

MALAYSIA'S HALAL INDUSTRY: A SYSTEMATIC REVIEW OF SCOPUS-INDEXED STUDIES

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Abstract

This study presents a Systematic Literature Review (SLR) of Malaysia's Halal industry, focusing on research papers indexed in the Scopus database. Research on Malaysia's Halal industry is important due to its strategic economic and global significance. However, there is a limited systematic review that identifies the most and least examined topics within the Malaysian Halal industry. By examining the most discussed topics and sectors, researchers could explore in depth the key issues in the respective sector. The prior studies selected were conducted between 2020, after the issuance of the latest guidelines on Halal, which are the Malaysian Halal Management System and Manual Procedure for Malaysian Halal Certification, and 2025. This study conducted a thematic analysis using qualitative methods by utilizing ATLAS.ti software version 24. This software helps researchers manage and code data systematically from prior literature. The analysis demonstrates that the leading journals publishing research on the Halal industry are the *Journal of Fatwa Management and Research* and *Food Research*. The food and beverage industry is the most popular area of research on the Halal industry, and most research focuses on themes related to policy, regulation, and authorities. We also identified several key issues related to this popular Halal industry, including the lack of human capital and overlapping regulations. This analysis provides a comprehensive overview for scholars, practitioners, and policymakers. The findings will provide a clearer overview of existing attention and research gaps for future research. It will also help future researchers identify underexplored areas and determine which aspects of the Halal ecosystem require further investigation. Future studies may examine in detail the opportunities and challenges in Malaysia's Halal food and beverage industry, as it is the most popular industry discussed in Halal-related research.

Keywords: *Foods and beverages, Malaysia's halal industry, Policy, Regulations, Systematic literature review*



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INTRODUCTION

Currently, the demand for Halal products and services globally presents a growing trend from year to year. This trend corresponds with the significant Muslim population worldwide, estimated at approximately 1.9 billion in 2023, constituting 25% of the global population (Dinar Standard, 2023). Projections suggest this number will further increase to 2.2 billion by 2030. In addition, based on the Global Islamic Economy Indicator, the Muslim community alone spent USD1.4 trillion on Halal products in 2023 (Dinar Standard, 2023). The significant growth of the Halal industry has increased its economic significance to Malaysia. The Halal industry contributes approximately 10 percent to Malaysia's Gross Domestic Product (GDP), highlighting its strategic importance to the country (Salahuddin et al., 2021).

For Muslim consumers, compliance with Halal requirements is a religious obligation. In contrast, for non-Muslim consumers, Halal requirements are associated with higher standards of hygiene and safety in products and services (Mohamed Bashir, 2020). In parallel with the rise of the global Muslim population, the Halal industry has developed into a critical economic sector for many countries, particularly those with Muslim-majority populations. At the same time, increasing participation from Muslim-minority countries in the global Halal market has escalated competition (Zulfakar et al., 2019). In this context, Malaysia must ensure that its Halal certification remains credible and competitive. Accordingly, scholarly research on Malaysia's Halal industry is essential to examine its practical and institutional implications in ensuring the Halal industry's continued development.

Historically, Malaysia's government has established Department of Islamic Development Malaysia (JAKIM) since 1970 to monitor Halal certification in Malaysia. The establishment of JAKIM initially served as guidance for Muslim consumers in choosing products that comply with Halal standards, with the concept of Halalan Toyyiban. This is because before the existence of JAKIM, there was a lot of confusion among Muslims, representing the majority community in Malaysia, in distinguishing products that comply with Halalan Toyyiban and others. This confusion is mainly due to the absence of a Halal certificate for guidance (Abdullah et al., 2021). Multiple agencies participate in the development and compliance of Halal industries in Malaysia directly and indirectly. This includes the Department of Veterinary Services, the Department of Standards, the Malaysia Halal Development Corporation, and the Royal Malaysian Customs Department. These agencies are under a few ministries, namely the Ministry of Investment, Trade, and Industry, the Ministry of Agriculture and Food Security, the Ministry of Domestic Trade, Cooperative, and Consumerism, and the Ministry of Health (Ahmad et al., 2018).

