

طقوسنا RITUALS

THE RITUAL RHYTHM: A DAY-IN-THE-LIFE IN SAUDI ARABIA

APRIL | 2026

SAUDI RITUALS ARE EVOLVING – FROM PASSED-DOWN TRADITIONS TO CURATED WAYS OF LIVING

Daily rituals are evolving, expanding, and going hybrid. Still rooted in family and culture — but now reshaped by self-expression and digital life.

Mornings are no longer just functional — they're curated. Evenings have moved from private gatherings to **cafés, gyms, and social spaces that double up as identity stages**. Weekly rhythms still anchor around family and shared meals, but now coexist with brunch culture, fitness, and me-time.

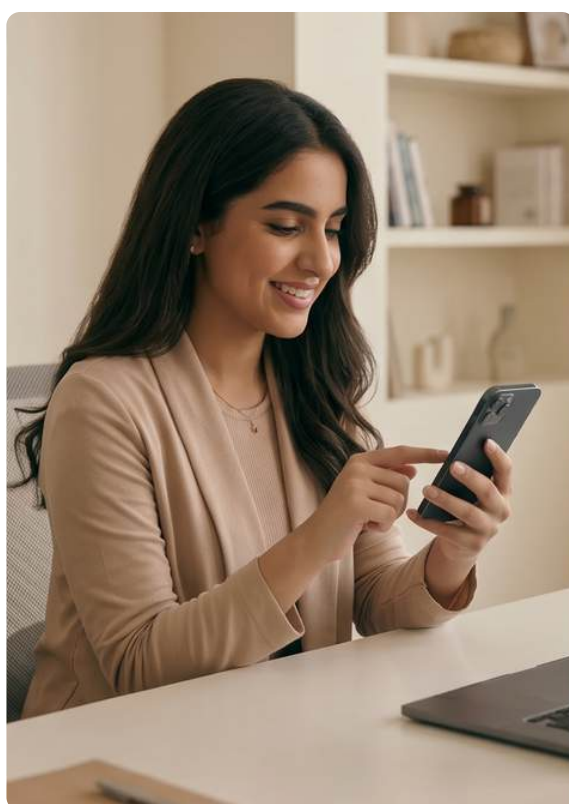
Most importantly, rituals are shifting from **collective obligation to personal meaning**. From incense-filled hospitality to mindful self-care, from majlis conversations to digital communities — **less about repetition, more about expression**.

SAUDI RITUALS ARE BECOMING MORE

INTENTIONAL



VISIBLE



PERSONALIZED



DIGITALLY
ENABLED



THE RHYTHMS OF A SAUDI DAY

THE MORNING CHOREOGRAPHY



A SILENT, UNSPOKEN CONNECTION

THEN

- Mom in charge
- A spread for all — eggs, labneh, cheese, olives, bread, coffee...
- Nutritious & Filling to jump start the day

NOW

- Mom still leads — older kids share the load
- The table allows for individual choices — varied egg preparations, quick-to-eat options creep in
- Still a nutritious meal to start the day

THE SCHOOL / OFFICE RUN



RUNNING ON AUTOPILOT

THEN

- Dad drops off the kids, heads to work
- Mom goes back to sleep
- University students start later - rush to class, bite and drink in hand

NOW

- Women in the workforce — either parent handles the school run
- Older kids manage their commute - metro an option now
- Older kids more health conscious in choice of food options

THE MIDDAY PAUSE



RE-COMPOSE, THEN CARRY ON

THEN

- Mom's slow morning — breakfast, coffee, planning lunch
- Kids open their snack boxes
- Dad rounds up colleagues for a tea break

NOW

- Quick coffee & snack break at work/ university - a scroll through the phone, chatting with friends helps decompress
- Kids open their snack boxes at school

THE BIG LUNCH



ROOTS ON A PLATE

THEN

- Kids arrive home, Tang poured...
- Mom in kitchen adds final touches to the meal
- Dad back home for the midday break
- All comfortably seated on the floor to enjoy kabsa, salad, laban, juice

NOW

- A meal for whoever is home — schedules rarely align
- Lighter options join the spread — soups, pasta alongside the classics
- The floor gathering is becoming the exception

THE RHYTHMS OF A SAUDI DAY CONT'D...

