GLOBAL RESEARCH TRENDS IN THE HALAL INDUSTRY: A COMPREHENSIVE BIBLIOMETRIC ANALYSIS AND VISUALIZATION

Aulia Normalita[1]

[1]Univeristas Islam Negeri Raden Mas Said Surakarta, Indonesia

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ABSTRACT

Objective: This study aims to map global research trends in the halal industry, identify the most productive authors, countries, fields of study, and keywords, and highlight research gaps to support future studies.

Research Design & Methods: This study uses a bibliometric approach based on data collected from the Scopus database for the period 2010–2025 with keywords such as "halal industry," "halal economy," "halal products," "halal supply chain," and "halal lifestyle." The data was analyzed and visualized using VOSviewer software.

Findings: The results show that publications related to the halal industry have increased significantly. The development of halal industry research trends based on keywords shows that halal is the most frequently used keyword, followed by the keywords halal industry, halal tourism, halal food, and Malaysia. Malaysia and Indonesia dominate global contributions, making Southeast Asia a leading research center

Implications & Recommendations: These findings suggest the need to strengthen international collaboration, integrate digital technologies such as blockchain into the halal supply chain, and focus on sustainability to ensure a competitive global halal ecosystem. Policymakers should strengthen regulatory frameworks, while researchers can explore interdisciplinary approaches that combine business, technology, and Islamic law.

Contribution & Value Added: This study contributes by providing a comprehensive global map of halal industry research trends using VOSviewer, offering new insights into author collaboration networks, thematic evolution, and future research opportunities. This study adds value by identifying emerging topics and providing a strategic roadmap for academics, industry players, and regulators to develop research and practices in the halal industry.

Keywords: Halal Industry, Bibliometric Analysis, Research Trends, Halal Supply Chain.

JEL codes: M31, M11, Z12
Article type: research paper

INTRODUCTION

Halal, defined as anything permitted or allowed under Sharia law, has become increasingly popular outside of Muslim-majority countries (Zaki et al., 2023). Halal is anything done by humans under predetermined conditions, especially for Muslims, as explained in the Qur'an, Surah al-Baqarah, verse 168. This verse provides an understanding that Muslims should be careful in using anything that is clearly halal (Febriani & Maika, 2022). The halal industry is a market with significant future growth potential in the provision of goods and services, both domestically and internationally (Husna et al., 2022). The concept of Halal is a universal provision that regulates

aspects of consumption, as well as ways of earning income and relationships between individuals (Alzeer et al., 2018). The term "Toyyib" is used for Halal, and refers to Halal products being healthy, that is, nutritious, pure, non-toxic, harmless, and non-poisonous (Demirci et al., 2016; Tieman, 2011).Specifically, Toyyib characterizes Halal products as clean, free from intoxicants, derived from Halal sources, and not causing pain or suffering to those who consume or produce them.

Marketers have largely neglected the halal market, resulting in only a select few brands effectively reaching Muslim consumers (Putera & Rakhel, 2023). Muslim-majority countries are obligated to spearhead research and development initiatives in the halal industry, as halal embodies essential Islamic values and principles. The halal market should be considered a socially responsible sector that promotes local inclusivity (Kamali, 2021). Furthermore, halal is recognized as a mechanism capable of influencing the economy across various sectors and improving industrial quality (Hashim et al., 2022). Development strategies must focus on optimizing product quality to ensure effective policy implementation and encourage stakeholder and community participation in industry progress (Mubarok & Imam, 2020).

Various halal subsectors, such as food, financial services, halal travel, media, fashion, cosmetics, pharmaceuticals, and Muslim-friendly travel, can serve as a foundation for the development of the global halal industry. The global Muslim community is expected to spend an estimated USD 2.43 trillion on Sharia-compliant products and services by 2023 (Safitri & Afandi, 2023). The Islamic finance sector is showing particularly strong growth, with global Islamic financial assets surging to USD 4.93 trillion (Priantina, 2025). This industry continues to expand with increasingly diverse product and service innovations, reflecting the increasing adoption of Sharia principles in the global financial system. Meanwhile, the halal travel and tourism sector is also experiencing a strong post-pandemic recovery, with the halal tourism trend continuing to grow rapidly as awareness and demand for Muslim-friendly destinations grows.

Indonesia plays a strategic role in the global halal ecosystem, becoming the world's largest consumer of halal products, with halal consumption estimated at approximately USD 281.6 billion in 2025, a 14.96% increase from the previous year (Jailani, 2024). This Indonesian consumption represents 11.34% of total global halal spending (Limanseto, 2022). In addition to being the largest consumer, Indonesia has also risen to fifth place in the halal pharmaceutical and cosmetics industry and third in the halal food industry (Kemenperin, 2024).

The advancement of the halal industry has become a primary focus in the strategic development planning of countries worldwide. The topic of halal industry growth extends beyond religious or social perspectives; it also encompasses discussions from economic and business perspectives within the realm of global trade. The halal industry has developed into a new manufacturing sector, recognized as the fastest-growing global business. Evidence of the halal industry's progress is reflected in the establishment of dedicated institutions in each country responsible for halal product certification, along with the respective regulations governing the certification process. Halal Certification in Europe, America, and Australia (Rahmawati et al., 2022).

