

ASSEMBLY

2026

RAMADAN GUIDE

An insights-led framework for MENA brands



AGENDA

- 01 Introduction
Context for Ramadan 2026
- 02 Consumer & Market Insights
How behaviors and intent shift
- 03 Consumer Journey
Daily rhythms and key moments
- 04 Strategic Approach
How brands show up meaningfully
- 05 Media Takeovers & Innovations
Where impact is amplified
- 06 The Core Takeaways
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01. Introduction



As we approach Ramadan in 2026, the holy month is continuing to transcend its traditional boundaries. Driven by demographic shifts and a dual desire for spiritual depth and cultural expression, Ramadan is evolving into a broader *“lifestyle ecosystem.”*

This evolution reflects a deeper shift in how the month is experienced. Ramadan now extends across faith, family, wellness, social life, and daily routine, shaping not only when people engage, but how they choose to live during the month.

In this context, brands face a more nuanced challenge. Success is no longer defined by visibility alone, but by the ability to move from mere disruptors to meaningful companions. This requires navigating the delicate balance between the *“sacredness of the holy month and the cultural celebration of community.”*



This whitepaper outlines Assembly’s strategic framework for helping brands engage with Ramadan in a way that is respectful, consistent, and culturally attuned, across the full journey before, during, and after the month.



02. Ramadan Consumer & Market Insights





The Story Arc

1

The Shifting Sands of Tradition

Ramadan is being shaped by demographic change and evolving lifestyles across the region. The question is no longer whether cultural expressions are changing, but how these shifts interact with the core tenets of the holy month.

What's changing is not the meaning of Ramadan, but how that meaning is lived.

2

The Duality of Ramadan: Balancing Culture and Religion

The challenge for brands is not to choose between culture and religion, but to understand the authentic balance between the two. This balance varies across audiences, markets, and moments, yet remains rooted in shared values.

Relevance comes from respect, not simplification.

3

Understanding the Ramadan Feeling: Emotion Is The Metric

Ramadan follows its own emotional rhythm, from Suhoor to Iftar and beyond. Energy, attention, and intent shift throughout the day, creating moments where connection feels natural and moments where it does not.

Emotion, not exposure, defines engagement during Ramadan.

4

The Pivot: Brands Must Stop Interrupting And Start Assisting

As attention becomes more selective, interruption loses its effectiveness. Brands that add value by supporting routines, rituals, and needs earn permission to be present.

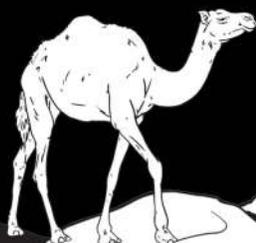
This is where brand behavior matters more than brand messaging.

5

The Outcome: Amplifying Tangible Value and Utility

With cooler weather anticipated, Ramadan 2026 is likely to be more social and more public. Brand strategies must extend beyond the home into shared spaces, offering tangible value that fits naturally into how people live during the month.

Utility emerges through relevance and timing.

