

# Honey Market Report, Size Projection, Industry Share, Revenue, Growth Opportunities 2023-2028

*Honey is a sweet, viscous, dark golden-colored liquid that is obtained from the beehives.*

BROOKLYN, NY, UNITED STATES, July 18, 2023 /EINPresswire.com/ -- The latest report by IMARC Group, titled "Honey Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028", offers a comprehensive analysis of the industry, which comprises insights on [global honey market outlook](#). The

report also includes competitor and regional analysis, and contemporary advancements in the global market. The global honey market size reached US\$ 8.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 12.2 Billion by 2028, exhibiting a growth rate (CAGR) of 5.3% during 2023-2028.

What are honey?

Honey is a natural sweet substance produced by bees through a complex process of collecting nectar from flowers and transforming it within their bodies. It is a thick, viscous liquid that ranges in color from light golden to dark amber, depending on the type of flowers from which the nectar was gathered. It is primarily composed of sugars, including fructose and glucose, but also contains trace amounts of vitamins, minerals, enzymes, and antioxidants. The unique composition of honey gives it antimicrobial properties, making it an effective natural preservative. It has culinary uses as a sweetener and flavor enhancer in various dishes and beverages. It is often used as a natural remedy for soothing sore throats, alleviating coughs, and promoting wound healing. Its rich flavor, golden hues, and sticky sweetness make it a truly remarkable and cherished natural product.



Honey Market

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What are the growth prospects and trends in the honey industry?

The honey market is driven by the growing demand for natural and organic products. Moreover, honey's versatility in culinary applications has expanded its market reach. As a sweetener, honey enhances the flavor and aroma of various dishes, ranging from baked goods and desserts to marinades and dressings. Besides, the rising consumer awareness of the health benefits associated with honey has fueled its market growth, as honey is known for its antioxidant properties, antimicrobial effects, and potential wound-healing benefits. It is also rich in vitamins, minerals, and enzymes, making it a preferred choice for those seeking natural remedies and holistic wellness solutions. Apart from this, beekeepers and honey producers are focusing on producing honey from specific floral sources or unique geographical regions, resulting in distinctive flavors and characteristics.

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Competitive Landscape:

The competitive landscape of the market has been studied in the report with the detailed profiles of the key players operating in the market.

- Barkman Honey LLC
- Bee Maid Honey Limited
- Beeyond the Hive
- Capilano Honey Ltd.
- Comvita Limited
- Dabur India Ltd.
- Dutch Gold Honey Inc.
- New Zealand Honey Co
- Oha Honey LP
- Patanjali Ayurved Limited
- Streamland Biological Technology Ltd

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Honey Market Segmentation:

Our report has categorized the market based on region, type, application and distribution channel.

Breakup by Type:

- Alfalfa Honey
- Date Honey

- Buckwheat Honey
- Acacia Honey
- Clover Honey
- Linden Honey
- Others

#### Breakup by Application:

- Food and Beverages
- Personal Care and Cosmetics
- Pharmaceuticals
- Others

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Online Stores
- Others

#### Breakup by Region:

- North America (United States, Canada)
- Europe (Germany, France, United Kingdom, Italy, Spain, Others)
- Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)
- Latin America (Brazil, Mexico, Others)
- Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Other)

#### Key highlights of the report:

- Market Performance (2017-2022)
- Market Outlook (2023-2028)
- Porter's Five Forces Analysis
- Market Drivers and Success Factors
- SWOT Analysis
- Value Chain
- Comprehensive Mapping of the Competitive Landscape

#### About Us

IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology

organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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