

Spark The Spirit of Eid

Ignite the Festive Frenzy



Eid, a festive occasion celebrated twice a year, serves as a binding force that brings communities together.

Feel the pulse of Eid anticipation

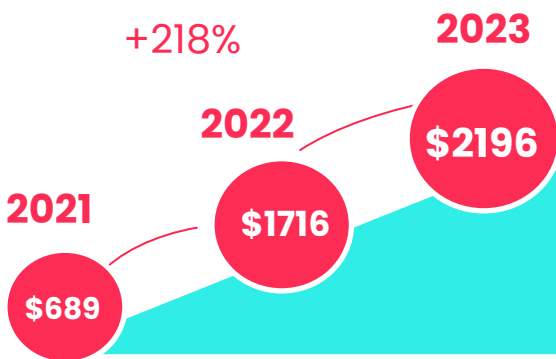
Eid envelops people in a joyful, wishful mood, igniting their excitement for shopping and gifting. The festivities **inspire new discoveries** with a touch of wonder. Eid's magical spell fuels a desire to create cherished memories.

64% Hold on to purchasing big ticket items during Eid

63% Actively discover Eid content on Digital platforms

60% Plan gifting ideas for Eid

Wishlist planning starts 1-2 weeks before Eid



Higher **excitement** translates into increased **spendings**

Eid brings forth an exhilarating shopping experience. **70%** planned to shop for Eid, while **81%** actually shopped. And **7 in 10** **spent more** than they originally set out to.

Eid is a time where wishes come true..

People want to look their best & indulge in luxurious products & experiences during Eid. It is a time where people **experience the finest things in life**, symbolizing abundance and prosperity.

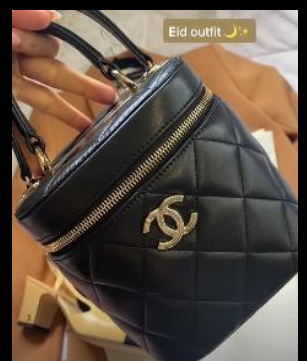
1 in 2 shop for Luxury products

2.4x spend more time in beauty salons

33% plan to travel more than last year

Traditional Gifting: Elevating Eid Shopping to new heights

Gifting is a tradition deeply rooted in the **spirit of generosity and sharing** that defines the essence of Eid, where **7 in 10** shopped gifts for their loved ones.



Reach, explore & conquer Eid Shopping:

Entertainment as the Gateway to Fulfilling Eid Shopping

Top content people expect to see during Eid:

As digital platforms turn into virtual meeting points for the Eid community, anticipation grows for the top content that will shine on screens, touch hearts, and **enhance the Eid experience** like never before.

76% Entertaining & fun content

73% Content related to Eid festivities

71% Information on best Eid deals



TikTok shines as the **entertainment hub** for fulfilling Eid exploration.

The role of TikTok

62

59

58

Discovery of Eid content Inspiring Eid Content Relevant Eid content

61% of users believe that TikTok is **even more entertaining** during Eid!

TikTok content greatly influences brand **discovery** with relevant Eid-related content. They introduce new brands, share personal experiences, and inspire festive elements.

TikTok users have elevated purchase behaviors..

1.4x

Higher Spends

1.4x

More spends vs 2022

1.2x

More gifting spends

vs avg. other channel users

With the **Pivotal role of content creators**



1 in 2

Learn about new products related to Eid

Find out useful Eid **information** about brands/products

Are **Inspired** to try new products for Eid

Elevating Engagement: Unleashing the Power of Branded Eid Content on TikTok

From TikTok to Action

Branded Eid content on TikTok inspires viewers to take active steps beyond video views/consumption, **turning viewers into active participants** in the brand's narrative.

3 of 4

Watch Eid related content created by different users & brands

69%

Re-share or repost content from other users



Leading to

1 in 3 people visiting the brand stores / checked out the product

AND

53% bought a product after seeing it on TikTok!



The secret recipe to activating on TikTok



79% Prioritize Compelling Content:

Highlight the joy and significance of the occasion.

79% Embrace Relevant Advertising:

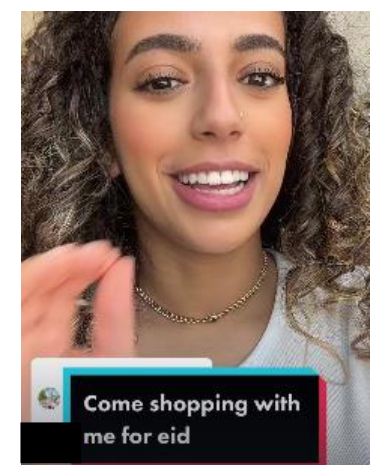
Tap into nostalgia by creating ads that evoke childhood memories.

62% Ensure Convenient Commerce:

Make it easy for customers to find and purchase your products.

60% Foster Community Connection:

Engage with the TikTok community by leveraging popular hashtags, challenges, and collaborations.



Embracing Deeper Connections:

The Significance of Meaningful Engagement This Eid Season

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