

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

<https://marketpublishers.com/r/P491EAFE3D4AEN.html>

Date: August 2026

Pages: 118

Price: US\$ 2,999.00 (Single User License)

ID: P491EAFE3D4AEN

Abstracts

The Philippines halal food market size reached USD 12.0 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 24.9 Billion by 2034, exhibiting a growth rate (CAGR) of 8.20% during 2026-2034. At present, consistent growth in its Muslim population, especially in Mindanao and other southern provinces, is constantly driving the demand for food that is halal certified. Besides this, Philippine government is taking a pivotal role in rolling out policies, regulatory systems, and certification schemes that are harmonizing halal practices. Furthermore, rising demand for high-quality food products is expanding the Philippines halal food market share.

PHILIPPINES HALAL FOOD MARKET TRENDS:

Growing Muslim Population and Increased Domestic Demand

The Philippines has seen consistent growth in its Muslim population, especially in Mindanao and other southern provinces, and this changing demography is constantly driving the demand for food that is halal-certified. At this year's Halal in Travel Global Summit, the Philippines was acknowledged as an emerging Muslim-friendly destination, with a country official and a Filipino hotel chain receiving awards for their efforts in advancing halal tourism. Being one of the largest religions in the country, Muslim consumers are increasingly looking for foodstuffs that are in accordance with their religious and cultural traditions. Local food producers, retailers, and restaurants are answering this demand by increasing their halal-certified products in categories ranging from meat and beverages to packaged foods and ready-to-eat meals. Meanwhile, increased exposure to halal certification is gaining ground among younger generations, who pay more attention to religious compliance in everyday consumption. This

population-driven demand not only reinforces local consumption but is also stimulating investment in halal infrastructure, certification bodies, and distribution channels.

Government Initiatives and Regulatory Support

The Philippine government is taking a pivotal role in the development of the halal food market by rolling out policies, regulatory systems, and certification schemes that harmonize halal practices. Through institutions like the Department of Trade and Industry (DTI) and the National Commission on Muslim Filipinos (NCMF), the government is actively promoting halal certification processes to enhance credibility and access to markets. These programs are making food producers and exporters compliant with global halal standards, thus enhancing the competitiveness of local products in foreign markets like the Middle East and Southeast Asia. The government is also investing in halal hubs, training, and awareness campaigns that are continuously informing businesses and consumers about halal requirements. This aggressive regulatory climate not only is fueling local consumption but also is creating export possibilities, thus propelling overall growth in the Philippines halal food industry. In 2025, the Mindanao Development Authority (MinDA) declared the arrival of Malaysian food brand Abang J in the Philippines. This is one of the results of the Philippine Business Mission to Kota Kinabalu held in February, organized by the Philippine Chamber of Commerce and Industry (PCCI)–Mindanao and MinDA. Jetsin Sdn Bhd, a distributor of groceries and frozen foods in Kota Kinabalu, created the Abang J product line, featuring halal-certified meals that are ready to eat and ready to cook.

Increasing Global Halal Trade and Export Opportunities

The rising demand for high-quality food products is supporting the Philippines halal food market growth. Filipino exporters of food are targeting halal-aware consumers worldwide, particularly in Asia, the Middle East, and Europe, where being certified halal is becoming the entry point in the market. By going in line with global halal requirements, Philippine manufacturers are boosting their competitiveness in global food trade, especially in processed foods, seafood, and agri-products. This is encouraging companies to pursue halal certification, enhance supply chain traceability, and invest in quality assurance systems. With increasing global halal trade, Philippine businesses are enjoying wider access to foreign markets, which is consolidating the significance of compliance with halal requirements. This export-led opportunity is thus becoming a strong driver that is fueling the market growth.

PHILIPPINES HALAL FOOD MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on product and distribution channel.

Product Insights:

Meat, Poultry and Seafood

Fruits and Vegetables

Dairy Products

Cereals and Grains

Oil, Fats and Waxes

Confectionery

Others

The report has provided a detailed breakup and analysis of the market based on the product. This includes meat, poultry and seafood, fruits and vegetables, dairy products, cereals and grains, oil, fats and waxes, confectionery, and others.

Distribution Channel Insights:

Traditional Retailers

Supermarkets and Hypermarkets

Online

Others

A detailed breakup and analysis of the market based on the distribution channel has

also been provided in the report. This includes traditional retailers, supermarkets and hypermarkets, online, and others.

