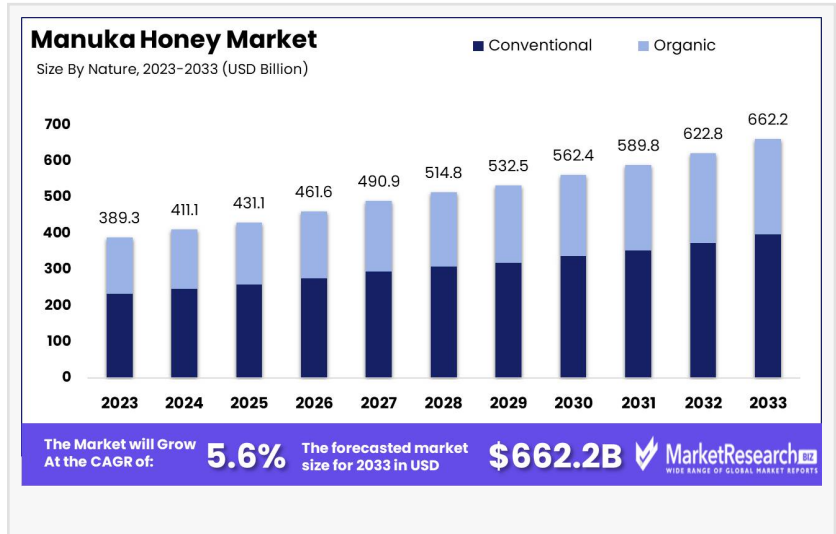


# Manuka Honey Market Growth at 5.6% CAGR Until 2033

Manuka Honey Market was valued at USD 389.3 Mn in 2023. It is expected to reach USD 662.2 Mn by 2033, with a CAGR of 5.6% from 2024 to 2033.

NEW YORK, NY, UNITED STATES, February 3, 2025 /EINPresswire.com/ -- The global [Manuka Honey Market](#) has experienced significant growth over the past few years, driven by its increasing recognition as a premium honey variety due to its unique properties and health benefits. Derived from the nectar of the Manuka bush (*Leptospermum scoparium*), native to New Zealand and parts of Australia, this honey is known for its potent antimicrobial and anti-inflammatory properties, largely attributed to the presence of methylglyoxal (MGO), a compound not found in significant



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The Manuka honey market exhibits significant regional variations, with Europe leading the global market, capturing 40% of the overall share.”

*Tajammul Pangarkar*

amounts in other honey varieties. Its growing popularity in health and wellness trends, as well as its diverse applications in food, cosmetics, and medical industries, has contributed to the market's expansion.

