmosphere



9%
Iftar meal



8%
Reciting the Quran



1%
Charity and good
deeds



Lifestyle Changes In Ramadan

Ramadan is a time for people to center their attention on spiritual matters and helping others in need



88%

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



86%

Focus more on spirituality during Ramadan

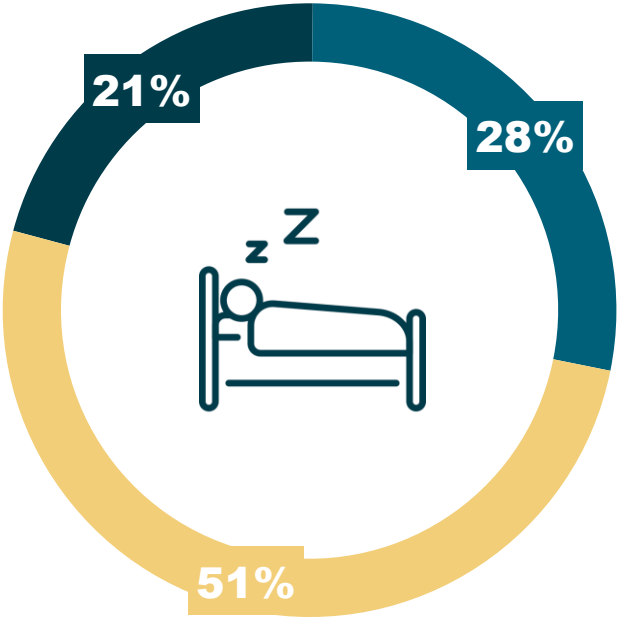


85%

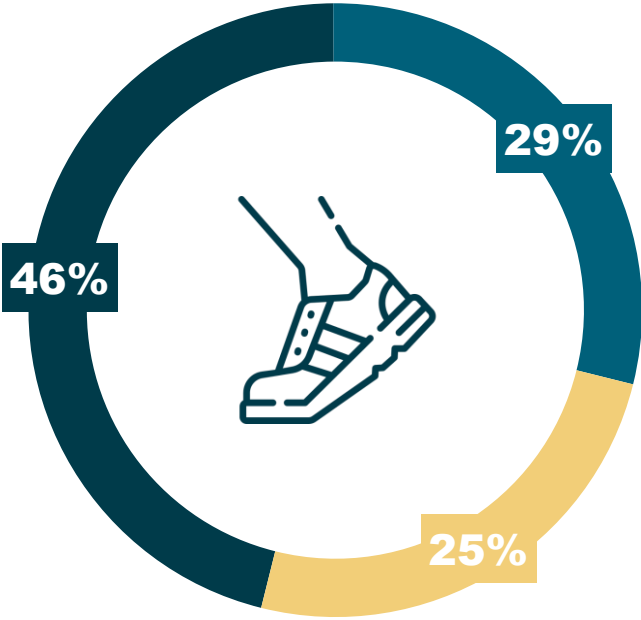
Believe Ramadan is about engaging in acts of charity



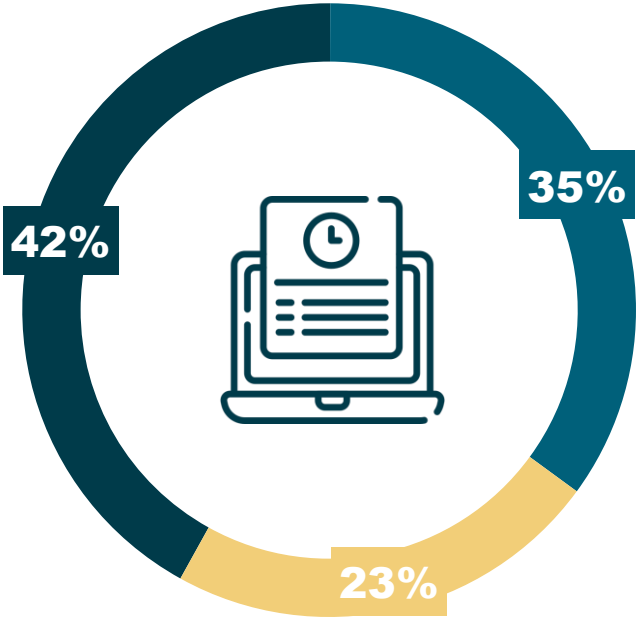
Despite reduced sleep, people often find themselves feeling more active and productive



Sleep during Ramadan



Activity levels during Ramadan



Productivity levels at work during Ramadan

■ Increase ■ Stay the same ■ Decrease

Sleep, activity and productivity

– By demographics



Sleep during Ramadan



Activity levels during Ramadan



Productivity levels at work during Ramadan

	Sleep during Ramadan		Activity levels during Ramadan		Productivity levels at work during Ramadan	
	% Increase	% Decrease	% Increase	% Decrease	% Increase	% Decrease
Male	21%	51%	46%	25%	42%	23%
Female	24%	48%	46%	26%	37%	27%
	16%	55%	45%	23%	48%	17%
18 – 24	22%	55%	51%	25%	62%	15%
25 - 34	27%	46%	56%	25%	44%	27%
35 - 44	12%	60%	47%	21%	45%	26%
45+	23%	46%	27%	30%	22%	20%
Nationals	23%	51%	53%	22%	43%	26%
Expats	19%	50%	36%	29%	39%	19%
Upper Income	33%	37%	55%	27%	44%	23%
Middle Income	17%	54%	40%	24%	39%	23%
Lower Income	10%	69%	44%	25%	47%	27%

With many feeling nostalgic about memories of past Ramadans, people prioritize family during the holy month



95%

Spend more time with family than with friends during Ramadan



79%

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



However, many feel that family gatherings are not what they used to be in the past and sense a change in the Ramadan Spirit



