




# What to Expect this Ramadan

Trends likely to shape the CPG space in  
Ramadan 2024





Entering 2024, the Ramadan CPG realm is evolving with innovative products & packaging, dynamic communication, captivating promotions and diverse channels.

Consumers are blending in-home and out-of-home experiences, while personalized communication and evocative storytelling are becoming key. Join us as we explore the trends shaping Ramadan in CPG, where **channels converge and narratives captivate.**



# Take a scan of the opportunities this season



**01** THE EVOLVING  
RAMADAN TABLESCAPE  
**Cook & Dine**



**02** WINTER WARMERS:  
HOT BEVERAGES DEMAND  
**Beverages**



**03** GIFTABLE GOODIES ARE  
RAISING THE BAR  
**Sweet Treats**



**04** THE EARLY BIRD  
SHOPPING ADVANTAGE  
**Grocery Shopping**



**05** INTERACTIVE STORYTELLING &  
INFLUENCER BONDS  
**Personal Care**



**06** EVOLVING DIVERSITY  
ON THE RUNWAY  
**Fashion**



**07** HOME SERVICES STEP UP RAMADAN  
SUPPORT  
**Home Care**

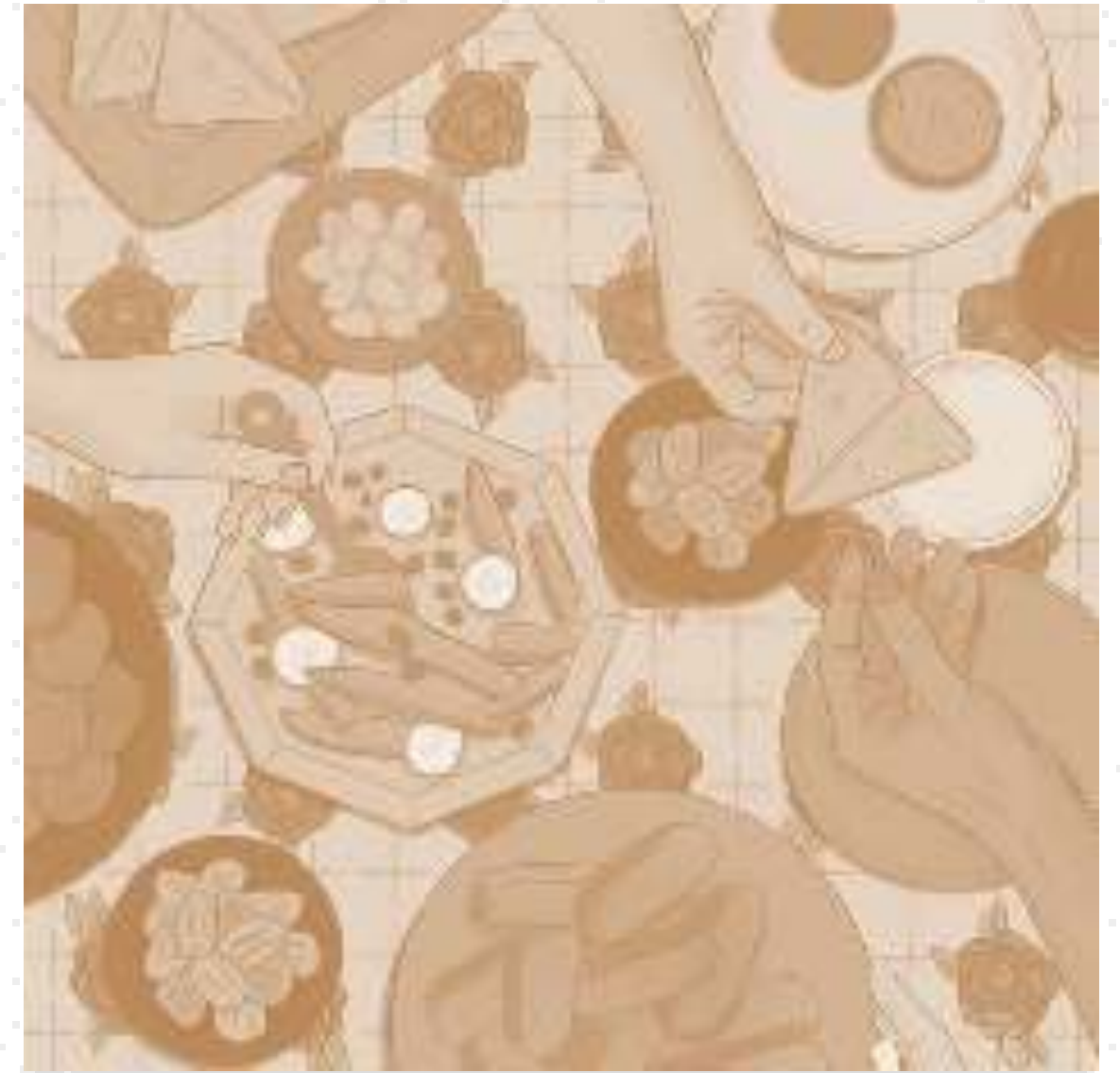


**08** CART OF CARE: THE ONLINE  
GENEROSITY BOOST  
**E-Commerce**



# 01

## THE EVOLVING RAMADAN TABLESCAPE **Cook & Dine**



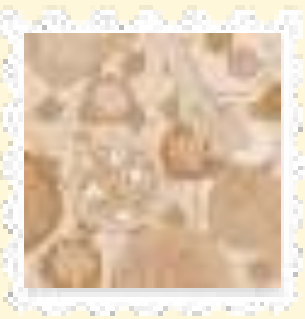


Despite dining out & ordering in is a popular option, the pressure to innovate and create a sizeable spread for Iftars is still relevant. A 2023 survey\* conducted in KSA highlighted that 50% of women felt that the pressure to innovate has increased over the last 10 years.

# So what's coming to the table?







Brands that **ease the preparation pressure** by focusing on creating lighter, more wholesome meals for Ramadan tables are more likely to delight and evoke empathy

