

Bibliometric Analysis of Halal Industry Research in the Global Market

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Article Info

Article history:

Received January, 2025

Revised January, 2025

Accepted January, 2025

Keywords:

Halal industry,
halal certification,
bibliometric analysis,
halal supply chain,
sustainability

ABSTRACT

The halal industry has become a vital component of the global market, driving significant interest among researchers and practitioners. This study conducts a bibliometric analysis of halal industry research using data from the Scopus database and VOSviewer software. Key findings reveal the centrality of themes such as halal certification, logistics, and supply chain management, highlighting their importance in operational and consumer trust frameworks. The analysis identifies Malaysia and Indonesia as leading contributors to halal research, with strong international collaborations. Emerging trends, including blockchain, sustainability, and halal tourism, signify the evolving focus of the halal industry toward technological integration and ethical practices. The study also highlights knowledge gaps, such as the underrepresentation of non-food sectors and limited exploration of regional dynamics outside Southeast Asia. By addressing these gaps, this study provides a foundation for advancing halal industry research and fostering global collaboration.

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1. INTRODUCTION

The halal industry has emerged as a significant and rapidly growing segment of the global market, driven by the increasing demand for halal products and services among Muslim consumers worldwide. Halal, an Arabic term meaning "lawful" or "permissible," encompasses a broad spectrum of industries, including food, pharmaceuticals, cosmetics, finance, tourism, and fashion [1], [2]. With the Muslim population projected to reach 2.2 billion by 2030, the halal market's potential continues to

expand, drawing the attention of governments, businesses, and researchers alike [3]. This interest reflects not only its religious significance but also its economic implications in the context of global trade. The global halal market is not only limited to predominantly Muslim-majority countries but has also found acceptance in non-Muslim-majority regions. This trend is attributed to several factors, including heightened awareness of food safety, ethical consumerism, and sustainability [4]. For instance, the halal certification system has

gained prominence as a marker of quality assurance, influencing purchasing decisions among both Muslim and non-Muslim consumers. Furthermore, non-Muslim countries such as Brazil, New Zealand, and Thailand have become leading exporters of halal-certified products, underscoring the market's global reach and inclusivity [5].

Over the past decade, academic research on the halal industry has gained momentum, contributing to a deeper understanding of its multifaceted dimensions. Scholarly works have explored diverse topics such as halal supply chain management, consumer behavior, halal certification standards, and policy frameworks [6]. The intersection of religion, economics, and technology within the halal industry has inspired interdisciplinary studies, enriching the discourse across fields such as business, sociology, and environmental science. Despite this growth, the body of literature remains fragmented, with significant variations in focus, methodology, and geographic scope. Bibliometric analysis has emerged as a powerful tool to map the intellectual structure and research trends within a specific domain. By examining citation patterns, co-authorship networks, and keyword occurrences, bibliometric studies provide valuable insights into the evolution of a field and its knowledge gaps [7]. Applying this approach to the halal industry can facilitate a systematic review of existing research, highlighting emerging themes, influential works, and collaboration patterns. Such an analysis is crucial for identifying opportunities to advance the halal industry in the global market while addressing existing challenges.

Despite the growing academic and practical interest in the halal industry, there is a lack of consolidated knowledge that comprehensively captures its development and research dynamics. Existing studies are often fragmented, focusing on specific subfields or geographic regions without exploring the interconnectedness of the broader halal ecosystem [8], [9]. This fragmentation hinders the ability of stakeholders—including policymakers,

businesses, and researchers—to develop holistic strategies that address the halal industry's challenges and opportunities in a global context. Additionally, the absence of a comprehensive bibliometric analysis leaves a critical gap in understanding the field's intellectual structure, limiting the potential for collaborative efforts and interdisciplinary advancements. This study aims to conduct a bibliometric analysis of halal industry research in the global market to uncover key trends, themes, and gaps in the literature [10], [11]. Specifically, it seeks to identify influential authors, journals, and institutions contributing to the field, as well as to analyze co-authorship networks and thematic clusters. By providing a systematic review of the halal industry's academic landscape, this study aspires to inform future research directions, foster international collaborations, and support evidence-based decision-making in the development of halal products and services worldwide [12].

