



SECTORAL UPDATE: HALAL INDUSTRY

ECONOMIC RESEARCH
JANUARY 2026

OVERVIEW

MALAYSIA'S HALAL INDUSTRY AT A GLANCE

- The halal sector refer to all economic activities and services encompasses the production, processing, distribution of goods that comply with Islamic law (Shariah), particularly in terms of what is permissible (halal) for Muslims to consume.
- Malaysia's halal industry has evolved into a strategic pillar of the national economy, underpinned by its breadth, institutional strength, and growing global relevance. The sector now extends well beyond food and beverages to encompass cosmetics and personal care, pharmaceuticals, fashion, tourism, logistics, and Islamic finance, positioning halal as a cross-cutting growth engine rather than a single industry vertical. Central to this ecosystem is JAKIM's internationally recognized halal certification, which has enhanced Malaysia's credibility and competitiveness in global markets, supported further by sustained government initiatives and facilitative policies.
- Halal industry in Malaysia has evolved into a strategic pillar of the national economy, reflecting the country's ambition to position the country as a global halal hub. The ecosystem enables Malaysia to participate across the entire halal supply chain, from production and certification to distribution and related services. As a result, the halal industry contributes meaningfully to GDP growth, export expansion, employment creation, and investment inflows, reinforcing its role as a key driver of long-term, inclusive economic development.



Sources: Halal Development Corporation Berhad



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HALAL INDUSTRIAL PARKS



List of 14 HALMAS-Accredited Halal Parks



Benefits of Operating in Halal Parks:

- Easy access to skilled and productive halal workforce.
- Attractive halal industry tax incentives.
- Easy accessibility to halal raw ingredients.
- Facilitation of the halal certification application.

Sources: Halal Development Corporation Berhad

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- Malaysia's strategic location, strong halal ecosystem, and business-friendly environment position the country as a leading destination for halal investment.
- The Halal Malaysia (HALMAS) industrial parks, designated by the Halal Development Corporation (HDC), offer extensive ready infrastructure and incentives to support investors seeking regional expansion in Asia.
- Backed by robust demand for halal products, Malaysia actively promotes investments in food and beverages, as well as other sectors such as cosmetics and personal care, pharmaceuticals, logistic services, medical devices, and healthcare solutions.
- These halal parks have attracted over 40 multinational companies (MNCs) and more than 200 local SMEs, reflecting strong investor confidence in Malaysia's halal industry. Key investors include:

- Kellogg Asia Products Sdn Bhd
- PureCircle Sdn Bhd
- Cargill Palm Products Sdn Bhd
- F&N Dairies Manufacturing Sdn Bhd

HALAL INDUSTRY HIGHLIGHTS

NEWS

Halal Industry Contributes RM149 Billion To GDP, Ahmad Zahid Says

By Adrian Pitung June 16, 2025



JAKIM To Harness AI, Robotics To Strengthen Halal Industry - DG

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13MP: Malaysia targets RM80b in halal exports, 11pc GDP contribution, says Anwar



Zahid says QL Innofood Park will be Malaysia's gateway to RM22.88t global halal market

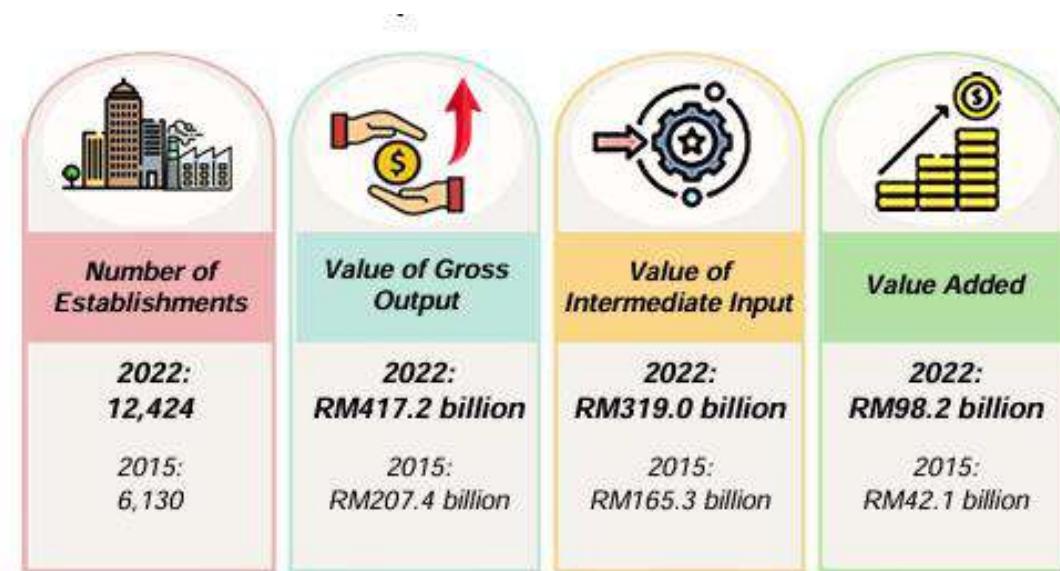


HDC, MARA, RISDA Meterai MoU, MoC Perkuat Ekosistem Industri Halal Negara



ROLE OF THE HALAL INDUSTRY IN MALAYSIA'S ECONOMY

ECONOMIC CONTRIBUTION OF THE HALAL INDUSTRY TO MALAYSIA



- The statistics indicate a substantial expansion of Malaysia's halal industry between 2015 and 2022, underscoring its rising economic significance. Based on available data, the sector's value added exceeded RM98 billion in 2022, more than doubling from RM42.1 billion in 2015. This strong growth reflects the halal industry's increasing contribution to overall economic activity. Manufacturing emerged as the largest contributor, generating RM61.4 billion in value added, followed by services at RM32.2 billion, while agriculture accounted for RM4.7 billion.
- Meanwhile, the number of halal establishments nearly doubled, rising from 6,130 in 2015 to 12,424 in 2022, indicating rapid development of halal-related activities.
- Output indicators further reinforce this expansionary trend. Gross output more than doubled to RM417.2 billion in 2022 from RM207.4 billion in 2015. At the same time, the value of intermediate inputs increased markedly from RM165.3 billion to RM319.0 billion, signalling higher production intensity and deeper supply-chain integration within the halal ecosystem.
- Labour market indicators also showed notable improvement. The number of persons engaged in halal establishments rose from 342,893 in 2015 to 610,672 in 2022, while salaries and wages paid increased sharply from RM10.2 billion to RM25.1 billion, reflecting both employment growth and higher remuneration.
- In addition, the value of fixed assets almost doubled, from RM60.5 billion in 2015 to RM105.8 billion in 2022, signaling increased capital investment and capacity expansion across the halal industry.
- Overall, the comparison between 2015 and 2022 demonstrates strong structural growth in Malaysia's halal industry, underpinned by rising output, employment, investment, and value added, reinforcing its growing importance to the national economy.

