



Fashion & Clothing



Snapchatters begin searching for Ramadan inspiration at least 3 weeks prior to the holiday



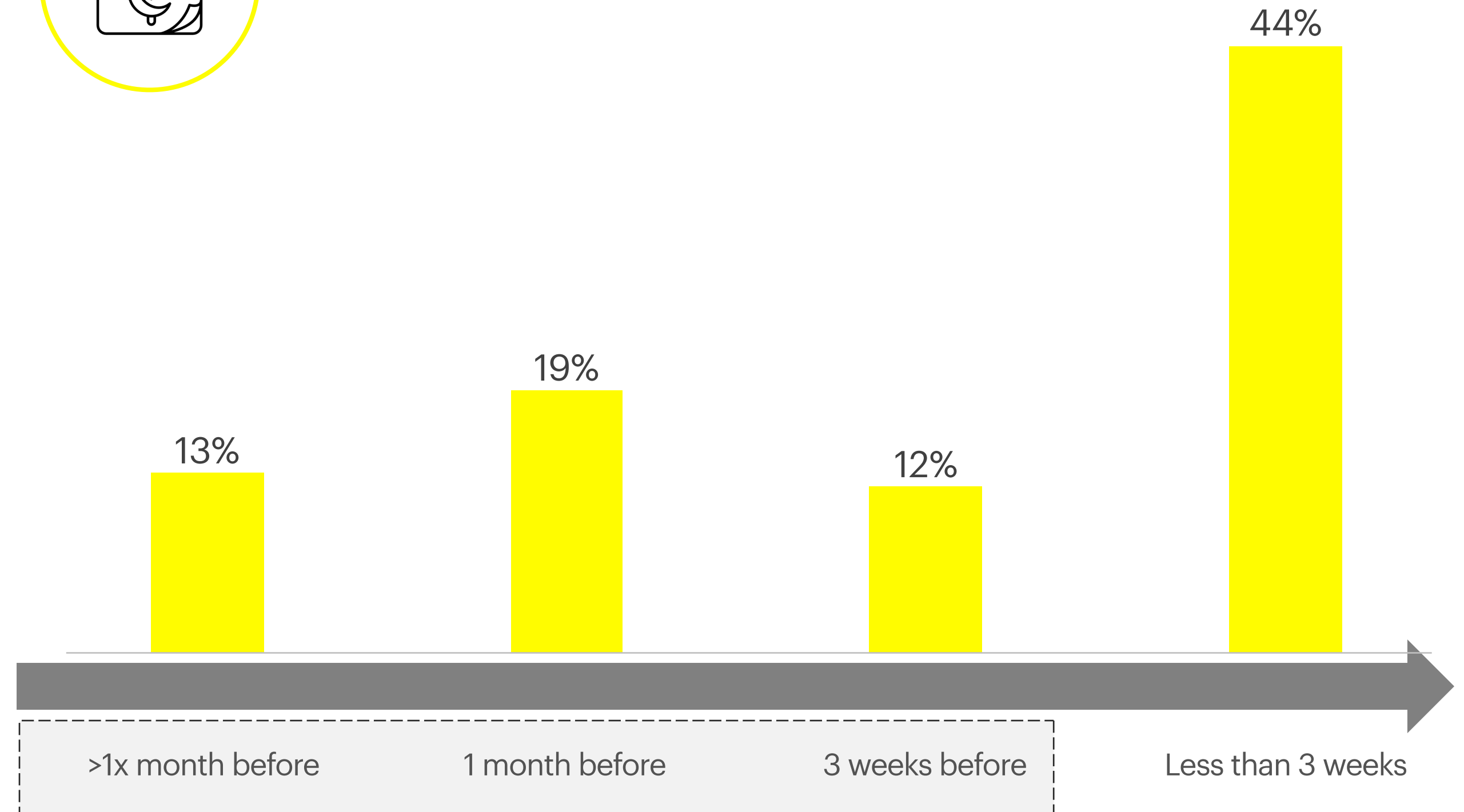
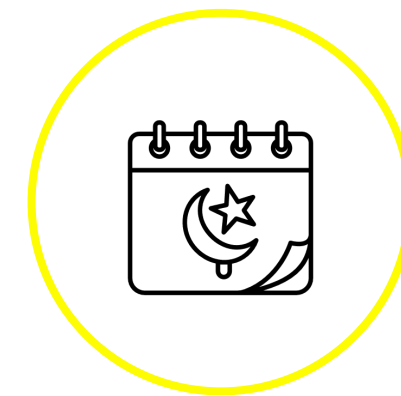
Highlighting an opportunity for brands to offer ideas and engage consumers early