Regional Insights:

Luzon

Visayas

Mindanao

The report has also provided a comprehensive analysis of all the major regional markets, which include Luzon, Visayas, and Mindanao.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Frequently Asked Questions About the Philippines Halal Food Market Report

- 1.What is the current size of the Philippines halal food market?
- 2.What is the expected growth rate of the Philippines halal food market during 2026-2034?
- 3.What factors are driving the growth of the Philippines halal food market?
- 4.Which segments are covered in the Philippines halal food market report?
- 5.What trends are shaping the future of the Philippines halal food market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 PHILIPPINES HALAL FOOD MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 PHILIPPINES HALAL FOOD MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 PHILIPPINES HALAL FOOD MARKET - BREAKUP BY PRODUCT

- 6.1 Meat, Poultry and Seafood
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Fruits and Vegetables
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

- 6.2.3 Market Forecast (2026-2034)
- 6.3 Dairy Products
 - 6.3.1 Overview
 - 6.3.2 Historical and Current Market Trends (2020-2025)
 - 6.3.3 Market Forecast (2026-2034)
- 6.4 Cereals and Grains
 - 6.4.1 Overview
 - 6.4.2 Historical and Current Market Trends (2020-2025)
 - 6.4.3 Market Forecast (2026-2034)
- 6.5 Oil, Fats and Waxes
 - 6.5.1 Overview
 - 6.5.2 Historical and Current Market Trends (2020-2025)
 - 6.5.3 Market Forecast (2026-2034)
- 6.6 Confectionery
 - 6.6.1 Overview
 - 6.6.2 Historical and Current Market Trends (2020-2025)
 - 6.6.3 Market Forecast (2026-2034)
- 6.7 Others
 - 6.7.1 Historical and Current Market Trends (2020-2025)
 - 6.7.2 Market Forecast (2026-2034)

7 PHILIPPINES HALAL FOOD MARKET - BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Traditional Retailers
 - 7.1.1 Overview
 - 7.1.2 Historical and Current Market Trends (2020-2025)
 - 7.1.3 Market Forecast (2026-2034)
- 7.2 Supermarkets and Hypermarkets
 - 7.2.1 Overview
 - 7.2.2 Historical and Current Market Trends (2020-2025)
 - 7.2.3 Market Forecast (2026-2034)
- 7.3 Online
 - 7.3.1 Overview
 - 7.3.2 Historical and Current Market Trends (2020-2025)
 - 7.3.3 Market Forecast (2026-2034)
- 7.4 Others
 - 7.4.1 Historical and Current Market Trends (2020-2025)
 - 7.4.2 Market Forecast (2026-2034)

8 PHILIPPINES HALAL FOOD MARKET – BREAKUP BY REGION

8.1 Luzon

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Breakup by Product

8.1.4 Market Breakup by Distribution Channel

8.1.5 Key Players

8.1.6 Market Forecast (2026-2034)

8.2 Visayas

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Breakup by Product

8.2.4 Market Breakup by Distribution Channel

8.2.5 Key Players

8.2.6 Market Forecast (2026-2034)

8.3 Mindanao

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Breakup by Product

8.3.4 Market Breakup by Distribution Channel

8.3.5 Key Players

8.3.6 Market Forecast (2026-2034)

9 PHILIPPINES HALAL FOOD MARKET – COMPETITIVE LANDSCAPE

9.1 Overview

9.2 Market Structure

9.3 Market Player Positioning

9.4 Top Winning Strategies

9.5 Competitive Dashboard

9.6 Company Evaluation Quadrant

10 PROFILES OF KEY PLAYERS

10.1 Company A

10.1.1 Business Overview

10.1.2 Products Offered

10.1.3 Business Strategies

- 10.1.4 SWOT Analysis
- 10.1.5 Major News and Events
- 10.2 Company B
 - 10.2.1 Business Overview
 - 10.2.2 Products Offered
 - 10.2.3 Business Strategies
 - 10.2.4 SWOT Analysis
 - 10.2.5 Major News and Events
- 10.3 Company C
 - 10.3.1 Business Overview
 - 10.3.2 Products Offered
 - 10.3.3 Business Strategies
 - 10.3.4 SWOT Analysis
 - 10.3.5 Major News and Events
- 10.4 Company D
 - 10.4.1 Business Overview
 - 10.4.2 Products Offered
 - 10.4.3 Business Strategies
 - 10.4.4 SWOT Analysis
 - 10.4.5 Major News and Events
- 10.5 Company E
 - 10.5.1 Business Overview
 - 10.5.2 Products Offered
 - 10.5.3 Business Strategies
 - 10.5.4 SWOT Analysis
 - 10.5.5 Major News and Events

11 PHILIPPINES HALAL FOOD MARKET - INDUSTRY ANALYSIS

- 11.1 Drivers, Restraints, and Opportunities
 - 11.1.1 Overview
 - 11.1.2 Drivers
 - 11.1.3 Restraints
 - 11.1.4 Opportunities
- 11.2 Porters Five Forces Analysis
 - 11.2.1 Overview
 - 11.2.2 Bargaining Power of Buyers
 - 11.2.3 Bargaining Power of Suppliers
 - 11.2.4 Degree of Competition

- 11.2.5 Threat of New Entrants
- 11.2.6 Threat of Substitutes
- 11.3 Value Chain Analysis

12 APPENDIX

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