



Ramadan Global Survey 2021

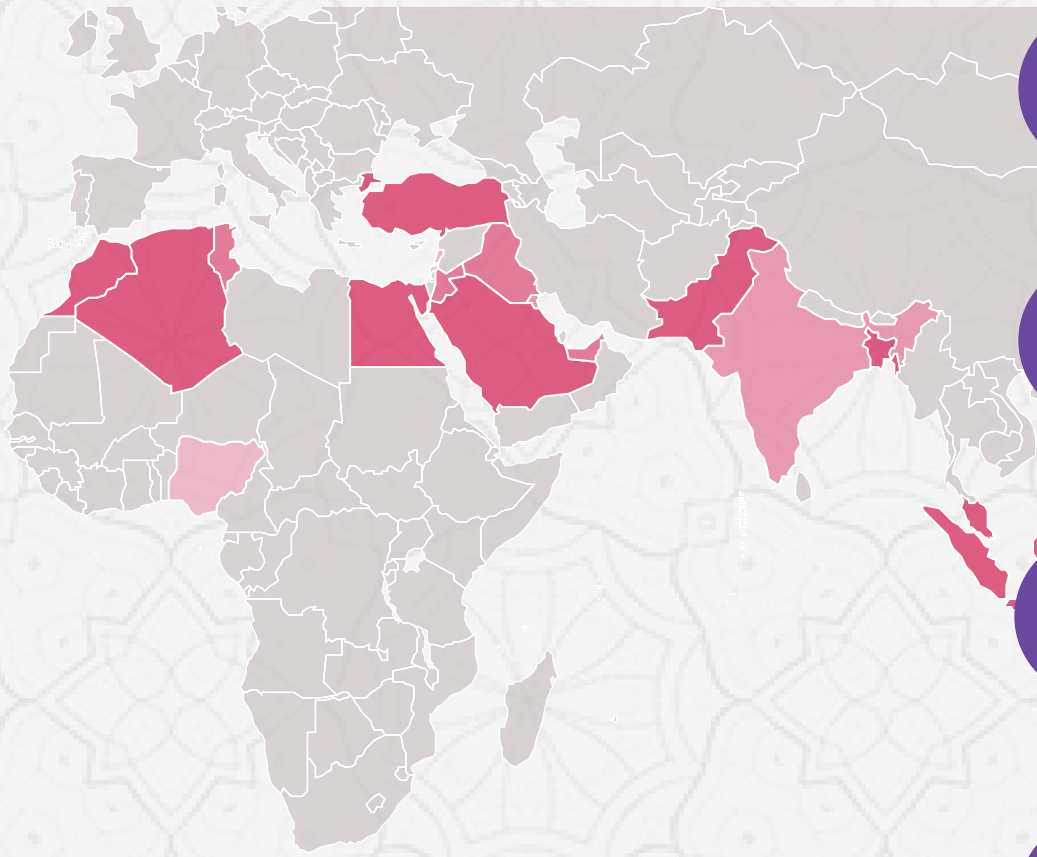
How will 2021 Ramadan look like?
Global Results

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.

RAMADAN RUNDOWN



- 1-12 April**
Time for Ramadan preparations, grocery shopping and adding a festive air to the household by decorating and preparing for the guests.
- 13th April**
'Ramadan Kareem!'
Beginning of Ramadan. Time for self-reflection and spiritual celebration.
- 30th April**
Mid of Ramadan
Atmosphere changes to celebration and entertainment. Beginning of preparations for Eid and closing of Ramadan.
- 14th May**
Eid-al Fitr
Finally fast is over. Traditionally a gifting and travelling season, with high intensity and excitement

