DOMESTIC AND INTERNATIONAL MARKET POTENTIAL OF MALAYSIA’S HALAL FOOD PRODUCTS

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OBJECTIVES OF THE STUDY

• Identify the potential market for Halal products in the domestic and international market.

• Identify the Potential Halal Products For Domestic and International Market.

• Develop a Database of Potential Market for Halal Food for the Domestic and International.

• Recommend Marketing Planning for Halal Food Products.

• Develop a Business Plan Related to Halal Products in Domestic and International Market.
SCOPE OF THE STUDY

• Secondary data on Halal food through the acquisition and purchase the report from the relevant agencies or departments of statistics in the country and abroad.

• In terms of products, this study documented the potential market for Halal food-based products (food processing, beverages, sweets, snacks) and health food product.

• Consumer attitudes, preferences and market acceptance of Halal food produced by Malaysian entrepreneurs in the international market. This includes studies of new and innovative products to penetrate global markets.

• Field survey in Malaysia, selected GCC and EU countries.
METHODOLOGY

The study was conducted in three phases:

• Collection and analysis of secondary data was derived from economic reports, statistics and relevant data within and outside the country. It includes secondary data available from the Federal Agricultural Marketing Authority (FAMA) derived from research reports and promotions in overseas exhibitions in previous years.

• This study detailed the market of consumer tastes and trends in the demand for Halal food products produced by Malaysian entrepreneurs and manufacturers to a number of countries that have been identified to have potential market (United Kingdom, the Netherlands, Germany, UAE (Shahjar, Dubai, Abu Dhabi), Saudi (Jeddah, Makkah, Madinah, Riyadh), and Qatar. In addition, these countries have high-yield currencies and the purchasing power of the buyer.

• Market surveys, observation and interview respondents during Halal food exhibition held in Malaysia (WHF/MIHAS) and abroad (GULFOOD/EWHF). MATRADE in London and Dubai.
FINDINGS AND ANALYSIS

OBJECTIVE 1:

• IDENTIFY THE POTENTIAL MARKET FOR HALAL PRODUCTS IN THE DOMESTIC AND INTERNATIONAL MARKETS

• Estimated Halal market values of the states in Malaysia. Malaysia has with a total Muslim population of **17.4 million** and the estimated domestic Halal market value is worth more than **RM52 billion**. Therefore, the present market potential in Malaysia is about **RM16 billion** (RM52 billion – RM 36 billion).

• The top three states of highest market value (above RM4 billion) are Selangor, Sabah, Johor, Kedah and Kelantan with cumulative amounts of **RM31 billion** (58% of total estimated market value).
Table 1: Estimated Malaysia’s Halal Market Value by States

