



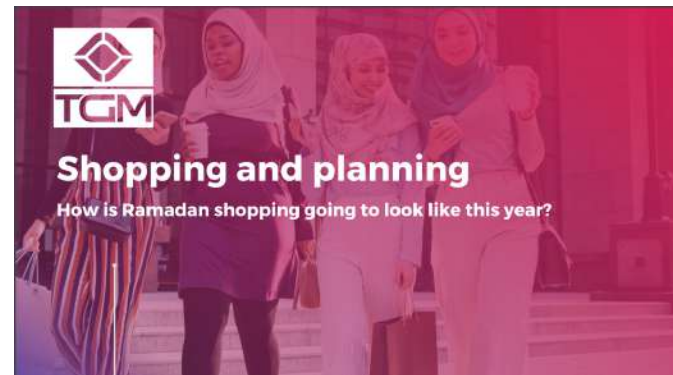
Malaysia



Ramadan Global Survey 2023

Highlights from the world's largest Ramadan consumer survey

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About the survey:

The TGM Ramadan Global Survey 2023 endeavours to provide an enhanced comprehension of how consumers interact during one of the most significant months in the Muslim world. With the pandemic drastically transforming shopping and travel behaviours, our goal is to measure the magnitude of these changes by conducting the world's largest Ramadan survey.

The primary objective of this study is to discern and document the distinctive behaviours that precede the holy month of Ramadan and its influence. Our report offers detailed insights from consumers across the Muslim world and provides suggestions on how businesses and marketers can connect with them during this period.

14

countries studied

9,600+

consumers asked

1.1B+

consumers represented
in the survey



Schedule:

03rd February - 18th February, 2023



Sample:

a representative sample of N = 9,600+ of surveyed countries, age: 18-55



Methodology:

Internet interviews (CAWI), research project was entirely conducted by TGM Research



Ramadan 2023: Rundown

Ramadan, the ninth month of the Muslim calendar, is regarded as a holy month of fasting and spiritual purification. It is a time of increased worship, and self-restraint, where Muslims undertake acts of devotion, such as fasting, prayer, charity, and good behavior in general.

The start and end of Ramadan are signaled by the appearance of the crescent moon, which serves as a symbol of the holy month. As the Muslim calendar year is shorter than the Gregorian calendar, Ramadan moves earlier by approximately 11 days every year, meaning it completes a cycle of all the seasons about once every 33 years.



1.9B

there are 1.9 Billion Muslims worldwide



97%

of them will celebrate Ramadan



Ramadan 2023: Data Pill

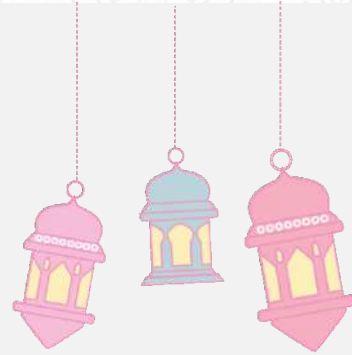


Country results: Malaysia



Mid March - Just before Ramadan - (15th- 21st)

is the most popular time frame Muslims plan to do most of their Ramadan shopping for 2023



Late March / Mid April - During Ramadan

is the most popular time frame Muslims plan to do most of their Eid al-Fitr shopping for 2023



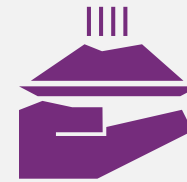
86%

of Muslims plan to go to hometown in the upcoming Ramadan 2023



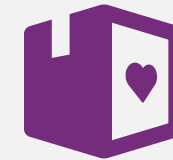
30%

of Muslims will spend more for upcoming Ramadan 2023



Rendang

is the most favorite Ramadan dish



Clothing/ Footwear

is the most chosen category people plan to shop/ spend for this Ramadan



Yusuf Taiyoob

brand most associated with the Ramadan



Muslim Pro

the most popular Muslim-oriented apps or websites to be used during Ramadan



Mostly in stores, some online

people expect to do the majority of Ramadan shopping



What is the outlook for Ramadan in 2023?

Ramadan celebrations worldwide

Ramadan, a month of self-reflection and spiritual growth, brings about significant changes in daily routines, purchasing patterns, content consumption habits, and conversations in 2023.

This year's celebration is marked with a strong sense of positivity and optimism as Muslims around the world come together to observe this important month.

With an emphasis on charitable acts, self-discipline, and spiritual reflection, Ramadan provides an opportunity for individuals to improve themselves and their communities. Despite the challenges that may arise during this month, the spirit of positivity among Muslims is stronger than ever, and the sense of community and togetherness is a source of great comfort and joy.



