Journal of Innovative and Creativity
Journal Homepage: https://joecy.org/index.php/joecy
e-mail: journaljoecy@gmail.com

Faculty of Education
University of Pahlawan Tuanku Tambusai
ISSN 2775-771X (Online)
ISSN 2962-570X (Printed)
5 (2) 2025, Page: 23578-23584

Halal Food Industries Research (2010–2025): A Bibliometric Analysis of Publication Trends and Scientific Productivity

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Published: Agust , 2025

ABSTRACT

This study provides a comprehensive bibliometric analysis of global research on the halal food industry published between 2010 and 2025. Using the Scopus database and bibliometric tools such as Bibliometrix and Biblioshiny, the analysis explores scientific productivity, citation trends, author and institutional impact, and thematic evolution in halal food scholarship. The findings indicate a significant increase in academic output beginning in 2015, with a peak in 2023, reflecting heightened interdisciplinary interest in halal topics beyond religious obligations—spanning food safety, certification, sustainability, consumer trust, and digital innovation. Malaysia and Indonesia emerged as leading contributors, supported by institutional frameworks and national halal agendas. Keyword co-occurrence analysis shows dominant themes such as "halal," "halal food," and "halal certification," alongside emerging areas like blockchain, halal logistics, and ethical consumption. Despite the growing volume and diversity of research, the study identifies underexplored areas, including halal finance, additives, and comparative studies across regions. This analysis contributes to understanding the intellectual structure of halal food research and offers strategic insights for future scholarly exploration and industry development.

Keywords: Halal food industry; Bibliometric analysis; Scientific productivity; Halal certification; Research mapping

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INTRODUCTION

The halal food industry has emerged as a crucial segment of the global economy, driven by the increasing population of Muslim consumers and rising demand for halal-certified products worldwide. Beyond religious obligations, halal has become a symbol of ethical consumption, quality assurance, and food safety. According to recent bibliometric studies, halal-related research has grown significantly over the past two decades, particularly after 2010, covering diverse domains such as food production, logistics, pharmaceuticals, cosmetics, tourism, and finance (Rahman et al., 2023); (Safitri & Afandi, 2023). This reflects a paradigm shift in scholarly attention—from narrow religious-based interpretations to broader interdisciplinary approaches incorporating technology, economics, law, and sustainability.

Despite the volume of research, the halal industry's academic landscape remains fragmented and dynamic. Studies have identified dominant themes such as halal certification, consumer trust, and the integrity of supply chains, but recent years have also seen the rise of research in blockchain-based traceability, halal fintech, digital marketing, and sustainable production practices (Nazaruddin et al., 2023); (Hanoum et al., 2023). Notably, countries such as Malaysia and Indonesia dominate publication output, reflecting strong institutional support and government-driven halal ecosystem development

(Rahma & Cahyadi, 2024); (Apriantoro et al., 2024). However, many sub-sectors remain underexplored, including halal additives, consumer behavior in minority-Muslim countries, and comparative certification systems.

In light of these developments, this study aims to provide a comprehensive bibliometric analysis of halal food industry research between 2010 and 2025. By analyzing citation trends, scientific productivity, keyword relevance, and thematic evolution, this paper offers valuable insights into how research in this field has progressed and where future opportunities lie. Using tools such as VOSviewer and Biblioshiny, this analysis uncovers structural patterns within the literature and highlights research gaps that can inform scholars, industry practitioners, and policymakers. Ultimately, this study contributes to a clearer understanding of the halal food industry's academic trajectory and its strategic role in shaping global standards for ethical and inclusive consumption.

METHOD

This study conducted a bibliometric analysis to examine global research trends and productivity in the halal food industry from 2010 to 2025. Data were extracted from the Scopus database using topic-based search strings such as "halal food industry," "halal food," "halal certification," and other closely related keywords. The search was limited to peer-reviewed articles and conference papers published in English within the specified time frame. The complete metadata—including author details, titles, abstracts, keywords, publication sources, and cited references—were exported in BibTeX and CSV formats to ensure compatibility with bibliometric software.

