

Halal Food Market Size, Share, Trends and Forecast by Product, Distribution Channel, and Region, 2026-2034

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Abstracts

The global halal food market size was valued at USD 2,956.4 Billion in 2025. Looking forward, IMARC Group estimates the market to reach USD 6,329.3 Billion by 2034, exhibiting a CAGR of 8.56% from 2026-2034. Asia Pacific currently dominates the market, holding a market share of over 48.5% in 2025. The market is mostly driven because of the rising awareness among people, rapid multiculturalism and globalization, stringent standardization, proliferation of e-commerce platforms and the growing health and safety concerns.

The growing requirements of the Muslim community for halal certified food are driving the market growth. Halal certification has emerged as a pivotal factor for attaining consumer's trust and authenticity in the market. With rising consumer awareness, companies are focusing on clear source tracing, production, and distribution to achieve halal compliance. The certification process ensures that food products are free from prohibited ingredients, such as pork and alcohol, and comply with ethical and hygienic preparation standards. This emphasis on transparency has made halal food appealing not only to Muslim consumers but also to health-conscious individuals and those seeking ethically produced goods. Moreover, governments and private organizations within Muslim-majority countries have come up with severe regulations and uniform halal certification processes, increasing consumer confidence even further.

The United States has emerged as a major region in the halal food market due to numerous factors. The growth of the Muslim population in the United States is a critical driver of the halal food market. According to the World Population Review, there are 724,475 Muslims in New York and 504,056 Muslims in California. This growing population is increasing the availability of halal options across grocery stores,

restaurants, and food service outlets in the US. Halal food is increasingly resonating with non-Muslim consumers in the US, a trend driven by perceptions of higher quality, ethical sourcing, and hygienic production processes. Halal certification ensures that products meet rigorous standards of cleanliness, safety, and humane treatment of animals, which aligns with the values of many health-conscious and ethically minded consumers. Furthermore, the association of halal products with natural and minimally processed ingredients has contributed to their popularity among those seeking healthier food options. This trend is popular, especially between millennial and Gen Z people, who are drawn to halal food for its alignment with global, ethical, and sustainable food practices.

HALAL FOOD MARKET TRENDS

Increasing Muslim Population

The growing rate of the Muslim population around the world is a crucial factor propelling the halal market growth. This demographic trend is significantly driving demand for halal-certified food products due to strong religious adherence. For instance, Indonesia has the highest Muslim population globally, estimated at 231 million, which represents over 13% of all Muslims worldwide and 86.7% of Indonesians, according to the World Population Review 2024. This demographic shift is encouraging mainstream retailers globally, including in the US halal sector, to expand their offerings. Major grocery chains are launching dedicated halal food sections, showcasing a variety of products from halal meat USA to snacks and frozen meals. Quick-service restaurants (QSRs) and fast-casual dining establishments are also increasing their halal-certified options, reflecting the expanding halal meat market across both Muslim and non-Muslim populations.

Rising Consumer Awareness, Multiculturalism, and Globalization

The demand for transparent, ethical food production is rising among health-conscious consumers. Halal-certified products fulfill this need, as they are produced under strict hygiene, sourcing, and religious guidelines. Globalization and multiculturalism have further made halal food items more available and acceptable across diverse societies. Many non-Muslim-majority countries are adapting their food markets to accommodate various dietary preferences, leading to broader halal integration. Food companies are responding by offering a wide array of halal-certified products through conventional supermarkets and dining outlets. E-commerce is also transforming the halal food landscape, making it easier for consumers to buy certified items online. According to IMARC Group, the global e-commerce sector is projected to reach USD 183.8 trillion by

2032, growing at a CAGR of 27.16% from 2024 to 2032.

Increasing Health and Safety Concerns

Rising health and safety awareness is also boosting demand for halal food. Consumers are actively seeking foods that are ethically sourced, hygienically processed, and nutritionally beneficial. Halal food fits these standards through its rigorous cleanliness and quality control processes, which is drawing attention even from non-Muslim consumers. Emerging dietary trends such as clean eating (16%), mindful eating (14%), calorie tracking (13%), and plant-based diets (12%) — highlighted in the International Food Information Council's 2022 Food and Health Survey — reflect a broader shift toward intentional, health-focused eating. These patterns align with the values upheld by halal food production, solidifying its position in the growing global halal market.