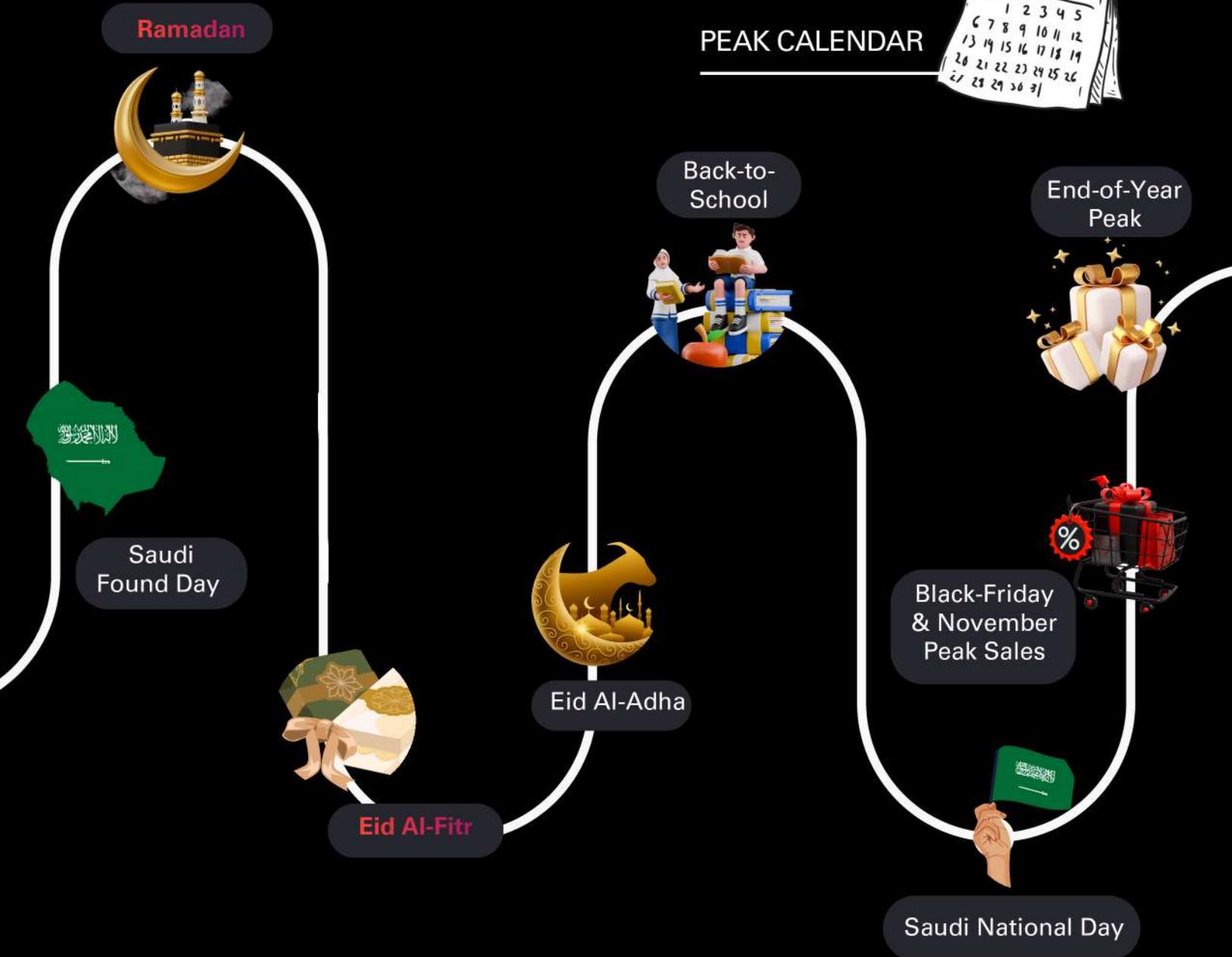




Ramadan has grown to become one of the biggest peak seasons in MENA

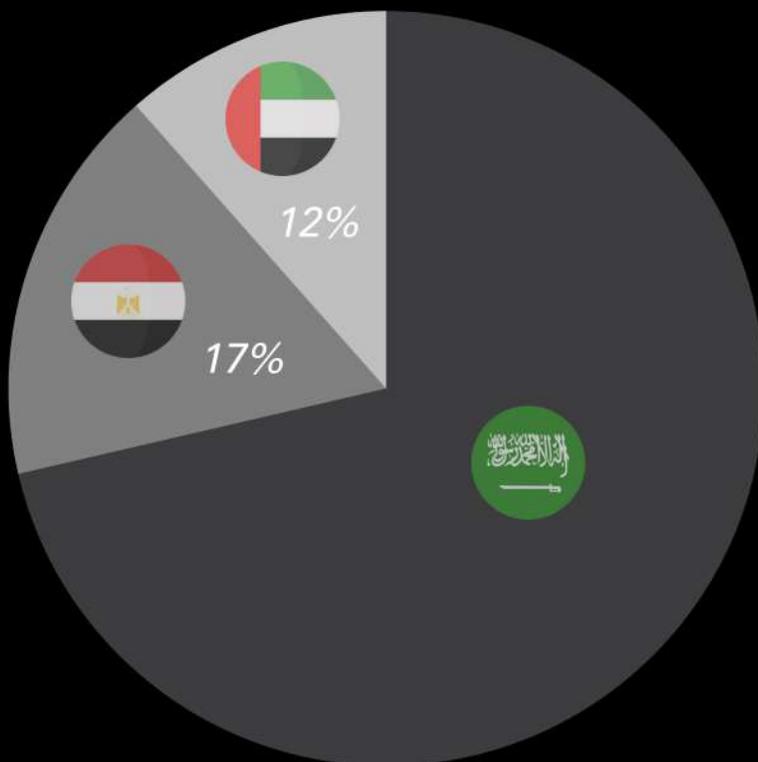
Ramadan

PEAK CALENDAR





KSA dominates Ramadan conversations, but UAE engagement is rapidly accelerating



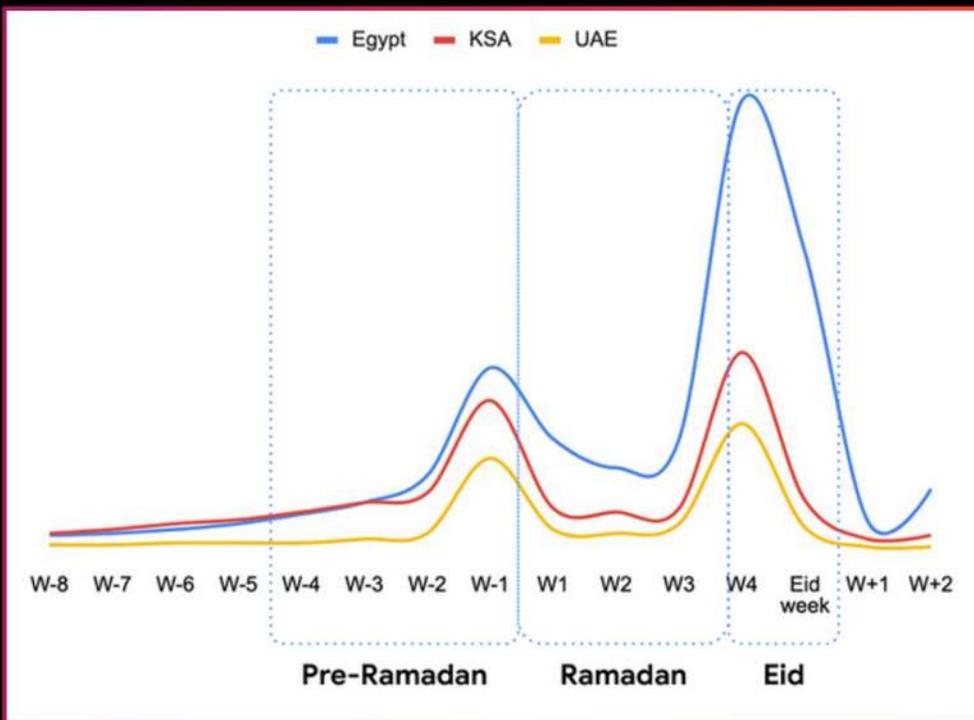
Social Chatter Around Ramadan
(Feb–Apr, 2023–2025)

UAE has shown steadily rising Ramadan engagement over the past 3 years, growing by

+23%



Planning begins early with interest **spiking 4 weeks before** the crescent



Source : Google Ramadan Insights

Y-O-Y GROWTH:



+12%



+19%



+28%



However, consumer mindsets are shifting from simple 'experience' to 'conscious living'



| | 2023 | 2024 | 2025 |
|-----|---|--|--|
| UAE | <p>Experiential & inclusive Ramadan</p> <p>Shaped by shared public moments, cultural inclusivity, & immersive experiences</p> | <p>Cultural-spiritual blend</p> <p>Cultural expression & spiritual intention coexist</p> | <p>Community growth & conscious living</p> <p>Purpose-driven Ramadan centered on giving back, mindful habits, and sustainable living</p> |
| KSA | <p>Core worship + early media ecosystem</p> <p>Devotion-led Ramadan supported by a growing media and content layer</p> | <p>Dual engine: faith + entertainment</p> <p>Spiritual rituals remain strong, while expanding Ramadan dramas & media shape nightly routines</p> | <p>Advanced Ramadan lifestyle ecosystem</p> <p>Evolves into a full lifestyle season combining faith, entertainment, food culture, and social events</p> |
| EGY | <p>People's Ramadan + TV drama Content</p> <p>People-driven Ramadan defined by tradition, family warmth, and Egypt's signature drama ecosystem</p> | <p>Spiritual deepening + wellness focus</p> <p>Shift toward calmness, balance, healthier routines, & spiritual practices</p> | <p>Tradition meets modern creativity</p> <p>Classic Egyptian rituals blend with new creative expressions in décor & media</p> |

Source : Social Listening (UAE, KSA, Egypt)



This also reflects in numerous occasions and factors defining the Ramadan essence

What people love most about Ramadan - Top 8

27%

Spirituality



17%

Family and social gatherings



16%

Fasting



12%

Iftar meal



9%

Tarawih prayers



9%

Ramadan's atmosphere



5%

Reciting the Quran



2%

Charity and good deeds

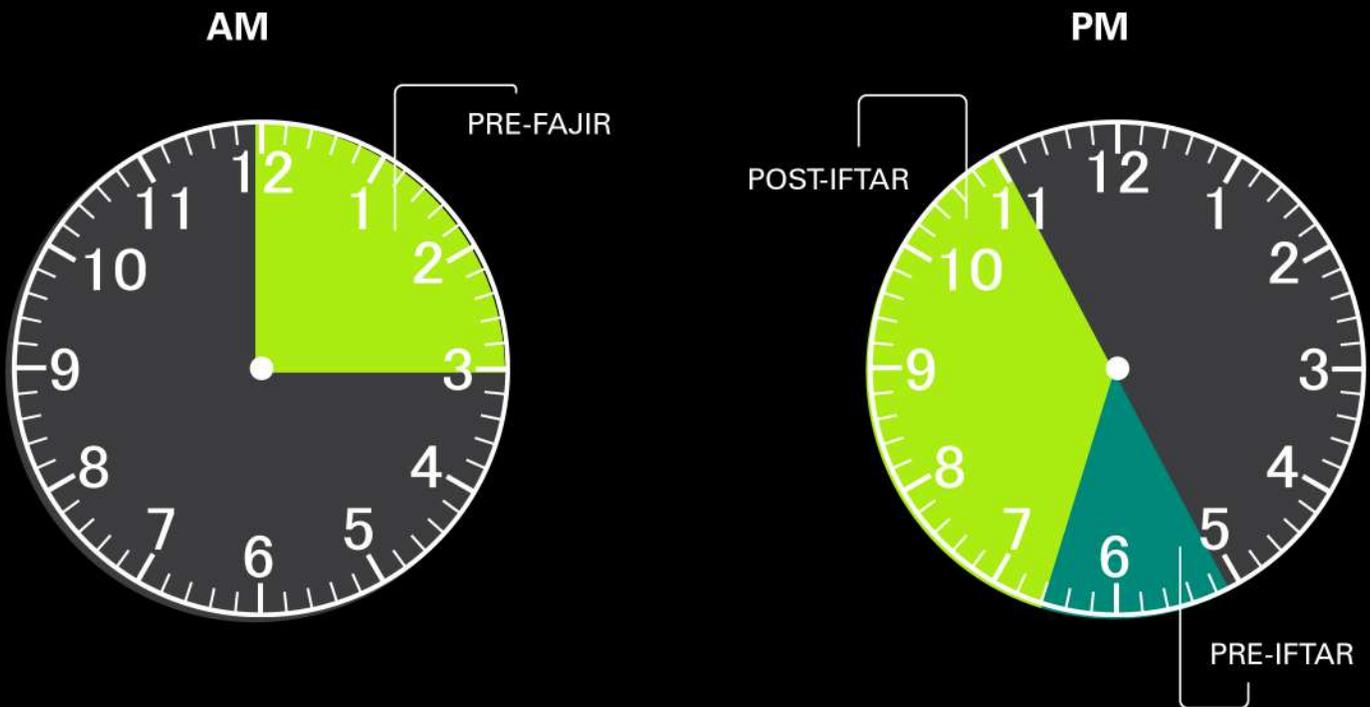




With conversations spiking post-Iftar and before Fajr: These moments offer opportunities to engage

Social Media conversations / posts behavior during Ramadan (Feb-Apr, 2023-2025)

