

Luxury

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

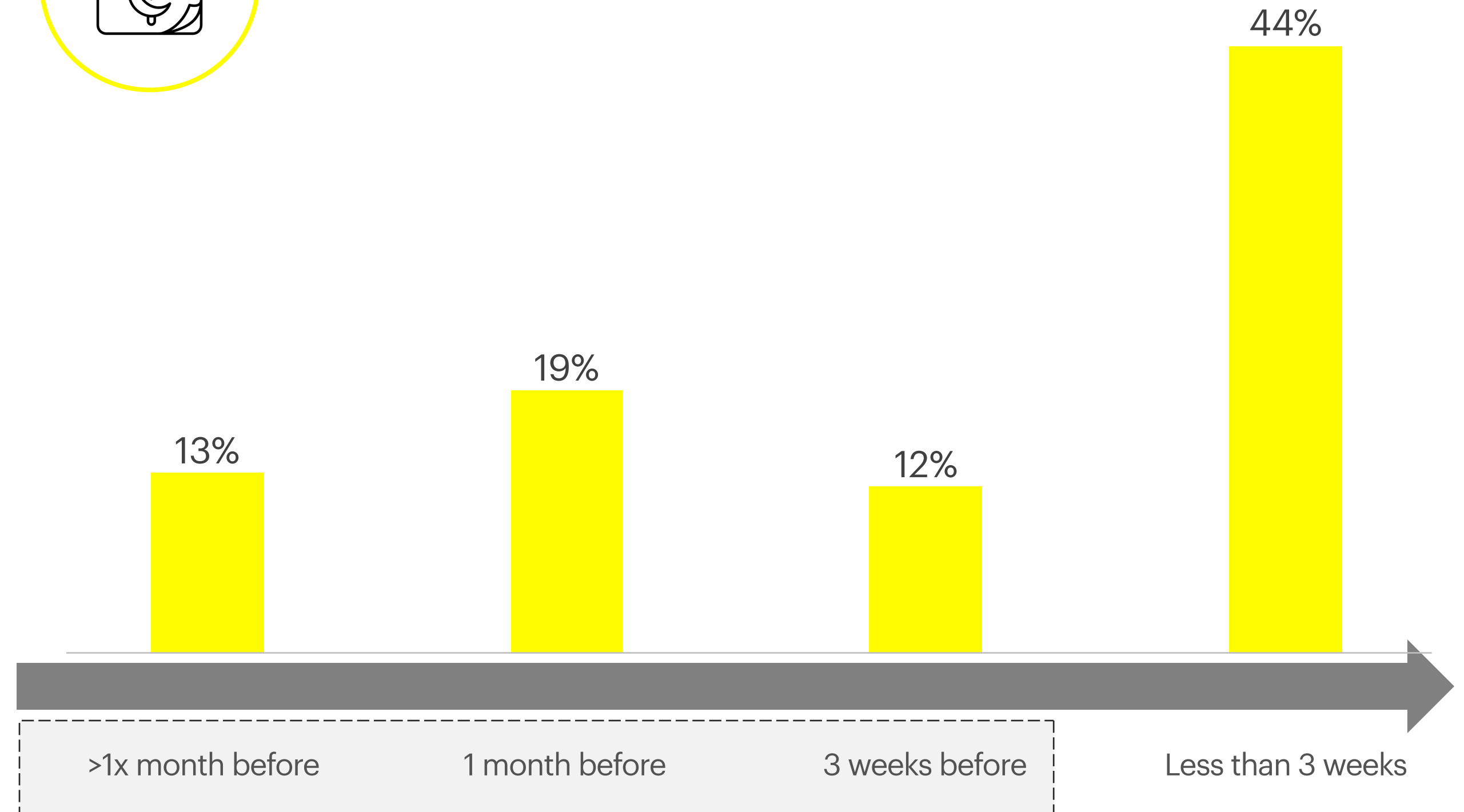
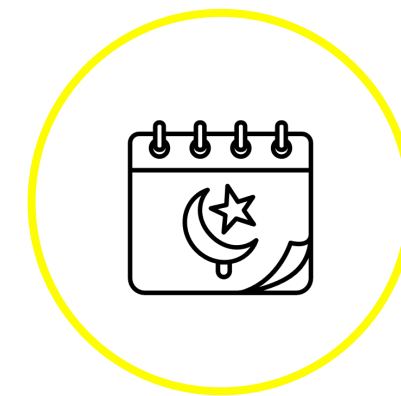


