

Bibliometric analysis of research trends in the halal industry

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ABSTRACT

This study aims to analyze the development of research trends on the halal industry from 2020 to 2024 sourced from Scopus. A total of 238 articles were collected after adjustments were made based on the criteria used. The analysis was conducted based on the number of publications per year, productive authors, productive countries, institutions, journals, and phrase distribution using the Vosviewer application. The highest number of publications occurred in 2024, with 78 articles. Jamaludin, M.A. and Kamarulzaman, N.H. were the most productive authors, while Indonesia and Malaysia were the most productive countries in producing articles on the theme of the halal industry. This study has limitations, as it only takes data from one source, namely Scopus.

KEYWORDS

Halal industry; halal; Scopus

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1. Introduction

The Muslim population has experienced significant growth in recent years. According to the Pew Research Center, from 2010 to 2020, there was an increase of approximately 347 million people (Hackett, 2025). By 2030, the Muslim population is projected to grow to 2.2 billion, or about 26.4% of the world's population (Putera & Rakhel, 2023). Based on this data, the global Muslim population is projected to continue growing each year. This growth will affect the business world, especially how consumers consume products.

In Islamic teachings, every Muslim is required to consume halal products. Halal products, based on the Quran, refer to everything that can be consumed and used in accordance with Islamic law (Rahayuningsih & Ghozali, 2021). The demand for halal products is not only due to religious factors but also due to global market growth. The growth of the Muslim population combined with economic growth has driven the consumption of halal products, especially in the food sector, which is a basic human need (Soraya et al., 2023). In another study, it is said that the halal industry is one of the

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fastest growing industries, creating vast business opportunities in various sectors, including daily consumption, digital services, and Islamic finance (Hamdi & Nurwahidin, 2025).

As awareness and demand for halal products increase, the "halal industry" is defined as a term that covers various sectors such as food, cosmetics, Islamic finance, fashion, tourism, and other non-food products (Fathoni & Syahputri, 2020). Recent research indicates that aspects of halal certification, supply chain, food safety, as well as consumer perceptions and behavior are the main focus in the literature on halal business. For example, the study Focus Research on Halal Food Marketing (2023) identified themes such as halal brand image, trust, product attributes, and purchase intent among consumers in Scopus literature between 2021-2023 (Triansyah, 2023).

Previous bibliometric literature reviews have also begun to emerge to map halal research and business trends. For example, the study The Evolving Landscape of Real Sector Halal Industry Research, which used the Scopus database, found that publications in the real sector (real sector halal industry) peaked in 2023 (Rahma & Cahyadi, 2024). Another study, A Bibliometric Analysis of Halal Production in Relation to Halal Authentication (Scopus Database 2013-2023), also identified authentication, production processes, and certification practices as frequently emerging topics. (Ilham et al., 2024).

In recent years, there has been a trend of scientific publications related to the halal industry. Many scientific articles from Malaysia, Indonesia, Brunei, and other countries discuss the halal supply chain, halal certification, and halal logistics (Darmawati et al., 2023). Although there have been several reviews or bibliometric analyses, there is still a lack of specific research that reviews all halal business articles published in Scopus journals during the 2020-2024 period. This is important in order to identify current trends, research gaps, dominant methodologies, and future research directions in the context of halal business, especially given the ever-changing economic, technological, and regulatory conditions.

Furthermore, focusing on halal business in a broad sense (not only halal food) will help broaden the understanding of management, supply chain, regulation, innovation, and finance aspects within the halal industry. This study aims to conduct a systematic review of articles on the theme of "halal industry" business published in Scopus journals from 2020 to 2024.

2. Research methodology

This research method focuses on analyzing the development and trends of research on the halal industry taken from Scopus-accredited journals. Scopus is one of the largest data centers for scientific articles, books, conference proceedings, etc. (Singh et al.,

2021). Data from Scopus can be utilized because academics consider it a credible source of scientific data (Purnomo et al., 2022). The articles analyzed were those published between 2020 and 2024. After that, the sorted articles were analyzed based on the development of the number of articles per year, the most productive authors publishing articles with related themes, the most productive affiliations and countries, and the collected articles were analyzed to identify the most frequently appearing words using the Vosviewer application. VOSviewer is software used to map and display bibliometric data, including journals, titles, authors, and publication years (Hanifah et al., 2022). Table 1 shows the criteria used in this study to select the articles analyzed.