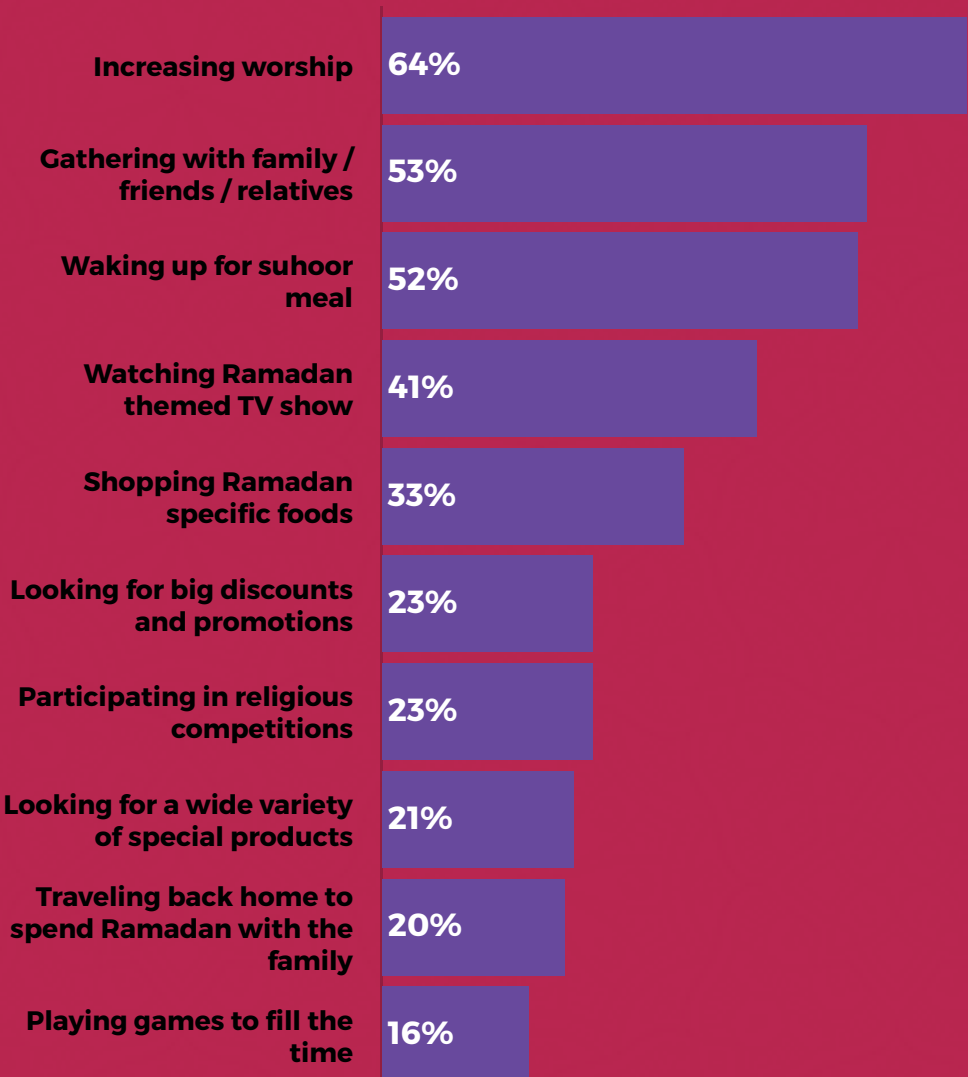
Background information about the country and the survey sample size.

RAMADAN CELEBRATIONS

All countries

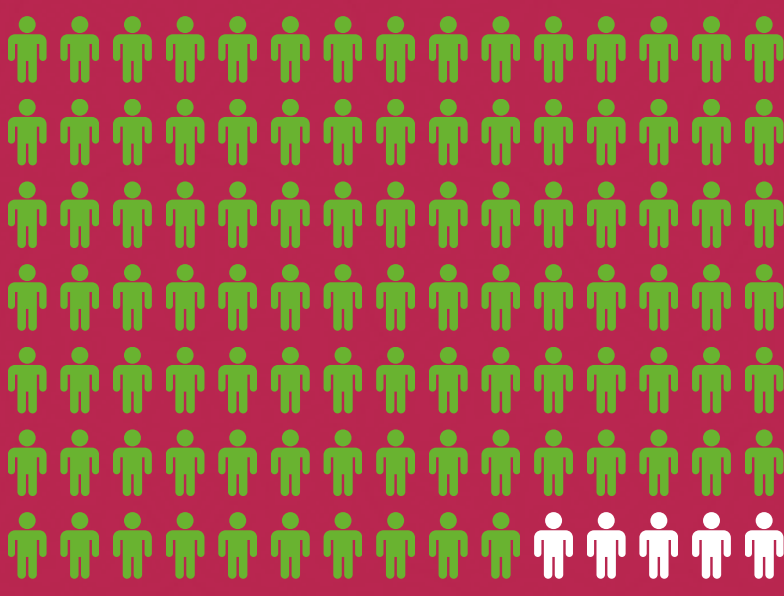
98% Muslims celebrate Ramadan

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



Will you be fasting this Ramadan 2021?

