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The Impact of Ethical and Health Guidelines of Halal Standards on Lifestyle and the Global Growth of the Halal Market

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ABSTRACT

The Halal standard constitutes a comprehensive framework of ethical, religious, health, and safety guidelines that delineate what is permissible (halal) and prohibited (haram) under Islamic law. While its primary function is to ensure that products and services adhere to Islamic principles and fulfill defined quality attributes, the Halal concept has increasingly acquired universal significance, particularly in the sectors of food, cosmetics, pharmaceuticals, hospitality, and tourism. The global Halal market sector is witnessing robust growth, driven not only by the rising Muslim population but also by heightened consumer awareness regarding quality, hygiene, and ethical considerations. This study examines the influence of the ethical and health guidelines embedded within the Halal standard on consumer lifestyles worldwide, and their pivotal role in the exponential expansion of the global Halal market. A survey was conducted on a sample of 101 participants, addressing key dimensions of Halal as a lifestyle choice. By analyzing the ways in which these principles inform consumer behavior, dietary practices, and perceptions of well-being, the research aims to offer a comprehensive insight into the intersection of religious values, ethical commitments, and economic opportunities within the framework of Halal standards.

Keywords: food safety, halal, haram, tourism, hospitality, lifestyle, ethical guidelines, BAS 1049:2023

Introduction

In the contemporary global landscape, characterized by increasingly pronounced ethical, cultural, and religious consumer preferences, the halal industry has recorded substantial growth, extending beyond the food sector into the broader domains of tourism and hospitality services. Within this framework, halal food assumes a central role, representing not merely a matter of dietary compliance but embodying the profound religious, cultural, and health values of the Islamic community. Halal dietary practices, which require that all ingredients and production

processes align with Shariah principles, constitute a fundamental component of any halal tourism offering and serve as a critical indicator of the authenticity and credibility of the services provided.

Standards related to halal food, such as OIC/SMIIC 1 and BAS 1049:2023, therefore play a crucial role in shaping tourism offerings targeted at Muslim consumers. Accommodation facilities seeking to carry the "halal-friendly" designation must ensure not only physical and spiritual comfort but also complete safety and full compliance of food products with halal

requirements. This includes supply chain control, specific conditions for food storage and preparation, and the strict prohibition of the introduction and use of haram substances, such as alcohol and pork. According to the OIC/SMIIC 1 standard and the national BAS 1049:2023 standard, a halal restaurant must not serve alcoholic beverages, must clearly label halal products, and the staff must be familiar with basic halal principles. Staff training is also recommended to enable them to answer guests' questions and prevent unintentional non-compliance. In the contemporary context, a halal restaurant does not necessarily have to be exclusively religious in nature. An increasing number of non-Muslim consumers are choosing halal restaurants due to:

- the guarantee of food quality and safety (particularly regarding meat, additives, and hygiene),
- the absence of alcohol and additives associated with health concerns,
- the ethical and environmental aspects of production.

Restaurants that pursue halal certification can significantly expand their target audience, particularly in urban areas and tourist destinations, where the number of Muslim travelers actively seeking halal options is steadily growing.

Furthermore, the availability of halal-certified restaurants is considered a key element of halal tourism, as it provides a sense of security and trust for consumers who adhere to a halal lifestyle.

The growing halal tourism market, coupled with the rising awareness of ethical consumption and the health benefits of halal food, makes this topic particularly relevant for research. The aim of this paper is to analyze the interdependence between the concept of halal nutrition and halal tourism, through the lens of Shariah, technological, and regulatory requirements, and to highlight the challenges and opportunities that arise in the process of

developing and standardizing services in accordance with halal principles.

Materials and methods

In order to assess the role of halal nutrition in the daily lives of Muslim consumers, as well as perceptions of halal tourism as a growing sector within the broader halal industry, an empirical study was conducted using a structured survey method. The focus of the research was on examining the habits, attitudes, and knowledge of end users regarding halal products and their availability, as well as their interest in halal tourism services. A quantitative approach was applied, utilizing a structured questionnaire with predefined answer options. This approach enabled the standardization of data and its statistical processing, ensuring objectivity and comparability of responses among participants.

The survey was completed by 101 respondents, mostly from Bosnia and Herzegovina. The targeted sample included individuals of various age groups, educational backgrounds, and levels of religious practice, ensuring diversity in the perception of and attitudes toward halal products.