In 2020, JAKIM, as the main regulator, introduced new Halal guidelines, namely the Malaysian Halal Management System and Manual Procedure of Malaysia Halal Certification, to replace the older version (JAKIM, 2020). Both guidelines must be understood together with the Malaysian Standard of Halal Food General Requirement, fatwas, laws, and regulations related to the Halal requirements and certification in Malaysia. Any company engaged in Malaysia's Halal industry should comply with all guidelines both during the application for the Halal certificate and after receiving the Halal certificate (JAKIM, 2020). Since Halal compliance is related to the execution of Islamic teachings, it might be assumed that companies owned by Muslims as a majority community dominate the Halal industry in Malaysia. However, JAKIM, through a 2023 report, presents an opposing picture. The report indicates that nearly 70 percent, or approximately 160,000 out of a total of 230,000 products with Halal certifications in Malaysia, are manufactured by non-Muslim-owned companies. Meanwhile, the remaining

products belong to Muslim-owned companies (Ahmad Halimy, 2023). It also reveals that less than 40 percent of Muslim owners are interested in investing in obtaining a Halal certificate, compared to non-Muslim owners, who demonstrate greater awareness of the importance of the Halal certificate in ensuring products meet the required Halal standards for Muslim consumers (Ahmad Halimy, 2023). This trend is also attributed to the limited involvement of Muslim-owned companies in Malaysia's economy and business sector. Hence, a proper study should be conducted to ensure every company in Malaysia does not miss the opportunity of this growing trend.

Research on Malaysia's Halal industry is important due to its strategic economic and global significance. As one of the key countries in the Halal industry, Malaysia, through its principal agency, JAKIM, has developed Halal frameworks, supported by various agencies that collectively monitor and enforce Halal governance. Moreover, Malaysia's policy initiatives, including the *Pelan Induk Industri Halal 2030 (PIIH)*, illustrate the government's long-term dedication to strengthening the Halal ecosystem and positioning Malaysia as a leading Halal hub. It is also important for academic researchers to play a critical role in examining practices, identifying governance challenges, and providing evidence-based insights that can enhance policy development and industry practices within the Halal industry. Hence, this study will review prior research on Malaysia's Halal industry. Through a systematic literature review, the study identifies the most and least examined topics within the Malaysian Halal context. The findings will provide a clearer overview of the existing attention by researchers and research gaps for future research. It will also help future researchers identify underexplored areas and determine which aspects of the Halal ecosystem require further investigation.

LITERATURE REVIEW

Influence of Religion on Halal

A Guthrie (1996) defined religion as a belief and idea that there is an involvement of superhuman powers in our lives. This is supported by another study by McCutcheon (2018), which mentioned that religion is important in addressing human anxiety when people encounter a problem with no solution. Schilbrack (2013) added that the main focus of religion is to unite those who believe in the same God into a single unified community. Nye (2004) offered the opposite opinion by highlighting that religion is heavily involved in people and cultures, and that religion extends beyond a mere belief. This significant involvement is mainly observed in traditional religions such as Islam, Christianity, and Judaism. For example, these traditional religions contributed to the advancement of knowledge related to the sense of humanity, architecture, politics, the economy, and other human activities from ancient centuries until the current modern world. The incredible achievements made by all these religion-related leaders are believed to be motivated by the religious scriptures (Tiliouine & Estes, 2015). These examples imply that religion is not just a belief. Rather, it contributes to the daily activities of human beings.

Regardless of the diversity of opinion from the previous studies, every Muslim should believe that Islam is not just a religion. Instead, it is a way of life. Schielke (2010) interpreted the way of life as living in a way that ensures daily practices make sense with the teachings of Islam. Based on Islamic scripture, Islam has outlined the principles that every Muslim should follow in any action they take. Every Muslim's compliance with these principles is essential to ensure that each of them has a holistic view when submitting to the commandments of Allah. There are five principles known as *Maqasid Shariah* that should be fulfilled by every Muslim in any

action taken: protection of faith, protection of life, protection of intellect, protection of lineage, and protection of wealth (Gunardi et al., 2022).

