
Halal Industry Development in the Fashion Goods Sector in Indonesia

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Abstract: *The halal industry has shown consistent growth over the past decade and has become a key pillar of the global economy, extending beyond the food sector to consumer goods such as fashion. This study examines the development of the halal fashion industry and Indonesia's strategic role in advancing this sector. Using a literature review approach, the research synthesizes academic studies, industry reports, and recent publications on halal fashion. The findings indicate that Indonesia has strong potential to develop its halal fashion industry and position itself as a global reference, as reflected in its leading ranking in the State of the Global Islamic Economy Report (2024) through the Indonesia Global Halal Fashion (IGHF) initiative. The development of this industry is supported by the integration of conducive industrial policies, effective halal branding, sharia-based innovation, and improved consumer literacy and behavior. Strengthening these elements is essential for building a competitive and sustainable halal fashion industry ecosystem. Overall, the study underscores that the integration of religious values, creativity, and modern economic practices is fundamental to the long-term global competitiveness of Indonesia's halal fashion industry.*

Keywords: *Halal Industry, Fashion Sector, Islamic Economy, Halal Branding, Sustainable Development.*

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1. Introduction

Over the past decade, the halal industry has evolved into one of the fastest-growing sectors in the global economy. Initially concentrated within the food sector, the halal industry has gradually expanded into various strategic sectors such as tourism, pharmaceuticals, cosmetics, media, and consumer goods, including fashion. This expansion reflects a broader transformation in global consumption patterns, where consumers increasingly consider ethical values, sustainability, product transparency, and religious compliance in their purchasing decisions (Yuniasuti & Pratama, 2022). In this context, the halal industry is no longer perceived merely as a religious market segment, but rather as an integrated economic ecosystem that combines lifestyle, identity, and value-based consumption. The increasing global demand for halal products also indicates that halal principles are becoming increasingly relevant within modern economic systems that prioritize trust, safety, and ethical responsibility.

Indonesia holds a highly strategic position in the development of the global halal industry due to its status as the country with the largest Muslim population in the world (Nurdiana et al., 2025). This demographic advantage creates enormous opportunities for the expansion of halal-based industries, supported by the increasing awareness of halal lifestyles among Muslim consumers. In recent years, Indonesia has demonstrated a strong commitment to strengthening its halal economic ecosystem through regulatory support, halal certification policies, and the integration of halal industry development into national economic agendas. This is reflected in the government's efforts to mandate halal certification through Government Regulation No. 42 of 2024, which requires halal certification for cosmetics, pharmaceuticals, and other consumer goods (Nasar, 2026). In addition, the rapid growth of the modest fashion sector further indicates Indonesia's increasing competitiveness within the global halal market.

Among the various sectors within the halal economy, the halal fashion or modest fashion industry has become one of the most dynamic and rapidly growing sectors in Indonesia. The development of halal fashion is closely associated with changing lifestyles among Muslim consumers, especially the emergence of a modern Muslim middle class that seeks products combining religious values, aesthetics, and contemporary trends. Fashion is no longer viewed solely as a basic necessity, but also as a form of self-expression, cultural identity, and social representation. The increasing popularity of modest fashion in Indonesia has encouraged the growth of local fashion brands, the expansion of

Muslim fashion communities, and stronger participation in international fashion exhibitions and digital marketplaces (Sari & Ratnasari, 2021). This phenomenon demonstrates that halal fashion possesses not only cultural significance but also substantial economic potential within the broader halal industry ecosystem.

The rapid growth of digital commerce and social media has further accelerated the development of the halal fashion industry in Indonesia. Digital platforms have enabled local fashion brands to reach broader domestic and international markets while simultaneously shaping new patterns of consumer behavior. Muslim consumers today are increasingly influenced by lifestyle trends, halal awareness, product quality, and Islamic branding when making purchasing decisions related to modest fashion products (Hana et al., 2023). In addition, the growing awareness of halal lifestyles significantly influences consumer preferences toward halal fashion products, indicating that halal values are becoming an increasingly important consideration within the fashion industry (Qanita et al., 2022). This condition creates substantial opportunities for Indonesia to strengthen its position as one of the global centers of modest fashion production and innovation.

