



Ramadan 2023 on Snapchat

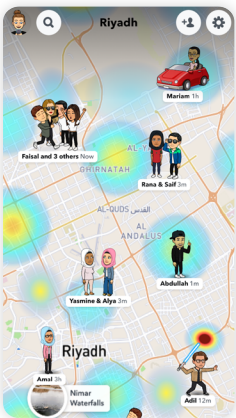
Clothing & accessories

Drive Impact during Ramadan

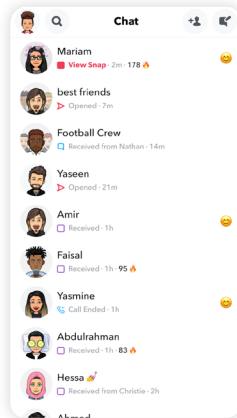
Snapchat is the place to reach your audience at scale through immersive and impactful experiences — across the entire consumer journey.

During Ramadan, Snapchat is the most frequented platform throughout the day in 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



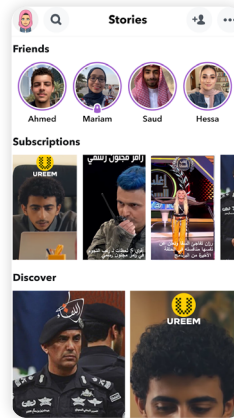
Chat



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



What are clothing & accessory consumers up to during Ramadan?



Their Purchase Planning

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The majority of shoppers start planning their tech purchases well before Ramadan, with **over 40% starting more than a month in advance**⁵

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**⁵

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 purchase⁵

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 info⁵

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