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Marketing Research on the Apiarian Products Market in Romania

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Abstract: Apiculture, as a branch of agriculture has at its basis the bees' instinct of storing feed reserves beyond their consumption needs, such reserves being used by the beekeeper.

The economic importance of apiculture is determined by the value obtained from the utilization of beekeeping products harvested by humans from bees: honey, propolis, pollen granules, royal jelly, venom, bee brood, beebread and wax, as well as by the value of products obtained from cultivated and wild plants through pollination. Additionally, apiculture is the only branch of agriculture that gathers the necessary raw materials from all forms of property without creating financial obligations.

This paper presents the evolution of the main indicators regarding the number of bee colonies, honey production and honey consumption.

• Introduction

Apiculture, as a branch of agriculture has at its basis the bees' instinct of storing feed reserves beyond their consumption needs, such reserves being used by the beekeeper.

The economic importance of apiculture is determined by the value obtained from the utilization of beekeeping products harvested by humans from bees: honey, propolis, pollen granules, royal jelly, venom, bee brood, beebread and wax, as well as by the value of products obtained from cultivated and wild plants through pollination.

• Material and method

This paper presents the evolution of the main indicators regarding the number of, m bee colonies, honey production and honey consumption.

• Results and discussions

Analyzing the evolution of the number of bee families in Romania, a growing trend can be observed during the analyzed period (2018-2022). The maximum number of bee families recorded was 1,879,611 in 2022, while the minimum was 1,602,453 in 2018.

The increase in the number of bee families is due to the accessibility of funds provided by national programs, which allow for the acquisition of biological material necessary for repopulating agricultural areas.

The main characteristic of the Romanian market is that the majority of production comes from small private producers. Some of them operate under the protection of certain processors or commercial associations, while others engage in supply contracts with them.

Regarding honey consumption, Romania is among the countries with the lowest consumption rates in Europe, despite a recorded increase in recent years.

As for the average monthly honey consumption per person, across different social categories and residential areas, a rising trend can be observed during the analyzed period. In 2022, the consumption reached 0.094 kg per person, representing a 43% increase compared to 2018. The social category that consumes the most honey consists of urban employees, with an annual average of 0.093 kg per person, compared to rural residents, whose consumption averages 0.065 kg per person.

According to statistical data, the price of honey has experienced significant and even accelerated increases during the analyzed period.

• Conclusions

The price of apiculture products is influenced to a greater or lesser extent depending on the characteristics of the chosen distribution channels (length, width, and depth).

Although Romania ranks fourth in honey production in Europe, with Romanian beekeepers recognized for producing high-quality honey, the price obtained by beekeepers remains extremely low.

Currently, the EU supports the beekeeping sector, including Romania's, through the Common Agricultural Policy, mainly via national apiculture programs.