



Fashion and Accessories Vertical Guide

A Time to Be Meaningful

Ramadan looks a little different this year, and Snapchatters are looking for new ways to celebrate the holy month. Here are some insights to help brands develop meaningful connections this Ramadan.

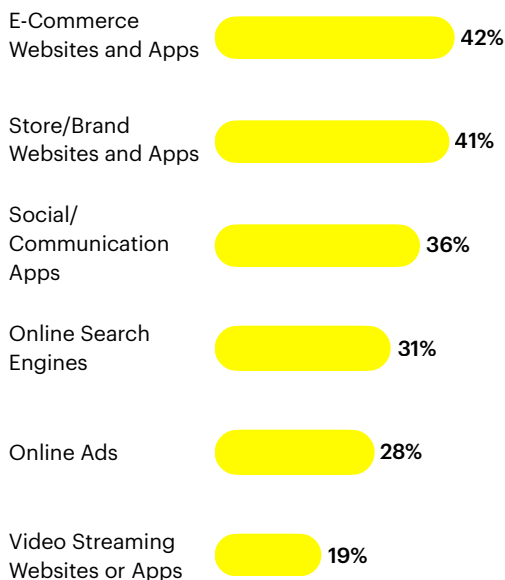
Fashion and accessories are important to Snapchatters during Ramadan.

62%

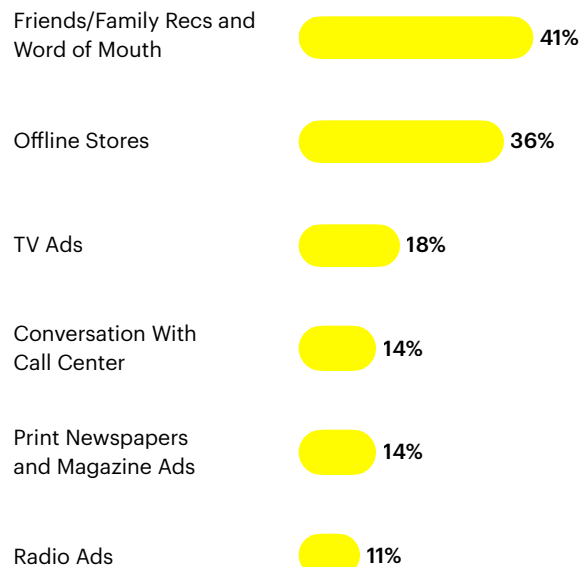
of Snapchatters purchased fashion and accessories during Ramadan.¹

Social/communication apps and friends/family recommendations are important when purchasing fashion and accessories during Ramadan.²

Online Sources



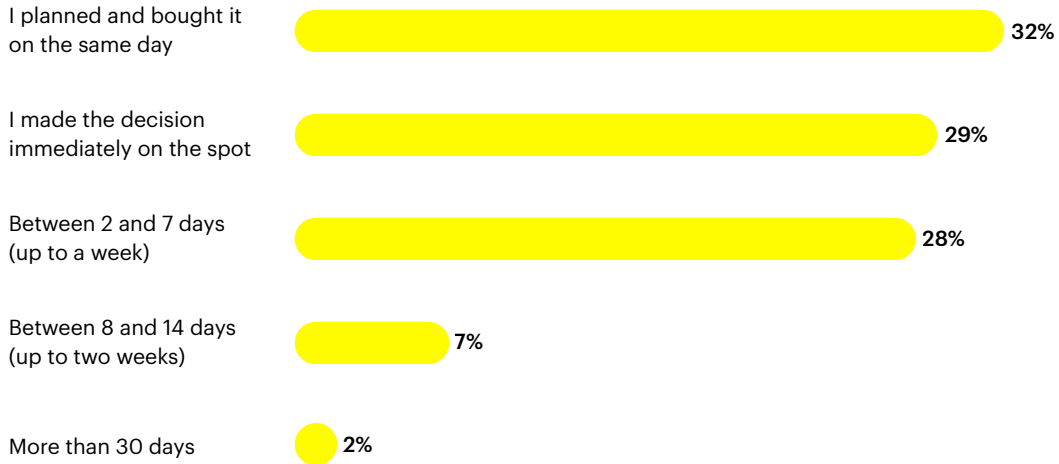
Offline Sources





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More than a third of Snapchatters plan their purchases in advance.³



¹ Base: Snapchatters (n=800)

2020 Ipsos study commissioned by Snap Inc.; Q12. Thinking about the products you have purchased for or during the month of Ramadan this year, please choose all the product types you have bought.

² Base: Fashion & Accessories (n=90)

2020 Ipsos study commissioned by Snap Inc.; Q14A. And which one of these sources of information do you most rely on when making a purchase for or during Ramadan?

³ Base: Snapchatters (n=499)

2020 Ipsos study commissioned by Snap Inc.; Q15. Thinking about the purchase you made for or during Ramadan, how much time passed between the time you first considered buying that type of product and your final purchase?