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PP-473 [Beekeeping Economy]

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TRENDS IN MARKETING OF HONEY IN INDIA

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In India, about 36 lakh bee colonies (both A. cerana and A.mellifera) reared by about 5 lakh beekeepers. Quantum of honey produced is about 1, 34,000 Metric. tonnes . India stands 7th position in world honey production.

STATE WISE HONEY PRODUCTION IN INDIA

Honey Production in various states of India during 2023-24 (Source: NHB,GOI)

PRESENT STATUS OF HONEY MARKETING

The global honey market is expected to experience significant growth in 2024, driven by many factors

1 Growing consumer awareness: due to its health benefits
2 Technological Advancements: like Modern Honey processing plants and extraction methodology.
3 Sustainability Concerns : The industry faces challenges related to environmental sustainability and the protection of bee populations.
4 Climate Change: Impacts bee colony development, health and honey production leading to fluctuations in supply.

INDIA- A SOURCE OF UNIQUE FLORA

Availability of many Unifloral sources in India

Based on the flavour, the market has been segmented into multiflora honey, Eucalyptus honey, Ajwain honey, Sidar honey, Plectrathus, Kadipatha, Sunflower, Mustard, Litchi ,Berseem, Tulsi, Acacia ,Sandal wood, Jamun, Sesame, Tamarind, Rubber, Drumstick etc. Multiflora honey of the above flora combination exhibits a clear dominance in the market. Stingless bee honey and comb honey are popular in India.Infused honeys: Ginger infused honey, Tulsi Infused Honey, Garlic infused honey, Haldi Infused Honey, Cinnamon infused honey, Clove Infused Honey, Cardamom infused honey are in demand.

Ajwain-Gujarat

EUCALYPTUS- U.P.

MUSTARD HARYANA, U.P.

LITCHI- BIHAR, U.P.

TRENDS IN HONEY MARKETING-1

1. Honey Consumption Patterns

Honey for Health and Wellness
Honey as Food and Beverage Honey in Cosmetics and Personal skincare and beauty products due to its moisturizing and soothing properties, eg. Soaps, Masks, Honey as a natural alternative to refined sugar Honey as a flavour enhancer in a wide range of food, Sauces and condiments Honey as medicine due to Antioxidant properties ,Anti-inflammatory effects ,Improved immune function

2. Honey Trade and Import/Export Dynamics

Exporting Countries. China, Argentina, and India are among the leading Countries globally.
Importing Countries. United States, Germany, and Japan are major importers of honey.
Trade Agreements :International trade agreements and regulations influence honey trade flows.
Market Access: Honey producers face challenges in accessing new markets due to import restrictions and quality standards.

3. Honey Pricing and MarketVolatility

Supply and Demand in Global Market fluctuates which is due to factors like weather, bee health and affects prices. Economic conditions, currency exchange rates, and geopolitical events influence honey prices.
Consumer Preferences ,Competition from other sweeteners, such as high- fructose corn syrup and artificial sweeteners, can affect honey pricing. Demand for specific honey varieties, such as organic or raw honey, medicinal honey like stingless bee honey, unifloral honey, comb honey can impact pricing.
Emergence of unique sale counters like Honey parlour leads good marketing.

MODERN HONEY PROCESSING PLANT

HONEY PARLOUR , CBRTI, PUNE

CHALLENGES IN MARKETING

Lack of quality testing facility district wise
Logistics and migration
Unscientific management
Unskilled labour
Storage facility of honey
Processing, packing, grading as per parameters,
Pricing, minimum price support,
Market promotion, export facilities

CONCLUSIONS

Honey Market Trends In India:

- Nowadays, key players are launching different flavors of honey, such as tulsi, ajwain, litchi, jamun etc, which is driving force of market growth.
- Rising utilization of honey as a medicinal honey, usage in home remedies due to its antibacterial and antiseptic qualities wounds and burns.
- Scientific validation of the medicinal properties of honey ,usage as nutraceuticals creates a favourable market outlook.
- Easy product availability through e-commerce platforms are escalating the product demand across the country.
- IMARC Group expects the market to reach INR 50.0 Billion by 2033, exhibiting a CAGR of 7% during the forecast period (2025-2033).

SUNFLOWER PUNJAB , A.P.

SHISHAM HARYANA

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Trends in marketing of honey in india

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khadi and village industries commission

In India, about 36 lakh bee colonies (both A. c and A.m.) reared by about 5 lakh beekeepers. Quantum of honey produced is about 1, 34,000 Metric. tonnes of honey. India stands 7th position in world honey production. Beekeeping activity remains unorganized for various reasons like lack of quality testing facility district wise, logistics and migration, unscientific management, unskilled labour etc. which affects marketing of honey. The challenges like storage of honey, processing, packing, grading as per parameters, pricing, minimum price support, market promotion, export facilities etc. are other factors which affect honey marketing. The floral sources of honey in India, such as tulsi, ajwain, acacia, mustard, sunflower, rubber, seasam, eucalyptus jamun, plectranthus etc. are favoured by customers and key factors driving the market growth. Besides this, modern scientific equipment and laboratory facilities, training programs and mentoring services to educate farmers on the latest beekeeping practices can enhance marketing and trade activities in the country. The education and awareness programmes on the importance of honey can help in utilization of honey extensively which increases market growth. Moreover, scientific validation of the therapeutical properties of various unifloral honeys and stingless honey can also create a favourable market outlook due to its neutraceutical ingredient. The easy product availability through e-commerce platforms, and social medias like WhatsApp groups, Facebook etc. are escalating the product demand across the country. As per latest report of IMARC Group expects the market to reach INR 50.0 Billion by 2033, exhibiting a CAGR of 7% during the forecast period (2025-2033).