Is European advertising a mirror of the demographics of the European societies? The answer seems to be no. But is it? The limited number of cases where advertisers do advertise for products and services to European nations attach to integrating these various ethnic communities in their societies.

The increasing cultural diversity of European consumers also impacts businesses. Candy producers like Haribo and Van Melle are substituting their meat brand often with alternative substances making it suitable for the halal and kosher markets. Several all-white companies that market insurance and investment products such as funeral insurances to cover the transport of the deceased abroad – for those of the relevant faith, the ritual washing of the body before transport is included. Some health insurers cover the costs for male circumcision, while a few banks offer Islamic investment products. However, in most instances such fundamental adaptations will not be required. What is needed, however, is adapting the ways in which we advertise for these products.

Why have fundamental adaptations in advertising not taken place? Why is cultural diversity in advertising considered on an incidental rather than a structural basis? A possible explanation could be that advertisers, who are now also responsible for advertising to Islamic investment products, however, in most instances such fundamental adaptations will not be required. What is needed, however, is adapting the ways in which we advertise for these products.

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