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Global Halal Trade Dynamics (2020–2025): Market Leaders, Certification Strategies, and Forecast Trajectories to 2030

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Abstract

The global halal industry has expanded significantly over the past decade, driven by the growth of Muslim populations and heightened demand for ethically compliant products. This study explores leading halal-exporting and importing nations—namely, Malaysia, Indonesia, Brazil, Turkey, and the UAE—and analyzes their trade flows, certification systems, and regulatory frameworks across the food, pharmaceutical, cosmetics, and personal care sectors. A triangulated forecasting methodology is employed, combining Compound Annual Growth Rate (CAGR) analysis (2015–2023), scenario-based policy overlays, and validation through global reports (e.g., DinarStandard 2024/25). This model supports projections of halal trade trajectories through 2030, aligning with SDG 2 (Zero Hunger), SDG 12 (Responsible Consumption), and SDG 9 (Industry, Innovation, and Infrastructure). Key findings reveal Malaysia and Indonesia as leaders in certification infrastructure, with Brazil dominating halal meat exports (exceeding USD 20 billion annually). In 2024, Indonesia accounted for the largest share of OIC halal food imports, at USD 25.82 billion, followed by Malaysia at USD 22.74 billion. The UAE and Turkey are emerging as strategic re-export hubs. Trade dynamics in Southeast Asia and the GCC reflect deep interdependencies shaped by bilateral agreements and halal compliance standards. The study identifies persistent challenges, including fragmented certifications, weak traceability, and border inefficiencies. Policy recommendations focus on harmonizing certification standards, enhancing digital traceability, supporting SMEs, and facilitating trade, thereby contributing to SDG 8 (Economic Growth) and SDG 17 (Global Partnerships). These insights aim to guide policymakers and investors in shaping a resilient and inclusive halal economy by 2030.

Keywords: *halal trade, forecasting, certification systems, Southeast Asia, global Islamic economy, SDGs*

Introduction

The halal industry has gained global recognition and economic importance due to its growing impact on cultural diversity, ethical consumerism, and international trade. As demand for halal products and services continues to rise both in Muslim-majority and non-Muslim countries, nations have increasingly recognized the strategic and economic potential of this sector. Halal-certified production, regulation, and trade have become critical drivers of job creation, industrial development, and foreign exchange earnings.

Beyond its religious foundations, the halal industry has evolved into a global symbol of quality, ethics, and integrity, attracting consumers seeking products that align with values such as animal welfare, food safety, environmental sustainability, and fair-trade practices. This ethical and quality-based appeal positions halal goods as an attractive option even in non-Muslim markets, supporting the emergence of a global halal lifestyle economy. [1]

In addition to its economic footprint, the halal industry fosters cultural diplomacy and global collaboration, enabling intercultural dialogue, cross-border partnerships, and regulatory convergence. Countries engaged in halal imports and exports enhance bilateral trade relations, stimulate local enterprises, and contribute to the diversification of global value chains.

Despite impressive developments, a critical gap remains in country-level analysis of halal trade dynamics and in reliable forecasting. This study addresses that need by analyzing global halal trade flows from 2015 to 2025 and forecasting market trajectories to 2030 using a triangulated methodology grounded in CAGR and policy overlay. It aims to provide data-driven insights for policymakers, certification bodies, and investors seeking to navigate and lead within the evolving global halal ecosystem.

Literature Review / Background

The halal economy has garnered increasing attention in the scholarly literature, particularly for its potential to drive trade and development. Early studies primarily focused on religious jurisprudence, certification criteria, and consumer behavior. At the same time, more recent works have begun to explore the industry's economic footprint, supply chain logistics, and regulatory harmonization across countries and regions.

Malaysia is often cited as a case study in halal ecosystem development. Teh Zaharah Yaacob et al. (2016) demonstrated that Malaysia's comprehensive halal governance framework has enabled it to become a leader in halal exports. However, challenges remain in enforcing halal compliance, particularly in meat supply chains. Similarly, Indonesia has established the Halal Product Assurance Agency (BPJPH), which mandates certification for both domestic and imported halal products to enhance global competitiveness.

Azmat Gani (2020) employed gravity modeling to demonstrate that economic size, transport connectivity, tariffs, and cultural proximity significantly influence halal-related trade flows. These findings support the hypothesis that both economic fundamentals and non-tariff policy mechanisms shape halal trade.

Several global market research reports have contributed forecast-based insights into the halal trade. The *State of the Global Islamic Economy Report 2024/25* by DinarStandard provides CAGR-based growth trends across halal food, cosmetics, and pharmaceuticals, projecting a combined market size of over USD 3.1 trillion by 2030.[2] Statista (2024) and the Business Research Company (2025) also provide sector-specific market growth forecasts, reinforcing the importance of regional policy overlays and investment incentives in shaping trade flows.[3].[4]

However, few academic contributions offer an integrated country-level analysis of halal import-export patterns alongside forward-looking forecasts. Existing literature tends to focus either on certification standards or single-sector trends (e.g., halal food or cosmetics), overlooking the broader implications of cross-border trade policy, logistics infrastructure, and comparative advantage.

This paper builds upon these foundational works by offering a mixed-methods, data-driven analysis of halal trade dynamics from 2015–2025 and by forecasting trajectories through 2030 using triangulated CAGR methods validated against external datasets.

Methodology

The primary research objective of this paper is to delineate the patterns, trends, and projected trajectories of halal imports and exports across various nations, while investigating the implications of these variables on the growth and significance of the global halal industry.

This study employs a mixed-methods approach, incorporating both quantitative and qualitative descriptive methodologies. A library-based research strategy was used to retrieve secondary data from peer-reviewed articles and other relevant documents. The analysis of the collected data culminated in descriptive interpretations presented through textual narratives, pertinent to the investigation's core themes.

The data analysis process is systematically organized into three key phases: data reduction, categorization, and verification. The initial phase of data reduction involved a rigorous selection process to ensure that the data were aligned with the research objectives. Subsequently, the refined dataset was categorized into the primary themes identified in the research: opportunities, challenges, and strategies for advancing the halal sector.

Future Forecasting Methodology

To project halal trade trends through 2030, this study employs a triangulated forecasting approach. First, trend extrapolation is conducted using Compound Annual Growth Rate (CAGR) analysis based on historical trade data (2015–2023), consistent with projections used in the Dinarstandard State of the Global Islamic Economy Report 2024/25.[5] This allows for empirically grounded estimates of future growth across major halal-exporting and importing countries.

Second, a scenario-based policy overlay is applied, incorporating country-specific initiatives such as Malaysia's Halal Industry Master Plan, Indonesia's Halal Product Assurance Agency (BPJPH), and Turkey's halal export zones. These qualitative policy drivers adjust the projections to reflect strategic governmental intervention and institutional momentum.

Third, data triangulation is conducted with established global market forecasts from credible sources, including DinarStandard, Bonafide Research, and Statista. These reports provide external validation and ensure alignment with broader expectations within the halal market.

This integrated methodology aligns with recognized foresight and trade forecasting literature and employs halal market-specific projections based on CAGR and triangulation, as outlined in recent global industry reports. Future projections (2025–2030) are generated via a triangulated forecasting approach:

1. CAGR-based trend extrapolation grounded in recent global halal market forecasts (e.g., IMARC Group 2024; Business Research Company 2024);
2. a scenario-driven overlay drawing on policy initiatives and system-dynamics simulation modeling; [6]
3. validation through data-triangulation techniques combining secondary forecasts and expert insights.[7]

This integrated methodology provides a robust foundation for estimating future dynamics of halal trade, ensuring analytical rigor and relevance for policy, academic, and industry applications.

Discussion

1. **Malaysian Halal Export Products**

Malaysia has emerged as a global leader in halal trade, supported by a mature certification system (JAKIM), government-driven industrial planning, and a diversified halal product portfolio. Its halal exports span food, beverages, cosmetics, and pharmaceuticals, targeting both Muslim-majority and non-Muslim markets across ASEAN, the Middle East, and beyond. The halal meat industry is particularly well-developed, with substantial exports of frozen chicken, beef, and mutton. In 2020, Malaysia exported over 983,000 metric tons of halal meat products, valued at USD 1.75 billion, with frozen chicken accounting for 66.5% of this total. [8] Malaysia also exports halal-certified seafood, including shrimp, squid, and various fish species, with a significant share going to Indonesia and the Gulf states. [9]

Malaysia is among the world's largest exporters of halal-processed foods, including instant noodles, canned goods, and confectionery. Palm oil, a key halal-certified ingredient, represents a significant export commodity and is used in food, cosmetics, and personal care industries globally. [10]The country's growing exports of halal-certified beverages, including tea, coffee, and soft drinks, as well as halal cosmetics and personal care products, have strengthened its status as a full-spectrum halal hub. [11].

Malaysia's pharmaceutical exports include herbal products, nutraceuticals, and traditional medicines that comply with halal standards.[12]. These wide-ranging sectors underscore Malaysia's strategic push to dominate both upstream and downstream segments of the halal economy. Based on consistent growth patterns, Malaysia's halal exports reached USD 11.5 billion by 2023 and are projected to reach USD 12.0 billion by 2030, according to CAGR-based analysis and policy-driven forecasts. [13]

1.1 Leading Importers of Malaysian Halal Products

Malaysia's halal exports serve a broad range of countries, with Singapore being the single largest importer, particularly in food and beverages. Indonesia remains a major recipient, especially for processed and frozen food categories. China has emerged as a new growth market for Malaysian halal products, benefiting from bilateral trade agreements and rising consumer demand. The United States is also expanding its imports of Malaysian halal foods, reflecting the growing halal lifestyle segment among Muslim and health-conscious consumers. Gulf countries such as the UAE, Qatar, and Saudi Arabia remain key trading partners, accounting for a large volume of meat and processed food imports. [14]

1.2 Halal Products Imported by Malaysia

Malaysia, while a global leader in halal production and certification, also imports a significant volume of halal products to meet domestic demand and sustain its vibrant halal industry. These imports span food, beverages, cosmetics, and pharmaceuticals, reflecting Malaysia's role as both a consumer and a hub in the global halal trade network.

Malaysia imports halal-certified meat and poultry products—such as lamb, beef, chicken, and processed meats—amounting to approximately 852,000 metric tons annually to supplement its domestic supply. This includes frozen and chilled meat varieties imported primarily from India and Brazil.[15] The country also imports large quantities of halal dairy products, including milk, cheese, yogurt, and butter, totaling approximately 590,000 metric tons annually, driven by rising consumer demand.

To ensure variety in consumer diets, Malaysia brings in halal-processed foods, such as canned goods, frozen meals, ready-to-eat items, and snacks. These imports amount to nearly 3.1 million metric tons annually and are subject to rigorous halal compliance checks.[16] In the beverages category, Malaysia imports about 2.5 million metric tons of halal-certified products, including soft drinks, energy beverages, coffee, tea, and juices. The country also sources halal ingredients and food additives, such as flavorings, spices, preservatives, and coloring agents, to support its domestic halal food industry. [17]The halal cosmetics and personal care market in Malaysia is growing, prompting imports of shampoos, skincare, and makeup products that meet halal certification standards. Additionally, halal pharmaceuticals—including medicines and dietary supplements—are imported to meet healthcare and ethical consumer needs. [18]

In 2024, Malaysia's total halal food imports reached USD 22.74 billion, making it the second-largest importer of halal food among OIC member states. This is supported by official halal shipment records, which noted 7,067 meat shipments between October 2023 and September 2024. [19]

1.3 Key Exporting Countries

Australia supplies Malaysia with halal meat, specifically lamb and beef, as well as fruits. New Zealand exports dairy products and various agricultural commodities. India provides a selection of halal-certified spices, processed foods, and meats. Thailand ships processed halal seafood, snacks, and beverages. Indonesia exports a diverse range of halal food and beverage products, and the United States delivers halal meat, poultry, and dairy products. [20] China supplies meat, seafood, and processed halal goods, and Middle Eastern countries (e.g., Saudi Arabia, Qatar, UAE) Export dates, dried fruits, confectionery, and beverages to Malaysia. [21]

Malaysia's strategic trade partnerships and its comprehensive halal import framework enable it to maintain its global reputation as a halal industry leader and a central node in the supply chain.

1.4 Business Trends and 2030 Projections

Malaysia's halal industry is projected to grow in alignment with national economic diversification and export strategies. In 2023, halal exports reached RM54 billion, equivalent to approximately USD11.5 billion**.** The government has set a target of MYR 50 billion (USD 12 billion) in halal exports by 2030, supported by national programs such as the Halal Industry Master Plan, Halal Parks, and the Halal Industry Development Fund. [22]

Projections indicate that the global halal food market will exceed USD 3 trillion by 2027, with Malaysia targeting a 5–7% share across key categories. In addition to food and beverages, Malaysia's halal exports increasingly include cosmetics, pharmaceuticals, and personal care products, making it a comprehensive player in the halal economy.

With an established certification regime and export-driven halal infrastructure, Malaysia is strategically positioned to remain a top-tier global halal exporter by 2030. These projections are consistent with broader trends identified in DinarStandard's SGIE 2024/25 report, which identifies Malaysia as a key growth node within the global halal trade ecosystem.

2. **Indonesian Halal Export Products**

As the world's most populous Muslim-majority nation, Indonesia is a pivotal player in the global halal economy. It is the largest producer of halal-certified palm oil, a base ingredient in both food and non-food industries worldwide. In addition, the country's thriving food and beverage sector contributes significantly to its halal exports, including instant noodles, snacks, condiments, and coffee. [23] Indonesia's cosmetics and personal care exports are also increasing, driven by domestic innovation and global demand.[24] Meanwhile, the halal pharmaceutical industry, especially herbal medicines and dietary supplements, has expanded to reach markets in the OIC, Southeast

Asia, and Europe. [25]

Furthermore, Indonesia plays a notable role in the halal textile sector, exporting Muslim fashion and batik garments, which align with halal and cultural norms.[26] The export of halal-certified tropical fruits such as mangoes and durians has also gained traction. [27]These developments are supported by the government's regulatory arm, the Halal Product Assurance Agency (BPJPH), and the creation of halal industrial parks across key regions.

2.1 Leading Importers of Indonesian Halal Products

Indonesia exports halal-certified goods to more than 120 countries, with OIC member states accounting for a significant share of this trade. In 2022 alone, halal exports to OIC countries reached USD 8.6 billion, led by food, cosmetics, and pharmaceutical products.

Top importers of Indonesian halal products include Malaysia, Pakistan, Egypt, Bangladesh, China, Japan, the UAE, and Singapore. Indonesia's halal-certified processed foods and beverages are particularly well-received in the Middle East, Europe, and Australia, further expanding its global reach. [28]

2.2 Halal Products Imported by Indonesia

Indonesia is both a major exporter and a significant importer of halal products, reflecting its sizable Muslim population and growing consumer preferences. A wide range of halal-certified products is sourced globally to meet local demand and support domestic halal manufacturing.

Indonesia imports halal meat and poultry, including lamb, beef, and chicken—both fresh and processed- to supplement local production. Halal-certified dairy imports, including milk, cheese, yogurt, and butter, are essential for meeting rising consumer demand.[29] The nation also imports a diverse array of halal-processed foods, including canned goods, frozen meals, and ready-to-eat products. Furthermore, Indonesia's halal food processing sector depends on imported halal ingredients, additives, spices, colorants, and preservatives, which are essential for compliance with domestic certification protocols. In the beverage segment, Indonesia imports halal-compliant juices, soft drinks, energy drinks, and teas to diversify market offerings. [30] Halal-certified cosmetics and personal care products, such as skincare and beauty products, are increasingly imported to address ethical and dietary concerns among consumers. In the pharmaceutical sector, Indonesia relies on imported halal medicines and nutritional supplements that comply with religious requirements and consumer trust standards. All imports must comply with guidelines issued by the Indonesian Ulema Council (Majelis Ulama Indonesia, or MUI), which oversees national halal certification.

In 2020, Indonesia imported halal products worth approximately USD 14.5 billion. By 2024, this figure surged to USD 25.82 billion, making Indonesia the top halal food importer among OIC member states, highlighting its dual role as a consumer and a potential production hub. [31].

2.3 Key Exporting Countries

Australia is a major supplier of halal lamb, beef, and fruits to Indonesia.

Brazil is a key source of halal beef and poultry products. New Zealand supplies halal meat, dairy, and agricultural products.[32] In the United States, beef, poultry, processed foods, and agricultural products are exported. European Union countries, including Germany, the Netherlands, France, and Denmark, export dairy, processed foods, and beverages.[33] Thailand offers processed halal foods, including seafood, sauces, and snacks. Turkey provides halal-certified processed meats, dairy items, and confectionery products. [34]

Indonesia's broad and diverse halal import network underscores its dynamic position in global halal trade as it transitions from a net importer to a regional hub for halal production.

2.4 Business Trends and 2030 Projections

Indonesia's halal export industry has shown steady growth in recent years. In 2020, total halal exports stood at USD 13.4 billion, with USD 5.8 billion from halal food and beverage products alone. By 2023, exports had surged to USD 42.33 billion, reflecting increasing global demand and domestic production capacity.

Spending on halal food and beverages by Indonesian consumers reached approximately USD 149 billion in 2022. Forecasts indicate that Indonesia's total halal exports are projected to reach USD 258.02 billion by 2030, growing at a CAGR of 6.78% from 2023 to 2030 [35]This expansion is underpinned by rising middle-class consumption, strategic government incentives, and growing awareness of halal compliance.

The Indonesian government has made substantial investments in the sector, including establishing halal industrial zones, offering tax incentives, and fast-tracking certification for exporters. These initiatives are supported by domestic demand from a population of over 230 million Muslims, and international interest in Indonesia's diverse halal offerings. [36]. The nation's strategic location within the ASEAN bloc further enhances its appeal as a regional hub for halal exports.

3. United Arab Emirates: Halal Re-Export and Niche Product Leadership

The United Arab Emirates (UAE) is emerging as a critical re-export hub and value-added processor in the global halal supply chain. With robust infrastructure, efficient logistics, and strategic trade agreements, the UAE leverages its ports and free zones to export halal-certified products worldwide. A standout export category is premium dates, valued for both cultural and nutritional significance, with increasing demand from Europe, North America, and Asia. [37]. The UAE also exports halal-certified meat and poultry, including beef, lamb, and chicken, sourced locally and through re-export partnerships.

Processed halal food items—including canned foods, snacks, ready meals, sauces, and confectionery—represent a growing segment of outbound trade. Halal-certified beverages, such as fruit juices, carbonated drinks, and bottled water, are produced domestically and exported primarily within the GCC and MENA regions. [38].

The UAE's halal-certified dairy exports, including milk, cheese, and yogurt, are increasingly reaching markets in Asia and Africa.[39] Additionally, cosmetics, skincare, and personal care products formulated with halal ingredients are gaining traction, especially among Muslim consumers in Europe and Africa. The country also exports halal pharmaceuticals, including supplements and OTC medicines, with rising demand from Africa and Southeast Asia. [40]

3.1 Leading Importers of UAE Halal Products

The UAE's halal products are widely distributed across the GCC (Saudi Arabia, Qatar, Kuwait, Oman, Bahrain)—key partners given their integrated food systems and religious affinities. [41]The MENA region (Egypt, Jordan, Morocco, Tunisia, Algeria) is a significant market due to large Muslim populations and logistical proximity.[42] Southeast Asia (Malaysia, Indonesia, Brunei) is known for importing the UAE's processed and re-exported halal goods; the European Union (UK, Germany, France, Netherlands) — growing halal demand from Muslim diaspora and ethical consumers; and Sub-Saharan Africa (Nigeria, South Africa, Kenya, Ethiopia) a fast-expanding region for UAE halal exports. [43]

3.2 Halal Products Imported by the United Arab Emirates (UAE)

The United Arab Emirates (UAE) is a major consumer and importer of halal products, driven by its diverse population, strong domestic demand, and its vision to become a global halal hub. The country's limited agricultural base necessitates substantial imports across multiple categories of halal products.

The UAE imports large quantities of halal meat and poultry, including beef, lamb, chicken, and turkey, to meet domestic consumption and support its hospitality, retail, and tourism sectors. The country's demand for halal dairy products such as milk, butter, cheese, and yogurt is similarly fulfilled through imports, particularly from countries with robust halal dairy certification systems.[44]

To maintain food security and price stability, the UAE imports halal-certified grains and cereals, including rice, wheat, barley, and corn, as well as fresh halal fruits and vegetables. These staples serve both household consumption and large-scale commercial use in foodservice.

In the processed foods segment, the UAE relies on imports of canned goods, ready meals, snacks, and sauces to diversify consumer options. Similarly, its beverage sector includes halal-certified soft drinks, juices, tea, coffee, and bottled water imported from major suppliers.[45] The UAE also sources halal-certified ingredients and additives, including preservatives, flavorings, and food colorants, to meet the stringent compliance needs of its food processing and packaging sectors. Other key imports include halal personal care and beauty products, such as cosmetics and skincare items, and halal pharmaceuticals, including dietary supplements, herbal remedies, and over-the-counter medications.[46]

According to 2025 projections by BlueWeave Consulting, the UAE imported approximately USD 20 billion in halal products in 2020, a figure projected to increase to USD 35–40 billion by 2026 across the food, pharmaceutical, cosmetics, and logistics sectors. [47]

3.3 Countries from which the UAE Imports Halal Products

Saudi Arabia supplies large volumes of halal meat and poultry, benefiting from its proximity and adherence to shared halal standards. Brazil is a major exporter of halal-certified poultry and beef to the UAE. Australia exports beef, lamb, dairy products, and cereals to support the UAE's food supply chain.[48]

The United States exports halal meat, poultry, dairy products, grains, and processed foods, making it a key player in the UAE halal market. The European Union, particularly the UK, France, Germany, and the Netherlands, supplies a diverse range of halal dairy products, meat, beverages, and processed foods. Malaysia specializes in exporting beverages, processed foods, and snacks. Additionally, India and Pakistan export rice, processed halal foods, spices, and select meat products to meet cultural preferences and market demand.[49]

The UAE's regulatory framework ensures that imported halal products strictly adhere to its certification standards, overseen by the Emirates Authority for Standardization and Metrology (ESMA)[50]This further strengthens its vision to lead global halal logistics and re-export capabilities.

3.4 Business Trends and 2030 Projections

The UAE has positioned itself as a global halal trade hub, capitalizing on Dubai's Halal Trade and Marketing Center (HTMC) and expanding bilateral trade corridors.

In 2025, the UAE's halal exports are projected to reach AED 74 billion (USD 20.1 billion). By 2031, under the new national strategy, this figure is expected to climb to AED 315 billion (USD 85.8 billion), driven by enhanced certification, digital traceability, and investment in halal R&D The halal food and beverage market alone is forecast to exceed USD 31.27 billion by 2029, making the UAE not just a gateway for halal trade but also a leader in compliance, innovation, and market responsiveness.[51]

4. Saudi Arabia Halal Export Products

Saudi Arabia exports a variety of halal-certified products, primarily in the food and agricultural sectors, with smaller portions in pharmaceuticals and cosmetics. The leading categories of halal exports from Saudi Arabia include: Sugar confectionery (candies, sweets, chocolate products); coffee, tea, and spices; dates and date-based products; processed foods and snacks; dairy products (milk powder, cheese, yogurt); animal feed and fodder; bakery products and biscuits; and non-alcoholic beverages and juices[52]. Saudi Arabia also exports processed halal meat products, such as Frozen chicken and poultry products, Beef and meat burgers, processed meat products (sausages, meatballs, minced meat), and frozen meat preparations[53]. Some agricultural products also fall under halal trade, including dates and date derivatives, animal feed, and various herbs and spices. In 2023, Saudi Arabia exported about USD 5.1 billion worth of halal products to OIC markets.

4.1 Leading importers of Saudi Arabia's halal Products

The leading importers of halal products from Saudi Arabia include a variety of regional and international markets. The United Arab Emirates is the largest regional market for Saudi halal food exports, followed by Kuwait and Bahrain, both key Gulf trading partners that import food and dairy products. Beyond the Gulf region, significant Muslim consumer markets like Indonesia and Malaysia import Saudi dairy products, processed foods, and halal-certified goods.

Other important destinations for Saudi halal products include Pakistan, which imports fats, oils, and food ingredients, and Türkiye, which sources a range of food ingredients and agricultural products. Additionally, emerging markets such as Nigeria and Egypt are importing halal meat and food preparations from Saudi Arabia, indicating the country's expanding halal trade network.[54]

4.2 Halal Products Imported by Saudi Arabia

Saudi Arabia, as the birthplace of Islam and the host of millions of pilgrims annually, remains one of the world's foremost importers of halal products. The country's stringent adherence to Islamic dietary laws, coupled with high domestic demand and limited agricultural capacity, fuels substantial imports across multiple halal product categories.

Saudi Arabia imports large volumes of halal meat and poultry, including beef, lamb, chicken, and turkey. These are primarily sourced to meet the consumption needs of a growing population and for hospitality during the Hajj and Umrah seasons, when demand for halal food products increases significantly. In the dairy sector, Saudi Arabia imports a wide range of halal-certified products, including milk, cheese, yogurt, and butter. These imports supplement domestic production and serve the retail and hospitality industries.[55] The country also sources halal-processed foods, including canned goods, ready meals, frozen foods, and snacks, driven by evolving consumer lifestyles and rising demand for convenient meal options. Additionally, halal beverages, including fruit juices, energy drinks, soft drinks, and bottled water, are imported in large quantities to serve both domestic and commercial consumption. There is also a growing segment of halal cosmetics and personal care products, such as lotions, shampoos, and perfumes, as well as halal pharmaceuticals and health supplements, which are regulated and certified by recognized authorities to ensure compliance with Islamic law. [56]

In 2024, Saudi Arabia's halal food imports were estimated at USD 20.31 billion, positioning the country among the top five halal importers globally. This figure is primarily driven by food security concerns, changing dietary preferences, and rising health consciousness among Saudi consumers. [57]

4.3 Countries from which Saudi Arabia Imports Halal Products

Brazil is a leading exporter of halal poultry and beef to Saudi Arabia.

India supplies frozen meat, spices, and processed food products. The United States exports halal beef, dairy products, and pharmaceuticals.[58]New Zealand and Australia supply lamb, beef, dairy, and processed foods; Malaysia and Indonesia export halal-processed foods, sauces, and confectionery. Turkey ships a wide variety of halal items, including snacks, canned food, and cosmetics.[59]European Union countries (notably France, Germany, and the Netherlands) Export halal dairy, meat products, and processed foods compliant with GCC standards.[60]Saudi Arabia's reliance on certified halal imports from these countries is facilitated by its robust halal verification procedures, implemented through the Saudi Food and Drug Authority (SFDA)[61] and Islamic centers accredited by the GCC Standardization Organization.

4.4 2030 Market Projections

The global halal economy is expected to grow substantially, from approximately USD 2.3 trillion in 2020 to nearly USD 4.96 trillion by 2030[62]. This increase represents a growth rate exceeding 100% over a decade. In this context, Saudi Arabia's halal food market is projected to grow significantly, potentially reaching USD 29-30 billion by 2031[63]. This growth is expected to be driven by rising domestic demand and increased exports. To facilitate this development, the Saudi government has instituted a series of halal initiatives designed to establish the nation as a global hub for halal certification, production, and logistics by 2030, thereby positioning it as a key player within the international halal industry[64].

5. **Brazil Export Product (Global Leader in Halal Protein Exports)**

Brazil is a global leader in halal protein exports, particularly in the meat sector. It is the world's largest exporter of halal meat, contributing approximately 30% of global halal meat exports.[65]. The country's halal portfolio includes beef, poultry (chicken and turkey), and lamb processed under rigorous halal certification protocols recognized by numerous Muslim-majority countries. In 2023, Brazil exported over 2.2 million metric tons of halal chicken, generating USD 3.9 billion, while halal beef exports contributed an additional USD 3.1 billion. Brazil also exports halal-certified processed foods, including snacks, canned goods, and confectionery, produced from halal-compliant ingredients. [66].

Additionally, Brazil's halal-certified cosmetics and personal care sector, including soaps, shampoos, and perfumes, has seen growing international demand, particularly in Middle Eastern markets. [67]. These products adhere strictly to Islamic guidelines, avoiding alcohol and non-halal animal derivatives. As of January–September 2024, Brazilian halal exports reached USD 3.61 billion, up 20.5% YoY. In 2022, Brazil's halal meat exports alone exceeded USD 8 billion, affirming its dominant status in global halal trade. [68].

5.1 Leading Importers of Brazilian Halal Products

Brazil's halal products are exported to a wide array of regions. Key importers include:

In the Middle East, the major poultry and beef consumers are the UAE, Kuwait, and Saudi Arabia. In Asia, key consumers include China, Indonesia, Malaysia, and Japan. In Africa, the primary consumers are Algeria, Morocco, and Egypt. In Europe and other regions, key consumers include Turkey, EU member states, and Russia. In 2023, Brazil imported USD 17.9 billion worth of goods from Muslim-majority countries. These include a wide array of products. Imports from Malaysia (a known halal exporter) to Brazil in 2023 were USD 1.46 billion. The halal food and beverage segment in Brazil has been growing at a ~10.5% annual rate in 2024[69]

5.2 Business Trends and 2030 Projections

Brazil's halal sector is expected to grow robustly, with exports forecast to reach USD 14.2 billion by 2030. Poultry will remain the dominant category, followed by beef and value-added processed products. Government-backed improvements in the halal supply chain and new trade agreements with OIC member states are expected to further drive growth.[70]

Strategically, Brazil continues to align its food production and logistics systems with halal-compliant norms, reinforcing its position as a dependable supplier of high-quality halal protein products. The halal food market in Brazil is poised for continued expansion, particularly as global Muslim populations and health-conscious halal consumers increase.

6. Australia High-Quality Halal Exporter

Australia holds a prominent place in the global halal economy, distinguished by its stringent quality control, animal welfare standards, and robust halal certification systems. The country is a leading international exporter of halal-certified meats, particularly beef and lamb, with exports tailored for Muslim-majority markets in Southeast Asia and the Middle East. [71]. Australia also supplies a diverse array of halal-certified dairy products, including milk, powdered milk, cheese, and butter, which are in high demand in halal-conscious markets. [72]. In 2022, Australia exported halal dairy products valued at approximately USD 1.2 billion, with key markets including Indonesia, Malaysia, and the Gulf states. Beyond meat and dairy, Australia exports halal-certified grains and cereals such as wheat and barley, which are foundational to food security across OIC countries. Its halal-processed food exports include canned goods, sauces, and snacks. [73]In beverages, fruit juices and soft drinks have gained traction in halal-certified markets. [74].

Notably, Australia has expanded into the halal-certified health and wellness products market. It exports vitamins, herbal supplements, and nutraceuticals, meeting global demand for ethically produced, halal-compliant wellness items. [75]

6.1 Major Importers of Australian Halal Products

Australia's key halal export destinations include:

Indonesia is Australia's largest halal meat importer, particularly frozen beef and lamb. Malaysia is a significant importer of both meat and dairy products.[76] Saudi Arabia & UAE – Major markets for poultry, lamb, and dairy exports. Qatar & Singapore are regular importers of Australian halal-certified meat and processed goods.[77] China and Japan are emerging markets for halal dairy and health products. [78]

Australia's halal products enjoy a strong reputation for quality, traceability, and certification, making them attractive to countries with stringent import controls.

6.2 Halal Products Imported by Australia

In 2024, it is estimated that imports of halal-certified food and related products will total approximately USD 3 to 4 billion. The halal food and beverage import sector is projected to experience a growth rate of approximately 7.9% in 2024, indicating a rising demand among both Muslim consumers and those who prioritize health-conscious choices.[79]In 2024, Indonesia exported halal products valued at USD 634.5 million to Australia[80]Imports also come from Malaysia, Turkey, India, Thailand, and Middle Eastern countries, including products such as processed halal foods, spices, grains, dairy products, confectionery, and beverages[81].

6.3 Business Trends and 2030 Projections

Australia's halal market was valued at AUD 14.38 billion (USD 9.2 billion) in 2024. Projections indicate this will grow to AUD 26.0 billion (USD 16.7 billion) by 2034, reflecting a 6.1% CAGR. Meat exports alone accounted for over USD 4.5 billion in 2023, supported by strong demand from Indonesia and the Gulf Cooperation Council (GCC) nations. Domestic halal food expenditure is estimated at AUD 1.7 billion annually, reflecting the growth of the Muslim population and broader interest in halal-certified foods. Australia's strategic trade links, high standards, and halal infrastructure position it to capitalize on rising global demand, particularly across the Asia-Pacific region[82], [83]]

7. **Turkey Strategic Halal Exporter Across Eurasia**

Turkey plays a pivotal role in the global halal market as a prominent exporter of halal products. It is internationally recognized for high-quality halal-certified meats, particularly lamb, beef, chicken, and turkey, which are exported to a wide range of global markets. According to recent estimates, halal meat exports comprise over 35% of Turkey's total halal exports, reflecting its long-standing reputation in the livestock and poultry sector. [84]

Beyond meat, Turkey is a major exporter of halal-certified dairy products, including yogurt, cheese, milk, and butter. These items are widely consumed in both Muslim-majority and non-Muslim regions, with robust demand driven by Turkey's adherence to rigorous halal standards and high production quality. The country also leads in the export of halal-processed foods, including ready-to-eat meals, canned products, snacks, and condiments, tailored for both retail and institutional consumption. In addition, halal grains and pulses such as wheat, rice, lentils, and chickpeas contribute significantly to Turkey's agro-food exports. [85]

In the beverages and cosmetics sectors, Turkey exports halal-certified soft drinks, coffee, and tea, as well as personal care products, including soaps, skincare creams, and perfumes, made from halal-compliant ingredients. [86]This diversification positions Turkey as a well-rounded player in the global halal supply chain.

7.1 Leading Importers of Turkish Halal Products

Turkey's halal exports reach a diverse set of countries across the Middle East, Europe, North Africa, Central Asia, and Southeast Asia:

In the Middle East, Saudi Arabia, UAE, Qatar, and Kuwait are major importers of Turkish halal meat, dairy, and processed foods [87] In Europe, Germany, France, the UK, and the Netherlands import Turkish halal food and personal care products, driven by growing Muslim populations and lifestyle trends [88] In North Africa Algeria, Morocco, Tunisia, and Egypt consistently source halal-certified goods from Turkey. In Central Asia & the Balkans, Kazakhstan, Azerbaijan, Uzbekistan, and Bosnia and Herzegovina leverage cultural ties to facilitate halal imports. And in Southeast Asia, Malaysia and Indonesia increasingly import halal-certified Turkish foods and cosmetics [89]

This geographic spread highlights Turkey's effective trade diplomacy and export logistics network.

7.2 Halal Products imported by Turkey

Turkey ranks as one of the largest importers of halal products among member states of the Organization of Islamic Cooperation (OIC). In the year 2021, Turkey's imports of halal-economy products, encompassing categories such as food, pharmaceuticals, cosmetics, and modest fashion, amounted to approximately USD 27 billion.[90].

7.3 Business Trends and 2030 Projections

Turkey's halal exports have grown steadily in recent years, underpinned by geographic advantage and expanding halal infrastructure. As of 2021, Turkey's halal exports were valued at USD 6.29 billion, with meat and dairy accounting for more than half of the total value. By 2025, this figure is expected to reach USD 9.04 billion, and the market is forecasted to maintain this level through 2033, representing a CAGR of 9.14% [91]Turkey's 2030 halal exports are projected to exceed USD 10.2 billion.[92] With leading contributions from:

- Meat and poultry: USD 3.8 billion
- Processed foods and beverages: USD 2.1 billion
- Dairy and grains: USD 1.9 billion
- Cosmetics and personal care: USD 1.5 billion
- Others (pharma, wellness, etc.): USD 1.2 billion

Strategic initiatives, such as participation in the OIC Halal Accreditation Framework, expansion of halal zones, and alignment with European and GCC regulatory standards, are expected to further consolidate Turkey's position as a halal export powerhouse by 2030.

8. Challenges in Halal Trade and Certification Compliance

The global halal market is projected to grow steadily through 2030; however, several structural, regulatory, and logistical challenges persist that could hinder the smooth progression of halal trade. These challenges span standardization, logistics, technological adoption, trust deficits, and regulatory enforcement in both exporting and importing countries.[93] Addressing these hurdles is not only vital for economic growth but also directly aligns with the United Nations Sustainable Development Goals (SDGs), particularly SDG 2 (Zero Hunger), SDG 9 (Industry, Innovation, and Infrastructure), SDG 12 (Responsible Consumption and Production), and SDG 17 (Partnerships for the Goals).

8.1 Fragmented Global Halal Standards

One of the most critical challenges in the halal ecosystem is the lack of a unified global halal standard. While organizations such as the Standards and Metrology Institute for Islamic Countries (SMIIC) have made strides toward harmonization, discrepancies remain. Countries such as Malaysia (JAKIM), Indonesia (BPJPH-MUI), the UAE (ESMA), and Pakistan (PSQCA) have national standards and requirements, often resulting in redundant certifications and procedural delays for exporters.[94]

Many halal certification bodies operate globally, but only a fraction are mutually recognized across major halal markets, leading to high costs and time inefficiencies for exporters. This fragmentation hampers inclusive and sustainable trade, undermining the intent of SDG 17, which emphasizes the need for global regulatory cooperation.

8.2 Trust and Credibility Issues in Certification Bodies

Not all halal certifiers adhere to rigorous inspection and ethical practices. The absence of central accreditation, particularly in non-OIC countries, has led to counterfeit halal logos, fraudulent practices, and a decline in consumer trust.[95]

A 2023 OECD-FAO joint report noted that consumer trust in halal logos is directly tied to transparency, traceability, and country-of-origin assurance. [96]Strengthening the credibility of certification bodies is critical to ensuring sustainable consumption patterns and ethical trade (SDG 12) and to enhancing institutional accountability (SDG 16).

Emerging halal markets such as Brazil and Australia have invested significantly in establishing partnerships with recognized Islamic institutions to enhance credibility and market acceptance, particularly in the GCC and ASEAN regions.

8.3 Complex Import Regulations and Border Delays

Several OIC member states, including Indonesia and Saudi Arabia, maintain complex import verification mechanisms that require pre-shipment halal audits, product-specific halal documentation, and batch-level traceability.

According to HDC Malaysia's 2022 Trade Facilitation Report, these administrative burdens can cause delays of 10–30 days for high-demand categories such as meat and dairy, thereby affecting shelf life and supply chain reliability.[97] Reducing such trade frictions supports SDG 9 by improving infrastructure for efficient and resilient trade and SDG 2 by ensuring food security through timely access to perishable halal goods.

8.4 Supply Chain Traceability and Technological Gaps

Modern halal supply chains require farm-to-fork traceability to ensure that no non-halal substances are present. However, many SMEs in halal-producing countries lack digital infrastructure, including blockchain and IoT-enabled traceability tools.

Many halal SMEs in OIC countries lack integrated tracking systems, which limits their ability to meet evolving market expectations.[98] Strengthening technological capacity and innovation aligns with SDG 9 and contributes to fair market access for smaller halal producers (SDG 8: Decent Work and Economic Growth).

In contrast, the UAE Halal Digital Platform and Malaysia's Halal Integrated Platform (HIP) offer promising models of digital transformation, though their adoption remains limited outside national boundaries.

8.5 Logistics and Cold Chain Challenges

For perishable halal goods, particularly meat, dairy, and ready-to-eat meals, reliable cold-chain logistics are essential. However, infrastructural constraints in certain exporting countries (e.g., Pakistan, Nigeria) and port bottlenecks in importing nations hamper timely delivery and increase the risk of spoilage.

According to the World Bank Logistics Performance Index (LPI, 2023), halal supply chains in Sub-Saharan Africa and South Asia score lowest in the category of temperature-controlled freight infrastructure.[99] Investing in sustainable logistics infrastructure is vital to achieving SDG 9, and minimizing food waste aligns directly with SDG 12.

8.6 Political and Trade-Related Barriers

Geopolitical tensions, sanctions, and shifting trade policies also influence halal trade flows. Countries such as Iran, Qatar, and Turkey have faced non-tariff barriers and product restrictions that complicate the cross-border movement of halal products.

For example, after COVID-19, many countries implemented halal safety inspections for packaging and handling, adding a layer of post-pandemic regulation that exporters must navigate (IFANCA, 2021). Enhanced cross-border cooperation and risk management frameworks are necessary to safeguard trade continuity and reinforce SDG 17.

To realize the projected halal trade potential of USD 3 trillion by 2030, OIC member states and international bodies must move toward greater regulatory harmonization, certifier accreditation, and digital traceability. Addressing these bottlenecks will not only sustain market growth and consumer confidence but also directly contribute to a more sustainable, inclusive, and transparent global halal economy in line with the 2030 Sustainable Development Goals.

***9.* Recommendations**

9.1 Policy Recommendations

- **Harmonization of Halal Certification Standards**: International bodies such as the Standards and Metrology Institute for Islamic Countries (SMIIC), OIC Halal Accreditation Committee (OHAC), and national halal authorities should collaborate to develop a globally recognized halal certification framework**.** Such harmonization would reduce duplication, minimize trade friction, and enhance mutual recognition. This supports SDG 17 by fostering institutional partnerships and cross-border regulatory coherence.

- **Investment in Halal Logistics and Traceability**: Governments and private-sector stakeholders must invest in digital halal logistics **infrastructure**, including blockchain, RFID, and Internet of Things (IoT) technologies, to support product authentication, traceability, and supply chain transparency. This promotes **resilient** infrastructure (SDG 9) and supports SDG 12 by minimizing food and resource waste.
- **Support for Halal SMEs and Startups:** Small and medium-sized enterprises (SMEs) are the backbone of the halal economy in many OIC member states. Providing financial incentives, halal training programs, access to low-interest loans, and market-entry support for halal-focused startups, particularly in underdeveloped segments such as halal tourism, nutraceuticals, and cosmetics, can enhance inclusive economic participation (SDG 8).
- **Trade Policy Reform and Bilateral Agreements:** Policymakers should update or introduce bilateral and multilateral halal trade agreements, such as the ASEAN Halal Agreements, the GCC-OIC Halal Corridors, and the EU-OIC recognition frameworks. This would facilitate cross-border acceptance of halal certifications, reduce non-tariff barriers, and expedite customs processing, thereby contributing directly to SDG 17 on enhancing global partnerships for trade.
- **Integrating Halal into National Food Security Strategies:** In light of rising geopolitical disruptions and climate-related vulnerabilities, halal trade policy should be embedded in national food security and supply chain resilience planning. This aligns with SDG 2 (Zero Hunger) and SDG 13 (Climate Action)**,** ensuring ethical and sustainable access to food resources.

9.2 Research Recommendations

- **Longitudinal Studies on Consumer Preferences:** There is a critical need for multi-country, multi-year studies that track evolving consumer behavior regarding halal labeling, ethical sourcing, and product trust, particularly among Generation Z and non-Muslim consumers. These insights would support SDG 12 by informing strategies for responsible production and consumer education.
- **Halal Market Entry Models for Non-OIC Countries:** Future research should focus on market readiness, challenges, and opportunities for expanding halal trade in non-Muslim-majority regions (e.g., Latin America, Sub-Saharan Africa, Eastern Europe). Understanding these

dynamics can support inclusive trade expansion in line with SDG 8 (Decent Work and Economic Growth) and SDG 10 (Reduced Inequalities).

- **Impact Assessment of Halal Fintech Integration:** The integration of fintech solutions such as AI-based certification auditing, smart contracts for halal supply chains, and halal-compliant digital payment gateways warrants in-depth academic evaluation. Such innovations could reduce fraud, lower compliance costs, and enhance market transparency, thereby advancing SDG 9 (Industry, Innovation, and Infrastructure) and SDG 16 (Peace, Justice, and Strong Institutions).
- **Climate Resilience in Halal Agriculture and Trade:** Given the vulnerability of food production systems to climate change, interdisciplinary research is needed to explore climate-resilient halal agriculture models, eco-friendly processing, and green packaging innovations. This area of study would support SDG 12 and SDG 13, promoting sustainability in halal production.
- **Regional Case Studies on Certification Cooperation and Digital Platforms:** Empirical studies of successful regional models, such as Malaysia's Halal Integrated Platform (HIP) and the UAE's Halal Digital Economy Strategy, can provide templates for scalable replication in other regions. These initiatives exemplify multi-stakeholder partnerships (SDG 17) and the role of technology in driving modernization of the halal sector.

10. Conclusion

The global halal trade has undergone transformative growth between 2015 and 2025, evolving from a religiously anchored supply chain into a dynamic, multi-sector global economy. Countries such as Malaysia, Indonesia, Brazil, Australia, Turkey, and the UAE have emerged as pivotal exporters of halal-certified products, with export portfolios expanding across meat, dairy, processed foods, beverages, pharmaceuticals, cosmetics, and wellness-oriented personal care products. Their strategic investments in certification infrastructure, market outreach, and product diversification have enabled them to capture significant market share in both the Organization of Islamic Cooperation (OIC) and non-OIC markets.

Conversely, major importers, including Indonesia, Malaysia, Saudi Arabia, the UAE, and a broader network of Southeast Asian countries, rely on diverse halal imports to meet rising domestic demand, expand consumer choice, and support local halal processing industries. Intra-OIC trade, inter-regional flows from Latin America and Oceania, and sourcing from Europe and North America underscore the complexity of halal supply chains and the increasing interdependencies between Muslim- and non-Muslim-majority economies.

This study's triangulated forecasting approach reveals that by 2030, global halal trade volumes, both exports and imports, are projected to reach unprecedented levels. Indonesia's halal imports alone may exceed USD 30 billion, while Malaysia is poised to become both a leading importer and a strategic re-exporter. Such projections highlight the halal economy's evolution beyond food into a broader ethical consumption framework encompassing traceability, digital trust systems, health compliance, and sustainability standards.

However, the path to 2030 is not without obstacles. Structural fragmentation in halal certification, lack of digital traceability, regulatory inconsistencies, and logistical bottlenecks continue to challenge halal producers and exporters, particularly SMEs. As detailed in Section 8, these constraints not only delay cross-border trade but also erode consumer trust and reduce competitiveness, issues that must be addressed through multilateral coordination and technological investment.

Notably, the halal economy is increasingly converging with the United Nations Sustainable Development Goals (SDGs). The sector contributes to SDG 2 (Zero Hunger) through inclusive food security systems, supports SDG 8 (Decent Work and Economic Growth) by creating halal-certified employment ecosystems, fosters SDG 9 (Industry, Innovation, and Infrastructure) via certification and logistics upgrades, and aligns with SDG 12 (Responsible Consumption and Production) through ethical trade and environmental considerations. SDG 17 (Partnerships for the Goals) remains pivotal, as meaningful progress will require global alignment among regulators, industry actors, consumers, and certifiers.

Looking ahead, the global halal economy must pivot toward resilience, transparency, and inclusive growth. Countries that prioritize halal governance reforms, embrace technological innovation, and foster equitable partnerships will lead the next wave of halal sector expansion. As this paper concludes, aligning halal trade strategies with the Sustainable Development Goals is not merely advisable; it is essential for building a future-ready, ethically robust, and globally integrated halal trade ecosystem by 2030 and beyond.

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