HALAL FOOD INDUSTRY SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the global halal food market, along with forecast at the global and regional levels from 2026-2034. The market has been categorized based on product and distribution channel.

Analysis by Product:

Meat, Poultry and Seafood

Fruits and Vegetables

Dairy Products

Cereals and Grains

Oil, Fats and Waxes

Confectionery

Others

Meat, poultry, and seafood lead the market with 50.3% of market share in 2025. According to the report, meat, poultry and seafood represented the largest segment.

These food items are crucial food items in the halal food segment. There is an increase in consumption of halal meats, including beef, lamb, chicken, and seafood, among the Muslim population due to Islamic dietary laws. The market for halal meat products, which includes both processed and fresh meat products, is distinguished by strict certification procedures to guarantee adherence to halal standards. The rising global Muslim population, coupled with the growing demand for halal-compliant proteins in non-Muslim-majority regions, has expanded the availability of halal meat in retail stores, restaurants, and e-commerce platforms. Additionally, halal-certified seafood is gaining popularity as a permissible and versatile source of protein, making this segment the cornerstone of the halal food market.

Analysis by Distribution Channel:

Traditional Retailers

Supermarkets and Hypermarkets

Online

Others

Traditional retailers hold 51.7% of the market share. Traditional retailers play a significant role in the distribution of these food products, especially in regions with a strong cultural emphasis on local markets and small businesses. These retailers include local butchers, neighborhood grocery stores, and specialty markets. They often have a deep understanding of their communities and provide a wide variety of halal food products, including fresh meat, fruits, and vegetables. Traditional retailers are valued for their personal consumer service and the ability to offer specific cuts of meat or customized packaging according to consumer preferences. They play a crucial role in serving local communities and ensuring access to these food items in areas where large supermarkets may be less prevalent.

Regional Analysis:

Asia Pacific

Middle East and Africa

Europe

North America

Latin America

Asia Pacific holds 48.5% of the market share. The Asia Pacific region is a powerhouse in the global market. It has the largest Muslim population in the world, which drives substantial demand for halal products. Countries like Indonesia, Malaysia, Pakistan, and Bangladesh have well-established halal food industries and regulatory bodies. Additionally, the region's diverse cuisines and cultural practices create a vibrant market for a wide variety of foods, from street snacks to gourmet cuisine. The increase in innovation in the production of halal food products is positively influencing the market. Companies are diversifying their product offerings to meet the evolving preferences of consumers. While traditional halal-certified products such as meats and poultry remain staples, there is growing demand for convenience-focused items such as halal frozen meals, snacks, and ready-to-eat foods. Additionally, the rise of plant-based diets is encouraging companies to develop halal-certified plant-based meat alternatives, catering to consumers who seek halal compliance alongside vegetarian or vegan options. In November 2024, Deli Halal, a Kansas-based manufacturer of halal meat and cheese products, declared the launch of its new line of halal-certified sliced deli meat products in New England.

KEY REGIONAL TAKEAWAYS:

UNITED STATES HALAL FOOD MARKET ANALYSIS

The halal food market in the United States is witnessing healthy growth as a result of the increased Muslim population along with the heightened consumer awareness toward the halal certification. According to industry estimates, the Muslims living in the United States would be 8.1 million by 2050 and would comprise 2.1% of the total population. This demographic expansion is significantly boosting the demand for halal food products. Moreover, the Islamic Food and Nutrition Council of America (IFANCA) noted that in 2020, halal consumers in the U.S. spent around USD 20 billion on food, thus indicating the growing purchasing power of this consumer segment. The market is further spurred by the presence of halal-certified products in mainstream retail outlets, including Walmart and Costco, thus making these products more accessible. Non-Muslim consumers are also driving the market, which is driven by preferences for

ethical, sustainable, and high-quality food options, positioning the halal food industry as a vital and evolving segment in the U.S.

EUROPE HALAL FOOD MARKET ANALYSIS

The Europe halal products market is very rapidly growing with a steadily increasing Muslim population and rising demand for halal-certified food. The number of Muslims in the United Kingdom stands at 3.9 million, as of 2021, as mentioned by the Office for National Statistics (ONS). This growing community is catalyzing the overall demand for halal products in all categories, such as food and beverages. In March 2020, the Halal Monitoring Committee reported that among 104 million chickens slaughtered every month in the UK, 20%—that is 8 million chickens—are halal, showing the magnitude of demand in the poultry market. Retailers throughout Europe are responding by increasingly launching specific lines of halal products and broadening their marketing campaigns. Beyond the Muslim market, interest in halal products is also rising among non-Muslim consumer segments that are increasingly concerned with ethical and high-quality food options.

