



# Food, Groceries & House Supplies

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

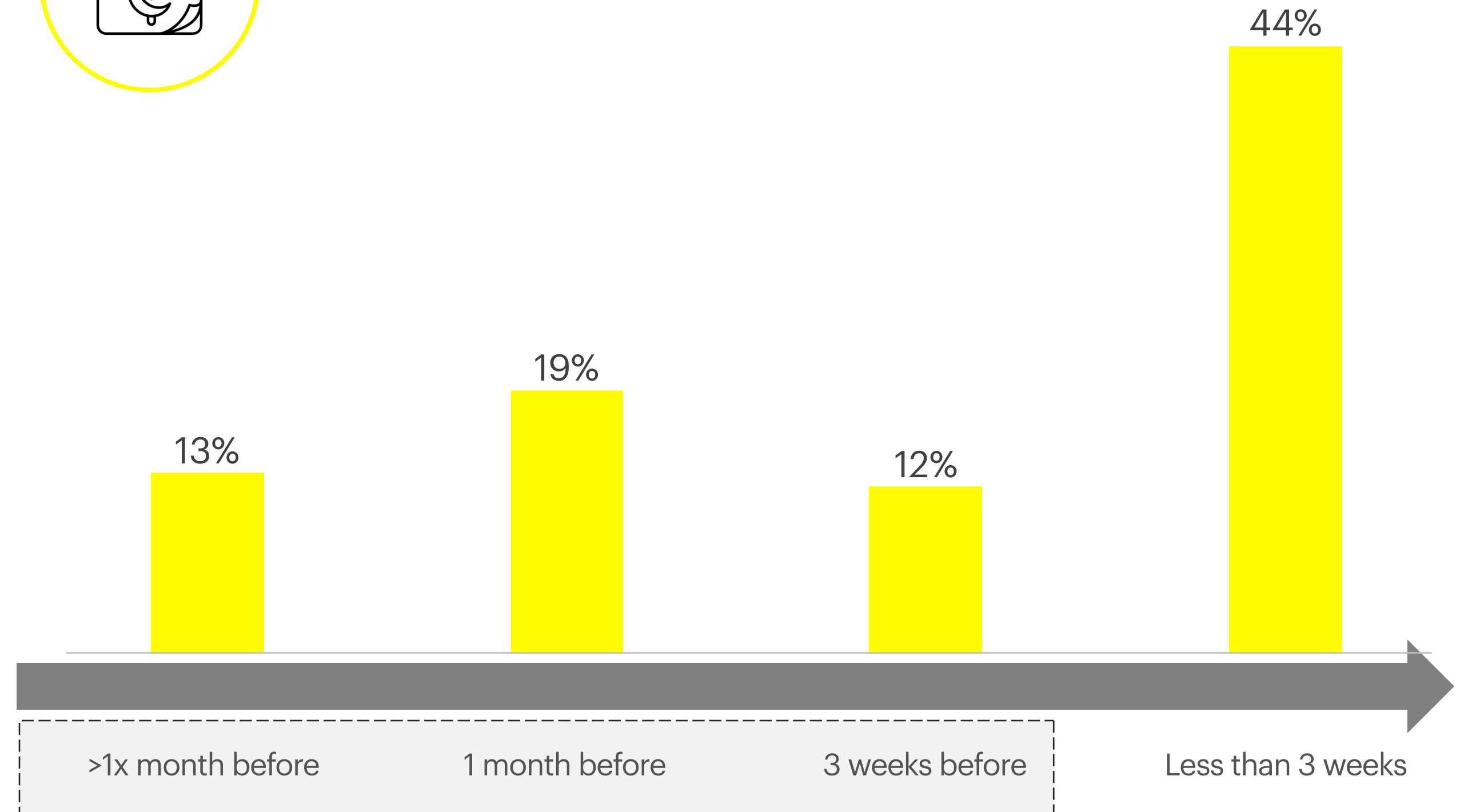
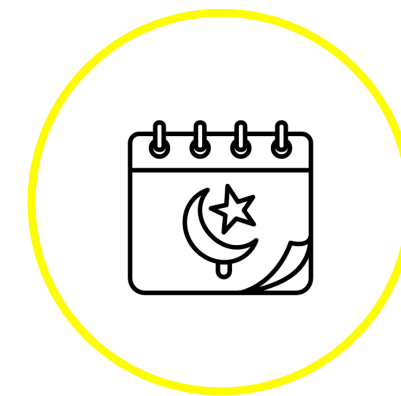


