

Personal Care & Beauty

Snapchatters begin searching for Ramadan inspiration at least 3 weeks prior to the holiday

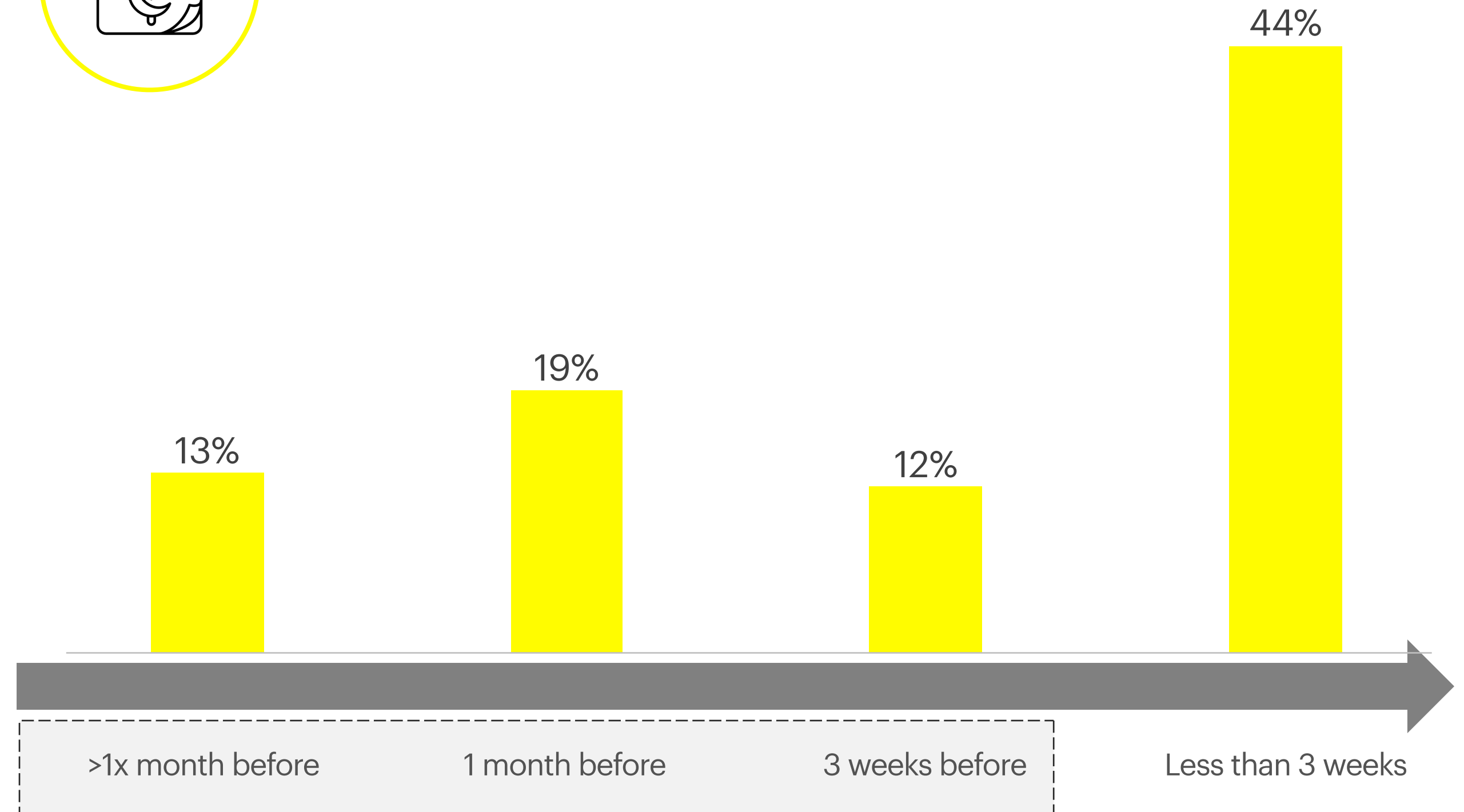
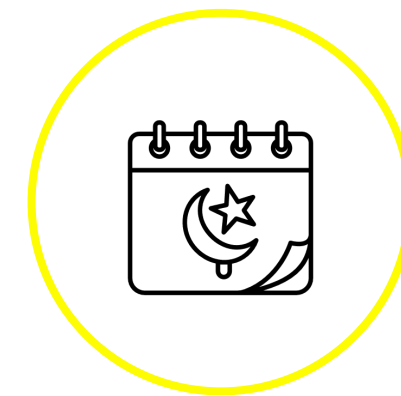


