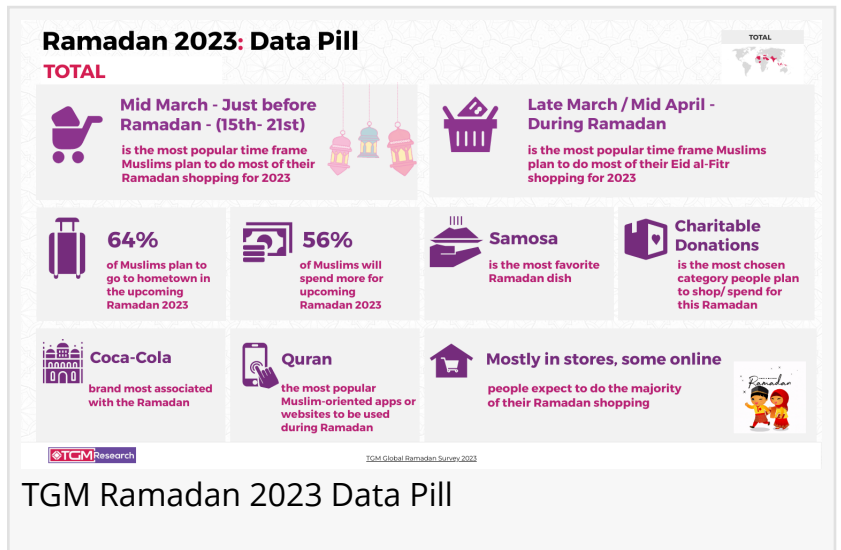


83% of Muslims plan to do most of their Ramadan shopping for 2023 during the month of Ramadan TGM Research

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 TGM Research

SINGAPORE, March 15, 2023
 /EINPresswire.com/ -- Muslims plan to do most of their Ramadan shopping for 2023 during the month of Ramadan
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TGM Ramadan 2023 Data Pill

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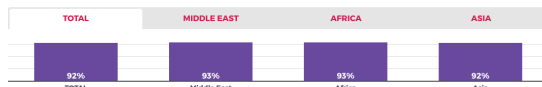
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The most anticipated time of the year is upon us, providing an opportunity to reconnect with loved ones.

Many Muslims utilize this holy month to cultivate self-discipline and self-control that can have a lasting impact on their lives. Moreover, Ramadan is a month of fostering human connections by spending more time with loved ones or by aiding and nourishing the less fortunate.

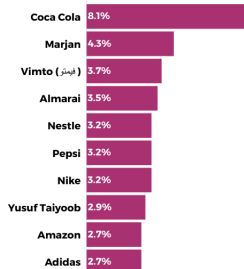


Q: 'Q3. How strongly do you agree or disagree with the following statements about *Guernsey*' - Total 300671

TGM Global Ramadan Survey 2021

Top brands association with Ramadan:

Which brands come to your mind first when thinking about Ramadan? (All countries, Top10):



Q: 'Q14. Which brands come to mind first when thinking about Ramadan?' - Total N=9672



TGM Global Ramadan Survey 2021



Ramadan is not only a sacred month for Muslims worldwide but also an incredibly lucrative time for businesses. As such, we see an increase in the number of brands that aim to associate themselves with Ramadan every year. The month provides brands with an opportunity to show their understanding of and respect for the religious and cultural significance of the holy month.

Discover the Latest Trends in Islamic Apps During Ramadan

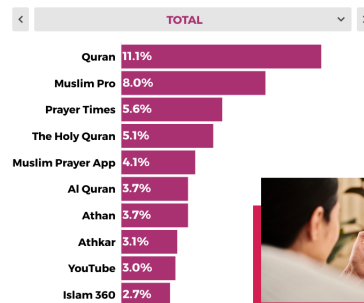
 **66%**
of people in all countries plan on using special Islamic apps/ websites during Ramadan

Q: 'Q17. Do you plan on using any special Islamic apps or websites during Ramadan that you don't normally use?' - Total N=9672

With the widespread use of technology, many Muslims have turned to mobile apps to stay connected with their faith and enhance their spiritual practices.

Our survey found that Quran apps (11.1%) are the most popular among all regions, followed by Muslim Pro (8.0%) and Prayer Times (5.6%).

Q: 'O18: Which Muslim-oriented apps or websites you plan to use during Ramadan?' - Total N=6343



TGM Global Ramadan Survey 2021

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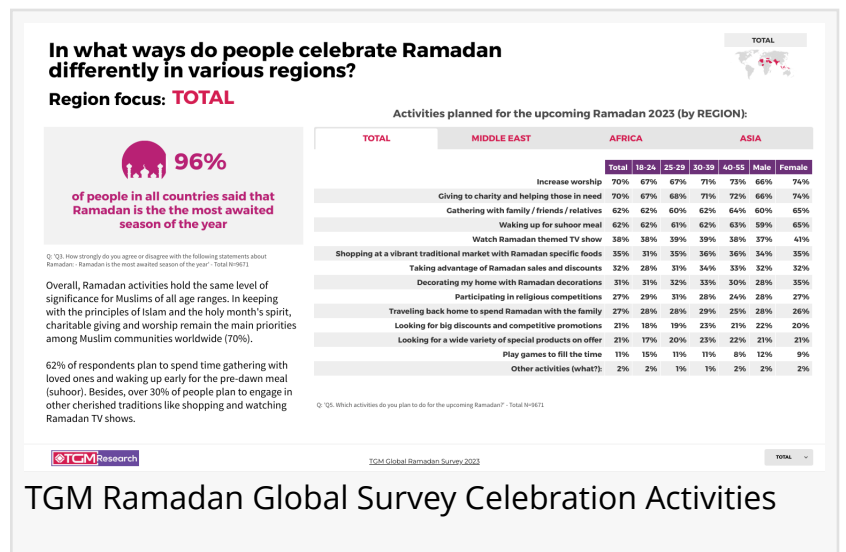
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Thuyen Vu TGM Research

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