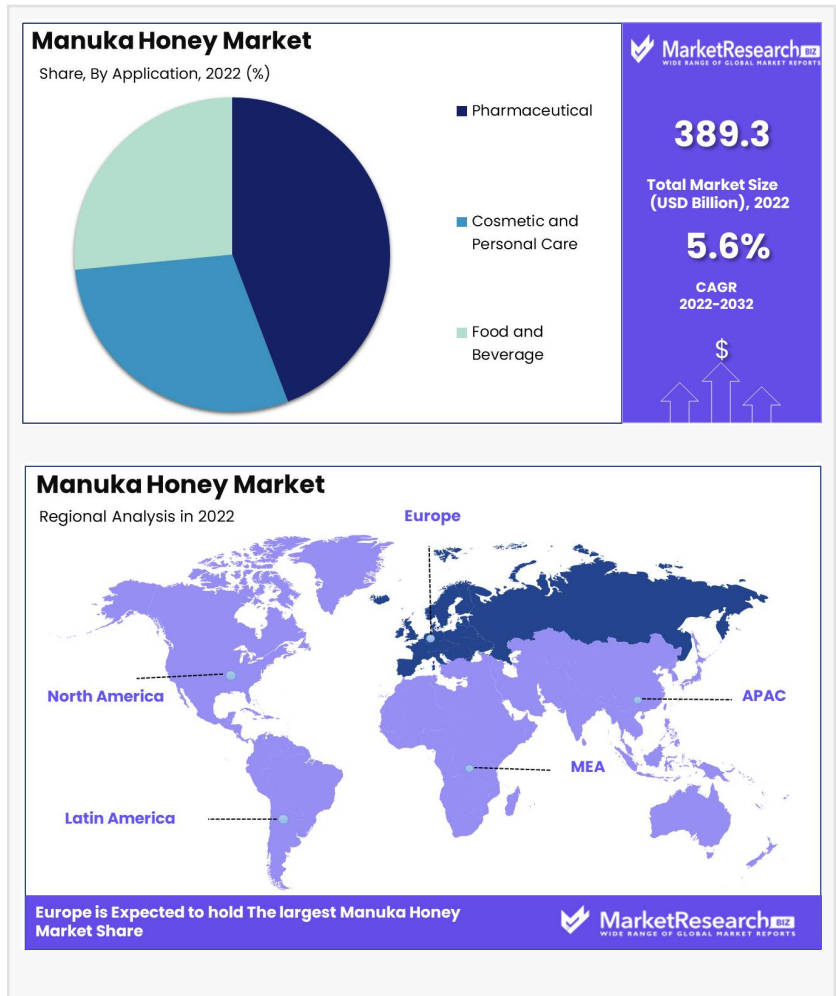
The Manuka honey market is characterized by a competitive landscape where a few key players dominate production and supply. New Zealand-based companies, such as Comvita, Manuka Health, and Watson & Son, are leaders in the market, while Australian producers are also

gaining traction. The industry is highly regulated, particularly in New Zealand, where the government has established grading systems to ensure the authenticity and quality of Manuka honey, which enhances consumer trust. Additionally, challenges related to maintaining honey purity and sustainability, along with fluctuating production volumes due to environmental factors, have led to increased scrutiny and emphasis on quality control across the supply chain.

Driving factors for the market include rising consumer awareness of natural remedies, an increasing preference for organic and raw food products, and a growing demand for functional

foods. Manuka honey's benefits, such as its role in wound healing and digestive health, are also playing a key role in driving its adoption in medical and wellness applications.

MarketResearch.biz proffers a complete understanding of the Manuka Honey Market [Snapshot - Global Market Size, Largest Segment, Fastest Growth, and Growth Rate in 5.6%] in its latest research report. It also offers a detailed analysis of the global Manuka Honey market that considers market dynamics such as segmentation, geographic expansion, competitive environment, and many other key elements. The Manuka Honey Market data reports also provide a 3-year pre-historic forecast (up to 2033) for the sector and include data on socio-economic data of global.



Global Manuka Honey Market research report contains product types (By Nature (Conventional, Organic), By Form (Processed Manuka Honey, Raw Manuka Honey), By Product Type (UMF 20+ Manuka Honey, UMF 15+ Manuka Honey, UMF 10+ Manuka Honey, UMF 5+ Manuka Honey), By Application (Pharmaceutical, Cosmetic and Personal Care, Food and Beverage), By Sales Channel (Supermarkets/Hypermarkets, E-commerce, Specialty Stores, Convenience Stores)), and companies (Manuka Health New Zealand Ltd., ManukaMed Limited, Watson & Son Limited, KirksBees Honey Pty Ltd, Comvita Limited, Capilano Honey Limited, Nature's Way Products, LLC, Apihealth NZ Ltd., Cammells Honey, Streamland Biological Technology Limited). Furthermore, with regional analysis, all logical and factual summaries about the Manuka Honey Market 2023, CAGR, production volume, sales, and revenue.

### Key Takeaways

- **Market Value:** The Global Manuka Honey Market was valued at USD 389.3 Mn in 2023. It is expected to reach USD 662.2 Mn by 2033, with a CAGR of 5.6% during the forecast period from 2024 to 2033.
- **By Nature:** Conventional Manuka Honey dominates with a 60% market share, driven by its accessibility and established consumer base.

