



# Global trends in the halal beauty and skincare industry: A search engine-based market analysis

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## Abstract

**Purpose** – This study explores global trends in halal beauty and skincare industries by analyzing search engine data. As consumer interest in ethical and halal-certified beauty products continues to rise, this research aims to identify key market patterns, regional demand variations, and brand influences that shape the industry.

**Methodology** – A qualitative research approach was employed using Google Trends as the primary tool to track search interest over five years. Keywords related to halal cosmetics, skincare, and beauty products were analyzed to capture fluctuations in consumer engagement across various regions, both in Muslim-majority and non-Muslim-majority countries.

**Findings** – The results reveal a steady increase in global search interest in halal beauty and skincare, with noticeable spikes driven by new product launches, influencer endorsements, and regulatory changes. Southeast Asia remains a dominant market, but rising interest in non-Muslim regions, such as Japan and Slovakia, highlights the broader appeal of halal-certified products. Additionally, search trends indicate that skincare generates higher fluctuations in interest than general beauty products, reflecting its sensitivity to seasonal and promotional factors.

**Implications** – These findings underscore the growing influence of halal beauty beyond religious boundaries and present opportunities for brands to expand their reach. Future research should explore the correlation between search interest and consumer purchasing behavior as well as the role of social media in shaping halal beauty trends.

**Originality** – This study contributes to the limited research on halal beauty trends by utilizing a search engine-based market analysis, offering real-time insights into evolving consumer preferences in the global halal beauty industry.

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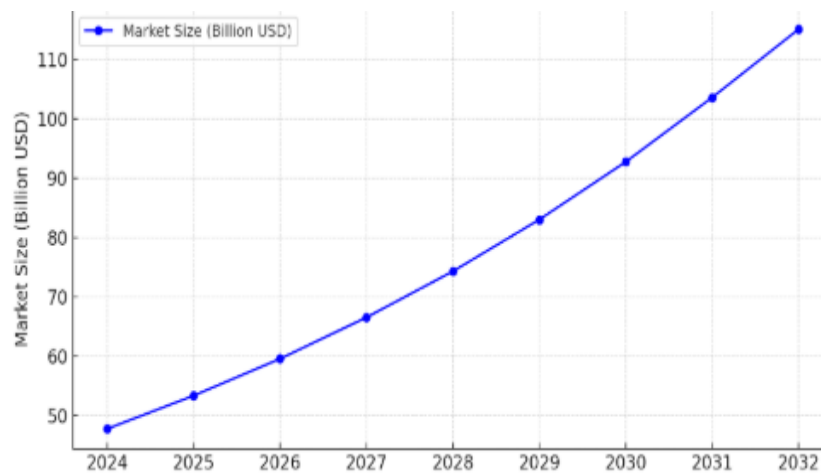
## Introduction

The global beauty and skincare industry has undergone significant transformation over the past decade, with consumers increasingly gravitating toward products that align with their ethical, cultural, and religious values. Among these, halal-certified beauty and skincare products have emerged as a prominent segment, catering not only to the Muslim population, but also to a broader audience interested in ethical and high-quality cosmetics. According Halal Foundation (2025), The term "halal," derived from Arabic, signifies what is permissible under Islamic law, ensuring that products are free from ingredients derived from animals not slaughtered according to Islamic rites, alcohol, and other components deemed impure.

The importance of halal beauty and skincare products extends beyond mere religious compliance, encompassing ethical consumerism, health consciousness, and environmental sustainability. Consumers are becoming increasingly vigilant about the ingredients in their cosmetics, demanding transparency and adherence to ethical standards. This shift in consumer behavior has propelled the growth of the halal cosmetics market, making it a focal point for researchers, marketers, and policymakers.

The urgency of investigating the halal beauty and skincare industry stems from the rapidly evolving consumer landscape and growing demand for ethical consumption. As global awareness of ingredient transparency, cruelty-free production, and religious compliance intensifies, halal-certified cosmetics are no longer a niche concern, but a mainstream expectation for many consumers. This shift reflects broader societal movements toward inclusivity, sustainability, and conscious consumerism. Despite this momentum, there remains a gap in accessible, real-time data that capture consumer interest and market dynamics across diverse regions. Thus, examining global search trends is not only relevant but also essential to understanding how cultural values intersect with beauty preferences in a digital age. By focusing on this topic, this study addresses a timely issue with significant implications for product development, market entry strategies, and policy formulation in the global beauty sector.

In recent years, the global halal cosmetics market has witnessed substantial growth. According to Fortune Business Insights (2024), the market size was valued at approximately USD 47.76 billion in 2024 and is projected to reach USD 115.03 billion by 2032, exhibiting a compound annual growth rate (CAGR) of 11.67% during the forecast period. (see [Figure 1](#)). This robust growth underscores the escalating consumer demand for halal-certified products and the expansion of these products beyond traditional-majority markets.



**Figure 1.** Projected growth chart for the global halal cosmetics market from 2024 to 2032

Source: Fortune business insights

Several factors contribute to the burgeoning demand for halal beauty and skincare products ([Ahmed, 2024](#)). First, the global Muslim population is significant and continues to grow, leading to increased demand for products that comply with Islamic principles. Second, there is an increasing trend of ethical consumerism, where consumers, irrespective of their religious affiliation, prefer products that are cruelty-free, environmentally friendly, and ethically produced. Halal-certified products often meet these criteria, attracting a broader consumer base. Third, social media and digital platforms have played a pivotal role in spreading awareness about halal beauty products, making them more accessible and appealing to a global audience.

