

## **United States Manuka Honey Market Report 2017**

https://marketpublishers.com/r/U72495E72B9EN.html

Date: January 2017

Pages: 100

Price: US\$ 3,800.00 (Single User License)

ID: U72495E72B9EN

### **Abstracts**

#### Notes:

Sales, means the sales volume of Manuka Honey

Revenue, means the sales value of Manuka Honey

This report studies sales (consumption) of Manuka Honey in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

Comvita

Watson & Son

Manuka Health

Pure Honey New Zealand

API Health

Happy Valley

Mossop's

Ora Honey

Cammells Honey



## Waitemata Honey

Market Segment by States, covering
California
Texas
New York
Florida
Illinois
Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into
Oral
External use
Split by applications, this report focuses on sales, market share and growth rate of Manuka Honey in each application, can be divided into
Hospital
Household
Other



#### **Contents**

United States Manuka Honey Market Report 2017

#### 1 MANUKA HONEY OVERVIEW

- 1.1 Product Overview and Scope of Manuka Honey
- 1.2 Classification of Manuka Honey
  - 1.2.1 Oral
  - 1.2.2 External use
- 1.3 Application of Manuka Honey
  - 1.3.1 Hospital
  - 1.3.2 Household
- 1.3.3 Other
- 1.4 United States Market Size Sales (Volume) and Revenue (Value) of Manuka Honey (2011-2021)
- 1.4.1 United States Manuka Honey Sales and Growth Rate (2011-2021)
- 1.4.2 United States Manuka Honey Revenue and Growth Rate (2011-2021)

#### 2 UNITED STATES MANUKA HONEY COMPETITION BY MANUFACTURERS

- 2.1 United States Manuka Honey Sales and Market Share of Key Manufacturers (2015 and 2016)
- 2.2 United States Manuka Honey Revenue and Share by Manufactures (2015 and 2016)
- 2.3 United States Manuka Honey Average Price by Manufactures (2015 and 2016)
- 2.4 Manuka Honey Market Competitive Situation and Trends
  - 2.4.1 Manuka Honey Market Concentration Rate
  - 2.4.2 Manuka Honey Market Share of Top 3 and Top 5 Manufacturers
  - 2.4.3 Mergers & Acquisitions, Expansion

# 3 UNITED STATES MANUKA HONEY SALES (VOLUME) AND REVENUE (VALUE) BY STATES (2011-2016)

- 3.1 United States Manuka Honey Sales and Market Share by States (2011-2016)
- 3.2 United States Manuka Honey Revenue and Market Share by States (2011-2016)
- 3.3 United States Manuka Honey Price by States (2011-2016)

#### 4 UNITED STATES MANUKA HONEY SALES (VOLUME) AND REVENUE (VALUE)



#### BY TYPE (2011-2016)

- 4.1 United States Manuka Honey Sales and Market Share by Type (2011-2016)
- 4.2 United States Manuka Honey Revenue and Market Share by Type (2011-2016)
- 4.3 United States Manuka Honey Price by Type (2011-2016)
- 4.4 United States Manuka Honey Sales Growth Rate by Type (2011-2016)

# 5 UNITED STATES MANUKA HONEY SALES (VOLUME) BY APPLICATION (2011-2016)

- 5.1 United States Manuka Honey Sales and Market Share by Application (2011-2016)
- 5.2 United States Manuka Honey Sales Growth Rate by Application (2011-2016)
- 5.3 Market Drivers and Opportunities

#### 6 UNITED STATES MANUKA HONEY MANUFACTURERS PROFILES/ANALYSIS

- 6.1 Comvita
  - 6.1.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.1.2 Manuka Honey Product Type, Application and Specification
    - 6.1.2.1 Oral
    - 6.1.2.2 External use
  - 6.1.3 Comvita Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.1.4 Main Business/Business Overview
- 6.2 Watson & Son
  - 6.2.2 Manuka Honey Product Type, Application and Specification
    - 6.2.2.1 Oral
    - 6.2.2.2 External use
- 6.2.3 Watson & Son Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)
- 6.2.4 Main Business/Business Overview
- 6.3 Manuka Health
  - 6.3.2 Manuka Honey Product Type, Application and Specification
    - 6.3.2.1 Oral
    - 6.3.2.2 External use
- 6.3.3 Manuka Health Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.3.4 Main Business/Business Overview
- 6.4 Pure Honey New Zealand
  - 6.4.2 Manuka Honey Product Type, Application and Specification



