

India Halal Food Market By Product Type (Meat, Poultry and Seafood, Fruits and Vegetables, Dairy Products, Others), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2021-2031F

<https://marketpublishers.com/r/IACF7974F075EN.html>

Date: September 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: IACF7974F075EN

Abstracts

Market Overview

India Halal Food Market was valued at USD 297.66 Million in 2025 and is expected to reach USD 554.35 Million by 2031 with a CAGR of 10.92%. The India halal food market is experiencing significant growth, driven by increasing awareness of halal certification, rising Muslim population, and expanding demand for safe, hygienic, and ethically produced food. Urbanization, globalization of food supply chains, and a rise in health-conscious consumers are further fueling demand for halal-certified products beyond the Muslim demographic. Halal food is gaining traction among non-Muslim consumers due to perceptions of cleanliness, quality, and safety. Additionally, government initiatives to boost halal exports and the growth of organized retail and e-commerce channels are accelerating market penetration. Major players are launching certified offerings in segments like meat, snacks, dairy, and ready-to-eat meals.

Key Market Drivers

Growing Muslim Population and Rising Religious Adherence

India is home to the third-largest Muslim population in the world, estimated at over 200 million as of 2025. This vast demographic significantly influences the demand for halal food products, as Islamic dietary laws require strict adherence to halal (permissible) practices. The increasing awareness and commitment to religious values among Indian

Muslims are driving demand not just for halal meat, but also for halal-certified processed foods, beverages, and ingredients. With rising income levels and urban migration, many Muslim consumers are becoming more conscious of product labeling and certification, actively seeking halal assurance when making food purchases. Moreover, younger generations are showing greater interest in religious compliance, which strengthens the market further. Halal certification has also become a tool for trust-building and brand loyalty among Muslim consumers. The robust demand from this segment is prompting manufacturers, retailers, and restaurants to adapt their offerings, supply chains, and marketing strategies to serve this faith-based market more effectively. As religious adherence continues to influence food choices in Muslim households, the halal food market in India is expected to grow steadily, creating opportunities for both domestic producers and global brands entering the Indian market.

Key Market Challenges

Lack of Standardized Halal Certification and Regulatory Oversight

One of the most significant challenges facing the halal food market in India is the absence of a centralized, government-recognized halal certification authority. Unlike countries such as Malaysia or Indonesia, which have well-defined and standardized halal regulatory frameworks, India's halal ecosystem is fragmented. Multiple private and religious organizations offer halal certification, each with varying standards and credibility. This lack of uniformity leads to confusion among both consumers and businesses regarding the authenticity and reliability of halal labels. Small and medium-sized enterprises (SMEs), in particular, face difficulties in identifying the right certifying body, often encountering inconsistent fees, procedures, and renewal requirements. Moreover, the absence of a clear regulatory mandate allows for the proliferation of unverified halal claims, which can erode consumer trust and hurt the market's reputation. For exporters, inconsistent certification standards may lead to the rejection of Indian products in international markets where stringent halal compliance is mandated. Without clear regulatory backing and standardized practices, the halal food sector in India risks fragmentation, operational inefficiencies, and reduced competitiveness—both domestically and globally. Establishing a unified national certification body and aligning it with international halal standards would be a crucial step toward overcoming this challenge.

Key Market Trends

Rising Demand for Halal-Certified Processed and Packaged Foods

India's halal food market is witnessing a shift from traditional, unprocessed meat products to value-added, halal-certified processed and packaged foods. Urbanization, increasing disposable incomes, and evolving consumer lifestyles are driving demand for convenience-oriented food options such as ready-to-eat meals, frozen foods, packaged snacks, bakery items, and beverages. In 2024, India's urban population stands at 461 million, growing at 2.3% annually, with cities expected to contribute 75% of the nation's income by 2031. Consumers—especially working professionals and nuclear families—are opting for time-saving halal-certified products that align with both religious and lifestyle preferences. Indian and international brands are responding to this demand by launching a broader range of halal-labeled products in supermarkets, modern retail outlets, and online platforms. This trend is particularly prominent among the younger Muslim population who seek a combination of religious adherence, modernity, and convenience. Startups and D2C brands are capitalizing on this by offering innovative halal-certified products with transparent labeling and digital accessibility. Furthermore, rising health awareness is prompting brands to merge halal compliance with health-centric attributes such as organic, low-fat, and high-protein options. The emergence of halal in non-meat segments such as dairy, confectionery, and nutraceuticals reflects the growing sophistication of consumer demand and indicates long-term structural growth in India's processed halal food market.

Key Market Players

Allanasons Private Limited

HMA Agro Industries Limited

Mirha Exports Private Limited

Al-Aali Exports Private Limited

Godrej Tyson Foods Limited

Suguna Foods Private Limited

Zorabian Foods Private Limited

ALM Food Products Private Limited

Frigerio Conserva Allana Private Limited

Al-Faheem Meatex Private Limited

Report Scope:

In this report, the India Halal Food Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Halal Food Market, By Product Type:

Meat

Poultry and Seafood

Fruits and Vegetables

Dairy Products

Others

India Halal Food Market, By Distribution Channel:

Online

Offline

India Halal Food Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Halal Food Market.

Available Customizations:

India Halal Food Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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