The overwhelming majority of Muslims around the globe will celebrate Ramadan.

Region focus: **Asia**



To see results for specific regions switch menu tabs:

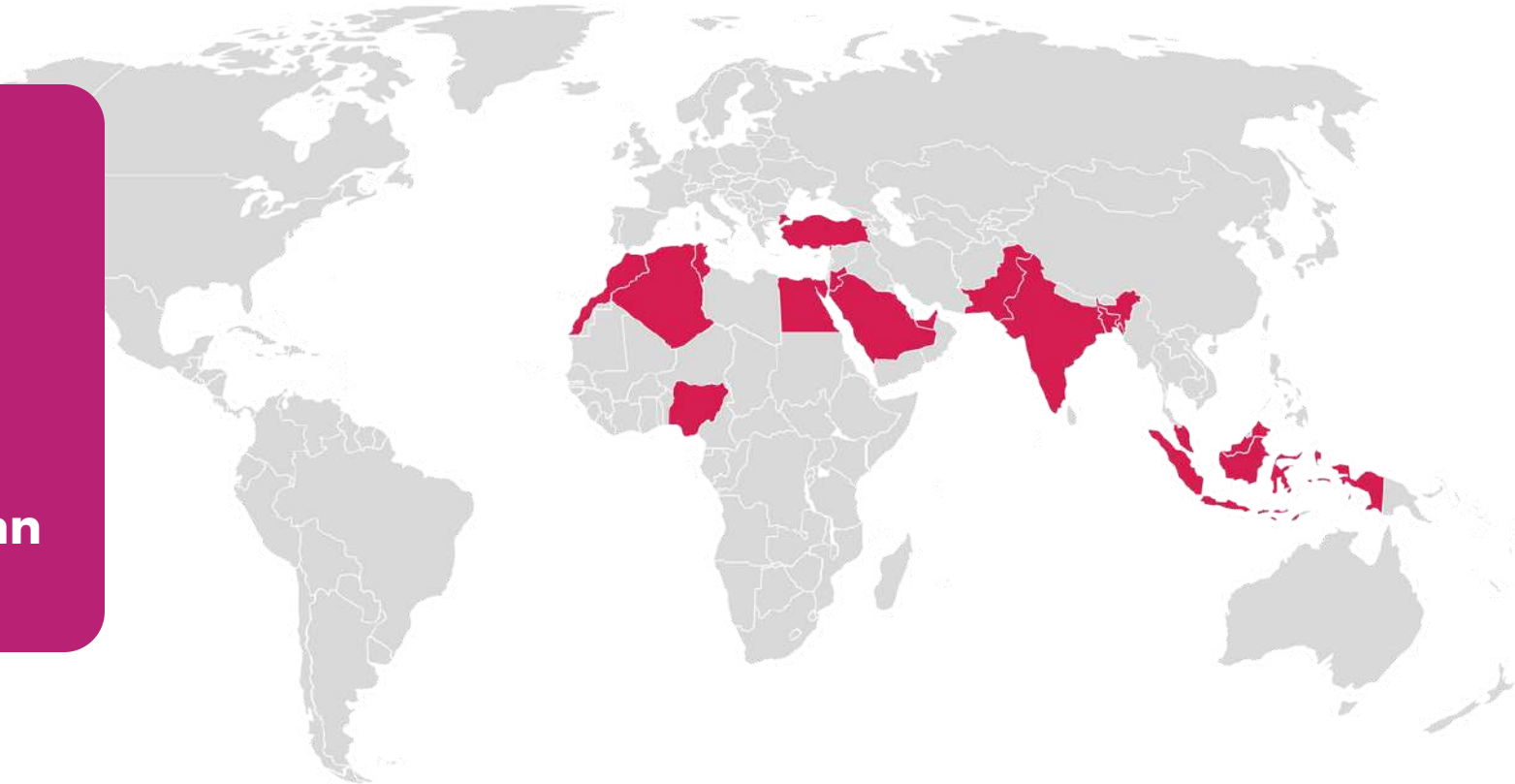
Ramadan is a momentous occasion celebrated by Muslims worldwide, with an astounding 97% of the Muslim population expected to participate in this year's festivities.

The month-long observance is marked by a dramatic shift in people's behaviours as they strive to become more disciplined and devout. During this holy month, people will reduce their conversations and alter their eating and sleeping patterns to accommodate increased worship activities.

As a result, the rhythm of everyday life in all the participating countries will be transformed, with shorter working hours and lively nights providing a vibrant atmosphere.