Despite its significant potential, the development of the halal fashion industry in Indonesia continues to face various structural and strategic challenges. Sustainable industrial development cannot rely solely on increasing market demand but requires a comprehensive and integrated ecosystem. Such an ecosystem includes supportive industrial policies, reliable halal certification systems, strong halal supply chains, technological adaptation, and globally competitive halal branding strategies. In addition, Indonesian modest fashion products continue to face intense competition from imported products and international brands with stronger global recognition (Handayani et al., 2025). This situation indicates that strengthening competitiveness within the halal fashion industry requires not only product innovation but also improvements in quality standards, digital transformation, and international market positioning.

Another important challenge lies in consumer literacy regarding halal products in the fashion sector. Public understanding of halal concepts is often still limited to food and beverage products, while awareness regarding halal assurance within fashion products, including raw materials, production processes, and supply chain transparency, remains relatively low. Consequently, strengthening public education, institutional support, and industrial governance becomes increasingly essential to build consumer trust and support the long-term sustainability of the halal fashion industry. In this regard, halal fashion development should not merely focus on commercial growth but also on the establishment of ethical, sustainable, and socially responsible industrial practices that align with the broader objectives of the halal economy.

Therefore, examining the development of the halal industry in the fashion goods sector is highly relevant in understanding the direction of industrial growth, Indonesia's strategic role within the global halal economy, and the challenges involved in building a sustainable halal fashion ecosystem. This study is expected to provide broader insights into how the halal fashion industry contributes to economic development, industrial competitiveness, consumer behavior transformation, and the strengthening of Indonesia's position as a global hub for halal fashion and the Islamic creative economy.

2. Materials and Methods

This study adopts a descriptive qualitative approach to examine the development of the halal fashion industry within the framework of a sharia-based economy. Qualitative research is considered appropriate for understanding and interpreting social and economic phenomena contextually and comprehensively, particularly when the objective is not to test hypotheses but to explore meanings, patterns, and industrial dynamics (Creswell & Creswell, 2018). The study employs a systematic literature review approach by utilizing secondary data obtained from peer-reviewed journal articles, industry reports, and official publications from relevant institutions. Data collection was conducted through structured searches in reputable academic databases, including Google Scholar and recognized scientific journal platforms. The selected literature focuses on discussions related to halal industry development, halal fashion, consumer behavior, halal branding, industrial competitiveness, and sustainability within the perspective of Islamic economics.

The analysis was conducted qualitatively through thematic identification, comparison of findings across studies, and synthesis of insights related to industrial policy, innovation, halal branding,

consumer behavior, and sustainability. This thematic analysis approach enables researchers to identify recurring patterns and construct comprehensive interpretations from various forms of qualitative data (Braun & Clarke, 2021). Through this process, the study aims to provide an integrated understanding of the structural and strategic factors shaping the development of the halal fashion industry, particularly regarding how sharia values, creativity, and modern economic practices contribute to the formation of a competitive and sustainable halal fashion ecosystem.

3. Results and Discussion

3.1. Halal Fashion Industry Strategy

Global competitiveness in the halal industry can be understood through the strengthening of two key pillars: producer-driven innovation supported by conducive policies and consumer behavior and knowledge. When these pillars are developed simultaneously, countries such as Indonesia have the potential not only to become the world's largest halal market but also to act as a global trendsetter, particularly in the rapidly growing modest fashion subsector. This potential is reinforced by Indonesia's performance in the State of the Global Islamic Economy (SGIE) Report 2024/2025, where Indonesia maintained its 3rd global position in the Islamic economy ecosystem while achieving 1st place globally in the modest fashion sector (Kawsar, 2025). These achievements indicate that sustained policy support, industrial innovation, and consumer awareness can strengthen Indonesia's role not merely as a major halal consumer market, but also as a global producer and innovation hub for halal lifestyle industries.

With regard to the first pillar innovation and marketing strategy Edris et al. (2024) demonstrate that halal fashion product innovation and religiosity-based marketing communication significantly influence competitive advantage and customer satisfaction. Competitive advantage also serves as a mediating variable that strengthens the relationship between innovation and customer satisfaction. These findings indicate that integrating Islamic values with creative innovation is essential for Muslim fashion brands seeking to compete in global markets.