Highlighting an opportunity for brands to offer ideas and engage consumers early

Inspiration before the start of Ramadan

44%

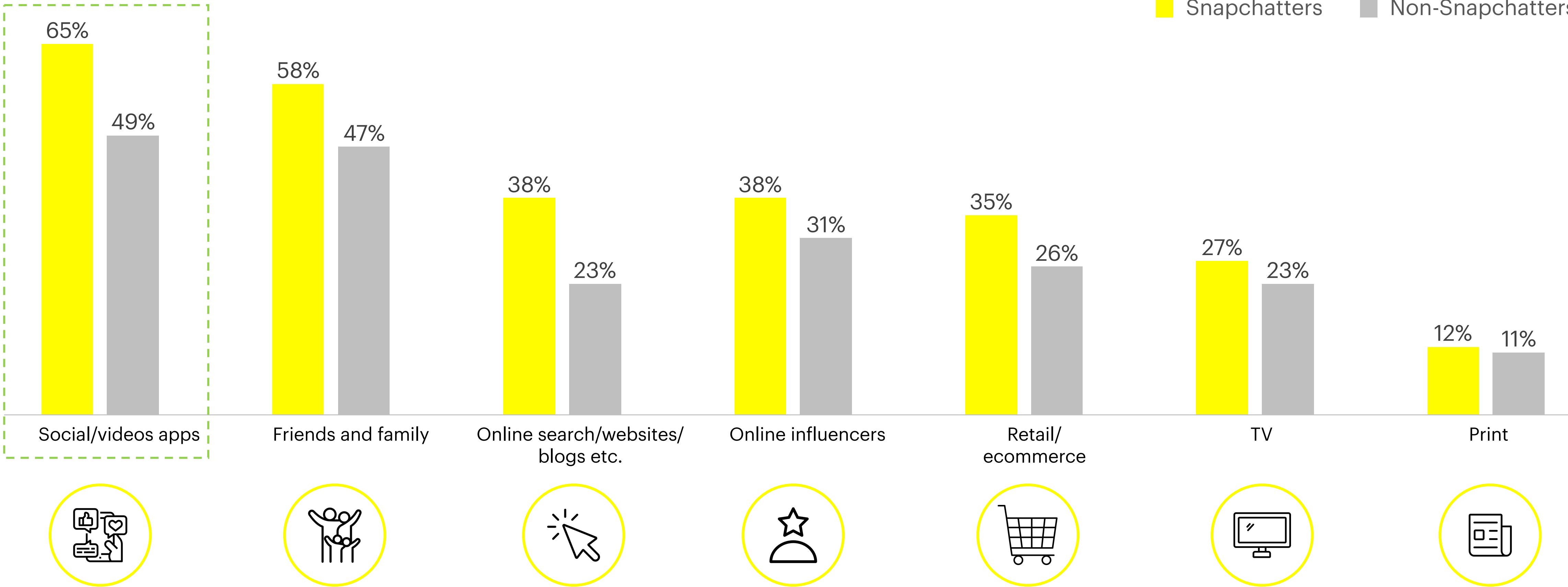
Snapchatters begin to look for inspiration 3 weeks or earlier before Ramadan



