

Ramadan 2025: consumer insights

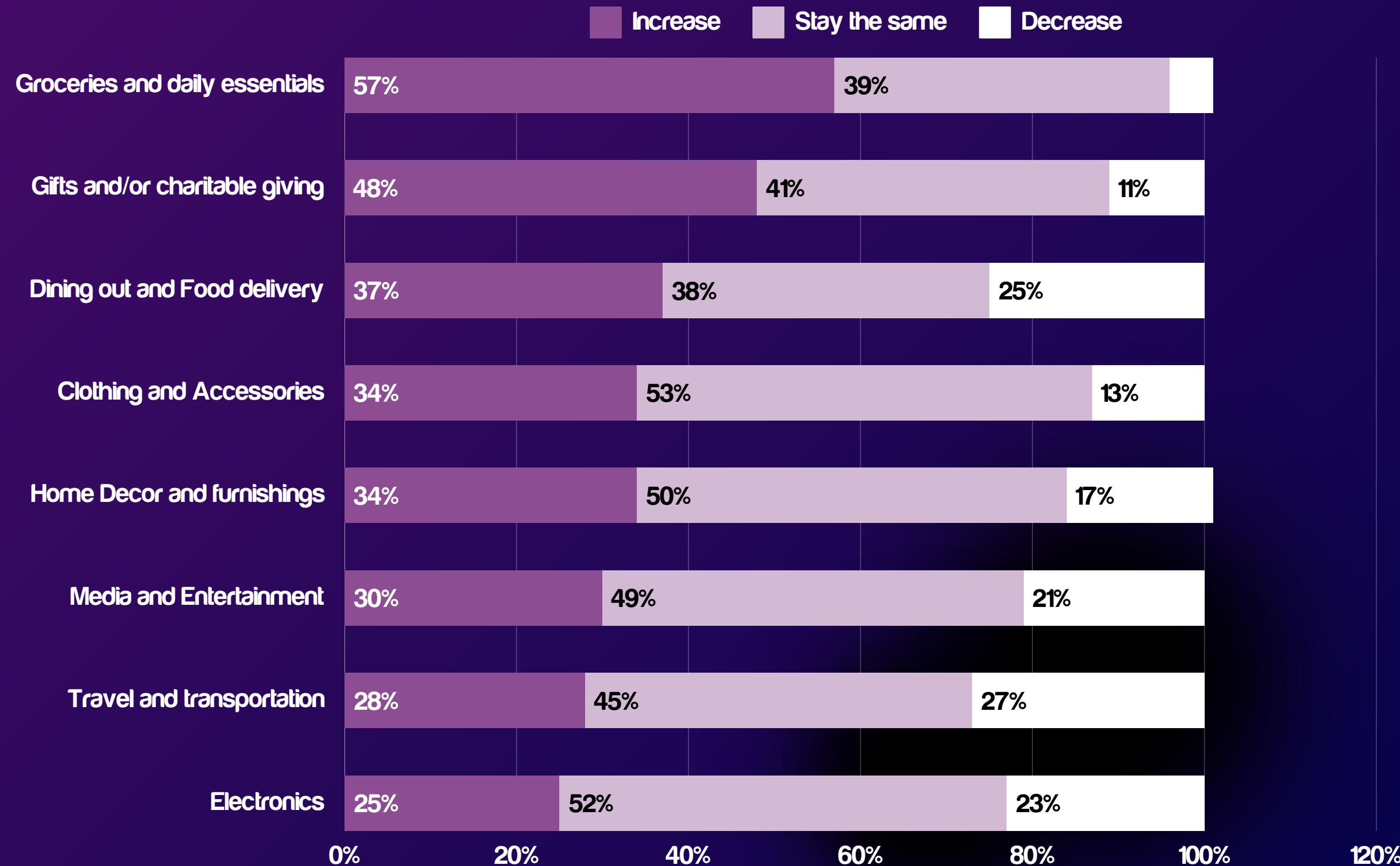
Insights into how spending patterns, time allocation, and lifestyles shift during Ramadan across food, charity, travel and media

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Ramadan 2025

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Changes in spending habits during Ramadan vs rest of the year



