



Auto Vertical Guide

A Time to Be Meaningful

Ramadan in a New Light

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.

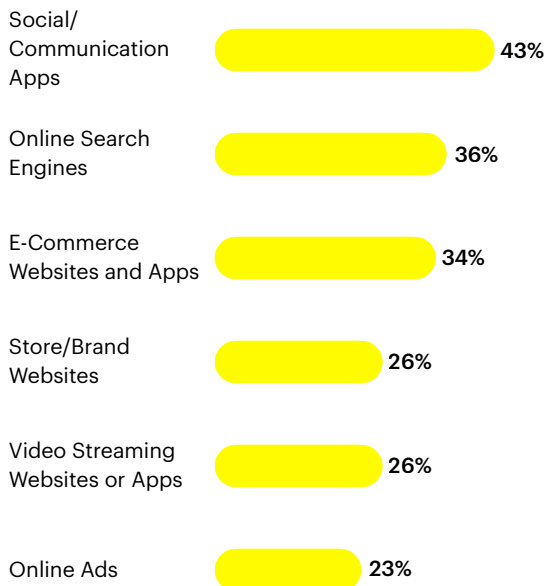
30%

of Snapchatters purchased automobiles during Ramadan.¹

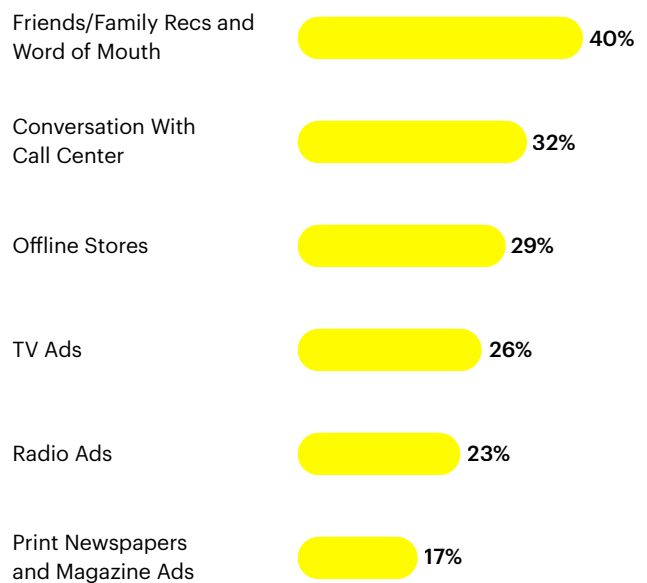
Automobiles are important to Snapchatters during Ramadan.

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

Online Sources



Offline Sources



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: Automobiles (n=114)

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?