

Halal Economy as a Driver of Global Development: Literature Review VoS Viewer

Trimulato (1)*

Universitas Islam Negeri Alauddin Makassar, tri.mulato@uin-alauddin.ac.id, Makassar, South Sulawesi, Indonesia

Asyraf Mustamin (2)

Universitas Islam Negeri Alauddin Makassar, asyraaf.mustamin@uin-alauddin.ac.id, Makassar, South Sulawesi, Indonesia

(*) correspondent author

ARTICLE INFO

Keywords

Halal Economy, Sustainable Development, Islamic Finance, Global Economic Growth, and Bibliometric Analysis.

Article history

Received: June 10, 2025

Revised: June 25, 2025

Accepted: June 26, 2025

Available online: June 27, 2025

DOI:

[10.61159/maaliyah.v1i1.515](https://doi.org/10.61159/maaliyah.v1i1.515)

(To cite in APA style)

Trimulato, & Mustamin, A. (2025). Halal Economy as a Driver of Global Development: Literature Review VoS Viewer. *Maaliyah: Journal of Islamic Economic Law and Islamic Finance*, 1(1), 1-24. <https://doi.org/10.61159/maaliyah.v1i1.515>

ABSTRACT

The global rise of the halal economy has positioned it as a critical component in advancing inclusive and sustainable global development. This study aims to systematically explore the trends, challenges, and opportunities in halal economic research, and to map key themes and research gaps using a bibliometric approach. Employing a Systematic Literature Review (SLR) combined with VOSviewer bibliometric analysis, this research analyzes 97 academic publications from 2014 to 2024 sourced via the Publish or Perish software. The findings reveal a significant growth trajectory in halal economy-related research, with dominant themes encompassing halal industry development, sustainability, Islamic finance, and halal tourism. The analysis also highlights Indonesia's central role in halal economic scholarship and underscores the increasing integration of halal values with the Sustainable Development Goals (SDGs). However, persistent challenges such as fragmented global halal standards and low halal literacy in several regions remain critical barriers to inclusive global expansion. This study offers strategic insights for policymakers to foster a harmonized global halal ecosystem by strengthening regulations, supporting innovation, and enhancing cross-border cooperation. The results also provide a roadmap for future research to align halal economic practices with sustainable and ethical global development frameworks.

Copyright © 2025 Authors

This is an open access article under [CC-BY-NC 4.0](https://creativecommons.org/licenses/by-nc/4.0/) license



Introduction

Global halal economic growth is on the rise and contributes substantially to the GDP of Muslim-majority countries (Jailani & Adinugraha, 2022; Sulong et al., 2024). According to the State of the Global Islamic Economy (SGIE) report, the halal industry is estimated to reach trillions of dollars, spanning the food, tourism, pharmaceutical, cosmetics, and fashion sectors (Azam & ABDULLAH, 2020; Emiliya, 2019; Kadir & Alaaraj, 2023). The halal economy is not limited to Muslim countries; it has become an important part of the global market, adopted by countries such as Japan, South Korea, and the United Kingdom (Bashir

et al., 2019; Lever & Miele, 2012; Nurrachmi, 2018). In its development, the halal industry has become a concern for many stakeholders, who seek to contribute to economic growth.

Cooperation between countries to build a strong halal ecosystem, such as the ASEAN Halal Initiatives and the Organization of Islamic Cooperation (OIC). The role of international organizations in expanding the halal market, such as the Islamic Development Bank (IDB) (Bastaman & Hassan, 2018; Qolby & Astuti, 2024; Zain et al., 2017). Digitization and integration of halal MSMEs into the global market through halal e-commerce platforms. Encouraging the growth of halal Micro, Small, and Medium Enterprises (MSMEs) as the main pillars of the local and global economy. Digitization and integration of halal MSMEs into the global market through halal e-commerce platforms. Encouraging the growth of halal Micro, Small, and Medium Enterprises (MSMEs) as the main pillars of the local and global economy (Azwar & Bin Sarip, 2024; Maulida et al., 2024). The opportunities in the development of halal MSMEs are so wide, both nationally and globally.

The increase in the global Muslim population is driving the demand for halal products. The role of technology and innovation in expanding access to the halal market. Government support and national policies in promoting the halal economy as part of the national economic development strategy (Randeree, 2020; Yuli & Wojtyla, 2020). The importance of cross-border collaboration in building an inclusive and sustainable halal ecosystem. The role of digital technology in expanding access and strengthening the halal economic ecosystem (Janwari et al., 2025; Maulana et al., 2025). Innovation in halal products is intended to strengthen global competitiveness and significantly impact global economic development.

The halal economy has become one of the fastest-growing sectors in the global economic landscape, reflecting the growing awareness of the importance of products and services that are in line with Sharia principles (Azizan et al., 2024; Najmaei et al., 2017). As the Muslim population continues to grow, expected to reach 2.2 billion by 2030, the demand for halal products comes not only from countries with Muslim majorities, but also from non-Muslim countries that see great opportunities in the halal market (Global Islamic Economy Report, 2023) (Akram, 2020; Suhaimi et al., 2023). This makes the halal economy a strategic sector for promoting global economic growth.

In 2022, the global halal economy sector is projected to reach USD 3 trillion, encompassing the food and beverage industry, pharmaceuticals, cosmetics, halal tourism, and Islamic finance (DinarStandard, 2023). The halal industry not only plays a role in meeting the needs of Muslims but also has a significant impact on the economies of countries that integrate halal systems in their economic policies (Trimulato et al., 2022; Utomo et al., 2020). Malaysia, Indonesia, and the United Arab Emirates are examples of countries that have successfully leveraged the halal economy as a pillar of national economic development.

However, behind the rapid growth of the halal industry lie various challenges that must be overcome to realize the full potential of the halal economy. One of the main challenges is the lack of harmonization of halal standards at the global level (Khotibul et al., 2024; Sakti, 2023). The fragmentation of halal regulations between countries is often an obstacle in international trade and slows down the expansion of the global halal industry (Mulyana et al., 2024) (Alam et al., 2022). In addition, low literacy and understanding of the concept of halal economics in several countries are obstacles to the development of an inclusive halal ecosystem. In addition, low literacy and understanding of the concept of halal economics in several countries are obstacles to the development of an inclusive halal ecosystem. In addition, low literacy and understanding of the concept of halal economics in several countries are obstacles to the development of an inclusive halal ecosystem.