55%

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

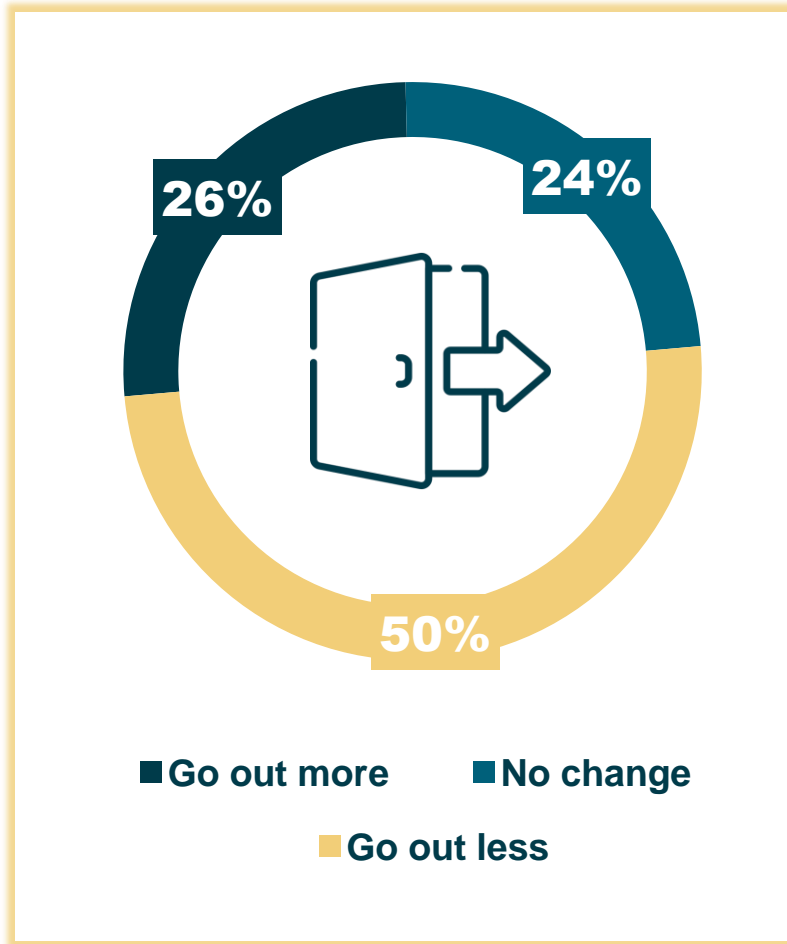


54%

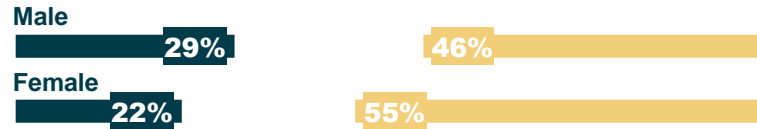
Believe the spirit of Ramadan doesn't feel as strong as it did in the past



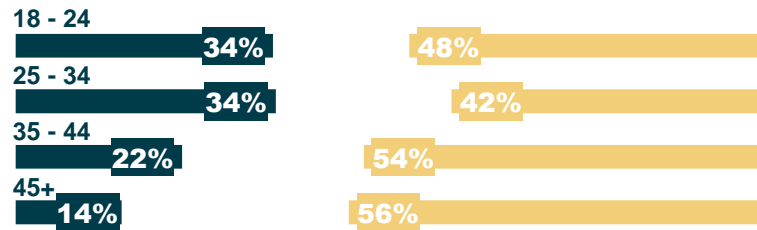
As a result, going-out habits are impacted, with 1 in 2 people opting to stay in more



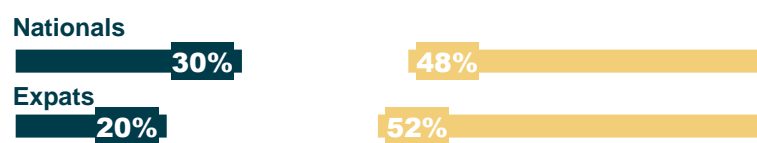
By Gender



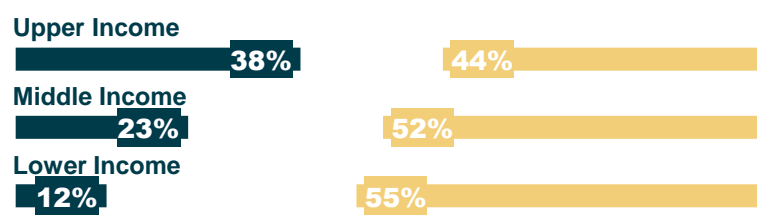
By Age



By Nationality



By Income



As people spend more time indoors, they make sure their homes are festive and well decorated



77%

Decorate their house during Ramadan



60%

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





Eating Habits In Ramadan

People highly view Ramadan as a time for health awareness and a time to rejuvenate their bodies



