

Dried Honey Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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Abstracts

The Global Dried Honey Market, valued at USD 851.3 million in 2023, is expected to grow at a CAGR of 8.5% from 2024 to 2032. This growth is driven by increasing demand for natural sweeteners, rising awareness of honey's health benefits, and the expanding food and beverage industry. Dried honey has gained popularity across various sectors, including nutraceuticals, cosmetics, pharmaceuticals, and food industries, as the shift towards healthier, natural, and organic ingredients has gained momentum. With consumers becoming more conscious of the adverse effects of artificial sweeteners, dried honey has emerged as a preferred, healthier alternative. According to reports, the demand for natural sweeteners has grown steadily in recent years.

Consumer interest in organic honey products is also on the rise, with a notable increase in adoption globally. Among dried honey variants, powdered honey stood at USD 473.3 million in 2023 and is projected to grow at a CAGR of 9.1% from 2024 to 2032. Powdered honey is appreciated for its versatility, extended shelf life, and ease of transport, making it highly sought after by food manufacturers. Its growing use in health-oriented products, including dietary supplements and low-calorie snacks, is also contributing to its rapid market expansion. The food industry remains the largest end-user of dried honey, with a value of USD 563.3 million in 2023, and is expected to expand at a CAGR of 8.9% through 2032. This growth is largely driven by the increasing use of dried honey as a natural sweetener in a wide range of food products, reflecting the broader trend towards clean-label and health-conscious food options.

Dried honey is particularly valued for its role as a replacement for artificial sweeteners and high-fructose corn syrup, boosting its demand in various food applications. In terms of distribution, supermarkets and hypermarkets accounted for USD 330.6 million in

2023 and are set to grow at a CAGR of 8.9% through 2032. These retailers are expanding their selection of dried honey products to cater to the rising demand for natural sweeteners. In North America, the U.S. market, valued at USD 252.7 million in 2023, is expected to grow at 9.5% CAGR, driven by increased interest in natural and organic products.

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