

Ramadan x Twitter Audience in Saudi Arabia & UAE



Most people believe they spend more during Ramadan compared to the rest of the year.

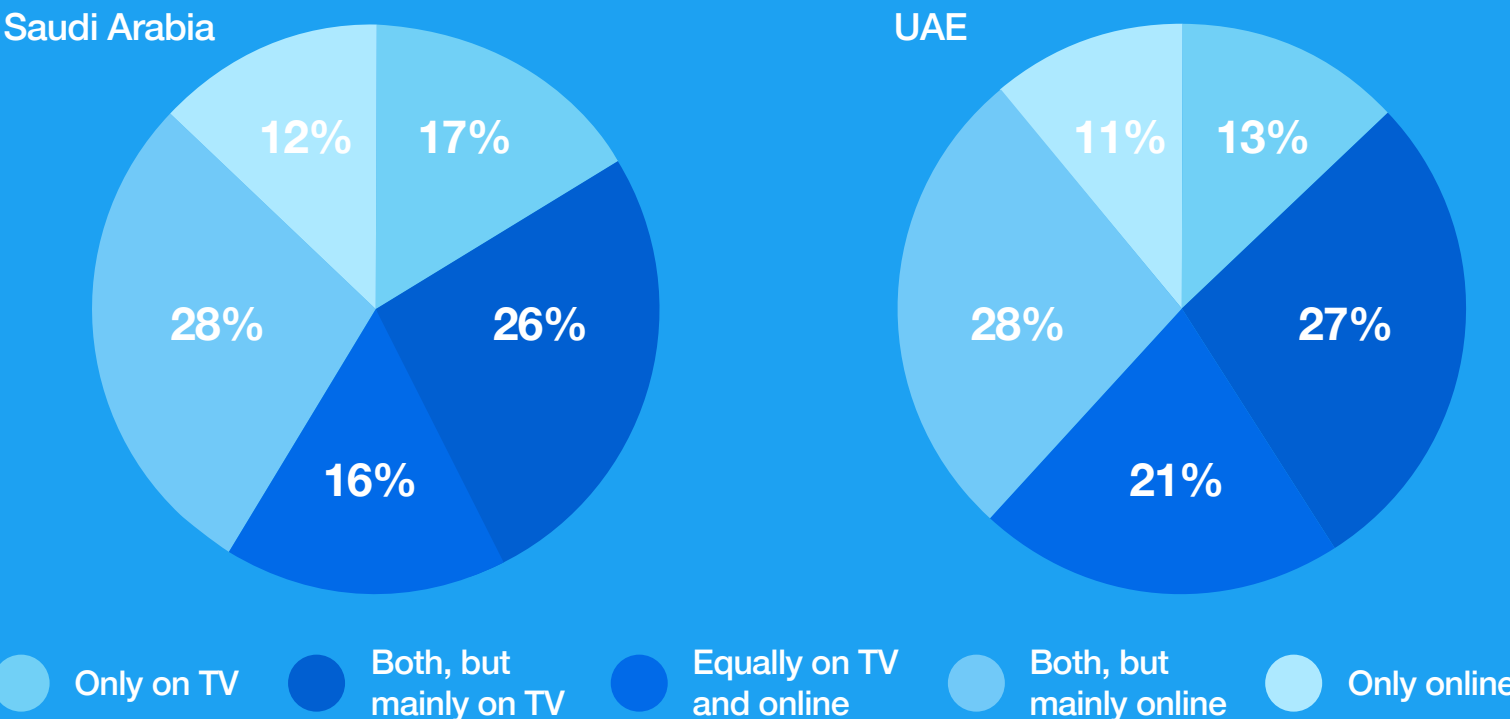


Admit that discounts & promotions impact their purchases.

