



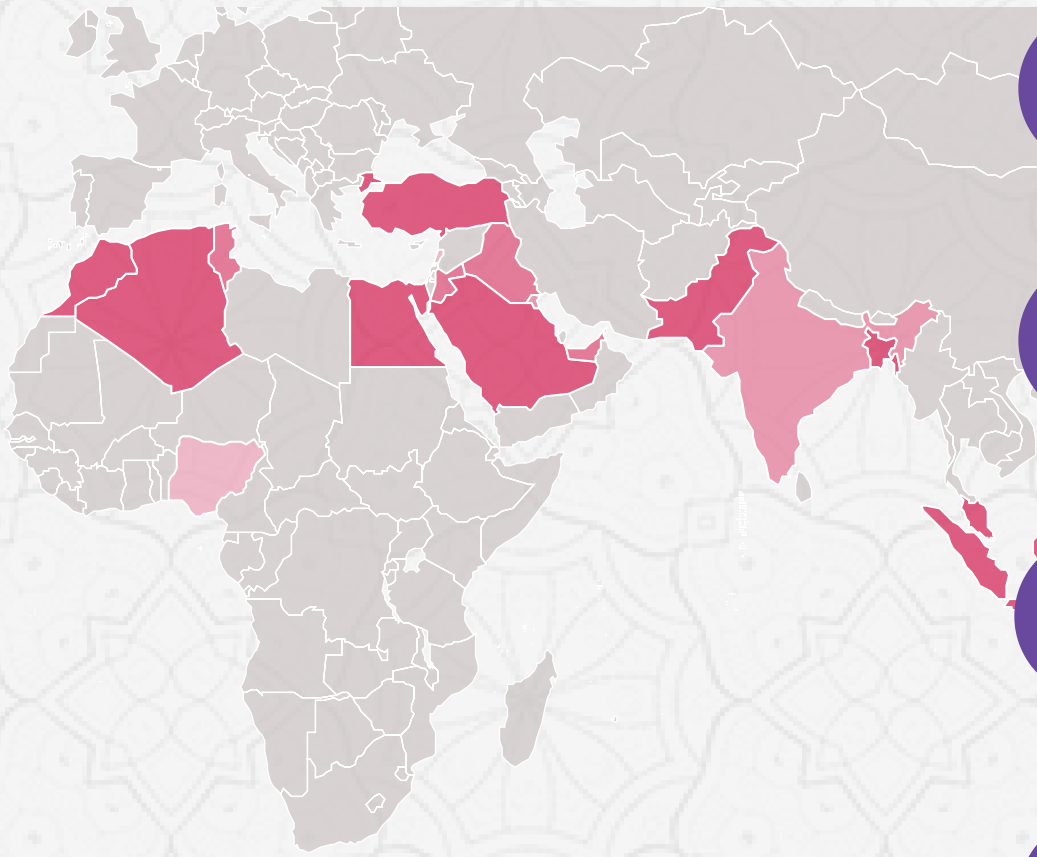
Ramadan Global Survey 2021

How will 2021 Ramadan look like? Global results

Survey Topline



Ramadan, the biggest festival of Islam, is a time of worship, purification and self-control for 1.8 billion Muslims worldwide. TGM Research asked over 9,000 people from 17 countries to learn about their Holy Month plans this year.



Background information about the country and the survey sample size.

RAMADAN RUNDOWN

Pre-Ramadan

Time for Ramadan preparations, grocery shopping and adding a festive air to the household by decorating and preparing for the guests.

1-12 April

'Ramadan Kareem!'

Beginning of Ramadan. Time for self-reflection and spiritual celebration.

13th April

Mid of Ramadan

Atmosphere changes to celebration and entertaining. Beginning of preparations for Eid and closing of Ramadan.

