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The Future of Halal Cosmetics: Innovations, Regulations, And Consumer Expectations

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Abstract

The global halal cosmetics industry is rapidly evolving as innovation, regulation, and consumer expectations reshape its future trajectory. This study explores the intersection of these three dimensions through an integrative literature review that synthesizes findings from diverse empirical and conceptual research. The analysis reveals that innovation in halal cosmetics is increasingly driven by the demand for ethical, sustainable, and technologically advanced products, appealing to Muslim consumers and broader audiences seeking safety and transparency. Regulatory frameworks remain fragmented, highlighting the urgent need for standardization and harmonization of halal certification across regions. Incorporating emerging technologies such as blockchain offers potential solutions to enhance traceability and consumer trust. Meanwhile, consumer expectations have expanded beyond religious compliance to include values such as environmental responsibility, cruelty-free practices, and digital engagement. The study concludes that the sustainable growth of the halal cosmetics industry depends on a balanced integration of religious authenticity, regulatory coherence, and innovative advancement. This convergence positions halal cosmetics as a global benchmark for ethical and value-driven consumption in the beauty industry

1. Introduction

The halal cosmetics industry has emerged as a significant sector within the broader context of consumer goods, driven by growing awareness and acceptance of halal principles among diverse consumer segments. This promising market is noted for its potential to transcend traditional boundaries of religious affiliation, appealing not only to Muslim consumers but also to a broader audience who are increasingly motivated by health, safety, and ethical production standards associated with halal products (Ibeabuchi et al., 2024; Azam & Abdullah, 2020). The demand for halal cosmetics is poised for further growth, particularly in regions with large Muslim populations, such as Indonesia, where the cultural inclination towards halal products aligns with contemporary consumer expectations (Jannah & Indra, 2024; Kurniawati et al., 2023).

Amidst this evolving landscape, the market dynamics are shaped by various factors, including consumer attitudes influenced by trust, perceived product quality, and religious beliefs. Research indicates that individual perceptions significantly impact purchase intentions for halal cosmetics (Hussain et al., 2023). For instance, the Theory of Planned Behaviour (TPB) framework is often utilised to analyse how attitudes, based on perceived quality and trust in halal branding, affect consumer loyalty and repurchase intentions (Hussain et al., 2023; Kurniawati et al., 2023). Furthermore, non-Muslim consumers also exhibit favourable attitudes towards halal cosmetics, motivated by health consciousness associated with halal certifications, which helps expand market appeal beyond the confines of religious identity (Ibeabuchi et al., 2024; Bhutto et al., 2022).

Innovations in product development and regulatory frameworks also play crucial roles in this industry. Introducing stricter halal certification standards across various nations contributes to consumer trust and quality assurance, facilitating a competitive edge for brands that adhere to these guidelines (Shahid et al., 2022). As the halal cosmetics sector grows, understanding consumer expectations and business practices becomes essential for manufacturers aiming to attract Muslim and non-Muslim consumers (Liew & Karia, 2024; Garg & Joshi, 2018).

Moreover, evolving consumer preferences for ethical and sustainable products suggest that future innovations within the halal cosmetics market should align with global trends towards sustainability (Raza et al., 2023). The commitment to high-quality, ethically sourced ingredients is crucial for regulatory compliance and an emerging expectation from a consumer base that is increasingly cognizant of their purchasing decisions' social and

environmental impacts (Naseri & Abdullah, 2022).

Halal cosmetics penetrate the global market; they symbolise the intersection of cultural values, industry innovation, and consumer expectations. Emphasising quality and ethical production is vital for brands aiming to thrive in this competitive landscape and meet the multifaceted demands of modern consumers (Handriana et al., 2020; Aliza & Akbar, 2024).

2. Literature review

The halal cosmetics industry is witnessing remarkable growth, propelled by increasing consumer awareness, innovative product offerings, and an evolving regulatory landscape that accommodates the needs of a diverse demographic. This literature review aims to synthesise extant research regarding the innovations, regulations, and consumer expectations surrounding halal cosmetics, shedding light on the critical factors influencing this burgeoning market.

A pivotal aspect influencing the adoption of halal cosmetics is the interplay between consumer characteristics and product attributes. Research indicates that Generation Z's adoption of halal cosmetics is significantly impacted by their perception of product characteristics—including brand reputation and design features—over social influences or religiosity (Gümüş & Onurlubaş, 2023). This suggests that young Muslim consumers prioritise quality and aesthetic considerations in their purchasing decisions, necessitating brands to focus on innovative design and effective marketing strategies to capture this critical demographic.