<table>
<thead>
<tr>
<th>STATE</th>
<th>TOTAL POPULATION</th>
<th>MUSLIM POPULATION (%)</th>
<th>MUSLIM POPULATION</th>
<th>PER CAPITA CONSUMPTION (RM)</th>
<th>HALAL MARKET VALUE (RM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johor</td>
<td>3,348,283</td>
<td>58.22</td>
<td>1,949,393</td>
<td>3,013.40</td>
<td>5,874,300,866</td>
</tr>
<tr>
<td>Kedah</td>
<td>1,947,651</td>
<td>77.23</td>
<td>1,504,100</td>
<td>3,013.40</td>
<td>4,532,454,940</td>
</tr>
<tr>
<td>Kelantan</td>
<td>1,539,601</td>
<td>95.18</td>
<td>1,465,388</td>
<td>3,013.40</td>
<td>4,415,800,199</td>
</tr>
<tr>
<td>Melaka</td>
<td>821,110</td>
<td>66.06</td>
<td>542,433</td>
<td>3,013.40</td>
<td>1,634,567,602</td>
</tr>
<tr>
<td>Negeri Sembilan</td>
<td>1,021,064</td>
<td>60.25</td>
<td>615,235</td>
<td>3,013.40</td>
<td>1,853,949,149</td>
</tr>
<tr>
<td>Pahang</td>
<td>1,500,817</td>
<td>74.95</td>
<td>1,124,909</td>
<td>3,013.40</td>
<td>3,389,800,781</td>
</tr>
<tr>
<td>Perak</td>
<td>2,352,743</td>
<td>55.34</td>
<td>1,301,931</td>
<td>3,013.40</td>
<td>3,923,238,875</td>
</tr>
<tr>
<td>Perlis</td>
<td>231,541</td>
<td>87.88</td>
<td>203,476</td>
<td>3,013.40</td>
<td>613,154,578</td>
</tr>
<tr>
<td>Pulau Pinang</td>
<td>1,561,383</td>
<td>44.63</td>
<td>696,846</td>
<td>3,013.40</td>
<td>2,099,875,736</td>
</tr>
<tr>
<td>Sabah</td>
<td>3,206,742</td>
<td>65.37</td>
<td>2,096,153</td>
<td>3,013.40</td>
<td>6,316,547,450</td>
</tr>
<tr>
<td>Sarawak</td>
<td>2,471,140</td>
<td>32.22</td>
<td>796,239</td>
<td>3,013.40</td>
<td>2,399,386,603</td>
</tr>
<tr>
<td>Selangor</td>
<td>5,462,141</td>
<td>57.89</td>
<td>3,161,994</td>
<td>3,013.40</td>
<td>9,528,352,720</td>
</tr>
<tr>
<td>Terengganu</td>
<td>1,035,977</td>
<td>96.93</td>
<td>1,004,152</td>
<td>3,013.40</td>
<td>3,025,911,637</td>
</tr>
<tr>
<td>W.P. Kuala Lumpur</td>
<td>1,674,621</td>
<td>46.4</td>
<td>776,958</td>
<td>3,013.40</td>
<td>2,341,285,237</td>
</tr>
<tr>
<td>W.P. Labuan</td>
<td>86,908</td>
<td>76.02</td>
<td>66,065</td>
<td>3,013.40</td>
<td>199,080,271</td>
</tr>
<tr>
<td>W.P. Putrajaya</td>
<td>72,413</td>
<td>97.39</td>
<td>70,522</td>
<td>3,013.40</td>
<td>212,510,995</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>28,334,135</strong></td>
<td><strong>61.32%</strong></td>
<td><strong>17,375,794</strong></td>
<td></td>
<td><strong>52,360,217,640</strong></td>
</tr>
</tbody>
</table>

* Per capita Food and Non-Alcoholic Beverages

Sources:
- Population Distribution and Basic Demographic Characteristics 2010, Department of Statistics Malaysia
- Euromonitor International from National Statistics/Eurostat/UN/OECD, 2012
The Total Malaysia’s food production is worth **RM147 billion**. The total Halal food market is worth about RM36 billion (Mohd Raimee, HDC 2012). Thus, the country’s certified Halal food market is 25% (RM 36 billion / RM 147 billion) only.

This means that there are high market potential of future certified food and beverage market for Malaysian entrepreneurs (2000 Halal manufacturers out of 600,000 F&B companies registered at SME Corp, 2012) to capitalize the Halal international market of RM2 trillion.
MARKET POTENTIAL OF INTERNATIONAL MARKET

The total consumer expenditure on food and non-alcoholic beverages by the Muslim population in selected European Union countries worth almost RM119 billion.
**Table 3: Consumer Expenditure on Food and Non-Alcoholic Beverages 2011**  
- selected European Union Countries

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>TOTAL(^1) POPULATION</th>
<th>MUSLIM(^1) POPULATION</th>
<th>PER CAPITA EXPENDITURE(^2) (RM)</th>
<th>MARKET VALUE (RM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>63,300,000</td>
<td>6,080,000</td>
<td>3,250.80</td>
<td>59,294,592,000</td>
</tr>
<tr>
<td>Germany</td>
<td>81,800,000</td>
<td>4,090,000</td>
<td>2,627.50</td>
<td>32,239,425,000</td>
</tr>
<tr>
<td>Netherlands</td>
<td>16,700,000</td>
<td>920,000</td>
<td>2,558.30</td>
<td>7,060,908,000</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>62,700,000</td>
<td>2,880,000</td>
<td>2,280.40</td>
<td>19,702,656,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>224,500,000</strong></td>
<td><strong>13,970,000</strong></td>
<td></td>
<td><strong>118,297,581,000</strong></td>
</tr>
</tbody>
</table>