30th April

Eid-al Fitr

Finally fast is over. Traditionally a gifting and travelling season, with high intensity and excitement

14th May

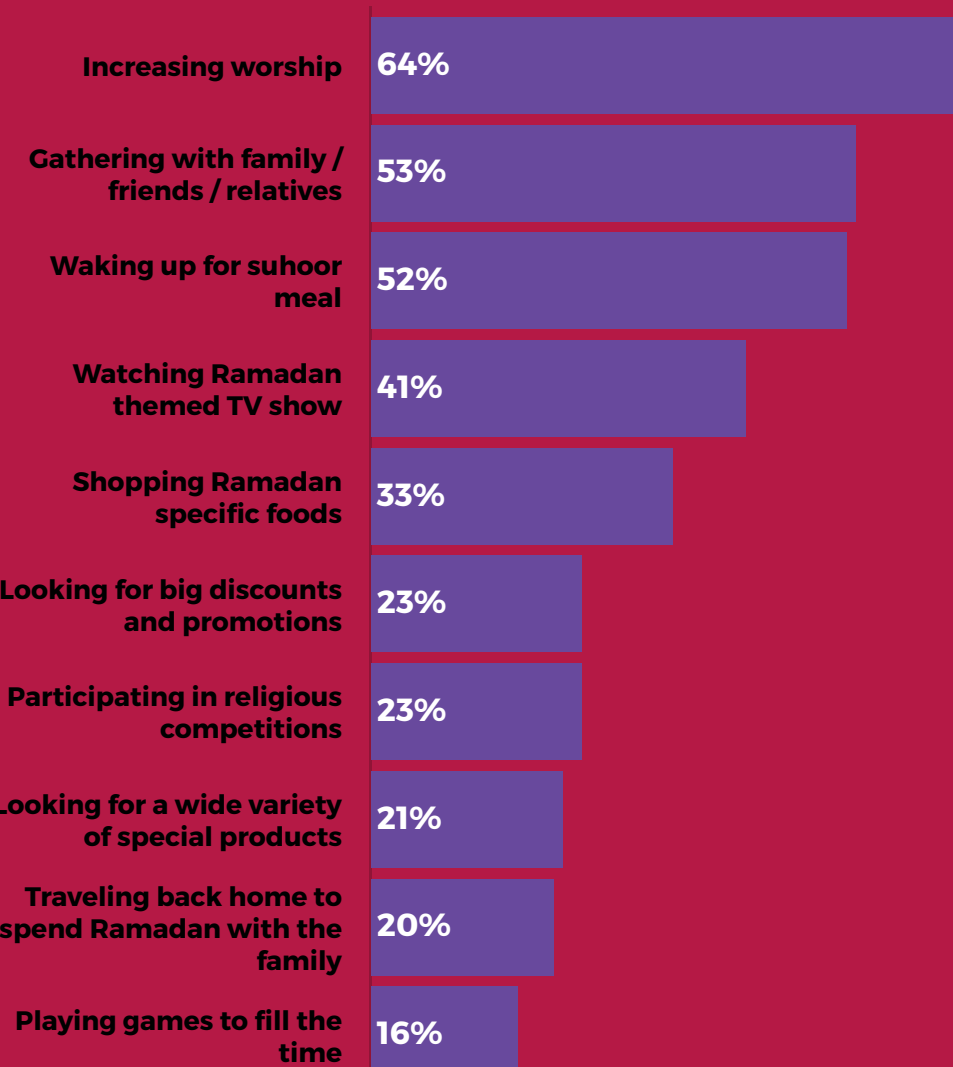
RAMADAN CELEBRATIONS

All countries

98% Muslims celebrate Ramadan



Which activities do you plan to do for the upcoming Ramadan?



Will you be fasting this Ramadan 2021?