Chapra (2008) explained that these five principles promote the well-being of the human being regardless of religion, race, and nationality. Religion-related leadership must ensure that the application of Maqasid Shariah is not limited to Muslims. It can also serve as a reference for non-Muslims as a consideration of any action planned. This ensures the sustainability of a good environment and the development of a better quality of life for human beings in the country (Malik, 2015). To describe the quality of life, it can be summarized into four main elements of health: physical, mental, social, and functional health (Cai et al., 2021). While physical health refers to diseases that can be diagnosed through any medical technology, mental health is more related to psychological disorders that sometimes are not even aware of by the individual themselves. Social health and functional health are highly related to self-care and interaction within the community. It is considered an external factor that contributes to a person's quality of life. There is a positive relationship between the standard quality of life and the quality of health. Islam, through its main scripture, the Quran, has its own solution to address the issue of poor health quality. The Quran mentions in Surah Al-Baqarah (2), verse 168:

“O humanity! Eat from what is lawful and good on the earth and do not follow Satan's footsteps. He is truly your sworn enemy.”

The Quran also mentions in Surah Al-Maidah (5), verse 88:

“Eat of the good, lawful things provided to you by Allah. And be mindful of Allah in Whom you believe.”

Islam has promoted health through the concept of Halalan Toyyiban, which translates to clean, safe, and nutritious (Mustaffa, 2019). It applies to foods and beverages, as well as to any services and products distributed to consumers, especially the Muslim community, including medicine and cosmetics. The implementation of policies to enhance product quality standards to meet the status of Halalan Toyyiban is not new globally. Many countries, including minority Muslim countries, offer Halal certificates to ensure that products are safe to use and consume. Australia is an example of a majority non-Muslim country that leads in the global market of Halal agricultural products (Zulfakar et al., 2019). Malaysia's neighboring country, Thailand, which has less than 5 percent Muslims, is also the largest exporter of Halal foods and products in Southeast Asia. South Africa, another majority non-Muslim country, is also a main exporter of Halal products in the African region. Although there is still a cynical opinion on Halal products and services by non-Muslims as it is highly associated with Islam, the demand for Halal products by consumers remains on the rise even in a non-Muslim majority country (Ramli et al., 2023). People from these countries believe in the hygiene and safety of the products that comply with the Halal standards (Mohamed Bashir, 2020).

Halal Industry in Malaysia

One of the important industries that supports the national economy, especially in a Muslim-majority country, is the Halal industry (Cucu, 2020). The Halal industry in Malaysia can be classified into two sectors: the core sectors and the emerging sectors. The categorization of sectors is based on their ripple impact on other industries, often demonstrated by final

demand (Koskela et al., 2013). Core sectors refer to sectors that have already matured in the Malaysian Halal market, such as foods and beverages, cosmetics, and pharmaceuticals. Hassan et al. (2021) classified Islamic finance as one of the core sectors of the Halal industry in Malaysia. However, the World Bank in 2022 highlighted that a well-established sector such as Islamic finance, which operates with comprehensive guidelines, is considered to be at a higher level of maturity compared to other sectors of the Halal industry, which may require more government supervision and guidance. Despite this, the discussion of the Halal industry in Malaysia does not include the Islamic finance industry.

The emerging sector is a developing economic sector that increasingly incorporates Halal standards into its operations, such as fashion, tourism, and medical. These core sectors are expected to have demand in Malaysia's Halal market amounting to USD101.6 billion, while the emerging sector has a demand of USD11.7 billion (Corporation, 2020). The current Malaysian Ringgit contribution by the Halal industry to the Malaysian economy proves that the Halal industry has a bright future in Malaysia. The constant development of innovation, a supportive environment and continuous commitment from the government are the key factors that have contributed to the growth of this industry in Malaysia. The Halal industry has demonstrated significant growth due to increasing demand from Muslim consumers and awareness of Halal among non-Muslims. As one of the leading countries in the Halal industry, Malaysia plays a significant role in shaping the path of this industry globally. Statistics reported by Halal Development Corporation in 2021 revealed that Malaysia is one of the countries that provides the main guidance for the Halal industry globally. To support the growth of this industry, the government has announced *Pelan Induk Industri Halal 2030 (PIIH)* in 2023 to enhance the Halal ecosystem in Malaysia (Zakaria et al., 2022). The announcement of *PIIH* is crucial as a continuous support by the government. *PIIH* highlighted the key enablers for this Halal industry, such as technology, talent development, standards, and access to Islamic financing. Malaysia's role as a main guide should be supported by the significant contribution of publications by Malaysian researchers. Hence, this study aims to explore publications related to Malaysia's Halal industry.

