

## Observance, community, and joyful celebration

Ramadan is a month of fasting and reflection among the Muslim Canadian community. Daily routines shift toward sunset and nighttime activity with an increase in family gatherings, meal preparation, and giving. Eid al-Fitr is the celebration that marks the end of Ramadan, a joyful day of communal prayers, sharing meals, gift giving, and togetherness.



### Celebrants at a glance:<sup>1</sup>

95%

Of celebrants planned to make a purchase for the holiday.

76%

Planned to purchase food items.

+50%

Of shoppers celebrating said they would spend more than \$200.

48%

Planned to shop at a mass retailer.

Top categories purchased during the holiday were Grocery, Kitchen appliances and cookware, Clothing and accessories, Beauty, fragrances and personal care, and Gifts and toys.<sup>2</sup>

## The Ramadan and Eid Shopper at Walmart<sup>2</sup>

719%

YoY growth of in-store gift card sales

202%

YoY page visit growth to Middle Eastern food products

106%

YoY growth in online grocery sales

## Your Ramadan and Eid strategy at Walmart

Ramadan and Eid al-Fitr are key shopping moments for Muslim consumers in Canada and around the world, shaping purchasing habits, food choices, and gifting, creating meaningful opportunities for brands to engage authentically.



### Power of In-store Presence

Harness Walmart's [In-store Sampling](#) opportunity to connect culturally relevant brands with customers at the pivotal moment of purchase intent—driving trial and influencing buying decisions.



### Engage with Online Shoppers

Reach in-market shoppers as they actively browse and search for culturally relevant products with a high-impact [Homepage Hero POV](#), captivating shoppers at the beginning of their shopping journey.



### Time Sensitive Activation

Use [Sponsored Search](#) to build awareness and help drive product purchase by capturing shoppers' attentions during peak time periods, after sunset.