Sources: Halal Statistics Economic Census 2023, DOSM, Bank Islam

HALAL STATISTICS BY SECTOR, 2015 vs 2022

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	Year	Manufacturing	Services	Agriculture
Number of Establishments	2015	2,151	3,979	
	2022	3,590	8,464	370
Value of Gross Output (RM Billion)	2015	178.0	29.4	
	2022	347.8	59.6	9.9
Value of Intermediate Input (RM Billion)	2015	150.1	15.2	
	2022	286.4	27.4	5.2
Value Added (RM Billion)	2015	27.9	14.2	
	2022	61.4	32.2	4.7
Number of Persons Engaged	2015	194,099	148,794	
	2022	283,184	314,392	13,096
Salaries & Wages (RM Billion)	2015	6.5	3.7	
	2022	12.4	12.3	0.3
Value of Fixed Assets (RM Billion)	2015	38.8	21.6	
	2022	60.2	38.6	7.1

- The table presents a sectoral comparison of Malaysia's halal industry across manufacturing, services, and agriculture for the years 2015 and 2022, covering key economic indicators. Statistics indicate broad-based expansion across sectors between 2015 and 2022.
- The increase in the number of establishments across sectors suggests greater participation in halal-certified activities. Growth in manufacturing reflects expansion in halal food processing, pharmaceuticals, and cosmetics, while services growth is associated with halal logistics, trade, certification, and related professional services. Agriculture continues to underpin the halal ecosystem through primary production of halal-compliant raw materials.
- The rise in gross output across sectors indicates higher production levels and increased market demand for halal goods and services. Manufacturing remains the main contributor to output value due to its capital-intensive nature, while services show strong expansion in line with value-added activities such as distribution, logistics, and halal assurance services.
- Employment growth across sectors highlights the halal industry's role as a job creator. Manufacturing absorbs a large share of the workforce, while services experience faster employment growth, consistent with the expansion of halal-related support and professional services. The increase in salaries and wages reflects both higher employment and improved remuneration, suggesting productivity gains and a shift towards more skilled labour, particularly in manufacturing and services.
- Overall, the expansion in establishments, output, employment, wages, and capital investment highlights the industry's transition from a predominantly food-based sector to a more diversified and value-driven economic ecosystem, reinforcing its strategic importance to national development.

NUMBER OF HALAL ESTABLISHMENTS BY STATE, 2015 vs 2022



Notes:

The coverage of BE2023 includes the Agriculture sector, whereas BE2016 did not include Agriculture sector

***less than three establishment

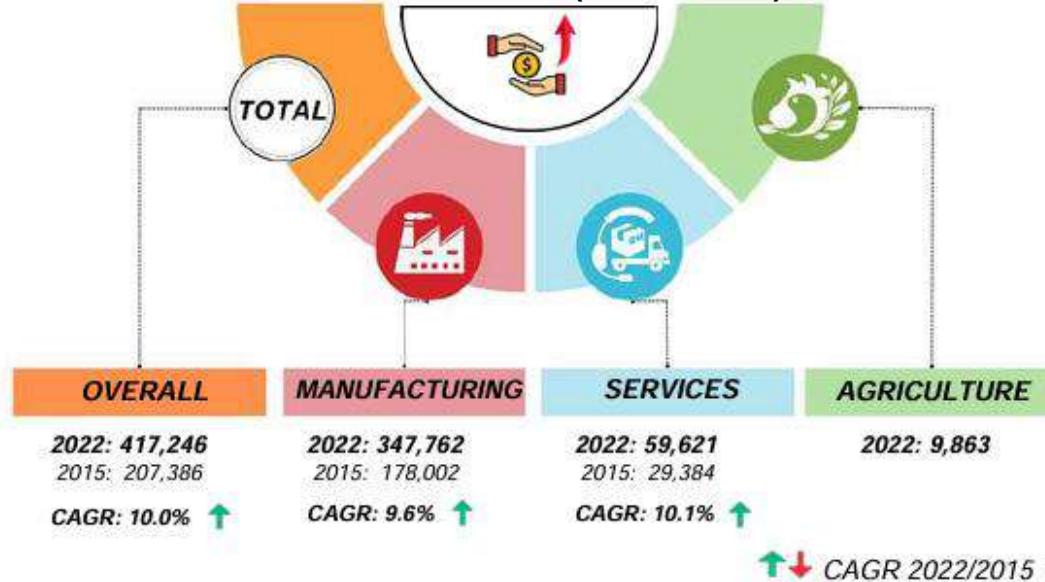
- Manufacturing sector
- Services sector
- Agriculture sector
- no establishment reported

VALUE OF GROSS OUTPUT BY SECTOR AND STATE

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Gross Output of the Halal Establishments by Sector, 2015 and 2022 (RM million)



Notes:

The coverage of BE2023 included the agriculture sector, whereas BE2016 did not include agriculture.