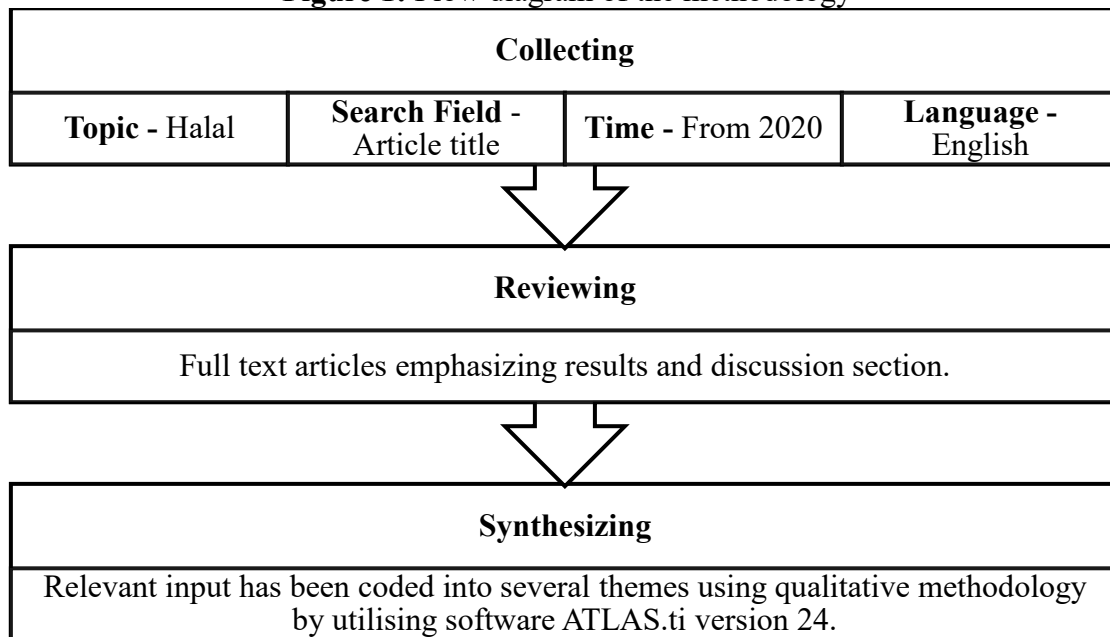
METHODOLOGY

A systematic literature review was adopted in this study based on the PRISMA checklist (Page et al., 2022) to explore prior studies on Malaysia's halal industry. This method enables researchers to gain a comprehensive understanding of prior studies. It also facilitates the process of identifying research gaps within the context of the study. This method guides researchers to collect, review, and synthesize research input scientifically to ensure the research findings are highly informative (Paul & Barari, 2022). In this study, the Scopus database is the only data source. The database was selected as it is widely recognized as an accredited academic database that provides one of the most comprehensive journal sources covering multidisciplinary academic research (Alam et al., 2025).

This study begins with the collection of prior studies from the Scopus database. The keyword "Halal" was chosen, followed by the application of additional inclusion criteria to ensure that the selected studies were situated within the Malaysian context. Publications were limited to those from the year 2020 onwards to ensure research was conducted after the introduction of the latest Halal guidelines. Relevant articles were then subjected to a review process involving a detailed examination of their content, with greater focus on the results and discussion sections. The findings derived from this analysis were subsequently synthesized into a set of

themes, which are presented in the following chapter. The process of collecting, reviewing, and synthesizing prior studies has been summarized below in a flow diagram as Figure 1:

Figure 1: Flow diagram of the methodology



FINDINGS AND DISCUSSION

According to the Scopus database, only 23 studies related to Halal in Malaysia were published between 2020 and 2025, as presented in Table 1. This section categorizes these publications by year, journal, and institutional affiliation. It then discusses the classification of research themes and the key issues highlighted in prior studies on the Halal industry.