Inspiration before the start of Ramadan



44%

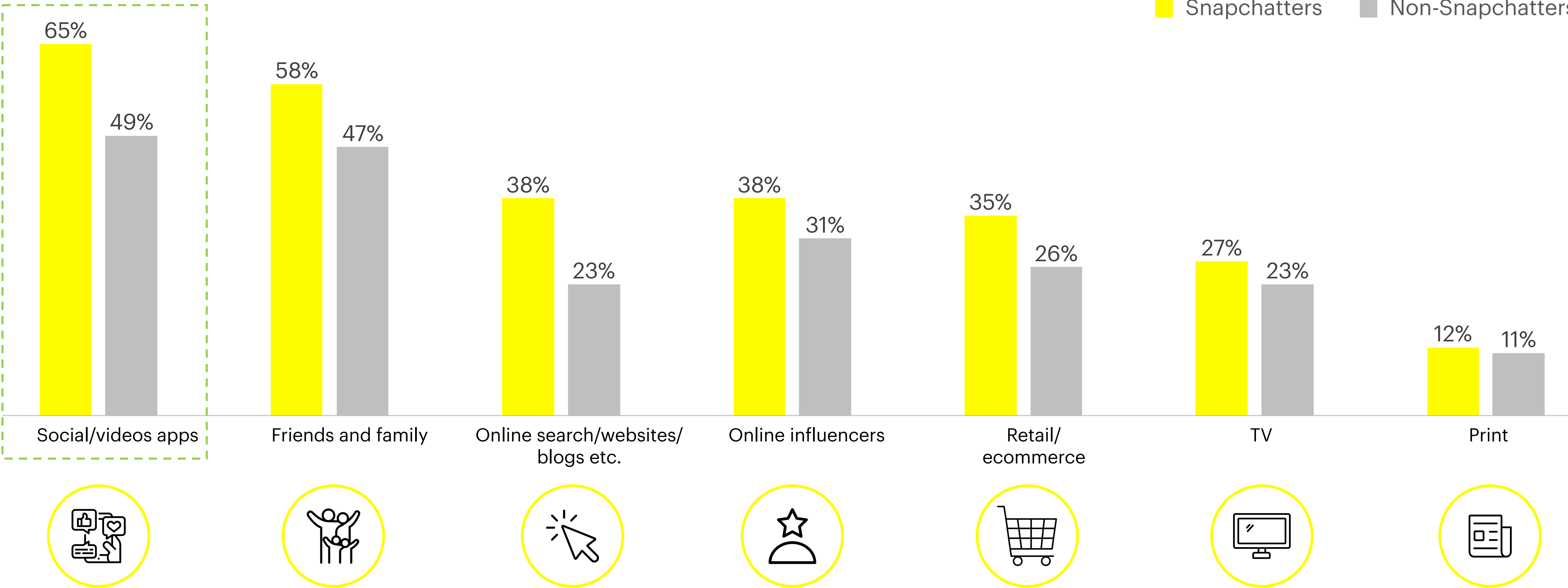
Snapchatters begin to look for inspiration 3 weeks or earlier before Ramadan



