



5-6 february 2014

Paris Porte de Versailles / Hall 7.2

THE HALAL SOURCING EVENT

Special focus on Ramadan 2014

Face to face meetings with buyers from major European supermarkets and restaurants chains!



NEW FAIR FOR THE HALAL MARKET ORGANIZED IN CONJUNCTION WITH THE SANDWICH & SNACK SHOW

2000 Buyers of Sandwich & Snack Show visitors are in demand of Halal products

A LARGE AND FAST GROWING WORLDWIDE MARKET

■ An estimated worldwide Halal market of **450 billion €**, 16% of the global food market

■ Geographical breakdown of the Halal food industry:

➤ 2 biggest Halal consumer markets:

- Indonesia: **60 Bn \$**
- GCC: **34 Bn \$**

➤ Europe = 10% of the worldwide market:

- France = **the biggest market in Europe**
- Huge potential in Germany, UK and Eastern Europe

■ Sector allocation:



Meat = **16%** of the overall Halal products

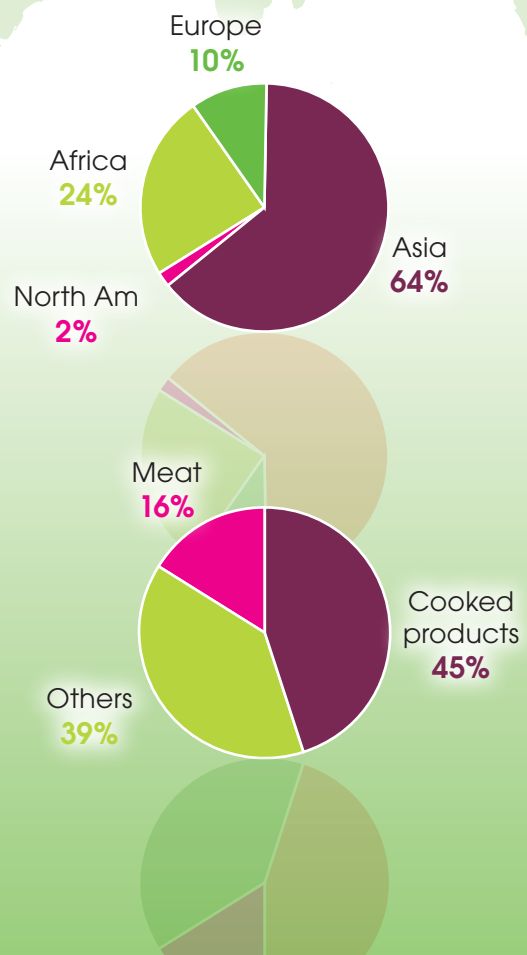


Milk products, cooked meat and alcohol free beverages = **45%**



Cosmetics and skin care, pharmaceutical products, gelatin, services, Islamic finance... = **39%**

■ Worldwide Halal market: **490 Bn €**





A GROWING FRENCH MARKET

■ A market worth over **5,5 Bn €** of sales in 2012, with **continued growth**

- **4 Bn €** on the retail market:



- Growth of the mass market retail : **20%** market share (vs 80% for groceries and traditional butchers)

- Emergence of new specialized Halal stores

- **1,5 Bn €** sales on the Halal catering market:



- Traditional Halal restaurants



- High development of Halal fast food (1 Md €)

- **Estimated growth of 10%**

■ A Market growing beyond historical products:



• **New range of products**, for a new generation of integrated Muslim consumers : champagne, salads, pizzas, sweets, cosmetics

- **National French brands are now present** among the Halal market : Sodebo, Fleury-Michon, Nestlé

- **Creation of major distributors' Halal brands**: Wassila (Casino), Carrefour Halal

■ An increased demand of consumers and buyers for a strict Halal food certification



➤ Who are the exhibitors ?

- **30%** international
- French exhibitors and international suppliers of :
 - Halal meet
 - Cooked Halal meet
 - Cooked Halal meals
 - Frozen Halal food
 - Sweet Halal products
 - Halal beverages
 - Other Halal products & Services



➤ Who are the visitors

- **15%** of international visitors :
 - Importers and wholesalers of Halal products & beverages coming from Europe, GCC, South Africa...
 - 20% of the French market from mass market retail: meet potential buyers from Casino, Intermarché, Carrefour, Auchan, Leader Price, etc...
 - Traditional retail (Groceries, Butchers) represents 80% of the market in France: meet buyers and wholesalers for 100% Halal shops in Paris, Lyon, Marseille, Lille, etc..
 - Halal delicatessen and Halal restaurant networks: 1.5Mrd € in France in 2012.

RAMADAN 2014 AT THE HEART OF PARIS HALAL SUMMIT

The month of Ramadan is one of the most important periods in terms of halal product consumption; representing until 50% of the annual sales of some points of sale.

The Paris Halal Summit will help buyers reinforcing their Halal products sourcing during Ramadan thanks to a shelf-display especially dedicated to Halal food. This product selection will be realized taking in account sales performance analysis of the different product categories during the last few years.