Social/Video apps are the top source of Ramadan inspiration for Snapchatters



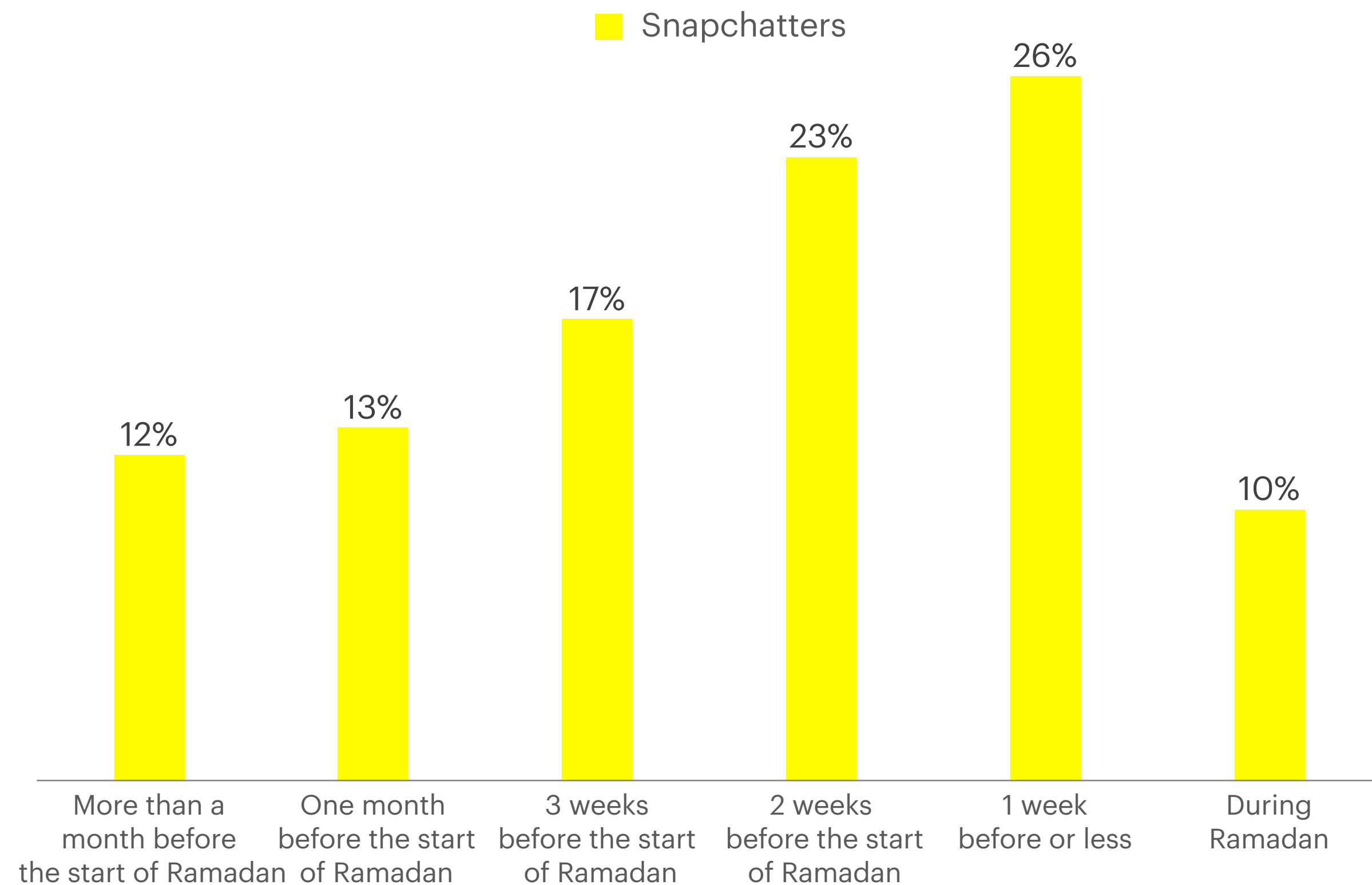
% of source of inspiration



Shopping for Ramadan



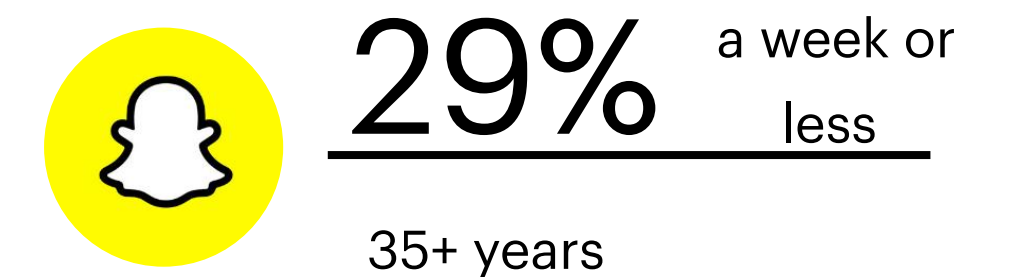
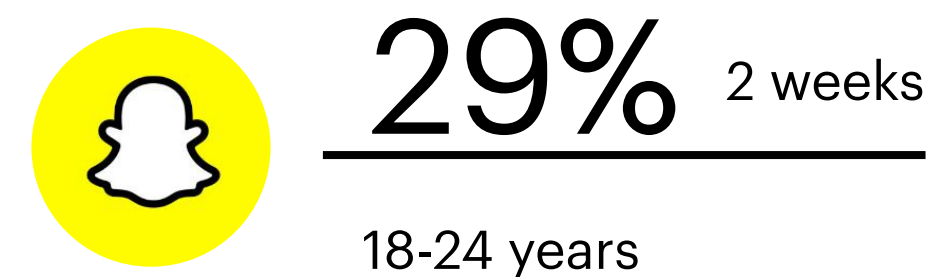
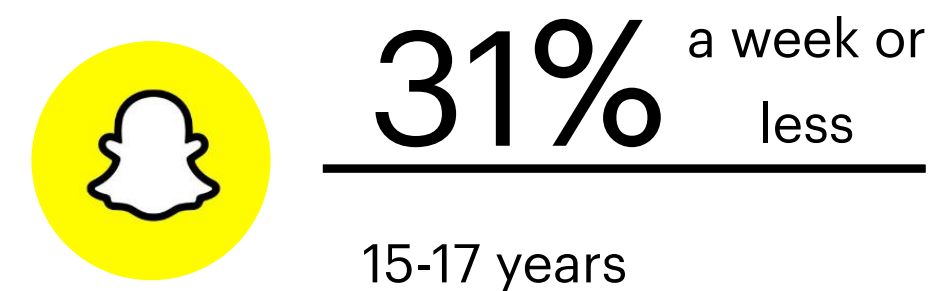
Start shopping for Ramadan 2021