Social/Video apps are the top source of Ramadan inspiration for Snapchatters



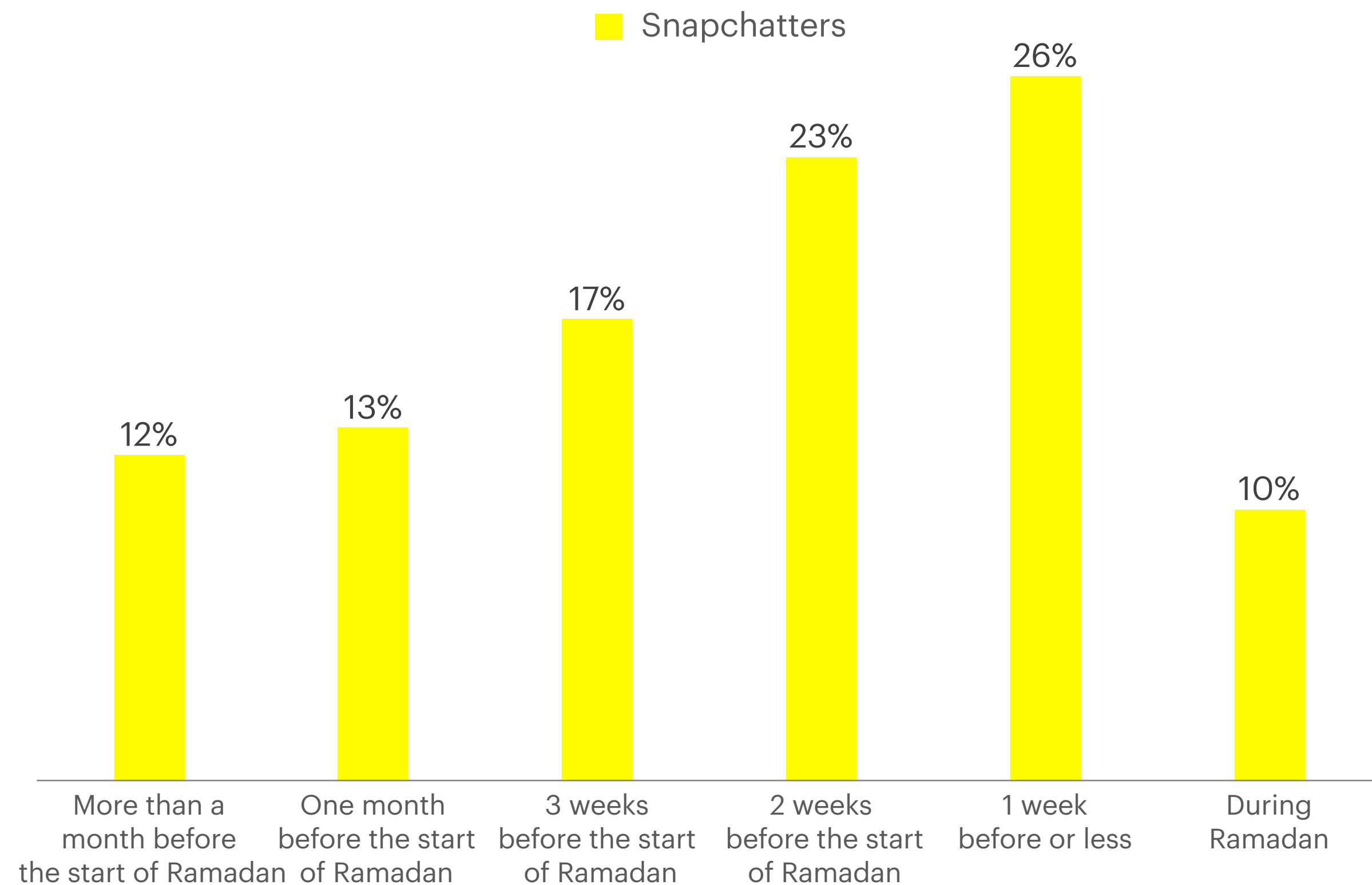
% of source of inspiration



Shopping for Ramadan



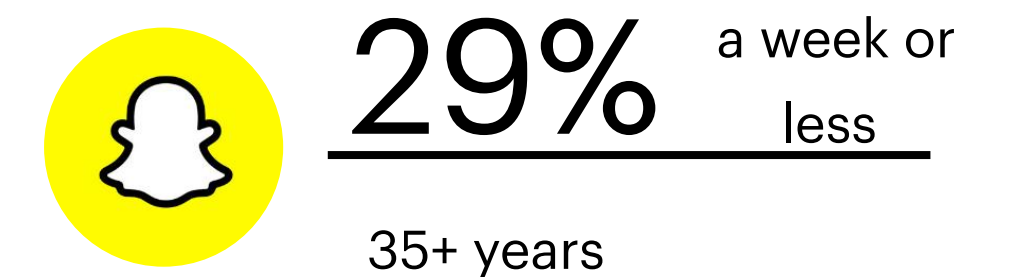
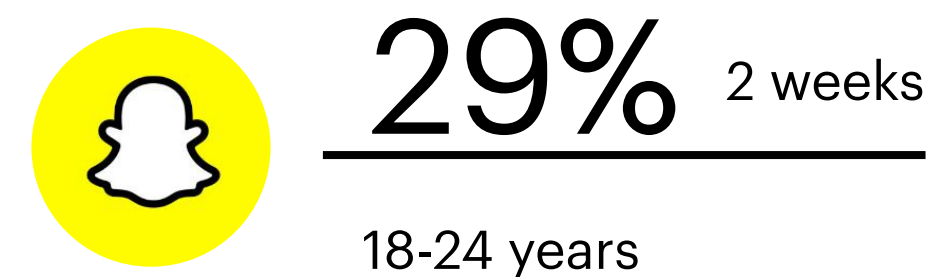
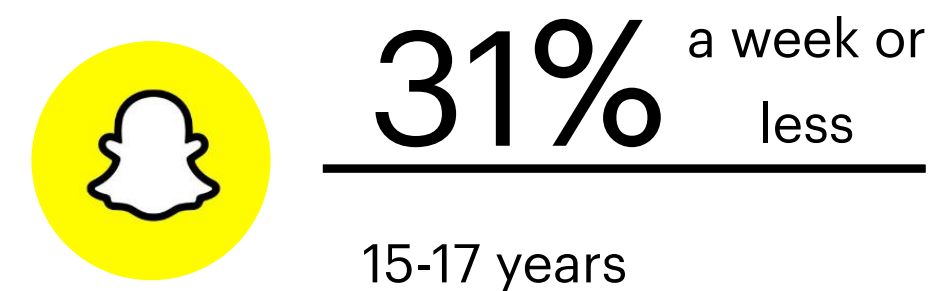
Start shopping for Ramadan 2021



