

The background of the slide is a warm, rustic still life. It features several glass jars of honey, some with wooden lids and others open, showing the golden honey. A lit candle in a small metal holder provides a soft, warm light. There are also honeycombs and wooden honey dippers (diples) visible. The overall atmosphere is cozy and natural, emphasizing the theme of honey.

EXPLORING THE GLOBAL DEMAND FOR NATURAL HONEY AND EGYPT'S EXPORT POTENTIAL

HS Code: 040900

Feb 2025



Agenda

Product Overview

Introduction

Global Production

Global Imports and Trend Analysis

- Top Importing Markets Globally
- Top Exporting Markets Globally

Overview of Egypt's Export

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- USA Market
- German Market
- UAE Market

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Conclusion

Product Overview

Product Name: Natural Honey.

HS Code: 040900

Product Description:

- Natural honey is a sweet, viscous substance produced by bees from the nectar of flowers. It is composed mainly of glucose and fructose, with small amounts of vitamins, minerals, and antioxidants. Honey varies in color, flavor, and texture depending on the floral source and region of production.

Key Features:

- 100% natural, free from additives and preservatives
- Rich in nutrients, including antioxidants and enzymes
- Used as a natural sweetener, in food processing, and in medicinal applications
- Available in various forms, including raw, filtered, and pasteurized

Common Uses:


- Sweetening food and beverages
- Ingredient in bakery and confectionery products
- Used in traditional medicine for its antibacterial and healing properties
- Included in skincare and cosmetic products

Introduction

This report highlights the promising global market for Natural Honey, with a focus on Egypt's export potential under HS code 040900. The global import value for this product reached \$2.3 billion, with 689 thousands tons traded worldwide.



According to GOEIC data, Egypt exported \$5.7 million and 2216 tons of natural honey products under HS Codes 040900.



The report aims to explore whether Egypt can expand its foothold in this market and identify countries with the most potential for increased market share. Detailed analysis will uncover where Egypt can leverage its production capabilities and target new growth opportunities in global markets.

Global Natural Honey Production

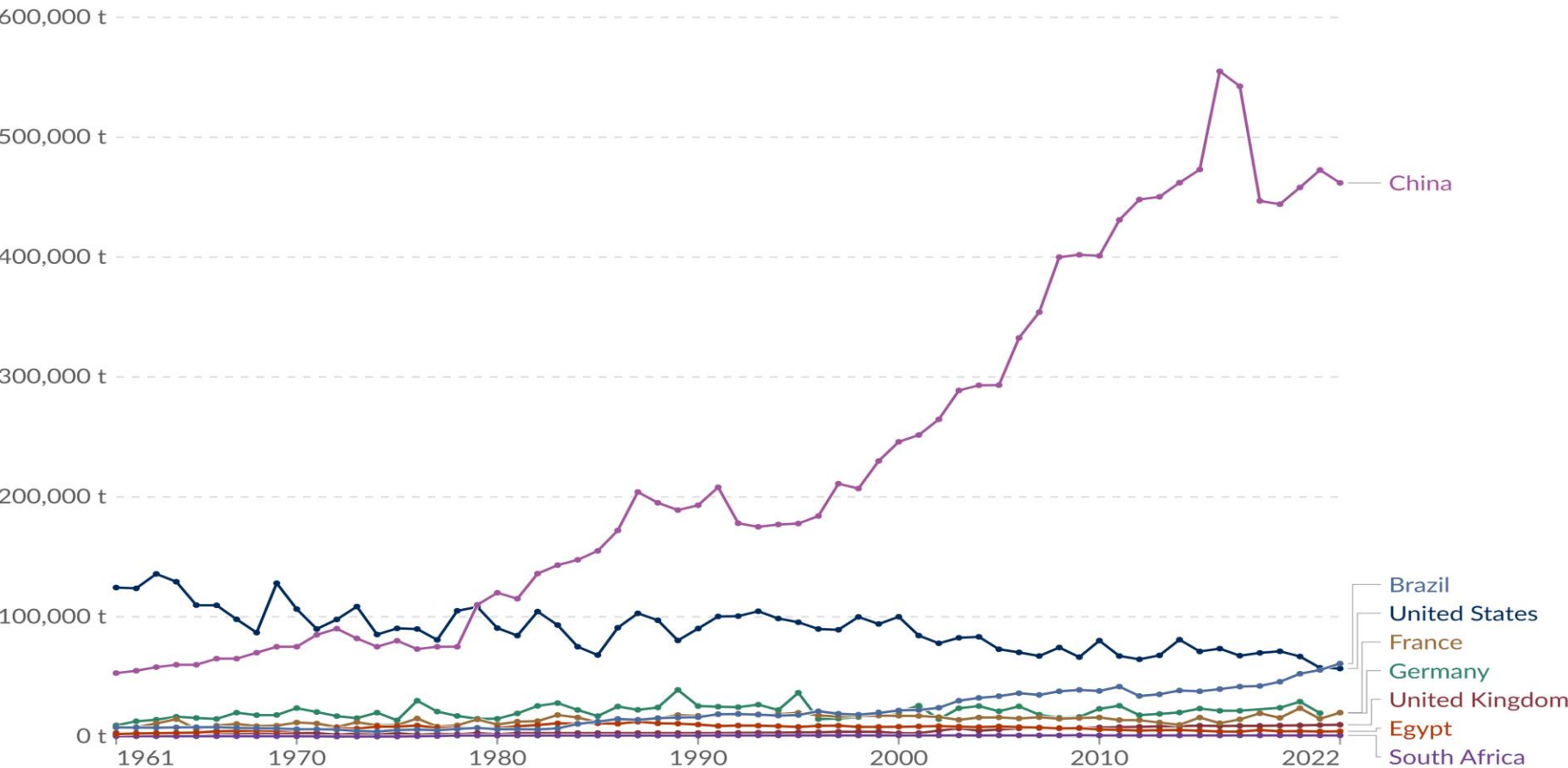


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Honey production from 1961 to 2022

Honey production, 1961 to 2022

Our World
in Data



Data source: UN Food and Agriculture Organization (FAO)

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2022
in tonnes

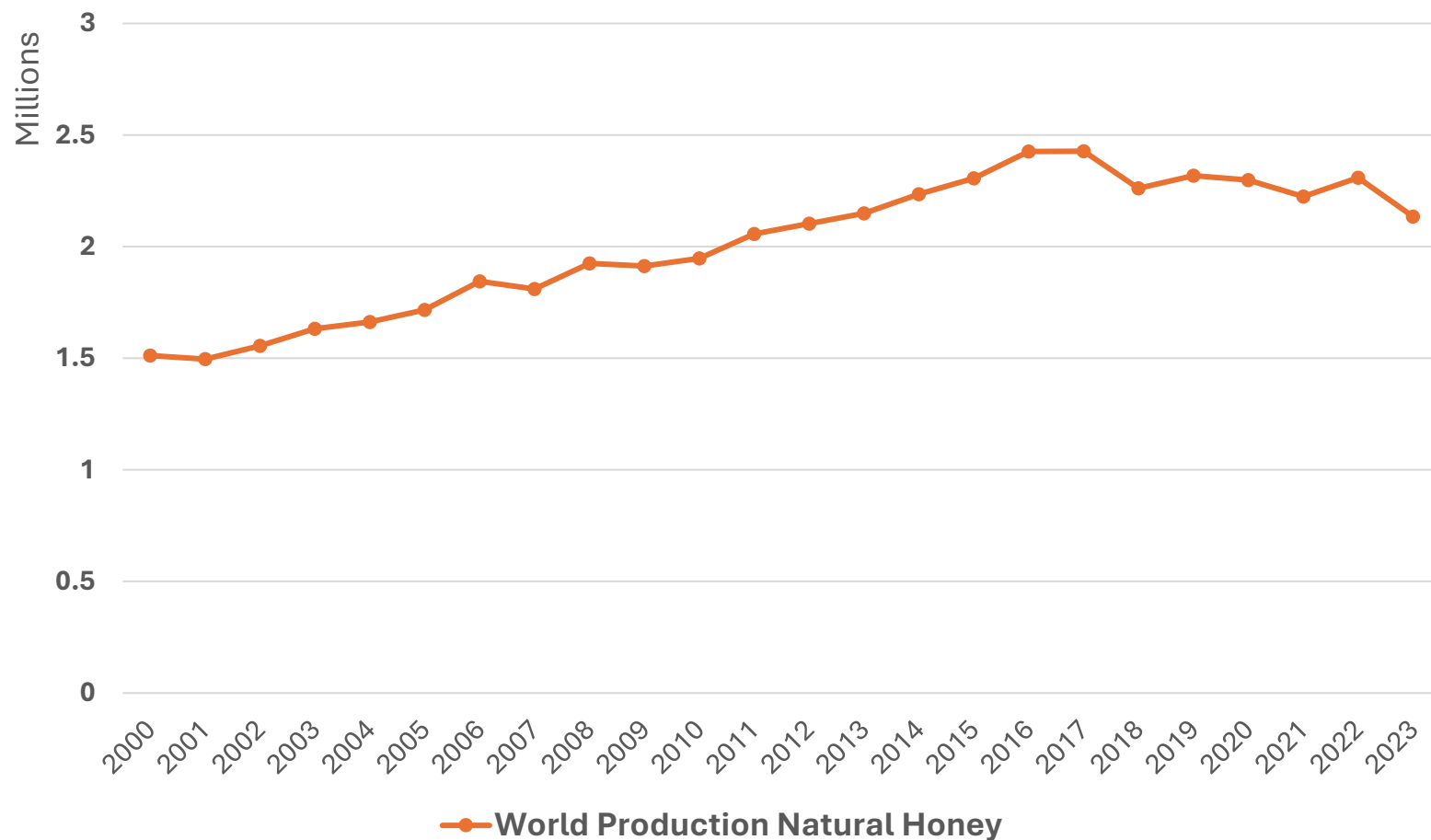
China	461,900 t
Brazil	60,966 t
United States	56,849 t
France	20,019 t
United Kingdom	9,923 t
Egypt	4,440 t
South Africa	1,083 t

