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**Report Name:** Halal and Kosher Food Market in the Making

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**Report Highlights:**

Germany has more than 83 million of the world's wealthiest consumers and is by far the biggest market in the European Union. Although halal and kosher food are considered niche markets, the German market offers opportunities for U.S. exporters of such products. This report provides U.S. exporters with background information and suggestions for entering the German market.

## 1. The German Market

With more than 83 million of the world's wealthiest consumers, Germany is by far the biggest market for food and beverage products in the European Union. In 2021, Germany's nominal GDP reached U.S. dollar (USD) 4.21 trillion, positioning the country as the 4th largest economy in the world. Germany is a major producer of food and agricultural products and a leading player in the global marketplace.

Germany is also the third largest importer of agricultural products after the United States and China. In 2021, imports of food products reached USD 108.5 billion, an increase of 7.7 percent compared to 2020. While 79 percent of these imports originated from other EU member states, the United States was the largest supplier outside the bloc. Imports of agricultural products from the United States totaled USD 2.1 billion in 2021. The macroeconomic situation and key data about the German economy can be found in the 2021 [Exporter Guide](#).

Germany remains a price-focused market, but the share of consumers who are willing to pay for quality is increasing. There is a growing share of consumers who view their purchasing decisions as a political or life-style statement (non-GMO, free-range eggs, vegetarian or vegan diet), and they demand traceability and information about production methods. Ethnic foods, beauty and superfoods, clean label foods, "free from" products (e.g., gluten or lactose free), and locally grown are further trends that attract more and more German consumers. Halal and kosher foods are not a rising trend but have an established base in key communities in the country. New trends are emerging in the food sector, and they are no longer just about exciting new tastes but also about values and individual lifestyles which are influencing eating behavior and purchasing patterns of German consumers today much more than ever before. Consumers are finding out more about food production and paying more attention to sustainability issues, such as the origin and quality of their food. Please check our [report on consumer trends](#) in Germany for more information.

## 2. Halal Food in Germany

Millions of Muslims live in Germany and the market for halal food could be a multi-billion-dollar business. The population of Muslims in Germany is not known, but according to a representative survey, there are roughly 5.5 million immigrants and their decedents who practice Islam currently residing in Germany. Islam is the second largest in the country after Christianity. Most Muslims in Germany have roots in Turkey, followed by Arab countries, former Yugoslavia, Afghanistan, and Iran. The large majority of Muslims live in former West Germany, including West Berlin.

While Muslims are an important target consumer group in other European countries such as France and Great Britain, there is some backlog in the marketing of halal food in Germany. The major German food retailers only have a few halal-certified products on their shelves. For them, halal is considered niche with companies claiming to still be "monitoring" the market. Thus, smaller Turkish supermarkets in urban areas like "Eurogida" or "Öz-Gida" in Berlin are the main seller of halal products. Unfortunately,

there is no reliable data on the halal market in Germany. According to estimates, the market potential for halal food in Germany easily exceeds \$5 billion.

There is no uniform certificate for halal products in Germany. In fact, the term "halal" is not protected under food law in the European Union or Germany. To date, there are no uniform standards for "halal" products that are checked during certification. Consequently, there are numerous different "halal" labels from traditional or manufacturer-oriented certifiers on the market. This reduces transparency and undermines trust of consumers in such labels.

### **3. Kosher Food in Germany**

There is also no uniform certification standard for kosher products. Therefore, there are also many different certificates. Most of them come from the United States. In addition to some internationally recognized seals, so-called kosher lists are common in Germany. These lists contain kosher foods. Please see below for some examples:

- [List of Kosher Foods 1](#)
- [List of Kosher Food 2](#)

Contrary to the United States, German grocery stores do not have an aisle with kosher products. Some consumers have started to perceive kosher cooking as part of a healthy diet and, thus, kosher foods are enjoying a rise in popularity. Moreover, Jewish communities have grown over the last decades, especially in large urban centers such as Berlin, Munich, and Frankfurt. In these cities, you can find some suppliers of kosher foods, both fresh and packaged products.

The Jewish population has been growing since the reunification of Germany in 1990. The growth is mainly fueled by immigration from the former Soviet Union. At the turn of the 21st century, Germany had the only growing Jewish community in Europe. According to estimates, Germany is home to a Jewish population of more than 200,000; around 100,000 are officially registered with Jewish religious communities. The center of Jewish life in Germany is Berlin. The size of the Jewish community in Germany's capital is estimated at 120,000 people, or 60% of Germany's total Jewish population.

### **4. Exporting halal and kosher food to Germany**

The German market offers opportunities for U.S. exporters of kosher and halal products. Since there is no uniform certification standard for halal and kosher food, there is no proven way to work on certification and labeling. It is best to work with the importer to select the preferred certifier or work with a leading international or U.S. label. In general, U.S. companies interested in developing a market for their products in Germany must be prepared to:

- Offer a product that meets German/EU food law, packaging, and labeling requirements

- Pay particular attention to animal product health certificates, many of which are now filed using a new electronic system
- Invest time and money to develop the market, paying special attention to identify the right marketing channel for your product
- Participate in food, beverage, and industry trade shows
- Explore marketing approaches that build on strong societal themes
- Highlight the particular product or industries' sustainability attributes

Please check our [Exporter Guide](#) for general information on exporting food to Germany.

#### 4. Key Contacts and further Information

Homepages of potential interest to the U.S. food and beverage exporters are listed below:

Foreign Agricultural Service Berlin	<a href="https://de.usembassy.gov/">https://de.usembassy.gov/</a>
Foreign Agricultural Service Washington	<a href="https://www.fas.usda.gov/">https://www.fas.usda.gov/</a>
USDA/FAS/Europe	<a href="http://www.fas-europe.org">http://www.fas-europe.org</a>
U.S. Mission to the European Union	<a href="http://www.usda-eu.org">http://www.usda-eu.org</a>

One tip for U.S. exporters is to access the German business portal, which is maintained by the Ministry of Economics and Technology. Provided in English, it serves as a central contact platform that can steer inquiries into the right channel. More information about the food and beverage sector can be found [here](#).

If you have questions or comments regarding this report, or need assistance exporting to Germany, please contact the U.S. Foreign Agricultural Service Office in Berlin at the following address:

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#### Attachments:

No Attachments.