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Halal Economy and Consumer Protection Laws: A Legal-Economic Perspective

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ABSTRACT

The rapid growth of the global halal economy has positioned halal products and services as important contributors to international trade, economic development, and evolving consumer markets. This study investigates the role of halal consumer protection law in supporting the advancement of the halal economy from both legal and economic perspectives. Employing a qualitative approach with a juridical normative framework, this research examines regulatory structures, halal certification mechanisms, consumer protection principles, and the broader economic implications of halal governance. The findings indicate that effective halal consumer protection frameworks are essential for establishing legal certainty, preserving product authenticity, strengthening consumer trust, and improving market transparency. From an economic perspective, comprehensive halal regulations contribute to enhancing product competitiveness, expanding global market access, encouraging industrial innovation, attracting investment, and promoting sustainable economic growth. Nevertheless, this study highlights several ongoing challenges, including the lack of harmonization among international halal standards, limited regulatory enforcement capacity, the financial burden of certification processes for micro, small, and medium enterprises (MSMEs), and the increasing complexity of digital trade and cross-border e-commerce.

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INTRODUCTION

In recent decades, the halal economy has emerged as one of the fastest-growing sectors in the global economic system. Initially associated primarily with food and beverages for Muslim communities, the concept of halal has expanded—due to globalization and technological

advancements—into diverse sectors such as pharmaceuticals, cosmetics, Islamic finance, tourism, fashion, and digital services (Abdullayev et.al., 2025). This evolution reflects growing awareness among Muslim consumers of the importance of halal products and services in daily life. Simultaneously, non-Muslim consumers have come to view halal products as symbols of cleanliness, safety, and quality assurance. As a result, the halal economy has become a key driver of international trade and economic development. The global halal market was valued at approximately USD 2,006 billion in 2016 and is projected to reach USD 4,081 billion by 2026, highlighting its profound economic impact and growth potential (Rahman & Ahmad, 2024).

The expansion of the global Muslim population has fueled this surging demand for halal products and services. International reports indicate steady annual growth in the global halal market, opening new economic opportunities for numerous countries. In response, governments and businesses are prioritizing halal industries within their economic strategies. Muslim-majority nations like Indonesia, Malaysia, Saudi Arabia, and the United Arab Emirates have actively promoted these industries to enhance competitiveness. Even non-Muslim countries are entering the market, drawn by its lucrative potential, transforming the halal economy into a truly global phenomenon that reshapes production, distribution, and consumption patterns worldwide. This rapid growth, however, concurrently introduces multifaceted challenges related to consumer protection, particularly concerning the authenticity, integrity, and ethical sourcing of halal products and services (Wahab & Ihsan, 2024).

As the world's largest Muslim-majority country, Indonesia holds immense potential in the halal sector. To harness this, the government has enacted key regulations and policies, including Law Number 33 of 2014 on Halal Product Assurance, which mandates halal certification for market-circulating products. This framework provides legal certainty and protection for Muslim consumers while boosting the global competitiveness of domestic goods. Supporting institutions have also been established for certification and oversight, positioning Indonesia as a leading player in the global halal economy. This strategic positioning is further supported by the substantial assets within the Sharia financial ecosystem, estimated at US$4.93 trillion, underscoring the integrated and holistic nature of the Islamic economic system (Maulidizen et.al., 2026). Despite this potential, Indonesia's contribution to the global halal market remains comparatively modest when juxtaposed with nations like Malaysia and the United Arab Emirates, indicating a gap between regulatory ambition and market penetration (Aini & Go, 2025; Judijanto et al., 2024).

From a consumer protection standpoint, halal labeling upholds consumers' rights to accurate, clear, and honest product information. This principle is foundational in modern legal systems, where consumers often hold a weaker position relative to producers and businesses. In the halal industry, such protection is especially critical, as fraudulent claims or misused labels can inflict economic and moral harm (Akhadi et.al., 2025). Consumers depend on certification as assurance of compliance with Islamic and legal standards, necessitating robust regulations and vigilant enforcement to curb violations. Thus, halal consumer protection aligns with broader goals of market fairness and transparency.

Economically, the halal economy transcends religious values to serve as a vital engine for growth and development. Its expansion generates employment, attracts investment, boosts exports, and supports small and medium enterprises. Halal certification enhances product value and trust, elevating business competitiveness internationally. In many nations, it bolsters national income and stability, while embedding halal principles fosters ethical practices and sustainability across economic and social spheres.

Yet, despite this momentum, halal regulations face significant legal and economic hurdles. A primary challenge is the lack of harmonized standards across countries, which impedes international trade through inconsistent certifications and recognition. Small and medium enterprises often struggle with certification costs and bureaucracy. Moreover, lax enforcement and oversight enable label misuse, eroding consumer confidence if certification credibility falters. These challenges are particularly pronounced in Indonesia, where debates surrounding the implementation of halal certification highlight the tension between religious mandates and economic practicality (Rahmatullah et al., 2025). The state's role in mandating halal certification, while distinct from the religious obligation of consuming halal, is crucial for safeguarding the constitutional rights of Muslims to consume lawful products and ensuring consumer protection in general (Jalaluddin et al., 2024).

