

# Middle East Holiday Shifts: Digital Trends, Cultural Narratives, and Emerging

Middle East Holidays · Answer Key · 10 Questions

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**1. In the context of Eid al-Adha 2025, which of the following digital trends is projected to see the most significant surge in the MENA region, reflecting a shift in consumer behavior?**

- A) Increased use of virtual reality shopping experiences
- B) A 45% soar in mobile commerce transactions**
- C) Widespread adoption of blockchain for secure gift exchanges
- D) Growth in AI-powered personalized gift recommendations

**2. The renaming of UAE National Day to 'Eid Al Etihad' in 2024 emphasizes a specific cultural narrative. What does this renaming primarily symbolize?**

- A) The economic diversification of the Emirates
- B) The nation's historical oil reserves
- C) The unity and progress of the nation**
- D) The integration of artificial intelligence in governance

**3. For Shia Muslims, Ashura commemorates a significant historical event. What is the central event observed during Ashura for this community?**

- A) The saving of Prophet Moses from Pharaoh
- B) The martyrdom of Imam Hussein at the Battle of Karbala**
- C) The migration of Prophet Muhammad from Mecca to Medina
- D) The revelation of the Quran to Prophet Muhammad

**4. During Ramadan 2025, beyond traditional fasting and prayers, what emerging consumer behavior is noted in Saudi Arabia and the UAE regarding specific food items?**

- A) A decrease in demand for traditional sweets
- B) A planned increase in the purchase of dates and chocolates**
- C) A shift towards savory snacks exclusively
- D) A significant drop in coffee consumption

**5. In the context of Eid al-Adha 2025 shopping trends in Saudi Arabia, which product category was notably popular, comprising 25.2% of all orders?**

- A) Home goods
- B) Fashion and apparel
- C) Electronics**
- D) Automotive products

**6. The UAE National Day celebrations in 2024 are being highlighted with a new name, 'Eid Al Etihad.' What does 'Eid Al Etihad' translate to, signifying the spirit of the celebrations?**

**A) Festival of Unity**

B) Day of Progress

C) Celebration of Heritage

D) Feast of the Emirates

**7. For Sunni Muslims, Ashura is a day of observance. What is the primary historical event commemorated by Sunni Muslims on Ashura?**

A) The martyrdom of Imam Hussein

B) The Battle of Karbala

**C) The saving of Prophet Moses and the Israelites from Pharaoh**

D) The first Islamic New Year

**8. Regarding travel trends for Eid al-Adha 2025 among UAE residents, which continent is dominating wishlists for longer, more immersive holidays?**

A) Asia

B) North America

**C) Europe**

D) Africa

**9. In the context of Ramadan 2025, consumer behavior surveys in the Middle East indicate a trend towards healthier eating. What percentage of respondents in MENA stated they tend to have healthy snacks after Iftar?**

A) 45%

B) 58%

**C) 69%**

D) 72%

**10. The UAE National Day, celebrated on December 2nd, marks the unification of the seven emirates in which year?**

A) 1961

**B) 1971**

C) 1981

D) 1991