

Food manufacturing:

- All fresh (and completely unprocessed) vegetarian produce won't need neither halal nor kosher
- Frozen vegetarian produce, should not be asked, but it is possible that this may happen, depending on the country of destination
- Although fresh fruits do not need a certification, canned fruits are asked for halal and kosher in many occasions.
- Fishes and sea food will not need halal, but they can be asked for kosher
- All processed food need both certifications, especially critical will it be for the ones that the end product differs a lot from the initial materials, regardless of whether they contain animal or ethanol ingredients or not.
- Bakery, confectionary and pastry are sectors where halal or kosher is needed to expand to those markets
- All meats and animal origin products, including dairy products – milk may be an issue only in kosher for Israel, but cheese is critical (must be certified)
- In antipasti and ready meals it is a must to export to both markets

Beverages

- Bottled water should not need, although I have one case whether the producer was asked to obtain kosher to export to Israel
- Juices, even when they are 100% from fruits, are asked to get a certificate as they are industrially processed
- Soda, Cola, refreshments etc need both
- Alcoholic beverages are banned from halal, but can get a certification for kosher

HORECA service

- Halal restaurants and Kosher restaurants are a trend on the rise
- Halal caterings are also important, also for feeding the immigrants and refugees. The same goes for kosher caterings, mainly to host events with tourists or local Hebrew community
- Halal Hotels is a market growing in many countries

Cosmetics and Pharmaceuticals (only for halal)

- Are new markets, not many companies are certified, hence there is an opportunity

Some figures of Islamic economy that reached a total of 1890 BN USD in 2015 and is expected to reach 3000 BN in 2021 – see the below slide from my seminar:



Halal Food

0 500 1,000 1,500 2,000 2,500 3,000 3,500

\$1,173 Bn

2015 Muslim Spend on Food and Beverage

\$1,914 Bn

8.5% CAGR Growth (2015-21)

\$7,049 Bn
2015 Total Global Spend on Food



Halal Travel

\$151 Bn

2015 Muslim Spend on Outbound Travel

\$243 Bn

8.2% CAGR Growth (2015-21)

\$1,347 Bn
2015 Total Global Spend on Outbound Travel



Modest Fashion

\$243 Bn

2015 Muslim Spend on Apparel and Footwear

\$368 Bn

7.2% CAGR Growth (2015-21)

\$2,213 Bn
2015 Total Global Spend on Apparel and Footwear



Halal Media & Recreation

\$189 Bn

2015 Muslim Spend on Recreation and Culture

\$262 Bn

5.6% CAGR Growth (2015-21)

\$3,690 Bn
2015 Total Global Spend on Recreation and Culture



Halal Pharmaceuticals

\$78 Bn

2015 Muslim Spend on Pharmaceuticals products

\$132 Bn

9.3% CAGR Growth (2015-21)

\$1,172 Bn
2015 Total Global Spend on Pharmaceuticals



Halal Cosmetics

\$56 Bn

2015 Muslim Spend on Cosmetics Products

\$81 Bn

6.5% CAGR Growth (2015-21)

\$750 Bn
2015 Total Global Spend on Cosmetics