- 6.4.2.1 Oral
- 6.4.2.2 External use
- 6.4.3 Pure Honey New Zealand Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.4.4 Main Business/Business Overview
- 6.5 API Health
  - 6.5.2 Manuka Honey Product Type, Application and Specification
    - 6.5.2.1 Oral
  - 6.5.2.2 External use
  - 6.5.3 API Health Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.5.4 Main Business/Business Overview
- 6.6 Happy Valley
  - 6.6.2 Manuka Honey Product Type, Application and Specification
    - 6.6.2.1 Oral
    - 6.6.2.2 External use
- 6.6.3 Happy Valley Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.6.4 Main Business/Business Overview
- 6.7 Mossop's
  - 6.7.2 Manuka Honey Product Type, Application and Specification
    - 6.7.2.1 Oral
    - 6.7.2.2 External use
  - 6.7.3 Mossop's Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.7.4 Main Business/Business Overview
- 6.8 Cammells Honey
  - 6.8.2 Manuka Honey Product Type, Application and Specification
    - 6.8.2.1 Oral
    - 6.8.2.2 External use
- 6.8.3 Cammells Honey Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.8.4 Main Business/Business Overview
- 6.9 Ora Honey
  - 6.9.2 Manuka Honey Product Type, Application and Specification
    - 6.9.2.1 Oral
    - 6.9.2.2 External use
- 6.9.3 Ora Honey Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.9.4 Main Business/Business Overview
- 6.10 Waitemata Honey



- 6.10.2 Manuka Honey Product Type, Application and Specification
  - 6.10.2.1 Oral
  - 6.10.2.2 External use
- 6.10.3 Waitemata Honey Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.10.4 Main Business/Business Overview

#### 7 MANUKA HONEY MANUFACTURING COST ANALYSIS

- 7.1 Manuka Honey Key Raw Materials Analysis
  - 7.1.1 Key Raw Materials
  - 7.1.2 Price Trend of Key Raw Materials
  - 7.1.3 Key Suppliers of Raw Materials
- 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
  - 7.2.1 Raw Materials
  - 7.2.2 Labor Cost
  - 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Manuka Honey

#### 8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 8.1 Manuka Honey Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Manuka Honey Major Manufacturers in 2015
- 8.4 Downstream Buyers

#### 9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 9.1 Marketing Channel
  - 9.1.1 Direct Marketing
  - 9.1.2 Indirect Marketing
  - 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
  - 9.2.1 Pricing Strategy
  - 9.2.2 Brand Strategy
  - 9.2.3 Target Client
- 9.3 Distributors/Traders List



#### 10 MARKET EFFECT FACTORS ANALYSIS

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
  - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

### 11 UNITED STATES MANUKA HONEY MARKET FORECAST (2016-2021)

- 11.1 United States Manuka Honey Sales, Revenue Forecast (2016-2021)
- 11.2 United States Manuka Honey Sales Forecast by Type (2016-2021)
- 11.3 United States Manuka Honey Sales Forecast by Application (2016-2021)
- 11.4 Manuka Honey Price Forecast (2016-2021)

#### 12 RESEARCH FINDINGS AND CONCLUSION

#### **13 APPENDIX**

Methodology Analyst Introduction Data Source

The report requires updating with new data and is sent in 2-3 business days after order is placed.



#### **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Picture of Manuka Honey

Table Classification of Manuka Honey

Figure United States Sales Market Share of Manuka Honey by Type in 2015

Figure Oral Picture

Figure External use Picture

Table Application of Manuka Honey

Figure United States Sales Market Share of Manuka Honey by Application in 2015

Figure Hospital Examples

Figure Household Examples

Figure Other Examples

Figure United States Manuka Honey Sales and Growth Rate (2011-2021)

Figure United States Manuka Honey Revenue and Growth Rate (2011-2021)

Table United States Manuka Honey Sales of Key Manufacturers (2015 and 2016)

Table United States Manuka Honey Sales Share by Manufacturers (2015 and 2016)

Figure 2015 Manuka Honey Sales Share by Manufacturers

Figure 2016 Manuka Honey Sales Share by Manufacturers

Table United States Manuka Honey Revenue by Manufacturers (2015 and 2016)

Table United States Manuka Honey Revenue Share by Manufacturers (2015 and 2016)

