

UAE & KSA

# Ramadan 2025: Consumer insights

Insights into how spending patterns, time allocation, and lifestyles shift during Ramadan across food, charity, travel and media

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# YouGov insights for Ramadan 2025

Ramadan is a time of reflection, togetherness, and significant shifts in daily routines. It profoundly influences how people spend their money, allocate their time, and make lifestyle choices.

YouGov's latest report delves into these changes, uncovering key trends in spending, social media habits, dining preferences, charitable giving, and more.

By exploring these insights, businesses can better align their strategies with the unique behaviors of consumers during this sacred month.

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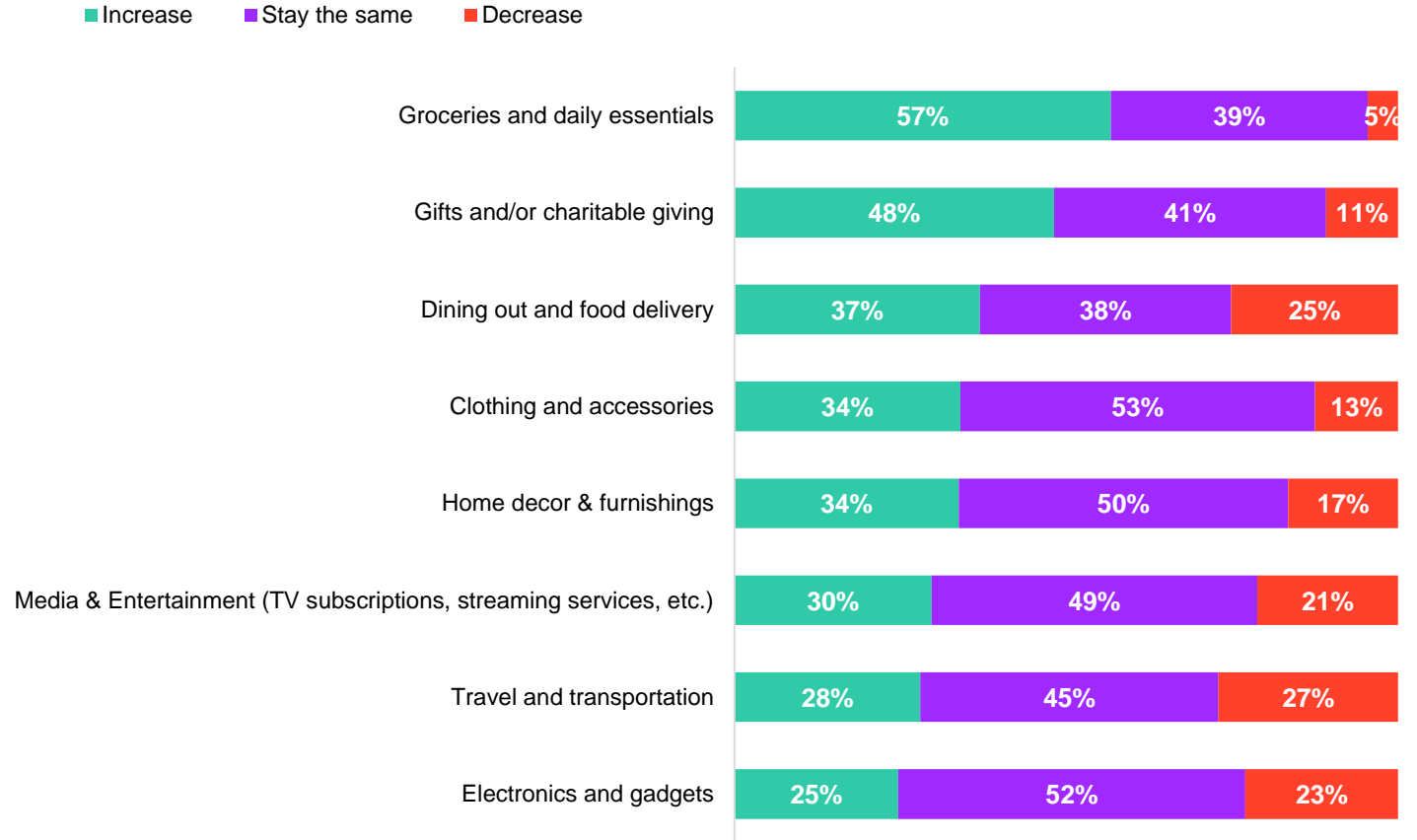
# How consumer habits transform during Ramadan



# Changes in spending habits during Ramadan vs rest of the year



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Data from YouGov Surveys: Serviced.