Conceptualization of the Halal Industry

The halal industry is rooted in Islamic principles that govern permissible and lawful practices, particularly concerning food, finance, and other consumer goods and services. According to Sharia law, halal products must comply with specific religious criteria, such as the exclusion of alcohol, pork derivatives, and other prohibited substances [13]. Over time, the definition of halal has expanded beyond its religious foundations to encompass modern ethical concerns, such as sustainability, animal welfare, and product safety [14]. This broader conceptualization has enabled the halal industry to appeal to a more diverse consumer base, including non-Muslims who prioritize ethical consumption.

The growing emphasis on halal certification standards has further shaped the industry's development. These standards ensure that products meet the necessary religious and quality requirements, providing consumers with confidence and transparency [15]. However, the lack of global harmonization in certification processes remains a significant challenge. For example, variations in certification requirements

between countries can create trade barriers and limit market access for halal producers [16]. Researchers have highlighted the need for standardized halal certification frameworks to support the industry's globalization.

Methodological Approaches in Halal Industry Research

Halal industry research employs diverse methodological approaches, reflecting its interdisciplinary nature. Quantitative studies often use surveys and experiments to analyze consumer behavior, while qualitative research explores the cultural and religious dimensions of halal practices [17]. Recent years have also seen the adoption of advanced analytical techniques, such as structural equation modeling (SEM) and machine learning, to examine complex relationships within the industry [18]. Bibliometric analysis has emerged as a valuable tool for synthesizing knowledge and identifying research trends. This method involves analyzing citation patterns, co-authorship networks, and keyword occurrences to map the intellectual structure of a field [19]. Bibliometric studies have been particularly effective in highlighting the interdisciplinary nature of halal industry research and identifying opportunities for collaboration across fields such as economics, sociology, and environmental science.

2. METHODS

This study employs a bibliometric analysis to systematically examine the existing literature on halal industry research in the global market. The data was collected exclusively from the Scopus database using relevant keywords such as "halal industry," "halal certification," and "halal market." The search was restricted to peer-reviewed journal articles and conference papers published between 2000 and 2025 to capture the most relevant and up-to-date trends. Quantitative bibliometric techniques, including citation analysis, co-authorship network analysis, and keyword co-occurrence analysis, were applied using the specialized software tool VOSviewer. These techniques enabled the

identification of influential authors, countries, and journals, as well as the exploration of thematic clusters and research trends.

3. RESULTS AND DISCUSSION

3.1 Keyword Co-Occurrence Network

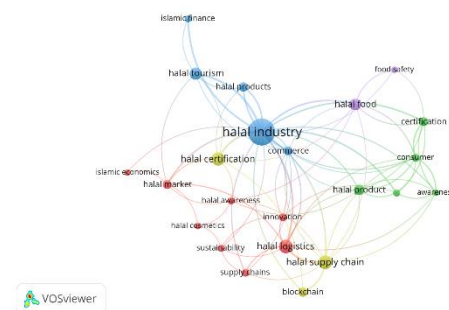


Figure 1. Network Visualization
Source: Data Analysis, 2025

The visualization identifies the "halal industry" as the central node in the network, underscoring its pivotal role in connecting various topics. Prominent connections radiate from the halal industry to key areas such as "halal certification," "halal food," "halal supply chain," and "halal tourism." These themes reflect the broad scope of research and practice within the halal sector, covering essential elements of production, logistics, consumer markets, and tourism. The central positioning highlights the halal industry's multidimensional nature and its impact on diverse economic and cultural domains. Strong interconnections between topics like "halal certification," "halal logistics," and "sustainability" signify the growing focus on ensuring ethical practices and compliance across the supply chain. "Halal certification" is particularly influential, acting as a bridge between consumer trust and market accessibility. The links with "innovation" and "blockchain" suggest an increasing interest in leveraging advanced technologies to enhance transparency, traceability, and efficiency within the halal ecosystem.

