# Report Name: Fresh Deciduous Fruit Annual 

Country: India
Post: New Delhi
Report Category: Fresh Deciduous Fruit

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## Report Highlights:

India's domestic apple and pear production in market year (MY) 2021/22 is estimated at 2.3 million metric tons (MMT) and 310,000 metric tons (MT), largely unchanged from last season. Improved fruit quality is expected due to favorable weather conditions, normalized labor availability, and a general supply chain recovery. Grape production is expected to increase 26 percent at 2.9 MMT , with better fruit condition. Apple, pear, and grape imports are expected to rise by 19 , ten, and two percent respectively, as domestic production remains insufficient to meet demand. Indian grape exports are forecast at $280,000 \mathrm{MT}$, five percent above last season. High domestic consumption for apples, pears and grapes are driven by growing consumer demand and a reinforced perception toward fresh fruit as a healthy, nutritious, and immunity-building food source.

## COMMODITIES

APPLES, FRESH

Table 1. India: Commodity, Pears, Fresh, Production, Supply and Distribution (Area in Hectares, Quantity in Metric Tons and Trees in Thousands)

| Apples, Fresh Market Year Begins India | 2019/2020 |  | 2020/2021 |  | 2021/2022 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Jul 2019 |  | Jul 2020 |  | Jul 2021 |  |
|  | USDA Official | New Post | USDA Official | New Post | USDA <br> Official | New Post |
| Area Planted (HA) | 326000 | 326000 | 326000 | 326000 | 0 | 326000 |
| Area Harvested (HA) | 278000 | 278000 | 278000 | 278000 | 0 | 278000 |
| Bearing Trees (1000 TREES) | 79900 | 79900 | 75000 | 75000 | 0 | 80000 |
| Non-Bearing Trees (1000 TREES) | 13800 | 13800 | 18000 | 18000 | 0 | 13000 |
| Total Trees (1000 TREES) | 93700 | 93700 | 93000 | 93000 | 0 | 93000 |
| Commercial Production (MT) | 2370000 | 2370000 | 2300000 | 2300000 | 0 | 2300000 |
| Non-Comm. Production (MT) | 0 | 0 | 0 | 0 | 0 | 0 |
| Production (MT) | 2370000 | 2370000 | 2300000 | 2300000 | 0 | 2300000 |
| Imports (MT) | 194100 | 194100 | 285000 | 376700 | 0 | 450000 |
| Total Supply (MT) | 2564100 | 2564100 | 2585000 | 2676700 | 0 | 2750000 |
| Domestic Consumption (MT) | 2250330 | 2250330 | 2382000 | 2400000 | 0 | 2580000 |
| Exports (MT) | 22100 | 22100 | 30000 | 30200 | 0 | 31500 |
| Withdrawal From Market (MT) | 291670 | 291670 | 173000 | 246500 | 0 | 138500 |
| Total Distribution (MT) | 2564100 | 2564100 | 2585000 | 2676700 | 0 | 2750000 |

Data source: OAA New Delhi historical data series. Post forecast for 2021/22, while 2020/21 and 2019/20 are FAS estimates.

## PRODUCTION

FAS New Delhi (Post) forecasts India's market year (MY) 2021/2022 (July-June) apple production at 2.3 million metric tons (MMT), unchanged from last year's estimate. However, improved crop quality is expected due to normal weather conditions and gradual economic recovery in the backdrop of the COVID-19 pandemic that resulted in labor and supply chain disruptions. The Union Territory of Jammu and Kashmir continues to be the dominant producer, accounting for 75 percent of domestic production, while the state of Himachal Pradesh contributes 20 percent. Apple orchards in both these states range from 30-35 years old, consisting of Red Delicious, Royal Delicious and Rich Red varietals. Uttarakhand accounts for four percent of overall production, while some quantities are also grown in the northeastern states of Arunachal Pradesh, Nagaland, and Sikkim.

