REPORT

Ramadan app trends decoded

Benchmarks and insights for app marketing success during Ramadan 2026

ADJUST

INTRODUCTION

Ramadan as a seasonal driver of app usage

Ramadan has a significant impact on global mobile app usage. Changes in routines and fasting schedules create opportunities for app discovery and engagement. Increased late-night activity and shifts in shopping and financial habits lead to distinct behavioral patterns across key app categories.

This report examines app performance data from Ramadan 2025, tracking installs, sessions, and average session lengths before, during, and after the fasting period, including Eid al-Fitr. It provides marketers with benchmarks to anticipate user needs and optimize strategies for Ramadan 2026, supporting app relevance and competitiveness throughout the season.

The methodology

VERTICALS:
E-commerce & shopping, finance, food & drink, gaming, social, utilities

REGIONS:
- Global
- METAP region (22 countries): Afghanistan, Algeria, Bahrain, Egypt, Indonesia, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Malaysia, Morocco, Oman, Pakistan, Qatar, Saudi Arabia, Syria, Tunisia, Turkey, United Arab Emirates (UAE), Yemen

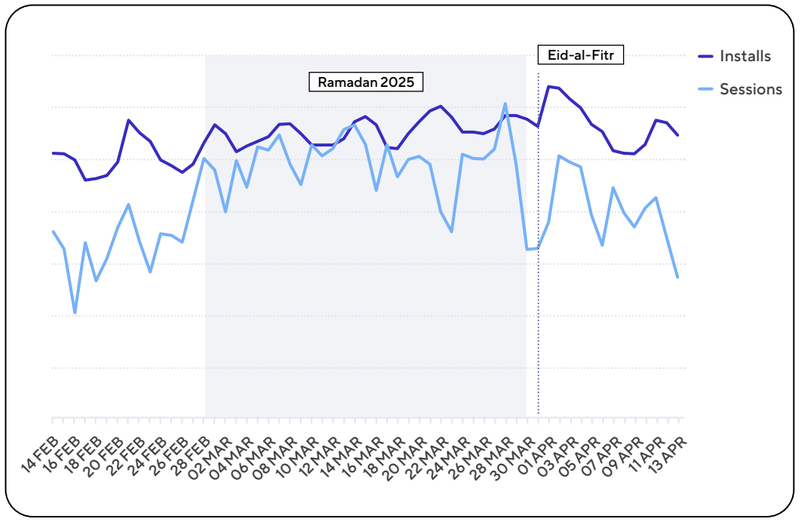
DATASET:
A mix of Adjust's top 5,000 apps and the total dataset of all apps tracked by Adjust. Our data comes from two sources, one including a list of 45 countries and one with approximately 250 based on the ISO 3166-1 standard.

DATA RANGE:
January 2025 - December 2025

"Ramadan is a moment where culturally relevant storytelling matters more than promotion alone. Brands that reflect shared values and lived experiences see stronger engagement and longer-term loyalty beyond the holiday period."

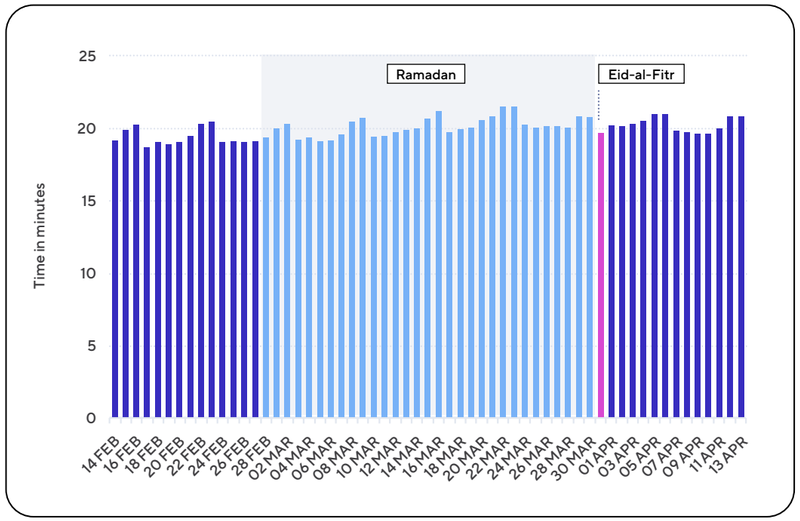
Marlin Silviana
Head of Martech
erajaya

App install and session growth February 2025 - April 2025 (METAP)



In the METAP region, average daily installs increased by 11% during Ramadan (February 28–March 30) compared to the two weeks before (February 14-27). Install activity stayed elevated and rose another 2% in the two weeks after Eid al-Fitr (March 31- April 13), compared to the Ramadan average. Average daily sessions rose by 6% during Ramadan compared to the pre-Ramadan period, then declined by 3% in the two weeks after Eid.