Religiosity continues to play a prominent role in driving purchase intentions among consumers. Mohezar et al. (2016) emphasised that individual religiosity impacts consumers' awareness, subsequently influencing their selection of halal cosmetics that align with their beliefs. Additionally, studies have shown a direct correlation between consumers' attitudes toward halal products and their purchase intentions (Saifudin et al., 2020). Such insights underscore the necessity for brands to ensure that their products meet halal certification requirements and are perceived as high-quality and desirable by consumers.

The framework of consumer behaviour theories—such as the Theory of Planned Behaviour (TPB)—is frequently utilised to understand the determinants influencing halal cosmetic purchases. Studies have indicated that antecedents like trust in halal certification, perceived product quality, and religious beliefs are significant predictors of consumer attitudes toward halal cosmetics (Hussain et al., 2023). This facilitates a greater understanding of how manufacturers can cultivate trust and enhance brand loyalty by adhering to halal principles throughout their supply chains (Othman et al., 2022).

The operationalisation of halal standards is another vital element in the discourse on cosmetics. Regulatory compliance and implementing a halal built-in approach within production processes can substantially alleviate safety risks associated with halal product integrity (Othman et al., 2022). This aligns with findings indicating that clear labelling and certification can enhance consumer confidence and purchasing decisions, particularly as consumers become more aware of product ingredient sourcing and its alignment with halal principles (Aliza & Akbar, 2024).

Moreover, the emergence of ethical consumerism parallels the growth of halal cosmetics, with non-Muslim consumers expressing a growing preference for products labelled as halal due to perceptions of ethical production and quality assurance (Sugibayashi et al., 2019). This broader acceptance expands market opportunities for brands and emphasises the necessity for comprehensive marketing strategies that resonate with diverse consumer motivations.

3. Methodology

This study uses a literature review as an approach, which is the best way to synthesise research findings. It demonstrates evidence at the meta level and covers areas where more research is needed. This is important in creating a theoretical framework and building a conceptual model. It also helps provide an overview of areas where the research is disparate and interdisciplinary.

4. Result and Discussion

A. Innovation

A dynamic interplay of innovation, regulation, and evolving consumer expectations characterises the halal cosmetics industry. As this sector continues to expand, particularly among younger demographics such as Generation Y and Z, exploring the multifaceted innovations that could shape its future is essential.

One of the most significant innovations pertains to product formulation and the incorporation of advanced technologies. Research highlights that halal cosmetics must conform to religious standards, quality, and safety specifications (Yaacob et al., 2024; Khan et al., 2020). Developing novel ingredients, particularly from natural and sustainable sources, enhances product appeal while ensuring compliance with halal standards. For instance, lipids derived from plant-based sources play crucial roles in hydration and skin health, which are increasingly valued by consumers seeking practical and ethical cosmetic solutions (Elgharbawy et al., 2025). These technological advances offer manufacturers a

pathway to meet the rising demand for halal-certified products aligned with broader wellness trends.

Consumer behaviour insights indicate that product characteristics profoundly influence the adoption of halal cosmetics among younger consumers. Studies have shown that factors such as brand reputation, design, and overall consumer innovativeness significantly sway purchasing decisions (Gümüş & Onurlubaş, 2023; Utami, 2025). The importance placed on aesthetic and functional qualities suggests that future innovations should prioritise user-centric design and personalisation, allowing brands to create products that resonate with the diverse preferences of consumers. Furthermore, fostering a strong brand image through marketing emphasising the halal certification process can boost consumer trust and create a competitive edge in a saturated market (Aliza & Akbar, 2024; Najib et al., 2022).

The role of digitalisation in promoting halal cosmetics is noteworthy. The advancement of e-commerce platforms and social media for marketing halal products represents transformative opportunities for brands to engage consumers (Suparno, 2020; Naseri et al., 2023). Creating robust online shopping experiences that align with halal values and consumer expectations can enhance purchasing intentions, especially among younger demographics who favour digital interactions in their shopping journeys (Suparno, 2020; Utami, 2025). Furthermore, digital marketing strategies can be tailored to focus not only on halal aspects but also on broader themes of sustainability and ethical consumerism, capturing the attention of a wider audience, including non-Muslim consumers interested in ethical beauty products (Herlina et al., 2020; Rizqillah et al., 2025).