Although there are many studies on halal economics, there is little research that comprehensively maps the development of the halal economy from a global perspective using the Systematic Literature Review (SLR) approach and bibliometric tools such as VOSviewer. This research aims to address these gaps by analyzing trends, challenges, and opportunities in the halal economy and by exploring the sector's contribution to global economic development.

This research makes a new contribution by employing a bibliometric-based Systematic Literature Review (SLR) to map and analyze publications on the halal economy from 2019 to 2024. Using VOSviewer, this study will identify relationships among key concepts in the halal economy, highlight under-addressed areas, and provide new insights into the future direction of halal economic research.

This research makes a new contribution by employing a bibliometric-based Systematic Literature Review (SLR) to map and analyze publications on the halal economy from 2014 to 2024. Using VOSviewer, this study will identify relationships among key concepts in the halal economy, highlight under-addressed areas, and provide new insights into the future direction of halal economic research. This research makes a new contribution by employing a bibliometric-based Systematic Literature Review (SLR) to map and analyze publications on the halal economy from 2019 to 2024. Using VOSviewer, this study will identify relationships among key concepts in the halal economy, highlight under-addressed areas, and provide new insights into the future direction of halal economic research. This research makes a new contribution by employing a bibliometric-based Systematic Literature Review (SLR) to map and analyze publications on the halal economy from 2019 to 2024. Using VOSviewer, this study will identify relationships among key concepts in the halal economy, highlight under-addressed areas, and provide new insights into the future direction of halal economic research.

The purpose of the research is to explore challenges and opportunities in the development of the halal economy at the global level. Then provide strategic recommendations for policymakers and industry stakeholders to maximize the potential of the halal economy as a driver of global economic development. As well as identifying the main themes, relationships between concepts, and areas that have not been widely researched in the halal economic literature. The study analyzed global trends and patterns in publications on the halal economy from 2014 to 2024 using the SLR and VOSviewer methods.

Method

This study uses a qualitative approach with a focus on literature review. The qualitative method was chosen because it enables in-depth exploration of the theme "Halal Economy to Encourage Global Development". As well as identifying research trends and gaps through the analysis of existing literature.

The design of this research is a Systematic Literature Review (SLR), which aims to collect, identify, assess, and synthesize relevant research related to Halal Economics. The SLR was chosen to ensure a systematic, structured approach to reviewing the literature, resulting in a comprehensive, in-depth understanding.

Data is collected through two main stages:

- First Stage: Data Collection with Publish or Perish Software. Data collection is done using the Publish or Perish software. This software is used to extract data from the Google Scholar scientific database. The search was conducted using the keywords "Halal Economy, Halal Industry, Halal Ecosystem, Global Economic Development,

and Halal Economy in Sustainable Development". From the collection, 97 articles were obtained with a time range of 10 years, namely from 2014 to 2024.

- Second Stage: Analysis with VOS Viewer, the data that has been obtained from the Publish of Perish application will be processed through the next application. Then the data will be analyzed in detail.
- After the data is collected, the analysis is carried out using the VOS Viewer application. VOS Viewer is used to analyze and visualize a bibliometric network, including co-authorship, co-citation, and keyword co-occurrence, based on the collected literature. The app enables researchers to map relationships among concepts and topics in the literature and to identify trends and collaborations among researchers.

Results

This study explores halal economics in driving global development through a qualitative approach supported by bibliometric analysis using VOS Viewer and data obtained from the Publish or Perish application. These results provide in-depth insights into research trends, central themes, and patterns of collaboration between researchers, as well as project future trends in improving the halal economy.

1. Research Publication Trends

Figure 1: Trends in Research Publications on Halal Economics and Global Development (2014–2024)



The image above shows the trend of research publications on the halal economy from 2014 to 2024. Here is a description of the chart:

- The X-axis (horizontal) shows the year of publication, from 2014 to 2024.
- Sumbu Y (vertikal) menunjukkan jumlah publikasi yang diterbitkan dalam setiap tahun terkait topik ekonomi halal.
- The blue dot on the graph shows the number of publications per year. It can be seen that from 2014 to 2016, the number of publications was very low, with several 0 in 2014 and 2015, as well as a slight increase in 2016.
- A significant increase occurred from 2017, with the number of publications continuing to rise every year, reaching a peak in 2023, where the number of publications exceeded 30.
- However, in 2024, the number of publications decreased slightly, although it remained high compared to previous years.

Overall, this graph shows a surge in research interest in halal economic topics, which may be influenced by the growth of the halal industry globally, especially in the Islamic finance sector, halal tourism, and halal products.

Table 1: Number of Publications per Year

Year	Number of Publications
2014	0
2015	0
2016	0
2017	3
2018	2
2019	7
2020	8
2021	13
2022	15
2023	30
2024	19

The table above shows the number of research publications related to the halal economy from 2014 to 2024. Here is an in-depth analysis based on the data presented:

- Year 2014 to 2016:
 - 0 publications in 2014, 2015, and 2016 show that research topics related to halal economics have not received much attention at the beginning of this period.
 - This may reflect a lack of focus on halal research at the time or the limitations of the data available for publication.
- Year 2017 to 2019:
 - The increase in the number of publications began to be seen in 2017 with 3 publications and continued to increase in 2018 (2 publications) and 2019 (7 publications).
 - Although this increase is relatively small, it shows that research on the halal economy is starting to get more attention in the academic community.
- Year 2020 to 2021:
 - In 2020, the number of publications rose to 8, and in 2021, it increased sharply to 13 publications.
 - The COVID-19 pandemic may have affected this increase, as halal economy-related sectors such as halal tourism and Islamic finance began to receive greater attention related to adaptation in global crisis conditions.
- Year 2022 to 2024:
 - In 2022, the number of publications reached 15, which indicates a steady growth trend.
 - The highest peak occurred in 2023 with 30 publications, which could reflect the growing interest in the halal economy, driven by the growth of the global halal market and more supportive economic policies in various countries.
 - By 2024, the number of publications decreased slightly to 19, although it remains high compared to previous years, which could indicate a temporary decline after a spike in the previous year or a change in research focus.