Pre-Ramadan Shopping Initiation



Groceries and Food Items



Apparel and Accessories



Home Décor and Furnishings

Shopping Initiation by week

Week one

- Religious Items
- Home Décor and Furnishings

Week two

- Health and Wellness Products
- Kitchen Appliances

Week Three

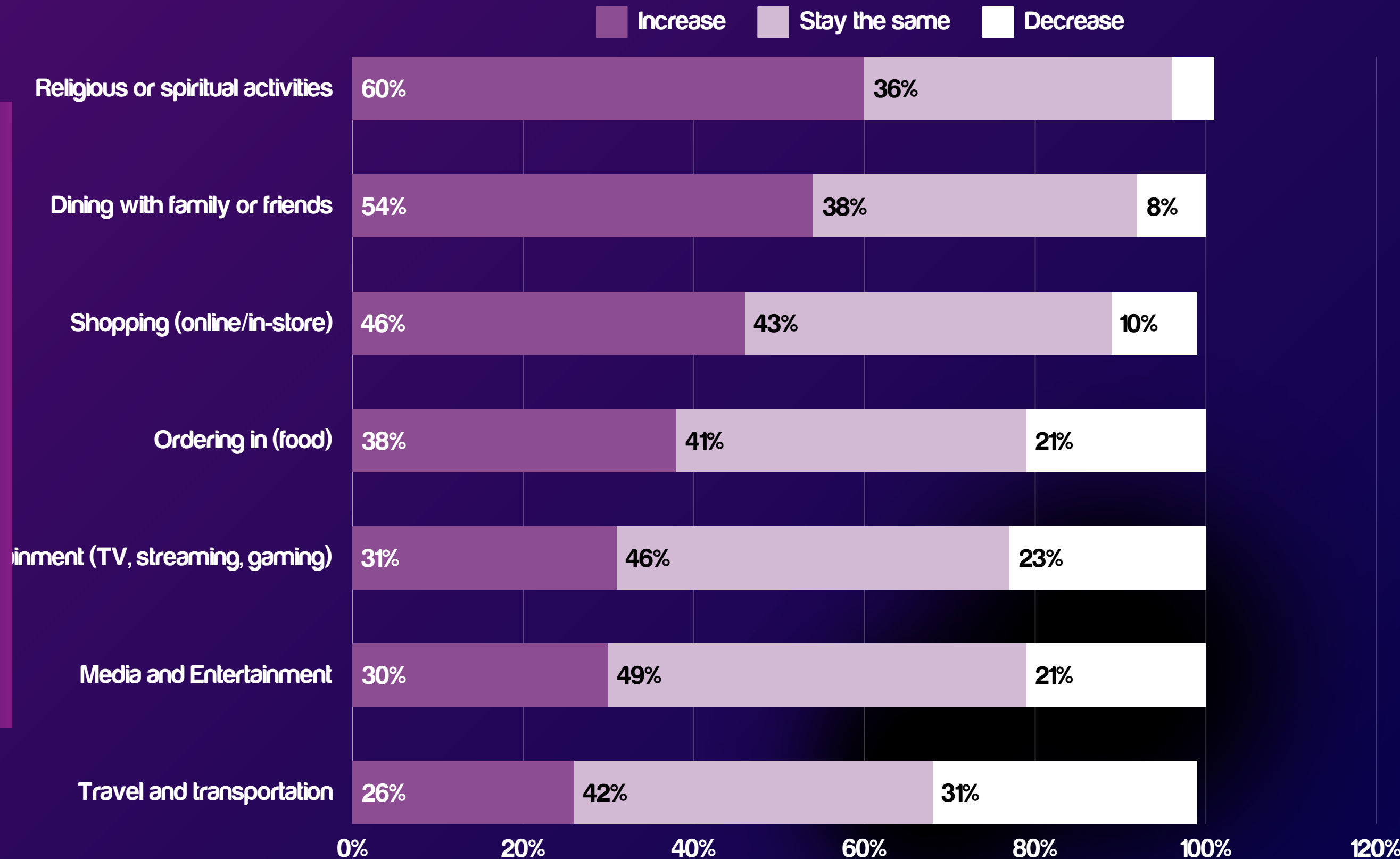
- Gifts and Sweets
- Personal Care Products

Week Four

- Travel and Leisure
- Electronics and Gadgets



How does Ramadan affect the time they spend on activities?





What plans do UAE residents have for Ramadan 2025?



52%

UAE residents prefer dining out with family and friends during Ramadan

40%

UAE consumers are planning on ordering food at home

29%

UAE residents plan on spending less time travelling during Ramadan 2025

Healthy meals a priority during Ramadan 2025



52%

Prioritize balanced
meals and
healthier options



49%

Avoid overeating
and focus on
portion control



41%

Make an effort to
include more fruits
and vegetables

Dining preferences during Ramadan

36%

Rarely order in
(Mostly prepare meals at home)

16%

Mostly Suhoor
(Prefer to order meals for Suhoor)

33%

Gifts and Sweets
Mostly Iftar
(Prefer to have Iftar delivered)

16%

Travel and Leisure
Both equally (Order both for convenience)



