

Get your wishes fulfilled



Make the most of your marketing in SEA during Ramadan

Ramadan this year will start from the evening of May 15 and end on the evening of June 14, with Eid al-Fitr celebrations on Friday June 15. The Ramadan period last year was May 26 – June 24, followed by Eid al-Fitr on June 25.

There's a significant uplift in online retail sales during the Ramadan month, and particularly in the last couple of weeks before Eid al-Fitr as consumers buy gifts and presents for family, relatives and friends.

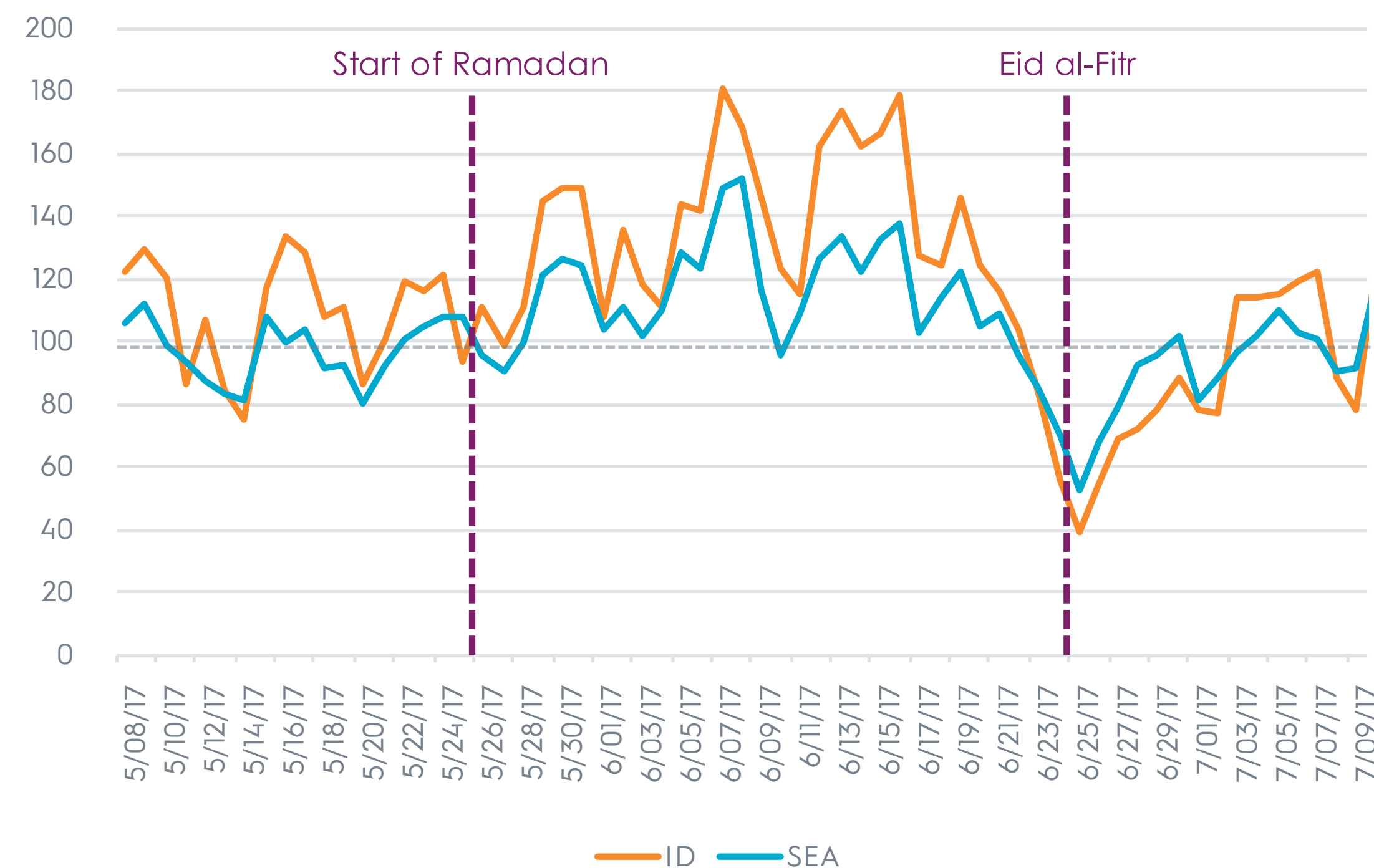
Strong uplift in online retail sales in SEA during Ramadan

Indonesia shows a high sales uplift of 80%. Overall, average sales uplift of 52% was seen during Ramadan in SEA.