The halal industry has significant economic importance for society and is also advancing into a global market that increasingly values products and services that adhere to halal principles. The growth of the Muslim population and increasing awareness of halal principles contribute to the continued expansion of this industry, which has substantial potential to boost the global economy and trade. The halal industry has been recognized as a new economic path capable of driving global economic growth. Building a halal industry ecosystem is crucial in Indonesia, as it will facilitate optimal halal industry development, making Indonesian halal products more competitive in the international market (Kemenag, 2023). Previous research has explored bibliometric analysis related to halal, including halal cosmetics, halal tourism, halal food, halal clothing, and more. However, there is still a dearth of research on the halal industry utilizing bibliometric analysis. Research conducted by Febriani & Maika (2022) shows that scientific publications in the Southeast Asian region have made significant progress.

In recent years, the halal industry has undeniably experienced development and evolution worldwide. As the halal industry grows, the need for new policies, regulations, and knowledge expansion becomes increasingly urgent. Therefore, researchers need to contribute their ideas and research to the halal ecosystem. Halal research has gradually gained a global foothold over the past two decades. Despite the increasing number of studies on halal, to the authors' knowledge, only a few studies have reviewed and evaluated the halal subject area using bibliometric and network analysis techniques. Therefore, this paper reviews the existing literature in the broad halal field since 2010 and identifies research trends related to the halal industry through bibliometric analysis. This paper assesses the quality of studies, analyzes critical research areas, and predicts future research directions. Using this method, current trends in halal research and potential research gaps for future research are analyzed.

LITERATURE REVIEW

The halal industry is not just about food products, but reflects a comprehensive lifestyle spanning production through consumption, spanning various sectors, including Islamic finance, halal food, modest fashion, media, Muslim-friendly tourism, pharmaceuticals, and cosmetics (ISA, 2023). The halal concept, combined with tayyib values, demands sustainability, ethics, and a non-exploitative business model, and opens up opportunities for integration with Islamic banking and finance to form a complete halal supply chain (Kamali, 2021). A proper understanding of Fiqh, Sharia, and Maqasid al-Shariah is crucial to prevent misunderstandings in the development of the rapidly growing halal industry (Kamali, 2021). The global Muslim population of 1.8 billion people strengthens the potential of the halal economy, with spending reaching USD 2.2 trillion in 2019 and projected to increase to USD 2.4 trillion by 2024, encompassing food, beverages, pharmaceuticals, fashion, halal travel, Islamic media, and Islamic financial services (ISEF, 2023). However, halal supply remains dominated by non-Muslim countries such as Brazil, the largest poultry supplier to the Middle East, and Australia, the largest beef supplier to OIC countries (Rahmawati et al., 2022; Safitri & Afandi, 2023). On the other hand, Indonesia faces various obstacles, including weak assurance of halal certification, the lack of integration of halal industry targets into long-term development plans, high certification costs, limited research and infrastructure, and minimal oversight of violations of halal standards (Hasan & Pasyah, 2022).

Bibliometric analysis is a quantitative method for reviewing scientific publications, primarily through bibliographic data. A bibliography consists of a list of citations within a work or article, providing insight into the sources the author used to support their argument or gain knowledge on a particular subject. Bibliographies can be categorized in various ways, such as by source type (book, article, journal, etc.), alphabetically, or by topic. Bibliographies are typically placed at the end of a publication or scientific work for readers to reference (Harmoko, 2023). VOSviewer software is essential for data processing related to data collection, formation, management, analysis, simulation, and more. VOSviewer can generate mapping images in three formats: network visualization, density visualization, and overlay visualization. This software is adept at mapping various types of bibliometric analysis, culminating in a comprehensive bibliographic database and sophisticated visualizations with visual labeling. Through the VOSviewer application, researchers can identify research variables that have not been explored or previously studied. Based on the keywords used, the results of the VOSviewer analysis indicate research with limited use, which can be used as references.

METHODS

The approach used in this study is a bibliometric method, which aims to investigate and categorize published literature in the Halal Industry sector. As a quantitative technique, bibliometric analysis adopts evaluative and descriptive strategies to describe research trends and attributes of the publication corpus. The analysis conducted in this study includes document type, publication year, document language, publication by country, publication by institution, leading journal, co-

authorship, and co-occurrence of authors, all of which are integral parts of scientific mapping. This study uses publication data related to the topics of "halal industry," halal economy," "halal products," "halal supply chain," and "halal lifestyle." Data were collected by searching for articles indexed in Scopus, and downloaded information includes the year of publication, author names and affiliations, keywords, languages used, and the geographical distribution of the articles. The search resulted in 805 documents in the form of articles related to the halal industry in the Scopus database, published between 2010 and 2025. The data were downloaded in .csv (comma-separated value) file format. Furthermore, the data were analyzed using VOSviewer software. VOSviewer is used to visualize network patterns or relationships between bibliometrics, which are categorized into three types: network visualization, overlay visualization, and density visualization. The mapping generated by VOSviewer will later serve as a reference for conducting accurate content analysis based on keywords and trends in halal industry research.

