

Product Focus

Honey – HS Code 040900



Honey is a sweet food substance produced by bees and some related insects. Bees produce honey predominantly from the floral nectar of plants or at times from honeydew of other insects.

MARKET POTENTIAL

There is an increase in demand for honey and bees wax for industrial use across the world. Most food processing, pharmaceuticals companies are now preferring to use honey because of its unique flavour, taste and healing properties.

Products such as such as salad dressings, baked goods, snacks, and beverages containing honey usually have higher prices than those without on supermarket shelves.

The table below highlights major importers regionally and internationally;

International Markets	Regional Markets (COMESA)
✓ United States of America	✓ Libya
✓ Germany	✓ Mauritius
✓ Japan	✓ Somalia
✓ France	✓ Tunisia
✓ United Kingdom	✓ Kenya
✓ Italy	✓ Seychelles
✓ Saudi Arabia	✓ Egypt
✓ Belgium	✓ Sudan

✓ China	✓ Eswatini
✓ Spain	✓ Uganda
✓ Poland	✓ DRC
✓ Netherlands	✓ Ethiopia

Source: Derived from Trademap

MARKET ANALYSIS

In 2018, the United States of America was largest importer for honey with a world market share of 22%, followed by Germany and Japan with 13% and 6% market share respectively.

COMESA's exports of honey to the world has been increasing over the past years. Over the past two years, COMESA's exports increased by 18% from US\$7.5 million in 2017 to US\$8.8 million in 2018. The major export markets for COMESA include Saudi Arabia sourcing US\$15 million, Morocco (US\$1.2 million), South Africa (US\$863 K), Belgium (US\$787 K), Indonesia (US\$705 K), United Kingdom (US\$692 K), Norway (US\$583 K) and Botswana (US\$324 K), among others.

COMESA COUNTRIES WITH POTENTIAL TO EXPORT HONEY

In the past years COMESA countries who have been producing and exporting honey include:

	Country	Potential Export Markets
1.	Egypt	Saudi Arabia, Morocco, Indonesia, Jordan, Kuwait, USA, UAE, Tunisia, Lebanon, Kenya, Yemen, Malaysia, China, Hong Kong, Mauritania, Oman, Pakistan, Uganda
2.	Zambia	South Africa, Belgium, United Kingdom, Norway, Botswana, China, USA, Germany, Canada, France, Singapore, Korea
3.	Madagascar	France, Belgium, Mauritius, Comoros, USA, France, Switzerland, Greenland, Germany
4.	Ethiopia	Germany, Norway, United Kingdom, United States of America, Japan, Italy, Australia
5.	Kenya	Somalia, Djibouti, Uganda, DRC, Sudan
6.	Rwanda	Singapore, DRC
7.	Sudan	Saudi Arabia, Kuwait, UAE
8.	Mauritius	Seychelles, Singapore, UAE

REQUIREMENTS

For exporting honey to the USA, the facilities that produce, store, or otherwise handle the products must be registered with the Food and Drug Administration (FDA) and prior notice of incoming shipments should be provided to FDA. Importers are responsible for ensuring that the product is safe, sanitary and labelled according to U.S. requirements.

For exporting to countries in the EU, compliance with legally binding requirements is necessary. These cover areas of food safety (traceability, hygiene and control), pesticide residues, maximum residue levels for antibiotics in honey, GMOs and the EU honey legislation.

In the region, exporter must acquire export and import permits and also meet minimal health requirements of the importing country.

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