78%

Consider Ramadan an opportunity to reset their body

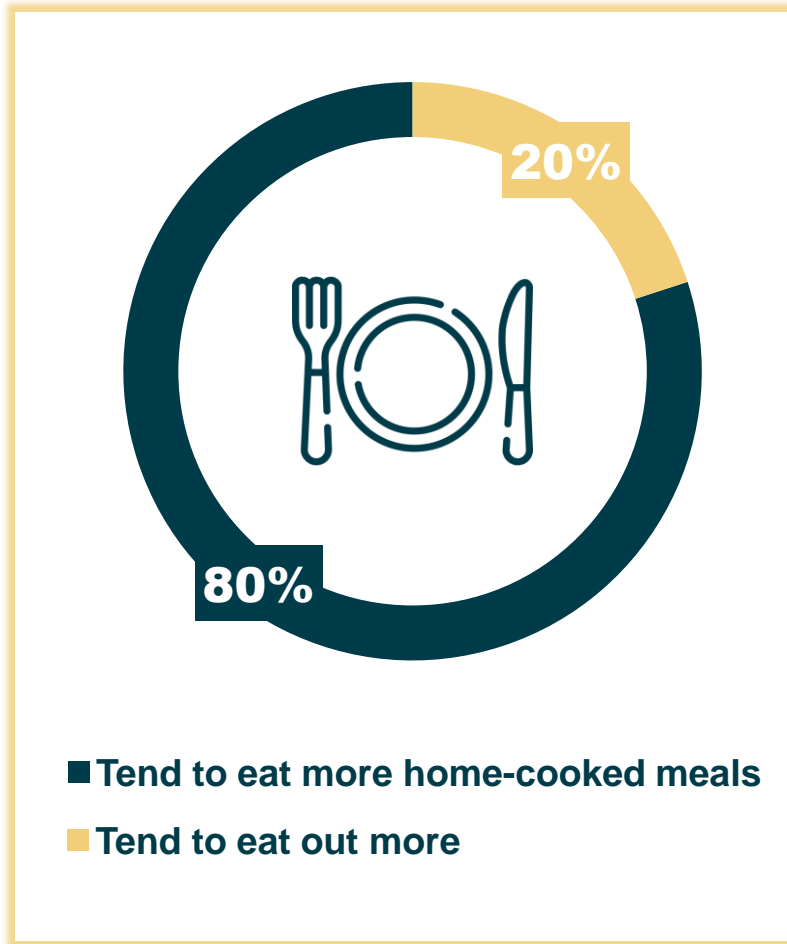


78%

Consider Ramadan as a period of physical discipline and health consciousness



The majority tend to favor home-cooked meals over eating out during Ramadan



By Gender



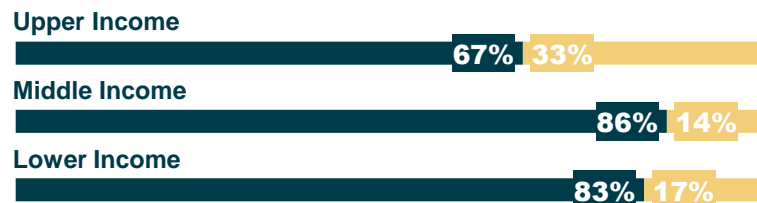
By Age



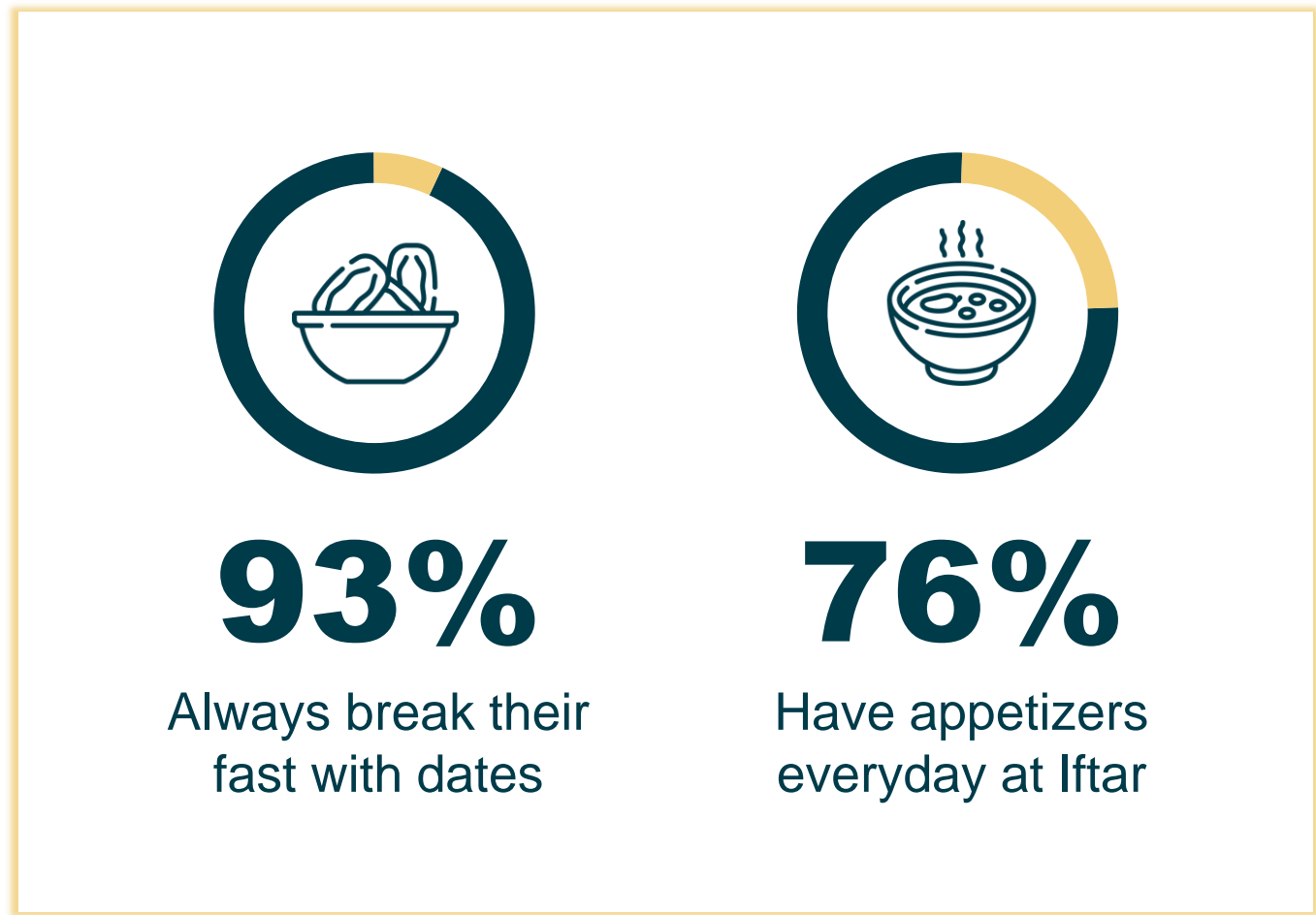
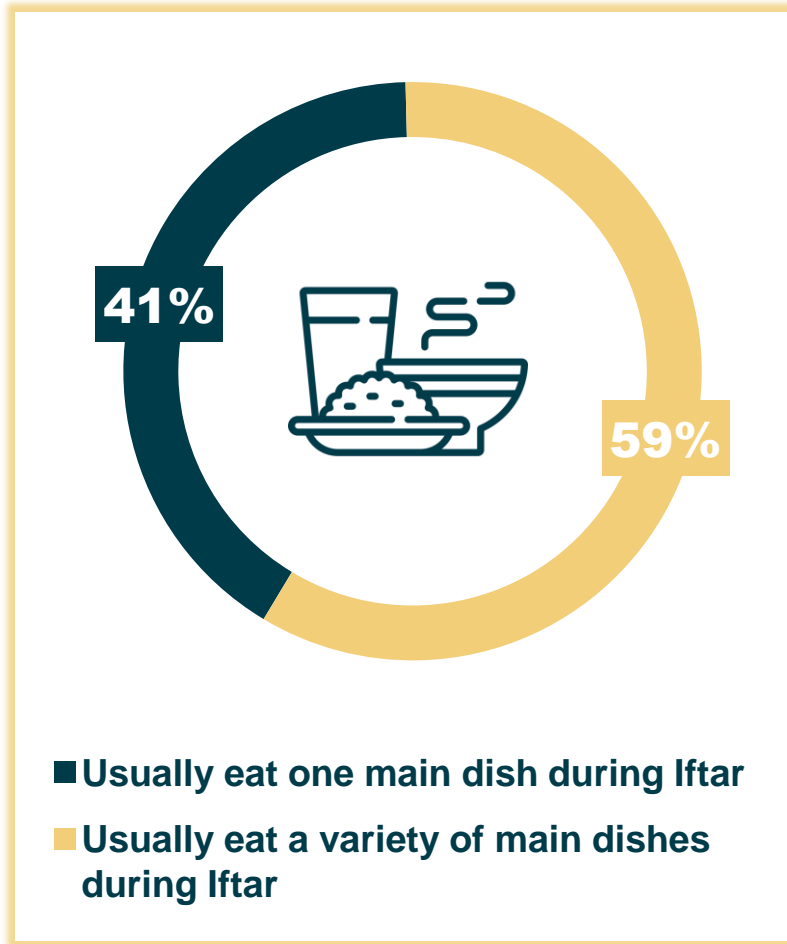
By Nationality



