

# **Indian Honey Market Report by Flavor (Multiflora Honey, Eucalyptus Honey, Ajwain Honey, Sidr Honey, and Others), Seasonality (Autumn and Spring Season, Winter Season, Summer and Monsoon Season), Distribution Channel (Business to Consumer, Business to Business), and State 2024-2032**

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## **Abstracts**

The honey market in India size reached INR 25.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach INR 48.6 Billion by 2032, exhibiting a growth rate (CAGR) of 7.3% during 2024-2032. The rising prevalence of chronic medical ailments, several product innovations and variants, and the implementation of government of India (GoI) initiatives and training programs are some of the major factors propelling the market.

Honey is a natural sweet substance produced by bees from the nectar of flowers. It is a viscous liquid with a rich, golden color and a distinct, sweet taste. Bees collect the nectar from flowers and carry it back to their hive, where they process it through enzymatic actions and evaporation, this transformation converts the nectar into honey, which is then stored in honeycombs. Additionally, it is consumed by humans for thousands of years and is essential in various cultures as a food source and traditional remedy due to its potential health benefits which is influencing the market growth. Also, honey contains various vitamins, minerals, antioxidants, and enzymes, and often used as a natural sweetener in foods and beverages (F&B), as a spread on bread or toast, or as an ingredient in cooking and baking.

The increasing prevalence of chronic medical conditions such as diabetes, heart disease, and cancer is a significant factor that is positively impacting the market in India.

Additionally, the escalating demand for products that enhance immunity and promote better health is creating profitable opportunities for manufacturers. Also, the extensive use of honey in home remedies is leading to increased sales of honey in the country. Moreover, the scientific confirmation of honey's medicinal properties and its use in developing medicines for treating cough and throat infections due to its antiviral, antifungal, and antibacterial properties represent another major growth-inducing factor. Besides this, key players are also focusing on launching various product variations, which is driving market expansion. Along with this, the government of India (GoI) is implementing training programs and mentoring services to educate farmers about the latest beekeeping practices propelling the market growth. Furthermore, the expanding organized distribution channels such as supermarkets, hypermarkets, convenience stores, and general stores, and the thriving e-commerce industry are creating a positive market outlook.

#### Indian Honey Market Trends/Drivers:

##### The escalating demand for healthier food option

The rising prevalence of chronic medical ailments, such as diabetes, heart disease, and cancer, is due to the rising sedentary lifestyles, unhealthy diets, and the growing geriatric population is increasing the demand for healthier food options that can help manage or prevent these ailments. Moreover, honey, with its natural composition and potential health benefits, is gaining popularity as a healthier alternative to refined sugar and artificial sweeteners. Besides this, honey is believed to have various properties that can positively impact these conditions, such as its low glycemic index and antioxidant properties accelerating the market growth. Along with this, consumers are incorporating honey into their diets as a natural sweetener and are also seeking honey-based products marketed specifically for managing these chronic ailments which is expected to continue driving the growth of the Indian honey market.

##### Product innovation and introduction of different variants

Product innovation and the introduction of different variants are essential factors contributing to the growth of the Indian honey market. Additionally, key players in the industry are continuously launching new and innovative honey products to cater to changing consumer preferences and expand their customer base. Moreover, several innovations including flavored honey, infused honey with herbs or fruits, organic honey, and specialty honey variants sourced from specific flowers or regions represent another major growth-inducing factor. Besides this, key players are launching new and innovative honey products to cater to changing consumer preferences and expanding

their customer base accelerating the market demand. Along with this, manufacturers are targeting specific consumer segments and enhancing the appeal of honey as a versatile ingredient which is propelling market growth.

#### Indian Honey Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the Indian honey market report, along with forecasts at the country and state levels from 2024-2032. Our report has categorized the market based on flavor, seasonality, and distribution channel.

#### Breakup by Flavor:

- Multiflora Honey
- Eucalyptus Honey
- Ajwain Honey
- Sidr Honey
- Others

Multiflora honey dominates the market

The report has provided a detailed breakup and analysis of the market based on the flavor. This includes multiflora honey, eucalyptus honey, ajwain honey, sidr honey, and others. According to the report, multiflora honey represented the largest segment.

Multiflora honey is derived from the nectar of various flowers and plants, resulting in a unique blend of flavors and aromas. It is highly sought after by consumers due to its diverse taste profile and the perception that it represents a more natural and authentic form of honey. The multiflora variant offers a rich and distinct flavor that appeals to various consumers. Moreover, the growing preference for multiflora honey is also driven by its versatility in culinary applications, making it suitable for various recipes, beverages, and traditional remedies representing north major growth-inducing factor. Furthermore, multiflora honey's dominance can be attributed to effective marketing strategies employed by honey brands. Also, manufacturers highlight the unique flavor profile and the natural origin of multiflora honey to attract consumers. They also emphasize its potential health benefits, such as antioxidant properties and immune-boosting qualities propelling the market growth.

#### Breakup by Seasonality:

Autumn and Spring Season

Winter Season

Summer and Monsoon Season

Autumn and spring season hold the largest share in the market

A detailed breakup and analysis of the market based on seasonality have also been provided in the report. This includes the autumn and spring season, the winter season, and the summer and monsoon season. According to the report, the autumn and spring season accounted for the largest market share.