App session lengths February 2025 - April 2025 (METAP)

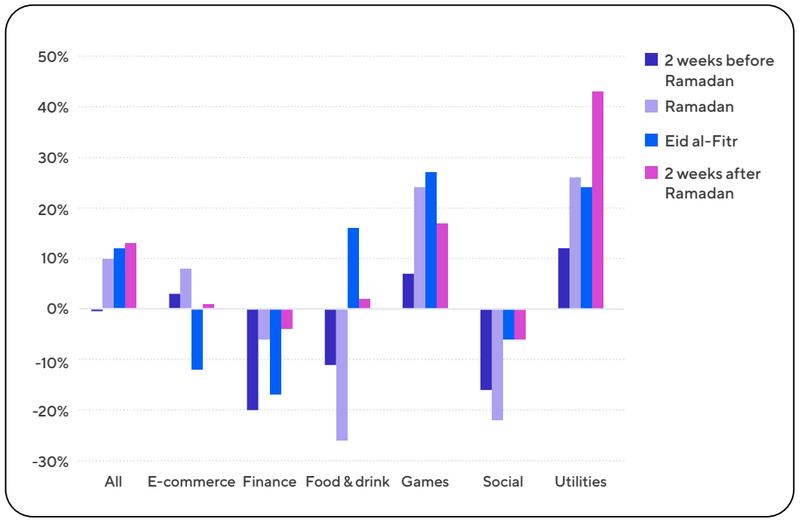


In the two weeks before Ramadan, the average daily session length across all verticals in METAP was 19.34 minutes. During Ramadan, it increased to 20.08 minutes, up 4% compared to the pre-Ramadan period. On Eid al-Fitr, session lengths measured 19.6 minutes, broadly in line with surrounding days. In the two weeks following Ramadan, the average increased to 20.18 minutes, a 0.5% increase compared to Ramadan.

TIP

Plan Ramadan as a phased growth cycle, not a single peak. Allocate acquisition budgets across the full month and into Eid, prioritize engagement KPIs during Ramadan itself, and shift post-Eid focus toward retaining users acquired during the period.

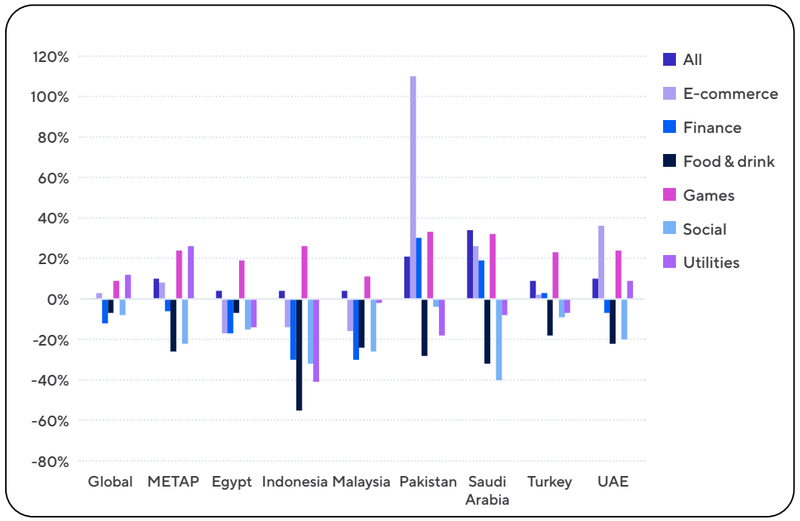
App install growth percentages before, during, and after Ramandan 2025 vs. 2025 average (METAP)



When compared with the 2025 average, overall installs increased from –0.4% before Ramadan to +10% during Ramadan, rose to +12% around Eid, and reached +13% after.

Games installs reached +24% during Ramadan and +27% around Eid, while utilities increased to +26% during Ramadan and peaked at +43% in the two weeks after. Food & drink installs declined during Ramadan (–26%) but increased around Eid al-Fitr (+16%).