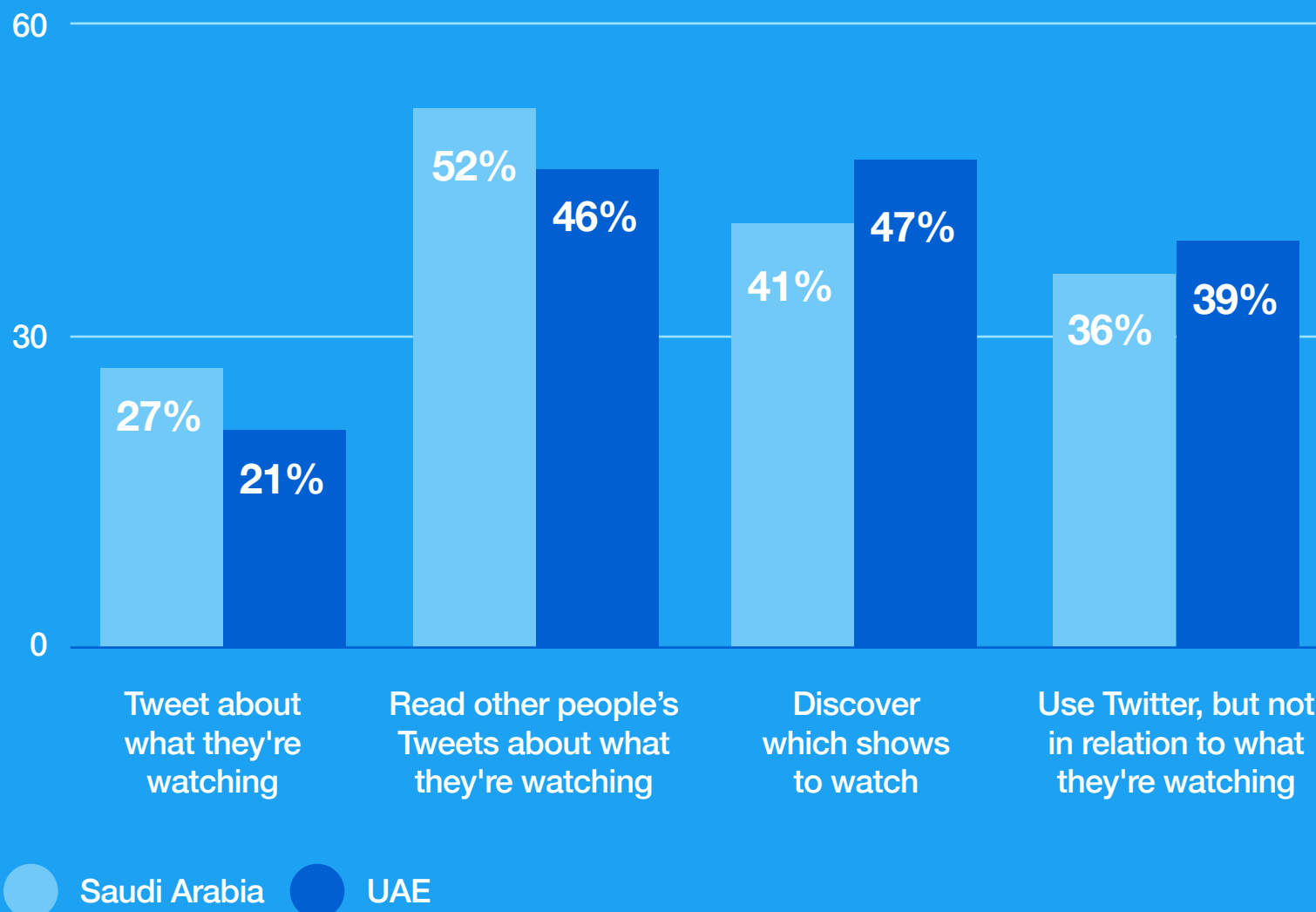
Ramadan TV Content Consumption