*Source:*
- [www.muslimpopulation.com](http://www.muslimpopulation.com)
- *Euromonitor International from National Statistics/UN/OECD, 2012*
Table 4: Production of Food and Non-Alcoholic Beverages for 2011

<table>
<thead>
<tr>
<th>PRODUCTION</th>
<th>FRANCE (RM)</th>
<th>GERMANY (RM)</th>
<th>NETHERLANDS (RM)</th>
<th>UK (RM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Processed Meat, Fish, Fruit, Vegetables &amp; Fats</td>
<td>61,965,000,000</td>
<td>68,495,200,000</td>
<td>29,831,800,000</td>
<td>37,990,700,000</td>
</tr>
<tr>
<td>Other Food Products</td>
<td>43,323,700,000</td>
<td>69,781,300,000</td>
<td>21,301,900,000</td>
<td>32,792,600,000</td>
</tr>
<tr>
<td>Soft Drinks, Mineral Waters</td>
<td>8,205,900,000</td>
<td>11,469,300,000</td>
<td>NA</td>
<td>6,697,100,000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>113,494,600,000</td>
<td>149,745,800,000</td>
<td>51,133,700,000</td>
<td>77,480,400,000</td>
</tr>
</tbody>
</table>

Source: Euromonitor International from National Statistics/UN/OECD, 2012

The total production of food and non-alcoholic beverage is worth about RM78 billion. Thus, there is still about RM42 billion worth of Halal food and beverage potential in this region.
Table 5 shows that the Muslim consumer food and non-alcoholic beverages expenditure in selected GCC countries is worth **RM242 billion**. The main markets are Saudi Arabia and United Arab Emirate, contributing more than RM71 billion.

**Table 5: ConsumerExpenditure on Food and Non-Alcoholic Beverages 2011 – selected GCC Countries**

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>TOTAL POPULATION</th>
<th>MUSLIM POPULATION</th>
<th>PER CAPITA EXPENDITURE</th>
<th>MARKET VALUE (RM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahrain</td>
<td>1,300,000</td>
<td>1,300,000</td>
<td>846.6</td>
<td>1,100,580,000.00</td>
</tr>
<tr>
<td>Kuwait</td>
<td>2,800,000</td>
<td>2,800,000</td>
<td>1,778.60</td>
<td>4,980,080,000.00</td>
</tr>
<tr>
<td>Qatar</td>
<td>1,700,000</td>
<td>1,700,000</td>
<td>1,687.70</td>
<td>2,869,090,000.00</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>29,200,000</td>
<td>29,200,000</td>
<td>1,628.50</td>
<td>47,552,200,000.00</td>
</tr>
<tr>
<td>UAE</td>
<td>7,900,000</td>
<td>7,821,000</td>
<td>3,106.90</td>
<td>24,299,064,900.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>42,900,000</strong></td>
<td><strong>42,821,000</strong></td>
<td><strong>242,403,044,700.00</strong></td>
<td></td>
</tr>
</tbody>
</table>
Table 6 despite the total production for food and non-alcoholic beverage is only **RM88.7 billion**.

This shows a market potential worth about **RM153 billion** for Malaysia to capture (RM 242 bil – RM89 bil).

Table 6: Production of Food and Non-Alcoholic Beverages for 2011

<table>
<thead>
<tr>
<th>PRODUCTION</th>
<th>GCC (RM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Processed Meat, Fish, Fruit, Vegetables, Fats</td>
<td>21,300,000</td>
</tr>
<tr>
<td>Other Food Products</td>
<td>67,400,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>88,700,000</strong></td>
</tr>
</tbody>
</table>

Source: Euromonitor International from National Statistics/UN/OECD, 2012
OBJECTIVE 2: IDENTIFY THE TYPES OF POTENTIAL HALAL PRODUCTS FOR DOMESTIC AND INTERNATIONAL MARKETS

Type of Potential Products:
Majority of the respondent preferred the processed (24.5%) and frozen (22.8%) food product. They also love the other Halal food products such as 'ready-to-eat' food (7.6%) and snack (7.1%).

