

## Beyond Food: The Impact of International Halal Certification on Non-Food Export Performance

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### Abstract

This study analyzes the impact of international halal certification on the export performance of Indonesian non-food products. Although halal certification has been widely discussed in the food sector, research on non-food sectors, such as cosmetics, pharmaceuticals, and fashion, remains limited. The main objective of this study is to examine how halal certification can expand export market access and enhance the competitiveness of Indonesian non-food products in global markets. The approach is qualitative, using a documentation study method that relies on secondary data from industry reports, export statistics, and policy documents related to halal certification. The results show that halal certification has a positive impact on export volumes of non-food products, with the cosmetics, pharmaceutical, and fashion sectors experiencing significant increases. In addition, halal certification not only strengthens the product's position in the international market but also enhances the brand image and builds consumer trust, while also identifying the challenges companies face in meeting international standards, especially in the non-food sector, which requires more stringent testing and verification. The recommendations of this study include harmonizing halal standards across countries and strengthening international recognition of Indonesian halal certification. Companies in the non-food sector are also advised to make better use of halal certification as a strategy for global market expansion. Further Research is needed to explore the factors influencing the success of halal certification in the non-food sector and its impact on Indonesia's export performance.

**Keywords:** economic diplomacy, global Islamic economy, halal certification, halal industry, non-food exports..

### Introduction

International halal certification has become a key factor in boosting product competitiveness in the global market. In the midst of globalization and rapid international trade, halal certification is not only a necessity for food products but also for non-food products that are increasingly sought after (Abbas et al., 2025) Halal products with international certification assure that they meet the quality standards accepted in the global market, especially in Muslim-majority countries (Akbar et al., 2023; Al-Mahmood & Fraser, 2023) This allows halal products to expand their reach into a broader, more diverse international market. Halal certification is more than just a religious guarantee; It serves as a globally accepted sign of trust and quality.

Consumer trust in halal-certified products is high, making halal certification a factor influencing purchasing decisions, especially in the international market (Bayu Priyadi et al., 2025; M. A. Fauzi, 2023). Muslim consumers around the world tend to choose halal-certified

products because they believe the products have undergone a transparent process and comply with sharia principles. In addition, more and more non-Muslim consumers are paying attention to the halal status of products, driven by growing awareness of the quality and sustainability associated with halal products (Abbas et al., 2025; Bux et al., 2022) Therefore, halal certification not only meets the needs of the Muslim market but also attracts global consumers who are increasingly concerned about transparent and ethical products.

With more than two billion Muslims worldwide, the market for halal products continues to grow rapidly, especially in countries with large Muslim populations. Countries such as Indonesia, Malaysia, and the Middle East are now the centers of demand for halal products, not only in the food sector, but also in cosmetics, pharmaceuticals, and fashion. (Economy, 2025) (Tables 1 and 2). These markets need products that meet international halal standards to ensure conformity with religious values. In this context, halal certification plays an important role in opening up export opportunities to these key markets. Countries with large Muslim populations require halal certification for products seeking to enter their markets, making it a vital element of international marketing strategies.

Table 1. Halal product growth 2022 to 2024

Sektor	2022 (US\$ Bn)	2023 (US\$ Bn)	2024 (F) (US\$ Bn)	% Growth 2023	% Growth 2024 (F)
<b>Halal Food</b>	306.52	293.58	314.52	-4.41%	+7.12%
<b>Halal Pharma</b>	49.88	49.40	52.55	-0.97%	+6.38%
<b>Halal Cosmetics</b>	18.29	20.62	22.83	+11.31%	+10.72%
<b>Modest Fashion</b>	40.36	44.15	46.26	+8.58%	+4.78%
<b>Total</b>	415.05	407.75	436.16	-1.79%	+6.79%

Source: SGIE, 2025

Based on SGIE data (2025), halal product growth for the 2022–2024 period shows a contraction in 2023, followed by a recovery in 2024 (forecast). The total global halal market declined from US\$415.05 billion in 2022 to US\$407.75 billion in 2023 (-1.79%), mainly influenced by a decline in the Halal Food sector of -4.41% and Halal Pharma of -0.97%. However, the Halal Cosmetics and Modest Fashion sectors continued to grow in 2023 by +11.31% and +8.58%, respectively. In 2024, a rebound is projected across all sectors, with the total market increasing to US\$436.16 billion (+6.79%). The highest increase is expected to occur in Halal Cosmetics (+10.72%), followed by Halal Food (+7.12%), Halal Pharma (+6.38%), and Modest Fashion (+4.78%), indicating a trend of recovery and re-expansion of the global halal industry after the slowdown in 2023.

