

Market Intelligence Digest

Volume 2 Issue No. 04 | February 2020



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.

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Halal Hub

Indonesia's President Joko Widodo has inaugurated Halal Park, a Muslim tourist and shopping destination in Senayan, Central Jakarta.



News brief

A bigger version of the park called the Halal Lifestyle District will begin construction in the next year or two.

The Halal Lifestyle District will become a place for halal industry players to showcase and sell their products from Islamic apparel to halal food and beverages. The district is being planned as a Muslim-friendly tourist destination that operates with a sharia ecosystem. The district's concept is represented by Halal Park, a miniature version of the Halal Lifestyle District. The Halal Lifestyle District will occupy 21,000 square meters of land with a total investment of Rp250 billion (USD 17.75 million).

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Why it matters

The Muslim market share is massive, with around 1.8 billion people globally. In addition to that, the halal industry has expanded beyond the scope of the food sector and is extremely dynamic, with consumer demand for halal products including cosmetics, toiletries, pharmaceuticals, and even services such as Islamic financing, tourism, and mass media.

With such an extraordinary prospect, it comes as no surprise that Indonesia is trying to leverage on this demand in order to strengthen its national economy.

What we've seen

Halal Flavors and Fragrances:

Givaudan has opened a new facility in Jakarta to formulate scents and tastes specifically for Muslim consumers.

Halal Holiday:

Jakarta plans to become a halal destination for Muslim travelers by 2020.

What's next

Indonesia could emerge as a major producer and exporter of halal products in addition to supplying its huge domestic market. Ecommerce platforms will also be urged to promote halal products and services. Additionally, establishing a halal lifestyle industry could encourage halal tourism on a large scale.

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Supported trends

✓ Locavore

Lifecycle: **Established**

The local movement is about more than just food – it's a seismic shift in why, where and how we consume.

✓ Buydeology

Lifecycle: **Emerging**

Consumers are affiliating themselves with companies that share their cultural and ideological values.