The rise of digital commerce and global supply chains exacerbates these issues. Products now flow seamlessly across borders via e-commerce platforms, complicating oversight of imported goods' halal compliance. Online buyers frequently lack reliable halal status information, and complex supply chains obscure raw material tracing. Addressing this demands enhanced international collaboration and digital surveillance tools. For instance, varying interpretations and applications of halal standards among different nations create substantial barriers to market access and increase operational complexities for businesses operating internationally (Sofiana et al., 2021). This disunity can lead to "halal nationalism," where national standards are perceived as strategic assets rather than universal principles, hindering the adoption of unified regional or global standards (Fadhillah & Saputra, 2025).

From a legal-economic lens, halal economy and consumer protection laws are deeply intertwined: the former ensures religious-legal compliance, while the latter safeguards rights, jointly promoting fairness, transparency, and accountability. Robust halal rules not only shield Muslim consumers but also foster competitive markets and efficiency, incentivizing quality and ethics. This interconnectedness necessitates a comprehensive legal-economic analysis to understand the implications of halal policies on both domestic consumer protection and global trade dynamics (Sutrisno et al., 2025).

The above backdrop reveals critical issues in harmonizing halal economy growth with consumer protection. The sector's rapid rise demands comprehensive laws to combat fraud and misinformation, yet divergent standards, enforcement gaps, compliance burdens—especially in developing nations—and digital trade complexities undermine effectiveness. Thus, exploring how consumer protection laws can sustain halal development from legal and economic angles is essential.

This research analyzes the interplay between the halal economy and consumer protection laws through legal and economic lenses. It examines halal regulations' role in upholding consumer rights and market certainty, identifies implementation challenges in certification and protection systems, assesses economic effects on competitiveness, investment, and growth, and proposes strengthened governance via legal and institutional reforms. Ultimately, it aims to advance a fair, transparent, and sustainable global halal ecosystem.

Theoretically, this study elucidates legal-economic dynamics in the halal industry and enriches discourse on consumer protection's role in ethical markets. Practically, its insights offer guidance for governments, policymakers, businesses, and certifiers to refine halal systems, while heightening public awareness of halal consumer safeguards in contemporary economies. In sum, it holds substantial value for law, economics, and policy in the global halal context.

RESEARCH METHOD

This research employs a qualitative library-based approach to examine the interplay between the halal economy and consumer protection laws from legal and economic perspectives. This method suits the study's focus on legal concepts, regulatory frameworks, theories, and social phenomena in the halal industry and consumer rights. It enables in-depth exploration of halal regulation interpretations and implementations amid economic development and consumer protection, while allowing comprehensive analysis of legal norms and economic principles—without reliance on numerical data. The approach also offers flexibility in addressing issues like halal certification and market oversight, yielding a systematic understanding of the topic. The selection of this methodology is further justified by the need to navigate the intricate and often conflicting legal philosophies underpinning diverse halal regulatory regimes, particularly in light of increasing ethical consumerism and global trade liberalization (Abdullayev et al., 2025).

Library research involves collecting and scrutinizing secondary sources aligned with the objectives, including Indonesia's Law Number 33 of 2014 on Halal Product Assurance and Law Number 8 of 1999 on Consumer Protection. The study draws on books covering Islamic law, Islamic economics, business ethics, and consumer protection theories to bolster its framework. It reviews national and international academic journals for current debates on the halal economy and consumer safeguards, alongside government reports, policy documents, and international organization publications on the global halal industry's growth and challenges. These sources provide reliable data to underpin the analysis. This comprehensive approach facilitates an understanding of how regulatory frameworks, such as the Halal Product Assurance Law, contribute to ensuring consumer confidence and compliance with Islamic standards within the Indonesian market (Kerti, 2025).

Data collection relies on documentation and literature review of pertinent written materials and legal texts. Analysis uses descriptive-analytical techniques to elucidate links between halal economy development and consumer protection laws. Descriptive elements outline regulations, economic contexts, and institutional mechanisms for halal certification and rights. Analytical components assess regulation effectiveness and pinpoint legal-economic implementation challenges. Ultimately, this method delivers objective insights into how halal consumer protection fosters legal certainty, market transparency, and sustainable growth. This qualitative approach, specifically a juridical normative method, encompasses an inventory of positive law, research into legal principles, and the study of specific legal cases, ensuring a comprehensive understanding of the regulatory landscape governing halal products (Aziz et al., 2021).

RESULT AND DISCUSSION

The Concept and Development of the Halal Economy

The halal economy refers to an economic system grounded in Islamic principles, emphasizing legality, cleanliness, safety, fairness, and ethical business conduct in the production and distribution of goods and services. The term “halal” denotes what is permissible under Islamic law, serving as an essential guideline for Muslim consumers' daily activities. Initially focused on food and beverages—particularly ingredients and processing methods—the concept has expanded into broader sectors shaping modern lifestyles and business (Ismail et.al., 2024). Beyond religious compliance, the halal economy embodies quality assurance, health

standards, and ethical production, earning recognition in both Muslim-majority and non-Muslim countries. This expansion has necessitated robust legal frameworks, such as Indonesia's Law Number 33 of 2014 concerning Halal Product Assurance, to regulate the growing market and ensure consumer protection across diverse product categories beyond just food (Habiburrahman & Novia, 2023; Sakti et al., 2023).

