

Expanding the Halal Horizons: The Emergence of Halal Certification for Consumer Goods and Unspecified Product Category

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INTRODUCTION

The global halal industry is expanding rapidly, driven by the **growing Muslim population**, which is projected to reach **2.2 billion by 2030**. This rise, coupled with the increasing demand for halal-certified products among both Muslim and non-Muslim consumers, underscores the importance of halal certification.



The concept of halal extends beyond food, encompassing various consumer goods and previously unclassified product categories, addressing religious, ethical, and market needs.

OBJECTIVE



To discover the elements on the importance of halal certification for consumer goods and unspecified product category.

METHODOLOGY

Design : Basic qualitative approach.

Data Collection :



- Document review of journals, articles, and books.
- In-depth interviews with industry experts and stakeholders using purposive and snowball sampling.

Data Analysis :

- Content analysis via Atlas.TI software for systematic categorization and theme identification.
- Triangulation combining document analysis and interview insights.

CONCLUSION

Impact :

Halal certification builds trust, drives global trade, and meets ethical consumer expectations.

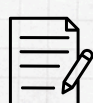
Future Focus :

Expanding collaboration between stakeholders to enhance certification frameworks for non-traditional products.



REFERENCES

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- Md Siddique, E. A., & Moha Asri, A. (2020). Global Halal Industry: Realities and Opportunities.
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RESULTS

AND DISCUSSION

1. Adherence to Religious Guidelines



Halal certification ensures adherence to Islamic law, providing confidence in the **use** of the products especially for the Muslim consumers.

2. Halal Status Clarification



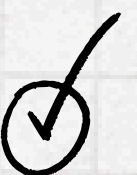
Certification of halal **removes ambiguity** of the products that might unintentionally incorporate with non-halal substances.

3. Market Dynamics



Enhances **global marketability**, especially in Muslim-majority regions.

4. Ethical and Cultural Considerations



Halal certification aligns with ethical production standards and addresses consumer trust for using it in their daily life.

5. Consumer Behavior



Increasing awareness and preference for halal-certified goods drive manufacturers to adapt to consumer demands including for the consumer goods and unspecified category.

6. Economic Opportunities



Certification fosters trade expansion and **offers a competitive advantage** in halal-conscious markets.