



ArabyAds



Ipsos

Ramadan Consumption

Advertising, influence, and behavior shifts across UAE & KSA



2026

www.arabyads.com



Executive Summary

During Ramadan in the UAE and KSA, consumers shift from impulse to intention, prioritizing family traditions and value over advertising. This joint ArabyAds and Ipsos report reveals key changes in shopping habits and the role of influence.

Key Insights:

- ✿ Shopping becomes deliberate and planned, with consumers focused on lists, value, and discounts.
- ✿ Purchasing decisions center on family needs and cultural traditions rather than standard advertising.
- ✿ Influencers drive discovery and research, and convert followers only through genuine demonstrations or strong promotions.

For brands, success requires a strategic focus on supporting the planned shopper with culturally relevant and value-driven communication.



Decoding the Intentional Ramadan Consumer

Every Ramadan, brands pour millions into campaigns yet see muted returns. This disconnect stems from marketing to a holiday, not speaking to a mindset. This joint report from ArabyAds and Ipsos reveals a silent revolution in how consumers in the United Arab Emirates (UAE) and Saudi Arabia (KSA) think, plan, and buy during the Holy Month. The impulsive spender is gone, replaced by **The Intentionalist**.

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This report analyzes the key pillars of modern Ramadan consumption:

01 The Behavioral Shift

02 The Core Motivators

03 Influence & Consideration

04 The Conversion Formula





During Ramadan, Shopping Becomes More Intentional

Ramadan shifts shopping away from impulse and toward planning, familiar choices, and value-driven decisions.

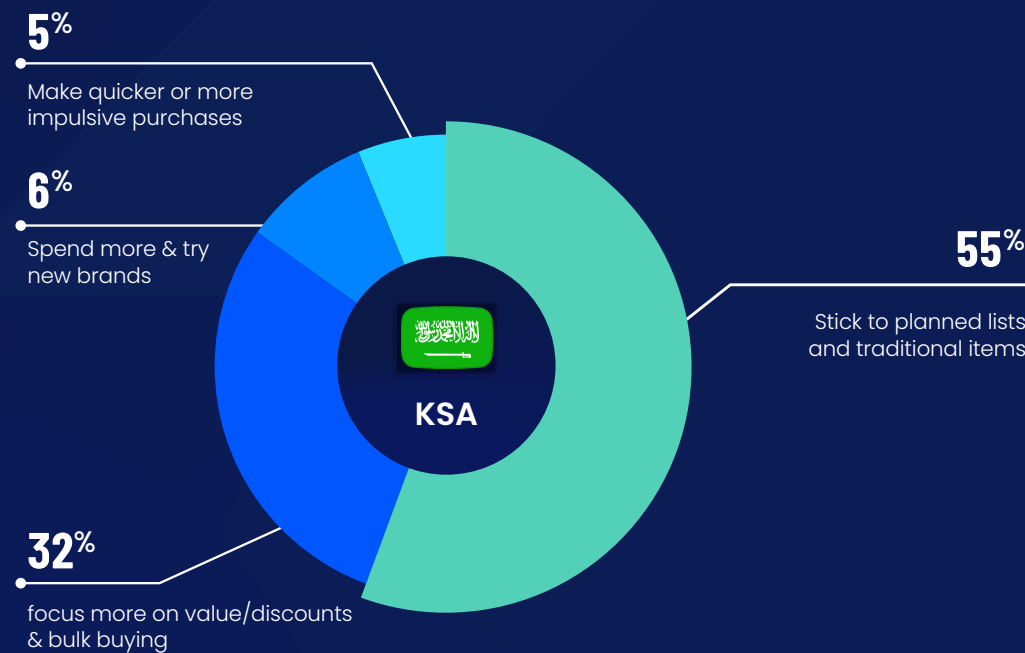
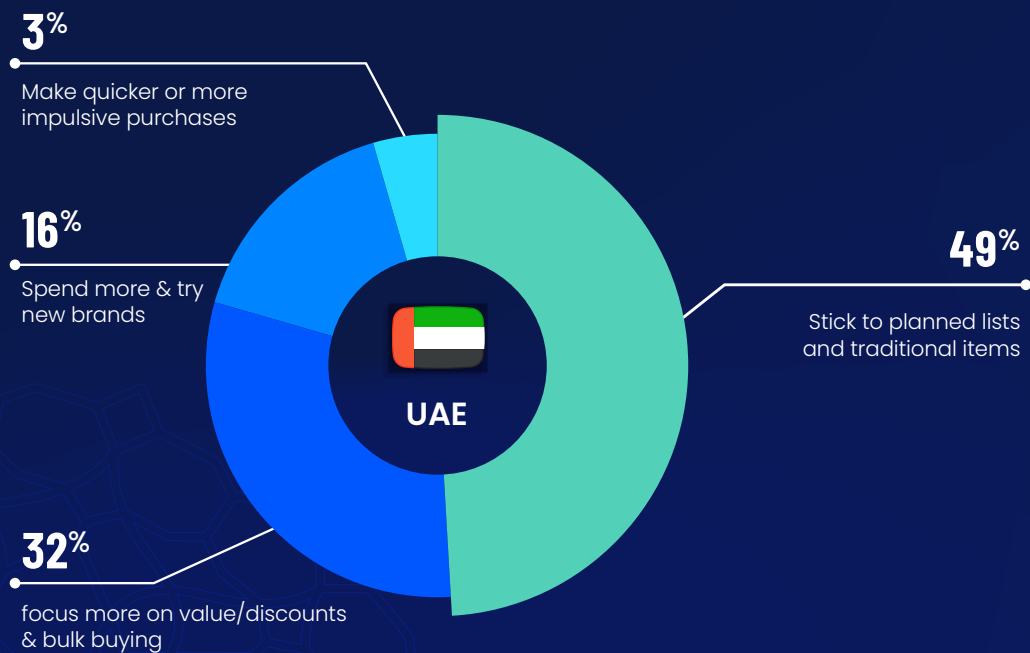