RESULT

The trend of publications related to the halal industry shows a significant increase throughout the period 2010–2025. This increase in publications indicates the growing attention of academics and practitioners to the topic of the halal industry along with the development of the global halal market. The surge in publications in certain years is usually associated with increased awareness of the potential of the halal economy, regulatory support, and international agendas such as strengthening halal certification and the growth of the markets for food, tourism, and Islamic finance. Figure 1 confirms that research on the halal industry is experiencing steady growth and is becoming an increasingly strategic research field.
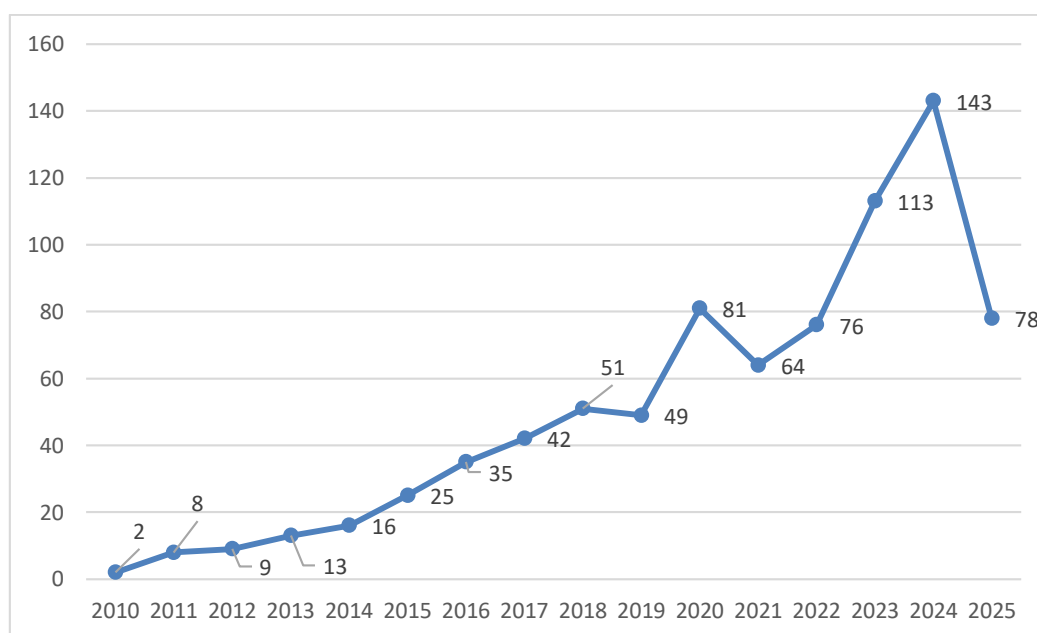

Figure 1. Trends in Scientific Publications on the Halal Industry by Year (2010–2025)

The distribution of publications (Figure 2) shows that research on the halal industry is dominated by universities and research institutions in Southeast Asia, particularly Malaysia and Indonesia. Bibliometric analysis confirms that these two countries are major contributors to global halal research, with focuses spanning halal certification, logistics, supply chains, and emerging trends such as blockchain and sustainability (Judijanto et al., 2025). The high output of scientific publications from Malaysia and Indonesia is inextricably linked to strong national policy support, such as the presence of official certification bodies JAKIM in Malaysia and BPJPH in Indonesia, which have proven to strengthen the position of halal research internationally (Priatna et al., 2023). Furthermore, international collaboration and national publication policies have driven rapid growth

