

Muslim Consumers Choose Between Rival Brands in the USA

A Fun Survey Asking Muslim
Consumers to Choose Between
Rival Brands!

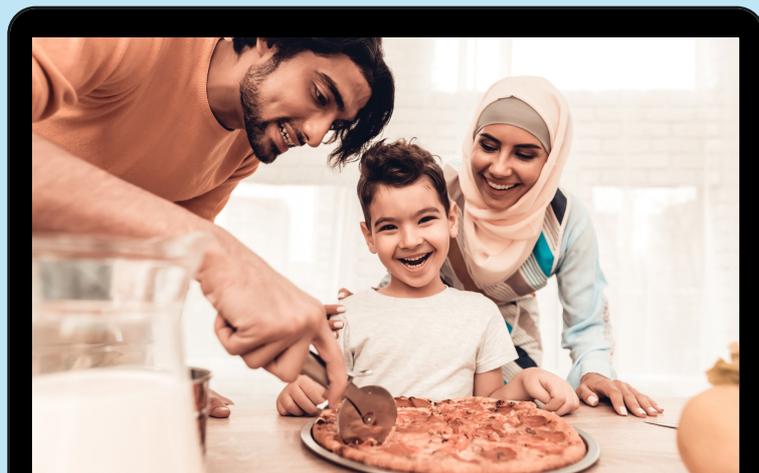


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About the Research



About the Research

General Information



Research Type

Survey of American Muslim consumers conducted by Muslim Ad Network.

Purpose

Understand Muslim consumer preferences for competing brands.

Qualifier

(a) I am a Muslim. (b) The way brands relate to Muslims impacts my decision to buy or not buy their products or services.

Survey Sample
400 individuals

Date of Survey
Thursday, September 8, 2022 4

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About the Research

400 Muslims Across Different Demographics



Age groups

18 - 24 (16.75%),
25 - 34 (30.25%),
35 - 44 (35.25%),
45 - 54 (10.5%),
> 54 (7.25%)



Country
United States



Gender

Female (41.0%),
Male (59.0%)



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About the Research

47 Brands and Businesses Put to the Test



The American Muslim Consumer



Muslim Consumers Choose Between Rival Brands in the USA

Muslim Households in The United States Have An Estimated \$200 Billion In Purchasing Power

Currently, American Muslim households have \$170 to \$200 billion in spending power.¹ The American Muslim demographic will grow from 2.6 million in 2010 to 6.2 million by 2030.² Given that they are younger than the national average and that roughly one-third of all American Muslims (31%) have college or postgraduate degrees, which is the same as the overall share of US adults (31%),³ one would expect their purchasing power to increase.



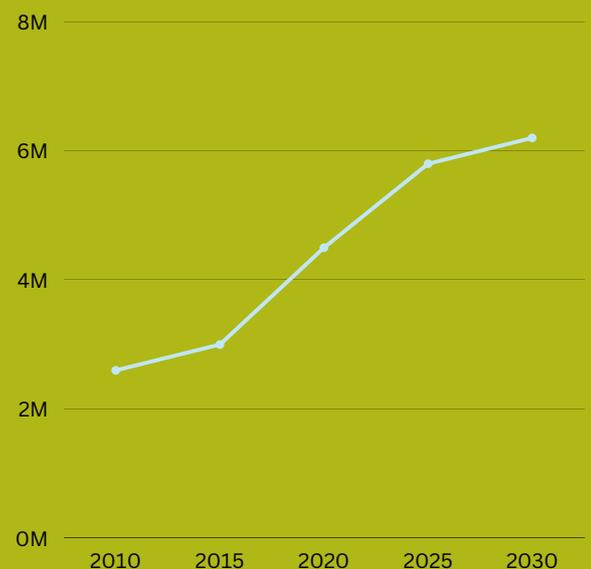
The American Muslim consumer market today:

... advertising executives, used to dividing American consumers into every sort of category, say that ignoring this group – estimated to be about 5 million to 8 million people and growing fast – would be like missing the Hispanic market in the 1990s.

Source: New York Times, April 27, 2007



The American Muslim demographic will grow from 2.6 million in 2010 to 6.2 million by 2030.