By Income



Iftar typically begins with dates, followed by appetizers, and a variety of main dishes are usually eaten by most



Suhoor is a common meal, observed by almost everyone and snacking between Iftar and Suhoor is similarly a usual practice



93%

Have Suhoor
on most nights



87%

Usually have
snacks after Iftar



Although people eat healthy snacks after Iftar, around half indulge in unhealthy snacks



76%

Have healthy snacks after Iftar



53%

Have unhealthy snacks after Iftar



Snacking behaviour during Ramadan

– By demographics



Usually have snacks after Iftar



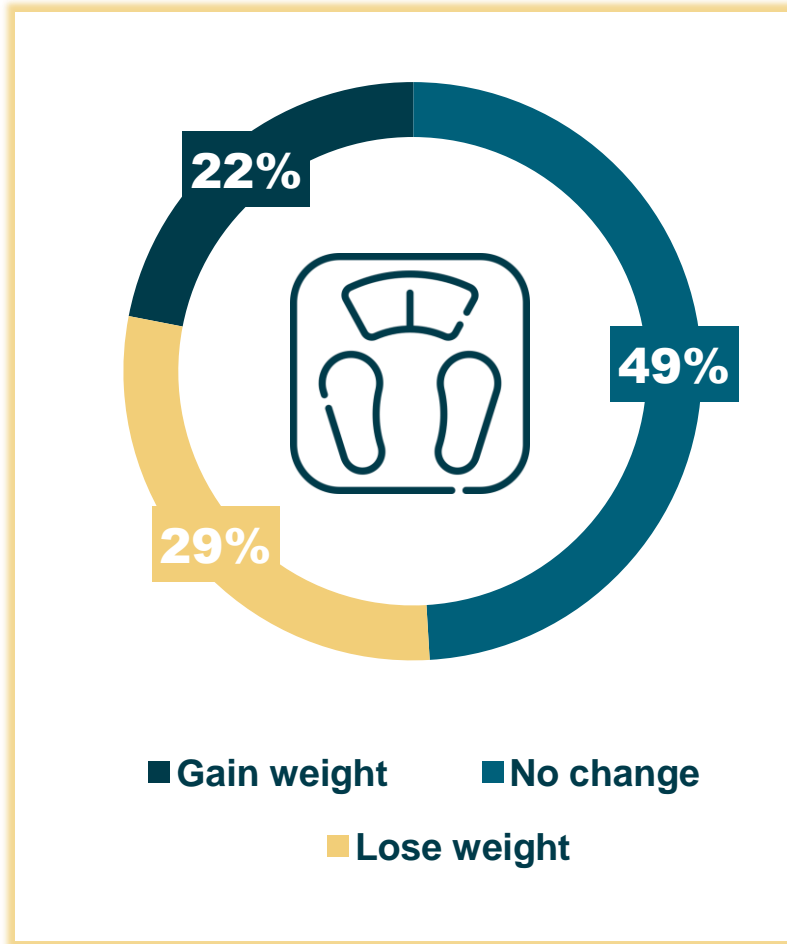
Have healthy snacks after Iftar



Have unhealthy snacks after Iftar

	87%	76%	53%
Male	88%	81%	50%
Female	86%	70%	57%
18 – 24	85%	70%	62%
25 - 34	87%	74%	59%
35 - 44	91%	85%	50%
45+	85%	75%	41%
Nationals	87%	75%	58%
Expats	88%	78%	45%
Upper Income	85%	79%	56%
Middle Income	90%	77%	53%
Lower Income	84%	68%	46%

