

## Biju Thadathil Farm Honey Highlights Growing Consumer Interest in Manuka Honey Benefits

Premium Manuka honey gains popularity among wellness-focused consumers seeking natural nutrition and healthy lifestyle support.



**Kochi, Kerala May 29, 2026 ([IssueWire.com](https://www.issuewire.com))** - Biju Thadathil Farm Honey, a Kerala-based premium honey brand specializing in natural and specialty honey products, is highlighting the growing awareness surrounding the benefits of authentic Manuka honey as consumers increasingly adopt healthier lifestyle habits and natural wellness routines.

Manuka honey, sourced from the nectar of the Manuka plant native to New Zealand, has gained international recognition for its premium quality and naturally occurring antibacterial properties. Wellness-conscious consumers worldwide are increasingly incorporating Manuka honey into daily nutrition plans as part of balanced and natural lifestyle practices.

Biju Thadathil Farm Honey offers a curated collection of [premium Manuka honey](#) varieties, including UMF-certified grades, alongside a wide range of specialty honey products available through its online platform across India.

“Modern consumers are becoming more aware of the importance of natural nutrition and clean-label food choices,” said a spokesperson for Biju Thadathil Farm Honey. “Manuka honey has emerged as a preferred wellness product because of its purity, premium quality, and trusted global reputation.”

Health-conscious consumers commonly use Manuka honey as part of morning wellness routines, herbal

drinks, healthy breakfast habits, and balanced nutrition plans. Growing awareness around natural immunity support and minimally processed foods has further accelerated demand for authentic Manuka honey products in India and international wellness markets.

The Unique Manuka Factor (UMF) grading system is widely recognized for verifying the authenticity and quality of Manuka honey. Premium grades such as UMF 10+, UMF 15+, and UMF 20+ are increasingly preferred by consumers seeking high-quality natural products with verified sourcing standards.

In addition to Manuka honey, Biju Thadathil Farm Honey also offers forest honey, [stingless bee honey](#), Black Forest honey, Sidr honey, Jamun honey, and Himalayan honey sourced from trusted beekeeping regions and sustainable apiaries.

Natural wellness experts note that global demand for functional foods and natural sweeteners continues to rise as consumers move away from heavily processed products and artificial additives. Industry communication specialists also emphasize that educational and transparent storytelling has become essential for brands operating within the wellness and natural foods sector.

Biju Thadathil Farm Honey plans to continue expanding awareness around premium honey varieties, sustainable beekeeping practices, and natural wellness-focused nutrition through educational initiatives and digital outreach campaigns.

#### About Biju Thadathil Farm Honey

Biju Thadathil Farm Honey is a Kerala-based natural honey brand offering premium raw and specialty honey varieties including Manuka honey, stingless bee honey, forest honey, Black Forest honey, and Sidr honey. The company promotes authentic sourcing, sustainable beekeeping, and wellness-oriented natural nutrition for modern consumers.

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