Gross Output of the Halal Establishments by Sector and State, 2022 (RM billion)

Johor	98.6	13.6	1.4	Kedah	7.4	0.9	0.6
Kelantan	2.5	0.8	0.4	Melaka	9.9	1.2	0.2
Negeri Sembilan	8.8	1.3	0.2	Pahang	9.1	1.3	0.6
Perak	16.6	4.8	2.1	Perlis	0.5	0.3	0.0
Pulau Pinang	42.5	3.0	0.0	Sabah	19.6	1.5	1.5
Sarawak	17.5	2.0	1.3	Selangor	99.6	22.5	1.1
Terengganu	11.0	1.1	0.6	W.P. Kuala Lumpur	2.4	5.2	-
W.P. Labuan	1.9	0.2	0.0	W.P. Putrajaya	-	0.1	-

Note:
 Manufacturing sector
 Services sector
 Agriculture sector

Sources: Halal Statistics Economic Census 2023

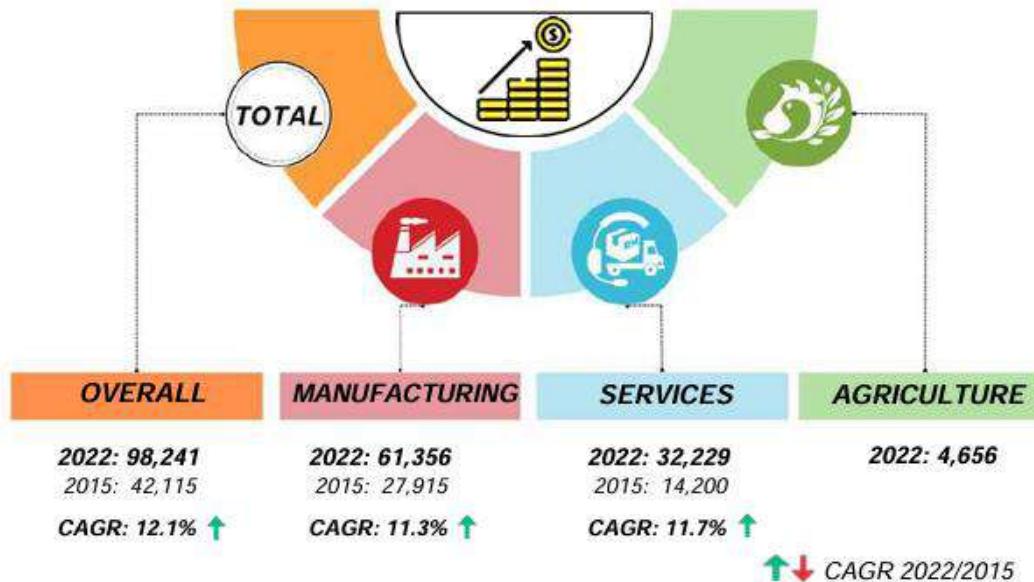
- The gross output of halal establishments in Malaysia reached RM417.2 billion in 2022, up from RM207.4 billion in 2015. The manufacturing sector was the largest contributor at RM347.8 billion (9.6% annual growth), followed by services (RM59.6 billion; 10.1% annual growth) and agriculture (RM9.9 billion).
- Manufacturing: Selangor led with RM99.6 billion (28.7%), followed by Johor (RM98.6 billion; 28.4%) and Penang (RM42.5 billion; 12.2%), totaling 69.2% of the sector.
- Services: Selangor contributed RM22.5 billion (37.7%), Johor RM13.6 billion (22.9%), and Kuala Lumpur RM5.2 billion (8.7%), totaling 69.2%.
- Agriculture: Perak headed with RM2.1 billion (21.4%), followed by Sabah (RM1.5 billion; 15.6%) and Johor (RM1.4 billion; 13.8%), together contributing 50.8%.

VALUE ADDED BY SECTOR AND STATE

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Value added of the Halal Establishments by Sector, 2015 and 2022 (RM million)



Gross Added of the Halal Establishments by Sector and State. 2022 (RM billion)

	Manufacturing	Services	Agriculture		Manufacturing	Services	Agriculture
Johor	14.2	7.1	0.8		2.0	0.6	0.2
Kelantan	0.6	0.5	0.3		1.7	0.7	0.0
Negeri Sembilan	1.7	0.8	0.1		2.6	0.7	0.3
Perak	3.4	2.9	0.7		0.1	0.1	0.0
Pulau Pinang	4.5	1.5	0.0		2.5	0.8	0.7
Sarawak	2.3	1.2	0.6		20.5	11.6	0.5
Terengganu	3.8	0.5	0.5		0.6	3.1	-
W.P. Labuan	0.9	0.5	0.0		-	0.1	-
W.P. Kuala Lumpur	-	-	-		-	-	-
W.P. Putrajaya	-	-	-		-	-	-

Note:

- Manufacturing sector
- Services sector
- Agriculture sector

Sources: Halal Statistics Economic Census 2023

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- Value added increased significantly to RM98.2 billion in 2022, compared with RM42.1 billion in 2015. The manufacturing sector was the largest contributor, followed by services and agriculture.
- By state, Selangor, Johor and Penang accounted for 63.9% of manufacturing value added, led by Selangor (RM20.5 billion).
- For services, Selangor, Johor and Kuala Lumpur contributed 67.8% of total value added, with Selangor again the largest contributor (RM11.6 billion).
- In agriculture, Johor, Sabah and Perak were the main contributors, accounting for 47.7% of the sector's value added in 2022.

HALAL MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMEs)

Key Statistics of Halal Micro, Small and Medium Enterprises by Sector, 2022

	TOTAL			
 Number of Establishments	7,748	3,092	4,371	285
 Value of Gross Output (RM million)	86,781	62,751	14,222	9,808
 Value of Intermediate Input (RM million)	63,961	51,313	7,478	5,171
 Value Added (RM million)	22,820	11,438	6,745	4,638
 Number of Person Engaged	241,080	99,400	128,798	12,882
 Salaries & Wages (RM million)	8,178	3,040	4,797	341
 Value of Fixed Assets (RM million)	23,960	8,723	8,208	7,029

