

Potential Halal Industrial Product Sectors of Thailand and Target Countries: A Composite Index Approach

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ABSTRACT

This study aims to employ a composite index approach to evaluate potential halal industrial product sectors of Thailand and target countries by examining information on the current situation of Thailand's and the global halal industrial products. The research methodology employs a quantitative composite index approach, incorporating big data analysis. International trade data from the UN Comtrade database are used to construct a Composite Index for ranking product sectors and target countries, which is applied to select at least four halal industrial product sectors. The results indicate that halal food products constitute the category with the highest trade value in the global market, followed by halal chemicals and pharmaceuticals, while animal feed represents the category with the highest growth rate. Based on the composite index analysis, Thailand demonstrates strong potential in five major halal industrial product groups: (1) plant-based food and processed food products, (2) animal-based food and processed food products, (3) herbs and pharmaceuticals, (4) cosmetics, and (5) halal textiles and fashion. These product groups exhibit high trade value and growth rates, possess comparative advantages, and have a strong capacity to generate high value added for the country. With regard to target countries, the analysis reveals that Indonesia, Kazakhstan, Oman, and Turkey are the most suitable countries for promoting cooperation in Thailand's halal industrial products, as they exhibit strong market demand, stability, and significant roles in the global halal supply chain. The findings of this study can serve as a policy-oriented knowledge base for determining sustainable development directions for Thailand's halal industry.

Keywords: halal, potential halal industrial product, Muslim markets, composite index