

HALAL INDUSTRY GROWTH: ECONOMIC OPPORTUNITIES AND CHALLENGES IN GLOBAL MARKETS

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ABSTRACT

The halal industry has emerged as a significant driver of global economic growth, extending beyond food and beverages to encompass various sectors, including finance, tourism, cosmetics, and pharmaceuticals. Despite its rapid expansion, academic literature remains limited in assessing the industry's comprehensive macroeconomic contributions across diverse regions. This study aims to examine the economic impact and growth dynamics of the global halal industry by identifying its most prominent sectors and emerging market opportunities. Utilizing a Systematic Literature Review (SLR) guided by the PRISMA framework, the study synthesizes findings from peer-reviewed journals, industry reports, and institutional data published between 2014 and 2024. The analysis indicates that halal food and beverages continue to be the dominant contributors to economic output, while halal tourism, modest fashion, cosmetics, and pharmaceuticals exhibit substantial growth potential. The industry makes a significant contribution to GDP, employment generation, and foreign investment, particularly in countries such as Malaysia, Indonesia, and the United Arab Emirates. However, challenges persist, including regulatory fragmentation and limited technological integration. The findings underscore the need for harmonized global halal standards, increased investment in infrastructure, and the adoption of digital innovations to enhance the industry's global competitiveness. This study advances the academic discourse by offering a comprehensive economic perspective on the halal industry, providing actionable insights for policymakers, industry stakeholders, and investors.

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INTRODUCTION

The halal industry has witnessed remarkable growth in recent decades, becoming a significant component of the global economy. This sector, which encompasses a

wide range of products and services, is projected to reach a market value of approximately \$2.3 trillion by 2024, according to estimates from various market analyses (Razak et al., 2015). The halal industry extends

beyond food and beverages to include cosmetics, pharmaceuticals, fashion, tourism, and sharia-compliant financial services, reflecting its broadening scope and appeal to both Muslim and non-Muslim consumers (Vargas-Sánchez & Moral-Moral, 2020).

In Muslim-majority countries such as Indonesia, Malaysia, Saudi Arabia, and the United Arab Emirates, the halal industry plays a crucial role as a pillar of national economic development. It creates jobs, boosts exports, and attracts foreign investment, thereby contributing to overall economic growth (Andespa et al., 2020; Destiana & Kismartini, 2020). Conversely, in countries with smaller Muslim populations, such as the UK, France, Japan, and Brazil, the halal market has emerged as a lucrative business opportunity. Local companies are increasingly pursuing halal certification to cater to the growing number of global Muslim consumers, which underscores the industry's potential for economic expansion in diverse markets (Absah & Yuliaty, 2024; Secinaro & Calandra, 2021).

Consumer preferences are evolving, with an increasing emphasis on products that are not only halal but also *thayyib*, meaning good, healthy, and of high quality. This trend is particularly evident in the food and beverage sector, where consumers demand transparency in the supply chain and assurance of product quality (Hasan, 2023; S. E. Hidayat et al., 2021). The halal cosmetics and pharmaceutical industries are also experiencing significant growth, driven by heightened consumer awareness regarding the safety and ethical sourcing of raw materials (Suryandari & Rahmawati, 2022; Susilowati et al., 2018). Furthermore, the halal tourism sector is expanding, as more Muslim tourists seek destinations that offer halal-friendly services, including accommodations, dining options,

and travel packages that align with Islamic principles (Huda et al., 2020; Mohamed et al., 2022; Murtayadi et al., 2022).

The halal tourism market is characterized by its potential to attract high-spending tourists, prompting travel-related businesses worldwide to invest in halal-friendly offerings. This includes airlines, hotels, and travel agencies that recognize the growing Muslim population and the increasing awareness of halal tourism concepts as key drivers of market growth (Purba et al., 2024; Wardhani, 2023). The development of halal tourism is not only about catering to Muslim travelers but also involves creating an inclusive environment that respects Islamic values while appealing to a broader audience (Boğan & Saruşıık, 2019; Fatkurrohman, 2017). In summary, the halal industry is a dynamic and rapidly growing sector that plays a vital role in the economic development of both Muslim-majority and non-Muslim countries. Its expansion into various domains, driven by changing consumer preferences and increasing awareness, highlights its significance in the global marketplace.

The halal industry has indeed experienced substantial growth, making a significant contribution to the global economy. However, the academic literature addressing the specific economic impact of this growth remains sparse. Most existing studies have concentrated on theological aspects, halal certification regulations, or consumer behavior, rather than systematically evaluating the halal industry's contribution to global economic growth. For instance, Rangky highlights the potential of the halal industry in Indonesia, identifying various sectors, including food and beverage, tourism, and pharmaceuticals, that contribute to economic development. Yet, it does not provide a comprehensive economic

analysis of these contributions on a global scale (Rangkuty, 2021). Similarly, Destriyansah et al. (Destriyansah et al., 2023) emphasize the halal food industry's role in Indonesia's economic growth, but lack a broader perspective on the global implications

Moreover, while the halal food sector is recognized as the most dominant within the halal industry, other sectors such as pharmaceuticals, cosmetics, and halal tourism have also experienced significant growth. However, the academic literature mapping these sectors is limited. For example, Naseri and Abdullah (2022) note the rapid expansion of the halal cosmetic industry in Malaysia. However, they do not provide a detailed economic impact analysis of this sector on a global scale. Additionally, the work of Jailani and Adinugraha (Jailani & Adinugraha, 2022) suggests that halal tourism, alongside halal food and Islamic banking, has a positive impact on Indonesia's economic growth. However, again, this is not contextualized within a global framework.

