

Voluntary Report – Voluntary - Public Distribution

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Report Highlights:

The Philippines is an emerging market for halal products due to its growing Muslim population. Additionally, the country is positioning itself as a halal food processing hub for export to other countries and regions with significant Muslim populations. In 2022, the Philippines imported \$120 million worth of halal products, including dairy products, beef, poultry meat and products, glucose syrup, and animal fats. Notably, more than 40 percent of these imports originated in the United States. These factors present an opportunity for U.S. suppliers seeking to enter the lucrative global halal market.

Philippine Market Brief

Halal Products



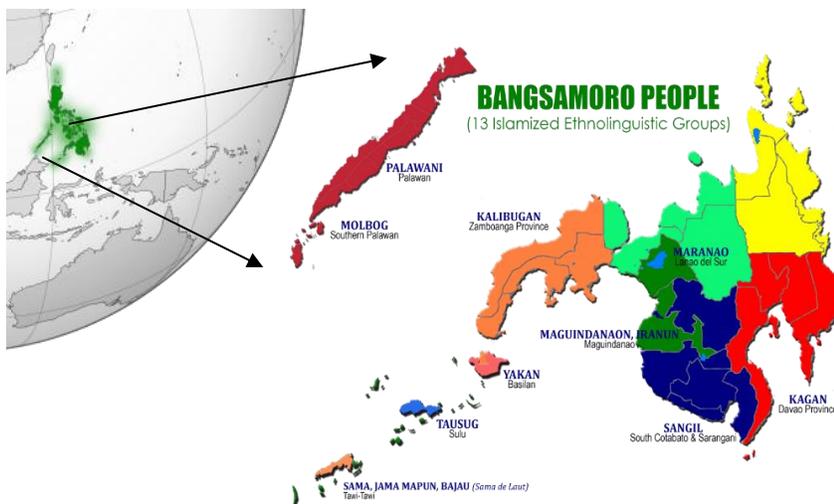
The Philippines' growing Muslim population coupled with its emergence as a food processing hub for halal products makes it an ideal market and gateway for U.S. suppliers looking to access the larger global halal market.

Quick Reference: Philippine (PH) Halal Importation Requirements	
PH bans all pork imports.	No.
All meat entering the country must be slaughtered according to halal requirements.	No.
PH has mandatory halal requirements.	No, voluntary.
U.S. halal certifiers must be recognized by the PH government.	Yes, if the local business is seeking halal certification from a PH-accredited Halal Certifying Body (HCB) to operate as a halal establishment or to process food products for reexport. Note: PH Food and Drug Administration (FDA) requires importers to register all prepackaged food products. Any labeling claim, which could include halal, will require supporting documents.

The Philippine Market

The Philippines has the third-largest Muslim population in Southeast Asia. According to the Philippine Statistics Authority, approximately [six percent of the population is Muslim](#), and is growing at a rate of 3 percent annually. However, the [National Commission for Muslim Filipinos](#) (NCMF) estimates the Muslim population is 10 percent, equivalent to 12 million people. While the majority of Muslims in the Philippines reside in the Bangsamoro region, some have relocated to urban and rural areas in different parts of the country, including Metro Manila.

Figure 1. Bangsamoro Region



Source: [Bangsamoro Commission for the Preservation of Cultural Heritage](#)

Halal Food Processing Hub for Reexports

The Philippine [Department of Trade and Industry](#) (DTI), in collaboration with the local halal industry, is positioning the Philippines as a halal food processing hub. Local and imported raw products are processed, branded, and exported to Muslim-majority communities. This makes the Philippines an ideal entry point for U.S. suppliers looking to tap into the broader global halal market. One factor that sets the Philippines apart is its large population of Filipino workers overseas, which serves as a natural market.

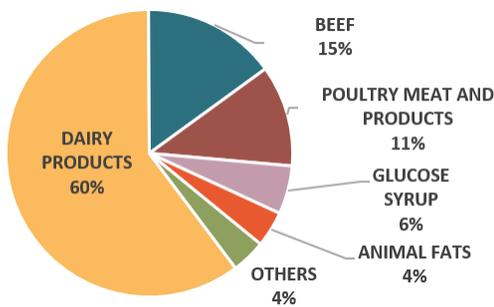
Halal Tourism

In the National Tourism Development Plan 2023-2028, the Philippine Department of Tourism prioritized the development of a halal tourism portfolio by [promoting Halal-certified foods and dining options](#) and conducting [Halal awareness orientations among tourism stakeholders](#). At the 2023 Halal in Travel Global Summit, the Philippines was recognized as an Emerging Muslim-friendly Destination.

Philippine Importation of Halal Products

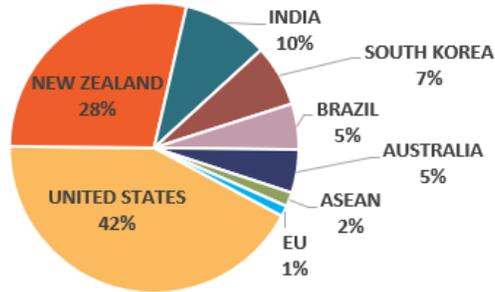
In 2022, the Philippines imported \$120 million worth of products that were declared as halal on the bill of lading.