Despite any change in eating habits, a significant portion maintain their weight



By Gender



By Age



By Nationality



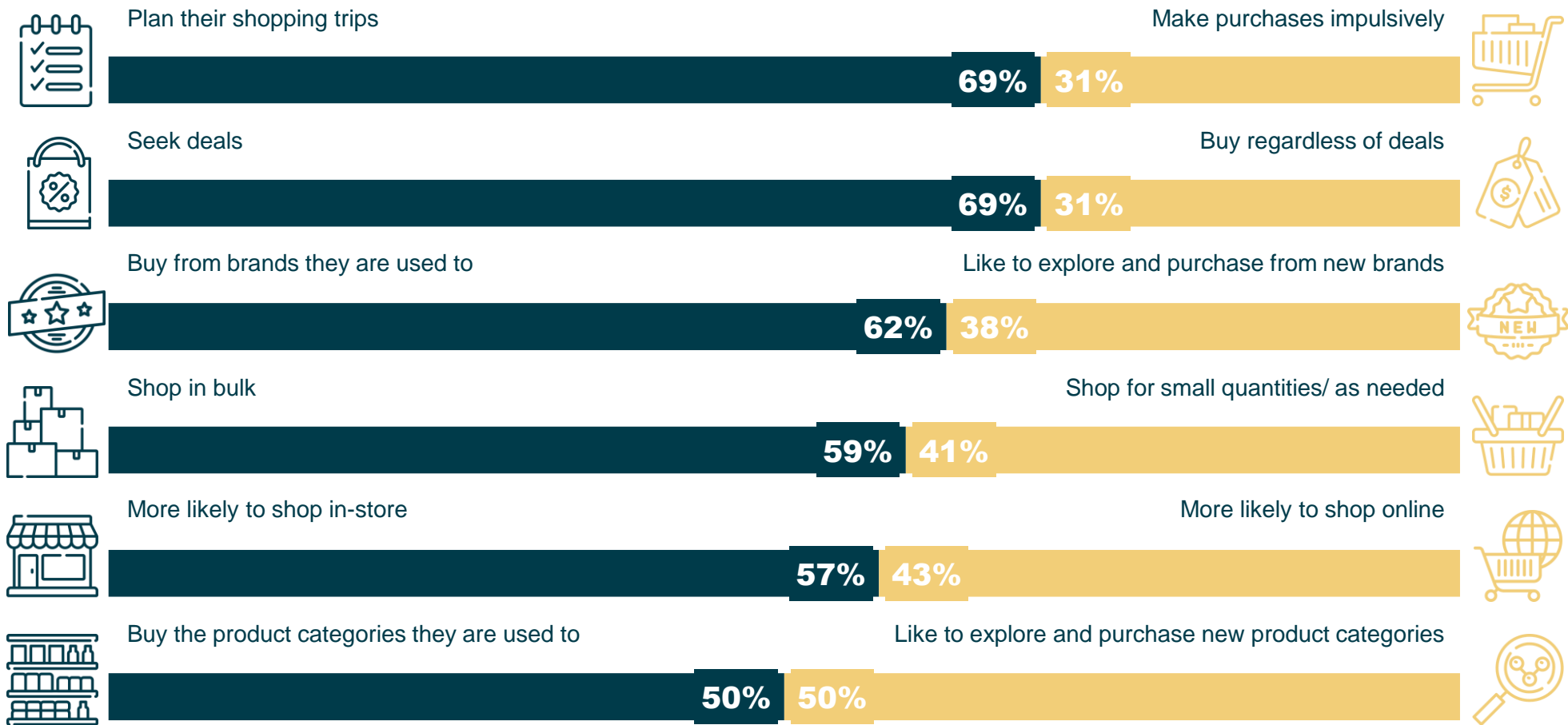
By Income





Shopping Habits In Ramadan













Shoppers in Ramadan tend to be more calculated; mainly planning their purchases, deal hunting and sticking to familiar brands



Types of shoppers during Ramadan

– By demographics



	 Plan their shopping trips	 Make purchases impulsively	 Seek deals	 Buy regardless of deals	 Buy from brands they are used to	 Explore new brands	 Shop in bulk	 Shop for small quantities	 More likely to shop in-store	 More likely to shop online	 Buy product categories they are used to	 Explore new product categories
Male	69%	31%	69%	31%	62%	38%	59%	41%	57%	43%	50%	50%
Female	67%	33%	67%	33%	64%	36%	61%	39%	61%	39%	52%	48%
	72%	28%	71%	29%	58%	42%	57%	43%	52%	48%	47%	53%
18 – 24	67%	33%	68%	32%	60%	40%	58%	42%	52%	48%	49%	51%
25 - 34	69%	31%	65%	35%	63%	37%	63%	37%	52%	48%	47%	53%
35 - 44	70%	30%	70%	30%	58%	42%	57%	43%	57%	43%	54%	46%
45+	68%	32%	73%	27%	65%	35%	56%	44%	68%	32%	50%	50%
Nationals	69%	31%	66%	34%	62%	38%	60%	40%	48%	52%	51%	49%
Expats	68%	32%	72%	28%	60%	40%	58%	42%	70%	30%	48%	52%
Upper Income	67%	33%	68%	32%	60%	40%	65%	35%	47%	53%	45%	55%
Middle Income	72%	28%	69%	31%	64%	36%	58%	42%	61%	39%	55%	45%
Lower Income	63%	37%	69%	31%	55%	45%	49%	51%	70%	30%	44%	56%

Shoppers often await Ramadan's offers and half even postpone their big purchases to benefit from these discounts



61%

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

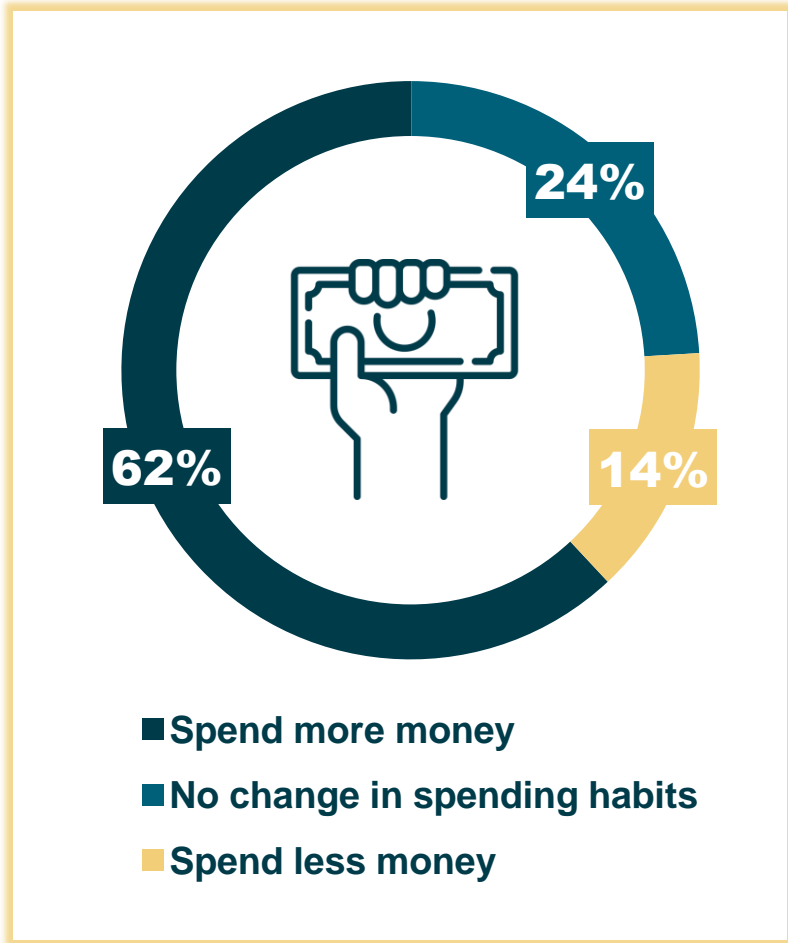


46%

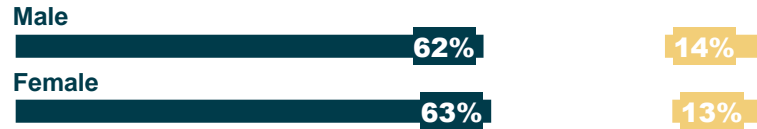
Delay big-ticket purchases until Ramadan to benefit from its special offers



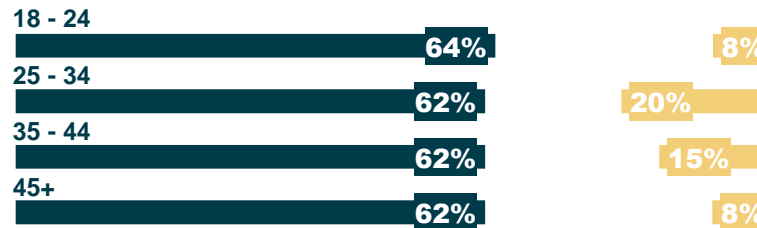
6 in 10 end up spending more money during the holy month