Half of UAE residents plan not to travel during Ramadan

50%

I don't plan to travel during Ramadan

23%

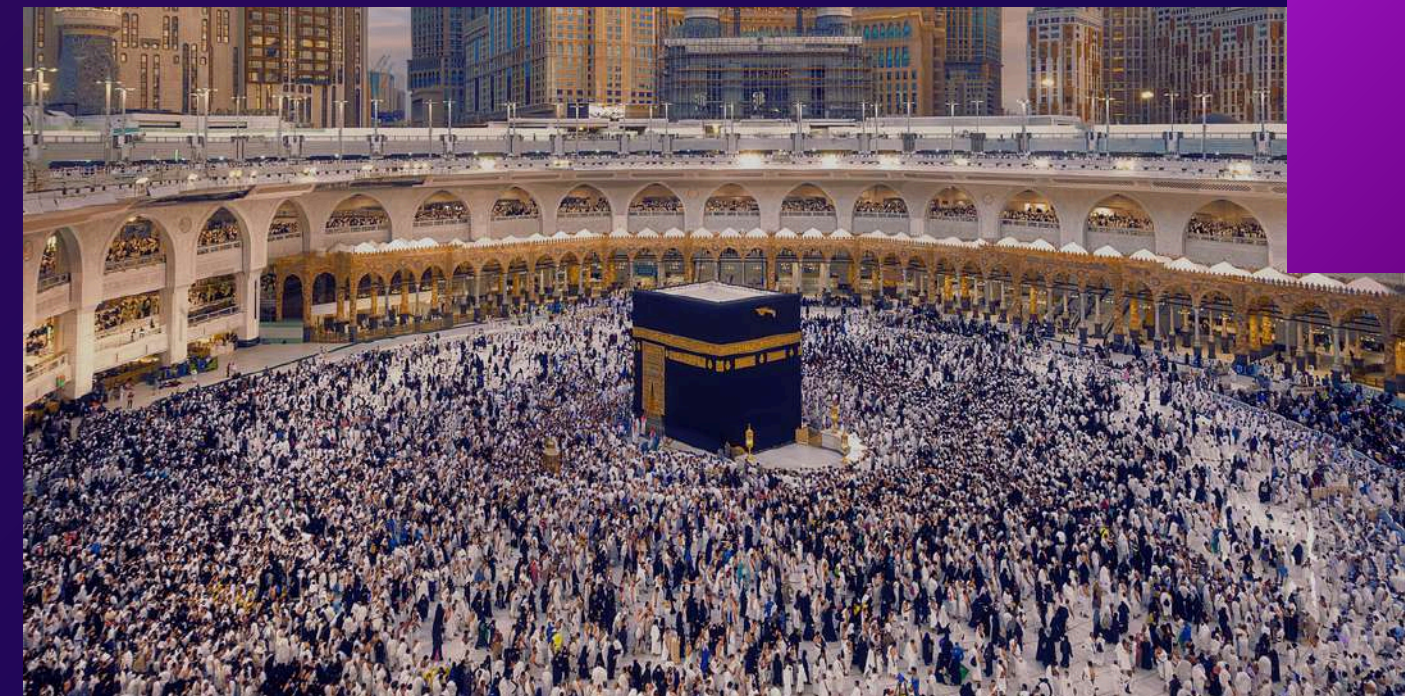
Within my city or region

12%

To another city within the country

8%

For religious purposes (e.g., Umrah)



