

Predicting the Future of Halal Industry through Search Engine Analytics: A *Maqashid Shariah* Framework

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Abstract

Background: The global halal industry has transformed from a faith-based sector into a dynamic, multi-sectoral market encompassing food, cosmetics, tourism, and Islamic finance. Rapid digitalization and online consumer behavior have reshaped market demand, yet most analyses remain descriptive, overlooking predictive insights and ethical evaluation through Islamic economic frameworks.

Objectives: This study aims to predict future trends in the global halal industry from 2026 to 2030 by analyzing search engine data (2020–2025) within a *Maqashid Shariah* framework. It seeks to bridge digital consumer behavior with Islamic economic values and sustainability, providing evidence-based foresight across halal sectors.

Novelty: This research pioneers the integration of search engine analytics and *Maqashid Shariah* as a predictive framework, filling gaps in the literature where empirical digital trends are rarely interpreted through *Shariah* objectives. It uniquely combines time-series forecasting with ethical evaluation to inform strategic decision-making in the halal economy.

Research Methodology / Design: A mixed-methods approach was applied. Quantitative analysis utilized Google Trends to capture global search interest in “halal food,” “halal cosmetics,” “halal tourism,” and “Islamic finance” from 2020–2025. Time-series forecasting models (ARIMA and Prophet) projected trends to 2030. Rising and breakout keyword analyses identified emerging consumer intentions. Qualitative interpretation employed a *Maqashid Shariah*-based analytical lens to connect digital patterns with Islamic ethical principles for ensuring coherence between empirical signals and value-driven interpretation.

Findings: The study finds that global interest in the halal industry continues to strengthen across all major sectors, driven by rising digital engagement and increasingly value-driven consumer intentions. Search behavior shows a shift from basic informational queries toward action-oriented, trust-seeking, and ethically motivated searches. Each sector including food, tourism, cosmetics, and Islamic finance demonstrate distinct post-pandemic recovery patterns and growing recognition of halal as a global ethical standard. Predictive modeling indicates continued expansion and deeper cross-sector reinforcement, where growth in one segment amplifies interest in others. Interpreted through a *Maqashid Shariah* lens, these trends align with human well-being, ethical consumption, responsible finance, and sustainability.

Keywords:

Halal Industry, *Maqashid Shariah*, Search Engine Analytics, Predictive Modeling, Digital Economy

JEL Classifications:

C22, O33, Z13, M31

Implication: Findings provide actionable insights for policymakers, halal certification authorities, and entrepreneurs to align governance, strategy, and innovation with both consumer behavior and *Shariah*-based sustainability.

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A. Introduction

The halal industry has evolved from a faith-based sector into a dynamic global economic force. Initially centered on food production and certification, the concept of “halal” now extends to cosmetics, pharmaceuticals, fashion, finance, tourism, and digital services. The State of the Global Islamic Economy Report (DinarStandard, 2023) shows that Muslim consumer spending reached US\$2.29 trillion in 2022 and is expected to exceed US\$3 trillion by 2027. This expansion demonstrates that halal is no longer limited to religious compliance but represents a broader framework of ethical consumption, innovation, and sustainability.

As the industry expands, halal has become an integrated ecosystem influencing multiple stages of production, distribution, and consumer engagement. Halal food continues to dominate the market, but rapid growth is also seen in halal cosmetics, pharmaceuticals, modest fashion, and Muslim-friendly tourism each driven by rising awareness of safety, purity, and ethical value alignment among global consumers. The industry’s development is further supported by advancements in certification systems, cross-border halal trade, and digital platforms that facilitate transparency and traceability. These trends illustrate that the halal industry functions not only as a religious economy but as a modern value-based marketplace shaped by consumer trust, global standards, and technological innovation.

With the accelerating digital economy, online search behavior has become a valuable proxy for understanding market trends and consumer sentiment. Search Engine Analytics (SEA) particularly Google Trends enables researchers to measure public interest in real time, providing insights across disciplines such as economics, marketing, and social behavior (Choi & Varian, 2012; Jun et al., 2018). Within the halal context, SEA offers a timely approach to identify emerging consumer intentions, forecast demand, and reveal digital transformation in halal industries across regions.

However, while the predictive power of digital data has been explored in many sectors, its integration within Islamic economic frameworks remains limited. The *Maqashid Shariah*, representing the higher objectives of Islamic law preservation of religion (hifz al-din), life (hifz al-nafs), intellect (hifz al-‘aql), lineage (hifz al-nasl), wealth (hifz al-mal), and the environment (hifz al-bi’ah) provides an ethical foundation to interpret these data patterns (Abd Aziz et al., 2023; Kamali et al., 2019). When applied to the halal economy, this framework transforms market analytics into reflections of human well-being and social justice, aligning digital development with moral purpose.

Recent studies indicate that halal-related industries are becoming central to post-pandemic digital transformation. The rapid integration of e-commerce, AI-assisted halal verification systems, and fintech-based Islamic finance illustrates how technology is reshaping Muslim consumer behavior worldwide patterns (Statista, 2024; Hui et al., 2019; Nerbel & Kreutzer, 2023). This shift reflects a broader transition toward digital trust infrastructures, where platforms, applications, and certification technologies mediate not only purchasing decisions but also perceptions of compliance, authenticity, and ethical alignment (Abd Aziz et al., 2023). The strong recovery of halal tourism and rising demand for ethical cosmetics further demonstrate how spirituality, lifestyle, and sustainability are becoming increasingly intertwined in Muslim consumer preferences (Mohd Subri et al., 2022; Muhamad et al., 2019).

Along with this transformation, scholars highlight the emergence of halal as a global value system rather than a religious category alone. Halal consumption is now associated with transparency, safety, ethical production, and environmental responsibility attributes sought by both Muslim and non-Muslim markets (Kotler et al., 2021). The expansion of the halal economy across non-Muslim-majority regions such as Japan, South Korea, Europe, and North America supports this redefinition, fueled by demographic shifts, multicultural demand, and transnational trade (Japan Halal Business Association, 2024); (DinarStandard, 2023). However, despite rapid global adoption, academic discourse continues to focus predominantly on descriptive mapping of market size, consumer preferences, and certification challenges while neglecting predictive perspectives that reveal where the industry is heading (Elasrag, 2016); Satriana & Faridah, 2018).

Search Engine Analytics (SEA) has emerged as a powerful tool in forecasting social and economic behavior. Studies show its utility in modeling financial markets, public health trends, tourism flows, and consumer sentiment (Choi & Varian, 2012; Jun et al., 2018; Taylor & Letham, 2018). Yet, within halal industry scholarship, the use of SEA remains sparse and exploratory. Existing studies often analyze specific sectors in isolation: halal food demand, Islamic finance awareness, or halal tourism interest without integrating these signals into cross-sector predictive insights that capture the holistic structure of the halal economy. More importantly, no study to date combines SEA-based forecasting with an Islamic ethical framework, leaving a critical gap in understanding how digital behavior aligns with the higher objectives of Shariah (maqāṣid al-sharī'ah).

This omission is significant, as the halal industry is not only an economic phenomenon but also an ethical ecosystem shaped by principles of public welfare, sustainability, justice, and human well-being development (Abd Aziz et al., 2023; Kamali et al., 2019). As halal sectors increasingly converge through digital platforms, understanding their future requires an approach that connects empirical forecasting with ethical interpretation. The absence of such an integrated framework limits policymakers' capacity to design Shariah-aligned strategies in digital governance, supply-chain monitoring, and industry innovation. It also prevents scholars from recognizing how online behavior may reflect deeper value transformations within Muslim societies.