The economic potential of halal beauty and skincare industries is immense. Businesses and investors recognize the lucrative opportunities presented by this market segment. Regions with a significant Muslim population, such as the Middle East and Southeast Asia, have traditionally been strong markets for halal cosmetics. However, there is a growing interest in Western markets, where consumers are increasingly seeking ethical and sustainable beauty products. This trend encourages

global beauty brands to develop halal-certified product lines to cater to this emerging demand (Aziz & Chok, 2013).

Despite promising growth, the halal beauty and skincare industry faces challenges related to standardization and certification. The absence of a universally accepted halal certification standard has led to inconsistencies and confusion among consumers. Different countries and certification bodies have different criteria for what constitutes halal, making it challenging for manufacturers to comply with multiple standards. This lack of uniformity can hinder the global trade in halal cosmetics and affect consumer trust (Aziz & Chok, 2013).

In this context, understanding global trends in halal beauty and skincare industries is crucial. Analyzing consumer interest, geographical hotspots of demand, and the factors influencing these trends can provide valuable insights for businesses, policymakers, and researchers. One effective way to gauge consumer interest and emerging trends is to analyze search engine data. For instance, Google Trends offers real-time insights into what consumers search for, thereby reflecting their interests and preferences (Joo et al., 2021).

This study aims to analyze global search trends related to halal beauty and skincare products using Google Trends data. By examining search queries, volumes, and regional interests, this study seeks to identify patterns and shifts in consumer behavior over time. The study also aimed to pinpoint key geographical regions where interest in halal beauty products is burgeoning, providing insights into potential markets for expansion. Additionally, this research assesses the impact of cultural, economic, and social factors on the demand for halal beauty and skincare products.

The methodological approach of this study involved collecting and analyzing data from Google Trends. Google Trends is a free tool that leverages Google's extensive search database to provide insights into what people search for. By examining search queries, volumes, and regional interests, this study provides a comprehensive overview of consumer behavior and market dynamics. This approach offers real-time insights into consumer interests and emerging trends that are invaluable for market research.

The potential outcomes of this study were multifaceted. For businesses, the findings can provide data-driven insights into consumer interests, aiding product development and marketing strategies. Identifying emerging markets with a growing demand for halal beauty products can guide investment and expansion decisions. For policymakers, understanding the factors driving the demand for halal cosmetics can inform regulations and standards that support the growth of the industry. For researchers, this study contributes to the academic discourse on ethical consumerism and globalization of halal-certified products.

By examining global search trends, this study offers valuable insights into the evolving landscape of the halal beauty and skincare industries, providing a foundation for strategic decisions by stakeholders in this burgeoning market.

## Literature Review

The global halal beauty and skincare industry has garnered significant scholarly interest owing to the increasing demand for ethical, religiously compliant, and safe beauty products. This section provides a critical synthesis of the existing academic literature, empirical findings, and industry insights to understand the dynamics of halal cosmetics. It also lays the foundation for a bibliometric study that examines digital market behavior using search engine data, a methodological approach that is increasingly relevant in today's data-driven research landscape.

### Growth and market dynamics of halal beauty and skincare

The global halal beauty market has seen notable growth, driven by increasing Muslim consumer awareness and the broadening appeal of halal-certified products beyond religious contexts. Azam and Abdullah (2020) highlighted that halal cosmetics are emerging as a significant segment of the broader halal industry spurred by ethical consumerism. Similarly, Prayuda et al. (2023) discussed how non-Muslim consumers are showing interest due to the perception that halal products are safer and more natural. Naseri and Abdullah (2022) investigated Malaysia's halal cosmetic sector

and found that consumer trust in certification and regulatory standards significantly affected purchase decisions. [Akram \(2022\)](#) emphasized that global marketing strategies and strong institutional frameworks are central to industry growth. These insights are further supported by [Hamdi and Nurwahidin \(2025\)](#), who examined how globalization and technological innovation reshaped halal beauty market dynamics. Despite these developments, fragmented certification systems remain a constraint to global expansion.

### **Consumer awareness and behavior of halal beauty and skincare**

Understanding consumer behavior in the halal-beauty industry is vital to market success. [Ali et al. \(2016\)](#) introduced the concept of “beauty premium,” noting that branding, aesthetic appeal, and packaging significantly influence buyer decisions. [Zaidun and Hashim \(2018\)](#) noted that inconsistent global halal certification standards weaken consumer trust, despite rising awareness. [Moslem and Prawiro \(2024\)](#) emphasized the importance of religious adherence in shaping purchasing decisions, although quality, brand reputation, and digital influence also play crucial roles. [Masood et al. \(2023a\)](#), through a systematic review, connected consumer behavior to sustainability trends, showing how halal cosmetics align with broader ethical and environmental values. [Aziz and Chok \(2013\)](#) showed that halal awareness, certification, and marketing strategies are key predictors of halal product acceptance, even among non-Muslims in Malaysia.

### **Digitalization and search engine trends in halal beauty**

Digital tools, such as Google Trends, have emerged as effective instruments for analyzing consumer interests. [Nurbaiti \(2019\)](#) utilized this approach to show an increasing trajectory in halal-related searches in Indonesia. The effectiveness of digital behavior tracking is supported by [Joo et al. \(2021\)](#), who demonstrated a correlation between TV advertising and Google search activity, reinforcing the reliability of search engines as proxies for market interest. [Masood et al. \(2023b\)](#) explored how the Internet of Everything (IoE) supports the halal cosmetics ecosystem by enabling precise targeting through digital platforms. Industry reports such as the *in-cosmetics (2024)* report further confirm the growing online search volume for halal beauty, suggesting increased consumer curiosity. The growing relevance of digital data validates the use of search engine-based market analysis in halal research.

