

ANUGA HALAL MARKET



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ANUGA is the world's leading trade fair for food & beverage. Halal is an immense growth market. More and more halal products are finding their way into the conventional food retail trade - also in Europe. Halal products are aimed at Muslims as a dietary requirement and at the same time as a quality feature for non-Muslims. We have therefore developed a targeted format for you: The ANUGA Halal Market.

The ANUGA Halal Market is a great opportunity for the presence of halal products and expands new sales channels for producers! Well-known top manufacturers and dealers from all over the world are here looking for inspiration and innovations. Our clearly laid out "easy to find" shelving system will convince visitors and attract new sales partnerships and customers. The Anuga Halal Market is a buying shelf at the point of sale. A high-turnover and high-yield shelf that reflects the food retail trade as well as consumer demand. It offers the food retailer the opportunity, to think through and possibly also expand its range of halal products.

Anuga Halal Market will be the ideal platform in line with this development. The fair covers the entire halal sector: starting with meat and dairy products, chilled and fresh food, cold and hot beverages, delicatessen, healthy food and even organic products, bread and bakery, confectionery and snacks to frozen food as well as a whole range of start-up and retail technology.

A new wind is blowing over to us from the Anuga Halal Market. Business and trade are reaching out to the respective halal markets. What opportunities do halal products have in the European food retail sector?

Anuga Halal Market aims to increase awareness of halal - not only among Muslim consumers, but also among non-Muslims and in the industry as a profitable market niche.

The long overdue transparency and industrialisation of halal products needs a certification that takes into account the need for safety and quality of more than 5 million Muslims in Germany and more than 50 million Muslims across Europe. Around 2 billion Muslims live in more than 100 countries worldwide. That is about a quarter of all humanity.

There is a lot to do, because the halal market is confusing, the current standards inconsistent. They confuse consumers instead of protecting them. Halal products are gaining in importance worldwide not only from a consumer protection point of view, but also economically. In Germany alone, Muslim consumers spend about five to six billion euros a year on food.

The variety of halal food & beverages are a trend-setting trend in the German and European food retail trade. Above all, the marketing of halal-positioned products is gaining in importance every year. A well-stocked range of specialities from the halal segment is an attraction that draws additional customers into the retail trade.

The international trade public and especially international buyers are looking for halal products for this market. While producers from Muslim countries are used to offering halal products, these are usually not the focus of European exhibitors. Use the Anuga Halal Market to present your halal products to an international trade audience in an eye-catching way.

The focus of the ANUGA Halal Market is the staging of culinary delights from all over the world with a good halal range. This was first launched at ANUGA 2015 in Cologne and grew continuously over the following years.

You can also benefit from special placements that you can book with us. Put your products in the focus of the ANUGA Halal Market. With a special placement, you can draw special attention to your products. In this way, you can specifically address the international trade audience.

For us, with years of experience and expertise from organising Anuga Halal Market and many other leading events in Germany and around the world, ANUGA is the right location to expand our activities in the halal food sector. Cologne's strategic location in the heart of the European region has already made it an important trading centre for two millennia.

Anuga Halal Market will be held at the Koeln Messe- und Kongresszentrum from 07 to 11 October 2023. Further information can be found on the website www.anugahalalmarket.com.

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