

20TH ANNIVERSARY
THE BRAND LAUREATE
THE AWARD FOR BRANDS & BRANDING



THE BRANDLAUREATE
WORLD
HALAL
BEST BRANDS AWARDS 2026

ADVANCING HALAL
INSPIRING TRUST,
ELEVATING STANDARDS,
EXPANDING VISION.

THE BRANDLAUREATE WORLD HALAL BESTBRANDS AWARDS 2026

THE TROPHY

Winning The BrandLaureate World Halal BestBrands Awards 2026 is a powerful affirmation of a brand's excellence, credibility, and leadership in the Halal ecosystem. This honour is embodied in the Halal Trophy, a masterpiece crafted to reflect the distinguished prestige of the Award.

Meticulously designed and finished in lustrous 24K gold plating, the trophy takes inspiration from the silhouette of a traditional Arabian dhow. This timeless form pays homage to heritage, culture, and the historic journeys that once connected civilisations, a fitting symbol for Halal brands that now connect communities across the world.

Rising elegantly from an oval base, the trophy ascends in a graceful upward motion. This upward sweep signifies the brand journey: from a competitive foundation where many strive, toward a narrowing ascent where only the exceptional rise, culminating in a pinnacle that represents undisputed brand leadership, the apex of Halal excellence.

The linear contours of the trophy are refined and purposeful, accentuated by the engraving of the word HALAL (حلال). This engraving serves as a constant reminder of Halal's essence: a commitment to purity, transparency, and principled conduct.

Subtle light motifs etched across the trophy's surface reflect the meticulous process required for Halal certification, a journey that engages every level of an organisation, from leadership to operations and across the entire supply chain. They symbolise discipline, diligence, and the shared responsibility of upholding Halal integrity.

Brands that receive this trophy are those that have successfully mastered both the art and science of branding. They stand as leaders in their industries, embodying excellence, trust, and influence. Truly, they are the champions most deserving of this prestigious recognition.



ADVANCING HALAL INSPIRING TRUST, ELEVATING STANDARDS, EXPANDING VISION



**THE HONORABLE PRESIDENT EMERITUS
PROF. DR KJKJOHAN**
WORLD PRESIDENT OF THE BRANDLAUREATE



IBTISAM BASRI
ORGANIZING CHAIRMAN
WORLD HALAL BESTBRANDS AWARDS

The global demand for Halal products and services has risen with remarkable force, expanding far beyond its traditional origins and firmly establishing itself as a dynamic, trillion-dollar economy. Today, Halal is no longer confined by geography, culture, or faith. It has become a universal language of trust, ethics, quality, and integrity.

From China to South Korea, from Brazil to Australia, the world's leading nations are actively investing in the Halal ecosystem, a clear testament to its boundless economic promise. What began as a focus on food has now evolved into a comprehensive global industry encompassing pharmaceuticals, technology, beauty and personal care, logistics, financial services, hospitality, and more. This is not merely market expansion; it is a transformation of global consumer behaviour and expectations.

As Halal brands continue to gain traction across continents, one truth becomes undeniable: branding is no longer optional, it is essential. In a rapidly growing and highly competitive landscape, brands that communicate with clarity, authenticity, and purpose will lead the market. Strong branding builds credibility. It differentiates products. It shapes consumer trust. And most importantly, it gives people a compelling reason to choose one Halal brand over another.

The BrandLaureate World Halal BestBrands Awards 2026 was created to honour these very leaders – the brands that dare to lead, innovate, and elevate the global Halal narrative. Through this Award, we celebrate not only excellence but vision. We spotlight brands that stand as benchmarks of integrity and inspiration, guiding others toward higher standards and greater impact.

As the Halal economy accelerates, the world is looking to brands that can define its future – brands with courage, clarity, and conviction.

This is your moment to lead, to elevate your influence, and to make a meaningful mark on the global Halal narrative.

Nominations are now officially open. We invite brands across the Halal ecosystem to step forward and be part of this global celebration of leadership and transformation.

Be the Halal Brand Champion.
Be the brand that moves the world forward.

**THE HON. PRESIDENT EMERITUS
PROF. DR KJKJOHAN**
World President



Welcome to The BrandLaureate World Halal BestBrands Awards 2026. As the Organising Chairperson, it is my privilege to celebrate the outstanding brands that continue to move the global Halal industry forward. Each year, we witness remarkable progress driven by visionary leaders, bold innovators, and resilient companies committed to strengthening the Halal ecosystem. This year, their achievements shine brighter than ever.

Our theme, "Advancing Halal: Inspiring Trust, Elevating Standards, Expanding Vision," reflects the essence of where the Halal industry is today and where it is headed. It honours the brands that go beyond meeting requirements, choosing instead to lead with integrity, push boundaries, and champion new possibilities for Halal on the world stage.

The BrandLaureate World Halal BestBrands Awards 2026 is more than a celebration of excellence; it is a recognition of purpose-driven leadership. Every awardee stands at the forefront of innovation and credibility, demonstrating that Halal is not only a standard, but a global symbol of trust, quality, and inclusivity.

Winning this Award strengthens a brand's influence in meaningful ways. It enhances reputation, deepens consumer confidence, and opens doors to new markets and partnerships. It also affirms a brand's dedication to delivering products and services that reflect authenticity, reliability, and a commitment to the highest Halal principles.

Here, we honour the achievements of those who have contributed to advancing the Halal economy through their steadfast dedication and visionary spirit. Your work inspires others to rise higher, do better, and dream bigger for the future of the industry.

May this Award be a proud milestone in your brand journey, a symbol of your leadership, your pursuit of excellence, and your role in expanding the global vision of Halal.

Together, let us continue Advancing Halal, inspiring trust, elevating standards, and expanding its positive impact across the world.



IBTISAM BASRI
Organizing Chairman

NOMINATIONS ARE NOW OPEN FOR THE AWARDS

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