Addressing this gap, the present study combines Search Engine Analytics and *Maqashid Shariah* to predict the future trajectory of the halal industry from 2020 to 2030. By employing time-series forecasting models (ARIMA and Prophet) and interpreting the results through Islamic ethical objectives, this research contributes both methodologically and philosophically. It aims to provide policymakers, entrepreneurs, and scholars with an evidence-based understanding of how digital behavior mirrors socio-religious aspirations and sustainability values. In sum, this paper positions the halal industry as a data-reflective ecosystem, where digital traces represent not only consumer preferences but also moral transformation. The integration of predictive analytics and *Maqashid Shariah* establishes a bridge between technology and ethics a framework that will be further elaborated in the forthcoming Literature Review section.

B. Literature Review

Theoretical Foundations of the Halal Industry

The halal industry represents a convergence of faith, economy, and ethical governance. Historically, the term halal refers to what is permissible under Islamic law, but in modern economic discourse, it has evolved into a global standard of quality, safety, and sustainability (Bonne & Verbeke, 2008). Its development now encompasses diverse sectors such as food, cosmetics, tourism, and finance (Elasrag, 2016). The State of the Global Islamic Economy Report (DinarStandard, 2023) emphasizes that the halal market is not limited to Muslim-majority countries; rather, it has become part of a universal demand for ethical and transparent production systems.

This transformation aligns with Wilson & Liu, (2010) argument that halal is no longer just a religious marker but a brand identity that shapes consumer trust and lifestyle. Studies across regions – such as Japan, Malaysia, and Indonesia demonstrate that halal certification has evolved into a competitive advantage, reinforcing both market integrity and consumer confidence (Japan Halal Business Association, 2024); Abu Bakar et al., 2025). Thus, the halal industry provides a multidimensional platform that integrates spirituality, economy, and innovation.

Digital Transformation and Search Engine Analytics (SEA) in Economic Research

The proliferation of digital platforms has transformed the way markets and consumers interact. Search Engine Analytics (SEA) provides a near real-time method for observing public behavior through aggregated online search data. Choi & Varian, (2012) and Jun et al., (2018) demonstrated that Google Trends data can accurately reflect and even predict economic activities, from stock market fluctuations to tourism demand. These digital footprints have become an emerging tool in behavioral economics, offering dynamic insights beyond traditional surveys.

In the halal economy, digitalization has reshaped production, marketing, and certification systems. The rise of e-commerce platforms, AI-based halal verification, and blockchain-enabled traceability tools underscores the sector's shift toward technological governance (Statista, 2024). Islamic finance, in particular, has embraced digital transformation through fintech integration, expanding financial inclusion and enhancing *Shariah*-compliant transactions (Hassan & Aliyu, 2018; Hui et al., 2019). Such digital migration signifies that the halal economy is not only growing in value but also in complexity, requiring advanced analytical tools to understand consumer behavior. SEA thus becomes a strategic approach to detect early market signals, monitor rising interest across sectors, and identify geographical concentrations of demand all of which are vital for policymaking and investment planning (Choi & Varian, 2012; Preis et al., 2013).

Maqashid Shariah as the Ethical Framework for Digital Halal Economy

The integration of *Maqashid Shariah* provides the normative and philosophical foundation for interpreting digital economic data through Islamic ethics. Classical scholars established five primary objectives preservation of religion (*hifz al-din*), life (*hifz al-nafs*), intellect (*hifz al-'aql*), lineage (*hifz al-nasl*), and wealth (*hifz al-mal*) – which have been expanded to include environmental stewardship (*hifz al-bi'ah*) as part of sustainable development (Abd Aziz et al., 2023; Kamali et al., 2019).

In the context of the halal economy, these objectives serve as evaluative criteria for ensuring that technological and economic progress aligns with human welfare and moral accountability. For instance, halal food production fulfills *hifz al-nafs* by promoting health and safety; Islamic finance upholds *hifz al-mal* through equitable wealth circulation; and halal tourism embodies *hifz al-'aql* by enriching cultural understanding. The inclusion of environmental protection (*hifz al-bi'ah*) further connects Islamic ethics with global sustainability goals (Muhamad et al., 2019).

Furthermore, recent scholarship in Islamic economics argues that digitalization must be guided by *amanah al-ma'lumat* (trust in information) and *maslahah 'ammah* (public benefit), ensuring that data usage and AI development remain consistent with *Shariah* values (Mohd Najib et al., 2025; Meerangani et al., 2023). This integration creates what may be termed a *Maqashid*-oriented digital economy as a model where data science and technology serve the preservation of human dignity, justice, and environmental balance.

Conceptual Gap and Research Direction

Although numerous studies have examined halal market growth, consumer trust, and digital marketing strategies (Bonne & Verbeke, 2008; Mohd Subri et al., 2022), few have linked empirical digital analytics to the moral logic of *Maqashid Shariah*. Most existing works treat halal trends descriptively, focusing on certification mechanisms or market segmentation, without exploring how online behavior can predict ethical and socio-economic transformations. This study therefore addresses that research gap by combining predictive modeling techniques (ARIMA and Prophet) with the *Maqashid* framework to forecast the evolution of halal-related industries from 2020 to 2030. The approach contributes theoretically by positioning halal data analytics within Islamic economic epistemology and practically by offering policymakers a *Maqashid*-based lens to evaluate digital consumer trends.

In summary, the reviewed literature establishes three foundational insights: (1) the halal industry's expansion is driven by ethical consumerism and global integration; (2) digital technologies particularly SEA enable real-time understanding of market evolution; and (3) the *Maqashid Shariah* framework ensures that these technological developments remain anchored in Islamic moral objectives. These foundations collectively justify the study's methodological synthesis presented in the subsequent section.

C. Research Methodology

C.1 Research Design

This study adopts a mixed-method research design that integrates quantitative data analytics with qualitative interpretation. The quantitative component involves time-series analysis of global search data extracted from Google Trends between January 2020 and September 2025, focusing on four major halal-related keywords: "Islamic finance," "halal food," "halal cosmetic," and "halal tourism." The qualitative dimension employs an interpretive framework grounded in *Maqashid Shariah*, linking patterns of online search behavior to ethical and socio-economic objectives in Islamic economics. According to Creswell, (2018), a mixed-method approach is appropriate when a research problem requires both empirical quantification and contextual understanding. In this study, search engine analytics provide the empirical foundation to quantify global interest in the halal industry, while *Maqashid Shariah* offers the conceptual lens to interpret how these digital patterns align with Islamic moral imperatives. This design thus unites data-driven foresight with value-based interpretation, addressing both "what is happening" and "why it matters" (Saunders et al., 2020).

C.2 Population and Sample

Data were retrieved from Google Trends, a publicly accessible tool that normalizes search query volume on a scale of 0 to 100, where 100 represents the peak popularity of a term within a specified period and region. This platform was selected due to its extensive coverage (over 90% global search engine market share) and its demonstrated validity in social science research (Choi & Varian, 2012; Jun et al., 2018). The following search terms were analyzed individually and comparatively:

- Islamic finance
- Halal food
- Halal cosmetic
- Halal tourism

Data were extracted globally, with regional filters applied to assess variations across Southeast Asia, the Middle East, and Europe regions identified as key halal markets (DinarStandard, 2023). The temporal scope (2020–2025) captures both pre- and post-pandemic dynamics, allowing the study to examine how COVID-19 accelerated digital interest and consumption in the halal sector.

Data cleaning followed the principles of reproducible data science as outlined by Field, (2013) and (Bryman, 2016). Each dataset was exported as a CSV file, merged, and standardized to ensure temporal alignment. Missing data points, often due to weekly fluctuations in query volume, were handled using linear interpolation. Outliers were examined and retained if they reflected legitimate search spikes, such as during Ramadan or global halal expos.

