

FAST FACTS

2026 Ramadan & Raya on Social Media

The 2026 Ramadan & Raya celebrations

Malaysian
content social
buzz increased
YoY.

Social Engagement across Malaysian
Media, Brands and Influencers for
Ramadan & Raya-Related Content.

+30%
Total Actions

78.7M

102.7M

2025

February 21 – April 6

2026

February 11 – March 29

Note: "Actions" is an engagement metric that refers to interactions such as reactions, comments, shares, reposts, likes and hearts.

 **COMSCORE**



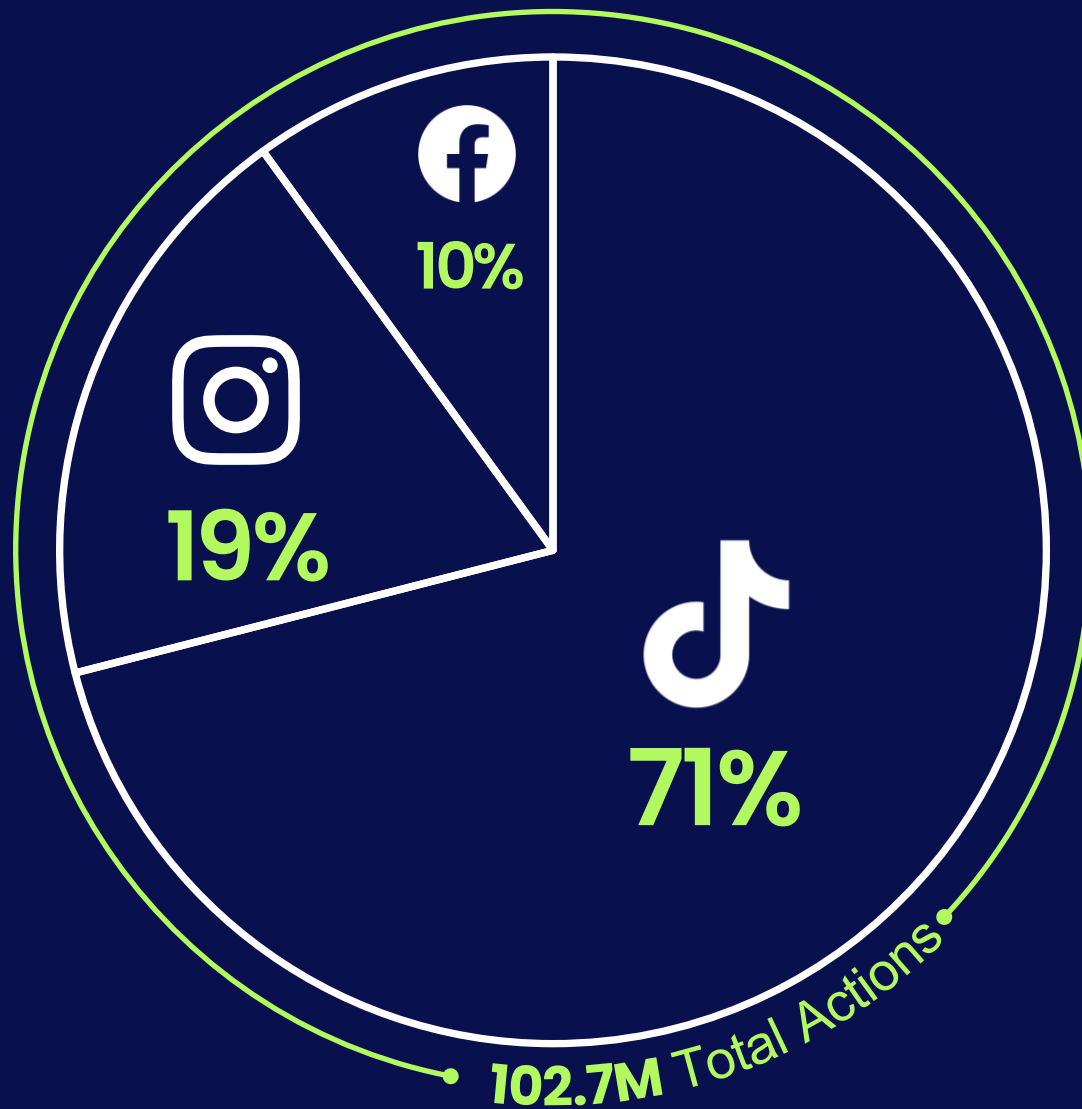
 **mda**

**MALAYSIAN
DIGITAL
ASSOCIATION**

Source: Comscore Social, Content Pulse, Facebook, Instagram, X and TikTok, Industries: MY - Influencers - All and MY*All. Max. result 5000, content mentioning: "Ramadan" or "Eid" or "EidaFit" or "Raya" or "HariRaya", February 21 – April 6, 2025 / February 11 – March 29, 2026.
Data extraction date: April 13, 2026.

FAST FACTS

The Engagement distribution by main social platforms.



Note: "Actions" is an engagement metric that refers to interactions such as reactions, comments, shares, reposts, likes and hearts.

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Source: Comscore Social Content Pulse, Facebook, Instagram, and TikTok (X excluded due to results < 0.5%), Industries: MY - Influencers - All and MY* All. Max. result 5000, content mentioning: "Ramadan" or "Eid" or "EidaFit" or "Raya" or "Hari Raya", February 21 - April 6, 2025 / February 11 - March 29, 2026.
Data extraction date: April 13, 2026.

FAST FACTS

Top 3 Malaysian media brands on TikTok by engagement

Ramadan-related content

#1

OHBULAN!

2.9M

Total Actions

across **80**
Total Videos

#2

**Astro
Gempak**

1.5M

Total Actions

across **249**
Total Videos

#3

**mStar
Online**

1.1M

Total Actions

across **60**
Total Videos

Note: "Actions" is an engagement metric that refers to interactions such as reactions, comments, shares, reposts, likes and hearts.