Ramadan evenings: Visiting Parks tops the list

49%

Visiting parks or open spaces



47%

Shopping at malls

21%

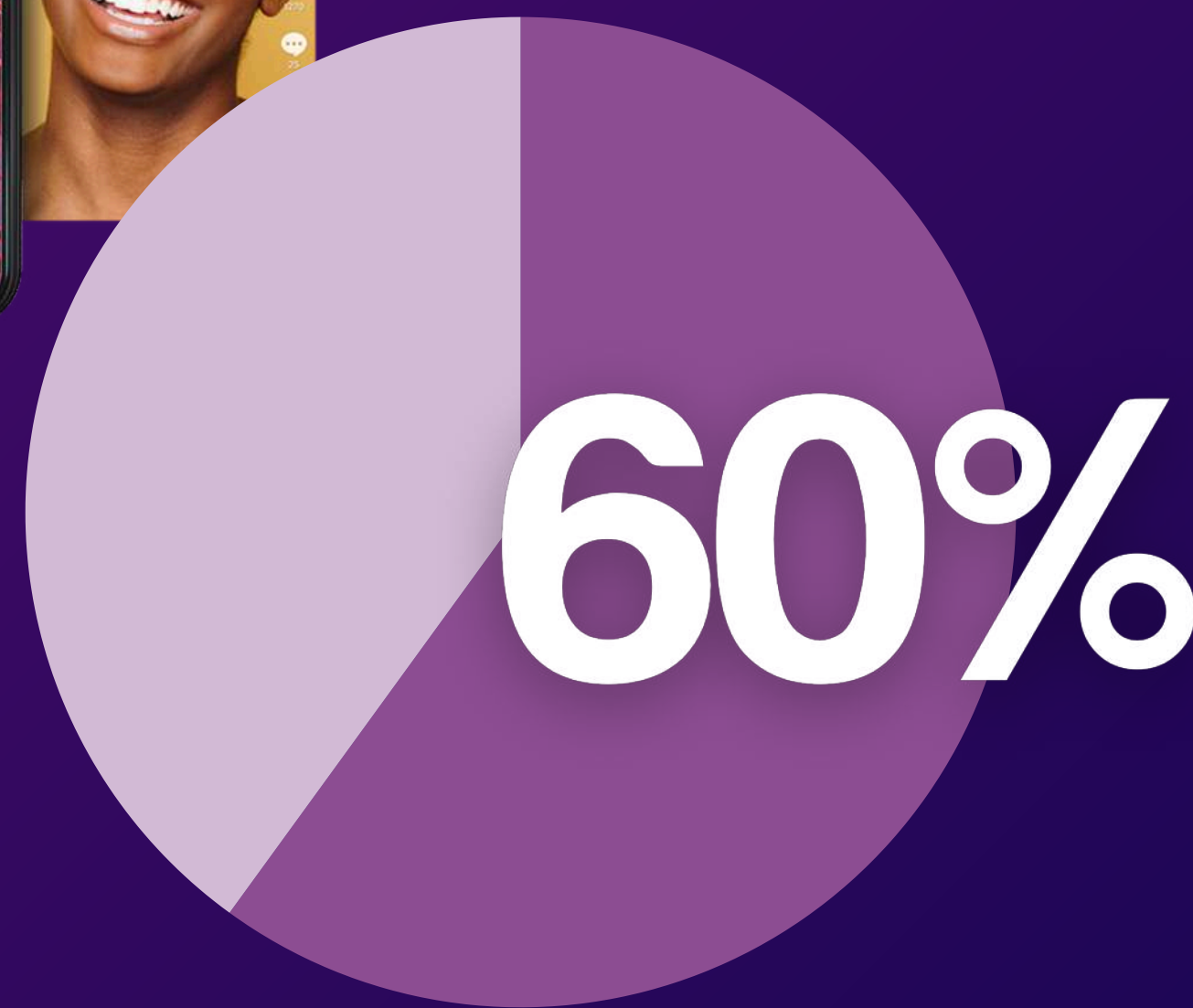
