



# Thailand's Halal Products

Halal food products make up a huge market with high purchasing power. The total value of markets for these products around the world is approximately USD 1.2 trillion. Thailand is one of the top producers and exporters of Halal products both for domestic and international markets. Such products include chicken, prawns, canned tuna, rice, fresh and dried fruit, fresh/chilled/frozen vegetables, snacks, frozen food, ready-to-eat food, as well as cosmetics, and fashion products. Thailand's Ministry of Commerce aims to develop and promote Halal products domestically and internationally. These together with the work of the Central Islamic Council of Thailand (CICOT) and institutes that inspect/certify various Halal standards in accordance with the Islamic provisions using modern science and technology to ensure high quality, Halal products have become one of the key export products of Thailand that are widely accepted in terms of quality and standard of production. At present, Thailand has around 64,000 companies that are Halal certified and more than 160,000 products received Halal certification (data from the Central Islamic Council of Thailand). The total value of Halal food export in 2022 was approximately USD 5,927 million.

# Global Halal Market



The total number of global population is more than 7.8 billion. Of these, **1.8 billion are Muslims.** (24% of the total population and is expected to increase to 26% by 2030.)



The Muslim market in ASEAN is huge. Thailand has a comparative advantage in terms of logistics and range of products, in line with what consumers want.

# 57

## OIC countries

and non-Muslim countries with sizable Muslim population such as



India  
**186**  
million



China  
**24.74**  
million



Russia  
**18.5**  
million



USA  
**9**  
million



France  
**6.59**  
million



Germany  
**3.27**  
million



United Kingdom  
**1.84**  
million

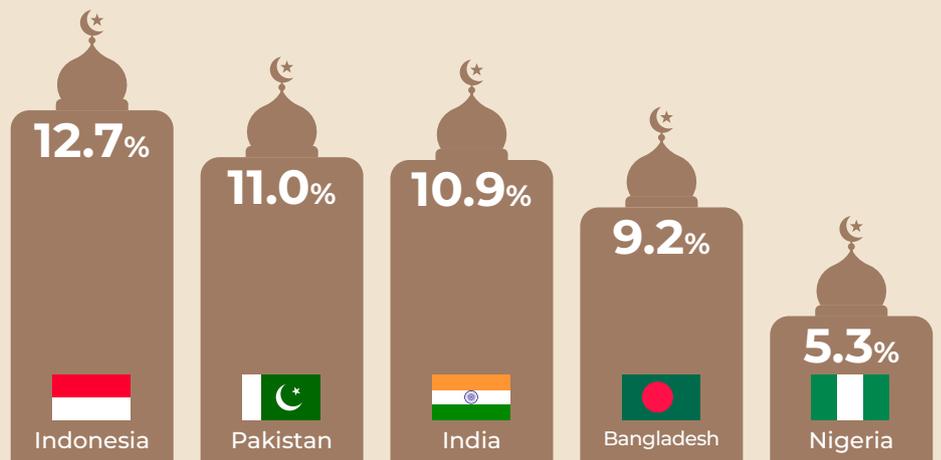
\*\*Markets with a lot of Muslim tourists (surveyed in 2017) such as Singapore, United Kingdom, South Africa, Hong Kong, and Japan.

## Top 5 regions with the highest number of Muslim population are



1. South Asia
2. Africa
3. Southeast Asia
4. The Middle East
5. The European Union

## 5 Countries with the Highest Number of Muslim Population



# Thailand Halal's Outlook



**Around**  
**64,000 Thai Companies**  
have had their Food  
Products Halal certified.



There are over  
**160,000 products**  
with Halal  
Certification.



**Certified by**  
**the Central Islamic**  
**Council of Thailand**

## Target of Export of Halal Food Products to Muslim Countries

(Organisation of Islamic Cooperation – OIC) in 2023

**Total Value USD 6.89 Million**

**Increase of 3%**

(compared to 2022 when the export value was USD 5,927 million, making Thailand the 15<sup>th</sup> of the world)



## Top 10 Thai Food Products that have been exported to member countries. (Organisation of Islamic Cooperation – OIC)

(between January - May 2023)



Granulated Sugar



Rice



Canned and  
Processed Seafood



Cassava  
Products



Fat and Oil from  
Plants and Animals



Frozen Chicken



Frozen & Dried Fruit



Non-alcoholic  
Drink



Fat and Oil from  
Vegetables and  
Animals



Canned and  
Processed Fruit

## Fastest-Growing Sectors



### Food and Beverage

Export Value

**USD 2,927 Million**

**Expanded by 18.52%**

(Value of the same period in 2021:  
USD 2,303 Million)



### Fashion Products and Clothing

Export Value

**USD 32 Million**

**Expanded by -16.39%**

(Value of the same period in 2021:  
USD 38.4 Million)



### Cosmetics

Export Value

**USD 181 Million**

**Expanded by -4.59%**

(Value of the same period in 2021:  
USD 190 Million)

Even Thailand's Halal's products are considered among the best, especially food and cosmetics. The export markets for Thai Halal products still have a large room to grow. Thai entrepreneurs are equipped with knowledge and understanding on the production and processes that are correct in accordance with Islamic principles. Moreover, entrepreneurs are constantly prepared up-to-date with the changing needs of consumers. As International trade measures constitute one of the challenges

that entrepreneurs need to be prepared for. The Thai government's support has played very important role through providing correct knowledge on Islamic principles in various dimensions as they influence the production processes. The government also provides assistance on international marketing strategies and activities that promote and drive the export of Thailand's Halal products, ensuring quality and competitiveness in the international arena.

## Undertakings of the Department of International Trade Promotion

Department of International Trade Promotion has conducted a number of activities to enhance the potentials of Thai Halal products including branding of Halal products and services, and promoting exports of Halal products to targeted countries.

### THAIFEX - ANUGA Asia

THAIFEX - Anuga Asia is the largest and the most comprehensive food and beverage exhibition in Asia. It is a platform for entrepreneurs in food and beverage industry to bring in world-class producers of innovations and leading food and beverage entrepreneurs to Bangkok. Their activities include trade negotiations and building business partnerships with importers from abroad.

What is important is entrepreneurs need to be equipped with knowledge and understanding of the production and processes that are correct in accordance with Islamic principles.

