



AWARENESS OF HALAL CERTIFIED
PRODUCTS AND SERVICES IN
EUROPE

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Awareness

- **General Definition:**
“The knowledge or perception of a situation or fact.”
– Oxford Dictionary
- **In Marketing or Consumer Behavior:**
Awareness refers to the extent to which consumers are familiar with the distinctive qualities or image of a particular brand, product, or service.
- **In Psychology:**
A person’s ability to perceive and process information from the environment, often tied to consciousness and attention.

In the Context of Halal:

When we talk about awareness of halal-certified products and services, we usually mean:

"The extent to which consumers recognize, understand, and trust halal certifications and standards, and how this influences their attitudes and purchasing decisions."

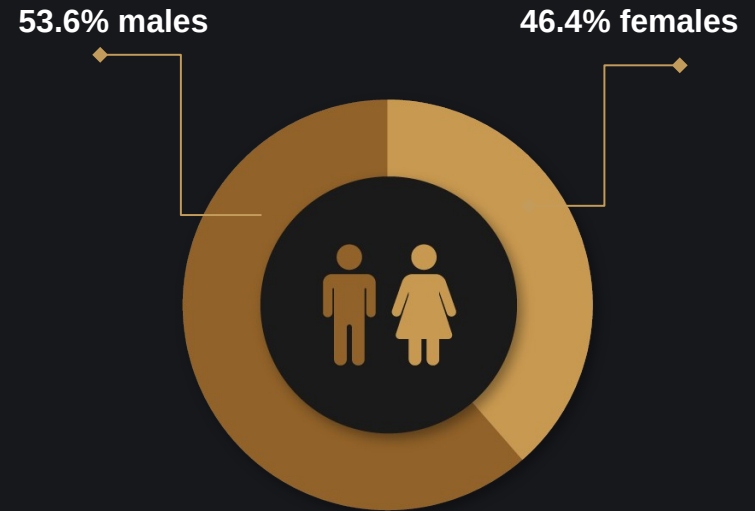
Introduction

Halal certification has existed in Europe for several decades. Demand is growing due to increased Muslim population. Countries like the UK, France, and Germany lead in halal availability. Digital media has increased exposure, but also led to misinterpretation of standards. Europe lacks a unified halal standard, causing consumer confusion. Multiple certifiers with inconsistent requirements complicate trust.

Study objective: assess awareness, trust, and behavior toward halal-certified products among European Muslims.

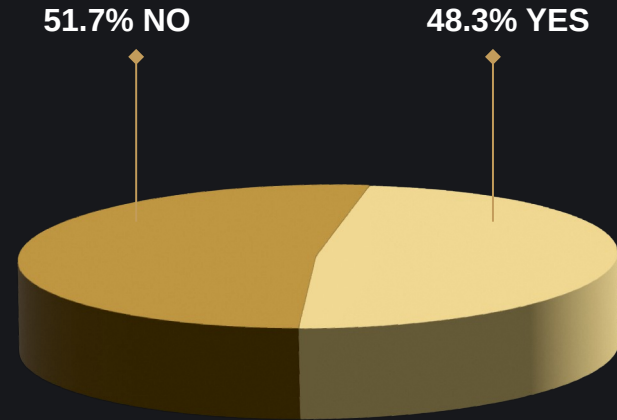
Demographic Overview

The sample included **53.6% males** and **46.4% females**. Most (53.6%) were aged 30–50, followed by 50–70 (35.7%) and 18–30 (10.7%). Education levels were high, with 71.5% having tertiary degrees, and 85.7% reported they were employed.



Do You Consume Only Halal Certified Products?