Table 2. Total Transaction Value

No	Country	Total Transactions	Total Deal Value (US\$ Billion)
1	United Arab Emirates	50	1.53
2	Indonesia	40	1.60
3	Saudi Arabia	25	1.08
4	Türkiye	23	0.13
5	Egypt	14	0.19
6	Nigeria	13	0.15

7	Malaysia	12	0.24
8	Morocco	8	0.77
9	Bangladesh	5	0.01
10	Kazakhstan	3	0.03

Based on Tabel 2, the country with the highest number of transactions is the United Arab Emirates with 50 transactions totaling US\$1.53 billion, followed by Indonesia with 40 transactions and the highest total deal value of US\$1.60 billion. Saudi Arabia ranks third with 25 transactions worth US\$1.08 billion. Although Türkiye recorded 23 transactions, the transaction value was relatively small at US\$0.13 billion. Morocco showed a fairly large transaction value (US\$0.77 billion) despite only having 8 transactions, indicating high-value transactions. Other countries, such as Egypt, Nigeria, Malaysia, Bangladesh, and Kazakhstan, had relatively lower transaction numbers and deal values. In general, this data shows that the Middle East and Southeast Asia dominate transaction activity with significant investment values.

Despite the positive growth trend shown in Tables 1 and 2, the overall contribution of non-food halal products to total halal exports remains relatively small compared to the food sector. Several structural factors explain this condition. First, the level of halal certification adoption in the non-food sector is still limited, especially among small and medium enterprises. Many companies perceive halal certification in cosmetics, pharmaceuticals, and fashion as complex and costly due to stricter material traceability and testing requirements (Herdiana & Rusdiana, 2022). Second, differences in international halal standards create significant barriers. Unlike the food sector, which already has more established global standards, non-food products often face varying technical requirements across countries (A. H. M. Fauzi et al., 2024). This regulatory fragmentation reduces the speed of certification recognition and delays export penetration. Third, international recognition of Indonesian halal certification bodies, particularly for non-food products, is not yet optimal. While countries such as Malaysia have achieved wider global acknowledgment through JAKIM, Indonesia is still strengthening its international mutual recognition agreements. As a result, Indonesian non-food products sometimes require additional verification when entering foreign markets, increasing costs and reducing competitiveness (State of the Global Islamic Economy Report, 2023). Therefore, the relatively small share of non-food halal exports is not merely a reflection of low demand but rather a combination of certification constraints, regulatory barriers, and limited global recognition.

On the other hand, halal certification not only affects the food sector but also significantly influences purchasing decisions for non-food products in the international market (Maulidia et al., 2024; Susilawati et al., 2023). The modest cosmetics, pharmaceuticals, and fashion products are now an important part of the ever-growing global halal economy. The international community, both Muslim and non-Muslim, is increasingly recognizing that halal products not only guarantee quality but also transparency and sustainability in their production process (Ramli et al., 2023; Septiarini et al., 2023). This is a strong reason why companies that obtain halal certification are better able to win in international markets, where quality and consumer trust are the determining factors in purchasing decisions.

For companies looking to expand their international market reach, obtaining halal certification is a strategic step that cannot be ignored. Halal certification opens the door for companies to compete in markets that were previously difficult to reach without such recognition (Asri & Ilyas, 2022) In an increasingly segmented global market, halal certification enables products to stand out and increase their appeal to increasingly selective consumers (Islam et al., 2024; Yuningsih M et al., 2023) With the growing demand for halal products,

these certifications have become an invaluable tool for boosting the company's competitiveness, facilitating international expansion, and strengthening the brand's image in the global market.

