Organic Honey Market to see Rapid Growth by 2030: Demand, Key Drivers, Development Trends and Competitive Outlook

Increase in consumer spending on health and increase in utilization of organic honey by the manufacturers of drugs

PORTLAND, OR, US, May 4, 2023 /EINPresswire.com/ -- [Organic Honey](#) is produced from the pollen of organically grown plants, and without chemical miticides to treat the bees. Buying organic honey ensures that consumers can avoid contact with pesticides that may be sprayed on or near the plants visited by honeybees. The demand for organic honey has gained traction, owing to increase in awareness to be healthy among consumers is further giving a boost the organic honey market. □□□ □□□□□□ □□□□□□□□ □□□□□ □□□□□□ □□□ □□□□□□ □□ $□□□ □□□□□□□ □□ □□□□, □□□ □□ □□□□□□□□□ □□ □□□□□ $□,□□□.□□ □□□□□□□ □□ □□□□ □□ □ □□□□ □□ □.□□%.

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Rise in demand for organic food among people across the globe, increase in the number of fitness enthusiasts around the world, surge in demand for high nutrient content and quality food, growing awareness about healthy foods among people are expected to drive the growth of the global organic honey market. On the other hand, rising concerns about the purity of the product is expected to hinder the growth to some extent. However, rise in utilization of honey in drugs and health products is expected to create tremendous opportunities in the industry.

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The players operating in the global organic honey market have adopted various developmental strategies to increase their market share, gain profitability, and remain competitive in the market. The key players operating in the organic honey market include- Barkman Honey, LLC, Dabur Ltd, GloryBee, Inc., Heavenly Organics, LLC, Little Bee Impex, Nature Nate's Honey Co., McCormick & Company, Madhava Honey LTD, Rowse Honey Ltd and Dutch Gold Honey, Inc.

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The organic honey market is segmented on the basis of type, application, packaging and region. On the basis of type, the market is classified into natural alfalfa, buckwheat, wild flower, clover and others. On the basis of application, the market is categorized into food & beverages, personal care, pharmaceuticals, households and others. The packaging segment is categorized into glass jar, bottle, tub and others. Region-wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, UK, Italy, Spain and Rest of Europe), Asia-Pacific (Japan, China, Australia, India and Rest of Asia-Pacific), and LAMEA (Latin America, Middle East and Africa).

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Recently, there is also an increase in number of product launches in different flavors, types, and packs. Such factors coupled with rising consumer awareness about the various health benefits of using organic honey will increase honey imports. For instance, Dabur Honey, one of the honey producers in India has launched organic honey in two flavors—Chocolate and Strawberry. In addition, organic honey can be used in wide medical treatment as well as prominent member of household remedy.

The rapid spread of coronavirus has disrupted the supply chain of the organic honey market, owing to which the companies faced a minor downfall in the initial phase of the COVID-19 pandemic, as the production without the labor force was not that easy, and the transportation faced minor challenges, however, soon they managed to maintain the availability of their products in different supply channels of the market.

The food and beverage segment to maintain the lion' share

By application, the food and beverage segment accounted for the highest market share in 2020, garnering nearly one-third of the organic honey market. Rise in the prevalence of honey as a healthier alternative to sugar drive the segment growth. The same segment is anticipated to cite the fastest CAGR of 5.9% during the forecast period, due to surge in the prevalence of honey-sweetened food and drinks.

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