95% Yes No



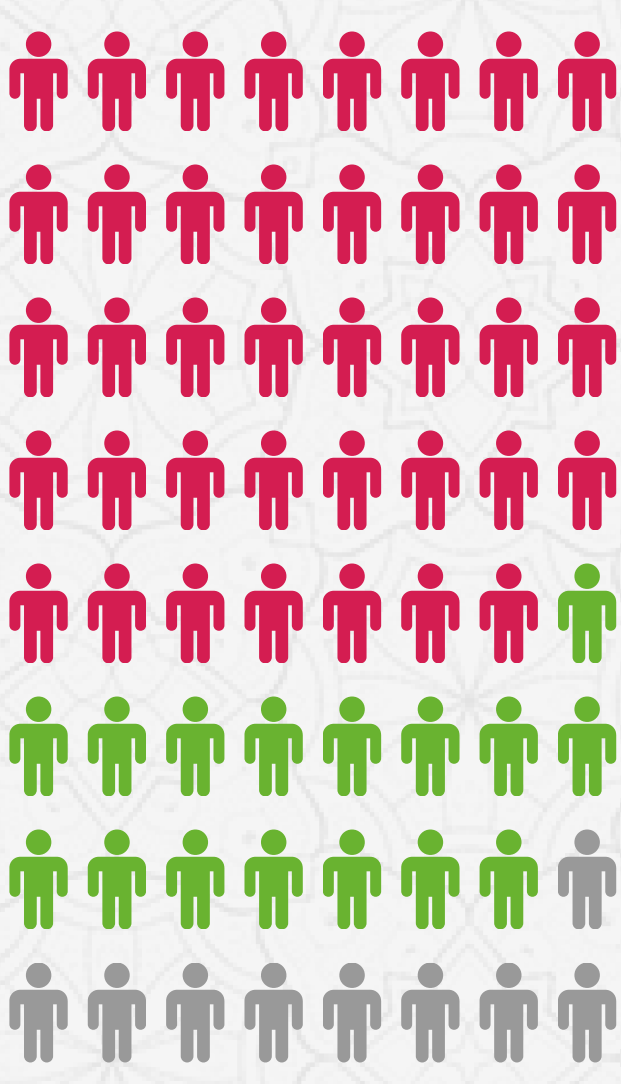
Fasting is one of the most important parts of the Ramadan celebrations. The fast is broken every evening with a communal evening meal or Iftar.