Furthermore, macroeconomic factors such as investment, export-import dynamics, and trade policies related to the halal industry have not been systematically explored. The literature often overlooks these critical aspects, focusing instead on operational challenges and logistics. For instance, Zailani et al. (Zailani et al., 2017) discuss the challenges and opportunities in halal logistics but do not connect these factors to broader economic implications. Similarly, Izzuddin and Adinugraha (Izzuddin & Adinugraha, 2022) highlight the importance of maintaining halal integrity in food products but do not delve into the economic ramifications of these practices. In conclusion, while halal industry is recognized for its rapid growth and potential economic contribution, there is a notable gap in

comprehensive academic literature that systematically evaluates its economic impact across various sectors and macroeconomic factors. Future research aims to fill this gap by providing a detailed analysis of the halal industry's contributions to global economic growth, mapping the economic impact of various sectors, and exploring the influence of macroeconomic factors.

The limitations of this study present an opportunity to conduct more structured research using a Systematic Literature Review (SLR) approach to develop a more precise mapping of the halal industry's contribution to economic growth and identify the most significant sectors in its development. Based on the background and research gaps that have been identified, this research aims to answer the following main questions:

RQ. 1. How does the growth of the halal industry contribute to the global economy and market opportunities in various regions?

RQ. 2. Which sectors in the halal industry are showing the most significant economic growth?

This research aims to identify the impact of the halal industry's growth on the global economy and analyze its contribution to Gross Domestic Product (GDP) on both a global and regional scale. Apart from that, this research also aims to investigate the role of the halal industry in generating employment and attracting international investment, which is a crucial indicator of the sector's growth in various countries. Halal regulations and certification are also the focus of the study, especially in understanding how these aspects can facilitate or hinder the expansion of the halal industry in the global market.

In addition, this research will explore the halal industry sectors that exhibit the most significant growth and compare economic

growth trends across various sectors, including halal food and beverages, cosmetics, pharmaceuticals, halal tourism, and modest fashion. By analyzing the primary driving factors that contribute to the development of these sectors, this research will also identify the key challenges faced by the halal industry, including those related to regulation, innovation, and global competitiveness. Using a Systematic Literature Review (SLR) approach, this research aims to provide a comprehensive mapping of the relationship between the halal industry and global economic growth. It is hoped that the findings obtained can serve as a reference for various stakeholders, including the government, businesspeople, and investors, in designing policies and business strategies that accelerate the development of the halal industry and strengthen its competitiveness in the international market.

LITERATURE REVIEW

The Growth of Halal Industry

The halal industry has experienced significant growth in recent years, not only in Muslim-majority countries but also in the global market. The market value of the halal industry is projected to reach \$2.3 trillion by 2024, with key sectors such as food, Islamic finance, tourism, cosmetics, pharmaceuticals, and fashion being the main drivers of this growth (Nor et al., 2023). Halal food, as the largest sector, accounts for over 60% of the total market value, followed by Islamic finance and halal tourism, which are increasingly popular among global consumers (M. K. Hassan et al., 2021). In Muslim-majority countries such as Malaysia, Indonesia, and the United Arab Emirates, the halal industry has become a significant contributor to GDP, while in non-Muslim countries like the United Kingdom,

Germany, and Japan, the adoption of halal products is increasing alongside the growth of the Muslim population and awareness of ethical and high-quality products.

Recent trends indicate rising demand from both Muslim and non-Muslim consumers. Non-Muslim consumers are attracted to halal products because they are perceived as healthier, more hygienic, and ethically produced. Additionally, Western countries are beginning to adopt halal standards to attract investment and increase exports to Muslim markets. For example, Brazil and Australia have become major suppliers of halal meat to the Middle East, while France and Germany are developing infrastructure to support the growth of halal tourism. However, despite its rapid growth, a gap remains in detailed data on the halal industry's contribution to the global economy, particularly in non-Muslim countries. The lack of comprehensive metrics and uniform reporting standards makes it challenging to measure the economic impact of the halal industry accurately.

The Role of Halal Certification in Facilitating International Trade

Halal certification plays a key role in facilitating international trade, particularly in ensuring that products comply with globally recognized Shariah standards. This certification not only assures a product's halal status to Muslim consumers but also opens access to vast international markets. For example, products with halal certification from reputable bodies such as JAKIM (Jabatan Kemajuan Islam Malaysia) or MUI (Majelis Ulama Indonesia) are more readily accepted in global markets, including non-Muslim countries (Azam & Abdullah, 2020). However, the main challenge lies in the differences in halal standards and regulations across countries. Each country has

its own criteria and certification processes, which can create trade barriers and confusion for producers. For instance, halal standards in Malaysia may not be fully recognized in the Middle East, requiring producers to undergo a time-consuming and costly recertification process.

Recent trends indicate the emergence of international halal certification bodies and collaborative efforts among countries to harmonize halal standards (Hakim & Amaliyah, 2024). Organizations such as the Standards and Metrology Institute for Islamic Countries (SMIIC) and the World Halal Food Council (WHFC) are working with governments and certification agencies to create harmonized halal standards (Sakti, 2023). Additionally, countries like Indonesia, Malaysia, and the United Arab Emirates have signed Mutual Recognition Agreements (MRAs) to facilitate the trade of halal products (Hakim & Amaliyah, 2024). Despite these efforts, gaps remain in the global harmonization of halal standards. Differences in certification requirements and a lack of coordination among certification bodies often result in inefficiencies and increased costs for producers, particularly small and medium-sized enterprises (SMEs).

Halal Logistics and Supply Chain

Halal integrity in logistics and the supply chain is a critical aspect of the halal industry, as halal products must ensure compliance with Shariah standards from producer to consumer. This process involves strict monitoring at every stage of the supply chain, from raw materials to production, storage, transportation, and distribution. The primary challenge in halal logistics is preventing cross-contamination with non-halal products and ensuring that all processes comply with halal requirements (N.

A. A. Rahman & Ali, 2024). For example, vehicles and storage facilities used for halal products must be free from haram (forbidden) substances. They cannot be interchangeably used with non-halal products without proper cleaning procedures.

