

Honey Powder Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Granulated Honey, Powdered Honey), By Application (Bakery Products, Dairy Products, Beauty Products, Others), By Distribution Channel (Online and Offline), By Region & Competition, 2021-2031F

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Abstracts

The Global Honey Powder Market is projected to expand from USD 1.97 Billion in 2025 to USD 2.62 Billion by 2031, registering a Compound Annual Growth Rate (CAGR) of 4.87%. Honey powder is essentially a dehydrated sweetener created through drying techniques to yield a free-flowing substance that preserves the nutritional benefits of liquid honey. A key factor driving this growth is the industrial demand for shelf-stable sweeteners that resolve the handling complexities and crystallization problems often faced when using viscous liquid honey in large-scale food manufacturing. This operational requirement aligns with an overall increase in consumption; for instance, the United States Department of Agriculture reported that domestic consumption of honey and associated products hit a record high of 688.6 million pounds in 2024.

However, market expansion faces a substantial obstacle in the form of raw material supply volatility resulting from dwindling bee populations, which leads to production shortages and price fluctuation. This fragility in the supply chain escalates input costs for powder manufacturers who depend on a steady volume of raw honey to protect their profit margins. This limitation is emphasized by recent industry statistics; according to the American Beekeeping Federation, commercial beekeepers experienced a devastating average colony loss of 62 percent in 2025.

Market Driver

The Global Honey Powder Market is largely propelled by a growing consumer inclination toward natural and clean-label sweeteners. As health-oriented buyers examine ingredient labels to avoid synthetic additives, manufacturers are adapting their formulations to include nature-derived options. Honey powder enables brands to market products with the premium 'made with real honey' label while circumventing the processing viscosity issues associated with liquid honey. This dietary trend is highlighted by recent data; according to the International Food Information Council's '2025 IFIC Food & Health Survey' from December 2025, 75 percent of participants expressed an active effort to limit or avoid sugar, presenting a strong opportunity for natural alternatives.

Concurrently, the market's scope is broadening through increased applications within the bakery and confectionery sectors. The powdered format facilitates the inclusion of honey in moisture-sensitive products, such as dry cake mixes and snack coatings, where liquid sweeteners might negatively affect texture. The magnitude of this sector guarantees ongoing ingredient demand; the American Bakers Association noted in its '2025 US baking industry outlook' from April 2025 that the commercial baking industry generates USD 186 billion annually for the economy. This commercial potential is supported by wider consumption habits, with the National Honey Board reporting in July 2025 that annual per capita honey consumption in the United States reached a record 2.0 pounds, indicating a robust consumer readiness that benefits the powdered form.

Market Challenge

A critical barrier to the Global Honey Powder Market is the substantial volatility in raw material supply stemming from declining bee populations. Because the dehydrated sweetener industry depends entirely on steady inputs of liquid honey, widespread colony collapse results in serious production shortfalls. This scarcity increases raw material costs, compelling powder manufacturers to manage unpredictable margins and limiting their capacity to provide stable pricing to major industrial purchasers. Consequently, the lack of guaranteed volumes deters food processors from transitioning to honey powder, effectively stalling market adoption.

This instability is highlighted by recent industry data concerning hive health; the Apiary Inspectors of America estimated that annual honey bee colony losses reached 55.6 percent in 2025. Such elevated mortality rates perpetuate a cycle of supply deficits and price inflation that directly undermines the operational efficiency drivers meant to accelerate the market. Lacking a dependable agricultural foundation, honey powder

manufacturers encounter ongoing bottlenecks that hinder the industry's ability to fully exploit the growing global demand for natural sweeteners.

Market Trends

The personal care industry is increasingly incorporating honey powder into water-anhydrous formulations, such as face masks, scrubs, and bath salts, to utilize its natural humectant and antimicrobial qualities for 'clean beauty' marketing. This ingredient permits brands to infuse moisture-sensitive cosmetic bases with the therapeutic advantages of honey while avoiding the stability problems associated with the liquid form. This strategy's commercial potential is backed by robust consumer interest; according to the National Honey Board's '2024 Attitudes & Usage Study' from August 2024, nearly two-thirds of consumers stated a preference for products containing honey over identical ones without it, prompting manufacturers to feature this ingredient in premium skincare collections.

In the pharmaceutical and supplement sectors, companies are using medical-grade honey powder for throat lozenges, cough syrups, and wound care powders, taking advantage of its soothing texture and perceived health benefits without the stickiness of liquid honey. This trend is defined by the creation of functional lozenges and dry-format supplements that provide extended shelf lives and precise dosing for immune support. The strength of this health-oriented segment is reflected in recent corporate results; Comvita's 'Annual Report 2024' from September 2024 reported a 16.6 percent revenue increase in its Rest of Asia segment, attributing this growth to sustained demand for premium health and wellness honey products despite wider economic difficulties.

Key Market Players

Lamex Food Group Limited

Archer Daniels Midland Company

Woodland Foods

Augason Farms

American Sugar Refining Group

Specialty Products and Technology Inc.

McCormick & Company, Inc.

DUTCH GOLD HONEY

Nature Nate's

Langnese Honig GmbH & Co. KG

Report Scope

In this report, the Global Honey Powder Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Honey Powder Market, By Type

Granulated Honey

Powdered Honey

Honey Powder Market, By Application

Bakery Products

Dairy Products

Beauty Products

Others

Honey Powder Market, By Distribution Channel

Online

Offline

Honey Powder Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Honey Powder Market.

Available Customizations:

Global Honey Powder Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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