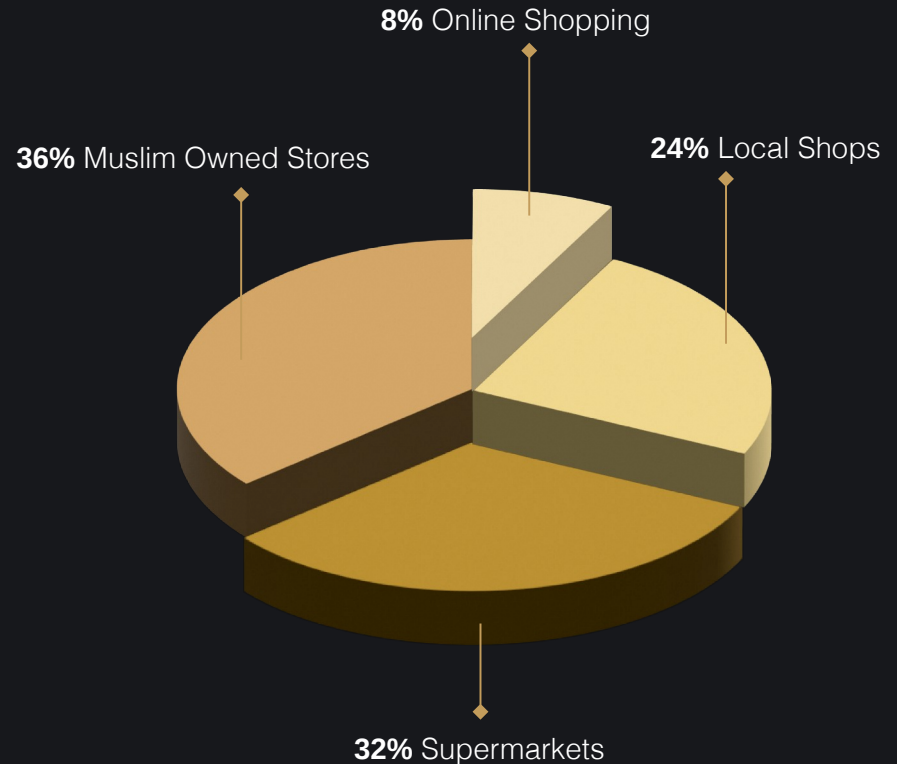
About half of the respondents (48.3%) said they only consume halal-certified products, while 51.7% do not, often due to trusting their vendors or not being able to find halal options.



Preferred Purchase Locations

Muslim-owned stores (36%) were the preferred shopping spot, followed by **supermarkets (32%)** and **local shops (24%)**.

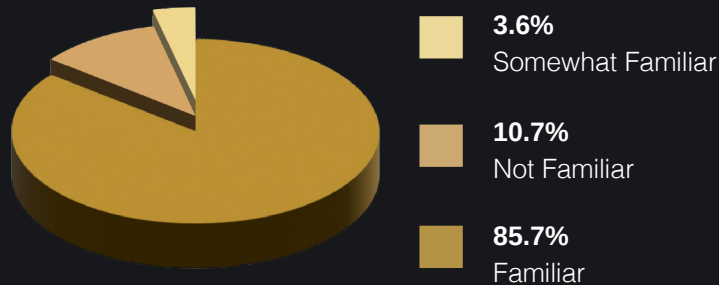
Only 8% liked online shopping, showing that trust and access are key.



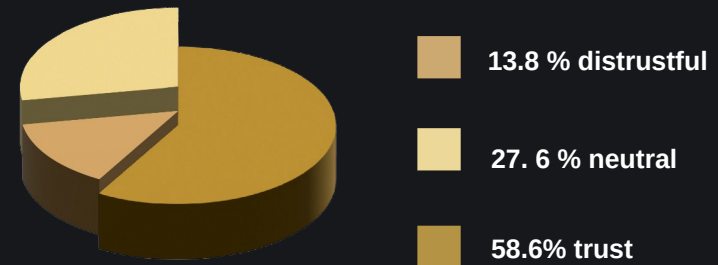
Familiarity with Certification

A big portion (**85.7%**) **knew** about halal certification processes. **58.6%** **trust** certification bodies, with **13.8 % distrustful** and **27.6 % neutral**.