Factors limiting India's domestic production include cold chain infrastructure, constraints in domestic production, including apple scab disease, frost, and hail damage, and aging trees. In this regard, the Indian government's "High Density Apple Plantation" scheme ${ }^{1}$ which has tried to increase productivity through the rejuvenation of orchards in Jammu and Kashmir and Himachal Pradesh remains a work in progress. As of

[^0]August 2021, only 252 hectares (ha) of land across Kashmir has been converted to high density apple orchards. The state government targets to bring an additional 5,000 hectares under the scheme in the next five years. To encourage production, a subsidy of $\$ 2,330 / \mathrm{ha}^{2}$ (Indian Rupees [INR] $175,000 / \mathrm{ha}$ ) is being provided to cover expenditures in plant material, micro-irrigation, and anti-hail nets. The subsidy is provided as 50 percent direct grant, with 10 percent of costs the grower's responsibility, and the remaining 40 percent of capital raised through loans. The scheme has a six-year timeframe (2021-2026), which gives special preference to growers with less than 0.5 acres.

According to industry sources, Indian growers are slowly deviating from the traditional "Delicious" varieties to adopt higher-density varieties ${ }^{3}$ that can produce fruit in approximately four years, compared to the local varieties where 12 years of maturation is typical. Additionally, Indian producers have seen that productivity is better with high-density apple plants, which are planted 3-4 feet apart, compared to two meters observed in traditional cultivars.

## CONSUMPTION

Market year 2021/22 apple consumption in India is estimated at 2.58 MMT, an eight percent increase over last year. Of this volume, close to 60 percent is consumed fresh, while the remaining 40 percent is processed. In addition, Post has revised MY 2020/21 consumption to 2.4 MMT as product availability increased due to higher imports. Apples are the most heavily consumed imported fruit, with consistent, year-round sales. Demand will outlast the COVID-19 pandemic as the fruit's immunity building characteristics continue to entice the Indian populace. Additionally, fresh fruit sales, increased due to the rise in retail prices for tree nuts, which pushed consumers toward substituting fruit baskets including apples as gifts during the festive season. ${ }^{4}$

Overall fruit consumption in India has witnessed remarkable change in the last five years. While 70 percent of the consumption is catered by traditional retail channels (unorganized neighborhood fruit and vegetable vendors), the remaining 30 percent is serviced by modern retail outlets. Both traditional and e-commerce retail channels have thrived during the pandemic. Conversely, organized retail, including modern grocery stores, largely struggled with fruit sales, as many outlets were forced to close or curtail hours because of the nationwide lockdowns.

Domestically produced apples are primarily consumed in northern India. All other Indian regions face distribution challenges for domestic apples; thus, imported products will account for future growth. Furthermore, the cold chain infrastructure for domestic product remains limited and confined to just cold storage. Indian importers are steadily investing in creating cold chain infrastructure for imported fruits, including apples. However, ensuring quality throughout the entire value chain, especially among retailers in rural areas, remains a challenge because of limited refrigerated space. Approximately 80 percent of the existing cold storage infrastructure is designed for potatoes and not appropriate for pome fruits like apples.

India's domestic apples provide a season-long competition to U.S.-origin apples. However, most Indian apple varieties are mixed grade, which range from very good to poor quality. Affluent consumers are willing to pay a premium for quality, including imported varieties like Washington Gala and Honeycrisp. Retaliatory tariffs on U.S.-origin apples continue to stunt the overall market potential and deprive Indian consumers of high-quality apples, including domestic products.

[^1]
## PRICE

Figure 1. India: Imported Apples Unit Price MY 2020/21 (USD/MT)


Data source: Trade Data Monitor.
In market Year 2020/21, average unit price for imported U.S. fresh apples reached $\$ 1,114 / \mathrm{MT}$; New Zealand at \$854/MT; Turkey at $\$ 808 / \mathrm{MT}$; Chile at $\$ 655 / \mathrm{MT}$; Italy at $\$ 1031 / \mathrm{MT}$ and Iran at $\$ 507 / \mathrm{MT}$ (Figure 1).

