

Market Intelligence Digest

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The Department of Trade and Industry – Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.

Export Marketing Bureau

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The Mintel logo, consisting of the word 'MINTEL' in a bold, black, sans-serif font inside a yellow speech bubble shape.

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Halal by Law

Indonesia has initiated the mandatory process of labeling all food and beverages made for sale to consumers with a halal certification.

A green rectangular label with the words 'HALAL CERTIFIED' in white, bold, uppercase letters. The label is shown as if it's a sticker on a white surface, with a slight shadow and a white border.

News brief

Indonesia's new Halal Law recently came into force, commencing a five-year process to certify all consumer products and services with a halal accreditation.

Food and beverage products are the first mandated category, and the government says the law will give Muslim consumers confidence that all ingredients contained in edible products are faith-compliant. 52% of Indonesian consumers eat religious-compliant foods all the time

Source: Dynata/Mintel, July 2019, Base 1,000

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Why it matters

Indonesia, the world's largest Muslim population, wants to instill Islamic principles into a range of sectors, including food production and distribution, cosmetics, pharmaceuticals, and finance. In 2019, President Joko Widodo set out a five-year roadmap to transform Indonesia into a net producer, rather than just a consumer, of halal goods and services. As part of this process, the new Halal Law decrees that the sourcing, handling, processing and labelling of all consumer products should adhere to stringent halal regulations by 2024.

What we've seen

[Halal Hub](#): Indonesia's President Joko Widodo has inaugurated Halal Park, a Muslim tourist and shopping destination in Senayan, Central Jakarta.

[Courtside Hijabs](#): The Toronto Raptors say they are the first NBA team to offer a branded athletic hijab for Muslim women.

[Tech-bir Experience](#): Malaysian telco Maxis has unveiled the Deria Takbir app that enables hearing-impaired users to experience the Takbir (Islamic call to prayer).

What's next

While Indonesia is taking affirmative action to ensure companies and consumers clearly understand the state-directed transition towards a Sharia economy, a broader awareness is emerging that halal compliance applies far beyond food. Forward-thinking brands are courting aspirational Muslim customers by tailoring products and services across a range of sectors. With modest fashions, sportswear, banking and hotel services having taken a lead, more businesses are expected to create and market product ranges that fuse the lifestyle and religious choices of Muslim Millennial consumers and travelers.