Table 2015 United States Manuka Honey Revenue Share by Manufacturers

Table 2016 United States Manuka Honey Revenue Share by Manufacturers

Table United States Market Manuka Honey Average Price of Key Manufacturers (2015 and 2016)

Figure United States Market Manuka Honey Average Price of Key Manufacturers in 2015

Figure Manuka Honey Market Share of Top 3 Manufacturers

Figure Manuka Honey Market Share of Top 5 Manufacturers

Table United States Manuka Honey Sales by States (2011-2016)

Table United States Manuka Honey Sales Share by States (2011-2016)

Figure United States Manuka Honey Sales Market Share by States in 2015

Table United States Manuka Honey Revenue and Market Share by States (2011-2016)

Table United States Manuka Honey Revenue Share by States (2011-2016)

Figure Revenue Market Share of Manuka Honey by States (2011-2016)

Table United States Manuka Honey Price by States (2011-2016)

Table United States Manuka Honey Sales by Type (2011-2016)

Table United States Manuka Honey Sales Share by Type (2011-2016)



Figure United States Manuka Honey Sales Market Share by Type in 2015

Table United States Manuka Honey Revenue and Market Share by Type (2011-2016)

Table United States Manuka Honey Revenue Share by Type (2011-2016)

Figure Revenue Market Share of Manuka Honey by Type (2011-2016)

Table United States Manuka Honey Price by Type (2011-2016)

Figure United States Manuka Honey Sales Growth Rate by Type (2011-2016)

Table United States Manuka Honey Sales by Application (2011-2016)

Table United States Manuka Honey Sales Market Share by Application (2011-2016)

Figure United States Manuka Honey Sales Market Share by Application in 2015

Table United States Manuka Honey Sales Growth Rate by Application (2011-2016)

Figure United States Manuka Honey Sales Growth Rate by Application (2011-2016)

Table Comvita Basic Information List

Table Comvita Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)

Figure Comvita Manuka Honey Sales Market Share (2011-2016)

Table Watson & Son Basic Information List

Table Watson & Son Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)

Table Watson & Son Manuka Honey Sales Market Share (2011-2016)

Table Manuka Health Basic Information List

Table Manuka Health Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)

Table Manuka Health Manuka Honey Sales Market Share (2011-2016)

Table Pure Honey New Zealand Basic Information List

Table Pure Honey New Zealand Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)

Table Pure Honey New Zealand Manuka Honey Sales Market Share (2011-2016)

Table API Health Basic Information List

Table API Health Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)

Table API Health Manuka Honey Sales Market Share (2011-2016)

Table Happy Valley Basic Information List

Table Happy Valley Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)

Table Happy Valley Manuka Honey Sales Market Share (2011-2016)

Table Mossop's Basic Information List

Table Mossop's Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)

Table Mossop's Manuka Honey Sales Market Share (2011-2016)

Table Cammells Honey Basic Information List

Table Cammells Honey Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)



Table Cammells Honey Manuka Honey Sales Market Share (2011-2016)

Table Ora Honey Basic Information List

Table Ora Honey Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)

Table Ora Honey Manuka Honey Sales Market Share (2011-2016)

Table Waitemata Honey Basic Information List

Table Waitemata Honey Manuka Honey Sales, Revenue, Price and Gross Margin (2011-2016)

Table Waitemata Honey Manuka Honey Sales Market Share (2011-2016)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Manuka Honey

Figure Manufacturing Process Analysis of Manuka Honey

Figure Manuka Honey Industrial Chain Analysis

Table Raw Materials Sources of Manuka Honey Major Manufacturers in 2015

Table Major Buyers of Manuka Honey

Table Distributors/Traders List

Figure United States Manuka Honey Production and Growth Rate Forecast (2016-2021)

Figure United States Manuka Honey Revenue and Growth Rate Forecast (2016-2021)

Table United States Manuka Honey Production Forecast by Type (2016-2021)

Table United States Manuka Honey Consumption Forecast by Application (2016-2021)

Table United States Manuka Honey Sales Forecast by States (2016-2021)

Table United States Manuka Honey Sales Share Forecast by States (2016-2021)



#### I would like to order

Product name: United States Manuka Honey Market Report 2017

Product link: https://marketpublishers.com/r/U72495E72B9EN.html

Price: US\$ 3,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

## **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/U72495E72B9EN.html">https://marketpublishers.com/r/U72495E72B9EN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970