## TRADE

India's apple imports for MY 2021/22 are estimated to rise by 19 percent to 450,000 MT, owing to high consumer demand. In addition, Post has revised the MY 2020/21 import figure, which soared to 376,728 MT (valued approximately $\$ 332$ million) and registering an impressive 94 percent growth over last season (Table 2). Iran remained the dominant supplier with a 19 percent market share, followed by Turkey ( 16 percent), Chile (12 percent), Italy (11 percent), and Afghanistan (seven percent), respectively. Due to the ongoing global supply chain disruptions impacting international trade, shipping bottlenecks will continue to impact apple consignments into mid-2022.

| Table 2. India: Apples, Fresh, Imports, MY 2018-2020 (MT) |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: |
| Country | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 2 0}$ | \% Change |
| World (Total) | 276,842 | 194,128 | 376,728 | 94 |
| Iran | 2,056 | 25,482 | 73,303 | 188 |
| Turkey | 20,715 | 29,365 | 62,068 | 111 |
| Chile | 58,499 | 19,851 | 44,253 | 123 |
| Italy | 47,446 | 28,374 | 41,969 | 48 |
| United Arab Emirates | 2,225 | 2,236 | 36,953 | 1553 |
| Afghanistan | 545 | 6,228 | 26,728 | 329 |
| New Zealand | 24,337 | 14,841 | 25,442 | 71 |
| United States | 76,303 | 37,859 | 24,122 | $(36)$ |
| Brazil | 8,153 | 6,647 | 22,164 | 233 |
| South Africa | 4,236 | 1,433 | 8,365 | 484 |
| Poland | 19,953 | 10,555 | 4,492 | $(57)$ |
| Other | 12,374 | 11,257 | 6,869 | $(39)$ |

Data source: Trade Data Monitor.

By contrast, U.S. market share fell sharply, from 20 percent last year to just six percent in MY 2020/21. This decline is largely due to retaliatory tariffs and the Indian government's requirement that imported apples must include a certificate stating the product does not contain genetically modified (GM) organisms and is not of GM-origin. ${ }^{5}$ This unexpected requirement limited U.S. apple exports during India's peak consumption period occurring from January through March. Another factor impacting U.S. market share is the shrinking crop size of the Red Delicious variety in favor of Gala, a variety now preferred more by the U.S. consumer. The Indian market primarily prefers red delicious, with southern India demonstrating a taste preference for Gala apples.

Due to geopolitical complications, Afghanistan is expected to drastically reduce its apple exports to India in the forecast year. Iranian apples will capitalize on this reduction due to its preferential trade agreement with India, cheaper prices, and shorter transit times. Turkish-origin apples will also likely gain market share, with distribution mainly limited to large, metropolitan areas.

India's apple exports in MY 2021/22 are estimated to increase four percent to 31,500 metric tons. However, this growth is not expected to be sustained and is the result of Indian-origin apples being exported more to regional buyers (like Bangladesh, Nepal, Bhutan) as global suppliers continue to be impacted by shipping and supply chain constraints. Additionally, Post has revised MY 2020/21 export figures to 30,200 MT, reflecting actual trade numbers (Table 3).

| Table 3. India: Apples, Fresh, Exports, MY 2018-2020 (MT) |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: |
| Country | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 2 0}$ | \% Change |
| World (Total) | 23,462 | 22,165 | 30,273 | 36 |
| Bangladesh | 11,597 | 8,900 | 16,862 | 89 |
| Nepal | 11,582 | 12,741 | 12,827 | 0 |
| Bhutan | 10 | 0 | 325 | 0 |
| United Arab Emirates | 2 | 153 | 66 | $(57)$ |
| Oman | 0 | 45 | 44 | $(2)$ |

[^2]| Turkey | 35 | 89 | 38 | $(57)$ |
| :--- | ---: | ---: | ---: | ---: |
| Saudi Arabia | 0 | 75 | 28 | $(63)$ |
| Other | 236 | 162 | 83 | $(49)$ |

Data source: Trade Data Monitor.

