

Pakistan Honey Market, By Product (Natural/Organic Honey v/s Processed Honey), By Type (Acacia, Sidr, Orange Blossom, Ajwain, Clover, Others), By Pack Size (200-250gm, 500gm, 1000gm & Above), By Packaging (Jar, Bottles, Pouch, Others), By Distribution Channel (Supermarket/Hypermarket, Convenience Stores, Online, Others), By Application (Food & Beverage, Personal Care & Cosmetics, Pharmaceuticals, Others), By Region, Competition Forecast & Opportunities, 2017-2027

<https://marketpublishers.com/r/PFF7F3C94684EN.html>

Date: March 2022

Pages: 91

Price: US\$ 4,400.00 (Single User License)

ID: PFF7F3C94684EN

Abstracts

Pakistan Honey Market is expected to grow at a CAGR of 10.41% in the forecast period, 2023-2027, to reach USD451.77 million by 2027. Changing consumer preference towards consumption of healthier sugar substitutes and natural sweeteners and the health benefits of honey, including the presence of anti-cancer agents, are the primary factors driving the growth of the Pakistan honey market. Also, the increased demand from the cosmetics and personal care industry and ongoing adoption of advanced beekeeping techniques by the market players are the other factors that are expected to create lucrative growth opportunities for the Pakistan Honey Market in the forecast period.

Consumers are becoming health-conscious and aware of the health-damaging properties of sugar and artificial sweeteners, which have created the demand for natural sweeteners. Honey can be used as an excellent substitute instead of white sugar, and it provides several health benefits to the consumer. Honey also has anti-fungal,

antibacterial, and anti-viral properties and, therefore, is considered an effective medicine to treat cough, cold, and throat infections. Also, favorable government initiatives such as the 'Billion Tree Honey Initiative' and plantation of trees to boost the local bee population and honey production are expected to fuel the growth of the Pakistan Honey Market in the forecast period.

Pakistan Honey Market can be segmented into product, type, pack size, packaging, distribution channel, application, regional distribution, and company. Based on the product, the market is bifurcated into natural/organic honey v/s processed honey. Natural/organic honey is leading the market with a market share of 82.26%, and is expected to maintain its dominance throughout the forecast period. Natural/organic honey is preferred over its counterpart as it has enhanced antioxidant properties and can be stored for a longer duration.

Natural Swat Bee Honey, Simply the Great Food, Forest Honey, Shifaheillahi Natural Honey, Nature's Store, My Honey, Organic Honey, Sunbulah Group (Al-Shifa Honey), Buzzin Beez, Pakeeza Honey Center are the major market players operating in Pakistan Honey market.

Years considered for this report:

Historical Years: 2017-2020

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2023-2027

Objective of the Study:

To analyze the historical growth in the market size of the Pakistan Honey Market from 2017 to 2021.

To estimate and forecast the market size of the Pakistan Honey Market from 2022 to 2027 and growth rate until 2027.

To classify and forecast the Pakistan Honey Market into product, type, pack

size, packaging, distribution channel, application, regional distribution, and company.

To identify drivers and challenges for the Pakistan Honey market.

To examine competitive developments such as expansions, new product launches, mergers, and acquisitions, etc., in the Pakistan Honey market.

To conduct pricing analysis for the Pakistan Honey market.

To identify and analyze the profile of leading players operating in Pakistan Honey market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of leading companies across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the producers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the honey producing and packaging companies, distribution channels and presence of all major players operating in the Pakistan Honey market.

TechSci Research calculated the Pakistan Honey Market size using a bottom-up approach, where data for various regions was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Honey producers, suppliers, distributors, and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums, and alliances related to honey market

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as honey producers, suppliers, distributors, and other stakeholders. The report would enable the stakeholders in strategizing investments and capitalizing on emerging market opportunities.

Report Scope:

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

Pakistan Honey Market, By Product:

Natural/Organic Honey

Processed Honey

Pakistan Honey Market, By Type:

Acacia

Sidr

Orange Blossom

Ajwain

Clover

Others

Pakistan Honey Market, By Pack Size:

500gm

1000gm and Above

200-250gm

Pakistan Honey Market, By Packaging:

Jar

Bottles

Pouch

Others

Pakistan Honey Market, By Distribution Channel:

Supermarket/Hypermarket

Convenience Stores

Online

Others

Pakistan Honey Market, By Application:

Food & Beverage

Personal Care and Cosmetics

Pharmaceuticals

Others

Pakistan Honey Market, By Region:

Khyber Pakhtunkhwa

Punjab

Sindh

Others

Competitive Landscape

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

Available Customizations:

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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