in research capacity, with Malaysia seen as a leader in halal research in Southeast Asia and Indonesia demonstrating significant growth in its academic contributions (Fiala, 2022; Sebayang & Yunita, 2023). The role of academic institutions such as the International Islamic University Malaysia, Universiti Malaya, Diponegoro University, and Gadjah Mada University is also very important in integrating halal issues into studies of business, management, technology, and halal tourism, thereby expanding the research spectrum in this sector (Musthofa et al., 2023; Saffinee et al., 2019).
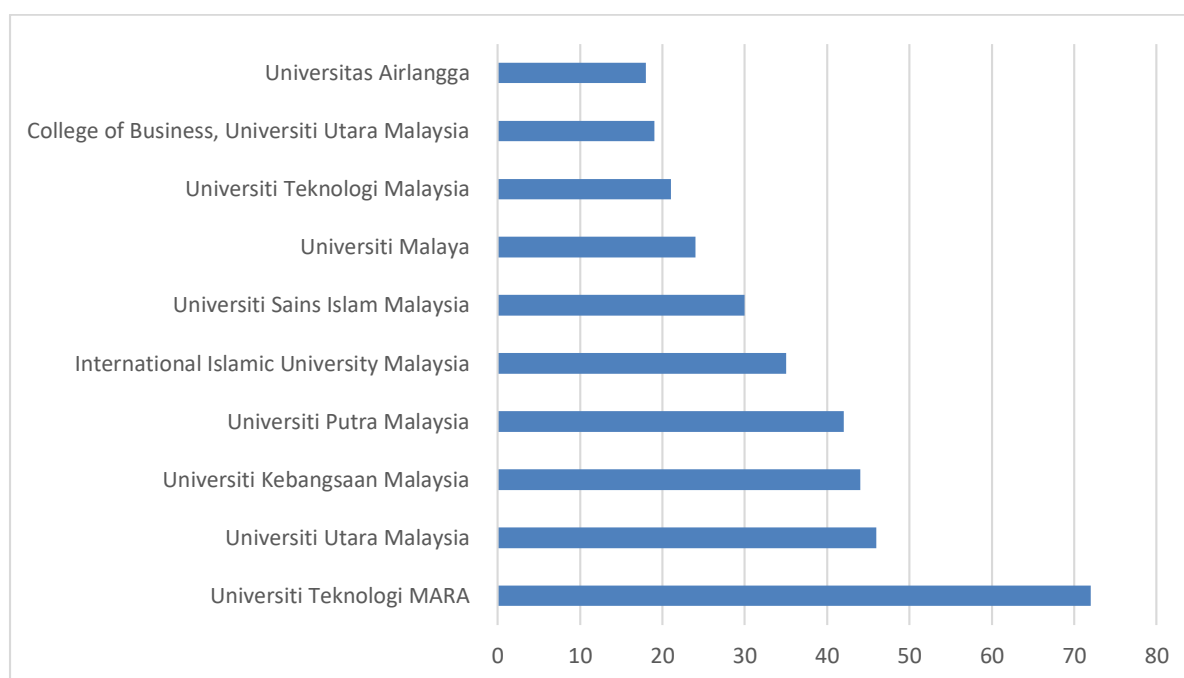

Figure 2. Publication Based on Institusions

Bibliometric data shows that Malaysia (353 publications) and Indonesia (348 publications) dominate global halal industry research, far surpassing other countries such as India (32), the UK (21), Pakistan (20), and Australia (18). Malaysia's dominance reinforces its position as a global leader in halal certification, regulation, and logistics, widely recognized through various international standards (Haleem et al., 2020). Malaysia's role extends beyond scientific publications to the development of a comprehensive halal ecosystem, encompassing the food supply chain, halal tourism, and the pharmaceutical sector, making it an international benchmark (Tieman, 2011; Wilson & Liu, 2011). On the other hand, the involvement of non-Muslim countries such as the UK and Australia demonstrates that the halal issue has shifted from a mere religious obligation to a lucrative global business opportunity, particularly through research related to the halal food supply chain, halal tourism, and cross-border certification (Bonne & Verbeke, 2008; Wilson & Liu, 2011). Furthermore, Indonesia, with the world's largest Muslim population, provides a massive domestic halal market, which has led to the development of national regulations such as the Halal Product Assurance Law (Priatna et al., 2023). ndonesia has the potential to become a global halal hub, not only as a major consumer but also as a major producer and exporter of halal products, including food, cosmetics, pharmaceuticals, and halal tourism. With significant contributions from scientific publications, regulatory support, and market and production capacity, Malaysia and Indonesia together play a strategic role in developing global halal standards and establishing a competitive halal ecosystem internationally.

Table 1. Document by Country

No	Country	Frequency
1.	Malaysia	353
2.	Indonesia	348
3.	India	32
4.	United Kingdom	21
5.	Pakistan	20
6.	Australia	18
7.	China	18
8.	Brunei Darussalam	17
9.	Thailand	17
10.	United States	16
11.	South Korea	12
12.	Bangladesh	10
13.	Saudi Arabia	10
14.	United Arab Emirates	9
15.	Egypt	7