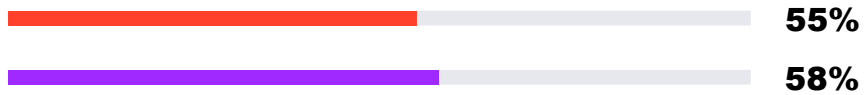
N=1,023 (KSA) & 1,031 (UAE)

Q: We'd like to understand your spending habits across various categories during Ramadan.

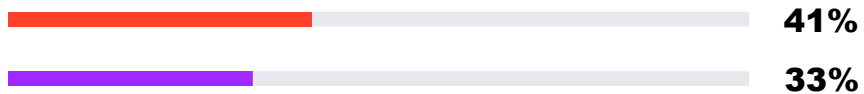
Compared to the rest of the year, how do you expect your spending in the following categories to change during Ramadan?

■ UAE ■ KSA

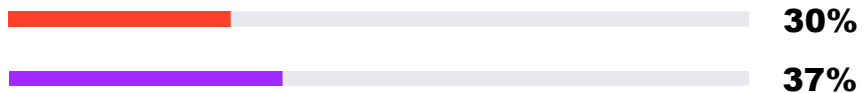
**Essentials reign supreme:** Groceries are the top category that sees increased spending during Ramadan



**Dining out & food delivery grow in popularity:** UAE residents are more likely to increase spending in dining out and ordering in



**Home style upgrades:** KSA residents are slightly more likely to spend more on home decor & furnishings than UAE residents



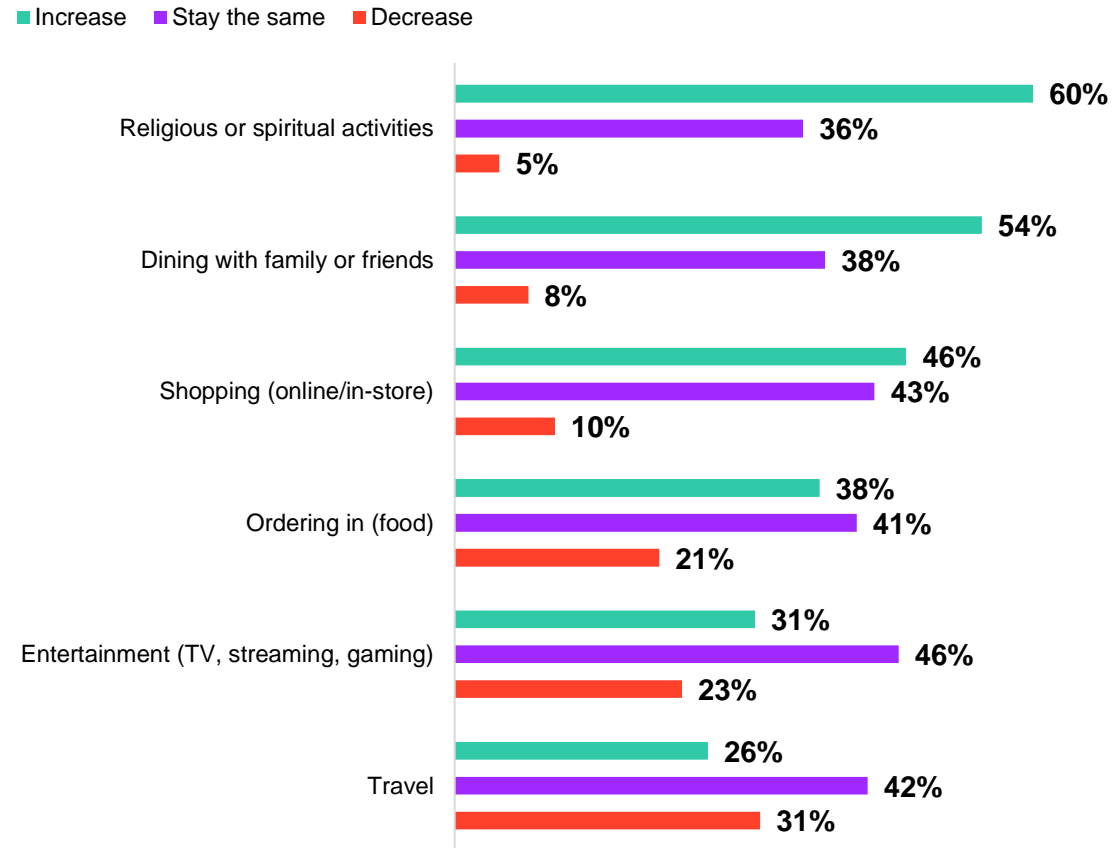
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Data from YouGov Surveys: Serviced.