THE AFTERNOON RESET



BEAT THE HEAT, RECHARGE

THEN

- Dad squeezes in a siesta before heading back
- Mom oversees as kids settle in for homework and studies

NOW

- Gym, hobbies, social media, PlayStation take up the afternoon
- Individual and fragmented — the siesta is fading

MAGHRIB - THE GOLDEN HOUR



JOYOUS SOCIAL OBLIGATIONS

THEN

- Mom and kids gather with extended family — snacks, sweets, juice, tea, coffee
- Kids spill into the backyard and neighborhood to play
- Dads meet friends over sheesha

NOW

- Extended family visits shrinking — screens fill the gap
- Video chats and Snapchat replace in-person gatherings
- The spread depends on who's home - - elaborate only if its a larger group

ISHA - THE EVENING WIND-DOWN



SPACE WITHIN CONNECTION

THEN

- Light dinner at everyone's own pace — leftovers, sandwich, mac & cheese
- Dad is out with his gang, watching football
- Mom and kids catch up on their favourite series

NOW

- Everyone fend for themselves — leftovers or something quick
- Ordering in common when the whole family is at home together
- Dramas, PlayStation, social media carry the night

THE NIGHT WATCH / BEDTIME SCROLL



EVERYONE GETS THEIR OWN CORNER

THEN

- Kids hit the sack
- Adults settle in late — movies, series, a small snack

NOW

- Social media takes over until late
- The scroll is the wind-down

BEHIND CLOSED DOORS

DRESSING & GROOMING



IDENTITY AS A DAILY RITUAL

THEN

- The thobe and abaya signal identity, status, and regional belonging
- Grooming is deliberate — makeup and jewelry worn as a form of social language

NOW

- Abayas are expressive — colored, laced
- “No-makeup” make-up look by the day, full glam for events
- Men go casual — the thobe saved for formal occasions. Accessories do the talking — caps, belts, watches, shoes
- Weekend grooming is more elaborate

LOUD & BAKHOOR



A SENSORY RITUAL

THEN

- Bakhoor burned daily — for personal use, before guests arrive, and after they leave
- Fragrance as hospitality, embedded into every Saudi home

NOW

- Reserved for formal gatherings, not everyday
- Perfume layering steps in as the daily ritual

EATING OUT & SHOPPING



THE SOCIAL COMMERCIAL RITUAL

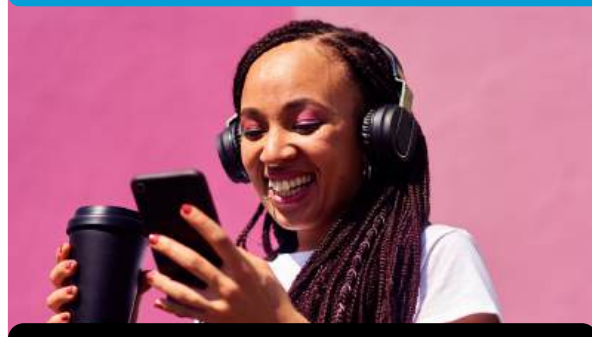
THEN

- Occasional weekday fast food runs to nearby restaurants
- The baqala run to top up groceries

NOW

- Eating out more common — food trucks and cafés for quick bites
- Restaurants saved for weekends with family or friends

SOCIAL MEDIA & CONTENT CREATION



THE SHOWCASE RITUAL

THEN

- Social media was emerging — occasional posts, no strategy, no audience.