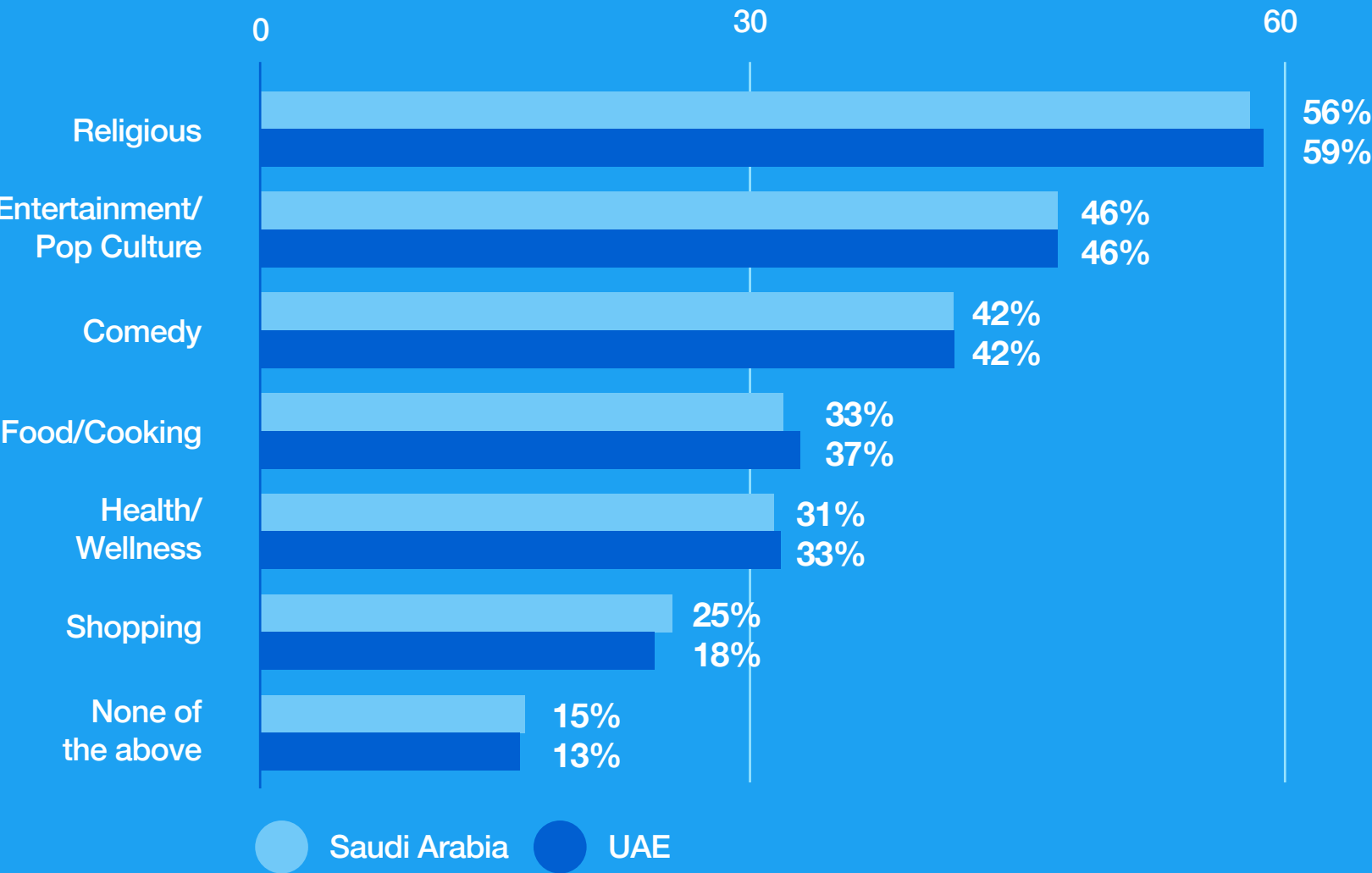
However, content is not exclusively watched on TV.