## TRADE POLICY

India has no fresh apple ${ }^{6}$ import quantitative restrictions, but imports face a 50 percent basic customs duty (BCD). However, U.S. origin apples are subject to an overall duty of 70 percent, reflecting an additional 20 percent retaliatory tariff, a move that has significantly impacted trade to this market. Non-tariff barriers include the Indian government's non-GM/GM-free certificate requirement. For the United States, a temporary outcome exists as the Washington State Department of Agriculture can act as a regional government authority to issue the certificates. Further, exporting apples to India requires a phytosanitary certificate presented to Indian Customs. The Indian government's Plant Quarantine Order 2003 establishes the conditions for importing planting seeds and agricultural products (including apples for consumption) into India.

## COMMODITIES

## PEARS, FRESH

Table 4. India: Commodity, Pears, Fresh, Production, Supply and Distribution (Area in Hectares, Quantity in Metric Tons and Trees in Thousands)

| Pears, Fresh | 2019 | 2020 | 2020/ | 2021 | 2021/2 | 2022 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Market Year Begins | Jul 2 | 2019 | Jul 2 | 2020 | Jul 2 | 2021 |
| India | USDA Official | New Post | $\begin{aligned} & \text { USDA } \\ & \text { Official } \end{aligned}$ | New Post | USDA <br> Official | New Post |
| Area Planted (HA) | 43000 | 43000 | 43000 | 43000 | 0 | 43000 |
| Area Harvested (HA) | 42000 | 42000 | 42000 | 42000 | 0 | 42000 |
| Bearing Trees (1000 TREES) | 12000 | 12000 | 12000 | 12000 | 0 | 12000 |
| Non-Bearing Trees (1000 TREES) | 300 | 300 | 300 | 300 | 0 | 300 |
| Total Trees (1000 TREES) | 12300 | 12300 | 12300 | 12300 | 0 | 12300 |
| Commercial Production (MT) | 310000 | 310000 | 305000 | 308000 | 0 | 310000 |
| Non-Comm. Production (MT) | 0 | 0 | 0 | 0 | 0 | 0 |
| Production (MT) | 310000 | 310000 | 305000 | 308000 | 0 | 310000 |
| Imports (MT) | 17400 | 17400 | 20000 | 22400 | 0 | 24600 |
| Total Supply (MT) | 327400 | 327400 | 325000 | 330400 | 0 | 334600 |
| Domestic Consumption (MT) | 327400 | 327400 | 325000 | 330400 | 0 | 334600 |
| Exports (MT) | 0 | 0 | 0 | 0 | 0 | 0 |
| Withdrawal From Market (MT) | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Distribution (MT) | 327400 | 327400 | 325000 | 330400 | 0 | 334600 |

Data source: OAA New Delhi historical data series. Post forecast for 2021/22, while 2020/21 and 2019/20 are FAS estimates.

[^3]
## PRODUCTION

Post forecasts India's MY 2021/2022 (July-June) pear production at 310,000 MT, one percent above last year. Like apples, this estimate assumes favorable weather conditions and economic recovery following the pandemic, as well as fewer supply chain constraints in the pear value chain. Post has also revised the production estimates slightly upwards for MY 2020/21 to 308,000 metric tons. Indian pear production is cyclical in nature, with yields varying by as much as 20 percent depending on weather conditions at the time of blossom and harvest.

Domestic production is limited to the states of Punjab, Himachal Pradesh, Jammu and Kashmir, and Uttar Pradesh. Major varieties cultivated include Williams, Bartlett, Nag, Comice and Kashmir Nakh, that are available between June- October in the market.

## CONSUMPTION

India's pear consumption is expected to increase slightly to 334,600 MT in MY 2021/22. While the forecast year demand estimate is just one percent above last year, the Indian market for pears is ripe with growth potential in the next few years. Indian consumers primarily consume fresh pears, and processing remains small at about two percent of domestic production, due to high unit costs.