This rapid expansion is evident in diverse halal-based industries worldwide, including food and beverages, Islamic finance, Muslim fashion, halal tourism, cosmetics, and pharmaceuticals. Driven by rising demand and trade globalization, these sectors have shifted halal products from niche to mainstream markets (Maulidizen et.al., 2024). Companies worldwide now pursue halal certification to broaden market access and build consumer trust, transforming the halal industry into a competitive global economic force. This growth underscores the imperative for comprehensive legal frameworks to ensure product integrity and consumer confidence (Suhaimi, 2025). However, the significant gaps in the standardization of the halal certification process, particularly concerning alignment with Islamic law for international export, highlight the challenges in integrating halal certification into the global supply chain (Fatchurrohman et al., 2025). Consequently, the historical localized oversight by religious scholars has evolved into formalized certification systems to address challenges in authenticity, consistency, and recognition brought about by global trade and mass production (Yuanitasari et al., 2025).

A key driver is the burgeoning global Muslim population, one of the fastest-growing demographics, which sustains demand for halal products and services. This trend spurs governments and businesses to invest in halal infrastructure. Moreover, Muslim consumers are increasingly discerning, seeking products that meet both religious tenets and international quality-safety standards (Rochim et.al., 2024). The halal industry's appeal transcends religious boundaries, attracting non-Muslim consumers due to its emphasis on safety, quality, and ethical production in line with sustainability principles (Maulana et al., 2023; Sari et al., 2023). Consequently, the halal market has grown substantially, with non-Islamic countries also actively participating by producing halal goods and establishing certification bodies to capitalize on emerging opportunities (Meylinda & Matondang, 2023).

Complementing this, heightened consumer awareness of healthy and ethical consumption—extending to non-Muslims—bolsters the halal economy. Many view halal products as cleaner and safer due to rigorous standards in cleanliness, transparency, and ethical practices. Aligning with concerns over sustainability and environmental responsibility, halal principles attract a wider global audience. The global halal market was valued at approximately USD 2,006 billion in 2016, with projections indicating an increase to USD 3,081 billion by 2022, signifying its substantial economic impact (Ahmad et al., 2023). This expansion highlights the crucial need for robust legal frameworks and consumer protection mechanisms to safeguard the integrity of the halal supply chain and uphold trust among a diverse consumer base.

Globalization and international trade further accelerate growth. Advances in transportation, communication, and digital technology facilitate halal products' entry into international markets. Multinational firms adapt to halal requirements for competitiveness in Muslim markets, while trade agreements fortify global supply chains, integrating the halal economy into the world system (Maulidizen, 2019). This global integration is evidenced by the halal industry's estimated value of US$1.292 trillion in 2013, with projections suggesting it will reach US$2.537 trillion by the end of the current decade (Sahir & Fahlevi, 2023). This projected growth signifies a robust market dynamic driven by both increasing Muslim

consumer spending and a broader shift towards ethical consumption patterns (Ahmad et al., 2024; Handayati et al., 2024).

Government support is pivotal, with regulations on certification, assurance, and consumer protection fostering trust. In Indonesia, for instance, Law Number 33 of 2014 on Halal Product Assurance ensures legal certainty in certification and oversight. Specialized institutions, halal zones, export incentives, and investments underpin sustainable development. The global halal industry now represents a substantial economic force, with estimates valuing the market at approximately USD 2.3 trillion annually, encompassing diverse sectors from food and tourism to pharmaceuticals and cosmetics (Balah & Makakena, 2024; Sujibto & Fakhruddin, 2023). This substantial market capitalization underscores the critical need for robust regulatory frameworks and consumer protection laws to ensure the integrity and ethical adherence of halal products and services across this expansive ecosystem (Hidayat & Machmud, 2024; Musaada & Muttaqin, 2025).

Technological advancements, particularly e-commerce and digital platforms, enhance opportunities by streamlining marketing, providing certification details, and improving supply-chain traceability. Digital payments and fintech also advance Islamic finance, solidifying the global halal ecosystem. However, challenges persist, notably the fragmentation of halal standards across over 80 countries, which creates significant trade barriers despite the market's vast potential (Amir et al., 2025). This divergence in standards complicates international trade and can undermine consumer confidence due to inconsistent assurance levels (Hidayah & Solihah, 2025). Such disparities in halal governance and certification necessitate a harmonized approach to legal frameworks, particularly in consumer protection, to effectively address issues such as mislabeling, fraud, and non-compliance within the global halal economy (Halim et al., 2022).

Indonesia holds immense potential as a global halal hub, leveraging its vast Muslim population, strategic location, and resources. Government policies, including halal zones and expanded certification, alongside promotions in tourism, finance, and exports, position it as a leader. This ambition is further supported by the country's proactive initiatives in developing its halal food and cosmetics sectors, which rank second and fourth globally, respectively (Aisyah & Sesunan, 2023). Indonesia's concerted efforts to promote halal products, including the establishment of the Global Halal Hub Indonesia, demonstrate its commitment to becoming a prominent player in the worldwide halal market (Syahr et al., 2024). Despite these aspirations, Indonesia faces significant challenges, such as ensuring comprehensive certification beyond food products and integrating micro, small, and medium enterprises into the halal supply chain, which are crucial for realizing its full potential (Linggawijaya, 2025).

Economically, the halal economy drives GDP growth via production, trade, and investment, while generating jobs in manufacturing, tourism, finance, logistics, and retail. Certification boosts competitiveness and market access, attracting investments attuned to its long-term potential. This economic dynamism, coupled with the increasing complexity of global supply chains, necessitates a rigorous examination of consumer protection laws within the halal sector to mitigate risks associated with product authenticity and Sharia compliance.