App install growth percentages by region and country Ramadan 2025 vs. 2025 average



During Ramadan 2025, the highest overall install growth was recorded in Saudi Arabia (+34%) and Pakistan (+21%), followed by the UAE (+10%) and Turkey (+9%).

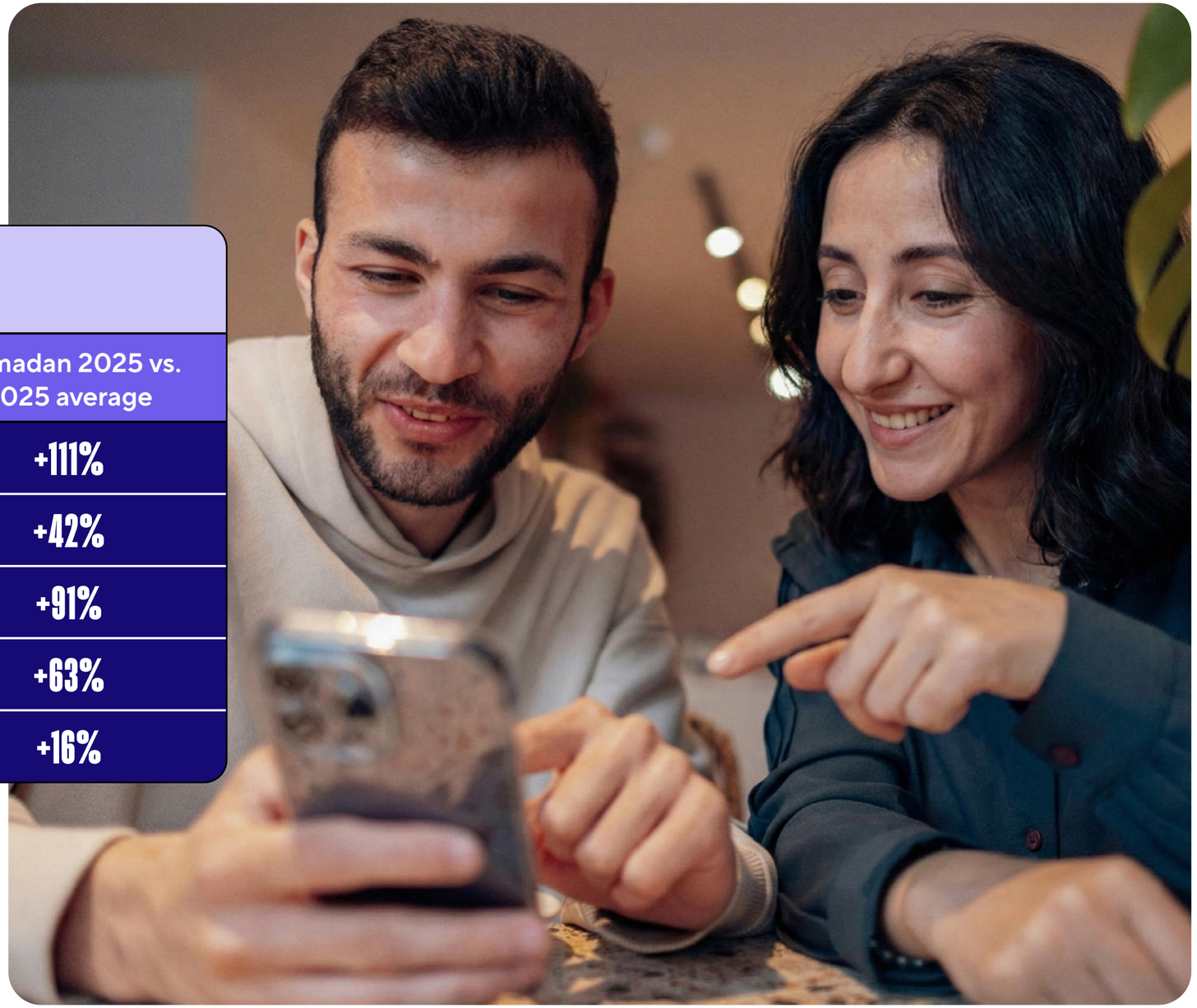
Games showed the most consistent growth across markets, including Pakistan (+33%), Saudi Arabia (+32%), and the UAE (+24%). E-commerce growth was concentrated in Pakistan (+110%) and the UAE (+36%). Finance, food & drink, and social installs were below the annual average in most markets.