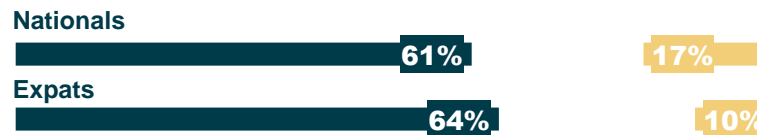
By Gender



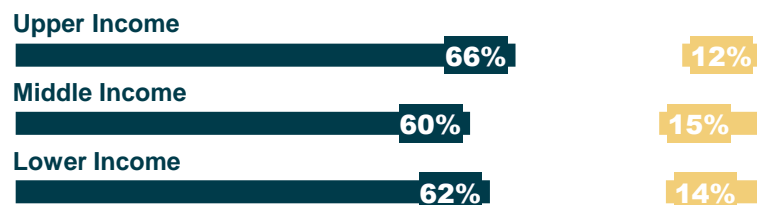
By Age



By Nationality



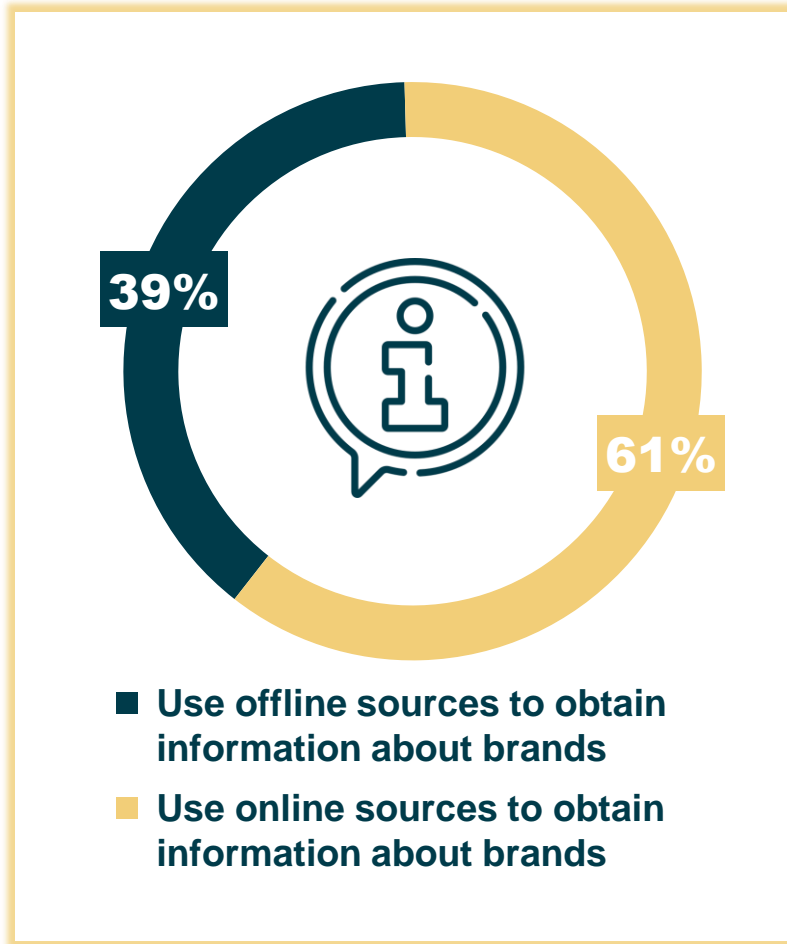
By Income



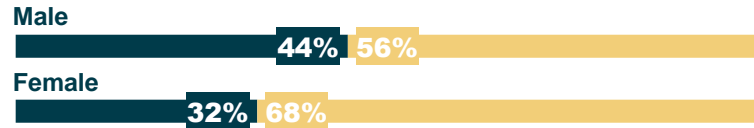


Brand Interaction And Advertising

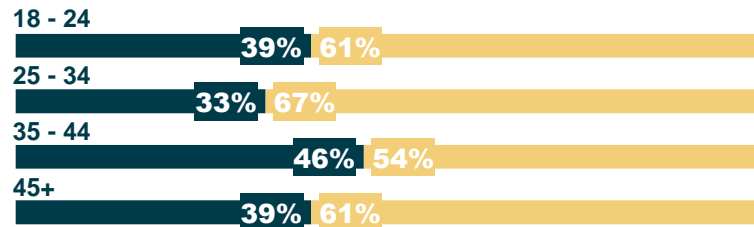
6 in 10 turn to online sources for brand information during Ramadan



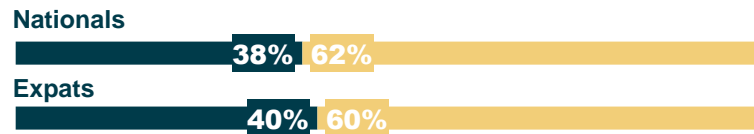
By Gender



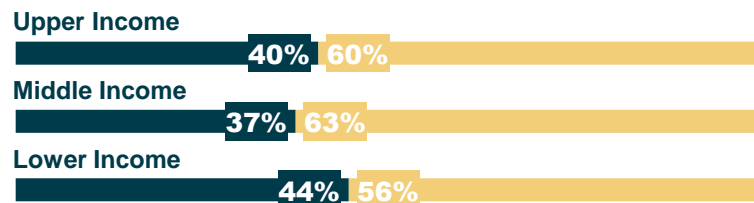
By Age



By Nationality



By Income



Social media platforms stand out as the most used source to obtain information about brands