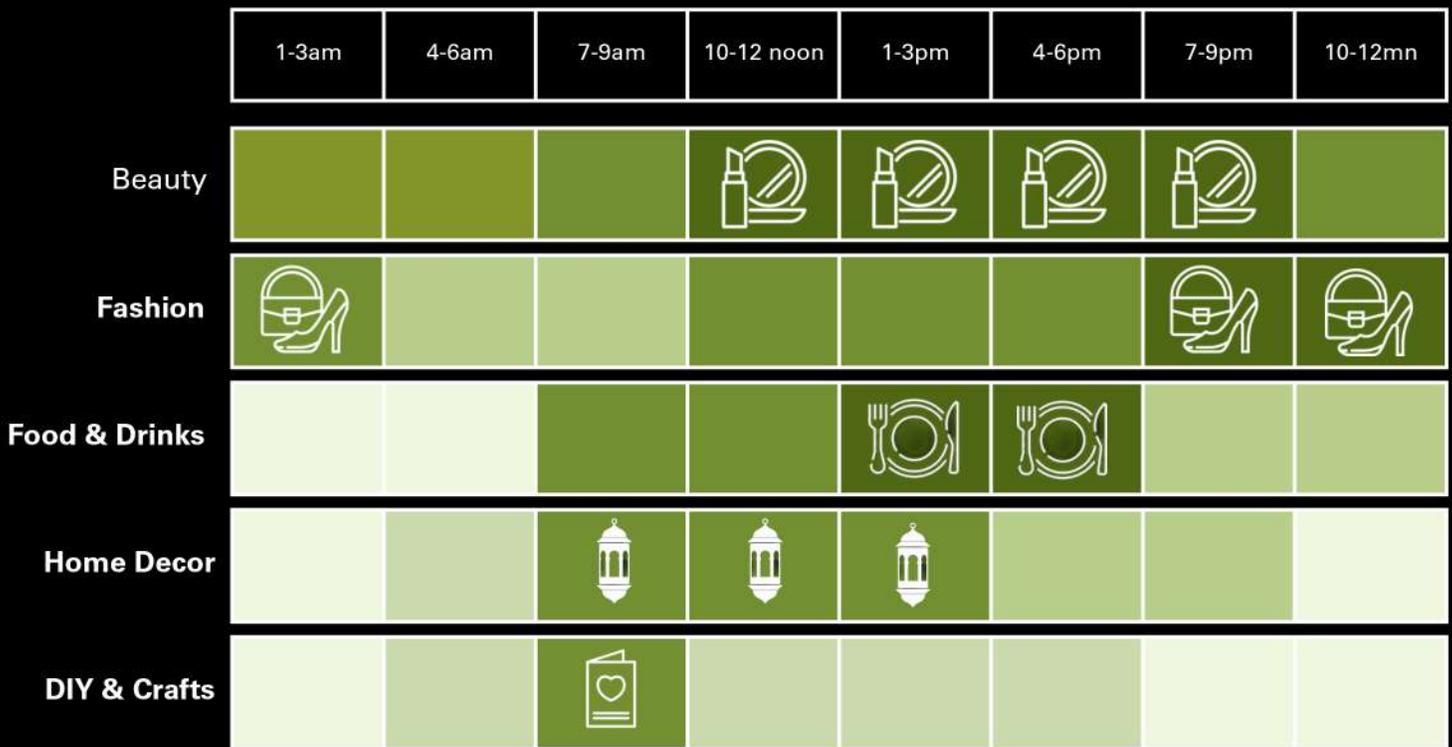
Source : Social Listening (UAE, KSA, Egypt)



✖  ✖ More conversations in UAE occurs mid-day



Pinterest browsing reveals when ideas are discovered and when they are shared, both aligning around Iftar and Fajr



Source : Pinterest Ramadan Deck (MENA)

Example search terms that peak across the day

ملابس الصلاة
(prayer clothes)

ترتيب سفرة
(table arrangements)

مقبلات رمضان سهله
(easy ramadan appetisers)

ملابس تنسيق
(coordinating outfits)

دراعات رمضان
(ramadan dresses)

مكياج نهاري
(daytime makeup)

تحلية لرمضان
(ramadan desserts)

تحضيرات العيد
(eid preparations)

طلا و جواهر
(tala & jawhar)

تسريحات شعر اطفال
(children's hairstyles)

حنه اماراتي
(Emirati henna)

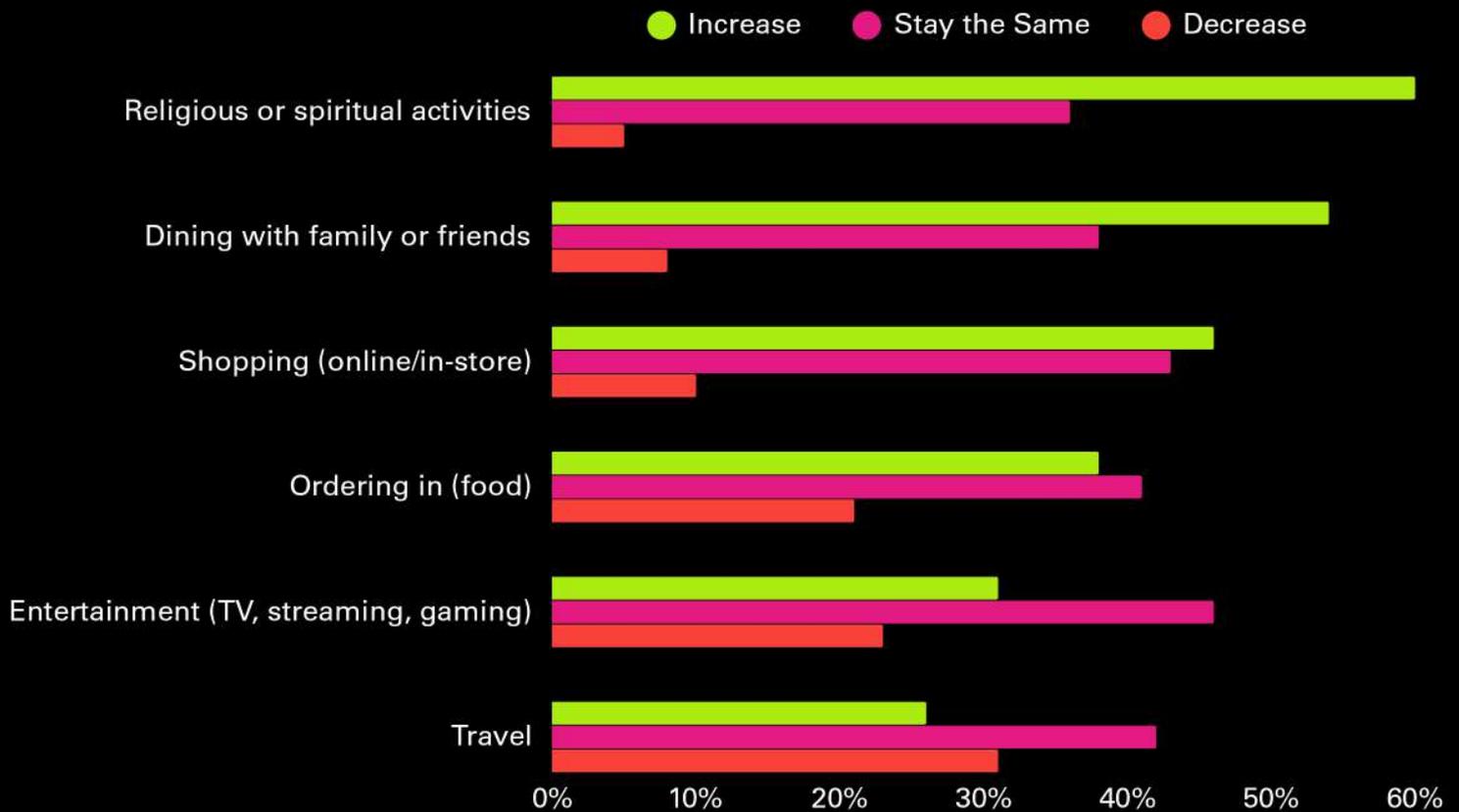
مكياج عيد الفطر
(Eid al-Fitr makeup)



Spirituality still anchors Ramadan, even as behaviors shift



How does Ramadan reshape the time people spend across daily activities?