The questionnaire was distributed through:

- social media platforms,
- university mailing lists and organizations associated with halal-related topics.

The questionnaire consisted of four thematic sections:

- Demographic profile (gender, age)
- Halal dietary habits (place of purchase, frequency, brand awareness)
- Perception and knowledge of halal certification and companies
- Attitudes toward halal tourism and the halal industry as a whole (key services, preferences, economic potential)

The survey included 24 questions, predominantly of a closed-ended type (one or more offered answers), and to a lesser extent, semi-open-ended (allowing additional comments or the naming of specific companies/brands). Participants were informed about the purpose of the study and voluntarily agreed to participate. Data collection was conducted anonymously, without recording any personal information.

Results and discussion

A total of 101 respondents participated in the study, with women being significantly more represented than men. This finding may indicate a stronger role of women in decisions related to nutrition and consumer habits within the household, which is consistent with the results of similar studies in the fields of food safety and family consumption.

The most represented age group was 31–45 years (48%), which corresponds to the so-called active, working-age, and family-oriented population. This group is also the one most often responsible for purchasing, nutrition, and travel planning, thus having the most direct impact on the market demand for halal products and services. Other age groups were more evenly represented: 18–30 years (13%) – often considered the “emerging segment” with a strong interest in sustainable, ethical, and healthy lifestyles; 46–60 years (35%) – a generation that typically has stable income and well-established consumer habits; and 61+ years (5%) – showing a somewhat lower level of engagement, likely due to lower digital literacy or limited access to online surveys. This demographic profile confirms that interest in the halal lifestyle is strongest among individuals in their life and professional maturity, further supporting the argument for a more institutionalized and standardized approach to the halal market. These consumers, in particular, demand transparency, safety, and consistency in the quality of the services and products they consume.

The majority of respondents (59.4%) indicated that they partially practice a halal lifestyle, while 35.6% stated that they fully adhere to it. This highlights a high level of awareness but also points to the need for greater availability of halal products to enable more consistent practice.

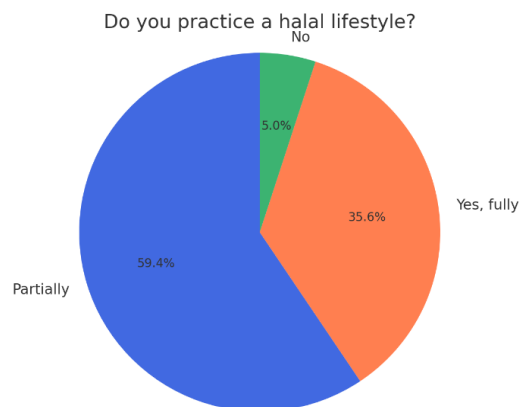


Diagram 1. Respondents' Answers to the Question: Do You Practice a Halal Lifestyle?

This distribution, as shown in Diagram 1, indicates a high level of awareness and knowledge regarding Islamic regulations related to nutrition and daily habits. However, the fact that the majority falls into the "partial practice" category also points to certain barriers in the consistent application of a halal lifestyle – which may include the insufficient availability of halal-certified products, limited offerings in local stores, or the absence of clearly labeled services in the hospitality and tourism sectors. Considering the different age groups, when compared to the practice of a halal lifestyle, the data presented in Diagram 2 emerge.

Based on Diagram 2, it is evident that the largest group of respondents who fully adhere to a halal lifestyle falls within the 31–45 age range.

This result confirms expectations, as it encompasses a population with greater independence in decision-making. Among younger respondents aged 18 to 30, a higher proportion chose "partial practice," which can be interpreted as a generation in transition, balancing between traditional values and modern lifestyles.