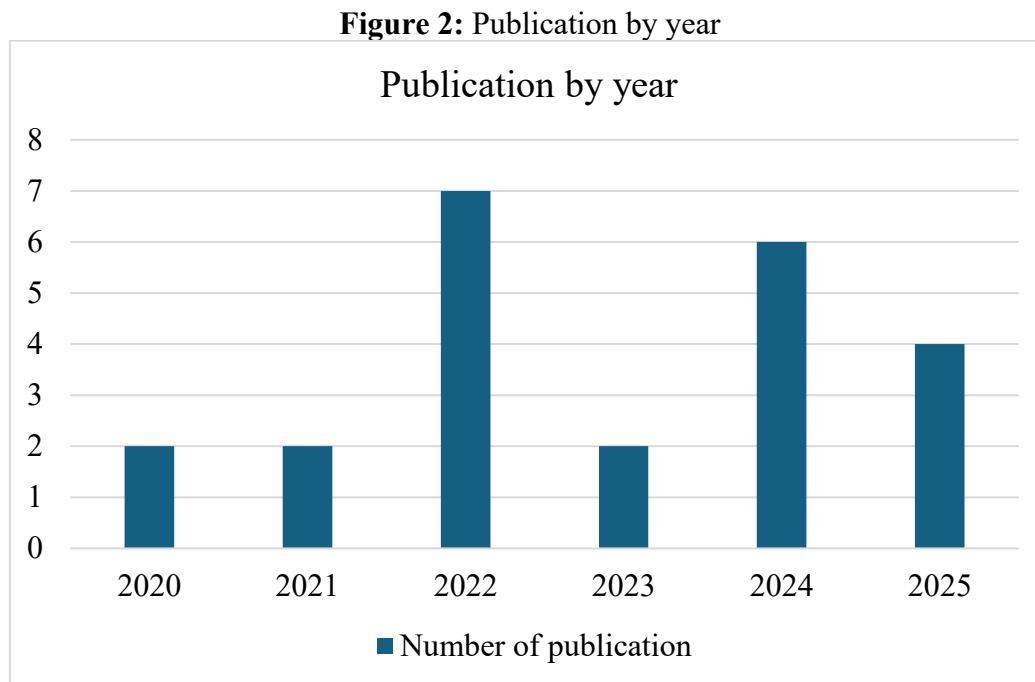
Table 1: List of prior studies

Title	Source
Exploring Internationalization Strategy of Higher Education Institutions and Halal Food Ecosystem in Malaysia	(Jamil et al., 2020)
The Challenges Faced by Halal Certification Authorities in Managing Halal Certification Process in Malaysia	(Muhammad et al., 2020)
Cultured Meat as Halalan Toyyiban Food: A Maqasid Review in Preservation of Life (Hifz An-Nafs)	(Reza Adnan et al., 2021)
Creating Innovation in Achieving Sustainability: Halal-Friendly and Sustainable Port	(Jaafar et al., 2021)
An Overview of Budu Production in Kelantan from Halal Aspects and Policy Aspects	(Shoid et al., 2022)
Three-Dimensional Printed Food Products from Halal Forensic Perspective: A Preliminary Review	(Roslin et al., 2022)

Forensic Determination of Ethanol in Import and Local Prepared Vinegar for Halal in Accordance with Shafi'i School Jurisprudence	(Baharuddin et al., 2022)
Perspective of Gravity Model Towards Halal Export: Conceptual Study	(Abdul Rahim et al., 2022)
Spent Brewer Yeast Status in Halal Food Industry: Analysis from Shariah and Science Perspectives	(S. N. H. Ramli et al., 2022)
Combined Task Force Between the Local Authorities and JAKIM To Control Halal Food Premises in Malaysia: A Proposal	(Abdul Aziz et al., 2022)
Conceptual Framework of a Unified Legal Control of Halal Meat Import for Sustainable Halal Industry in Malaysia	(Sahari et al., 2022)
Meat Cartels and Manipulation of Halal Certification in Malaysia	(Abdul Halim et al., 2023)
Gelatin in Halal Pharmaceutical Product	(Anuar et al., 2023)
Application of FMEA Method in Halal Risk Determination on Halal Poultry Slaughtering Operation	(M. H. Ramli et al., 2024)
Integrating Tayyib Principles in Halal Health Products and Services: Holistic Consumerism Approach	(Nordin et al., 2024)
Acceptance of Gig Economy as a Source of Halal Income Among Muslim Graduates	(Jusoh & Anuar, 2024)
The Influence of Islamic Consumerism Principles and the Maqasid Daruriyyah Framework on Halal Product Innovation in Malaysia	(Omar et al., 2024)
Fostering Halal Awareness in The National Pre-School Standard Curriculum in Malaysia: A Preliminary Study	(Pauzi et al., 2024)
The Application of Tort Law in Addressing Issues in Halal Pharmaceutical Products: Safeguarding Consumer Rights	(Naimat et al., 2024)
Halal Issue in Blood Plasma-Based Food Products	(Rosele et al., 2025)
Integrating Halal Management Systems and Control Points in Poultry Processing: A Transnational Compliance Case from Thailand to Malaysia	(Khamnurak et al., 2025)
Halal Awareness in Contemporary Muslim Societies: A Systematic Review of Scopus-Indexed Studies	(Alam et al., 2025)