Younger age group

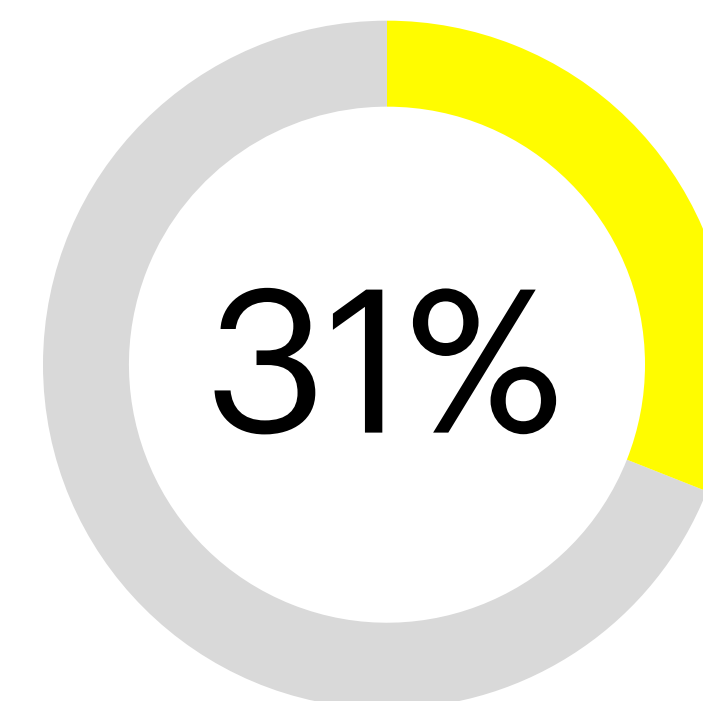
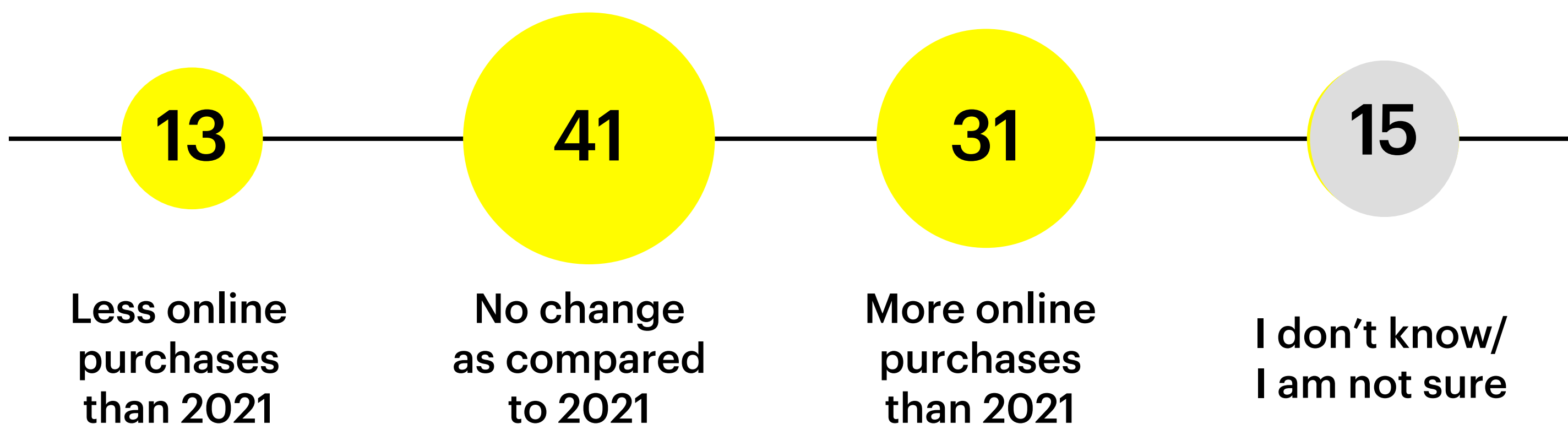
Older age group