Highlighting an opportunity for brands to offer ideas and engage consumers early

Inspiration before the start of Ramadan

44%

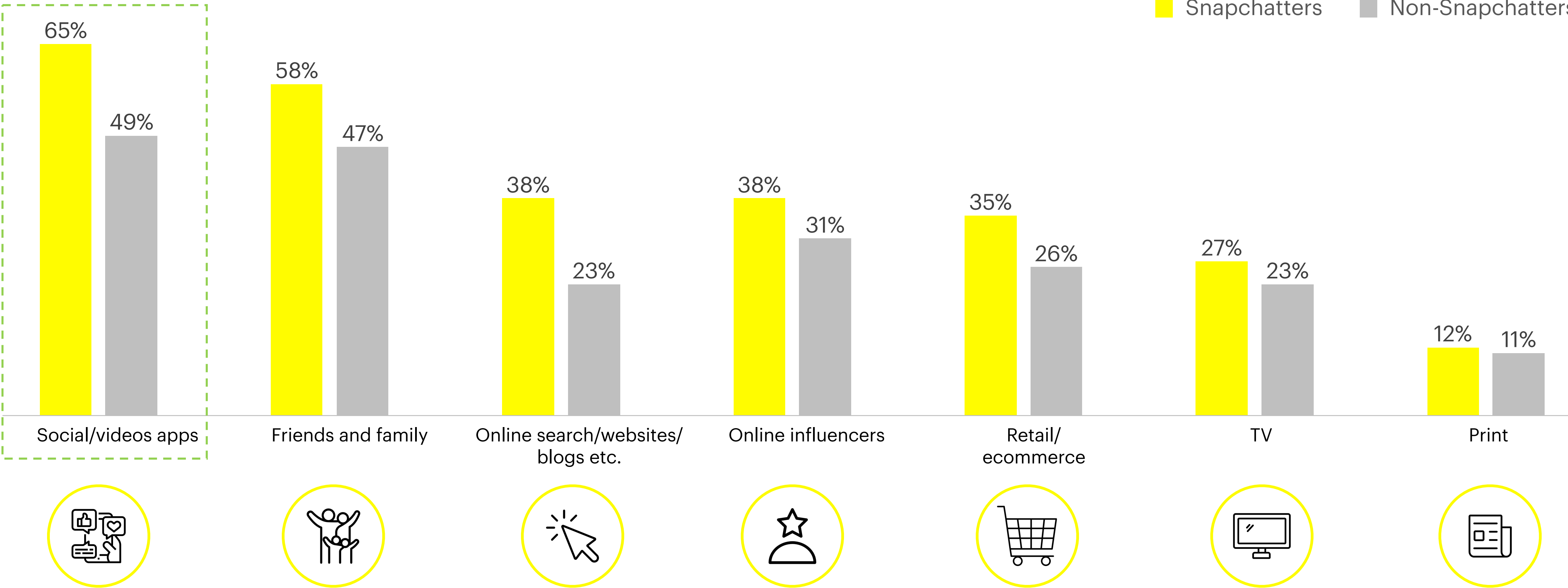
Snapchatters begin to look for inspiration 3 weeks or earlier before Ramadan



