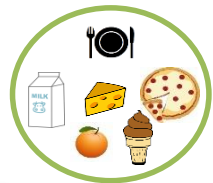


Ramadan Insights

Compared to any other typical month during the year, whether your household expenses increases, decreases or remains the same in preparation for Ramadan /during Ramadan?

- Across all consumer packaged goods, **F&B** categories have the **highest incidence of increased household spends** during Ramadan.
- Even the **extent of increase in spends is much higher for F&B**, particularly in Egypt & Saudi Arabia. In UAE, the extent of increase in spends on F&B is higher among Emiratis than Expat Arabs & Asians.
- Saudi Arabia, also has the highest incidence of increased household spends on personal care & home care, during Ramadan.



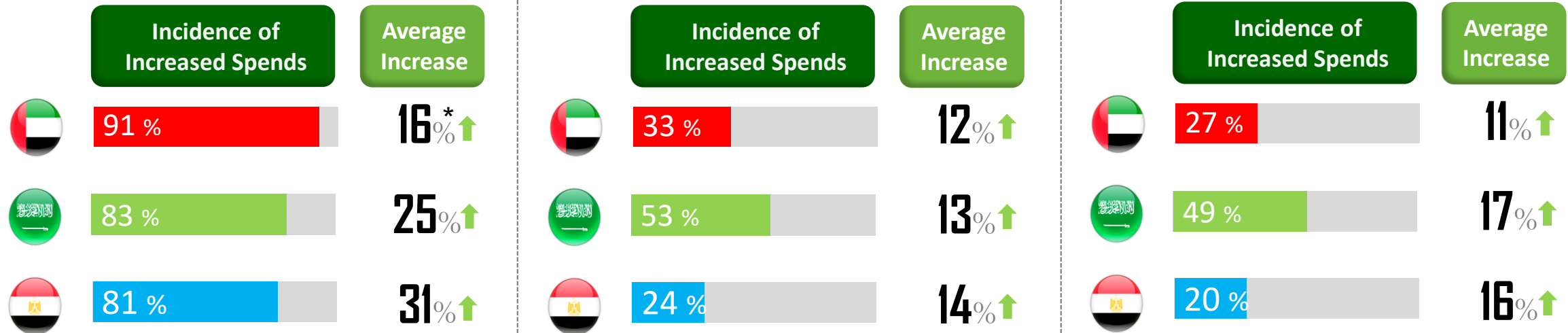
FOOD & BEVERAGES



PERSONAL CARE



HOME CARE



*Emirati: 20%; Expat Arabs: 15%; Expat Asians: 13%

Ramadan Insights: Implications

Capitalize



Capitalize on consumers' higher spending pattern during Ramadan, through effective digital marketing (spike in consumer's digital behaviour & higher digital engagement during Ramadan).

**EFFECTIVE DIGITAL
ENGAGEMENT**

Store Tactics



Availability of wide range of products & SKUs in the store. Visibility, rather stand out on shelf, is very important since every other brand is trying to attract the attention of shoppers.

**STANDOUT IN
THE STORE**

Promotions



Promotions is critical since consumers buy bulk quantities & look for economy. Key promos desired by consumers – extra volume, buy-1-get-1-free, free gift, price-off.

**ATTRACTIVE
PROMOTIONS**

Spirit of Ramadan



A brand should celebrate the spirit of Ramadan through its communication, rather than just being associated with Ramadan and its symbols.

**EMOTIONAL
CONNECT**

New Recipes



For food brands, it is a great time to launch mouth-watering Ramadan recipes – enabling the housewife to look good in front of her family, through her 'magic touch'

**MUM'S MAGIC
TOUCH**

Source: A regional study covering UAE, KSA and Egypt that aims to understand shifts in consumer behaviour around the holy month of Ramadan/Eid and impact on media habits, consumption, purchase & overall attitudes. The research is conducted among fasting Muslims that represent Youth (15-25 yrs); Adult Males, Females (25-40 yrs).

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