Data source: Food and Agriculture Organization of the United Nations (2023)

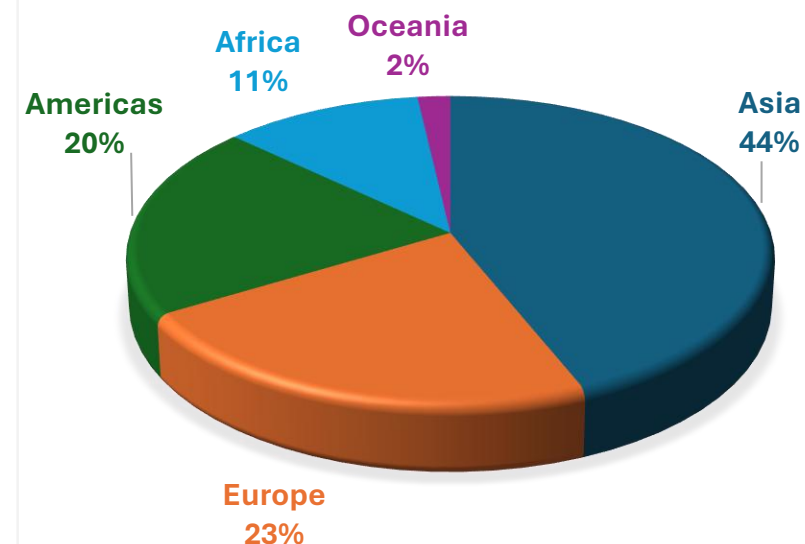
Following Details

Honey production

Production/Yield quantities of Natural honey in World



PRODUCTION SHARE OF NATURAL HONEY BY REGION



Honey production in 2023

Rank	Country	Production Quantity	% globally
1	China	472221	22
2	China, mainland	463500	22
3	Türkiye	114886	5
4	Ethiopia	84591	4
5	Iran	80389	4
6	Argentina	73395	3
7	India	70850	3
8	Russian Federation	64511	3
9	Brazil	64189	3
10	USA	62855	3
11	Mexico	58033	3
12	Ukraine	57919	3
13	Canada	41643	2
14	Tanzania	31613	1
15	Korea	29468	1

Note: The total global Honey production is estimated at around 2.1 million tons in 2023, with these 15 countries accounting for approximately 83% of the total production.

Egypt ranked 46th, with a production of 4,201 tons in 2023.

Data source: Food and Agriculture Organization of the United Nations (2023)

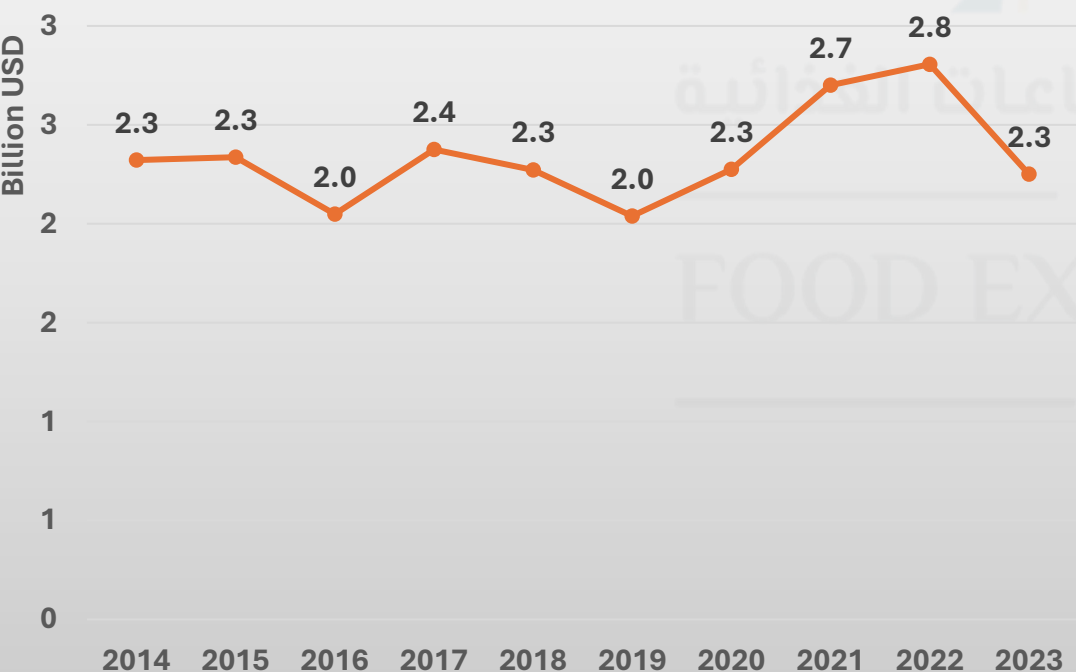
Analysis of HS Code 040900

Focus: Natural Honey Export Opportunities

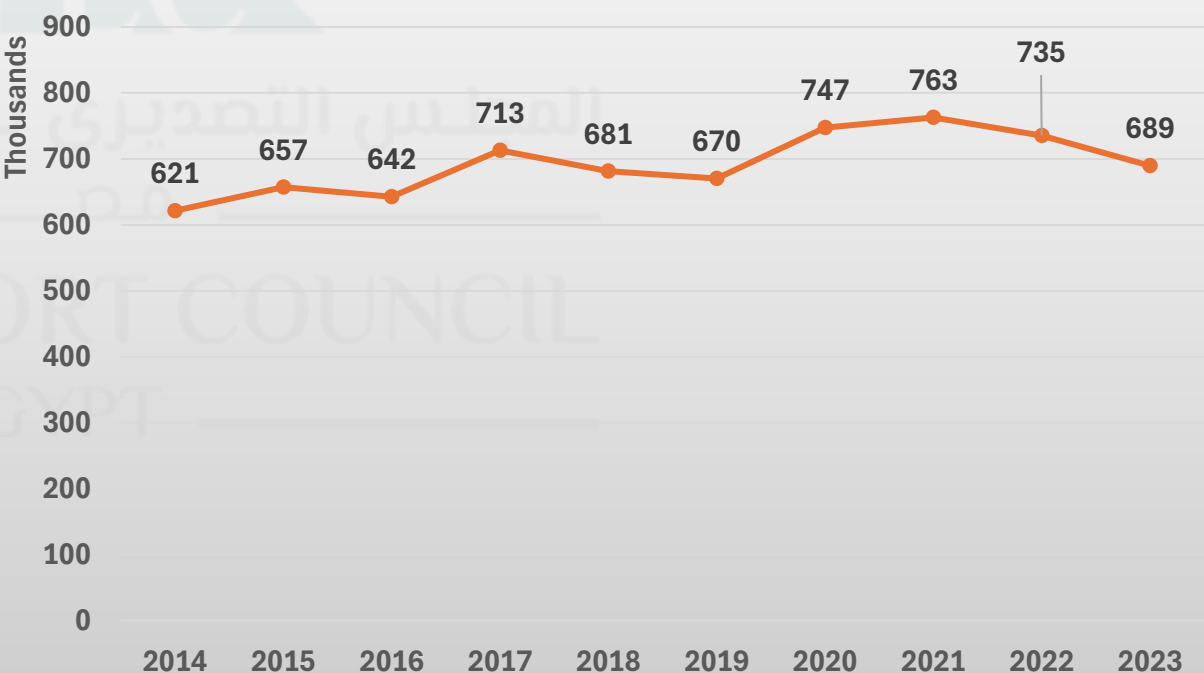


Global Imports and Trend Analysis HS Code 040900

Global Import Values from 2014 to 2023
(in Billion USD)