Publications by Year, Journal, and Academic Affiliation

The number of publications of the prior studies related to Halal in Malaysia has been categorized as presented in the figure and tables below:



Based on Figure 2, the year 2022 recorded the highest number of studies on the Halal industry in Malaysia, with seven publications. This represents 30 percent of all studies conducted over the past six years. The second-highest number was observed in 2024, with six publications. However, the number of studies declined to four in 2025. Over the six-year period, three years (2020, 2021, and 2023) recorded only two publications each. The leading journals publishing research on the Halal industry are the Journal of Fatwa Management and Research and Food Research, with each contributing six publications. Together, these two journals represented 52 percent of all studies conducted over the past six years. They are followed by the Malaysian Journal of Syariah and Law and the Global Journal Al-Thaqafah, with four and three publications, respectively. Other journals, such as the Journal of Sustainability, Asia Pacific Journal of Educators and Education, Journal of World Poultry Research, and IIUM Law Journal, each contributed only one publication on the Halal industry during the last six years. The Journal of Fatwa Management and Research has emerged as a popular publication in the Halal context, as it is managed by the Institute of Halal and Fatwa at Universiti Sains Islam Malaysia. The institute focuses on issues related to fatwa and Halal, aiming to enhance knowledge and provide guidance for the benefit of the public. The data on publications by journal are as per Table 2 below:

Table 2: Publication by journal

Journal	Number of Publications	Percentage (%)
Journal of Fatwa Management and Research	6	26.1
Food Research	6	26.1
Malaysian Journal of Syariah and Law	4	17.4
Global Journal Al-Thaqafah	3	13.2
Journal of Sustainability	1	4.3
Asia Pacific Journal of Educators and Education	1	4.3
Journal of World Poultry Research	1	4.3
IIUM Law Journal	1	4.3
	23	100

Table 3: Publication by academic affiliation

Academic Affiliation	Number of Researchers	Percentage (%)
Universiti Teknologi MARA (UiTM)	14	21.9
Universiti Islam Antarabangsa Malaysia (IIUM)	10	15.6
Universiti Sains Islam Malaysia (USIM)	9	14.1
Universiti Malaya (UM)	8	12.3
Universiti Teknologi Malaysia (UTM)	5	7.8
Universiti Sultan Zainal Abidin (UNISZA)	5	7.8
Universiti Putra Malaysia (UPM)	3	4.7
Kolej Universiti Islam Perlis (KUIP)	3	4.7
Universiti Kebangsaan Malaysia (UKM)	3	4.7
Universiti Sains Malaysia (USM)	1	1.6
Universiti Pertahanan Nasional Malaysia (UPNM)	1	1.6
Universiti Utara Malaysia (UUM)	1	1.6
Asia Pacific University of Technology (APU)	1	1.6
	64	100

Based on Table 3, the contribution of USIM to research in the Halal industry extends beyond the role of the Institute of Halal and Fatwa as a publisher; it is further reflected in the participation of USIM researchers. It constitutes 14 percent of researchers involved in Halal-related publications over the past six years. In total, 64 researchers have contributed to studies in the Halal industry. The top three academic affiliations, which together represent 51 percent of the researchers, are institutions that have their own Halal research institutes. UiTM has the Halal Institute under the Malaysia Institute of Transport (MITRANS), IIUM operates the International Halal Institute (INHART), and USIM has the Institute of Halal and Fatwa (IFFAH). The presence of these specialized institutes is a key factor contributing to their highest number of publications in Halal research.