Highlighting an opportunity for brands to offer ideas and engage consumers early

Inspiration before the start of Ramadan

# 44%

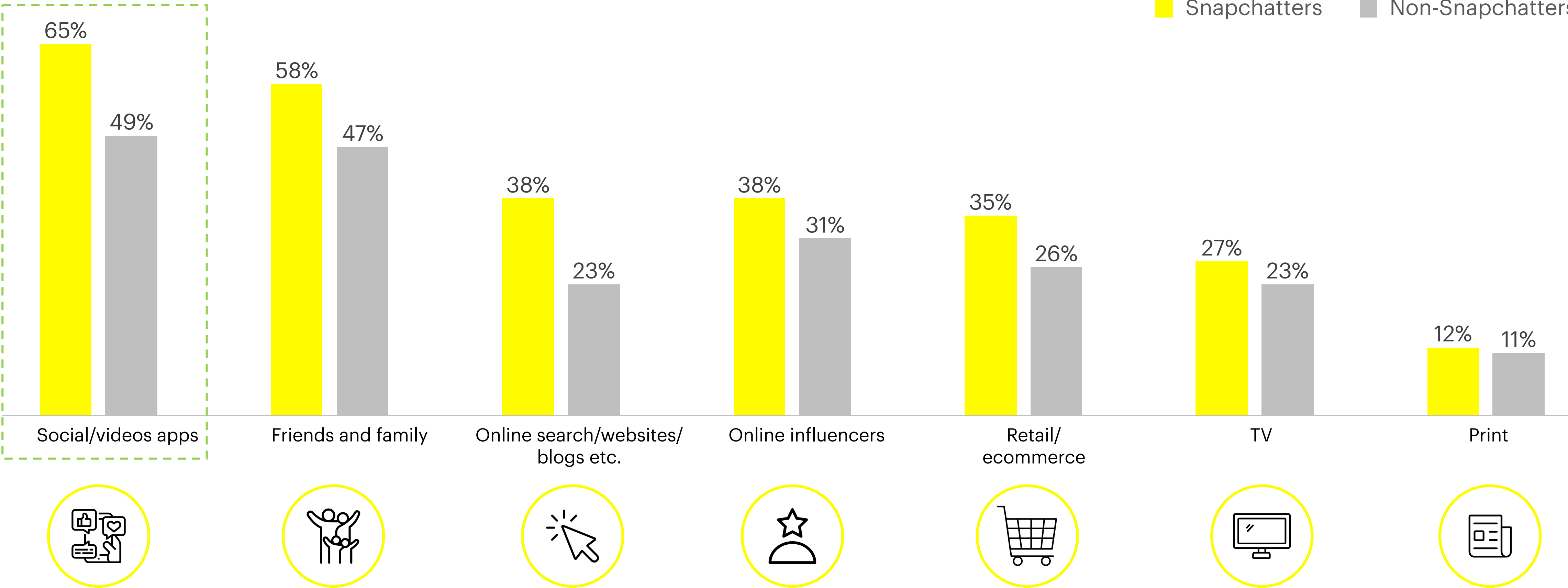
Snapchatters begin to look for inspiration 3 weeks or earlier before Ramadan