3 in 5

shoppers across the UAE & KSA say their shopping behavior changes during Ramadan, with women leading this shift.



How shopping behavior shifts during Ramadan





5 Non-Negotiables for Ramadan Campaign Success

01

Start Early and launch planning-focused content (like guides & planners) 4-6 weeks before Ramadan.

02

Promote bundled products as solutions that save time, simplify preparation, and deliver shared satisfaction, moving beyond just price.

03

Established brands should highlight heritage. New brands should enhance tradition or partner with trusted names.

04

Tailor Your Message:

UAE 

Balance tradition with thoughtful innovation.

KSA 

Focus on authenticity and family.

05

Target women strategically and create content that addresses their role as primary planners, solving real logistical and time-management challenges.



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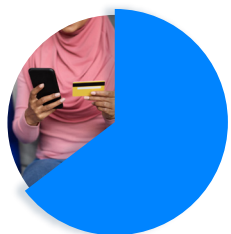
Needs, Traditions, & Value Lead Ramadan Decisions

Shopping during Ramadan isn't dictated by ads. It's guided by a deeper compass: family, traditions , and tangible value.

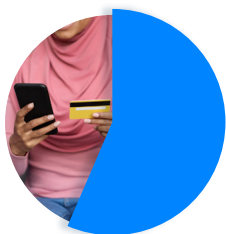


Needs, Traditions, & Value Lead Ramadan Decisions

Family needs & traditions



65%
in the UAE



55%
in the KSA

Deals & Sales



49%
in the UAE



48%
in the KSA

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The Message Formula That Converts During Ramadan

01

Don't create new traditions, Don't create new traditions. Market your brand as a helper for their family rituals.

02

Follow the Message Formula. Always frame your ads in this order:

Need → Your Product → Benefit

Example: "Hosting Iftar? Our meal kits save 2 hours + 30% off."

03

Position discounts as enabling better experiences, like hosting family or giving better gifts, not just saving money.

In a Planned & Value-Led Ramadan, Influencers Drive Interest, Not Impulse

When people see influencer content during Ramadan, they are more likely to search, save, or share than buy on the spot.



7 in 10

In both UAE & KSA Engage with Influencer Content During Ramadan



How People Respond After Seeing Influencer Content



UAE



KSA





How Brands Should Capitalize on Search, Save, and Share Behavior

01

Measure what happens after the post and track branded search volume, assisted conversions, and site traffic, not just immediate sales from influencer links.

02

Follow the Path from Screen to Share because people use influencer posts as a start.