A current trend in halal logistics is the adoption of technologies such as blockchain to enhance transparency and consumer trust (Fernando et al., 2025). Blockchain enables the real-time tracking of products from the source of raw materials to store shelves, allowing consumers to verify the halal status of products easily. For instance, companies like Salam Chain have developed blockchain-based platforms to track halal products throughout the supply chain (Ali et al., 2021). Additionally, this technology helps producers and distributors ensure compliance with halal standards, reduce the risk of errors, and improve operational efficiency.

However, research gaps remain in the implementation of technology in halal logistics, particularly in developing countries. Although technologies like blockchain offer significant potential, their adoption is still limited due to a lack of infrastructure, high costs, and limited awareness among industry players. Furthermore, research on the impact of technology on the efficiency and costs of halal logistics remains limited, especially in resource-constrained countries. This creates a need for more case studies and empirical research on how technology can be effectively integrated into halal logistics, particularly in emerging markets.

Innovation and Technology in the Halal Industry

Technological advancements have brought significant transformation to the halal industry, particularly in enhancing efficiency,

transparency, and competitiveness. Technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), and blockchain play a crucial role in ensuring halal integrity and meeting the increasingly complex demands of consumers (M. M. Rahman & Ahmad, 2024). For example, IoT is used to monitor the storage and transportation conditions of halal products in real-time, ensuring that temperature, humidity, and other factors remain compliant with halal standards. AI assists in the halal certification process by analyzing data quickly and accurately. At the same time, blockchain provides transparency by tracking the journey of products from source to shelf, allowing consumers to verify the halal status of products easily.

Recent trends indicate the adoption of Industry 4.0 technologies in the production, distribution, and marketing of halal products (Harsanto et al., 2024). Industry 4.0, which encompasses automation, data analytics, and digital connectivity, has revolutionized the manufacturing and distribution of halal products. For instance, halal factories are beginning to utilize automated systems to ensure contamination-free production processes, while AI-powered e-commerce platforms enable halal producers to reach global markets. Additionally, blockchain technology has been utilized by companies like SalamChain to create transparent and traceable supply chains, increasing consumer trust in halal products.

However, research gaps remain in understanding the impact of technology on operational costs and the competitiveness of the halal industry. Although technology offers numerous benefits, its adoption often requires significant investment, especially for small and medium enterprises (SMEs). There is limited research on how technology can reduce

operational costs and enhance the competitiveness of the halal industry, particularly in developing countries. Furthermore, few studies have evaluated the effectiveness of technology in improving the efficiency of halal supply chains and its impact on business profitability. This creates a need for more empirical research and case studies on the implementation of technology in the halal industry.

Halal Tourism and Economic Potential

Halal tourism has emerged as one of the fastest-growing sectors within the halal industry, reflecting the increasing demand from global Muslim travelers. According to the State of the Global Islamic Economy Report 2023, the halal tourism market is projected to reach a value of \$225 billion by 2024, driven by the growing Muslim population and rising awareness of travel needs that align with Shariah principles (Dinar Standard, 2023). Halal tourism not only includes Muslim-friendly destinations but also provides services such as halal food, prayer facilities, and accommodations that adhere to Islamic values. Muslim-majority countries, such as Malaysia, Indonesia, and the United Arab Emirates, have long been leaders in this sector. However, non-Muslim countries are now also recognizing the significant potential in attracting Muslim tourists.

Recent trends indicate a rise in halal tourism destinations in non-Muslim countries such as Japan, South Korea, and European nations. For instance, Japan has developed Muslim-friendly infrastructure, including halal restaurants, prayer rooms, and halal travel guides, to attract tourists from the Middle East and Southeast Asia (Battour & Ismail, 2016). South Korea has also promoted itself as a halal destination by offering prayer facilities and

halal food at popular tourist spots. In Europe, countries such as the United Kingdom and Germany have accommodated the needs of Muslim travelers by offering halal hotels and Shariah-compliant tours. This demonstrates that halal tourism is no longer confined to Muslim-majority countries but has become a global phenomenon.

Despite its immense potential, halal tourism faces several challenges. One of the main issues is the lack of awareness and understanding of Muslim travelers' needs among tourism industry players in non-Muslim countries (Elasrag, 2016). For example, not all restaurants or hotels understand the importance of halal certification or provide adequate prayer facilities. Additionally, differences in halal standards across countries can confuse Muslim tourists. For instance, halal certification in Malaysia may not be recognized in Europe, requiring travelers to seek additional information to ensure compliance with halal standards (Y. Hassan & Sengupta, 2019). Another challenge is the intense competition among countries to attract Muslim tourists, which necessitates continuous innovation and improvement in service quality (Fikri et al., 2022).

To maximize the economic potential of halal tourism, collaborative efforts between governments, industry players, and Muslim communities are essential. Harmonizing halal standards and raising awareness about the needs of Muslim travelers can help address existing challenges (Wilson & Liu, 2011). Furthermore, leveraging technology, such as digital platforms to promote halal destinations and apps that help Muslim travelers easily locate halal facilities, can enhance the competitiveness of destinations. By addressing these challenges, halal tourism can not only contribute to global economic growth but also

strengthen cultural ties between Muslim and non-Muslim countries.

The Role of Islamic Finance in Supporting the Growth of the Halal Industry

Islamic finance plays a pivotal role in fostering the growth of the halal industry, as its principles, which align with Islamic values, create an ecosystem conducive to the development of halal businesses (Al-Jayyousi et al., 2022; Iqbal & Kassim, 2024). Islamic financial products, such as Shariah-compliant financing, sukuk (Islamic bonds), and takaful (Islamic insurance), offer alternative funding options that adhere to Shariah principles for halal industry stakeholders. For instance, Islamic financing is utilized to support halal projects, including the construction of halal food production facilities, the development of halal tourism destinations, and the expansion of halal supply chains. Furthermore, Islamic finance promotes financial inclusion by providing access to financial services for small and medium enterprises (SMEs) operating in the halal sector (Masrizal et al., 2025).

