

# Ramadan

A highly lucrative sale period for Turkey



## Before and During Ramadan

**+28%** Retail Sales  
**+30%** Travel Sales

2 weeks before until end of 3rd week of Ramadan

## End of Ramadan and Sugar Feast

**-31%** Retail Sales  
**-17%** Travel Sales

3rd week of Ramadan until week of Sugar Feast

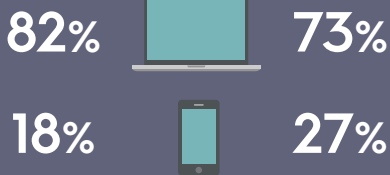
## After Ramadan

**+16%** Retail Sales  
**+10%** Travel Sales

The week following Sugar Feast

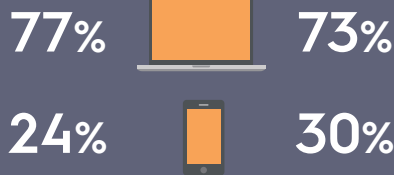
## Mobile Shares

2 weeks before Ramadan



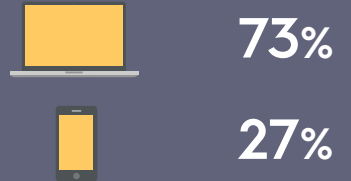
4th week of Ramadan

4 weeks of Ramadan

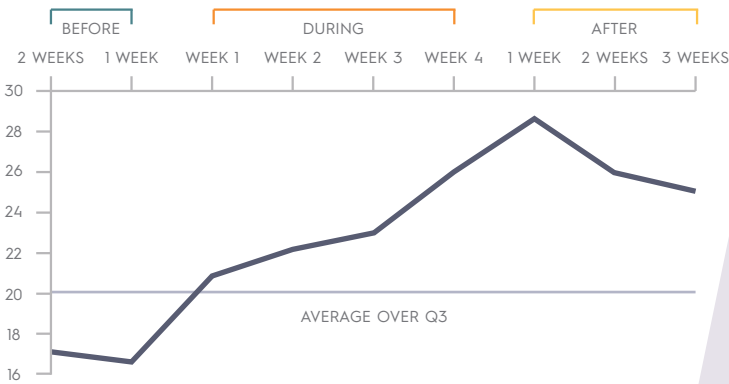


During Sugar Feast week

The week following Sugar Feast



SHARE OF MOBILE SALES IN TURKEY (%)



SHARE OF MOBILE SALES, Q1 2016 (%)

Country	Share (%)
Saudi Arabia	40%
Nigeria	40%
Morocco	38%
Qatar	37%
UAE	36.5%
Kuwait	36.5%
Egypt	24%
Turkey	24%
Average	~24%

Get aggressive on mobile

Intensify commercial offers to accompany traffic growth and convert to sales

Remember - shoppers are active at night

Special tip for Travel sellers: Don't stop after Ramadan, people are still going on holidays! ✈️

### Methodology

Criteo analyzed close to 4 million transactions from 80+ retailers based in Turkey on desktop, smartphones and tablets. The findings and recommendations are based mainly on data analyzed for Q2 and Q3 2015, particularly for June and July.

- Mobile includes both tablets and smartphones
- Online sales refer to the total number of purchases on retailers' desktop and mobile websites
- Mobile sales refer to the share of mobile sales in the total

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