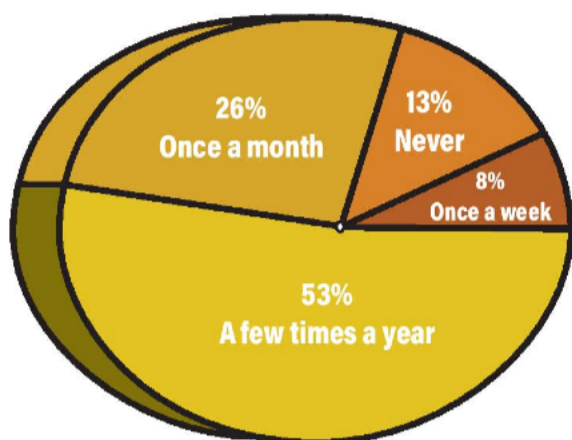


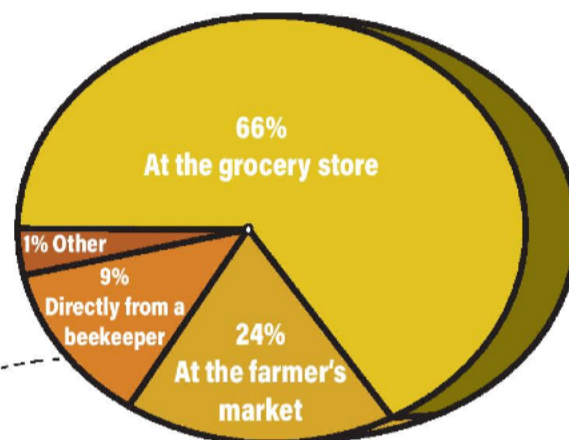
THE BUZZ ABOUT U.S. HONEY CONSUMPTION

Honey is a sweet and versatile ingredient enjoyed by many, but have you ever wondered how people purchase and consume this golden treat? This infographic presents key insights from an online survey on honey purchasing and consumption habits in the United States. The survey explored the frequency of honey purchases, important factors in choosing honey, where people buy honey, beliefs about organic honey, and how honey is commonly used. 1000 people were surveyed on their buzzing world of honey consumption!

Frequency of honey purchases (n=1000)



Where honey purchasers typically purchase honey (n=870)

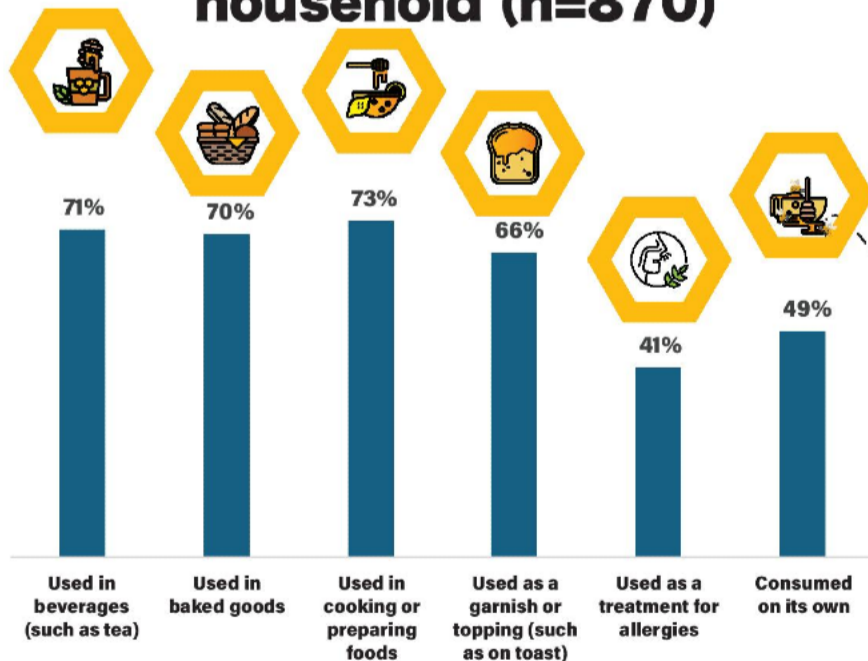


Respondents

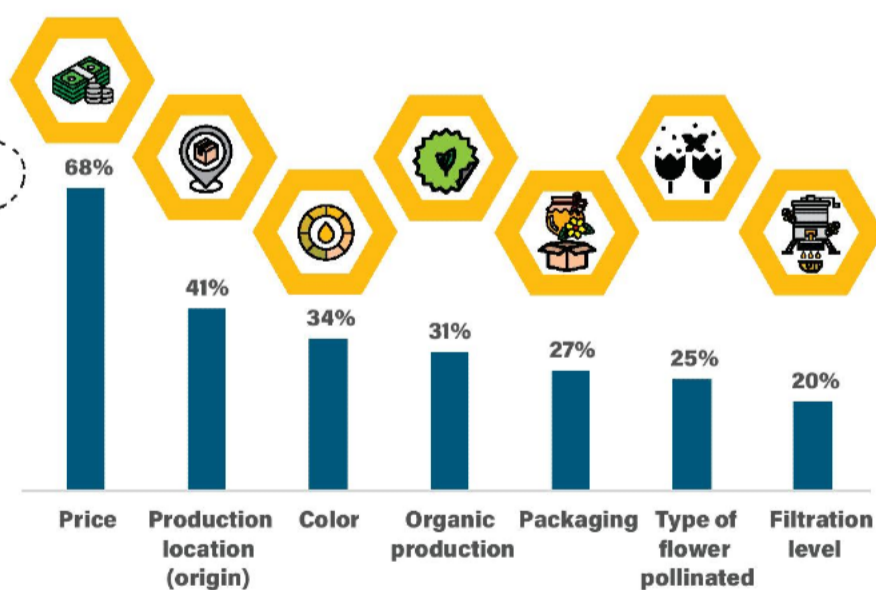
29% correctly believed organic honey comes from bees not given antibiotics

21% incorrectly believed organic honey is produced locally

Ways honey is consumed in the household (n=870)



Attributes honey purchasers find important (n=870)



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