



SHOULD MY FOOD BRAND MARKET TO MUSLIM CONSUMERS?

YES! AND HERE'S WHY....

83% feel it is **their responsibility to inform** all their friends and family of what they know about brands' behavior

It's **difficult to find** Halal food options in mainstream grocery retailers, so Muslims need to know about the few products out there that meet their needs

\$15 billion in annual food products are purchased by American Muslims

American Muslims are **more likely than other Americans to be swayed by brands** when making purchase decisions

There are **eight million** reasons to focus on the Muslim consumer. There are an estimated eight million American Muslims with **\$200 billion** in disposable spending power.

Muslims have the potential to **flock to brands** that are smart enough to acknowledge and engage with them

Muslims are **willing to pay more** & go out of their way to purchase Halal products

98% of Muslims feel American brands **"don't actively reach out to Muslim consumers"**

Tendency to become **loyal brand advocates & spread word of mouth**

Muslim **population is expected to double** in the U.S. by 2030 – making it **16 million strong**

Your brand could be **one of the first to court** this market

Missing the Muslim market today would be like missing the Hispanic market in the 90s. So really, **can your brand afford NOT to engage Muslim consumers?** We don't think so.

Reaching Muslims in the marketing sphere can be complex, but finding a partner who gets it doesn't have to be. Hewar understands the growing American Muslim market and can help you dig deep to **understand how they think, behave, and buy**. Hewar can help you identify the most-effective media touch-points to create and maintain long lasting relationships with this community.

Contact Hewar to discover how your brand can begin to:

- Align your brand to their aspirations, priorities and values
- Achieve deeper cognitive & emotional connection
- Segment more effectively
- Make your brand part of their social media conversation
- Most importantly, get your product in their shopping cart
- Create loyal brand advocates
- Improve the bottom line & see an immediate and tangible impact in sales