95% Yes No



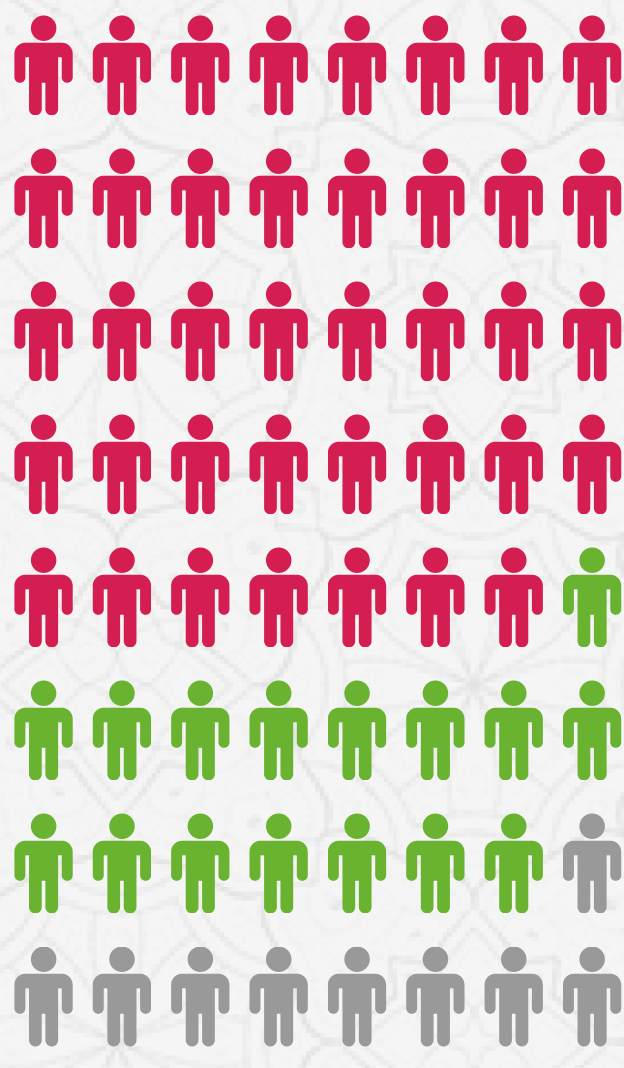
Fasting is one of the most important parts of the Ramadan celebrations. The fast is broken every evening with a communal evening meal or Iftar.

Source: TGM Ramadan Global Online 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?

- 62%** Tarawih prayer at the Mosque
- 55%** Iftar with families / friends / colleagues
- 17%** Having suhoor
- 28%** Celebrating Ramadan in my hometown
- 23%** Parading around the housing complex to wake people up for Suhoor

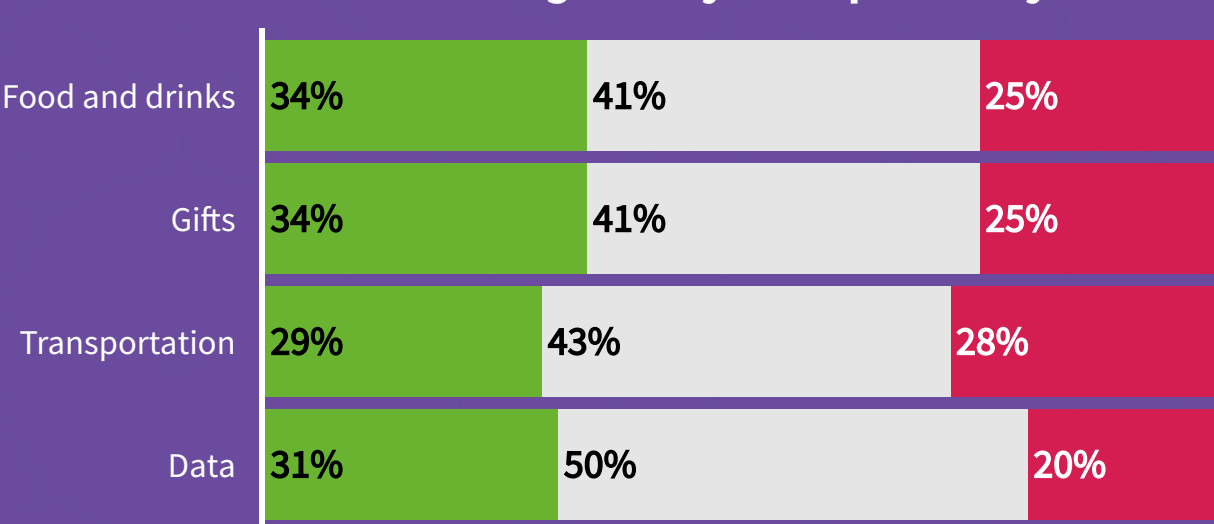
Source: TGM Ramadan Global Online Research, Sample Size: N=9611