ASIA PACIFIC HALAL FOOD MARKET ANALYSIS

The growth of the Asia Pacific region has experienced an ever-growing increase in its halal food market as driven by its increasingly large population of Muslims. Already, ORF indicates that by 2023, China is expected to be hosting approximately 25 million Muslims alone. More significantly, it continues to steadily rise within Asia. From 1950 to 2020, Asia's population had increased to 4.7 billion compared to 1.4 billion. The Asian Muslim population likewise increased from 23% of the population of Asia in the year 1950 to 31% as of 2020, according to IJESD. Such demographic changes have led to the increased demand for halal food products in the region. Muslim communities are growing in countries like China, India, and Indonesia. The halal food market will continue to expand with this trend. The increase in disposable income, changing consumer preferences, and the increasing availability of halal-certified products further contribute to the growth of the market in Asia Pacific.

LATIN AMERICA HALAL FOOD MARKET ANALYSIS

Latin America is turning out to be an increasingly important player in the global halal food market. Brazil leads this, becoming the world's largest exporter of chicken meat. The USDA reports that exports of Brazilian chicken are likely to rise by five percent in 2021 to reach 4.05 million tons. Most of these gains come from the biggest markets for

halal food in the world: China, Saudi Arabia, and Japan. The established halal certification system in Brazil and its robust trade ties with the Muslim-majority countries have enabled it to cater effectively to the growing demand for halal food products. Growing demand for halal-certified meat and other food items in Latin America also supports the growth of the market. Brazil's strategic location in exporting halal foods fuels regional growth. Thus, this is one important location in producing and trading with Latin America, but at a global scale, for the supply of halal foods.

MIDDLE EAST AND AFRICA HALAL FOOD MARKET ANALYSIS

The MEA halal food market is growing, fueled by the rising Muslim population and increasing consumer demand for quality certified halal products. Tanmiah Food Company, Riyadh, raised USD 107 Million from its initial public offering in August 2021. It aimed to expand the halal food operations of the company both regionally and internationally, such as in the United States, Europe, Asia, and Latin America. In January 2021, UAE-based Al Islami Foods ventured into the first plant-based halal-certified product under its vegan burger, which it tailored to cover a trend in plant-based alternatives without falling below the requirements of being halal. According to an industrial report, the region consists of an estimated 315 million Muslims and accounts for approximately 20% of global Muslims, making up a significant consumer base. These market dynamics and strategic expansion moves by major industry players are therefore positioning the MEA region at the heart of halal food production and distribution.

COMPETITIVE LANDSCAPE:

The halal food market growth analysis reveals a promising trend and expanding opportunities, which is promoting key players to pursue a variety of tactics to take advantage of the expanding demand. Leading companies are focusing on offering certified halal food products to cater to the growing Muslim population. These companies often increase the variety of these products in their product lineups, ranging from dairy and meat to packaged meals and snacks. For example, in 2024, Al Islami Foods, the leading wholesome halal poultry, meat, and snacking products in the UAE, launched fully cooked tempura nuggets. In addition, they strengthen their position in the market by employing digital marketing and e-commerce to increase access to their products by customers worldwide and through involvement in sustainability projects that aim to respond to ethical and environmental concerns. To grow their businesses, halal food companies are increasingly targeting untapped and emerging markets. While the halal food industry is well-established in Muslim-majority countries, many key players

are focusing on expanding into non-Muslim-majority regions.

The report provides a comprehensive analysis of the competitive landscape in the halal food market with detailed profiles of all major companies, including:

QL Foods Sdn Bhd

Saffron Road

DagangHalal Group

Janan Meat Ltd

Kawan Foods Berhad

Cargill, Inc.

Prima Agri-Products Sdn Bhd

Nestle S.A.

BRF S.A.

Tahira Foods Ltd.

KEY QUESTIONS ANSWERED IN THIS REPORT

1. How big is the halal food market?
2. What is the future outlook of the halal food market?
3. What are the key factors driving the halal food market?
4. Which region accounts for the largest halal food market share?

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