32%
Social media
platforms



15%
Directly at the
physical store/
outlet



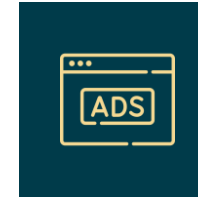
10%
Word of mouth



10%
TV



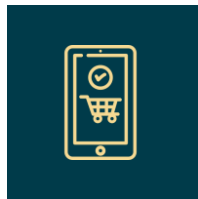
8%
Company/brand
websites



8%
Online
advertisements



5%
Online reviews
and ratings



4%
E-commerce
platforms



2%
Influencers



2%
Billboards and outdoor
advertisements



2%
Newspapers



1%
Blogs/Forums/
Online communities



1%
Email newsletters
subscriptions

Main sources used to obtain information about brands

Top sources – By demographics



Social media platforms



Directly at the physical store/ outlet



Word of mouth



TV



Company/brand websites



Online advertisements



Online reviews and ratings

	32%	15%	10%	10%	8%	8%	8%	5%
Male	28%	17%	12%	11%	8%	8%	8%	6%
Female	38%	13%	7%	8%	9%	7%	4%	
18 – 24	30%	7%	13%	14%	11%	10%	3%	
25 - 34	38%	10%	9%	11%	7%	8%	6%	
35 - 44	27%	18%	11%	13%	3%	6%	8%	
45+	31%	23%	8%	4%	13%	8%	2%	
Nationals	30%	15%	8%	12%	8%	8%	6%	
Expats	35%	16%	12%	7%	9%	7%	3%	
Upper Income	31%	18%	9%	11%	6%	9%	4%	
Middle Income	33%	13%	11%	9%	8%	8%	6%	
Lower Income	30%	14%	6%	13%	14%	4%	5%	

People sense the ad overload in Ramadan with many perceiving it as becoming overly commercialized



79%

Believe there are too many ads during Ramadan



55%

Feel that Ramadan has become more commercialized over the years

Yet, 6 in 10 admit to being influenced by Ramadan ads to make purchases, while half mention the memorability of advertising brands



55%

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



50%

Are more likely to remember brands that advertise during Ramadan



Attitudes towards ads and commercialization during Ramadan

– By demographics



Believe there are too many ads during Ramadan

79%



Feel that Ramadan has become more commercialized over the years

55%



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

55%



Are more likely to remember brands that advertise during Ramadan

50%

Male	81%	59%	58%	52%
Female	76%	50%	50%	48%
18 – 24	77%	46%	53%	52%
25 - 34	78%	52%	51%	50%
35 - 44	73%	51%	54%	50%
45+	88%	70%	63%	50%
Nationals	80%	49%	55%	52%
Expats	78%	64%	55%	48%
Upper Income	87%	56%	70%	63%
Middle Income	76%	58%	50%	47%
Lower Income	72%	43%	42%	34%



The Ramadan Personas

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



31%

The Content Explorer



24%

The Passionate Shopper



17%

The Social Connector



15%

The Festive Spirit



13%

The Self Nurturer

Who is the Content Explorer? (31%)

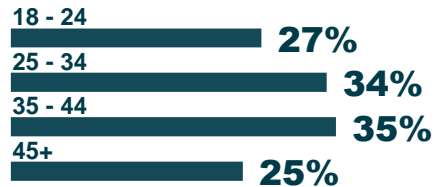
A digital enthusiast who engages deeply with Ramadan-related programs and content on social media



By Gender



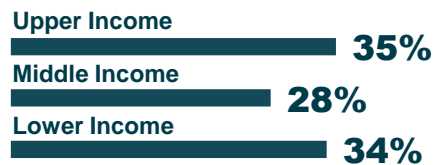
By Age



By Nationality



By Income



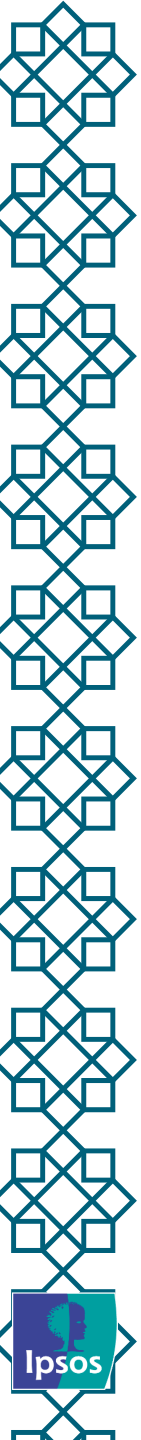
76%

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



74%

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



Who is the Passionate Shopper? (24%)

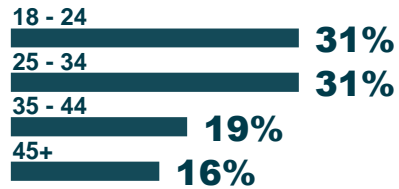
A shopping lover who indulges in the busy markets and attractive deals during Ramadan



By Gender



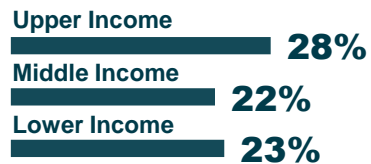
By Age



By Nationality



By Income



79%

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



74%

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

Who is the Social Connector? (17%)

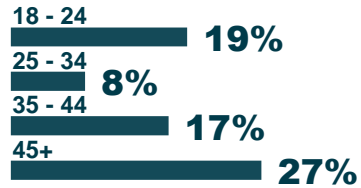
A social butterfly cherishing shared experiences and connections during Ramadan with family, friends and the community



By Gender



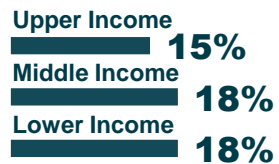
By Age



By Nationality



By Income



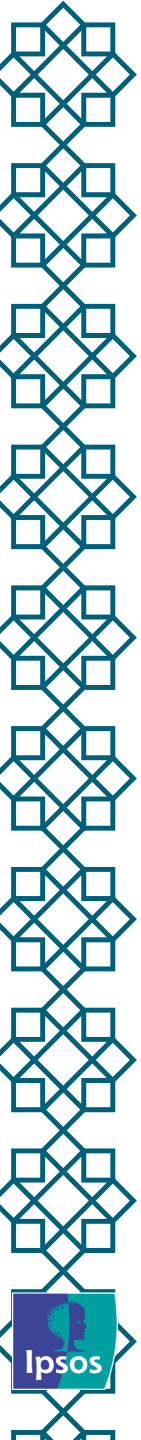
84%

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



81%

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



Who is the Festive Spirit? (15%)

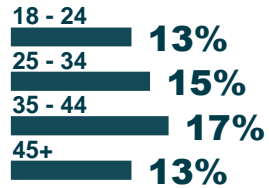
A person who creates a festive atmosphere around them and enjoys the traditions of Ramadan



By Gender



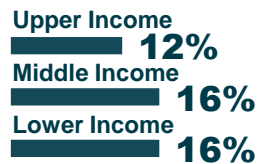
By Age



By Nationality



By Income



81%

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



81%

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

Who is the Self Nurturer? (13%)

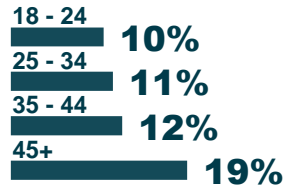
A person who sees Ramadan as a time not only for spiritual growth but also physical well-being and health consciousness