Finally, it empowers micro, small, and medium enterprises, enabling market access, quality upgrades, and inclusion through supportive programs. Thus, the halal economy integrates religious values, ethical practices, and sustainable development into the modern global system. Given Indonesia's significant Muslim population, which constitutes 87.2% of its total inhabitants, the nation possesses substantial potential within the halal economy, ranking third globally after Malaysia and Saudi Arabia (Herlanjaya et al., 2026). This

demographic advantage, coupled with Indonesia's fourth-place standing in the Global Islamic Economy Indicator 2021, underscores its trajectory towards becoming a global hub for Islamic economic activities (Dzukroni & Ulinnuha, 2023; Yuniarti et al., 2022).

Consumer Protection in Halal Product Regulations

Consumer protection is an essential component of modern trade systems, ensuring fairness, transparency, and accountability in economic activities. In every commercial transaction, consumers are entitled to safe, reliable products and services that meet legal standards. For halal products, this protection gains added significance due to their deep ties to religious beliefs and personal values. Muslim consumers depend on halal labels and certifications as assurances of compliance with Islamic principles. Thus, safeguarding halal consumers is not merely a legal matter but also a question of respecting religious rights and fostering social trust. Governments must therefore establish robust legal frameworks to guarantee that halal products adhere to required standards. This involves implementing comprehensive regulatory measures, including clear and reliable halal standards, effective certification processes, and stringent oversight to prevent misrepresentation and fraud within the halal market (Kharrazi et al., 2024; Muin & Tahir, 2023).

The rapid expansion of the halal industry has heightened the need for such protections in both domestic and international markets. Halal products now permeate supermarkets, restaurants, online platforms, and global supply chains, broadening access while amplifying risks of fraud and misinformation. Verifying genuine halal status or proper certification can prove challenging for consumers, potentially leading to financial losses, health hazards, and ethical dilemmas. Strong consumer protection mechanisms are thus vital to sustain public confidence in the halal sector. This includes establishing clear legal certainty for business operators and robust enforcement mechanisms for violations related to halal product assurance (Jaya et al., 2026; Nissa, 2023). The internationalization of halal product assurance standards further underscores this necessity, with implications for legal frameworks and the consistent application of consumer rights across borders (Wibowo et al., 2025).

In Indonesia, these protections are anchored in Law Number 8 of 1999 on Consumer Protection and Law Number 33 of 2014 on Halal Product Assurance. Law Number 8 of 1999 upholds consumers' rights to safe products, accurate information, and equitable treatment. Complementing this, Law Number 33 of 2014 addresses halal certification, product assurance, and business actors' compliance responsibilities. Together, they provide legal certainty in the halal market and bolster accountability among producers and distributors, reflecting the government's dedication to consumer welfare in the halal economy. The latter specifically mandates halal certification for products circulating in Indonesia, establishing a comprehensive framework that includes requirements for business actors and governmental oversight to ensure adherence to Sharia principles (Irwansyah & Saleh, 2024; Supriyadi et al., 2024). However, despite this robust legal framework, implementation challenges persist, particularly concerning the oversight and enforcement of halal product assurance, leading to ongoing vulnerabilities for Muslim consumers (Cholifah, 2025).

Key consumer rights in halal regulations encompass safety, information accuracy, choice, and redress. Consumers have the fundamental right to safe, comfortable products compliant with halal and health standards. They also deserve clear, honest details on ingredients, processes, and certification. Moreover, they should select products aligned with their beliefs without deception. Finally, compensation is due for losses from misleading claims

or defects, promoting balance between consumers and businesses. This framework, though comprehensive, still encounters obstacles in its practical application, leading to a persistent gap between regulatory intent and actual consumer protection outcomes in the halal sector (Masri et al., 2025; Purwaningsih et al., 2024). Specifically, many products continue to circulate without proper halal certification, necessitating enhanced legal certainty for Muslim consumers (Aprilia et al., 2025).

Halal certification stands as a cornerstone legal tool for this protection. It offers official verification that products meet Islamic and legal criteria through rigorous checks on materials, production, distribution, and compliance by authorized bodies. Free from prohibited substances and produced halal-compliant, certified products build consumer trust via transparent, evidentiary assurance, enhancing market integrity. Despite its critical role, consumer understanding of halal certification remains limited, creating a gap where consumers may not fully grasp its importance in safeguarding their rights against non-halal products (Marliana et al., 2025). This lack of awareness underscores the necessity for targeted consumer education initiatives to empower individuals to make informed choices within the halal market (Andarestiani et al., 2026). These initiatives should aim to clarify the nuanced aspects of halal standards and the certification process, thereby enabling consumers to effectively scrutinize product claims and challenge non-compliance (Ikomatussuniah & Bustami, 2021).

In Indonesia, authorized institutions like the Halal Product Assurance Organizing Agency and the Indonesian Ulema Council oversee inspections, audits, fatwas, and verifications in collaboration with auditors, labs, and agencies. Their duties include ingredient evaluation, facility monitoring, and regulatory enforcement, underpinned by professionalism and accountability. The credibility of certifications hinges on these bodies' integrity and effectiveness. However, recent findings indicate that systemic failures can occur post-certification, leading to situations where purportedly halal products are later found to contain non-halal elements, thus compromising consumer trust and necessitating a re-evaluation of current oversight mechanisms (Tambunan & Suherman, 2025). This highlights the imperative for continuous refinement of halal certification processes, emphasizing more rigorous post-market surveillance and penalizations for non-compliance to uphold consumer protection and market integrity (Denha et al., 2024; Prawiro & Fathudin, 2023).