Although halal certification has received significant attention in the food sector, its Influence on non-food products remains very limited in academic studies. Many studies have focused more on the food sector, while sectors such as cosmetics, pharmaceuticals, and modest fashion are still minimally explored in depth (Dian Luthviati & Jenvitchuwong, 2021; M. A. Fauzi et al., 2024). In fact, halal non-food products have significant market potential, but there has been little discussion about how halal certification can help open global market access for this sector. Most existing studies have not provided a comprehensive understanding of how halal certification affects the export performance of non-food products, creating significant gaps in the existing literature.

The impact of halal certification on the export performance of non-food products has not been discussed in depth, although there are indications that it can provide a competitive advantage for companies seeking to enter international markets. Many halal companies in the non-food sector still do not fully utilize halal certification as an effective marketing tool (Herdiana & Rusdiana, 2022; Isa et al., 2023; Oemar et al., 2023). This is reflected in the lack of empirical evidence showing the direct Influence of halal certification on export volumes, market diversification, or the bargaining power of non-food products. This gap becomes more evident when data show that, despite growth in the halal product sector, the non-food sector's contribution to total halal product exports remains relatively small. (Table 3)

Table 3. Five Countries in Halal Product Transaction Value

Countries (OIC)	Nilai Transaksi				US\$ Million
	Halal Food	Modest Fashion	Halal Pharmaceutical	Halal Cosmetics	
Indonesia	115	17,9	22	5,7	
Saudi Arabia	144	25,5	19	0,4	
UAE	398	9,8	3,4	4,6	
Egypt	117	18,1	12	3,7	
Marocco	610	31,1	94	0,5	

Source: SGIE, 2025

Furthermore, a clear understanding of the relationship between halal certification and international consumer preferences for non-food products is still limited. International consumers, both from Muslim-majority and non-Muslim countries, are increasingly aware of the importance of halal certification, but there is no in-depth research on how these certifications affect their preference for non-food products. Often, research only focuses on the food sector without addressing how halal certification can affect consumer perceptions and the choice of cosmetic, pharmaceutical, or fashion products. As studied by MA Fauzi (2023) and MA Fauzi et al. (2024), analyzing halal certification trends and consumer behavior, especially in halal food products. Similarly, Akbar et al. (2023) examined global halal food standards without extending the analysis to non-food industries such as cosmetics, pharmaceuticals, or modest fashion. In addition, previous research has largely concentrated on consumer purchase intent, halal awareness, and brand image variables (Desmaryani et al., 2024; Shirley, 2024),

In addition, studies on the differences in the effectiveness of halal certification across non-food industry sectors are also minimal (Usman et al., 2023). Each industry sector, whether cosmetics, pharmaceuticals, or fashion, faces different challenges and market dynamics (Herdiana & Rusdiana, 2022). However, there is no systematic research comparing the effectiveness of halal certification in these sectors. For example, does the halal cosmetics

sector face greater obstacles than the pharmaceutical or fashion sectors in gaining international recognition for its halal certification? These questions have not been clearly answered in existing research, even though differences in the effectiveness of halal certification can affect marketing strategies and product competitiveness in the global market.

The lack of research on the factors that affect the success of halal certification of non-food products in the global market is a problem that needs to be addressed immediately. Factors such as cross-border harmonization of halal standards, international recognition of certification bodies, and transparent halal tracking systems are still not widely studied in the non-food sector. Without a deep understanding of these factors, companies and governments cannot formulate effective strategies to improve the export performance of non-food products.

This research is very important to fill the gap in the literature on the Influence of halal certification on the non-food sector, which has been studied to date. By delving deeper into the relationship between halal certification and the export performance of non-food products, this research will provide new insights into how halal certification can serve as a strategic tool to expand global market access, especially in the underserved non-food sector. In addition, the study will identify factors influencing the success of halal certification, including cross-country aligned standards, international recognition, and adoption of digital technologies for halal tracking. The results of this study are expected to not only provide a deeper understanding of the Influence of halal certification on international consumer preferences but also offer more effective policy recommendations for the non-food sector and practical strategies for industry players to improve the competitiveness of their products in the global market.