From the perspective of purchase decision determinants, recent studies indicate that halal awareness and product knowledge remain important factors influencing consumer decisions in halal fashion consumption (Zahro et al., 2025). Although halal certification contributes positively to purchasing decisions, its influence may be relatively less dominant because consumers frequently place greater emphasis on factors such as product design, price, and brand image (Putri & Hanafi, 2023). Consequently, policymakers are encouraged to establish and enforce clear halal certification standards for fashion products, simplify certification procedures, and provide incentives such as tax benefits or grants for compliant brands. In addition, support through halal fashion exhibitions, social media campaigns, and industry networking events is crucial for promoting local halal brands. Maintaining brand personality is also essential, as halal fashion brands must ensure that all operational aspects from production to marketing strictly adhere to halal principles to build authenticity and credibility aligned with Islamic values. Furthermore, Vitadiar (2023) explains that the development of Indonesia's halal fashion industry is shaped by the quality of business actors, halal certification, and fashion preferences. These factors interact to form a business ecosystem grounded in moral values, spirituality, and social sustainability. The quality of business actors constitutes the foundation of consumer trust, while halal certification provides legal legitimacy and enhances global competitiveness. Fashion preferences, meanwhile, reflect the identity of modern Muslim consumers who seek a balance between sharia compliance and contemporary style.

In terms of new product development, recent studies indicate that Islamic fashion companies in Indonesia increasingly integrate Islamic principles into product development and design strategies from the early stages of innovation. Product elements such as aesthetics, materials, styling, and garment characteristics are developed to align with Islamic values while meeting the identity and lifestyle expectations of Muslim consumers (Putri et al., 2023). Their study highlights the importance of market research, as well as technical and financial analysis, prior to commercialization. Product launch failures often stem from insufficient attention to marketing and launch strategies, despite their critical role in market penetration. Thus, the authentic integration of sharia values throughout the entire product development process is a key determinant of success.

Ramadhani et al. (2025) further emphasize religious-centric product strategies as an approach to enhancing organizational sustainability and product quality. While such strategies positively affect operational sustainability and product excellence, they do not directly improve business performance

unless supported by strong product quality and robust operational systems. This finding underscores that the integration of religious values in business practices must be holistic rather than symbolic to generate long-term competitiveness.

The second pillar relates to consumer behavior and consumer knowledge. In the context of halal fashion consumption, brand loyalty is significantly shaped by customer satisfaction, perceived quality, religiosity, and digital information sources, including both firm-generated content (FGC) and user-generated content (UGC) (Rafdinal et al., 2024). Although religiosity significantly affects brand loyalty, it does not directly influence satisfaction, suggesting that religious values serve as a foundation while product quality and experience play a more decisive role. Social media also functions as a key channel for strengthening emotional engagement between consumers and halal fashion brands.

In the context of digital purchasing behavior, Anwar (2024), using the Technology Acceptance Model (TAM), explains how perceived usefulness and ease of use drive impulsive purchasing of halal fashion products through shopping applications. While enjoyable and seamless shopping experiences increase impulsive buying tendencies, the study also highlights the risk of excessive consumption and the importance of preserving religious values and halal certification amid digitalization.

At the consumer level, halal understanding, religiosity, and trust significantly influence attitudes and purchasing decisions in the halal industry (Abdulbakieva, 2025). In the halal fashion sector, these factors are reinforced by branding dynamics, as halal brand personality has been shown to enhance brand loyalty and brand trust (Rafdinal et al., 2024; Ali & Rafdinal, 2025). Muslim consumers tend to remain loyal to brands that not only offer sharia-compliant products but also communicate ethical values, purity, and brand integrity (Anwar, 2024).

Moreover, prior studies emphasize that the success of halal fashion is also shaped by brand experience and self-congruence the alignment between brand image and consumers' self-identity (Bukhari & Isa, 2020; Mostafa & Temerak, 2024). Muslim consumers are more emotionally attached to brands that reflect religious values, modest aesthetics, and religious symbolism in their product designs (El-Bassiouny, 2018; Anwar, 2024). Accordingly, competitive advantage in the halal industry particularly in modest fashion is not solely driven by production capacity and policy support, but also by value-based branding strategies, emotional consumer experiences, and enhanced halal literacy.

3.2. Halal Industry Opportunities in the Fashion Sector

Over the past decade, the halal fashion industry has experienced rapid growth, both in academic discourse and business practice. The increasing awareness among Muslim communities regarding halal-oriented lifestyles has stimulated the emergence of diverse innovations, marketing strategies, and business models grounded in sharia values. Indonesia's halal fashion industry demonstrates strong prospects, supported by a large domestic market, sustained government backing, and continuous innovation (Wijaya, 2024). Halal fashion not only addresses the clothing needs of Muslim women but also integrates religious values with contemporary trends. Designs such as bomber jackets, oversized tops, and loose-fitting trousers illustrate how Muslim women can remain stylish, comfortable, and confident while adhering to sharia principles. This phenomenon is evident not only in Indonesia but also globally, where halal fashion has become an integral component of the value-based creative economy.