The analysis focused on both performance indicators (e.g., publication and citation counts) and science mapping techniques (e.g., thematic clustering and co-word analysis), allowing for a comprehensive understanding of how research on the halal food industry has evolved. These visual and quantitative outputs were then interpreted to contextualize scholarly contributions, emerging research areas, and future opportunities for academic exploration in the halal sector.

RESULT AND DISCUSSION

Figure 1 illustrates the average number of citations per year for publications related to the halal food industry from 1998 to 2024, highlighting key trends in scholarly impact across this period. The graph reveals two major citation peaks—around 2008 and 2011—indicating periods of intensified academic influence. These spikes likely reflect seminal works published on topics such as halal certification, consumer trust, and food safety, which formed the foundational discourse in halal studies. As noted by Rahman et al. (2023), early literature played a crucial role in shaping halal market

perceptions and regulatory frameworks, particularly in Muslim-majority countries where the demand for certified halal products intensified during this era (Rahman et al., 2023).

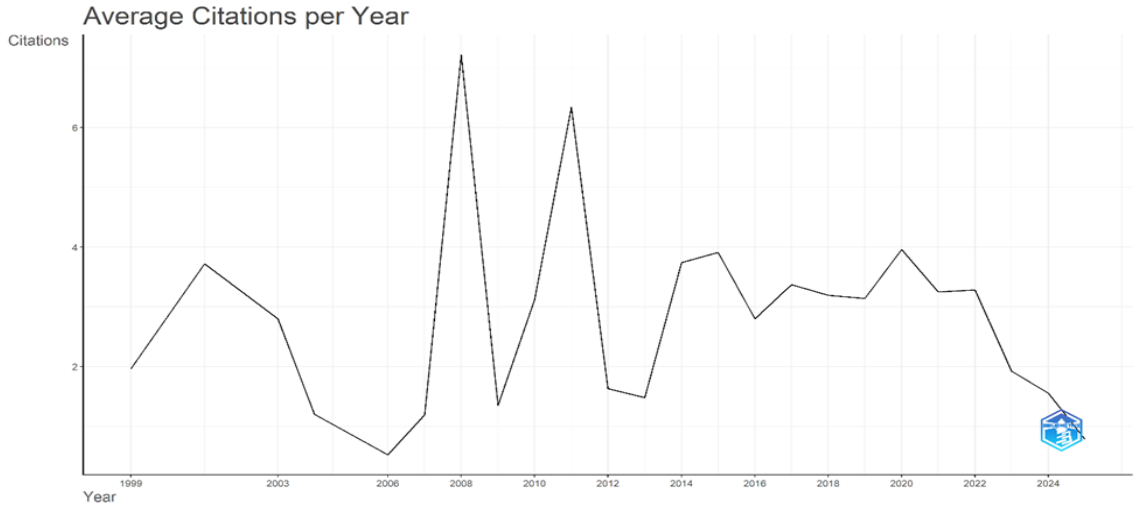


Figure 1 Average Citations per Year

Following 2011, the figure shows a relatively stable period with moderate fluctuations in citation averages, likely driven by the diversification of research themes (Hanoum et al., 2023); (Nurunnajwa et al., 2022). In the mid-to-late 2010s, topics such as halal logistics, consumer behavior in non-Muslim markets, and the integration of Islamic principles in business strategies began to emerge more prominently (Sukmaningrum et al., 2023). Notably, from 2020 onward, the graph depicts a decline in average citations, possibly due to the citation lag affecting newer publications or a saturation of research on foundational topics. Despite this, the continued scholarly output points toward an evolving research landscape with opportunities for further exploration into underrepresented halal industry sectors (Rahma & Cahyadi, 2024); (Firmansyah et al., 2024).