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



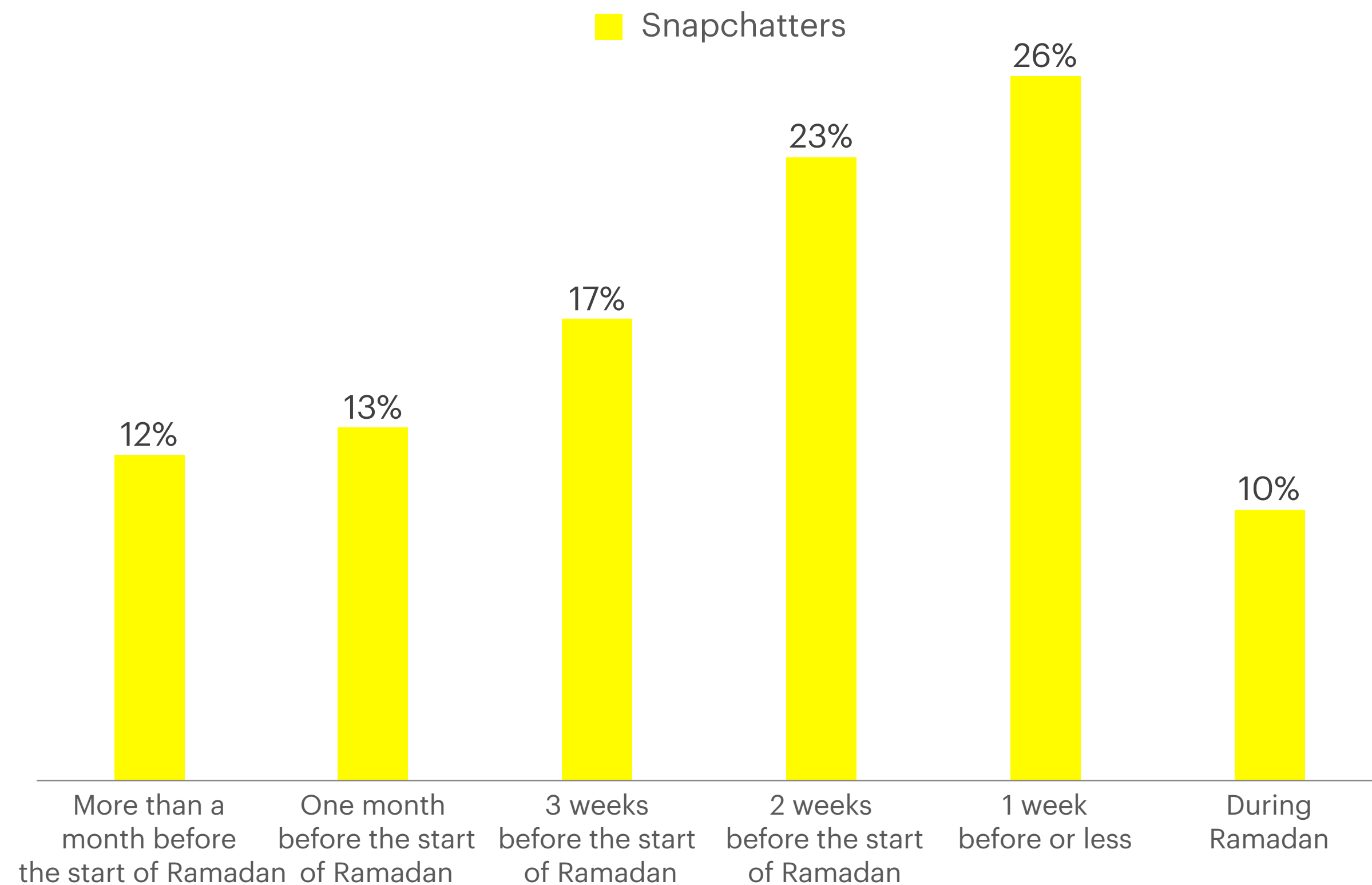
% of source of inspiration



Shopping for Ramadan



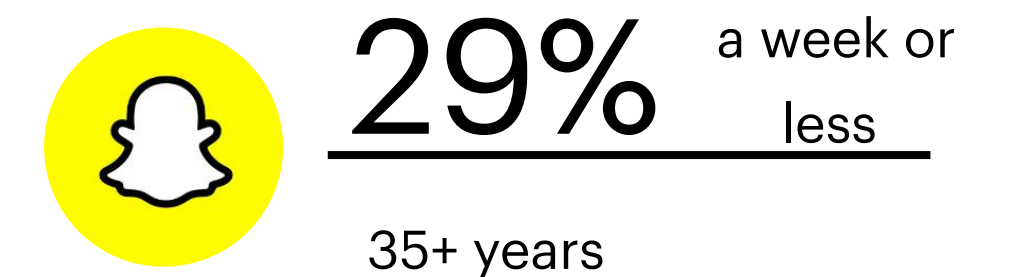
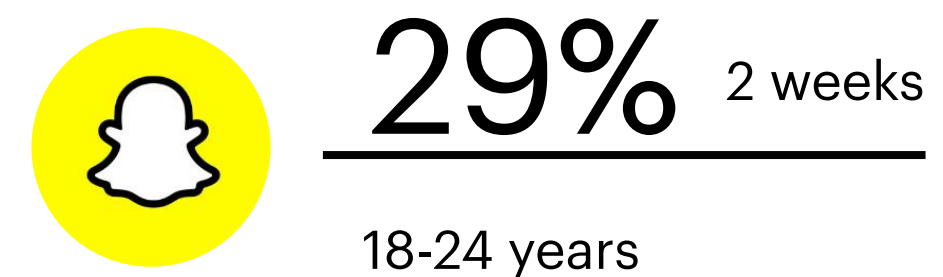
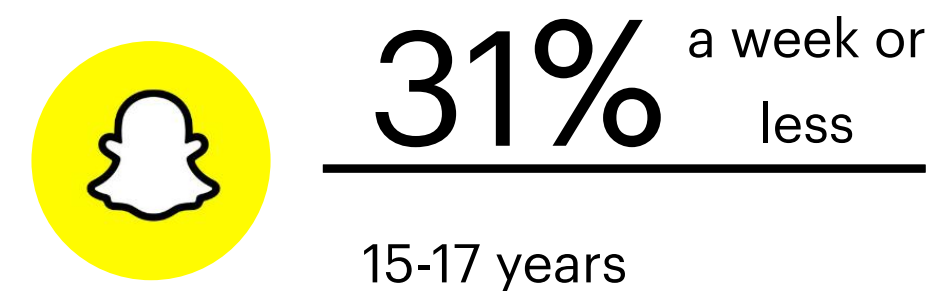
Start shopping for Ramadan 2021



