



Myanmar – EU Trade Helpdesk

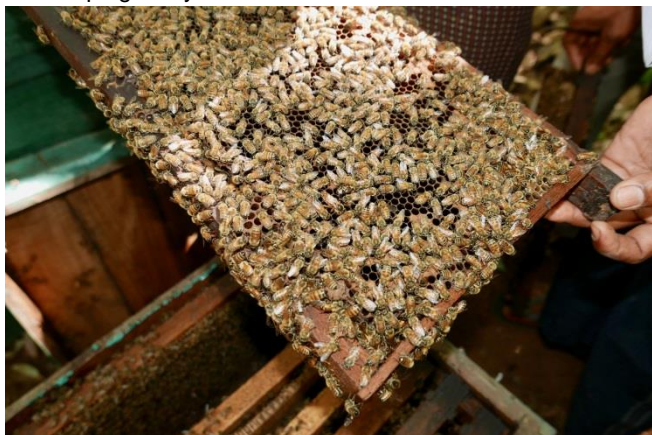


EU Export Market Scan: Honey

Myanmar Honey

Honey production in Myanmar is steadily advancing. Currently, the vast majority of exports from Myanmar are exported to other Asian countries.

Beekeeping in Myanmar



Source: GIZ

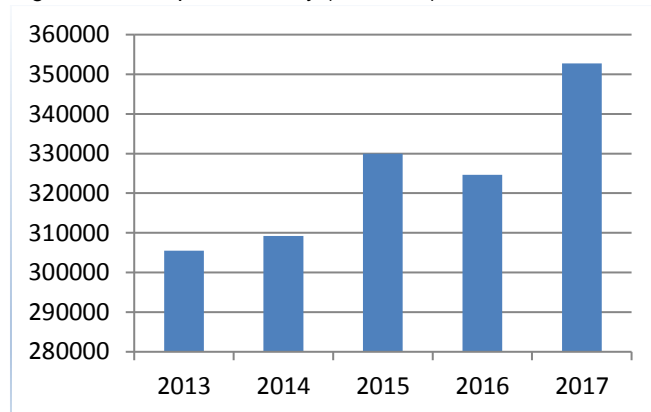
Honey in the EU

The European Union (EU) is the world's largest importer of honey and offers an attractive opportunity for exporters of Myanmar honey. Even though the EU is the second largest producer, the production does not cover demand and about 200,000 tonnes are imported from non-EU countries per year. Imports of honey into the EU have increased during the last five years, growing by almost 4% on average per year between 2013 and 2017. In 2017, imports of honey into the EU amounted to 350,000 tonnes, worth USD 1.1 billion. Currently, domestic production only covers about 60% of honey consumption and demand for imported honey is expected to further increase in the future.

Honey production in many EU countries is increasingly threatened by intensive agriculture, as well as the spread of diseases and chemical use that has led to a decline in the European bee population. Therefore, the EU market may rely even more on honey imports in the future and importers keep looking for new suppliers. Beekeepers in the EU also face relatively high production costs, making imported honey often more price competitive.

Recently, honey consumption in the EU has gained popularity. Increasingly more consumers are switching from regular refined sugar to alternative natural sweeteners, such as honey, for health reasons.

Figure 1: EU import of honey (in tonnes)

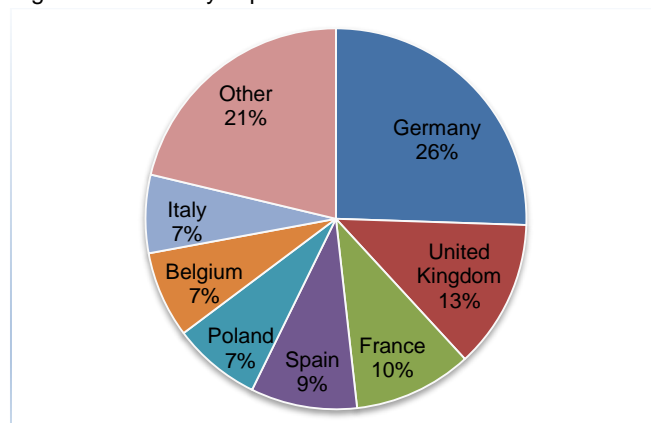


Source: International Trade Centre (ITC) Trade Map, 2018

Potential Target Markets in the EU

Germany is the largest importer of honey in the EU, followed by the United Kingdom (UK) and France. These three countries are the largest economies in the EU and together they account for half of the EU's honey imports. Spain is also a sizable importer of honey. Usually, importers from those countries process the honey and sell it locally, or they re-export it to other countries.