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



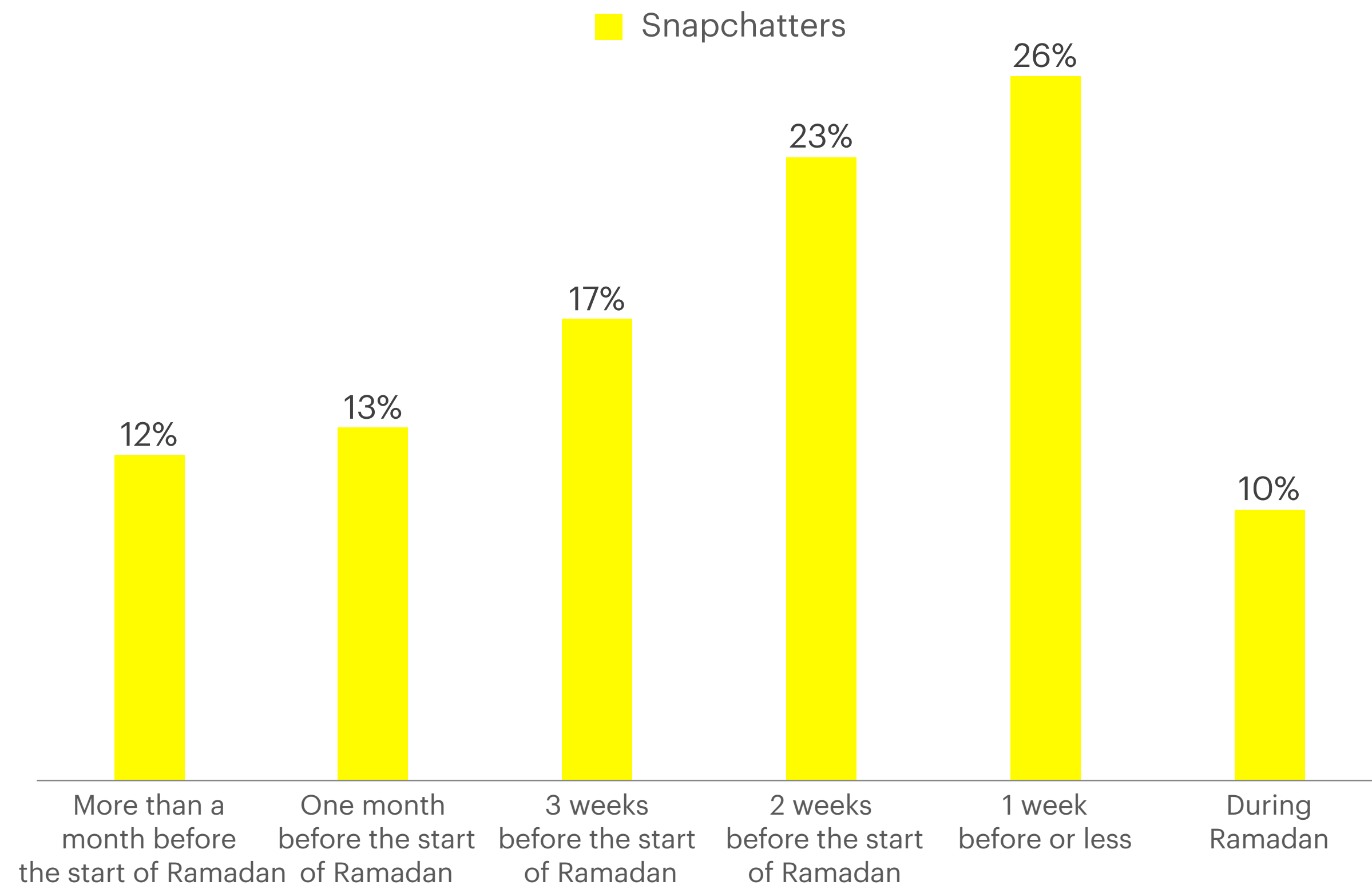
% of source of inspiration



# Shopping for Ramadan



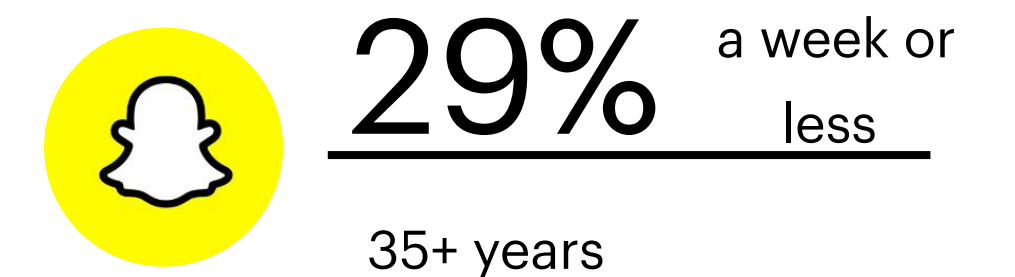
