



# Ramadan International Survey 2022

## How will 2022 Ramadan look like?

Ramadan, the biggest festival of Islam, is a time of worship, purification and self-control for 1.9 billion Muslims worldwide. TGM Research asked over 9,800 people from 18 countries to learn about their Holy Month plans this year. Results are for all the countries surveyed.

Countries studied in the TGM Ramadan survey:



Countries participating in TGM Global Ramadan Study are highlighted

**18** countries surveyed

**550** is the average count of respondents surveyed per country

**9878** is the total sample size

## 2022 RAMADAN RUNDOWN:

**15-30th March** **Pre-Ramadan**  
Time for Ramadan preparations, grocery shopping and adding a festive air to the household by decorating and preparing for the guests.

**1st April** **'Ramadan Kareem!'**  
Beginning of Ramadan. Time for self-reflection and spiritual celebration.

**15th April** **Mid of Ramadan**  
Atmosphere changes to celebration and entertainment. Beginning of preparations for Eid and closing of Ramadan.

**2nd May** **Eid-al Fitr**  
Finally fast is over. Traditionally a gifting and travelling season, with high intensity and excitement

## RAMADAN CELEBRATIONS 2022

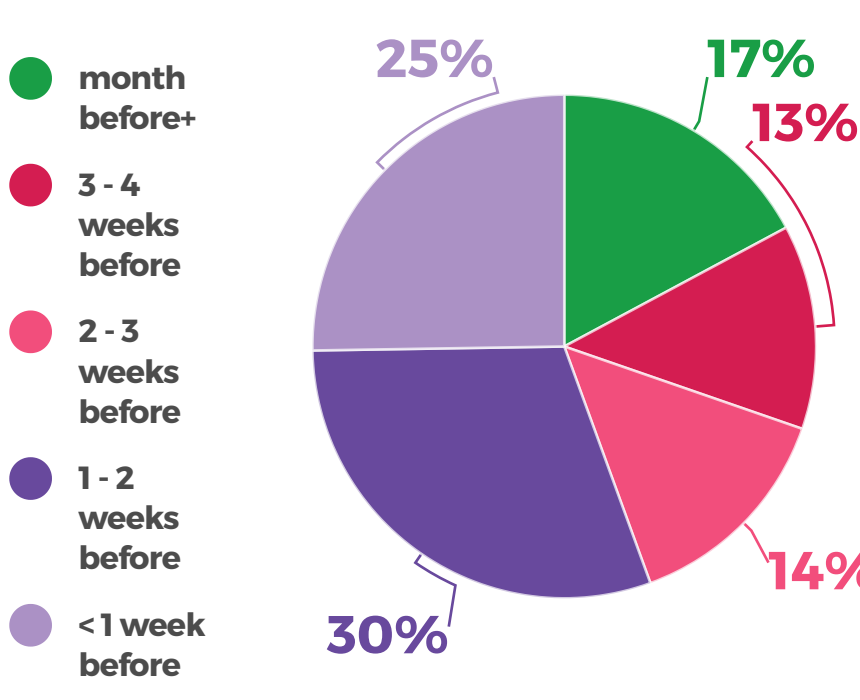
**1.9B** there are 1.9 Billion Muslims worldwide

**98%** of them will celebrate Ramadan

### Which activities do they plan for the upcoming Ramadan?



### When Ramadan preparations will start?



Ramadan is the most awaited season of the year for:

**96%**

## COVID won't affect this year's celebration for most...

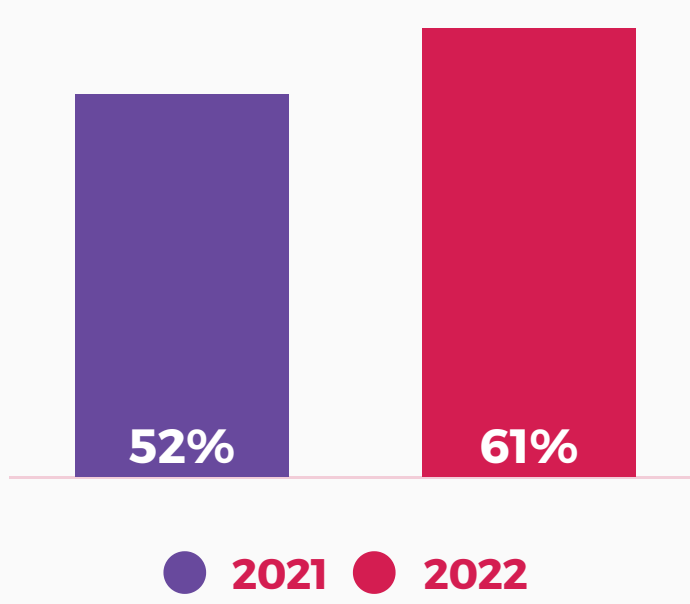
Will Covid restrictions affect your ability to celebrate Ramadan and Eid in your country this year? (vs 2021):

All countries:

**26%** % affected (2022)

**69%** % affected (2021)

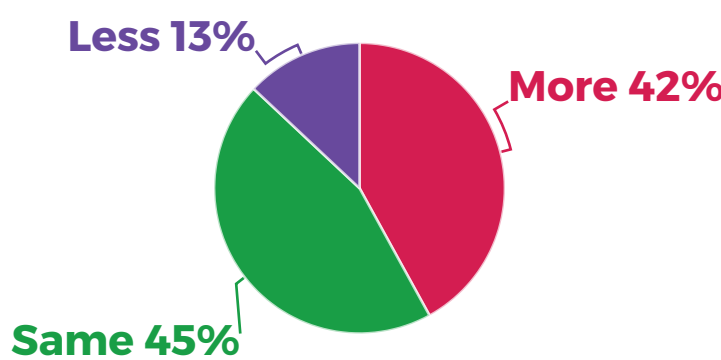
% planning to go back to their hometown for Ramadan/Eid:



## RAMADAN FOOD BEHAVIORS

**95%** will fast this Ramadan

FOOD spending this Ramadan vs last year:



% ordering food during this Ramadan:

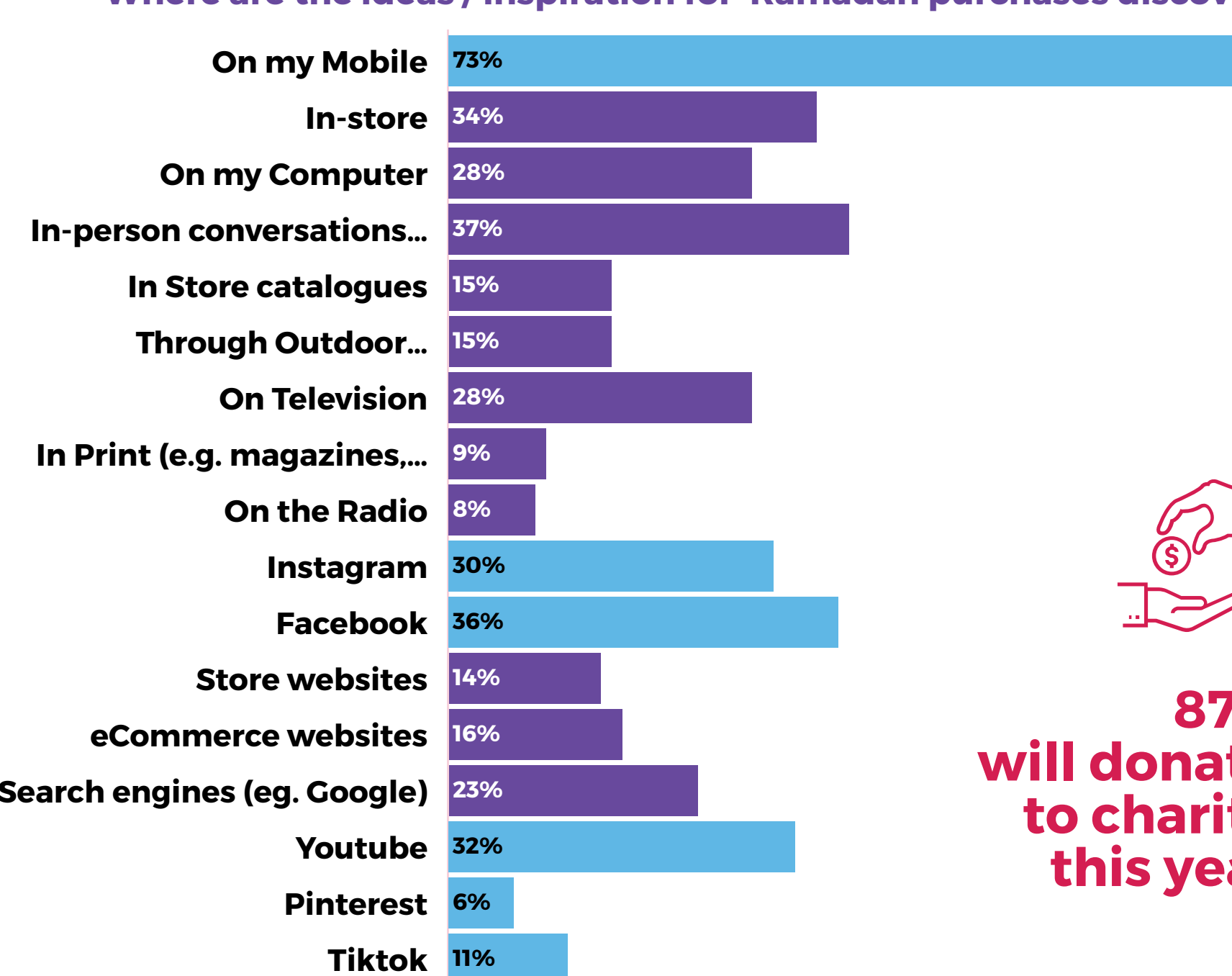


## RAMADAN SHOPPING

Ramadan is the time to find the best deals:

**for 72%**

Where are the ideas / inspiration for Ramadan purchases discovered?



**87%** will donate to charity this year

for more Ramadan 2022 insights and detailed results visit: [tgmresearch.com/ramadan2022](https://tgmresearch.com/ramadan2022)