The network also highlights emerging trends such as "halal tourism" and "Islamic finance," which are gaining traction in academia and industry. These topics demonstrate the halal sector's expansion beyond traditional food-related boundaries, integrating into lifestyle services and financial

systems. Furthermore, clusters associated with "halal cosmetics," "food safety," and "consumer awareness" reflect niche areas that address specific consumer demands and regulatory challenges, emphasizing the halal industry's adaptability to evolving market needs. While the network map reveals well-established connections, it also suggests potential gaps in interdisciplinary research. For instance, the relatively sparse links between "halal market," "Islamic economics," and "halal tourism" indicate opportunities for further exploration of economic policies and market strategies to support global halal trade. Similarly, enhancing the integration of sustainability principles with halal logistics and supply chains could provide a more holistic approach to addressing environmental and ethical concerns.

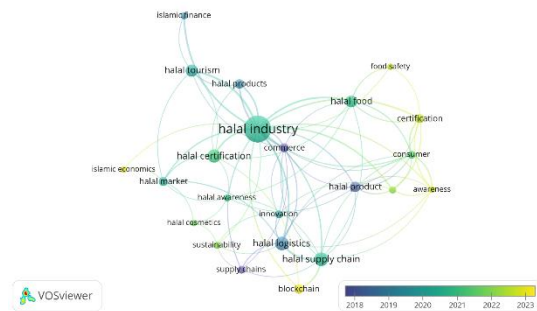


Figure 2. Overlay Visualization
Source: Data Analysis, 2025

The VOSviewer map displays a temporal progression of research themes within the halal industry from 2018 to 2023, as indicated by the color gradient. Core topics such as "halal industry," "halal certification," and "halal supply chain" appear centrally positioned and have been consistently studied over time. These nodes, in darker blue shades, indicate their foundational role in earlier research. The shift toward lighter shades, such as green and yellow, reflects the increasing focus on emerging topics like "food safety," "halal tourism," and "consumer awareness," which have gained prominence in more recent years. Key topics such as "blockchain" and "innovation," highlighted in more recent years (2021-2023), signify a growing interest in integrating advanced technological solutions into the halal industry. These developments are particularly relevant for

enhancing traceability, transparency, and efficiency within the supply chain. The connections between "halal logistics," "blockchain," and "sustainability" suggest a shift toward addressing modern challenges, such as ethical sourcing and environmental concerns, which align with consumer and regulatory demands. The relatively newer nodes, such as "halal product," "food safety," and "consumer awareness," reflect emerging opportunities for research and development. These topics, shown in lighter yellow shades, emphasize consumer-centric approaches, focusing on trust, quality assurance, and market expansion. However, weaker links between areas like "Islamic economics," "halal market," and "halal tourism" suggest underexplored intersections that could provide valuable insights into integrating economic policies with global halal trade.

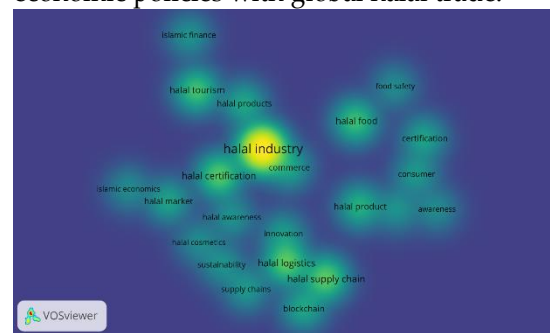


Figure 3. Density Visualization
Source: Data Analysis, 2025

The heatmap generated by VOSviewer highlights the central position of the term "halal industry," represented by the brightest yellow node, signifying its prominence and connectivity within the research network. Closely associated topics such as "halal certification," "halal logistics," and "halal supply chain" also show significant density, reflecting their importance in the halal industry's operational framework. These areas form the backbone of academic discussions, addressing critical issues like compliance, transparency, and efficiency, which are integral to the industry's development. The map also reveals the emergence of specialized topics like "halal tourism," "halal food," and "consumer awareness," indicated by slightly less dense but still prominent clusters. These areas

represent growing consumer-driven interests, emphasizing the shift toward lifestyle integration and market expansion. Additionally, innovation-driven themes such as “blockchain” and “sustainability” appear as less dense nodes, indicating nascent but rapidly developing fields.