As the Indian pear season typically concludes by October each year, they provide limited competition to imported pears from the United States, which arrive in November and are sold through late March. Green Bartlett is the preferred U.S. pear variety consumed in India, owing to its similarity to domestic pears. Consumer awareness for U.S. origin pears is gradually improving, and that will facilitate increased availability beyond metropolitan consumption centers to Tier 1 and Tier 2 cities $^{7}$ in the next 3-4 years. Additionally, U.S. pear awareness is growing in India's southern region and will fuel additional demand.
U.S. pears compete primarily with South African (Packham and Forelle varieties), European (Spain), and Chilean pears in India. In the last few years, South African pears have increased their shipping window by an additional six months (February-December) to compete with U.S. pears. South Africa's use of SmartFresh treatments (1-methylcyclopropene) for pears have extended shelf life and reduced post-harvest loss through delayed ripening. Indian retailers prefer to stock such products due to reduced shrinkage and improved shelf life. However, certain factors continue to limit improved pear consumption, including the lack of fully integrated cold chains which hinder market penetration.

[^4]
## PRICE

Figure 2. India: Imported Pear Unit Price MY 2020/21 (USD/MT)


Data source: Trade Data Monitor.
Market year 2020/21 average unit price for imported U.S. fresh pears was $\$ 947 / \mathrm{MT}$ and South Africa at $\$ 1074 / \mathrm{MT}$. Pear prices for Spain and Chile were at $\$ 756 / \mathrm{MT}$ and $\$ 397 / \mathrm{MT}$, respectively.

## TRADE

Pear imports in MY 2021/22 are estimated to rise by ten percent to $24,600 \mathrm{MT}$, as domestic production remains inadequate to meet demand. In market year 2020/21, South Africa retained its market dominance and accounted for 82 percent of the imported pear market. The United States, with a five percent share, was the second largest exporter to India, followed by Spain and Chile with three percent each (Table 5). South Africa has been the primary beneficiary of the ban on Chinese pears in the market, as their market share has grown the most since the ban was put in place in 2017. However, according to industry sources, Chinese pears still retail in the market, often disguised in look-alike South African packaging.

Exports from the United States to India fell 56 percent in MY 2020/21. This is owing to a smaller U.S. crop, limited fruit availability for longer-distance markets such as India, and the pandemic-induced container shortage crisis that continues to restrict exports. Demand appetite for imported pears, especially non-Indian varieties, will remain a driving factor for U.S. pears.

| Table 5. India: Pears, Fresh, Imports, MY 2018-2020 (MT) |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: |
| Country | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 2 0}$ | \% Change |
| World (Total) | 21,661 | 17,392 | 22,400 | 29 |
| South Africa | 16,393 | 12,593 | 18,335 | 46 |
| United States | 2,374 | 2,345 | 1,043 | $(56)$ |
| Spain | 378 | 903 | 754 | $(16)$ |
| Chile | 138 | 131 | 661 | 403 |
| United Arab |  |  |  |  |
| Emirates | 69 | 708 | 466 | $(34)$ |
| Argentina | 222 | 221 | 448 | 103 |
| Netherlands | 804 | 214 | 323 | 51 |
| Hong Kong | 0 | 0 | 111 | 0 |
| Belgium | 642 | 169 | 86 | $(49)$ |
| Others | 641 | 108 | 173 | 61 |

Data source: Trade Data Monitor.
India's pear exports are limited with negligible volumes primarily shipped to the United Arab Emirates and Bhutan (Table 6).

| Table 6. India: Pears, Fresh, Exports, MY 2018-2020 (MT) |  |  |  |  |
| :--- | ---: | ---: | ---: | :---: |
| Country | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 2 0}$ | \% Change |
| World (Total) | 1 | 2 | 74 | 3600 |
| United Arab Emirates | 0 | 0 | 37 | 0 |
| Bhutan | 0 | 0 | 29 | 0 |
| Kuwait | 0 | 0 | 2 | 0 |
| Qatar | 0 | 0 | 2 | 0 |
| Nepal | 0 | 2 | 1 | $(50)$ |
| Bangladesh | 0 | 0 | 1 | 0 |
| Others | 1 | 0 | 2 | 0 |

Data source: Trade Data Monitor.

## TRADE POLICY

The applicable basic customs duty on fresh pears (HS Code 080830) is 30 percent, with no quantitative restrictions. The Indian Government's Plant Quarantine Order 2003 regulates planting seeds and agricultural product imports (including fresh pears for consumption) into India.