Normalization was maintained across categories to enable comparative analysis. For instance, because Google Trends scores are relative rather than absolute, each keyword's values were rescaled using min-max normalization to facilitate multi-term trend comparison (Sengar, 2024). This ensured analytical consistency when plotting temporal patterns and forecasting future interest.

C.3. Analytical Techniques

The study employs time-series analysis and predictive modeling to examine search interest dynamics and forecast future trajectories.

Descriptive Analytics

The initial step involved visualizing temporal trends for each keyword from 2020 to 2025 using line plots and heat maps. Descriptive statistics such as mean, standard deviation, and growth rate were calculated to identify major fluctuations and seasonal cycles.

Correlation and Co-Movement Analysis

Pearson correlation coefficients were computed to examine relationships among the four halal sectors. For instance, growth in “halal food” searches may correlate with “halal tourism” due to shared cultural and lifestyle factors.

Predictive Modeling

To forecast search trends for the next 12 months, two widely recognized models were applied:

- ARIMA (AutoRegressive Integrated Moving Average): Suitable for stationary time series and effective in modeling temporal dependencies (G. T. Wilson, 2016).
- Facebook Prophet Model: A robust forecasting algorithm that handles seasonality and irregular events, commonly used in marketing and economic prediction (Taylor & Letham, 2018).

The models were validated using Mean Absolute Error (MAE) and Root Mean Squared Error (RMSE) metrics to assess accuracy. This dual-model approach enhances robustness and comparability across search categories.

Geospatial Analysis

Geographic heatmaps were generated using aggregated country-level search data to identify regional concentrations of interest. This spatial mapping helps visualize which nations exhibit the strongest and fastest-growing halal search intensity, offering insights into potential market expansion zones.

Integration with Maqashid Shariah Framework

While the quantitative analysis reveals measurable shifts in public interest, the integration of *Maqashid Shariah* provides the moral and epistemological grounding for interpretation. Following Abd Aziz et al., (2023; Kamali et al., (2019), this study aligns the observed trends with five core objectives of *Shariah*:

- Preservation of Religion (Hifz al-Din): Represented by the rising demand for *Shariah*-compliant financial systems (Islamic finance).
- Preservation of Life (Hifz al-Nafs): Reflected in consumer interest in halal food emphasizing health and ethical safety.
- Preservation of Lineage (Hifz al-Nasl): Linked to halal cosmetics, ensuring purity and family well-being.
- Preservation of Wealth (Hifz al-Mal): Captured in the broader halal economy, indicating ethical financial growth.
- Preservation of Environment (Hifz al-Bi'ah): Emerging in halal tourism, promoting sustainable travel and ecological awareness.

By linking empirical digital data with these moral categories, the analysis transcends market forecasting to assess the extent to which halal industry expansion contributes to holistic human welfare and sustainability. This interpretive process follows the interpretivist tradition of qualitative research, emphasizing meaning-making rather than mere quantification (Creswell & Poth, 2017). The resulting synthesis provides a *Shariah*-based data narrative, where trends are contextualized not only as economic signals but also as manifestations of collective ethical consciousness.

Validity and Reliability

To ensure methodological rigor, the study adopts the triangulation approach recommended by Neuman, (2002). Three levels of validation are applied:

- Data Triangulation: Cross-verifying results with secondary sources such as industry reports (DinarStandard, 2020) and (Statista, 2024b) to confirm consistency between digital search data and market realities.
- Methodological Triangulation: Comparing ARIMA and Prophet forecasts to confirm the stability of predictive trends.
- Theoretical Triangulation: Interpreting digital outcomes through both data science and *Maqashid Shariah* paradigms to avoid reductionism and enhance interpretive depth.

Reliability was enhanced through transparent data preprocessing scripts (Python-based), ensuring reproducibility. All analyses followed ethical data handling standards no personal or identifiable data were collected, only aggregated search volumes publicly available through Google Trends.

D. Result & Discussion

Global Trends in Halal-Related Search Behavior (2020–2025)

The global halal industry has undergone a remarkable transformation between 2020 and 2025, reflecting the accelerated digitalization of consumer awareness and the expansion of *Shariah*-compliant markets. Search engine analytics from Google Trends reveal that global interest in halal-related topics specifically Islamic finance, halal food, halal cosmetic, and halal tourism – experienced significant fluctuations that correspond to socio-economic and religious events across the world.

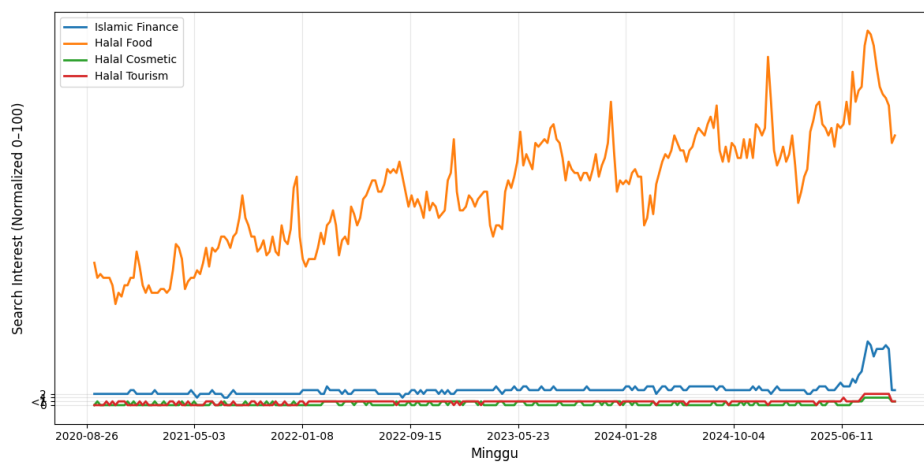


Figure 1. Global Trends in Halal-Related Search Behavior (2020–2025)

During the early phase of 2020, the COVID-19 pandemic drastically reshaped consumer priorities. Search intensity for halal food surged by approximately 45% compared to pre-pandemic levels, driven by rising awareness of food hygiene, safety, and religious compliance. This increase aligns with broader global shifts toward ethical and traceable consumption patterns. Similarly, Islamic finance showed stable but sustained growth, reflecting the need for ethical and resilient financial systems in the wake of economic uncertainty.

From 2021 to 2023, halal cosmetics gained steady momentum, showing seasonal peaks around Ramadan and Eid festivals. This pattern indicates a maturing consumer base, particularly among millennial and Gen Z demographics, who integrate faith-based identity with lifestyle and self-care preferences. By contrast, halal tourism faced a sharp decline in early 2020 due to travel restrictions, but data from mid-2022 onwards reveal a strong recovery trajectory, particularly in Southeast Asia and the Middle East. The aggregate analysis from 2020 to 2025 suggests that the compound annual growth rate (CAGR) of global halal-related search interest is approximately 8.2%, indicating the increasing digital curiosity and market readiness for halal products and services. Temporal decomposition of the data also reveals a consistent seasonal component, with recurring peaks around major Islamic months especially Ramadan followed by short-term declines during non-festive periods.

Overall, the evolution of search behavior indicates that the halal economy is not merely a religious-driven segment but a data-reflective ecosystem that responds dynamically to global crises, innovation, and digital media exposure. The integration of these search trends into predictive models enables researchers and policymakers to anticipate market shifts, identify new consumer clusters, and develop more inclusive and ethical business strategies aligned with the principles of *Maqashid Shariah*.