### **Challenges and future directions of halal beauty industry**

Despite substantial growth, the halal beauty sector faces challenges, such as inconsistent certification practices across countries ([Zaidun & Hashim, 2018](#)), supply chain complexities, and limited R&D investments ([Hamdi & Nurwahidin, 2025](#)). These issues hinder scalability and global acceptance. To overcome these challenges, future studies should explore how big data, sentiment analysis, and artificial intelligence can enhance halal market forecasting. For instance, integrating predictive models based on search behavior can offer real-time insights into consumer needs. Strengthening collaboration between certification bodies and multinational beauty brands may also lead to harmonized global standards and improved consumer trust.

### **Justification for the Bibliometric approach**

This study employed a bibliometric approach to systematically examine global research trends in the halal-beauty sector. Bibliometric indicators such as citation analysis, keyword co-occurrence, and co-authorship networks enable a quantitative overview of how scholarly interest has evolved. Scopus was chosen for its comprehensive indexing of high-impact journals, ensuring robust data collection. While previous studies (e.g., [Masood et al., 2023a](#); [Joo et al., 2021](#)) have utilized digital and bibliometric techniques in other domains, limited work exists on combining them with halal beauty and skincare. Thus, this study fills a critical gap by offering an integrative view that aligns academic literature with real-time consumer interests using search data. This dual-lens approach provides deeper insights into market behavior, research gaps, and future opportunities for halal beauty innovation.

## Research Methods

This study employs a qualitative research approach supported by secondary data analysis, particularly utilizing search engine data to examine global trends in the halal beauty and skincare industries. The use of digital behavioral data such as Google Trends has become an increasingly accepted method in marketing and consumer research because of its ability to reflect real-time public interest and behavior patterns (Joo et al., 2021). Google Trends was used in this study as the primary tool for collecting data on search interest related to halal cosmetics and skincare across diverse geographical regions.

The keywords selected included terms such as halal skincare, halal beauty, and halal cosmetics, which are aligned with both consumer behavior and industry terminologies. The selection of search terms followed the methodological guidance of previous research employing Google Trends, emphasizing consistency, language variation, and semantic relevance (Nuti et al., 2014). The data collection period spans five years (2019–2023), which allows the identification of long-term trends and seasonal fluctuations.

To ensure comprehensive coverage, this study examines search patterns from both Muslim-majority countries (Indonesia, Malaysia, Saudi Arabia) and non-Muslim-majority regions (United States, United Kingdom), in line with the global expansion of halal beauty demand (Azam & Abdullah, 2020). Regional segmentation was conducted in accordance with standardized procedures for comparative trend analysis, as suggested by Mavragani and Ochoa (2019), ensuring uniformity in the temporal and locational filters.

The data analysis combined comparative trend visualization with qualitative content analysis. Peaks and dips in search volume are interpreted in the context of external events such as regulatory updates, marketing campaigns, or shifts in public discourse. This approach is consistent with prior studies that utilized Google Trends in social science research, where digital interest is linked to offline behaviors (Choi & Varian, 2012). Furthermore, the analysis is enriched with contextual insights from the academic literature and industry reports to triangulate findings and enhance interpretative depth.

The rationale for this methodological approach is its ability to provide real-time insights into consumer behavior, offering a more dynamic perspective than traditional market surveys. According to Creswell and Poth (2018), qualitative research methods, particularly those involving digital data sources, allow for a deeper understanding of the evolving consumer trends. Furthermore, Bryman (2016) emphasized the importance of using multiple data collection techniques to enhance research validity. Google Trends, as noted by Howarth, (2024), is a valuable tool for market research, as it enables researchers to track consumer interest patterns, compare regional differences, and identify emerging trends in various industries. By leveraging digital data sources, this study contributes to a more precise understanding of the evolving landscapes of halal beauty and skincare products on a global scale.

## Results and Discussion

The results and discussion section presents the key findings derived from the search engine-based market analysis of global trends in the halal beauty and skincare industry. This section interprets the data collected through Google Trends, highlighting the significant patterns, regional variations, and emerging consumer preferences. The discussion contextualizes these findings within the broader halal market landscape by incorporating insights from previous studies and industry reports.

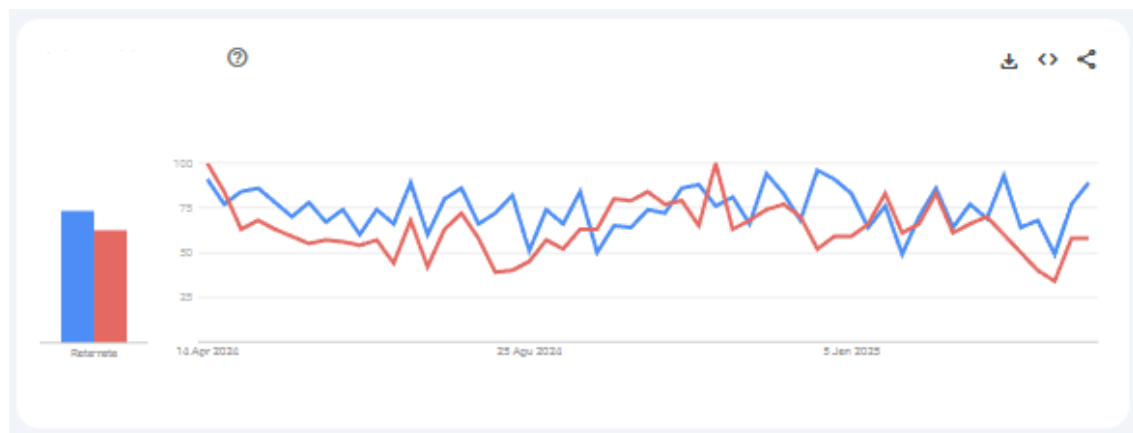
### Results

#### Global search interest trends in halal beauty and skincare

Google Trends data provide valuable insights into the global search interest for "halal skincare" (blue) and "halal beauty" (red) over the past several years (see Figure 2). The trend lines indicate a consistent level of interest in both terms, with noticeable fluctuations, suggesting periods of