Attending live cultural performances

40%

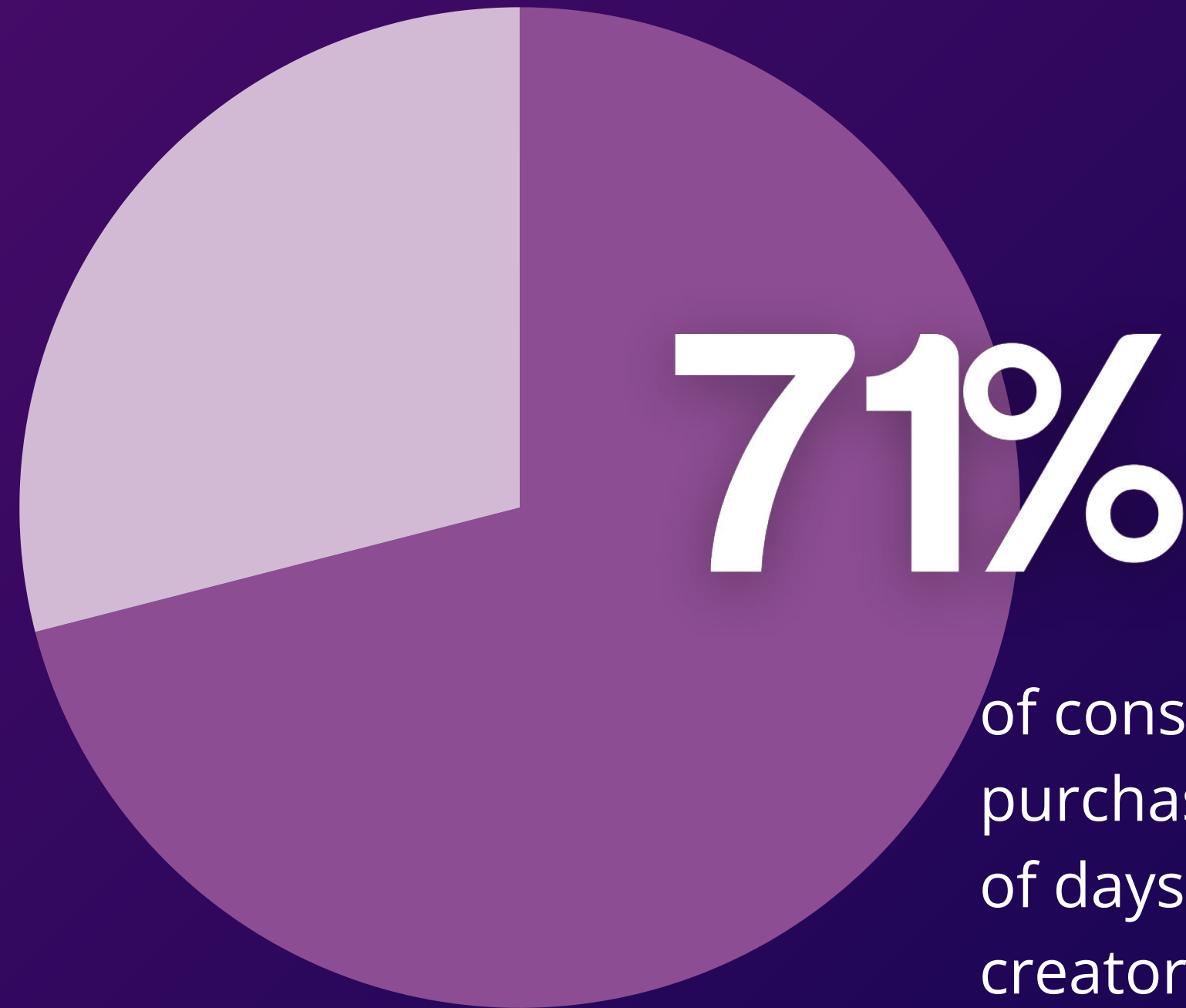
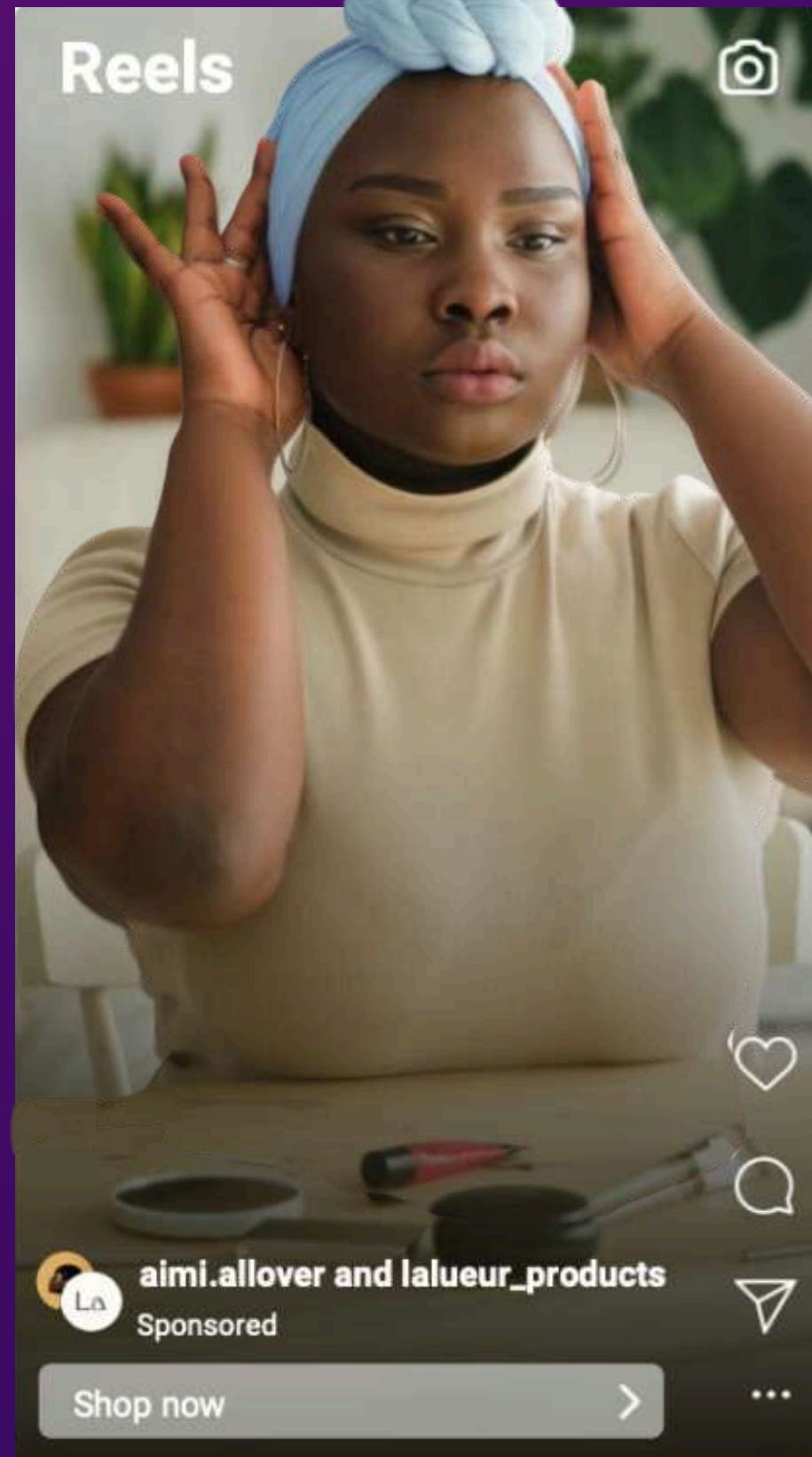
Outdoor dining