Move away from high volume and heavy dishes while encouraging

- Healthy cooking methods (light frying, baking)
- Easy-to-digest dairy integrations
- Alternative, energy-rich carbohydrates







**Some innovative dishes to watch out for this season**

INTERMINGLING OF  
CUISINES IN BAKES,  
STEW, SOUPS & SALADS



EGGPLANT  
SHAKSHOUKA



RIGATONI  
BECHAMEL PIE



MACARONI WITH  
KABSA SPICES



LASAGNA  
TACOS



FREEKEH  
RISOTTO



CHICKEN & GRAPE  
SALAD



QUINOA PULAO &  
CHICKEN CURRY



CREAMY GNOCHI &  
CHICKEN SOUP



GRILLED CHICKEN  
FREEKEH



CAULIFLOWER  
BITES WITH COFFEE  
TAHINA DIP



MAFROUKEH



LUQAIMAT STUFFED  
WITH CHEESE



KUNAFI  
CHEESECAKE



QAMAR AL-DEEN  
CHEESECAKE

HEALTHIER, FIBER-RICH  
CARBOHYDRATE REPLACEMENTS

INTERPLAY OF DAIRY  
IN TRADITIONAL  
DESSERTS





# 02

## winter warmers: HOT Beverages Demand **Beverages**







As Ramadan aligns more closely with the winter season, there is heightened anticipation for a winter Ramadan, regardless of the actual temperature.

This alignment is expected to lead to a surge in warm beverage consumption across the region.



## TRADITIONAL WARM DRINKS



KAHWA/COFFEE



KARAK CHAI



SAHLAB



QAMAR AL DIN



JALLAB



SOBIA

## POPULAR RAMADAN BEVERAGE INGREDIENTS

DATES



ZAATAR



TAMARIND



SPICES –  
CARDAMOM,  
TURMERIC



GINGER



ROSE





# 03

GIFTABLE GOODIES are  
RAISING THE BAR  
**Sweet Treats**







For gifting category brands (chocolates, dates, etc.) establishing a connection with consumers during Ramadan is essential. Failure to convey the Ramadan sentiment means missing out on a significant opportunity.