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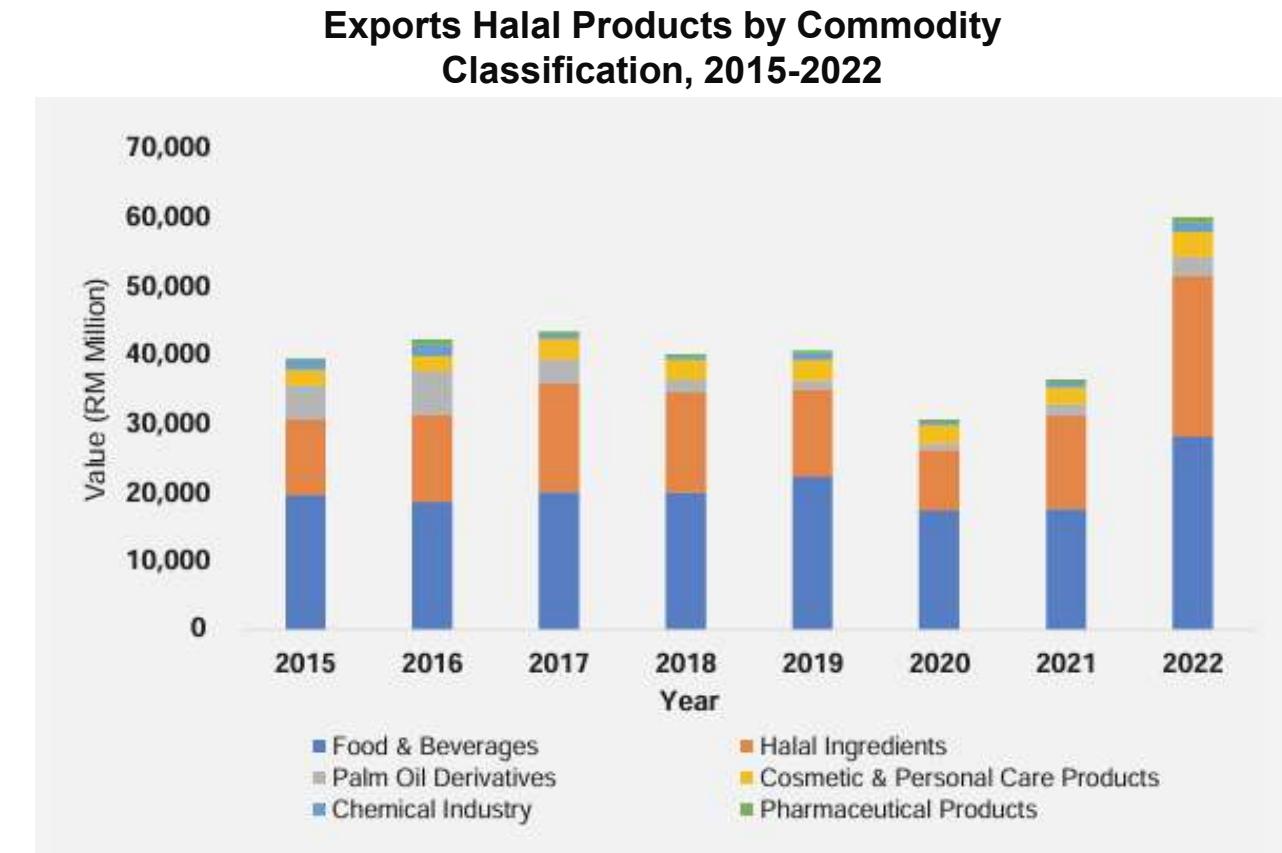
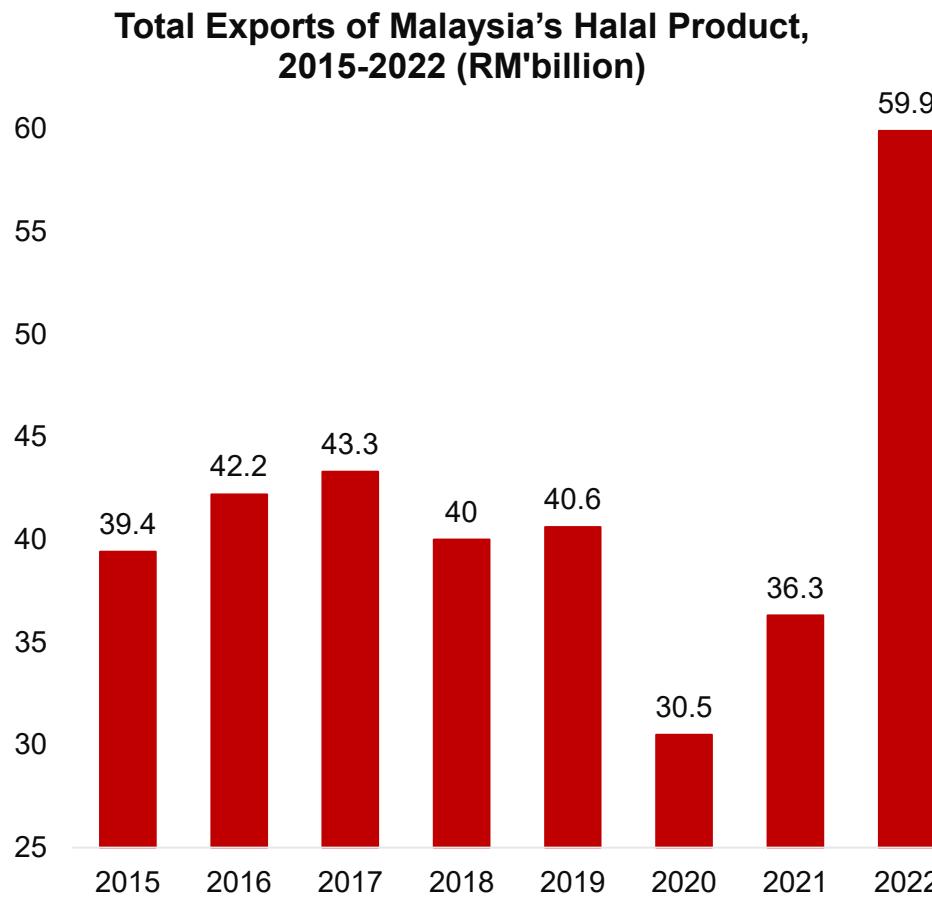
- In 2022, 7,748 halal MSME establishments accounted for 62.4% of all halal establishments across the manufacturing, services, and agriculture sectors in Malaysia.
- The services sector comprised the largest share with 4,371 establishments (56.4%), followed by manufacturing with 3,092 establishments (39.9%), and agriculture with 285 establishments (3.7%).
- These halal MSMEs generated a gross output of RM86.7 billion and value added of RM22.8 billion, while employing 241,080 persons.
- Salaries and wages amounted to RM8.2 billion, and the value of fixed assets totaled RM23.9 billion.