Source: TGM Ramadan Global Survey, Sample Size: N=9611

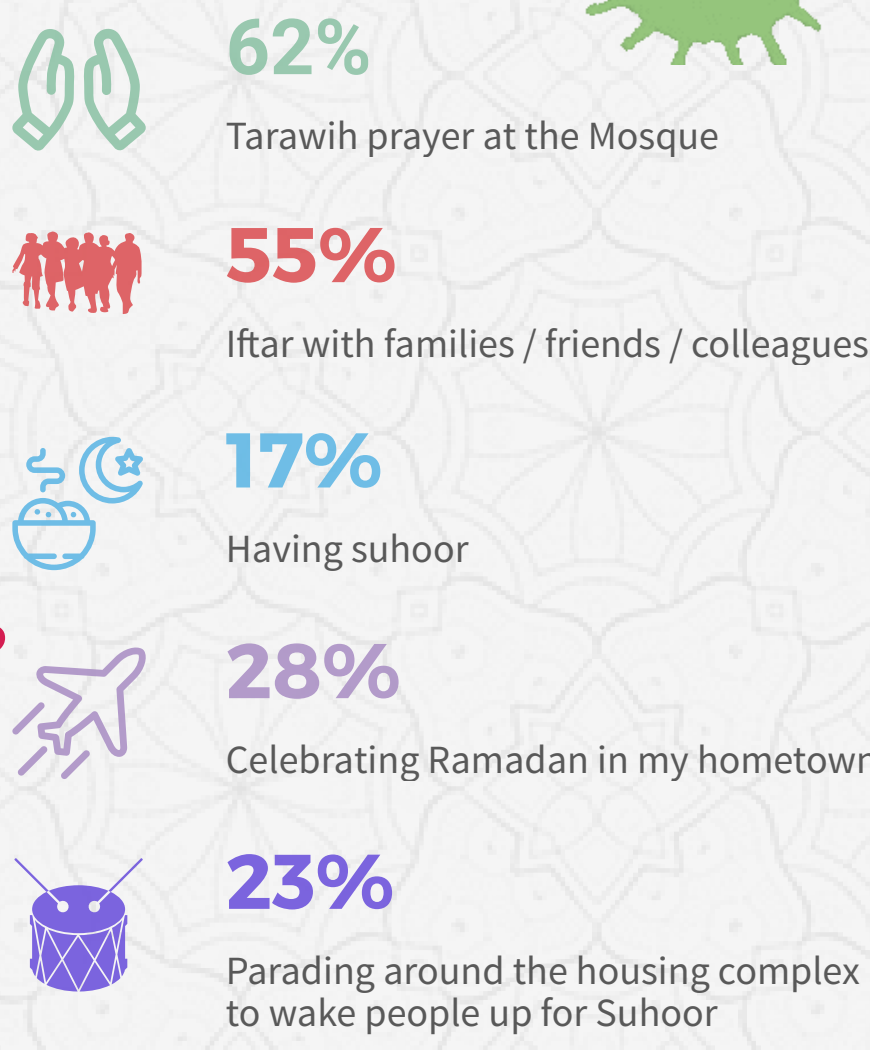
RAMADAN & COVID

Will pandemic restrictions affect your ability to celebrate Eid this year?

69% said Yes



What will you miss?



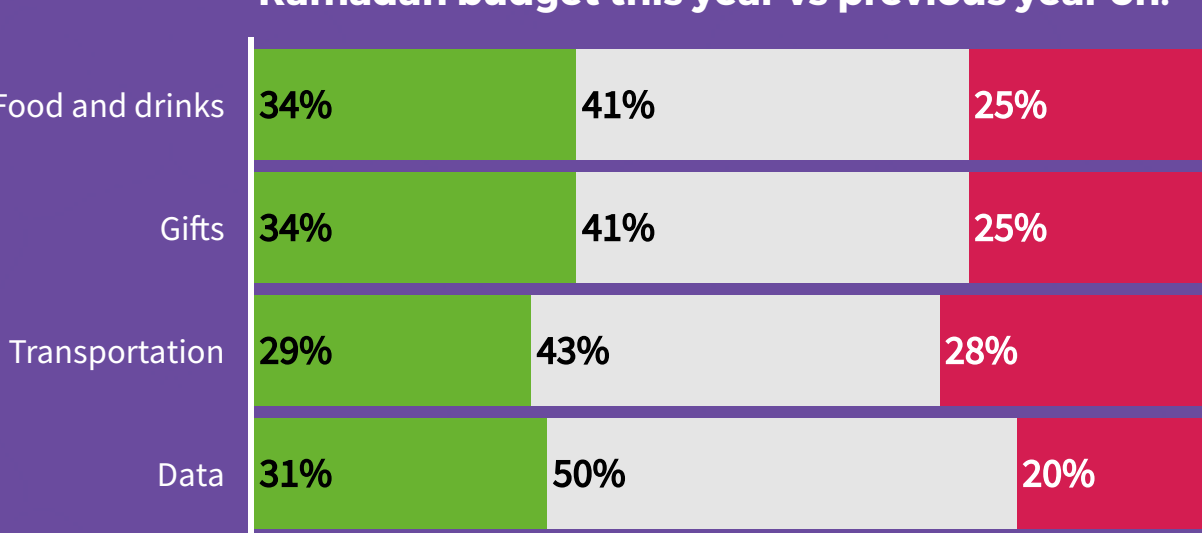
Source: TGM Ramadan Global Survey, Sample Size: N=9611

Results for: All countries

All countries

SHOPPING & TRAVEL

Ramadan budget this year vs previous year on:



I will spend more I will spend about the same I will spend less

Will you take a loan to finance Ramadan expenses?