**Brands can engage consumers through charitable campaigns, ingredient innovations, incorporating sentimental motifs in product/packaging design, supporting local artisans, etc.**







## POPULAR CHOCOLATE BRANDS



Nestle's Ramadan innovation: 18 mini-KitKat characters specific to the festivities

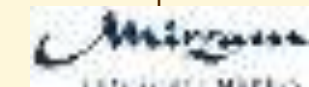


Mars generous campaign: Themed 'Donate to create 1 million smiles together', the initiative encourages donations of clothes, books and toys

## ARTISANAL CHOCOLATE BRANDS



Forrey & Galland's cultural customizations: French luxury with Middle East flavors like zaatar milk ganache and Omani halwa



Mirzam's regional flavours: Emirati craftsmanship in flavours and art with lantern-shaped chocolates & ingredients like dates, fennel

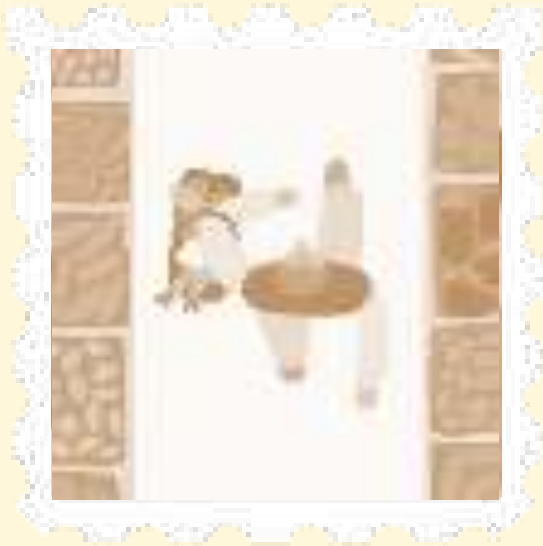


# 04

## THE EARLY BIRD SHOPPING ADVANTAGE **Grocery Shopping**



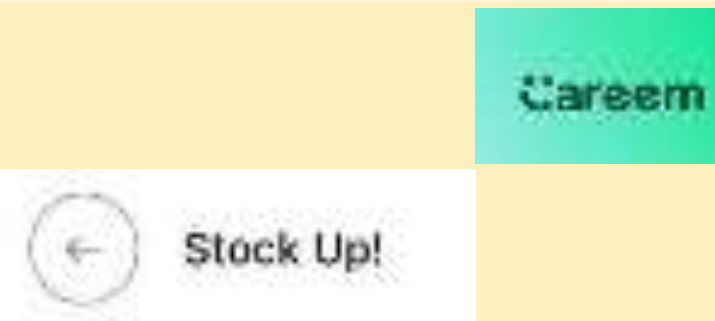




FMCG brands are strategically leveraging time and planning to engage customers early on digital platforms, while also optimizing in-store presence for Ramadan, **capitalizing on the phy-gital shopping experience**







Careem's Category Specific Discounts: relevant categories like 'Chocolates', 'Home care', 'Cooking Essentials' are relevant well in advance



Talabat's Proactive Call-to-Action: 'Stock up for Ramadan' notifications present on the app a month in advance to encourage early bulk shopping

**talabat**



Carrefour' & Lulu Price Locks & Extended Offers:

Like in 2023, Lulu & Carrefour are running price-offs up to 50% this year on multiple products to meet increased demand throughout Ramadan. The discounts are expected to start a few weeks prior to Ramadan and run the entire month, till the end of Eid



# 05

## INTERACTIVE STORYTELLING & INFLUENCER BONDS **Personal Care**







In the realm of personal care, brands are distinguishing themselves through customized, interactive campaigns during Ramadan, going beyond mere promotions.

