



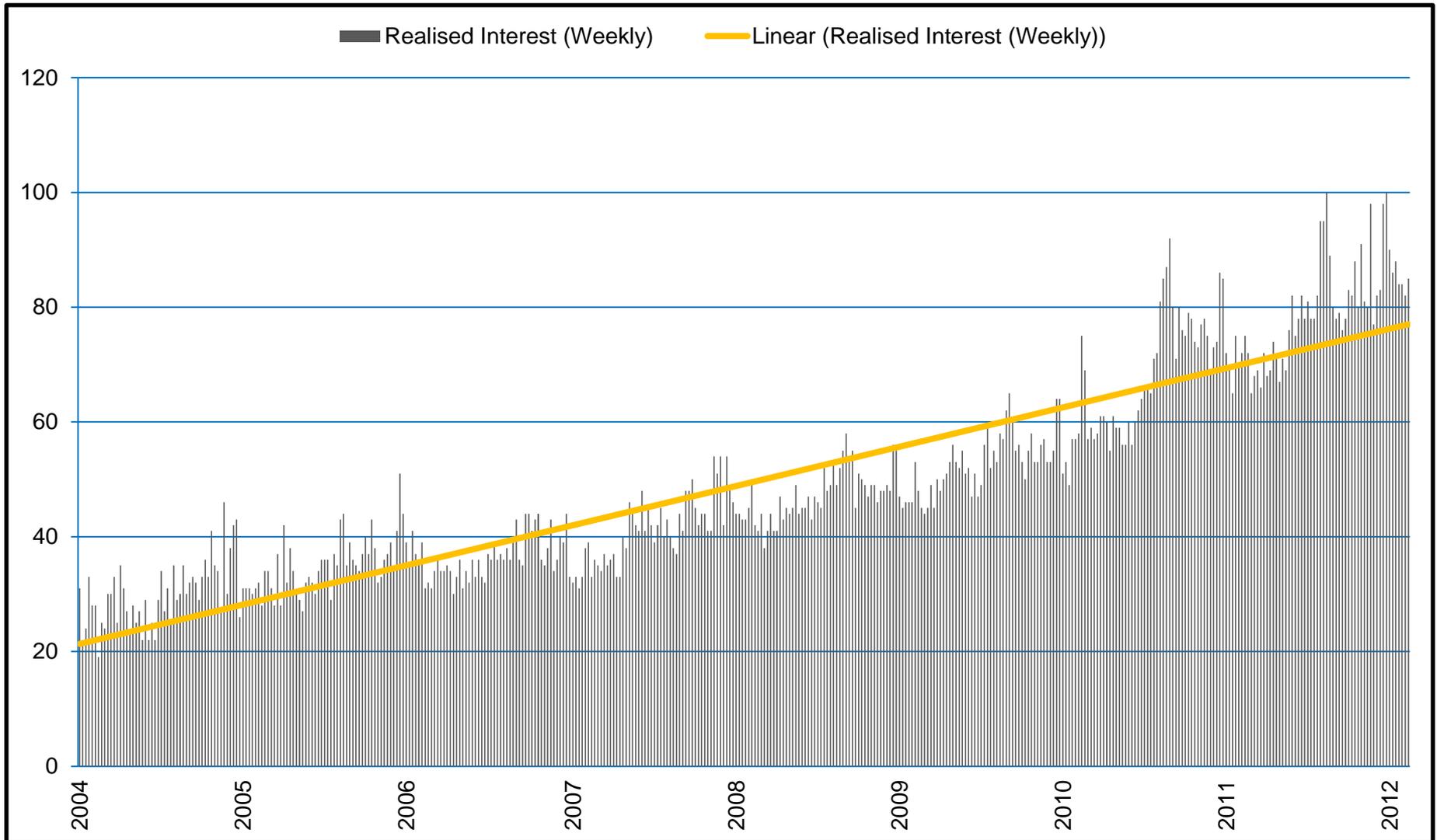
## SESRIC Special Session

# HALAL FOOD INDUSTRY PROSPECTS AND CHALLENGES

1<sup>st</sup> International Food, Agricultural and Gastronomy Congress  
15-19 February 2012, Antalya, Turkey