Overall, research trends in the field of halal economics show rapid growth since 2017, with a significant surge in 2023. This reflects the increasing awareness and interest in academia in this increasingly important field, which not only involves halal industries such as food, tourism, and Islamic finance but also relates to global social and economic issues.

Looking at these trends, we can project that halal economics research will continue to grow, especially given the growing need for further understanding in related sectors, including things like sustainability, the digital economy, and international market integration.

Themes Central About Halal Economic

Figure 2 Central Themes



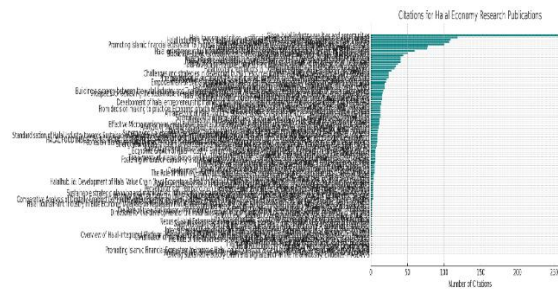
Based on the image above shows a word cloud that describes the central themes in research on the halal economy. Here is a descriptive analysis of the image:

1. The Dominance of the Word "Halal":
 - "Halal" is the most dominant theme, seen in the largest font size. This indicates that most research on the halal economy focuses on the concept of halal itself, encompassing sectors such as halal food, halal tourism, and halal finance.
2. "Industry" and "Sustainable":
 - "Industry" and "Sustainable" also appear as sizable words. This indicates that in addition to the discussion of halal products, there is also a big focus on the development of the halal industry and sustainability in the management and development of the halal sector. This topic addresses an eco-friendly approach and the sustainable use of resources within the halal economy.
3. "Indonesia":
 - The appearance of the word "Indonesia" is quite large, showing that a lot of research on the halal economy comes from Indonesia or is related to the development of the halal economy in that country, considering that Indonesia is a country with the largest Muslim population in the world.
4. "Development" and "Ecosystem":
 - "Development" appears on a large scale, indicating that much research focuses on how the halal economic sector develops, both in terms of policy, industry, and public acceptance.
 - "Ecosystem" shows that many studies also lead to the creation of an ecosystem that supports the sustainability and development of the halal industry, be it in terms of finance, distribution, or global markets.
5. Other Words That Appear:
 - Words such as "economic," "supply," "growth," "food," "goals," "tourism," and "entrepreneurship" indicate that the research also includes other aspects such as economic growth, supply distribution, and halal entrepreneurs, as well as halal tourism that continues to grow.

This graph illustrates that research in the field of halal economics focuses heavily on the development of the halal industry, with an emphasis on sustainability and the influence of Islamic ecosystems. Indonesia as a research center in the halal economy is also highly visible, which reflects the country's strategic position in the global halal economy.

Publication Citation Data

Figure 3: Publication Citations



1. Citation Distribution:
 - This graph shows the distribution of the number of citations for research publications related to the halal economy.
 - It can be seen that "Promoting Islamic Financial Ecosystem to Improve Halal Entrepreneurship" dominates with 258 citations, which shows that this publication has a huge influence on the development of halal economic research.
 - Most publications have a relatively low number of citations, with most articles having citations below 50.
2. Train Quotes:
 - This graph reflects a fairly sharp distribution of citations, with some articles getting very many citations, while many other articles don't get the same attention.
 - The highest peak at 258 citations shows the existence of several articles that are very influential and become the main reference in halal economic research.
3. Influence of Certain Publications:
 - Publications with high citations indicate in-depth and relevant research that influences other researchers in the field of halal economics.
 - Topics focusing on Islamic finance, halal tourism, and halal industry development have most likely been the main topics of discussion in more widely cited studies.

Table 2: citations of publications Citation Data for Halal Economy Research Publications

No	Title	Cites
1	Global halal industry: realities and opportunities	258
2	Halal tourism: definition, justification, and scopes towards sustainable development	118

3	Halal industry's response to the current and post-COVID-19 landscape and lessons from the past	109
4	Halal food sustainability between certification and blockchain: A review	107
5	Promoting Islamic financial ecosystem to improve halal industry performance in Indonesia: a demand and supply analysis	100
6	Are halal food supply chains sustainable: a review and bibliometric analysis	78
7	Challenges in halal food ecosystems: the case of the United Arab Emirates	77
8	Halal entrepreneurship from Maqasid-al-Shariah perspective: inseparable concept for Halalpreneurs	60
9	Blockchain-based traceability system to support the Indonesian Halal Supply Chain Ecosystem	51
10	Halal ecosystem: Prospect for growth in Bangladesh	44
11	Green Halal supply chain in Malaysian halal food companies: A conceptual framework	41
12	Halal industry and islamic banking: a study of halal ecosystem regulation in Indonesia	41
13	Integrating Islamic finance and Halal industry: Current landscape and future forward	41
14	Halal Tourism to Promote Community's Economic Growth: A Model for Aceh, Indonesia.	37
15	Halal logistics in a rentier state: an observation	34
16	Halal tourism regulations in Indonesia: trends and dynamics in the digital era	32
17	Halal tourism: What is next for sustainability	28
18	Challenges and strategies in developing human resources for the halal industry: Evidence from Indonesia	24
19	Halal industry in ASEAN: issues and challenges	24
20	The perception of success in the halal market: developing a halal entrepreneurship success scale	24
21	The Potential of Halal Food as A Driver of the Economic Development in Regional Community	22
22	Empowerment of SME's sustainability in halal cosmetics' ecosystem by diagnosing growth constraints	21
23	Sustainable halal food supply chain management in a small rentier halal market	19