Source : YouGov Ramadan Whitepaper 2025 (UAE & KSA)

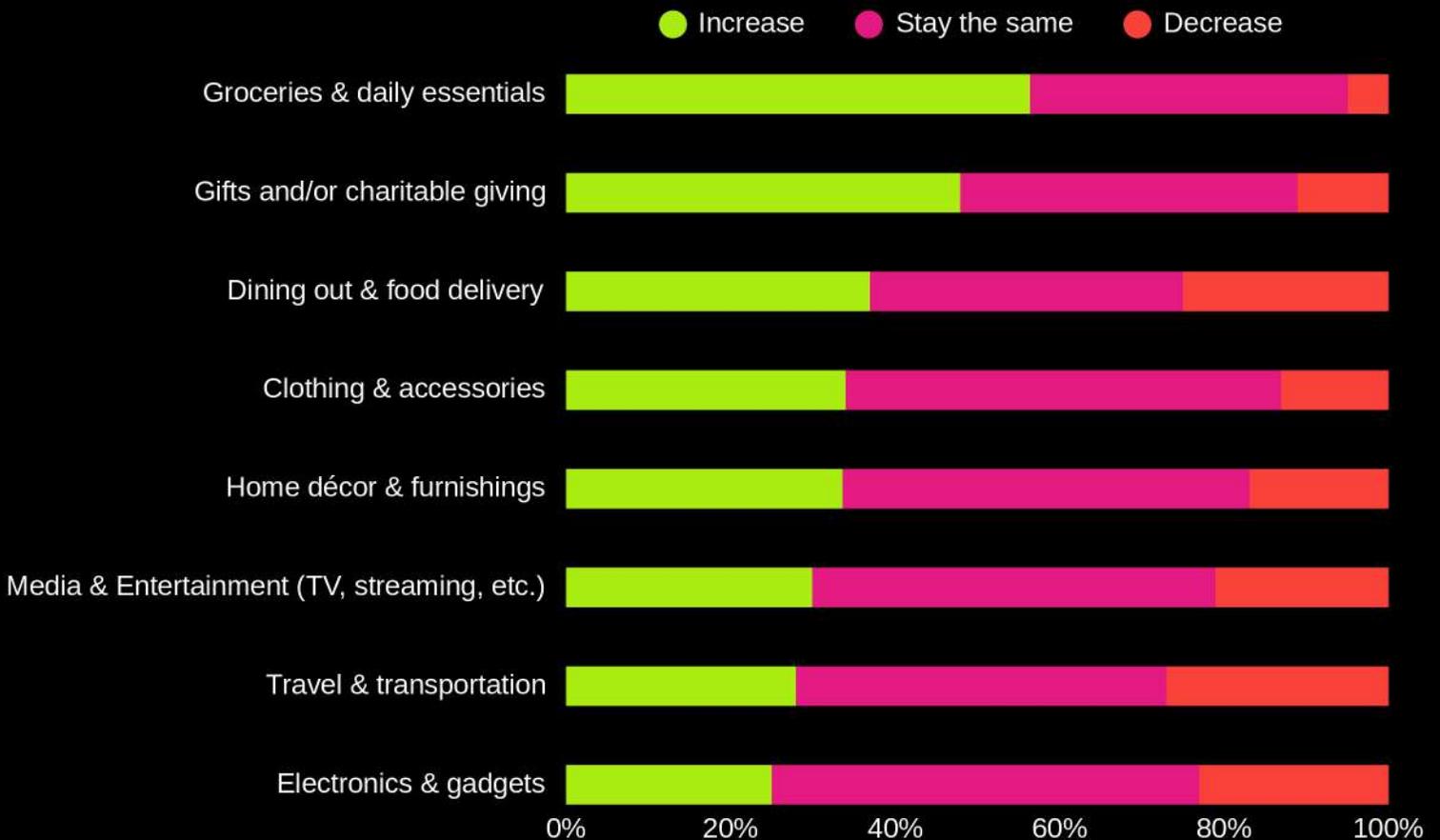


As priorities shift, spending becomes more intentional



How does spending intent shift across key categories during Ramadan?

Changes in Spending Habits During Ramadan vs the Rest of the Year



Source : YouGov Ramadan Whitepaper 2025 (UAE & KSA)



But is culture overpowering tradition?



Fewer Gatherings around Iftar are thought to have lessened the traditional Ramadan spirit

As people spend more time indoors, they concentrate on decorating their spaces to enhance the festive feel



Believe the spirit of Ramadan doesn't feel as strong as it did in the past



Decorate their house during Ramadan



Feel that nowadays, fewer people gather around the iftar tables as compared to the past



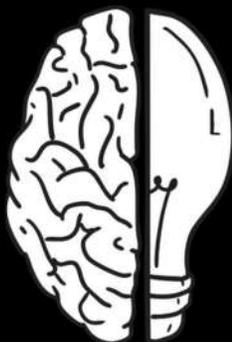
Believe that decorating and creating a festive atmosphere at home is an essential part of Ramadan customs

Source : Ipsos Ramadan Handbook



Key Takeaways

- +** **The strategy cannot remain static for 30 days.**
Media flighting must follow the consumer's emotional arc across the month.
- +** **Digital behavior is shaped by Post-Iftar and Pre-Fajr moments.**
Media scheduling must move beyond standard always-on approaches.
- +** **The rise of meaningful companionship and a cooler, outdoor Ramadan** calls for a re-evaluation of formats and environments.
- +** **As conscious living and wellness take priority,** content must move beyond entertainment, with media placements aligned accordingly.



What this means for brands

Ramadan success will depend less on scale and more on timing, tone, and relevance across the full month.

03. Ramadan Consumer Journey





Ramadan is an emotional journey brands must adapt tone, intent, and presence at every stage

Pre-Ramadan



Preparation & anticipation



Inspire, don't sell

Early Ramadan



Reflection & wellbeing



Be present, be gentle

Mid Ramadan



Giving & generosity



Enable meaningful action

Eid Week



Celebration & expression



Celebrate with relevance



Ramadan reshapes **when, why, and how** people engage with content

| | |
|----|--|
| 01 | Short Form Video Post-Iftar decompression & entertainment |
| 02 | Community Conversations Late-night connection & shared rituals |
| 03 | Social Shopping Quiet, intentional purchasing before Suhoor |





Creators are trust accelerators during Ramadan

61%

Of users were inspired to **discover other products, initiate research on or remember the brand** for future reference.

68%

Of users interacted with the creator, discussed the product/brand with others, followed the brand or participate in challenges.

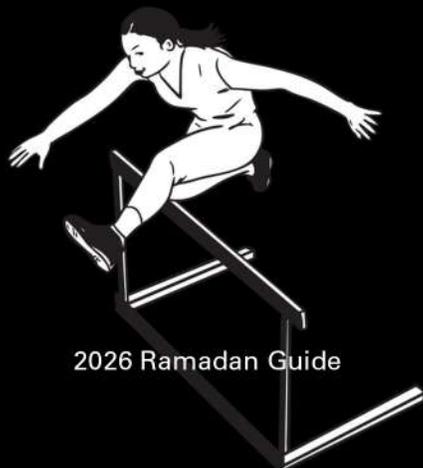
58%

Of users **saved the video, added the product to wishlist, or visited an online/offline store** to survey the product.

2 in 5

Users went on to **purchase a featured product or were willing to try the product for the first time** based on a creator's recommendation.

Source : TikTok Marketing Science MENA, TikTok Ramadan & Eid Research, Conducted by Ipsos 2025





Authenticity is the entry point, values are the differentiator

Embrace Warmth & Respect

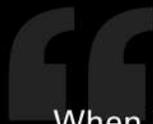
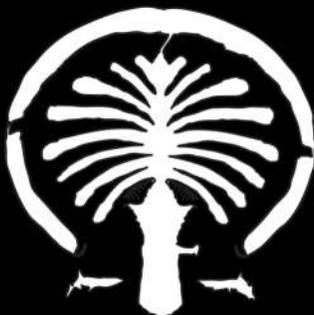
Authenticity earns permission. Values sustain relevance

Use Soft, Emotional Visuals

Let serenity, family moments, and reflection lead the story

Lead with Values, Not Products

Show how you support Ramadan before what you sell.



When brands approach Ramadan with authenticity and cultural intelligence, they become trusted companions in the journey rather than opportunistic outsiders. This meaningful presence creates lasting relationships that extend far beyond the holy month."