Yet, implementation faces hurdles. Many business actors, especially small and medium enterprises in remote areas, lack awareness of halal requirements and obligations, leading to non-compliance or delays due to resource gaps. Some even misuse labels to lure customers, underscoring the need for heightened legal education. Furthermore, the limited authority and funding allocated to key regulatory bodies, coupled with a lack of understanding among the Muslim community regarding the significance of halal status, exacerbate these challenges (Bahrudin et al., 2024). This underscores the necessity for comprehensive interventions, including enhanced educational programs and streamlined certification processes, to improve compliance and strengthen consumer protection within the halal economy (Rahma & Phahlevy, 2024; Rofiah et al., 2024; Wibowo et al., 2023).

Certification costs and complexities further burden SMEs, with fees, adaptations, sourcing, and documentation posing barriers that limit participation and exacerbate market inequalities. Governments should offer subsidies, training, and streamlined processes to aid compliance. Furthermore, the rapid proliferation of halal logos presents a significant challenge for regulatory bodies, often necessitating substantial investment in research and development to conduct thorough evaluations and on-site inspections (Sorna et al., 2024). The

heterogeneity of halal standards across different regions and certification bodies also complicates the process, requiring harmonized guidelines to ensure global consistency and consumer confidence (Islam et al., 2023). This fragmented landscape of certification standards and the challenges faced by SMEs in navigating them ultimately undermine the efficacy of consumer protection measures within the halal economy (Idris, 2024; Ismail et al., 2025).

Global supply chains and lax oversight compound issues, as multi-country sourcing defies monitoring, and e-commerce imports evade checks, leaving consumers vulnerable to unverified products. Enhanced surveillance, international collaboration, and digital tools are essential for transparency. Achieving global standardization of halal protocols is paramount to addressing these challenges, given the multiplicity of standards arising from diverse governmental, cultural, and jurisprudential interpretations (Salam et al., 2023). This lack of harmonization not only complicates international trade but also creates avenues for fraudulent halal claims, further eroding consumer trust and necessitating robust legislative frameworks to mitigate such risks. (Bakar et al., 2025) Addressing these multifaceted challenges necessitates a concerted effort from all stakeholders, including governments, certification bodies, industry players, and consumers, to cultivate a robust and trustworthy halal ecosystem.

To bolster protections, governments must strengthen enforcement via inter-agency coordination, stringent penalties for violations, consumer education campaigns, and innovations like traceability platforms. These steps will secure rights, build trust, and propel the halal economy's sustainable growth. The development of robust legal frameworks, such as those governing halal product assurance and consumer protection, is crucial in fostering an environment where consumer confidence can flourish and the halal industry can expand responsibly (Marlina et al., 2025; Yuanitasari et al., 2026). This entails a comprehensive approach involving legislative enhancements, rigorous regulatory oversight, and multi-stakeholder collaboration to address the complexities of halal ecosystem development, particularly concerning governance, certification, and market integrity (Anshori et al., 2025; Urus et al., 2025). However, this vision is often hampered by institutional fragmentation and diverse interpretations of halal principles, particularly within the Indonesian halal ecosystem, leading to operational and governance challenges (Muhammad et al., 2025).

Legal Challenges in the Implementation of Halal Regulations

The implementation of halal regulations encounters various legal challenges at both national and international levels. As the halal industry expands globally, governments and regulatory bodies must develop robust legal frameworks to ensure product compliance and safeguard consumer protection. However, divergent legal traditions, religious interpretations, and administrative systems frequently hinder effective implementation. In many countries, halal regulations remain nascent, lacking clear standards and institutional coordination, which fosters uncertainty for consumers and businesses in domestic and international markets. Consequently, these legal hurdles pose significant barriers to bolstering the global halal economy. This scenario is further complicated by the absence of a comprehensive roadmap for developing the halal industry, alongside inadequate halal assurance policies and inconsistent standardization and certification protocols (Machmud & Widuhung, 2024).

A primary challenge lies in harmonizing halal standards across countries, stemming from differing interpretations of halal principles, certification procedures, and auditing systems. For instance, ingredients or production methods deemed halal in one jurisdiction

may be rejected in another, complicating international trade and imposing administrative burdens on exporters and multinational firms. Businesses often must secure multiple certifications to access diverse markets, erecting trade barriers and diminishing market efficiency. This lack of uniformity also creates a legal vacuum that can be exploited by fraudulent entities, further eroding consumer trust and necessitating a more unified global approach to halal assurance (Lahuri et al., 2025). Moreover, in Indonesia, the lack of official halal standards set by the government, distinct from those issued by the Indonesian Ulema Council, leads to legal uncertainty regarding the authority and coordination of halal product guarantees (Purwanto et al., 2021).

