

The American Muslim Market

This section is sponsored by

Muxlim, Inc.

m:uxlim.

Is your brand missing out on

\$170 Billion

of US Annual Consumer Purchasing Power?

muxlim.

Gateway to the Global Muslim Market



Marketers have sleepwalked past what is possibly the largest and most wealthy emerging global market **theguardian**

Muslim purchasing power is \$170 billion per year in the US alone

According to market research by **JWT**

Muslim consumers are a trillion dollar market

TIME

<http://advisory.muxlim.com>

Muxlim Inc.
advisory@muxliminc.com



Reaching the American Muslim Consumer

Mohamed El-Fatary
Founder & CEO, Muxlim, Inc.

A niche market of 1.6 billion people globally worth an estimated \$1 trillion and \$170 billion in the US alone are highly brand loyal and feel ignored by brands. How much would the first mover advantage be worth to companies addressing this market? And what efforts are required to do it successfully?

Recently, several global brands have started reaching out to the American Muslim market through targeted messaging on specialized Muslim media.

Being The Brand Of Choice For Muslim Consumers

Some of the most powerful Muslim consumer segments are based in Muslim-minority regions such as North America and Europe. Muslim populations in these countries are professional, educated, affluent and online en masse. Marketers are now recognizing the potential of this underserved market and the real opportunity to garner their loyalty.

Recently, several global brands have started reaching out to the American Muslim market through targeted messaging on specialized Muslim media. Among them are

McDonald's, Best Buy and Nokia. Outside the US, Nestle, Unilever, P&G, Coca Cola and Pizza Hut are targeting this market. Like many niche segments, marketers must develop market specific strategies and seek out experts who are well entrenched in this market to successfully tap into this opportunity.

US Muslim Consumer Market Opportunity

With the growth of digital media, which is increasingly attracting the affluent Muslim consumer, marketers now have a new and effective channel to engage this lucrative market. With over 150 million Muslims online, digital properties catering to their specific tastes are growing. Nokia alone reaches an estimated 200 million Muslim mobile users globally.

A significant proportion of Muslims online are based in Muslim-minority markets such as the US and Europe who are also the most affluent globally. Market research by JWT has shown that Muslim consumers in Western countries not only enjoy above-average income and education but are also highly brand loyal and perceptive to advertising that recognizes them as Muslim. JWT has determined that the 6-8 million US

With the growth of digital media, which is increasingly attracting the affluent Muslim consumer, marketers now have a new and effective channel to engage this lucrative market.

Muslims are spending \$170 billion a year and 2-3 million UK Muslims are spending £31 billion a year.

One key indicator of the strength of this market in the US is the growth of financial services catering

to unique Muslim needs (interest-free, ethically-driven investing, etc. ...). In 1987 there were two¹ US financial institutions catering to these needs (Amana Funds, and American Finance House—LARIBA.) Today the US is home to at least nineteen² providers of Islamic banking products and services, including retail banks, investment banks, mortgage companies, investment advisors and community-based finance providers. The largest mortgage services company in this category—Guidance Financial founded in 2002 (with \$200 million in home financing available), has today over \$1.5 billion worth of

homes financed in the U.S.³ Similarly Amana Funds started with \$3.2 million in 1987 and today has more than \$2 billion in assets.

First mover advantage is the most valuable opportunity for brands interested in this large untapped market. The correct approach to tapping this market is developing a complete strategy with a partner that is well entrenched in this market, not executing short-term tactics or over-using religious identity in marketing messages.

- An untapped niche market in North America rapidly reaching critical mass.
- An advancing untapped global market that is rapidly increasing its consumption of digital media.
- Already attracting many major brands across various sectors (led by Finance, Food).
- An opportunity to be the first mover in building loyalty among this growing market segment.

¹ Islamic Finance in North America: Yasaar Media 2009

² Institute of Islamic Banking and Insurance

³ www.guidanceresidential.com

Mohamed El-Fatatry
Founder & CEO

Contact information:

Muxlim, Inc.
1133 Broadway, Ste. 221
New York, NY 10010
Ph. 646-330-5800
mohamed@muxliminc.com
http://advisory.muxlim.com