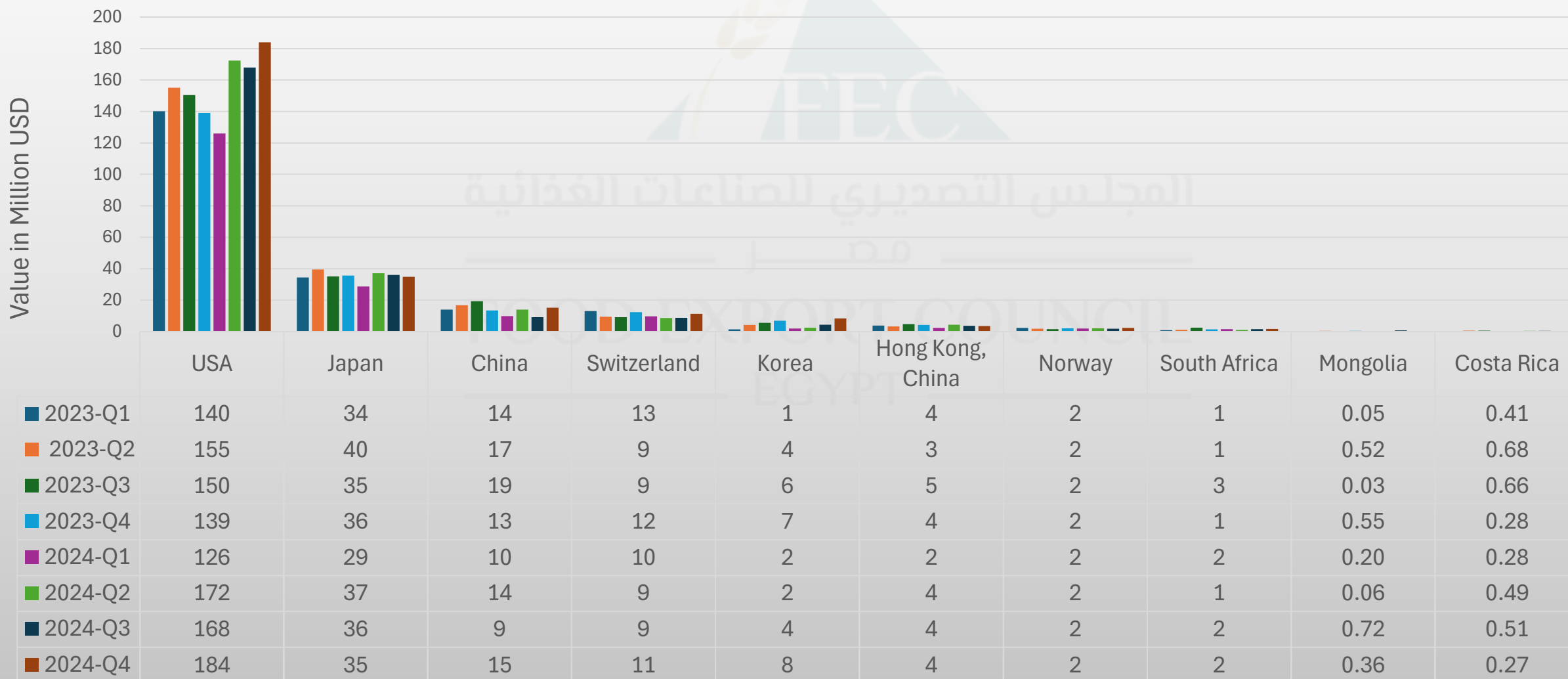


Global Import Quantities from 2014 to 2023 (in
Thousand ton)



Global import analysis for 2023 revealed a total import value of \$2.3 billion and a quantity of 689 thousand tons. **Between 2019 and 2023**, import **values grew** at an annual rate of **4%**, while **quantities increased** by **2%** annually. **A 20% decrease in value from 2022 to 2023** with an average unit value of \$3264.

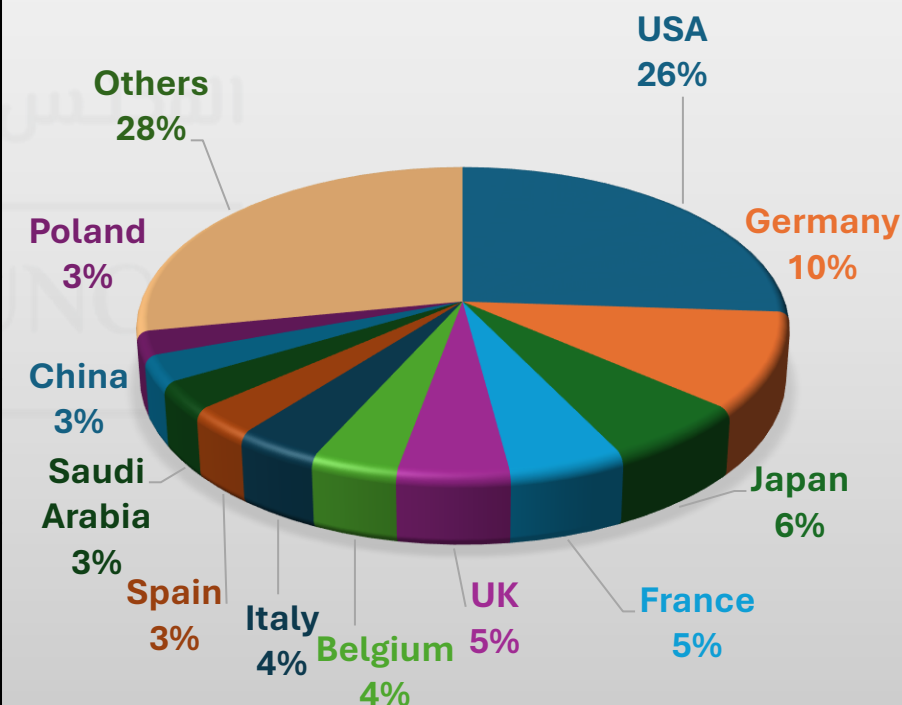
Analysis of Global Import Value from Q1 2023 to Q4 2024 by Country



Top Importing Markets Globally in 2023 HS Code 040900

Rank	Country	Import Value in Million USD	Import Quantity in Thousand Ton	Share in Global Imports	Annual Growth (Value, 2019-2023)	Annual Growth (Quantity, 2019-2023)	Annual Growth (Value, 2022-2023)	Unit value (USD/unit)
1.	USA	585	199	26%	13%	3%	-26%	2,934
2.	Germany	229	64	10%	-1%	-6%	-25%	3,547
3.	Japan	145	42	6%	0%	-2%	-14%	3,458
4.	France	116	31	5%	0%	-1%	-17%	3,706
5.	UK	112	51	5%	1%	1%	-12%	2,194
6.	Belgium	87	37	4%	10%	12%	-15%	2,343
7.	Italy	86	24	4%	4%	2%	-15%	3,549

