



The 4 phases of Ramadan

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PRE-RAMADAN

The two week preparation phase

The pressure to entertain is real! Grocery shopping and delivery searches **are at their highest of the year one week before Ramadan.**

Deeper spirituality

Prayer search queries **reach an annual peak right before** the holy month

Festive decor

YouTube content creators witness **an annual spike** in views showcasing grocery shopping and decorating journeys ahead of the season



Cooking reviews

Daily cooking needs led to a spike in recipe reviews

Reviews matter

Small kitchen appliances witness **a peak of 164%** during this season on YouTube



Fashion statement

Colorful ramadan fashion is a rising trend reflected in a **72% increase** in fashion-related content on YouTube



WEEKS 1-2

Ramadan is finally here!

The Qalam app, which creates customized, visual holiday messages, sees **an annual spike** during the holy season. Ramadan Kareem!



Spirituality peaks

There is a marked increase in downloads of religious apps and views of community service content on YouTube

Modest beauty

Beauty content on YouTube peaks during Ramadan

Themed recipes

Specifically during the first 2 weeks, search queries for "Ramadan recipes" like lentil soup peak



Sweet tooth

Dessert recipe searches on YouTube **grow twice as fast** as cooking recipes during Ramadan

Shortcuts

Consumers today searching more frequently for 10 minute or quick recipes

Men cook, too

Men's interest in food **grows by 70% vs 44%** for women during Ramadan



WEEKS 3-4

The final two weeks of Ramadan

The third phase is a period of anticipation of Eid festivities with all its gifts and glamour. There's a shift to Eid-specific ads and offerings weeks before Eid actually begins.

Beauty gets festive

Beauty shifts to vibrant trends including nail polish, festive hair care and makeup tips



Grooming for men

Research shows a **20% increase** in shaving and grooming

Restaurant fare

Food also shifts focus with an increase in searches for iftar buffets and themed suhoors outside the home

Perfect gifts

Searches for gifts begin a few weeks in advance of Eid, with increased research and purchases online as well as more mall visits

Entertainment peaks

Content by broadcasters and creators sees higher viewership and engagement during this specific time period



Prepare for pilgrimage

Searches for Umrah, the pilgrimage, **increase by 200%** in the final two weeks of Ramadan



POST RAMADAN: EID

Festive Eid is a Ramadan moment of its own

The final stage is Eid, which is a Ramadan of its own in terms of intensity and excitement. A lot of the searches for Eid happen weeks earlier, so what exactly happens during Eid?



Travel bug

People begin to search for holidays, flights and hotels to take advantage of days off work, particularly to far flung beaches and cities

Return to old habits

People start going out again, with a peak in visits to restaurants - the highest in the whole year, in fact



Gifting

Searches and online shopping for gifts peaks during Eid

Kitchen appliances are coveted

There is an eyebrow raising **2,782% spike** in searches for kitchen appliances during Eid - not for personal use, but as gifts