

UAE RAMADAN IN THE NEW NORMAL

POWERED BY **tonic** **gpsi**

The insights division of Tonic Worldwide

Following traditions have taken a new avatar in 2020-21, but people have constantly found unique ways to keep it alive together, virtually. Tonic Worldwide shares key shifts in habits for this Ramadan in the new normal.



FROM HIGH ON INDULGENCE TO HIGH ON CHARITY

Ramadan 2021 seems to have further ignited the willingness to help the needy with a surge in positive sentiment.

240%↑

CHARITY

IMPLICATION: Brands can participate in this "charity sentiment", helping consumers feel good about it.

FROM BINGE EATING TO CLEAN EATING

Consumers opt for a healthier Ramadan with healthy Iftar recipes this season.

IMPLICATION: Brands should make healthy celebratory.

66%↑

SEARCHES RELATED TO HEALTHY EATING PRE-RAMADAN 2021



FROM PARTYING MORE TO GIFTING MORE

63%↑

POSITIVE SENTIMENT TOWARDS GIFTING

increase in positive sentiment for the topic "Gifting" in Pre-Ramadan 2021 compared to 2020.

IMPLICATION: Brands can amplify gifting this Eid, by helping consumers indulge in gifting.

FROM OUTDOOR FOCUS TO INDOOR FOCUS

Staying indoors inspires Emiratis, with conversations around Home decor and home design seeing a boost compared to last year.

IMPLICATION: This Ramadan, home decor is not just for Iftar and Eid parties, it is more personal. Brands, take note!

46%↑

INCREASE IN POSITIVE CONVERSATIONS



To learn more, please visit www.tonicworldwide.com/deep-listening