

# Honey Market in Europe

Honig-Verband e.V.

[www.honig-verband.de](http://www.honig-verband.de)

Germany



# Honig-Verband e.V.

- Association for Honey Packers and Importers
- 29 members from Germany, Austria and Switzerland
- Member of FEEDM and other associations

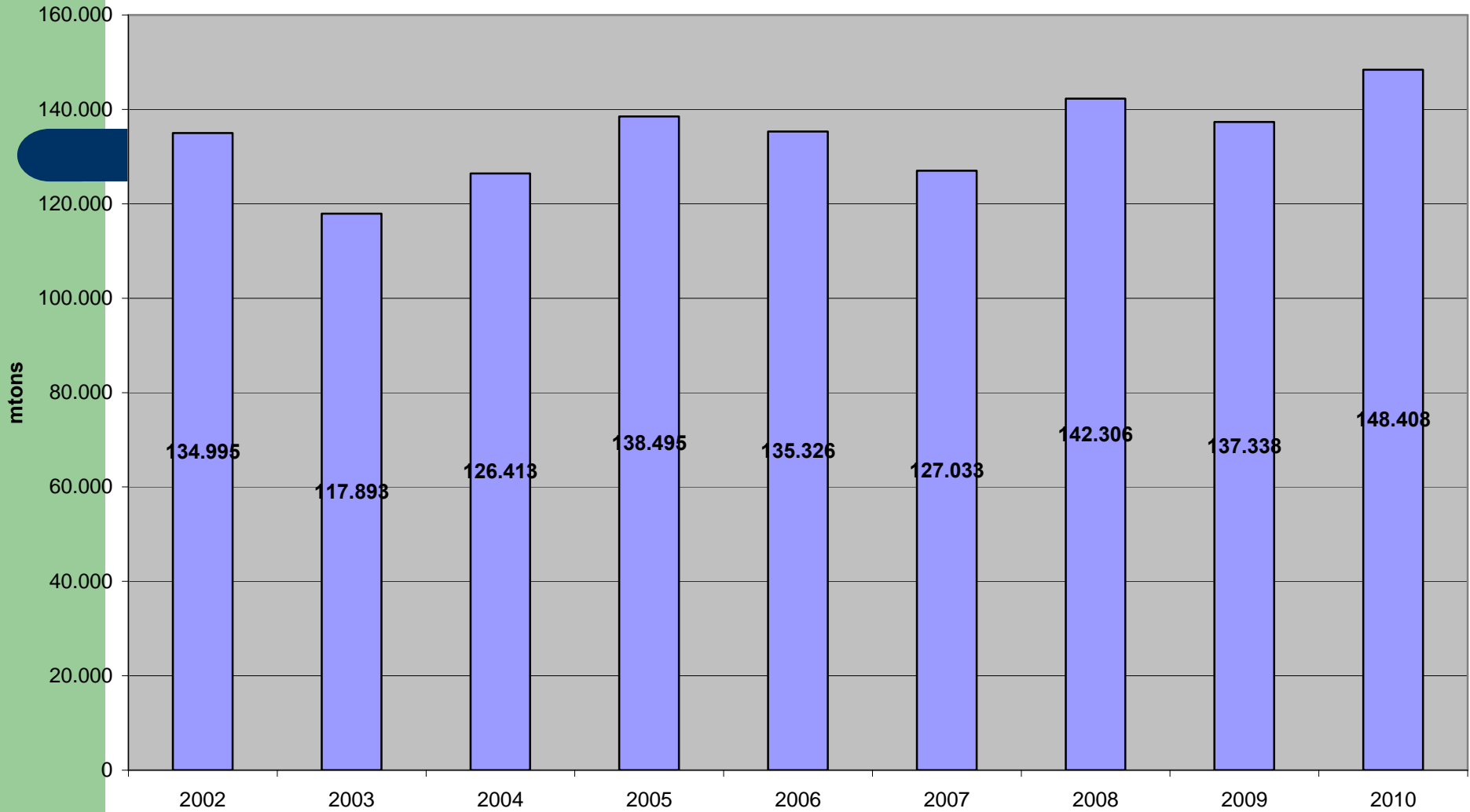
# Aims of the Association

- Represent the interest of the honey importing and packing companies
- Defend and promote the quality of Honey
- Provide information for members
- Offer information to media
- Provide trade contacts

# EU Market

- 27 member states
- Aprox. 500 Mio people
- Abt. 180.000 to Honey Production
- Abt. 13 Mio Beehives
- Abt. 600.000 Beekeepers