The majority of Snapchatters shop a week before Ramadan

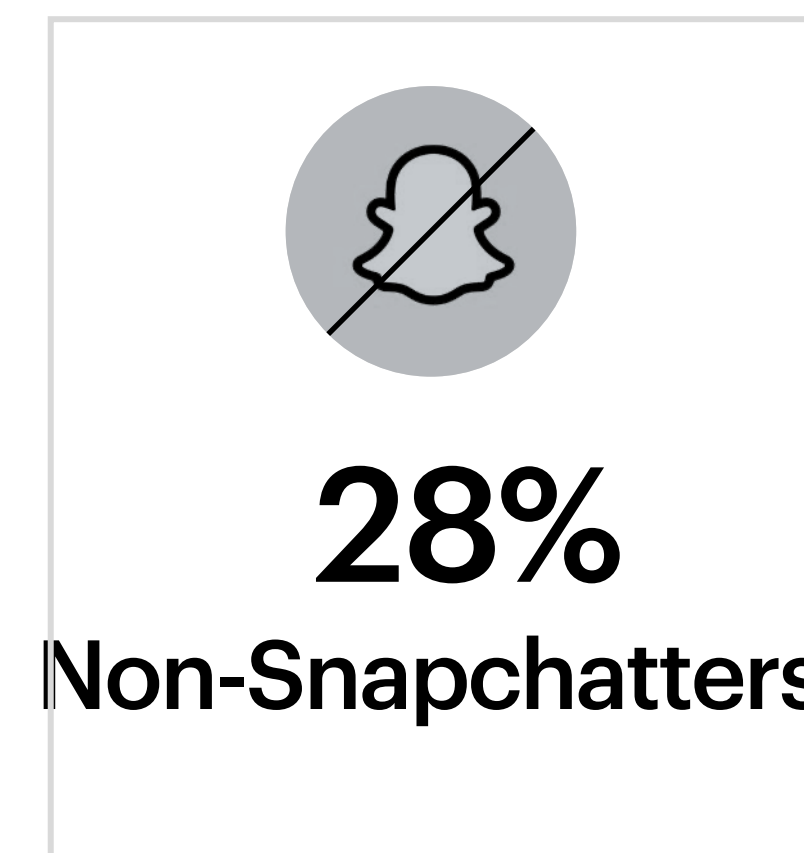
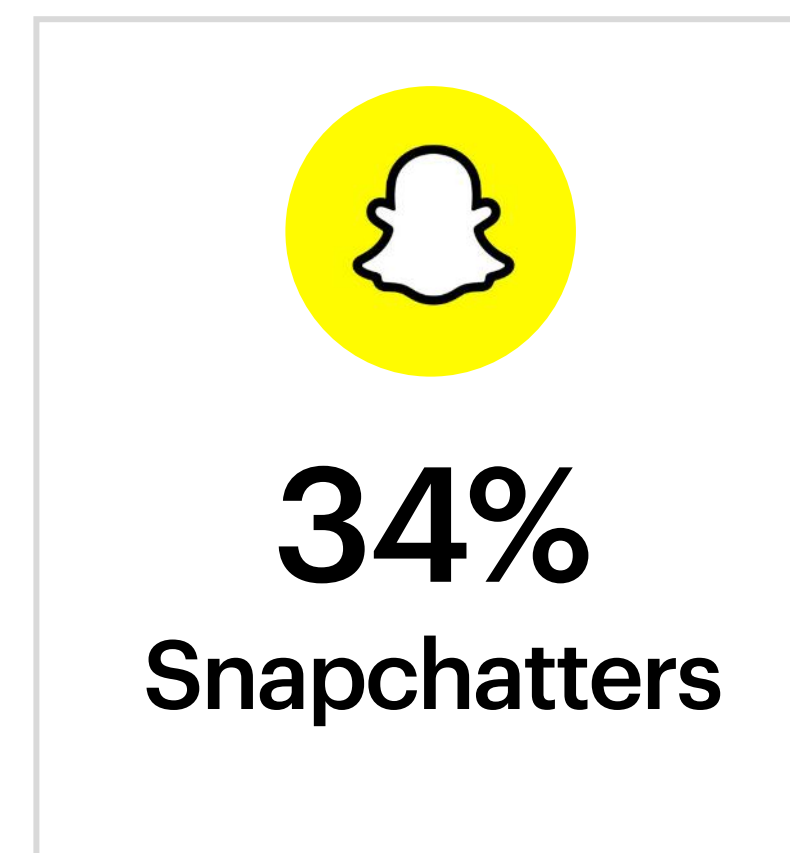
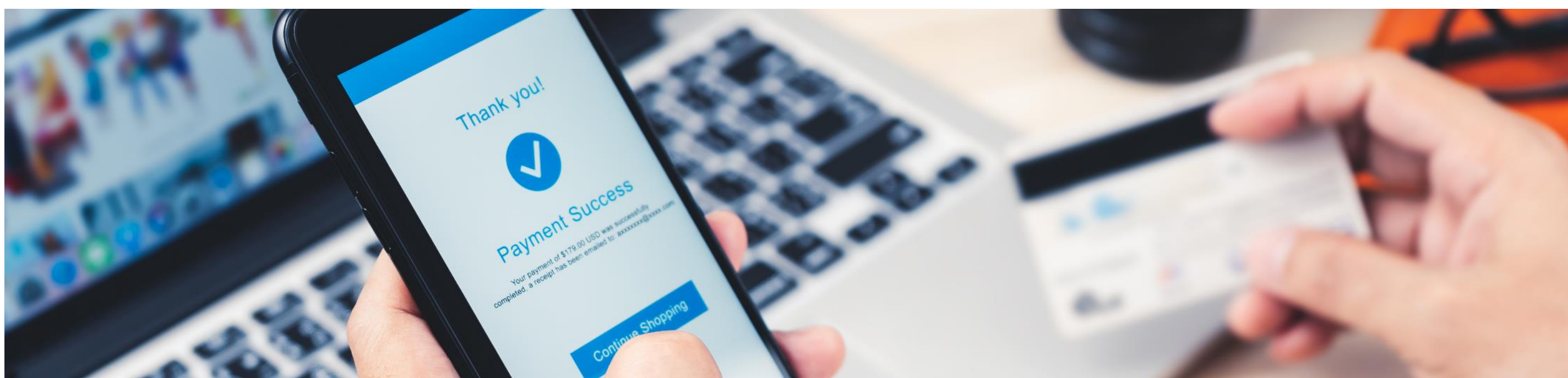