where do consumers shop during Ramadan?



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



of consumers make a purchase within a couple of days after seeing creator content on Meta technologies.

Most influential type
of content for
Ramadan shopping
according to
consumers



23%

Product
recommendations
from trusted
influencers



14%

Ramadan-specific
collaborations or
limited-edition
collections



31%

Flash sales or
exclusive deals
promoted on
social media



15%

Live shopping
events hosted by
influencers or
brands

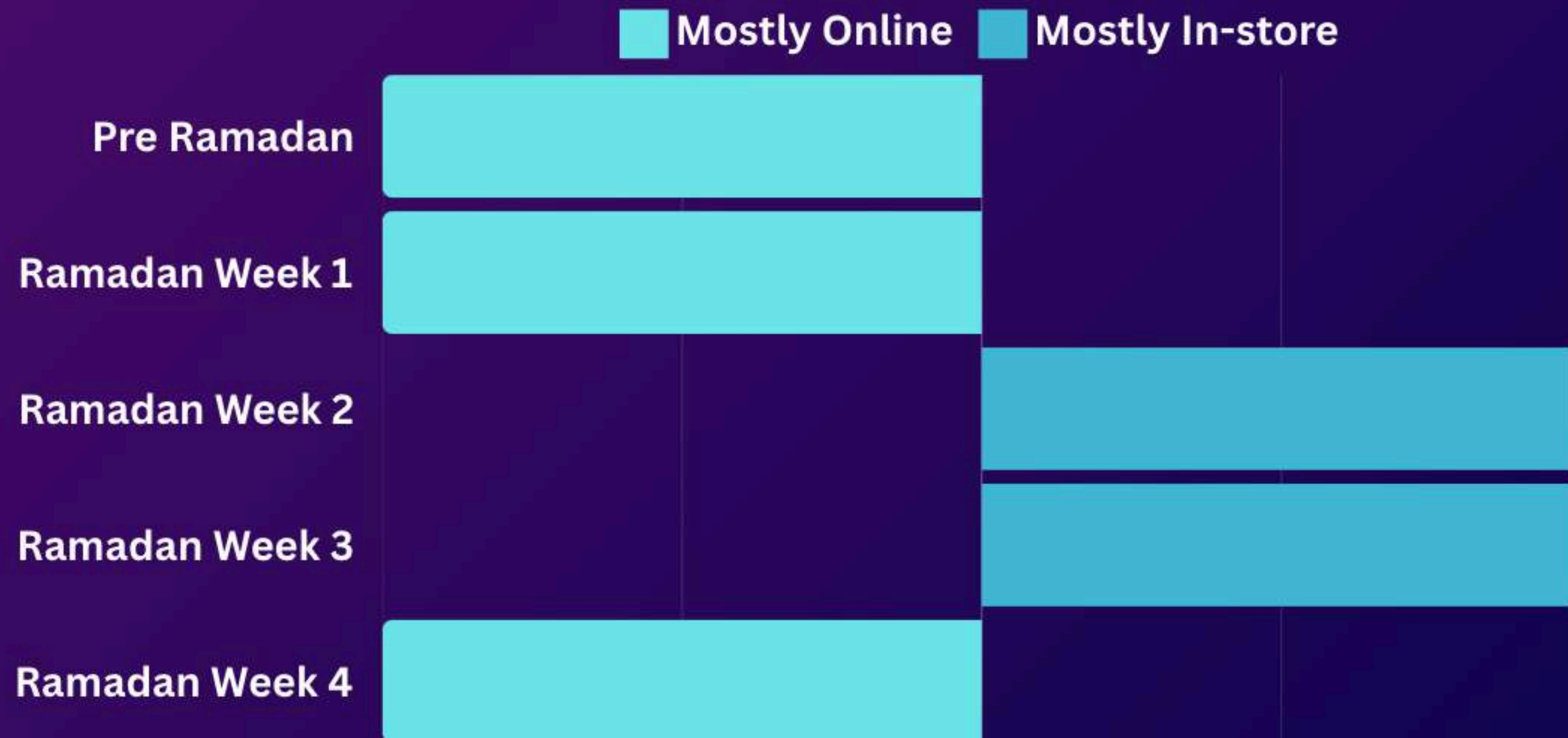




Online Payments Trends During the Holy Month

Analyzed on Paymentnt.com transaction data

Shopping Patterns: Online vs. In-Store during Ramadan



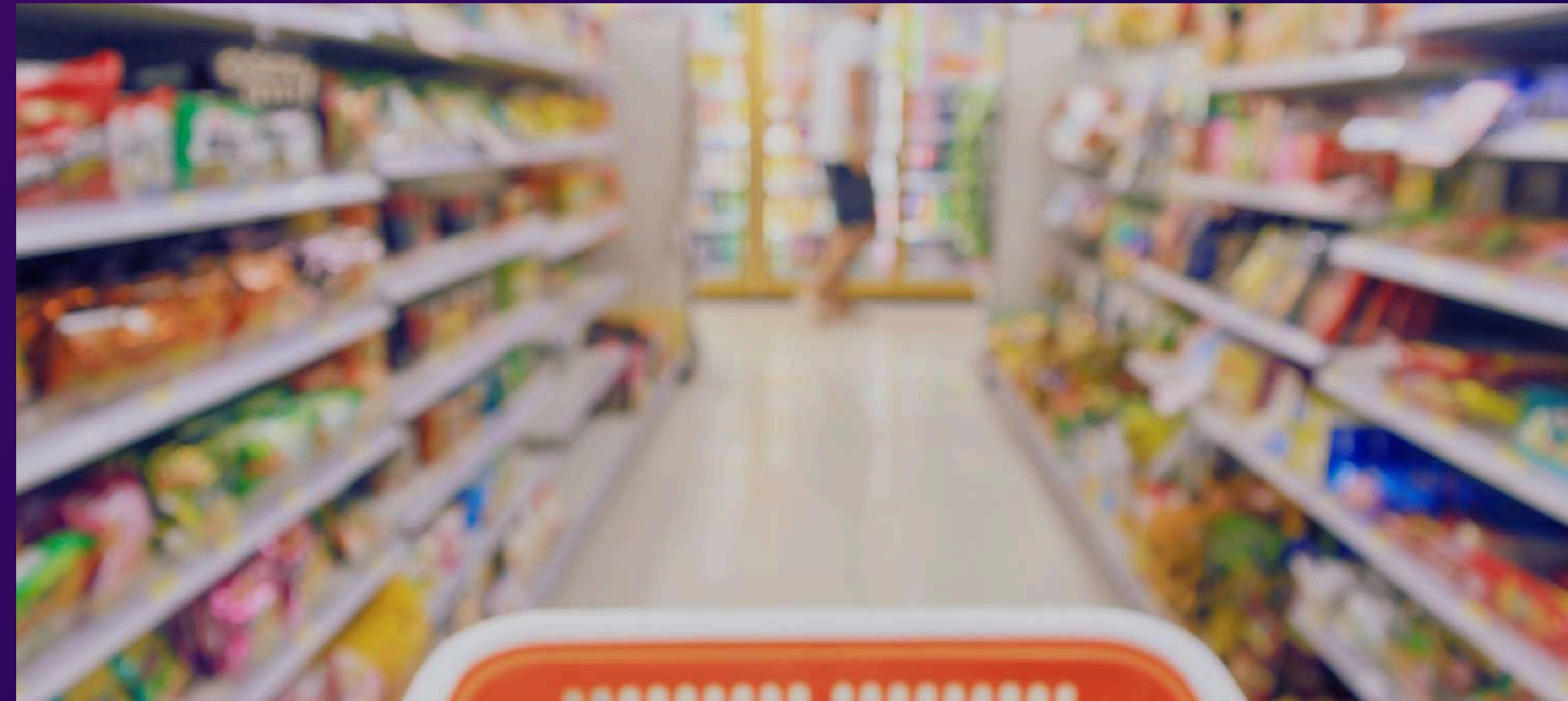
Online Payments contribution for Grocery Stores and Supermarkets during this period