For search: Make sure product pages are clear, in-stock, and easy to find on retail sites like Amazon.



For sharing: Create content that naturally explains why a product fits their family's Ramadan, so it's easy to forward with "What do you think?"

03

Build a validation bridge after the buzz and follow influencer posts with expert reviews, user-generated content, and detailed product info to

04

Tailor Content to the Market:

UAE 

Focus on searchable details like product names and specs.

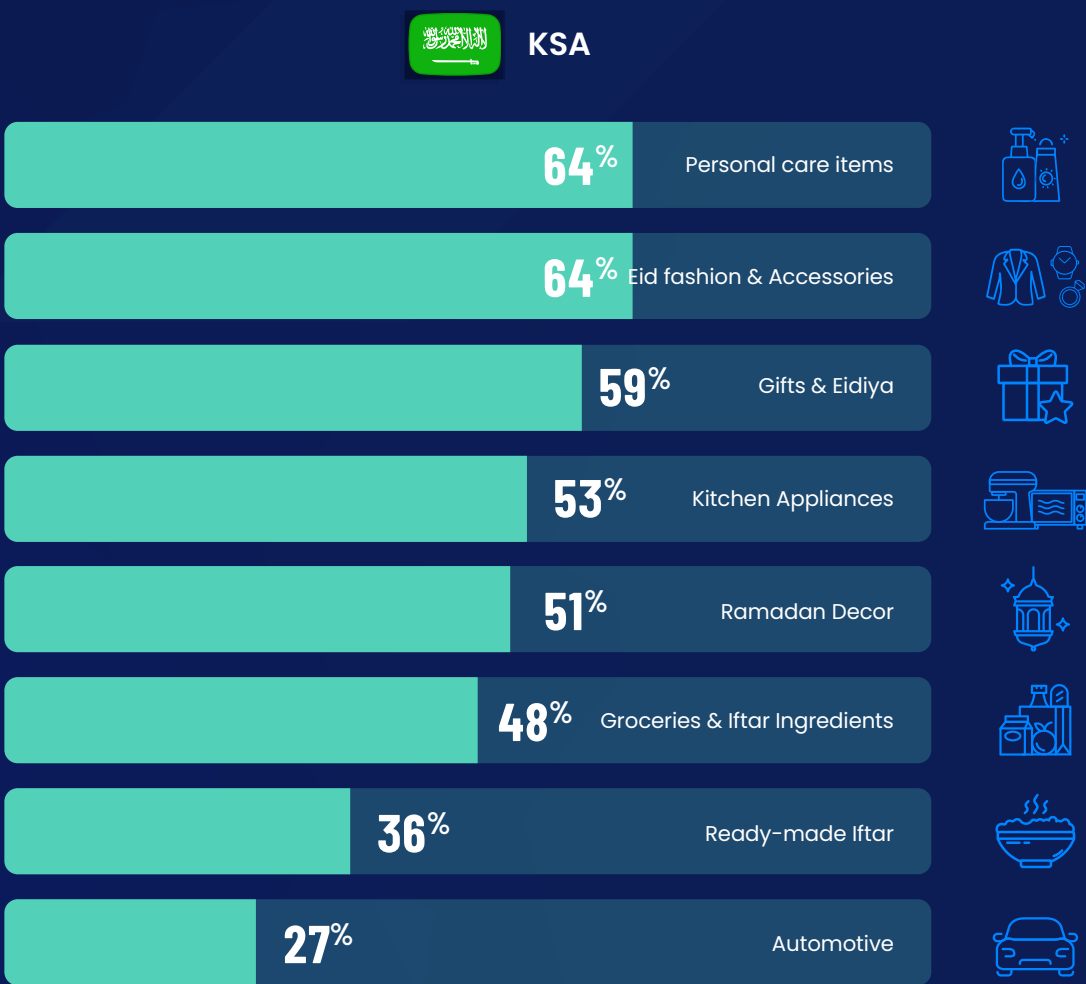
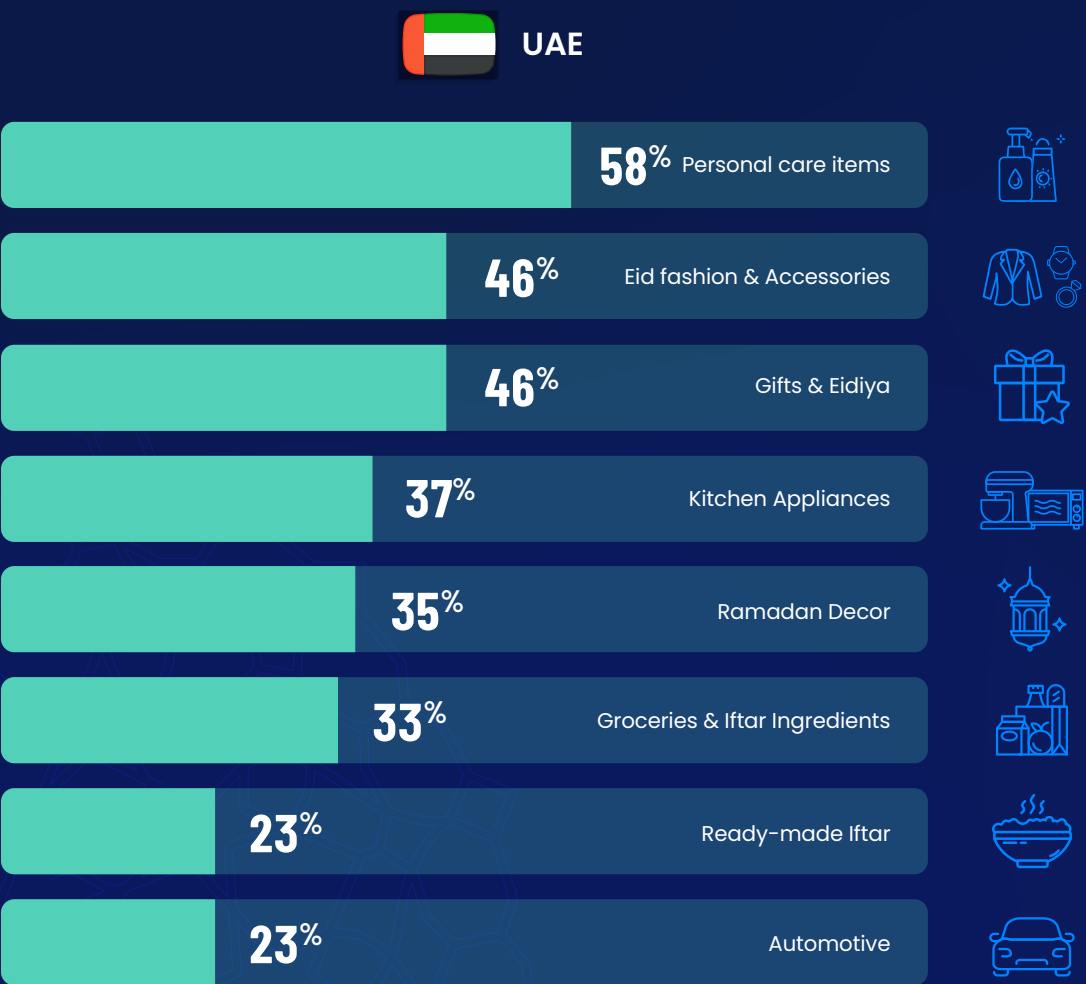
KSA 