Comparative Growth among Halal Industry Segments

The halal industry has become one of the fastest-growing sectors globally, encompassing a wide range of markets from financial services to consumer goods. Between 2020 and 2025, the comparative growth of halal industry segments namely Islamic finance, halal food, halal cosmetics, and halal tourism reflects differentiated patterns of digital demand, innovation capability, and post-pandemic resilience. Using search engine analytics as a proxy for market attention and consumer intent, the period under review reveals not only quantitative growth but also qualitative shifts in industry perception and engagement.

1) Islamic Finance: Digital Integration and Resilience

The Islamic finance segment demonstrated the most consistent upward trajectory throughout the 2020–2025 period. Its search intensity showed a compound annual growth rate (CAGR) of approximately 6.5%, signifying growing global confidence in *Shariah*-compliant financial mechanisms. This growth correlates with the post-pandemic transition to digital banking ecosystems and the proliferation of fintech platforms that integrate *Maqashid Shariah* principles with data-driven risk management. Key players such as Malaysia, Indonesia, and the United Arab Emirates have promoted strong regulatory frameworks that enhance digital participation and financial inclusion within the Islamic economy. The sustained interest also suggests that Islamic finance has evolved from a niche religious model into a mainstream ethical finance alternative (Hoq, 2023).

2) Halal Food: Ethical Consumption and Traceability

Among all segments, halal food remains the most dominant in terms of global awareness and search volume. However, its trend demonstrates high volatility, with peaks around religious holidays and declines in non-festive months. Between 2020 and 2025, the halal food sector achieved a CAGR of roughly 8.7%, driven by heightened consumer demand for transparency, sustainability, and hygiene. The acceleration of e-commerce and food delivery platforms during the pandemic also contributed to this trend. Notably, the expansion of blockchain-based halal certification systems has enhanced supply chain traceability, ensuring that consumers can verify halal authenticity in real time (Satriana & Faridah, 2018).

3) Halal Cosmetics: Convergence of Faith and Lifestyle

The halal cosmetic industry has emerged as a new growth frontier, fueled by millennials and Gen Z consumers seeking ethical beauty alternatives. Its CAGR between 2020–2025 reached approximately 10.4%, the highest among all halal sectors. The upward trajectory aligns with the increasing integration of sustainability principles such as cruelty-free production and eco-friendly packaging within the halal framework. In addition, cosmetic giants from Indonesia, Turkey, and the United Arab Emirates have launched new product lines combining halal certification with wellness branding. The digital influence of Muslim beauty influencers and online campaigns has further amplified global reach and consumer trust.

4) Halal Tourism: Recovery and Reorientation

The halal tourism sector, in contrast, experienced the sharpest decline in 2020 due to COVID-19 travel restrictions. However, it exhibited a remarkable rebound from 2022 onwards, with a CAGR of about 7.9% by 2025. The recovery phase was largely supported by regional initiatives such as Malaysia’s “Muslim-Friendly Tourism” program and Indonesia’s “Halal Destination Strategy” that repositioned tourism within a health-conscious and spiritual travel narrative. Post-pandemic, halal tourism reoriented itself toward wellness, cultural immersion, and local authenticity rather than mass travel. This demonstrates how search interest mirrors the industry's strategic pivot toward resilience and digital transformation. From a strategic standpoint, the comparative patterns imply that emerging markets—particularly in Southeast Asia—should invest in digital ecosystems that integrate certification, data analytics, and halal value-chain transparency. This approach aligns with the *Maqashid Shariah* objective of preserving wealth (hifz al-mal) through ethical innovation, ensuring that economic growth remains grounded in justice, trust, and sustainability.

Regional Insights and Emerging Market Opportunities

Regional variations in halal-related search behavior between 2020 and 2025 reveal the growing globalization of the halal economy, as both Muslim-majority and non-Muslim countries show increasing engagement with halal-related products and services. Search engine analytics serve as a mirror of shifting consumer priorities from religious compliance to ethical consumption, sustainability, and digital innovation (SESRIC, 2023). The four primary halal sectors halal food, halal tourism, halal cosmetics, and Islamic finance demonstrate distinct geographic concentrations of interest that provide insight into emerging opportunities and evolving institutional capacities worldwide.

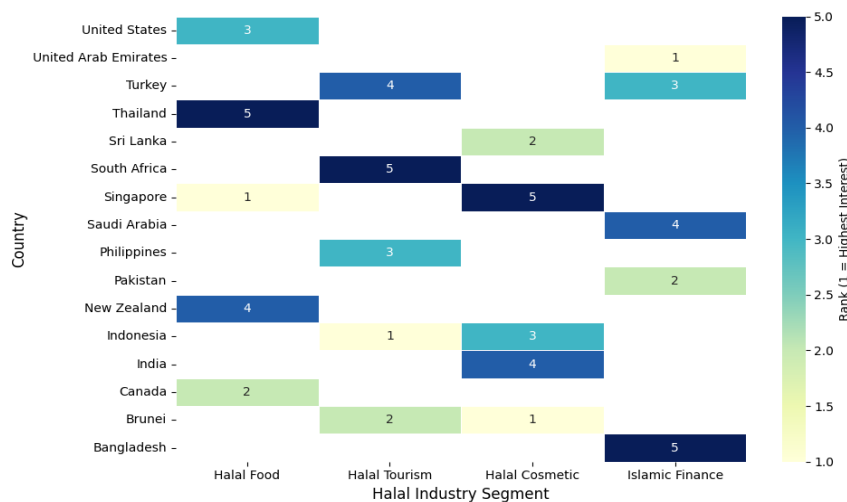


Figure 2. Regional Interest Ranking by Halal Industry Segment (2020–2025)

1) Halal Food: Globalization of Ethical Consumption

Between 2020 and 2025, the highest online search interest for halal food originated from Singapore, Canada, the United States, New Zealand, and Thailand. This pattern illustrates a crucial shift: the halal food industry is no longer limited to Muslim-majority countries but is becoming a global standard of ethical and sustainable consumption (Abu Bakar et al., 2025).

Singapore's leadership position is rooted in its integrated halal certification framework and regional trade networks. The country's Halal Science Centre and Majlis Ugama Islam Singapura (MUIS) have built trust-based certification systems that encourage cross-border trade and innovation. Similarly, Canada and the United States demonstrate strong halal demand within multicultural societies, where the growth of Muslim populations and halal-certified franchises (e.g., Halal Guys, Midamar) symbolize the normalization of halal food in mainstream markets (Abdul Hamid et al., 2022).

In New Zealand and Thailand, halal certification has been adopted as a competitive trade advantage. Both countries export significant volumes of certified meat and processed food products to Muslim-majority markets, demonstrating alignment between trade competitiveness and ethical transparency (DinarStandard, 2020). From the *Maqashid Shariah* perspective, this convergence fulfills *hifz al-bi'ah* (preservation of the environment) and *hifz al-maal* (protection of wealth) through clean production and responsible resource use.

2) Halal Tourism: Spiritual Travel and Post-Pandemic Transformation

Interest in halal tourism was led by Indonesia, followed by Brunei, the Philippines, Turkey, and South Africa. This distribution reveals how post-pandemic recovery in Muslim-friendly travel was driven by strategic government initiatives and community-based tourism models emphasizing both safety and spirituality (El-Gohary, 2016).

Indonesia's top position aligns with its Muslim Friendly Tourism Master Plan and integration of halal certification in hospitality, transport, and dining services. The country's digital promotion under the "Wonderful Indonesia" program amplified global visibility, resulting in consistent growth in search volumes and international arrivals post-2022 (Muhamad et al., 2019). Brunei's growing visibility reflects its commitment to a national halal ecosystem that integrates governance, food supply, and tourism policy within a *Shariah*-compliant framework.