How brands should show up during Ramadan



What to prioritize

- ✓ Culturally respectful visuals and tone
- ✓ Value-led content over volume
- ✓ Creators with lived cultural fluency
- ✓ Meaningful moments of support and generosity
- ✓ Presence aligned with evening and late-night rhythms



What to avoid

- ✗ Overtly promotional or hard-sell messaging
- ✗ Interrupting spiritual content
- ✗ Generic, one-size-fits-all Ramadan creative
- ✗ Aggressive sales tactics or insensitive humor
- ✗ aggressive sales or loud formats

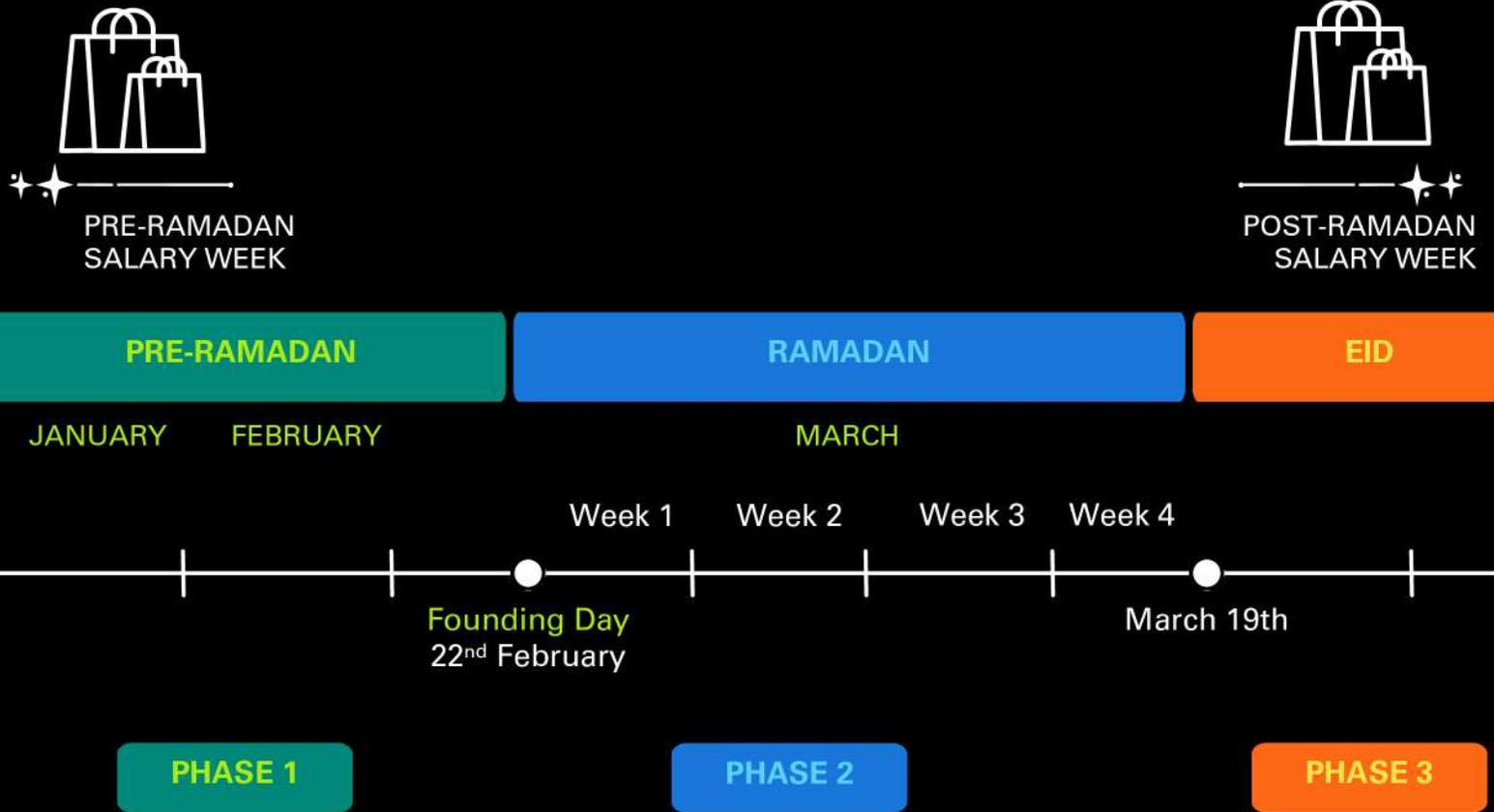


04. Ramadan Strategic Approach





A 3 Phase Framework for Driving Impact Across Ramadan & Eid





Phase 1

Pre-Ramadan

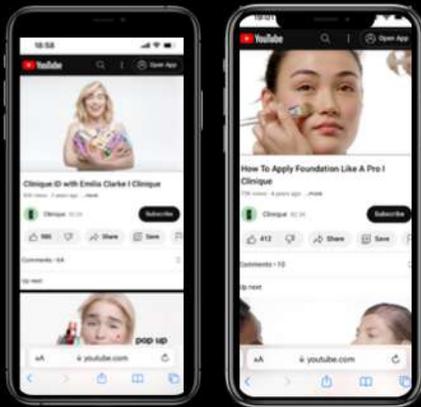
Jan 15 – Feb 16th

Moment:

Self-care, planning, spiritual preparation, home refresh, early shopping



Capture maximum reach early **by activating high-impact social video** across TikTok, Snap, IG, and YouTube ahead of CPM inflation



Bumper Ads, Instream-shorts, Ad Sequencing

To maximize reach and awareness, launch campaign video with high frequency to reach a broad audience



TikTok, Snapchat, Instagram

Launch with campaign video assets and influencer content optimized to reach

- ✓ High reach, high frequency
- ✓ Perfect for cultural storytelling
- ✓ Strong emotional resonance before the noise peaks
- ✓ CPM is cheaper pre-Ramadan vs peak weeks



Use **Pinterest** keyword targeting to capture high-intent Ramadan planners right as searches spike



Shop



paper lanterns +77%

زينه العيد
12%+ (ramadan decoration)

سجادة الصلاة
90%+ (prayer mat)

سجادة
2.4x+ (carpet)

فانوس
2.9x+ (tray)

تنسيق ورد طاوولات
(table flower arrangement) +74%

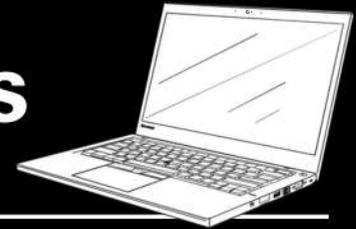
طاولة المدخل
72%+ (entrance table)

قرقيعان ديكور
2.3x+ (Gargeean decorations)

فانوس
(ramadan lanterns) +82%



Ahead of Ramadan, people increasingly turn to Quran recitations, podcasts, and playlists

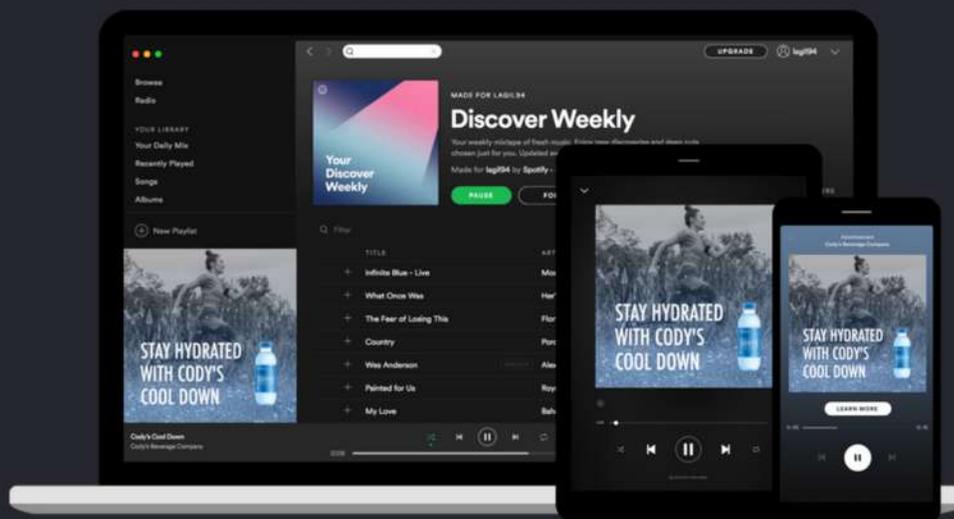


Win attention before Ramadan's media environment becomes saturated.

With audio inventory still unsaturated ahead of Ramadan, **brands can secure more cost-efficient placements with stronger recall and impact.**

As people clean, prepare their homes, cook, drive, and intentionally reduce screen time, **audio remains the only consistently active channel.**

This makes it an ideal early touchpoint for brands to join the spiritual journey in a way that feels natural, present, and meaningful.