Shopping for Ramadan – 2022 v. 2021



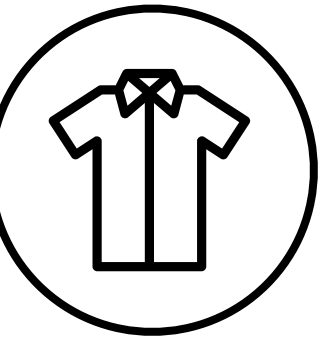
Spends increase on **Online** purchases in 2020 Vs 2021



2021 Kantar research, Ramadan- KSA, commissioned by Snap Inc. Q: Which of the following do you think best describes your plans for online purchases in the upcoming Ramadan (Ramadan 2022) as compared to 2021?

Q: Which of the following do you think best describes your online purchases in Ramadan 2020 (during the lockdown due to COVID) as compared to 2021?

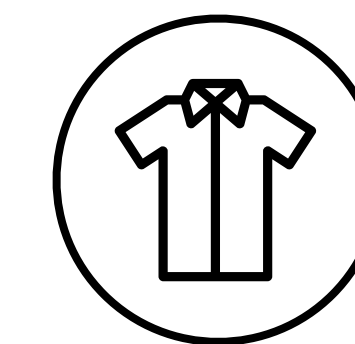
Total : 1,031 | Snapchatters: 503 | Non-Snapchatters: 528



Half of the consumers shop for Fashion, Clothing, Outwear, Footwear products during Ramadan 2021

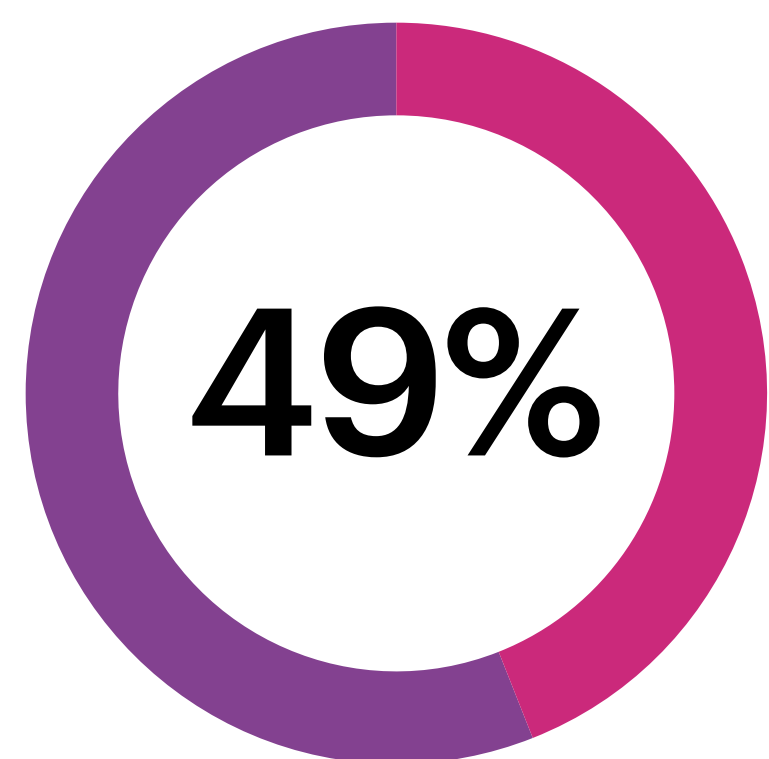
55%

Shop for Fashion, Clothing, Outwear, Footwear etc.