Younger age group

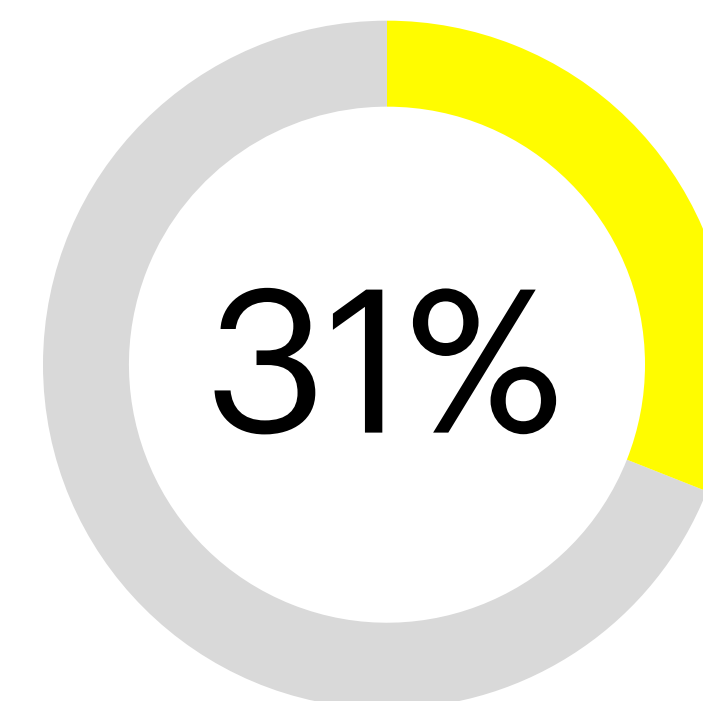
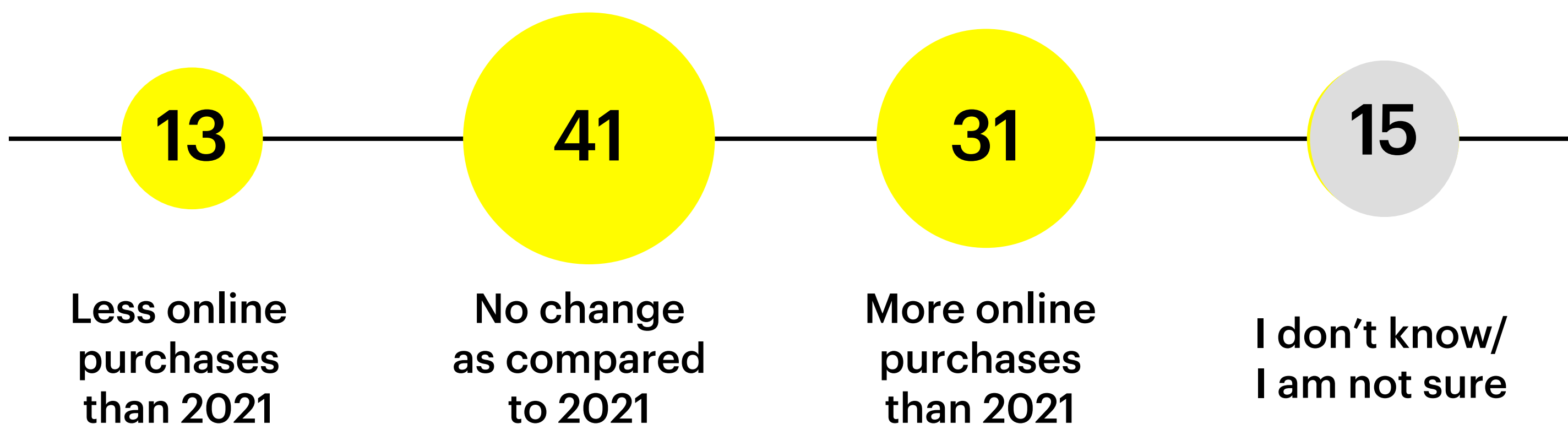
Older age group