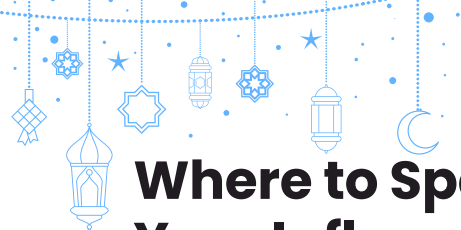
Emphasize storytelling that fits family and social moments.

Influence Works Within Everyday Ramadan Essentials

When influence matters, it guides choices within familiar, Ramadan-relevant categories; reinforcing existing needs rather than creating new ones.

What Shoppers Actually Buy Based on Influencer Recommendations





Where to Spend Your Influencer Budget (and Why)

01

Partner with specialists and match your product with a niche expert: a chef for kitchenware, a beauty creator for personal care. Credibility wins trust in planned purchases.

02

Direct your biggest influencer spend toward categories where consumers are already looking for guidance: Eid Fashion, Gifts, Personal Care, and Kitchen Appliances.

03

Show your product within the ritual and brief influencers to demonstrate use during actual Ramadan moments: "My Taraweeh scent," time saved prepping Iftar, or the full Eid gifting experience with family reactions.

04

Customize your creative angle by market.

UAE 

Blend tradition with convenience.
Message it as: "Effortlessly elevate your Ramadan hosting."

KSA 

Focus on trust and social proof. Frame products as "The trusted choice for family gatherings."



And Influence Matters, Only When It Delivers Real Value

Influencer recommendations convert only when they offer something tangible, such as real product use or clear savings, and not visibility alone.

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70%

shoppers in the UAE say influencer recommendations can convince them to buy during Ramadan



65%

shoppers in the KSA say influencer recommendations can convince them to buy during Ramadan

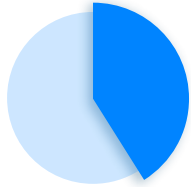
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Top Influencing Triggers