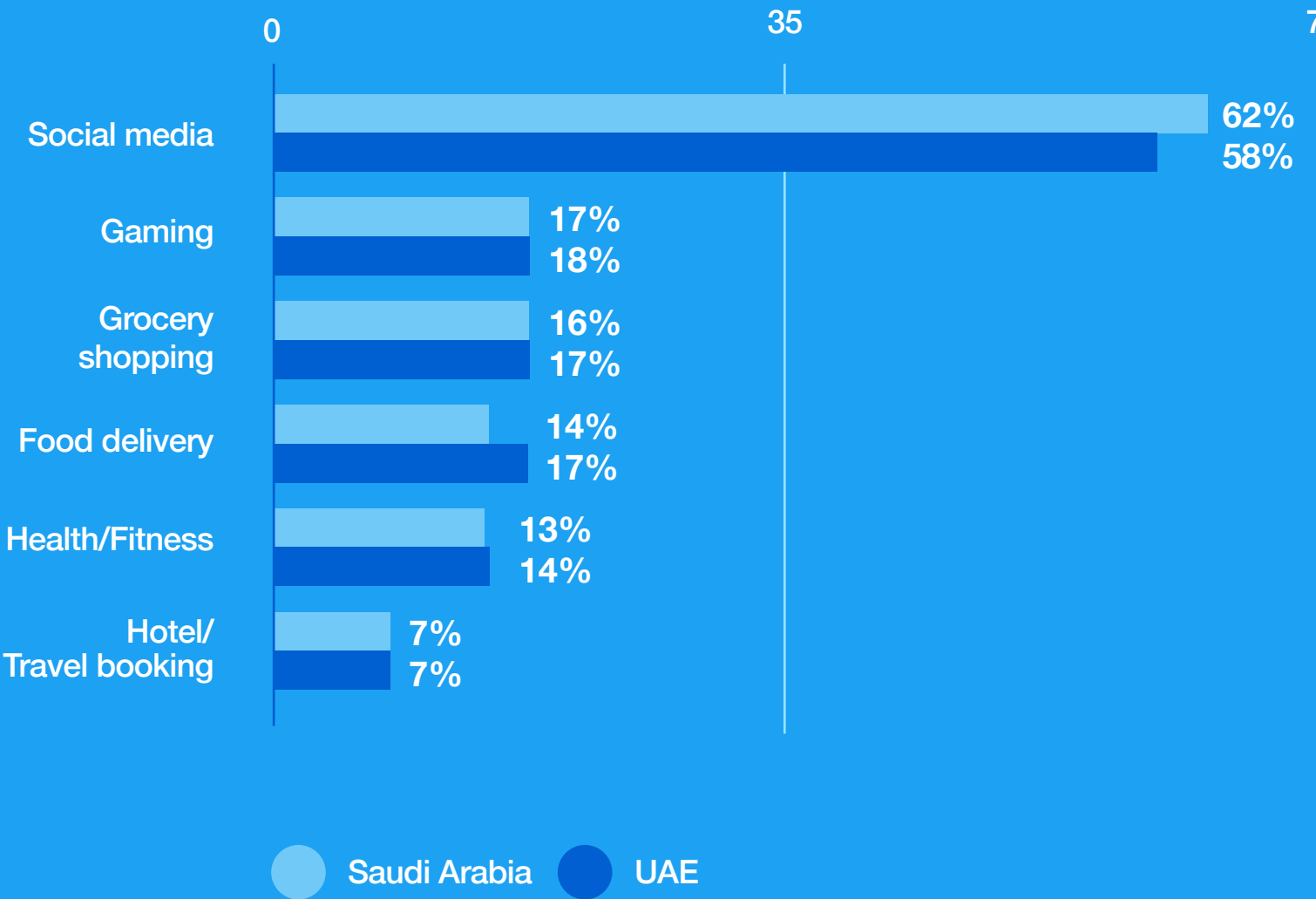
The majority will use Twitter while watching TV during Ramadan



Most Appealing Twitter Content Types



Increase in App Usage



Source: Twitter Insight Survey | 958 Twitter users in Saudi Arabia ; 745 Twitter users in UAE | January 2020

