

## CONSUMPTION AND OFFER OF HONEY ON THE SLOVAK MARKET

Martina Hudcová<sup>1</sup>, Peter Šedík<sup>2\*</sup>, Ľudmila Nagyová<sup>3</sup>

<sup>1</sup>Institute of Marketing, Trade and Social Sciences, Faculty of Economics and Management,  
Slovak University of Agriculture, Trieda Andreja Hlinku 2, 94901 Nitra, Slovakia

\*e-mail: peter.sedik@uniag.sk

### Abstract

Honey and other bee product are widely used for its nutritional and healing properties in order to improve people's health and wellbeing. The objective of this paper was focused on consumption and offer of honey on the Slovak market.

Primary research is based on both market monitoring and consumer survey conducted in 2021. Market monitoring was executed at seven retail stores in Nitra. Aspects such as price, country of origin, brand, producers, size of the packaging, type of honey, and consistency of honey were monitored. The online questionnaire survey was conducted among respondents from Nitra region. In total, 332 of individuals completed the survey. Questions were related to consumption and purchasing patterns. Non-parametric and descriptive statistics was applied. Moreover, hypothesis testing was conducted in order to study dependencies among consumption of bee products and selected demographic variables.

Results of market monitoring showed that retail stores offer quite a huge variety of honeys such as multiflower, blend of flower and honeydew honey, special monofloral types such as linden honey, acacia honey, fruit blossom honey, and honeydew honey. Multiflower honey is mostly sold in 900 grams packaging for 4.77 euros. Questionnaire survey showed that honey is more consumed in comparison to the other bee products (propolis, apilarnil, bee pollen or royal jelly) in Slovakia. The majority of consumers stated that honey is consumed all over the year and acacia honey was indicated as the most preferred type. The most respondents purchase honey directly from beekeepers or at supermarkets. The optimal price per 1 kilogram was indicated between the range from 7 to 10 €.

In terms of purchasing factors, it can be stated that quality and previous experience were evaluated as the most important factors while packaging design and material together with promotion acquired the least score.

**Key words:** Honey market, Honey consumer, Honey consumption, Prices.