TOTAL	MIDDLE EAST	AFRICA	ASIA			
	Region TOTAL	Bangladesh	India	Indonesia	Malaysia	Pakistan
% celebrating Ramadan	98.9%	98.6%	97.8%	99.8%	99.5%	98.9%

97%
of Muslims will
celebrate Ramadan
this year



Q: 'Q2. Which statement is closest in describing you when it comes to the Ramadan celebration?' - Asia N=3659

Ramadan vibes in:

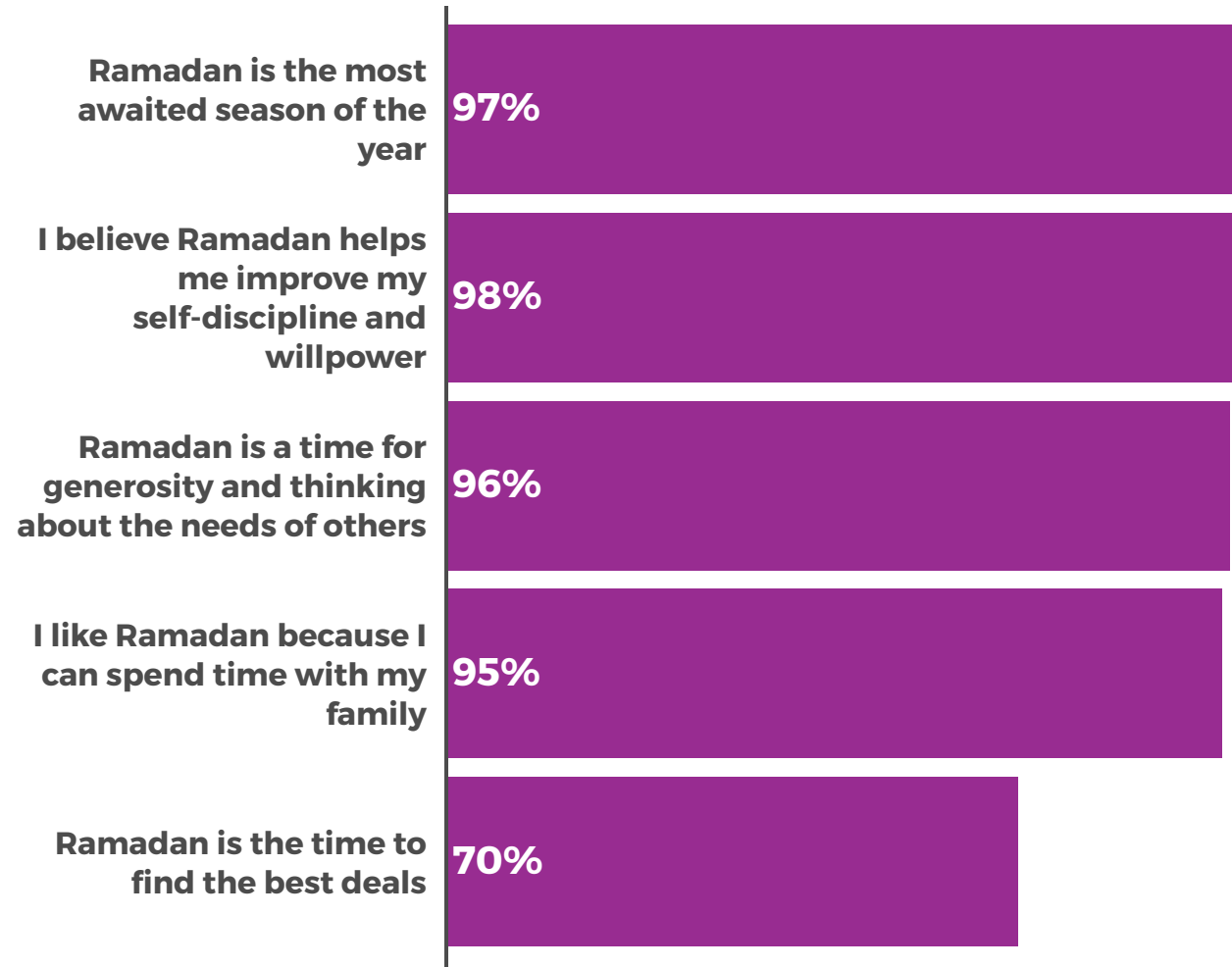
Country results: **Malaysia**

Malaysia



Perception of Ramadan:

< **Malaysia** >



Q: 'Q3. How strongly do you agree or disagree with the following statements about Ramadan' - Malaysia N=782

How is Ramadan described ?





In what ways do people celebrate Ramadan differently in various countries?