Figure 2. Imported Halal Products



Source: Philippine Bureau of Customs (P/BOC) data.

Figure 3. Sources of Imported Halal Products



Dairy Products: The United States (51 percent) and New Zealand (47 percent) were the largest suppliers of dairy products. The top product categories were skimmed milk powder (44 percent), milk fat (29 percent), lactose powder (10 percent) buttermilk powder (nine percent), whey powder (seven percent), and cream cheese (one percent).

Beef: The Philippines imported halal beef from India (63 percent), Brazil (30 percent), Australia (five percent), and Ireland (two percent).

Poultry Meat and Products: The United States (96 percent) supplied chicken leg quarters. Brazil (four percent) exported a variety of chicken cuts (wings, half breast, and leg quarters), skin, and mechanically deboned meat.

Table 1. U.S. Market Share of Imported Halal Products

Halal Products	PH Importation	U.S. Share
Dairy Products	\$72 M	51%
Beef	\$18 M	-
Poultry Meat and Products	\$14 M	96%
Glucose Syrup	\$6 M	-
Animal Fats	\$5 M	-
Others: Cereals, cocoa products, flour, and miscellaneous preparations (i.e., sauces, flavorings, and powders)	\$5 M	10%

Source: P/BOC data.

Glucose Syrup: The product was sourced from South Korea.

Animal Fats

Australia (93 percent) and Ireland (one percent) supplied tallow, while France (six percent) supplied chicken fat.

Other Products

Among the other halal products exported to the Philippines, the United States supplied cocoa products and chicken powder.

Philippine Laws and Regulations

Background

In 2012, NCMF was mandated by Republic Act No. 9997 to develop the Philippine Halal industry and accredit halal-certifying bodies. The law ensured that halal certification became the responsibility of the private sector, while the government, through NCMF, focused on accrediting halal certifiers.

NCMF's full authority over halal matters was short-lived. In 2016, [Republic Act No. 10817](#) established the Philippine Halal Export Development and Promotion Board, chaired by the DTI Secretary, with the NCMF Secretary designated as vice chairperson. The other members of the board include the Secretaries of Agriculture, Health, Science and Technology, Foreign Affairs, and Tourism, the Governor of the Philippine central bank, the Chairperson of the Mindanao Development Authority, and two Muslim Filipino professionals with experience in halal industry development. Unless the alternates of the ex officio members are Muslims, the representation of Muslims on the board is limited to three individuals. Further, the law reassigned the task of halal accreditation to DTI's [Philippine Accreditation Bureau](#). Critics have raised concerns about RA 10817's lack of provisions to ensure Muslim-majority representation on the Halal Board. They believe that determining what is halal should be entrusted to Muslim religious scholars who have the necessary training and expertise in the requisites of halal.

In 2019, the Halal Board approved the design and guidelines of the national halal logo to identify Philippine halal-certified products.

As of March 2022, NCMF has [listed](#) eight accredited HCBs in the Philippines.



Full color version



Monochrome version

For further information, see [Philippine National Standards on Halal Agriculture and Fishery Products, Halal Slaughtering Procedures for Poultry and Ruminants, and Halal Feeds](#).

Philippine Import Regulations

1. Under the [implementing rules and regulations](#) (IRR) of RA 10817, halal certification of products for domestic consumption is voluntary on the part of the trader or establishment (Section 13e). In general, the halal certification process involves submitting supporting documentation to a Philippine-accredited HCB for assessment.

2. Philippine FDA requires importers to register all prepackaged food products. Any labeling claim, which could include halal, will require supporting documents. See Section VI-C of [DOH Administrative Order Administrative Order No. 2014-0029](#). In which case, a Halal Certificate issued by an internationally recognized certifying body may be provided by the U.S. supplier to the importer applying for a Certificate of Product Registration.

For general information on Philippine import regulations, see the USDA GAIN report entitled "[Philippines: Food and Agricultural Import Regulations and Standards \(FAIRS\) Report](#)."

Tariff Rates

The Philippines applies a Most Favored Nation tariff rate on imported products that are not sourced from any of the country's [free trade agreement partners](#). For specific tariff rates, see [Philippine Tariff Finder](#).

Assistance and Further Information

USDA-FAS Manila can assist U.S. exporters in identifying potential importers in the Philippines.

Contact: USDA Foreign Agricultural Service
U.S. Embassy in Manila, Philippines
Phone: (+63) 2 5301-2000
Email: AgManila@usda.gov

Access the following GAIN reports through USDA-FAS Manila's [webpage](#):

- Philippines: Exporter Guide
- Philippines: Food Processing Ingredients
- Philippines: Food Service - Hotel Restaurant Institutional
- Philippines: Retail Foods

Attachments:

No Attachments.