

# The Halal Forum at Anuga – a milestone

maconda sees growing market opportunities for companies & investors

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**With Anuga 2025, the leading international trade fair for nutrition sets new trends: For the first time, there was a forum dedicated exclusively to halal – with its own exhibition area, numerous exhibitors and an expansive programme of lecturers. This is a clear signal of how much relevance the topic is gaining. For the industry and investors this means growing markets and the opportunity for sustainable profitability. Sinan Haciibrahimoglu from maconda was at the event.**

Halal products, meaning food manufactured in accordance with Islamic rules, are increasingly appealing to a broad, quality-conscious target group. "Halal stands for a growing understanding of values in global nutrition – and for a market segment with significant economic potential," says Sinan Haciibrahimoglu, who focuses on this topic at maconda. Current market data impressively confirms the increased demand for halal products: while halal food generated sales of around 1.4 trillion US dollars worldwide in 2023, this figure is expected to exceed 1.9 trillion US dollars by 2028 (source: statista). This niche segment is therefore developing into an important growth area in the food industry with an enormous variety of products: the range of innovations presented at Anuga ranged from snacks and frozen products to beverages and convenience foods. Plant-based halal alternatives were also showcased.

## Quality and professionalism as value drivers

In addition to new products, the Halal Forum focused mainly on knowledge transfer and future topics in the halal economy. Particularly informative was the presentation on halal certification, which provided a practical overview of a complex industry topic. Experts explained precisely which standards and institutions exist, how regional differences have an impact and what requirements are placed on producers. Other key topics included the professionalisation of supply chains, the digitalisation of certification processes and the importance of transparent communication along the entire value chain.

## An industry of the future with special requirements

The increasing demand – not only in Islamic countries, but also in European metropolitan areas – is leading more companies to expand their product portfolios. This creates new challenges: with which messages can non-religious target groups be reached? Which certifications are considered trustworthy? And how can halal products be successfully integrated into existing brand and distribution systems? These are exactly the questions that the experts at maconda are dealing with. Due to the large number of projects and transactions in the food and beverage sector, including frozen goods,

meat and convenience products, the team has a deep understanding of the dynamics in the ethnic food segment, which also includes halal. "Thanks to this experience, we recognise relevant developments at an early stage and are now supporting manufacturers and investors in capitalising on the steadily growing demand for halal products," emphasises Sinan Haciibrahimoglu.

## maconda continues to expand its expertise in the food sector

In recent years, the maconda team has gained extensive experience across a wide range of food categories. This expertise includes numerous commercial due diligence projects, strategic repositioning mandates and assignments to optimise business models in the sector. Overall, maconda is one of the most active specialists for commercial due diligence in the German-speaking market. Many projects focus on consumer goods and food distribution via the channels retail, wholesale and e-commerce, while other partners within maconda focus on additional industries.

**Extensive industry experience:** Food retail of all kinds | Bakery products | Dairy products | Frozen foods | Ready meals | Meat and sausage products | Pasta | Preserved foods | Chocolate and other confectionery | Nutritional supplements | Spices | Non-alcoholic beverages | Spirits and wine | Packaging | Pet food | Branded and private-label products | and much more

## About maconda

For more than 20 years, maconda has been supporting companies in acquisitions, performance optimisation and restructuring. With over 800 consulting and implementation projects and more than 450 transaction-related mandates, maconda has extensive experience in providing hands-on support for challenging projects. Its clients include medium-sized companies, business units of large corporations, as well as international private equity investors and family offices.

**maconda focus industries:** Consumer goods | Food | Retail & e-commerce | Packaging | B2C services | B2B services (including business process outsourcing) | Manufacturing companies

**maconda key topics:** Transaction consulting | Business model development | Performance management

## CONTACT

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