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# How does Ramadan affect the time they spend on activities?



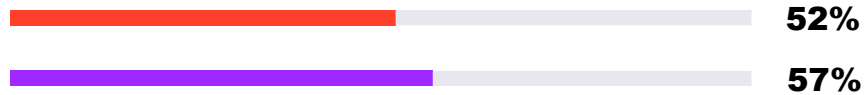
Data from YouGov Surveys: Serviced.  
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Q: How do you expect the time you spend on these activities to change during Ramadan compared to your current routine?

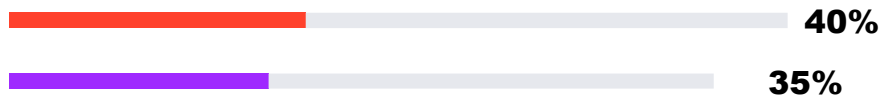
[Explore more](#)

■ UAE ■ KSA

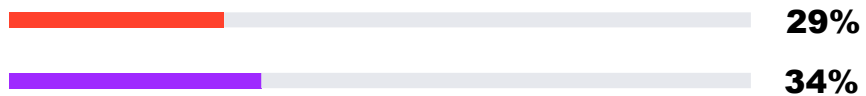
KSA residents prefer dining out with family and friends during Ramadan



More UAE consumers are planning on ordering food at home



KSA residents plan on spending less time travelling during Ramadan 2025

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Data from YouGov Surveys: Serviced  
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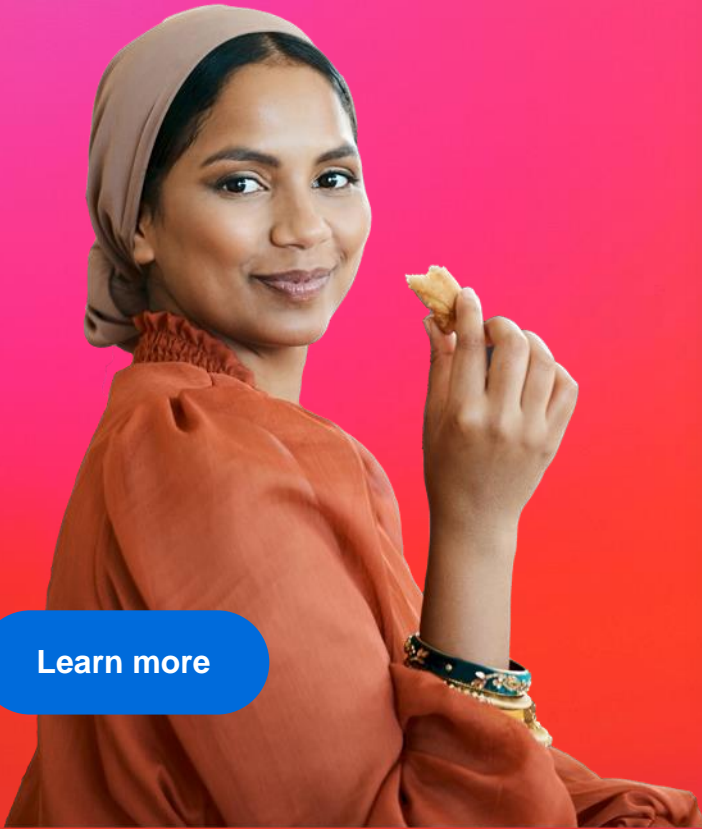


# What plans do UAE & KSA residents have for Ramadan 2025?





# Healthy meals a priority during Ramadan 2025



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## Meal practices that UAE & KSA residents follow during Ramadan