This heterogeneity arises from variations in religious interpretations—such as differing scholarly views across Islamic schools of thought on products, ingredients, or slaughter methods—and national regulatory approaches. Some countries enforce state-controlled certification, while others permit private entities, leading to consumer and business confusion over certificate credibility. Thus, harmonization initiatives are essential for fostering consistency and transparency in the global halal sector. The legal status of fatwas from religious bodies, like the Indonesian Ulema Council, remains contentious in terms of their integration into national legal frameworks, thereby creating ambiguities in the enforcement of halal product assurance (Luthviati & Jenvitchuwong, 2021). Moreover, the absence of a universal accreditation mechanism, coupled with fragmented regulatory structures and inconsistencies in halal standards, further exacerbates challenges in achieving global recognition of halal certification (Umam et al., 2024; Urus et al., 2025).

Nationally, inadequate infrastructure for certification and supervision exacerbates these issues, particularly in developing countries lacking sufficient laboratories, institutions, and monitoring systems. Shortages of qualified auditors cause certification delays and weaken inspections, deterring businesses—especially in underserved regions—from participation. Enhancing institutional capacity is therefore critical to fortifying halal governance. Furthermore, the proliferation of varied halal standards across different regions and even within countries, due to multiple issuing organizations, highlights the complex regulatory landscape and the absence of a single universally accepted halal standard (Abdallah et al., 2021). This creates significant challenges for both consumers seeking assurance and producers aiming for market entry and compliance across diverse markets (Alourani & Khan, 2024).

Compliance remains low among businesses, notably SMEs unaware of or resistant to certification due to costs, complexity, or operational changes. Some even misuse halal labels to attract consumers, eroding trust and violating regulations. Governments must thus prioritize legal education and robust enforcement to elevate adherence. Moreover, the existing framework for halal product assurance in Indonesia, despite having a strong legal basis, struggles with effective implementation due to limited public resources, complex certification procedures, and low public awareness, necessitating enhanced socialization and inter-agency cooperation (Rahma & Phahlevy, 2024). Further complicating the landscape, the self-declaration system for halal certification in Indonesia has drawn criticism for its oversight and accountability gaps, prompting concerns regarding transparency and integrity (Sahhari et al., 2025).

Regulatory overlaps and inconsistencies among agencies further impede progress, breeding bureaucracy, conflicts, and unclear responsibilities in areas like certification, consumer protection, and trade oversight. Improved coordination and delineated frameworks are vital to streamline operations. A consolidated regulatory framework is essential to mitigate these issues, fostering a coherent and efficient system for halal industry governance.

In Indonesia, efforts to unify halal standards have encountered difficulties despite the establishment of the Halal Product Assurance Organizing Agency, which is responsible for coordinating the halal certification process, as inconsistencies persist regarding the mutual recognition of various halal certifications and the integration of traditional religious pronouncements with modern legal frameworks (Sholeh & Mursidi, 2023; Wahyuni et al., 2024).

Enforcement weaknesses compound these problems, as insufficient sanctions, limited resources, and corruption allow misuse of labels and uncertified products to persist. Stricter penalties and supervision are indispensable for deterrence and consumer trust. A critical review of Indonesia's halal industry policies reveals that the regulatory framework remains fragmented and complex, leading to implementation challenges and legal uncertainty, which are exacerbated by issues such as fragmented regulations, institutional inefficiencies, and barriers for small and medium enterprises (Lutfi, 2025). The fragmentation of authority between the Halal Product Assurance Organizing Agency and other ministries further weakens the supervisory role and creates legal uncertainty, exacerbating the challenges in enforcing halal product assurance (Muttaqin et al., 2025).

The rise of digital trade and e-commerce introduces borderless challenges, enabling unverified imports via online platforms and obscuring traceability in complex supply chains. Consumers struggle to verify halal status, necessitating adaptive regulations leveraging technology for oversight. This necessitates a robust, globally synchronized digital infrastructure to ensure the authenticity and integrity of halal products in an increasingly interconnected marketplace. These challenges underscore the urgent need for a unified global halal standard and a robust, transparent regulatory framework to safeguard consumer trust and facilitate legitimate trade. Addressing these complexities requires a multi-pronged approach encompassing policy alignment, institutional strengthening, and technological integration to bridge the gap between economic aspirations and consumer protection imperatives within the halal economy (Febriati et al., 2024; Saefullah et al., 2025).

From a legal-economic viewpoint, halal rules must balance consumer safeguards with business viability, fair competition, and efficiency. Overly stringent measures risk stifling investment and SMEs, while lax ones undermine confidence. Policymakers must craft equitable frameworks that advance both rights and growth. Specifically, in Indonesia, the regulatory overlap between halal certification and existing product permits, such as those for home industry food and cosmetics, creates significant inefficiencies, legal uncertainty, and higher transaction costs for businesses, ultimately affecting consumer trust and product distribution (Djakfar et al., 2025; Yatini et al., 2025). This complex regulatory environment, coupled with the varied interpretations and applications of halal principles, creates a paradoxical situation where the pursuit of comprehensive halal assurance inadvertently imposes disproportionate burdens on micro, small, and medium enterprises, thereby impeding innovation and market access (Atsari et al., 2025).