Country results: **Malaysia**



97%

of people in Malaysia said that Ramadan is the the most awaited season of the year

Q: 'Q3. How strongly do you agree or disagree with the following statements about Ramadan: - Ramadan is the most awaited season of the year' - Malaysia N=782



Activities planned for the upcoming Ramadan 2023 (by country):

	Malaysia						
	Total	18-24	25-29	30-39	40-55	Male	Female
Increase worship	76%	67%	71%	84%	81%	75%	78%
Waking up for suhoor meal	75%	69%	68%	80%	84%	74%	77%
Giving to charity and helping those in need	68%	60%	67%	73%	71%	64%	73%
Gathering with family / friends / relatives	66%	64%	65%	66%	68%	58%	74%
Traveling back home to spend Ramadan with the family	61%	56%	56%	65%	64%	59%	63%
Shopping at a vibrant traditional market with Ramadan specific foods	46%	39%	54%	41%	48%	43%	50%
Watch Ramadan themed TV show	39%	32%	40%	39%	42%	35%	43%
Decorating my home with Ramadan decorations	32%	32%	37%	25%	33%	29%	35%
Taking advantage of Ramadan sales and discounts	31%	28%	28%	31%	37%	29%	34%
Looking for a wide variety of special products on offer	25%	22%	25%	25%	28%	26%	25%
Participating in religious competitions	22%	25%	29%	17%	15%	20%	23%
Looking for big discounts and competitive promotions	19%	15%	19%	19%	22%	18%	20%
Play games to fill the time	12%	16%	13%	9%	12%	14%	10%
Other activities (what?):	0%	0%	0%	1%	1%	1%	0%

Q: 'Q5 Which activities do you plan to do for the upcoming Ramadan' - Malaysia N=782

Top favorite Ramadan dish

Country results: **Malaysia**



91%
of people in Malaysia will do cooking at home for friends / family members

Q: 'Q12. Which of the following will you do more often / spend more time on during Ramadan/Eid? - Cooking at home for friends family members' - Malaysia N=782



99%
of people in Malaysia will spend more time eating with family members (at home)

Q: 'Q12. Which of the following will you do more often / spend more time on during Ramadan/Eid? -Eating with my family members at home' - Malaysia N=782



Favorite Ramadan dish: [top 15 choices]

Malaysia



Rendang	12.8%
Murtabak	8.1%
Ketupat	5.1%
Dates	4.6%
Ayam Percik	3.5%
Kuih muih	2.9%
Bubur lambuk	2.6%
Nasi ayam	2.6%

Q: 'Q88. What is your favorite Ramadan dish?' - Malaysia N=782

Ramadan celebration: by country

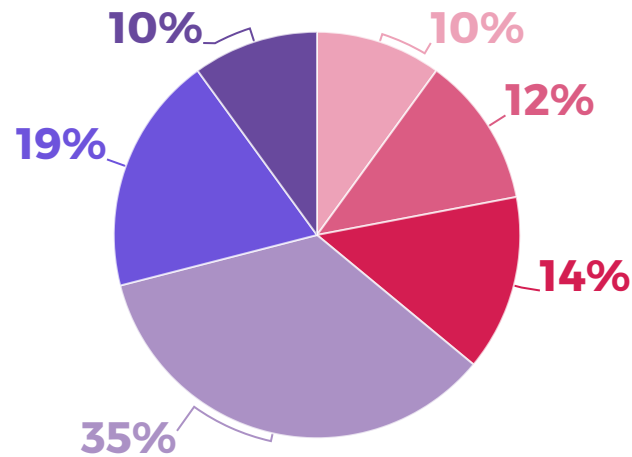
Country results: **Malaysia**

Malaysia



When will Ramadan preparations start?

- more than one month before
- 3 - 4 weeks before
- 2 - 3 weeks before
- 1 - 2 weeks before
- less than 1 week before
- just before Ramadan



100%

of people in Malaysia will be fasting this Ramadan 2023

% planning to travel home for Ramadan / Eid (Malaysia)