24	Creating innovation in achieving sustainability: Halal-friendly sustainable port	19
25	Halal entrepreneurship and its role in sustainable development goals 2030 (SDGs)	19
26	Building a synergy between the Halal Industry and The Green Industry in The Maqasid Syari'ah review as The Basis Of Islamic Economics	17
27	Prospects for achieving the sustainable development goals 2030 through a proposed halal entrepreneurship success index (HESI)	16
28	Halal Cosmetics Industry for Sustainable Development: a Systematic Literature Review	15
29	Sustainable halal tourism in the post pandemic era: Opportunity and challenges	15
30	The Potential of Halal Tourism Industry in Uzbekistan	15
31	Development of halal entrepreneurship framework through business incubator service for sustainability using PRISMA	14
32	Halal industry and Islamic finance institution's role: Issues and challenges	14
33	Diagnosing the Halal Industry of Taiwan: A viable system model approach	13
34	From decision making to practice: Economic growth on Halal tourism policies based on Sharia regulation in Lombok, Indonesia	13
35	Halal trade finance and global well-being: here come the Millennials	13
36	A framework of Halal Industry Support System in non-Muslim Country: Focusing on South Korea	13
37	Economics of halal industry	13
38	Strengthening of Islamic principles in the halal industry for sustainable development goals	13
39	Industrial Halal Blockchain: The Great Potential of The Digital Economy in Indonesia	12
40	Potential of halal industry areas to improve national economic growth	12
41	Effective Microorganisms as Halal-Based Sources for Biofertilizer Production and Some Socio-Economic Insights: A Review	12
42	Analysis of the halal ecosystem and halal literacy on the development of Islamic economic halal regulation	11
43	Synergising Hallyu and halal economy for wealth creation	11
44	Muslim-friendly ecotourism in Halal industry ecosystem: An exploratory study in Karimunjawa	10

45	Synergy And Collaboration Between Government And Private Institutions In Building Halal Ecosystems In Indonesia	10
46	Standardisation of Halal Industry towards Sustainable Development Goals (SDG)(Penyeragaman Industri Halal ke arah Matlamat Pembangunan yang Mampan (SDG ...	9
47	Pentahelix's Collaboration In The Development of Halal Tourism For Sustainable Regional Economic Development	9
48	HALAL FOOD INDUSTRY: REINFORCING THE HALAL PRODUCT ASSURANCE ORGANIZING BODY (BPJPH) IN THE DEVELOPMENT OF THE AMONG URBAN ...	9
49	Indonesian islamic banking in mastering the global halal value chain: Opportunities and challenges from economics and legal aspects	9
50	Strengthening halal industry in increasing competitiveness and economic opportunities in industrial revolution Era 4.0	8
51	The role Halal industry to support sustainable development goals (SDGs)	8
52	Strengthening the Halal value chain ecosystem as the development of the Halal industry towards era 5.0	7
53	Economic Growth Of Halal Industry: Enhancing Governance And Halal Legal Framework in the ASEAN (Goal 12)	6
54	Halal Industry: Opportunities and Challenge in The Global Market	6
55	Development Model in Economic Growth: Dynamic Cycle on Halal Tourism	6
56	The Synergy of Islamic Banks and Muslim-Friendly Tourism: Patterns of Halal Industry Development in Indonesia.	6
57	Fostering innovation capability and sustainable innovation in halal industry: the role of halal entrepreneurs' success	6
58	Halal industry: Challenges and emerging opportunities in the economy of India	6
59	Halal ecosystem improvement study reviewed of Halal product regulations Halal	5
60	Strengthening The Halal Value Chain Ecosystem in Era Society 5.0	5
61	Halal Entrepreneurship in Islamic Digital Economy from a Cultural Perspective	5
62	Development Of Halal Value Chain As A Manifestation For Economy Recovery In Post Covid-19	5
63	The Role of Waqf on Halal Industry and Islamic Economic Development in Indonesia: A SWOT Analysis	5
64	Halal industry in Uzbekistan: analysis using the Viable System Model	4

65	Halal tourism ecosystem: networks, institutions and implementations in Indonesia	4
66	Development of Framework for Halal Studies Program Evaluation	4
67	Halalhub. id: Development of Halal Value Chain (hvc) Ecosystem Based on Digital Platform to Improve Halal Certified Products on Msmes in East Java	4
68	Interdependence of halal entrepreneurship and Islamic finance for creating a strong halal ecosystem	3
69	Halal food to achieve the sustainable development goals (SDG) 2030	3
70	Penyelidikan dan Pembangunan Ekosistem Halal dalam Meningkatkan Daya Saing Industri Halal Malaysia	3
71	SUSTAINABILITY OF HALAL FOOD INDUSTRY: AN ETHICAL PERSPECTIVE	3
72	Sustainable strategic planning and management influence on sustainable performance: findings from halal culinary MSMEs in Southeast Asia	3
73	The nexus between halal industry and Islamic green finance: a bibliometric analysis	3
74	UTILIZING TWITTER DATA TO UNDERSTAND GLOBAL HALAL INDUSTRY TRENDS AND DEVELOPMENTS IN THE DIGITAL ERA.	3
75	Comparative Analysis of Digitally-Enabled Community in Supporting the Halal Industry in Muslim Majority Countries in the ASEAN, Central Asia, and Maghreb Region	3
76	Wakaf Contribution In The Development of Halal Value Chain Ecosystem On The Legal Perspective In Indonesia	2
77	Halal Tourism and Industry in Blue Economy (Analysis on Kepulauan Riau Challenges Towards the Cross Border strategic location with neighbouring countries ...	2
78	Harnessing Internet of everything (IoE) for Sustainability of Halal Cosmetics Ecosystem	2
79	Green Economy and Halal Industry: Maqashid Syariah Perspective	2
80	The Role of the Halal Industry in Improving the Economy and Alleviating Poverty Post-Covid-19 Pandemic in Indonesia	2
81	Directions for the development of the halal ecosystem in public policy: a study of Islamic law and legislation in Indonesia	2
82	Is Indonesia Destined to Become the World's Market for Halal Products?	2
83	Halal Indonesia: A Crossroads in the Making	1

84	How to develop halal industry in Indonesia: An expert based methodology	1
85	Nexus of Halal Entrepreneurship and Islamic Finance for the Creation of a Strong Halal Ecosystem	1
86	Green Marketing as an Ethical Practice for Halal Entrepreneurs for a Sustainable Ecosystem	1
87	A Decade of Sustainable Halal Ecotourism: A Bibliometric Analysis.	1
88	The Conceptual Model of Triangle Halal Ecosystem and Its Benefit in Korean Halal Industry	1
89	Integrating servitisation into the halal supply chain: a roadmap for sustainable business growth	1
90	The transformation of zakat in promoting the growth of the Halal Industry in Indonesia	1
91	Overview of Halal-Integrated Platform (HIP) Adaptation as a Halal Digital Economy Hub for Small-Medium Enterprises (SMEs) in Malaysia	1