Recent trends indicate a rise in Islamic financial products and increased collaboration among international financial institutions. Both Islamic and conventional financial institutions are increasingly offering Shariah-compliant products to meet the growing demand for such offerings. For example, sukuk has become a popular instrument for financing halal infrastructure projects in countries such as Malaysia and the United Arab Emirates (Y. Hidayat et al., 2024). Collaborations between Middle Eastern Islamic banks and Southeast Asian financial institutions have expanded the global reach of Islamic finance, strengthening the halal industry and promoting cross-regional economic integration.

However, research gaps persist in integrating Islamic finance with the halal industry beyond the banking sector. Although Islamic finance has experienced rapid growth in banking, its application in other sectors, such as halal logistics, halal tourism, or halal creative industries, remains limited. There is a lack of research on how Islamic financial products can support these sectors, particularly in terms of innovative financing and risk management. Moreover, the limited awareness and understanding of Islamic finance among halal industry players, especially in non-Muslim countries, pose significant challenges. Therefore, further research and case studies are needed to explore the potential for integrating Islamic finance with various sectors of the halal industry.

RESEARCH METHOD

This research employs a Systematic Literature Review (SLR) approach to identify, evaluate, and synthesize various studies that discuss the contribution of the halal industry to global economic growth and market opportunities in different regions. The SLR method enables this research to collect and analyze data from various scientific sources in a transparent, structured, and systematic manner. As the primary guideline in conducting SLR, this study adopted the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA), which includes the stages of identification, screening, eligibility, and inclusion of relevant literature.

PRISMA is used to ensure that the study selection process is carried out objectively and can be replicated, thereby increasing the validity and reliability of research results. By using a PRISMA-based SLR approach, this research not only aims to identify key trends

and findings from previous studies but also to examine research gaps and implications for the future development of the halal industry.

The data in this study were collected from various credible sources, including Academic journals published in reputable databases such as Scopus, Web of Science, and Google Scholar, to ensure that only high-quality studies are analyzed. Global halal organizations, such as the Islamic Development Bank (IDB), Halal Industry Development Corporation (HDC), and Halal Accreditation Agencies, possess data related to the development of the halal industry and its economic contributions. This research limits the literature search to the last 10 years (2014–2024) to ensure that the data analyzed is relevant to the latest developments in the halal industry and global market.

To ensure the relevance and academic rigor of this research, only studies that meet specific inclusion criteria will be analyzed. These include: (1) studies that explicitly examine the contribution of the halal industry to global or regional economic growth; (2) research exploring the potential of the halal market across various sectors, such as food, pharmaceuticals, cosmetics, fashion, and tourism; (3) articles employing quantitative, qualitative, or mixed-method approaches to assess the economic impact of the halal industry; and (4) industry reports published by reputable organizations containing empirical data or current business trends related to the halal sector. To maintain a focused and methodologically sound analysis, several types of studies will be excluded: (1) those that discuss only theological dimensions, halal regulations, or sharia law without directly linking them to economic outcomes; (2) studies limited to local or single-country contexts without offering global or cross-regional insights; (3) opinion pieces or editorials lacking

empirical analysis or transparent methodology; and (4) literature published prior to 2014, unless it is deemed a foundational reference in the development of the halal industry.

The article screening process is carried out in two stages: (1) initial selection based on the title and abstract, and (2) in-depth evaluation based on the content of the article to ensure suitability for the research objectives.

To analyze data obtained from various studies, this research employs Thematic Analysis, a technique that focuses on identifying primary patterns and themes within the studied literature. This analysis process is carried out in the following stages:

- (1) Familiarization with the Data: All selected literature was thoroughly read to understand the content and main findings of each study. Initial notes were taken to identify key concepts that recur in the literature.
- (2) Data Coding: An initial code is assigned to each article based on the main categories that emerge, such as the contribution of the halal industry to GDP, job creation, export-import, investment, and the sector with the highest growth rate. Codes are also

assigned to factors that support or hamper the growth of the halal industry.

- (3) Identify Main Themes: Similar codes were grouped to form main themes in the study. Some of the themes anticipated in this analysis include the role of halal certification in increasing exports, the contribution of the halal food industry to the economy, as well as growth trends in the halal cosmetics, pharmaceutical, and tourism sectors.
- (4) Synthesis and Interpretation: The themes found were compared with the results of previous studies to see emerging patterns in the halal industry. The findings of this research are also contextualized on a global scale to understand the differences between regions and countries in developing the halal industry.

By employing Thematic Analysis, this research not only provides a comprehensive overview of the halal industry's impact on the global economy but also identifies the most dominant sectors driving economic growth in the halal industry, as well as the challenges and opportunities faced in various regions.

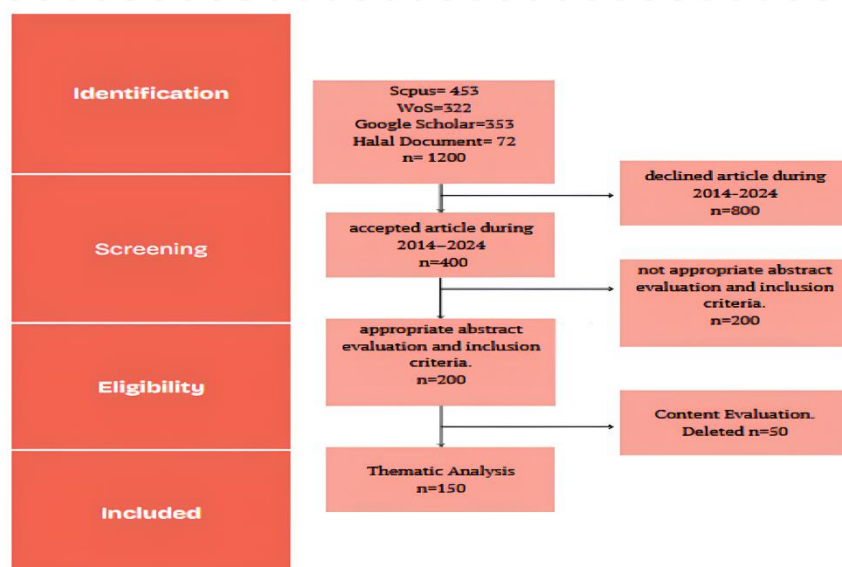


Figure 1. Workflow of the Systematic Literature Review

RESULT AND DISCUSSION

Result

Global Halal Industry Growth Trends

The halal industry has experienced rapid growth in recent decades, driven by the increasing global Muslim population, heightened consumer awareness of halal products, and the implementation of stricter halal regulations in various countries.

