

Guest column: Is the onboard Halal product market potentially untapped?



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Whether they're produced and consumed for dietary reasons or religious requirements, a continual area of growth for the travel catering and onboard services market lies in Halal products.

Why is Halal an important growth sector for airline buyers?

Halal products may well still be an area of passenger growth that has yet to be fully realized and leveraged by onboard suppliers. According to [Salaam Gateway](#), the Muslim travel market is due to rebound to 80 percent of 2019 levels by 2023. This makes Halal products a requirement as the industry expects millions more passengers a year.

Passenger trends

With Muslim passengers accounting for such a large growth sector, it's important to understand how Halal offerings can factor into this. It's estimated that (in 2022) the 1.9 billion Muslims worldwide spent over [USD \\$2.02 trillion across six economic sectors, led by Halal food](#).

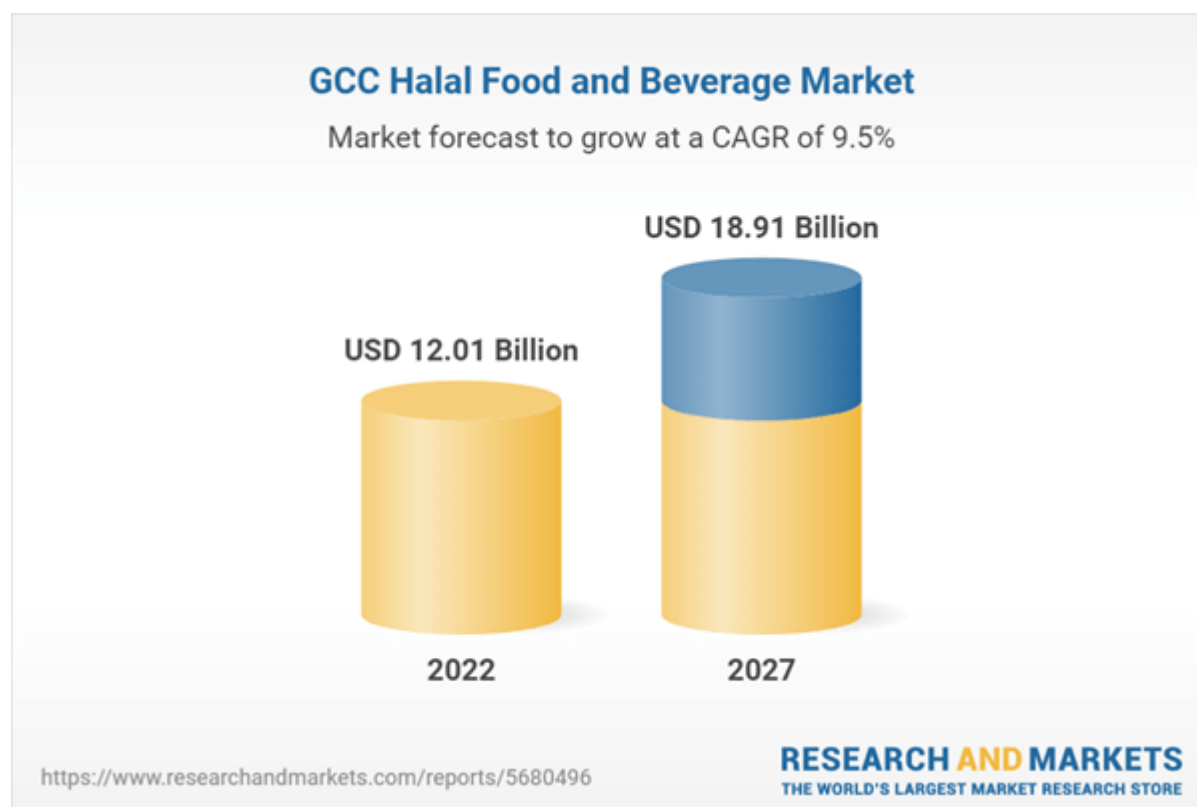
Furthermore, research from [MasterCard's Global Muslim Travel Index](#) shows that Muslim travellers give importance to Halal food (67 percent) as their chief concern when travelling for leisure. According to Eng. Ashraf El Tanbouly, CEO Of ICHS, "as an example of trader responsibility, we have seen Muslim airlines demand Halal certificates from all their food and beverage suppliers."

As a result of the number of Muslim passengers travelling on its fleet, Qatar Airways alone has [approximately 3,000 chefs producing over 200,000 Halal-certified meals per day](#) — demonstrating that this sector has huge potential. One such example is former WTCE-exhibitor [For Aisha](#) which created a range of Halal baby food.

The potential crossovers between vegan and Halal products also opens up the market significantly. Naturally, passenger preferences by volume on certain routes informs many of the decisions airlines make about what products to carry. For example, Qatar's flights from the US to Doha cater to a lot of vegan passengers, so the airline's head chef, Mary-Jane Bonnaud, has introduced more vegan options for this route. This also comes at a time when [a number of airlines flying regional routes](#) are reducing their onboard offerings for certain dietary requirements, often to the dismay of passengers.

