



Electronics 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.

Electronics are important to Snapchatters during Ramadan.

62%

of Snapchatters purchased electronics during Ramadan.¹

They purchase electronics for themselves or as gifts for loved ones.

40%

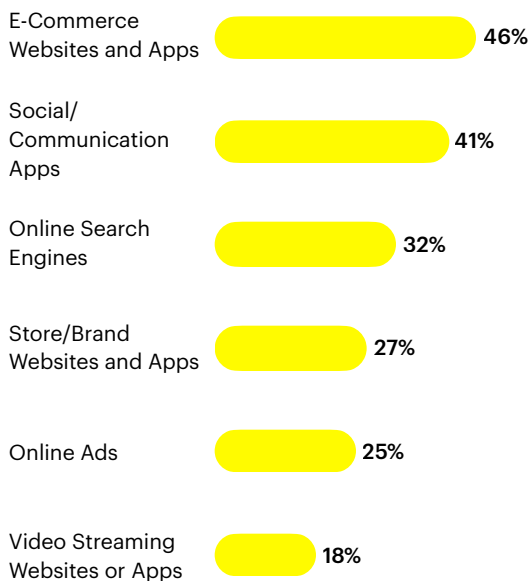
of Snapchatters went shopping for tech products for themselves.²

34%

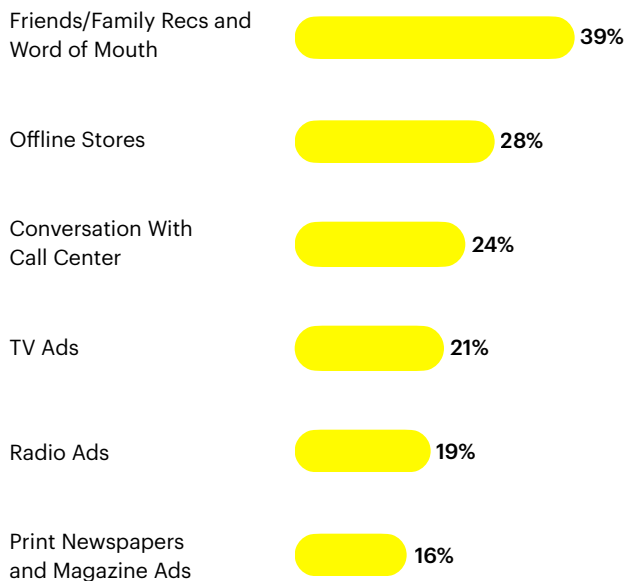
of Snapchatters purchased tech products as a gift.³

Social/communication apps and friends/family recommendations are important when purchasing electronics during Ramadan.⁴

Online Sources



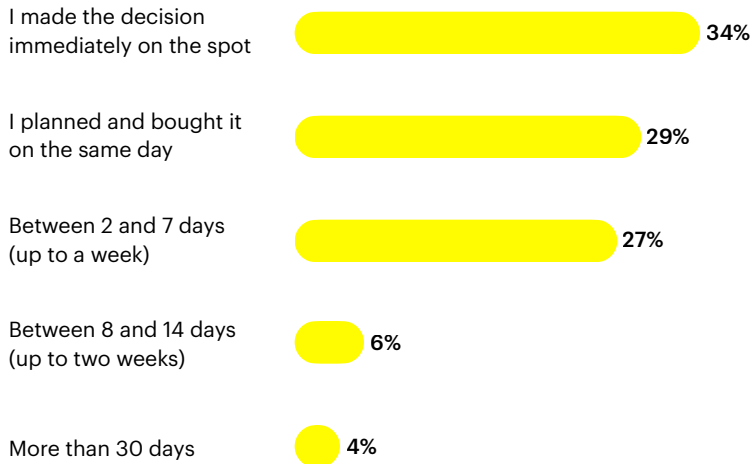
Offline Sources



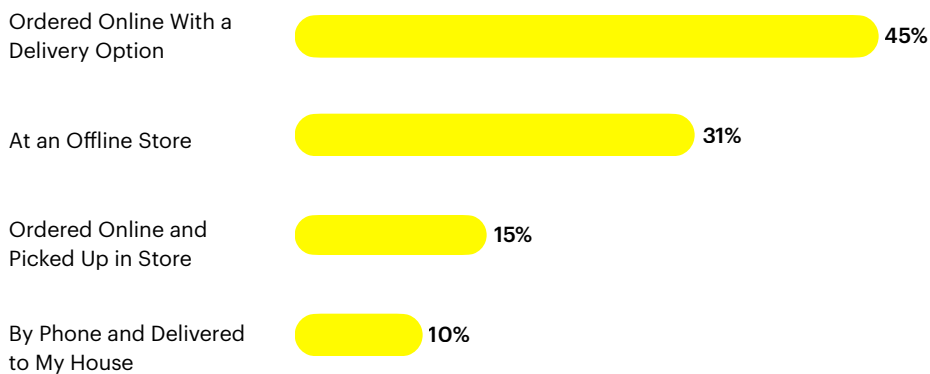


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More than a third of Snapchatters plan their electronics purchases in advance.⁵



Nearly half of Snapchatters purchased their electronics online with a delivery option, while almost a third purchased them at the store.⁶



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 Snap Inc. survey of KSA Snapchat users May 30–June 6, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: "How often did you go shopping for tech products for yourself in the past 4 weeks?"; 652 respondents.

³ Snap Inc. survey of KSA Snapchat users May 30–June 6, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: "How often did you purchase tech products as gifts for someone else in the past 4 weeks?"; 643 respondents.

⁴ Base: Electronics (n=148)

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?

⁵ Base: Snapchatters (n=496)

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?

⁶ Base: Electronics (n=148)

2020 Ipsos study commissioned by Snap Inc.; Q16. Thinking of your latest purchase in Ramadan of {#Q13.Response.Label}, how did you end up making the actual purchase?