Phase 2 Ramadan

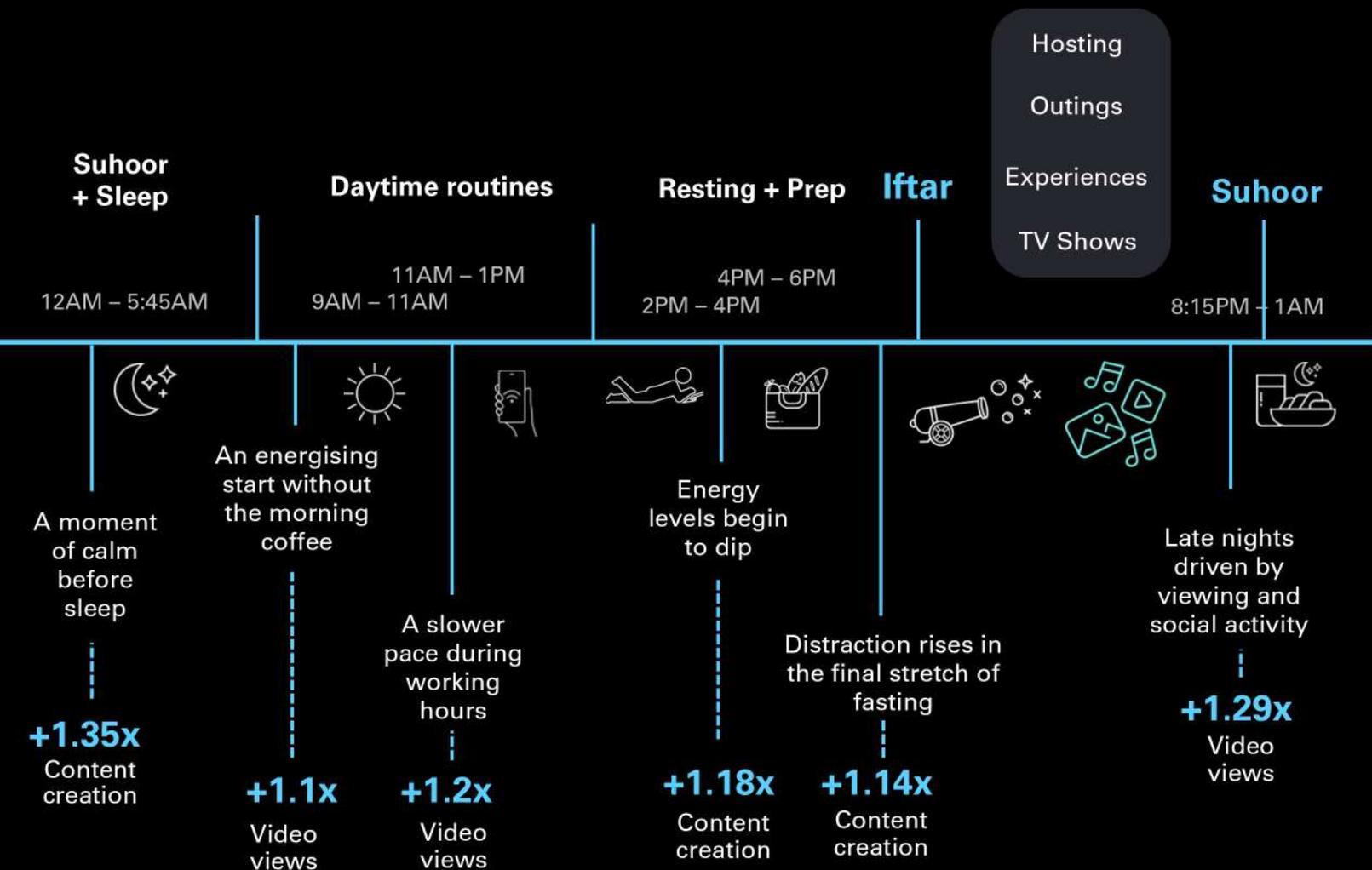
Feb 17th – March 18th

Moment:

Togetherness, shared moments, values-first consumption, increased night-time activity, food & entertainment peaks



Daily shifts in consumer mindset create natural moments for deeper engagement



Source : TikTok Internal Data



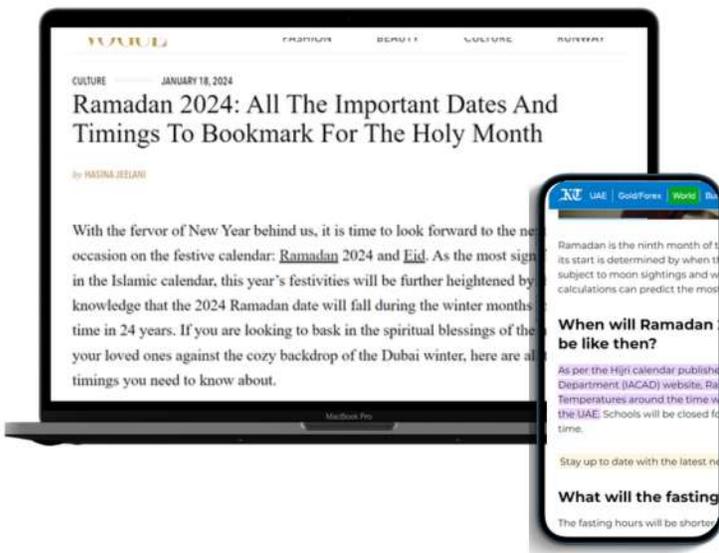
Place ads within contextually relevant environments where attention already exists



During Ramadan, relevance and context shape receptivity more than scale.

Contextual Display

Seamless placement within Islamic apps and relevant editorial environments



Site List Example





During Ramadan, **audio** is one of the few channels that remains present throughout daily routines, making it a high-attention environment.

Be present during every key listening moment of Ramadan

Ramadan Mode Masthead Banner

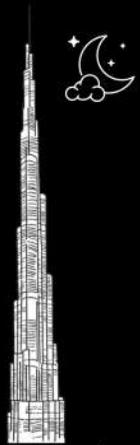


Audio + Companion Banner





Reels translate culturally relevant storytelling into impact during Ramadan



Short-form video aligns with how audiences discover, engage, and act during Ramadan.

Add Audio
To make your video captivating

Reels play a central role in turning attention into action.

85 %

of people surveyed say they have followed a business after watching reels.

79 %

of people surveyed say they've purchased a product or service after watching reels.





As week-2 pay-day fuels a surge in Ramadan shopping, use **Moment Maker** to rapidly saturate audiences and drive immediate action

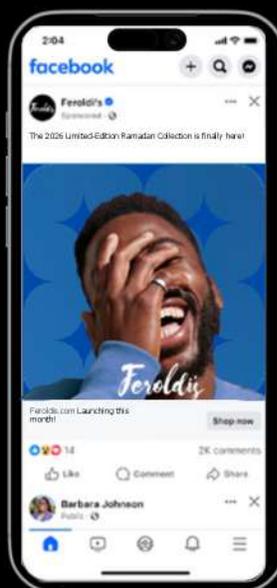
In-stream



Reels



Feed



Stories



*3-5 Day Flight



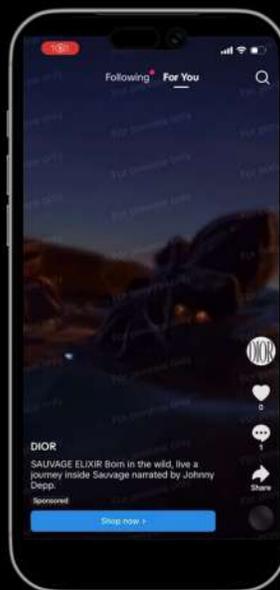
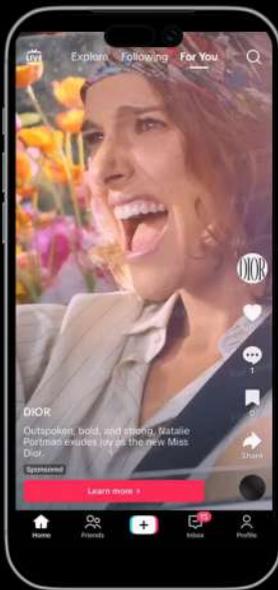


Mid-funnel formats capture rising intent during Ramadan's peak shopping window

Top Feed

Tiktok Pulse

Consideration Ads



By layering high-visibility Reels with mid-funnel formats, brands see:

+ 6.6%

In ad recall

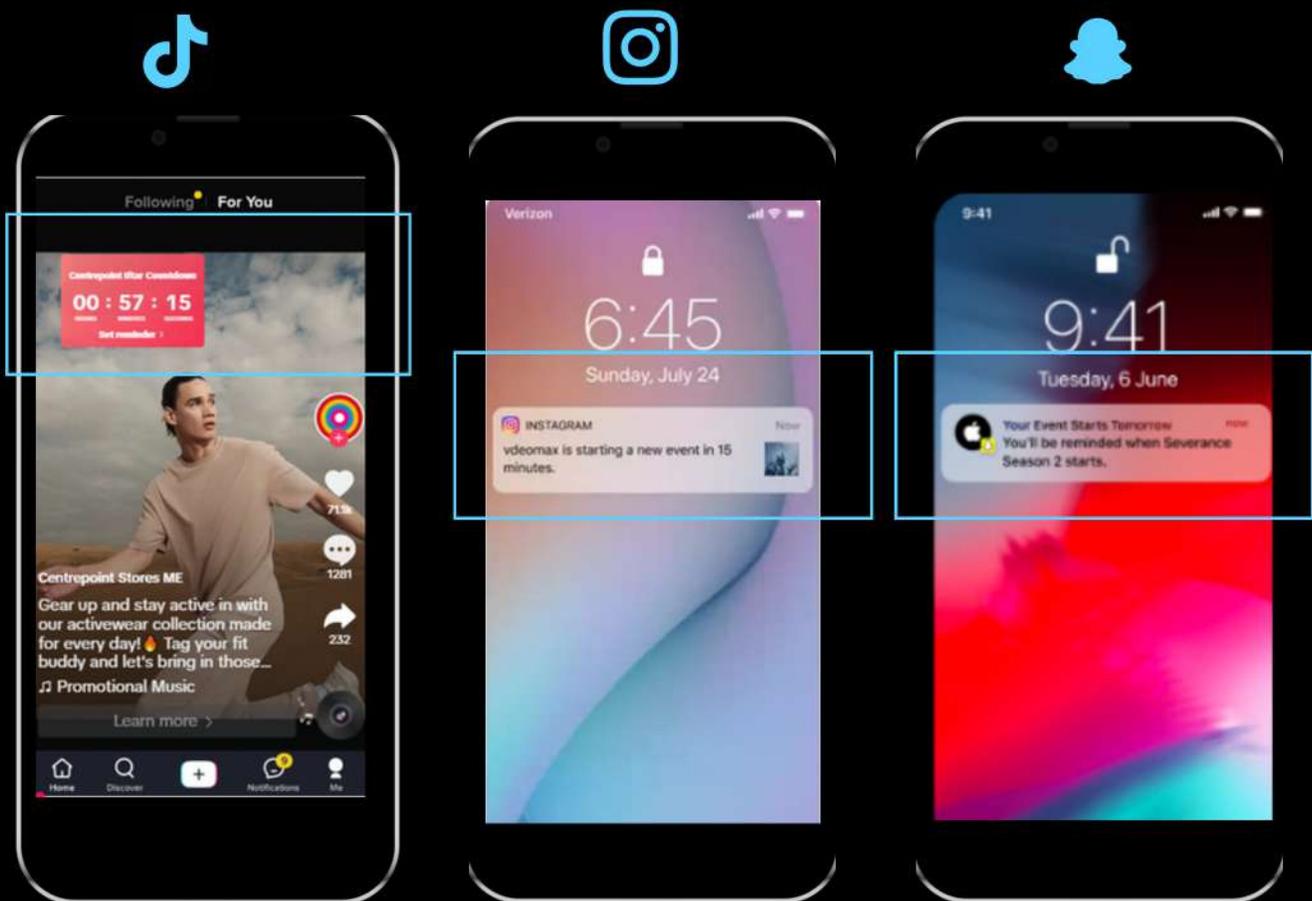
+ 4.3%

In purchase intent

There's a clear mid-Ramadan window where intent peaks, and mid-funnel formats are what convert that attention.



A branded countdown moments before Iftar keep brands top of mind



4PM – 6PM

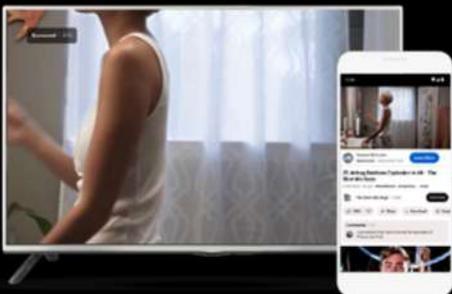
Create a custom countdown that works as a reminder notification for users.



Capture attention during pivotal viewing moments and keep your brand front and center with **YouTube** most impactful, premium ad placements

Where long-form viewing commands attention at scale.

VRC Non-Skip



Scaled Reach with AI in the living room

CTV Immersive MH



Drive attention with high impact placements on the big screen

CTV-Lineup

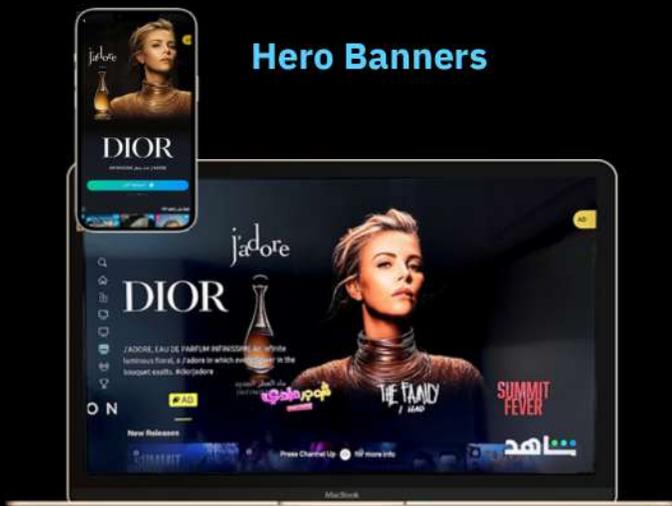


Top 1% of Ramadan content that appear on the TV screen



Own the most premium, full-screen placement on **CTV** with unmatched visibility during peak Ramadan viewing

Align with evening TV catch-up when shared viewing is most common



Hero Banners

High-impact pause moments



CTV, WEB & MOBILE



Branded Collection



Ramadan 2026 will be cooler, more social, and increasingly outdoor-led, creating new post-iftar visibility opportunities

Post-Iftar hours emerge as a key moment for **D/OOH** presence supported by mobile engagement



HIGHER OUTDOOR ACTIVITY POST-IFTAR

Cooler evenings are driving increased post-iftar movement for shopping, dining, and social gatherings.



STRONGER OOH VISIBILITY

Higher footfall across malls, promenades, outdoor cafés, and leisure destinations increases the impact of D/OOH placements.



CROSS CHANNEL OPPORTUNITY

Mobile usage remains high, creating a natural bridge between outdoor visibility and digital engagement.

IFTAR



SUHOOR



Phase 3

Eid

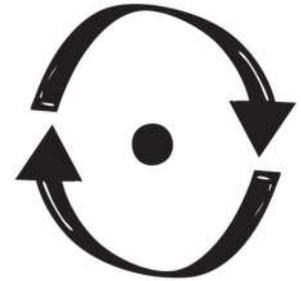
March 19th – March 26th

Moment:

Joy, family gatherings, gifting, fashion & beauty peak.



As Ramadan concludes, curated and offer-led content in gifting categories drives conversion through Eid and into the post-Eid period



Use Meta's performance automation to accelerate sales in the lead-up to Eid.

Automation allows brands to optimise creative, targeting, placements, and budget in real time as intent peaks.

Advantage+ shopping campaigns

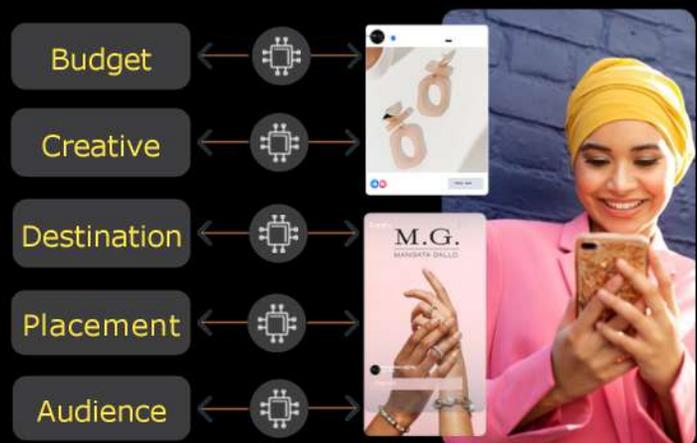
Designed to optimise across creative, targeting, placements, and budget simultaneously, helping brands respond to rising intent efficiently.

17%

improvement in cost per conversion

32%

increase in return on ad spend cost





Creator Partnership Ads accelerate performance on **YouT**ube during Eid

Leveraging trusted creator voices across Shorts and long-form video helps brands convert peak demand.