NOW

- TikTok and Instagram dominate
- Motivations range from memory-making to follower-building

THE WEEKEND HAS ITS OWN RHYTHM TOO

FRIDAY PRAYER & LUNCH



THE WEEKEND'S SACRED RESET

THEN

- Salat al-Jumu'ah anchors the entire week — a communal congregation like no other
- Followed by extended family time, lunch, and an unhurried afternoon

NOW

- Still anchors the family — unchanged at its core
- Evenings open up to individual pursuits

THURSDAY/FRIDAY NIGHT OUT



THE WEEKEND KICKOFF

THEN

- Youth take over — arcades, restaurants, cafés, desert drives, istirahas
- Families fill the parks, malls, and istirahas too

NOW

- Intensely social but segmented by life stage
- Under-21s together, working adults with their own crews, parents as couples or peers
- Thursday nights belong to friends

WEEKEND MALL & SOUK VISITS



THE SOCIAL COMMERCE RITUAL

THEN

- Malls were the family's all-in-one weekend destination — shopping, gaming arcades, cafés, restaurants

NOW

- The mall is no longer the default
- Younger crowds seek activity-led venues — bowling, themed experiences, the beach

PERSONAL GROOMING



THE BONDING RITUAL

THEN

- Women gather for halawa, homemade masks, oiling hair — grooming as a bonding ritual
- Men head to the neighbourhood salon — hair, beard, massage

NOW

- The grooming ritual continues — slowly becoming more solo than social
- New age treatments like laser, visits to spas & parlours quite popular

AND THE NEW ONES TAKING OVER THE WEEK



Gaming & Digital Social Time The new majlis

Over 70% of Saudi youth use gaming as their primary social space. Online multiplayer has replaced the gathering — same connection, different room.

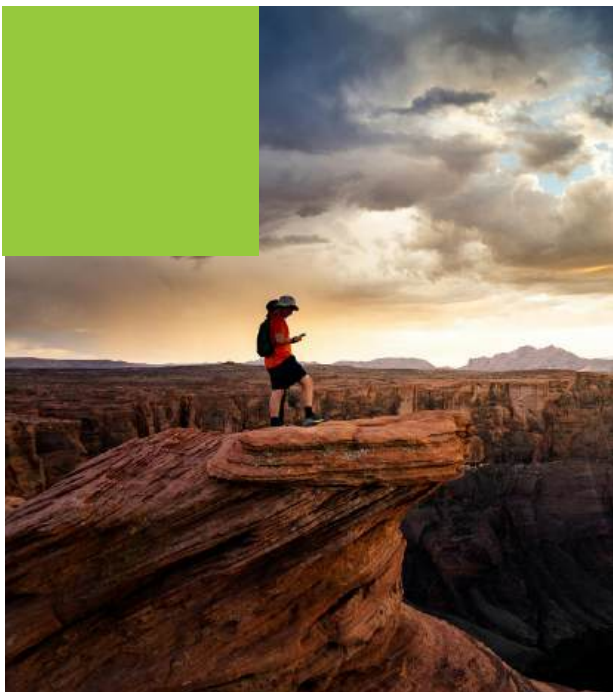
The Weekend Café Ritual Third Space Culture

Riyadh, Jeddah, and Khobar now run on themed cafés, art galleries, and mixed-use cultural hubs. Hayy Jameel, The Boulevard, The Book Club, Sophia Library — the slow evening is having a moment.



Weekend Fitness & Outdoors A rising weekly ritual

Morning runs, gym sessions, desert hikes, outdoor adventures — post-Vision 2030, an active weekend has become part of the Saudi identity.



Weekend Getaways - Discovering Saudi The micro-travel ritual

Desert drives, Red Sea water sports, mountain escapes in Asir, historical village visits — the kingdom itself is now the destination, for families and young adults alike.



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THE SHIFT IN EVERYDAY RITUALS

KEY SHIFTS REWRITING SAUDI DAILY LIFE

From obligation to Personal expression

Rituals are no longer inherited — they're curated. Gen Z and women are redefining routines around identity.