Comparison of Growth in Muslim and Non-Muslim Countries

The global halal industry has experienced significant growth in recent decades, primarily driven by the increasing Muslim population, heightened consumer awareness of halal products, and the implementation of halal regulations across various nations. As of 2018, the global Muslim population reached approximately 1.8 billion, with projections suggesting an increase to 2.2 billion by 2030, which will inevitably escalate the demand for halal goods and services (Lubis et al., 2022). This growth is not limited to Muslim-majority countries; non-Muslim countries are also recognizing the lucrative opportunities within the halal market. For instance, Brazil has emerged as a leading exporter of halal meat to the Middle East. At the same time, Japan and South Korea have initiated halal-friendly initiatives aimed at attracting Muslim tourists (Azam & Abdullah, 2020).

In Muslim-majority countries, the halal industry is being bolstered by national policies and investments in halal infrastructure. Countries such as Malaysia and Indonesia have made significant strides in establishing robust halal certification systems. Malaysia, through its certification body JAKIM, has set a global

standard for halal certification, which is recognized internationally (Aziz & Moniruzzaman, 2022). Indonesia's Halal Product Assurance Act mandates that all products in circulation must possess halal certification, reflecting a growing commitment to halal compliance (Aulia & Azizah, 2023). These initiatives are crucial as they not only enhance the credibility of halal products but also foster consumer trust, which is essential for market expansion (Hanim Yusuf et al., 2016).

On the other hand, non-Muslim countries are increasingly viewing the halal industry as a profitable market opportunity. The halal food market is gaining traction among non-Muslim consumers who perceive halal products as safe, hygienic, and of high quality (Ab Talib et al., 2016). This trend is evident in countries like China and Australia, where halal certification is becoming an integral part of the food industry, catering to both Muslim and non-Muslim consumers (Ab Talib et al., 2016; Aulia & Azizah, 2023). The halal tourism sector is also emerging as a significant contributor to the industry's growth, driven by the rising demand for halal-friendly travel experiences (E. W. Septiani & Samatan, 2023). In summary, the halal industry is experiencing strong global growth, driven by both Muslim-majority and non-Muslim countries recognizing its economic potential. The development of comprehensive halal certification systems in countries like Malaysia and Indonesia, alongside growing acceptance in non-Muslim markets, highlights the industry's expanding influence and importance in the global economy.

The Role of International Trade in the Expansion of the Halal Industry

International trade plays a crucial role in the expansion of the halal industry, which has seen significant growth in recent years.

According to the State of the Global Islamic Economy (SGIE) 2023 report, the global halal economy is valued at over \$2 trillion, encompassing various sectors, including food, pharmaceuticals, cosmetics, and tourism (Nurfahmiyati et al., 2023). This expansion is driven by several key factors, including the increasing standardization and certification of halal products, which enhances consumer confidence globally. Halal certification serves as a critical assurance for consumers, particularly in non-Muslim countries, where awareness of halal standards is growing. Research indicates that halal certification has a significant influence on purchasing decisions, with consumers feeling more secure when products are certified (Ismail & Kornitasari, 2022; D. Septiani & Ridlwan, 2020; Siska et al., 2020).

Moreover, the integration of halal products into the global supply chain allows for participation from non-Muslim countries, thereby broadening the market for halal goods. This integration is facilitated by the establishment of halal logistics and supply chain management practices that ensure the integrity of halal products throughout their lifecycle (Khan et al., 2021). The demand for halal products is not limited to Muslim consumers; there has been a notable increase in interest from non-Muslim consumers, particularly in sectors such as organic food and halal cosmetics, which are perceived as healthier and safer options (Arsil et al., 2018; Majid et al., 2020). This trend highlights the versatility of the halal market and its appeal to consumers beyond traditional bases.

The role of major players, such as the United Arab Emirates, as global hubs for halal trade cannot be overlooked. These hubs facilitate the export and import of halal products, contributing to the overall growth of

the halal economy. The UAE's strategic initiatives in promoting halal standards and certification have positioned it as a leader in the halal trade, further encouraging international partnerships and investments in the halal sector (Arifai, 2023; Ikawati & Rahman, 2022). In summary, the expansion of the halal industry through international trade is supported by the increasing standardization and certification of halal products, the integration of halal into global supply chains, and the rising demand from both Muslim and non-Muslim consumers. These factors collectively contribute to the robust growth of the halal economy, making it a significant player in the global market.

Analysis of the Economic Contribution of the Halal Industry

The halal industry has become one of the key sectors driving global economic growth, contributing to the Gross Domestic Product (GDP), creating jobs, and attracting increased foreign investment.

Contribution to GDP of Countries with Rapidly Developing Halal Industries

Malaysia has positioned itself as a leader in the halal industry, with contributions exceeding 7.5% of its GDP. The halal sectors that significantly contribute to this figure include food, cosmetics, and pharmaceuticals. The Malaysian government has actively supported the halal industry through initiatives like the Halal Development Corporation, which aims to establish Malaysia as a global halal hub, thereby enhancing its economic footprint in the halal market (Nasir et al., 2021).