3.2 Co-Authorship Network

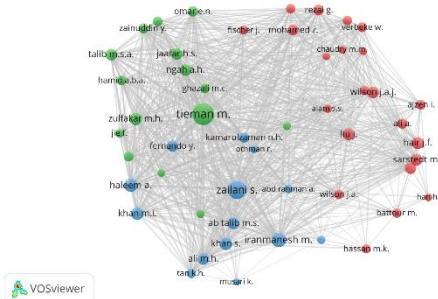


Figure 4. Author Collaboration Visualization
Source: Data Analysis, 2025

The co-authorship network visualization highlights key contributors and collaboration patterns in halal industry research. Prominent authors such as “Tieman M.,” “Zailani S.,” and “Wilson J.A.J.” are positioned at the center of dense clusters, indicating their influential roles and extensive collaborations within the field. The color-coded groups suggest distinct but interconnected research communities, with authors like “Ajzen I.” and “Hair J.F.” contributing theoretical and methodological frameworks, such as the Theory of Planned Behavior and structural equation modeling, which are widely applied in halal-related studies. The network also reflects a high degree of interconnectedness, with substantial collaboration across geographic and disciplinary boundaries, emphasizing the multidisciplinary and global nature of halal industry research.

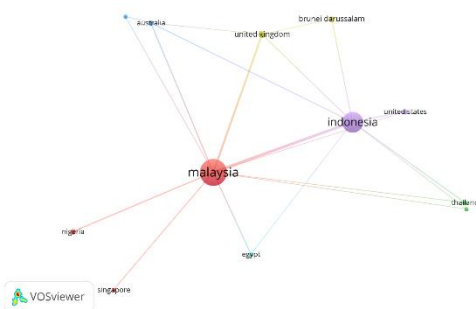


Figure 5. Country Visualization

Source: Data Analysis, 2025

The co-authorship network based on countries reveals Malaysia and Indonesia as the dominant hubs in halal industry research, signifying their leadership roles in this field. Malaysia, represented by the largest node, demonstrates extensive collaborations with countries like Indonesia, the United States, and the United Kingdom, highlighting its influence on global research initiatives. Similarly, Indonesia's strong connections with Malaysia, Brunei Darussalam, and Thailand reflect its regional partnerships within Southeast Asia. Other notable connections, such as Australia, Egypt, and Nigeria, emphasize the expanding global interest in halal studies, bridging diverse geographic and cultural contexts. This network underscores the critical contributions of Malaysia and Indonesia in shaping international research collaborations in the halal industry.

4. DISCUSSION

The findings of this bibliometric analysis highlight the central themes and key contributors shaping halal industry research. The dominance of topics such as “halal certification,” “halal logistics,” and “halal supply chain” underscores the industry's operational priorities, with certification processes being integral to ensuring product authenticity and consumer trust. These findings align with previous studies emphasizing the importance of standardized halal certification frameworks to address market challenges and enhance global trade [20]–[22]. Moreover, the significant focus on “halal food” and “consumer awareness” reveals a growing interest in addressing consumer-centric concerns, such as ethical consumption and product safety, further underscoring the industry's adaptability to evolving market demands.

Geographic Leadership and Collaboration Dynamics

The co-authorship network analysis reveals Malaysia and Indonesia as leading contributors to halal industry research. These countries' centrality in the network reflects

their robust institutional frameworks, policy support, and market leadership in the halal sector. Malaysia's well-established halal certification system and research institutions have positioned it as a global leader, while Indonesia's large Muslim population and growing halal economy underscore its regional influence [23]. The strong collaboration between these nations, as well as with countries like the United States, the United Kingdom, and Brunei Darussalam, highlights the global and interdisciplinary nature of halal research. The relatively sparse representation of countries from regions such as Africa and South America in the co-authorship network suggests opportunities to expand research collaboration in these areas. Given the global growth of the halal market, fostering partnerships with underrepresented regions could yield valuable insights into diverse consumer behaviors, regulatory landscapes, and market dynamics. Such efforts could also contribute to a more inclusive and comprehensive understanding of the halal industry's global impact.