Innovative marketing strategies must address the educational gap regarding halal cosmetics. Many consumers still lack sufficient knowledge about halal products' ingredients and ethical implications (Sohail et al., 2022). Therefore, educational initiatives and transparent communication about halal standards and benefits could foster a deeper understanding and encourage adoption among hesitant consumers. For example, collaborative initiatives between brands and educational institutions can enhance awareness and appreciation for halal cosmetics (Rahman et al., 2015). This engagement is especially pertinent for the millennial and Generation Z cohorts, who are increasingly values-driven and attentive to product authenticity and ethical sourcing (Utami, 2025; Naseri et al., 2023).

The regulatory landscape surrounding halal cosmetics will continue to evolve, necessitating ongoing engagement from industry stakeholders. Ensuring that halal certification processes are robust and widely recognised can mitigate challenges related to market positioning and consumer scepticism about product authenticity (Yaacob et al., 2024). As brands navigate these regulatory developments, innovation in compliance technologies and traceability will

become crucial, enhancing consumer confidence and supporting the integrity of halal certification (Gümüş & Onurlubaş, 2023; Bahrin et al., 2023).

B. Regulation

The regulation of halal cosmetics is a critical aspect that will shape the industry's future, influencing market growth, consumer trust, and safety considerations. Given the complexities surrounding halal certification, it is essential for stakeholders in the halal cosmetics sector—including manufacturers, consumers, and regulatory bodies—to navigate existing frameworks effectively.

One of the foremost challenges in the halal cosmetics domain is the inconsistency of certification standards globally. Different countries have varied regulatory measures and entities responsible for issuing halal certifications, which can lead to confusion and inconsistency in the marketplace (Annabi & Ibidapo-Obe, 2017; Tajuddin et al., 2022). In the UK, for example, the presence of multiple halal certification organisations raises concerns regarding the uniformity and reliability of these certifications (Annabi & Ibidapo-Obe, 2017). The existence of lenient certification processes may result in products being marketed as halal without meeting stringent criteria, potentially undermining consumer confidence. Future regulatory frameworks must strive toward standardisation, ensuring that all halal-certified cosmetics meet comprehensive and universally acknowledged criteria to safeguard consumer interests (Ibeabuchi et al., 2024; Wisudanto et al., 2023).

Furthermore, the increasing demand for halal cosmetics, particularly in regions with significant Muslim populations, necessitates establishing rigorous regulatory standards to adapt to market trends while maintaining product integrity. Research indicates that consumer awareness of halal standards significantly influences purchase intentions; thus, implementing regulations that reinforce transparency in ingredient sourcing and production processes is vital (Gümüş & Onurlubaş, 2023; Hasim et al., 2022). Regulatory bodies should also consider the psychological impact of halal certification on consumers, particularly in contexts where consumers perceive the certification as an assurance of quality and safety (Hayeemad & Soliman, 2024).

Education and awareness initiatives represent an essential component of effective regulation. Many consumers, especially in non-Muslim-majority regions, may lack sufficient knowledge regarding halal cosmetic products and their ingredients (Sohail et al., 2022). Regulatory entities can play a pivotal role by championing educational campaigns that inform consumers about the significance of halal certification, its implications for safety, and the need for credible labelling (Aisyah, 2016). Such efforts can enhance market acceptance and foster a more informed consumer base, ultimately driving demand for halal

products.

In light of challenges related to compliance and certification, the adoption of advanced technologies for traceability and quality assurance is becoming increasingly important. Innovations that leverage blockchain technology, for example, can provide a transparent ledger detailing the supply chain of halal cosmetics, allowing consumers to easily verify the halal status of products (Clarita et al., 2020; Mahliza & Prasetya, 2023). This transparency will boost consumer trust and compel manufacturers to adhere strictly to regulatory standards, ensuring that the halal integrity of products is maintained throughout the production process (Othman et al., 2023).

Collaboration among stakeholders—government bodies, halal certification organisations, and cosmetic manufacturers—will be crucial as the halal cosmetics market evolves. Joint efforts can focus on developing coherent regulatory frameworks that promote best practices while establishing mechanisms for continuous compliance monitoring (Adiba, 2019). A cohesive regulatory approach can pave the way for a booming halal cosmetics industry characterised by integrity, consumer trust, and adherence to halal principles, thus meeting Muslim and non-Muslim consumers' expectations.

C. Customer expectation

The future of halal cosmetics is poised for growth as consumer expectations evolve. Understanding these expectations is critical for brands seeking to establish trust and loyalty in this segment as the market expands, particularly among younger generations such as Millennials and Generation Z. This discussion explores key factors influencing consumer expectations in the halal cosmetics industry, including product quality, ethical considerations, transparency, and inclusive marketing strategies.

