

United States Organic Honey Market Assessment, By Floral Variety [Acacia Honey, Clover Honey, Manuka Honey, Wildflower Honey, Alfalfa Honey, Others], By Packaging Type [Jars, Squeeze Bottles, Bulk Packaging, Others], By Price Range [Economy, Premium], By Processing Nature [Raw Organic Honey, Processed Organic Honey], By Application [Food and Beverages, Healthcare, Cosmetics, Others], By Distribution Channel [Online Channel, Specialty Stores, Departmental Stores, Supermarkets/Hypermarkets, Others], By Region, Opportunities and Forecast, 2018-2032F

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Report description:

United States organic honey market is projected to witness a CAGR of 5.12% during the forecast period 2025-2032, growing from USD 210.12 billion in 2024 to USD 313.29 million in 2032F, owing to health trends, environmental concerns, and shifting consumer preferences to organic honey. Increasingly health-conscious consumers have been a significant factor in this growth, favoring organic honey for its purity and absence of synthetic pesticides, antibiotics, and additives. It fits well within the broader movement toward clean labels and has become increasingly popular among consumers that prefer natural, minimally processed foods.

Additionally, organic honey is valued for its perceived health benefits, including antibacterial, antioxidant, and anti-inflammatory properties, making it a popular choice for wellness-focused consumers. The development in the organic food sector, moreover,

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strengthens the demand for organic honey as a staple sweetener and ingredient. Consumers' attention now tends to focus on conventional honey, due to issues such as adulteration, wherein honey may be mixed with syrups or chemicals, and pesticide residue. Shoppers favor brands that conduct bee-friendly farming, fair-trade sourcing, and pollinator conservation, thus making sustainability and ethical consumerism significant. Retail and e-commerce expansion has made organic honey more accessible, available in supermarkets like Whole Foods and Kroger, health food stores, and online platforms such as Amazon and Thrive Market. Overall, these drivers are propelling the market forward, showing steady growth, as consumers continue to be concerned over health, sustainability, and transparency in their food choices.

For instance, in October 2024, Local Hive (Rice's Honey LLC), the leading honey brand in the United States, launched Organic Hive Honey at Albertsons Companies, Inc.

Rising Health Consciousness Driving the United States Organic Honey Market

The increasing focus on health and wellness is a significant driver of the United States organic honey market growth. As consumer awareness of potential issues stemming from processed sugars and chemically treated foods increases, the population is using organic honey as a natural, nutritious substitute for sugar sources. Organic honey, USDA (United States Department of Agriculture)-certified honey specifically, comes from bees that are not fed formulations containing antibiotics, GMO (Genetically Modified Organism), or harmful chemicals such as pesticides. This aspect of organic honey even coincides with the clean label movement. The increase in awareness of honey having antibacterial, anti-inflammatory, and antioxidant properties has also contributed to its market appeal for health-conscious consumers. Many consumers use organic honey as a sweetener and as a functional food for immunity, digestion, or natural energy support. Due to its various benefits, organic honey is gaining significant interest while also displacing both refined sugars and artificial sweeteners. With rising awareness around the topics of sustainability and ethical sourcing, organic honey brands that engage in bee-friendly practices, and fair-trade certifications, or that are environmentally conscious in their packaging practices, are increasingly moving toward the forefront of the beverage industry. As health awareness continues to be a driver, the United States organic honey market is expected to experience growth. For instance, in May 2023, the Agricultural and Processed Food Products Export Development Authority (APEDA) shared some interesting news: the United States is now the biggest market for organic honey coming from India. According to their data, 80% of India's organic honey exports are sent to the United States.