Implicit → Proudly expressed

From private homes to Public social spaces

Cafés, gyms, and lifestyle hubs are the new modern majlis. Social rituals are now performed visibly and publicly.

Majlis → Lifestyle Venues

From fixed routines to Flexible & Hybrid moments

Work, leisure, and social time are blending. Apps, content, and communities are now embedded into every ritual.

Structured → Always On

From collective norms to Individual choice

Tradition still matters — but choice is rising. Younger Saudis selectively adopt rituals entirely on their own terms.

We do this → I choose this

From functional to Wellness-led rituals

Fitness, skincare, and me-time are rising. Even tea, prayer, and family time are reframed as wellness anchors.

Routine → Restoration

From physical to Phygital

Digital isn't replacing rituals — it's amplifying them. Social media shapes how rituals are discovered and shared. Apps now structure habits around fitness, prayer, food, and learning.

Lived → Lived + Shared

From weekly anchors to Micro-moments

Friday and family gatherings remain central — but rituals are fragmenting into daily micro-moments. Morning coffee, post-work gym, late-night scrolling, self-care breaks. Smaller, more frequent rituals are taking hold.

Weekly → Everyday

From cultural continuity to Cultural fusion

Global influence is blending with local identity. Brunch culture meets traditional hospitality. Global wellness trends integrate with Saudi values.

Local → Glocal Rituals

From consumption to Experience & Meaning

Rituals are becoming experience-led, not product-led. It's less about what you buy, more about how it fits into your ritual. Brands that embed into rituals win — those that interrupt them, don't.

Products → Ritual Experiences



RITUALS HAVE EVOLVED IN **FORM** – NOT IN MEANING.

What's changing is where, how, and how visibly these rituals are performed. The meaning underneath? Untouched.

What hasn't changed



Hospitality, belonging & respect

Rituals still signal who you are and how you treat others



Social life & relationships

Rituals still structure how people connect and show up



Shared meaning

Rituals still create collective moments that matter

So, what does this mean for brands?



The opportunity for brands is not to change rituals – but to **evolve** with them.

Culturally Fluent

Socially Relevant

Personally Expressive

Because today, rituals are no longer just practiced. They are performed, shared, and shaped — in real time.

THE BRAND PLAYBOOK

9 WAYS TO SHOW UP IN THE RITUAL ECONOMY

The ritual economy doesn't reward interruption. It rewards presence, meaning, and cultural fluency.

01 Presence → Participation

Be part of the moment, not around it.
Ramadan campaigns → iftar experiences
Enable, don't interrupt

05 Anchor in Emotion, Not Utility

Rituals run on meaning, not function
Hospitality → generosity
Family meals → belonging
Gifting → pride
Build emotional relevance