Note:

-  Manufacturing sector
-  Services sector
-  Agriculture sector

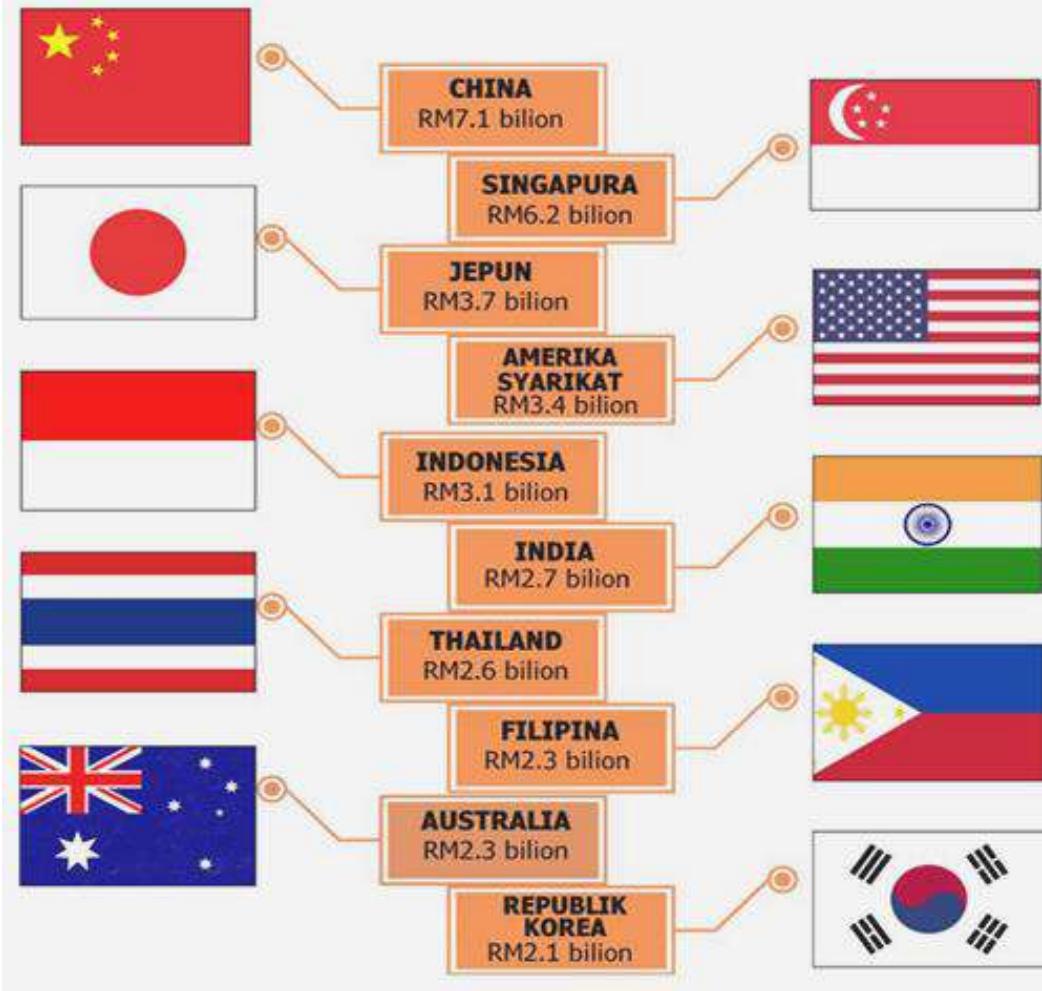
TOTAL EXPORTS OF MALAYSIA'S HALAL PRODUCT

- Malaysia's halal product exports expanded markedly over the period, **increasing from RM39.4 billion in 2015 to RM59.9 billion in 2022**. Most product classifications experienced substantial growth compared with 2015.
- Pharmaceutical products emerged as the fastest-growing segment**, registering an average annual growth rate of 21.6%, followed by Halal Ingredients (10.8%) and Cosmetics and Personal Care products (6.9%). Nevertheless, palm oil derivatives (-8.3%) and industrial chemicals (-2.4%) contracted over the same period.



TOP 10 DESTINATIONS FOR MALAYSIA'S HALAL PRODUCTS EXPORT, 2022

The main export destination for Malaysia's halal products, with a total value of RM59.9 billion, was China, amounting to RM7.1 billion (11.9%). This was followed by Singapore at RM6.2 billion (10.4%) and Japan at RM3.7 billion (6.1%).



Country	Halal export value (RM million)	Total export value (RM million)	Halal Export Share (%)
China	7,108	210,554	3.4
Singapura	6,243	232,484	2.7
Jepun	3,652	98,658	3.7
Amerika Syarikat	3,421	167,208	2.0
Indonesia	3,059	55,736	5.5
India	2,676	54,762	4.9
Thailand	2,636	65,774	4.0
Filipina	2,301	28,235	8.2
Australia	2,269	48,091	4.7
Republik Korea	2,134	54,906	3.9
Total	59,946	1,550,009	

