

Italy Honey Market is Set to Rise at a Revenue of US\$ 179.8 Million By 2031 | Astute Analytica

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/EINPresswire.com/ -- [Astute Analytica](#) value was US\$ 179.8 million in 2022 and is projected to attain a market valuation of US\$ 245.5 million by 2031, growing at a CAGR of 3.5% during the forecast period from 2022 to 2031.

For more information, contact info@astuteanalytica.com or visit <https://www.astuteanalytica.com/request-sample/italy-honey-market>

Given the nation's rich biodiversity and long-standing traditions related to apiculture, the honey market in Italy stands out as one of the main areas within its agri-food environment. The demand for honey in Italy has increased both domestically and internationally during the last few years. The trend toward health and well-being, the desire for organic honey, and the increase in home consumption are all factors that have contributed to this expansion.

A variety of goods with distinctive shapes, flavors, colors, and packaging have developed in response to the rising desire for convenience and a healthy diet. For instance, there are more than 300 varieties of honey available in Italy, each having a unique flavor and color based on the plants the bees collect nectar from. Italy was the 19th-largest honey exporter in the world in 2021, with US\$ 35.2M in exports. Honey was Italy's 759th-most exported goods in the same year.

One of the key causes boosting the sector is the increasing frequency of chronic diseases like diabetes, heart disease, and cancer. The rising demand for goods that improve immunity and general health opens up new opportunities for business expansion. The nation's honey sales are rising as a result of the expanding use of honey in natural therapies. For instance, honey has positive impacts on the management of diabetic mellitus, according to NCBI.

The integration of technology is a major development in the Italy honey market. In order to



maintain bee health and maximize honey harvests, beekeepers are implementing technological solutions like hive monitoring systems. For instance, to complement the innate intelligence of bees, Beewise, an agtech firm, developed the first completely autonomous beehive called Beehome, which includes a beekeeping robot that serves as both a medic and a guardian.

Il mercato italiano del miele è dominato dal packaging in vetro, che rappresenta circa il 56% del fatturato. Il segmento è previsto per crescere a un tasso di crescita annuo composto (CAGR) del 4.4% durante il periodo di previsione, definendo la sua egemonia nel mercato.

The glass jar packaging type dominates the market, capturing about 56% of the market revenue share. The segment is forecast to grow at a compound annual growth rate (CAGR) of 4.4% during the forecast period, defining its dominance in the market.

The rising popularity of glass jars is the main factor driving the market growth. In addition, these jars are environment friendly which is the major reason for their popularity as they are recyclable. Additionally, they provide a clean, sanitary, and secure container for honey. The market value of glass jars for honey packaging is likely to reach US\$ 108.7 Mn by 2030, attesting to its supremacy. In the same year, the industry anticipates reaching a volume of 24.7,000 tons.

La presenza di numerose aziende ben note rende il mercato frammentato e competitivo. Queste imprese dominano un settore significativo del mercato, offrono una vasta gamma di prodotti, e sono presenti in Italia. Inoltre, il mercato include rivali di piccole e medie dimensioni che offrono una selezione limitata di prodotti, alcuni dei quali sono imprese di auto-pubblicazione.

The presence of numerous well-known companies makes the market fragmented and competitive. These businesses dominate a significant sector of the market, offer a diverse range of products, and are present in Italy. Additionally, the market includes small to midsize rivals that offer a constrained selection of goods, some of which are self-publishing businesses.

Per mantenere le loro posizioni nel mercato, i giocatori si concentrano sulle collaborazioni. Uno dei più grandi produttori di prodotti organici in Europa, Narayan Foods, sta preparando il lancio del primo miele a base vegetale in alcuni paesi europei all'inizio del 2023. Il miele di Narayan, il primo miele alternativo a raggiungere il mercato dell'UE senza l'uso di sciroppo concentrato o sciroppo elaborato, produce ancora il sapore e la consistenza del miele. Il miele senza api è stato sviluppato dalla rinomata azienda tecnologica alimentare californiana MeliBio in collaborazione con Narayan Foods. Di conseguenza, queste azioni alimentano l'espansione del mercato.

In order to keep their positions in the market, the players are concentrating on collaborative partnerships. One of the largest organic food producers in Europe, Narayan Foods, is preparing to launch the first plant-based honey in a few European countries early in 2023. Narayan's honey, the first honey alternative to reach the EU market without employing concentrated syrup or processed syrup, still produces the flavor and feel of honey. Bee-free honey has been developed by the renowned Californian food technology company MeliBio in association with Narayan Foods. As a result, these actions fuel market expansion.

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- Api Brescia Societa' Cooperativa
- Apicoltura Bonetti
- Apicoltura Mieldoro
- Azienda Agraria Bevilacqua
- Azienda Agricola Bio Bonizio
- Barkman Honey LLC

- Capilano Honey Ltd.
- Dabur India Ltd
- Fiorillo SRL
- Martin Miele
- Nanako Goods
- Nicolas srl
- Podere Castello Di Uzzano
- Conapi
- Other Prominent Players

MARKETING STRATEGIES

Our company focuses on providing high-quality, natural, and organic products to our customers. We have a strong presence in the market, with a wide range of products and services. Our marketing strategies are designed to reach our target audience and build a strong brand identity.

Product Portfolio

- Natural/Organic
- Processed

Flavors

- Acacia
- Sidr
- Orange Blossom
- Ajwain
- Clover
- Others

Weight Options

- 200-250 gm
- 500 gm
- 1000 gm and above

Packaging Options

- Glass Jar
- Bottle
- Tub
- Tube

Target Audience

- Food and Beverage
- Personal Care & Cosmetics
- Pharmaceuticals
- Others

Distribution Channels

- Online
- Offline
 - o Hypermarkets & Supermarkets
 - o Convenience Stores

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