An Overview of the Global Halal Market
South East Asia
Driving the Halal Market Forward

- Malaysia
- Thailand
- Singapore
- Brunei
- Philippines
- Indonesia
- China

Regional competition has stimulated the local & global market
All view Halal as a means to stimulate the economy through exports, tourism, value-add, trade, research

- Thailand
  - Halal Science Centre
  - Halal Science Symposium
  - Govt initiatives
  - Southern Thailand
  - IMT-GT programmes

- Philippines
  - BIMP initiative
  - New Certification Authority
  - Mindanao developments

- Indonesia
  - MUI Halal authority
  - Largest Muslim population
  - Raw material source
  - Huge consumer market

- Singapore
  - Certification expertise
  - MUIS authority
  - Value-add, trade

- China
  - Emerging market
  - Huge Muslim population
  - Raw material supplier

- Malaysia
  - Standards & Certification
  - MIHAS expo
  - World Halal Forum
  - HDC programmes
  - Media focus (HJ, HJTV)
  - Centres of Halal Excellence
Cultural diversity has lead to strict Halal standards

The multi-cultural complexion of Southeast Asia has stimulated the development of the world’s most advanced Halal Standards and certification agencies.

The Halal Market Economy Specialists
Halal - a global market force

- Meat & Poultry
- Food Manufacturing
- Food Retailing
- Restaurant Chains
- Food Service Industry
- Logistics & Shipping
- Islamic Banking & Finance
- Standards, Auditing, Certification
- Science & new technologies
- Personal care products

- 2 billion ‘de facto’ consumers
- USD 500 billion annually
- Expanding market parameters
## Estimated Global Halal Market Value

<table>
<thead>
<tr>
<th>Region</th>
<th>2005 Muslim Pop</th>
<th>Per capita food expenditure p/a USD</th>
<th>Halal Food Market Millions USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>461.77m</td>
<td>250</td>
<td>115,443</td>
</tr>
<tr>
<td>West Asia</td>
<td>195m</td>
<td>570</td>
<td>111,150</td>
</tr>
<tr>
<td>South Central Asia</td>
<td>584.8m</td>
<td>300</td>
<td>175,440</td>
</tr>
<tr>
<td>South East Asia</td>
<td>266.37m</td>
<td>350</td>
<td>93,230</td>
</tr>
<tr>
<td>China</td>
<td>39.1m</td>
<td>175</td>
<td>5,865</td>
</tr>
<tr>
<td>Europe (inc Russia)</td>
<td>51.19m</td>
<td>1,250</td>
<td>63,988</td>
</tr>
<tr>
<td>N. America</td>
<td>8.26m</td>
<td>1,750</td>
<td>14,455</td>
</tr>
<tr>
<td>S. America</td>
<td>1.64m</td>
<td>500</td>
<td>820</td>
</tr>
<tr>
<td>Oceania</td>
<td>.35m</td>
<td>1,500</td>
<td>525</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,565m</strong></td>
<td></td>
<td><strong>US$ 580,915</strong></td>
</tr>
</tbody>
</table>

Source: [www.islamicpopulation.com](http://www.islamicpopulation.com), Euromonitor
Average 5-year growth rates in avg. per capita food expenditure

- Malaysia 16%
- Saudi Arabia 18%
- Thailand 19%
- China 22%
- Indonesia 34%
- USA 17%
- Netherlands 41%
- France 43%
- South Africa 96%

Source: Euromonitor
Halal’s market neighbours

- Healthy
- Organic
- Environmentally friendly
- Animal welfare
- Ethnic
- Fair Trade
US Kosher market

- 5-6 million Jews in USA
- >US$100 billion market
- 86,000 product range

Consumer profile

- 15% Jews (5% strict kosher)
- 55% Health conscious
- 38% Vegetarian
- 24% Dairy-free
- 16% Muslim

source Mintel
For every 1 Halal product on the US supermarket shelves...

...there are 86 kosher products
US Muslims are spending $16 billion a year on Kosher products because the Halal products are not available. Wouldn’t they prefer to buy Halal products?
Wider Range
Better Quality
Better Packaging
Consistent Supply
Professional Audit
Halal Certification
HACCP, GMP, GHP

The Halal Market Economy Specialists
The UK Halal Market

Growing at 15% - Nat Avg 1%

Avg household 4.5 - Nat Avg 2.3

Over 50% London boroughs ethnic majority in 2011

51% of all UK education authorities now require Halal meat

Muslim population (4%) accounts for 12% total meat sales

100% Asian Muslims use supermarkets for main grocery shopping

0.5% of Halal meat sales through supermarkets

Halal products are not available
Halal is not just about meat

The Halal market is waiting for

- Complete product ranges
- Cultural diversity
- Pre-cooked meals
- Toiletries & Personal care items
- Pharmaceuticals
- Health Supplements
The Halal Market is expanding fine dining to fast food...in the air, and in the prison...in schools, hospitals and military rations
New Halal industry sectors

protecting the integrity of the entire Halal value chain is becoming increasingly important
Upmarket
- natural
- organic
- ethnic
- environment
- animal welfare

Mainstream
- supermarket
- global presence
- full product range
- diverse application

Global Standard
- HACCP
- GMP
- GHP
- professional

Track & Trace
- Secure supply chain

Lifestyle Choice
- new ‘green’
- ethical
- popular culture
- fashion, music, film

Influential opinion forming

Worldwide availability & acceptance

HALAL

High level quality assurance mark

Secure Supply Chain

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