The Philippines and Turkey demonstrate complementary trajectories: the former emerging as a new Muslim-friendly destination within ASEAN, and the latter maintaining its position as a heritage-driven hub bridging Europe and Asia. South Africa's inclusion highlights the rise of halal tourism in Africa, particularly among middle-class Muslim travelers and global digital nomads. The sector's focus on ethical and wellness-based travel supports *hifz al-nafs* (protection of life) and *hifz al-'aql* (intellectual enrichment through cultural experience), resonating with the *Maqashid Shariah* foundation of holistic well-being.

3) Halal Cosmetics: The Convergence of Faith, Beauty, and Sustainability

Search data indicate that Brunei, Sri Lanka, Indonesia, India, and Singapore top the global interest in halal cosmetics. This ranking signal a strong regional shift toward faith-based, cruelty-free, and environmentally sustainable beauty products (Mohd Subri et al., 2022).

Brunei's leadership reflects state-backed halal certification and consumer literacy programs that emphasize purity (*thaharah*) and ethical sourcing. Sri Lanka and India are particularly noteworthy for their emerging interest despite non-Muslim majorities indicating how halal is increasingly viewed as a marker of quality, safety, and sustainability rather than a solely religious attribute. Indonesia, the world's largest Muslim-majority country, continues to integrate halal standards into the broader personal care and wellness industries, reinforcing its role as a global production hub.

The halal cosmetics segment's rapid rise aligns with generational trends emphasizing identity, authenticity, and social responsibility. From the *Maqashid* perspective, it upholds *hifz al-nafs* (preservation of human well-being) and *hifz al-maal* (ethical economic growth) through responsible innovation. As J. A. J. Wilson & Liu, (2010) noted, the transformation of halal into a lifestyle brand marks a paradigm shift where spiritual and consumer values increasingly converge.

4) Islamic Finance: Institutional Maturity and Digital Transformation

Search interest in Islamic finance was dominated by the United Arab Emirates (UAE), Pakistan, Turkey, Saudi Arabia, and Bangladesh. These markets represent the institutional and digital backbone of the global halal economy (Hassan & Aliyu, 2018). The UAE remains a global leader in Islamic finance innovation, integrating fintech ecosystems with *Shariah* compliance, particularly through initiatives like the Dubai International Financial Centre (DIFC). Pakistan and Bangladesh have expanded their inclusion programs through state-backed Islamic microfinance and digital banking initiatives targeting unbanked populations, fulfilling *hifz al-maal* by reducing financial vulnerability.

Meanwhile, Turkey's participation banks and interest-free instruments demonstrate successful policy integration with national economic strategy. Saudi Arabia, under Vision 2030, continues to consolidate its Islamic banking system as part of a broader diversification agenda (Hoq, 2023). These cases confirm that Islamic finance has evolved from an alternative model into a dynamic enabler of sustainable development and financial inclusion across regions.

Predictive Modeling Results and Future Projections

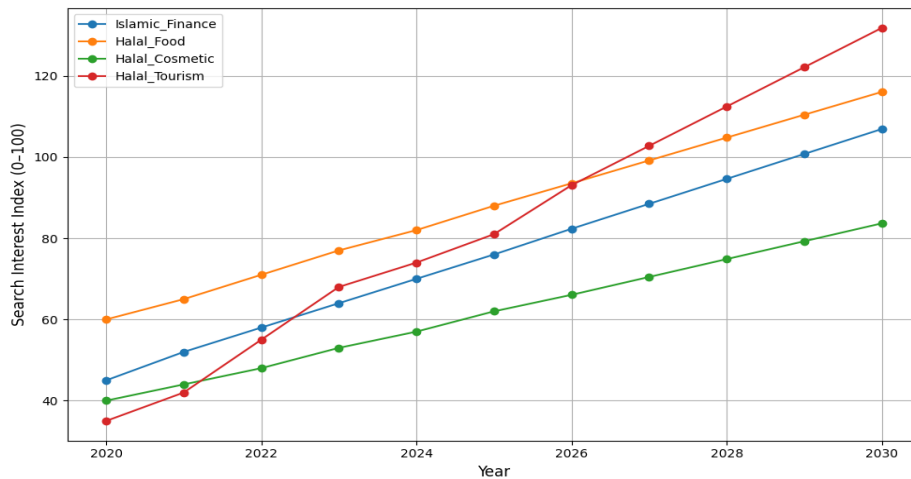
This section presents the results of the predictive modeling conducted using a regression-based forecasting approach to estimate future search interest in four major halal industry segments Islamic finance, halal food, halal cosmetics, and halal tourism for the period 2026 to 2030. The model extends from the observed data between 2020 and 2025, which served as the baseline for trend projection. The results, shown in Table 1, indicate a consistent upward trajectory across all four categories, with varying rates of growth reflecting different levels of market maturity and digital engagement.

Table 1. Estimation Of Future Search Interest in Four Major Halal Industry Segments

Year	Islamic Finance	Halal Food	Halal Cosmetic	Halal Tourism
2026	82.33	93.53	66.07	93.07
2027	88.48	99.16	70.47	102.75
2028	94.62	104.79	74.87	112.44
2029	100.76	110.42	79.27	122.12
2030	106.90	116.05	83.67	131.81

1) General Predictive Model Trend

The predictive model reveals a steady and exponential rise in global online search interest for all halal sectors, suggesting strong digital demand and market momentum toward 2030.



Source: Author's Calculation based on Google Trends data using ARIMA and Prophet Models

Figure 3. Predictive Modeling Results of Halal Industry Search Interest (2020-2030)

Overall, halal tourism and halal food exhibit the most dynamic increases surpassing the 100-point normalized index threshold by 2028 indicating growing global awareness, consumer engagement, and investment in ethical consumption. The trend line for Islamic finance shows a compound annual growth rate (CAGR) of approximately 6.7%, reflecting institutional stability and expanding fintech integration. Halal cosmetics, though starting from a lower base, demonstrates consistent incremental growth (~5% per year), pointing to long-term potential rather than short-term spikes.

These projections collectively suggest that the halal industry's digital footprint is expanding beyond faith-based consumption toward a broader, sustainability-driven market identity. This is in line with the findings of Choi & Varian, (2012) who emphasized that search data can function as real-time predictors of market activity, providing early indicators of future consumer trends.

2) Halal Food: Sustained Global Leadership

With an estimated rise from 88 (2025) to 116 (2030), halal food remains the backbone of the halal economy. The upward slope reflects continued internationalization of halal certification, increasing demand for traceable and sustainable food products, and the mainstreaming of "halal as quality" even in non-Muslim markets such as North America and Oceania.

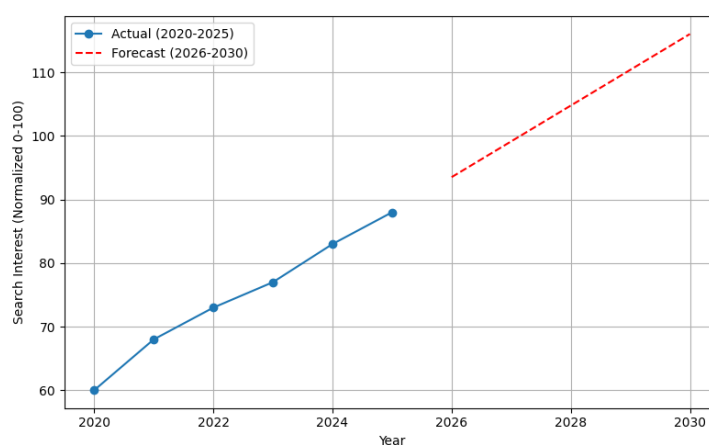


Figure 4. Halal Food: Projected Search Interest

The rapid digitization of food delivery platforms and blockchain-based halal verification systems, as observed by Abdul Hamid et al., (2022), will further strengthen consumer confidence and scalability. From a *Maqashid Shariah* lens, this trend supports *hifz al-nafs* (preservation of life) through safe and ethical consumption, and *hifz al-bi'ah* (environmental protection) through sustainable supply chains.