- Video reach
- Video views
- Demand generation
- App engagement

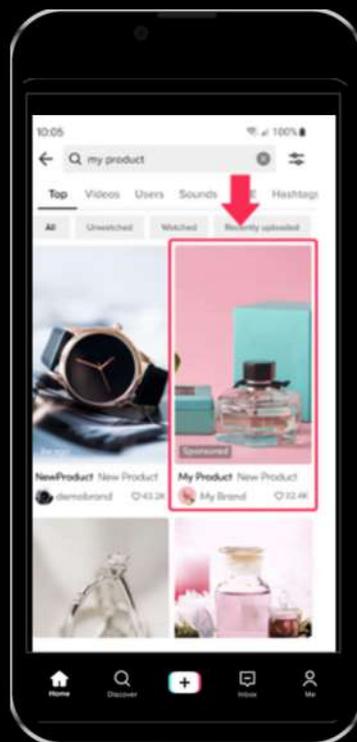
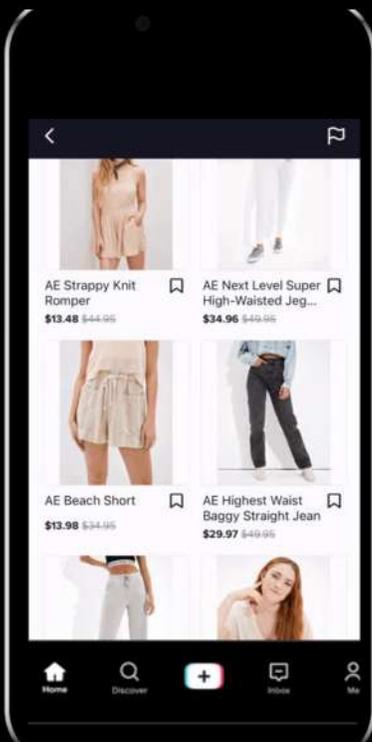


Up to **20%** higher conversion on Shorts compared to advertiser-only ads



Leveraging Eid discovery signals to influence purchase decisions

Search and product discovery become decisive moments of intent during Eid



TikTok Search Ads

Appear at moments of highest intent, when users actively search and compare products ahead of purchase.

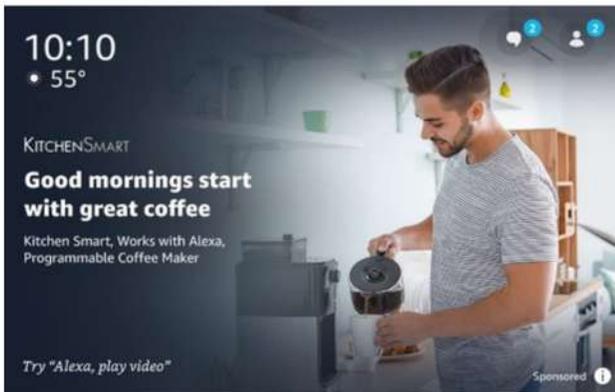
TikTok Smart+ Catalog, Web & App

Automates product and creative delivery to capture demand as shoppers search, browse, and compare during Eid.



Tap into **Amazon's** real time Ramadan & Eid shopping signals from **Alexa** searches to product category interactions to retarget consumers when purchase intent peaks

Amazon Echo Show



Amazon Echo

Retarget audiences engaging with categories (gifts, home, apparel, beauty, food essentials) across Amazon's display network



05. Media Takeovers & Innovation

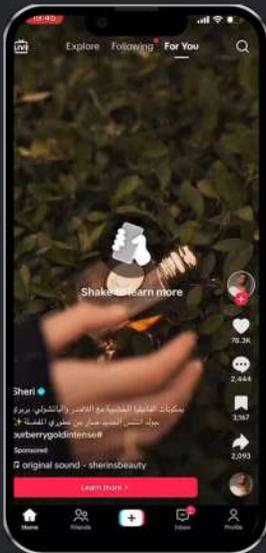




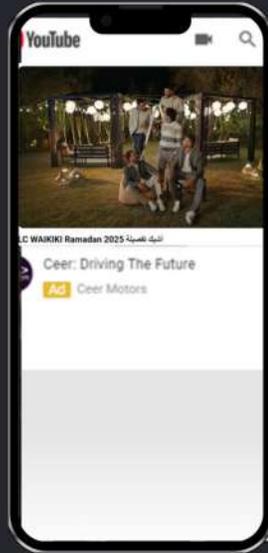
100% share of voice (SOV) delivers standout presence during Ramadan's most defining moments

Own the moments that define attention during Ramadan

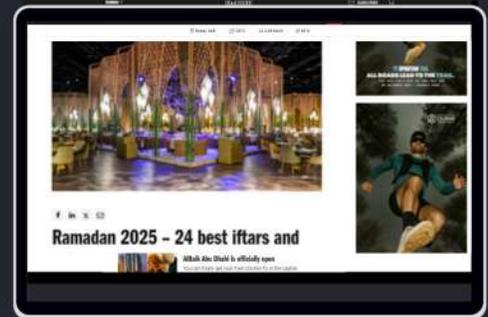
Top View
High-impact opening placements



YouTube Masthead
Premium homepage takeovers



Bought on a Cost Per Hour basis for 100% SOV



Publisher Home Page Takeover
Editorial homepage dominance



100% SOV Connected TV



100% SOV on **Snapchat** secures standout presence during Ramadan's peak cultural moments

By owning Snapchat's **First Lens**, **First Commercial**, and **First Story**, brands secure uninterrupted visibility at the very first point of attention.

First Lens



First Commercial

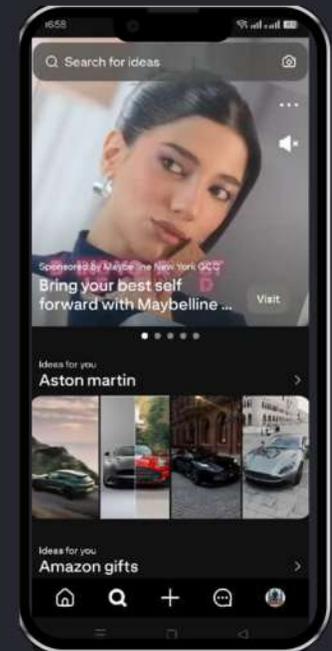


First Story



Pinterest Premiere Spotlight delivers 100% SOV during Ramadan and Eid discovery moments

By owning Pinterest Premiere Spotlight, brands appear first in-feed, capture Pinners' full attention, and remain free from competitive adjacency during high-intent moments.





Contextual Ramadan environments extend reach across the UAE and KSA's most trusted publishers

Premium publisher partnerships place brands within culturally relevant moments of attention during Ramadan and Eid.

Premium **Ramadan and Eid partnerships** across leading regional publishers place brands within trusted, culturally relevant environments.

Including **Time Out, Lovin Dubai, What's On,** and other leading regional titles.





Creator partnerships on TikTok extend Ramadan momentum into Eid

Co-branded creator gifting places products at the center of Ramadan and Eid discovery through authentic, creator-led storytelling.

Creator gift boxes

Co-branded gifting experiences designed to place products within Ramadan and Eid wishlists through trusted creator recommendations.

Hand-selected creators receive curated gift boxes and share unboxing and usage content rooted in real seasonal behaviours.

- **Week 3: Weekly Ramadan beauty picks**
Seasonal skincare, makeup, and hair routines shared by creators.
- **Week 4: Eid gifting**
Creator-unboxed gift ideas timed for Eid purchase moments.



Co-branded gift box

Designed in collaboration with TikTok to support personalized, creator-led unboxing moments.

Creator-led unboxing and usage content

Creator gifting sustains cultural relevance through Ramadan and converts it into consideration and gifting intent at Eid.





The Core Takeaways

+ Digital performance during Ramadan is driven by sequencing, not spend.

High-impact video, creators, search, audio, and premium placements each play distinct roles across the month and must be activated in the right order.

+ Formats matter more than platforms.

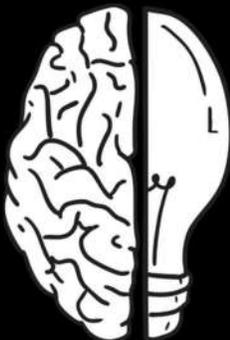
Short-form video builds early attention, mid-funnel formats capture rising intent, and premium ownership drives disproportionate impact at peak moments.

+ Discovery signals define the final purchase window.

Search, catalog, and first-view placements on platforms like TikTok, YouTube, and Pinterest influence decisions when intent is highest.

+ Automation sustains performance beyond cultural peaks.

AI-led optimization across creative, audience, placement, and budget is critical to extending results through Eid and post-Eid pay-day periods.



What this means for brands

Ramadan success comes from treating digital channels as a connected system, aligning format, timing, and intent rather than relying on isolated tactics or last-minute scale.

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