

# GROCERY SHOPPING TRENDS DURING RAMADAN



Food is a central focus during the Holy Month of Ramadan for Muslims all over the world. But have you ever wondered how this month impacts grocery stores and consumer shopping trends across the Middle East?

## WHAT DO CONSUMERS EXPECT

*In anticipation for Ramadan consumers expect to spend over*

# 50%

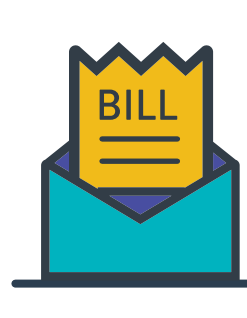
MORE ON GOODS & SERVICES

## HOUSEHOLDS SPEND MORE

During the month of Ramadan, there is a trend of household expenses shift towards groceries



Groceries make up **22%** of monthly budget



Utilities make up **14%** of monthly budget



Transportation make up **13%** of monthly budget

## WHAT ARE THE MOST POPULAR ITEMS

Not all food items see the same increase however, here are a few of the most popular categories and items

Fresh Food increases by **7%**

Non-Perishables increase by **15%**

Beverages increase by **6.5%**

## TOP PRODUCTS THAT ARE EXPECTED TO INCREASE



DATES increases by **73%**



LABAN increases by **62%**



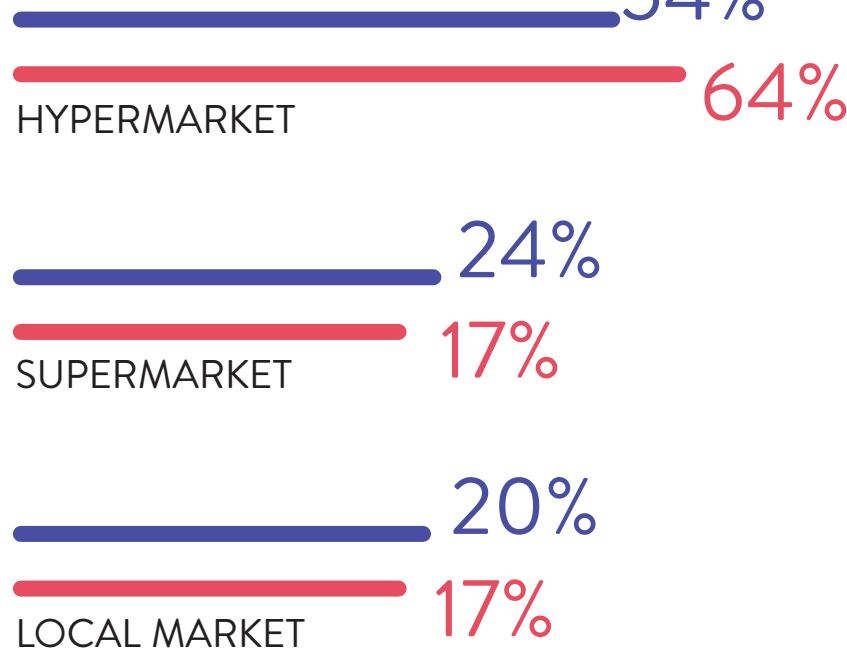
YOGURT increases by **61%**



BEVERAGES increases by **53%**

## HOW DOES SHOPPING BEHAVIOUR CHANGE

Interestingly it seems that the offline consumers behaviour shifts towards larger Hypermarkets during the month of Ramadan with less time spent at smaller grocers.



## ONLINE GROCERY SHOPPING DURING RAMADAN

In general, online sales increase in the lead up to and during Ramadan with a noticeable drop during Eid el-Fitr.

Online Shopping spikes as much as **110%** in the lead up to Ramadan

**37%** of shoppers prefer to use an app to complete their purchases

## KEY ONLINE GROCERY SERVICES



INSTASHOP



TODOORSTEP



SOUQ.COM

## THOUGHTS FROM INDUSTRY LEADERS



The past several years have seen high demand for grocery delivery during Ramadan primarily due to:

- Tiredness during the fasting period
- High heat summer weather

Order timings heavily influenced by the day time fasting with orders peaking right after Iftar and during late night hours, just before Suhoor.



The online grocery experience is starting to appeal to more consumers during Ramadan as it eliminates 3 major pain points:

- Navigating over crowded parking lots
- Carrying large amounts of groceries through a supermarket, due to carts running out
- Waiting in extra-long checkout lines

On demand delivery is the next key step to make online shopping a go to tool during Ramadan allowing people to order missing items within an hour.

## WHAT TYPE OF DISCOUNTS ARE CONSUMERS LOOKING FOR?

Although customers are expecting a spike in the price of groceries they're also going to be looking for special offers...

## THE TOP PROMOS CUSTOMERS WILL BE LOOKING FOR



**50%** of consumers want BUY 1 GET 1



**50%** of consumers want PRICE DISCOUNT



**36%** of consumers want CASHBACK

## BREAKING FAST

After everything has been purchased, how does the Middle East like to break their fast?



**80%** prefer to break their fast at home



**7%** prefer a family members home



**13%** restaurants or fast food

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