Addressing these challenges demands multifaceted strategies. Internationally, standard harmonization and mutual recognition can ease trade, bolstered by cooperation among governments, certifiers, and organizations. Nationally, digitalizing certification, expanding auditor training, upgrading infrastructure, and intensifying enforcement are key. Legal education for businesses and consumers will further embed compliance and protection. This integrated approach is critical for strengthening Indonesia's sharia economic ecosystem, which currently faces fragmentation in certification governance, laboratory networks, logistics, and digital traceability (Riady et al., 2026). Such an integrated approach would not

only enhance the credibility of halal certification but also foster a more equitable and competitive halal market, addressing the current deficiencies in governance and infrastructure (Marnita, 2024; Nurizka et al., 2025).

Moreover, the legal and regulatory frameworks for sharia-compliant financing play a pivotal role in fostering innovation and elevating product quality within the halal sector (Mas'ud & Muwazir, 2025). This includes ensuring that financial products and services adhere to Islamic principles while also providing accessible and transparent funding mechanisms for halal businesses, especially Micro, Small, and Medium Enterprises (Arianty et al., 2025). Such frameworks must address existing challenges within Islamic fintech, including regulatory clarity, complex permit procedures, and robust consumer protection mechanisms to safeguard against issues like data security breaches and dispute resolution failures (Fidhayanti et al., 2024).

The Economic Impact of Halal Consumer Protection Laws

Consumer protection laws in the halal industry generate profound economic impacts across domestic and international markets. Legal certainty for halal products bolsters consumer confidence, as buyers feel assured that purchases align with halal standards and legal requirements. This assurance drives market expansion and heightens participation in halal sectors. Clear regulations further minimize commercial uncertainties, fostering trust between consumers and businesses while incentivizing companies to uphold product quality and production transparency. Ultimately, these laws directly enhance the stability and growth of the halal economy. This growth, however, is contingent on addressing existing challenges within the halal certification landscape, including regulatory fragmentation and limited accessibility for MSMEs (Fansuri et al., 2025; Sakti & Ramadhani, 2023).

This economic significance is evident in the steady expansion of the global halal market. Rising demand prompts businesses and governments to capitalize on halal opportunities. Nations with robust regulatory systems gain advantages in international trade and attract heightened market focus. Beyond Muslim consumers, halal assurances appeal to non-Muslims prioritizing safety and ethical standards, thereby cultivating competitive, sustainable business landscapes. Thus, legal certainty emerges as a pivotal driver of contemporary economic progress. The rapid expansion of the digital economy further amplifies these dynamics, necessitating comprehensive regulatory frameworks that extend consumer protection to digital halal platforms and services (Jaya, 2026). This includes addressing the risks of illegal fintech loans and personal data theft, which are critical in a rapidly digitalizing financial landscape (Hamid et al., 2023).

A key benefit lies in elevating product competitiveness globally. Halal-certified goods earn premium recognition for meeting rigorous quality and safety benchmarks. Certified businesses penetrate larger markets, especially in Muslim-majority regions with strong demand. Certification also amplifies trust and brand prestige in trade. Multinational firms increasingly integrate halal standards into strategies for emerging markets, underscoring how these laws sharpen industrial edges. This strategic adoption of halal principles not only facilitates market access but also contributes to the overall integrity and ethical standing of global supply chains. Furthermore, the economic impact extends to job creation and economic diversification, as the halal sector stimulates growth in various industries, including food processing, pharmaceuticals, cosmetics, and tourism.

Halal regulations similarly expand international market access and export potential. Many importers mandate certification for food, pharmaceuticals, and cosmetics, enabling compliant firms to boost exports and forge partnerships. Governments reap foreign exchange gains and economic uplift from heightened trade. By guaranteeing quality and compliance, certification streamlines global commerce, positioning halal laws as vital tools for economic integration. This process is particularly critical for countries like Indonesia, which possesses the largest Muslim population globally and is strategically positioned to strengthen its economy through increased halal product exports (Cholil et al., 2025). This strategic imperative is further underscored by the growing global halal market, which demands robust regulatory frameworks to ensure both consumer protection and ethical supply chain management (Wahyudi, 2025).

Consumer loyalty and market stability also flourish under these frameworks. Reliable halal transparency fosters repeat purchases and enduring producer-consumer bonds. In fierce markets, such loyalty sustains profitability and shields reputations from disputes. Compliant businesses thus secure long-term viability. This framework, therefore, not only safeguards consumer interests but also propels economic growth by fostering a stable and trustworthy market environment for halal products and services. This robust regulatory environment encourages a virtuous cycle of investment, innovation, and consumer satisfaction, which is essential for the sustainable development of the halal economy (M et al., 2023; Rahman & Ahmad, 2024). The halal industry, characterized by its adherence to Shariah-compliant principles, ethical norms, and sustainable practices, serves as a significant economic growth driver for developing nations (Hanisah & Babatunde, 2025; W. S. H. B. W. Sulaiman & Jaiyeoba, 2025; W. S. H. W. Sulaiman & Jaiyeoba, 2025).

Moreover, regulations spur innovation and production upgrades. Compliance demands investments in advanced technologies, hygienic processes, and streamlined supply chains, yielding broader quality gains and efficiency. Firms innovate halal offerings to match evolving demands, with advancements in packaging, traceability, and digital tools propelling industry evolution. Halal standards thereby catalyze modernization and economic ingenuity. This dynamic interaction between regulatory compliance and technological advancement fosters a competitive environment, leading to enhanced product differentiation and market leadership for businesses committed to halal integrity. The continuous evolution of halal product innovation and the development of robust halal certification labels are paramount in fortifying the competitiveness of Islamic economy products within both domestic and international spheres (Priyadi et al., 2025).