09 Integrate Digital Layers

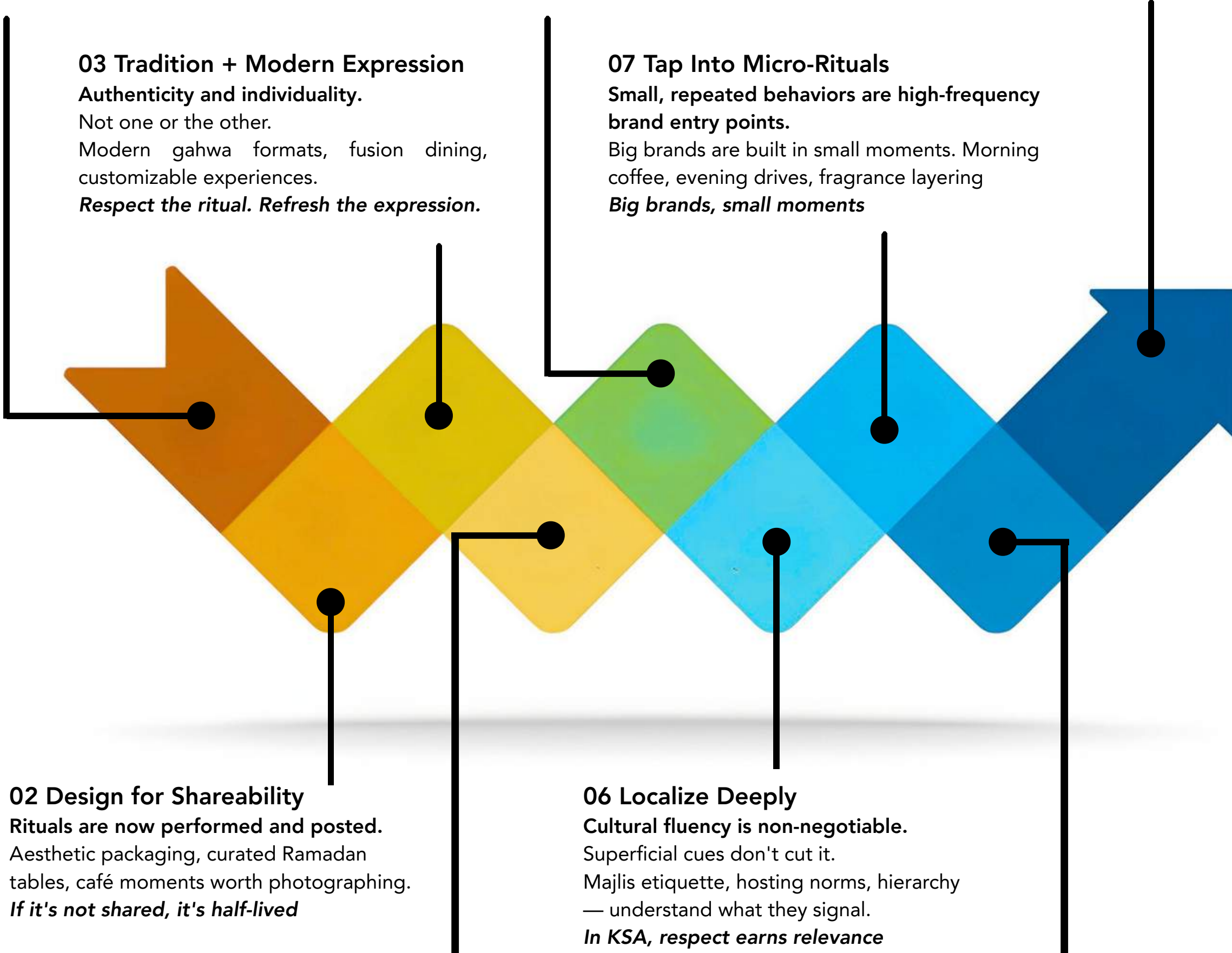
Cultural fluency is non-negotiable.
Discovery happens online. Experience happens offline. Amplification happens socially. Order → experience → share loop.
Build phygital rituals

03 Tradition + Modern Expression

Authenticity and individuality.
Not one or the other.
Modern gahwa formats, fusion dining, customizable experiences.
Respect the ritual. Refresh the expression.

07 Tap Into Micro-Rituals

Small, repeated behaviors are high-frequency brand entry points.
Big brands are built in small moments. Morning coffee, evening drives, fragrance layering
Big brands, small moments



02 Design for Shareability

Rituals are now performed and posted.
Aesthetic packaging, curated Ramadan tables, café moments worth photographing.
If it's not shared, it's half-lived

06 Localize Deeply

Cultural fluency is non-negotiable.
Superficial cues don't cut it.
Majlis etiquette, hosting norms, hierarchy — understand what they signal.
In KSA, respect earns relevance

04 Own the Full Ritual Journey

Rituals are end-to-end experiences
Not single moments.
Before: planning & purchase
During: hosting
After: sharing & memory
Own the journey, not just the moment

08 Enable Collective Experiences

Rituals are shared.
Design for "we", not just "me".
Group offers, bundle experiences, family-centric activations, community-driven campaigns
Design for "we", not just "me"



**Don't market to rituals.
Become part of them.**

DECODING RITUALS: A FRAMEWORK FOR BRANDS

A framework to explore how Cultural Rituals Turn brands into Meaningful Moments

CONSUMER RITUALS FRAMEWORK

A Guide to Ritual Marketing



MIND THE GAP

A snapshot of generational mindsets — decoded.



