



Ramadan 2023 on Snapchat

Food delivery

Drive Impact during Ramadan

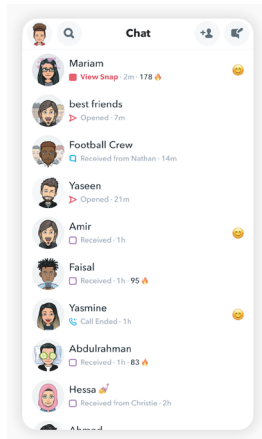
Snapchat is the place to reach your audience at scale through immersive and impactful experiences — across the entire consumer journey.

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.

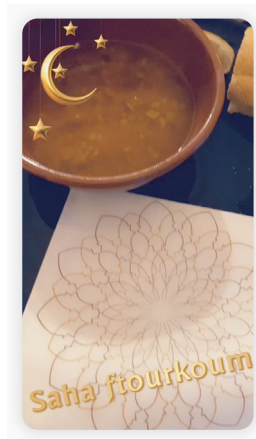
Maps



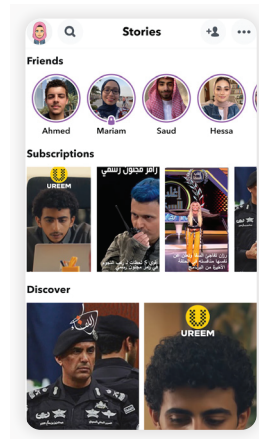
Chat



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 food delivery consumers up to during Ramadan?

Their Purchase Planning

With the exception of pre-planned events, food delivery is ordered on the spot or within the same day. The impulse nature of orders makes it crucial to ensure an appetite appeal.⁵

Their Mode of Purchase

3/10

Most food deliveries are made online, but 3/10 purchases are still picked up from physical stores/restaurants during Ramadan⁵

Their Purchase Need

70%

70% of food deliveries are made for **daily usage**, and around 30% are ordered as a form of **indulgence** or a **self-treat**⁵

Their Source of Inspiration

1/2

When it comes to food delivery ads in Ramadan, those seen on Snapchat are considered the most engaging, credible and inspirational for purchase among all other platforms.⁵ That's why 1/2 Snapchatters are encouraged to order food after seeing an ad on the platform⁶

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 Snap 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 Snap Inc. | Base (n=258) Saudi social & communication app users
 6. 2022 Ipsos Reimagining Ramadan Study commissioned by Snap Inc. | Base (n=258) Saudi social & communication app users | Q8. Thinking about this category please indicate which statement applies for each digital platform (Actions post seeing ads: 48% Click & Purchase)