Younger age group

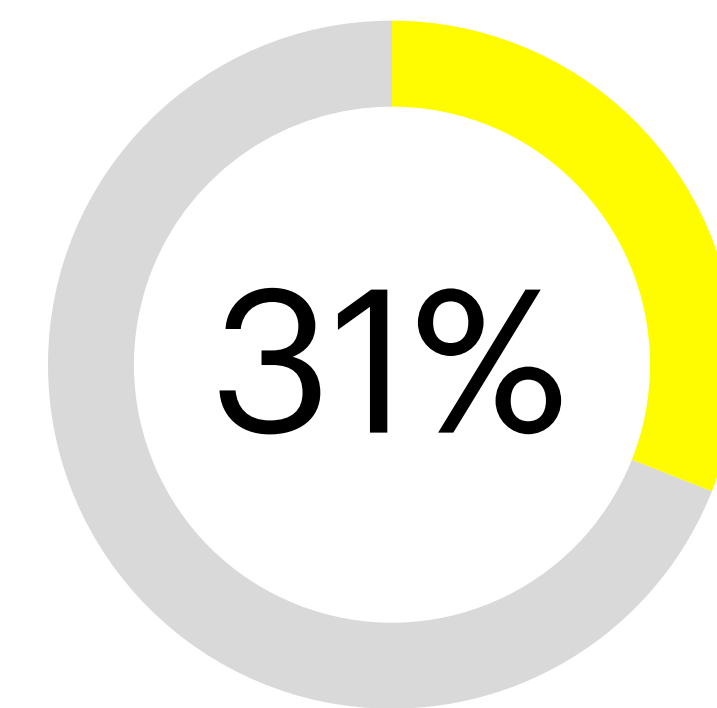
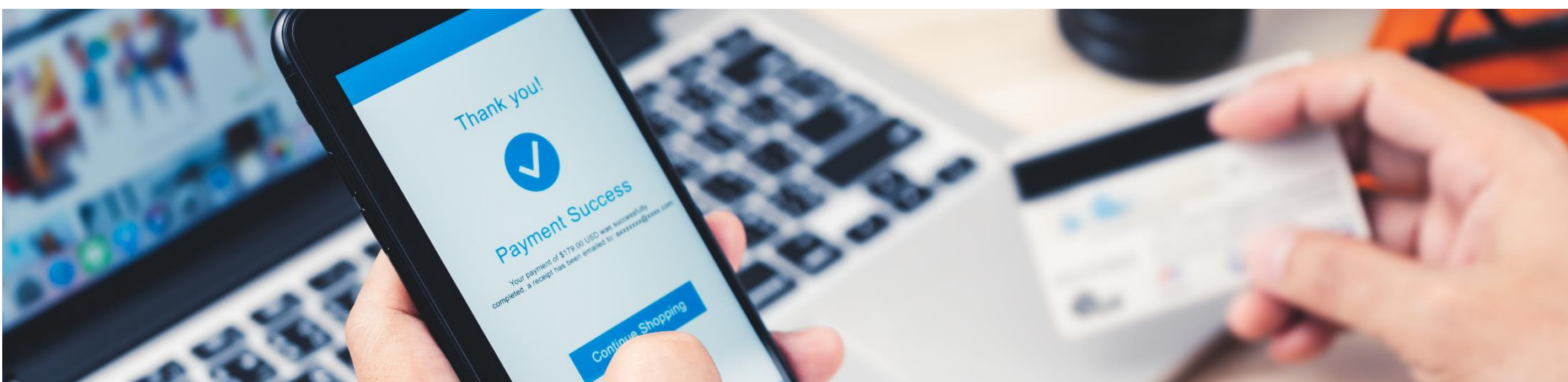
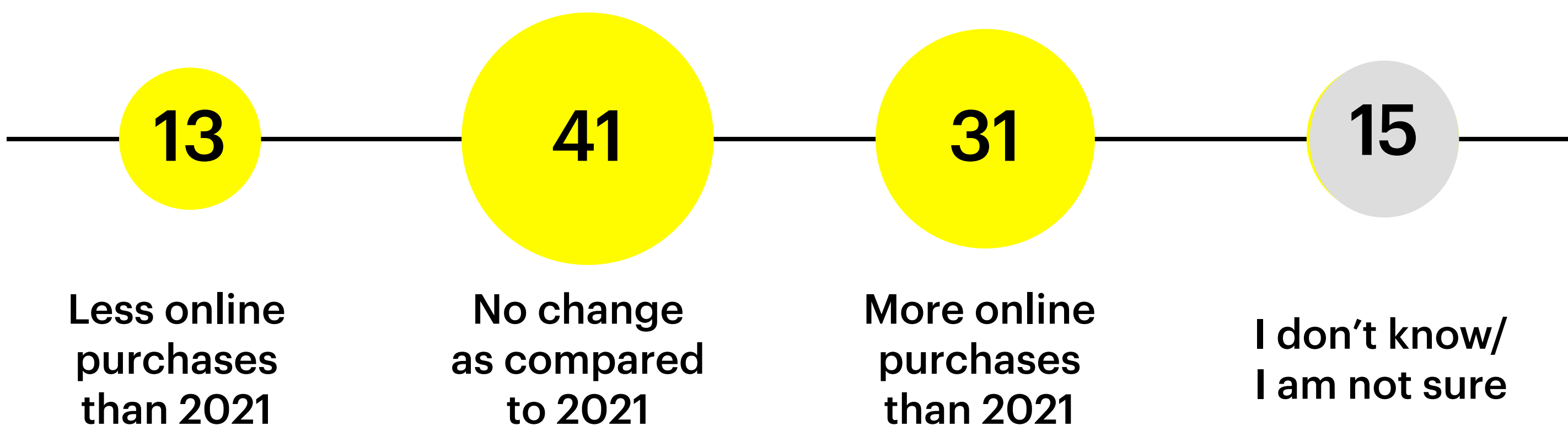
Older age group

