



UNIVERSITAS PGRI YOGYAKARTA



มหาวิทยาลัยศรีปทุม
SRIPATUM UNIVERSITY

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ECONOMIC OPPORTUNITIES IN THE HALAL FOOD INDUSTRY

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BACKGROUND

- The halal industry has become a global trend that continues to grow with promising prospects especially halal food industry.
- Indonesia, as a country with the largest Muslim population in the world (12.7% of the total global Muslim population), has great potential in developing the halal industry.
- The halal industry has also made significant contributions to the Indonesian economy, including contributing USD 3.8 billion to Gross Domestic Product (GDP), attracting foreign investment of USD 1 billion, and opening 127 thousand jobs per year.



BACKGROUND

- Understanding consumer behavior is essential for businesses, particularly in niche markets like halal food. Research indicates that religious beliefs, cultural values, and ethical considerations are primary drivers of consumer behavior in the halal food market (Bonne & Verbeke, 2008).
- Muslim consumers prioritize halal certification and compliance with Islamic dietary laws when making purchasing decisions (Alserhan, 2010; Talib et al., 2018).

GLOBAL GROWTH OF THE HALAL FOOD INDUSTRY

- The demand for halal food is not limited to Muslim consumers; non-Muslim consumers are also increasingly seeking halal food due to its perceived quality and safety
- non-Muslim consumers are becoming increasingly aware of and interested in halal food products. This can be attributed to factors such as health consciousness, concerns about food safety, and ethical considerations (Wilson & Liu, 2010; Sthapit et al., 2023).



KEY PLAYERS IN THE HALAL FOOD INDUSTRY

- Countries with strong halal food industries include Indonesia, Malaysia, the UAE, and Brazil (one of the largest halal meat exporters).
- Different halal certification standards and procedures across regions impact international trade and market accessibility.





CONSUMER PERCEPTION OF HALAL FOOD AS A QUALITY STANDARD

- **Halal as a Quality Assurance** – Many consumers associate halal food with higher hygiene, safety, and ethical food production.
- **Appeal to Non-Muslim Consumers** – The principles of halal food align with the growing trends of clean eating, sustainability, and ethical consumption.
- **Halal vs. Organic & Ethical Consumption** – Halal food is increasingly compared to organic and fair-trade food, positioning it as a global standard for high-quality products.

**BUSINESS
OPPORTUNITY**

BUSINESS OPPORTUNITIES IN HALAL FOOD

- **Export & Trade:** Countries looking to enter Muslim-majority markets must comply with halal certification.
- **Product Innovation:** Development of plant-based halal food, organic halal products, and ready-to-eat halal meals.
- **Technology & Digitalization:** Implementation of blockchain for halal traceability, e-commerce platforms for halal products, and digital halal certification services.

THANKYOU

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