TIP

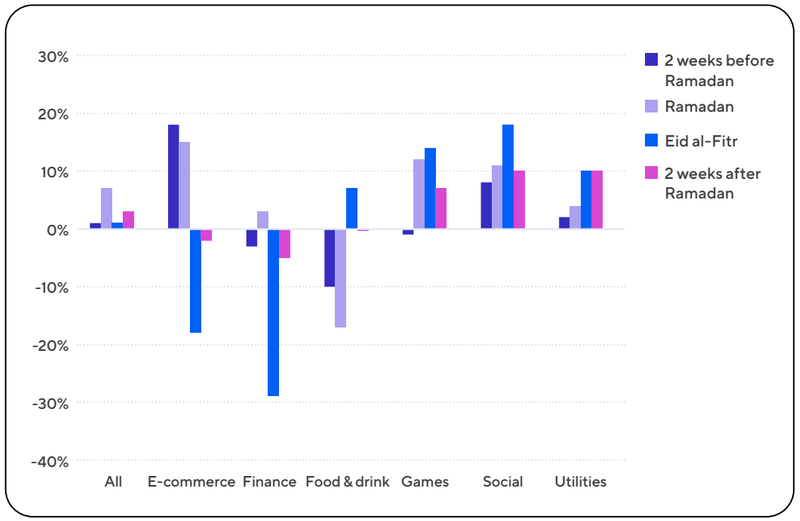
Use country-level benchmarks to guide Ramadan planning. Differences in engagement timing and category performance mean budget allocation, pacing, and success metrics should be adjusted by market rather than applied uniformly at a regional level.

BONUS: Install growth

Subvertical	Country	Ramadan 2025 vs. 2025 average
Shopping	Pakistan	+111%
Shopping	UAE	+42%
Banking	Indonesia	+91%
Banking	Pakistan	+63%
Marketplace & classifieds	Turkey	+16%

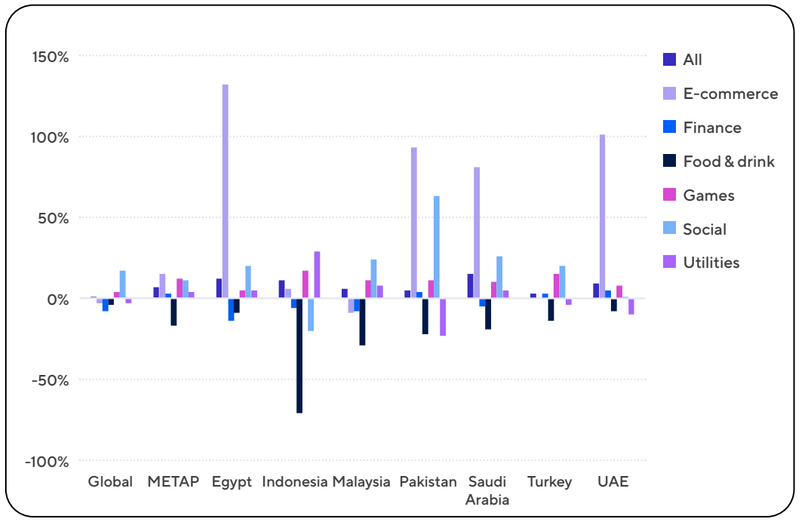


App session growth percentages before, during, and after Ramadan 2025 vs. 2025 average (METAP)



Across METAP, overall sessions increased +7% during Ramadan, before falling to +1% around Eid al-Fitr and settling at +3% in the two weeks after. Games and social drove session growth during Ramadan (+12% and +11%, respectively), with social peaking at +18% around Eid. Utilities sessions also increased, reaching +10% around Eid. E-commerce sessions declined to –18% around Eid after increasing during Ramadan.

App session growth percentages by region and country Ramadan 2025 vs. 2025 average



