

TGM Research: Ramadan Spending Habits in UAE and Egypt 2024

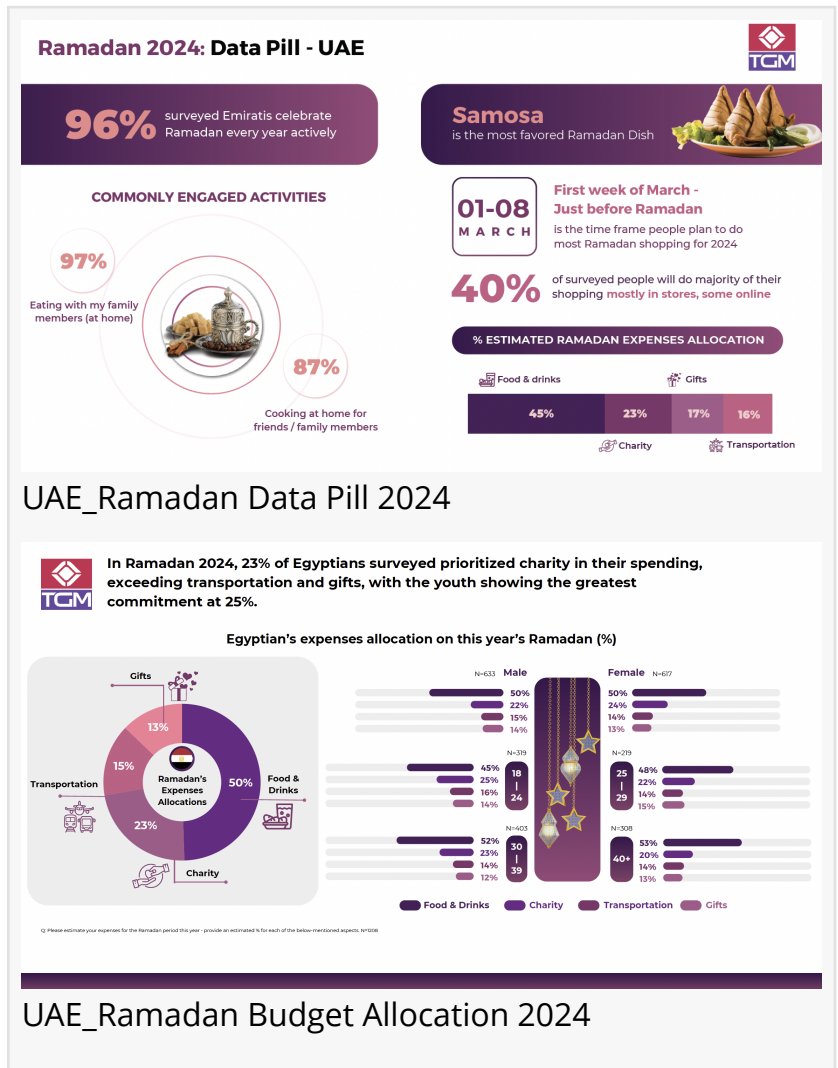
TGM Research has released its 2024 Ramadan Spending Habits survey results for the UAE and Egypt. The survey reveals that 96% of surveyed Emiratis celebrate Ramadan every year actively, with Samosa being the most favored Ramadan dish. In Egypt, 23% of respondents prioritized charity in their spending during Ramadan 2024, exceeding transportation and gifts, with the youth showing the greatest commitment at 25%.

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TGM Research, a leading market research firm, conducted the survey across the UAE and Egypt. The findings show that Ramadan is a significant period of spending for many, with a focus on family, friends, and community. In the UAE, the majority of respondents plan to do most of their shopping in stores, while in Egypt, there is a strong emphasis on charitable giving.

The survey also highlights the importance of food and drinks during Ramadan, with 45% of respondents allocating a significant portion of their budget to this category. Additionally, 16% of respondents in the UAE and 13% in Egypt allocated funds to transportation, reflecting the need for mobility during the holy month.

TGM Research provides comprehensive insights into consumer behavior and market trends. For more information, visit www.tgmresearch.com.



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Greg Laski, TGM Research

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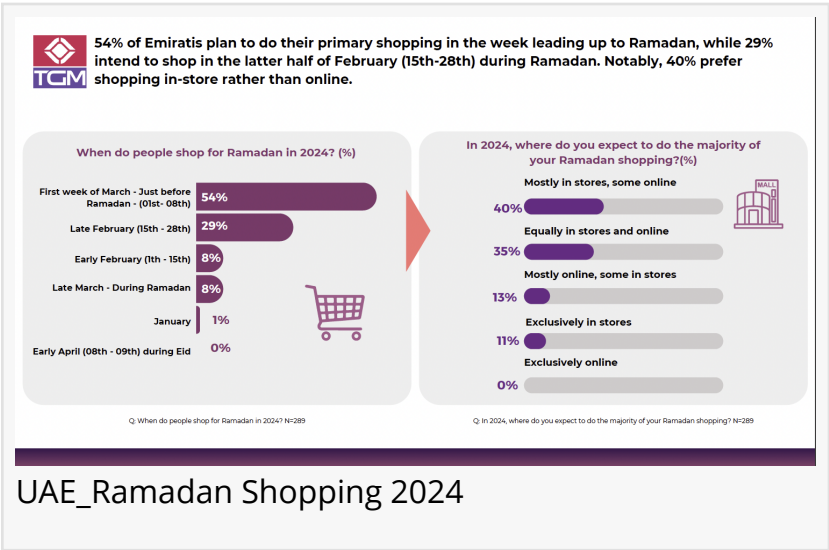
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