Research Themes and Citation

The thematic classification of the selected studies was conducted using the Atlas.ti 24 software. All 23 prior studies were systematically coded to identify the key themes addressed within the existing literature, as presented in the table below:

Table 4: Research themes

Halal Industry	Themes	No of Publication
Foods and beverages	Policy, regulation, and authorities	7
	Islamic principles	5
	Micro and macro economy	1
Pharmaceutical	Policy, regulation, and authorities	1
	Islamic principles	1
Poultry	Risk management	2
Healthcare	Islamic principles	1
General	Micro and macro economy	2
	Awareness	2
	Sustainability	1
		23

As summarized in Table 4, four major Halal-related industries were discussed in prior studies. Among these, the Halal food and beverage industry was the most popular, highlighted by 13 publications. It is more than half of all studies reviewed over the past six years. This was followed by the pharmaceutical and poultry industries, with each represented by two publications. Additionally, five out of 23 studies discussed the Halal industry in Malaysia more generally. Across these studies, the most frequently discussed topic concerns policies, regulations, and authorities. This theme appears in research on two Halal industries, namely the food and beverage industry and the pharmaceutical industry, with a total of eight publications. The second most prominent theme is Islamic principles. This theme has been addressed in six publications. These two themes represent 61 percent of the analyzed studies. The theme of policy, regulation, and authorities is the most popular theme within the Scopus database and the most widely cited research theme. This theme has a total of 118 citations across published journals in the last six years. This is followed by the theme of Islamic principles, which has received 50 citations.

In particular, discussions related to policy, regulation, and authorities are mostly discussed within the food and beverage industry, while studies addressing Islamic principles are primarily discussed in the pharmaceutical industry. An interesting finding concerns the sustainability theme in the Halal industry. Although only one publication focuses on the sustainability theme, it has received a comparatively high number of citations, with 31 in total. This makes it the theme with the highest average citation count per publication. The details of the citation count by other studies are presented in Table 5 below:

Table 5: Citation by other studies

Halal Industry	Themes	No of Citation
Foods and beverages	Policy, regulation, and authorities	115
	Islamic principles	24
	Micro and macro economy	10
Pharmaceutical	Policy, regulation, and authorities	3
	Islamic principles	26
Poultry	Risk management	4
Healthcare	Islamic principles	5
General	Micro and macro economy	4
	Awareness	2
	Sustainability	31

Key Issues in Malaysia Halal Food and Beverage Industry – Policy, Regulation, and Authority

As one of the most popular studies in the context of Malaysia, this study explores the key issues discussed in the Malaysian Halal food and beverage industry, specifically the theme of policy, regulation, and authority.

Lack of Human Capital

There is insufficient human capital with expertise in Halal principles and rulings. This shortage affects both Halal-certified companies and the authorities responsible for enforcing Halal compliance (Muhammad et al., 2020). One of the primary contributing factors is the limited Halal-related courses offered by higher learning institutions. As the demand for Halal products and services continues to grow, the shortage of enforcement officers impacts the effectiveness of the execution activities by various authorities (Muhammad et al., 2020). Since the appointment of government officers is centralized under the Public Service Department, frequent staff restructurings occur within relevant departments or agencies. Consequently, experienced officers are often transferred to other departments and replaced by new officers who possess limited experience in Halal enforcement (Abdul Aziz et al., 2022). Training these new officers becomes challenging in the absence of adequate support and mentorship from experienced officers (Abdul Aziz et al., 2022). To address the shortage of officers, authorities such as JAKIM have employed contract employees to support permanent enforcement officers. However, this approach has subsequently contributed to a higher rate of poor competency in Halal compliance among enforcement officers (Muhammad et al., 2020).

In the context of Halal-certified companies, the management of the company is also struggling with the lack of manpower. As technology continues to advance within the food and beverage industry, the need for Halal executives to develop standard operating procedures that comply with Halal requirements has become increasingly critical. However, an inadequate number of Halal executives limits their capacity to perform their responsibilities effectively. The engagement between Halal-certified companies and authorities is important (Nasri et al., 2025). However, the shortage of enforcement officers has resulted in delays when Halal executives seek guidance or responses on specific issues from authorities. Both issue on the limited manpower within authorities and Halal certified companies has increase the risk of Halal certified companies towards Halal non-compliance (Muhammad et al., 2020; Nasri et al., 2025).

