

South & Central America Halal Food for Service Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Prepared Meals and Entrees; Sandwiches and Wraps; Packaged Salads; Appetizers and Snacks; Soups, Sauces, and Condiments; Desserts; and Other Product Types) and End User (Airlines, Railways, Maritime, Healthcare, Schools and Colleges, Theme Parks, and Other End Users)

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Abstracts

The South & Central America Halal Food for Service Market is projected to grow significantly, reaching an estimated US\$ 21.8 million by 2031, up from US\$ 16.4 million in 2024. This growth reflects a compound annual growth rate (CAGR) of 4.4% from 2025 to 2031. The increasing awareness of the health benefits associated with halal food is driving this market's popularity among consumers in the region.

As the largest global producer and exporter of halal meat, South & Central America is witnessing a notable rise in halal food consumption, particularly due to the influx of tourists from Muslim-majority countries. Brazil, in particular, is making substantial investments in halal tourism to cater to the dietary needs of Muslim travelers. The country is enhancing its halal food offerings in various public venues, including entertainment centers, airlines, railways, and cruise lines. In Sao Paulo, efforts are underway to promote halal travel, with collaborations aimed at providing Muslim-friendly accommodations and food options, including prayer facilities.

Market Segmentation

The South & Central America Halal Food for Service Market can be segmented by product type and end user. By product type, the market includes categories such as Prepared Meals and Entrees, Sandwiches and Wraps, Packaged Salads, Appetizers and Snacks, Soups, Sauces and Condiments, Desserts, and Others. In 2024, Prepared Meals and Entrees held the largest market share.

In terms of end users, the market is divided into Airlines, Railways, Maritime, Healthcare, Schools and Colleges, Theme Parks, and Others, with Airlines also holding the largest share in 2024. This segmentation highlights the diverse applications of halal food services across various sectors, particularly in transportation and education.

Market Outlook

The global tourism and travel industry is a significant driver of economic growth, fostering cultural connections and contributing to the advancement of various economies. The number of Muslims traveling internationally has surged, leading to a heightened demand for halal food options. According to Mastercard Crescent Rating, in 2022, 110 million Muslims traveled internationally, representing 12% of total international arrivals. This figure is expected to rise to 230 million by 2028, with an estimated expenditure of US\$ 225 billion. Notably, halal food is a primary concern for approximately 67% of Muslim travelers when planning leisure trips.

Airlines are responding to this demand; for instance, Qatar Airways employs around 3,000 chefs to prepare over 200,000 halal-certified meals daily. This trend underscores the importance of halal food in the travel experience for Muslim passengers.

Brazil's Role in the Halal Market

Brazil stands out as a key player in the halal food market, being one of the largest producers of halal meat globally. The country ranks as the third-largest chicken meat producer and the largest exporter. Despite its non-Muslim majority status, Brazil has seen a growing demand for halal meat, driven by increasing awareness of ethical and quality production practices. The rise in Muslim tourism and the presence of Muslim communities have further encouraged the availability of halal-certified meal options. The collaboration between Brazil and Gulf Cooperation Council (GCC) countries has bolstered Brazil's capacity to produce and supply halal food on a global scale. Initiatives like the Halal do Brasil Project, launched in 2022 by the Arab Brazilian Chamber of Commerce and ApexBrasil, aim to assist Brazilian food and beverage companies in accessing global halal markets. This project facilitates halal certification, promotes products at international fairs, and organizes trade missions, thereby expanding Brazil's halal exports beyond meat to include value-added goods.

In 2024, the Federation of Muslim Associations of Brazil (FAMBRAS) partnered with the state tourism secretariat to create a Halal Tourism Guide, designed to attract Muslim tourists. This guide provides essential information on Muslim-friendly accommodations, restaurants, mosques, and other resources throughout the region. FAMBRAS Halal is

recognized as a leading halal certifier in Latin America, and this initiative is part of a broader strategy to enhance Brazil's appeal to visitors from Muslim-majority countries.

Conclusion

The halal food for service market in South & Central America is poised for growth, driven by increasing consumer awareness, the rise of halal tourism, and strategic initiatives to enhance halal food offerings. As the market evolves, it presents significant opportunities for businesses to innovate and expand their reach in this burgeoning sector.

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