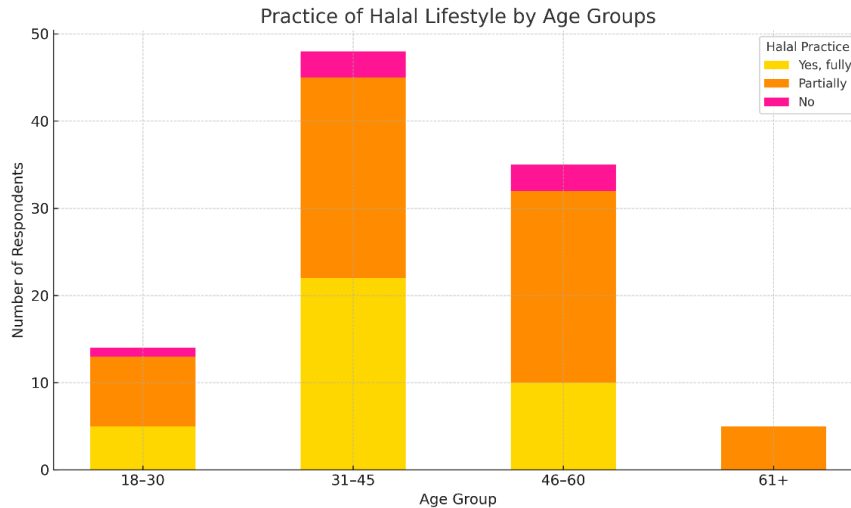


Diagram 2. Practice of a Halal Lifestyle by Age Groups

The analysis of responses to the question "Which brands of halal products do you purchase?" (Diagram 3) indicates a relatively high level of respondent awareness regarding the halal food market. The majority of survey participants cited specific and recognizable companies such as

Akova Impex d.o.o., Solana d.d. Tuzla, MADI d.o.o., Klas d.d., and Vispak d.d., confirming that halal consumers do not purchase blindly – they know what they are looking for and whom they trust.

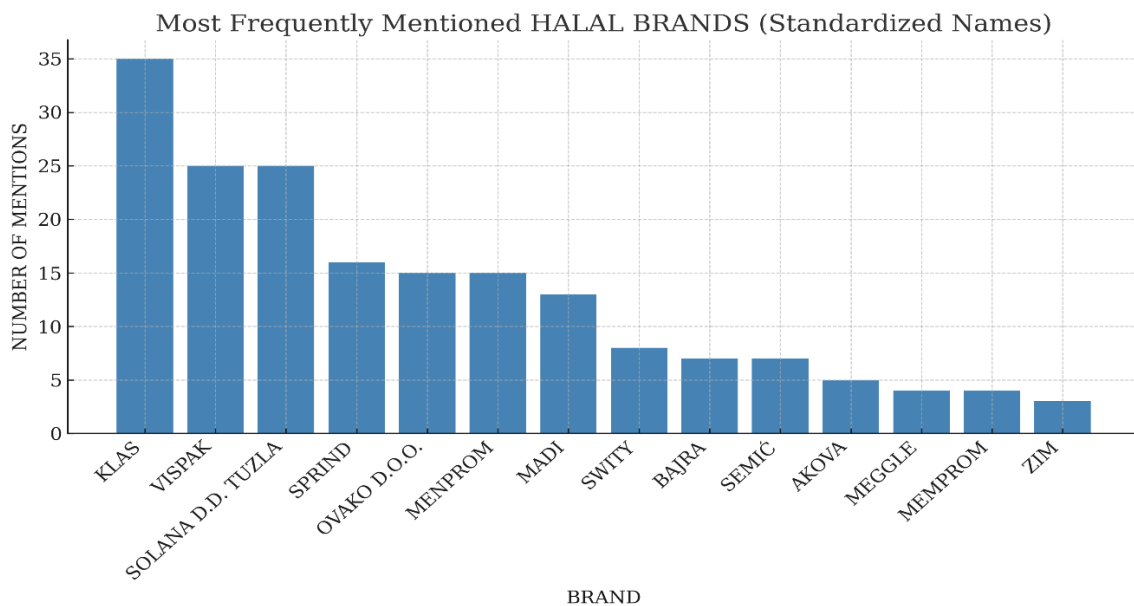


Diagram 3. Results of Responses to the Question: Can You Name Some Brands or Companies Whose Halal Products You Purchase?

This demonstrates that:

- The halal certificate holds value as an indicator of trust and quality;
- Respondents do not choose products solely based on religious affiliation, but

often also due to safety, verified origin, and an ethical approach to food production.

Surveyed consumers indicated that supermarkets with halal sections are the primary source of halal

products, cited by 71.3% of respondents, highlighting the importance of availability and clear labeling of halal products within existing retail chains.

More than 90% of respondents expressed support for the expansion of halal offerings in their local areas, stating that greater availability of halal-certified products would significantly contribute to their daily choices and lifestyle. This result confirms the market potential for the development of additional halal product lines in both the food and tourism sectors.

