

## Eid al-Fitr and Ramadan 2026: Residents Turn to Online Gifting as a Way to Stay Close

**Dubai, March 17, 2026** — *The more turbulent the world outside, the more heartfelt the gesture within. This Ramadan, UAE consumers are turning to **online gifting not just to celebrate but to stay close, with gifting transactions up 115% and GMV growing 54.4%** in the first half of the holy month. New data from [Flowwow](#) and [Admitad](#) shows that amid regional uncertainty, the impulse to reach out has only grown stronger ahead of Eid al-Fitr.*

In their study, Flowwow, a UAE-based gifting marketplace, and Admitad, a global technology and performance marketing company, analyzed **over 700,000 e-commerce transactions** placed across the MENA during Ramadan in 2026.

Numbers show that Ramadan demand in MENA for this period has already outpaced 2025 with a **21% GMV** growth and an **18% increase in order volume**. Average order value (**AOV**) shows steady growth **from \$48 to \$50** during the same period.

Within local markets, **Saudi Arabia (+29%), the UAE (+24%), Egypt (+19%), Pakistan (+15%), and Morocco (+13%) are among the top contributors by GMV** in online demand during Ramadan. While Saudi Arabia and the UAE are leading growth with **the most significant spending power and consumer activity**, Pakistan, Egypt, and Morocco experienced growth thanks to the highest mobile commerce share, accounting for 85%, 69%, and 75%, respectively.

Consumer spending per purchase during Ramadan points to sustained consumer engagement and the important role of Ramadan for local economics. **Saudi Arabia at \$97** (+15.5%) and the **UAE at \$95** (+14.5%) are leading the way, while Pakistan at \$87 (-2.2%), Morocco at \$72 (+2.9%), and Egypt at \$71 (+2.9%) show more moderate changes.

*"We expect Eid al-Fitr 2026 to deliver 18–20% order growth and 20–23% GMV growth across MENA, with average spend reaching \$52 and mobile purchases nearing 50%. The current data has already confirmed that digital commerce in the region remains stable and continues to mature," said Anna Gidirim, CEO at Admitad.*

### UAE: Resilient Digital Infrastructure Proves Its Value

The UAE's [\\$12.3 billion](#) e-commerce sector continues to demonstrate strong stability during Ramadan, supported by robust digital infrastructure, reliability of digital channels among UAE consumers, and the flexibility of local businesses.

According to data for the first half of Ramadan 2026 in the UAE, **e-commerce activity remains strong**, with **GMV growing by 24%**, while order volume has a more moderate growth rate of 12%. This indicates UAE residents continue to **rely on digital infrastructure amid uncertainty**, prioritizing online for essential purchases and the emotional need to support their loved ones

during Ramadan, making fewer and more thoughtful purchases to ensure the delivery team's safety.

Broader market data also shows that during Ramadan, online-only channel preference among UAE consumers has risen sharply from [13% to 23%](#) year-over-year.

The confidence in digital resilience is not accidental. The ecosystem is built on years of sustained investment in economic diversification, rapid government digital transformation with flexible regulatory policy, and advanced logistics infrastructure, enabling businesses to adjust operations in real-time.

Digital platforms like Talabat, Careem, and Deliveroo have adapted their operations to maintain essential services for consumers while prioritizing [riders' safety](#). As for niche marketplaces like Flowwow, sellers faced temporary delays in cross-border deliveries, while all domestic operations quickly adapted and navigated smoothly. Across the GCC, platforms also find ways to support their communities during this period. In Qatar, Talabat encourages its consumers to support its delivery riders, launching [special meals](#).

*“Amid ongoing disruptions and challenges in global connectivity, one thing stands out most: businesses across the UAE do their best to maintain resilience. Despite the current tension, Flowwow’s sellers, most of whom are small entrepreneurs, show their flexibility and a strong commitment to keep operations running smoothly so people can stay connected with family, friends, and colleagues, despite uncertainty, especially during Ramadan,”* says **Slava Bogdan, CEO and co-founder of Flowwow**.

### **Moment to Stay Close during Eid: When Gifts Carry More Value Than Ever**

Ramadan overall and upcoming Eid al-Fitr have always been a time of strong connection, but now it's become a moment for unity when it matters most.

The demand for online gifting shopping is rising for the first half of Ramadan and becoming even higher right before Eid al-Fitr. During this period, **Flowwow sees a 54.4% GMV and 115% order growth**. This suggests that in the case of gifts, UAE residents are making **smaller, more frequent purchases for different recipients as an act of care** through meaningful gestures.

The broader year-over-year tendency confirms the significant impact of the season on UAE e-commerce. Last year, **Ramadan** had a **315.3% GMV** and a **+200% order increase**. During **Eid al-Fitr** alone, Flowwow experienced a **105.6% GMV** increase, while **transactions** grew even higher by **169.6%** compared to 2024.

### **Spending Patterns: Day-to-Night Shift, Essentials and Emotions**

Online shopping behavior follows Ramadan's daily rhythm. Across MENA, the evening window between **18:00 and 00:00 captures the most significant share of 32%** of all online purchases. At the same time, spending windows differ by country. While the UAE mirrors the

time pattern, with a 31% share; in Saudi Arabia the most active time is late night between 00:00 and 06:00 (31%).

Spending patterns during Ramadan 2026 reflected both **everyday needs and cultural traditions** as consumers prepared for Eid. Across the UAE, e-commerce product categories that carry everyday needs saw the strongest growth. Among favorite segments are car-related products and apparel.

On Flowwow, the most spending categories point to a clear behavior pattern: consumers are choosing **categories that serve as a gesture of care and carry personal meaning and local traditions**: Confectionery & Bakery (+255%), Indoor Plants (+194.6%), and Delicious Sets (+104.8%) compared to Eid 2024. Top products also reflect the **meaning of local and handmade crafted products** for consumers: artisan bouquets and chocolate-covered strawberries.

## Outlook

Based on the current trajectory during the first half of Ramadan, upcoming **Eid al-Fitr is expected to deliver 50% GMV and 70% order volume growth in online gifting**, supported by a stable e-commerce landscape despite uncertainties and emotional meaning beyond a festive mood, where Eid gifting is more than a tradition but a way to stay connected

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### About Flowwow:

[Flowwow](#) is a gifting marketplace that simplifies gift-giving and connects local shops with customers. Flowwow partners with over 18,000 local shops from 1,500 cities and operates in over 40 countries, including the UK, Spain, Turkey, Brazil, and the UAE.

### About Admitad:

[Admitad](#), a part of Mitgo Group, is the affiliate marketing platform that helps drive targeted traffic and boost sales. It is designed for businesses of any size to expand their reach and grow globally through partnerships. Admitad facilitates new customers and sales for over 3,000 clients by partnering with more than 300,000 publishers worldwide.