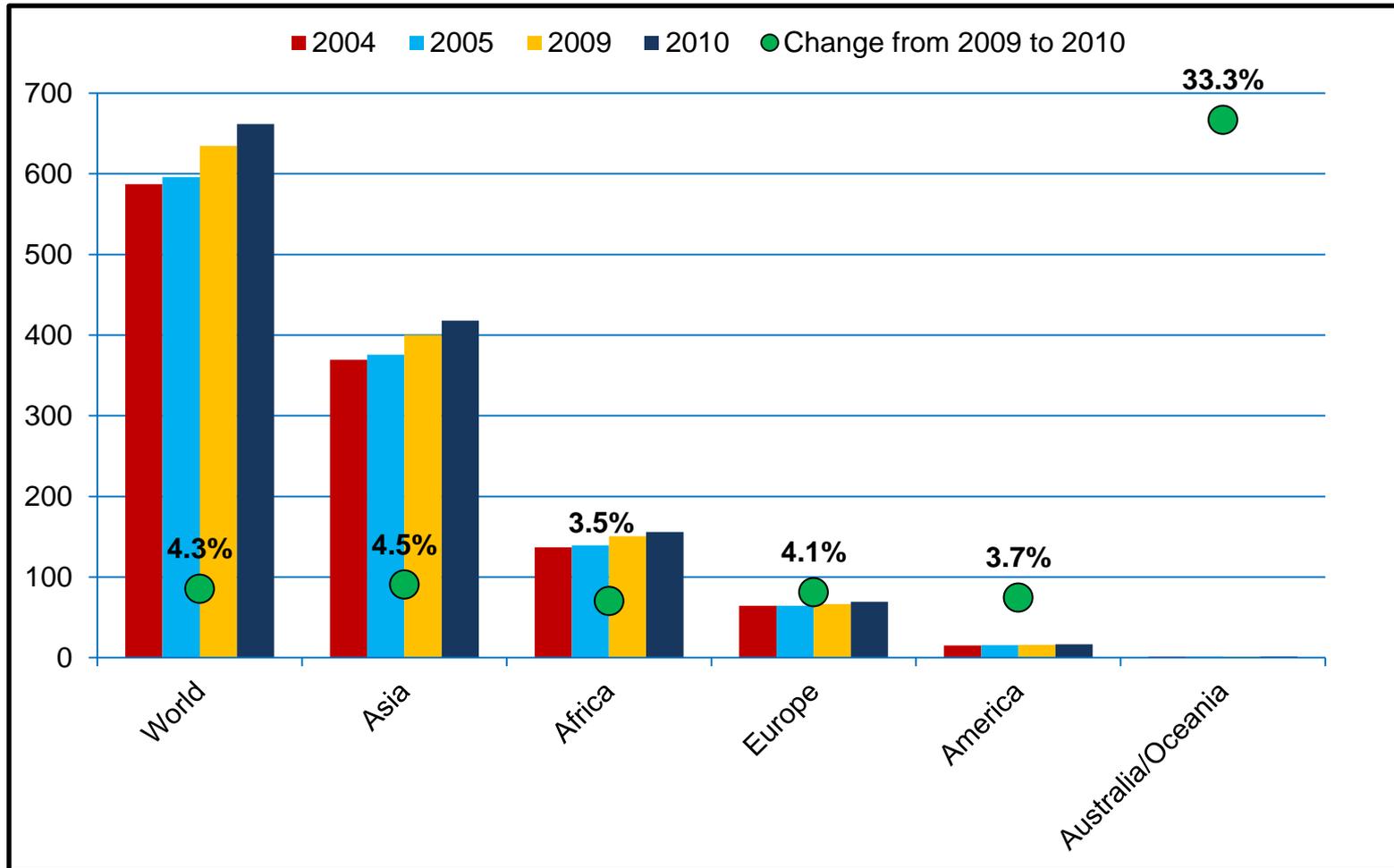
# INTEREST IN HALAL

## Web Search Interest in Halal Food & Drink



# KEY MARKETS

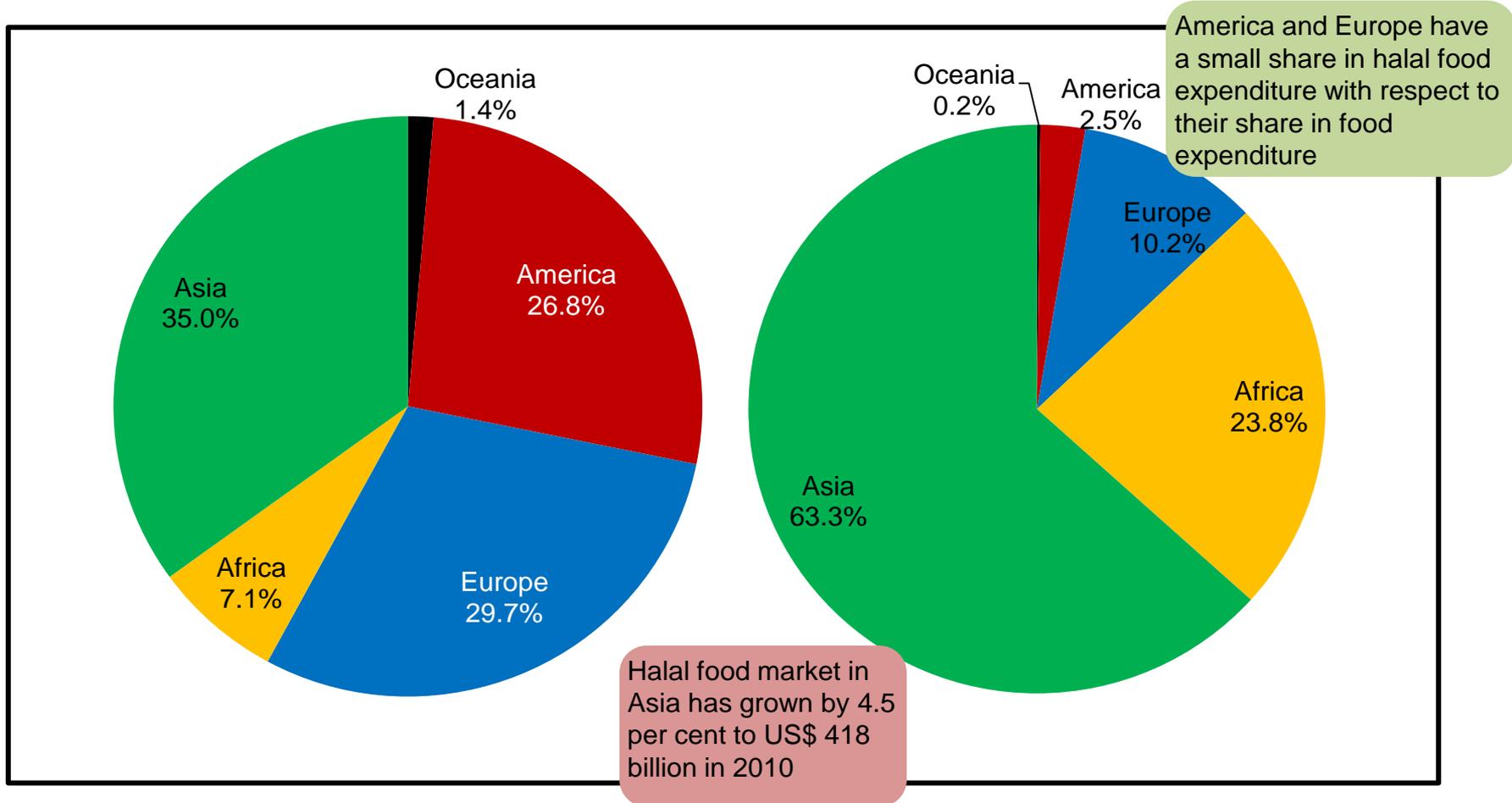
## Global Halal Food Expenditure, *USD billion*



Source: WHF Secretariat/ KasehDia analysis from many institution's database and field research (copyright protected)