Bibliometric results show that the most publications on the halal industry appeared in the fields of Business, Management, and Accounting (356 documents), followed by Social Sciences (292) and Arts and Humanities (183). The dominance of management and social sciences reflects the research focus on aspects of halal business management, consumer behavior, regulations, and sociocultural dynamics in the acceptance of halal products. This aligns with previous findings that halal research is largely directed at developing halal supply chains, marketing strategies, and certification, which are the main foundations of the global halal industry ecosystem (Haleem et al., 2020; Wilson & Liu, 2011).
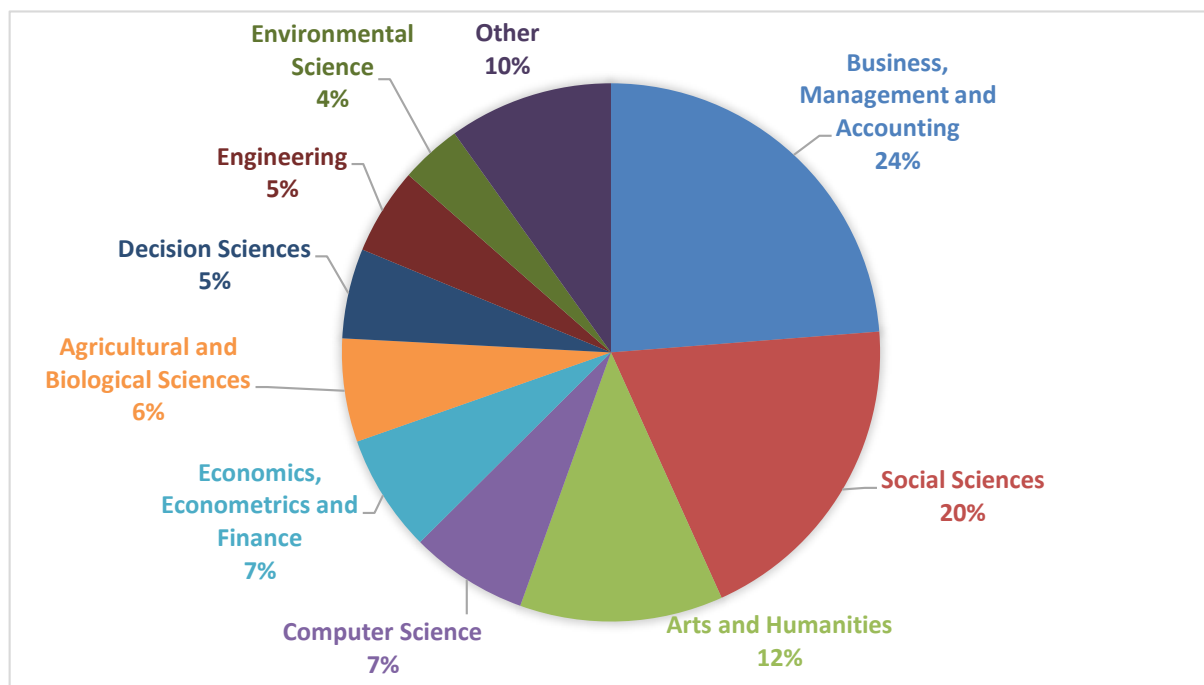
Figure 3. Publication Based on Subject Area

The fields of Computer Science (106) and Economics, Econometrics, and Finance (106) highlight a new trend in integrating digital technology and economic analysis into halal research. The emergence of themes such as blockchain, traceability systems, and Islamic finance demonstrates that research is increasingly emphasizing traceability, transparency, and strengthening technology-based halal governance. Meanwhile, contributions from Agricultural and

Biological Sciences (93) and Veterinary Sciences (15) highlight the importance of halal verification through biological, chemical, and animal health aspects, including DNA research, polymerase chain reaction (PCR), and halal authentication methods to maintain product integrity (Farouk et al., 2016).

Furthermore, the fields of Decision Sciences (81) and Engineering (78) demonstrate that halal research addresses more than just regulatory or consumer aspects, but also technical dimensions such as managerial decision-making, supply chain optimization, halal logistics, and production system engineering (Omar et al., 2015). Contributions from Environmental Science (55) demonstrate that sustainability issues are beginning to be linked to the halal industry, in line with the growing global focus on environmentally friendly and ethical business practices (Kamali, 2021).

Although the number of publications in Biochemistry, Genetics and Molecular Biology (21), Pharmacology (15), Chemistry (10), and Materials Science (8) is relatively small, these contributions are crucial for supporting the technical aspects of halal certification in pharmaceuticals, cosmetics, and other derivative products that require assurance of ingredient content. Similarly, contributions from Psychology (8) demonstrate research highlighting consumer psychology, including perceptions, religiosity, and purchase intentions for halal products (Bonne & Verbeke, 2008).