increased consumer engagement. These spikes in search activity could be linked to various industry developments, such as the launch of new halal-certified products, heightened marketing efforts by major beauty brands, and even regulatory changes that influence consumer awareness.



**Figure 2.** Global search interest trends in halal beauty and skincare

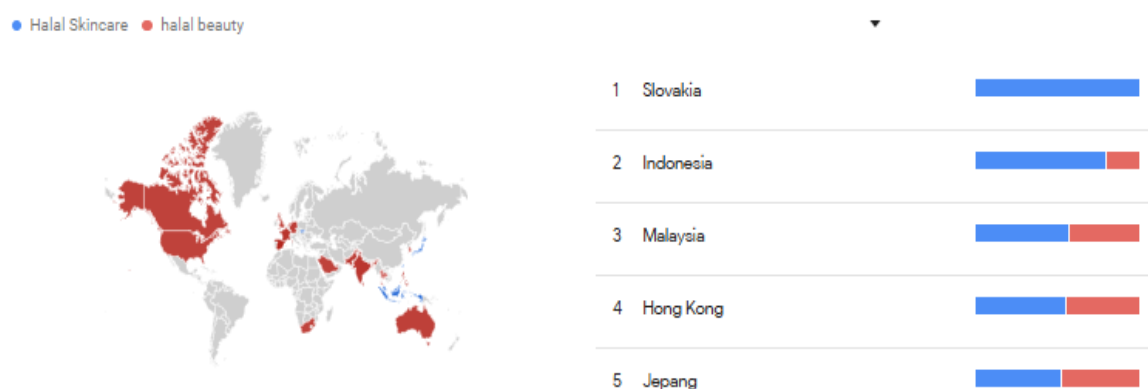
Source: Google Trend Data (2024-2025)

A closer look at the trend lines reveals that "halal skincare" tends to exhibit higher volatility characterized by frequent peaks and dips. This pattern suggests that consumer interest in skincare products may be more reactive to specific events such as product endorsements, social media trends, or seasonal factors such as increased demand for skincare during certain weather conditions (Azam & Abdullah, 2020). In contrast, "halal beauty" maintains a more stable trajectory, often mirroring the movements of "halal skincare," which indicates that the two terms are closely related in consumer perception and market behavior (Choi & Varian, 2012).

Overall, the steady presence of both keywords in global search trends highlights sustained demand for halal-certified beauty and skincare products. This trend underscores growing consumer preference for ethical and religiously compliant beauty solutions, making it an essential area for brands to monitor and strategically engage with through targeted marketing, product innovation, and content strategies.

### Regional interest in halal skincare and beauty

Figure 3 highlights significant regional variations in the demand for "halal skincare" and "halal beauty" and beauty across different countries. Interestingly, Slovakia ranks first in search volume, with a higher preference for "halal skincare" over "halal beauty," suggesting an unexpected level of interest in halal-certified skincare products outside traditional Muslim-majority markets. This could indicate a growing awareness of ethical and clean beauty trends, beyond religious considerations.



**Figure 3.** Regional interest in halal skincare and beauty

Source: Google Trend data (2024-2025)

Indonesia and Malaysia, both Muslim-majority countries, show strong interest in both keywords, reflecting the well-established halal beauty industry in these regions. However, Indonesia exhibits a slightly stronger preference for "halal skincare," potentially because of increased consumer focus on skincare routines and the presence of local brands catering to halal-conscious consumers. Malaysia shows a more balanced distribution between the two terms, indicating that both skincare and beauty products are equally significant in consumer searches (Naseri and Abdullah, 2022).

Hong Kong and Japan, two non-majority countries, also show considerable search interest, particularly in "halal skincare". This suggests a rising demand for halal-certified products among global consumers, who prioritize natural, ethical, and safe skincare solutions. The presence of Japan on this list could be linked to its advanced skincare market, where consumers often seek innovative and high-quality products, including those with a halal certification.



**Figure 4.** Regional interest in halal beauty and halal Cosmetic

Source: Google Trend data (2024-2025)

Figure 4 displays the image presents a comparative analysis of regional interest in halal cosmetics (blue) and halal beauty (red) based on the search trends. The ranking highlights the top five regions in which interest in halal cosmetics is the most prominent:

- Brunei
- Thailand
- Malaysia
- South Korea
- Japan

## Analysis of Findings

### Southeast Asia as a key market

Brunei, Thailand, and Malaysia demonstrate a strong interest in halal cosmetics, reflecting the growing demand in Muslim-majority and Muslim-friendly countries. Malaysia's presence in the top three aligns with its well-established halal certification system and consumers' trust in halal beauty products.

### Surging interest in non-Muslim countries

South Korea and Japan's rankings indicate an increasing curiosity about halal beauty, possibly driven by the global popularity of K-beauty and J-beauty. These markets may respond to demand from international consumers seeking halal-certified alternatives.