Prioritize balanced meals and healthier options



Avoid overeating and focus on portion control



Make an effort to include more fruits and vegetables



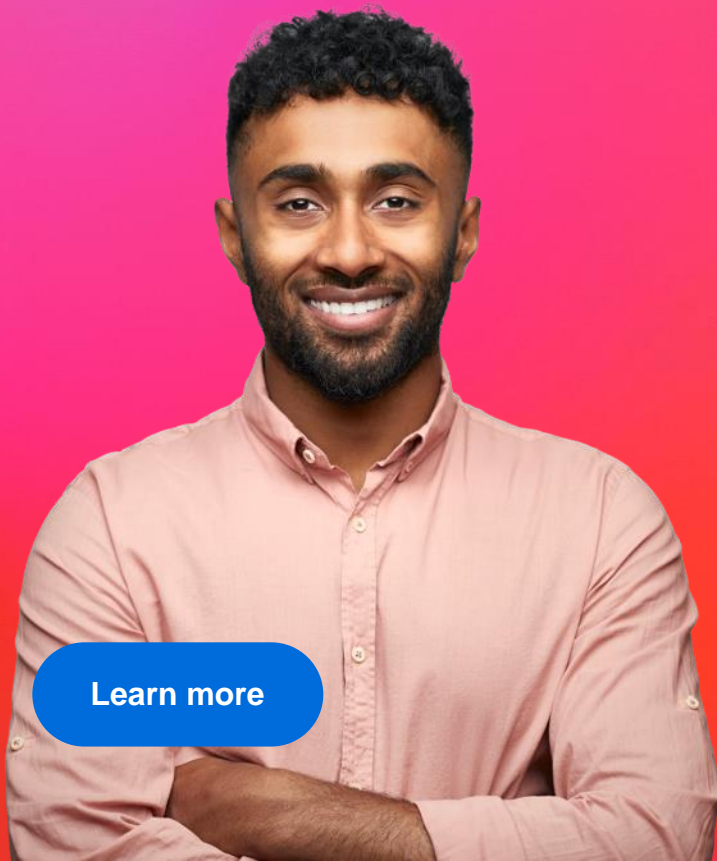
■ KSA ■ UAE

Data from YouGov Surveys: Serviced.

N=1,023 (KSA) & 1,031 (UAE)

Q: Which, if any, of the following do you do during Ramadan? Please select all that apply.

# Dining preferences during Ramadan



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**With 85% of residents fasting this year, what meals do they prefer to order in?**

|  | <b>KSA</b> | <b>UAE</b> |
|--|------------|------------|
| Rarely order in (Mostly prepare meals at home)   | <b>51%</b> | <b>36%</b> |
| Mostly Suhoor (Prefer to order meals for Suhoor) | <b>19%</b> | <b>16%</b> |
| Mostly Iftar (Prefer to have Iftar delivered)    | <b>18%</b> | <b>33%</b> |
| Both equally (Order both for convenience)        | <b>12%</b> | <b>16%</b> |

Data from YouGov Surveys: Serviced.

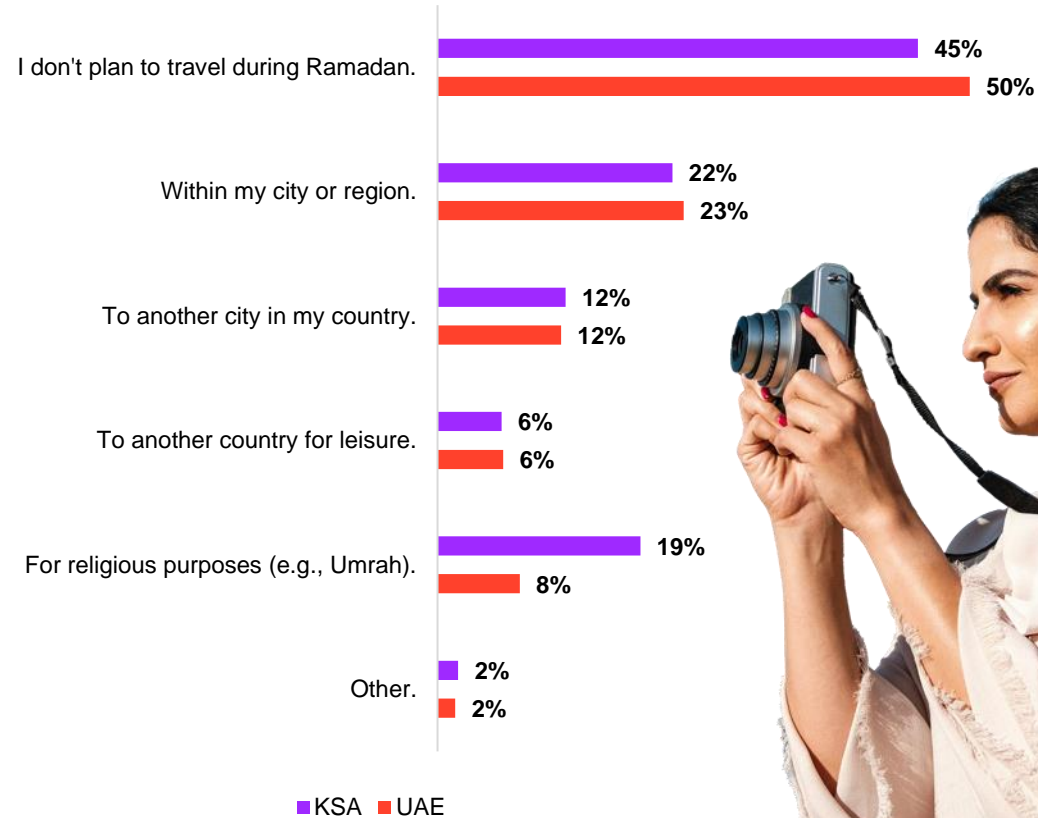
N=1,023 (KSA) & 1,031 (UAE)

