



Household Products and Appliances 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.

Household products and appliances are important to Snapchatters during Ramadan.

74%

of Snapchatters purchased household products and appliances during Ramadan.¹

Ramadan is a great time for Snapchatters to purchase home decor or furniture.

25%

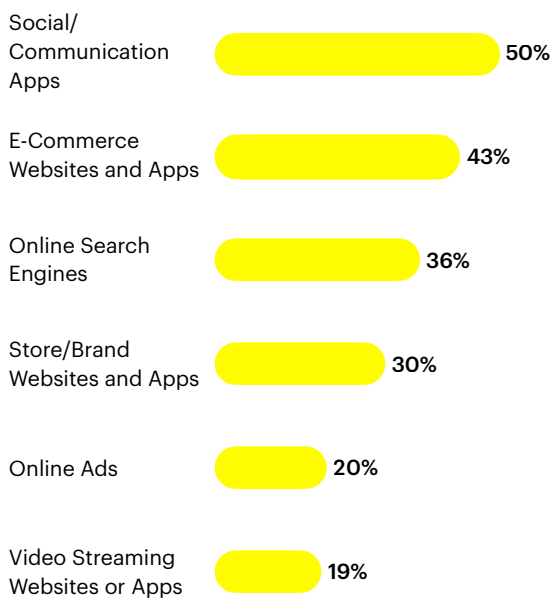
of Snapchatters agree they purchased home decor or furniture more frequently.²

29%

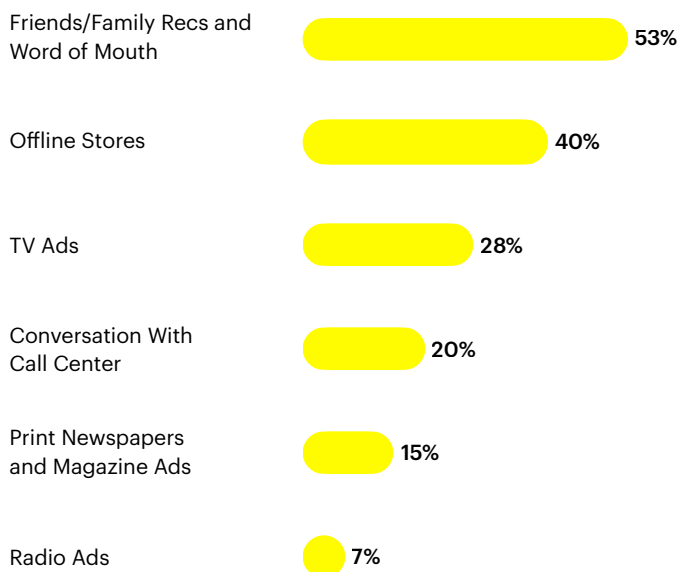
of Snapchatters went shopping for home decor or furniture for themselves.³

Social/communication apps and word of mouth are important when purchasing household products and appliances during Ramadan.⁴

Online Sources



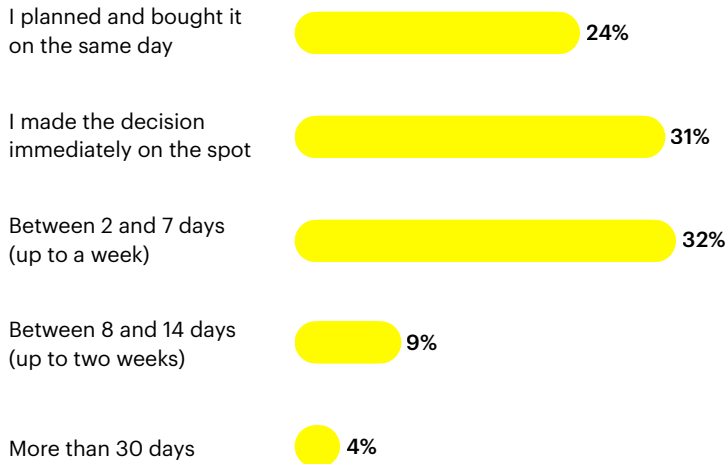
Offline Sources



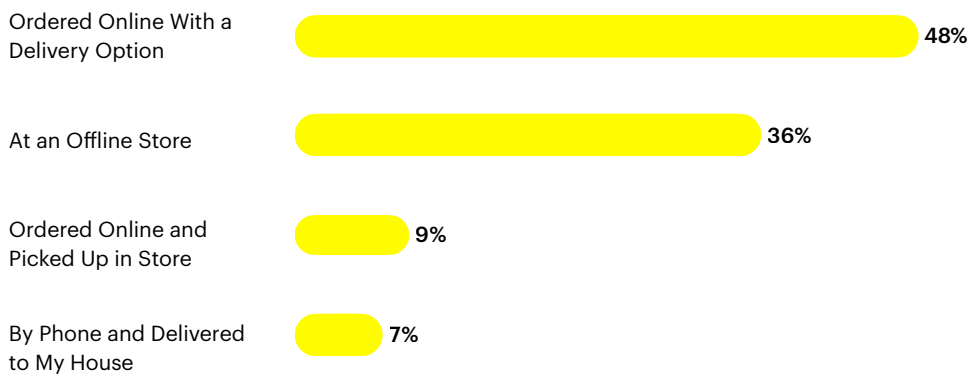


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Nearly half of Snapchatters plan their Household & Appliance purchases in advance.⁵



Nearly half of Snapchatters purchased their household products and appliances online with a delivery option, while over 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 29–June 04, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: Do you agree or disagree with the following statement: I purchased home decor or furniture more frequently in the last 4 weeks as compared to the rest of the year.; 665 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 go shopping for home decor or furniture for yourself in the past 4 weeks?"; 662 respondents.

⁴ Base: Household Products & Appliances (n=112)

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=595)

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: Household Products & Appliances (n=112)

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?