24%

of grocery and supermarket sales are made online before Ramadan

52%

is the surge in online sales for groceries and supermarkets during Ramadan



5%

is the percentage of groceries and supermarkets spending from total spend during Eid

20%

of grocery and supermarket sales happen online after Eid



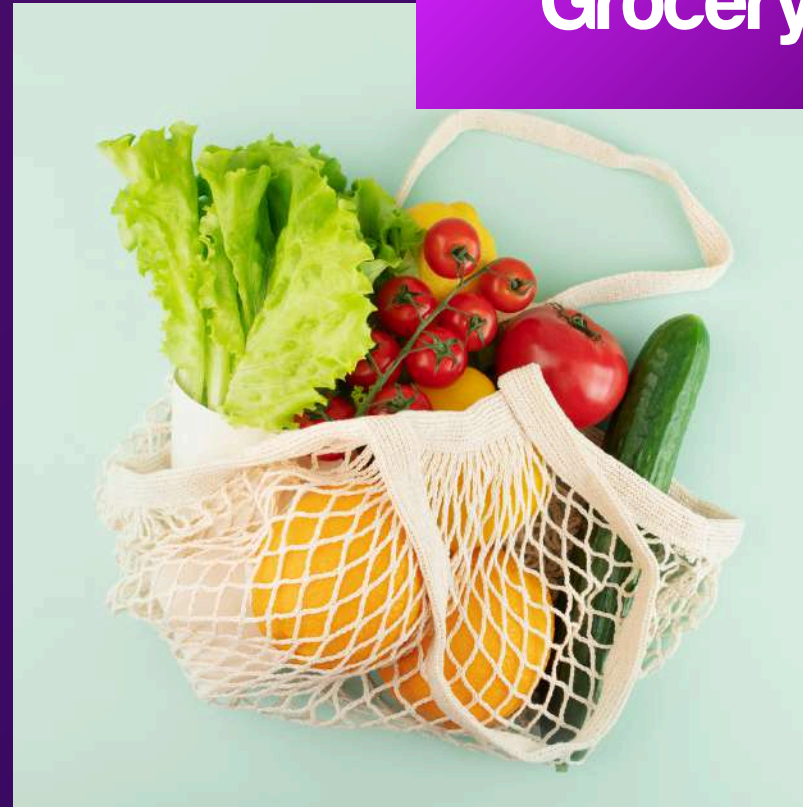
Online fashion sales
are experiencing a
significant spike
during Ramadan.

+46%

increase in online fashion sales!

Categories seeing the biggest online sales growth during Ramadan

Grocery



11%

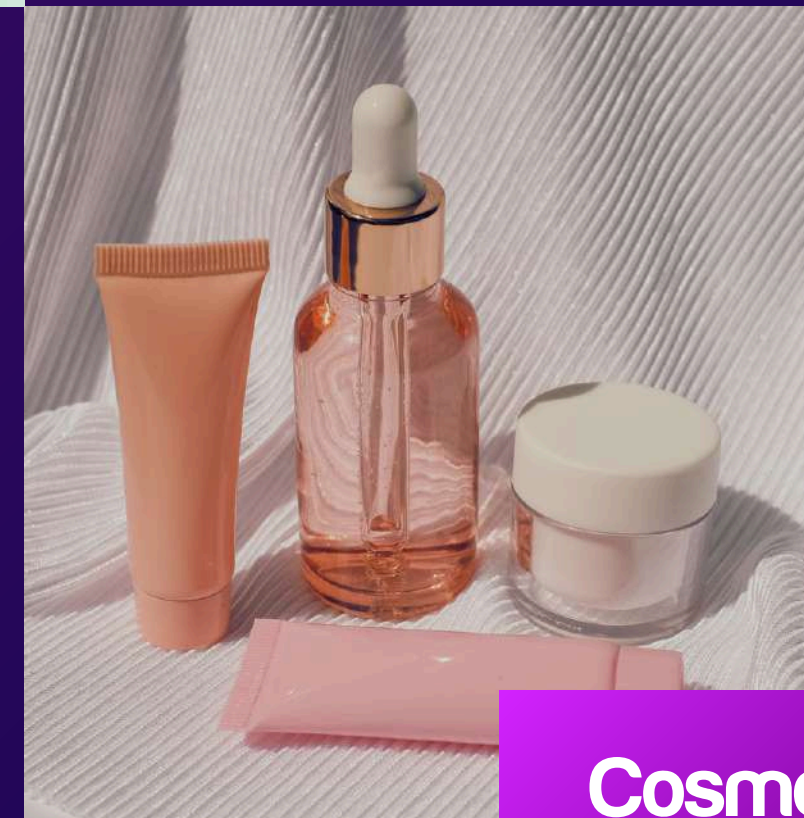
Jump in online sales for Groceries and foodstuff items



