



# Halal Industry Insights – Unlocking Malaysia's Market Potential

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## Malaysia's Thriving Halal Economy

Malaysia continues to be a global leader in the halal industry, boasting one of the world's most robust halal certification systems. With its strong government backing and favorable business ecosystem, Malaysia is well-positioned to expand further in both domestic and international markets.

### Current Industry Overview

The Malaysian halal market has shown significant growth, valued at approximately **RM400 billion** in **2024**, driven by strong domestic consumption and increasing exports. Food and beverages remain the largest sector, but rapid growth is also seen in pharmaceuticals, cosmetics, and financial services, including Islamic finance and halal tourism.

### Emerging Trends and Opportunities

- Digital transformation driving halal product accessibility through e-commerce.
- Blockchain enhancing transparency and traceability in halal supply chains.

### Global Expansion and Strategic Partnerships

- Pursuing strategic international partnerships and trade agreements.
- Collaborations with international halal certification bodies.
- Targeting growth in Middle East, Europe, and Asia-Pacific markets.



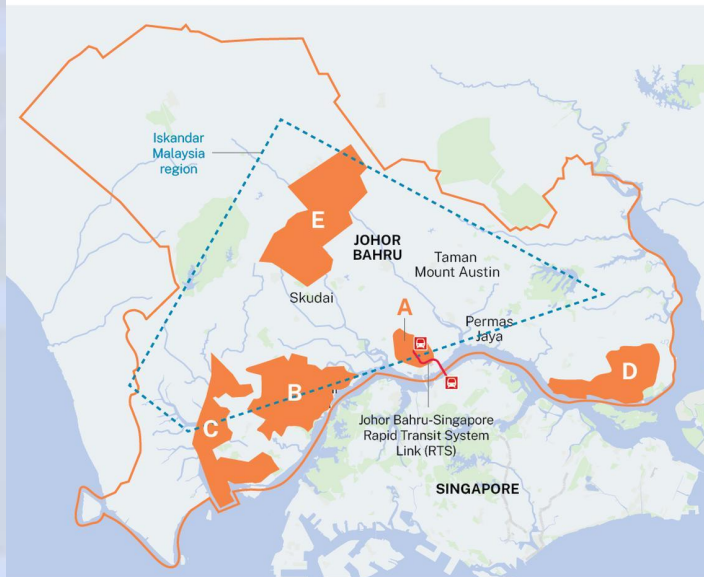
### Government Initiatives and Support

- Investment incentives and capacity-building programs for halal businesses.
- Robust regulatory frameworks supporting industry standards.
- Halal Development Corporation (HDC) and Department of Islamic Development Malaysia (JAKIM) providing essential certifications.

### Future Prospects

- Continued growth driven by global halal awareness and ethical consumer trends.
- Industry diversification and deeper technology integration.
- Malaysia as a global benchmark for halal economies.

## The coverage of Johor-Singapore special economic zone



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|--|---|--|--|--|
| <b>A: JB city centre</b><br><ul style="list-style-type: none"> <li>JB Central Business District</li> <li>JB conservation and heritage zone</li> <li>Danga Bay</li> </ul> | <b>B: Nusajaya</b><br><ul style="list-style-type: none"> <li>Kota Iskandar (Johor state administration centre)</li> <li>Educity@Iskandar</li> <li>Medini Iskandar Malaysia</li> </ul> | <b>C: Western Gate</b><br><ul style="list-style-type: none"> <li>Fort of Tanjung Pelepas (PTP)</li> <li>Pelepas Free Zone</li> </ul> | <b>D: Eastern Gate</b><br><ul style="list-style-type: none"> <li>Tanjung Langsat Port</li> <li>Pasir Gudang Port</li> <li>Pengerang</li> </ul> | <b>E: Senai - Skudai</b><br><ul style="list-style-type: none"> <li>Airport city</li> <li>Hi-Tech Park</li> </ul> |
|--|---|--|--|--|

SOURCE: UOB, MAYBANK INVESTMENT BANK AND ISKANDAR REGIONAL DEVELOPMENT AUTHORITY GRAPHIC: HYRIE RAHMAT, BT

## Johor Special Economic Zone (JS-SEZ)

Johor is fast becoming a crucial player within the halal industry through the Johor Special Economic Zone (**JS-SEZ**). The JS-SEZ aims to attract global investments and foster innovation, particularly in halal manufacturing, logistics, and export-oriented businesses.

### GLOBAL ISLAMIC ECONOMY INDICATOR SCORE

#### TOP 15



01  
Malaysia



02  
Saudi Arabia



03  
Indonesia



04  
United Arab Emirates



05  
Bahrain



06  
Iran



07  
Türkiye



08  
Singapore



09  
Kuwait



10  
Qatar



11  
Jordan



12  
Oman



13  
Pakistan



14  
South Africa



15  
United Kingdom

## Market Potential

Malaysia's strategic location, advanced halal standards, and well-established infrastructure position it to capture a significant share of the global halal market, projected to reach **USD 3 trillion** by **2030**. The growing middle-class Muslim populations globally—especially in Southeast Asia, the Middle East, and Europe—provide extensive opportunities for Malaysian halal products and services.



## Looking Ahead

Malaysia's halal industry stands at the forefront of a major economic opportunity. By leveraging innovation, technology, and strategic partnerships, Malaysian companies can significantly boost their global market share. Stakeholders should closely monitor market trends and actively engage in the evolving landscape of the halal economy.