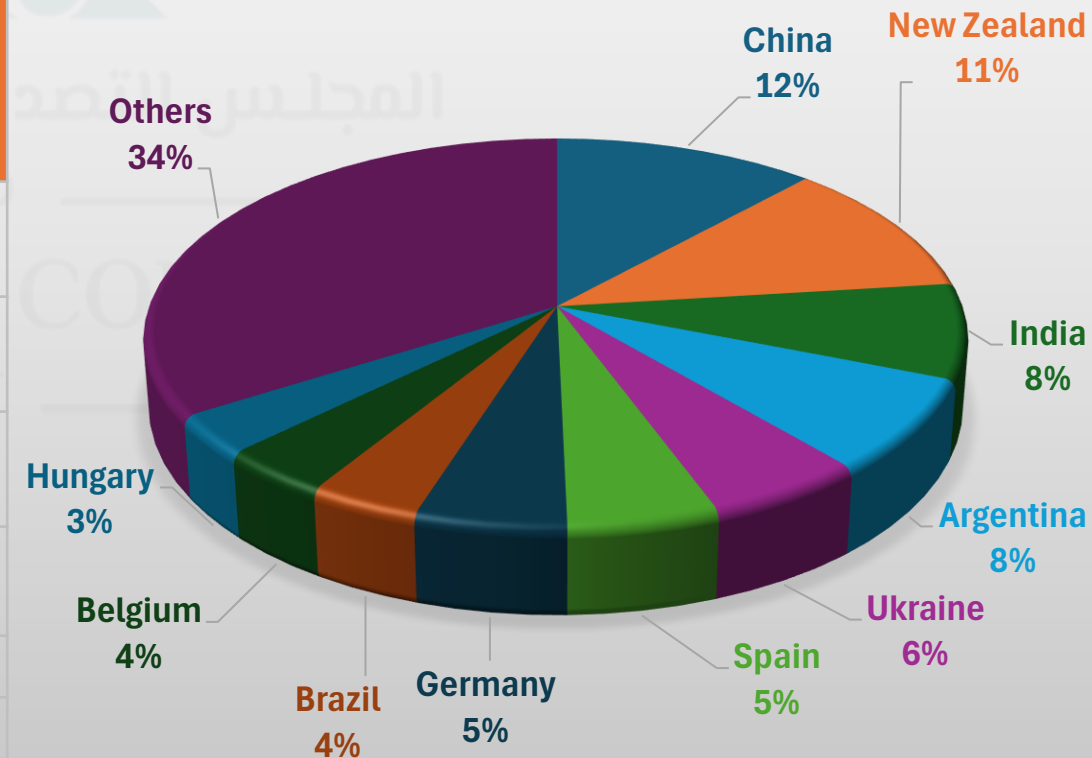
TOP IMPORTING MARKETS GLOBALLY



Top Exporting Markets Globally in 2023

Rank	Country	Export Value in Million USD	Export Quantity in Thousand Ton	Share in Global Exports	Annual Growth in Value (2019-2023)	Annual Growth in Quantity (2019-2023)	Annual Growth in Value (2022-2023)	Unit value (USD/unit)
1.	China	254	153	12%	2%	7%	-8%	1,666
2.	New Zealand	243	11	11%	-1%	2%	-9%	21,704
3.	India	171	98	8%	23%	14%	-25%	1,739
4.	Argentina	169	69	8%	7%	1%	-26%	2,450
5.	Ukraine	121	55	6%	4%	-5%	-12%	2,193
6.	Spain	114	27	5%	6%	4%	-3%	4,163
7.	Germany	114	18	5%	-5%	-10%	-7%	6,308

TOP EXPORTING MARKETS GLOBALLY

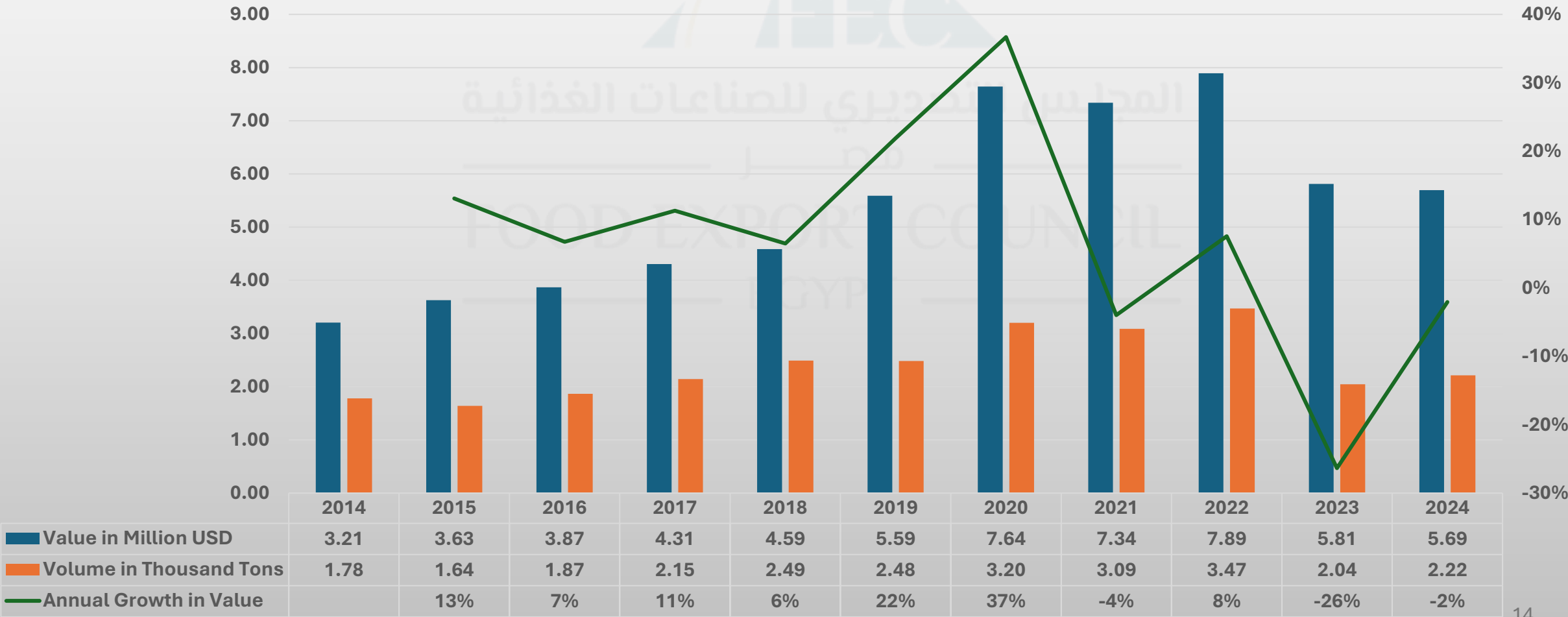


Egypt ranked 41st globally, with a 0.3% share of total exports in this HS code.



Egypt Natural Honey Export: Value and Volume (2014-2024) (GOEIC DATA)

Egypt Natural Honey Export: Volume and Value (2014-2024) (GOEIC DATA)



