

WEEK 1

RAMADAN 2026 . GENERATIONAL LENS

Ramadan Diaries

How Generations Observe, Behave
& What Brands Should Do

Gen X . Millennials . Gen Z . Gen Alpha



Reset

WEEK 1



The Intention & Adjustment Phase



Spiritual Reset

Strong mosque attendance & family anchoring



Extended Evenings

Activity shifts post-Iftar until Suhoor



Lower Daytime Energy

Spiritual focus outweighs commercial activity

GEN X

1965 - 1980



the Anchors

- Anchor of the household – planning family Iftars & extended gatherings
- Strong and consistent mosque attendance patterns
- High trust in long-established, familiar brands
- Decision-makers for household Ramadan spending

MILLENNIALS

1981 - 1996



the Jugglers

- Balancing work, family obligations, and social commitments simultaneously
- Heavy users of delivery platforms – ordering Iftar and Suhoor meals
- Planning and giving charity digitally (Zakat & Sadaqah apps)
- Predominantly active after Iftar until late night hours

GEN Z

1997 - 2012



the Night Owls

- Dominating TikTok & Snapchat during late hours (peak at 11PM-3AM)
- Sharing Iftar, Ghabga and Ramadan tent experiences in real time
- Actively exploring and expressing personal faith identity online
- Community-driven – social proof over celebrity endorsement

GEN ALPHA

2013 - mid 2020s



the Learners

- Experiencing Ramadan through family rituals & household observance
- Engaging with Ramadan-themed content, gaming & digital storytelling

What Brands Should Do?

GEN X

1965 - 1980

the Anchors



- Communicate reliability – be clear on hours, service continuity & availability
- Lead with heritage and trust signals; avoid aggressive early-month promotions
- Use traditional channels alongside digital – radio, TV, print still resonate
- Position your brand as a trusted family companion, not a seller

Week 1 Rule: Earn trust before asking for attention

MILLENNIALS

1981 - 1996

the Jugglers



- Seamless digital experience is non-negotiable – frictionless checkout & delivery
- Optimize night-time app performance; peak hours are 9PM-2AM
- Integrate easy Zakat & Sadaqah donation flows within checkout journeys
- Balance spiritual and practical messaging – inspire, then simplify

Week 1 Rule: They want spirituality and simplicity in the same tap

GEN Z

1997 - 2012

the Night Owls



- Night campaigns vastly outperform daytime pushes – schedule accordingly
- Authentic, locally rooted content resonates far more than polished ads
- Community-driven experiences beat celebrity-heavy campaigns every time
- Show up on TikTok and Snapchat with real, unscripted Ramadan moments

Week 1 Rule: Authenticity is the algorithm. Real > Polished

GEN ALPHA

2013 - mid 2020s

the Learners



- Family-centric engagement – reach through parents, not around them
- Educational, values-based content that teaches the spirit of Ramadan

Week 1 Rule: Nurture curiosity through safe, parent-approved content

WEEK 1

*Thank
You* ❖



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