



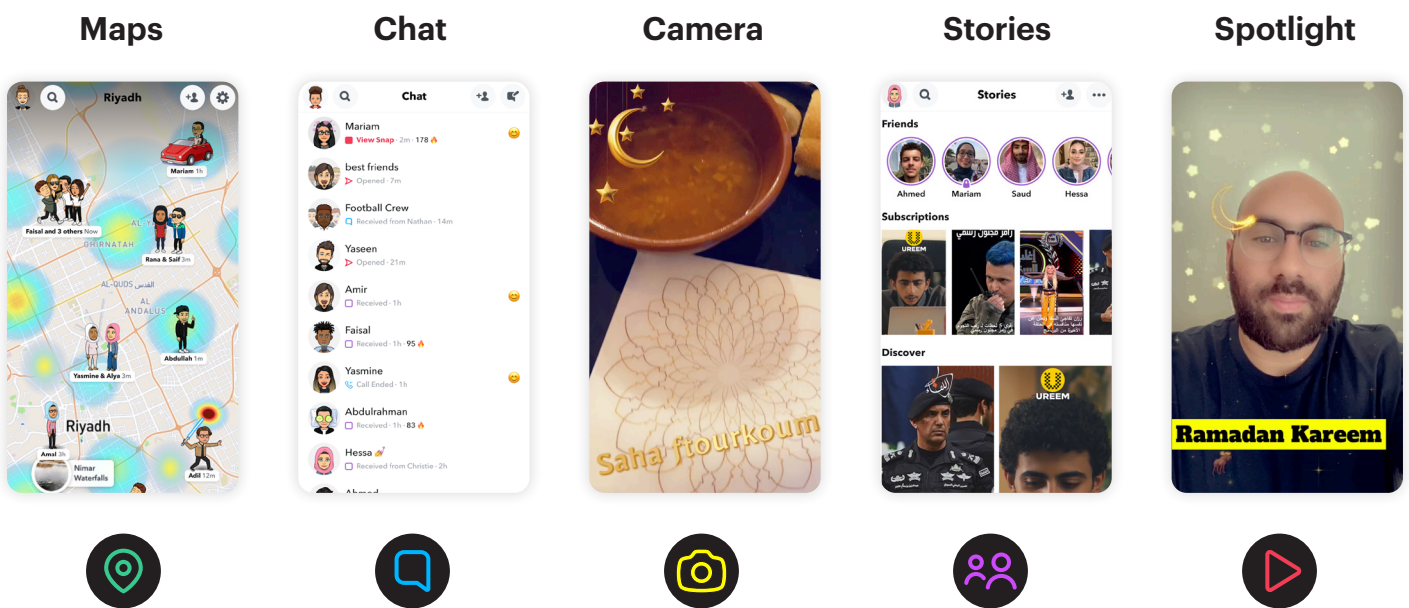
Ramadan 2023 on Snapchat

Beauty and Personal Care

Drive Impact during Ramadan

Snapchat is the place to reach your audience at scale through immersive and impactful experiences — across the entire consumer journey.

During Ramadan, Snapchat is the most frequented platform throughout the day in KSA¹ because Snapchatters can perform everything on the platform. From chats, maps and discovering new places, to watching Ramadan content and sharing moments with real friends and family.



Snapchat is considered the #1 platform for being a part of the Ramadan culture

10B

On average Snapchatters viewed over 10B stories each day in KSA²

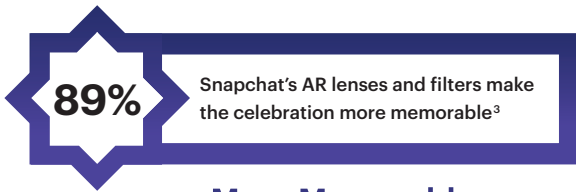
89%

Of Snapchatters say Snapchat is where they share their most meaningful moments when celebrating³

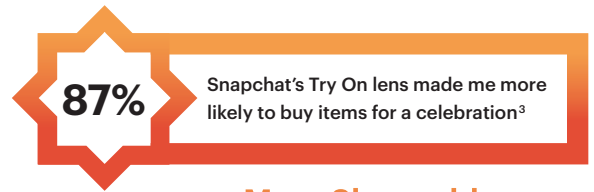
220M

On average, Snapchatters played with Lenses over 220M times each day in Saudi Arabia²

AR takes the Ramadan experience to the next level



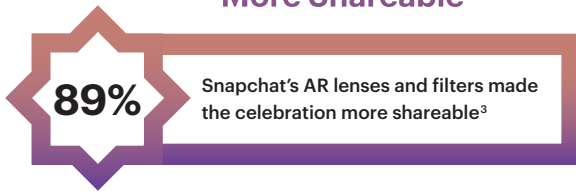
More Memorable



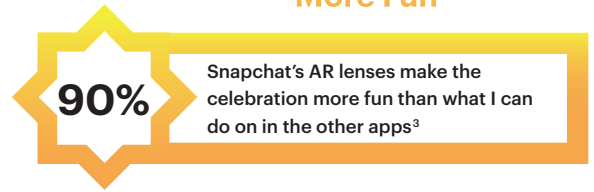
More Shoppable



More Shareable



More Fun



What are your consumers up to during Ramadan?

Their Purchase Planning

50%

Around **50%** of Snapchatters will start planning their purchase **over a week in advance**⁴

Their Purchase Need

63%

63% of Snapchatters will purchase items mainly for **everyday usage** and **self-pampering** during Ramadan⁴

Their Mode of Purchase

60%

While Snapchatters get their product **inspiration** on Snapchat, **60%** of them make their **final purchases** for beauty and personal care products still happen **in-store** compared to **39%** who shop **online**⁴

Their Source of Inspiration

33%

Inspiration throughout consumers' **planning** journey is mainly online. Snapchat is seen as a key source for credible info on beauty and personal products scoring the **highest 33%** compared to other platforms⁴

1. 2022 Nielsen Ramadan Media Behaviour Study commissioned by Snap Inc. | Base: Snapchatters n=101 (2376 digital diary entries)
 2. Snapchat internal data April 1st - May, 7 2022
 3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | Q: How well does each of the following describe Snapchat?
 4. 2022 Ipsos Reimagining Ramadan Study commissioned by Snapchat Inc. | Base n=254