The majority of Snapchatters shop a week before Ramadan

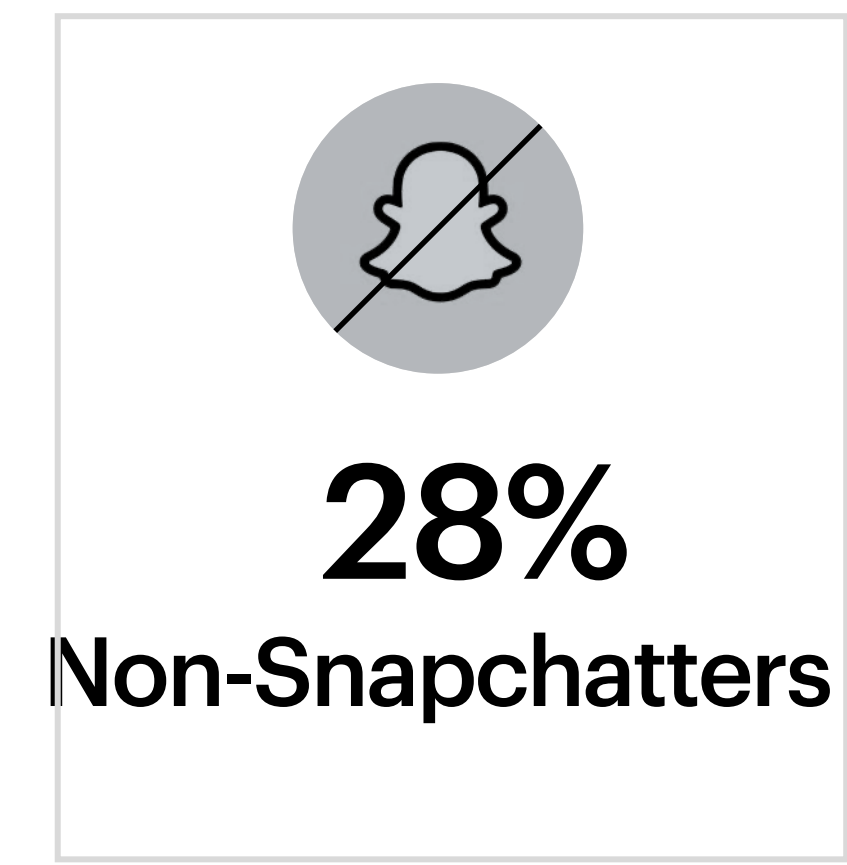
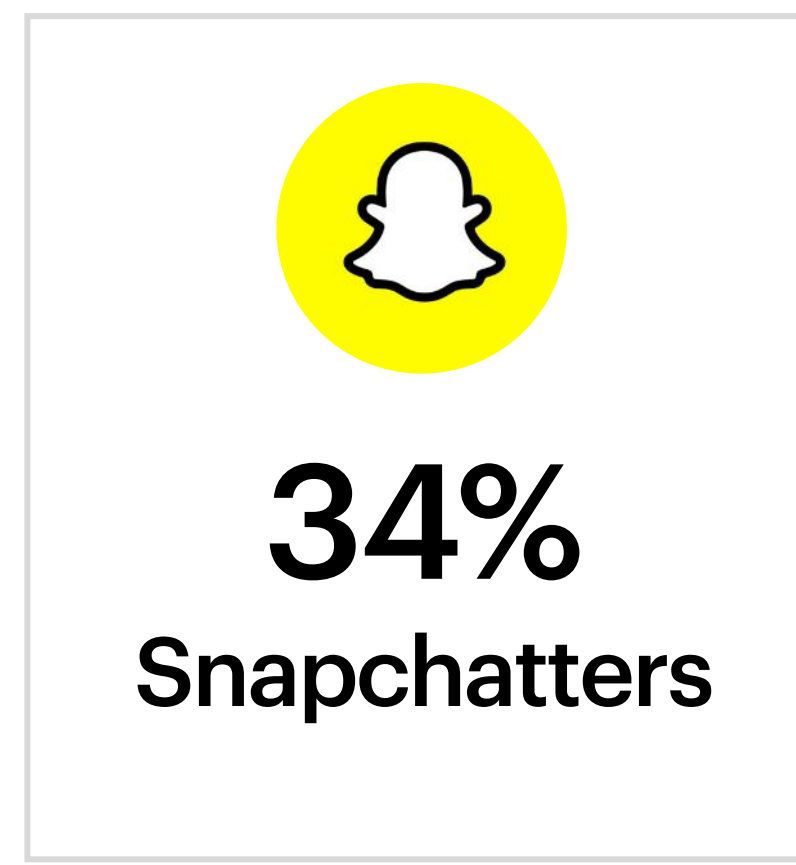




