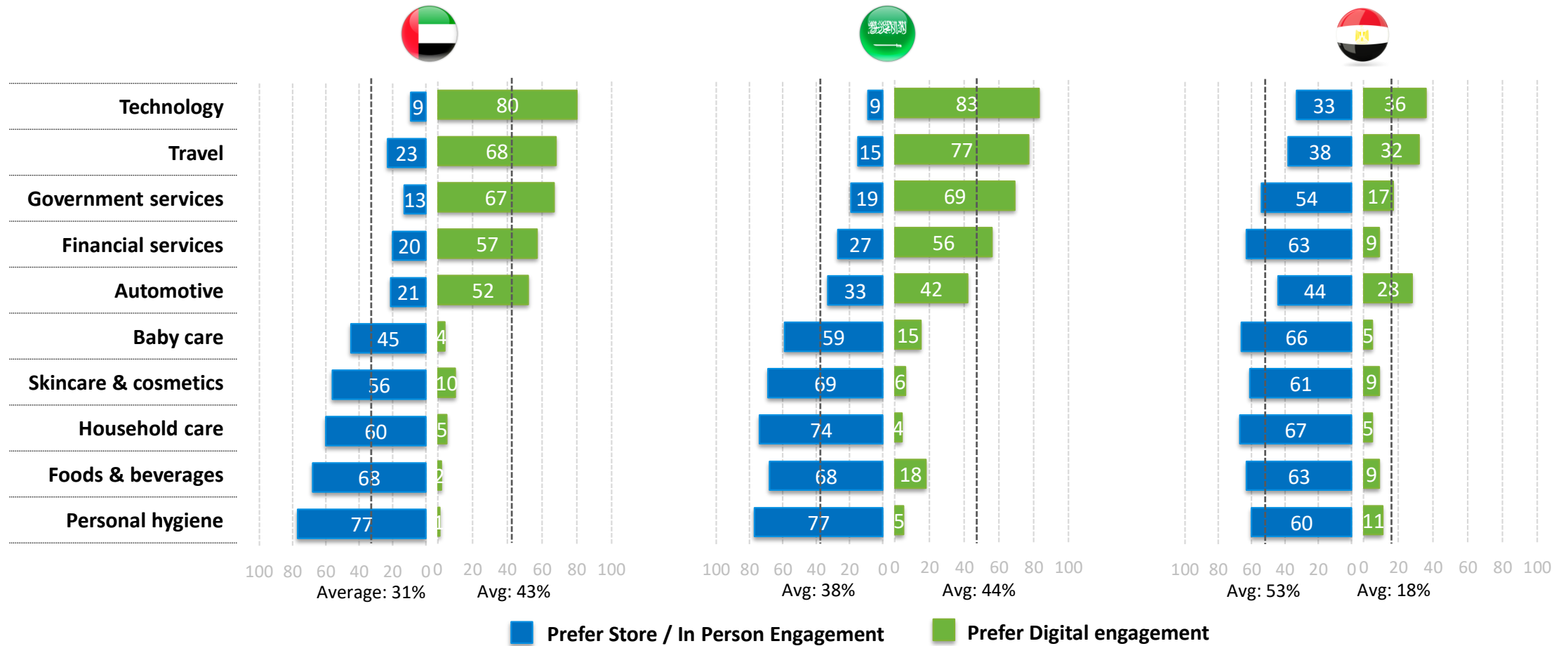


Ramadan Insights

Engagement preferences during Ramadan – digital OR store/in-person

- During Ramadan, consumers prefer to **engage digitally for Technology, Travel, Government services and Financial services** categories. However, for most of the **consumption categories like F&B, Personal hygiene, homecare, skincare, baby care** they prefer in-store/in-person engagement.
- **Egyptian consumer largely prefers an in-person/store engagement** for most of the categories.



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).

Ramadan Insights: Implications

from Technology / Travel / Financial services perspective

Important for the marketer to focus on making an **engaging digital experience**; having a **secure payment** mechanism; **easy transaction** process

from Consumer Packaged Goods perspective

Important for the marketer to make the **shopping trip enjoyable** for consumers; user friendly layout; wide **range of choice** (both products & brands); POS & **standout at shelf**; attractive **promos**; in-store sampling & **emotional connect** with brands celebrating the essence of Ramadan.

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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