

The Global Halal Industry: A Research Companion

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The Global Halal Industry: A Research Companion presents an exhaustive exploration of the rapidly expanding halal industry worldwide. It examines the various dimensions of the halal sector, addressing commercial, regulatory, technological, and Shariah-related considerations. Structured to appeal to both scholars and industry professionals, the text provides insight into the numerous facets of the halal industry, ranging from food and pharmaceuticals to cosmetics, tourism, and finance. In addition to offering theoretical perspectives, the book proposes practical solutions to key challenges, such as the harmonization of standards. Nonetheless, the text encounters certain shortcomings, particularly in its uneven treatment of regions and sectors, which will be discussed in detail.

This work investigates the evolution of the global halal industry by focusing on several sectors, including food, pharmaceuticals, cosmetics, tourism, and fashion. In Chapter 1, the book underscores the expansion of the Muslim population and the influence of cultural globalization as principal drivers of the industry. Chapter 2 provides an in-depth

exploration of the Islamic concepts of halal and haram, while Chapter 3 offers a historical analysis of the industry's growth across different regions. Chapters 4 and 5 delve into the halal food industry and supply chain logistics, highlighting challenges in certification and transparency. Chapter 6 focuses on halal tourism, and Chapters 7 and 8 turn to halal pharmaceuticals, cosmetics, and fashion. Chapter 9 emphasizes the urgent need for the standardization of halal certification processes, and Chapter 10 discusses the role of emerging technologies, such as AI and blockchain, in enhancing transparency within the halal sector. Overall, the book offers a valuable perspective for academics and professionals seeking to understand the dynamics of this burgeoning industry.

The first chapter provides an overview of the global growth of the halal industry, linking it to the rise in the Muslim population and the effects of cultural globalization. A notable strength is the chapter's discussion of how halal products attract consumers beyond the Muslim demographic, due to factors like health, quality, and ethics. However, the lack of detailed empirical data to support these trends weakens its arguments, as a more data-driven approach would have enhanced its credibility. Chapter 2 delves into the theological and ethical foundations of the concepts of halal and haram, providing both lexical definitions and a philosophical analysis. The author's clear explanation of these concepts is a strength, as it establishes a solid framework for understanding the halal industry's core principles. However, the chapter could be strengthened by incorporating contemporary applications of these principles in modern industries, which are only briefly addressed.

Chapter 3 offers a historical perspective, tracing the halal industry's development from its early roots to its current global reach. The global landscape is discussed with reference to key regions, including the USA, Europe, Southeast Asia, and Africa. Although the chapter provides a well-documented timeline and insightful regional analysis, it falls short of offering a comparative evaluation between regions, which would have provided a more comprehensive understanding of the varying opportunities and challenges. Chapters 4 and 5 cover the complexities of the halal food sector, ranging from certification processes to the challenges of cross-contamination and technological innovations. A strength of these

chapters is the detailed discussion of certification procedures. However, it misses an opportunity to explore cutting-edge technologies, such as blockchain, which could address some of the transparency and trust issues identified. In discussing the halal supply chain, these chapters offer a forward-looking analysis, including projections for the halal logistics market. Despite its strength in identifying regulatory and logistical challenges, these chapters lack concrete solutions, leaving readers without practical strategies for overcoming these hurdles.

Chapter 6 provides an extensive analysis of the halal tourism industry, highlighting the significance of culturally sensitive services, such as halal food and family-friendly accommodations. While it effectively outlines the sector's key components, the chapter would benefit from more case studies showcasing successful halal tourism destinations, thus offering practical guidance for emerging markets.

The chapter on halal pharmaceuticals addresses the growing demand for Shariah-compliant medical products. It is particularly strong in its balanced discussion of the opportunities and challenges within this sector. Nevertheless, a lack of real-world case studies limits the chapter's practical applicability. The simultaneous discussion of halal cosmetics and fashion is commendable, as it recognizes the overlap between these sectors in terms of ethical consumerism. However, the chapter could be enhanced by offering more strategic insights for companies aiming to navigate these evolving markets, especially regarding consumer education and marketing.

Focusing on certification standards, Chapter 9 critiques the inconsistent use of halal logos and calls for stronger oversight. Although it identifies key issues, the absence of a clear roadmap for achieving global standardization detracts from the chapter's overall effectiveness. In its exploration of AI and blockchain, Chapter 10 highlights the potential of these technologies to improve transparency and traceability within the halal industry. However, without concrete examples or case studies, the discussion lacks the practical grounding necessary to fully convince readers of its feasibility.

The Global Halal Industry: A Research Companion is an ambitious work that provides valuable insights into the halal industry, covering

sectors such as food, pharmaceuticals, tourism, and finance, while examining the interplay between Shariah principles, commercial practices, and emerging technologies like AI and blockchain. Despite its strengths, the book faces some limitations, particularly its uneven focus across sectors and regions, with less depth on key areas like halal tourism and pharmaceuticals. Additionally, the absence of empirical case studies and comparative regional analyses limits its practical applicability for policy-makers and industry practitioners. Nevertheless, it remains a significant contribution, offering forward-looking perspectives on the industry's technological future.

In conclusion, *The Global Halal Industry: A Research Companion* serves as a crucial resource for both academics and industry practitioners. Its comprehensive scope and attention to Shariah principles make it a valuable starting point for anyone looking to understand the multifaceted nature of the halal industry. While the book excels in providing theoretical insights and addressing key industry trends, it could be enhanced by a more balanced focus across sectors and regions, alongside the inclusion of more empirical data. Nonetheless, it remains a pioneering work in an increasingly relevant field, offering a foundation for further research and practical implementation in the global halal market.

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