



The Countdown to Ramadan

How brands can get it right

Ramadan is one of the most significant periods in the Muslim calendar.

It's a month of fasting, reflection, and togetherness. From dawn to sunset, Muslims abstain from food and drink, beginning each day with suhoor (a pre-dawn meal) and ending with iftar (a sunset meal shared with family and friends). Beyond fasting, Ramadan is a time of self-discipline, gratitude, generosity, and community, culminating in Eid - a joyful celebration of food, family, and giving.

In the UK, the impact of Ramadan is both cultural and economic. With 4.2 million British Muslims, a population larger than Wales and approaching that of Scotland, it now represents the fifth biggest festive occasion in the national calendar, after Christmas, Mother's Day, Easter, and Valentine's Day.

During Ramadan, monthly spending among British Muslims triples, driven by a unique rhythm of faith, family, and festivity. Fasting by day leads to feasting by night, fuelling growth across food, dining, gifting, fashion, and charity. The result is not just a moment of reflection, but a dynamic commercial and cultural season embedded in modern British life.

As the occasion continues to grow in cultural significance and commercial scale, brands have an opportunity, and a responsibility, to engage with empathy, authenticity, insight and understanding.

This sheet outlines six key considerations brands should make when engaging with the Ramadan festivities in 2026. To understand what this could look like for your own brand, get in touch with our Senior Director and event host, Arif Miah.

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1 Embracing Ambiculture

British Muslims don't juggle two identities - they live one blended culture. Yet many Ramadan campaigns still rely on imported tropes that miss the unique UK context. Today's Muslims are largely UK-born, young, urban, and confident in being both - very British and very Muslim. They're as fluent in Nando's and Netflix as they are in iftar and Eid. Online, trends like #EidInTheUK have grown 120% year-on-year, showing how seamlessly faith and modern British life coexist. Brands must move beyond tokenism to reflect this dual confidence, a culture that fuses faith with familiarity.

2 Reflecting modern realities

British Muslims over-index on education and ambition, representing 11% of UK undergraduates, with 90% of 18-year-olds going on to university. They're young, urban, and digitally connected - reshaping how Ramadan is lived. Smaller households, rising renting, and professional routines mean many now break fast at work or on the go. Faith remains constant, but its expression adapts through convenience, community, and culture. Unlike Christmas, which leans on nostalgia, a new generation of Muslims is rewriting the norms of Ramadan, blending spirituality with modern British life. Brands must capture this evolution, not the heritage image of the past.

3 Novelty to insight

Too many brands fixate on the quirks of Ramadan - moons, dates, lanterns, rather than its festive moment. For Muslims, these are hygiene symbols, not emotional truths. The real power lies in Ramadan's emotional arcs: celebration and discipline, relief and gratitude, togetherness and giving. Studies show British Muslims respond most to authentic, emotionally resonant storytelling, not decorative tokenism, yet two-thirds feel brands don't understand them. Smart brands move beyond surface tropes to reflect the lived emotion, rhythm, and progression of the month.

4 Global ≠ Local

Global Ramadan campaigns often lose meaning when imported wholesale. What resonates in the Gulf can feel misplaced in the UK, where Ramadan is lived through BAU. Co-creating with local specialists ensures authenticity and nuance. At the same time, the UK also welcomes a "Ramadan Rush" of high-spend Gulf visitors, boosting luxury, hospitality, and retail. Smart brands tailor experiences, connecting global intent with local reality.

5 Tapping into the timetable

Ramadan has a natural emotional rhythm, and brands should move with it. Pre-Ramadan is about anticipation and preparation, so messaging should feel energising and purposeful. The first 10 days bring optimism and community a time for uplifting, celebratory storytelling. In the middle 10 days, morale dips; tone should soften, offering empathy, encouragement, and balance. The last 10 nights mark the emotional and spiritual peak where themes of generosity, reflection, and renewal connect most deeply. By mirroring these shifts, brands show emotional intelligence, pacing communication with people's lived rhythm, not just the marketing calendar.

6 Observe and optimise

Ramadan isn't just a cultural moment, it's a month of behavioural change. Routines, diets, and spending all shift, creating space for brands to be useful, not just visible. The real opportunity lies in optimisation: framing products and services that genuinely adds value to Ramadan life. Optimisation is empathy - solving real needs rather than seasonal branding. The most impactful brands observe, learn, and refine each year, enabling participation instead of merely acknowledging it.