**This shift towards interactive activations not only enhances brand visibility but also fosters deeper connections with consumers, positioning brands as companions throughout their Ramadan journey.**







**AUGMENTED  
REALITY**



### Sephora's Snapchat Collaboration:

In 2020, Sephora adopted a multi-format approach, utilizing Snapchat's AR Lenses to vividly bring their in-store shopping experience to life

SEPHORA

**L'Occitane's Virtual Ramadan Store:**  
In 2024, L'Occitane collaborates with artist Bayan Yasien to launch a metaverse store. This immersive experience combines L'Occitane products with Ramadan traditions, from iftar prep to gifting, in a unique way



**METaverse**

LVMH



**VIDEO  
SERIES**

**Benefit Cosmetics' Ramadan Series:**  
In 2021, Benefit Cosmetics collaborated with influencers like Noor Stars for a Ramadan series, sharing personal routines and organizing majlis gatherings to showcase products





# 06

## EVOLVING DIVERSITY ON THE RUNWAY **Fashion**







Fashion plays a significant role during Ramadan for both personal wear and gifting within their families.

**Brands catering to modest fashion must adapt to evolving preferences, offering versatile silhouettes, comfortable materials, chic motifs, and statement patterns**



## Material Evolved for Comfort & Luxury

Ramadan fashion sees a shift towards effortless luxury and comfort, with bamboo cotton blends, velvet, and chiffon gaining popularity, while uncomfortable materials like nylon take a backseat

THEGIVINGMOVEMENT



By Lami Kiani



STEVE MADDEN

## Wide Colour Spectrum

From neutral brown & beige tones inspired by the sandy geography to sophisticated pastels and bold, bright hues, Ramadan fashion embraces a diverse color palette

ZARA



H&M





## Pattern Play

From delicate floral prints on dresses to intricate lead-free crystals lining abayas and embellished shoe designs, Ramadan fashion showcases a rich tapestry of patterns



## Modernized Silhouettes

Traditional garments like jalabiya, kaftan, thobe, and dar'aa are being re-imagined with varied cuts. Ethereal floating gowns are gaining popularity along with more comfortable co-ord sets. Capes and floor-length open robes are being more diverse and mainstream





# 07

## HOME SERVICES STEP UP RAMADAN SUPPORT **Home Care**





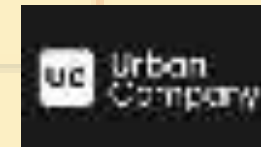


As routines shift and demands change during Ramadan, home care brands are stepping up to the plate, embracing unique approaches to meet evolving consumer needs.

**It is important for brands to recognize the special challenges of the season in terms of decluttering, shopping in bulk, extended service timings, etc.**



**OMO & Washmen's Charitable Collab:**  
Back in 2018, OMO detergent and Washmen's laundry service came together to gather unwanted clothes to distribute among the less fortunate, showcasing a commitment to community welfare



**Urban Company's Suhoor Stress-Buster:**  
In 2020, Urban Company offered cleaning slots available until 11:30 pm, ensuring a stress-free suhoor prep for customers