Shopping for Ramadan – 2022 v. 2021



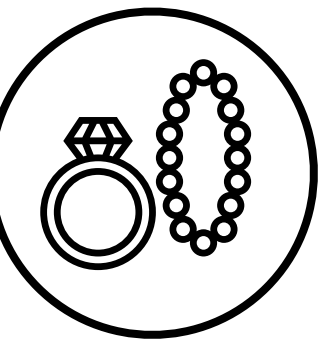
Spends increase on **Online** purchases in 2020 Vs 2021



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?

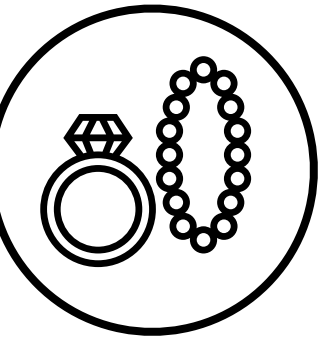
Total : 1,031 | Snapchatters: 503 | Non-Snapchatters: 528



Majority of the consumers did not purchase luxury products during Ramadan 2021

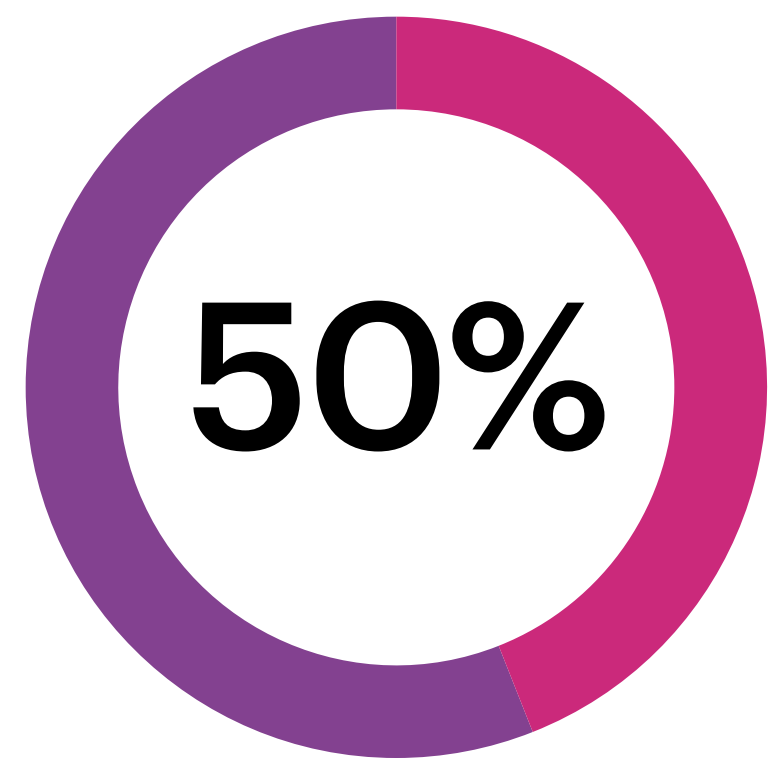
22%

Shop for Luxury products (Jewelry, accessories)