Table 1. Inclusion and exclusion criteria

Inclusion Criteria	Exclusion Criteria
Research related to the halal industry or halal products	Research not related to the halal industry or halal products
Research published between 2020 and 2024	Research not published between 2020 and 2024
Research using English	Research not conducted in English
Research sourced from journals	Research not sourced from journals
Research is in the form of articles	Research not in article format

Source: Author

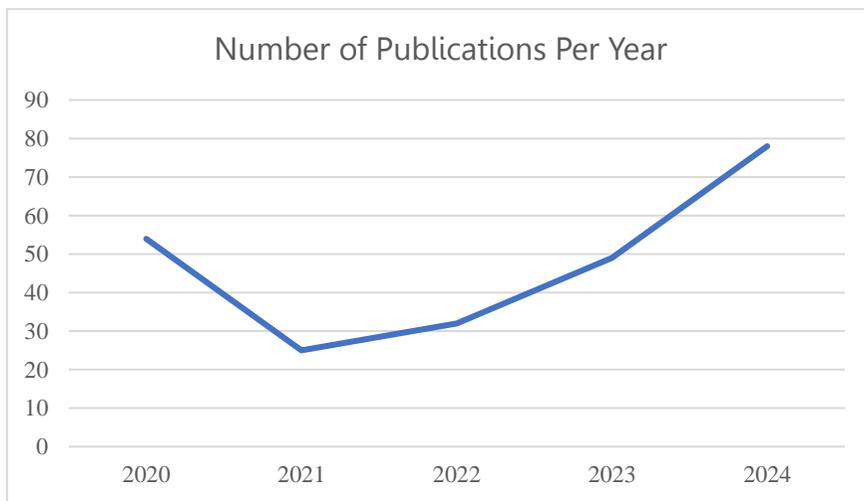


Figure 1. Number of publications from 2020 to 2024

Source: Scopus

3. Results and discussion

3.1. Number of publications per year

Based on Figure 1, it can be seen that the number of publications related to the halal industry indexed in Scopus journals fluctuated from 2020 to 2024. In 2020, there were around 54 publications, but there was a significant decline in 2021 with only around 25

articles published. After that, the publication trend increased consistently again, with around 32 articles in 2022, increasing again to 49 articles in 2023, and reaching its peak in 2024 with around 78 articles published. This shows that despite a temporary decline, interest in research on the halal industry has increased year by year, especially after 2021, with a fairly sharp growth trend approaching 2024.

3.2. Publications by author

The data in Table 2 shows that Jamaludin, M.A. and Kamarulzaman, N.H. are the most productive authors on the theme of the halal industry with 5 articles. They are followed by Vanany, I., Adham, K.A., Haleem, A., Khan, M.I., and Khan, S, each with 4 articles. This data illustrates that halal industry studies are supported by several key authors who consistently write on this theme.

Table 2. Publications by author

Author Name	Total Publications
Jamaludin, M.A.	5
Kamarulzaman, N.H.	5
Vanany, I	4
Adham, K.A.	4
Haleem, A	4
Khan, M.I.	4
Khan, S.	4

Source: Scopus

Table 3. Publications by affiliation

Affiliation	Total Publications
Universiti Putra Malaysia	22
Mara University of Technology	21
International Islamic University Malaysia	17
Islamic Science University of Malaysia	14
National University of Malaysia	11
Airlangga University	11

Source: Scopus

3.3. Results of working capital to total asset (WCTA)

Based on the affiliation data listed in Table 3, publications related to the halal industry indexed in Scopus are dominated by higher education institutions in Malaysia. Universiti Putra Malaysia is the largest contributor with 22 documents, followed by Universiti Teknologi MARA with 21 documents. Next, the International Islamic University Malaysia contributed 17 publications, while Universiti Sains Islam Malaysia produced 14 publications. Meanwhile, Universiti Kebangsaan Malaysia and Universitas Airlangga from

Indonesia each contributed 11 publications. This data shows that Malaysia still dominates research on the halal industry, with several important contributions from universities in Indonesia.