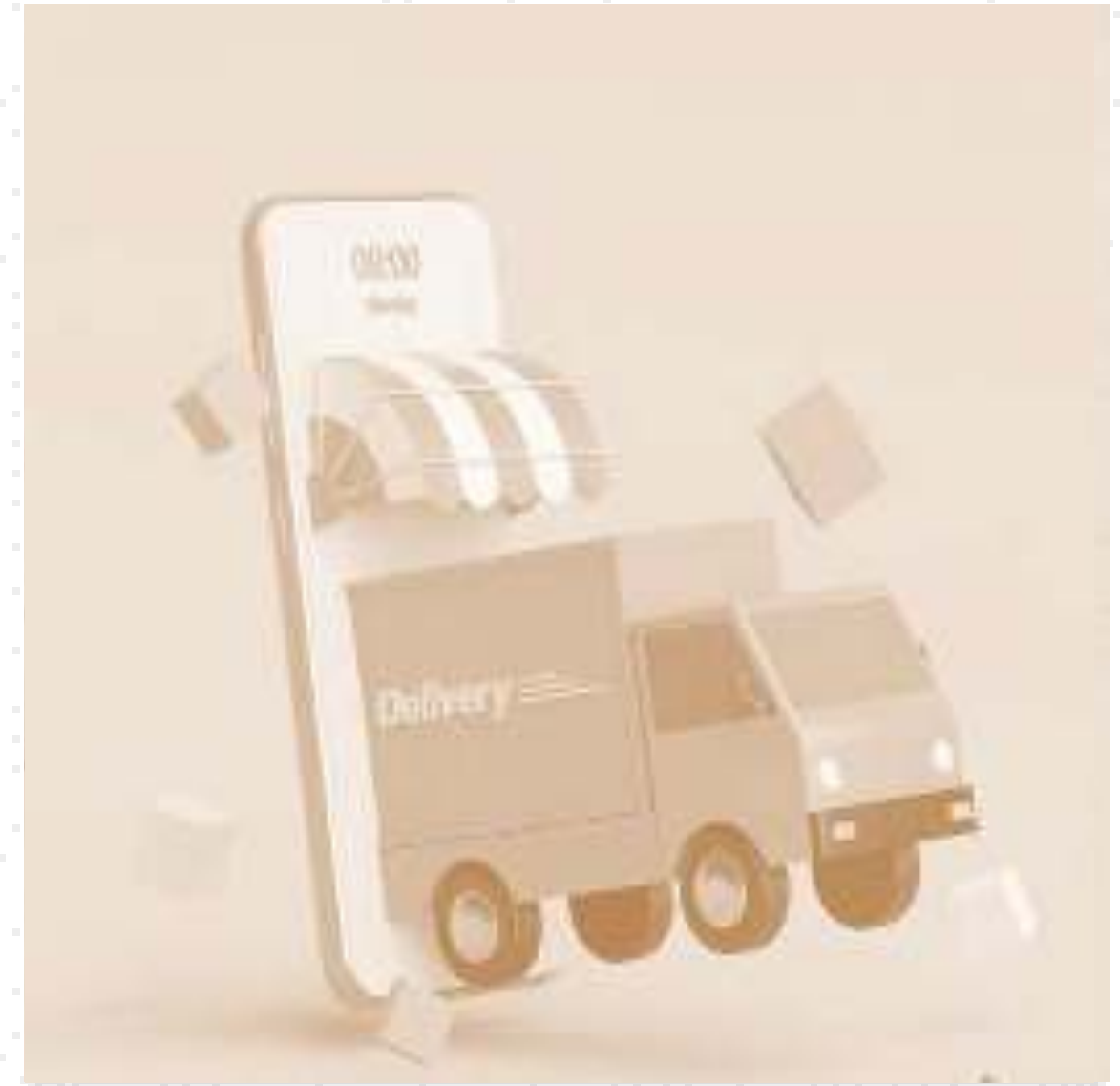


**Jif Arabia's Ramadan Draw:**  
In 2023, Jif Arabia launched a special Ramadan draw on Instagram, giving participants the chance to win a Year's supply of Jif, engaging customers in a fun and rewarding way



# 08

## cart of care: The online generosity boost E-Commerce







E-Commerce platforms become highly relevant during the Ramadan season as multi-category spending is high.

**Brands should look for opportunities to align with cultural moments and give back to the community, as this can deepen consumer relationships and enhance brand perception.**



**Noon's 'Bag of Blessings':**  
Campaign with Dettol embodied the Ramadan giving spirit by providing Iftar meals to riders from their country of origin



**Rewarding big spenders:**  
Freebies that included luxury products from L'Oréal for customers who purchase Dhs 300+ worth of items



**SHEIN**

**Flash sales & Coupons on multiple categories:**  
Ramadan-specific discounts across various personal and home categories, catering to the festive shopping needs of its customers



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**January:**

**Glowing Ahead: Skincare Trends**

**February**

**What to expect this Ramadan?**

**March**

**Coming soon: Packaging**