



Ramadan 2023 on Snapchat

Home furnishing & decor

Drive Impact during Ramadan

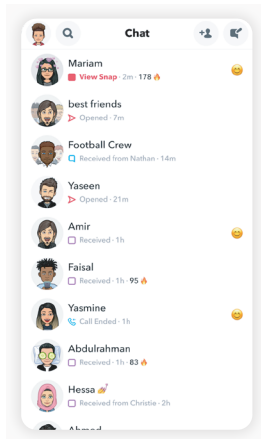
Snapchat is the place to reach your audience at scale through immersive and impactful experiences — across the entire consumer journey.

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.

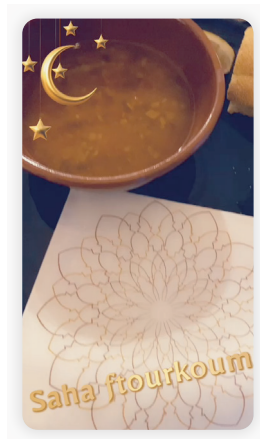
Maps



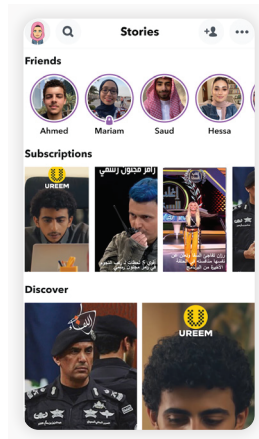
Chat



Camera



Stories



Spotlight



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

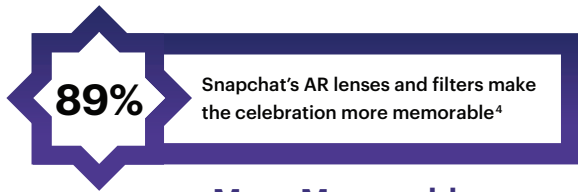
89%

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

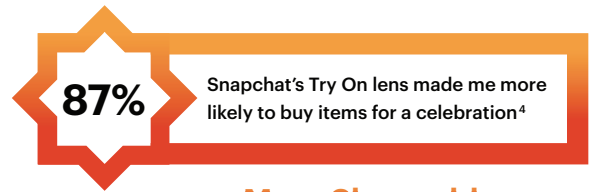
220M

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

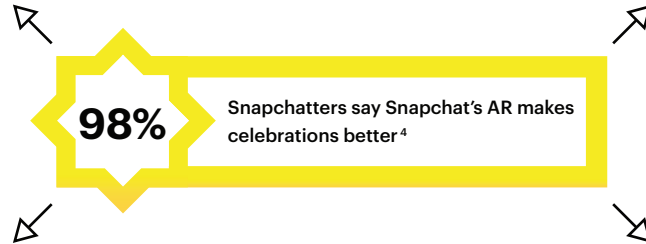
AR takes the Ramadan experience to the next level



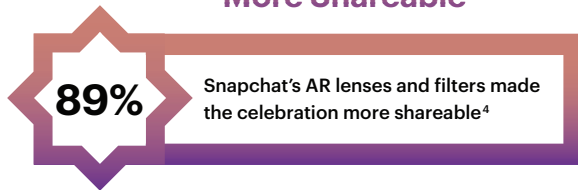
More Memorable



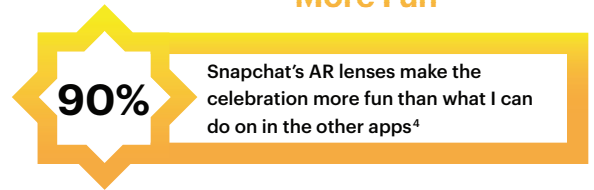
More Shoppable



More Shareable



More Fun



What are home furnishing & decor consumers up to during Ramadan?

Their Purchase Planning

56%

As consumers look to decorate / refresh their homes for the occasion, the **majority** of them **plan their purchases well before Ramadan**, with **56%** starting **over a month** in advance.⁵

Their Purchase Need

60%

The main need behind purchasing furniture and decor in Ramadan is **daily usage**. However, **over 60% of purchase occasions are for gifting friends and family, or simply treating oneself**⁵

Their Mode of Purchase

Consumers are **2X** as likely to make their purchase in-store as they are online⁵

1. 2022 Nielsen Ramadan Media Behaviour Study commissioned by Snap Inc. | Base: Snapchatters n=101 (2376 digital diary entries)
 2. 2022 Ipsos Reimagining Ramadan Study commissioned by Snapchat Inc. | Base: Snapchat Saudi = 568 | Facebook = 423 | TikTok = 527 | Instagram = 555 QSM3.1.1 Based on your experience during Ramadan 2022, with which platforms would you associate the following statements. Statement: Part of Ramadan customs & traditions
 3. Snapchat internal data April 1st - May, 7 2022
 4. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | Q: How well does each of the following describe Snapchat?
 5. 2022 Ipsos Reimagining Ramadan Study commissioned by Snapchat Inc. | Base (n=251) Saudi social & communication app users