Muslim Consumers Choose Between Rival Brands in the USA

Muslims Prefer Brands that Relate to Them

The vast majority of Muslim consumers are young, and they relate to brands that speak to them like they matter, understand, and cater to their needs, rather than promoting stereotypical media narratives.

Muslims, as a diverse consumer segment, want to be addressed authentically along the terms they use to describe themselves, their feelings about the words your brand uses to describe them in general, and how they are portrayed in the media; including ads.

Muslims are looking for brands that understand their values and strive to fulfill their Muslim aspirations. They are looking for brands that allow them to express themselves outside of stereotypes. This is a fantastic opportunity for brands to capitalize on where the growth will be.

Some brands are doing a better job at this than others whether they know it or not. We looked at how American Muslims compare the major rival brands and businesses in the United States to see which ones are favored more by Muslim consumers. Some, despite stirring controversy in the Muslim community, still did well because of their overwhelming popularity with the general public.

Survey Results and Commentary

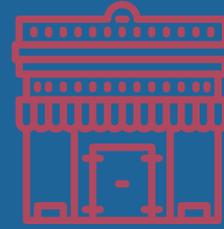


1

Which department stores do you prefer to do your shopping in?



Macy's, which decided to sell hijabs in its stores in 2018 is by far the favorite for Muslim consumers with a quarter of the respondents choosing it. The race is, however, tight between second, third, and fourth with all three, including Nordstrom which launched a new hijab (head scarf) collection as recently as 2021⁵ tied at 19%. The other three brands also sell hijabs in their stores. We are not saying that the hijab is the only reason for the results above. However, it is a point of reference for how brands create relationships with Muslim customers. A Muslim woman will not just go to Macy's for example to buy a hijab, but the convenience of having them in the store makes her feel welcome.



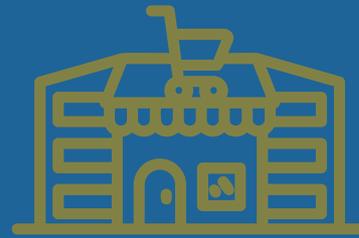
| | |
|------------------|---------------|
| Macy's | 25.81% |
| TJ Maxx | 19.81% |
| Nordstrom | 19.55% |
| JC Penny | 19.47% |
| Sears | 15.35% |

2

Which discount stores do you prefer to do your shopping in?



For Muslim consumer respondents, Walmart is the undisputed king of discount stores. Unlike the department stores, however, Costco is far ahead of third-placed Home Goods and Bi-Mart, with a quarter of respondents choosing it. Is Walmart's popularity related to the fact that Wal-Mart, as it was known back then, decided to dedicate an entire aisle to minority customers, which included Muslim and Arab customers, back in 2008⁶?



| | |
|---------------------|---------------|
| Walmart | 36.72% |
| Costco | 24.31% |
| Home Goods | 15.08% |
| Bi-Mart | 12.31% |
| Bargain Hunt | 11.59% |

3

Which sports apparel do you prefer?



Nike is a champion of diversity as a brand with its many projects helping fight stereotypes and supporting upcoming minority athletes. At the very time when countries like France were banning the burkini (Islamic swimsuit for women), Nike was launching new editions of its burkinis and sports hijabs. The American company is the first major manufacturer of sporting apparel to offer a performance head covering for Muslim women who prefer to cover their heads⁷. It is not surprising then that despite some backlash from Muslims for one of their recent ads, they are still favorites among Muslim customers.



| | |
|---------------------|---------------|
| Nike | 28.56% |
| Adidas | 24.44% |
| Under Armour | 16.56% |
| Reebok | 15.85% |
| Puma | 14.59% |

4

Where do you get your coffee?



There isn't much information available online about Starbucks making the brand more relatable to Muslims except for the seasonal Eid advertisement in Muslim majority countries. Nonetheless, due to its widespread popularity, it appears to have no real competition as a favorite among Muslims. This is undoubtedly due to its overall popularity, an almost monopolistic position because the second and third most popular coffee brands are Dunkin' Donuts and McDonald's and they don't specialize in coffee. At a time when diversity and inclusive marketing are becoming more important in business, Starbucks may need to strengthen its relationship with one of the world's fastest-growing consumer markets: the Muslim consumer market. Caribou Coffee and Coffee Beanery could increase their market share by tapping into the \$3 trillion Muslim market. So, who will make the next move?