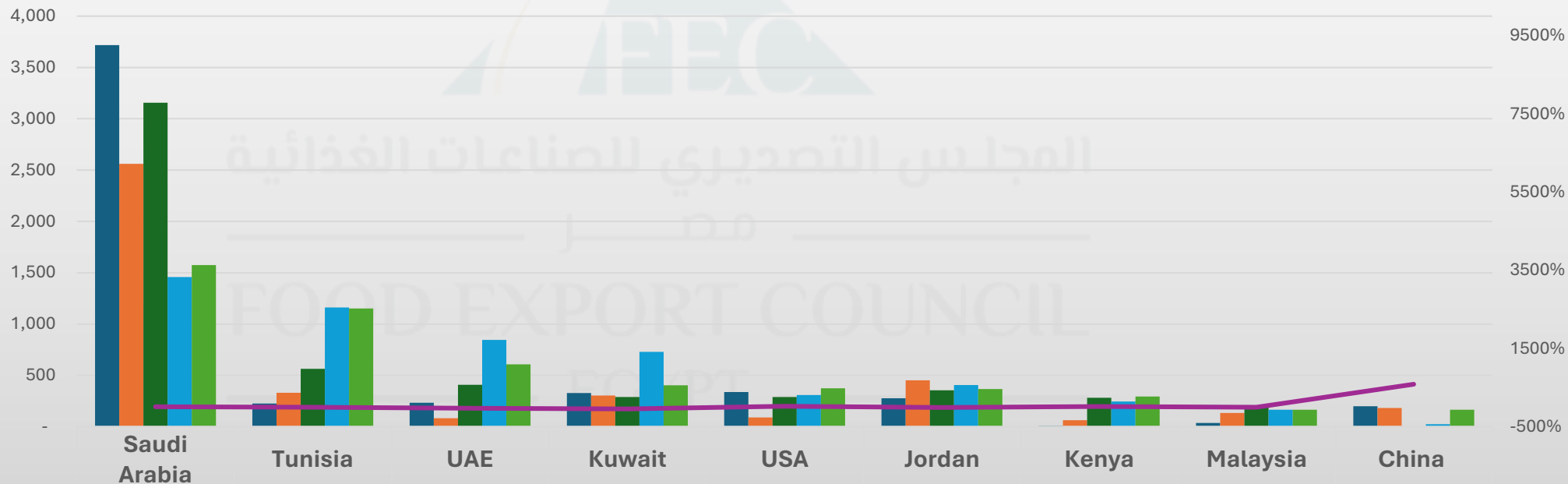


Top Export Destinations and Growth Trends in 2024 – GOEIC

HS code 040900

Egypt Natural Honey: Top Export Destinations and Growth Trends in 2024

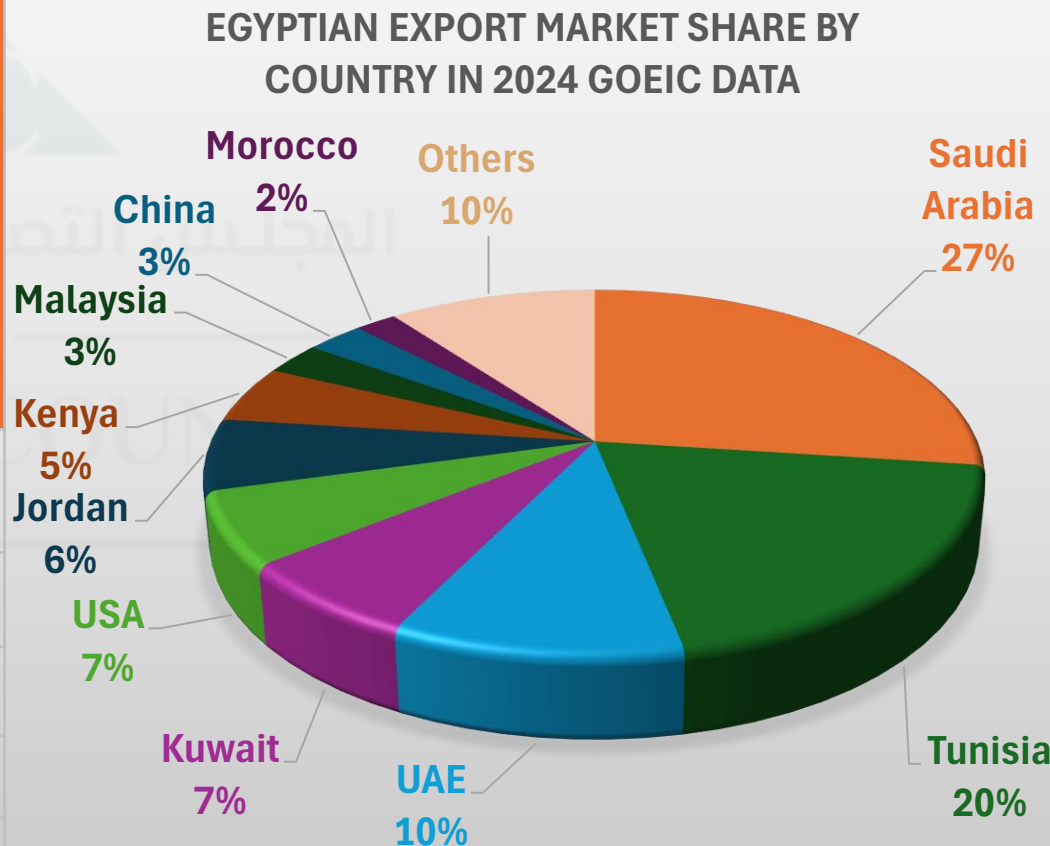
Value in Thousand USD



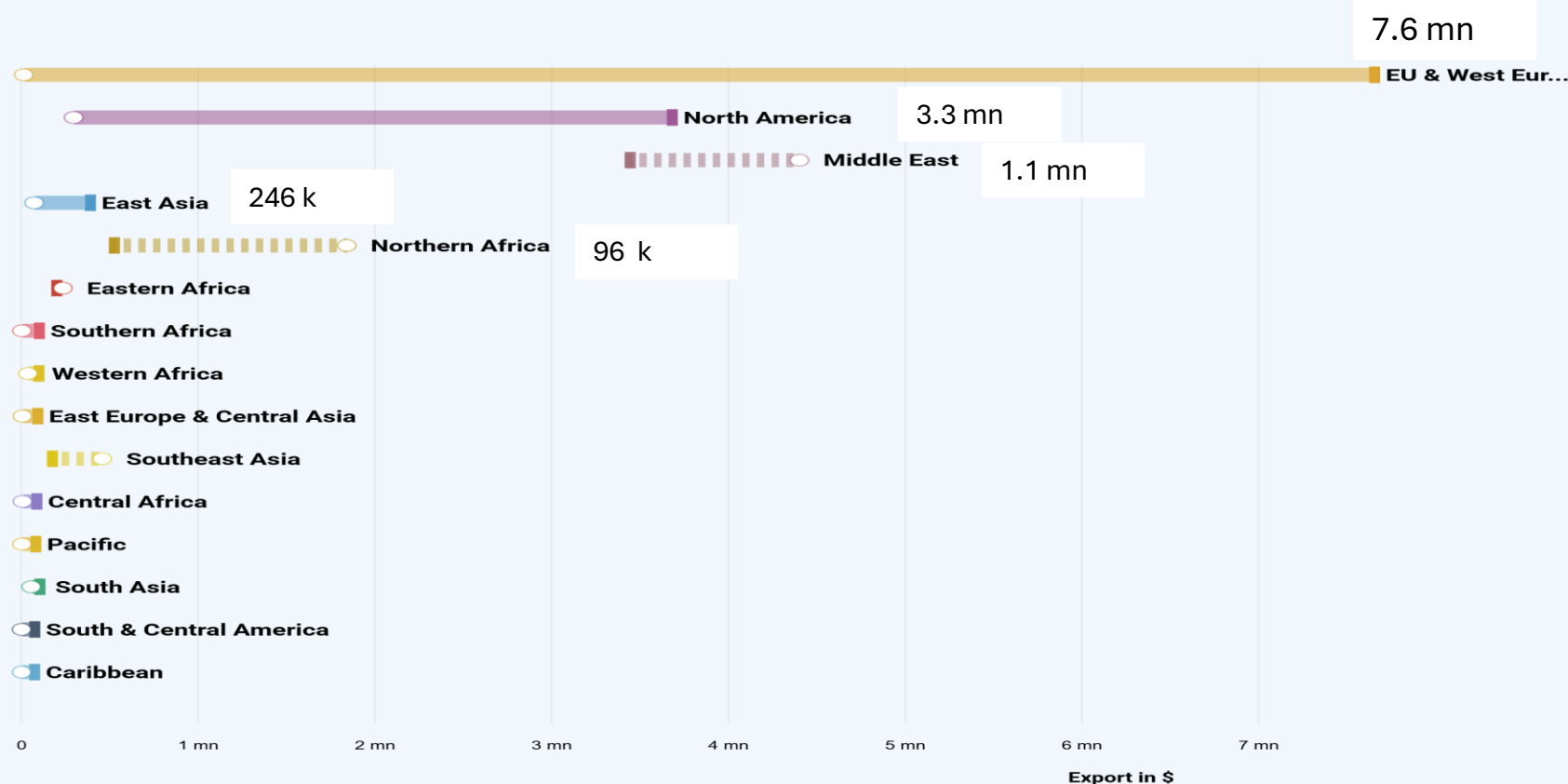
Value Exported in 2020	3,717	226	234	328	339	277	11	36	199
Value Exported in 2021	2,562	330	84	305	91	452	63	135	183
Value Exported in 2022	3,156	565	409	289	291	354	282	210	-
Value Exported in 2023	1,457	1,161	845	730	310	405	247	166	24
Value Exported in 2024	1,574	1,151	607	404	375	368	294	165	164
Growth between (2023-2024) %	8%	-1%	-28%	-45%	21%	-9%	19%	0%	586%
CAGR between (2020--2024)	-19%	50%	27%	5%	3%	7%	128%	46%	-5%

Egyptian Export Market Share by Country in 2024 (GOEIC Data)

Rank	Country	Export Value (2024) in Thousand USD	Export Quantity in Ton (2024)	Share in Egypt's Export	Growth Rate in Value between (2023-2024)	Average Unit Value (USD/Unit) in 2022	Average Unit Value (USD/Unit) in 2023	Average Unit Value (USD/Unit) in 2024
1.	Saudi Arabia	1,574	797	27%	8%	2,248	1,878	2,304
2.	Tunisia	1,151	449	20%	-1%	3,128	2,573	2,654
3.	UAE	607	164	10%	-28%	4,108	7,660	5,313
4.	Kuwait	404	165	7%	-45%	3,121	2,995	3,338
5.	USA	375	157	7%	21%	3,643	2,794	7,629
6.	Jordan	368	114	6%	-9%	5,974	4,958	4,586
7.	Kenya	294	80	5%	19%	2,687	2,940	4,003