From a research perspective, halal fashion has been increasingly examined through multiple analytical lenses, including brand loyalty, digital consumer behavior, product innovation, and organizational sustainability strategies. Existing studies indicate that modest fashion is not merely a niche cultural expression, but a rapidly expanding global market segment shaped by the intersection of religious values, lifestyle dynamics, and commercial innovation. Pradana et al. (2023) emphasize that the rising volume of scholarly work and market activity reflects a broader structural shift in global fashion consumption toward sharia-aligned principles, suggesting that halal fashion is gaining legitimacy both academically and industrially.

This growth is also strongly influenced by demographic and socio-economic factors, particularly the expansion of the global Muslim population, which reached approximately 1.9 billion people or 25.6% of the world's population in 2020 (Hackett, 2025). This demographic weight positions the Muslim consumer market as a central driver of the halal industry across diverse sectors, including food, tourism, cosmetics, pharmaceuticals, and fashion. However, it is important to note that halal demand is no longer exclusively driven by religious adherence; non-Muslim consumers are also increasingly engaged due to perceptions of halal products as safer, more hygienic, and of higher

quality (Asih et al., 2023; Putera & Rakhel, 2023). This expansion of consumer base introduces both opportunities and complexity, where market growth becomes closely tied to the industry's ability to maintain trust, consistency, and credibility in halal claims (Julpa & Napitu, 2023; Yulianingsih et al., 2023).

At the behavioral level, the rise of young Muslim consumers, particularly women, has significantly reshaped the global discourse on modest fashion. Modest dressing is increasingly understood not only as a religious obligation, but also as an expression of identity, lifestyle, and self-representation in contemporary digital culture. In this context, social media influencers play a strategic role as opinion leaders who mediate cultural meaning and normalize modest fashion within both Muslim and non-Muslim audiences. Their influence contributes to the transformation of modest fashion into a global lifestyle industry with substantial economic value, further reinforced by the entry of major international fashion brands and increasing investment flows.

In the Indonesian context, modest fashion represents one of the most dynamic subsectors within the halal industry, contributing to employment creation, gross domestic product, and export performance. Nevertheless, its development remains constrained by structural challenges, including limited access to global markets, suboptimal digital transformation, and restricted financial and institutional support systems (Yuniastuti & Pratama, 2023). From a broader academic standpoint, bibliometric evidence suggests that strengthening research capacity, policy alignment, and ecosystem integration is essential to enhancing the global competitiveness of Indonesia's halal industry (Solarin & Yen, 2016; Bahara et al., 2025). These findings collectively indicate that the advancement of halal fashion requires not only market expansion, but also systemic reinforcement across knowledge production, policy frameworks, and industry capability.

3.3. *Challenges in the Halal Fashion Industry*

At present, effective halal supply chain management plays a fundamental role in safeguarding the integrity of halal fashion products, particularly within increasingly complex and globalized production networks. Although halal certification schemes and dedicated halal supply chain practices are designed to ensure compliance with Islamic principles, their effectiveness is often constrained by persistent issues such as product authenticity risks, information asymmetry among stakeholders, and limited end-to-end verification across multi-tier supply chains. These challenges create a credibility gap between formal certification and actual practice, thereby reinforcing growing consumer demand for more robust and transparent traceability systems that can verify halal integrity across sourcing, production, and distribution stages (Handayani et al., 2023; Attarbashi et al., 2024).

In this context, blockchain technology has emerged as a promising technological infrastructure to address transparency and traceability limitations in halal supply chains. By enabling decentralized data recording with immutable and time-stamped information, blockchain enhances transparency, traceability, data integrity, and security across interconnected supply chain actors. Its collaborative architecture allows stakeholders including producers, certifiers, distributors, and consumers to access verifiable and tamper-resistant information regarding product origins, processing activities, and distribution pathways. Empirical studies in fashion and textile supply chains suggest that blockchain adoption strengthens product authenticity assurance, reduces fraud risks, and improves traceability performance, while in halal supply chain contexts it is increasingly associated with enhanced consumer trust and more reliable halal assurance mechanisms (Badhwar et al., 2023; Astuti & Hidayati, 2023). Nevertheless, the effectiveness of blockchain remains contingent upon institutional readiness, data input reliability, and cross-stakeholder adoption, indicating that technology alone is insufficient without governance and ecosystem alignment.