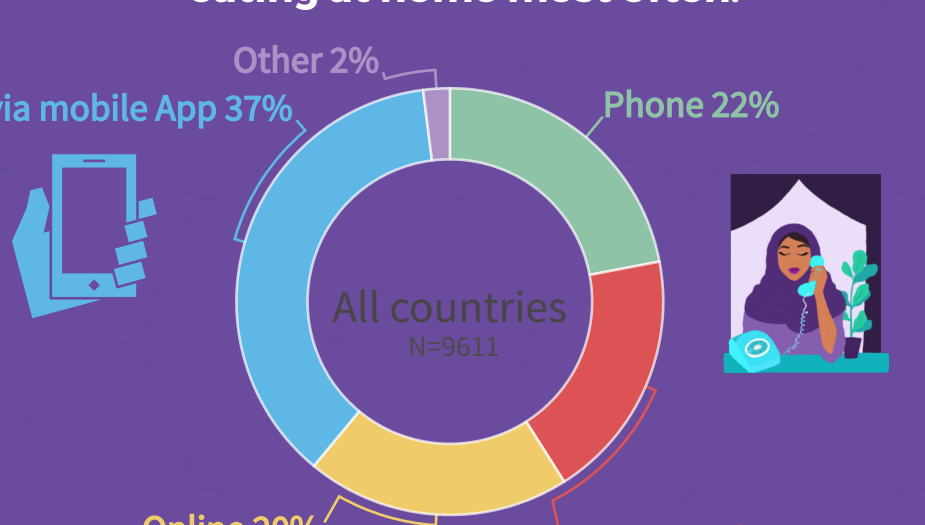


Yes No

When eating at home during Ramadan, I will get my food from:



How do you order food when eating at home most often:

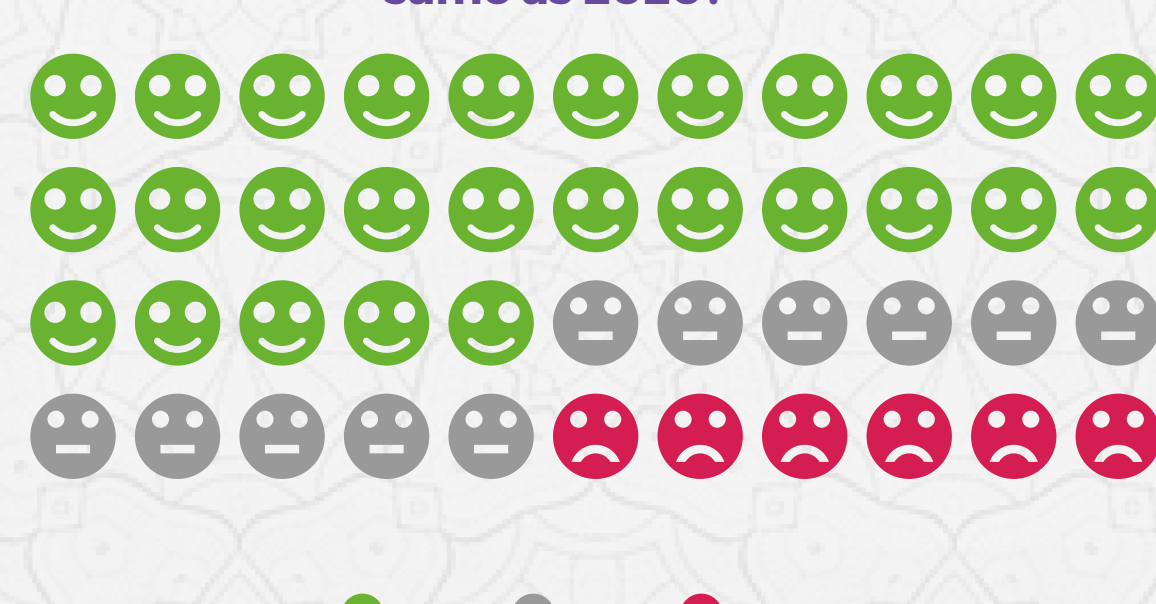


Do you plan to visit your hometown for the upcoming Ramadan?



YEAR AHEAD

Do you think 2021 will be better, worse, or the same as 2020?



62% say this year will be better...

...and we wish you so! Ramadan Kareem!

Source: TGM Ramadan Global Survey, Sample Size: N=9611
Data is broadly representative for the online population in surveyed countries