Figure 1: Preferred Halal Product
Type of Potential Products
European prefer domestic fresh fruits at 86.1%. Herbal products seem to be rather popular with 75% of the respondents preferred them. The respondents also have a high preference for Malaysia’s fresh vegetables, chocolates and chocolates products with the scores of 69.4% and 66.7% respectively. Frozen food (55.6%) and food ingredients (52.8%) have low score on respondents’ preference.
a. Type of Potential Products

25% wants processed food and another 23% are looking for frozen food. 13% who wants fresh produce, whilst ready-to-eat food and snacks scored 8% and 7% respectively. Both canned food and beverages are looked for by 7%.

Figure 3: Preferred Halal Product
OBJECTIVE 3: DEVELOPING A DATABASE OF POTENTIAL MARKET FOR HALAL FOOD FOR THE DOMESTIC AND INTERNATIONAL

Table 7: Products for Domestic Market

<table>
<thead>
<tr>
<th>FOOD CATEGORY</th>
<th>FOOD TYPES</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh Produce</td>
<td>Meat, vegetables and fruits</td>
<td>Variety</td>
</tr>
<tr>
<td>Processed Food (Beef, Chicken, Seafood)</td>
<td>Sausages, Cocktails, Franfurters, Nuggets, Balls and Pate</td>
<td>Ayamas, Baguz</td>
</tr>
<tr>
<td>Frozen Food</td>
<td>Meat, poultry &amp; local cakes</td>
<td>Spring roles, paratha, curry puffs, vade and etceteras</td>
</tr>
<tr>
<td>Ready-to-eat</td>
<td>Local, asian and western dishes</td>
<td>Curry, kurma, gulai lemak, sambal, rendang and etceteras</td>
</tr>
<tr>
<td>Ready-to-cook</td>
<td>Instant noodles, rice and dishes</td>
<td>Asam pedas, nasi beriani, kuah kacang etceteras</td>
</tr>
<tr>
<td>Confectioneries</td>
<td>Cocoa based, sweets &amp; cereal</td>
<td>Chocolates, cookies, sweets and cereal biscuits and breakfast.</td>
</tr>
</tbody>
</table>
## Products for EU – International Markets

### Table 8: Products for EU Market

<table>
<thead>
<tr>
<th>FOOD CATEGORY</th>
<th>FOOD TYPES</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frozen Food</td>
<td>Meat, poultry &amp; local cakes</td>
<td>Spring roles, paratha, curry puffs, vade and etceteras</td>
</tr>
<tr>
<td>Ready-to-eat</td>
<td>Local, asian and western dishes</td>
<td>Curry, kurma, rendang, sambals, gulai lemak, asam pedas etceteras</td>
</tr>
<tr>
<td>Ready-to-cook</td>
<td>Instant noodles, rice and dishes</td>
<td>Beriani and pilau rice, pastes, herbs and ingredients</td>
</tr>
<tr>
<td>Beverages</td>
<td>Fresh, cordial juices and health drinks</td>
<td>Golden Hope products and Power Root</td>
</tr>
</tbody>
</table>
### Products for UAE and KSA – International Markets

#### Table 9: Products for UAE and KSA Market

<table>
<thead>
<tr>
<th>FOOD CATEGORY</th>
<th>FOOD TYPES</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Processed Food (Beef, Chicken, Seafood)</td>
<td>Sausages, Cocktails, Franfurters, Nuggets, Balls and Pate</td>
<td>Ayamas, Baguz</td>
</tr>
<tr>
<td>Frozen Food</td>
<td>Meat, poultry &amp; local cakes</td>
<td>Spring roles, paratha, curry puffs, vade and etceteras</td>
</tr>
<tr>
<td>Ready-to-eat</td>
<td>Local, asian and western dishes</td>
<td>Curry, kurma, rendang, stews etceteras</td>
</tr>
<tr>
<td>Ready-to-cook</td>
<td>Instant noodles, rice and dishes</td>
<td>Beriani and pilau rice, pastes, herbs and ingredients</td>
</tr>
<tr>
<td>Confectioneries</td>
<td>Cocoa based, sweets &amp; cereal</td>
<td>Chocolates, cookies, sweets and cereal biscuits and breakfast.</td>
</tr>
<tr>
<td>Beverages</td>
<td>Fresh, cordial juices and health and power drinks</td>
<td>Golden Hope products and Power Root</td>
</tr>
<tr>
<td>Processed Food (Beef, Chicken, Seafood)</td>
<td>Sausages, Cocktails, Franfurters, Nuggets, Balls and Pate</td>
<td>Ayamas, Baguz</td>
</tr>
</tbody>
</table>
OBJECTIVE 4:

RECOMMENDED MARKETING STRATEGIES FOR HALAL PRODUCTS WHICH IS INNOVATIVE AND EFFECTIVE

SWOT Analysis:

Before strategic marketing strategies could be formulated, the SWOT analysis needs to be concluded. From the various primary and secondary data collections, Malaysia’s strengths and weaknesses are summarized below;
### STRENGTHS

- Global recognition of JAKIM Halal certification and auditing activities which is at par with global Halal requirements (Bernama, 2011).

- High level of consumers’ confidence and trust towards Malaysia’s Halal logo/labels (Bidin, 2009).

- Lucrative incentives for Halal food products investors.

- Global consumers have positive perception about Malaysia in general.

### WEAKNESSES

- Malaysia does not have sufficient supply of meat and poultry to export (Temporal, 2009).

- SMEs’ limited production capacity could not fulfill large volume purchase

- Shorter product shelf-life (products have to be taken off on the shelf 6 months before expiry date). This means the products selling time is within 3 months only).

- Insufficient marketing efforts.

- The packaging of the food is not appealing and unattractive.
### Threats

- Physical present of non-Halal elements in Halal-labeled products in the form of emulsifier, gelatin, enzymes, glycerin and lecithin.
- The pre-stunning slaughtering is not considered Halal by certain groups of Muslim consumers (Halal Scholar UK, 2009).
- Rising concerns over health and nutritional values (Need to educate consumers that Halal + toyibban = healthy, natural and wholesome).
- Negative mindset about Halal industry.
- Negative perception about Muslims – islamophobia.

### Opportunities

- Willingness to pay premium price for Halal food products (Bernama, 2011).
- Rising consumers’ religiousness, techno-savvy and knowledgeable younger generation are demanding fast and convenient Halal food choice (Sungkar, 2010).
- Muslim consumers are seeking for total Halal lifestyle (Razak, 2010). (Not just Halal food but also Halal finance, housing, cosmetics, pharmaceutical, tourism, entertainment and etc.).
- Malaysia to penetrate the Halal global market with processed food products, ingredients (pastes and herbs), luxury items, pharmaceutical and tourism (Temporal, 2009).
Proposed Malaysia’s Halal Food Products Value Chain Strategies

Organizations have to control its internal environment, to managed and create **increased values to customers and business** ((Porter, 1980).

Both primary (inbound and outbound logistics, operations, marketing, sales and services) and secondary (company infrastructure, human resource management, technology and procurement) activities of the value chain can be managed to reduce costs, create or enhance differentiation or combination of both.

Malaysia’s SME operators do not have the capability to compete in the industry, individually. Thus, the need to collaborate effectively is crucial. Based on the weaknesses outlined above, here are some strategic alternatives that Malaysia’s SMEs could adopt for exporting their Halal food produce.
Primary activities
• Sourcing from reliable suppliers for raw materials and packaging
• Tailor-made products according to market
• Strategic alliance with downstream activities
• Promote warehousing and inventory control methods
• Look for highest quality products
• Provide variety of methods for customer to access the Halal food products
• Use a variety of ways for customers to access information about products and make purchases.
• Continuous promotional research to ensure effectiveness.

Secondary activities
• Provide telemarketers to assist customers instead of computerized answering system.
• Database customer records must be very specific and details and ensure easy access.
• Use technology for better and faster customer service
• Review supply source and ensure materials availability
• On-going value analysis of all material, services and suppliers.
Proposed 4P’s Marketing Strategies for Malaysia Halal Food Products

• Product Strategies

**Branding**

• Malaysia is well-known globally as an Islamic country and JAKIM is recognized for its reputable Halal certification. This recognition should be taken advantage of in marketing our Halal food products to GCC countries.
DEVELOP
To develop and introduce new products/technologies/processes to improve the company’s competitive position and successfully build a strong brand name.

HARNESS
To extend and harness brand awareness for consumers.