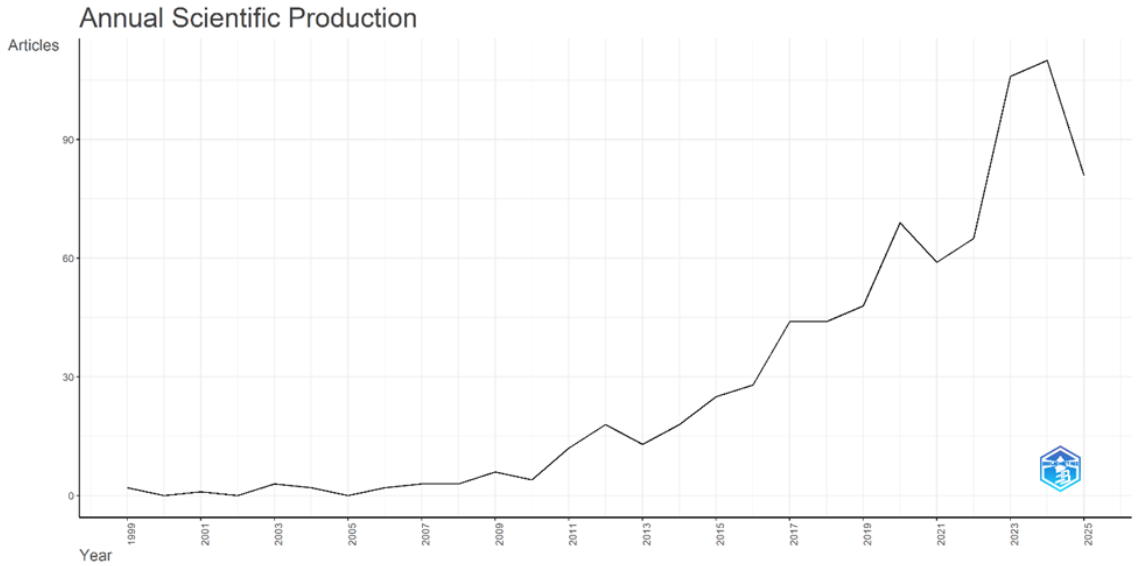


Figure 2 Annual Scientific Production

Figure 2 displays the annual scientific production of publications related to the halal food industry from 1999 to 2025. The graph indicates a clear upward trend, with scientific output gradually increasing after 2010 and surging sharply between 2018 and 2023. The number of articles published

each year remained modest until 2015, after which the volume began rising significantly—highlighting a growing global interest in halal-related topics. The peak in 2023, with over 100 articles, demonstrates the recent proliferation of academic engagement in halal research. This surge aligns with the increasing complexity and scope of the halal industry, encompassing not only food but also pharmaceuticals, cosmetics, tourism, and fintech (Rahman et al., 2023).

The rise in annual publications may also reflect broader global dynamics, including increased consumer awareness, Islamic economy initiatives, and the standardization of halal regulations by governments and organizations like the Organisation of Islamic Cooperation (OIC). Recent years have also seen growth in interdisciplinary research combining halal principles with sustainability, digital traceability, marketing strategies, and halal logistics, contributing to the diversification and volume of scholarly outputs. The slight decline in 2024 and projected 2025 output may be due to incomplete data collection or natural fluctuations. Nonetheless, the overall trajectory confirms that halal food industry research has evolved from a niche interest into a vibrant and expanding academic field.