The inflight catering market in figures

According to Digital Journal, "the In-Flight Catering Services Market size was valued at USD \$16.23 billion in 2021 and is predicted to reach USD \$26.53 billion by 2030 with a CAGR of 5.4 percent from 2022-2030."



When it comes to Halal food and beverages, the European market is projected to register a CAGR of 5.1 percent during the forecast period (2020 to 2025), according to Yahoo Finance. By comparison in the US, a story published by PR Newswire, revealed that the Halal Food Market Value will grow by USD 8.17 billion, progressing at a CAGR of 5 percent from 2019 to 2024.

Benefits of certification

According to the Islamic Chamber of Halal Services (ICHCS), being Halal Certified gives airline buyers the opportunity to cater to all Muslim passengers' needs. This certification is recognized by affixing the ICHCS Halal Mark, meaning consumers know that they can trust an airline's products.

Personalized offerings help deliver an above-and-beyond experience in passengers' minds, resulting in improved brand association for airline and [rail providers](#). The current method of [pre-ordering meals that cater to specific dietary requirements](#) could be used more widely on airlines as a model for *all* meal offerings. This could then also make the serving process more efficient and offer another touchpoint to personalize the passenger experience outside of the cabin itself.

Opportunities for Halal beauty

It is not just food and beverage consumables that can benefit from adopting a Halal supply chain. Eng. Ashraf El Tanbouly comments in [MasterCard's Global Muslim Travel Index](#): "in the cosmetics/pharmaceutical sector, the consumer demand is growing, but suppliers are not yet seeing the opportunities as clearly as food suppliers."

According to Digital Journal, the global Halal Cosmetics Market is expected to grow at a Massive CAGR of 10 percent during the forecasting period of 2022 to 2029. This demonstrates that there is a great opportunity for companies operating in this space to take advantage of the growing appetite for Halal cosmetics.

WTCE Exhibitors with Halal offerings:

Laurieri Srl

[Laurieri Srl](#) Master Bakers is an Italian company founded in 1972. It specializes in the production of baked sweet and savoury snacks of various types and flavours.

The self-professed quality of its products has enabled it to become a leader in the onboard services sector for complimentary snacks. The company's offerings include grissotti, mini grissini, flavoured biscuits and crackers.

Across its range, onboard buyers can find products that satisfy the below criteria:

- No chemicals
- No preservatives
- No colourings
- No milk
- No egg
- Suitable for vegans
- Suitable for lactose intolerant
- Halal products

Snackboxtogo

[Snackboxtogo](#) is a Holland-based supplier of premium onboard snack solutions. Its offerings include solutions for airline and railway buyers to keep costs under control whilst enabling passengers to have a premium experience.

Snackboxtogo aims to offer consumers great food on the move that delivers on:

- great product quality
- good value for money
- rapid production

The company currently represents Sunshine Nut Company, 1er potato specialties and snackboxtogo.

It offers product ranges for lactose-free, vegetarian, vegan, gluten-free and Halal. The latter features multiple items including chicken-based snacks, pizza, breakfast foods and fries which are 'vegetarian, vegan and Halal at the same time' in order to appeal to a wide consumer base.

Lily O' Brien's

[Lily O' Brien's](#) was founded in 1992 and is a manufacturer of premium chocolate confectionary based in Co. Kildare, Ireland. The company has exhibited at WTCE every year since 2012 and continues to develop exciting recipes delivering exceptional taste profiles including their 2014 Great Taste Award-winning Key Limey Pie.

Lily O' Brien's continues to innovate and work with customers to develop products to meet the changing needs of their customers. The Company also produces award-winning gourmet desserts for on-board and food service industries. [As of 2022](#), the brand now boasts over 250 recipes including dietary-specific options such as vegan and Halal.

So Jennie

[So Jennie Paris](#) brings unique French "savoir-vivre" to Premium cabins and lounges with its alcohol-free Bubbles. The premium non-alcoholic sparkling drinks brand provides ideal alternatives to well-known French sparkling wines for those who live an alcohol-free lifestyle. Created in 2012, and hand-blended from the finest selected grape musts, So Jennie is the Original Alcohol-Free Bubbles. The brand can be found in 5* hotels and top restaurants around the world, marketed for and sought by high-net-worth travellers from Paris to Tokyo, Dubai to New York.

As well as bubbles, the company also manufactures a [selection of Halal wines](#) that are 0.00% alcohol by volume (ABV). Most of these alcohol-free or de-alcoholized wines are suitable for Halal certification, not simply <0.5% ABV (the standard definition of non-alcoholic). They are also regularly audited to ensure they meet Halal 0.0% requirements.

WTCE takes place at the Hamburg Messe on 6-8 June 2023. For further details on exhibiting or visiting, go to www.worldtravelcateringexpo.com.