

Manuka Honey Market Size, Share, and Outlook, 2025 Report- By Type (UMF 5+ Manuka Honey, UMF 10+ Manuka Honey, UMF 15+ Manuka Honey, UMF 20+ Manuka Honey, Others), Product (Organic, Conventional, Function, Anti-inflammatory, Antibacterial, Sweeteners, Others), Form (Raw Manuka Honey, Processed Manuka Honey), End-Use (Food and Beverages, Bakery and Confectionery, Dairy Product, Pharmaceuticals, Cosmetics and Personal Care), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online Stores, Others), and Companies, 2021-2032

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Abstracts

Manuka Honey Market Outlook

The global Manuka Honey market is expected to register a growth rate of 5.9% during the forecast period from \$546.2 Billion in 2024 to \$864 Billion in 2032. The Manuka Honey market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Manuka Honey segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (UMF 5+ Manuka Honey, UMF 10+ Manuka Honey, UMF

15+ Manuka Honey, UMF 20+ Manuka Honey, Others), Product (Organic, Conventional, Function, Anti-inflammatory, Antibacterial, Sweeteners, Others), Form (Raw Manuka Honey, Processed Manuka Honey), End-Use (Food and Beverages, Bakery and Confectionery, Dairy Product, Pharmaceuticals, Cosmetics and Personal Care), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online Stores, Others). Over 70 tables and charts showcase findings from our latest survey report on Manuka Honey markets.

Manuka Honey Market Insights, 2025

In 2025, the manuka honey market is benefiting from the rising demand for natural, multifunctional health products rooted in science and tradition. Revered for its potent antibacterial and anti-inflammatory properties, manuka honey has moved beyond specialty health stores into mainstream retail and e-commerce platforms. Consumers increasingly view it as a therapeutic ingredient for skin care, immune support, and digestive wellness, rather than just a premium sweetener. The market is also shaped by growing awareness of UMF and MGO ratings, which guide consumer understanding of product authenticity and potency. As the supply of genuine New Zealand and Australian manuka honey remains limited, premium pricing and supply chain transparency have become defining features of the segment. Brands are also expanding into functional food blends, lozenges, and topical applications, signaling manuka honey's evolution into a broader wellness platform.

Five Trends that will define global Manuka Honey market in 2025 and Beyond

A closer look at the multi-million global market for Manuka Honey identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Manuka Honey companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Manuka Honey industry?

The Manuka Honey sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify

growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Manuka Honey Market Segment Insights

The Manuka Honey industry presents strong offers across categories. The analytical report offers forecasts of Manuka Honey industry performance across segments and countries. Key segments in the industry include By Type (UMF 5+ Manuka Honey, UMF 10+ Manuka Honey, UMF 15+ Manuka Honey, UMF 20+ Manuka Honey, Others), Product (Organic, Conventional, Function, Anti-inflammatory, Antibacterial, Sweeteners, Others), Form (Raw Manuka Honey, Processed Manuka Honey), End-Use (Food and Beverages, Bakery and Confectionery, Dairy Product, Pharmaceuticals, Cosmetics and Personal Care), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online Stores, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Manuka Honey market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Manuka Honey industry ecosystem. It assists decision-makers in evaluating global Manuka Honey market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Manuka Honey industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Manuka Honey Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a

combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Manuka Honey Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Manuka Honey with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Manuka Honey market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Manuka Honey market Insights Executives are most excited about opportunities for the US Manuka Honey industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Manuka Honey companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Manuka Honey market.

Latin American Manuka Honey market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024

and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Manuka Honey Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Manuka Honey markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Manuka Honey markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Manuka Honey companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Comvita, Manuka Health, Arataki Honey Ltd, Watson and Son Limited, Capilano Honey, ApiHealth NZ Ltd, Wedderspoon, Nature's Way Products, Streamland, Pure Honey, Cammells Honey.

Manuka Honey Market Scope

Leading Segments

By Type

UMF 5+ Manuka Honey

UMF 10+ Manuka Honey

UMF 15+ Manuka Honey

UMF 20+ Manuka Honey

Others

By Product

Organic

Conventional

By Function

Anti-inflammatory

Antibacterial

Sweeteners

Others

By Form

Raw Manuka Honey

Processed Manuka Honey

By End-Use

Food and Beverages

Bakery and Confectionery

Dairy Products

Pharmaceuticals

Cosmetics and Personal Care

By Distribution Channel

Supermarkets and Hypermarkets

Convenience Stores

Specialty Stores

Online Stores

Others

Leading Companies

Comvita

Manuka Health

Arataki Honey Ltd

Watson and Son Limited

Capilano Honey

ApiHealth NZ Ltd

Wedderspoon

Nature's Way Products

Streamland

Pure Honey

Cammells Honey

Geographies

North AmericaUS, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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 - Anti-inflammatory
 - Antibacterial
 - Sweeteners
 - Others
- By Form
 - Raw Manuka Honey
 - Processed Manuka Honey
- By End-Use
 - Food and Beverages
 - Bakery and Confectionery
 - Dairy Products
 - Pharmaceuticals
 - Cosmetics and Personal Care

By Distribution Channel
Supermarkets and Hypermarkets
Convenience Stores
Specialty Stores
Online Stores
Others

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Manuka Health

Arataki Honey Ltd

Watson and Son Limited

Capilano Honey

ApiHealth NZ Ltd

Wedderspoon

Nature's Way Products

Streamland

Pure Honey

Cammells Honey

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