Markets with potential for Egypt's exports of Natural Honey HS Code: 040900



Markets with potential for Egypt's exports of Honey

Legend

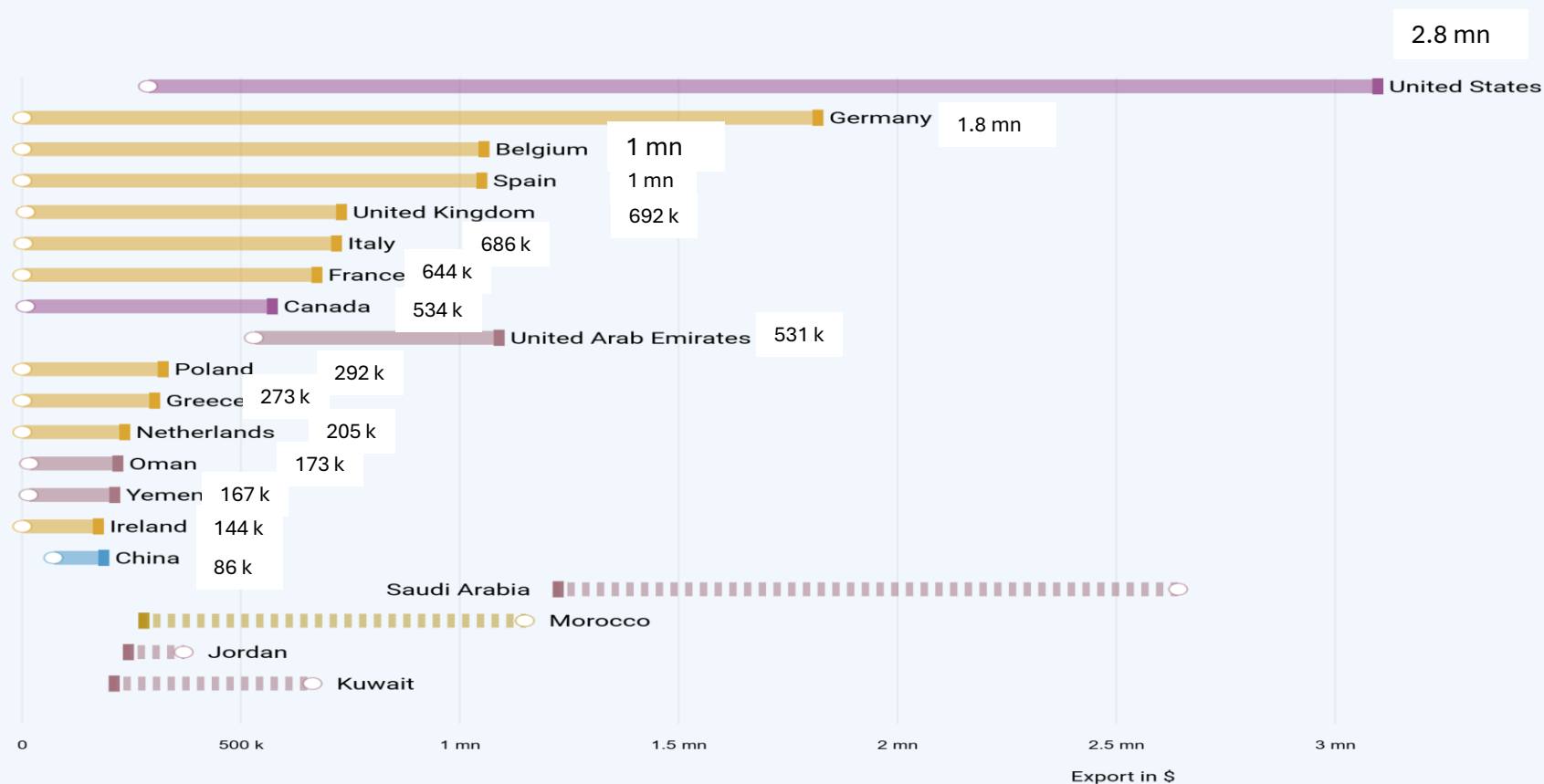
- Export potential
- Actual exports
- Potential to actual exports gap

ITC Export Potential Map
exportpotential.intracen.org

Key findings: The markets with greatest potential for Egypt's exports of 040900 Honey are EU & West Europe, North America and Middle East. EU & West Europe shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$7.6 mn.

Source: ITC (Export Potential Map)

Markets with potential for Egypt's exports of Natural Honey HS Code: 040900



Markets with potential for Egypt's exports of Honey

Legend

- Export potential
- Actual exports
- Potential to actual exports gap
- EU & West Europe
- North America
- Middle East
- Northern Africa
- East Asia

ITC Export Potential Map
exportpotential.intracen.org

Key findings: The markets with greatest potential for Egypt's exports of 040900 Honey are United States, Germany and UAE. United States shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$2.8 mn.

Source: ITC (Export Potential Map)

Export Potential of Egypt Across Top Countries Under HS Code 040900

	Country	Export Potential	Actual Export Value	Unrealized Potential Remaining	MFN Duties Applied	Preferential Tariff
	USA	\$3.1 mn	\$287 k	\$2.8 mn	0.45%	None
	Germany	\$1.8 mn	\$0	\$1.8 mn	17.30%	0%
	Belgium	\$1 mn	\$0 mn	\$1 mn	17.30%	0%
	Spain	\$1 mn	\$0	\$1 mn	17.30%	0%
	UK	\$700 k	\$7.7 k	\$692 k	16%	0%

Egypt's Natural Honey exports under HS code 040900 have an unrealized potential of \$7.3 million across the top five markets.

Recommended Markets





USA Market in 2023



المجلس التصديري للصناعات الغذائية

مصر

COUNCIL

How attractive is United States of America's market?

As a global importer for your product

Total Imports ⓘ

USD 584.7 mn

of global imports by United States of America for 040900 ⓘ



Rank in Global Imports ⓘ

1

United States of America's rank in global imports for 040900 ⓘ



Unit Value
(USD/unit)

2,934 \$

Market perspective for Egypt

Import Share ⓘ

0%

of global import in United States of America for 040900 ⓘ from Egypt



Import Growth ⓘ

26%

United States of America's import growth from Egypt for 040900 ⓘ (from 2019 to 2023)



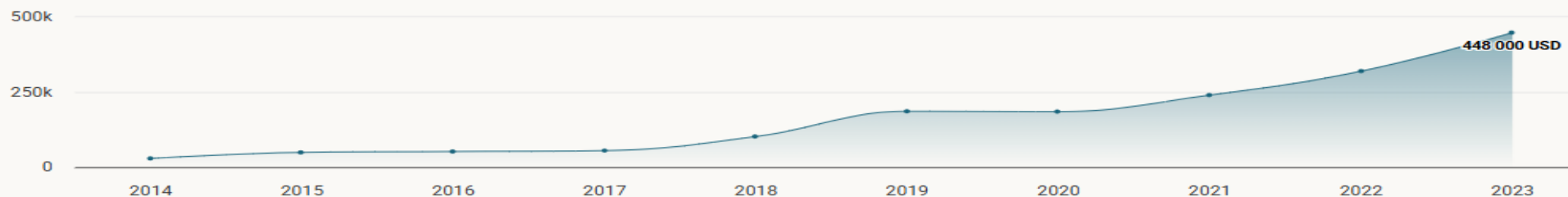
Export Potential ⓘ

USD 3.1 mn

Estimated total potential export value by 2028



Import Value ⓘ





USA Market

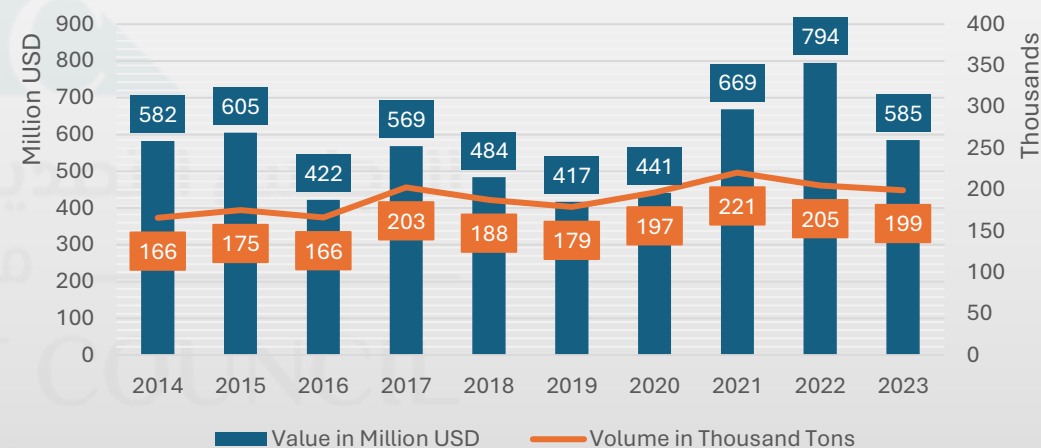


المجلس التصديري للصناعات الغذائية
مصر
FOOD EXPORT COUNCIL
EGYPT

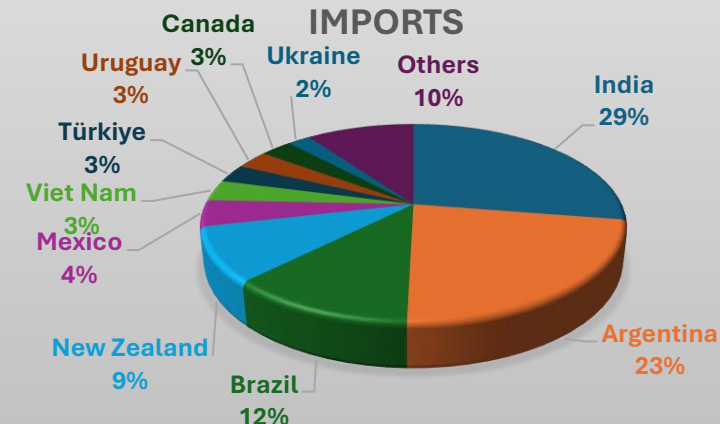
Top Exporters to USA by Share in Imports: Import Value, Volume, and Unit Value in 2023

