

Manuka Honey Market By Type (UMF 5+, UMF 10+, UMF 15+, UMF 20+), By Nature (Organic/Natural, Conventional), By Application (Food and beverages, Cosmetic and personal care, Nutraceutical, Pharmaceutical, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

The global manuka honey market size was valued at \$455.4 million in 2021, and is projected to reach \$776.4 million by 2031, registering a CAGR of 5.5% during the forecast period. Manuka honey is made from the nectar of the Manuka flower and thus, stands apart from other forms of honey. The potent antibacterial and antioxidant activities of these substances support the beneficial health effects of manuka honey. Due to its high methylglyoxal and phenolic component concentration, it is widely preferred among consumers.

Manuka honey has a variety of health benefits because of its antibacterial, antiviral, anti-inflammatory, and antioxidant properties. Additionally, manuka honey offers some special benefits to consumers for burns and wounds. Bandages are also less likely to adhere to the wound as a result. Changing a bandage is therefore less stressful and uncomfortable for tissues that are regenerating. In addition to serving as a barrier to stop reinfection, manuka honey has nutritional advantages. This nutritional advantage promotes more rapid wound healing. Additionally, honey has a calming effect that helps the majority of burn victims experience less pain. One of the reasons behind this is manuka's ability to alleviate inflammation, which can irritate nerve endings. Medical-grade manuka honey is an efficient technique to repair skin grafts owing to its healing properties, which is expected to increase the demand for manuka honey during the forecasted period. Additionally, one of the major factors that supports the expansion of the manuka honey market is the multiple application in the food & beverage industry including bakery and confectionery as substitutes for sugar.

Manuka honey has been consumed and applied to different types of wounds. Studies suggested that it offers effective antibacterial and anti-inflammatory treatment. As a biomaterial additive, manuka honey has the ability to reduce neutrophils' acute inflammatory reactions, which has produced encouraging results. Moreover, manuka honey has methylglyoxal which act

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has anti-inflammatory properties which are beneficial for wound healing. Other flavonoids and phenolic compounds found in manuka honey may also have medicinal effects. Manuka honey-based treatments have the potential to improve host-biomaterial fusion, offer less scar tissue formation at the site of implantation, and lower patient discomfort associated with biomaterial implantation. As a result, the potential use of manuka honey will probably help the market to grow.□

Moreover, decreasing high cholesterol or maintaining a healthy balance of gut bacteria are two major benefits of manuka honey. Additionally, some elements in manuka honey may have the power to eradicate particular bacteria and fungi. It also provides chemicals and nutrients that hasten the healing of wounds. Manuka honey may, however, serve as a moisture barrier when applied to the skin, preventing skin from adhering to wound dressings. Manuka honey may also acquire germs during production. Although using or consuming manuka honey is generally harmless, some people may experience side effects like allergic reactions or high blood sugar. Individuals with diabetes, high blood sugar, or bee or honey allergies, as a result, it is expected that the side effects of manuka honey will limit the market's growth.□

The manuka honey market is segmented on the basis of type, nature, application, and region. On the basis of type, the market is categorized into UMF 5+, UMF 10+, UMF 15+, and UMF 20+. According to nature, the manuka honey market is fragmented into organic/natural and conventional. As per application, the market is divided into food and beverages, cosmetic and personal care, nutraceutical, pharmaceutical, and others. The food and beverages segment is further bifurcated into beverages, dairy products, bakery and confectionary and others. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, UK, Italy, Spain, Switzerland, and the rest of Europe), Asia-Pacific (China, India, Japan, South Korea, Australia, New Zealand and the rest of Asia-Pacific), and LAMEA (Brazil, South Africa, Saudi Arabia, Argentina and the rest of LAMEA).□

By type, UMF 5+ was the highest revenue contributor in 2021 with a CAGR of 5.9%. Furthermore, it is also one of the most flexible varieties of Manuka Honey on the market and is utilized on a daily basis throughout the entire world. It offers many benefits, including stronger healing abilities and an improvement in immunity to protect from harmful microbes and certain diseases. A study suggests that regular manuka honey consumption may lessen IBS symptoms.□

By nature, the conventional was the highest revenue contributor in 2021 i.e., \$387.1 million in 2021, and is expected to reach \$655.0 million by 2031 at a CAGR of 5.4%. Moreover, a lot of benefits come with conventional manuka honey, including protein sources from standard farming that provide farmers with ease, convenience, and animal safety. Due to normal farming methods, manuka honey is affordable and readily accessible. In the upcoming years, it is expected that this segment will continue to rule.□

By application, food & beverages were the largest share in 2021 and is likely to dominate the market till 2031. It is one of the most popular varieties of honey available due to its solid, velvety texture and rich, caramel-like flavor. Manuka honey is commonly used in food and beverage products because it is also highly sweet and has a flavor akin to bittersweet caramel.□

By region, Europe holds the largest share of 39.3% in 2021., due to consumers' increasing appetite for healthy items. Businesses are experimenting with novel strategies to raise awareness of their goods and the benefits of manuka honey for health. Furthermore, it is anticipated that the expanding urban population would contribute to total growth along with increased disposable income and living standards.□

The major players operating in the global manuka honey market are Comvita, Wildcape, Kiva, Manukora, New Zealand Honey Co., Airbone Honey Ltd, Three Peaks Manuka Honey, Arataki Honey, Happy Valley, Wedderspoon, Steens honey, Manuka Lab, Manuka Doctor, Egmont honey and Manuka Pharm.□

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the manuka honey market analysis from 2021 to 2031 to identify the prevailing manuka honey market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the manuka honey market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

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-The report includes the analysis of the regional as well as global manuka honey market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Type

- UMF 5+
- UMF 10+
- UMF 15+
- UMF 20+

By Nature

- Organic/Natural
- Conventional

By Application

- Nutraceutical
- Pharmaceutical
- Others
- Food and beverages
- Sub Type
- Beverages
- Dairy products
- Bakery and Confectionary
- Others
- Cosmetic and personal care

By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany
- France
- UK
- Italy
- Spain
- Switzerland
- Rest of Europe
- Asia-Pacific
- China
- India
- Japan
- South Korea
- Australia
- New Zealand
- Rest of Asia-Pacific
- LAMEA
- Brazil
- South Africa
- Saudi Arabia

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- Argentina
- Rest of LAMEA
- Key Market Players
- Manukora Limited
- Comvita Limited
- Arataki Honey Ltd.
- Egmont Honey
- Manuka Pharm
- Manuka Doctor
- Airbone Honey Ltd.
- Wedderspoon Organic.
- Steens Honey
- Happy Valley Honey
- WildCape Manuka Honey.
- Midlands Apiaries Ltd.
- New Zealand Honey Co.
- Three Peaks Manuka Honey.
- Manuka Lab

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