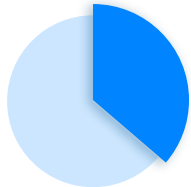


UAE



40%

A real demo showing real usage/results



36%

A strong discount or exclusive offer



14%

High availability at usual stores

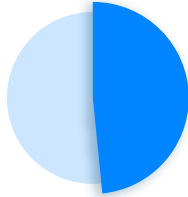


10%

Multiple trusted influencers recommending it



KSA



49%

A strong discount or exclusive offer



27%

A real demo showing real usage/results



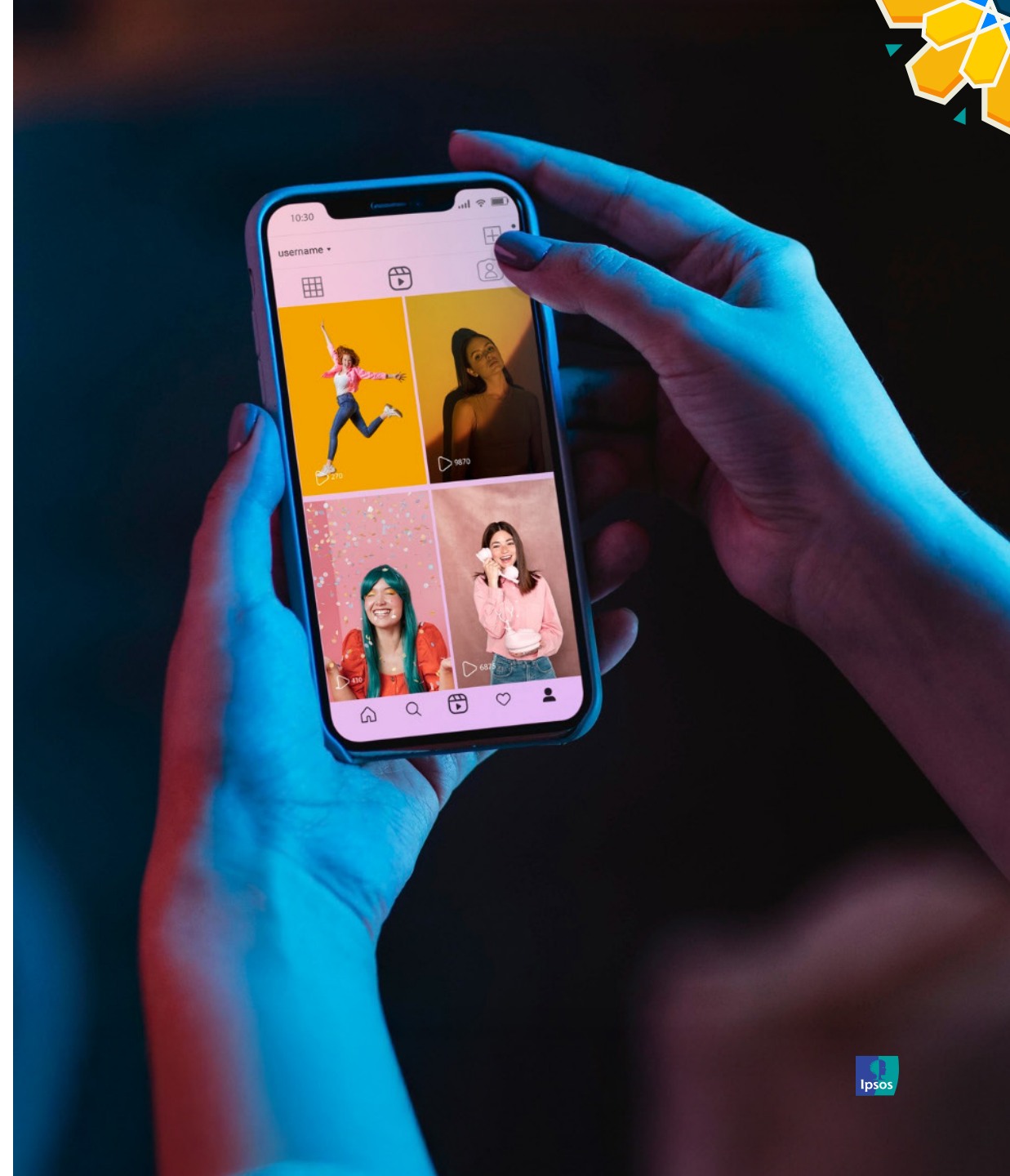
15%

Multiple trusted influencers recommending it



7%

High availability at usual stores



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Top 3 tips to Make Influencer Content Convert

01

Lead with Your Market's Top Trigger.

Tailor your content to what drives decisions in each market.

KSA 

Lead with an exclusive discount or offer in every piece of content.

UAE 

Focus on showing your product in real, everyday use.

02

Don't rely on one influencer, use a coordinated group of trusted creators in the same niche to recommend your product. This builds social proof that feels like trusted advice.

03

Make sure your product is widely available and in stock at key stores before your campaign launches. Nothing kills a sale faster than interest without access.

Ramadan Success Formula

Start early, help them plan, fit into their tradition, prove your value, and make buying effortless.

Pre-Ramadan (4 Weeks Out)

Strategy Phase:

- ✿ Define clear objectives (awareness, consideration, sales).
- ✿ Finalize budget allocation by channel.
- ✿ Confirm retail and supply chain readiness.

Content & Planning:

- ✿ Launch “planning” content: meal planners, gift guides, checklists.
- ✿ Optimize SEO for terms like “Ramadan deals” and “Eid gifts.”
- ✿ Schedule hero campaign assets and influencer briefs.

During Ramadan

Messaging & Positioning:

- ✿ Frame all content around family, tradition, and convenience.