3.4. Results of working capital to total asset (WCTA)

Based on publication data viewed by country of origin, Indonesia is the largest contributor to research on the halal industry with 109 documents. Malaysia ranks second with 107 documents, indicating fierce competition between the two countries in producing scientific publications in this field. Meanwhile, contributions from other countries are relatively small, with China, India, and Thailand each contributing 8 publications, and Egypt with 6 publications. These findings confirm that Indonesia and Malaysia dominate research related to the halal industry at the global level, in line with both countries being countries with a Muslim majority population.

Table 4. Publications by Country

Country	Total publications
Indonesia	109
Malaysia	107
China	8
Thailand	8
India	8
Egypt	6

Source: Scopus

Table 5. Publications by subject area

Country	Total Publications
Business, Management, and Accounting	90
Social Sciences	75
Arts and Humanities	53
Agricultural and Biological Sciences	37
Economics, Econometrics, and Finance	26

Source: Scopus

3.5. Publications by subject area

Based on subject area categories, publications on the halal industry mostly originate from the field of Business, Management and Accounting, with a total of 90 documents. Next, the Social Sciences field ranks second with 75 publications, followed by Arts and Humanities with 53 publications. Meanwhile, the contribution from the Agricultural and Biological Sciences field is recorded at 37 publications, and Economics, Econometrics and Finance contributes 26 publications. This data shows that research related to the halal industry is more often studied from the perspectives of management, business, and social sciences, although the involvement of other fields such as agriculture, biology,

The map divides keywords into several clusters. First, the cluster dominated by keywords such as food industry, halal product, food safety, and marketing illustrates the research focus on the halal food industry, including food safety aspects and marketing strategies. Second, the group with keywords such as consumer, purchasing, questionnaire, and demographics such as male, female, and adult indicates research that focuses on halal consumer behavior and survey-based and experimental studies.

Furthermore, there is a group that focuses on the halal industry more broadly, covering topics such as halal certification, halal tourism, halal cosmetics, the halal market, and psychological factors such as religiosity, attitude, and purchase intention. This shows that research in the next stage has developed from merely food issues to the diversification of the halal industry in the tourism and cosmetics sectors. Finally, keywords such as Indonesia and halal food indicate a more specific research context in certain regions, especially in countries with a Muslim majority such as Indonesia.

Overall, this map shows that research on the halal industry has moved from an initial focus on halal food to a broader study of the global halal industry. Current research trends are increasingly directed toward topics related to the diversification of the halal industry, including cosmetics and tourism, with a strong focus on consumer behavior, purchase intention, religiosity, and the role of halal certification.

4. Conclusion

A total of 238 articles were selected from Scopus after adjustments were made based on the specified criteria. The most productive year was 2024, with 78 articles published. In terms of authors, Jamaludin, M.A. and Kamarulzaman, N.H. were the most productive authors with 5 published articles. In terms of affiliation, institutions from Malaysia dominated with 22 publications, and Universiti Putra Malaysia and Universiti Teknologi MARA were the two most productive institutions with 21 publications each, while Indonesia and Malaysia were the two most productive countries. The articles were mostly reviewed from the perspectives of management, business, and social sciences, although the involvement of other fields of science such as agriculture, biology, and economics was also quite significant in supporting the development of the halal industry.

The keyword visualization results show that research on the halal industry centers on the keyword "halal," with strong links to halal certification, purchase intention, food industry, and halal food. Research developments not only discuss food products but also extend to other sectors such as halal tourism and halal cosmetics, emphasizing consumer behavior aspects influenced by attitude, awareness, and religiosity. The results of this study can be useful for further research that has the opportunity to explore other

dimensions such as product innovation, cross-industry marketing strategies, and halal integration in new sectors.

Conflict of interest

The authors declare that there are no conflicts of interest regarding this publication.

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