The majority of Snapchatters shop a week before Ramadan

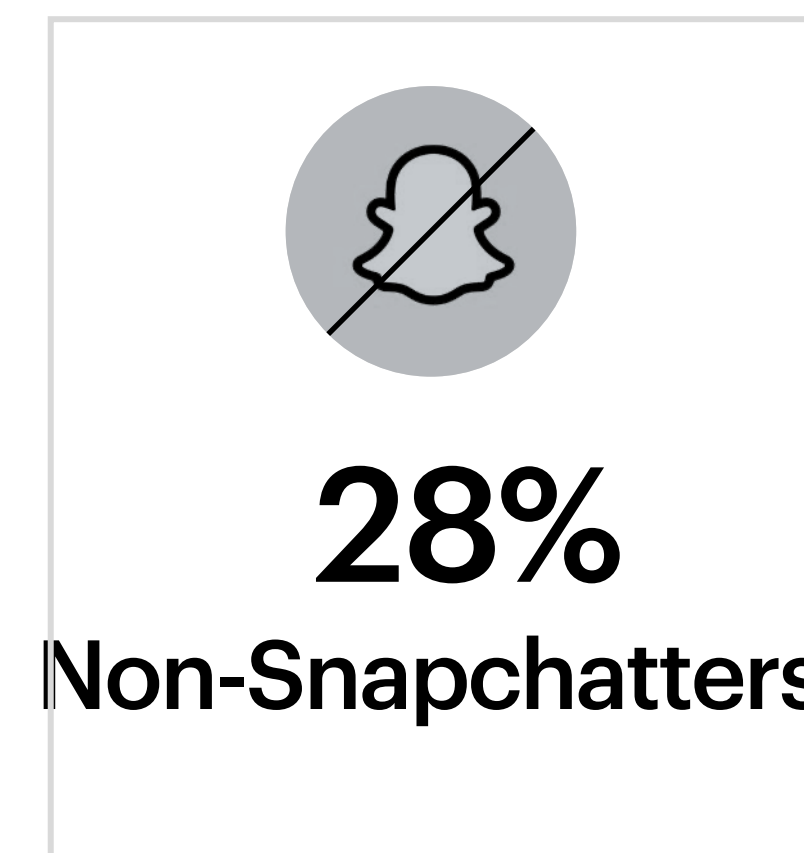
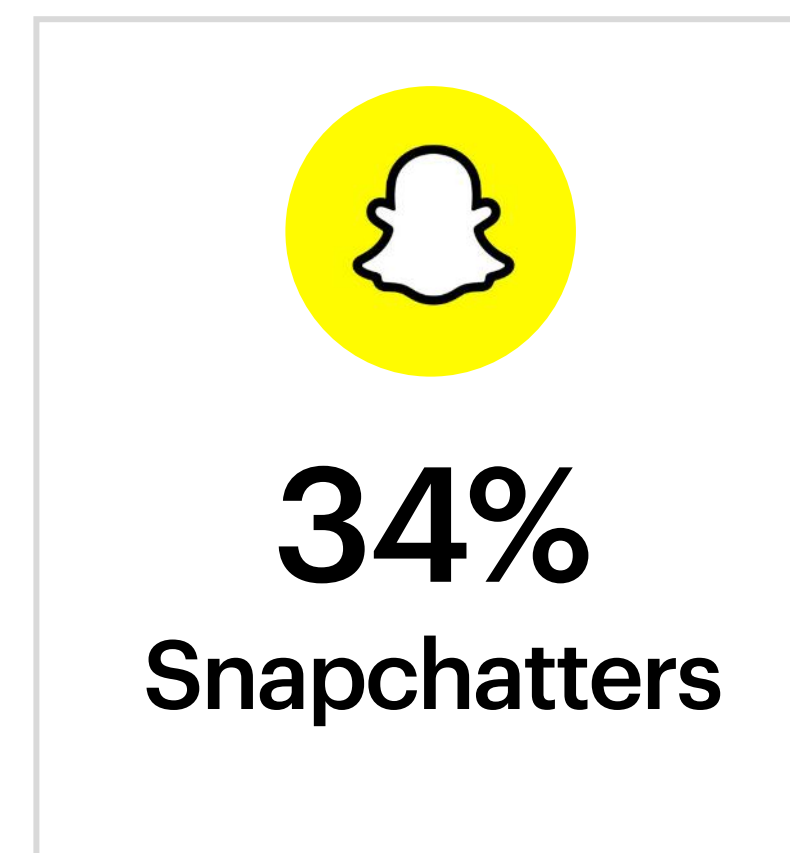
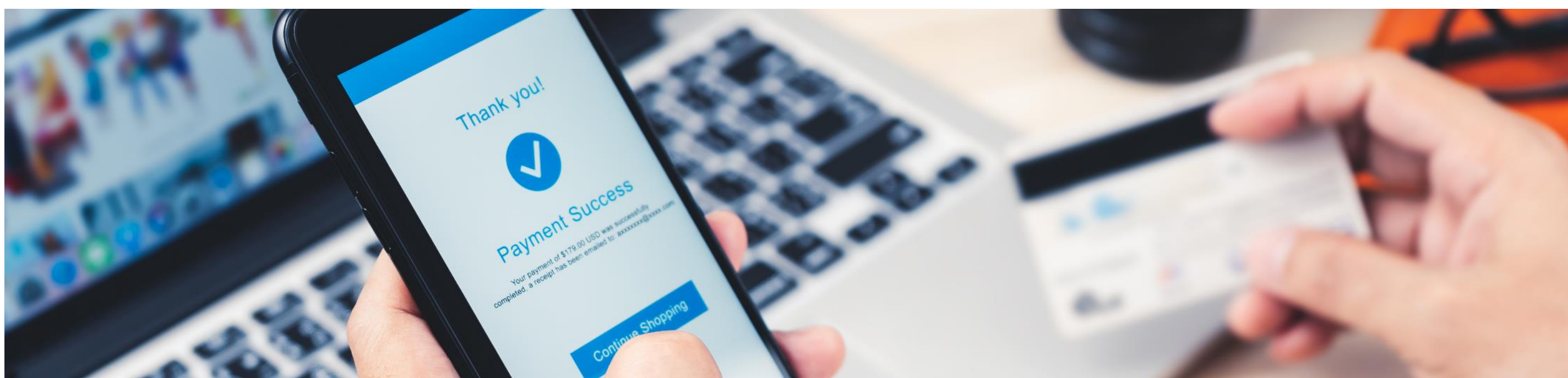