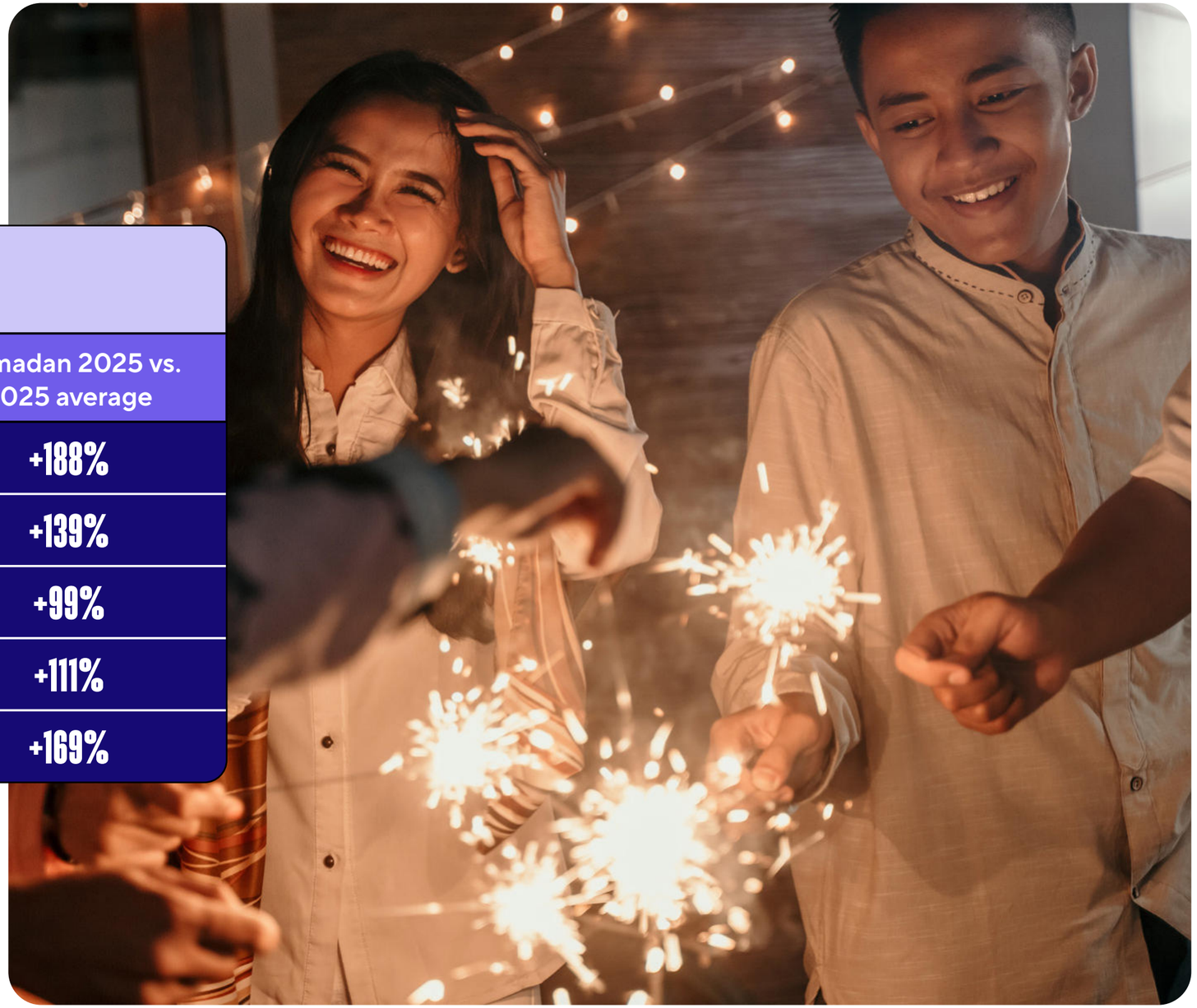
Saudi Arabia (+15%), Egypt (+12%), Indonesia (+11%), and the UAE (+9%) had the highest overall session increases. Vertical-level growth was concentrated in e-commerce, led by Egypt (+132%), UAE (+101%), Pakistan (+93%), and Saudi Arabia (+81%), alongside gains in social, notably in Pakistan (+63%) and Malaysia (+24%). Food & drink sessions were below the annual average in most markets and saw a pronounced decline in Indonesia (–71%).

