



Ramadan 2023 on Snapchat

Groceries

Drive Impact during Ramadan

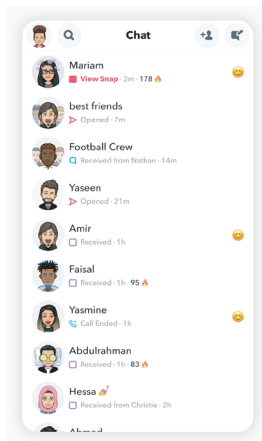
Snapchat is the place to reach your audience at scale through immersive and impactful experiences — across the entire consumer journey.

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.

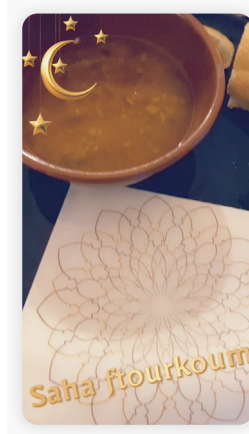
Maps



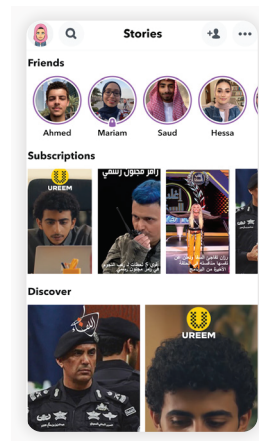
Chat



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

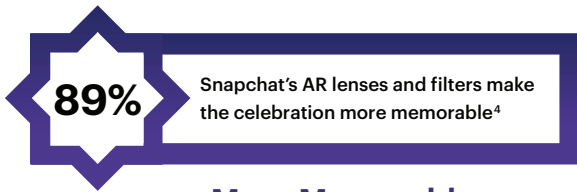
89%

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

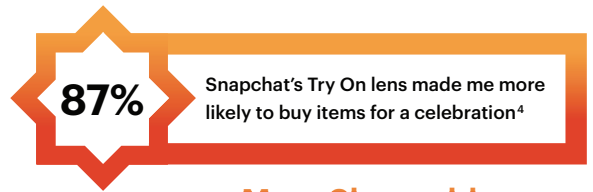
220M

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

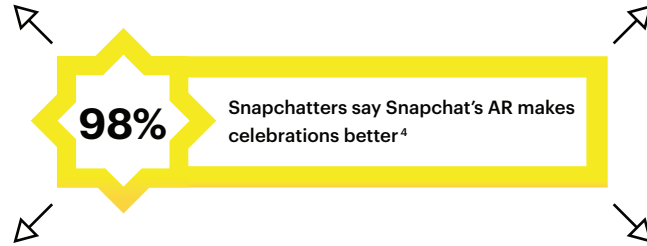
AR takes the Ramadan experience to the next level



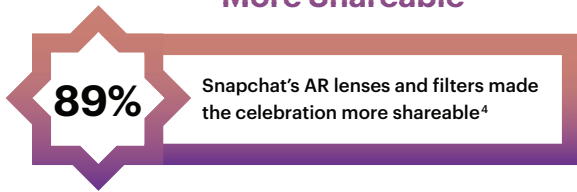
More Memorable



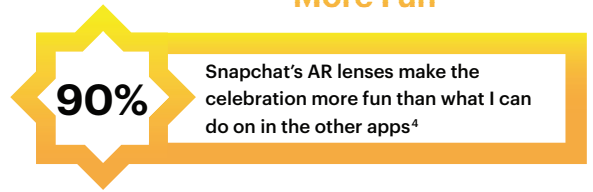
More Shoppable



More Shareable



More Fun



What are grocery shoppers up to during Ramadan?

Their Purchase Planning

7/10

Consumables such as groceries have a high turnover during Ramadan. **Nearly all planning takes place within a week of purchase, with 7/10 planning on the same day⁵**

Their Purchase Need

3/4

3/4 of the groceries purchases made during Ramadan are for everyday usage⁵

Their Mode of Purchase

85%

Till date, 85% of grocery shopping still takes places in physical stores⁵

Their Source of Inspiration

1/2

While shopping might be offline, the planning journey is very much online. Among the different sources, Snapchat is seen as a top source for latest trends in the grocery vertical⁵

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=261) Saudi social & communication app users