

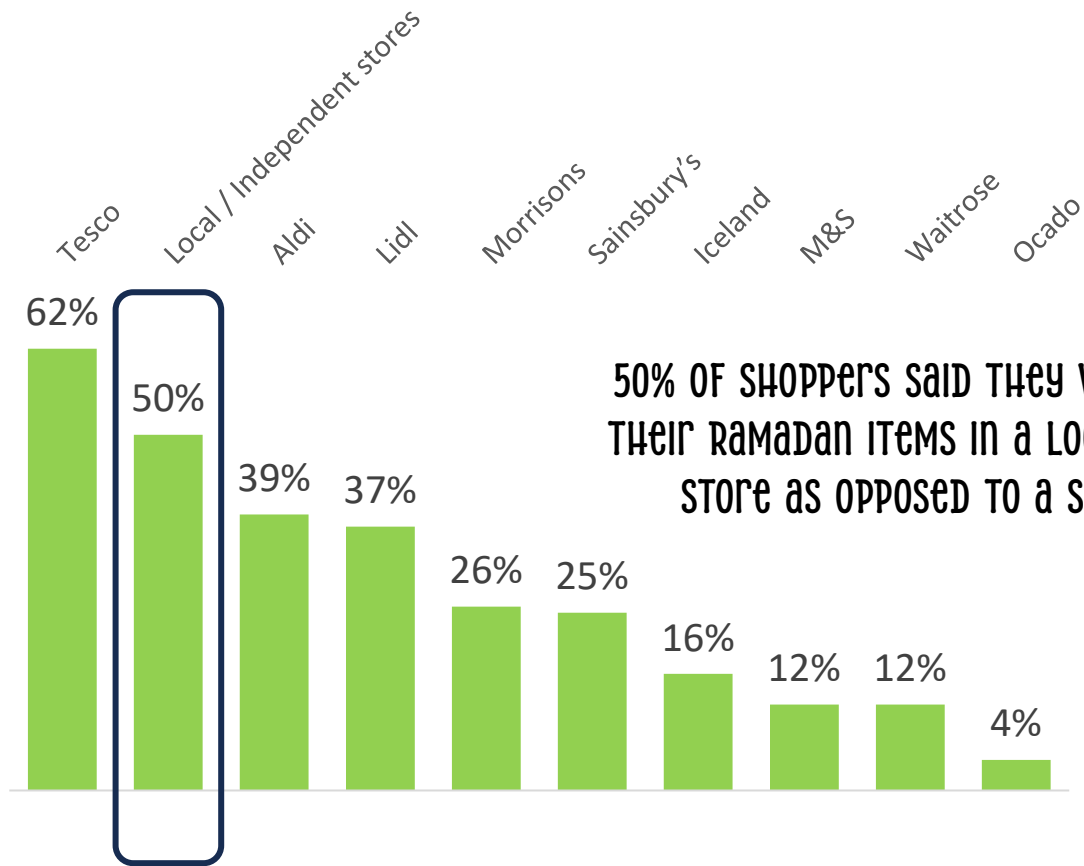


Ramadan Insight



THE IMPORTANCE OF RAMADAN

Where else do you purchase your food requirements for Ramadan or Eid?

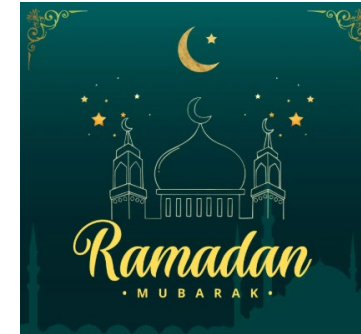


50% OF SHOPPERS SAID THEY WOULD PURCHASE THEIR RAMADAN ITEMS IN A LOCAL/INDEPENDENT STORE AS OPPOSED TO A SUPERMARKET.

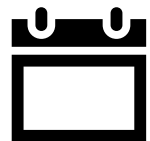
3 IN 4 SHOPPERS SAY THAT COOKING HEALTHIER RAMADAN MEALS IS IMPORTANT TO THEM.



PF AAA SURVEY ASKED 116 ASDA SHOPPERS, RESPONSIBLE FOR THE GROCERY SHOPPING IN THEIR HOUSEHOLD



MID MARCH IS WHEN WE SEE A PEAK IN RAMADAN SHOPPING



SUPPORT

DESSERTS TO MAKE TOOK
OVER £8M IN THE 4 WEEKS
OF RAMADAN 2024

SELF RAISING FLOUR SAW +4.8%
GROWTH IN THE S&I CHANNEL DURING
THE WEEKS OF RAMADAN 2024

TOTAL GROCERY UP +1.4% IN
RAMADAN 2024 VS 2023
SHOWING RAMADAN IS A
DRIVER OF SALES IN
INDEPENDENT RETAILERS

PLAIN FLOUR SAW +4.8%
GROWTH IN THE S&I
CHANNEL DURING THE
WEEKS OF RAMADAN 2024

CUSTARD TO SHARE UP +10.4%
IN THE 4 WEEKS OF
RAMADAN VS 2023

AMBIENT
BREADCRUMBS SAW
+27.5% GROWTH IN
THE WEEKS OF
RAMADAN.



Favourite Dishes

Favorite Ramadan dish: [top 15 choices]

	TOTAL	MIDDLE EAST	AFRICA	ASIA
Samosa	5.5%	1.4%	2.8%	13.8%
Harira	4.5%	12.9%	0.0%	0.4%
Biryani	4.0%	0.1%	7.6%	4.0%
Shorba	3.8%	8.2%	0.1%	3.4%
Dates	3.4%	1.1%	6.1%	2.4%
Soup	3.1%	5.5%	0.0%	4.4%
Pakora	2.5%	0.0%	5.5%	1.3%
Rendang	2.0%	0.0%	5.3%	0.0%
Mansaf	1.7%	0.2%	0.0%	5.5%
Bourek	1.6%	4.6%	0.0%	0.0%
Couscous	1.6%	4.2%	0.3%	0.1%
Kolak	1.5%	0.0%	3.9%	0.0%
Knafeh	1.4%	3.3%	0.1%	0.7%
Mahshi	1.3%	2.9%	0.0%	1.0%
Rice	1.2%	1.6%	1.2%	0.8%
Kabsa	1.3%	0.0%	0.2%	0.6%



FOR RAMADAN, A CONSIDERABLE 38% OF SHOPPERS DO THEIR ESSENTIAL SHOPPING JUST BEFORE THE START OF THE HOLY MONTH.

72% OF SHOPPERS SAY HUNTING FOR THE BEST DEALS IS IMPORTANT AND RAMADAN IS THE BEST TIME TO FIND THE BEST DEALS.

95% OF SHOPPERS WILL BE LOOKING FOR GOOD PRICE PRODUCTS