



Connecting with Muslim Canadians at Walmart During Ramadan and Eid



Canada's Muslim population is growing, increasing the demand for brands that recognize and celebrate their traditions. Eid is a time of joy, togetherness, and giving—and Walmart has become a go-to destination for Muslim shoppers looking to prepare for the holiday, from groceries and gifts to special decorations.

By activating for Ramadan, Eid al-Fitr, and Eid al-Adha at Walmart, your brand can connect meaningfully with this engaged and loyal audience at the exact moment they are shopping for their celebrations. Align with the largest omni-channel retailer in Canada to provide customers with the items they need for their special celebrations—building lasting brand affinity in the process.

Islam is the second-largest religion in Canada, practiced by approximately 5% of the population.¹

1.8 M
Canadians celebrate Ramadan & Eid¹

¹ Census Data 2021



Important Dates for Muslim Celebrations



Ramadan 2025

is expected* to begin on Friday, February 28th, 2025 and end on Saturday, March 29, 2025.



Eid al-Fitr 2025

is expected* to be celebrated on Sunday, March 30, 2025.



Eid al-Adha 2025

is expected* to be observed from sundown on Friday, June 6th until sundown on Saturday, June 7th.

*Exact dates may vary based on moon sighting



Ramadan Shopping trends²

Ramadan, the Holy Month, is celebrated during the 9th month of the Islamic Calendar. It is a time for spiritual reflection and self-discipline, marked by fasting from dawn until sunset. The fast is broken at sunset with the call to the Maghrib prayer, followed by a meal called iftar.

In 2024:

59% of Canadians planned to gather with family and friends.³

69%

planned to purchase food items.

47%

planned to shop at a mass retailer.

38%

planned to shop 1-2 weeks in advance.

40M

page visits to the Grocery category on Walmart.ca in Q1 FY25.⁴

² BBC – What is Ramadan?

³ Numerator Canada 2024 – Holiday

⁴ Walmart 1P Data – Feb – Apr. 2024



EID Shopping trends⁵

Eid is a time to spend with friends and family, sharing meals and exchanging gifts. Celebrations include wearing new clothes and eating sweets and a variety of delicious foods.

In 2024:

93% of Canadians who plan to celebrate Eid Al-Fitr plan to purchase something⁵

~\$25

was spent on grocery items per trip, part of a larger basket size of \$44.

32%

increase in packaged bakery goods purchased, YoY.

31%

increase in packaged frozen desserts purchased, YoY.

~8M

searches to the Grocery category from March 10 to April 9, 2024.⁶

⁵ Numerator Canada 2024 – Ramadan and Eid Al-Fitr

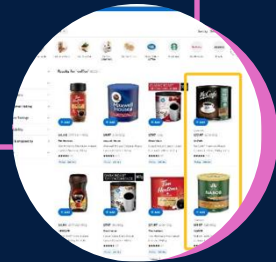
⁶ Walmart 1P Data – Mar – Apr. 2024



How to build a brand strategy for Ramadan & Eid

Build Brand Awareness

Use **Sponsored Search** to increase brand awareness, sending your products to the top of relevant search results to inspire product discovery.



Drive Trial and Interest In-Store

Influence in-store point-of-purchase and future decisions. Utilize in-store placements such as **blades, TV wall, and in-store sampling** to capture the attention of the in-store shopper and help drive them to purchase.



Reach In-Market Shoppers

Reach in-market customers as they actively browse and search online for their celebrations. Capture your shoppers' attention with a **Tile Takeover** in the **Grocery** section, during this key shopping moment.





Walmart Connect

Eid Mubarak!

