

amazon ads

Ramadan Marketing Insights

2023



Plan your brand investment leading up to, during and post-Ramadan Shopping Moments:

Lead Up Phase:

30% of survey respondents in KSA and UAE are most likely to start preparing for Ramadan shopping **30 days before** and on average **27.5%** start preparing **14 days before**.**

Shoppers started to engage with Amazon 2-weeks prior the start of Ramadan in 2022.*

86% of survey respondents in the KSA and **88%** in UAE found Amazon Ads helpful in brands discovery in the lead-up to Ramadan 2022.**

More than **70%** of survey respondents are very likely to discover new brands and look for inspiration on Amazon in the lead-up to Ramadan in the UAE and KSA.**

In KSA, the following categories saw a high increase in ad-attributed searches during the lead-up period are **Beauty (+147%), Health & personal care (+124%)** and **Fashion (+116%)**. In the UAE the following categories saw a high increase in ad-attributed searches during the lead-up period are **Video Games (+103%), Grocery (+84%)** and **Shoes (+68%)***.

30 Days of Ramadan:

Shopping Moments event goes live for millions of shoppers eager to shop in the month of Ramadan.

	Increase in searches occur during the month of Ramadan*	More traffic on Amazon throughout Ramadan Period vs 60 Days before*
KSA	x 1.93	x 1.40
UAE	x 1.56	x 1.46

More than **84%** of shoppers in KSA and UAE gathered products' information on Amazon before making a purchase, either on or off Amazon. Additionally, more than **90%** browsed or gathered information on Amazon regardless of whether they purchased or not.**

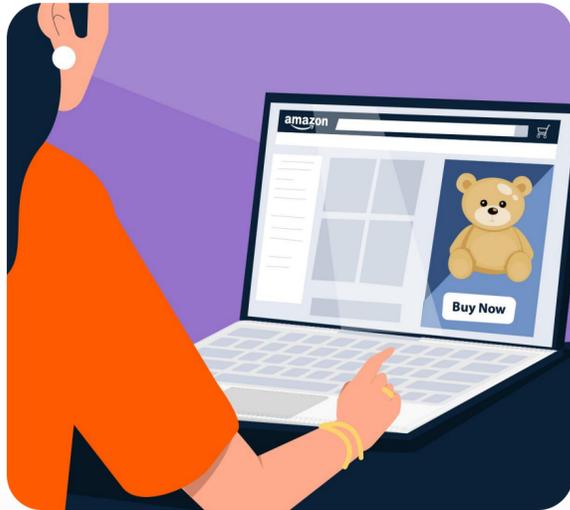
Potential shoppers are planning to buy **Grocery (65-70%), Consumer Packaged Goods (48-51%)** and **Fashion Items (44-48%)** on Amazon during Ramadan. Shoppers also plan to use food delivery services and stream majority of their consumption online (over 50%).**

When it comes to the services considered by our respondents, **48%** in KSA and **56%** in UAE are more likely to enroll in a new credit, debit or prepaid card solution.**

30%

of survey respondents in KSA and UAE are most likely to start preparing for Ramadan shopping **30 days before**





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30 Days of Ramadan:

An increased number of shoppers made their next purchase during the 30 days of Ramadan in the **Home Entertainment (9.41x)**, **Home & Kitchen (9x)** and **Sports (8.47x)** in KSA. In the UAE, **Home Entertainment (17.1x)**, **Furniture (12.46x)** and **Personal Care (12.07x)** categories witnessed the highest increase in shoppers.*

Shopping habits data determine that Amazon audiences are very likely to consider deals and purchase products they discovered in the lead up period on Amazon. **90%** of respondents from KSA and **85%** from UAE will be motivated by price drops and deals during Ramadan.**

Engaging with streaming services during Ramadan ranked high, gathering **59%** (KSA) and **63%** (UAE) respondent votes.**

Amazon users during Ramadan spend **2.2x** more time consuming content on Prime Video, with **Comedy (3.8x)** and **Reality Shows (3.4x)** being the top two genres.*

Top 5 categories considered for new purchase by survey respondents during Ramadan included: Fragrances, healthcare, hair and skincare, and devices (smartphones and tablets).**

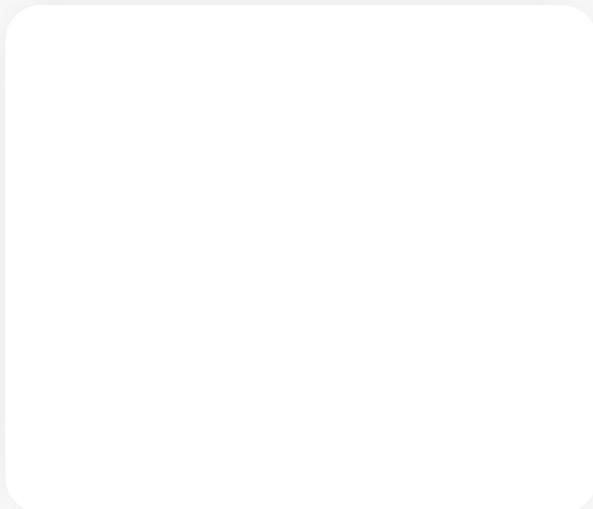
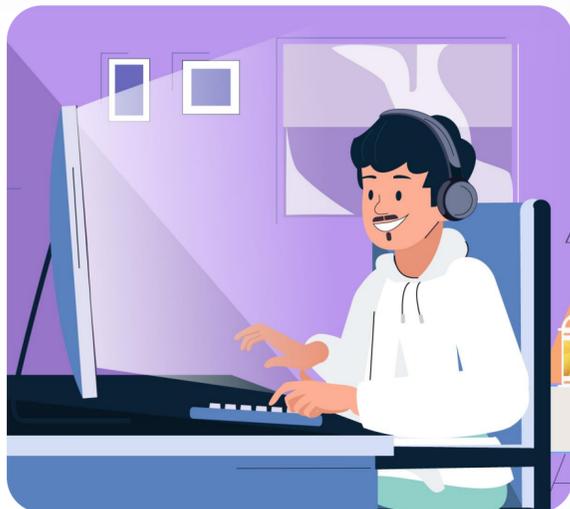
Lead-Out Phase:

Shopper engagement continues with existing and new-to-brand audiences during the week of Eid Al Fitr.