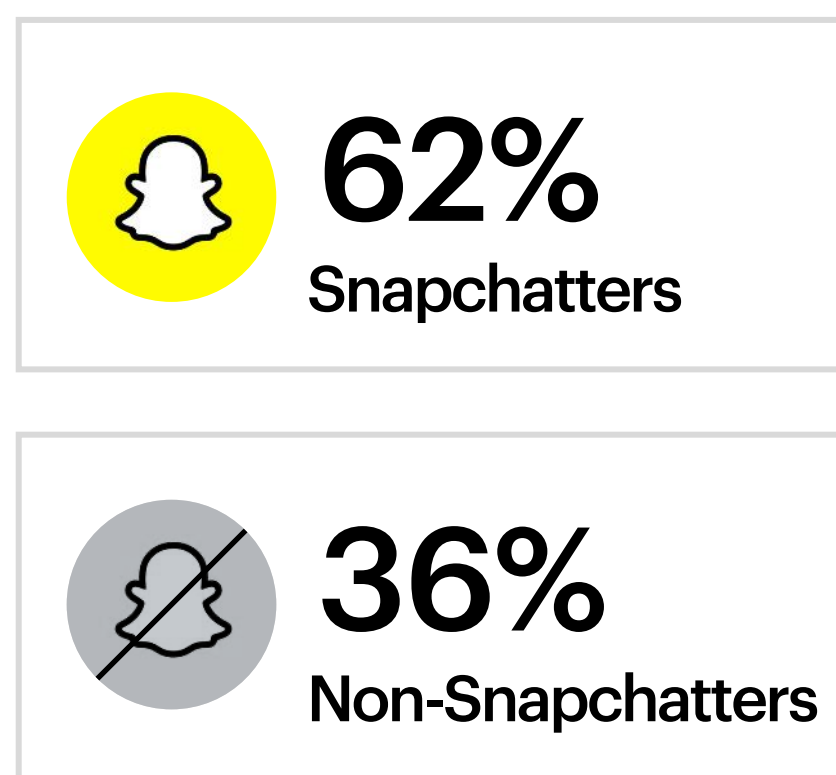


And almost half of the consumers shop for Fashion products through their mobile/tablet apps during Ramadan