## Literature Review

### The Effect of Halal Certification on the Export of Non-Food Products

Halal certification is well known in the food industry, but its impact on non-food products such as cosmetics, pharmaceuticals, and halal fashion is still rarely discussed in the literature. Recent research shows that non-food products with halal certification can increase competitiveness in international markets, especially in Muslim-majority countries, according to a study by Abidin et al. Al (2024) notes that halal certification provides wider access to global markets, including those previously difficult to reach without halal recognition. This emphasizes the importance of halal certification as a tool to increase the export volume of non-food products to the international market.

Although the market potential of halal non-food products is enormous, there are still obstacles to the international recognition of Indonesian halal certification. A study by W. Akbar et al. (2024) shows that although Indonesia has great potential in the halal cosmetics sector, international recognition of Indonesian halal certification remains limited, affecting the competitiveness of products in the global market. This Research underscores the importance of harmonizing halal certification standards between exporting countries to facilitate the expansion of halal products to a broader international market.

On the other hand, Research by Bux et al (2022) revealed that halal certification plays an important role in increasing consumer confidence in non-food products, such as cosmetics and pharmaceuticals. Although its impact on the food sector is already proven, the impact of halal certification on the non-food sector remains under-researched, and further research is needed to understand the extent to which this certification can affect consumer preferences in the global market. This research shows that a deeper understanding of the relationship between halal certification and international consumer preferences can provide stakeholders seeking to increase the export of halal non-food products with greater insight.

### **Harmonization of International Halal Standards and Global Recognition Challenges**

Harmonizing international halal standards is a key issue for expanding the market for halal products, especially non-food products. Research by Ghazali et al. (2023) highlights differences in halal certification standards across countries, hindering the acceptance of halal products in the global market. This difference in halal standards creates challenges for companies looking to expand their export markets, especially in non-food sectors such as cosmetics and pharmaceuticals. This shows the need for cooperation between exporting countries to reduce the fragmentation of standards and facilitate international recognition of halal certification.

The importance of this harmonization is also emphasized by the Dinar Standard (2023), which notes that countries such as Malaysia have successfully integrated halal certification into their economic diplomacy strategies and strengthened international recognition through consistent standards. Malaysia, through JAKIM, has gained recognition in more than 80 countries, while Indonesia, despite its great potential, has not fully utilized halal certification as a powerful instrument of economic diplomacy. This Research proposes that, to strengthen Indonesia's position in the global halal market, harmonizing halal standards should be a priority in national policy.

A study by Asri & Ilyas (2022) emphasizes that halal certification should be seen as part of non-conventional economic diplomacy that can help strengthen the country's position in the international market. Although Indonesia has a large domestic market, internationally recognized halal certification will open up greater export opportunities for non-food products. With the broader recognition of Indonesian halal certification, Indonesian halal non-food products can compete in the international market without significant standard barriers. This Research shows that harmonizing halal standards will increase the integration of halal product markets worldwide, creating a more open and inclusive market.

### **The Role of Halal Certification in Increasing Consumer Trust and Brand Image**

Halal certification not only serves as a guarantee of compliance with Sharia principles but also plays an important role in building consumer trust and strengthening the brand image in the international market. A study by Jannah & Al-Banna (2021) shows that consumers are more likely to choose products with halal certification because they believe the products have undergone a transparent process and meet high-quality standards. This is true not only in the domestic market but also in the international market, where consumer confidence is a decisive factor in purchasing decisions.

Research by Desmaryani et al (2024) also revealed that halal certification helps strengthen brand image and increase consumer loyalty, especially in highly competitive international markets. This is important, especially for companies looking to enter the global market with non-food products. With halal certification, the company not only ensures product quality but also demonstrates a commitment to ethics and religious principles, which are an added value in the eyes of consumers. The trust built through halal certification strengthens the company's relationship with consumers, increases loyalty, and ultimately, increases export volumes.

