



HONEY FROM PAKISTAN

Product Profile For International Buyers



Honey is a naturally occurring sweet substance produced by honeybees from flower nectar.



It is rich in natural sugars, vitamins, minerals, enzymes, amino acids and antioxidants.



Honey is widely valued as a premium food product with nutritional, medicinal and industrial uses.



It is also used in pharmaceuticals, nutraceuticals, cosmetics, bakery products, beverages and health supplements.



Pakistan's ecological diversity, from Himalayan mountain ranges and temperate forests to agricultural plains and arid landscapes, enables premium-quality monofloral and multifloral honeys.



Pakistani honey is distinguished by its unique aroma, flavour profile and high nutritional value.



The beekeeping sector supports rural employment, crop pollination and export earnings.



Rising global demand for natural, organic and functional foods creates strong international market potential.



Pakistan's Honey Industry

- ✓ Commercial beekeeping has grown over the last decade.
- ✓ Modern beekeeping and adoption of *Apis mellifera* have improved productivity and quality.
- ✓ Annual production is approximately 10,000–12,000 metric tonnes.
- ✓ Key by-products include beeswax, propolis, pollen and royal jelly.

Pakistan's Honey Industry



Commercial beekeeping has grown over the last decade due to increasing domestic demand, government support programmes, and export opportunities in the Middle East and other international markets.



Modern beekeeping practices and commercial adoption of *Apis mellifera* have improved productivity and honey quality.



Pakistan currently produces approximately 10,000–12,000 metric tonnes of honey annually.



Key by-products include beeswax, propolis, pollen, and royal jelly.



Major Honey Varieties

Honey Variety	Major Floral Source	Characteristics
 Sidr (Ber) Honey	Ziziphus spp.	Premium medicinal honey with high export demand
 Acacia Honey	Acacia trees	Light colour, mild flavour and slow crystallization
 Citrus Honey	Citrus orchards	Pleasant aroma and delicate citrus flavour
 Wild Mountain Honey	Forest flora	Rich in antioxidants and highly valued for medicinal properties
 Multiflora Honey	Mixed seasonal flowers	Balanced flavour suitable for retail markets
 Eucalyptus Honey	Eucalyptus plantations	Strong aroma and medicinal properties

Honey Bee Species in Pakistan		
Species	Status	Commercial Importance
 <i>Apis mellifera</i>	Exotic	Primary commercial species for modern beekeeping
 <i>Apis cerana</i>	Indigenous	Traditional beekeeping
 <i>Apis dorsata</i>	Indigenous	Wild forest honey production
 <i>Apis florea</i>	Indigenous	Small-scale honey production

Major Honey Producing Areas



Punjab:

Chakwal, Attock, Talagang, Jhelum, Mianwali, Sargodha, Gujrat and Sialkot.



Khyber Pakhtunkhwa:

Swat, Mansehra, Abbottabad, Haripur, Kohat, Karak and Bannu.



Balochistan:

Quetta, Ziarat, Kalat, Pishin and Naseerabad.



Sindh:

Thatta, Sujawal, Hyderabad, Badin and Mirpurkhas.



These regions provide abundant nectar sources throughout different seasons, enabling production of diverse honey varieties and supporting migratory beekeeping systems.

Exportable Products

Natural Honey

-  Sidr (Ber) Honey
-  Acacia Honey
-  Citrus Honey
-  Wild Mountain Honey
-  Multiflora Honey
-  Eucalyptus Honey

Value-Added Products

-  Organic Certified Honey
-  Creamed Honey
-  Honey Sachets
-  Premium Retail Packs
-  Honey Gift Boxes
-  Honey with Nuts
-  Flavoured Honey
-  Beeswax
-  Royal Jelly
-  Bee Pollen
-  Propolis
-  Honey-based Cosmetics
-  Nutraceutical Products



Competitive Advantages of Pakistani Honey

-  Diverse floral biodiversity
-  Premium medicinal varieties such as Sidr and Wild Mountain Honey
-  Favorable climatic conditions supporting year-round migratory beekeeping
-  Competitive production costs
-  Expanding commercial beekeeping sector
-  Halal-compliant production systems
-  Strong potential for organic certification and sustainable production
-  Increasing adoption of modern processing and packaging technologies



GLOBAL MARKET OVERVIEW

Global demand for natural honey continues to increase due to growing consumer awareness regarding healthy diets, natural sweeteners and functional foods; premium and specialty honeys, particularly organic and monofloral varieties, command significantly higher prices in international markets.



TOP HONEY IMPORTING COUNTRIES

Country	Import Value (USD Million)
World	2,284
United States	650
Germany	228
Japan	137
United Kingdom	124
France	110

Source: ITC Trade Map.



PAKISTAN'S EXPORT PERFORMANCE

Year	Export Value (USD Million)
2022-23	7.41
2023-24	6.53
2024-25	7.08
25- May 26	6.05

Source: PRAL.



TOP EXPORT DESTINATIONS

- Saudi Arabia
- United Arab Emirates
- Kuwait
- Oman
- Qatar



PRODUCT OFFICER DETAILS

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