Ramadan 2021

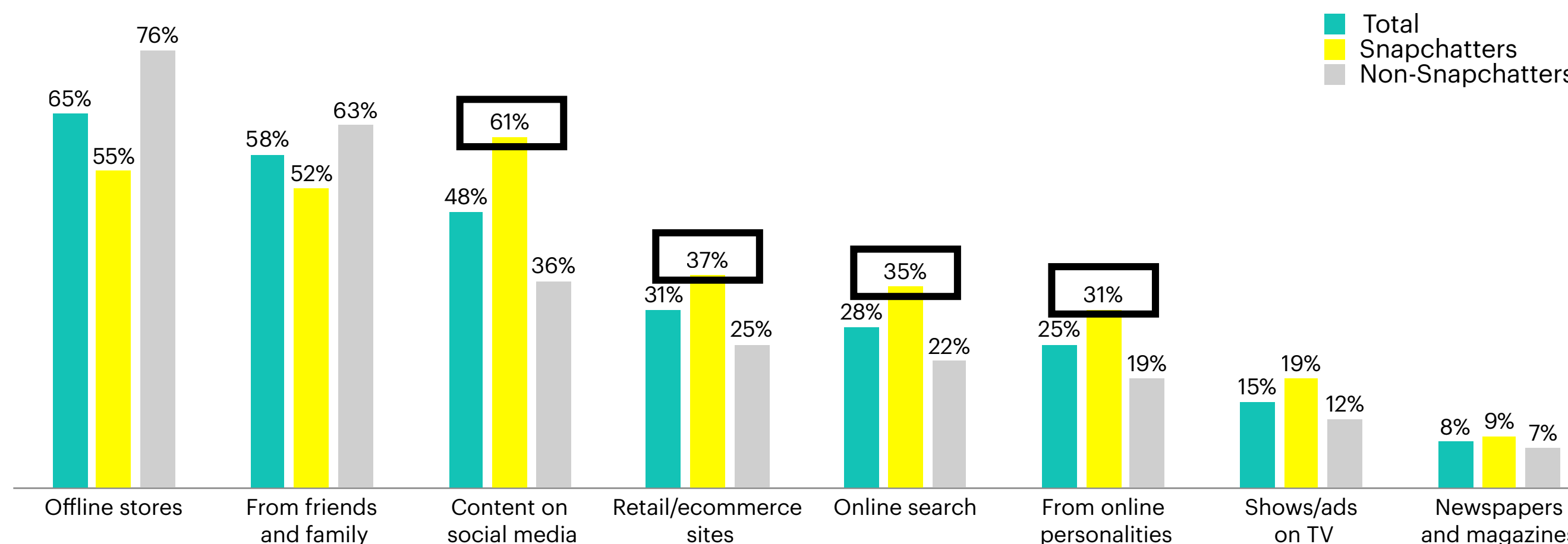


Fashion purchases are through mobile / tablet apps



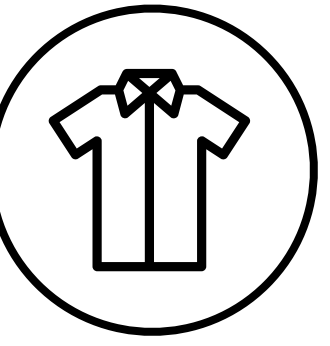
Snapchatters rely on Social Media content and other digital resources when they shop for Fashion products during Ramadan while Non-Snapchatters rely on in-store and from Friends and Family

Source you rely on when purchasing Fashion, clothing, outward, footwear etc. products



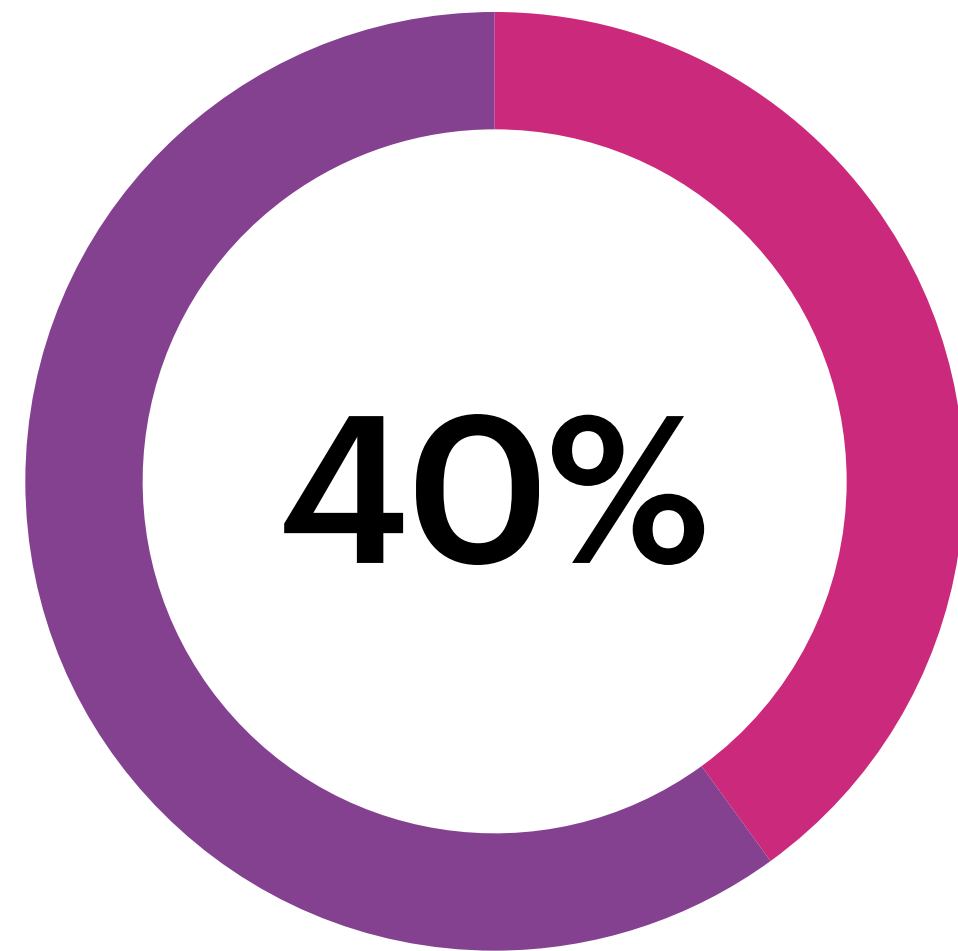
2021 Kantar research, Ramadan - KSA , commissioned by Snap Inc. Q: Which of these sources of information do you rely on when purchasing [CATEGORY] during Ramadan?

Total : 567 | Snapchatters: 282 | Non-Snapchatters: 282



Consumers will spend more in Ramadan 2022 on Fashion purchases

Ramadan 2022 vs. 2021



will spend more in
Ramadan 2022