Overall, this distribution confirms the multidisciplinary nature of halal research, with a strong foundation in management and social sciences, but also increasingly expanding into technology, life sciences, pharmaceuticals, and sustainability. This demonstrates an increasingly comprehensive research direction, where economics, digital technology, regulation, and scientific verification complement each other in building a globally competitive halal ecosystem.
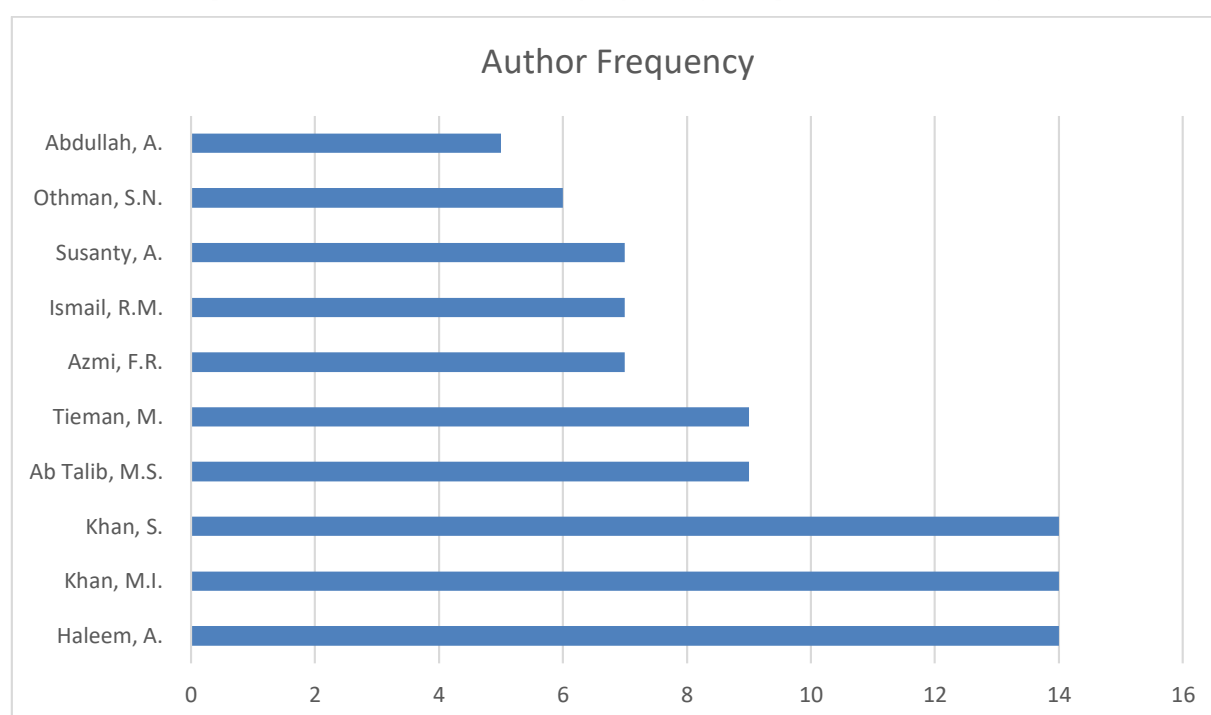
Figure 4. Most Profil Authors

Figure 4 shows the 10 most prolific authors in publishing articles related to the halal industry. Based on the analysis, the top three authors with the highest number of publications are Haleem, A., Khan, M.I., and Khan, S., each with 14 documents. Next, Ab Talib, M.S. and Tieman, M. are in the next position with 9 documents each, demonstrating the consistency of their contributions to the halal industry literature. Authors such as Azmi, F.R., Ismail, R.M., and Susanty, A. have 7 publications each, while Othman, S.N. and Abdullah, A. complete the list with 6 and 5 publications, respectively. This distribution indicates that most of the research related to the halal industry is contributed by a small group of authors who are actively researching this topic, most

likely from institutions or organizations with a deep research focus on halal issues. The dominance of these names also indicates the existence of strong research networks and consistent collaborations, especially on topics such as halal supply chain management, halal certification, and global standards development.

Figure 5. Visualization of networks depicting the co-occurrence of keywords

The "Verify selected keywords" table shows the keywords with the highest frequency of occurrence and total link strength (TLS), which will become nodes on the network map. The keyword "halal" occupies a central position with 160 occurrences and a TLS of 327, indicating the broadest connection reach to other terms. A high TLS value indicates that the term acts as a connector between topic clusters and serves as a conceptual anchor within the overall literature. The appearance of generic terms such as "article" (31; TLS 220) should be interpreted with caution as they tend to be database metadata–not scientific concepts–and should therefore be considered for removal during the keyword cleaning stage.

The inclusion of "Malaysia" (58; TLS 200) and "Indonesia" (35; TLS 100) as keywords with high TLS reinforces previous findings that these two countries are the primary locus of publications and research contexts in the halal industry. Terms such as "human" (20; TLS 162), "consumer" (15; TLS 103), "perception" (13; TLS 90), and "awareness" (12; TLS 70) demonstrate a strong tradition of participant-based research and consumer behavior. On the other hand, the combination of terms "halal industry" (64; TLS 107), "halal products" (47; TLS 80), and "halal food" (46; TLS 95) demonstrates a thematic scope that spans the industry, product, and food categories as dominant domains.

The supply chain management cluster emerges strongly through "halal supply chain" (61; TLS 123), "supply chain management" (32; TLS 117), and "halal logistics" (36; TLS 98). Together with the terms "certification" (23; TLS 107) and "halal certification" (64; TLS 82), this pattern confirms the literature's focus on integrity, traceability, and compliance. The presence of the terms "food industry" (19; TLS 68), "meat" (9; TLS 78), and "beef" (5; TLS 36) indicates that the food supply chain–especially meat–remains a key arena for halal integrity discourse, including issues of

cross-contamination and halal status assurance along critical logistical points. The spatial structure of the network reveals at least three major clusters: (1) the management & certification cluster (halal supply chain, certification, logistics, food industry) which acts as the backbone of integrity; (2) the behavior & marketing cluster (consumer behavior, purchase intention, trust, religiosity, awareness) which explains the mechanisms of market acceptance and the formation of halal brand equity; and (3) the forensics & life science cluster (PCR, DNA, gelatin, pork, quality control) which provides scientific verification of halal claims. The close relationship between (1) and (2) occurs through the "halal certification" node which simultaneously mediates consumer trust; while the bridge between (1) and (3) is seen in "quality control/food safety/halal authentication".