### Dominance of halal cosmetics over halal beauty

In most regions, the search volume for halal cosmetics is slightly higher than that for halal beauty, suggesting that consumers prioritize specific product certifications (e.g., halal skincare and makeup) rather than a broader beauty concept.

These data underscore the expanding influence of halal beauty beyond traditional Muslim markets, opening opportunities for brands to cater to both Muslim and non-Muslim consumers seeking ethical and high-quality beauty products.

Overall, these findings indicate that the demand for halal beauty and skincare is no longer confined to majority nations. Instead, global consumers are increasingly recognizing the value of halal-certified products for religious, ethical, or quality-related reasons. This trend presents opportunities for brands to expand their reach and tailor their marketing strategies based on their regional preferences.

### **Most frequently searched halal beauty and skincare products**

The growing interest in halal beauty and skincare is reflected in global search trends, with several brands standing out because of their unique formulations, ethical positioning, and cultural influences. Consumers are increasingly looking for products that align with their values, whether in terms of ingredient safety, cruelty-free certification, or religious compliance (Moslem and Prawiro, 2024). Below are some of the most researched halal beauty brands, each offering distinct innovations in the industry.

#### ***Beauty of Joseon***

Joseon, a South Korean skincare brand, has gained widespread recognition for its fusion of ancient Korean beauty secrets with modern formulations. Inspired by the Joseon Dynasty, the brand uses natural, hanbang (traditional herbal medicine) ingredients, such as ginseng and rice water, to create gentle yet effective skincare products. Its rise in popularity reflects the increasing consumer preference for clean, heritage-based beauty solutions, especially among those looking for halal-friendly alternatives with minimal exposure to harsh chemicals.

#### ***Rare beauty***

Founded by Selena Gomez in 2019, Rare Beauty has positioned itself as a vegan, cruelty-free, and inclusive makeup brand. A brand's success is driven by its commitment to mental health awareness and diversity, making it particularly appealing to younger audiences and those seeking ethical beauty options. Although not explicitly halal-certified, its clean ingredient list aligns with the growing demand for conscious beauty choices, reinforcing how ethical considerations influence the halal beauty market.

#### ***Huda beauty***

Huda Beauty, created by Huda Kattan, is a dominant player in the Middle Eastern and international beauty industries. The brand's full-coverage foundations, long-wearing lipsticks, and bold eyeshadows cater to markets in which modest makeup preferences meet high-performance beauty standards. With its founder's roots and base in Dubai, Huda Beauty resonates with Muslim consumers worldwide, reflecting how cultural identity and beauty preferences intersect in the global halal market.

#### ***Skintific***

Originally from Canada, Skintific carved a niche with a scientific approach to skincare, particularly for concerns such as acne, hyperpigmentation, and premature aging. By emphasizing gentle, yet effective formulations, the brand attracts consumers looking for safe, dermatologist-tested, and non-irritating products—important factors for those seeking halal-conscious beauty choices. The focus on ingredient transparency and research-driven innovation has helped Skintific gain traction in various markets including Southeast Asia.

#### ***The originote***

As an Indonesian brand, Originote capitalizes on the demand for affordable, high-quality halal skincare. By combining natural and lab-derived ingredients, the brand offers a range of cleansers, serums, moisturizers, and sunscreens tailored to various skin concerns. Its success highlights the



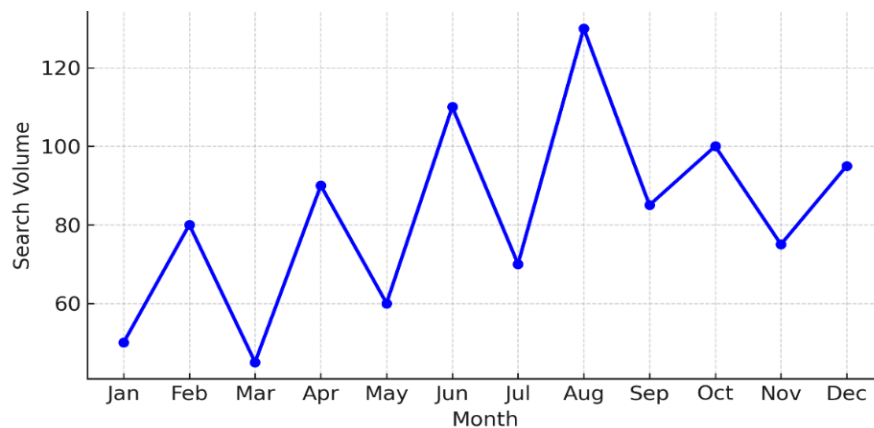
growing influence of Indonesia on the halal beauty sector, reinforcing the country's position as a key market and producer of halal-certified cosmetic products.

The emergence of these brands in search engine trends underscores the dynamic evolution of halal beauty. Consumers are increasingly seeking ethical, effective, and culturally relevant products, moving beyond halal certification to innovation, ingredient safety, and inclusivity. This shift signals a promising future in which traditional, scientific, and ethical considerations shape the global beauty landscape.

## Discussion

### Volatile search trends of the halal industry: A sign of market uncertainty?

The halal beauty and skincare industries have exhibited fluctuating search trends across various global regions, indicating potential market uncertainty. As can be seen in Figure 5, the findings from the search engine-based market analysis reveal that interest in halal cosmetics is not uniformly distributed, but rather fluctuates based on geographical, cultural, and economic factors.



**Figure 5.** Fluctuating search trends for halal beauty brands

Source: Google keyword planner (2024)

This volatility suggests that consumer behavior in the halal beauty sector is influenced by multiple external and internal drivers, which may impact market stability and future growth prospects.