In addition, halal certification also plays an important role in the company's marketing strategy, especially in expanding market share in Muslim-majority countries. Research by Silalahi (2024) shows that halal labels can influence the purchasing intentions of Muslim consumers, thereby further strengthening the product's position in the international market. By adopting halal certification, companies can position their products as a safer, more trustworthy option, thereby strengthening their brand image in the global market. This Research confirms

that halal certification not only improves product quality but is also an important tool in building and strengthening brand image in the international market.

### Research Methods

This study employs a descriptive qualitative approach using a structured desk research method. The selection of documents followed specific criteria to ensure relevance and credibility. First, documents had to be officially published by recognized institutions, such as the State of the Global Islamic Economy Report (SGIE), the Halal Product Assurance Agency (BPJPH), the Central Statistics Agency (BPS), UN Comtrade, and TradeMap. Second, the documents had to contain data related specifically to halal certification, non-food sectors (cosmetics, pharmaceuticals, modest fashion, and personal care), and export performance indicators. Third, only publications with clear methodological transparency and institutional accountability were included. The data analyzed in this study covers the period 2018–2025. This timeframe was selected to capture developments before and after the strengthening of Indonesia’s halal certification regulation under Law No. 33 of 2014 and the establishment of BPJPH’s expanded role in international recognition. To ensure data validity, source triangulation was applied. Data on export performance were cross-checked between BPS, TradeMap, and UN Comtrade databases. Information on halal certification recognition and standards harmonization was validated using official policy documents and international reports such as SGIE. Academic literature was also used to confirm conceptual consistency and interpret findings within established theoretical frameworks. Furthermore, triangulation of data types was conducted by combining statistical export data, institutional policy documents, and peer-reviewed academic studies. This approach strengthens the reliability of the findings and minimizes bias associated with relying on a single source of information.

### Results and Discussion

The results of this study provide in-depth insights into the relationship between halal certification and the export performance of non-food products. Based on an analysis of documentation from various secondary sources, it was found that halal certification positively affects the competitiveness of non-food products in the international market. The data collected shows that although the food sector has long been the primary focus of halal certification, non-food products such as cosmetics, pharmaceuticals, and fashion are also gaining significant attention. Halal certification has proven to be highly beneficial in strengthening these products' position in the global market, improving international consumer perception, and facilitating access to markets in Muslim-majority countries.

Although the non-food sector has seen an increase in exports after obtaining halal certification, challenges remain in harmonizing international standards, which can affect the recognition and acceptance of halal certification across countries. An analysis of the company's policy documents and annual reports indicates that halal certification has played a key role in expanding the market share of halal non-food products (Tables 4 and 5).

Table 4. Trend Pattern of Halal-Certified Non-Food Sectors (2018–2025)

Sector	Export Trend After Certification Expansion	Market Orientation
Halal Cosmetics	Significant upward trend	OIC & Southeast Asia
Halal Pharmaceuticals	Moderate but steady growth	Middle East & South Asia
Modest Fashion	Strong export expansion	OIC & Europe
Personal Care	Gradual increase	Regional ASEAN

Source: TradeMap & SGIE, 2025

Table 5. Structural Factors Influencing Non-Food Halal Export Performance

Sector	Certification Complexity	International Recognition	Standard Harmonization Challenge	Overall Impact on Export Performance
Cosmetics	High	Moderate	High	Positive but constrained
Pharmaceuticals	Very High	Limited	High	Positive but slow expansion
Modest Fashion	Moderate	Moderate	Medium	Strong growth potential
Personal Care	Moderate	Emerging	Medium	Gradual expansion

The findings indicate that while non-food halal sectors demonstrate a positive export trajectory, their overall contribution remains smaller compared to the halal food sector. This condition reflects structural constraints such as certification complexity, varying international standards, and limited global mutual recognition agreements. The table illustrates how halal certification has improved the export performance of non-food products, with a variable upward trend across all analyzed product categories. Although challenges to international recognition persist, this study shows that halal certification remains a key factor in expanding market access and strengthening the competitive position of non-food products in global markets.