Figure 2: EU honey import structure in 2017



Source: International Trade Centre (ITC) Trade Map, 2018

Honey imports to Germany have been stable over the last five years with a slightly downward trend, whereas honey imports to Spain, France, and the UK are growing.

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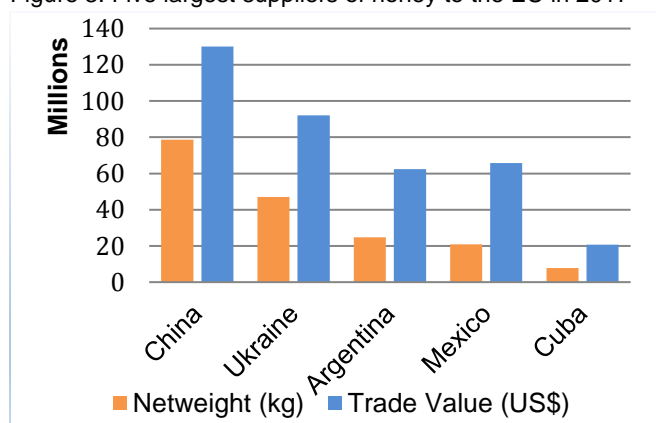


Spain is an especially attractive market for exporters, with its large market size and increasing amount of imported honey. Another promising medium-sized market could be Portugal, which has shown very high growth rates for honey imports over the last years.

EU Market Characteristics

EU consumers and regulators have very high standards for the quality of honey. According to the European Parliament, about 20% of tests taken from honey imported into the EU show non-conformance with EU standards. When such cases from one origin country accumulate, the reputation with regard to the product quality of the whole country is affected. Consumers may refrain from buying and regulators can take steps to stop related imports of that product from the country in question.

Figure 3: Five largest suppliers of honey to the EU in 2017



Source: UN Comtrade 2018, ranked by quantity

Currently, most of the EU's imported honey stems from China, which is a very competitive supplier due to its lower prices. However, there have been quality issues in the past, especially with adulteration of honey. The import of honey from China into the EU was banned from 2002 to 2004 and consequently Chinese honey does not have a good reputation among EU consumers.

The Ukraine is the second largest exporter of honey to the EU, followed by Argentina. Compared to those source countries, Myanmar has the advantage of benefitting from the Generalised Scheme of Preferences (GSP), being able to export honey to the EU duty-free. Most of the honey entering the EU is imported in bulk. EU importers blend honey from different sources to ensure a steady supply.

Since the demand for honey in the EU is very high, organic or fair trade certification or the production of monofloral honey offers competitive advantages, but is not essential in order to enter the market.

EU Market Access Requirements

- The whole country must be approved by the EU to export honey to an EU Member State.
- A national residue monitoring plan has to be implemented, which is already in place in Myanmar.
- Honey must be accompanied by proper health certificates stamped by an authorised officer.
- Adherence to Maximum Residue Levels for pesticides, antibiotics, and other chemicals ([EU Commission maximum residue levels database](#)).
- Traceability must be ensured throughout the supply chain.
- The honey must be pure (no added sugar), composition requirements can be found [online](#).
- EU buyers usually request a maximum water content of 19% and an Hydroxymethylfurfural (HMF) value of 40mg/kg or less.

How to Find Buyers in the EU?

You can search and find potential buyers in the EU via several sources, such as:

- **Trade fairs:** [SIAL Paris](#) (biannual, France), [SIAL China](#), [Anuga](#) (biannual, Germany), [BIOFACH](#) (annual, Germany, organic products), [International Green Week](#) (Germany)
- **Member lists of associations:** [European Federation of Honey Packers and Distributors \(F.E.E.D.M.\)](#), German importers association ([Waren-Verein der Hamburger Boerse e.V.](#))

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