- ✿ Use the message formula: Need → Solution → Value.
- ✿ Highlight time-saving, family-satisfaction, and emotional benefits, not just price.

Influencer & Content Strategy:

- ✿ Focus on real demonstrations, not just promotions.
- ✿ In UAE: prioritize demos and proof.
- ✿ In KSA: lead with exclusive offers and discounts.
- ✿ Use multiple trusted voices in the same niche (“trust clusters”).
- ✿ Sync influencer content with stock availability at retailers.

Channel & Execution:

- ✿ Ensure omnichannel consistency: website, app, retail partners.
- ✿ Run retail media (Amazon, Noon) to capture search intent.
- ✿ Activate UGC and reviews to build post-influencer validation.
- ✿ Monitor search volume and “save for later” actions as KPIs.

Post-Ramadan

Review & Learn:

- ✿ Measure campaign performance against consideration metrics
- ✿ Review sales data by category and region.
- ✿ Gather feedback from retail partners and influencers.
- ✿ Document insights for next year’s planning.

Quick-Win Tips

Tip #1

Bundle products into family kits or time-saving packs.

Tip #2

Use countdown timers for offers to create urgency.

Tip #3

Retarget users who engaged with planning tools or watched demos.

Tip #4

Localize creatives for KSA (traditional/family) vs. UAE (modern convenience).

Tip #5

Involve women in your messaging—they lead planning and decisions.

Tip #6

Test early with a soft launch to refine offers and creative.



Thank You

Let's Discuss What These Insights Mean For Your Business
The data tells a story; let us help you apply it to your specific goals.

Contact our team to schedule a consultation:

hello@arabyads.com

DISCLAIMER

This report is for informational purposes only. Findings are based on survey data collected during January 2026 and represent respondents' views at the time of data collection.

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