Emerging Trends and Technological Integration

The emergence of topics such as "blockchain," "innovation," and "sustainability" reflects the halal industry's increasing reliance on technology and ethical considerations. Blockchain, in particular, has been identified as a transformative tool for enhancing traceability and transparency in halal supply chains, addressing longstanding concerns about product authenticity and fraud [24], [25]. The integration of such technologies aligns with broader trends in global trade and supply chain management, emphasizing the need for digital solutions to improve efficiency and consumer trust. Sustainability has also emerged as a critical theme, with studies exploring how halal principles can align with environmental and ethical practices. This alignment presents an opportunity to position the halal industry as a leader in sustainable business practices, contributing to global efforts to achieve the United Nations' Sustainable Development Goals (SDGs). However, the relatively limited

research on the intersection of sustainability and halal practices indicates a need for further exploration in this area.

Knowledge Gaps and Future Directions

Despite significant progress, this study identifies several knowledge gaps in halal industry research. One notable gap is the lack of comparative studies across different regions, which could provide insights into how cultural, economic, and regulatory factors shape the halal market. For instance, while Southeast Asia and the Middle East dominate halal research, regions such as Africa and South America remain underexplored despite their growing halal markets. Addressing this gap could enhance the global applicability of halal industry practices and policies. Another area requiring further investigation is the role of non-food sectors in the halal economy. While halal food and logistics dominate the research landscape, emerging sectors such as halal tourism, cosmetics, and pharmaceuticals present significant opportunities for growth. Studies focusing on these sectors could provide a more holistic understanding of the halal industry's potential and its contributions to global economic development. Additionally, the integration of advanced technologies in the halal industry remains an emerging field with substantial room for growth. While blockchain and digital platforms have been explored, other technologies such as artificial intelligence (AI), the Internet of Things (IoT), and big data analytics offer untapped potential for enhancing efficiency, decision-making, and consumer engagement in the halal market. Future research could explore how these technologies can be effectively implemented within the unique regulatory and cultural contexts of the halal industry.

Implications for Policymakers and Industry Stakeholders

The findings of this study have several implications for policymakers and industry stakeholders. First, the centrality of halal certification in the research network underscores the need for standardized and internationally recognized certification

frameworks. Harmonizing certification processes across countries could facilitate global trade, reduce compliance costs for producers, and enhance consumer confidence in halal products. Second, the growing emphasis on sustainability and technology integration highlights the importance of investing in research and development (R&D) to address these trends. Governments and industry players should prioritize funding for R&D initiatives that explore innovative solutions to enhance sustainability and transparency in halal supply chains. Such investments could not only improve operational efficiency but also strengthen the industry's reputation as a leader in ethical and sustainable business practices. Finally, the global and interdisciplinary nature of halal industry research underscores the importance of fostering international collaboration. Policymakers and industry leaders should encourage partnerships between academia, government, and the private sector to address complex challenges and leverage diverse perspectives. For example, collaborative initiatives could focus on developing halal-friendly tourism packages, exploring new markets for halal-certified cosmetics, or advancing halal pharmaceuticals through biotechnology.

Limitations of the Study

While this study provides valuable insights into the academic landscape of halal industry research, it is not without limitations. The reliance on data from a single database, Scopus, may exclude relevant studies indexed

in other databases such as Web of Science or Google Scholar. Additionally, the use of VOSviewer for bibliometric analysis, while effective, may not capture all nuances of the research landscape, particularly qualitative aspects of the literature. Moreover, the study's focus on bibliometric analysis may overlook practical and on-the-ground challenges faced by industry stakeholders. For instance, while blockchain is identified as a key trend, the practical barriers to its implementation, such as high costs and technological literacy, are not fully explored in this study. Future research could complement bibliometric findings with case studies and fieldwork to provide a more comprehensive understanding of the halal industry's challenges and opportunities.

5. CONCLUSION

This study contributes to the academic understanding of halal industry research by mapping its intellectual structure, identifying key themes and contributors, and highlighting emerging trends. The findings underscore the centrality of halal certification, the importance of regional leaders such as Malaysia and Indonesia, and the growing emphasis on sustainability and technology integration. By addressing the identified knowledge gaps and fostering international collaboration, policymakers, researchers, and industry stakeholders can advance the halal industry's global development and its contributions to ethical and sustainable practices.

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