

# HALAL IN THE U.K. MARKET

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# HISTORY

- Importer, wholesaler and distributor for over 27 years, concentrating on middle eastern and Mediterranean products. Particularly Halal products for the Muslim community.
- SARA International was founded in 1988 by a group of young entrepreneurs who were dissatisfied with the availability of Middle Eastern food in the UK in order to feed themselves and their families to remind themselves of the tastes of home.
- Supplying businesses of all sizes from local independent retailers and restaurants up to national supermarket chains.
- We provide pre-packed retail products as well as having the ability to provide foodstuffs in bulk to manufacturers, packers and food service clients.
- Continuing growth has seen the acquisition of the distribution rights to some of the Middle East's most popular brands for distribution throughout the UK and Europe.
- Specialising in supplying dates which now make up a large proportion of our business and we have become well known, particularly in the UK, as the 'go to' supplier for fresh dates. These are carefully sourced from Saudi Arabia, Tunisia, Palestine and Jordan to ensure a consistent high quality.
- We also have our own brand of dates as well as many halal products.



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The UK Muslim population was 2.71 million in 2011, up from 1.55 million in 2001, according to the national census. This growing Muslim population and the resulting halal food market have become established components of life and business in the UK.

Muslims in the UK are estimated to have spent \$6.3 billion on food and beverages in 2014 and this is expected to grow at 5 percent per annum between 2014 and 2020.

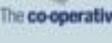
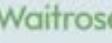
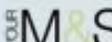
[www.salaamgateway.com](http://www.salaamgateway.com)

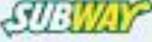
UK Muslims contributed an estimated 31 billion pounds (\$46.5 billion) to the national economy in 2014, according to the Muslim Council of Britain. Of this, Muslim household expenditure on food and beverages was an estimated \$6.3 billion in 2014 with 5 percent CAGR to 2020.

**Halal has a strong presence in the UK supply chain, with the notable emergence of UK brands**



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SUPERMARKET	What halal meat does it sell?	Animals stunned pre-slaughter?	Are the products labelled as halal?
	Most New Zealand lamb is halal and some suppliers of other meats use halal slaughter techniques. Some stores have halal-only counters.	SOME	Only meat at specified halal counters and from kosher ranges. 
	Stocks some branded halal and kosher meals. No comment on whether other meats are halal.	YES	No labelling, apart from on branded halal and kosher meals.
	Sells a range of halal and kosher products. 	SOME	Halal and kosher ranges are labelled
	New Zealand lamb may be halal. Chicken and beef is non-halal.	YES	No halal labelling on New Zealand lamb products.
	Some of its lamb is halal-slaughtered. All other meat is non-halal.	YES	No halal labelling on lamb products.
	Sells some 'branded' halal chicken, lamb and beef and New Zealand lamb is also halal.	DON'T KNOW	New Zealand lamb is not labelled, but halal ranges clearly indicate the method of slaughter.
	All New Zealand lamb is halal. Chicken, beef and British lamb is non-halal.	YES	New Zealand lamb is not labelled as halal.
	Sells branded halal and kosher products.	YES	All halal and kosher products are labelled.

FAST-FOOD OUTLETS	
	Majority of chicken is halal in 580 outlets across the UK - has been the case for ten years. 
	Some chicken used in toppings is sourced from halal abattoirs abroad.
	Some chicken sourced from abroad is halal and used in 780 outlets, of which 85 are halal-only.
	A small proportion of chicken in all 234 outlets is halal. They have 61 halal-only restaurants. 
	Less than five per cent of all chicken is halal that has not been pre-stunned. Of the 1,521 outlets, 119 are halal.
	Does not sell any halal food in the UK.
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Mainstream brands recognise that halal represents a significant opportunity. KFC, for example, offers a halal menu at close to 100 of their UK outlets; Nandos is halal in 66 of their outlets and Subway has 202 halal outlets. All of these are in direct competition with the smaller halal-only outlets such as Chicken Cottage or Perfect Fried Chicken.

Halal food is sold in over 3,000 independent food service outlets across the UK, and halal is increasingly offered in mainstream outlets. Zabiha.com lists just under 4,000 customer-reviewed halal restaurants and outlets across the UK across a diverse range of cuisines, going beyond traditional South Asian food.



# “DEMAND FROM MUSLIM MILLENNIALS COMBINED WITH PUBLIC DISAFFECTION OVER RECENT FOOD SCANDALS SEES ISLAMIC FOOD GO MAINSTREAM”

- The latest figures suggest the global halal food and drink market will be worth close to £1.5 trillion by 2030. Other sectors of the Islamic economy – pharmaceuticals, travel, finance, modest clothing, cosmetics – are also set to grow.