Shopping for Ramadan – 2022 v. 2021



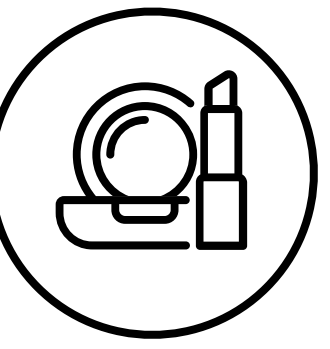
Spends increase on **Online** purchases in 2020 Vs 2021



2021 Kantar research, Ramadan- KSA, commissioned by Snap Inc. Q: Which of the following do you think best describes your plans for online purchases in the upcoming Ramadan (Ramadan 2022) as compared to 2021?

Q: Which of the following do you think best describes your online purchases in Ramadan 2020 (during the lockdown due to COVID) as compared to 2021?

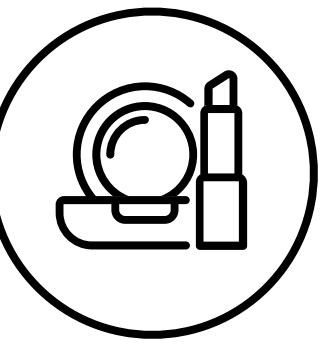
Total : 1,031 | Snapchatters: 503 | Non-Snapchatters: 528



Half of consumers shopped for Personal Care, Beauty, Cosmetics and Grooming products in Ramadan 2021

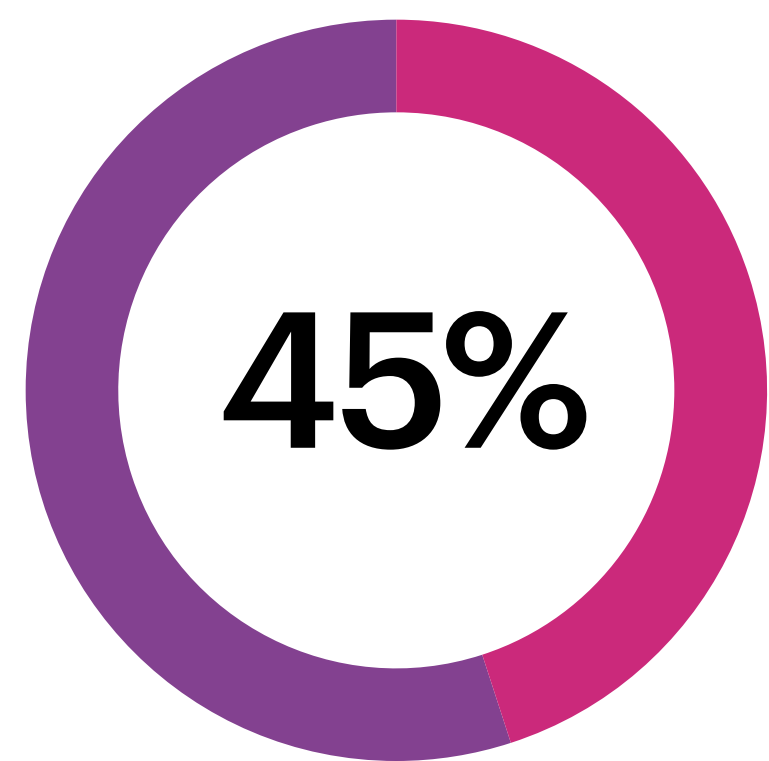
47%

consumers shopped for Personal Care, Beauty, Cosmetics and Grooming products in Ramadan 2021 – Higher amongst Snapchatters