- By Form: Processed Manuka Honey leads the market with a 70% share, attributed to its versatility and extended shelf life.
- By Product Type (based on UMF rating): UMF 15+ Manuka Honey holds 40% of the market, reflecting consumer demand for higher potency products.
- By Application: The Pharmaceutical segment accounts for 50% of the market, leveraging Manuka honey's medicinal properties.
- By Sales Channel: Supermarkets/Hypermarkets capture 40% of sales, benefitting from their broad distribution networks and consumer trust.
- Regional Dominance: Europe leads with a 40% market share, driven by high demand for premium and natural health products.
- Growth Opportunity: Expanding applications in skincare and cosmetics present significant growth opportunities.

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<https://marketresearch.biz/report/manuka-honey-market/request-sample/>

The TOP Key Market Players Listed in the report with their sales, revenues, and strategies are:

- Manuka Health New Zealand Ltd.
- ManukaMed Limited
- Watson & Son Limited
- KirksBees Honey Pty Ltd
- Comvita Limited
- Capilano Honey Limited
- Nature's Way Products, LLC
- Apihealth NZ Ltd.
- Cammells Honey
- Streamland Biological Technology Limited

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[https://marketresearch.biz/purchase-report/?report\\_id=12221](https://marketresearch.biz/purchase-report/?report_id=12221)

Manuka Honey Market Segmentation: Research Scope

Segmentation of the Manuka Honey Market

By Nature

- Conventional
- Organic

#### By Form

- Processed Manuka Honey
- Raw Manuka Honey

#### By Product Type

- UMF 20+ Manuka Honey
- UMF 15+ Manuka Honey
- UMF 10+ Manuka Honey
- UMF 5+ Manuka Honey

#### By Application

- Pharmaceutical
- Cosmetic and Personal Care
- Food and Beverage

#### By Sales Channel

- Supermarkets/Hypermarkets
- E-commerce
- Specialty Stores
- Convenience Stores

Latest Update: Which Industry Will Boom In the Future? and How big is the Manuka Honey Industry?

#### Manuka Honey Market Dynamics:

This section deals with understanding the Manuka Honey Market drivers, advantages, opportunities, restraints, and challenges. All of this is discussed in the following sections:

- Increase in Sales Revenue
- Increased Demand from Developing Regions
- Rise in Popularity

- R&D Efforts

- Product Innovation and Offerings

- Higher Cost

Segmentation 3: Geographic regions

- North America (U.S. and Canada)

- Europe (Germany, United Kingdom, France, Italy, Spain, Russia, and Others)

- Asia Pacific (China, India, South Korea, Indonesia, Australia, and Others)

- Latin America (Brazil, Mexico)

- the Middle East and Africa

Highlights of the Report

#1. This report comprehensively explains customer behavior and growth patterns in the Manuka Honey market.

#2. The report sheds light on the lucrative business prospects of the Manuka Honey market

#3. The readers will gain an insight into the upcoming products and related innovations in the Manuka Honey market

#4. The report provides details about the key strategic initiatives adopted by the key players functioning in the Manuka Honey market

#5. The authors of the Manuka Honey report have scrutinized the segments considering their profitability, market demand, sales revenue, production, and growth potential

#6. In the geographical analysis, the Manuka Honey report examines the current market developments in various regions and countries

Key questions answered in this report:

1. What Industry Is In High Demand?

2. What is Manuka Honey?

3. What is the expected market size of the Manuka Honey market in 2024?
4. What are the applications of Manuka Honey?
5. What is the share of the top 5 players in the Global Manuka Honey Market?
6. How much is the Global Manuka Honey Market worth?
7. What segments does the Manuka Honey Market cover?

#### Recent Trends in the Manuka Honey Market

- In recent years, the United States has seen a significant increase in demand for prototypes. Additive manufacturing has become more popular for high-volume production.
- Market participants participate actively in expanding the range and applications of Manuka Honey. Technology is rapidly improving. As such, Manuka Honey focuses on streamlining pre and post-production.

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