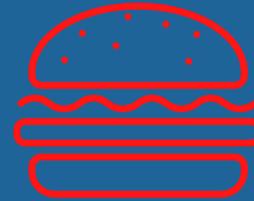
| | |
|-----------------------|---------------|
| Starbucks | 30.82% |
| Dunkin' Donuts | 24.10% |
| McDonald's | 22.85% |
| Caribou Coffee | 13.86% |
| Coffee Beanery | 8.38% |

5

When/if halal options are included, which fast-food restaurant do you like the most?



It would be really tough to dethrone McDonald's as a favorite fast-food restaurant among any group of consumers; Muslim or not. Although in the past some of their franchises have been caught advertising halal food and not always delivering on the promise,⁸ American Muslims seem to still choose McDonald's over its rivals. Second-placed Burger King and Impossible Foods collaborated in 2019 to create the Halal-certified Whopper to appeal to Muslim customers.⁹ It remains to be seen if such a move puts Muslims at ease to eat at their restaurants. Would offering proper halal options in, let's say, New Jersey and New York - the states with the highest Muslim population concentration¹⁰ - be a good move for any of the fast-food restaurants on the list? There is only one way to find out.



| | |
|--------------------|---------------|
| McDonald's | 25.60% |
| Burger King | 20.77% |
| Wendy's | 18.55% |
| Chick-fil-A | 18.15% |
| Taco Bell | 16.94% |

6

When/if halal options are included, which cola brand do you drink?



According to Nasdaq, PepsiCo's (NASDAQ: PEP) shares returned 17% in 2021, easily outpacing Coca-Cola's 8% (NYSE: KO) return¹. A rare victory with Nasdaq predicting status-quo to return with Coca-Cola beating PepsiCo for the top position again. Similar to McDonald's, it seems that the overall popularity of Coke as a brand trickles down to the community of Muslim consumers. As for advertising to Muslims, the Pepsi ad that stands out most in recent years is the 2017 ad featuring Kendall Jenner and among the crowd a Muslim woman with a headscarf. It was deemed an appropriation of a Muslim woman's image to sell sodas to the masses¹². Coke however was praised for their 2018 ad featuring a woman in a headscarf¹³ because the entire ad was about supporting Muslims during Ramadan. One can draw the conclusion that Pepsi may want to work on its Muslim advertising if they want to beat Coke as the first choice carbonated drink among Muslim consumers.



| | |
|---------|--------|
| Coke | 44.11% |
| Pepsi | 40.97% |
| RC Cola | 14.91% |

7

Which online retailer do you most frequently use?



In 2014, Malaysian Prime Minister, Najib Razak, launched Zilzar.com to compete against the likes of Amazon and eBay. Today, the domain is parked for sale on GoDaddy. It would take a humongous effort to create an online retail site that can rattle the status quo. Both Amazon and eBay boast massive numbers. Every month, Amazon receives over 197 million visitors from around the world. Over the course of a year, this equates to more than 2.3 billion visitors.

eBay has over 180 million active buyers and conducts approximately 2 billion daily transactions.¹⁴ You may notice that, unlike the other industry rivals we mentioned above, Amazon has almost double the number of Muslim respondents choosing it over its closest rival: eBay.



| | |
|-----------------------|---------------|
| Amazon | 25.60% |
| eBay | 20.30% |
| Best Buy | 17.97% |
| The Home Depot | 12.26% |
| Apple | 11.63% |

8

Which Taxi App do you use?



Uber has a landslide victory against its closest rival LYFT despite having seriously jeopardized its relationship with Muslim customers not so long ago. After Trump issued an executive order barring travelers from seven Muslim-majority countries from entering the United States in 2017, taxi drivers at New York's JFK airport went on strike. Uber CEO Travis Kalanick, who was a member of Trump's economic advisory council at the time, did not participate in the strike. Many Uber users, both Muslim and non-Muslim, deleted the Uber app and replaced it with Lyft, a competitor who profited from the #deleteUber campaign. According to Second Measure data, Uber's market share dropped 5 percentage points from the previous week, from 81 percent to 76 percent. Lyft's market share increased by roughly the same amount that week.¹⁵ At the end of the day, Uber has an enormous first-to-market advantage that is obvious in the results above.



| | |
|------|--------|
| Uber | 43.40% |
| Lyft | 26.01% |
| Curb | 12.03% |
| Via | 9.80% |
| Bolt | 8.76% |

9

When/if halal options are included, which ice cream brand do you like the most?



