

Market Status of Honey and Honey Related Products in Bengaluru City

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Abstract Bengaluru city was selected as the study area for studying the market status of honey. The data collected from the owners of food bazaars, bakery shops, and pharmaceuticals. Randomly 120 shops were selected and honey related products, different brand names of honey that are available in marketing shops, cost, label information and type of packaging were studied. Among different brand names of honey in Bengaluru, Dabur is the only brand, marketed in both food bazaars and pharmaceuticals which accounts to 90%. The majority of the food bazaars, that is 52.5% were selling honey at Rs 31—40 per 100 g as compared to the 32.5% of the food bazaars selling at the price between Rs 21 to 30 followed by the 15.0% of the food bazaars were selling honey per 100 g at the range of cost Rs 40 to 50. All bakery shops used Dabur honey in the preparation; 100.0% of the bakery shops used polythene cover as a packaging material and ordinary sealing for the bakery products.

All honey bottles that are available in food bazaars and pharmaceuticals had nutrient information.

Keywords Foodbazaars, Bakery shops, Pharmaceuticals.

Introduction

Honey production in India is about 25,000 to 27,000 tonnes a year and a major portion of this is obtained from the *Apis dorsata* and 7,000 tonnes of honey is being exported to more than 42 countries including the EU (European union), the Middle East and the US (united states). In India, major honey production is from *Apis dorsata* mainly from forest plantation. India's, Northern Punjab backed by expert knowledge and marketing expertise accounts for almost half of the India's total honey production in the organized sector. Among the southern states, Tamil Nadu ranks first in honey production followed by Kerala and Karnataka, 70% of the production comes from Kodagu in Karnataka. About 50% of the production area is in Kodagu. Remaining is found in Hassan, Chikkamagalur, Dakshin Kannada, and Shimoga districts. A major portion of the honey produced in the country is used in medicines and only a small quantity finds its place on the table as food [1]. The present investigation aimed at studying the market status of honey in Bengaluru city.

Materials and Methods

Bengaluru city was selected as the study area for studying the market status of honey. Bengaluru was

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Table 1. Percentage of different brand names of honey sold at food bazaars and pharmaceuticals. @ Multiple response.

Sl. No.	Brand names @	Food bazaars (N=40)		Pharmaceuticals (N=40)	
		N	%	N	%
1.	Dabur	36	90.0	37	92.5
2.	Coorg	13	32.5	7	17.5
3.	Lion	17	42.5	5	12.5
4.	Himalaya	8	20.0	1	2.5
5.	Heritage	6	15.0	–	–
6.	Reliance	3	7.5	–	–

selected as the study area as this city was the hub of food bazaars and pharmaceuticals operating from a long period of time.

Information regarding the current trends in honey in food bazaars, bakery shops and pharmaceuticals was collected. Randomly 120 shops were selected and honey related products, different brand names of honey that are available in marketing shops, cost, label information and type of packaging were studied. The sampling was done from different localities from Bengaluru to get diversification in the sample.

Results and Discussion

The data collected from the owners of food bazaars, bakery shops, pharmaceuticals and consumers were analyzed in accordance with objectives of the study and results of the study are presented here with relevant tables and statistical result.

Table 2. Cost of honey per 100g in market outlets in Bengaluru. @ Multiple response.

Brand names @	Cost (Rs)/100g
Dabur	37
Coorg	27
Lion	30
Himalaya	29
Heritage	41
Reliance	37

Table 3. Association between cost of honey and market outlets in Bangalore city. *Significant at 5% level.

Cost (Rs)/100g	Food bazaar (N=40)		Pharmaceuticals (N=40)		Chi-square value
	N	%	N	%	
21–30	21	32.5	6	15.0	
31–40	13	52.5	34	85.0	
40–50	6	15.0	0	0.0	23.72*
Total	40	100.0	40	100.0	

Market status of honey

Different brand names of honey available in food bazaars and pharmaceuticals are depicted in Table 1. It is evident from the result that 42.5% of the food bazaars sold lion honey followed by 32.5% of the food bazaars sold Coorg; 20.0% food bazaars sold Himalaya. It was found that majority of the food bazaars (90.0%) sold Dabur honey. Compared to other brands, heritage (15.0%) and reliance (7.0%) were less in demand.