Q: Do you prefer ordering Iftar, Suhoor, or both during Ramadan?

# Travel takes a backseat during Ramadan

Half of UAE residents plan to stay home during Ramadan, compared to **45%** in KSA.

**2 in 10** residents of the UAE and KSA plan to travel within their city or region.



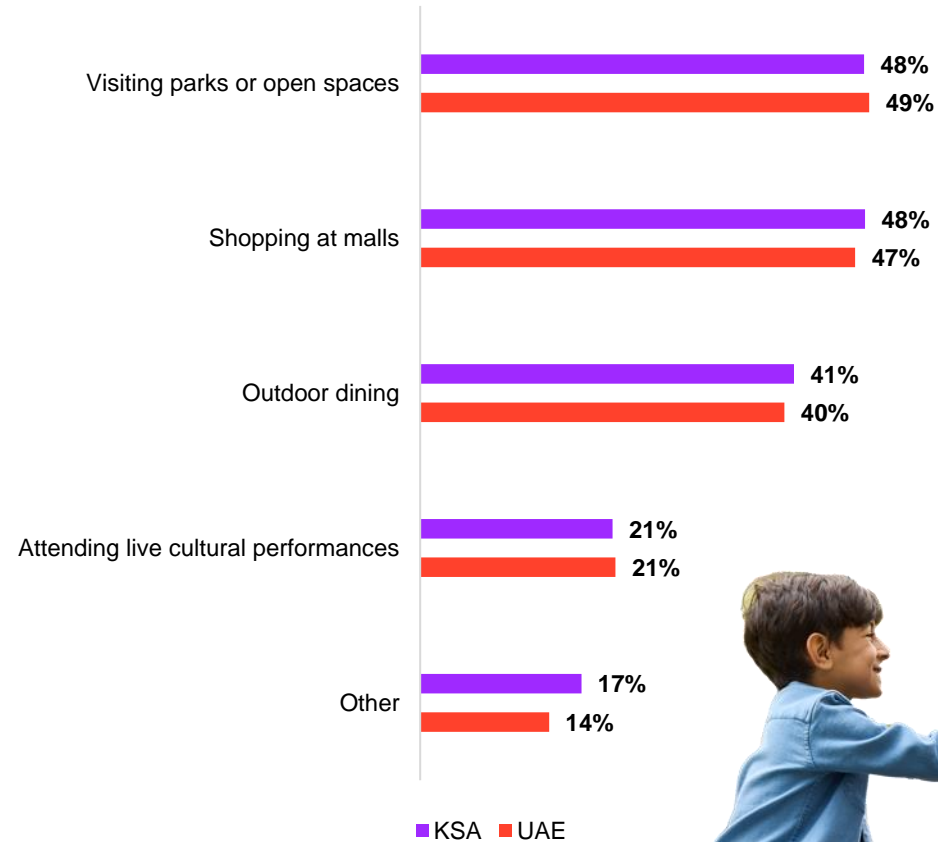
Data from YouGov Surveys: Serviced.  
N=1,023 (KSA) & 1,031 (UAE)

Q: Are you planning to travel during Ramadan this year?  
If yes, what type of destination are you considering?

