

Global Manuka Honey Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Manuka Honey market size was valued at USD 404.4 million in 2023 and is forecast to a readjusted size of USD 834.8 million by 2030 with a CAGR of 10.9% during review period.

Manuka honey, produced in Australia and New Zealand by bees that pollinate the Manuka bush, is one of the most unique and beneficial forms of honey in the world. The honey is commonly sold as an alternative medicine. There are many Manuka honey uses that range from healing sore throats and digestive illnesses, to curing Staph infections and gingivitis.

Global Manuka Honey key players include Comvita, Manuka Health, Watson & Son, etc. Global top three manufacturers hold a share about 80%.

Asia-Pacific is the largest market, with a share over 70%, followed by Europe, and North America, both have a share about 25 percent.

In terms of product, UMF 10+ is the largest segment, with a share over 30%. And in terms of application, the largest application is Digestion and inflammation treatment, followed by Wound-care and skincare products, etc.

The Global Info Research report includes an overview of the development of the Manuka Honey industry chain, the market status of Digestion and Inflammation Treatment (UMF 5+, UMF 10+), Wound-care and Skincare Products (UMF 5+, UMF 10+), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Manuka Honey.



Regionally, the report analyzes the Manuka Honey markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Manuka Honey market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Manuka Honey market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Manuka Honey industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (MT), revenue generated, and market share of different by Type (e.g., UMF 5+, UMF 10+).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Manuka Honey market.

Regional Analysis: The report involves examining the Manuka Honey market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Manuka Honey market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Manuka Honey:

Company Analysis: Report covers individual Manuka Honey manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.



Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Manuka Honey This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Digestion and Inflammation Treatment, Wound-care and Skincare Products).

Technology Analysis: Report covers specific technologies relevant to Manuka Honey. It assesses the current state, advancements, and potential future developments in Manuka Honey areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Manuka Honey market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Manuka Honey market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

UMF 5+

UMF 10+

UMF 15+

UMF 20+

Others

Market segment by Application

Digestion and Inflammation Treatment



Wound-care and Skincare Products
Others
Major players covered
Comvita
Oha Honey
Manuka Health
Wedderspoon
Arataki Honey
Manuka Doctor
NZ Gold Health
New Zealand Honey Co
WildCape
Market segment by region, regional analysis covers
North America (United States, Canada and Mexico)
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
South America (Brazil, Argentina, Colombia, and Rest of South America)
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of

Middle East & Africa)



The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Manuka Honey product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Manuka Honey, with price, sales, revenue and global market share of Manuka Honey from 2019 to 2024.

Chapter 3, the Manuka Honey competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Manuka Honey breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023.and Manuka Honey market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Manuka Honey.

Chapter 14 and 15, to describe Manuka Honey sales channel, distributors, customers, research findings and conclusion.



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