



Food and Groceries 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.

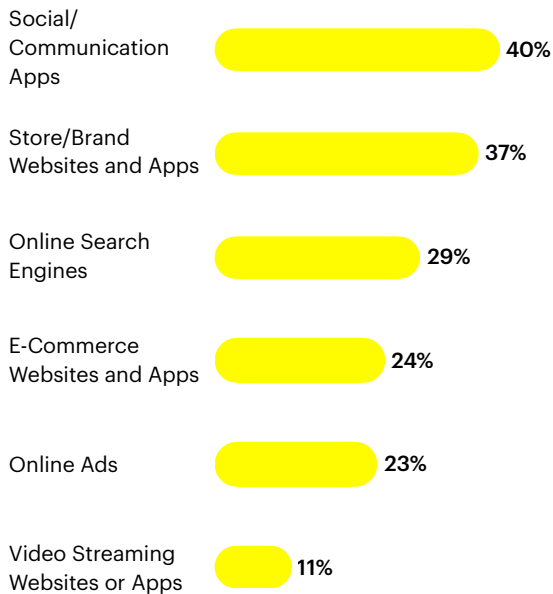
Food and groceries are especially important to Snapchatters during Ramadan.

87%

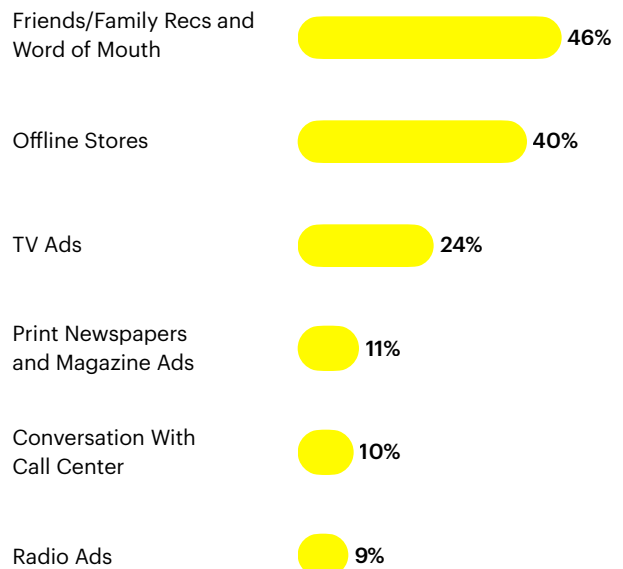
of Snapchatters purchased food and groceries during Ramadan.¹

Social/communication apps and friends/family recommendations are important when purchasing food and groceries during Ramadan².

Online Sources



Offline Sources





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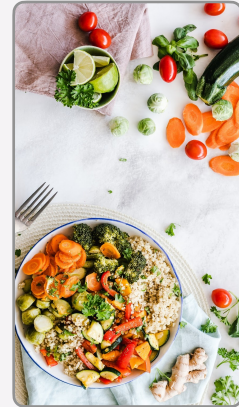
More than half of Snapchatters like to share appetizing content with their family and friends.

57%

of Snapchatters share pictures/video of food.³

52%

of Snapchatters "I tend to share more pictures of food."⁴



The majority of Snapchatters spend their time looking for food inspiration and preparing meals with their family.

68%

of Snapchatters agree "I tend to look for food recipes/inspirations online more than during the rest of the year."⁵

62%

of Snapchatters "Prepared meals at home with my family."⁶

26%

of Snapchatters searched for new recipes.⁶

¹Base: 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.

²Base: Food & Groceries (n=439)

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?

³Base: Snapchatters (n=378)

2020 Ipsos study commissioned by Snap, Inc.; Q6a. During Ramadan, what type of content and activities do you usually share on each social / communication platform?

⁴Base: Snapchatters (n=800)

2020 Ipsos study commissioned by Snap, Inc.; Q8. On a scale from 1 to 5, 1 being "strongly disagree" and 5 being "strongly agree", how much do you agree with the below statements regarding your social / communication apps usage in Ramadan? T2B compared to other months of the year? T2B

⁵Base: Snapchatters (n=800)

2020 Ipsos study commissioned by Snap, Inc.; Q8. On a scale from 1 to 5, 1 being "strongly disagree" and 5 being "strongly agree", how much do you agree with the below statements regarding your social / communication apps usage in Ramadan compared to other months of the year? T2B

⁶Snap 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: Thinking about food and/or beverages, which of the following, if any, have you done more in the last 4 weeks?: 722 respondents.