

NSF and Circle H Collaborate to Enable Global Certification Access

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NSF, a leading global organisation dedicated to protecting human health, and Circle H International, a globally recognised halal certification body, announced a strategic collaboration program to simplify access to certification for food companies locally and worldwide.

The collaboration establishes direct referral pathways between the organisations to help serve the global halal food and beverage market, projected to grow from an estimated \$2.1 trillion in 2021 to \$3.27 trillion by 2028 (Fortune Business Insights). The current North American halal addressable market alone is estimated at \$100 billion.

NSF clients seeking halal certification will receive direct referrals to Circle H, whereas Circle H clients interested in NSF's comprehensive portfolio, including vegan, non-GMO, organic and food safety certifications, will connect with NSF specialists.

"This collaboration between Circle H and NSF is a natural extension of our mission," said Elsayed Zayan, CEO of Circle H International. "By collaborating with NSF on this initiative, we are creating a certification experience that's efficient and deeply aligned with Circle H's healthy, wholesome and ethical lifestyle values. Together, we are also opening wider doors for local and global access to customers and brands seeking significant growth."

The collaboration enables companies to simplify, streamline, and scale, addressing the growing complexity of global food certification as consumer expectations evolve and regulatory demands increase. Both organisations maintain full independence in certification.

The European halal market is expanding at nearly 8 per cent annually, driven by growing Muslim demographics and broader consumer acceptance of halal products. The Asia-Pacific region hosts the largest share of the world's Islamic population, while the fastest-growing markets are the Middle East and Africa, creating significant market opportunities for certified food companies.