Rank	Exporters	Import ed Value in Million USD	Import ed Volum e in thousan d tons	Share in USA's Import	Annual Growth in Value (2019-2023) %	Annual Growth in Volume (2019-2023) %	Annual Growth in Value (2022-2023) %	Unit value (USD/unit)
1.	India	161	77	29%	29%	16%	-27%	2,088
2.	Argentina	134	45	23%	16%	5%	-19%	2,953
3.	Brazil	71	23	12%	9%	-3%	-36%	3,149
4.	New Zealand	52	2	9%	9%	9%	-17%	24,090
5.	Mexico	25	7	4%	41%	32%	-50%	3,617

USA Natural Honey: Volume and Value Trends (2014-2023)



TOP EXPORTERS TO USA BY SHARE IN IMPORTS





German Market



المجلس التصديري للصناعات الغذائية
مصر
FOOD EXPORT COUNCIL
EGYPT

How attractive is Germany's market?

As a global importer for your product

Total Imports ⓘ

USD 228.7 mn

of global imports by Germany for
040900 ⓘ



Rank in Global Imports ⓘ

2

Germany's rank in global imports for
040900 ⓘ



Import Growth ⓘ

-25%

From all suppliers (2022 - 2023)



Market perspective for Egypt

Unit Value
(USD/unit)

3,547 \$

Export Potential ⓘ

USD 1.8 mn

Estimated total potential export
value by 2028





German Market

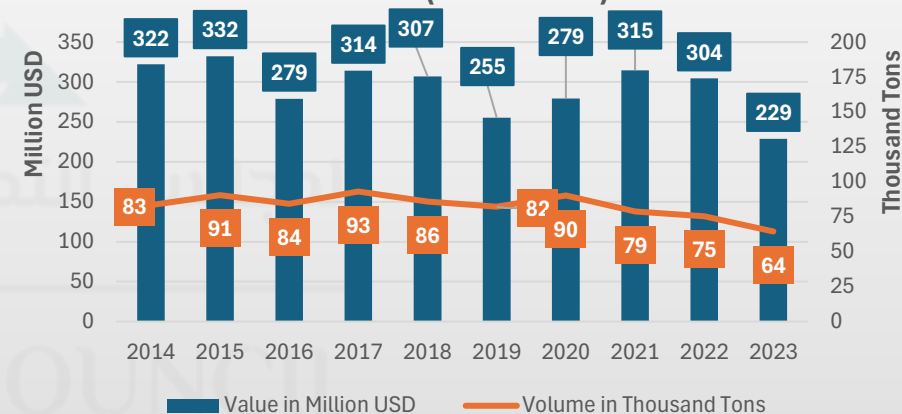


المجلس التصديري للصناعات الغذائية
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EGYPT

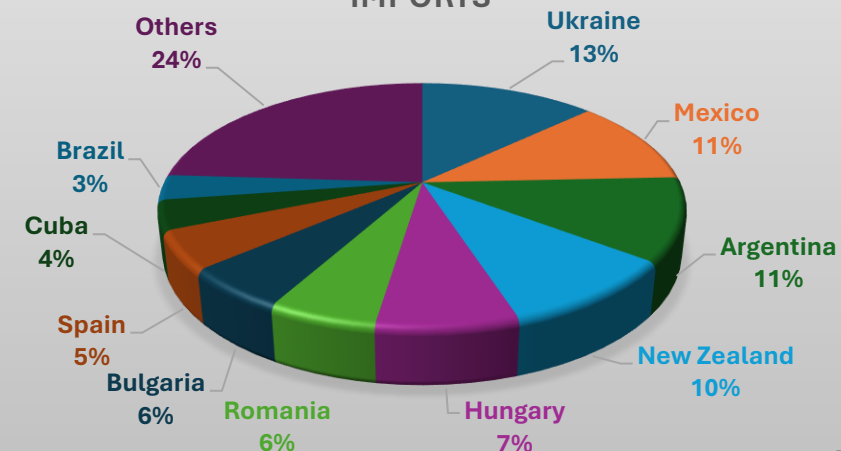
Top Exporters to Germany by Share in Imports: Import Value, Volume, and Unit Value in 2023

Rank	Exporters	Imported Value in Million USD	Imported Volume in thousand tons	Share in German's Import	Annual Growth in Value (2019-2023) %	Annual Growth in Volume (2019-2023) %	Annual Growth in Value (2022-2023) %	Unit value (USD/unit)
1.	Ukraine	30	13	13%	6%	-2%	-31%	2,276
2.	Mexico	26	8	11%	-10%	-16%	-32%	3,329
3.	Argentina	25	9	11%	-1%	-5%	-37%	2,755
4.	New Zealand	22	0.738	10%	8%	14%	-18%	30,038
5.	Hungary	17	4	7%	2%	1%	3%	4,086

German Natural Honey: Volume and Value Trends (2014-2023)



TOP EXPORTERS TO GERMAN BY SHARE IN IMPORTS





UAE Market



المجلس التصديري للصناعات الغذائية
مصر
FOOD EXPORT COUNCIL
EGYPT

How attractive is United Arab Emirates's market?

As a global importer for your product

Total Imports ⓘ

USD 34.5 mn

of global imports by United Arab Emirates for 040900 ⓘ



Rank in Global Imports ⓘ

16

United Arab Emirates's rank in global imports for 040900 ⓘ



Unit Value
(USD/unit)

3,454 \$

Market perspective for Egypt

Import Share ⓘ

2%

of global import in United Arab Emirates for 040900 ⓘ from Egypt



Import Growth ⓘ

73%

United Arab Emirates's import growth from Egypt for 040900 ⓘ (from 2019 to 2023)



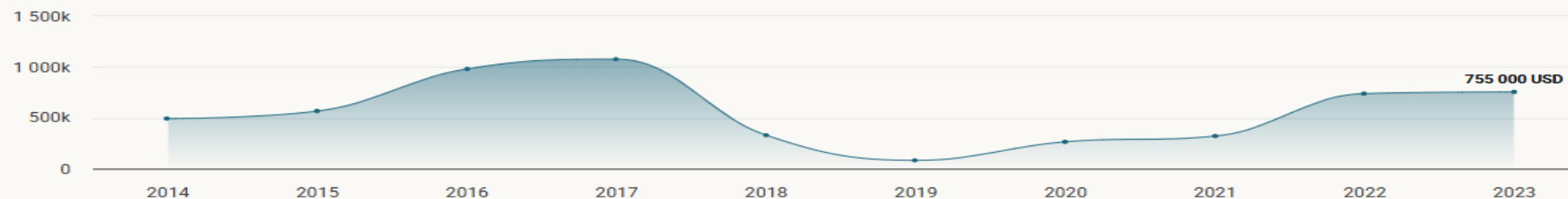
Export Potential ⓘ

USD 1.1 mn

Estimated total potential export value by 2028



Import Value ⓘ





UAE Market

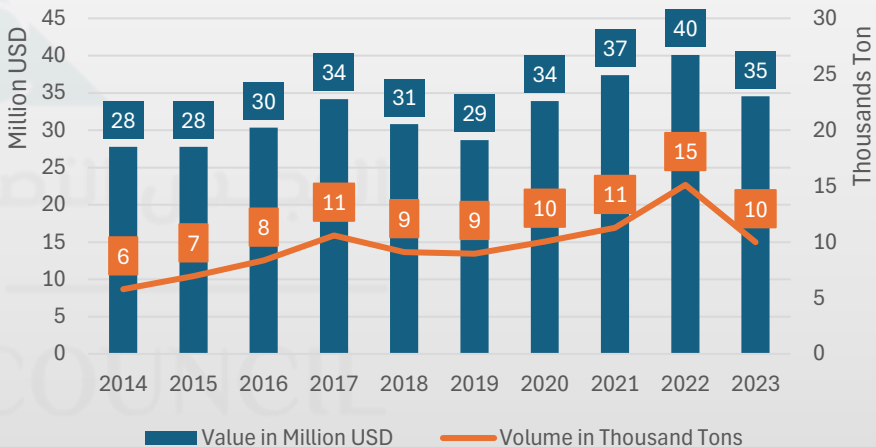


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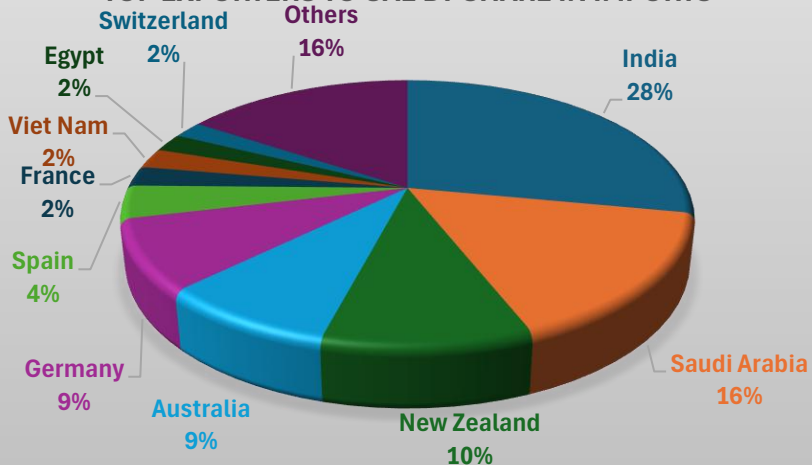
Top Exporters to UAE by Share in Imports: Import Value, Volume, and Unit Value in 2023