Beyond traceability concerns, the halal fashion industry also faces broader sustainability and ethical challenges that extend beyond formal compliance with halal standards. Existing gaps in monitoring raw material sourcing, environmental impact, and ethical labor practices highlight that halal assurance is often still narrowly interpreted, focusing primarily on religious compliance rather than integrating holistic sustainability dimensions. Consequently, contemporary expectations increasingly position halal fashion not only as compliant with sharia principles, but also as responsible in terms of environmental stewardship and ethical production. Addressing these multidimensional challenges is therefore essential to strengthening the credibility, sustainability, and long-term competitiveness of the global halal fashion industry.

3.4. Halal Fashion Rental

Over the past decade, growing scrutiny toward the fashion industry has intensified due to its considerable environmental, social, and economic externalities, particularly those associated with unsustainable production and consumption systems. The industry is widely characterized as resource-intensive, with substantial contributions to greenhouse gas emissions, textile waste, water pollution, and excessive material consumption across global supply chains (Thakker & Sun, 2023; Abbate et al., 2024). Beyond environmental concerns, the sector also continues to grapple with structural social challenges, including labor exploitation, unsafe working conditions, and cost-oriented sourcing practices concentrated in low-wage manufacturing regions (Dzhengiz et al., 2023). These multidimensional challenges indicate that incremental improvements alone may be insufficient, thereby necessitating a transition toward alternative business models capable of reconciling economic value creation with sustainability and ethical responsibility.

In response to these concerns, clothing rental has gained increasing scholarly and market attention as a form of access-based consumption that challenges conventional ownership-oriented consumption patterns. Rather than emphasizing permanent ownership, fashion rental allows consumers to access the functional, symbolic, and aesthetic value of apparel while potentially reducing the demand for continuous product acquisition (Lang et al., 2025). Positioned within the broader frameworks of the sharing economy and circular fashion, rental models are increasingly recognized for their potential to extend product lifecycles, optimize resource utilization, and support more sustainable consumption practices (Monticelli & Costamagna, 2023). Nevertheless, the sustainability contribution of fashion rental should not be assumed as universally positive, as its environmental outcomes remain contingent upon operational factors such as logistics, garment durability, cleaning processes, and consumer usage behavior.

Within the context of halal fashion, rental models offer a particularly relevant avenue for integrating sustainability principles with Islamic ethical values. Beyond reducing environmental pressures through potentially lower production demand and waste generation, halal fashion rental aligns with broader sharia-oriented values emphasizing moderation (*wasatiyyah*), responsible consumption, and social accountability. Consequently, halal fashion rental may represent not merely a commercial innovation but also a strategic pathway toward fostering a more resilient, ethical, and sustainability-oriented halal fashion ecosystem.

4. Conclusion

The halal industry has experienced substantial growth and has emerged as a central pillar of the global economy. Its expansion is no longer confined to the food sector but has extended to a wide range of industries, including tourism, cosmetics, pharmaceuticals, and notably fashion. This growth reflects increasing public awareness of the importance of products that comply with sharia principles, alongside rising interest from both Muslim and non-Muslim consumers who perceive halal products as safer, cleaner, and of superior quality. As the country with the largest Muslim population worldwide, Indonesia occupies a strategic position in the development of the halal economy, particularly within the modest fashion sector. Indonesia ranked first globally in the halal fashion industry through the Indonesia Global Halal Fashion (IGHF) initiative. This achievement highlights the substantial potential of halal fashion as a key driver of the national sharia-based economy with strong international competitiveness.

Despite its rapid growth, the halal fashion industry in Indonesia continues to face several challenges, including widespread product counterfeiting, weak implementation of halal supply chain systems, and sustainability concerns. These conditions underscore the need for comprehensive policies, robust regulatory frameworks, and integrated development strategies to ensure that halal fashion extends beyond certification labels and consistently upholds quality standards, Islamic business ethics, and environmental responsibility. Furthermore, consumer loyalty toward halal fashion products is shaped by product quality and strengthened through brand experiences facilitated by social media. Product knowledge, consumer awareness, and sharia-compliant innovation are therefore critical to achieving long-term competitiveness and business sustainability. The halal fashion industry embodies the intersection of spiritual values, creativity, and modern economic development. Indonesia holds significant potential to become a global halal fashion hub by reinforcing two key pillars: producer innovation supported by enabling policies, and the enhancement of value-conscious consumer literacy and behavior. Through the integration of multiple economic stakeholders, the halal

fashion industry has the potential to serve as a symbol of the harmonization of religious values and an inclusive, competitive, and sustainable global economy.

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