1. Publications with the Most Citations

- "Global halal industry: realities and opportunities" is the publication with the highest number of citations, namely 258 citations. This indicates that the publication has a significant influence on halal economics and is likely to be among the foundational studies in this field.
- Other publications with high citations are:
 - "Halal tourism: definition, justification, and challenges" (118 citations)
 - "Halal industry's response to a current and post-pandemic market" (109 citations)
 - "Halal food sustainability between certification and trade" (107 citations)
 - "Promoting Islamic financial ecosystem to improve halal entrepreneurship" (100 citations)

2. Citation Distribution

- Citation data shows a right-skewed distribution: Some publications have a high number of citations (more than 100 citations), while most have lower citations.
- This suggests that although there is a core group of highly influential publications, the majority of publications in halal economic research obtain relatively fewer citations.

3. Research Focus

- Publications with high citations focus on important aspects of the halal economy, such as the halal food industry, halal tourism, and Islamic finance. These topics seem to be central themes in research and have attracted considerable academic attention.

- The focus on halal entrepreneurship and sustainability in recent years also reflects the importance of these topics in the development of the halal economy.

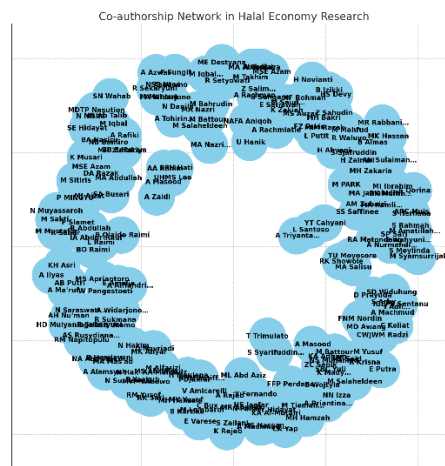
4. Emerging Trends

- The presence of topics such as the Islamic financial ecosystem, halal tourism, and sustainable halal practices indicates a growing interest in economic sustainability and ethical business practices in the halal industry.
- The increase in citations for publications discussing the post-pandemic market shows how the halal economy is evolving to respond to new challenges in the global market.

Citation data indicate that while some major works have shaped halal economic research, most publications receive a moderate number of citations, suggesting that the field is growing. As the halal economy develops, research on sustainable practices, halal food, halal tourism, and Islamic finance is likely to become increasingly prominent.

Collaboration Patterns Between Researchers

Figure 4: Collaboration Between Researchers



Here is the **co-authorship network** in halal economy research. The nodes represent the authors, and the edges show collaborations between them. The network visualization indicates a well-connected group of researchers in the field, with certain authors appearing in multiple collaborations.

Future Trends in Improving the Halal Economy

Table 3: Halal Economic Research Publication Projections (2025-2029)

Year	Publikasi yang Diproyeksikan
2025.0	24.41818181818144
2026.0	27.0181818181818
2027.0	29.618181818181256

2028.0	32.21818181818162
2029.0	34.81818181818198

Based on the data provided on the projected number of halal economic research publications from 2025 to 2029, the following descriptive analysis is presented.

1. Trend of Increasing Publications

- **Consistent Increase in Publications:** Data shows a consistent increase in the number of publications each year, with an increase of about 3 to 4 publications per year. This indicates that the topic of halal economics is receiving increasing attention in academic research.

2. Projected Publication Figures

- **2025:** By 2025, the projected number of publications will be 24.42. This figure suggests that publications on the halal economy will increase more significantly over time.
- **2026 to 2029:** Projections show a steady increase each year, with the number of publications expected to reach 27.02 in 2026, 29.62 in 2027, 32.22 in 2028, and 34.82 in 2029.

3. Factors Driving Growth Projections

- **Halal Economic Growth:** The increase in this publication's projection could be influenced by the growth of the halal industry globally, including in sectors such as halal food, Islamic finance, halal tourism, and halal products.
- **Public Awareness and Government Policies:** Countries with the largest Muslim populations, such as Indonesia, Malaysia, and Middle Eastern countries, continue to strengthen policies that support the halal industry, which will likely encourage more research in the future.

4. Potential for Collaboration Between Researchers

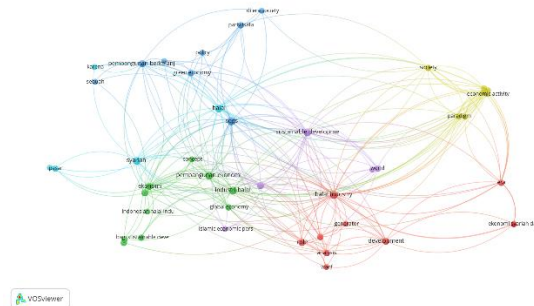
- As the number of publications increases, there will be the possibility of more collaboration between researchers from different countries and disciplines. This will contribute to more rapid growth in the halal economic literature, both in theory and in application.

This projection shows that halal economic research is expected to experience stable growth in the next few years. With the increase in the number of publications every year, the topic of halal economics will grow and play an increasingly important role in the global economy.

Discussion

Vos Viewer Analytics

Figure 5 VosViewer



Images are visualizations generated by the VOSviewer application, which are often used to analyze and map relationships among keywords or concepts in research. This visualization depicts a network of relationships among themes that frequently arise in research on the halal economy.

Here are some areas that can be analyzed from the image:

1. Relationships Between Themes

- **Connection Network:** This image shows how various keywords, such as "halal," "halal industry," "economic development," "sustainability," and "SDGs" (Sustainable Development Goals), are interconnected in the context of halal economic research.
- The analysis could focus on the relationship between these key concepts, for example, how "halal" is connected to the "halal industry" or "sustainability." Additionally, it can be seen whether topics such as "global economy" or "Islamic economy" occur less frequently but remain important.