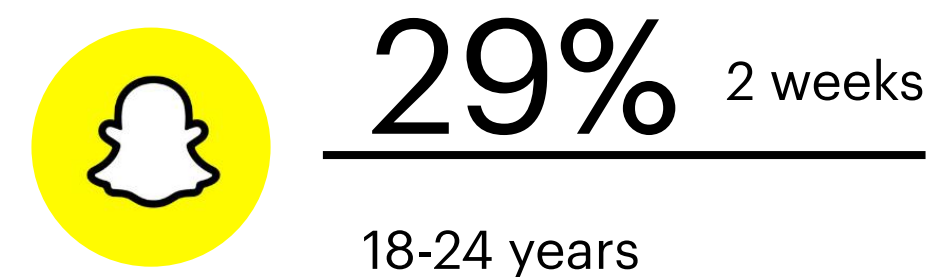
## Start shopping for Ramadan 2021



## Younger age group

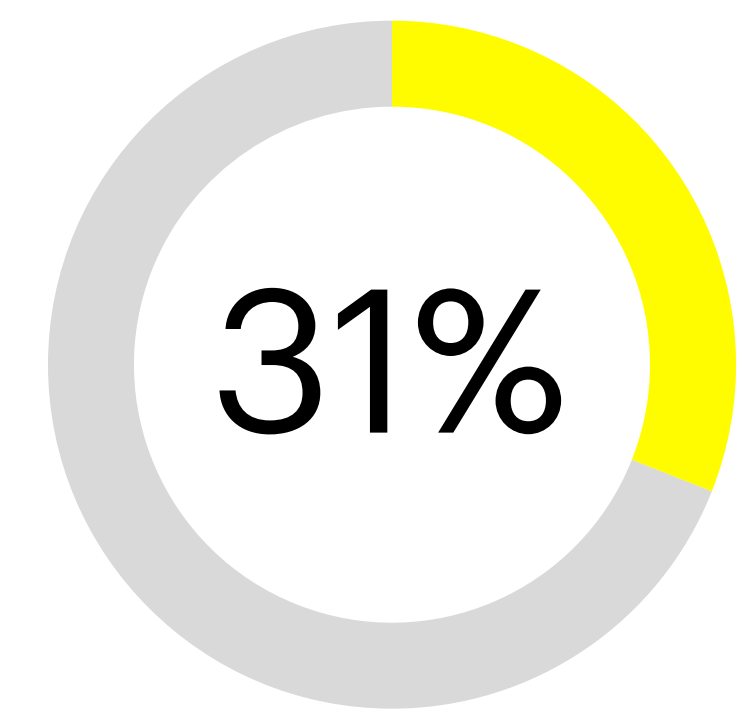
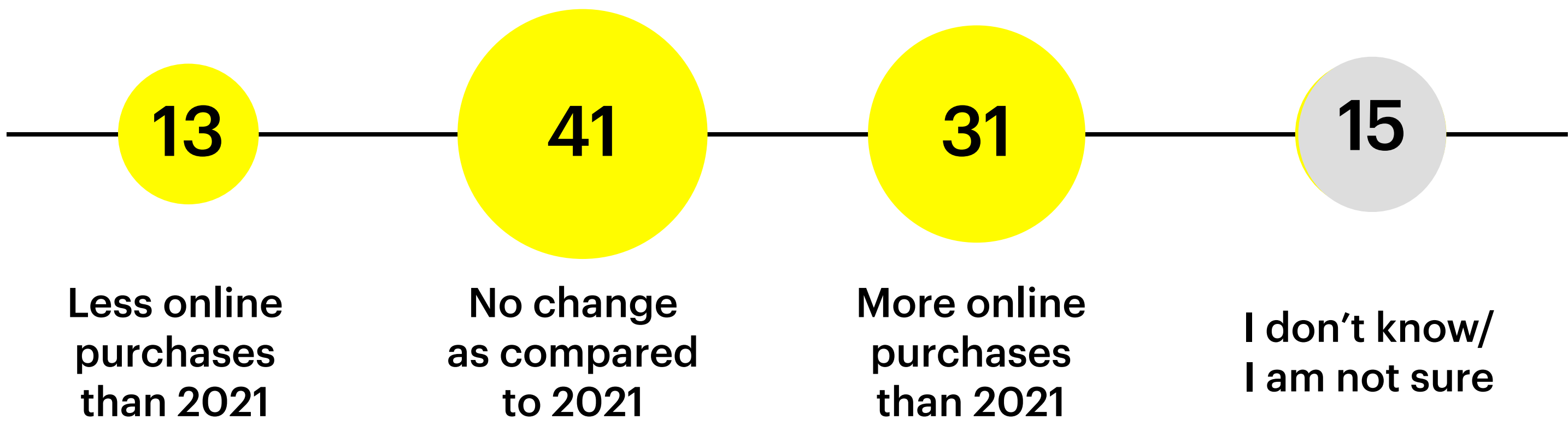
## Older age group