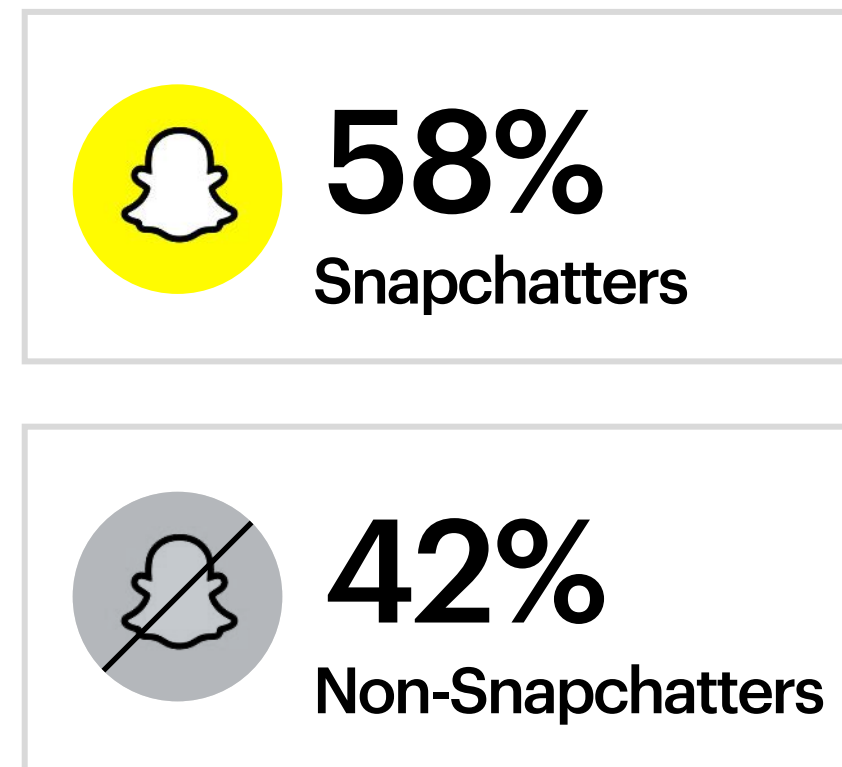


Snapchatters use Social/Video apps and Online retail as a source for information for luxury purchases