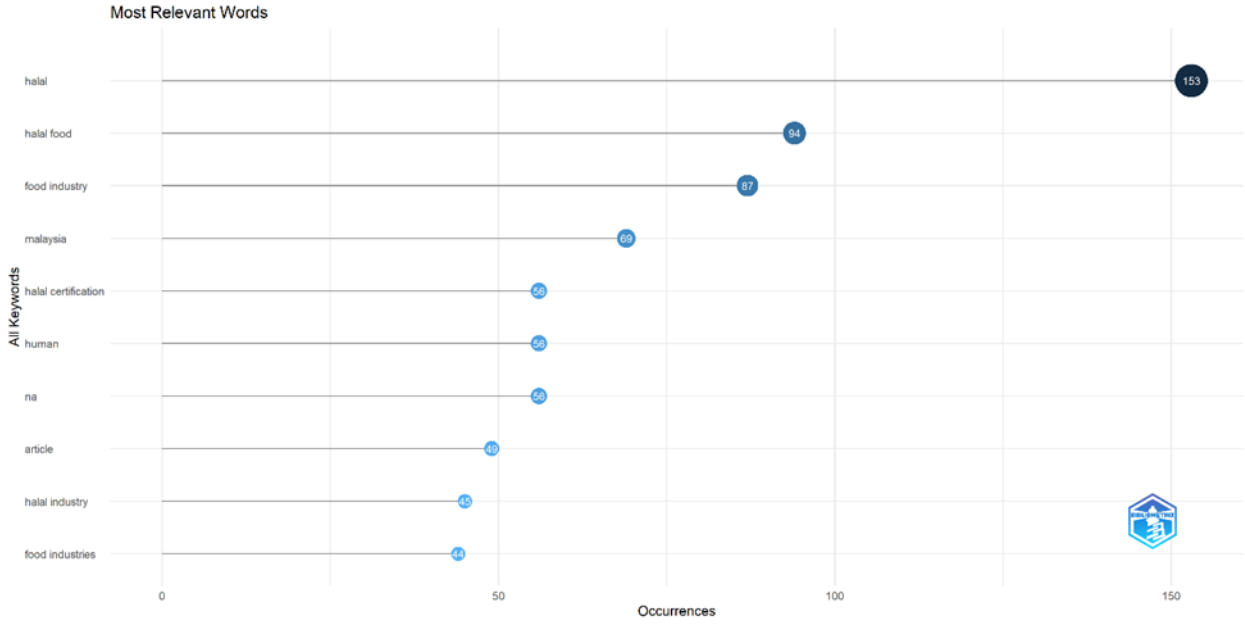


Figure 3 Most relevant words

Figure 3 visualizes the most relevant keywords in halal food industry research based on their frequency of occurrence. The term "halal" dominates with 153 occurrences, followed by "halal food" (94), "food industry" (37), and "Malaysia" (29). This reflects a clear thematic concentration around general halal discourse, with specific attention to halal-certified food products and the food sector. The prominence of "Malaysia" as a keyword further supports existing studies that position the country as a global leader in halal certification and research output (Safitri & Afandi, 2023). The inclusion of keywords such as "halal certification" and "human" suggests a growing interest in both regulatory dimensions and consumer behavior, as also noted by Shamsudin et al. (2022) in their bibliometric review of halal studies (Shamsudin et al., 2022).

These findings align with recent bibliometric analyses highlighting the central role of halal certification, consumer trust, and food supply chain integrity in shaping research agendas (Apriantoro et al., 2024). Additionally, keywords like "article" and "food industries" indicate the broader and interdisciplinary appeal of halal-related topics across business, marketing, and regulatory research. As

emphasized by Nazaruddin et al. (2023), there is increasing scholarly attention toward ethical sourcing, halal ingredients, and sustainability, signaling a shift toward complex and integrated halal systems (Nazaruddin et al., 2023). Ultimately, this keyword pattern confirms the field's evolution from basic conceptual studies to a multidisciplinary, globally relevant body of knowledge.