These laws attract investment, both foreign and domestic, into halal sectors. Clear frameworks mitigate risks, drawing capital to finance, tourism, pharmaceuticals, and cosmetics. Successful ecosystems generate jobs and diversification. Infrastructure investments amplify national development, affirming regulations' strategic economic role. The integration of Sharia-compliant risk management and ethical investment practices further bolsters investor confidence, promoting transparency, fairness, and social responsibility within the halal industry (Judijanto et al., 2024). Furthermore, the institutional strengthening of the halal industry, through robust regulatory frameworks and collaborative ecosystems, is crucial for enhancing regional competitiveness and achieving sustainable development goals (Trimulato et al., 2022).

Halal certification elevates product value, appealing beyond Muslims to non-Muslims who equate it with hygiene, ethics, and quality. Enhanced branding and trust confer marketing edges, transforming certification into an economic asset alongside religious

compliance. This broadened appeal not only expands market reach but also contributes to the industry's economic impact, generating employment and stimulating economic diversification across various sectors (Noviyanti & Hakim, 2025). This increased demand and consumer confidence, in turn, contribute to overall economic growth and stability (Suseno et al., 2023). The standardization efforts, particularly those aimed at unifying halal certification processes, are critical for overcoming challenges faced by small and medium-sized enterprises in accessing the halal market (Fadhillah & Saputra, 2025).

Yet, burdens persist, especially for micro, small, and medium enterprises, facing certification fees, process adjustments, and administrative hurdles. Limited resources exacerbate these strains, sometimes delaying adoption. Support programs and incentives from governments and financiers aim to ease access, highlighting the need to calibrate regulations with business capacities. Moreover, the complexity of obtaining halal certification, involving rigorous application procedures and adherence to specific conditions, often deters producers, despite its significant impact on market expansion and sales turnover (Desmaryani et al., 2023). To mitigate these challenges, governmental policies and initiatives are crucial for fostering a supportive ecosystem that encourages MSME participation in the halal industry (Bastian & Fitri, 2025).

In the long run, benefits eclipse costs. Transparent markets, fortified trust, and ethical practices underpin stability, dual-serving consumer rights and growth. Robust frameworks propel exports, investments, and competitiveness, rendering halal consumer protection laws indispensable for sustainable global economic advancement. This comprehensive analysis underscores the critical interplay between regulatory governance, economic opportunity, and consumer welfare within the burgeoning halal sector. Specifically, halal certification serves as a pivotal instrument for differentiation, enhancing consumer trust and thereby strengthening the competitiveness of Micro, Small, and Medium Enterprises in both domestic and international markets (Marta et al., 2026).

CONCLUSION

The development of the global halal economy demonstrates the growing importance of halal consumer protection laws in ensuring fairness, transparency, and legal certainty within modern economic systems. Halal regulations and certification systems not only protect consumers' religious rights but also strengthen public trust in halal products and services. The study reveals that effective halal consumer protection laws contribute significantly to economic growth by increasing product competitiveness, expanding international trade opportunities, encouraging industrial innovation, and attracting investment. Halal certification has become an important economic instrument that enhances product value and market credibility among both Muslim and non-Muslim consumers.

Despite these advantages, several legal and economic challenges continue to hinder the effectiveness of halal consumer protection systems. Differences in halal standards among countries, weak regulatory enforcement, high certification costs for MSMEs, and the complexity of digital trade create obstacles to achieving a fully integrated global halal market. In addition, limited consumer awareness regarding halal certification and product traceability remains a significant concern. Therefore, stronger legal frameworks, institutional coordination, technological adaptation, and international harmonization of halal standards are essential for improving the effectiveness of halal governance.

Ultimately, halal consumer protection laws perform dual functions by safeguarding consumer rights and promoting sustainable economic development. The integration of legal certainty, ethical business practices, and economic innovation can strengthen the global halal ecosystem and support long-term market stability. Accordingly, governments, businesses, certification institutions, and international organizations must cooperate to develop transparent, accountable, and harmonized halal regulatory systems capable of responding to future global economic challenges.

LIMITATIONS AND FUTURE RESEARCH RECOMMENDATIONS

This study has several limitations that should be acknowledged. First, the research relies primarily on qualitative library-based and juridical normative approaches, meaning that it focuses on legal analysis and theoretical perspectives without extensive empirical or quantitative data. Second, the study mainly examines general global trends in halal consumer protection and does not provide detailed comparative analysis of specific countries or regions. Third, rapidly changing developments in digital trade, e-commerce, and technological innovation may affect the relevance of existing halal regulations over time. In addition, the study does not extensively investigate consumer behavior, business responses, or the practical experiences of MSMEs in implementing halal certification systems.

Future research is recommended to conduct empirical and comparative studies involving different national halal regulatory systems to better understand the effectiveness of halal consumer protection laws across jurisdictions. Quantitative research on consumer trust, business competitiveness, and the economic impact of halal certification would also provide deeper insights into the practical implications of halal regulations. Furthermore, future studies should explore the role of digital technology, blockchain systems, artificial intelligence, and traceability mechanisms in strengthening halal certification and consumer protection in global e-commerce markets. Research focusing on MSMEs, regulatory harmonization, and international halal trade policies would also contribute significantly to the advancement of sustainable halal economic development.

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