



# Ramadan 2023 on Snapchat

Clothing & accessories

## Drive Impact during Ramadan

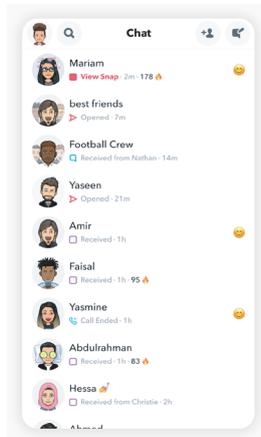
Snapchat is the place to reach your audience at scale through immersive and impactful experiences — across the entire consumer journey.

During Ramadan, Snapchat is the most frequented platform throughout the day in KSA<sup>1</sup> 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



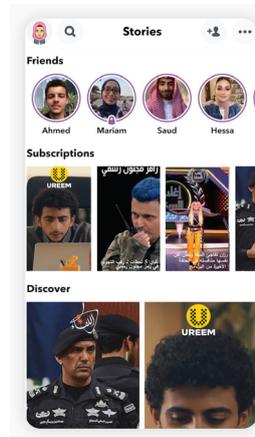
### Chat



### 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 KSA<sup>2</sup>

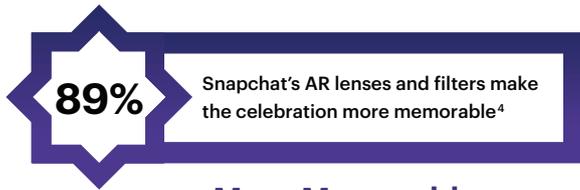
**89%**

Of Snapchatters say Snapchat is where they share their most meaningful moments when celebrating<sup>3</sup>

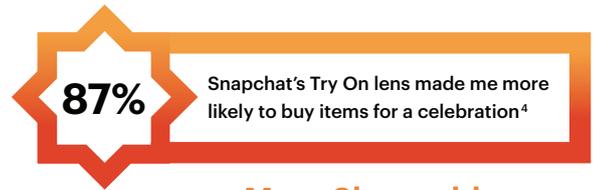
**220M**

On average, Snapchatters played with Lenses over 220M times each day in Saudi Arabia<sup>2</sup>

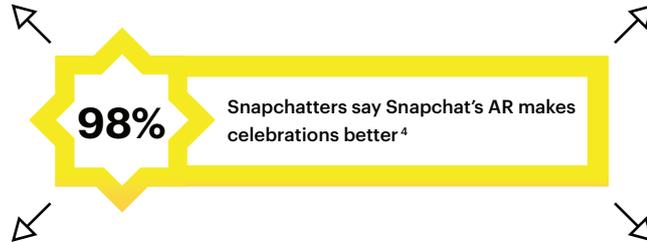
# AR takes the Ramadan experience to the next level



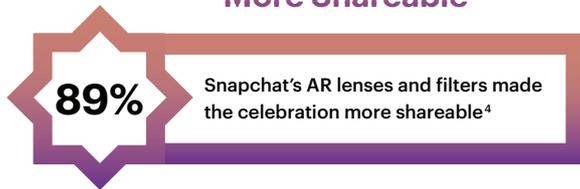
**More Memorable**



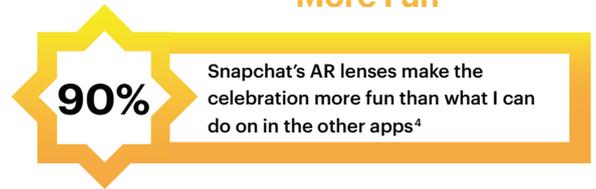
**More Shoppable**



**More Shareable**



**More Fun**



## What are clothing & accessory consumers up to during Ramadan?

**Their Purchase Planning**

**3/4**

While clothes and accessories are sometimes purchased on a whim, **3/4 purchases are planned at least a week in advance**, making it critical to engage consumers early on..<sup>5</sup>

**Their Purchase Need**

**25%**

Clothing and accessories are considered personal items that are predominantly purchased for daily use or as a self-treat. Around **25% are purchased as gifts or donations.**<sup>5</sup>

**Their Mode of Purchase**

Once Saudi consumers have made their decision to buy clothes or accessories during Ramadan, they are equally likely to make the purchase online or offline <sup>5</sup>

**Their Source of Inspiration**

Consumers who are in the purchase mindset lean into social and communication platforms for inspiration and trends. Among all platforms, Snapchat and Instagram are considered the leading sources of engaging and credible info.<sup>5</sup>

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=255) Saudi social & communication app users