Indonesia, home to the largest Muslim population globally, is targeting the halal industry as a cornerstone of its economic strategy. The halal sector is projected to make a significant contribution to the national GDP,

encompassing various industries, including food and beverage, tourism, fashion, and pharmaceuticals. Studies indicate that the Indonesian halal industry has substantial growth potential, driven by both domestic demand and international market opportunities (Fathoni, 2020; Gunawan Aji et al., 2023; Mubarak & Imam, 2020; Rangkuty, 2021). The government's focus on developing halal certification and infrastructure is pivotal in harnessing this potential, ensuring that the halal industry becomes a significant economic pillar (Destriyansah et al., 2023).

The United Arab Emirates is also making significant strides in the halal sector, particularly through its strategic positioning as a global hub for halal trade. Dubai has been recognized as a major center for halal certification, which not only facilitates trade but also attracts foreign investment. The UAE's commitment to the halal industry is evident in its policies aimed at enhancing the halal ecosystem, thus contributing to the national economy and creating jobs (Secinaro & Calandra, 2021; Trimulato et al., 2022)

In summary, the halal industry plays a crucial role in the economic development of Malaysia, Indonesia, and the UAE. Each country leverages its unique strengths and market opportunities to enhance the contribution of the halal sector to its respective GDP. The ongoing support from governments, coupled with the growing global demand for halal products, positions these nations favorably in the international halal market.

Impact on Job Creation and Foreign Investment

The halal industry has emerged as a significant contributor to job creation and foreign investment across various sectors, particularly in Indonesia. The halal food sector alone employs over 5 million workers,

showcasing the industry's capacity to generate employment opportunities (Nursita et al., 2024). Furthermore, the halal fashion industry has opened avenues for Muslim designers and entrepreneurs, reflecting a growing market that caters to the needs of the Muslim community (Susilawati et al., 2021; Yuniastuti & Pratama, 2023). This trend is not limited to Indonesia; the global halal industry encompasses diverse sectors including food, fashion, cosmetics, and pharmaceuticals, which collectively contribute to job creation and economic growth (Gunawan Aji et al., 2023; Nursita et al., 2024).

On the investment front, multinational corporations are increasingly recognizing the potential of the halal market. For instance, Nestlé has made substantial investments in halal products, operating over 50 factories worldwide dedicated to this segment (Nestorović, 2016). Additionally, many countries are establishing halal industrial zones to attract foreign investors, further enhancing the global halal ecosystem (Utari et al., 2022). The establishment of the Halal Product Guarantee Agency (BPJPH) in Indonesia exemplifies governmental efforts to promote and regulate the halal industry, aiming to position the country as a leader in the global halal market (Uula, 2024). This regulatory framework not only supports local businesses but also fosters an environment conducive to foreign investment.

Moreover, the halal industry is projected to make a significant contribution to Indonesia's GDP, with estimates indicating a contribution of USD 3.8 billion and attracting USD 1 billion in foreign investment in recent years (Utari et al., 2022). The diverse sectors within the halal industry, including halal food, fashion, and pharmaceuticals, present numerous opportunities for economic development and job creation (Gunawan Aji et

al., 2023; Utari et al., 2022). As the demand for halal products continues to rise, driven by both Muslim and non-Muslim consumers, the industry is poised for further expansion, which will likely result in increased employment and investment opportunities (Azam & Abdullah, 2020). In conclusion, the halal industry plays a crucial role in job creation and attracting foreign investment, particularly in Indonesia. With its multifaceted nature and growing global demand, the halal sector is poised to become a cornerstone of economic development, offering substantial employment opportunities and attracting international investment.

Identify Halal Industry Sectors with the Highest Growth

The halal industry is experiencing significant growth across various sectors, driven by consumer trends and supportive economic policies. Among these sectors, halal food and beverages, cosmetics and pharmaceuticals, tourism, and fashion are particularly noteworthy.

Halal Food and Beverages

The halal food industry stands as the largest segment within the global halal economy, boasting a market value exceeding \$1.2 trillion (Azam & Abdullah, 2020). This growth is primarily attributed to increasing consumer demand for organic halal food, ready-to-eat meals, and halal fast food options (Muflih & Juliana, 2021). Major exporters of halal meat, including Brazil, Australia, and Thailand, have capitalized on this demand, particularly in the Middle East and Asia (Soon et al., 2017). The integrity of halal food products is crucial, as maintaining halal standards throughout the supply chain is essential for

consumer trust and market competitiveness (Mubarok & Imam, 2020; Soon et al., 2017).

Halal Cosmetic and Pharmaceuticals

The halal cosmetics and pharmaceuticals market is projected to reach a value of \$93 billion by 2023 (Azam & Abdullah, 2020). This growth is driven by a growing awareness among Muslim consumers of the importance of using products free from alcohol, pork gelatin, and other prohibited ingredients (Maziyyah et al., 2023). Countries like Indonesia and Malaysia have begun implementing halal standards for these products, with regulatory bodies such as BPJPH in Indonesia and MS 2424 in Malaysia playing pivotal roles in certification and standardization (Izzuddin & Adinugraha, 2022; Uula, 2024). This regulatory framework not only enhances consumer confidence but also fosters market growth by ensuring compliance with halal principles (Maziyyah et al., 2023).

Halal Tourism

Halal tourism, also known as Muslim-friendly tourism, has experienced remarkable growth, with a market value exceeding \$300 billion (Azam & Abdullah, 2020). Countries like Malaysia, Turkey, the UAE, and Japan are actively developing halal tourism facilities, which include halal food options, prayer rooms, and other services tailored to Muslim travelers (Sibyani & Adiwianto, 2023). The promotion of halal tourism has been bolstered by government initiatives in Japan and South Korea aimed at attracting more Muslim tourists (Pranita & Kesa, 2020). This sector's expansion reflects a broader trend of increasing awareness and demand for travel experiences that align with Islamic values (Pranita & Kesa, 2020; Sibyani & Adiwianto, 2023).

