

WEEK 2

RAMADAN 2026 . GENERATIONAL LENS

Ramadan Diaries

How Generations Observe, Behave
& What Brands Should Do

Gen X . Millennials . Gen Z . Gen Alpha



Peak

WEEK 2



Cities come alive. This is the **commercial high point**



Restaurants Full

Strong mosque attendance & family anchoring



Malls Surge

Late-night foot traffic at all-time high



Digital Commerce

Orders spike post-Taraweeh prayers



Ramadan Tents

Social gatherings and brand activations

GEN X

1965 - 1980



the Hosts

- Hosting larger extended family gatherings – generosity peaks
- Increased grocery, premium food & hospitality spending
- Watching Ramadan TV series and Musalsalat with family
- Evaluating and purchasing Eid gifts early in the week

MILLENNIALS

1981 - 1996



the Shoppers

- Peak online shopping – Eid outfits, gifts, travel bookings surge
- Active participation in community and charitable initiatives
- Heavily engaged with brand loyalty programs and exclusive drops
- Researching and planning Eid travel – regional and international

GEN Z

1997 - 2012



the Experience Seekers

- Night outings dominate - cafés, pop-up markets, Ramadan tent experiences
- Influencer-driven discovery: what's trending on TikTok drives IRL visits
- Experience-first mindset – they come for the moment, not the product
- Sharing everything - live stories, reels, reviews in real time

GEN ALPHA

2013 - mid 2020s



the Mall Kids

- Increased mall visits – entertainment and experience-driven outings with family
- Entertainment-driven outings – theme parks, family arcades, Ramadan activities

What Brands Should Do?

GEN X

1965 - 1980

the Hosts



- Premium hosting & gifting solutions – curated bundles with presentation
- Integrated TV + digital campaigns to capture multi-screen Ramadan moments
- Bundled family-oriented offers – quantity, quality & convenience together
- Nostalgia-led messaging - connect new products to trusted family traditions

Week 2 Rule: They're buying for the family. Position accordingly

MILLENNIALS

1981 - 1996

the Shoppers



- Limited-time Ramadan collections – scarcity creates urgency & desire
- Fast, reliable delivery is non-negotiable for Eid deadline purchases
- Loyalty rewards resonate strongly – double points, early access, VIP tiers
- Community initiatives amplify their social impact, make giving effortless

Week 2 Rule: They're ready to spend – remove every barrier

GEN Z

1997 - 2012

The Experience Seekers



- Experiential marketing wins – create the moment, let Gen Z share it for you
- Creator collaborations drive real footfall – invest in local Saudi creators
- Instagrammable setups matter - design for the share, not just the experience
- Pop-up activations in high-traffic Riyadh, Jeddah & Dammam areas post-Iftar

Week 2 Rule: If it's not shareable, it didn't happen

GEN ALPHA

2013 - mid 2020s

the Mall Kids



- Family entertainment positioning – appeal to the whole unit, not just the child
- Eid anticipation campaigns begin now – build excitement through the final stretch

Week 2 Rule: Make it fun for the whole family

WEEK 2

*Thank
You*



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