Rank	Exporters	Imported Value in Million USD	Imported Volume in tons	Share in UAE's Import	Annual Growth in Value (2019-2023) %	Annual Growth in Volume (2019-2023) %	Annual Growth in Value (2022-2023) %	Unit value (USD/u nit) Mirror Data
1.	India	10	2,797	28%	30%	10%	-10%	1,208
2.	Saudi Arabia	6	1,597	16%	2%	20%	-14%	-
3.	New Zealand	3.5	1,010	10%	11%	92%	17%	30,386
4.	Australia	3	858	9%	-7%	-17%	-27%	9,237
5.	Germany	3	857	9%	-8%	6%	-24%	8,439
6.	Spain	1.4	397	4%	13%	30%	-2%	6,892
7.	France	0.845	245	2%	2%	15%	-10%	10,118
8.	Viet Nam	0.837	242	2%	-	-	-64%	4,522
9.	Egypt	0.755	219	2%	73	48	2%	4,519
10.	Switzerland	0.696	201	2%	-11%	12	-13%	11,778

UAE Natural Honey: Volume and Value Trends (2014-2023)



TOP EXPORTERS TO UAE BY SHARE IN IMPORTS



Challenges in Exporting Natural Honey from Egypt

1. Non-Compliance with International Standards

- Failure to meet EU/US regulations on contaminants (pesticides, antibiotics, heavy metals).
- High costs and complexity of obtaining certifications (organic, Fair Trade).

2. Adulteration and Quality Issues

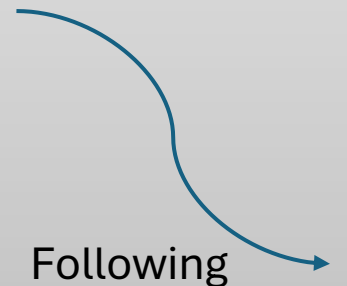
- Mixing honey with syrups or sugars, damaging Egypt's reputation.
- Inconsistent quality due to variable processing methods.

3. Chemical Contamination

- Residues of banned antibiotics (e.g., chloramphenicol) and pesticides (e.g., neonicotinoids).
- High HMF levels from improper storage or overheating.

4. Infrastructure Deficiencies

- Lack of temperature-controlled storage, leading to crystallization/fermentation.
- Inadequate testing labs to pre-empt EU rejection risks.



Challenges in Exporting Natural Honey from Egypt

5. EU-Specific Barriers

- Mandatory 50% laboratory testing of Egyptian honey shipments (up from 10%).
- Temporary bans on non-compliant exporters and labeling fraud (e.g., false origin claims).

6. Economic and Competitive Pressures

- Currency volatility affecting pricing.
- Competition from cheaper exporters (China, Turkey) and counterfeit honey.

7. Environmental and Beekeeping Challenges

- Climate change disrupting nectar availability and flowering seasons.
- Bee health threats (Varroa mites, diseases).

8. Fragmented Domestic Production

- Small-scale beekeepers lacking resources for compliance.
- High local demand reducing export incentives.

9. Weak Brand Recognition

- Limited global awareness of Egypt's premium honey varieties (e.g., Sidr, clover).

Recommendations to Address Challenges

1. Prevent Honey Fraud and Improve Quality

- Implement blockchain or QR-code traceability systems to track honey from hive to market.
- Enforce strict penalties for adulteration and labeling fraud.

2. Upgrade Infrastructure and Testing

- Invest in EU-recognized labs for pre-export testing (e.g., NMR for syrup detection).
- Build temperature-controlled storage and processing facilities.

3. Align with International Standards

- Train beekeepers on EU bans (antibiotics, pesticides) and proper hive management.
- Subsidize certifications (organic, Global GAP) for small-scale producers.

4. Strengthen Government and Industry Collaboration

- Partner with the EU through programs like PREDACE to harmonize standards.
- Simplify export procedures and reduce bureaucratic delays.

5. Promote Premium Egyptian Honey

- Market monofloral varieties (Sidr, clover) as niche, high-value products.
- Highlight Egypt's unique floral sources and traditional beekeeping heritage.

6. Support Beekeepers and Sustainability

- Provide subsidies for eco-friendly practices and disease-resistant bee breeds.
- Develop climate-resilient beekeeping strategies to counter environmental shifts.

7. Enhance Domestic Coordination

- Establish cooperatives to consolidate small producers and improve bargaining power.
- Prioritize export-oriented production while balancing local demand.

8. Leverage International Partnerships

- Collaborate with EU importers to rebuild trust and secure long-term contracts.
- Participate in global trade fairs to boost brand visibility.

Key Requirements for Egypt to Export Honey to the EU

1. Regulation Compliance

- Egypt must first be listed in Regulation 2021/405 Annex-I for residue controls [Regulation 2021/405](#). The competent authorities need to handle this process. The guidance for this can be found in the AGRINFO document: [Exporting Honey to the EU - 2024 Guidance](#).

2. Residue Control Plan [template](#)

- The plan must follow specific templates for honey (Excel sheets 55–58).
- Group A substances (sheet 55): Minimum 1 sample per 50 tonnes for the first 5,000 tonnes, plus 1 additional sample per 500 tonnes.
- Group B substances (sheet 56): Same as Group A.
- Pesticide Residues (sheet 57): Representative controls should demonstrate compliance with Regulation (EC) No 396/2005.
- Contaminants (sheet 58): Minimum 1 sample per 1,300 tonnes.

3. Guidelines for Competent Authorities

- The EU Commission provides comprehensive guidelines for completing the required documentation. These can be navigated using the keyword "honey." [Guidelines](#)
- For subsequent steps such as establishment listings and certifications, please refer to the AGRINFO guidance document.

Conclusion

- The global demand for natural honey under HS Code 040900 reached \$2.3 billion in 2023, with 689 thousand tons traded. The market grew at an annual rate of 4% in value, while quantities increased by 2% annually. However, there was a 20% decrease in value from 2022 to 2023, with an average unit price of \$3,264 per ton.
- Egypt's exports under this HS Code totaled \$5.69 million and 2,216 tons in 2024, with an approximate average unit price of \$3,500 per ton.
- **Major Importing Markets:** Key importing markets, including the USA, Germany, Japan, France, the UK, Belgium, and Italy, collectively accounted for approximately 60% of global imports in 2023. The USA led with a 26% share, followed by Germany at 10%, Japan at 6%, France at 5%, the UK at 5%, Belgium at 4%, and Italy at 4%.
- **Leading Exporting Countries:** China, New Zealand, India, Argentina, Ukraine, Spain, and Germany were the top exporting countries, collectively representing 55% of the global market in 2023. China held the highest share at 12%, followed by New Zealand at 11%, India at 8%, Argentina at 8%, Ukraine at 6%, Spain at 5%, and Germany at 5%. Egypt ranked 41st globally, with a 0.3% share of total exports in this category.
- **Export Potential:** The markets with the greatest potential for Egypt's honey exports (HS Code 040900) are the EU & Western Europe, North America, and the Middle East. The EU & Western Europe show the largest absolute difference between potential and actual exports in value terms, leaving room for an additional \$7.6 million in exports. The United States also presents an opportunity, with a potential additional export value of \$2.8 million.

References

General Organization for Export and Import Control (GOEIC)

ITC (International Trade Centre)

TradeMap

Market Access Map

Export Potential Map

FAO

Statista

Global Info Research

World Ranking

Appendices

[Natural Honey - Google Drive](#)

FEC Market Intelligence Unit :

For more details, please check our website: www.feceg.com

Facebook Page: Food Export Council

Email: foodexportcouncil@feceg.com



Thank
you !