Halal Fashion and Modest Wear

The halal fashion sector is rapidly evolving, with a market value exceeding \$400 billion, driven by a growing awareness among Muslims of the importance of modest dressing in accordance with their religious values (Azam & Abdullah, 2020). Global brands such as Dolce & Gabbana, Nike, and Uniqlo have recognized this opportunity and launched modest fashion lines targeting Muslim consumers (Azwar & Nasir, 2024). Additionally, local brands like Hijup and Modanisa are significant players in the halal fashion industry, catering to the specific needs of Muslim consumers (Azwar & Nasir, 2024; Maziyyah et al., 2023). The increasing use of e-commerce, particularly among Millennials and Gen Z, further supports the growth of halal fashion, as these demographics are more inclined to shop online (Azwar & Nasir, 2024; Maziyyah et al., 2023). In conclusion, the halal industry is witnessing robust growth across multiple sectors, each driven by unique consumer demands and regulatory frameworks. The interplay of cultural values, economic opportunities, and government support is crucial in shaping the future of the halal economy.

DISCUSSION

How Does the Growth of the Halal Industry Contribute to the Global Economy?

The growth of the halal industry has a significant impact on the global economy through various mechanisms, including its effect on GDP, market opportunities, foreign direct investment (FDI), and the digital economy.

GDP Contribution

The halal industry plays a crucial role in the GDP of both Muslim-majority and non-

Muslim-majority countries. For instance, in countries such as Malaysia and Indonesia, the halal sector contributes over 7% to their GDP, underscoring its significance in these economies (Rizkitama et al., 2024). In contrast, non-Muslim countries such as Brazil and Australia benefit economically from their roles as major exporters of halal products, which further illustrates the industry's global significance (Suryawan et al., 2022). The halal market's expansion is not limited to food; it encompasses various sectors, including pharmaceuticals and cosmetics, thus broadening its economic impact (Azam & Abdullah, 2020).

Global Market Opportunities

The halal market is experiencing robust growth, particularly in regions such as Southeast Asia, the Middle East, and Europe. This growth is driven by increasing demand from both Muslim and non-Muslim consumers who seek high-quality, ethical products (Shmailan, 2023). Emerging markets, such as Indonesia, Pakistan, and Turkey, have experienced substantial increases in halal product exports. At the same time, countries such as the United Arab Emirates and Malaysia have established themselves as global hubs for halal products (Randeree, 2019). The halal food market alone is projected to grow significantly, with Muslim consumers accounting for a considerable share of global food expenditure (Akram, 2020).

Investment and Foreign Direct Investment (FDI)

The halal industry is becoming an increasingly attractive sector for global investors, with countries such as Saudi Arabia, the UAE, and Malaysia establishing halal industrial zones to attract foreign investment (Akram, 2022). Multinational corporations,

including Nestlé and Unilever, are expanding their portfolios to include halal-certified products, reflecting the growing importance of the industry in global markets (Sandikci et al., 2024). This trend indicates a shift in investment patterns, where halal products are increasingly recognized as valuable commodities in the global economy.

Digital Economy and Halal Industry

Digitalization is a key driver of growth within the halal industry, with halal e-commerce and fintech gaining traction. Platforms such as HalallAd and Muslim Pro are facilitating the reach of halal products to global consumers, thereby enhancing market accessibility (Hossain et al., 2023). The integration of technology into the halal sector is not only streamlining operations but also fostering innovation and entrepreneurship, particularly in niche markets (M. M. Rahman & Ahmad, 2024). This digital transformation is crucial for maintaining competitiveness in an increasingly interconnected global economy.

In conclusion, the halal industry is a significant contributor to the global economy, as evidenced by its impact on GDP, the expansion of market opportunities, the attraction of foreign investment, and the integration of digital technologies. As the demand for halal products continues to rise, the industry's role in shaping global economic landscapes is expected to expand.

Which Sectors in the Halal Industry Show the Most Significant Economic Growth?

The halal industry has experienced significant economic growth across various sectors, with halal food and beverages, pharmaceuticals and cosmetics, tourism, and

modest fashion emerging as key areas of expansion.

Halal Food and Beverages

Halal food and beverages represent the largest segment of the halal industry, accounting for over 60% of its total market share. Countries such as Malaysia, Indonesia, Turkey, and Saudi Arabia are leading exporters in this sector, capitalizing on the growing demand from regions like Europe and America. The halal food industry is not only a source of economic growth but also a catalyst for development in both Muslim-majority and minority countries, as highlighted by Destriyansah et al. (Destriyansah et al., 2023). The increasing consumer preference for halal-certified products, which are perceived as safe and healthy, further fuels this growth (Millatina et al., 2022). The halal label plays a crucial role in purchasing decisions, ensuring that products meet both halal and quality standards (Millatina et al., 2022).

Halal Pharmaceuticals and Cosmetics

The halal pharmaceutical and cosmetics sectors are also witnessing robust growth, driven by increasing consumer awareness of health and safety. The demand for halal-certified products in these areas is indicative of a broader trend towards ethical consumption. However, challenges remain, particularly in harmonizing halal certification standards across different countries, which can create confusion and inconsistencies in the market (Elgharbawy & Yusri, 2023). The increasing interest in halal cosmetics is not limited to Muslim consumers; non-Muslims are also drawn to these products due to their perceived ethical benefits and stringent quality controls (Sugibayashi et al., 2019). This dual appeal highlights the potential for growth in the halal

cosmetics market, as it caters to a broader audience beyond the Muslim demographic.

Halal Tourism

Halal tourism is another rapidly growing sector, with destinations such as Malaysia, the United Arab Emirates, and Turkey becoming increasingly popular among Muslim travelers. This sector is significant for Muslim tourists and is also attracting non-Muslim visitors interested in ethical and sustainable tourism experiences (Alam et al., 2024). The halal tourism market is characterized by a demand for Muslim-friendly services, such as halal food availability and accommodations that adhere to Islamic principles (Slamet et al., 2022). Research indicates that halal tourism has become a global trend, contributing significantly to economic growth and fostering cultural ties (Mawardi, 2022). The sector's expansion is further supported by the increasing number of countries developing halal tourism initiatives to cater to the growing Muslim population (Almeira et al., 2023).

