

FOOD REPORT

An insight in the meaning of food and hospitality within the European Muslim community, how this heritage evolves over generations and the way it is influenced by the West.

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مرحبا!
مرحبا!

WELCOME!

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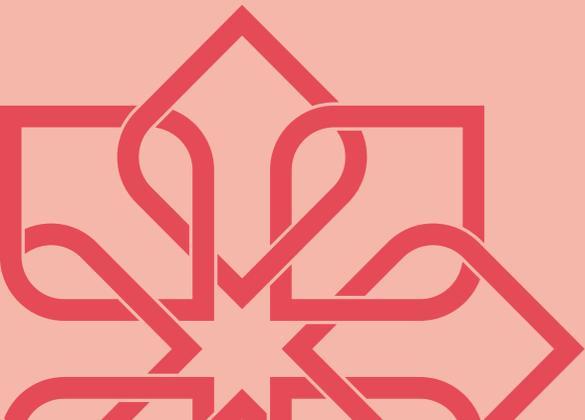
Dear reader,

Welcome! Marhaba! Let us introduce you to a lifestyle of limitless conviviality, immeasurable hospitality, a savory cuisine and bright colors. We are glad to show you the world through the eyes of your (potential) Muslim customer. Since you have opened this report, we know you are curious to discover our lifestyle, and want to learn all about the values of your fellow citizens. We all live in this big village called “Europe”, but over the years, we have created more isolated tribes, rather than having built bridges between all of them. Until now, we have - collectively - only taken into account the apparent differences, while we all know that packaging does not always reflect the quality of its contents. However, we have aimed for the cover of this report to mirror its deeply interesting content.

With Tiqah Research, we facilitate bridge-builders, using our knowledge and understanding of the psychological fundamentals of the Muslim target group. We provide insights into the basic motivations, needs and desires driving their consumer behavior. Once you understand the emotional motives, you can create brand value for the Muslim consumer. By doing so, we believe that you can radiate the richness of the Muslim lifestyle and enrich not only the lives of this specific target group, but also spark the interest of non-Muslim Europeans. And aren't we all looking for more (inner) abundance?

We wish you an enjoyable, interesting and eye-opening read and, above all: may the bridge you build be rock solid!

Warm regards,
Fatima
Head of Research



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INTRODUCTION



1.1// DIASPORA IN DIVERSE EUROPEAN COUNTRIES

Migration is not new, nor is it a temporary phenomenon. Ever since time began, people have packed up their lives to settle down elsewhere, in search for better opportunities. After WO II, many Western European countries have seen their migration rates increase, as foreigners from across the continent and beyond arrived. The majority of the migrants we will discuss in this report, left their country with economic motives. Of course, also political instability, conflicts and war are major reasons to leave one's homeland.

Many of our ancestors left meaning to return after a few years of hard work. Often, this idea faded over time, making the new country home to us; sons and daughters, grandchildren and even great-grandchildren. To this day, people are still leaving their country to build a new life abroad.

*“To me, it’s like my mother is Turkey
and my father is Germany. It’s
impossible to choose only one of them.”*





immigration

Love immigration

British style is not **100%** British.

In fact there is no such thing as '100% British'.

Or 100% Dutch, French, American, Asian or European.

Whatever your opinion, at some point in your **ancestry** someone moved in and unsettled the neighbours.

Because none of us are the product of staying put.

And we're **not different.**

Without **immigration**, we'd been selling potato sacks.

We need beautiful **minds** from around the world.

Working with beautiful **materials** from around the world.

To make beautiful things for people around the **world.**

Fear, isolation and intolerance will hold us back.

Love, openness and collaboration will take us forward.

Jigsaw

Beautifully British since 1970



1.2// THE ISLAMIC CONSUMER AS A TARGET AUDIENCE

In this report, you will learn all about Europeans rooted in an Islamic culture which influences their current lifestyle. Their heritage lies in Morocco, Algeria, Tunisia, Turkey, the Balkan, Syria, Iraq and other countries where the way of life is heavily prescribed by the Islamic values.

While the people within this community are often referred to as Muslims, this report will only focus on their culture as a common denominator, rather than their religious beliefs. Much like Christmas has become a traditional celebration instead of a (purely) spiritual one, the Islamic community treasures its very own traditions.

With this report, we want you to gain insights into the Islamic lifestyle regarding food, hospitality and home decorations. We'd like you to put all prejudice aside, as we will show you that the Islamic food culture is (of course) so much more than just halal food! You are about to find gaps in this niche market, as there are still so many. By reading this report, we aspire to inspire you to tap into this ever growing audience.

As children of first generation Moroccan immigrants and as Europeans with a hybrid identity - both Western and Islamic -, we at Tiqah belong to the community described in this report too. Being an ethnic research and strategy agency, we created this document using our own knowledge and analyses as experts - both personally and professionally - in the field of ethnic consumer habits.

We are proud to say that the team that worked on this document, is as diverse as our community. As this report is about us, we will continue to talk about "we", "us", and "the consumer". So, that's that. Now, do you want to know why our community is an undeniably valuable target audience? Read along!



**Find
out all
about:**

- ◆ The difference between the first, second and third generation;
- ◆ Why sweets are so important;
- ◆ The meaning of brands (spoiler: they are so much more than just a good looking label and tasty product!);
- ◆ The meaning and experience of collective key moments like Feast of Sacrifice and Ramadan;

- ◆ How a British brand shifted from a halal consumer only product to an ethnic meal for everyone;
- ◆ Why an induction stove will never work for this community;
- ◆ And much more!