In 2021 Ben & Jerry's issued the following statement: "We believe it is inconsistent with our values for Ben & Jerry's ice cream to be sold in the Occupied Palestinian Territory (OPT)".¹⁶ Although this is a statement that is appreciated by the Muslim community, we can't tell if it is of significance to whether Muslims choose Ben & Jerry over its rivals; in the same way that Uber's initial drop in market share after Trump's Muslim ban has not made it less popular for Muslim respondents taking part in this survey.



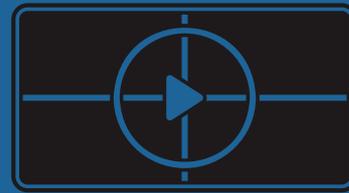
| | |
|--------------------------|--------|
| Ben & Jerry's | 29.95% |
| Blue Bell | 21.91% |
| Häagen-Dazs | 19.70% |
| Breyers | 17.95% |
| Turkey Hill | 10.49% |

10

Which entertainment channel do you prefer?



In 2021 Netflix, in one of its shows, a Muslim woman broke her fast in a bar with alcohol. It was not received well to put it lightly. Due to other unrelated reasons, Netflix lost over 200,000 subscribers resulting in its stock dropping by more than 35%.¹⁷ The question is whether it will recover and how it intends to do that. American Muslims, despite having been offended by some of the programs on Netflix still chose it as their favorite streaming service. Perhaps they could use that to their advantage to recover some of the lost ground.



| | |
|---------------------|---------------|
| Netflix | 29.95% |
| YouTube | 28.66% |
| Amazon Prime | 20.40% |
| Hulu | 13.03% |
| Pandora | 7.96% |



In Conclusion

This research has revealed that American Muslim consumers generally drift towards brands that are popular among the masses. However, since 100% of the respondents said that they prefer brands that relate to Muslims, brands need to keep engaging American Muslims in a way they feel accepted.

Looking at some of the best-performing brands in this survey, one may conclude that American Muslims are quite forgiving and loyal to brands despite some offensive campaigns from those brands. However, brands need to get their act together if they want to capitalize on one of the fastest-growing global consumer markets.

Brands should not only understand how to create ad campaigns that are not tokenism in nature or bluntly offensive, but they should also consider catering to American Muslims with products and services that are inclusive.



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- 5 [Nordstrom Press Release](#)
- 6 [Wal-Mart and Muslim Americans](#)
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- 9 [Is Burger king Halal? – know more](#)
- 10 [Muslims by State](#)
- 11 [2022 Market Prediction: Coca-Cola Outperforms PepsiCo](#)
- 12 [Pepsi's Portrayal Of A Muslim Woman Was As Tone-Deaf As The Rest Of The Ad](#)
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- 14 [eBay vs Amazon – The Complete Comparison Guide \(2022\)](#)
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- 17 [Netflix shares fall more than 35% after streamer loses over 200,000 subscribers](#)





Contact Information



PHONE NUMBER

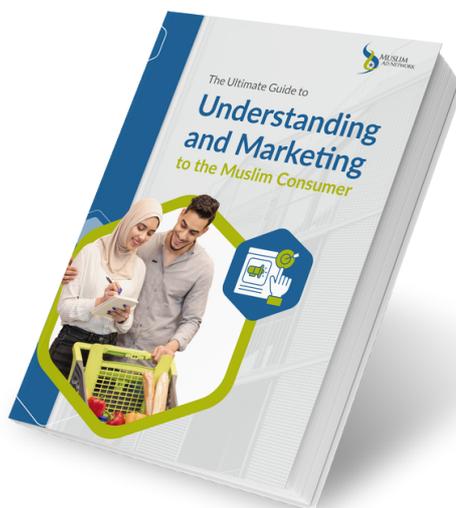
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