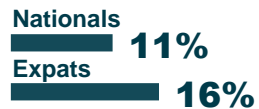
By Gender



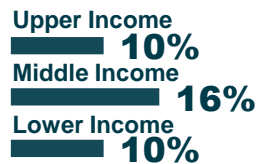
By Age



By Nationality



By Income



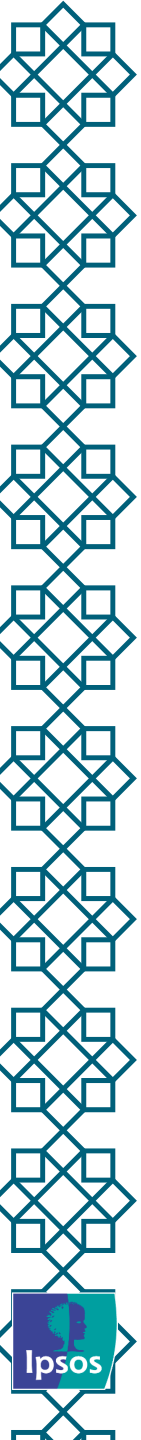
96%

Consider Ramadan as a period of physical discipline and health consciousness



95%

Consider Ramadan an opportunity to reset their body





Eid Plans

1 in 2 have plans to travel during Eid, mainly domestically



51%

Plan on traveling during the Eid holiday



37%

Plan on having a staycation

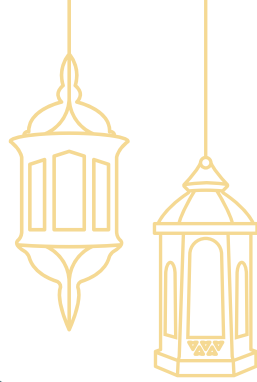


14%

Plan on traveling internationally

Travel plans during the Eid holiday

– By demographics



Plan on traveling during the Eid holiday



Plan on having a staycation

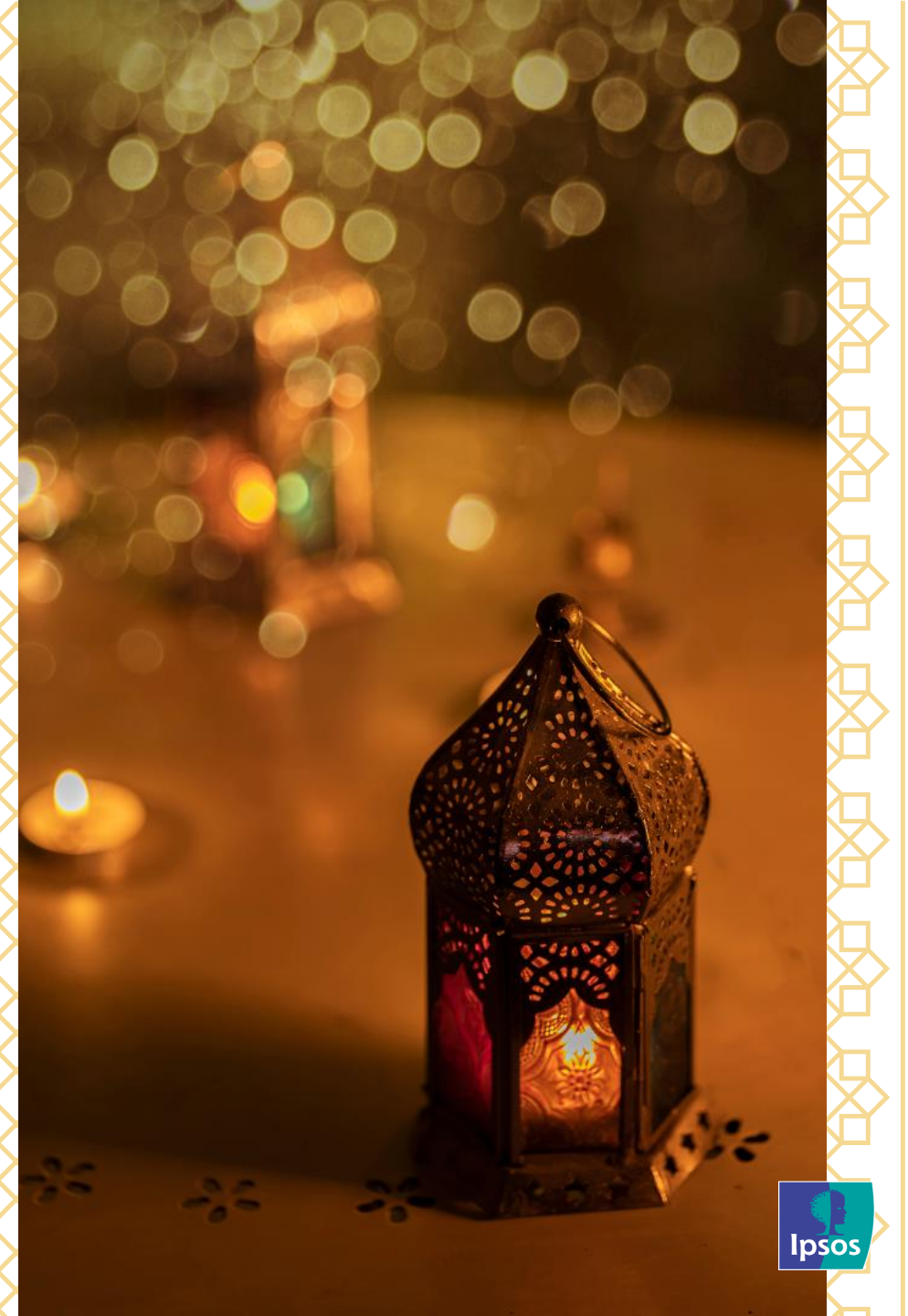


Plan on traveling internationally

	51%	37%	14%
Male	56%	40%	16%
Female	43%	33%	11%
18 – 24	54%	34%	20%
25 - 34	56%	44%	12%
35 - 44	53%	39%	13%
45+	42%	28%	14%
Nationals	52%	41%	12%
Expats	50%	33%	18%
Upper Income	72%	52%	20%
Middle Income	48%	34%	14%
Lower Income	21%	18%	2%

Methodological notes

- 500 Online Interviews
- Nationally Representative
- Males & Females
- 18 Years & Above
- Nationals & Expats
- Nationwide Coverage



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GAME CHANGERS