Familiarity with Certification



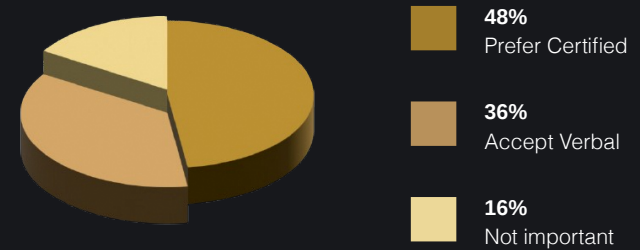
Trust in Certification Bodies



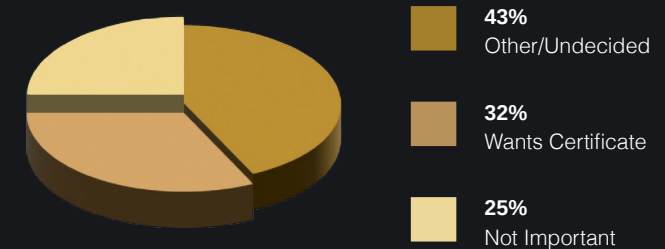
Dining Preferences and Certification Importance

42.9% of respondents preferred halal-certified restaurants, while 32.1% accepted verbal confirmations. Only 14.3% thought certification wasn't important. For hotels, 32.1% wanted halal-certified options, but 25% didn't care about it. This indicates room for growth in certified hospitality offerings.

Restaurant Certification Importance

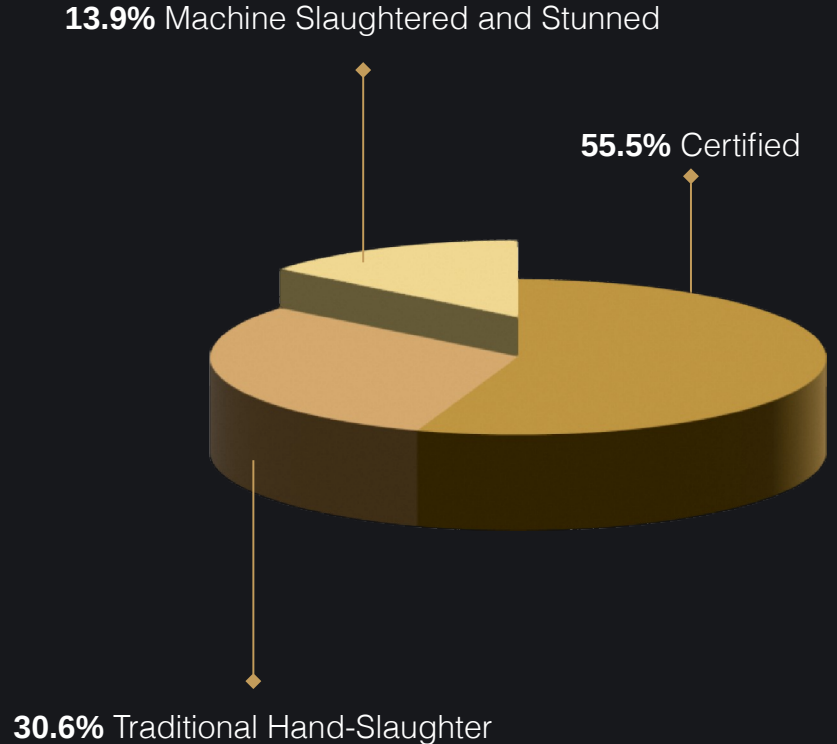


Hotel Certification Preferences



Preferred Halal Slaughter Method

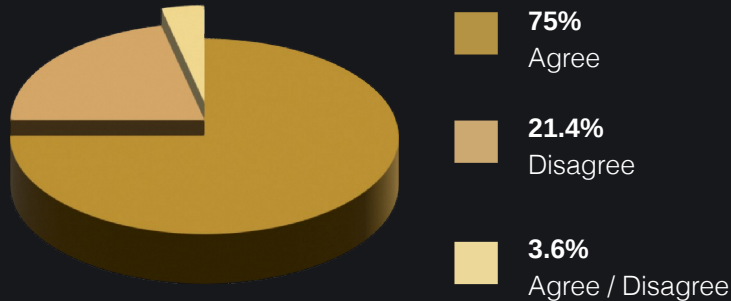
While 55.6% prioritized certification, 30.6% preferred hand-slaughtered methods without stunning. Only 13.9% accepted machine-slaughtered products. This variety shows different expectations among consumers.



