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Consumer Survey Report

Comparing Halal requirements for labelling food and cosmetics in:

**United Arab Emirates (UAE)
&
United Kingdom (UK)**

Commissioned by Dubai Accreditation Centre (DAC)

2016

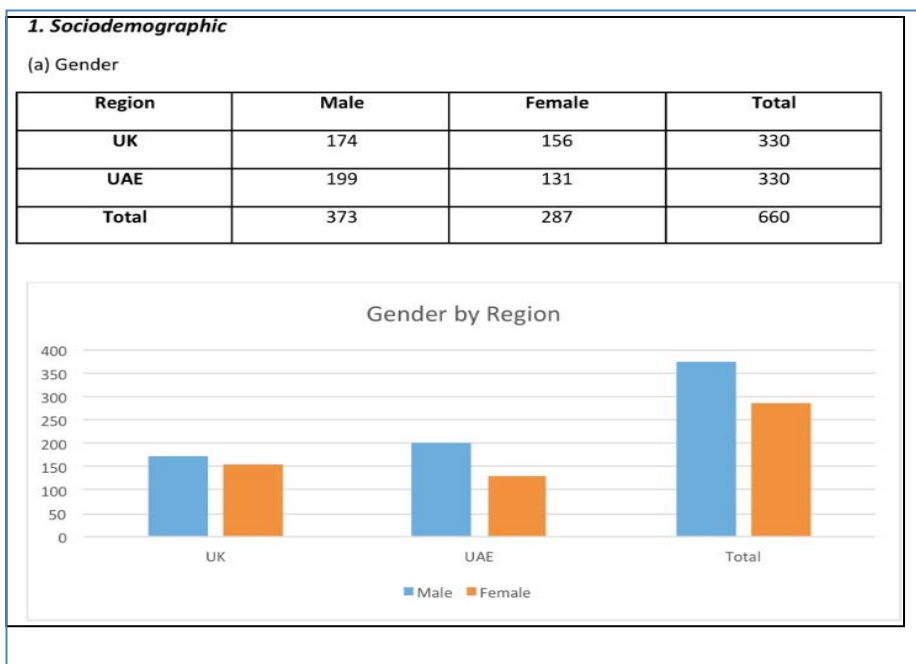
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Executive summary

In 2016, we carried out a representative consumer survey to compare halal requirements for labelling food and cosmetics in the United Arab Emirates (UAE) and the United Kingdom (UK). The major difference that emerged between the UAE and UK was the greater range or requirements/demands of halal consumers in the UK, and the equal lack of demand/ knowledge in the UAE. Indeed, as the halal market has expanded in recent decades to become established globally, trust in the ability of the meat industry to produce ‘*authentic halal meat*’ has declined; the halal status of meat in the UK has thus been widely questioned, while the demands/ requirements of halal consumers have increased significantly (Lever and Miele 2012). In Islamic countries, by contrast, food and meat in particular is still often taken to be halal at ‘face value’ (Bergeaud-Blackler et al 2015).



(Data collected by Qualtrics www.qualtrics.com)

Trust

Generally, we could say that there is more trust in halal overall in the UAE than there is in the highly politicized UK market; there is currently less choice (in terms of labelled foods) and less availability (of differentiated labels on the market) in the UAE than there is in the UK. More males than females have an opinion on many halal issues in the UK than they do in the UAE, perhaps reflecting shopping practices. For example, while more males would pay a premium for halal products in both countries, the unwilling proportion of females was greater in the UK.

More respondents from the UK check halal food logos than they do in the UAE, but far less check for logos on cosmetics in either; the survey indicates that the 25-34 age group (the largest in the sample, reflecting age group distribution in the countries) is more likely to check for logos in both the UK and UAE. This is significant, as it might indicate future

development of the market.

There were high levels of trust in halal certification in both countries. Non-Muslim certification is also trusted more across both countries, more so in the UAE than it is in UK. This perhaps reflects the increasing import of meat into UAE from countries such as Brazil (Beer 2016). In both the UK and UAE, the highest levels of trust for non-Muslim certification were in the 25-34 age group. A similar pattern is evident for trust in certification, need accreditation and Muslim only accreditation. Consumers in this age band also expressed a higher willingness to pay a premium price for halal.

Accreditation

Across both countries, more respondents had a preference for accreditation overall. Slightly more had a preference for Muslim only accreditation in UAE than in the UK, which could be interpreted as a sign that there is demand for more input from Muslim service providers in the UAE.

Slaughter, stunning, labelling and price

More respondents eat meat from non-Muslim sources in the UAE than they do in the UK, and more also eat mechanically slaughtered poultry meat. In the more politicized UK market, the preference for manually slaughtered poultry meat is far greater, perhaps reflecting a Muslim identity politics performed in the market place and fueled by greater publicity and activity among certifying bodies. While more consumers indicated that they eat stunned meat of all types in the UAE than they do in the UK (where more respondents did not eat stunned meat than did), there were far less 'depends' in the UAE than there were in the UK, perhaps reflecting the lower availability of specific logos.

Non-halal, GMO additives and alcohol

Non-halal, GMO and alcohol additives are all questioned more in UK than they are in the UAE, though there was a slight anomaly for cleaning products in the UAE.

References

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