The majority of Snapchatters shop a week before Ramadan

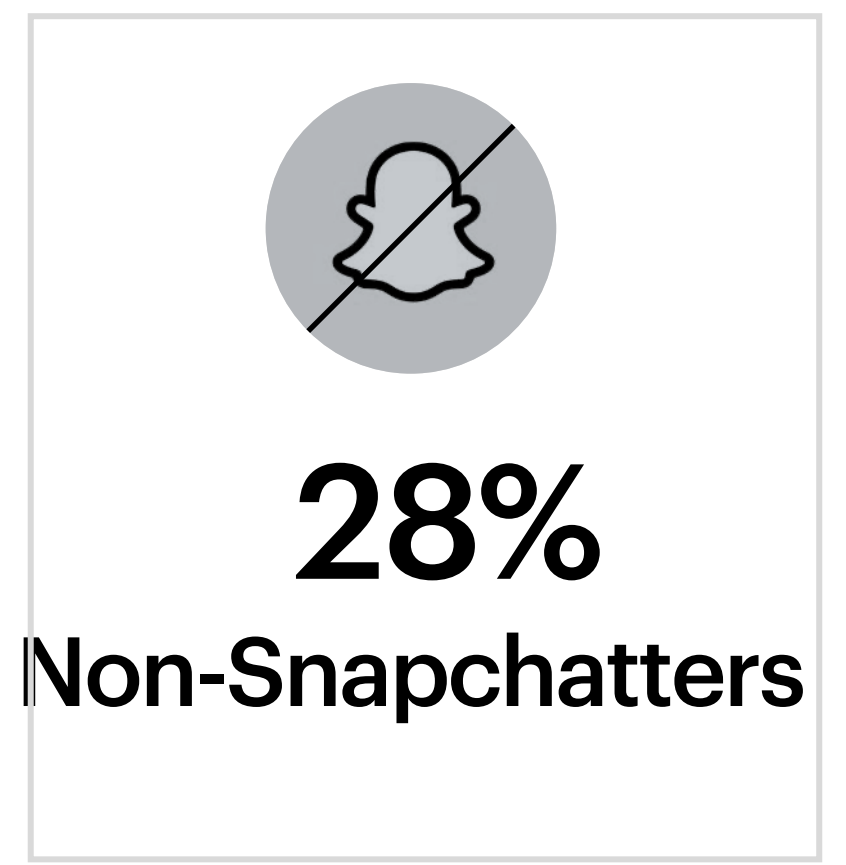
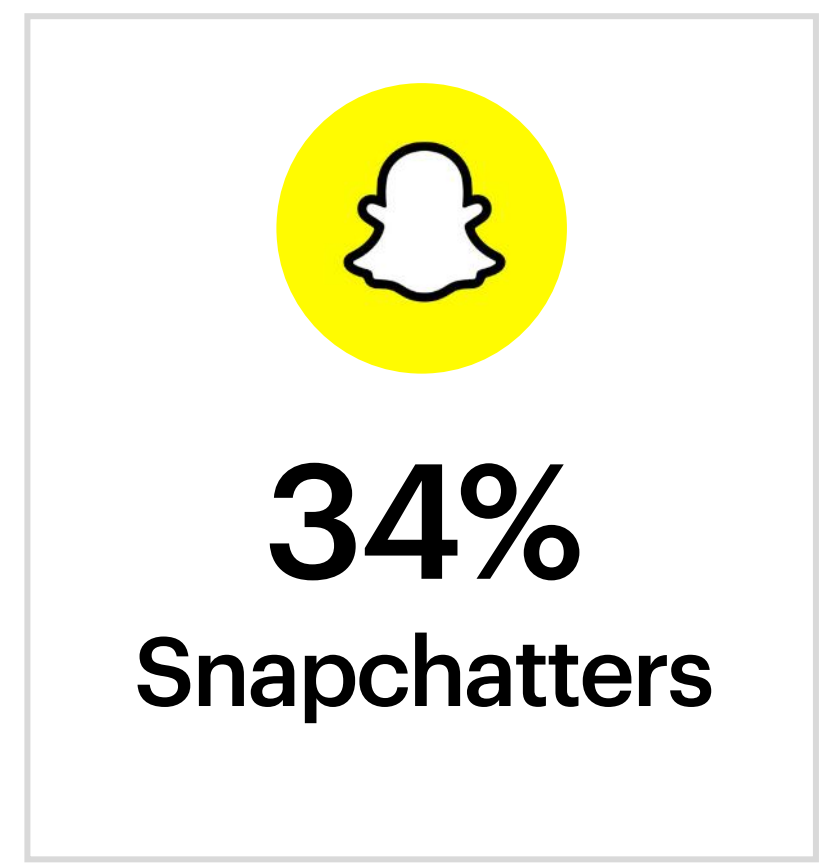
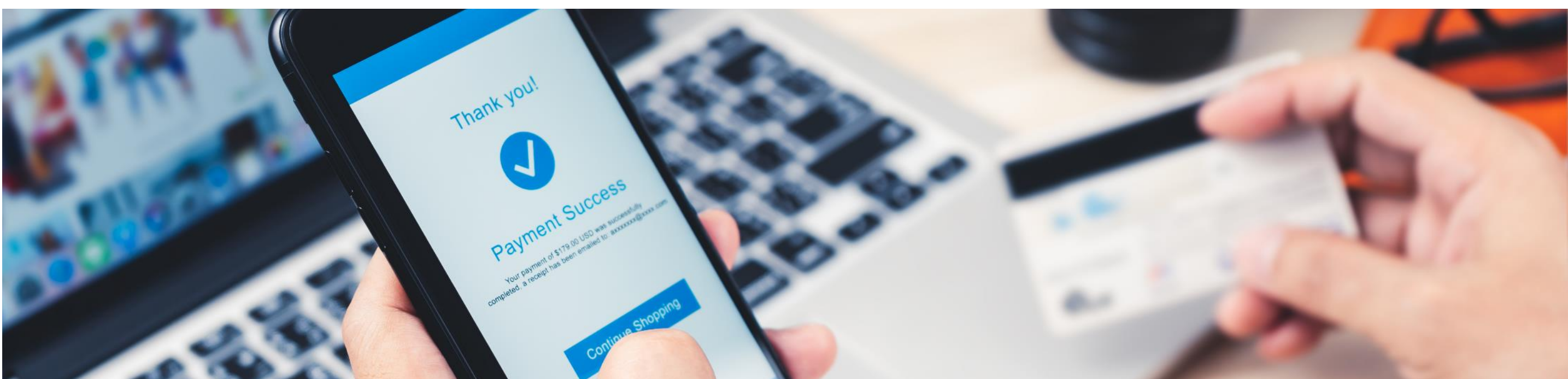




# Shopping for Ramadan – 2022 v. 2021



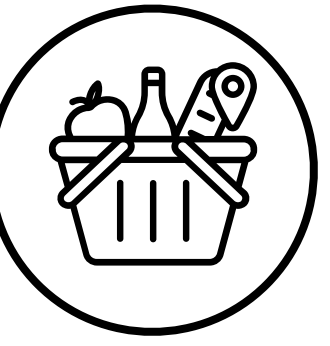
Spends increase on **Online** purchases in 2020 Vs 2021