Figure 6. Visualization of density for the co-occurrence of keywords

The above pattern implies that trust is an outcome resulting from a combination of compliance (certification), operational capabilities (SCM & logistics), and scientific evidence (PCR/authentication). The halal industry has evolved into a global, cross-disciplinary issue that unites business, technology, and regulation; second, the need for traceability and consumer trust drives digital innovations such as blockchain and smart certification; third, halal forensic research through scientific methods such as PCR is increasingly important to support supply chain integrity and competitive advantage. Thus, research on the halal industry should not only focus on markets and consumer behavior, but also address technical challenges, regulatory infrastructure, and opportunities for technology integration. This opens up strategic research space for academics to examine sustainable halal business models, international collaborations, and public policies that support the global halal ecosystem. Therefore, promising research opportunities include: evaluating the mediating effect of certification on the digital traceability (e.g., blockchain) → trust/purchase intention relationship; assessing the cost-benefit of certification for SMEs and its implications for global competitiveness; designing an architecture for integrating lab testing (PCR) with supply chain systems for early warning of contamination; and examines the role of religiosity and awareness in strengthening the resilience of halal brands across sectors (food, cosmetics, tourism). This combination of bibliometric analysis and cluster interpretation provides a thematic roadmap

for developing more measurable, cross-disciplinary, and policy-oriented research in the halal industry.

DISCUSSION

From 2010 to 2025, a significant upward trend in the number of publications was observed, reflecting the growing interest of academics and practitioners in the potential of the halal economy globally. This surge in publications was not coincidental but coincided with various external factors, such as growing awareness of the halal market value, strengthening national regulations, and support for international agendas such as halal standardization and the growth of Muslim-friendly tourism. Particularly in the 2020-2023 period, the accelerated digitalization of halal certification systems and stronger policies in Muslim-majority countries further boosted research productivity.

In terms of geographic distribution, data consistently places Malaysia and Indonesia as the world's leading centers for halal research. With 353 publications, Malaysia solidifies its position as a global leader through high research productivity, strong regulations, and the role of the internationally recognized JAKIM certification body. This indicates that Malaysia is the country making the largest contribution to research on the halal industry. This is because Malaysia's halal industry has been developing for a long time, and most halal cosmetic products are exported to countries such as the Middle East and ASEAN countries, making it possible to conduct collaborative studies in these countries. On the other hand, Indonesia, with the largest Muslim population, has a very large domestic halal market, strengthened by the Halal Product Assurance Act, making it a potential global halal hub. This consistent data confirms that both countries are not only consumer markets but also producers of scientific knowledge that influences the direction of the halal industry. Interestingly, this analysis also highlights the involvement of non-Muslim countries such as the UK and Australia in halal research. Their participation in themes such as supply chains and halal tourism demonstrates that this issue has transcended religious boundaries and become an integral part of global business strategies.

Halal industry research has undergone significant diversification across disciplines. While the majority of publications remain concentrated in Business, Management, and Accounting (356 papers), and Social Sciences (292 papers addressing managerial aspects and consumer behavior), recent trends indicate a shift towards a more multidisciplinary approach. Substantial contributions from Computer Science and Economics demonstrate the integration of digital technologies, such as blockchain-based traceability systems, with Islamic financial innovations. It is worth emphasizing that this research encompasses the fields of business, management, accounting, economics, econometrics, and finance, most of which examine the halal industry. While these fields are already well-developed and often stand alone, more research is needed from a more comprehensive perspective, given their fundamental role in halal practices and the halal industry. It is also argued that, despite halal being a faith-based issue, publications discussing religion, particularly Sharia (Islamic law), are underrepresented. Furthermore, it is interesting to note that within the social sciences, despite challenges in defining the term halal, the number of publications in the social sciences is so significant that they rank in the top two. Furthermore, the role of Life Sciences and Biochemistry is crucial in developing scientific methods for halal authentication, such as the use of Polymerase Chain Reaction (PCR) to detect contamination. This multidisciplinary approach demonstrates that halal research is now focused not only on regulations and markets but also on innovative technological and applied science solutions.

Keyword analysis shows that the term "halal" has the highest total link strength (TLS), serving as a conceptual anchor connecting key themes such as halal supply chain, halal certification, and halal products. The main thematic clusters can be grouped into three: (1) management and certification, (2) consumer behavior and marketing, and (3) halal life science and forensics. All three are interrelated, with halal certification acting as a mediator linking supply chain integrity and consumer trust. Furthermore, the keyword "Malaysia" is the second most frequently used keyword. This is because Malaysia contributes significantly to research related to the halal industry. Other

frequently used keywords include "halal industry," "halal food," and "halal tourism." The emergence of new terms such as "blockchain" and "halal authentication" in the overlay visualization indicates a shift in research focus toward the integration of digital technology and the need for scientific verification. This strengthens the argument that consumer trust in halal products is the outcome of a combination of regulatory compliance, operational capabilities, and scientific evidence (Farouk et al., 2016; Kamali, 2021).