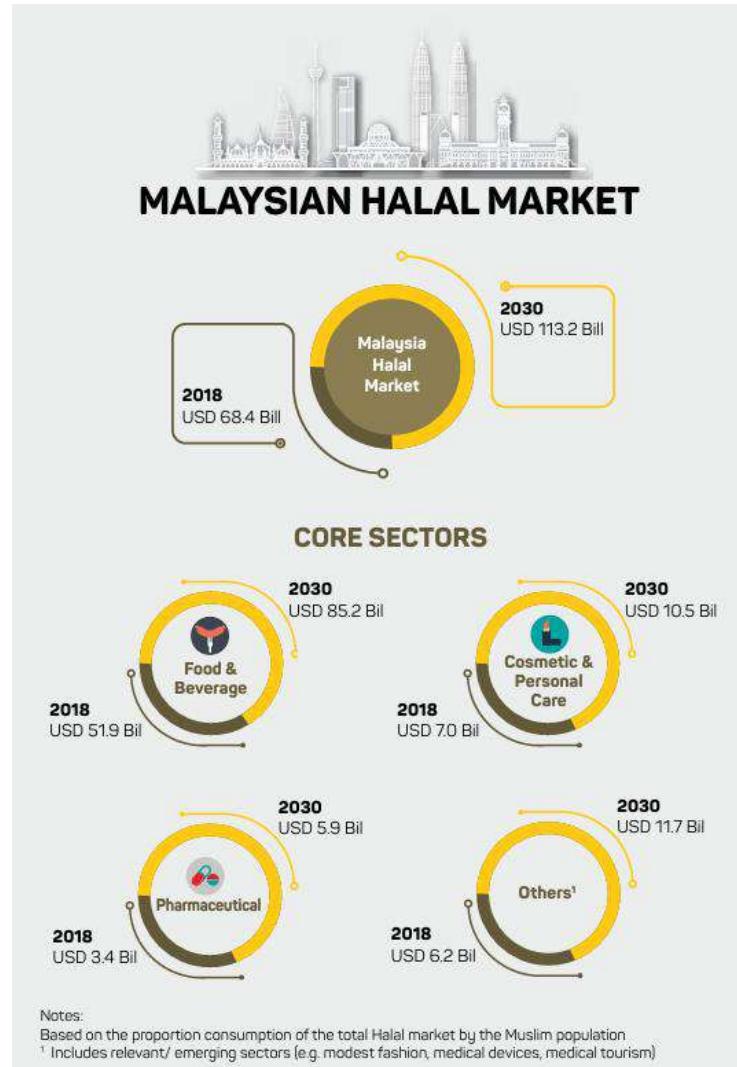
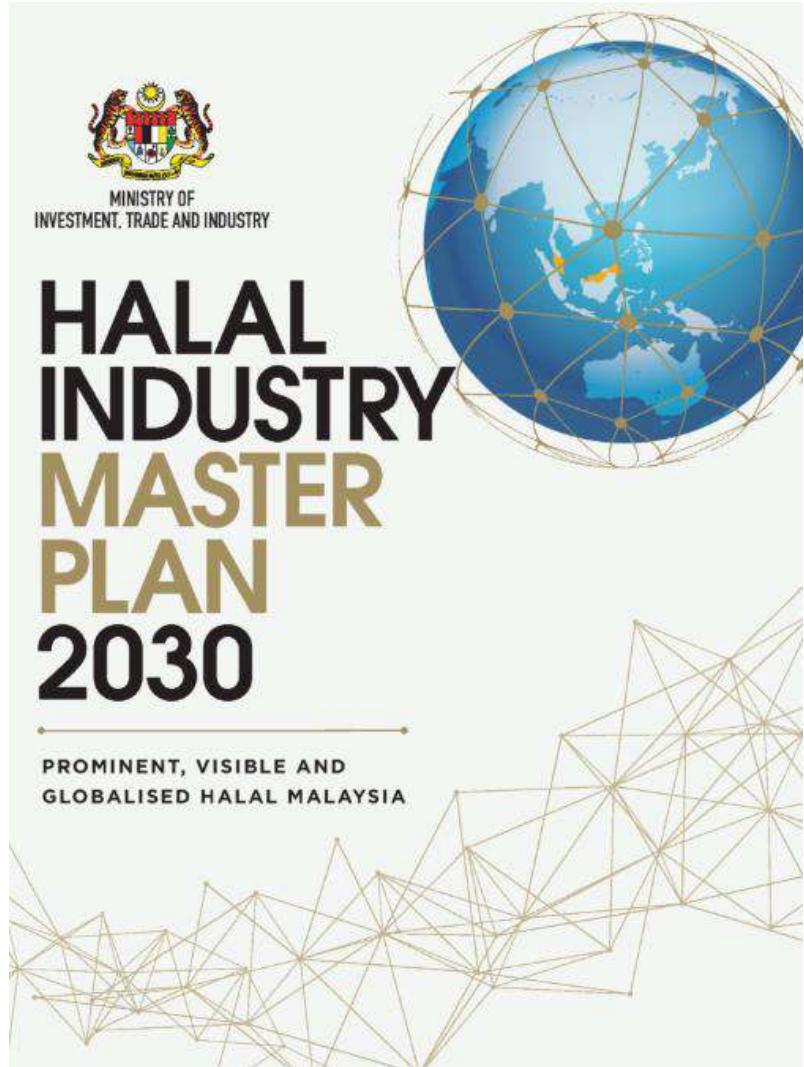
- Under 13 Malaysia Plan (MP), halal exports from Malaysia is projected to reach RM80 billion.
- At the same time, the industry is expected to contribute 11.0% to the Malaysia's GDP and considered as a strategic sector that has a high impact on the national economy.
- These policy objectives will be reinforced through the establishment of the Malaysia Halal Commission and the development of dedicated Halal Industrial Parks in Melaka, Perak, and Kelantan, aimed at strengthening Malaysia's position as a leading global halal hub.

GOVERNMENT PLAN / TARGET

NATIONAL BLUEPRINT FOR HALAL INDUSTRY

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- As the global halal industry is projected to experience rapid growth, driven by a rising Muslim population and increasing demand for ethical products from both Muslim and non-Muslim consumers, Malaysia aims to seize this opportunity by strengthening its halal infrastructure and positioning itself as a global halal leader, guided by the **Halal Industry Master Plan 2030 (HIMP 2030)**.
- The plan's vision, "Prominent, Visible, and Globalised Halal Malaysia", focuses on developing strong local halal champions capable of competing globally and driving sustainable economic growth across the entire halal supply chain.
- By 2030, global halal market is forecast to expand to USD5.0 trillion, with Malaysia's domestic halal market is expected to grow to USD113.2 billion. Malaysia's integrated halal ecosystem provides a strong foundation to capture this growth.
- The main core sectors include food & beverages, cosmetic & personal care and pharmaceuticals.