# KEY MARKETS

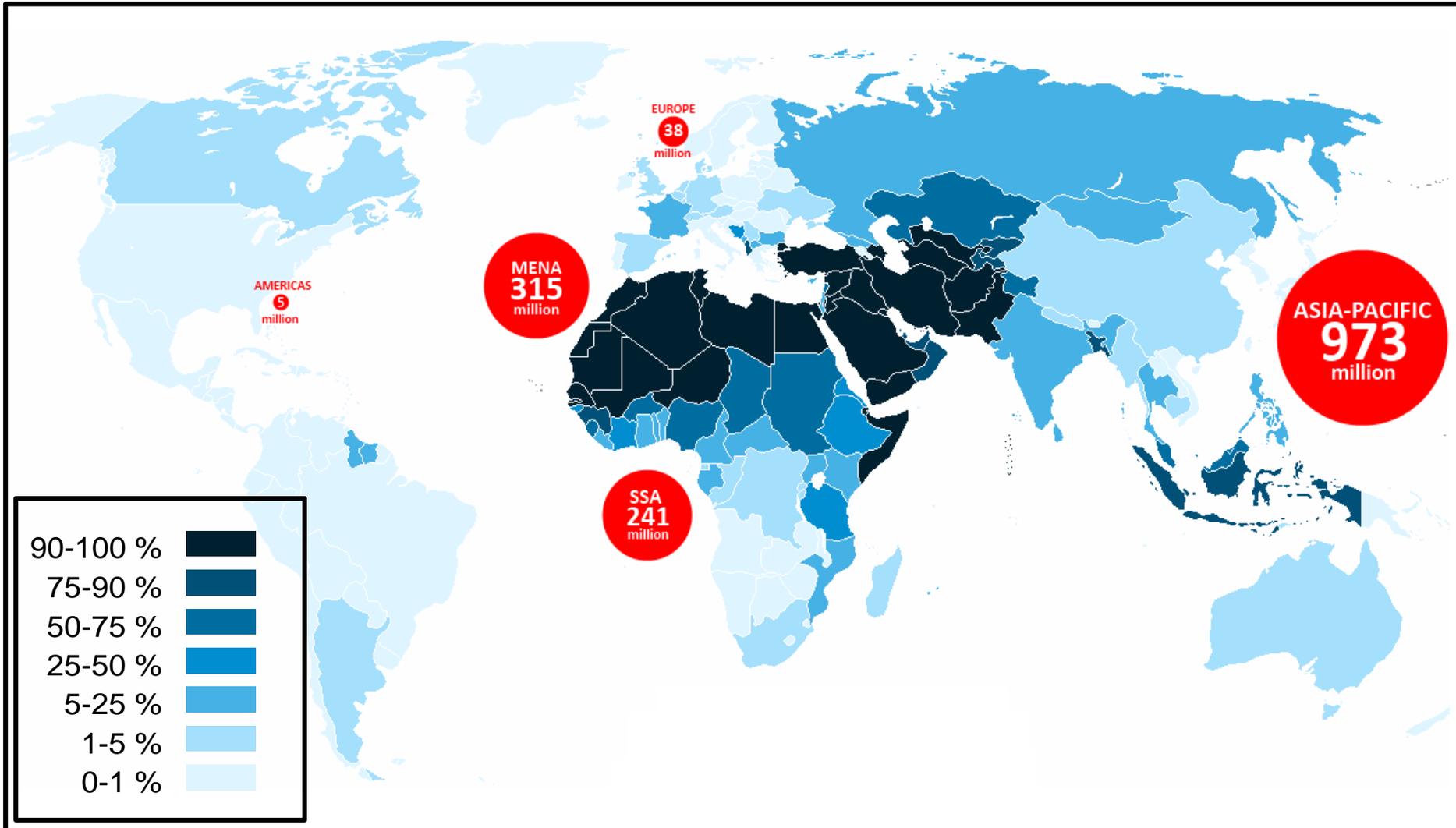
## Share in Total Food (L) and Halal Food (R) Expenditure by Continent, 2009



Source: WHF Secretariat/ KasehDia analysis from many institution's database and field research (copyright protected)

# KEY MARKETS

Muslim population, *million*



# PROSPECTS

- Product variety is currently low and the market is relatively unsaturated
- The halal-seeking consumer market can grow very rapidly and will potentially include a variety of consumer types other than Muslims
- Halal products can be positioned as higher quality, safer products, targeting consumers who wish to spend more on food products than average consumers

# CHALLENGES

- **Lack of global integrity** in standards certification process
- Interaction between **Islamic finance** and halal food industries have been very limited so far
- Advanced scientific techniques for **verifying** the halal status are not in place
- Halal markets are **fragmented** by ethnicity, location, income, awareness and a few other determinants. One-size-fits-all strategy simply cannot work.

# CHALLENGES

- Halal is necessary, but not a sufficient condition as the halal products are already becoming mainstream and competitive products
- Poor product adaptability coupled with inadequate branding exercise and consumer loyalty.



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