Bakeries

47%

increase in Bakeries online sales during Ramadan

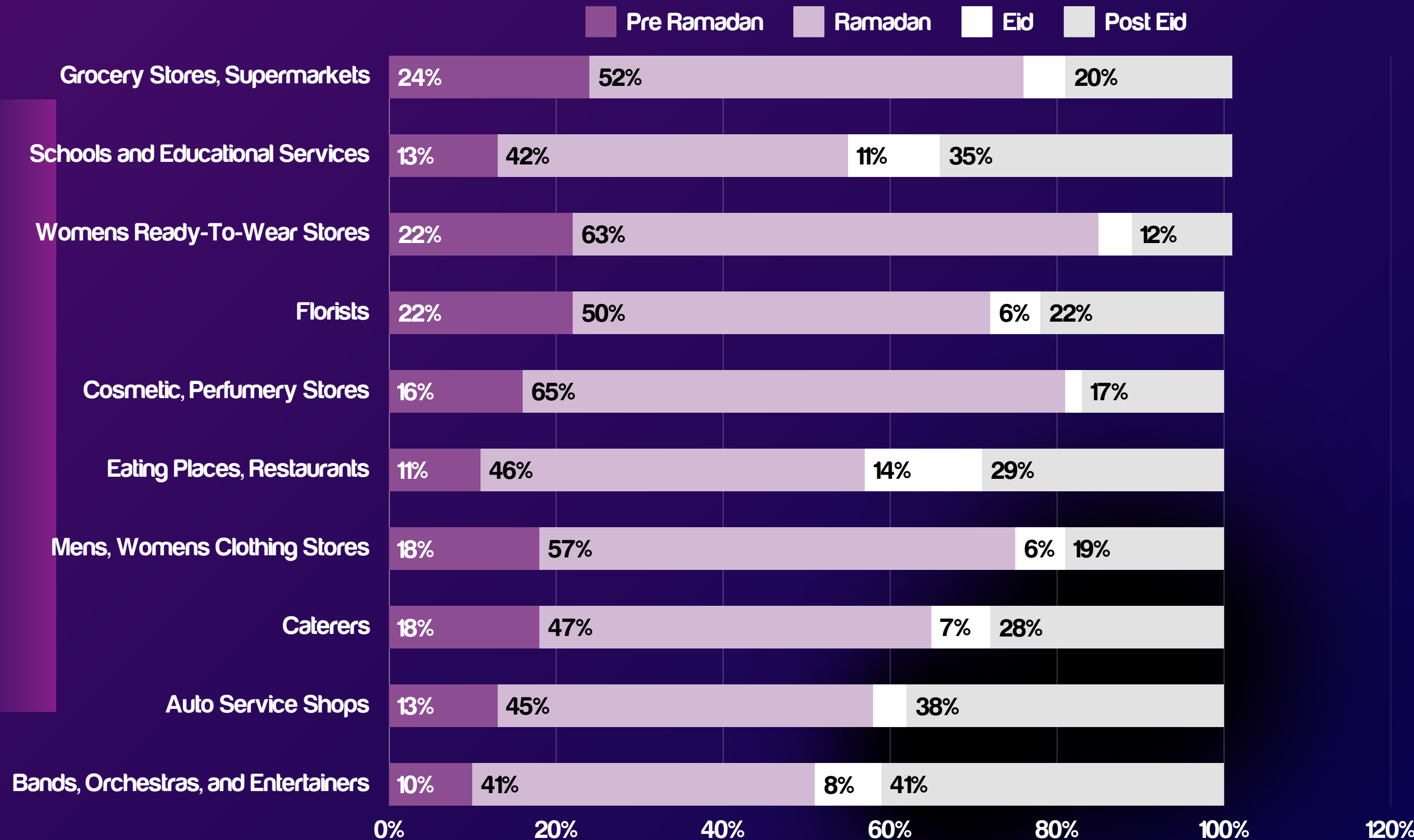


Cosmetics

64%

surge in Cosmetics and their accessories during the Holy Month

Analyzing Online Sales Trends: Before & After Ramadan



Data Sources

- YouGov.com/business
- Meta Report: Ramadan Voices
- Ramadan with Tiktok Report
- Paymentnt.com Transaction Data



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