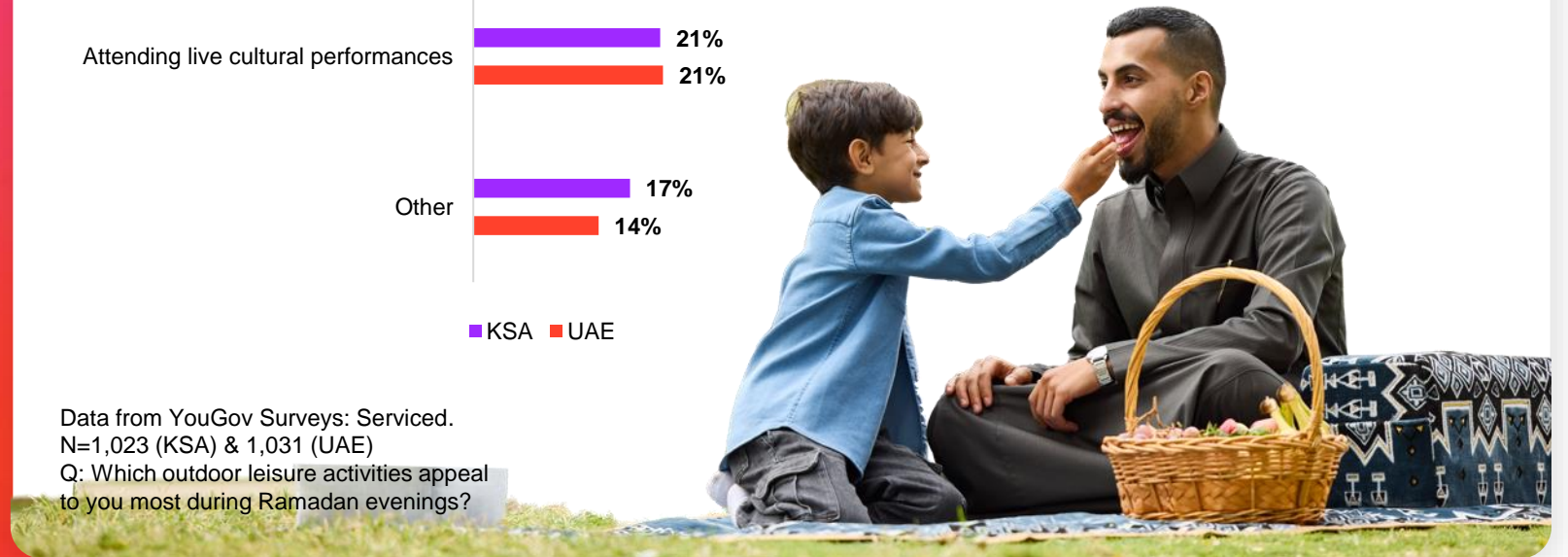


# Ramadan evenings: Visiting Parks tops the list

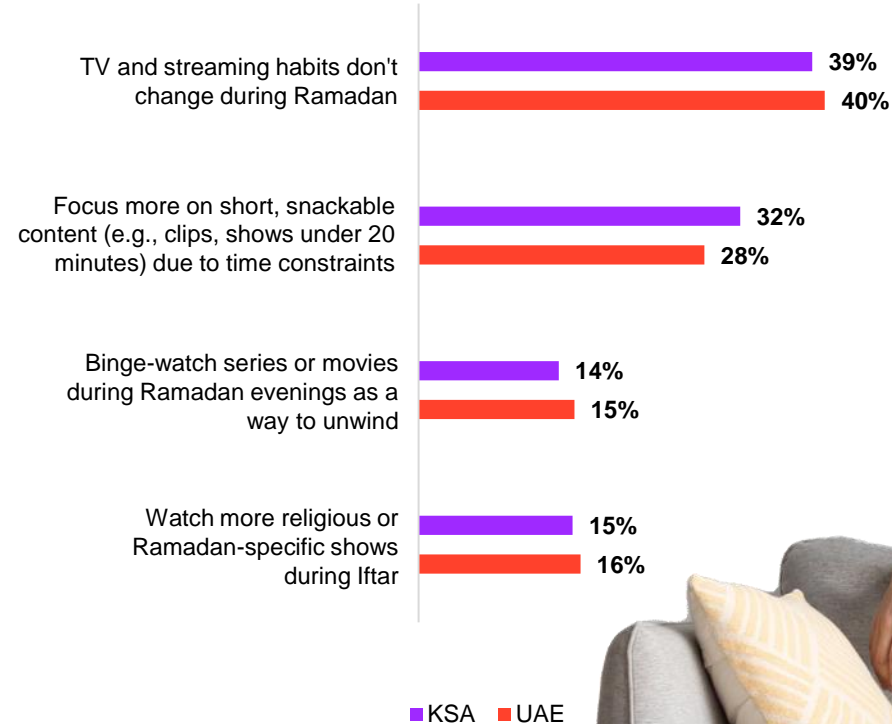
21% of both UAE and KSA consumers enjoy live cultural performances during Ramadan evenings



Data from YouGov Surveys: Serviced.  
N=1,023 (KSA) & 1,031 (UAE)  
Q: Which outdoor leisure activities appeal to you most during Ramadan evenings?