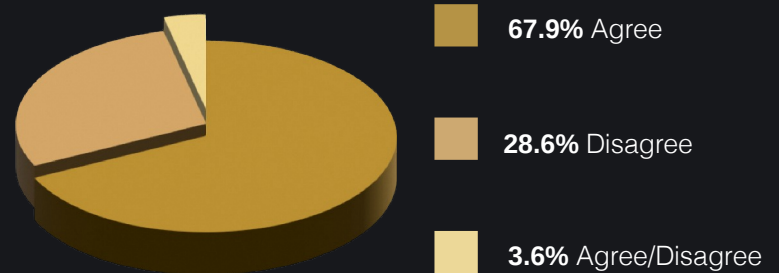
Willingness to pay

75% of participants said they would pay more for certified halal products, showing that authenticity holds value for them. Similarly, 67.9% were willing to pay more for halal-certified hotels and restaurants.

Willingness to pay more for Products

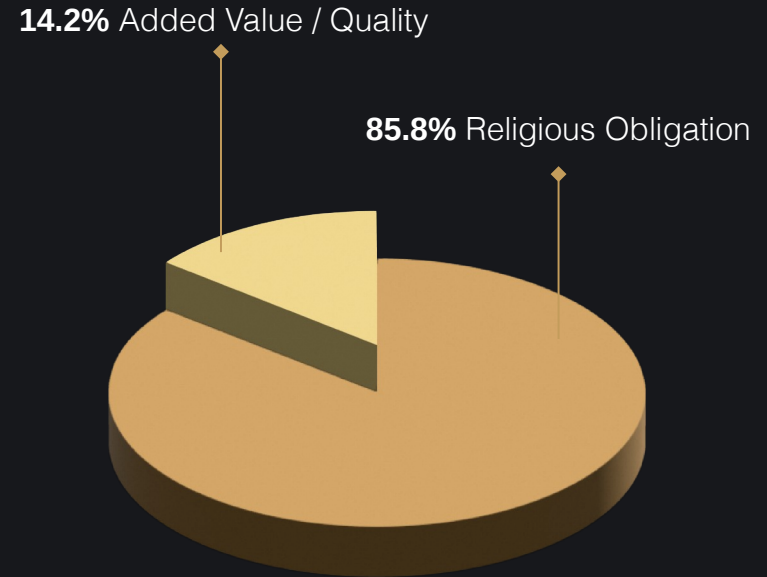


Willingness to pay more for Services



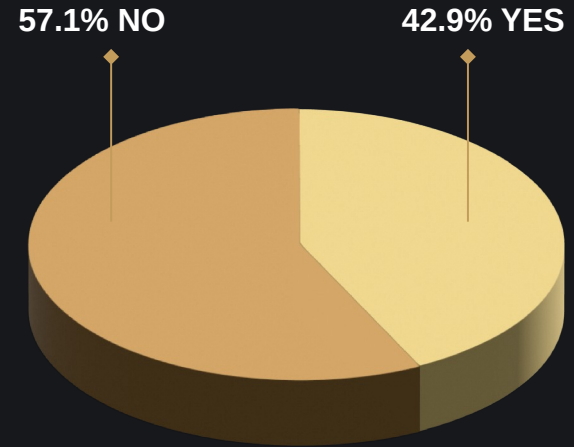
Awareness of Halal Meaning

85.7% viewed halal as a religious obligation, while **14.2%** linked it to added value or quality.



Satisfaction with Availability

57.1% reported being dissatisfied with the availability of halal products, indicating that there's a need for better distribution, especially in areas outside of the city or in niche markets like cosmetics or medications.



Conclusions

Muslim consumers in Europe are becoming more informed and selective about halal products.

Trust issues persist due to inconsistent and non-transparent certification systems.

Strong willingness to pay for certified products highlights market potential.

Halal is increasingly seen as a symbol of ethical production, quality, and animal welfare.

Younger and educated consumers are more sensitive to certification diversity.

Interest in halal hospitality services is growing, expanding focus beyond food.

Opportunity exists for cross-sector applications: cosmetics, tourism, pharmaceuticals.



**Thank you for your
attention!**

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