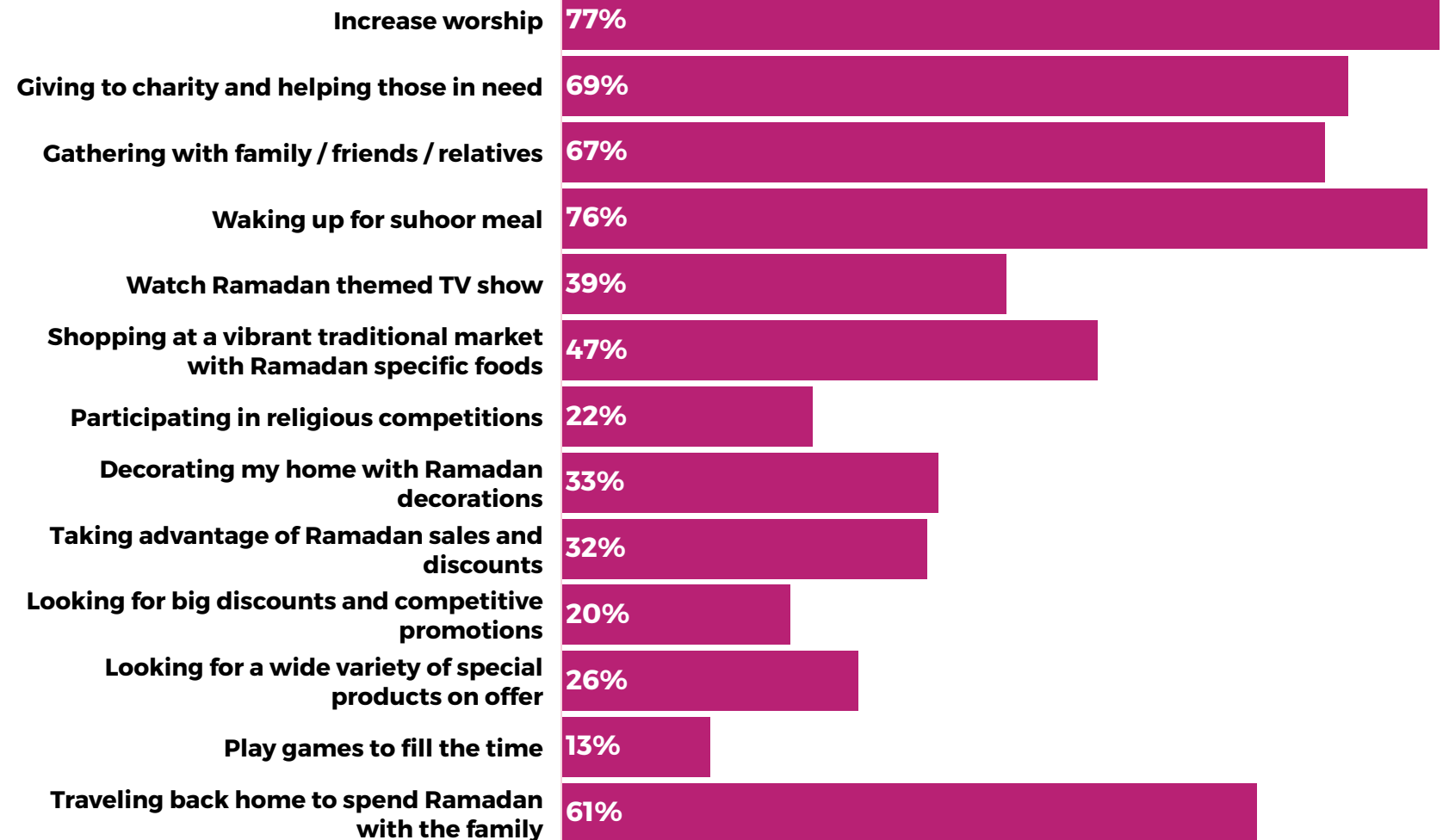
86%

% will have Ramadan celebrations affected by COVID



45%

Ramadan activities this year:



Q: 'Q5 Which activities do you plan to do for the upcoming Ramadan' - Malaysia N=782

Q: 'Q6 When will you start your Ramadan preparations' - Malaysia N=782

Q: 'Q7 Will you be fasting this Ramadan 2023' - Malaysia N=782

Q: 'Q10 Do you have any plans to go to your hometown in the upcoming Ramadan or Eid al-Fitr' - Malaysia N=782

Q: 'Q89 Is Covid still a factor affecting your ability to celebrate Ramadan this year' - Malaysia N=782