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



# Necessities like Food and Groceries were bought by 80% of the consumers during Ramadan 2021

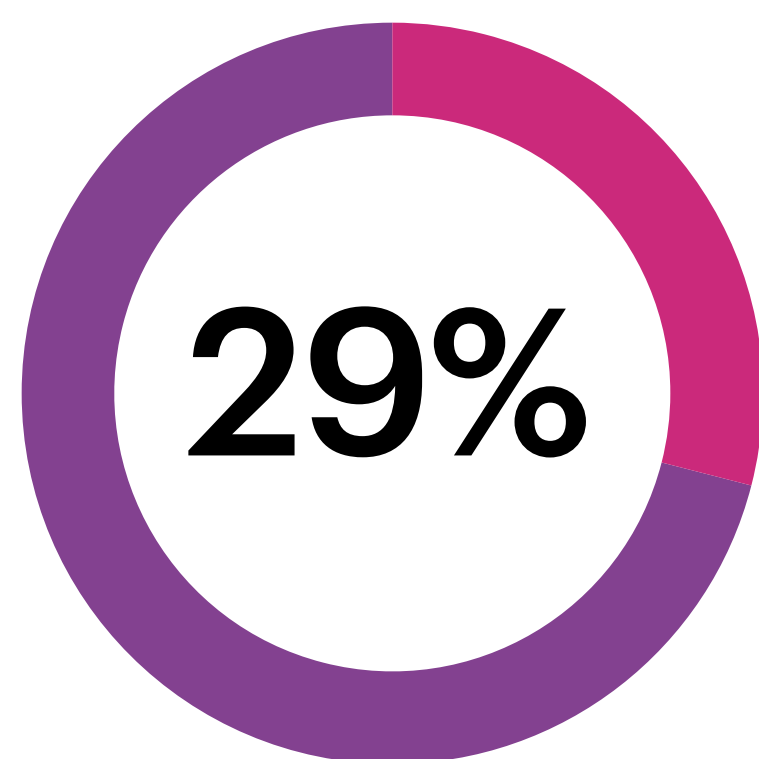
# 80%

Shop for Food, Groceries and House Suppliers (any of these)

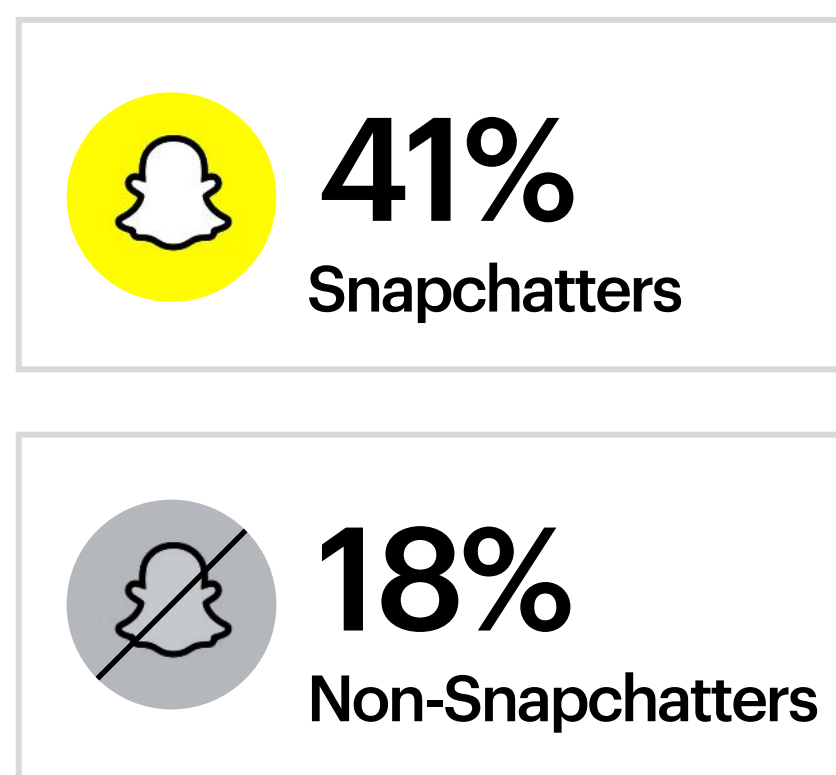


# Content on Social/Video apps along with Retail/ eCommerce play a strong role amongst Snapchatters in their grocery purchases.

Ramadan 2021



Groceries 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 Food, groceries and House Supplies (any of these) products