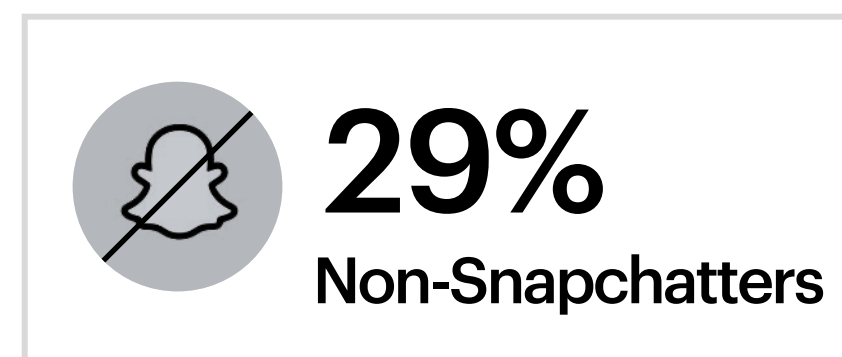
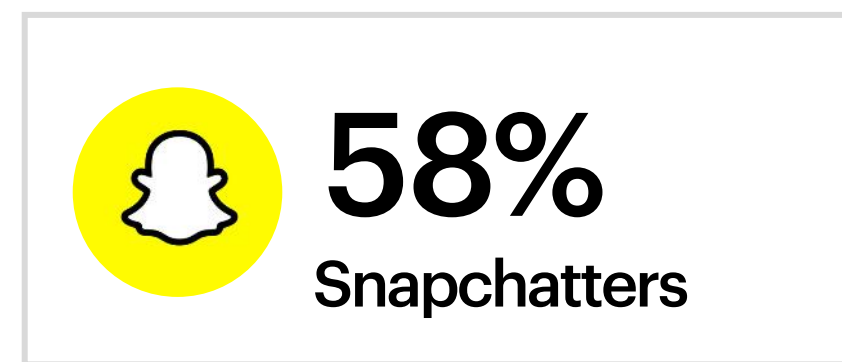


Almost half of the consumers make their Personal care purchases through mobile/tablet apps – higher amongst Snapchatters

Ramadan 2021

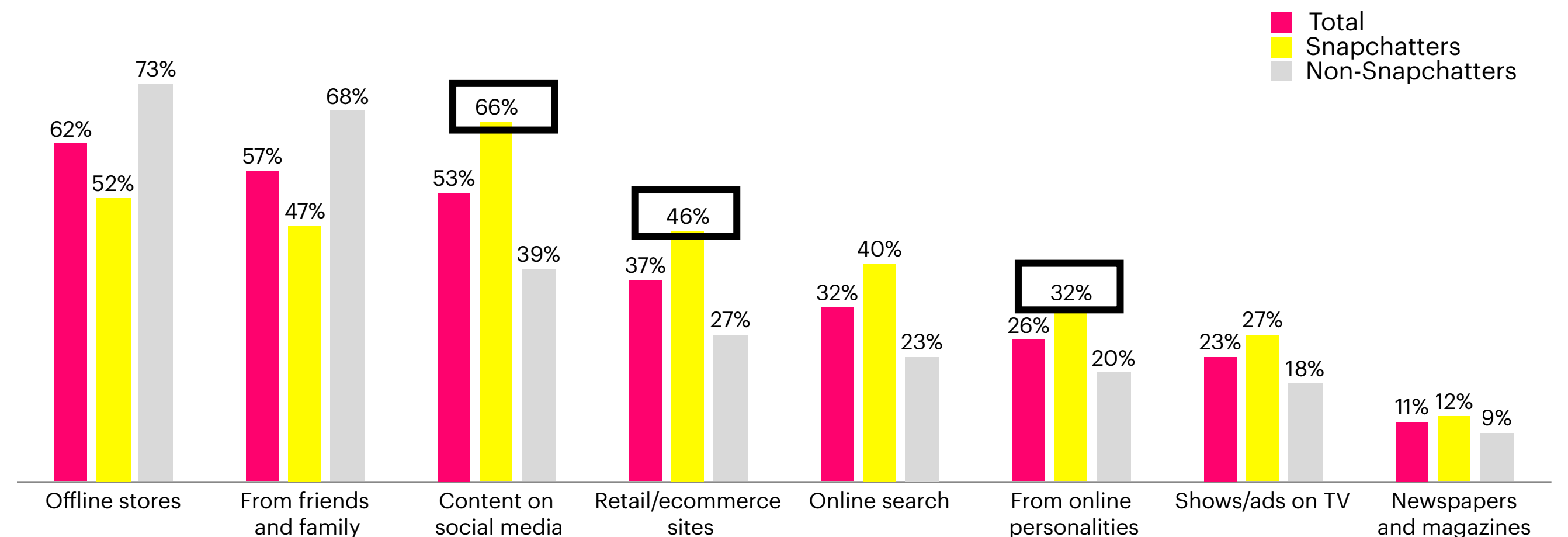


Personal care purchases are through mobile / tablet apps

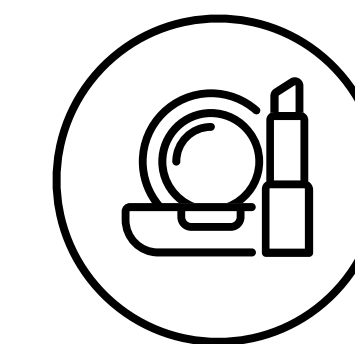


Snapchatters rely more on Social/Video apps content, compared to Non-Snapchatters who rely more on offline stores for purchases