#### *Regional variations and consumer behavior*

As indicated in the search trend data, interest in halal beauty products is notably high in Southeast Asia, particularly Brunei, Thailand, and Malaysia. This aligns with the findings of [Naseri and Abdullah \(2022\)](#), who highlighted Malaysia as a key player in the halal cosmetic industry due to governmental support and consumer demand. However, fluctuations in search volume suggest an evolving market in which consumer preferences shift in response to economic conditions, brand positioning, and regulatory changes. Moreover, in regions such as South Korea and Japan, where the concept of halal beauty is relatively new, increasing search interest may reflect growing awareness and market penetration efforts by brands such as Beauty of Joseon and Skintific. [Hamdi and Nurwahidin \(2025\)](#) underscore that changing market dynamics, including global marketing campaigns and influencer-driven endorsements, play a crucial role in shaping demand in non-Muslim-majority countries.

#### *Brand-specific search trends and their implications*

An analysis of specific brand search trends further illustrates uncertainty within the halal beauty market. For instance, Rare Beauty and Huda Beauty, which do not explicitly market themselves as halal but align themselves with ethical beauty standards, show significant search spikes. This suggests that consumers might equate cruelty-free, vegan, and ethical beauty with halal principles, further blurring market definitions. However, brands such as Originote and Skintific, which incorporate halal certifications and emphasize natural ingredients, exhibit inconsistent search

trends. This inconsistency aligns with [Masood et al. \(2023a\)](#), who argued that consumer education and awareness significantly impact halal market sustainability. The lack of standardization in halal certification across different markets could be another contributing factor to fluctuating consumer interests.

#### *Economic and social factors driving uncertainty*

Beyond brand perceptions, broader economic factors also influence search trends. According to [Akram \(2022\)](#), global halal business sectors, including cosmetics, are vulnerable to economic downturns, currency fluctuations, and changes in consumer spending power. For example, the COVID-19 pandemic has led to temporary declines in luxury and specialty beauty product searches, which have since rebounded inconsistently across markets. Furthermore, social factors, such as the rise of conscious consumerism and the demand for sustainability in beauty products, may shift consumers' search for and purchase of halal cosmetics. [Moslem and Prawiro \(2024\)](#) found that younger Muslim consumers, particularly Gen Z, prioritize ethical sourcing and sustainability alongside halal compliance, further complicating market predictability.

### **Regional discrepancies: Beyond Muslim-majority markets?**

The halal beauty and skincare industry has traditionally been associated with Muslim-majority countries due to religious requirements for permissible products. However, our findings from Google Trends indicate a surprising interest from regions in which Muslims are a minority, suggesting that halal certification is gaining traction beyond religious contexts.

#### *Unexpected regional interests*

One of the key insights from our data analysis is the presence of significant search volumes from non-Muslim-majority countries, such as South Korea, Japan, and certain parts of Europe. This aligns with the findings of [Masood et al. \(2023a\)](#), who argued that halal beauty is increasingly being adopted for its ethical, clean, and natural positioning rather than purely religious reasons. In particular, searches for Beauty of Joseon, a South Korean skincare brand not explicitly marketed as halal, showed noticeable engagement with Southeast Asian markets. Conversely, while traditionally strong halal markets such as Indonesia, Malaysia, and the UAE continue to show high search volumes, the rise of halal beauty interest in Western markets suggests evolving consumer behavior. This could be attributed to the global clean beauty movement, in which consumers are increasingly concerned about ethical sourcing, sustainability, and ingredient transparency ([Ali et al., 2016](#)).

#### *Western consumer shift towards halal beauty*

In Europe and North America, the concept of halal beauty is gaining traction among vegan, cruelty-free, clean beauty enthusiasts. The ethical and safety guarantees provided by halal certification resonate with consumers wary of synthetic additives and harsh chemicals in conventional cosmetics ([Akram, 2022](#)). Brands such as Rare Beauty and Huda Beauty have seen substantial online interest in these markets despite not being fully halal-certified. Interestingly, the UK and France exhibited a particularly high volume of searches related to halal beauty products. This could be linked to the increasing Muslim population in these regions, coupled with growing consumer awareness of halal-compliant ingredients ([Hamdi & Nurwahidin, 2025](#)).

#### *Regional market differences in product preferences*

The data in [Table 1](#) suggest that global interest in halal beauty is expanding, and product preferences vary significantly by region. For instance:

- Southeast Asia favors skincare-based halal brands, such as Skintific and The Originote, reflecting a strong demand for gentle formulations suited to humid climates.
- The Middle East prioritizes high-end luxury halal beauty brands with a strong preference for makeup and fragrances, as seen in the popularity of Huda Beauty.

- Western markets show higher engagement with vegan and cruelty-free cosmetics that align with halal principles, even if they are not explicitly marketed as halal.

**Table 1.** The highlights countries with the highest search interest in halal cosmetics

Region	Search Volume Index (SVI)	Top halal beauty keywords
Indonesia	98	Wardah, Skintific, Halal skincare
Malaysia	95	Safi, SimplySiti, Halal beauty
UAE	92	Huda beauty, Halal lipstick
UK	88	Vegan halal makeup, Clean beauty
USA	85	Cruelty-free halal cosmetics
France	83	Halal perfume, organic makeup
South Korea	80	K-Beauty halal products

Source: Google Keyword Planner (2024)

Insights:

- Muslim-majority countries (Indonesia, Malaysia, UAE) show the highest search interest.
- Significant interest in non-Muslim markets (UK, USA, France, and South Korea) suggests that halal beauty is gaining traction due to ethical and sustainability factors.