Key Message

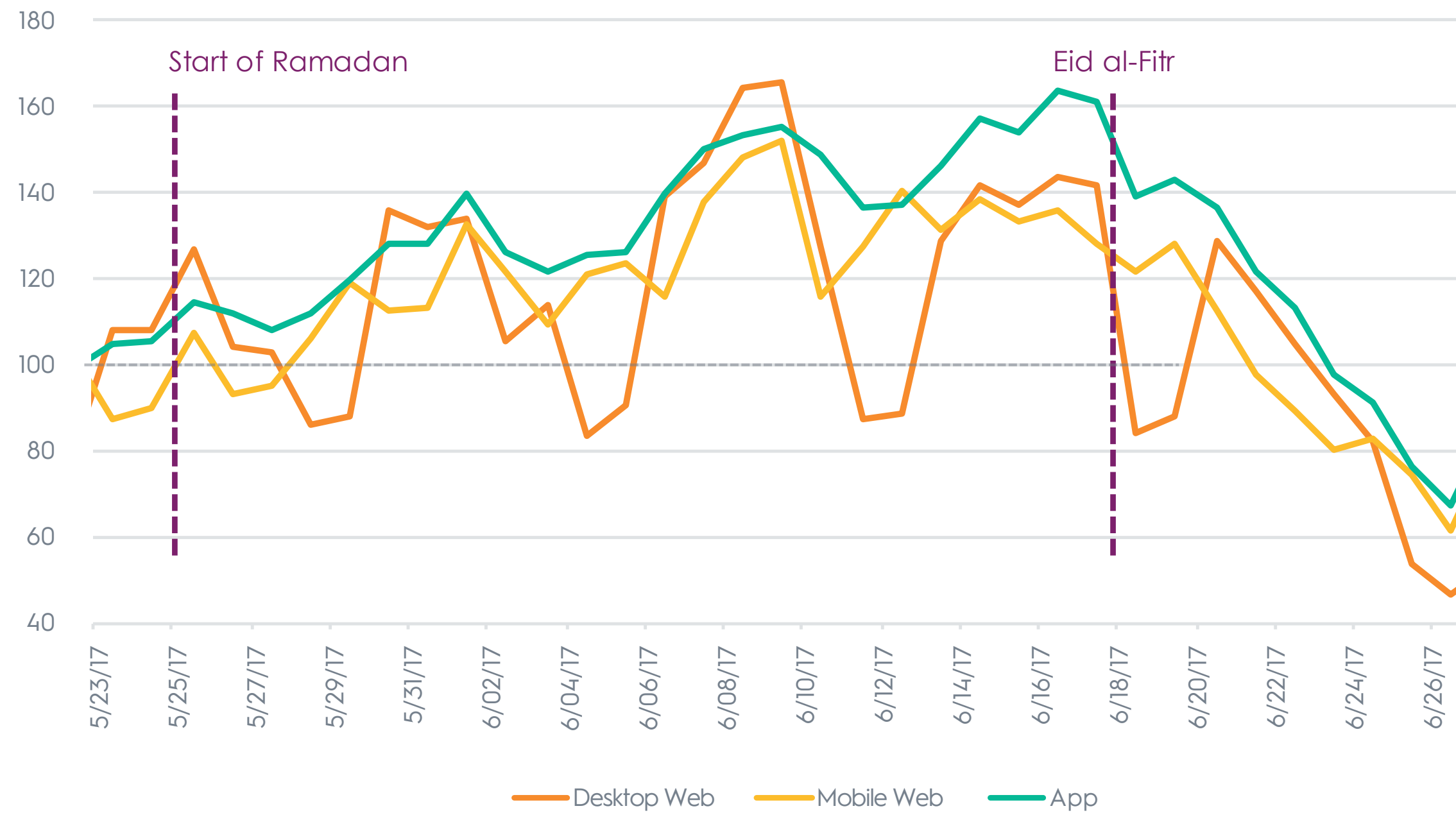
Shoppers start buying a couple of weeks before Ramadan begins and the trend continues to escalate during Ramadan with highest uplift in sales seen 2-3 weeks before Eid al-Fitr. Advertisers should ramp up their campaigns accordingly to get early visibility.

*Retail Sales Index



*Indexed online daily sales during Ramadan. Baseline equals average Index of 100 during May 1-7, 2017

*Retail Sales Index by Channel, SEA



*Indexed Retail sales trend by channel. Baseline equals average Index of 100 during May 1-7, 2017

Mobile shopping keeps sales up during Ramadan weekends

Retail sales on apps showed a maximum uplift of 64%, and 52% on mobile web during Ramadan.

Key Message

The drop in online shopping is only seen on desktop during the Ramadan weekends. People still continue to shop on mobile - apps and mobile web help advertisers maintain good sales even on the weekends.

Top tips for the run up to Ramadan

Start a couple of weeks before Ramadan begins

Ramp up your shopping campaigns early during the Ramadan weeks leading up to Eid al-Fitr.

Reach your shoppers on app and mobile web

Optimize your site and app for increased sales and bookings. Reaching consumers on app and mobile web helps to maintain good sales during the Ramadan weekends.

Methodology

Criteo identified these trends through the analysis of over 44 million retail shopping transactions, and over 28 million travel sales transactions across desktop, smartphones and tablets from 57 major advertisers in SEA.

Mobile sales include sales via mobile websites and apps - both on smartphones and tablets.