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Source: Comscore Social Content Pulse, TikTok, Industries: MY - MY* All, Max. result: 5000, content mentioning: "Ramadan", February 11-March 19, 2025
Data extraction date: April 13, 2026.

FAST FACTS

Top 3 Malaysian media brands on TikTok by engagement Raya-related content

#1

**Bella
Astillah**

707K

Total Actions
across 4
Total Videos

#2

**Eyka
Farhana**

409K

Total Actions
across 2
Total Videos

#3

Khairulaming

659K

Total Actions
across 1
Total Video

Note: "Actions" is an engagement metric that refers to interactions such as reactions, comments, shares, reposts, likes and hearts.

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Source: Comscore Social Content
Pulse, TikTok, Industries: MY - Influencers
- All Max. result 5000, "Eid" or "Eida Fitri"
or "Raya" or "Hari Raya", March 20-
29, 2026.
Data extraction date: April 13, 2026.

FAST FACTS

The Most Popular Emojis by Frequency

Top 5 emojis for
2026 Ramadan &
Raya related
Malaysian content
across Facebook,
Instagram, X and
TikTok.

| | Ramadan | Raya/ HariRaya/ Eid/EidalFitr |
|----|---------|-------------------------------------|
| #1 | ✓ | ✨ |
| #2 | 🌙 | ❤️ |
| #3 | 🍷 | 💖 |
| #4 | 🕒 | 👉👈 |
| #5 | 👐 | 🌙 |

If you would like to explore this data further, or analyse other events through social media measurement, please contact us:

learnmore@comscore.com

For the avoidance of doubt, any references in this infographic to brands and influencers are for informational purposes only and are without any affiliation or endorsement thereof.

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Source: Comscore Social, Trending Emojis cloud, Content mentioning Content Pulse, Facebook, Instagram, X and TikTok, Industries: MY - Influencers - All and MY* All, Max result 5000, content mentioning: "Ramadan" 11February-19March 2026 / "Eid" or "EidalFitr" or "Raya" or "HariRaya", 20-29March, 2026. Data extraction date: April 13, 2026.