

UAE Mānuka Retail Landscape Matrix

SELVEH buyer research asset | Snapshot: 20 August 2026 | Retail listings are observations, not proof of demand, market share or sell-through.

How to use this matrix

Compare a proposed supplier offer against the visible UAE shelf on a normalised AED/100 g basis. Refresh all listings before a transaction. Do not infer sales velocity from list price, stock status or assortment breadth.

Retailer	Brand	Origin	MGO	Pack	Listed AED	AED/100 g
Life Pharmacy	It's Manuka	Australia	MGO 30+	250 g	78.75	31.50
Life Pharmacy	It's Manuka	Australia	MGO 100+	250 g	126.00	50.40
Life Pharmacy	It's Manuka	Australia	MGO 250+	250 g	173.25	69.30
Life Pharmacy	It's Manuka	Australia	MGO 500+	250 g	262.50	105.00
Waitrose UAE	Biosota Organics	Australia	MGO 30+	250 g	85.75	34.30
Waitrose UAE	Biosota Organics	Australia	MGO 550	250 g	154.00	61.60
Waitrose UAE	Biosota Organics	Australia	MGO 880	250 g	331.25	132.50
Waitrose UAE	Biosota	Australia	MGO 1443	250 g	884.75	353.90
Waitrose UAE	Airborne	New Zealand	MGO 50+	500 g	99.75	19.95
Carrefour UAE	Balqees	New Zealand	MGO 263+	250 g	345.00	138.00
Carrefour UAE	Balqees	New Zealand	MGO 514+	250 g	435.00	174.00
Carrefour UAE	Balqees	New Zealand	MGO 971+	250 g	745.00	298.00

Source scope

Representative current listings from Life Pharmacy UAE, Waitrose UAE & Partners and Carrefour UAE. The sample is deliberately selective and is not a census of all Mānuka products in the UAE. Listed prices can change with promotions, membership discounts, availability and retailer updates.

Buyer interpretation - what the snapshot supports

1. Visible Australian shelf presence

Australian-origin products appear across major pharmacy and grocery channels. This establishes presence, not market share.

2. Broad MGO ladder

The observed shelf runs from low MGO positions into ultra-high specialist grades. This establishes assortment breadth, not best-selling grade.

3. 250 g is prominent in the premium sample

Most audited higher-MGO products use 250 g jars. Treat this as a format hypothesis to test, not a demand statistic.

4. Price is multi-factorial

Within a brand ladder price may rise with MGO, but cross-brand pricing reflects brand, origin, certification, pack, channel and promotion as well.

5. CEPA improves the Australian cost baseline

DFAT states that the UAE 5% duty on honey was eliminated from 1 October 2025 for qualifying Australian-origin goods. Rules of origin still need to be satisfied.

Do not infer from this matrix

Category size, annual growth, market share, sales velocity, best-selling MGO, retailer margin, distributor margin, repeat purchase, or why a product is unavailable. Those require separate commercial evidence.

Commercial validation sequence

Target channel -> test grade/pack -> supplier quote -> landed cost -> AED/100 g shelf comparison -> importer feedback -> first-order decision

SELVEH evidence boundary

SELVEH has not yet finalised its production supplier, UAE importer/distributor, retail listing, landed cost, final pack architecture or buyer margin. This matrix is a research tool, not evidence of current SELVEH market presence.