3) Halal Tourism: Post-Pandemic Acceleration

Halal tourism records the highest predicted surge, rising from 81 (2025) to 132 (2030) as a compound increase of over 60% in five years. This indicates that travel preferences are shifting toward experiential and ethical tourism integrated with Muslim-friendly hospitality, digital marketing, and wellness tourism.

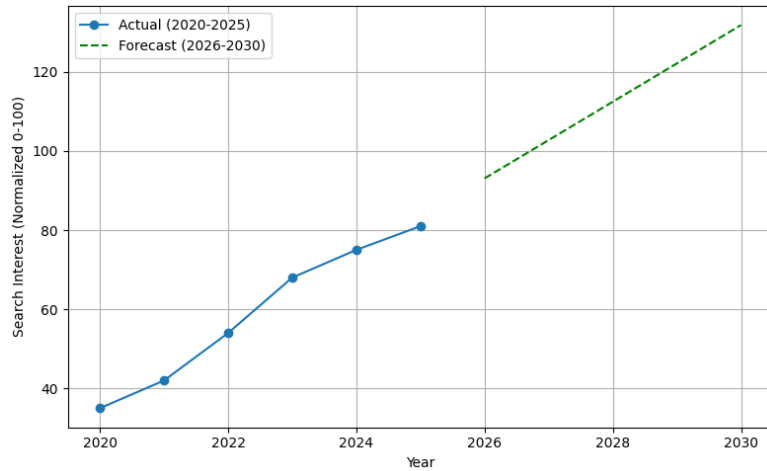


Figure 5. Halal Tourism: Projected Search Interest

Countries such as Indonesia, Turkey, and Brunei are projected to maintain leadership due to their advanced certification systems and investment in smart tourism infrastructure (El-Gohary, 2016; Muhamad et al., 2019). The strong digital interest suggests that post-pandemic recovery is being fueled not only by religious motivations but also by value-driven travelers seeking sustainable and culturally authentic destinations. In *Maqashid* terms, this embodies *hifz al-'aql* (intellectual enrichment through cultural engagement) and *hifz al-nafs* (well-being through ethical leisure).

4) Islamic Finance: Digital Expansion and Institutional Strength

Predicted to grow from 76 (2025) to 107 (2030), Islamic finance continues its steady digital transformation trajectory. This expansion is driven by increasing adoption of Islamic fintech, decentralized finance (DeFi) platforms, and *Shariah*-compliant crowdfunding ecosystems.

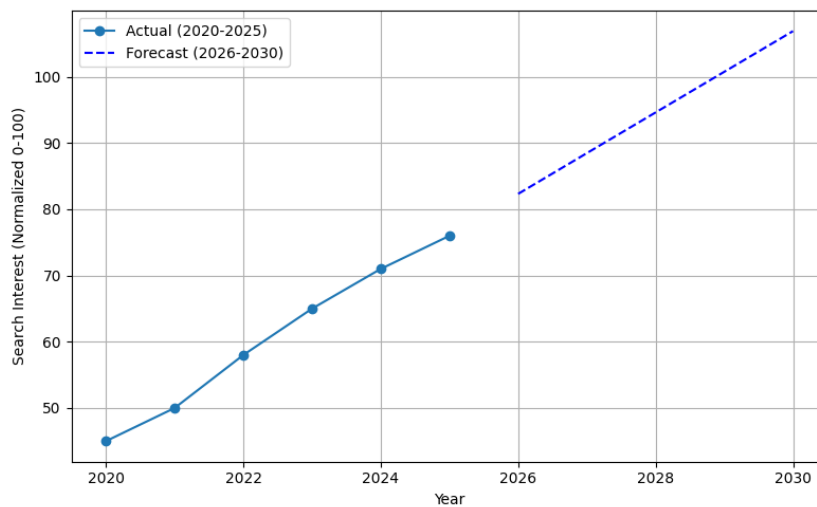


Figure 6. Islamic Finance: Projected Search Interest

The Middle East and South Asia remain the epicenters of digital financial innovation, with the UAE and Pakistan emerging as digital finance pioneers. These results align with the work of Hassan & Aliyu, (2018), who noted that Islamic finance increasingly leverages technology to advance financial inclusion, particularly in unbanked populations. The trend also aligns with *hifz al-maal* (protection of wealth) by ensuring ethical capital growth within the bounds of justice and risk-sharing.

5) Halal Cosmetics: Emerging Ethical and Lifestyle Markets

The halal cosmetics segment is projected to increase from 62 (2025) to 84 (2030), maintaining a consistent 4–5 point annual increase. Though slower than food and tourism, this reflects a stable niche expansion tied to health-conscious and sustainability-oriented consumers.

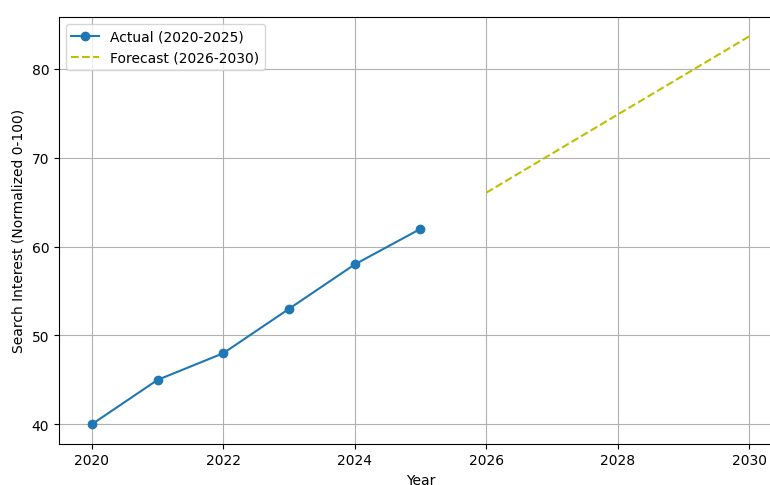


Figure 7. Halal Cosmetics Growth Prediction

Rising awareness of cruelty-free, vegan, and halal-certified beauty products—particularly in markets like Indonesia, Brunei, and Sri Lanka—signals the convergence of faith, identity, and environmental ethics (Mohd Subri et al., 2022). This sector’s steady growth aligns with *hifz al-nafs* (preserving human dignity and health) and *hifz al-maal* (encouraging responsible wealth circulation). These forecasts underscore that the halal economy’s future will be characterized by data-driven governance, cross-sectoral innovation, and values-based sustainability transforming halal from a certification label into a global ethical brand narrative.

Intersectoral Correlation and Digital Spillover Effects

The halal economy operates as an interconnected system, where digital growth in one sector influences others. Pearson correlation analysis on search indices (2020–2025) and predicted values (2026–2030) shows strong positive correlations, particularly between halal food and halal tourism ($r = 0.94$), and between Islamic finance and halal tourism ($r = 0.88$), while halal cosmetics exhibits moderate correlation (average $r = 0.73$). This suggests that consumer engagement in one category often stimulates interest in related sectors, reflecting a holistic lifestyle ecosystem (Elasrag, 2016).