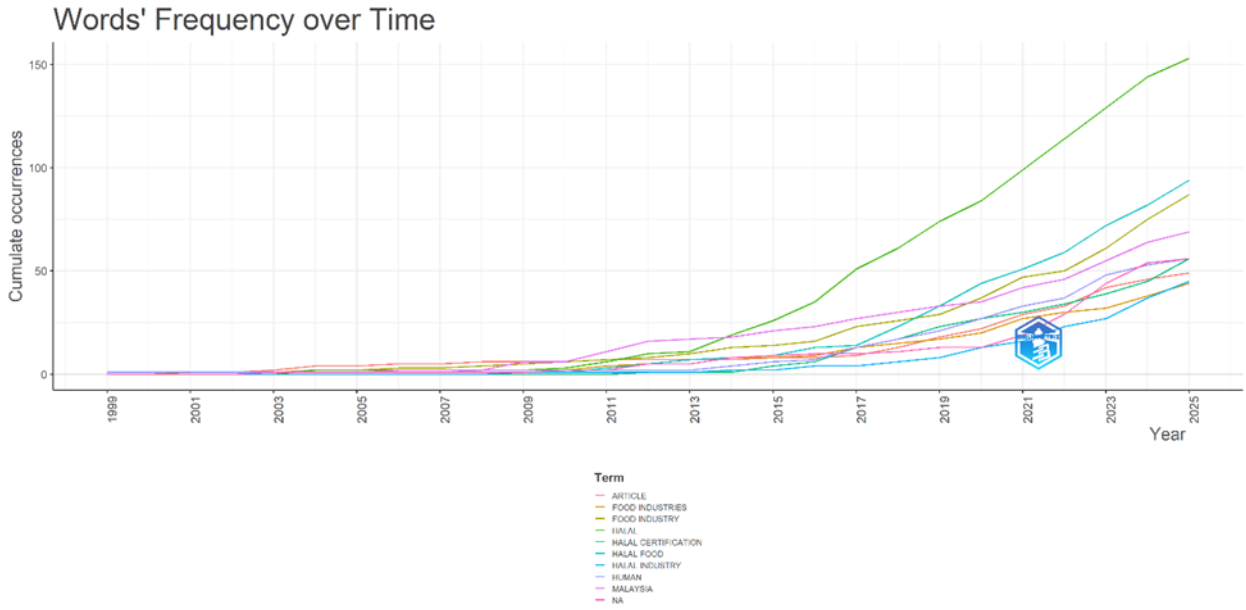


Figure 4 Words' frequency over time

Figure 4 presents a cumulative frequency analysis of keywords used in halal food industry research from 1998 to 2025. The most dominant term is clearly "halal", which shows a sharp increase starting around 2012 and continues to rise significantly past 2023—reflecting its centrality in the field's discourse. The term "halal food" also exhibits a similar trajectory, followed by "halal certification", "food industry", and "Malaysia", indicating consistent thematic relevance across publications. These trends align with multiple bibliometric studies which confirm that foundational concepts like halal compliance, certification processes, and country-specific leadership (especially Malaysia) dominate scholarly attention in this sector (Safitri & Afandi, 2023), (Rahma & Cahyadi, 2024), (Apriantoro et al., 2024).

Additionally, keywords such as "human", "article", and "food industries" show moderate growth in frequency, suggesting increased interdisciplinary engagement and a focus on halal-related issues beyond just food production, including ethical concerns, health, and consumer behavior. Recent research has emphasized this shift, noting emerging themes such as consumer trust in halal certification, supply chain digitalization (Hanoum et al., 2023), and the traceability of halal ingredients and additives (Nazaruddin et al., 2023). The sustained and diversified rise in keyword frequency not only highlights the maturing of halal food industry research but also signals its shift toward broader and more integrated academic discussions involving economics, consumer protection, sustainability, and global certification systems.

CONCLUSION

This bibliometric study reveals that research on the halal food industry between 2010 and 2025 has undergone significant growth, both in terms of volume and thematic diversity. The sharp increase in scientific production, especially after 2015, reflects the rising global interest in halal-related issues—not only from religious and regulatory perspectives, but also from economic, technological, and ethical viewpoints. Foundational topics such as halal certification, food safety, and consumer trust continue to

dominate, particularly in countries like Malaysia and Indonesia, which lead in academic output and institutional engagement. However, the emergence of new research themes such as blockchain-based traceability, sustainability, halal logistics, and digital halal systems demonstrates the sector's evolution toward a more complex, multidisciplinary field. Keyword co-occurrence and citation analysis confirm the consolidation of key themes alongside the rise of niche areas with significant future potential, such as halal cosmetics, halal tourism, and halal finance. Despite these advances, gaps remain—particularly in cross-country comparisons, industry–academia collaborations, and research output from non-Muslim-majority countries. This study not only maps the intellectual development and research productivity of the halal food sector but also offers strategic insights for guiding future scholarly efforts, supporting innovation, and fostering global halal ecosystem integration.

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