2. Mapping the Centrality of the Concept

- **Central Position:** Words that are located in the middle or that have a lot of connections with other words are usually more central and important in the context of the research. For example, "halal" seems to have many connections to various other concepts, suggesting that this is a central theme in halal economic research.
- Analyzing more scattered or marginalized words can also provide insight into more niche or emerging concepts in the halal economy.

3. Theme Clusters

- **Concept Clusters:** Clusters that have similar colors (e.g., blue for sustainability-related concepts) can indicate that there are research clusters that focus on specific topics such as sustainable development or the green economy.

- This analysis can provide an understanding of larger research trends in the halal economy.

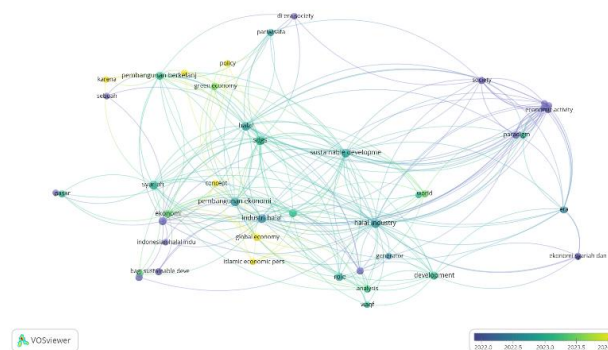
4. Strength and Connectedness

- **Line Thickness and Spacing:** In the VOSviewer visualization, the line thickness between keywords indicates the strength of the relationship, while the spacing between words shows how closely the relationship between the topics is. Stronger associations may indicate more frequently researched areas of research.

5. New Trends and Themes

- Based on this visualization, we can identify whether any new topics are starting to emerge, for example, the "halal economic paradigm" or the "new era" that shows how the halal economy adapts to the context and challenges of the current times.

Figure 6: New Trends and Themes



The image is the result of VOSviewer, which shows the relationship between keywords or concepts in research related to the halal economy. Here are some areas that can be analyzed based on these visualizations:

Theme Clustering

- **Related Research Groups:** The same color groups (such as green for "sustainable development" and blue for "SDGs") indicate clusters focused on sustainability and sustainable development goals (SDGs), which are a growing trend in halal economic research.

5. Geographical Influence

- "Indonesian halal industry" is seen in one of the groups, which may indicate that research on Indonesia's halal industry is an important topic in the development of halal economic research in the region.

6. The Emergence of New Words

- Less frequently appearing words such as "waqf" and "generator" indicate new topics that may be starting to gain attention among researchers, such as innovation in the halal sector and the role of waqf in the halal economy.

1. Topics "Halal" and "Halal Industry"

The words "halal" and "halal industry" are at the center of the network and have many connections with other words, suggesting that "halal" is a central theme in halal economic research. It covers various industry sectors that involve halal products, such as halal food, halal finance, halal tourism, and other halal products. The close connection between the "halal industry" and "sustainable development" as well as the "SDGs" (Sustainable Development Goals) suggests that there is a tendency to look at the development of the halal industry in a larger context, namely sustainability and social responsibility.

Analysis Points:

1. Growth of the Halal Industry: A growing body of research is focusing on how the halal industry can thrive by integrating sustainability values and sustainable development goals (SDGs).
2. Challenges and Opportunities: Many studies examine the challenges faced by the halal industry in implementing environmentally friendly practices as well as social responsibility, which is increasingly relevant with the growing global awareness of the importance of sustainability.

2. The concept of "Sustainability" and "SDGs" (Sustainable Development Goals)

The concept of "sustainable development" emerges very strongly in this visualization, with a broad relationship between SDGs and halal. This shows that much of the research in the halal economy now focuses on how the halal industry can contribute to the achievement of globally agreed sustainable development goals.

Point Analysis:

- Integration of SDGs in the Halal Economy: Research focusing on the role of the halal economy in achieving the SDGs shows the importance of integrating social, environmental, and economic aspects in the development of the halal sector.
- Sustainable Resource Utilization: How the halal sector, such as halal food and Islamic finance, can use sustainable natural resources and support corporate social responsibility.

3. Keywords: "Indonesia" and "Halal Industry"

There seems to be a connection between "Indonesia" and "halal industry". Given that Indonesia has the world's largest Muslim population, research on the halal industry in Indonesia is highly relevant and has significant potential.

Point Analysis:

- **Indonesia's Dominance in the Halal Economy:** Given the large halal market in Indonesia, research examining Indonesia's halal industry is likely to continue to grow, both in terms of halal products (e.g., halal food) and halal finance.
- **Innovation in the Halal Industry:** Focusing on innovation in the halal industry in Indonesia can drive greater growth of the halal industry and positively impact other sectors such as halal tourism and halal products.

4. Keywords "Waqf" and "Generator"

The words "waqf" (a type of sustainable charity in Islam) and "generator" appear as rarer terms, but they point to new directions of research in the halal economy, especially related to financial and social resources.

Point Analysis:

- **The Potential of Waqf in the Halal Economy:** Research involving waqf shows great potential in the development of the halal economy by using the waqf model for social and economic empowerment. This research can further explore how waqf can function as a sustainable financial tool for social development.
- **The Use of Technology in the Generation of the Halal Economy:** The word "generator" indicates the possibility of research on the use of technology to create more efficient and innovative halal business models, for example, in the case of halal fintech or digital-based halal economy platforms.

5. Keywords: "Halal Tourism"

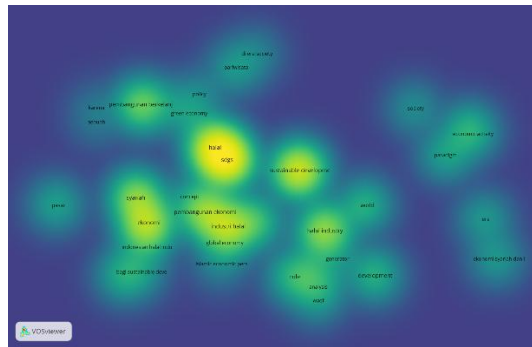
The concept of "halal tourism" is also evident in this visualization and is associated with terms such as "society" and "policy".