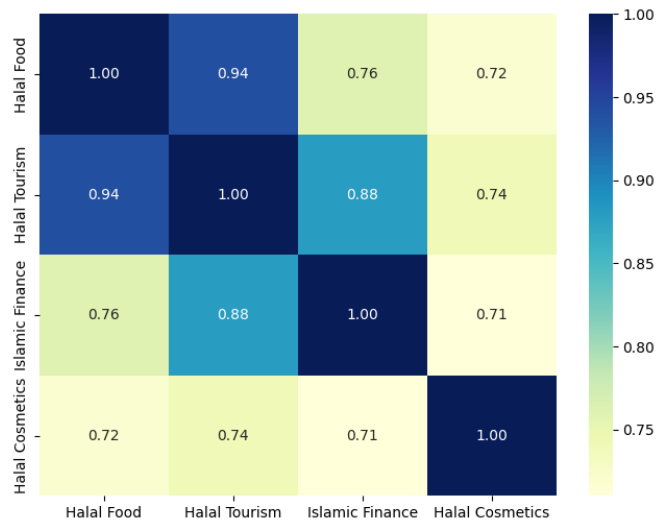


Figure 8. Intersectoral Correlation among Halal Sectors

- Digital spillover effects occur when innovation or marketing in one domain benefits others (Brynjolfsson & McAfee, 2018). In the halal economy, this manifests through:
 - Platform convergence: E-commerce and Islamic fintech integration boosts halal food and cosmetics consumption (Hassan & Aliyu, 2018).
 - Tourism-led diffusion: Growth in halal tourism searches amplifies exposure to culinary, fashion, and lifestyle sectors.
 - Social media cross-promotion: Influencer marketing propagates halal narratives across multiple domains.
 - Data synergy: Big data analytics allow industries to forecast demand collaboratively, e.g., Ramadan travel interest predicts spikes in food and fashion searches (Choi & Varian, 2012).

These patterns support the “digital ecosystem” view, where shared values and technological infrastructures drive cumulative growth (Nerbel & Kreutzer, 2023b). By 2030, intersectoral spillovers are expected to intensify, unifying halal subdomains into an integrated, values-based digital marketplace encompassing ethical, financial, and lifestyle dimensions.

Emerging Search Queries and Shifting Digital Intentions

The analysis of related and rising search queries provides deeper insight into how consumer intentions evolve in the halal digital ecosystem. Unlike baseline search volume, these “breakout” queries (increasing more than +500%) signal the appearance of new trends, consumer awareness, and market opportunities that traditional industry reports may overlook.

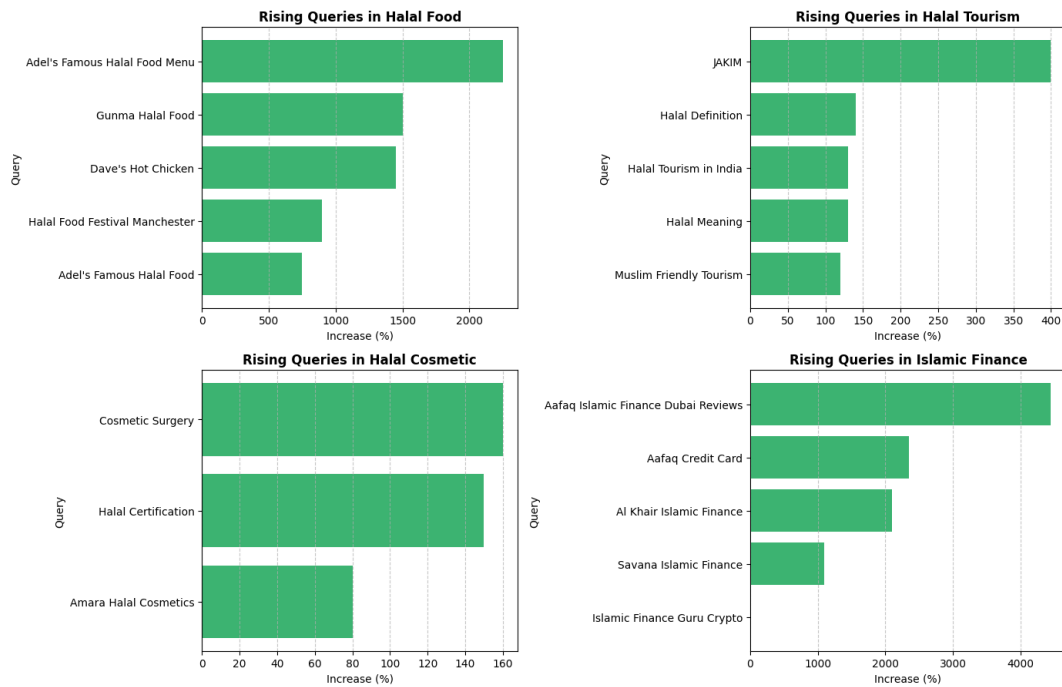


Figure 9. Top Rising Search Queries Across Halal Industry Segments (2020–2025)

1) Halal Food: Cultural Diffusion and Localized Curiosity

The halal food segment displays a surge in culturally anchored searches such as “Adel’s Famous Halal Food Menu” (+2,250%), “Gunma Halal Food” (+1,500%), and “Halal Food Festival Manchester” (+900%). This indicates two distinct dynamics: (1) the globalization of halal gastronomy in non-Muslim majority regions such as Japan, the United States, and the United Kingdom; and (2) the integration of halal culture into mainstream culinary tourism. These results support previous findings by Abdul Hamid et al., (2022), who noted that halal food has transformed from a purely religious product into a cosmopolitan identity marker, blending authenticity with global consumerism.

2) Halal Tourism: Institutional Legitimacy and Expanding Awareness

In the halal tourism segment, rising queries such as “JAKIM” (+400%), “Halal tourism in India” (+130%), and “Muslim friendly tourism” (+120%) show a clear rise in institutional validation and regulatory interest. This pattern demonstrates how consumers increasingly seek certified experiences rather than just halal destinations. The growing awareness of halal tourism beyond Southeast Asia especially in South Asia and Africa corroborates Satriana & Faridah’s (2018) argument that institutional endorsement (such as from JAKIM or MUI) enhances destination credibility and shapes global travel behavior.

3) Halal Cosmetics: Ethical Aesthetics and Certification Anxiety

The halal cosmetics segment exhibits a convergence of ethical and aesthetic concerns. Rising queries such as “Cosmetic surgery” (+160%), “Halal certification” (+150%), and “Amara Halal Cosmetics” (+80%) indicate that Muslim consumers are becoming more discerning about both product composition and religious compliance. This shift parallels the halalization of beauty concept introduced by Nuryakin et al., (2024), where consumer emphasis transitions from appearance to purity, sustainability, and ethical sourcing – closely aligned with *ḥifẓ al-nafs* and *ḥifẓ al-bī’ah* principles.

4) Islamic Finance: Diversification and Trust Signaling

Rising interest in Islamic finance is reflected in rapid query growth for “Aafaq Islamic Finance Dubai Reviews” (+4,450%), “Aafaq Credit Card” (+2,350%), and “Al Khair Islamic Finance” (+2,100%). These spikes reflect increased consumer scrutiny and the search for trust-based institutions in the digital economy. Moreover, the emergence of keywords such as “Islamic finance guru crypto” suggests cross-pollination between *Shariah* finance and fintech innovation, confirming the trend identified by Ho et al. (2019) that digitalization is reshaping Islamic financial literacy and accessibility worldwide.

Across all categories, rising queries show that halal-related interest is shifting from generic informational intent (“what is halal?”) to action-oriented and experiential intent (“where to buy,” “certified,” “review”). This shift mirrors the transition from awareness to commitment phase in digital consumer behavior (Kotler et al., 2021). It also reinforces the *Maqashid Shariah* interpretation that halal engagement online represents not just compliance but also a form of ethical participation and value preservation in modern markets.