The expansion of halal beauty beyond Muslim-majority markets suggests a shift in how consumers perceive halal certification—not just as a religious necessity, but as a marker of ethical, sustainable, and high-quality beauty products. Moving forward, brands seeking to tap into new markets must focus on transparent marketing strategies, inclusive branding, and cross-cultural positioning to cater to diverse consumer bases.

### Competitive landscape: Halal vs. Mainstream beauty brands

The global beauty industry remains highly competitive, with halal-certified brands striving to gain a market share alongside mainstream beauty giants. The question arises: Is halal certification alone sufficient to attract consumers or do broader ethical and clean beauty claims have greater appeal? This section examines search trends, consumer preferences, and market positioning by referencing the key literature on halal beauty market dynamics.

#### *Search volume trends: Halal vs. Mainstream beauty*

A critical measure of consumer demand is search volume trend, which reflects the evolving interest in beauty brands. [Alserhan \(2010\)](#) emphasized that halal branding must go beyond religious compliance and appeal to ethical consumerism trends to sustain demand. Google Trends data (2019–2024) show that while searches for halal beauty brands have increased, mainstream brands continue to dominate global search volumes. Peaks in halal beauty interest occur during Ramadan, major beauty expos, and product launches, particularly in Southeast Asia and the Middle East, as noted by [Wilson and Liu \(2011\)](#) in their study of Islamic marketing.



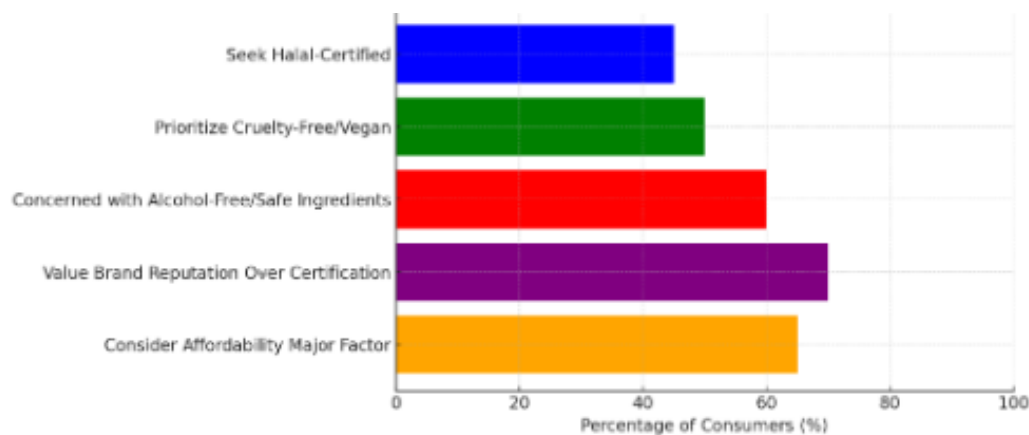
**Figure 6.** A line chart comparing search trends of halal vs. mainstream beauty brands

Source: Google Trend Data (2020 – 2025)

[Figure 6](#) illustrates that halal beauty brands experience periodic surges in interest, but require sustained digital marketing strategies to compete with mainstream brands that maintain steady visibility throughout the year.

### Regional market preferences: Ethical vs. Halal beauty

Consumer purchasing behavior varies significantly across regions. While halal certification is crucial in Muslim-majority countries, studies indicate that Western consumers prioritize cruelty-free, vegan, and sustainable beauty over religious compliance (Hanzaee & Ramezani, 2011).



**Figure 7.** A Bar Chart showing what factors influence consumers when choosing beauty products

Source: Rizq and Muslichah (2023), and Nurhayati (2023)

Figure 7 highlights that halal beauty brands must align with broader consumer trends, particularly in Western markets, to effectively compete. Mokhlis (2009) emphasized that religious commitment is a strong but not the sole motivator in consumer behavior, reinforcing the need for halal brands to position themselves as safe, high-quality, and affordable alternatives to mainstream beauty products.

### Market positioning: How halal beauty competes

Despite growing interest, halal beauty brands face stiff competition from mainstream and clean beauty brands. Major players, such as L'Oréal, Estée Lauder, and MAC, have dominated the market because of their brand reputation, aggressive marketing, and extensive product lines (Kotler & Keller, 2016). In contrast, clean beauty brands such as The Ordinary and Fenty Beauty attract consumers through their focus on cruelty-free, vegan, and sustainable formulations, aligning with ethical consumerism trends (Todd, A. M. 2004).

Meanwhile, halal beauty brands such as Wardah, Safi, and Huda Beauty position themselves as ethical, alcohol-free, and inclusive, appealing to both Muslim consumers and individuals looking for "cleaner" beauty alternatives (Aoun & Tournois, 2015).

**Table 2.** Market positioning of halal beauty products

Brand type	Key players	Unique selling points (USP)	Target market
Halal Beauty	Wardah, Safi, Huda Beauty	Halal-certified, ethical sourcing, alcohol-free	Muslim & ethical consumers
Mainstream Beauty	L'Oréal, Estée Lauder, MAC	Established reputation, diverse product lines	Global beauty market
Clean Beauty	The Ordinary, Fenty Beauty	Cruelty-free, vegan, sustainable ingredients	Conscious beauty buyers

Source: Adapted from Azam & Abdullah (2020)

Table 2 presents a major challenge for halal beauty brands, breaking into Western markets where halal certification is not a top priority. Scholars like Nasution and Rossanty (2018) suggest that halal brands must adopt digital marketing, influencer collaboration, and ingredient transparency to appeal to ethical beauty buyers globally.