Sources: Halal Industry Master Plan 2030 (HIMP 2030)

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HIMP 2030 STRATEGIC FRAMEWORK

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- The seven Strategic Thrusts of HIMP 2030 are designed to promote high-quality, innovative and competitive halal offering, develop high performing home-grown enterprises, and support sustainable, balanced and inclusive socio-economic growth.
- To remain competitive, Malaysia's halal industry must transition into higher-value segments through knowledge advancement, market expansion and active investment in innovation and product development.
- New growth opportunities are emerging as more economic sectors adopt and align with halal values in their business practice such as modest fashion, medical tourism and medical devices.



Modest Fashion



Medical Tourism



Medical Devices

HIMP 2030 PERFORMANCE INDICATOR

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The Halal Industry's contribution towards overall GDP

2018



-7.4%
GDP
(RM 107 bil)

2030



-11%
GDP
(RM 266 bil)

GDP Indicators	2018	2020	2025	2030
 Cumulative HALMAS Investment		Phase 1a	Phase 1b	Phase 2
	RM 13.9 bil	RM 15.3 bil	RM 19.6 bil	RM 25.0 bil
 Value Add Value to consumers (Gross output less inputs, "economic profit")		Phase 1a	Phase 1b	Phase 2
	RM 59.7 bil	RM 76.0 bil	RM 126 bil	RM 171 bil
 Halal Export Value of exports		Phase 1a	Phase 1b	Phase 2
	RM 40 bil	RM 46 bil	RM 56 bil	RM 70 bil
Productivity Indicators	2018	2020	2025	2030
 Revenue "Gross output" (industry revenue) earned by Halal businesses		Phase 1a	Phase 1b	Phase 2
	RM 275 bil	RM 335 bil	RM 497 bil	RM 684 bil
 Employees Number of employees in the industry		Phase 1a	Phase 1b	Phase 2
	0.35 mil	0.41 mil	0.56 mil	0.71 mil

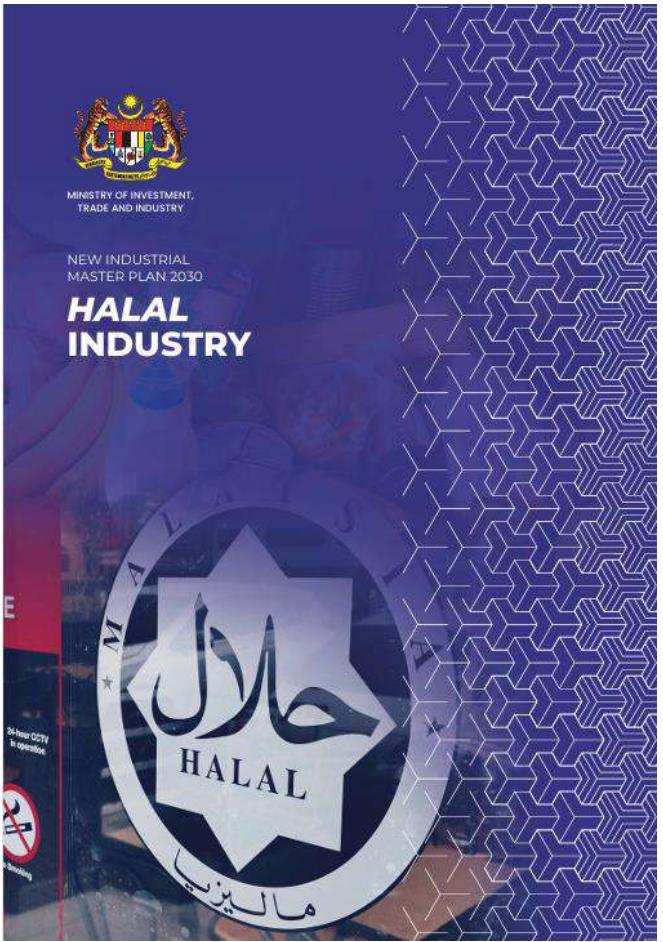
Sources: Halal Industry Master Plan 20230 (HIMP 2030)

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NIMP 2030: HALAL INDUSTRY SECTORAL PLAN

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Core Sectors of Halal Industry

1. Food and Beverages	2. Pharmaceuticals	3. Cosmetics and Personal Care
<ul style="list-style-type: none"> Processed food Oils and fats Organic food Alternative ingredients 	<ul style="list-style-type: none"> Biopharmaceutical Nutraceuticals Preventive medicine 	<ul style="list-style-type: none"> Private labelling Plant-based products Male grooming On-demand consumer services

Investments of Halal Industry

Items	Units	IMP3			2015-2020	2015-2020	2020-2021	2021-2022
		2015	2020	CAGR ²				
Total Investment	RM billion	8.9	16.1	75.8	16.3	16.6	12.6%	1.3%
Domestic Investment	RM billion	3.2	6.5	29.9	6.6	6.7	15.2%	1.8%
Foreign Investment	RM billion	5.7	9.6	45.9	9.7	9.9	11.1%	1.0%
Employment	persons	9,251	18,841	86,513	19,238	17,186	15.3%	2.1%
								-10.7%

- In addition to HIMP 2030, the **New Industrial Master Plan (NIMP 2030)** outlines Malaysia's strategic direction for industrial transformation, including halal industry alongside 20 other sectors.
- The NIMP 2030 Sectoral Plan for the Halal industry provides insights of the sector's prospects and development priorities over the NIMP 2030 period. The plan focuses on three key segments within the halal industry namely food and beverages, pharmaceuticals, and cosmetics & personal care (refer to table for details).
- During the Third Industrial Master Plan (IMP3), (2006 to 2020), the industry aimed to establish Malaysia as a global halal hub from production to trade and investment, consistently topping Global Islamic Economy Index (GIEI), with the industry contributing RM59.5 billion in exports and attracting RM16.6 billion in investment in 2022.
- Halal industry investment doubled between 2015 and 2020, growing at a 12.6% CAGR, driven primarily by foreign direct investment (FDI). Overall, investment growth was supported by strong demand in halal food and beverages segment, expansion of the Islamic digital economy via bilateral partnerships, Malaysia International Halal Showcase (MIHAS) driven investor interest, and rising demand for Shariah-compliant investment and finance.