Expansion of Retail and E-commerce Driving the United States Organic Honey Market

The rapid expansion of retail accessibility and e-commerce platforms has served as an important stimulant for the United States organic honey industry. The major supermarkets and health food chains (e.g., Whole Foods, Kroger, Trader Joe's, Walmart) have significantly increased their range of organic honey face customer requests to purchase clean-label and sustainable sweeteners. Similarly, an e-commerce activity boom has affected purchasing behavior. These e-commerce sites (e.g., Amazon, Thrive Market, brand sites) have expanded product offerings to include a wider range of organic honey products, from raw and unfiltered to infused and single-origin organic honey, allowing for different preferences. Subscription services and direct-to-consumer (DTC) approaches have further driven sales and brand loyalty by focusing on delivery convenience and expectations. The availability of home delivery, subscription services, and auto-replenishment is especially appealing to busy, health-conscious consumers. Customer reviews and disclosures (e.g., source stories and lab tests) all build trust in online purchasing behavior. The retail and e-commerce channels continue to expand the market.

For instance, in March 2024, MeliBio Inc., a food tech company from the United States, launched its second consumer honey product, Spicy Habanero. Spicy Habanero is available to consumers and B2B customers through e-commerce and at selected retailers in the country.

Manuka Honey Holds the Larger Market Share

Manuka honey has solidified its position as the leader in the United States organic honey market. This honey is sourced from New Zealand and has gained its leadership position for several reasons; first and foremost, it has credible health benefits with proof from clinical studies that demonstrate its strong antibacterial properties derived from its unique methylglyoxal (MGO) content. For instance, in January 2023, Nature Nate's Honey Co., the leading honey brand in the United States, introduced Nate's Manuka, a range of 100% pure, raw, and unfiltered Manuka honey from New Zealand. Available in various strengths and packaging options, it is certified by the UMF, ensuring the potency and authenticity of the Manuka. The inverted squeeze bottle is offered in three MGO strengths: 83+, 144+, and 263+. However, the amber jar is available in two MGO strengths: 144+ and 263+.

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Additionally, brands have aggressively marketed Manuka honey as a functional food and natural remedy. The industry has rebranded it from a simple sweetener to a medical-grade product, claiming benefits ranging from wound healing to gut health and immune support. Its popularity amongst the consumer base has created synergies amongst its competitors, highlighting its own crafted honey and bioactive compounds. The Manuka category will continue to expand into more product segments, including medicinal lozenges and unique skincare products.

Future Market Scenario (2025 - 2032F)

- Growing preference among consumers for natural sweeteners over processed sugars due to health concerns will boost market growth.
- Increasing consumer focus on sustainability and eco-friendly practices is driving demand for organic honey.
- The rise of online shopping is enhancing accessibility to organic honey products to reach a broader audience, facilitating growth in sales.
- The market for premium organic honey products, such as single-origin and raw varieties, will expand as consumers seek unique flavors and higher-quality products.

Key Players Landscape and Outlook

The United States organic honey market features a diverse and evolving competitive landscape, with established brands, emerging challengers, and private label players all vying for market share through 2030. Emerging brands are gaining traction through direct-to-consumer models and unique value propositions, while private-label offerings from Costco, Thrive Market, and Amazon Fresh are expanding rapidly, particularly in the value segment. For instance, in June 2024, MeliBio Inc., a food tech company based in the United States, announced that Neat, the popular plant-based restaurant chain, introduced a new menu item that showcases MeliBio's innovative honey product, Mellody.

The coming years will see major strategic shifts, including vertical integration as brands acquire apiaries, widespread adoption of blockchain traceability technology, and development of functional honey formulations targeting specific health benefits. Market share is expected to redistribute significantly by 2030, with established brands' dominance declining as private labels grow. The competitive battleground will increasingly focus on authenticity verification, pollinator conservation impact, and retail shelf space competition, with an anticipated wave of consolidation as major CPG (Consumer packaged goods) companies and private equity firms seek to acquire promising honey brands and apiary technology startups. This transformation reflects the market's evolution from a commodity business to a brand-driven, technology-enabled sector where sustainability credentials, clinical validation, and supply chain transparency will become critical differentiators for long-term success.

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