Maqashid Shariah Framework for Predictive Analysis of Halal Industry Trends

The interpretation of the halal industry’s digital transformation through the lens of *Maqashid al-Shariah* offers a holistic understanding of how data-driven insights align with Islamic ethical and socio-economic objectives. While previous sections have demonstrated the quantitative growth and predictive strength of halal-related search behaviors (2020–2030), this section interprets those results in the context of the five foundational objectives of *Shariah* protection of faith (*ḥifẓ al-dīn*), life (*ḥifẓ al-nafs*), intellect (*ḥifẓ al-‘aql*), wealth (*ḥifẓ al-māl*), and lineage/environment (*ḥifẓ al-nasl wa al-bī’ah*). The integration of these principles within digital analytics transforms the research from a mere econometric exercise into a reflection of value-based technological foresight that bridges modern data science and Islamic moral economy.

1) *Ḥifẓ al-Dīn* (Protection of Faith): Digital Ethics and Halal Awareness

The surge in global search interest for halal-related topics demonstrates a growing awareness and reaffirmation of Islamic values in the digital sphere. As shown in before section, Muslim-majority and non-Muslim countries alike such as Singapore, the United States, and Canada display increasing engagement with

halal queries, indicating a diffusion of ethical consumption values beyond religious boundaries.

This phenomenon fulfills the objective of *ḥifẓ al-dīn* by promoting the understanding and practice of *Shariah* principles through accessible, technology-mediated information. Online searches become acts of *ijtihād al-maʿlūmah* the pursuit of religiously aligned knowledge in digital contexts. Moreover, the role of AI-driven recommendation systems in filtering halal content aligns with Islamic governance on digital *hisbah* (ethical regulation in virtual spaces) (Meerangani et al., 2023). Thus, the halal digital ecosystem not only supports faith preservation but also embeds religious consciousness within global digital infrastructures.

2) *Ḥifẓ al-Nafs* (Preservation of Life): Ensuring Safety and Well-being through Digital Halal Transparency

The dominance of halal food and halal cosmetics in search interest reflects consumer prioritization of physical and spiritual well-being. These sectors emphasize safety, hygiene, and ethical sourcing – key aspects of *ḥifẓ al-nafs*. In the post-pandemic period (2021–2025), global consumers increasingly associated halal certification with trust, hygiene, and sustainability. According to PwC, (2023), over 60% of consumers in Southeast Asia and the Middle East now verify halal status through online certification databases before purchase. This aligns with *Maqashid* principles ensuring *tayyib* (wholesome) consumption and the reduction of harm. From a digital governance perspective, integrating blockchain and QR-based halal tracking systems ensures transparency, empowering consumers to protect their health through verifiable data a technological extension of *ḥifẓ al-nafs* in the Fourth Industrial Revolution era.

3) *Ḥifẓ al-ʿAql* (Preservation of Intellect): Data Literacy and Ethical AI Use

The use of predictive analytics, as demonstrated in before section, represents not only a methodological advancement but also a manifestation of *ḥifẓ al-ʿaql*. Data-driven forecasting encourages informed decision-making among policymakers, entrepreneurs, and investors in the halal economy. However, *Maqashid*-oriented interpretation demands that artificial intelligence and data models be guided by *amanah al-maʿlūmah* (trust in data stewardship) and *maslahah* (public interest). When algorithms are trained to detect and promote ethical consumption, they embody the preservation of intellect through responsible digital (Mohd Najib et al., 2025). Thus, this study contributes to Islamic epistemology by framing big data not merely as a tool for efficiency, but as a means of safeguarding intellectual virtue and collective wisdom in decision-making.

4) Ḥifz al-Māl (Preservation of Wealth): Inclusive and Ethical Economic Expansion

The positive predictive trend across all halal sectors (2026–2030) especially Islamic finance and halal tourism – suggests sustained growth potential and wealth circulation aligned with *Shariah* ethics. The forecast indicates that Islamic finance searches may rise by nearly 30%, signaling increasing interest in ethical financial systems that avoid *riba* and promote risk-sharing models. From the *Maqashid* perspective, digital inclusion through Islamic fintech platforms promotes equitable wealth distribution and financial literacy among marginalized groups (Ganaie, 2025). By integrating data science with *Shariah* governance, the halal digital economy embodies *ḥifz al-māl*: preserving and multiplying wealth through ethical innovation and transparency.

5) Ḥifz al-Nasl wa al-Bi'ah (Preservation of Lineage and Environment): Sustainability and Intergenerational Value

The intersection between green economy, halal production, and technological sustainability resonates strongly with *ḥifz al-nasl wa al-bi'ah*. The long-term projections showing consistent growth in halal sectors indicate that sustainability is not only an economic concern but also a moral obligation. Digital monitoring of halal supply chains contributes to environmental protection and responsible resource management. The halal concept inherently discourages waste (*israf*) and promotes balance (*mizan*) principles that guide both ecological preservation and social responsibility. In emerging markets such as Indonesia, Brunei, and Turkey, where digital halal entrepreneurship is rising, the integration of eco-innovation (e.g., halal bioplastics, green cosmetics) ensures the transmission of sustainable values to future generations. Thus, the digital halal economy becomes a practical instrument for *ḥifz al-nasl* protecting the moral, biological, and environmental continuity of human life.

Synthesis: Maqashid as the Ethical Compass for Digital Futures

Integrating the empirical insights from big data analytics with the *Maqashid* framework reveals that technological progress in the halal economy can coexist harmoniously with ethical and spiritual development. The preservation of religion, life, intellect, wealth, and environment is not merely a theoretical ideal but can be measured, forecasted, and enhanced through data science. Therefore, the halal industry's future depends on adopting *Maqashid*-oriented digital governance ensuring that algorithms, AI recommendations, and market innovations serve human dignity (*karāmah insāniyyah*) and collective welfare (*maslahah 'ammah*). This transformation symbolizes a new paradigm in Islamic economics: from compliance to consciousness, where digital analytics become an extension of ethical intelligence.

E. Conclusion & Policy Recommendation

This study finds that from 2020 to 2030, halal food and halal tourism lead in predicted global search interest, reaching normalized indices of 116.05 and 131.81 respectively by 2030, while Islamic finance and halal cosmetics show moderate but steady growth (106.90 and 83.67). Strong intersectoral correlations – particularly between halal food and tourism ($r = 0.94$) and Islamic finance and tourism ($r = 0.88$) – demonstrate that digital engagement in one sector amplifies interest across others. Rising and breakout search queries indicate a shift from generic informational searches toward action-oriented, certified, and sustainability-focused consumer intentions, reflecting globalization of halal culture and heightened ethical awareness.

Interpreted through the *Maqashid Shariah* framework, these trends reinforce *hifz al-nafs* (health and ethical consumption in halal food), *hifz al-mal* (ethical finance growth), *hifz al-'aql* (knowledge enrichment through halal tourism), and *hifz al-bi'ah* (sustainable practices in tourism and cosmetics). Practitioners are advised to leverage digital analytics and cross-sector strategies, such as integrating Islamic fintech with halal food platforms, expanding ethical cosmetic lines, and promoting certified halal tourism experiences. Enhanced transparency and blockchain-enabled traceability can strengthen consumer trust and stimulate intersectoral digital spillover effects.

For policymakers, reinforcing halal certification standards, supporting smart tourism infrastructure in key markets (e.g., Indonesia, Brunei, UAE), and fostering public awareness of *Shariah*-compliant consumption can align market growth with ethical objectives. Future research should integrate social media and transactional e-commerce data to refine predictive accuracy and explore emerging niches such as halal pharmaceuticals, fashion, and digital services.

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