TIP

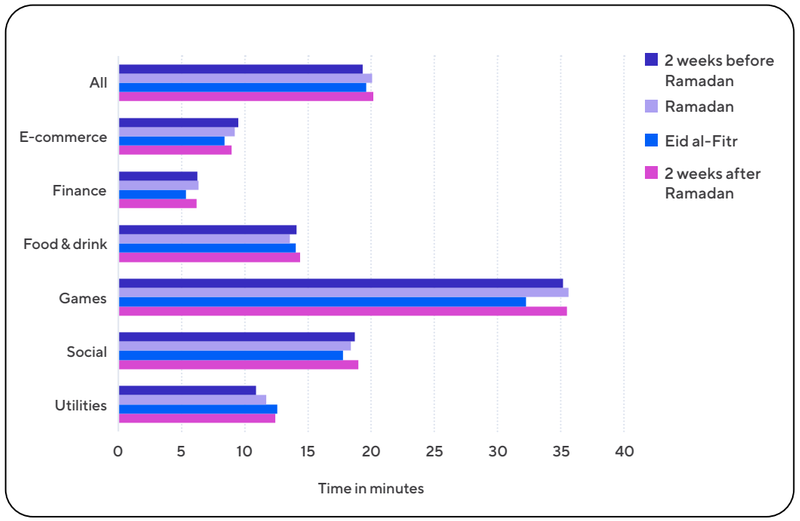
Treat Eid al-Fitr as a separate commercial phase. For instance, shopping and gifting activity typically increases in the final weeks of Ramadan and around Eid, requiring sustained conversion-focused activity rather than an early pullback after Ramadan.

BONUS: Session growth

Subvertical	Country	Ramadan 2025 vs. 2025 average
Marketplace & classifieds	Indonesia	+188%
Shopping	Egypt	+139%
Shopping	Pakistan	+99%
Shopping	UAE	+111%
Bank	Indonesia	+169%

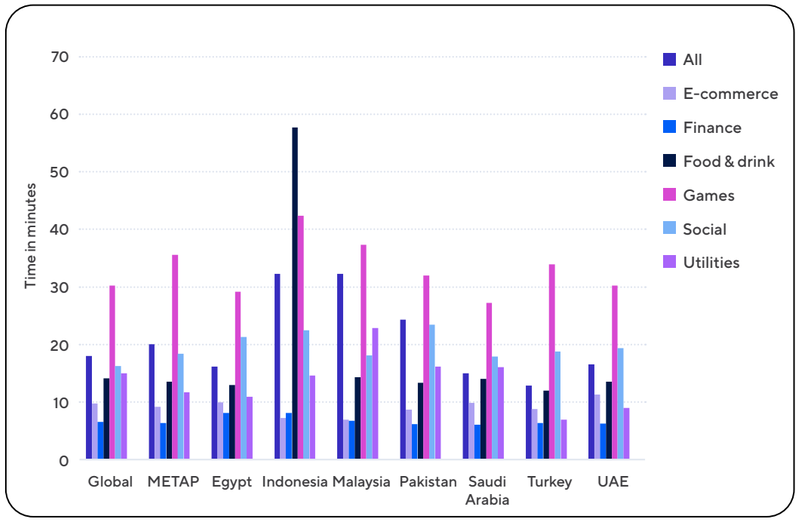


App session lengths before, during, and after Ramadan (METAP)



Gaming apps across METAP consistently had the longest sessions, averaging 35.6 minutes during Ramadan. Utilities session length increased across the period, rising from 10.9 minutes pre-Ramadan to 12.6 minutes around Eid. Social session lengths remained stable at 18–19 minutes, with a dip around Eid al-Fitr (17.8 minutes). Food & drink sessions shortened during Ramadan (13.6 minutes) before returning to 14.4 minutes in the two weeks after. Finance and e-commerce showed smaller increases during Ramadan.

App session lengths by region and country during Ramadan 2025



During Ramadan 2025, games had the longest average session lengths across all markets. Session lengths for games were highest in Indonesia (42.4 minutes) and Malaysia (37.3 minutes), followed by Turkey (33.9 minutes). Social was lower than games but remained high in Pakistan (23.5 minutes), Indonesia (22.5 minutes), and Egypt (21.4 minutes). Food & drink had a clear outlier in Indonesia (57.7 minutes) despite the market seeing the biggest dip in sessions. E-commerce, finance, and utilities session lengths ranged between 6 and 12 minutes.

TIP

Prioritize engagement during high-intent daily windows, especially after Iftar and Taraweeh, and pre-sahur, as these periods consistently deliver higher user activity and longer time spent during Ramadan.

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ABOUT ADJUST

Adjust, an AppLovin (NASDAQ: APP) company, is trusted by marketers around the world to measure and grow their apps across platforms. Adjust works with companies at every stage of the app marketing journey, from fast-growing digital brands to brick-and-mortar companies launching their first apps. Adjust's powerful measurement and AI-powered analytics solutions provide visibility and insights, while deep linking and engagement solutions help to drive ROI.

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