# Viewing habits during Ramadan vs rest of the year



Data from YouGov Surveys: Serviced.  
N=1,023 (KSA) & 1,031 (UAE)  
Q: How do your viewing habits during Ramadan differ from the rest of the year? (e.g., more TV shows, special Ramadan programming)

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# Charitable giving during Ramadan



## How important is transparency to choose a charity for donation during Ramadan?

|  | <b>KSA</b> | <b>UAE</b> |
|--|------------|------------|
| Very important - they want to ensure their donation is used effectively  | <b>65%</b> | <b>64%</b> |
| Somewhat important – They appreciate transparency but it's not essential | <b>22%</b> | <b>23%</b> |
| Not important – They trust the charity and its efforts                   | <b>8%</b>  | <b>10%</b> |
| They don't donate to charity   | <b>5%</b>  | <b>4%</b>  |

## Preferred ways to donate during Ramadan

|  | <b>KSA</b> | <b>UAE</b> |
|--|------------|------------|
| In-person at donation stations (e.g., malls, events)   | <b>30%</b> | <b>31%</b> |
| Directly to individuals or local communities           | <b>29%</b> | <b>34%</b> |
| Online through charity websites or apps                | <b>27%</b> | <b>19%</b> |
| They haven't decided yet                               | <b>8%</b>  | <b>10%</b> |
| Through social media campaigns or crowdfunding         | <b>4%</b>  | <b>4%</b>  |
| Via monthly subscription or direct debits to a charity | <b>3%</b>  | <b>2%</b>  |

Data from YouGov Surveys: Serviced.

N=1,023 (KSA) & 1,031 (UAE)

Q: How important is transparency for you to see where your donations go and the impact they make when choosing a charity during Ramadan?

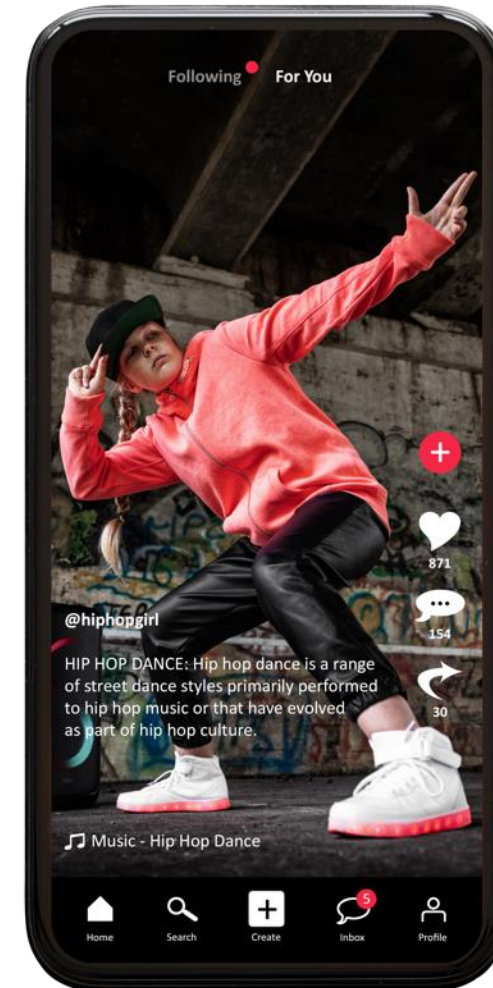
Q: How do you prefer to make your charitable donations during Ramadan?

