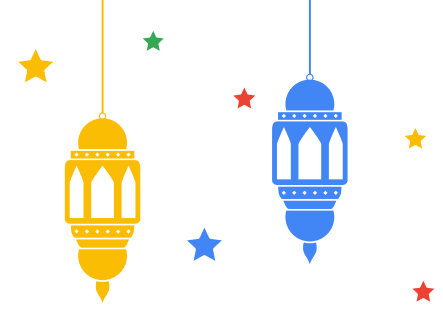




# The 4 phases of Ramadan

By Lynn Hazim and Sara Hamdan



## PRE-RAMADAN

### The two week preparation phase

The pressure to entertain is real! Grocery shopping and delivery searches **are at their highest of the year one week before Ramadan.**

#### Deeper spirituality

Prayer search queries **reach an annual peak right before** the holy month

#### Festive decor

YouTube content creators witness **an annual spike** in views showcasing grocery shopping and decorating journeys ahead of the season



#### Cooking reviews

Daily cooking needs led to a spike in recipe reviews

#### Reviews matter

Small kitchen appliances witness a **peak of 164%** during this season on YouTube



#### Fashion statement

Colorful ramadan fashion is a rising trend reflected in a **72% increase** in fashion-related content on YouTube



## WEEKS 1-2

### Ramadan is finally here!

The Qalam app, which creates customized, visual holiday messages, sees **an annual spike** during the holy season. Ramadan Kareem!



#### Spirituality peaks

There is a marked increase in downloads of religious apps and views of community service content on YouTube

#### Modest beauty

Beauty content on YouTube peaks during Ramadan

#### Themed recipes

Specifically during the first 2 weeks, search queries for "Ramadan recipes" like lentil soup peak



#### Sweet tooth

Dessert recipe searches on YouTube **grow twice as fast** as cooking recipes during Ramadan

#### Shortcuts

Consumers today searching more frequently for 10 minute or quick recipes

#### Men cook, too

Men's interest in food **grows by 70% vs 44%** for women during Ramadan



## WEEKS 3-4

### The final two weeks of Ramadan

The third phase is a period of anticipation of Eid festivities with all its gifts and glamour. There's a shift to Eid-specific ads and offerings weeks before Eid actually begins.

#### Beauty gets festive

Beauty shifts to vibrant trends including nail polish, festive hair care and makeup tips



#### Grooming for men

Research shows a **20% increase** in shaving and grooming

#### Restaurant fare

Food also shifts focus with an increase in searches for iftar buffets and themed suhoors outside the home

#### Perfect gifts

Searches for gifts begin a few weeks in advance of Eid, with increased research and purchases online as well as more mall visits

#### Entertainment peaks

Content by broadcasters and creators sees higher viewership and engagement during this specific time period



#### Prepare for pilgrimage

Searches for Umrah, the pilgrimage, **increase by 200%** in the final two weeks of Ramadan



## POST RAMADAN: EID

### Festive Eid is a Ramadan moment of its own

The final stage is Eid, which is a Ramadan of its own in terms of intensity and excitement. A lot of the searches for Eid happen weeks earlier, so what exactly happens during Eid?



#### Travel bug

People begin to search for holidays, flights and hotels to take advantage of days off work, particularly to far flung beaches and cities

#### Return to old habits

People start going out again, with a peak in visits to restaurants - the highest in the whole year, in fact



#### Gifting

Searches and online shopping for gifts peaks during Eid

#### Kitchen appliances are coveted

There is an eyebrow raising **2,782% spike** in searches for kitchen appliances during Eid - not for personal use, but as gifts