Further it was found that 92.5% of the pharmaceuticals sold Dabur honey, followed by 17.5% of the pharmaceuticals sold Coorg honey, 12.5% of the pharmaceuticals sold Lion honey and Himalaya honey was less in demand that is 2.5%.

The cost of different brands of honey per 100g that are available in food bazaars and pharmaceuticals is depicted in Table 2. Price of Heritage honey was Rs 41, followed by Dabur and reliance Rs 37 respectively. Less priced honey was Coorg, Rs 27.

The cost of honey per 100g in food bazaars and pharmaceuticals is presented in Table 3. In majority of the food bazaars i.e. 52.5% were selling honey at the price of Rs 31–40 as compared to the 32.5% at the price between Rs 21 to 30 followed by the 15.0% at the range of Rs 40 to 50.

It was also found from the result that 85.0% of the pharmaceuticals were selling honey at the rate of Rs 31 to 40 as compared to the 15.0% were selling honey for less than Rs 30. However, chi-square test established significant difference between the cost

Table 4. Type of packaging material used for honey in food bazaars and pharmaceuticals.

Type of package	Food bazaar (N=40)		Pharmaceuticals (N=40)	
	N	%	N	%
Plastic bottles	5	12.5	12	30.0
Glass bottles	25	62.5	22	55.0
Both	10	25.0	6	15.0

of honey per 100g in food bazaars and pharmaceuticals ($\chi^2 = 23.72^*$).

The type of packaging materials used for honey in food bazaars and pharmaceuticals is shown in Table 4. It is evident that 25.0% of the food bazaars sold honey in both plastic and glass bottles as compared to the 12.5% only with plastic bottles. However the majority of the food bazaars (62.5%) sold honey packed in glass bottles.

Further it was found that 30.0% of the pharmaceuticals sold honey in plastic bottles as compared to 15.0% of the pharmaceuticals with both plastic and glass. But majority of the pharmaceuticals (55.0%) sold honey in only glass bottles.

Maximum number of bakery shops (100.0%), marketed honey cake, followed by 67.5% of the bakery shops marketed apple cake and 25.0% of the shops sold both honey pineapple cake and honey orange cake (Table 5).

The price of the honey pineapple cake was Rs 14 per 100g, followed by Rs 13 for bhadshai, honey orange cake and lemon role honey cake respectively. Further 5g of honey per 100g of the product was used in the preparation of honey cake, followed by 4g in the preparation of apple cake, honey pineapple cake, honey orange cake and lemon role honey cake respectively.

Baker's response to different aspect of honey in bakery shops is presented in Table 6. Majority of the (100.0%) of the bakery shops used Dabur honey in the preparation. Further 100.0 percent of the bakery shops added honey in the preparation at the range between 1 to 5g and majority (100.0%) of the bakery

Table 5. Honey related products in bakery shops. @ Multiple response.

Products @	Response (N=40)		Cost (Rs)/100g	Quantity of honey used in the product (g/100g of the product)
	N	%		
Honey cake	40	100.0	10	5
Apple cake	27	67.5	12	4
Bhadshai	8	20.0	13	3
Jahangir	5	12.5	12	3
Honey pineapple cake	10	25.0	14	4
Honey orange cake	10	25.0	13	4
Lemon role honey cake	5	12.5	13	4

shops used polythene cover as a packaging material and ordinary sealing for the bakery products.

Information provided on honey sold at food bazaars and pharmaceuticals is depicted in Table 7. However 100.0% of the food bazaars and pharmaceuticals did not provide additional handout materials along with honey and also there was no any other specified usage of the honey. Where as, maximum percent of the (100.0%) market outlets carried nutrient information on the honey bottles.