Point Analysis:

- **Halal Tourism Development:** Halal tourism is increasingly becoming the main focus in halal economic research. It involves government policies, the needs of the Muslim community, and the development of Muslim-friendly tourism destinations.
- **New Markets in Tourism:** Research can also include how halal tourism contributes to the global economy and opens up new market opportunities for countries with large Muslim populations.

From this VOSviewer visualization, we observe numerous strong connections among topics related to sustainability, the halal industry, halal tourism, and the SDGs. Growing research shows that the halal economy can align with global development goals and make an important contribution to sustainable development and social responsibility.

Figure 7: VosViewer



The image above is a heatmap illustrating the relationships among various themes in halal economic research. Here's an in-depth analysis of some of the specific areas identified in this visualization:

1. The Relationship Between "Halal" and "Sustainable Development"

- **Halal Position:** The word "halal" is central in this visualization, with many connections pointing to a variety of other topics. It confirms that "halal" is a central theme in halal economic research. These topics include halal products, halal finance, and halal tourism, all of which are part of the global halal economy.
- **Sustainability:** The words "sustainable development" and "SDGs" (Sustainable Development Goals) are in a group that is very much connected to halal. This indicates that halal economic research is increasingly contributing to the achievement of the Sustainable Development Goals by integrating sustainability values into the halal industry.

Analysis:

- **Integration of the Halal Industry with Sustainability:** Many studies are now combining sustainability with halal production, for example, in the environmentally friendly halal food sector or in Islamic finance that pays attention to social and economic responsibility.

2. Connection with Global Economic Concepts and Indonesia

- **Indonesia:** There is a strong relationship between "Indonesia" and "halal industry". This indicates that Indonesia, with the largest Muslim population in the world, has an important role in the development of the global halal industry.

Analysis:

- **Indonesia's Dominance in the Halal Economy:** As a country with the largest Muslim population, Indonesia is likely to continue to be a major center for halal industry research and development, especially in the halal food, halal tourism, and Islamic finance sectors.

3. Keywords: "Halal Industry" and "Halal Industry"

- Halal Industry: With the "halal industry" clearly visible, we can see that a lot of research is focused on the development and market potential for the halal industry. This includes the halal food industry, halal tourism, and halal finance, which are constantly growing.

Analysis:

- Increased Investment in the Halal Industry: The linkage between the halal industry and the global economy shows that the halal industry is not just a niche market, but is increasingly becoming a major part of the world economy. Muslim countries, as well as countries with large Muslim populations, are starting to strengthen this sector.

4. Topics "Waqf" and "Generator"

- Waqf: There is a visible connection between "waqf" (charity-based resources) and related topics such as "generators", which may refer to new financial models or innovations in the halal economic sector.

Analysis:

- The Role of Waqf in the Halal Economy: Research linking waqf to the halal economy shows the great potential of using waqf resources for the development of the halal industry, especially in providing social funding and sustainable economic empowerment.

5. Keywords: "Global Economy" and "Islamic Economic Perspectives"

- Global Economy: This word indicates that the halal industry is now part of the global economy, not just limited to Muslim-majority countries. This research can explore the influence of the halal economy on the larger global market.
- Islamic Economic Perspectives: This word shows how Islamic economic principles are applied in a global context and lead to sustainability and ethics in business

Analysis:

- Halal Economics in a Global Context: Research is increasingly pointing to the role of the halal economy in the global economy, which is not only related to Muslim countries but also to the global economy as a whole.

6. Change and a New Era

- New Era and Paradigm: The topic of "era" and "paradigm" suggests that there is a major change in the way halal economic research is viewed and applied, with the possibility of the application of new technologies or innovative business models in the halal industry.

Analysis:

- Changes in the Halal Economic Paradigm: There is a paradigm shift that is taking place in halal economic research, with the increasing number of new technologies such as halal fintech and digital platforms that allow the distribution of halal products more efficiently.

This visualization illustrates that the halal industry is growing, with sustainability as the main theme connecting many topics. Keywords such as "halal", "halal industry", "sustainable development", and "SDGs" show that these topics are increasingly important in academic research. In addition, there is a tendency to view the halal economy in a more global context, with sustainable financial innovation and business models, especially in the Islamic finance and halal tourism sectors.

Conclusion

The halal economy has emerged as a strategic sector in promoting inclusive and sustainable global economic development. Based on a Systematic Literature Review (SLR) and bibliometric analysis using VOSviewer of publications from 2014 to 2024, the findings indicate a significant upward trend in halal economic research, particularly over the past five years. Dominant themes include halal industry development, sustainability, halal tourism, and Islamic finance integration, reflecting a strong alignment between Islamic economic principles and the Sustainable Development Goals (SDGs). Indonesia has also been identified as a central hub in global halal economy research and development.

Despite this progress, several critical challenges remain, including the lack of harmonized global halal standards, limited halal literacy in many countries, and insufficient cross-border collaboration to build an inclusive halal ecosystem. To address these issues, integrated and collaborative policy strategies are required, involving strengthened regulation, support for halal innovation, and multi-sectoral cooperation among governments, private sectors, and international institutions.

Funding Information

Future research should further explore the intersection between the halal economy and emerging issues such as digital transformation, the green economy, and halal MSME empowerment. In addition, quantitative approaches and cross-country studies are recommended to provide empirical evidence on the impact of the halal economy on global economic growth. Comparative policy analysis among countries is also needed to develop more harmonized and actionable international halal standards.