Overlapping Regulations

There is an absence of a single Act for Halal compliance, which requires the involvement of multiple authorities (Sahari et al., 2022). In fact, the Department of Islamic Development Malaysia (JAKIM), as the primary regulatory body, does not have absolute authority over Halal compliance. Furthermore, there is an argument that the current guidelines and checklist from JAKIM are not comprehensive (Muhammad et al., 2020). Instead, it needs support from various authorities such as State Islamic Religious Departments, State Islamic Religious Councils, the Ministry of Domestic Trade and Cost of Living, the Ministry of Health, and the Royal Malaysian Customs Department (Sahari et al., 2022). In the Malaysian Halal context, the authorities involved are across various levels of government, including federal, regional, and local authorities (Abdul Aziz et al., 2022). At the federal level, several regulations are used for the enforcement of Halal standards within Malaysia's food and beverage industry, such as the Trade Descriptions Act 2011, Malaysian Halal Management System, Manual Procedure for Malaysian Halal Certification, Food Act 1983, Food Regulations 1985, and Food Hygiene Regulations 2009, among others. These regulations fall under the jurisdiction of different authorities (Sahari et al., 2022; Abdul Halim et al., 2023), creating a grey area regarding the limits of responsibilities among them (Abdul Aziz et al., 2022).

There are also inconsistencies in policies across the various authorities involved in Halal governance. These inconsistencies arise from differences in operational procedures and regulatory requirements. As a result, policies are often poorly coordinated, which leads to frequent miscommunication during enforcement activities (Sahari et al., 2022). Information sharing between regulatory bodies is important to improve enforcement efficiency. However, certain information has been classified as confidential, which limits the extent to which regulatory bodies can share data with one another. Although such confidentiality measures are intended to prevent the leakage of sensitive information to third parties, they have negatively impacted collaboration among authorities. The lack of transparent and systematic information sharing across authorities has disrupted the enforcement execution. This results in enforcement inefficiencies and creates confusion among the public. As a result, enforcement execution may appear chaotic and uncoordinated, which presents a negative image to the public (Sahari et al., 2022). In the long term, these issues contribute to declining public trust and confidence (Abdul Aziz et al., 2022; Abdul Halim et al., 2023). In conclusion, without systematic policy harmonization and improved inter-agency communication mechanisms, the effectiveness of Halal enforcement will remain inefficient, and the credibility of the entire Halal regulatory body may be compromised (Sahari et al., 2022).

CONCLUSION

The demand for Halal products and services in Malaysia continues to increase, reflecting increasing global awareness of Halal standards. For Muslim consumers, Halal compliance is a religious obligation. In contrast, non-Muslim consumers often associate Halal certification with higher standards of hygiene and safety. This growth highlights the need for more academic publications to examine the practical and institutional implications of ensuring the Halal industry's continued development. This study identifies that, between 2020 and 2025, a total of 23 publications related to Malaysia's Halal industry were published in the Scopus database. Among the key themes, policy, regulation, and authorities within the Halal foods and beverages sector emerged as the most popular topics examined. This topic also attracted the closest scholarly attention with 115 citations over the five-year period. Furthermore, the

analysis highlights recurring issues within this topic, particularly the lack of human capital and the presence of overlapping regulations.

These findings provide a consolidated reference point for scholars, practitioners, and policymakers. Future studies may explore in detail the opportunities and challenges in Malaysia's Halal food and beverage industry, as it is the most popular industry discussed in Halal-related research.

DECLARATION

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Authors' contributions Muhammad Najib Mohd Amin: Conceptualization, methodology, analysis and investigation. Zamzulaila Zakaria & Nor Hafizah Zainal Abidin: Review and supervision. All author(s) read and approved the final manuscript	Ethics Approval This study was approved by IIUM Research Ethics Committee under reference number IREC-2026-1200. Informed consent was obtained from all participants involved in the study.
Data Availability All data generated or analysed during this study are included in this published article.	Use of Artificial Intelligence AI was used solely to assist with language editing. All content, analysis, arguments, and conclusions were reviewed, verified, and approved by the author(s), who remain fully responsible for the final manuscript.

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