Among different brand names of honey in Bangalore, Dabur is the only brand, marketed in both food bazaars and pharmaceuticals which accounts to 90%. This can be attributed to the insufficient value chain of honey, cost and quality which is lagging behind in meeting the market demand. This also indicates that the consumers have liberty to choose honey of their required brand.

From the study it is observed that market for organic foods (honey) is growing continuously and at the same time, the share of organic products at national level is still low.

The majority of the food bazaars (52.5%) were selling honey at Rs 31 to 40 per 100g (Table 2). This reflects that the cost of the honey is depends on the quality, packaging material, guarantee and overall infrastructure of the product.

The retail industry is a driving force in packaging material selections and packaging designs used in supply chains. It pays much attention to the consumer package, as well as the transport package as

Table 6. Bakers response to honey in bakery shops.

Response	Category	Response	
		N	%
Brand name	Dabur	40	100.0
	Coorg	0	0.0
Quantity of honey used	0–5g	40	100.0
	5–10g	0	0.0
Type of package	Polyethene	40	100.0
	Box	0	0.0
Sealing	Ordinary	40	100.0
	Vaccum	0	0.0

they both are important to ensure product quality and low cost distribution. Nearly 62.5% and 55.0% of the food bazaars and pharmaceuticals sold honey in glass bottles. The reason could be glass bottles retain flavor for longer time and also it looks attractive (Table 4).

Maximum number of bakery shops (100.0%) 5 sold honey cake, followed by 67.5% of the bakery shops sold apple cake. Further only 5g of honey per 100g of the product was used in the preparation of honey cake, followed by 4g in the preparation of apple cake. It was observed that honey pineapple cake costs Rs 14 per 100g, followed by Rs 13 for bhadshai. This may be due to the fact that as there is increase in the percent of honey in the product gradually cost also increases.

Majority of the bakery shops used Dabur honey in the preparation (Table 6). The reason could be, Dabur is the popular brand name of honey. 100.0% of the bakery shops used polythene cover as a packaging material and ordinary sealing for the bakery products. The reason is that it is more convenient and cost effective.

All honey bottles that are available in food bazaars and pharmaceuticals had nutrient information. This is to create awareness about the nutritive value of honey to the consumers.

Table 7. Information provided on honey sold at food bazaars and pharmaceuticals.

Aspects	Category	Food bazaars (N=40)		Pharmaceuticals (N=40)	
		N	%	N	%
Expiry period (months)	12	0	0.0	0	0.0
	18	40	100.0	40	100.0
Additional handout materials	Yes	0	0.0	0	0.0
	No	40	100.0	40	100.0
Nutrient information	Yes	40	100.0	40	0.0
	No	0	0.0	0	0.0
Other specified usage	Yes	0	0.0	0	0.0
	No	40	100.0	40	100.0

Conclusion

Among different brand names of honey in Bengaluru, Dabur is the only brand, marketed in both food bazaars and pharmaceuticals which accounts to 90%. The majority of the food bazaars, (52.5%) were selling honey at Rs 31–40 per 100g as compared to the 32.5% of the food bazaars selling at the price between Rs 21 to 30 followed by the 15.0% of the food bazaars were selling honey per 100g at the range of cost Rs 40 to 50. Maximum number of bakery shops (100.0%), sold honey cake, followed by 67.5% of the bakery shops sold apple cake. Only 5g of honey per 100g of the product was used in the preparation of honey cake, followed by 4g in the preparation of apple cake. And honey pineapple cake costs Rs 14 per 100g, followed by Rs 13 for bhadshai. All bakery shops used Dabur honey in the preparation; 100.0% of the bakery shops used polythene cover as a packaging material and ordinary sealing for the bakery products. All honey bottles that are available in food bazaars and pharmaceuticals had nutrient information.

Reference

1. Anonymous (2006) Report on consumer used and attitudes towards honey prepared for the National Honey Board- Associated Marketing. Chicago, IL, pp 206–207.