### Short-term surges: Trend-driven or market-driven growth?

The halal beauty industry has experienced fluctuations in demand with periodic surges driven by various factors. Understanding whether these spikes are trend-driven or market driven is crucial for long-term sustainability.

A key factor influencing short-term surges is digital marketing and social media trends. Influencer endorsements and viral content play significant roles in driving temporary spikes in demand (Naseri & Abdullah, 2022). For instance, celebrity-backed halal beauty brands have witnessed immediate growth in sales, although this interest may wane once hype diminishes. This indicates a trend-driven nature, in which consumer enthusiasm is short-lived and dependent on external stimuli.

However, there is also evidence that some surges are market driven, reflecting a broader shift in consumer behavior rather than momentary interest. Azam and Abdullah (2020) argued that the expansion of the global halal industry is linked to increased awareness and demand for ethical and religiously compliant products. Similarly, Hamdi and Nurwahidin (2025) highlight how shifting market dynamics, including regulatory policies and international trade agreements, contribute to growing interest in halal cosmetics.

Another major driver of market-driven growth is increasing emphasis on sustainability and ethical production. Masood et al. (2023a) noted that consumers are becoming more discerning about product ingredients and manufacturing processes, pushing companies to offer genuinely halal and eco-friendly options. This aligns with the findings of Moslem and Prawiro (2024), who observed that Muslim consumers' halal awareness significantly affects their purchasing decisions, fostering a stable and consistent demand for halal beauty products.

Despite these insights, there is an intersection between the trend-driven and market-driven factors. While social media can trigger initial spikes, underlying consumer preferences for halal certification and ethical considerations ensure continued market relevance. Prayuda et al. (2023) emphasize that while short-term trends can introduce new products to a wider audience, sustained growth relies on deep-rooted consumer trust and regulatory support.

Thus, while short-term surges in the halal beauty industry may appear trend-driven at times, market-driven forces, such as regulatory developments, ethical concerns, and religious adherence, play a substantial role in maintaining long-term growth. Brands must recognize this dual influence and balance their marketing strategies to leverage trends while ensuring consistency in quality and halal compliance.

### Marketing gaps: The need for stronger digital presence

Despite the growing demand for halal beauty products, many brands struggle to establish a strong digital presence. Unlike mainstream beauty brands, which leverage data-driven marketing, influencer collaborations, and AI-powered consumer insights, halal beauty brands often rely on traditional marketing methods, which limits their reach and engagement. Nurhayati (2023) found that while 48% of consumers actively seek halal-certified beauty products, many still purchase mainstream brands because of better online visibility and stronger digital marketing strategies.

A key issue is a lack of investment in digital storytelling and brand positioning. Alserhan (2010) argues that Islamic branding should not only focus on certification but also build emotional connections with consumers through branding as a "good deed." However, many halal beauty brands fail to integrate compelling narratives that resonate with Muslim and non-Muslim audiences. Aoun and Tournois (2015) further highlighted that successful halal branding requires a holistic approach that combines ethical values with digital engagement strategies to build credibility and attract a wider market.

Another challenge is the ineffective use of e-commerce and social media. Nasution and Rossanty (2018) emphasize that while consumers value the country of origin and authenticity of halal products, a weak online presence can overshadow these advantages. Kotler and Keller (2016) stress that consumer decision-making in beauty markets is heavily influenced by brand perception, online reviews, and digital accessibility, areas where halal beauty brands often fall short. Todd, A. M. (2004) argues that ethical consumerism, including halal beauty, is closely tied to the "clean



beauty" movement; yet, many halal brands fail to align their marketing with these mainstream trends.

To address these gaps, halal beauty brands must shift towards digital-first strategies that leverage influencer partnerships, SEO, and social commerce. Mokhlis (2009) suggested that brands should incorporate religiosity-driven marketing without alienating non-Muslim consumers, making halal beauty more appealing to a broader audience. Wilson and Liu (2011) point out that trust and values play a crucial role in Islamic branding, meaning that halal brands must actively engage with consumers through authentic and interactive digital campaigns.

Without strengthening their digital presence, halal beauty brands risk losing market share to mainstream competitors who effectively market "clean" and "ethical" beauty products without necessarily carrying halal certification. Strategic investment in digital marketing is essential for halal beauty to remain competitive in an evolving beauty industry.

## Conclusion

This study examines the evolving trends in the global halal beauty and skincare industry through the lens of search engine analytics. The findings reveal a consistent increase in global interest, particularly from Southeast Asia and the Middle East, with growing traction in non-Muslim-majority markets such as the US and the UK. Halal beauty is no longer viewed solely through the lens of religious compliance but is increasingly associated with ethical, clean, and sustainable beauty values that resonate with broader consumer segments.

Despite growing interest, halal beauty brands are facing several challenges. Mainstream beauty players in digital marketing channels often overshadow halal-certified brands, leading to gaps in online visibility and consumer engagement. Furthermore, the rise of clean beauty has blurred category lines, as many mainstream brands adopt halal-aligned values without formal certification, intensifying market competition and consumer confusion.

However, this study has several limitations. Google Trends data, which are useful for mapping search interests, do not capture purchasing behavior or deeper consumer motivations. Keyword-based analysis may also overlook regional linguistic nuances and cultural variation. Future research should integrate qualitative methods and broader data sources to better understand consumer decision making, brand trust, and the role of regulatory frameworks in strengthening the global halal beauty ecosystem.

## Author contribution

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