Results for: All countries

All countries

SHOPPING & TRAVEL

Ramadan budget this year vs previous year on:



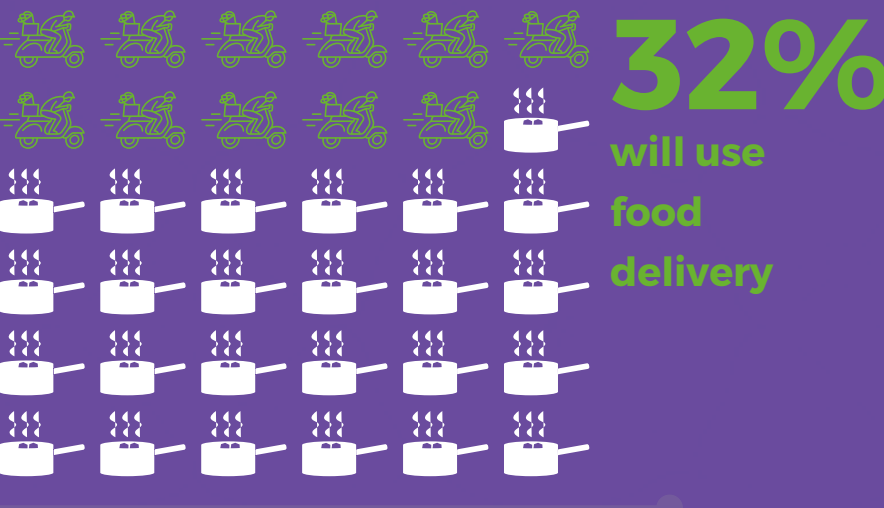
I will spend more I will spend about the same I will spend less

Will you take a loan to finance Ramadan expenses?

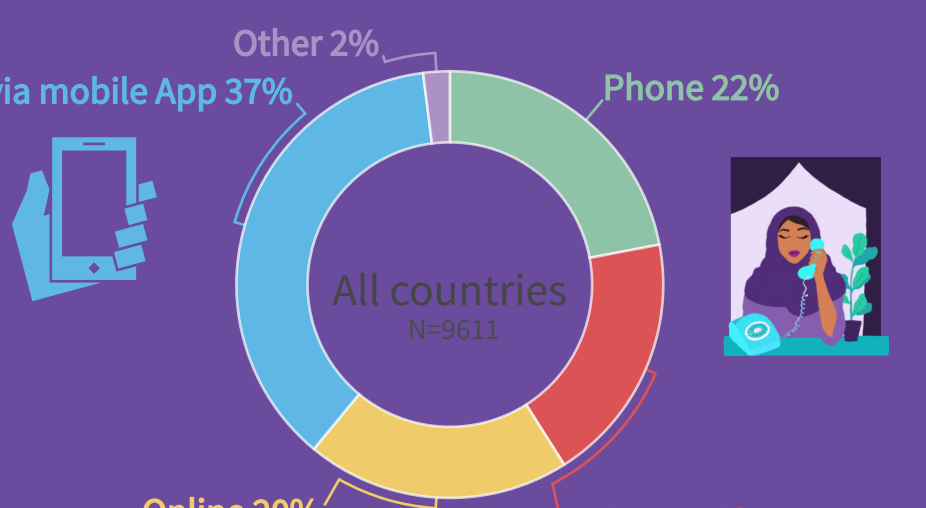
18% Yes No



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 Online Survey, Sample Size: N=9611
Data is broadly representative for the online population in surveyed countries