AS Holding, as a group, has a remarkably strong presence in the minds of halal product consumers, primarily through the tradition of its well-known brands.

An analysis of the conducted survey shows that 31.4% of the mentioned brands belong to the AS Holding group. This indicates a high potential for unified branding and for strengthening the message regarding the application of halal standards.

The growing demand for halal tourism is directly linked to the demographic and economically stronger Muslim population, as well as to the increasing awareness of the values promoted by halal tourism—such as hygiene, ethics, family orientation, and social responsibility. According to reports from international tourism agencies and forums, the halal tourism market is experiencing an annual growth rate of approximately 5%, with Malaysia, Turkey, Indonesia, and the United Arab Emirates emerging as the most promising destinations, along with some EU countries introducing halal-friendly offerings. In response to the question about interest in traveling to countries known for their developed halal tourism sectors (e.g., Malaysia, UAE, Turkey), 49% of respondents answered "Yes, definitely," while the remainder expressed moderate interest. This indicates strong potential for the development of specialized travel packages that include halal dining, religious facilities, and privacy features.

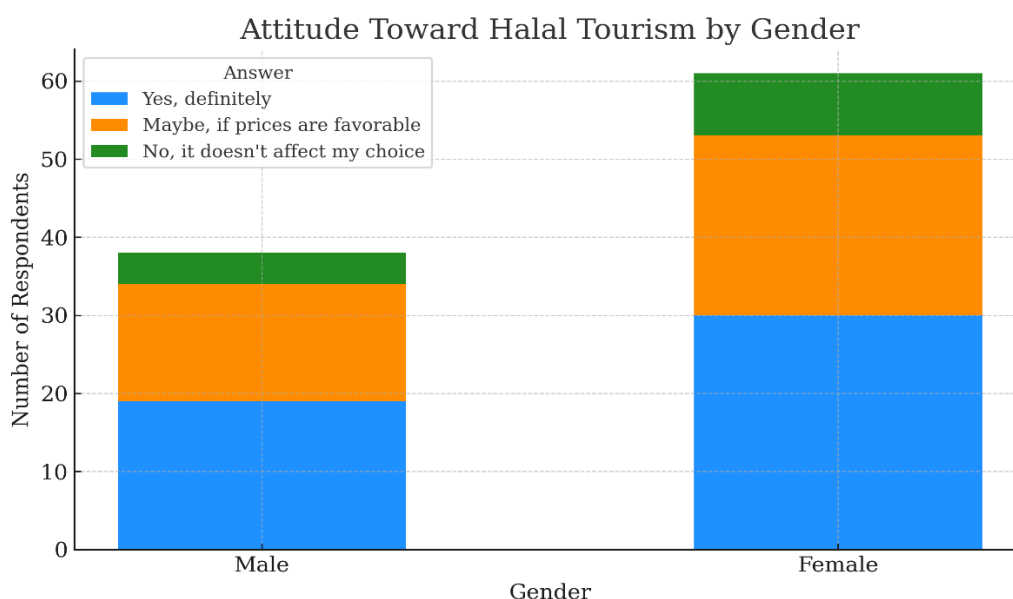


Diagram 4. Results of the Conducted Research on Halal Tourism

Based on the data from Diagram 4, it can be concluded that women show a stronger inclination toward halal tourism, with a higher number clearly choosing the option "Yes, definitely."

Price plays an important role in the decision-

making process, indicating the need for promotional or budget-friendly packages; however, it is evident that overall interest in the selected destinations remains high.

Halal restaurants represent a crucial link in the halal value chain—they are the point where

religious principles, safety standards, and market needs merge into a coherent and sustainable offering. In addressing the needs of the hospitality sector, restaurant owners face significant challenges, ranging from securing raw materials from certified suppliers, managing the costs and administrative procedures associated with halal certification, to addressing the lack of awareness and knowledge about halal requirements among hospitality workers. According to the conducted survey (Diagram 5), the services that respondents would most like to see in halal restaurants, listed in descending order, are:

- Better labeling of halal products – indicating the need for transparency and clearer communication with guests.
- A wider variety of dishes – reflecting the desire for a more diverse and creative menu offering.
- A greater number of halal restaurants, designated prayer spaces, and affordable prices are additional aspects that shape respondents' expectations.



