



ENGAGING UK MUSLIM
CONSUMERS

REPORT INSIGHTS ON AUTHENTIC CONNECTIONS

*Source: Exploring
Experiences - British
Muslim Voices*

IDENTITY

Identity strengthens with longer UK residency; none under 5 years identify as British.



42.6%

42.6% rarely
encounter marketing
targeting Muslims.



60%

Over 60% stress that brands should acknowledge Ramadan.



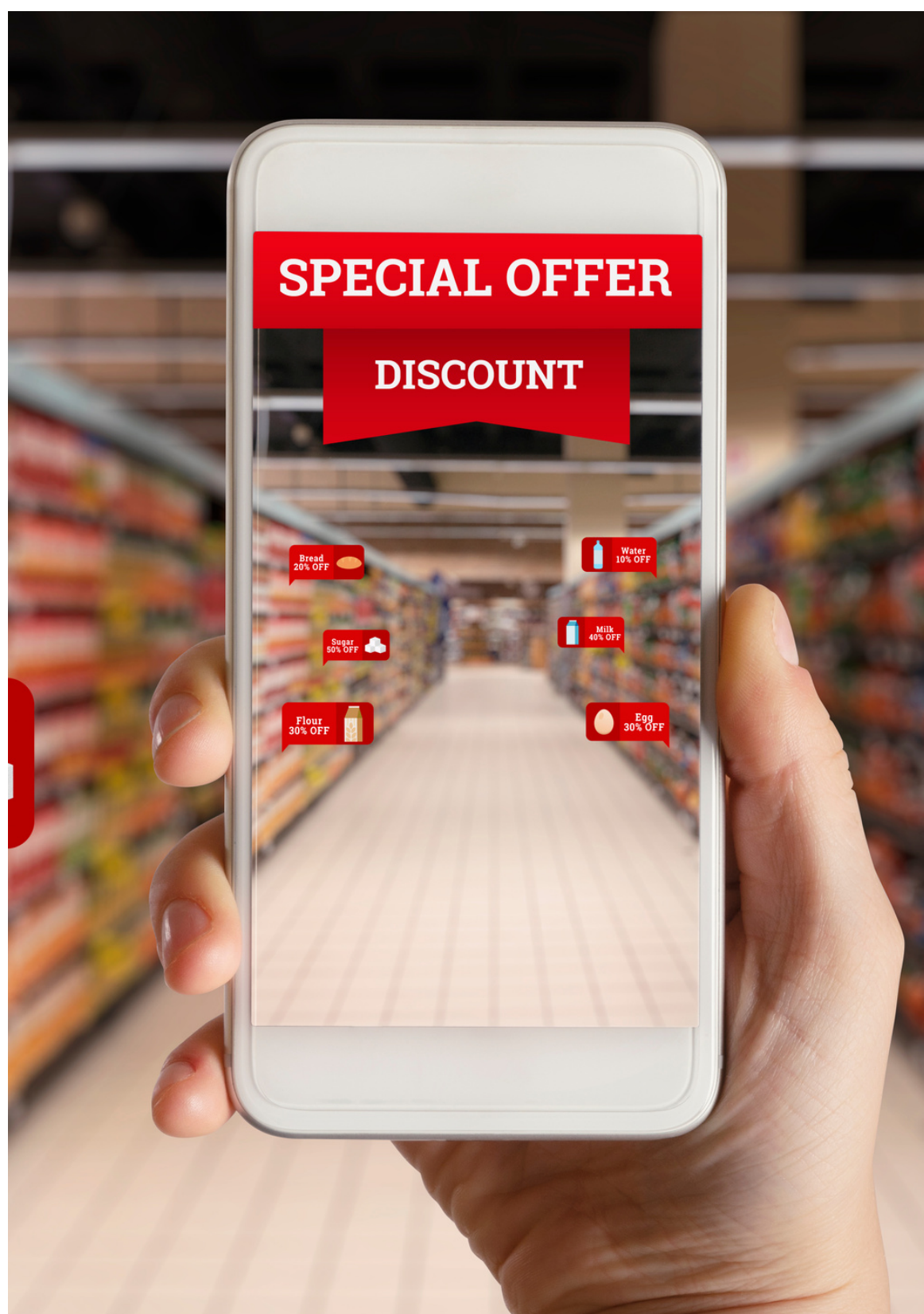
69%

69% of 18-24-year-olds feel brands lack understanding of Muslim preferences.



50%

1/3 increase spending
during Ramadan; over
50% seek discounts.



35%

35% donate to charity
weekly or more often.



THANK

YOU