During the autumn season, which typically occurs from September to November in India, there is increasing production of honey due to the abundant availability of nectar-rich flowers and favorable weather conditions, which promote active foraging by bees influencing the market growth. Additionally, bees collect nectar from various flowering plants, including mustard, eucalyptus, sunflower, and citrus trees, among others. Also, the easy availability of a diverse range of nectar sources during autumn contributes to the production of different types of honey with distinct flavors and characteristics. The higher honey production during this season leads to increased supply in the market, making it essential period for honey manufacturers and suppliers. The spring season, which typically occurs from March to May in India, is another important period for the Indian honey market. It marks the beginning of the flowering season, and bees are highly active in collecting nectar during this time. In addition, spring brings forth a variety of flowering plants, such as mango, neem, jamun, and litchi trees, which provide abundant nectar sources influencing market growth. The nectar from these flowers contributes to the production of floral-specific honeys, known for their unique flavors and characteristics. The availability of diverse floral sources during spring leads to a vibrant market for honey variants and offers consumers a wide range of choices.

Breakup by Distribution Channel:

Business to Consumer

Business to Business

Business to Consumer hold the largest share of the market

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes business to consumer and business-to-business. According to the report, business to consumer accounted for the largest

market share.

B2C distribution refers to the direct selling of honey products to consumers through various retail channels. In addition, the easy availability of supermarkets, hypermarkets, convenience stores, and general stores across urban and semi-urban areas in India has significantly contributed to the growth of the B2C channel. These retail outlets provide a convenient and accessible platform for consumers to purchase honey products. Moreover, the increasing purchasing power of Indian consumers has led to a shift in buying patterns. As consumers are now more inclined to purchase honey for personal consumption and household use escalating the demand for honey through B2C channels. Furthermore, the expanding e-commerce industry in India has played a pivotal role in the dominance of the B2C segment. The ease of online shopping, attractive discounts, and doorstep delivery options have made purchasing honey products online increasingly popular among consumers. Apart from this, the B2C segment allows honey brands to directly engage with their target consumers, build brand loyalty, and establish a strong market presence. Honey brands leverage various marketing and advertising strategies to create awareness and highlight the health benefits and quality of their products propelling the market growth.

Breakup by State:

Maharashtra

Tamil Nadu

Karnataka

Punjab

Rajasthan

Maharashtra holds the leading position in the market

A detailed breakup and analysis of the market based on the state has also been provided in the report. This includes Maharashtra, Tamil Nadu, Karnataka, Punjab, and Rajasthan. According to the report, Maharashtra accounted for the largest market share.

Maharashtra has emerged as a leading player in the production and distribution of honey. In addition, Maharashtra has favorable geographical conditions for beekeeping, it's known for its diverse flora and abundant natural resources, providing a conducive environment for honeybees to thrive. Also, the easy availability of floral sources allows beekeepers in Maharashtra to produce different types of honey with distinct flavors and characteristics, catering to the varied preferences of consumers. Moreover,

Maharashtra has a well-developed infrastructure for honey production and distribution. The state boasts a robust network of beekeepers, honey processors, and packaging units. This infrastructure facilitates the efficient production, processing, and distribution of honey, enabling Maharashtra to meet the growing demand within the state and across the country. Additionally, Maharashtra's strategic location and connectivity to major markets play a significant role in its dominance. The state has easy access to major transportation routes and ports, facilitating the smooth movement of honey to different regions within India, and for export purposes, this accessibility enhances Maharashtra's competitive advantage and market reach.

Furthermore, the state government of Maharashtra has taken initiatives to support the honey industry by providing training programs, financial assistance, and subsidies to beekeepers, enabling them to adopt modern beekeeping practices and enhance honey production propelling the market growth.

#### Competitive Landscape:

At present, key players in the market are implementing various strategies to strengthen their position and remain competitive. Moreover, they are introducing different variants of honey, such as flavored honey, infused honey, and organic honey, to offer a wider range of choices to consumers by expanding their product portfolios, these players aim to capture a larger market share and appeal to different customer segments. Besides this, key players are prioritizing quality assurance measures by adhering to strict quality standards and obtaining certifications such as Food Safety and Standards Authority of India (FSSAI) to ensure their honey meets regulatory requirements by emphasizing quality control and certifications, these companies differentiate themselves in the market and position their products as reliable and safe options for consumers. Furthermore, some major players are focusing on strengthening their supply chain networks. They establish close relationships with beekeepers, ensuring a consistent and high-quality supply of honey. They also invest in modern infrastructure, processing facilities, and packaging units to enhance efficiency and maintain product integrity throughout the supply chain. This integration allows them to have better control over the production process, ensuring timely delivery and product freshness.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Dabur  
Patanjali

Apis India  
Emami Limited  
Hitkary Pharmacy Private Limited  
Reliance Retail Limited  
Shree Baidyanath Ayurved Bhawan Pvt. Ltd.  
Kejriwal Bee Care India Pvt. Ltd.  
Bharat Honey  
Under The Mango Tree

### Key Questions Answered in This Report

1. What was the size of the Indian honey market in 2023?
2. What is the expected growth rate of the Indian honey market during 2024-2032?
3. What are the key factors driving the Indian honey market?
4. What has been the impact of COVID-19 on the Indian honey market?
5. What is the breakup of the Indian honey market based on the flavor?
6. What is the breakup of the Indian honey market based on the seasonality?
7. What is the breakup of the Indian honey market based on the distribution channel?
8. What are the key regions in the Indian honey market?
9. Who are the key players/companies in the Indian honey market?



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