The foremost expectation among consumers in the halal cosmetics market is high-quality products that effectively meet their beauty and skincare needs. Research suggests that modern consumers are increasingly discerning, seeking products that not only align with halal criteria but also deliver exceptional performance (Isa et al., 2023; Gümüş & Onurlubaş, 2023). For example, Gümüş and Onurlubaş (2023) highlighted that product characteristics significantly influenced Generation Z's willingness to adopt halal cosmetics, underscoring the importance of branding, design, and efficacy in consumers' purchasing decisions. Therefore, manufacturers must invest in innovative formulations and rigorous quality control processes to ensure their offerings satisfy these high expectations.

Consumer expectations have extended beyond basic halal compliance to encompass broader ethical considerations regarding sustainability and environmentally friendly practices. As highlighted by Gümüş and Onurlubaş (2023), Generation Z values products that are not only

halal but also sustainable and ethically produced. Ethical production processes, such as cruelty-free practices and responsible sourcing of ingredients, have become essential criteria for consumers when selecting cosmetics. Furthermore, incorporating natural and sustainable materials in product formulations is increasingly viewed as a standard expectation rather than an additional feature (Mohezar et al., 2016).

In an era where consumers are more informed and conscientious about their choices, transparency regarding product ingredients and manufacturing processes has become a vital expectation. Studies illustrate that many consumers now demand full disclosure of active ingredients used in cosmetic products, with a growing awareness of the importance of avoiding prohibited substances (Aliza & Akbar, 2024; Rahman et al., 2015). This calls for brands to ensure clear labelling and effective communication strategies that educate consumers about how products comply with halal standards.

As halal cosmetics cater predominantly to Muslim consumers, understanding and respecting cultural sensitivities surrounding religious beliefs is essential. Mohezar et al. (2016) noted that religiosity can influence the adoption of halal cosmetics among young Muslim consumers in Malaysia. Therefore, brands must navigate marketing campaigns that resonate culturally while ensuring their products meet religious expectations. This approach could increase adoption rates further, especially when halal products are viewed as enhancing one's religious and cultural identity (Ngah et al., 2021; Utami, 2025).

Social media has shaped consumer expectations significantly, acting as a primary channel through which brands communicate their values and products. The digital landscape influences purchasing behaviour, especially among younger consumers seeking product reviews, recommendations, and brand stories through social platforms (Sohail et al., 2022). Brands must develop innovative marketing strategies that leverage these platforms to create meaningful engagements with their audience. This includes collaborations with influencers who resonate with the target demographic, as personal connections can enhance trust and drive purchasing intentions (Rizqillah et al., 2025).

A notable gap in the halal cosmetics landscape is consumer knowledge concerning halal practices and product advantages. Given the complexities of halal certification, brands must invest in educational initiatives informing consumers about halal cosmetics' benefits (Annabi & Ibidapo-Obe, 2017). Providing accessible resources can help consumers feel more empowered and knowledgeable, fulfilling their expectations for informed decision-making.

5. Conclusion

The future of halal cosmetics is characterised by the convergence of innovation, regulation,

and consumer expectations within a rapidly evolving global marketplace. As the industry matures, it increasingly transcends religious boundaries, attracting consumers motivated by ethical values, product safety, and environmental sustainability. This expansion is primarily driven by Generation Y and Z, whose preferences emphasise halal authenticity and modern product performance. Consequently, manufacturers must integrate halal compliance with innovative formulations, aesthetic appeal, and technological advancement to remain competitive.

Regulatory frameworks play a decisive role in shaping consumer confidence and market stability. The current diversity of halal certification standards across nations highlights the need for greater harmonisation and transparency. Establishing unified global halal cosmetic standards—supported by advanced traceability systems such as blockchain—will enhance consumer trust and ensure consistent product integrity. Therefore, collaborative efforts among governments, certification authorities, and industry actors are crucial for achieving regulatory coherence and promoting consumer education about halal principles.

Consumer expectations for halal cosmetics extend beyond religious observance to include sustainability, ethical sourcing, and digital engagement. As consumers become more aware and value-driven, they demand cruelty-free, environmentally responsible, and transparently produced products. Digitalisation and social media have amplified these expectations, positioning online engagement and influencer-driven marketing as powerful tools for shaping perceptions and driving loyalty.

Ultimately, the halal cosmetics industry stands at the intersection of faith, innovation, and global consumer consciousness. To secure its future, stakeholders must balance religious compliance with progressive innovation, regulatory robustness, and sustainability-driven practices. By doing so, halal cosmetics can continue evolving as a universal symbol of purity, integrity, and ethical excellence—resonating with Muslim and non-Muslim consumers worldwide.

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