



Rs 2000 Cr Honey Industry in India Ruled by Unorganised Trade

APIS INDIA is one of the largest producers processors and exporters of quality honey. Its product under the brand name of APIS Himalaya has now become an important player in branded honey segment in India. APIS India is one of leaders in the field of organized Honey trade in India. With its world class in-house facilities for testing lab; processing and filtration for honey, APIS India products have been benchmarked to meet all European Union and other International Standards. Apis Himalaya Honey made from the best flora's sourced in India has the properties to enhance one's endurance.



Amit Anand with PV Sindhu

Amit Anand, Joint MD of APIS India, divulges important information on the honey scenario in India.

Amount of production and consumption of Honey in India.

Indian market estimate both branded & un-branded around (as per industry estimates) Rs. 2000 crore with branded honey shares 700-800 crore. The consumption pattern of honey is not depended on any season or age group. The branded honey market is growing at a CAGR of 10%, with a current market size of INR 700 crore. India produces 7,000 million tons of honey, out of which 50% is being exported, annually.

Which regions produce Honey and region-wise consumption?

Honey is a function of flower & hence production is pan India. All regions consumes honey but in north, consumption increases during winters.