

# Wholesale raw honey retailing business

[Economics](#), [Trade](#)



The beekeeping and honey business in the world has huge potentials for a lot of reasons; it's health benefits, use in sauces like mustard sauce, drinks, cooking and most importantly it's considered a healthy alternative to sugar by a lot of people

Honey is the most used natural sweetener in the world, preferred over other natural sweetness like dates or maple syrup. Due to its ubiquitous use, the demand of honey has been skyrocketing due to population increase, increased awareness about its health benefits and the real problem in the new keeping business is supply not demand.

The honey trade market is estimated to be around 750 million dollars, just a few marks away from the billion dollar value. The supply of honey is needed with most countries importing certain amounts of honey to meet the demand of her citizens. The United States for example imported about 65% of the honey consumed in the United States was from Imports and a whopping 574.1 million pounds of honey was consumed in the U. S alone in 2017.

Selling honey has wholesale has its perks and cons. But before you get into the whole business, you have to consider a few factors such as starting volume, your source for raw material (raw honey), logistics, packaging and branding then marketing

Volume: Your starting volume is determined by your budget, the more capital you have, the better it is.. But have one thing in mind; it's all about starting something no matter how small it might be.

Logistics, Packaging and Marketing: Like every business, the logistics and marketing aspects are just as important as the process of beekeeping. Packaging your honey and sourcing the right routes to sell your honey is necessary for the success of your business.

First, as a wholesale retailer of honey, you don't have to worry too much about the logistics and financial costs related to bottling and packaging your bottles. Majority of your retail buyers would be retailers, grocery stores, hotels, manufacturing companies and food chain stores and non competing small business owners interested in buying varying tones or liters of honey from you depending on the metric system in use.

Most entrepreneurs start their marketing efforts within their locality with plans to move to other regions with time. As you move to other regions, a lot more efforts need to be put into branding pints or buckets for sale and marketing efforts will also be improved to advertise to more people. The internet is also a great place to look for retailers interested in buying honey at wholesale.

Marketing distribution channels and programs can also help your wholesale program. You can create discounts for retailers when they return your containers or exchanging them on the next delivery. This will help save the costs spent on packaging. Wholesale honey business offers you a chance to be creative with your marketing efforts and is very lucrative in the long run as you build a steady network of loyal customers in retailers, grocery stores and manufacturing companies.