Ramadan 2021

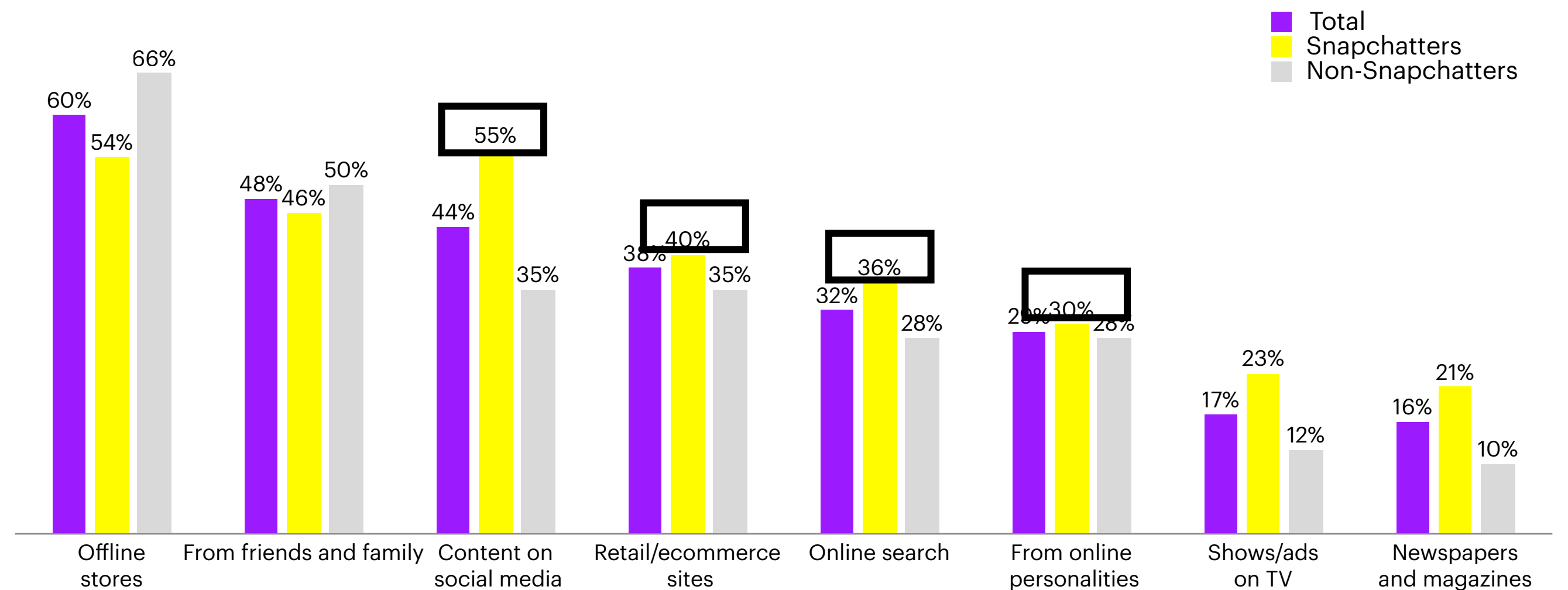


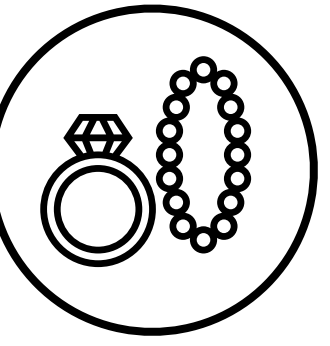
Luxury purchases are through mobile / tablet apps



Snapchatters continue to rely strongly on social/video apps content and Ecommerce/online retail compared to Non Snapchatters

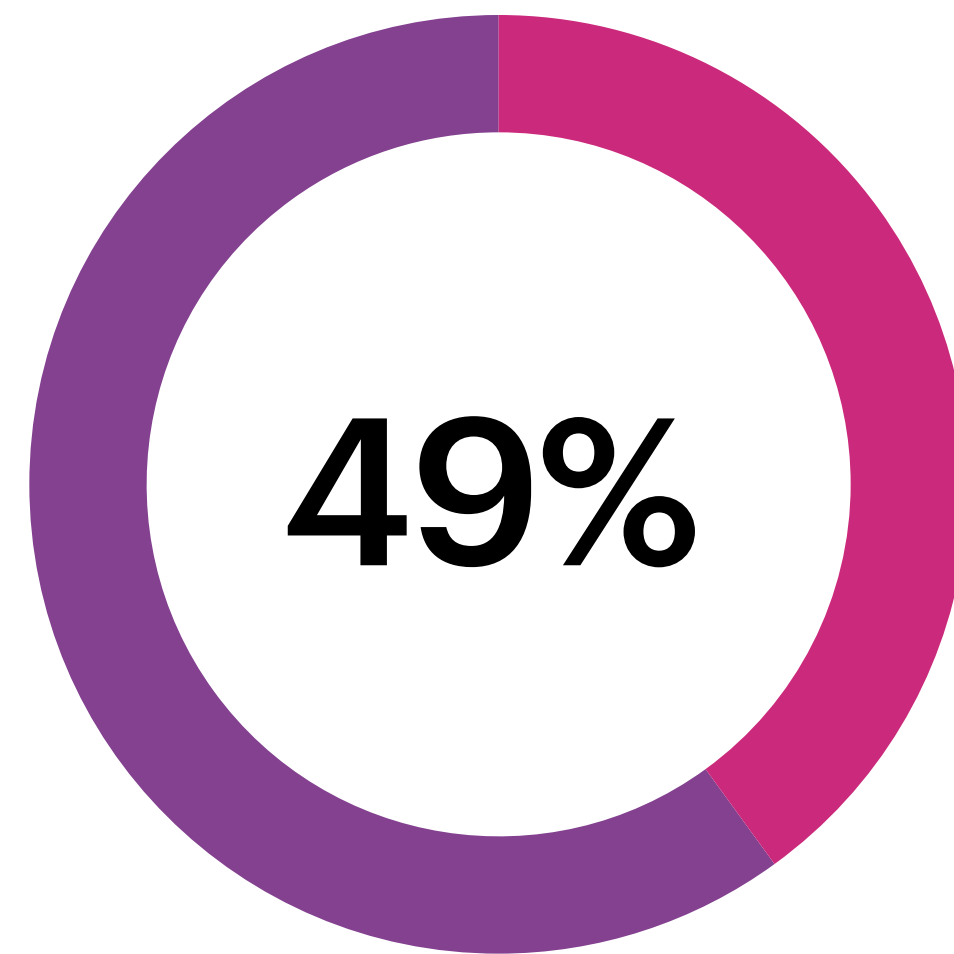
Source you rely on when purchasing Luxury products (Jewelry, accessories)





Snapchatters anticipate to spend more in Ramadan 2022 on Luxury

Ramadan 2022 vs. 2021



will spend more in Ramadan 2022