Sources: New Industrial Master Plan 2030 (NIMP 2030): Halal Industry; : Halal Development Corporation (HDC)

NIMP 2030: HALAL INDUSTRY SECTORAL PLAN (cont)

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NIMP 2030 – Halal Industry Focus

Positioning Malaysia as a main player in global Halal industry

Expanding the domestic Halal industry to become a key contributors to Malaysia's economy

Facilitating ease of doing business locally to attract FDIs and DDIs

Strategies and Action Plans for Halal Industry

AP1



Develop capabilities and capacity of MSMEs to produce high value-added products and services through with MNCs, GLCs and VCs

AP2



Internationalise Malaysia's *Halal* products and services by strengthening global cooperation

AP3



Streamline *Halal* certification framework to improve compliance to international standards and regulations

AP4



Stimulate *Bumiputera* participation through strategic stakeholder collaborations

AP5



Establishing a wider pool of *Halal* talent and experts to meet domestic and global demand

Alignment to NIMP 2030 Missions

MISSION 1:

Advance economic complexity

1.2 Develop entire ecosystem to support the high value-added activities

1.5 Increase manufacturing exports

MISSION 4:

Safeguard economic security and inclusivity

4.3 Empower *Bumiputera* participation and create inclusive workforce

ENABLERS

E2 Foster talent development and attraction

Sources: New Industrial Master Plan 2030 (NIMP 2030)

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HALAL INDUSTRY RELATED ANNOUNCEMENT IN BUDGET 2026

The Government remains committed to strengthening Malaysia's halal ecosystem through a series of targeted initiatives.

JAKIM will continue to expedite the issuance of halal certificates, while the Halal Development Corporation (HDC) will intensify efforts to promote halal compliance among businesses nationwide.

To enhance access to financing, SME Bank will provide special financing facilities totalling RM100 million to support halal-compliant micro, small and medium enterprises (MSMEs).

Syarikat Jaminan Pembiayaan Perniagaan Berhad (SJPP) will increase the Government guarantee for halal-compliant SME financing from RM1 billion to RM2 billion, thereby improving credit access and reducing financing constraints.

Further supporting industry development, the Government will undertake the development of the Perak Halal Industrial Park in the Manjung district, with an investment of RM124 million, aimed at strengthening halal manufacturing capacity and attracting domestic and foreign investments.

OPPORTUNITIES & CHALLENGES

OPPORTUNITIES & CHALLENGES

Opportunities	Challenges
<ul style="list-style-type: none"> Strong halal certification credibility: Malaysia's well-established and internationally recognized halal certification system enhances trust and supports export market access. 	<ul style="list-style-type: none"> Rising regional competition: Other countries are actively developing their halal ecosystems (e.g.; Indonesia), increasing competition for investment and export market.
<ul style="list-style-type: none"> Growing global halal demand: Expansion in the global Muslim population and rising awareness of halal standards continue to support demand for halal products. 	<ul style="list-style-type: none"> Certification complexity and costs: Compliance requirements and certification process can be time-consuming and costly, particularly for SMEs.
<ul style="list-style-type: none"> Expansion into non-food segments: Opportunities are increasing in halal pharmaceuticals, cosmetics, logistics, healthcare, fashion and Muslim-friendly tourism. 	<ul style="list-style-type: none"> Supply chain integrity management: Ensuring halal compliance across complex and multi-country supply chains remains ongoing challenge.
<ul style="list-style-type: none"> Government support and policy initiatives: Incentives and export promotion efforts support industry growth and scaling. 	<ul style="list-style-type: none"> Limited innovation and branding: Some halal products face challenges in differentiation, branding and product innovation compared to global competitors.
<ul style="list-style-type: none"> Halal hub potential: Malaysia can attract investment as companies diversify supply chains, leveraging its strong halal certification and infrastructure to produce and export halal products. 	<ul style="list-style-type: none"> Market penetration challenges: Expanding into non-traditional and non-Muslim markets requires greater consumer awareness and marketing efforts.

- The halal industry covers a wide range of economic activities, from production and processing to distribution and related services that comply with Shariah principles. In Malaysia, the industry has evolved beyond food and beverages to encompass pharmaceuticals, cosmetics, logistics, tourism, and Islamic finance. It has become a key pillar of the national economy, contributing meaningfully to GDP, exports, employment, and investment. Strong certification credibility and institutional support underpin its continued growth.
- Malaysia's strategic location and comprehensive halal ecosystem provide a competitive edge for attracting halal investments. The Halal Malaysia (HALMAS) industrial parks offer ready infrastructure and incentives, encouraging participation from both multinational corporations and local SMEs. This environment supports Malaysia's ambition to be a global halal hub.
- Between 2015 and 2022, Malaysia's halal industry recorded strong structural growth, with value added more than doubling to over RM98 billion. Manufacturing emerged as the largest contributor, followed by services and agriculture, reflecting diversification across sectors. The number of halal establishments nearly doubled, while output, employment, wages, and capital investment rose significantly. This expansion highlights the industry's transition into a more value-driven and capital-intensive ecosystem.
- Halal exports expanded steadily, especially in pharmaceuticals, halal ingredients, and cosmetics. Manufacturing centers like Selangor, Johor, and Penang remain key contributors, while services and agriculture also play important roles. MSMEs make up over 60% of halal businesses, underlining their importance in production and distribution. While manufacturing generated the bulk of export value, services-based MSMEs supported logistics, certification, and distribution activities. Export growth is expected to continue under national development plans.
- Malaysia's halal industry development is guided by HIMP 2030 and supported by NIMP 2030, with the aim of positioning the country as a global halal leader. Future growth will be driven by strong halal certification credibility that enhances export access and consumer trust, global Muslim population growth and increasing awareness of halal standards, government initiatives, expansion into non-food sectors, and Muslim-friendly tourism. At the same time, the industry faces challenges from rising regional competition, certification costs, supply-chain complexity, and branding limitations. Addressing these issues will be key to sustaining long-term competitiveness and global relevance.



Thank You