Source you rely on when purchasing Personal care, beauty, cosmetics, grooming products

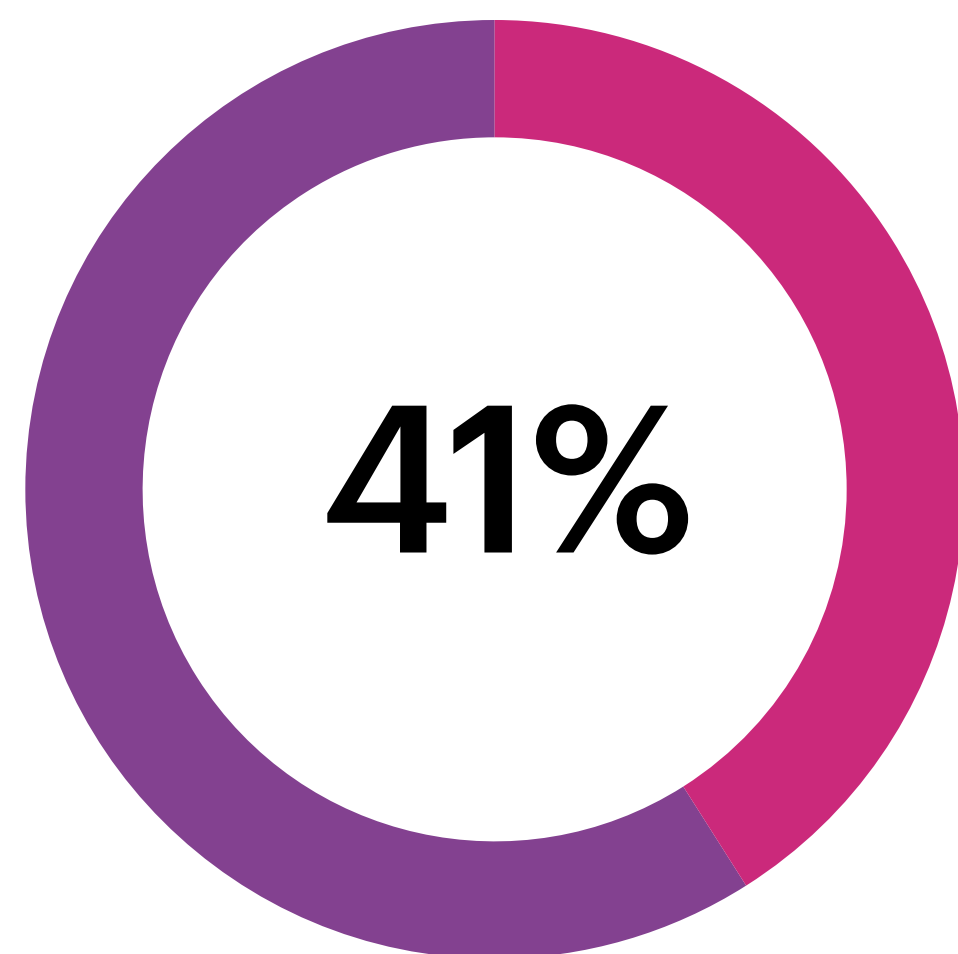


Q: How did you make your purchases in [CATEGORY] in Ramadan 2021?
 Q: Which of these sources of information do you rely on when purchasing [CATEGORY] during Ramadan?
 Total : 487 | Snapchatters: 260 | Non-Snapchatters: 225

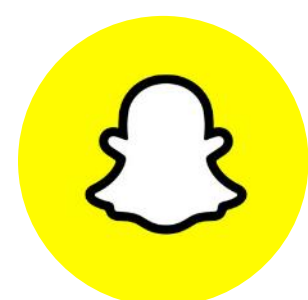


Consumers will spend more in Ramadan 2022 on Personal care purchases

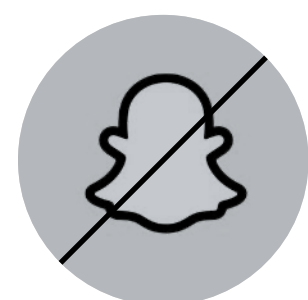
Ramadan 2022 vs. 2021



will spend more in Ramadan 2022



43%
Snapchatters



39%
Non-Snapchatters