# The rise of social commerce during Ramadan

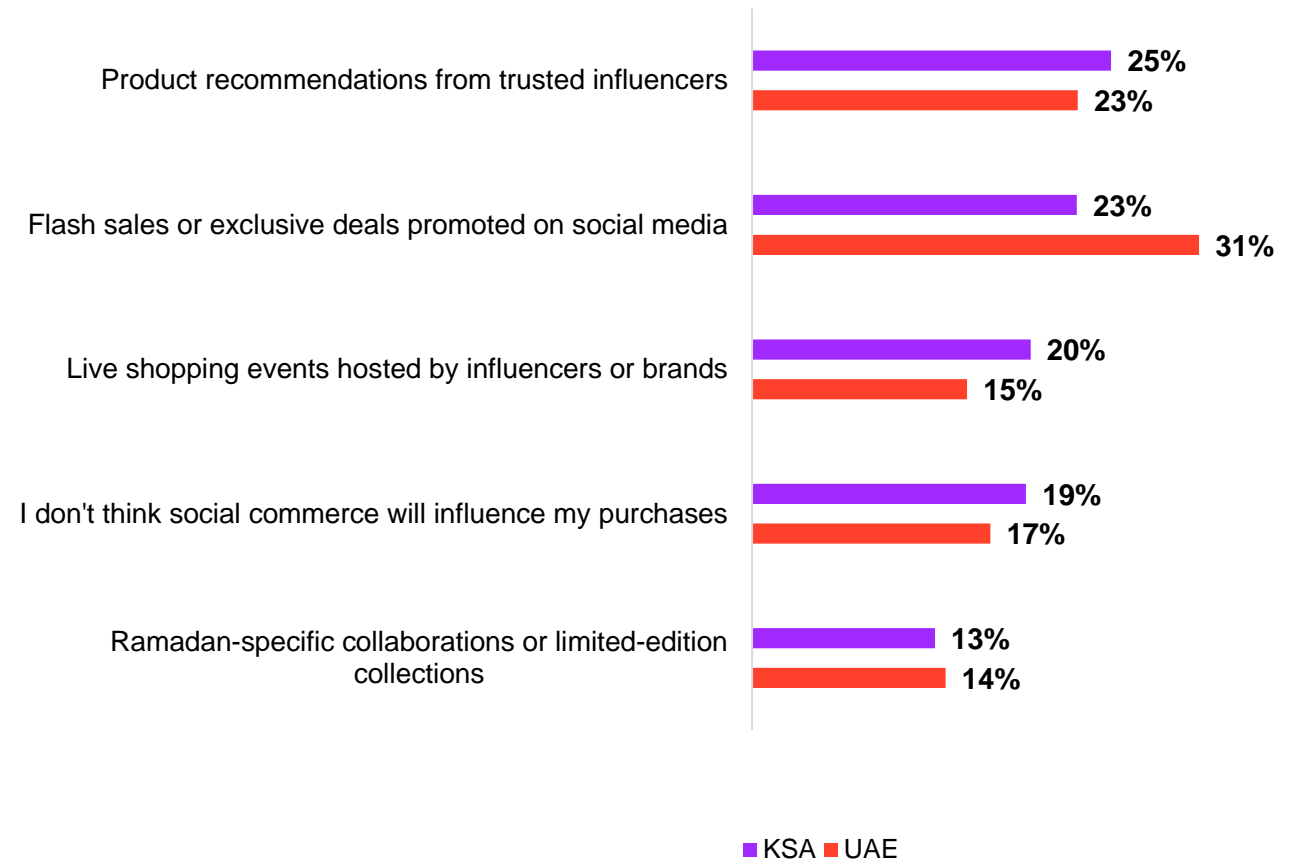
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61%

of the UAE and KSA residents are 'likely' or 'very likely' to shop for Ramadan on platforms like Instagram and TikTok.



# Most influential type of content for Ramadan shopping according to consumers



Data from YouGov Surveys: Serviced.  
N=1,023 (KSA) & 1,031 (UAE)  
Q: What type of social commerce content would most influence your shopping decisions during Ramadan?

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# Methodology

The insights in this report are from **YouGov Surveys: Serviced**, with data from survey run during the week of 9th December 2024, with responses from 1,023 KSA residents and 1,031 UAE residents.

Insights in this report are from **YouGov Surveys: Serviced**, which delivers quick survey results from nationally representative or targeted audiences. In an era where accurate, real-time data is paramount, YouGov's solutions focuses on delivering consumer insights grounded in reality.



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YouGov delivers quick survey results from nationally representative or targeted audiences. In an era where accurate, real-time data is paramount, YouGov's solutions focuses on delivering consumer insights grounded in reality, which is ideal for:

- **Marketing and PR professionals:** Enhance strategies with credible data, fuel thought leadership, and manage crises effectively.
- **Business leaders and entrepreneurs:** Understand market trends, validate pitches with customer insights, and make informed decisions with confidence.
- **Product developers and advertisers:** Test concepts, advertisements, or campaigns before launch to ensure they resonate with your target audience.

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# Thank you

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