

Overview & opportunities for halal market

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According to the latest estimate there are about 2.1 billion Muslims in the world today comprising 25 percent of the global population of 7 billion. Over 60 percent of them live in Asia and one-fifth in the Middle East and North Africa. More than 300 million Muslims live as minority communities. In Europe, there are an estimated 38 million Muslims. There are about a million Muslims in Canada comprising 3 percent of the population. There are varying estimates of the Muslim population in the USA but most surveys estimate it to be around 8 million.

The global halal food market is currently valued at \$ 661 billion per year. According to the Islamic Food and Nutrition Council of America the US halal market is estimated at \$17.6 billion. Apart from the Muslims other segments of the population are also joining the ranks of halal consumers. Increasingly, halal food is gaining worldwide recognition as a safe and hygienic food type. Non-Muslim consumers are attracted to halal foods because of the additional safety and sanitation features which make them unlikely to be cross-contaminated. Halal consumers in the world have seen and enjoyed many developments for the last 8-10 years. This awareness and opportunities are in the area of ingredients, development in pharmaceutical, marketing, biotechnology, advance certification methods, multidimensional media and the development of halal software.

Biography

Mian N. Riaz is Director for the Food Protein R & D Center, and Graduate Faculty in the Food Science and Technology program at Texas A&M University, College Station, Texas. He joined the center 20 years ago after completing his Ph.D. in Food Science. He has published five books and one of the books is in the area of halal foods. This book was published in 2004, titled "*Halal Food Production*". Currently, he is teaching a course on "Religious and Ethnic Food" at Texas A&M University to Food Science and Nutrition majors

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