## EU (27) Honey Imports



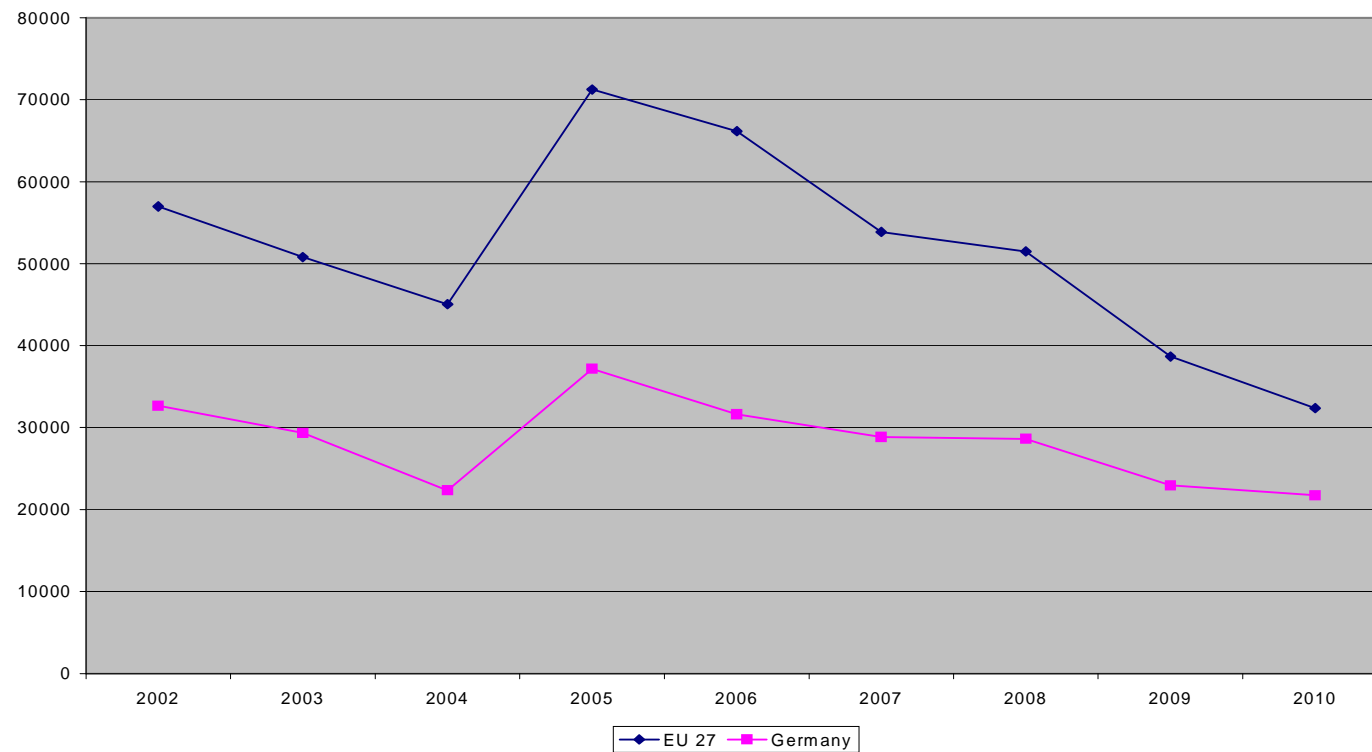
Apimondia, September 2011

Honig-Verband e.V., Frank Filodda

# Main Countries of Supply

<i>EU27</i>			
<i>Year 2010</i>			
<i>Country</i>		<i>Import Qua ntity</i>	<i>Import Share</i>
China ,People's Republic of		49.983,8	33,7%
Argentina		32.373,2	21,8%
Mexico		18.215,0	12,3%
Chile		9.203,9	6,2%
Brazil		8.246,3	5,6%
Uruguay		6.994,0	4,7%
Cuba		3.764,8	2,5%
India		3.367,7	2,3%
New Zealand		3.186,1	2,1%
Ukraine		2.339,2	1,6%
Guatemala		1.823,9	1,2%
El Salvador		1.476,3	1,0%
Total EXTRA-EU27		148407,5	

# Imports from Argentina



# Honey in Germany

- Product with high image
- Used as table honey and as ingredient for other foodstuff
- Domestic Honey
  - Only covers 20% of the total demand
  - Is mainly sold directly from beekeepers to consumers
- Imported Honey
  - Covers 80% of total demand
  - Mainly sold in supermarkets



# Requirements

- Honey according to Honey Regulation
- Free of antibiotic residues
- Very low concentrations of contaminants
- Free of genetically modified organisms (GMO)

# Developments of Honey market in Germany

- Tendency of high prices of Honey
- Higher diversification – more special types of honey
- Changes in habits might lead to a decline in consumption