GEN ALPHA

BORN 2013 +

NATIVE TO HYBRID RITUALS

"Rituals are inherited but evolving naturally"

Growing up phygital — online and offline simultaneously

Exposed to heritage and global culture at once

Early normalization of experiential, branded rituals

Role

Shape Future Hybrid Rituals

Rituals are fluid and evolving



GEN Z

BORN 1997 - 2012

PERFORMERS OF IDENTITY

"Rituals are identity and cultural pride"

Tradition blended with global influences

Highly digital — captured, shared, amplified

Smaller, more intimate, but more expressive

Role

Reinterpret & Showcase

Rituals are how I express who I am



MILLENNIALS (Y)

BORN 1981 - 1996

CURATORS OF EXPERIENCE

"Rituals are meaningful — and must be expressed"

Personalization — how they host, what they serve

Rise of café culture, dining out, curated gatherings

Aesthetic-led — presentation and styling matter

Role

Redefine as Lifestyle

Rituals should reflect who I am



GEN X

BORN 1965 - 1980

BALANCING TRADITION & MODERNITY

"Rituals are important, but adaptable"

Core traditions maintained, practically adjusted

Shift from home-only to some public settings

More convenience-led — work-life balance shapes the ritual

Role

Bridge Old and New

Rituals must fit modern life



BABY BOOMERS

BORN PRE-1965

GUARDIANS OF TRADITION

"Rituals are sacred and non-negotiable"

Highly structured, formal, protocol-driven

Rooted in family, tribe, and religion

Private and home-centric — majlis, hosting, gatherings

Role

Preserve & Transmit

Rituals define who we are

BRAND TAKEAWAY

EACH GENERATION DOESN'T REPLACE THE PREVIOUS – THEY LAYER ON TOP OF IT.

Boomers protect it. Gen X adapts it. Millennials curate it. Gen Z expresses it. Gen Alpha reinvents it.

In Saudi Arabia, rituals aren't fading — they're becoming more visible, more personal, and more powerful than ever.

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 **SIGHT**
for GROWTH
a monthly series

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- Generative Feedback (NCPI Framework)
- Uncover Unmet Needs, Beliefs & Pain Points

Test Before You Build Big

- Prototype testing
- Moderated usability testing
- Real-time beta feedback

Benchmark & Refine

- Competitor Experience Benchmarking
- UX Gaps, Fixes & Final Recommendations

Design That Resonates

- GUI & Aesthetic Evaluation
- Preference Testing (A/B, Multivariate)
- Wireframe Testing (Low to High Fidelity)

Architect with Purpose

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- Information Design & Journey Structuring
- Content Grouping Based on Real User Logic

Why UXplore™?

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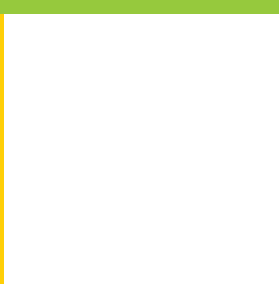
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UNDERSTANDING BEHAVIOR IS NOT ENOUGH. WINNING BRANDS ACT ON IT.

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THE RITUALS CALENDAR 2026

JANUARY

**4SiGHT for Growth
2025 Yearbook**

FEBRUARY

MARCH

**Tapping into the
Power of Rituals**

APRIL

**Everyday Rituals
in KSA**

MAY

Coming Soon

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER