

From niche to mainstream  
Halal Goes Global



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# FROM NICHE TO MAINSTREAM HALAL GOES GLOBAL

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This publication provides a detailed overview of the global halal food and beverage market, including up-to-date trade data on the key sub-sectors of the halal marketplace. It assesses the trade potential in the halal food market by giving insights into its size, dynamics and drivers, its regional variations, the complex nature of its integrated value chain and the evolving regulatory frameworks; discusses the role of trade and investment promotion institutions to develop a national halal industry; highlights ITC's role in assisting TISIs to build the necessary expertise in halal sectors, and collaboration between ITC and Islamic Development Bank (IDB) to enhance people's livelihoods and reduce poverty through development and support of small-scale food-based industries and trading ventures enabling them to connect to global supply chains.

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## FOREWORD BY ITC

As the global landscape of trade continues to evolve, we are seeing not just new patterns of production and trade, but, as is the case with the global halal market, the appearance of what is effectively a new commercial paradigm.

A global market based on the needs and preferences of the estimated 1.6 billion Muslims worldwide has emerged as a powerful commercial arena. This creates opportunities for enterprises, especially in developing markets to take advantage of this estimated US\$ 1 trillion market of the halal food sector. This sector is increasingly attracting the attention of policymakers and the private sector as a sector with increasing growth potential.



For the International Trade Centre (ITC), the halal food sector offers a new horizon of opportunity to build the capacity of small and medium-sized enterprises (SMEs) to diversify and gain a competitive edge in this area. Helping them to recognise, enter and move up the halal sector value chain and strengthen their trade and investment support institutions (TISIs) to be multipliers on the ground in providing trade and market intelligence, are all areas that ITC can and will be working toward. In particular, for SMEs in the less developed rural economies, the halal food market offers a great opportunity. With its emphasis on farm-to-fork compliance, there are many possibilities to link SMEs to the international and regional supply chains existing in the halal sector.

SMEs play a critical role in all economies by fuelling growth, increasing the demand for labour and generally raising living standards. Supporting women-owned SMEs in particular can be a powerful tool to promote women's economic empowerment. It is estimated that 500 million new jobs will be needed by 2030, and a significant proportion of these will be in countries belonging to the Organisation of Islamic Cooperation (OIC), where 60% of the population are under the age of 30. Supporting SMEs to be vectors of growth will also be a clear response to the recently adopted United Nations Global Goals for Sustainable Development.

ITC's role as a provider of trade and market intelligence, with online tools that enable even the smallest business enterprise to have access to global trade data, can assist SMEs to link to supply chains and enhance their commercial presence in the halal food sector. While many market sectors are increasingly saturated and highly competitive, the evolving halal market offers a new range of opportunities with a different set of ground rules, giving agile and enterprising SMEs the chance to connect with this new marketplace. ITC aims to help SMEs be first movers in this area.

The halal sector has its own set of challenges. Varying interpretations of religious rulings, different standards and constantly evolving regulatory frameworks can easily become obstacles for newcomers to this market. ITC's contribution to shedding light over some of these issues, including by capturing halal standards in the ITC Standards Map and providing support to many TISIs to enter the halal market, will help to bring solutions to some of these challenges.

This new publication is a welcome addition to ITC's portfolio of interventions. It provides an excellent introduction to those who are encountering the halal market for the first time by giving trade data on the key sub-sectors of the halal marketplace. At the same time, it aims to increase the understanding of many of the complex issues that are particular to the sector, and in doing so, allows SMEs, policymakers and TISIs to have a comprehensive view of the market landscape.

ITC's commitment to working with stakeholders in the halal market is a natural extension of our existing goals and values, and our strong belief that trade can be an engine for sustainable growth and an incubator to create new jobs and better lives.

Arancha González  
ITC Executive Director

## FOREWORD BY IDB

*In the name of God, the Most Merciful, the Most Compassionate*

At the outset, I would like to congratulate the International Trade Centre (ITC) for its continued commitment to the goal of promoting 'trade impact for good', and especially for its focus on South-South trade, enhancing the competitiveness of SMEs by connecting to global supply chains, and its focus on helping women and youth to become successful entrepreneurs. These goals are fully in line with the vision and mission of the Islamic Development Bank (IDB).

Some important priorities of the recently adopted United Nations Global Goals for Sustainable Development include: 1) No poverty, 2) Zero Hunger, and 3) Good Health and Well-Being. We all know that these will require partnerships, innovation and of course significant additional resources.

Better synergy and strategic alliances at national, regional and international levels are key to coordinate resources needed, and to make a significant difference. It is now an accepted reality that Islamic finance will play a key role in achieving the UN Global Goals.

By focusing on the development of sustainable agriculture, small and medium food production enterprises, and connectivity to global supply chains, IDB is already making positive contributions towards the UN Global Goals.

The development and expansion of the halal food markets around the world offer a clear opportunity, especially within the countries belonging to the Organisation of Islamic Cooperation (OIC). The halal food industry is currently valued at over US\$ 1 trillion annually.

Enhancing intra-OIC trade has always been a priority for IDB. The food sector opens up a new horizon of possibilities for increasing trade volume within OIC. Some OIC member countries, including GCC member states, are major food importers. On the other hand, other OIC member countries are significant food producers. Within OIC there are, on the one hand major food importing countries, especially within the GCC region. While OIC membership includes some of the wealthiest countries in the world, many members are impoverished facing long-term crises stemming from unemployment and poverty including malnutrition.

The growing halal market offers a genuine opportunity for these two 'hands' to work together for sustainable mutual benefit by addressing food security issues for some, and poverty and malnutrition issues for others.

Furthermore, within OIC and beyond, this represents a unique opportunity for Islamic financial solutions to be utilized for the common good, and to further strengthening the halal food sectors by the application of Sharia-compliant methods of finance and investment.

To this end, IDB will continue to collaborate with ITC to move closer to achieving our shared goals. IDB has made a decision to double our development assistance activities from US\$ 80 billion to US\$ 150 billion over the next 15 years to support programmes and projects that further the UN Global Goals in our member countries.

We look forward to a long and results-based collaboration with ITC.



Dr. Ahmad Mohamed Ali Al Madani  
President of the Islamic Development Bank Group

## ACKNOWLEDGEMENTS

This report has been written by Abdalhamid Evans and Sadiq Syed.

Abdalhamid Evans is an independent consultant who specializes in the halal market. His research is based on more than a decade of active engagement with a broad spectrum of halal industry stakeholders in governments, multinational corporations, SMEs, academia and event organizers, as well as print, TV and online media. He co-authored the Halal Market chapter of Malaysia's Third Industrial Master Plan and was a co-founder of the World Halal Forum in 2006. In addition to Malaysia, he has worked on halal sector projects in Brunei Darussalam, the United Arab Emirates, the United States of America, the United Kingdom of Great Britain and Northern Ireland, and Europe.

Sadiq Syed is a trade promotion adviser at ITC. He manages trade development programmes in the Middle East and North Africa region and is the focal point for the halal market at ITC. Among other sectors, he is actively working on developing marketing aspects of processed food products. He has extensively worked with SMEs, halal certification bodies and TISIs to build a conducive environment for the development of the sector. He also leads the work of ITC's Market Analysis and Research team to customize ITC tools such as the Standards Map for the halal sector.

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