Furthermore, the analysis of productive authors confirms the presence of core authors such as Haleem Abid, Khan Mohd Imran, and Khan Shahbaz, who have a high number of publications and strong collaborative networks, particularly in the areas of halal supply chains and standardization. The presence of other authors with medium and small contributions indicates a broadening of the topic towards multidisciplinary research, although still focused on the core group. This situation opens up opportunities for broader international collaboration to enrich halal research, particularly in the areas of traceability technology, sustainability, and cross-border policy integration (Musthofa et al., 2023; Sebayang & Yunita, 2023).

Overall, these results confirm that halal industry research is moving into a more mature phase, with a strong managerial research base, supported by contributions from science and technology. Global trends indicate that research is not solely focused on halal consumption, but also on efforts to create a transparent, sustainable, and technology-based halal ecosystem. Thus, future research opportunities are wide open, including the integration of blockchain with digital certification, cost-benefit analysis of certification for SMEs, and the role of religiosity and consumer awareness in strengthening halal brand equity across sectors.

The findings of this study differ from those of previous studies. Research conducted by Suryani et al. (2022) and Azmi et al. (2021) focused more on halal cosmetics and mapped developments over the past decade. Furthermore, research by Cahyani et al. (2022) examined halal tourism, while Anam (2022) focused on halal food. Many previous studies did not examine the halal industry in a global context, but rather focused on specific subsectors within the industry, although using similar analytical methods, namely bibliometric analysis. On the other hand, there are studies addressing the same topic and methodology, specifically investigating the halal industry through a bibliometric approach. Literature reviews show that previous studies have focused heavily on consumer attitudes toward halal-certified products (Ariffin & Wahid, 2017; Bashir et al., 2019; Lestari et al., 2018), biological and chemical aspects to ensure product integrity (Farouk et al., 2014; Park et al., 2017). Recent research focuses more on the operational management of the halal supply chain, the development of halal standards in line with modern lifestyles (Alzeer et al., 2018; Khan et al., 2018; Zulfakar et al., 2018), and the application of traceability to maintain product integrity. Other studies have highlighted the adoption of halal logistics and warehousing (Ngah et al., 2017; Ngah & Thurasamy, 2018), the integration of halal principles into supply chain management (Ali & Suleiman, 2018; Tieman, 2011), and the influence of regulation, competition, and market demand on the implementation of halal certification (Ab-Talib et al., 2016).

The differences between this study and previous studies make this research novel. The main difference lies in the period of years used. Furthermore, this study also used bibliometric analysis with VOSviewer. VOSviewer was used to visualize network patterns or relationships between bibliometrics into three categories: network visualization, overlay visualization, and density visualization. Network visualization aims to visualize whether the network or relationship between research terms is strong or weak, overlay visualization aims to visualize historical traces based on the year of publication of the research, while density visualization aims to display the density or emphasis of research groups. From this research, not only research trends were discovered, but also several challenges in the Halal industry, which can be used as a basis for adding research directions in the future.

CONCLUSION

This research is motivated by the rapidly growing global halal industry, encompassing various sectors such as food, Islamic finance, fashion, cosmetics, pharmaceuticals, and halal tourism. Although the halal market has significant economic potential, research gaps remain, particularly regarding mapping global halal industry research trends using a bibliometric approach. This highlights the importance of a comprehensive study to map literature developments, identify authors, countries, and key research themes, and identify future research gaps.

The method used in this research is a bibliometric analysis based on publication data from the Scopus database for the period 2010–2025, using the keywords "halal industry," "halal economy," "halal products," "halal supply chain," and "halal lifestyle." Data was collected in CSV format and then analyzed using VOSviewer software to visualize patterns of connections between authors, keywords, countries, and fields of study. Visualizations include network visualization, overlay visualization, and density visualization, providing a comprehensive overview of the global halal research landscape.

The research results show a significant increase in the number of publications each year, indicating the growing attention of academics and practitioners to the halal industry. Malaysia (353 publications) and Indonesia (348 publications) emerged as major contributors, strengthening Southeast Asia's position as a global hub for halal research. The most dominant disciplines were Business, Management, and Accounting (356 papers), followed by Social Sciences (292) and Economics, Econometrics, and Finance (106), indicating a focus on governance, supply chains, and halal business strategies. Keyword analysis highlighted "halal," "Malaysia," "halal supply chain," "halal food," and "halal certification" as core themes, while the emergence of new keywords such as "blockchain" and "halal authentication" reflects a shift toward research on technology and digital traceability.

The implications of this research are the need to strengthen international collaboration and multidisciplinary research that integrates aspects of management, digital technology, life sciences, and regulation to build a sustainable halal ecosystem. These findings can serve as a basis for policymakers to strengthen halal certification infrastructure, for industry to optimize supply chains based on technologies such as blockchain, and for academics to explore new themes such as sustainability, traceability, and the influence of religiosity on halal consumer behavior. Thus, this study not only maps research developments but also provides strategic direction for the future development of the global halal industry.

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