During Eid Al Fitr, shoppers had a higher consideration in the UAE for **Watches (73%)**, **Jewelry (56%)**, **Home Improvement products (46%)** and **Shoes (44%)**. Shoppers in KSA had a higher consideration in the **Beauty (36%)**, **Shoes (35%)** and **Video games (32%)** department.*

Shoppers are very likely to buy out of stock products and make a purchase on Amazon after seeing an ad during Eid. On average, more than 60% of survey respondents mentioned that they would:*

	UAE	KSA
Make a purchase from an ad seen on Amazon*	72%	68%
Rely on ads to remind them to re-purchase products*	62%	64%
Re-purchase products on Amazon event if it's not on deal*	60%	61%



Amazon Shoppers during Ramadan

Who are Amazon Shoppers?

Amazon Shoppers demographics in UAE & KSA*:

	Gender <small>% of consumers who are male or female</small>	Age Groups <small>largest % of consumers are in the following age groups</small>	Relationship Status
UAE	73.5% Male 26.5% Female	37.1% are 25 to 34 31% are 35 to 44	66.1% of consumers are married, of which 45.4% are living with their children
KSA	59.1% Male 40.9% Female	28.2% are 25 to 34 30.3% are 35 to 44	67.8% of consumers are married, of which 54.7% are living with their children

*GWI Data from Q1 and Q2 2022

What motivates Amazon Shoppers?*

The following **top 3 indicators** best describe Amazon shoppers:

- 57.1%** Spend time looking for the best deals
- 50%** Use discount codes or coupons
- 47.6%** Use loyalty program and rewards
- 35.7%** Trust what online reviews say about products / services

When shopping online, the following features would most increase Amazon Shoppers likelihood of buying a product:
Free Delivery (56.1%), Coupons and discounts (41.8%), Next-day delivery (38.2%) and Ability to pay with cash on delivery (37.8%)

Peeking into Amazon Shoppers lifestyle and attitude:*

The following ranked as **top 5 values** that Amazon shoppers say are important to them:

- 69.9%** Spending time with my family
- 68.9%** Having a positive attitude
- 68.2%** Being financially secure
- 64.2%** Learning new skills
- 56.6%** Being successful

Amazon shoppers also showcased their interest in other cultures and countries, with more than 50% saying they would like to explore the world and know what's going on in the world. Travel is an important aspect for Amazon Shoppers, gathering high interest towards the end of Ramadan - leading into Eid Al Fitr.

How do Amazon Shoppers discover brands?*

84.7% of Amazon users typically find out about new brands and products through Paid Media.

Top 3 channels for new brands product discovery:

- 38.1%** search engines
- 32.4%** online retail websites
- 29.7%** word of mouth from family and friends

Insight into Amazon Shoppers purchase behavior:*

62.4% Online VS **37.6%** Instore

57.3% Familiarity (would pay more for a brand they know) VS **42.7%** Price (spend money on a new product)

68.9% Would wait for a product to go on sale VS **31.1%** that would pay full price

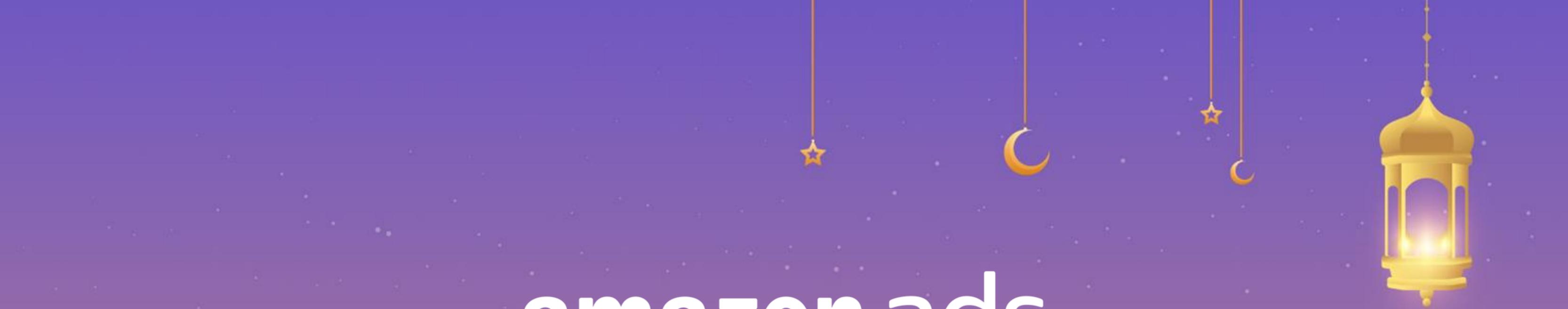
What makes Amazon Shoppers an advocate of your brand?*

When it comes to **brand qualities**, Amazon Shoppers are looking for the following:

- 65.6%** Reliability
- 60.9%** Authenticity
- 60.4%** Smart
- 51.9%** Innovation

When it comes to **brand actions**, Amazon Shoppers are looking for the following during Ramadan:

- 52.8%** Listening to customer feedback
- 45.9%** Being eco-friendly
- 42.3%** Helping organize / simplify life
- 38.7%** Making you feel valued



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