Fashion and Modest Wear

The modest fashion market is experiencing rapid growth, particularly in Western markets such as Europe and the United States. Major global brands are recognizing the potential of this segment and are launching modest fashion lines to appeal to both Muslim and non-Muslim consumers (Poulis et al., 2024). This trend reflects a broader societal shift toward inclusivity and diversity in fashion, where modesty is increasingly valued by consumers from diverse backgrounds. The integration of Islamic values into fashion is not only a response to market demand but also an opportunity for brands to engage with a growing demographic that prioritizes modest and elegant dressing styles (Destriyansah et al.,

2023). In summary, the halal industry is witnessing significant economic growth across multiple sectors, driven by increasing consumer awareness and demand for halal products and services. The halal food and beverages sector remains the largest, while pharmaceuticals, cosmetics, tourism, and modest fashion are also emerging as vital components of this expanding market.

Future Challenges and Strategies

The harmonization of halal regulations is a pressing challenge within the global halal industry, as disparate standards across countries can create significant trade barriers. The Organization of Islamic Cooperation (OIC) has initiated global halal standardization efforts to address these disparities, which are crucial for facilitating international trade and ensuring consumer trust in halal products (Hamzah et al., 2024; Sakti, 2023).

The lack of a universally accepted regulatory framework has been highlighted as a significant obstacle, with various studies indicating that the differences in halal standards stem from cultural interpretations and religious schools of thought (Abimanyu & Faiz, 2023; Akbar et al., 2023). For instance, the Standards and Metrology Institute for Islamic Countries (SMIIC) is tasked with harmonizing these standards to protect Muslim consumers and reduce trade disputes (Sakti, 2023).

In addition to regulatory challenges, integrating technology into halal certification processes presents an opportunity to enhance transparency and efficiency. The adoption of blockchain and artificial intelligence (AI) has been recognized as a means to streamline the verification of halal compliance, thereby improving the speed and accuracy of certification (Sunmola et al., 2025). Countries that have begun implementing these

technologies are likely to gain a competitive edge in the halal market, as they can more effectively assure consumers of the authenticity of halal claims (Ademola et al., 2024). Furthermore, the use of technology can help address issues related to the traceability of halal products throughout the supply chain, which is essential for maintaining consumer confidence (Hamzah et al., 2024; Muhammad et al., 2020).

Government policies play a pivotal role in supporting the halal industry. Adequate governmental support can include tax incentives, investment in research and innovation, as well as initiatives aimed at promoting halal products on a global scale (Azmi et al., 2019; Bashir et al., 2019). Countries that foster a robust halal ecosystem are positioned to capitalize on the growing demand for halal products, thereby enhancing their competitiveness in the global economy (Haleem et al., 2020; Sunmola et al., 2025). For example, Malaysia's government has made significant strides in establishing itself as a global halal hub through various supportive measures, including the establishment of a halal certification authority and funding for halal-related research (Bashir et al., 2019; Omar et al., 2017). Such proactive policies not only benefit local businesses but also contribute to the overall growth of the halal industry on an international level.

In conclusion, the future of the halal industry hinges on addressing the challenges of regulatory harmonization, leveraging technological advancements, and implementing supportive government policies. By focusing on these areas, stakeholders can work towards a more unified and efficient halal certification process that meets the needs of both consumers and producers.

CONCLUSION

This study highlights the significant role of the halal industry in driving global economic growth. With rising awareness of halal products and services, the industry continues to expand across both Muslim-majority and non-Muslim countries. Data indicate that the halal sector contributes substantially to national GDPs, generates employment, and enhances economic competitiveness, particularly through the export of halal products. Among the various sectors, halal food and beverages have emerged as the dominant segment, fueled by increasing demand from both Muslim consumers and non-Muslims seeking ethical and health-conscious alternatives. In addition, the pharmaceutical, cosmetics, modest fashion, and halal tourism sectors are experiencing rapid development, supported by regulatory enforcement and continuous innovation.

Digitalization and investment have also played a critical role in the global expansion of the halal industry. Digital transformation—through e-commerce, halal fintech, and blockchain-based certification platforms—has accelerated market growth and broadened access. Furthermore, investment from governments and multinational corporations underscores the sector's growing recognition as an area of high economic potential.

The findings of this study carry several important implications for key stakeholders, including policymakers, industry players, investors, and academics. For policymakers, the results underscore the need for clear regulatory frameworks, harmonization of international halal standards, and investment in halal infrastructure such as research and development centers and logistics hubs. For industry players, innovation and digital

adaptation are essential to enhancing competitiveness, particularly through the integration of emerging technologies such as the Internet of Things (IoT), artificial intelligence (AI), and blockchain. Marketing strategies should also leverage digital platforms, including social media and halal-specific marketplaces. For investors, this study highlights the need for diversification across halal sectors, including supporting infrastructure such as digital certification systems and halal education platforms.

Despite offering comprehensive insights into the opportunities and growth trajectories of the halal industry, this study is subject to certain limitations. The analysis is primarily based on secondary data and prior research, with limited inclusion of primary sources such as interviews or case studies of specific halal enterprises. Additionally, the study does not extensively examine regional challenges such as regulatory discrepancies, international trade barriers, or sustainability concerns.

Future research should address these limitations by incorporating primary data collection and focusing on region-specific challenges. Potential areas for exploration include optimizing the halal supply chain, designing effective sharia-compliant investment strategies, and investigating the role of fintech and blockchain in accelerating global market integration. As interest in the halal industry continues to grow, further research is essential to ensure its development contributes meaningfully to a more inclusive, sustainable, and resilient global economy.

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