References

- Akram, H. W. (2020). Assessment of global halal market: Challenges and opportunities. *African Journal of Business and Economic Research*. <https://doi.org/10.31920/1750-4562/2020/V15N4A1>
- Azam, M. S. E., & ABDULLAH, M. A. (2020). GLOBAL HALAL INDUSTRY: REALITIES AND OPPORTUNITIES. *International Journal of Islamic Business Ethics*. <https://doi.org/10.30659/ijibe.5.1.47-59>
- Azizan, F. Z., Yakob, S., Shakir, K. A., Ismail, S. S., Ruslia, R. Z. A., Zulkifli, N. R., & Yunus, A. F. A. M. (2024). Global Halal Industry: Bridging Tradition with Modern

- Innovation in Business Operation. *International Journal of Muamalat*, 8(1).
- Azwar, A., & Bin Sarip, M. M. (2024). SME support for halal industry and sharia economy in Indonesia: SWOT analysis. *Asian Journal of Islamic Management (AJIM)*, 6(1), 35–49. <https://doi.org/10.20885/ajim.vol6.iss1.art4>
- Bashir, K. M. I., Kim, J. S., Mohibbullah, M., Sohn, J. H., & Choi, J. S. (2019). Strategies for improving the competitiveness of Korean seafood companies in the overseas halal food market. In *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-03-2018-0056>
- Bastaman, A., & Hassan, F. H. (2018). The journey of halal tourism marketing in two neighboring destinations. *Malaysian Journal of Consumer and Family Economics*.
- Emiliya, O. A. (2019). Global Islamic Economy: Current state and future perspectives. *2 Nd ERASMUS INTERNATIONAL ACADEMIC RESEARCH SYMPOSIUM*.
- Jailani, N., & Adinugraha, H. H. (2022). The Effect of Halal Lifestyle on Economic Growth in Indonesia. *Journal of Economics Research and Social Sciences*. <https://doi.org/10.18196/jerss.v6i1.13617>
- Janwari, Y., Hasanuddin, M., Sofiawati, E., Reiza, D., Agama, T., Garut, I. A., Negeri, I., Gunung, S., & Bandung, D. (2025). The Role of Islamic Economic Law in Strengthening Global Partnerships for Sustainable Development Goals. *Journal of Multidisciplinary Science*, 2(1), 194–205. <https://doi.org/10.59631/multidiscience.v2i1.323>
- Kadir, S., & Alaraj, H. (2023). Accelerating The Halal Industry Sector To Realize Indonesia As The World Halal Center. *Elqish: Journal Islamic Od Economics*, 3(1), 45–60. <http://jurnal.ut.ac.id/index.php/elqish/article/view/5969/1623>
- Khotibul, U., Purbaningrum, D., & Aci, I. M. (2024). Challenges and Opportunities in Implementing a Halal Lifestyle: A Study of Global Halal Regulations. *MONETARIUM: Journal of Economic Business and Management*, 1(2), 75–86.
- Lever, J., & Miele, M. (2012). The growth of halal meat markets in Europe: An exploration of the supply side theory of religion. *Journal of Rural Studies*. <https://doi.org/10.1016/j.jrurstud.2012.06.004>
- Maulana, M., Sirajuddin, S., Lutfi, M., & Ghalib, M. (2025). Halal Product Promotion Strategy in the Digital Era : Analysis of Small and Medium Enterprises (SMEs). *Jurnal Aplikasi Manajemen, Ekonomi Dan Bisnis*, 9(2), 187–198.
- Maulida, M., Gunawan, M. A., & Rosyidah, H. (2024). Encouraging MSME Growth with Digital Platforms: Halal Competition and Innovation Strategy. *Proceeding International Conference on Islamic Economics(ICIE)2024*, 1(1–14), 380–389.
- Mulyana, A., Maulidizen, A., & Julian, F. A. (2024). Barriers and Drivers of Halal Supply Chain Integration : A Qualitative Analysis of Existing Literature. *Journal of Islamic Law and Legal Studies*, 1(2), 63–77.
- Najmaei, M., Mansoori, S., Zakaria, Z., & Raueiser, M. (2017). Marketing from Islamic Perspective, Tapping into the Halal Market. *Journal of Marketing Management and Consumer Behavior*, 1(5), 53–62. <https://www.researchgate.net/publication/319311873>
- Nurrachmi, R. (2018). The Global Development of Halal Food Industry: A Survey. *Tazkia Islamic Finance and Business Review*. <https://doi.org/10.30993/tifbr.v1i1i.113>
- Qolby, A. S., & Astuti, W. R. D. (2024). Indonesia ' s Economic Diplomacy in Increasing Halal Product Exports through the Organization of Islamic Cooperation (2020-2024) Annisa Syifa Qolby Department of International Relations , Faculty of Social Science and Political Science , Universitas Pem. *Journal, Insignia Vol, International Relations Relations, International Science, Social Science, Political Pembangunan, Universitas*

- Veteran, Nasional Relations, International Science, Social Science, Political Pembangunan, Universitas Veteran, Nasional*, 11(2), 166–183.
- Randeree, K. (2020). Demography, demand and devotion: driving the Islamic economy. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-06-2018-0102>
- Sakti, M. (2023). The Urgency of Global Halal Standards on Products in Supporting International Trade. *Law Research Review Quarterly*. <https://doi.org/10.15294/lrrq.v9i4.68018>
- Suhaimi, A. R., Nur Izyana, A. R., & Nusran, M. (2023). Halal Standards and Their Contributions To the Growth of Halal Economy in Malaysia and Indonesia. *International Journal of Halal System and Sustainability (InJHSS)*, 3(2), 2808–9154. <https://doi.org/10.33096/injhss.v3i2.278>
- Sulong, Z., Chowdhury, M., Abdullah, M., & Hall, C. M. (2024). Constructing Sustainable Halal Tourism Composite Performance Index for the Global Halal Tourism Industry. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4711328>
- Trimulato, T., Syarifuddin, S., Umar, S. H., & Lorenza, P. (2022). The Role Halal Industry to Support Sustainable Development Goals (SDGs). *Proceeding of Annual Conference on Islamic Economy and Law*. <https://doi.org/10.21107/aciell.v1i2.90>
- Utomo, S. B., Sekaryuni, R., Widarjono, A., Tohirin, A., & Sudarsono, H. (2020). Promoting Islamic financial ecosystem to improve halal industry performance in Indonesia: a demand and supply analysis. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-12-2019-0259>
- Yuli, S. B. C., & Wojtyla, E. (2020). Challenges and strategies in developing human resources for the halal industry: Evidence from Indonesia. *Journal of Innovation in Business and Economics*. <https://doi.org/10.22219/jibe.v4i02.8270>
- Zain, N. M., Yaacob, A. C., & Ahmad, S. M. S. (2017). Halal Science Curriculum and Research: Development among Organisation of Islamic Cooperation (OIC) Countries. *International Journal of Asian Social Science*. <https://doi.org/10.18488/journal.1.2017.79.718.727>