Diagram 5. Services Respondents Would Like to See in Restaurants

The vast majority of respondents support the expansion of halal requirements to cosmetics, pharmaceuticals, and fashion, indicating a growing awareness that halal is no longer limited solely to the food sector.

This reflects a global trend toward a holistic approach to the halal lifestyle, associated with ethics, health, and sustainability.

The results confirm that the halal lifestyle transcends purely religious boundaries and is becoming integrated into broader consumer behavior patterns. The strong support for expanding halal offerings and the high interest in halal tourism highlight the need for halal standards to be applied not merely declaratively,

but as a systematically integrated approach to food production and service delivery. Halal certification of restaurants and hotels, along with better consumer awareness of existing brands and certifications, represent key points for the development of the halal sector in Bosnia and Herzegovina and the region.

Conclusion

The results of this study clearly confirm that the halal lifestyle in the contemporary context transcends the boundaries of religious practice and is evolving into a comprehensive value system—rooted in trust, ethics, quality, and safety. The majority of respondents practice halal either partially or fully, with the highest level of

adherence observed among those aged 31 to 45. This indicates a high level of awareness and readiness to implement halal principles in daily life, but also highlights the need for additional education among both younger and older generations. Respondents predominantly recognized and cited well-established brands such as Akova Impex d.o.o., Solana d.d. Tuzla, MADI d.o.o., Klas d.d., and Vispak d.d., including members of AS Holding as well as other companies, collectively accounting for over 30% of all mentioned brands. This reflects both consumer trust and loyalty, as well as the importance of clear and visible halal certification.

Supermarkets with halal sections dominate as the most frequent place of purchase (71.3%), while in the hospitality sector, the most desired improvements are better product labeling, a wider selection of dishes, and more affordable prices. It is evident that consumers expect transparency, diversity, and accessibility—both in retail and dining sectors.

Halal tourism enjoys strong support, particularly among women and middle-aged individuals. Almost all respondents support the expansion of the halal economy into sectors such as cosmetics, pharmaceuticals, and fashion. The economic potential of the halal market for Bosnia and Herzegovina is assessed as moderate to very high, clearly indicating that halal represents not only a spiritual but also a significant economic value.

Key factors influencing the decision to purchase halal products include: trust in the brand, visibility of halal labeling, previous positive experiences, and availability in supermarkets.

This research confirms the existence of a stable consumer base that approaches halal thoughtfully, modernly, and strategically. For companies, producers, and policymakers, this represents a call to view investment in halal certification, availability, and promotion not as an option, but as a development priority. A halal product is not merely a matter of religion—it is a culture of quality, safety, and identity.

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Uticaj etičkih i zdravstvenih smjernica halal standarda na stil života i globalni rast halal tržišta

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Sažetak

Halal standard predstavlja sveobuhvatan okvir etičkih, vjerskih, zdravstvenih i sigurnosnih smjernica koje određuju šta je dozvoljeno (halal), a šta zabranjeno (haram) prema islamskom pravu. Iako mu je primarna funkcija osigurati da proizvodi i usluge budu u skladu s islamskim principima i zadovolje definisane attribute kvaliteta, koncept halala sve više dobija univerzalno značenje, posebno u sektorima hrane, kozmetike, farmacije, ugostiteljstva i turizma. Globalno halal tržište bilježi snažan rast, potaknut ne samo rastućom populacijom muslimana, već i povećanom svijesću potrošača o kvaliteti, higijeni i etičkim aspektima. Ova studija ispituje uticaj etičkih i zdravstvenih smjernica sadržanih u halal standardu na stil života potrošača širom svijeta i njihovu ključnu ulogu u eksponencijalnom širenju globalnog halal tržišta. Anketa je sprovedena na uzorku od 101 učesnika i obuhvatila je ključne dimenzije halala kao životnog stila. Analizom načina na koje ovi principi utiču na ponašanje potrošača, prehrambene navike i percepciju dobrobiti, istraživanje ima za cilj da pruži sveobuhvatan uvid u spoj vjerskih vrijednosti, etičkih opredjeljenja i ekonomskih prilika unutar okvira halal standarda.

Ključne riječi: sigurnost hrane, halal, haram, turizam, ugostiteljstvo, stil života, etičke smjernice, BAS 1049:2023