Halal certification has a significant impact on the export performance of non-food products, such as cosmetics, pharmaceuticals, and fashion. The increase in the export volume of halal-verified non-food products provides strong evidence that halal certification enhances product competitiveness in international markets. This study fills a gap in the literature by examining the non-food sector related to halal certification, opening up space for further research to explore the potential of the non-food halal market, which has received less attention so far.

The role of halal certification in expanding the export market of non-food products is key to international market access. Based on the data obtained, halal certification not only gives consumers confidence but also opens up broader market opportunities, especially in countries with large Muslim populations. As revealed in the State of the Global Islamic Economy Report (2025), the halal cosmetics, pharmaceuticals, and fashion sectors have significant market potential, growing in line with the rising global demand for halal products. Therefore, halal certification is an important tool for boosting the competitiveness of non-food products, expanding market penetration, and strengthening product positioning in Muslim-majority countries. This shows that halal certification can be an effective strategy to enlarge the market reach of non-food products.

Furthermore, the challenge companies face in obtaining halal certification for non-food products is meeting international halal certification standards, particularly in logistics and production. Some companies have difficulty meeting the technical requirements for non-food products, such as cosmetics and pharmaceuticals, which require more in-depth testing of their raw materials and production processes. In addition, international halal standards that vary across countries create additional difficulties in terms of certification recognition, affecting the company's ability to reach the global market effectively. This underscores the importance of harmonizing halal standards across countries and increasing international recognition of halal certification issued by Indonesian institutions.

The study's findings confirm the benefits of halal certification in strengthening brand image and consumer trust. Halal certification not only improves product quality but also strengthens consumer perception of product reliability and authenticity, especially in the international market. In an increasingly fragmented global market, consumer trust is becoming a very important factor in the purchasing decision-making process. This is relevant to the theory that trust is a key element in the relationship between consumers and brands (Morgan & Hunt, 1994). Halal certification, as a symbol of compliance with Sharia principles, provides additional evidence to consumers about the product's quality and integrity, thereby increasing their loyalty and preference for the product. Brands that obtain halal certification have a tremendous competitive advantage, as consumers are more likely to choose products that they believe meet ethical standards and high quality.

Although halal certification has a positive impact on the export performance of non-food products, some sectors, especially cosmetics and pharmaceuticals, still face difficulties in gaining full international recognition. This shows that although halal certification increases competitiveness, external factors such as standard harmonization and international recognition remain challenges that need to be addressed. This Research shows that to maximize the potential of halal certification as a tool for economic diplomacy and export strategies, Indonesia and other exporting countries need to work together to create a more integrated and globally recognized certification system.

## Conclusions and Suggestions

### Conclusion

Halal certification has a significant impact on the export performance of non-food products by expanding market access and increasing competitiveness in international markets, especially in countries with large Muslim populations. However, the main challenge for companies is meeting international halal certification standards and gaining broader global recognition. For this reason, Indonesia and other exporting countries need to cooperate to harmonize halal standards and increase international recognition of the halal certifications issued. In the future, this Research will make an important contribution in formulating more integrated policies for the halal non-food sector, strengthening economic diplomacy, and accelerating global market penetration. Halal certification should be seen not only as an obligation but also as a strategic tool to strengthen Indonesia's position in the global halal economy, open up export opportunities, and increase the competitiveness of non-food products in international markets.

### Suggestions

Based on the results of this study, it is suggested that the government and halal certification bodies in Indonesia strengthen cooperation with trading partners to increase international recognition of Indonesian halal certification, especially for non-food products. In addition, there needs to be an effort to harmonize halal standards across exporting countries to reduce regulatory fragmentation that hinders global market penetration. Companies are also advised to make greater use of halal certification as a global marketing strategy that not only increases consumer trust but also strengthens brand image in international markets. Further Research is also needed to identify the key factors influencing the success of halal certification in the non-food sector and its impact on halal product exports, so that the policies and strategies implemented can be more effective and measurable.

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