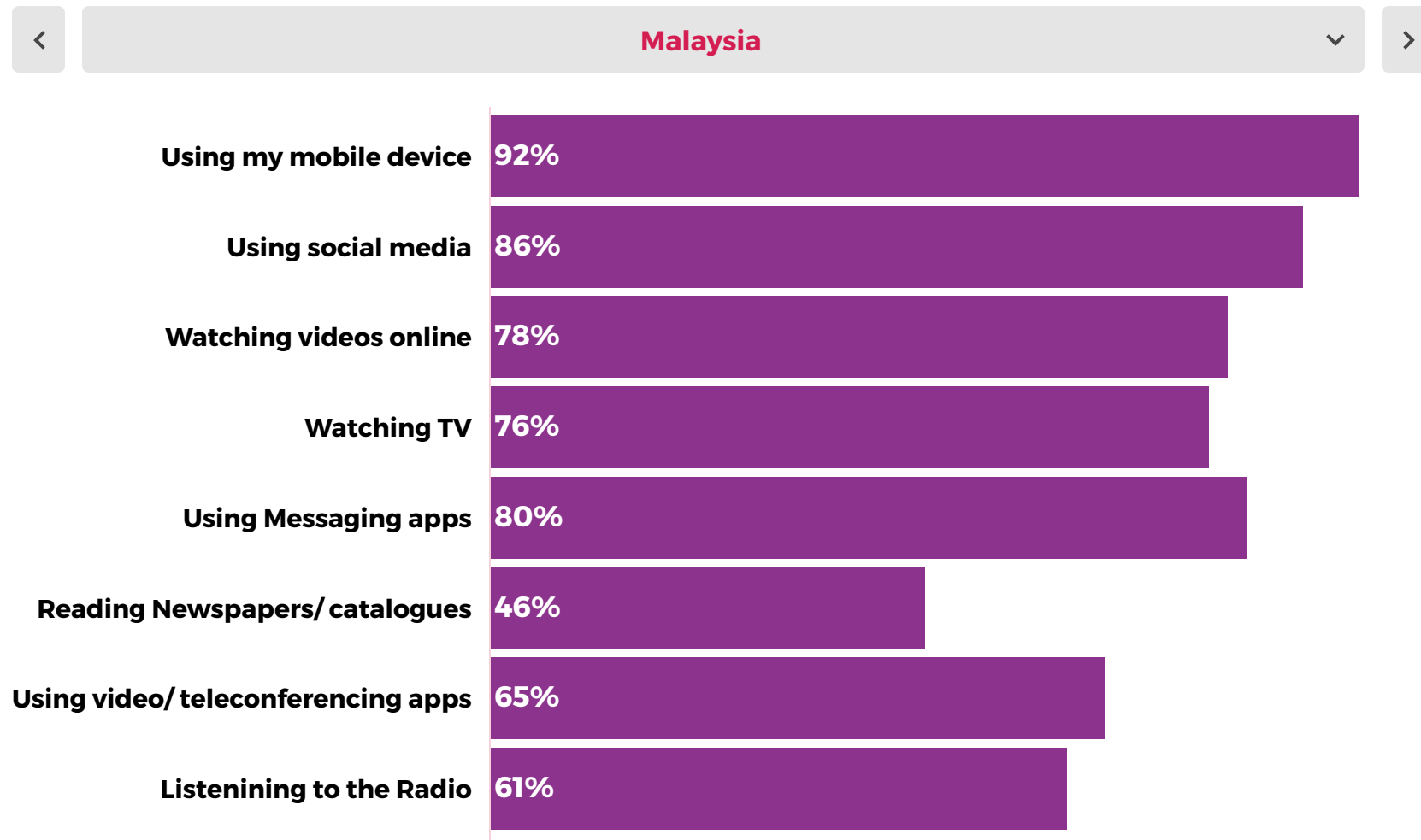
Media Consumption during Ramadan

Country results: **Malaysia**

Malaysia



Increase of time spent on activity during Ramadan vs rest of the year:



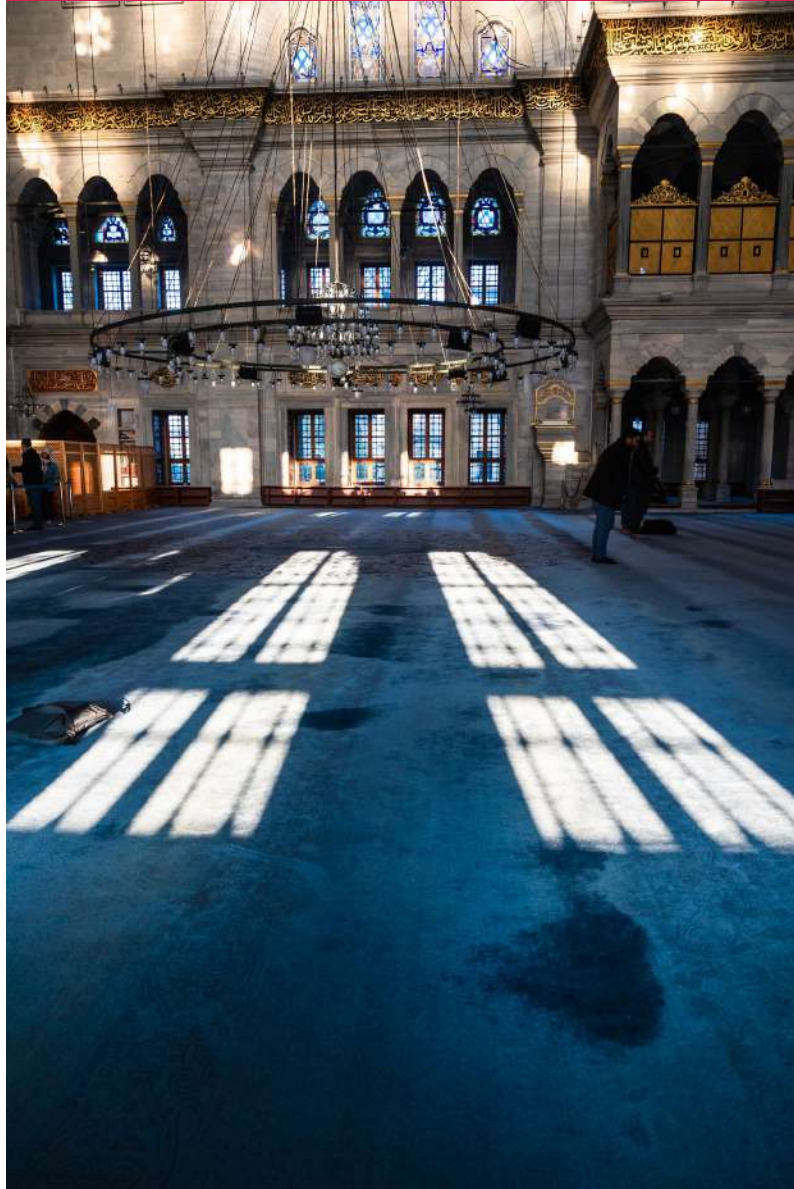
The shift towards mobile devices and digital platforms for media consumption during Ramadan is becoming increasingly evident and pronounced, leaving behind traditional media channels like TV, newspaper, and radio. This trend attributes to the convenience, accessibility, and interactivity of digital platforms.

92% of Malaysians choose to spend more time using mobile devices during Ramadan, making it the dominant media form, surpassing all others.

Online platforms for social media are ranked as the second most popular medium (86%), followed by Messenger apps (80%). Only 46% of people said they spend time on newspapers and catalogs during the observance.

Q: 'Q22. Which of the following do you spend more time on during Ramadan/Eid' - Malaysia N=782

Key Highlights:




- Ramadan, the biggest festive season celebrated by over 1.9 Muslims worldwide, sees only 27% of Muslims having their celebrations impacted this year due to Covid-19.
- It is expected that 98% of Muslims will fast during Ramadan, with 70% claiming to increase their worship and 70% claiming they will give to charity and help those in need this year.
- About 64% of Muslims will travel to their hometown to celebrate with family.
- Compared to last year, 56% of Muslims will spend more on Ramadan this year, with charity accounting for most of the expenditure, followed by food & drinks and gifting.
- Most festive shopping takes place in mid-March, just before Ramadan.
- During Ramadan, mobile devices will dominate media consumption for Muslims with 81%, with most using their smartphone for learning new things (89%), sending greetings (86%), and watching videos (78%).
- Moreover, 88% of Muslims plan to donate to charity during this year's Ramadan.

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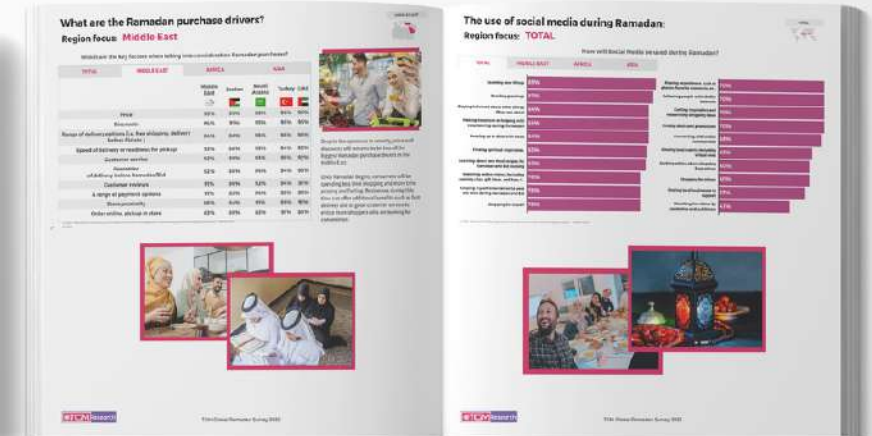
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Get insights into consumer behavior and develop effective marketing strategies. Our report includes extensive information about Ramadan celebrations in different countries and table appendices to support findings.