PROTECT
To defend and protect brand integrity through stringent standards, purchasing and product requirements.

Packaging & labeling

• The packaging and labeling of our Halal food products have to adhere to the international standard and should endure the journey of the market destination. It is not only to provide protection, information and instruction to the consumers, but it also must be visibly appealing and enticing to their palate.
Packaging & labeling
New Product Development

- Introduce more ready to eat (RTE) or ready to cook (RTC) food products for the modern household, whereby both husband and wife are working.

- Traditional pastes such as curry, kurma, sambal and etceteras are already in the market. Perhaps new cuisine need to be introduced, rendang and asam pedas to name a few.
Innovative Products
Innovative Products

KING PRAWN MAKHANI
A mild tomato curry with succulent king prawns & aromatic spices, laced with cream, honey & coriander

SERVING SUGGESTION

350g 290kJ | 70kcal

8 POPPADUMS
Light & crispy snacks delicious with Indian dips or curries

MARKS & SPENCER

Made in a factory that uses Wheat and Gluten ingredients

28 DEC 10
04 JAN 11
Price

• *Premium price vs. Penetration price*
  
  • Today consumers are young, techno savvy, more knowledgeable and highly educated are seeking more convenience, easy to prepare fusion food. They are willing to pay premium price for wholesome, organic, natural and healthy food products.
  
  • Dubai, for example has about 5 million population and only 1 million are the Emiratis. 2 millions are foreign workers from India, Pakistan and Bangladesh. To get these people to buy and consume our Halal food products, the price must be cheaper than others and the products are tasteful to their preference.
Distribution Channel

- Each market differs from one another. The GCC gateway is Dubai and the corporate buyers in Dubai are mostly from India, Pakistan and Bangladesh. Thus, the need to break into this close-knitted distribution channel is crucial to penetrate this market.

- Perhaps partnership or strategic alliances (products, promotional or logistic alliances) with local buyers are required.
**Promotion**

- The Halal Malaysia campaign should be extended to the global market since the term itself self-promote Malaysia and its Halal food products.

- Besides educating and strengthening the consumers’ awareness on Malaysia and its Halal products, the logo is positioning itself in the mind of the consumers. Hopefully, the term Halal would be associated with Malaysia.

Extensive and intensive promotion exposure via various media vehicles must be executed. Test marketing, product trials and product innovation have to be continuous in order to get the consumers to favor Malaysia’s Halal food products.
Issues for Considerations

• **Sustainability of Supply**
  - Malaysia Halal food products have been everywhere (London. Emirates, Saudi). Unfortunately, most of the time, it was a one off situation, whereby there is no continuous and long term supply.
  - This is due a number of reasons such as Malaysia’s SMEs producers are not able to fulfill large volume of orders. This could be because the SMEs are small, cottage industry without large scale production capacity.
  - The lack of acreage for fresh fruits, herbs and vegetables also is limiting the quantity to be exported out of the country.

Offering too many products to various international markets is thwarting Malaysia’s competitive advantage since the country could not enjoying the economies of scale.
Collaboration vs. Competition

• The players of the Halal industry in Malaysia are to collaborate and not competing with each other.
POTENTIAL RESEARCH AREAS

• The monitoring and maintaining the high level of quality, distinguish the need to set global standard and measurement. The current standard may be sufficient at this point of time but as the industry expanded, more standards and measures have to be developed.

• The supply chain security becomes more critical, thus the tracking and tracing strategies and tools are considered essential. The supply chain experts have to fine tune the mechanics of Halal economy to ensure efficient and effective product delivery to the consumers.
Figure 5: Potential Research Area
CONCLUSION

• This study found that the potential market for Halal food products in the domestics is about **RM16 million**. There is about **RM42 billion** and **RM154 billion** for EU and UAE & KSA markets respectively. Thus, this pointed out that Malaysia has vast opportunities to dominate the halal food product's market in domestic and international.

• Some of Malaysia's Halal food products have been identified to be successful. The consumer’s preferences for the domestic market and UAE & KSA are processed, frozen, snack, and ready-to-eat food. Meanwhile, for EU market are domestic fresh fruit and vegetables, herbal products, chocolate and chocolate products.
THANK YOU