

Global Manuka Honey Market Growth 2025-2031

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Abstracts

The global Manuka Honey market size is predicted to grow from US\$ 768 million in 2025 to US\$ 1357 million in 2031; it is expected to grow at a CAGR of 10.0% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

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 40%. 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.

As the efficacy of Manuka honey is continuously recognized by consumers, the market for Manuka honey has continued to expand in recent years. Many new companies have entered the market, market competition has become increasingly fierce, and price competition has become more brutal.

LP Information, Inc. (LPI) ' newest research report, the "Manuka Honey Industry Forecast" looks at past sales and reviews total world Manuka Honey sales in 2024,

providing a comprehensive analysis by region and market sector of projected Manuka Honey sales for 2025 through 2031. With Manuka Honey sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Manuka Honey industry.

This Insight Report provides a comprehensive analysis of the global Manuka Honey landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Manuka Honey portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Manuka Honey market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Manuka Honey and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Manuka Honey.

This report presents a comprehensive overview, market shares, and growth opportunities of Manuka Honey market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

UMF 5+

UMF 10+

UMF 15+

UMF 20+

Others

Segmentation by Application:

Digestion and Inflammation Treatment

Wound-care and Skincare Products

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Comvita

Manuka Health New Zealand

Arataki Honey

Manuka Doctor

New Zealand Honey Co

WildCape

Manuka Lab

Egmont Honey

NZ MissiLAND

Wedderspoon

100% Pure New Zealand Honey

DownUnder (Kavezi)

Streamland

Melora

NZGoldHealth

New Zealand Honey Co.

Steens

Manukora

Tahi

Key Questions Addressed in this Report

What is the 10-year outlook for the global Manuka Honey market?

What factors are driving Manuka Honey market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Manuka Honey market opportunities vary by end market size?

How does Manuka Honey break out by Type, by Application?

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