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REPORT DETAILS
TGM Ramadan International Survey 2023

Language: English

Released: 03/2023

Pages: 77 with detailed references

Document: country xls tables with demographics, pdf report

Access after purchase: check your email

Price **\$850-regular**
\$290 limited offer





Appendix: Methodology

Methodological notes about the
Ramadan International Survey 2023

About Ramadan Global Survey 2023 Project

The survey was carried out between the 03rd and 18th of February, 2023, using the method of online interviews in 14 countries on a representative sample of 18-55.

The sample is representative of the adult Muslim population of the given country in terms of gender and age.



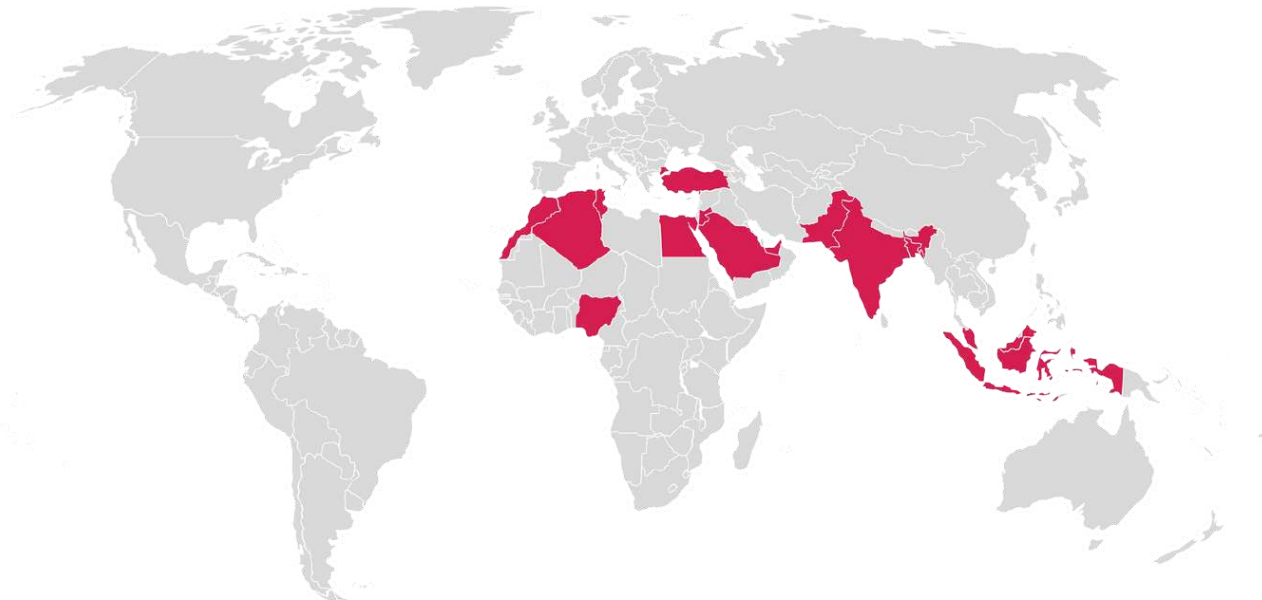
Schedule: 03rd February - 18th February, 2023



Sample: a representative sample of N = 9,600+ of surveyed countries, age: 18-55



Methodology: Internet interviews (CAWI), research project was entirely conducted by TGM Research



Detailed sample information:

	Jordan	Saudi Arabia	Turkey	UAE
POPULATION	10.5M	36.3M	86.8M	10.2M
SAMPLE SIZE	N=569	N=771	N=771	N=749
DEMOGRAPHIC	18-55	18-55	18-55	18-55

	Algeria	Egypt	Morocco	Nigeria	Tunisia
POPULATION	46M	107.7M	38.1M	220.7M	12.1M
SAMPLE SIZE	N=789	N=791	N=780	N=573	N=522
DEMOGRAPHIC	18-55	18-55	18-55	18-55	18-55

	Bangladesh	India	Indonesia	Malaysia	Pakistan
POPULATION	169.2M	1.4B	281.4M	33.5M	232.9M
SAMPLE SIZE	N=562	N=751	N=818	N=786	N=743
DEMOGRAPHIC	18-55	18-55	18-55	18-55	18-55



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