## COMMODITIES

## GRAPES, TABLE, FRESH

Table 7. India: Commodity, Grapes, Fresh, Production, Supply and Distribution (Area in Hectares, Quantity in Metric Tons and Trees in Thousands)

| Grapes, Fresh Table Market Year Begins India | 2019/2020 |  | 2020/2021 |  | 2021/2022 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Jun 2019 |  | Jun 2020 |  | Jun 2021 |  |
|  | USDA Official | New Post | $\begin{aligned} & \text { USDA } \\ & \text { Official } \end{aligned}$ | New Post | USDA Official | New Post |
| Area Planted (HA) | 141000 | 141000 | 140000 | 140000 | 0 | 142000 |
| Area Harvested (HA) | 139000 | 139000 | 130000 | 130000 | 0 | 140000 |
| Commercial Production (MT) | 2280000 | 2280000 | 2300000 | 2300000 | 0 | 2900000 |
| Non-Comm. Production (MT) | 0 | 0 | 0 | 0 | 0 | 0 |
| Production (MT) | 2280000 | 2280000 | 2300000 | 2300000 | 0 | 2900000 |
| Imports (MT) | 7300 | 7300 | 5000 | 6580 | 0 | 6700 |
| Total Supply (MT) | 2287300 | 2287300 | 2305000 | 2306580 | 0 | 2906700 |
| Fresh Dom. Consumption (MT) | 1802600 | 1802600 | 1892000 | 1830000 | 0 | 2278700 |
| Exports (MT) | 184700 | 185200 | 185000 | 267200 | 0 | 280000 |
| Withdrawal From Market (MT) | 300000 | 299500 | 228000 | 209380 | 0 | 348000 |
| Total Distribution (MT) | 2287300 | 2287300 | 2305000 | 2306580 | 0 | 2906700 |

Data source: OAA New Delhi historical data series. Post forecast for 2021/22, while 2020/21 and 2019/20 are FAS estimates.

## PRODUCTION

Post forecasts India's MY 2021/2022 (June-May) fresh table grape production at 2.9 MMT, up 26 percent over last year and rebounding to levels prior to the pandemic. This production increase is attributed to good weather, improved labor availability for pruning and harvesting, and reduced COVID-19 restrictions during the critical production periods. In the last marketing year, grape pruning and harvest were delayed by almost a month because of the lockdown. Despite a few spells of erratic rainfall, the forecast year will see better quality grapes owing to good recovery resulting in the natural standard of the fruit according to industry sources.

Maharashtra is the primary region for Indian grapes, which accounts for 81 percent of total domestic production. The states of Karnataka, Telangana, Andhra Pradesh, and Tamil Nadu contribute the remaining 19 percent. Maharashtra's high grape production is largely supported by drip irrigation infrastructure, with 92 percent of the state's vineyards using the technology. Typically, Indian growers prefer fewer bunches per plant to focus on fruit quality with adequate sugar levels to maintain market competitiveness.

There are more than 20 grape varietals under cultivation in the country. Thompson Seedless (Sultana) is the prominent grape varietal, accounting for 55 percent of total cultivated area. Bangalore Blue, Anab-e-Shahi, and Dilkhush varietals each account for 15 percent, respectively. In 2020, farmers in Nashik, Maharashtra also planted the European-origin $A R R A 15$ grape varietal, ${ }^{8}$ which is more tolerant of heavy precipitation and requires

[^5]fewer plant growth regulators. Overall area under this variety is expected to increase from 400 acres this MY to 1,000 acres in MY 2022/23.

## CONSUMPTION

Post forecasts MY 2021/2022 Indian table grape consumption to rise 25 percent, reaching 2.2 MMT due to higher domestic fruit availability and improved functional wholesale markets as the country recovers from the aftershocks of the pandemic. Other drivers propelling demand growth include increased urbanization, an expanding middle class, and rising health awareness for eating fresh fruit. Furthermore, Post is revising India's MY 2020/21 consumption downward by three percent to 1.83 MMT, reflecting market realities. While consumption of the overall fresh fruit category increased, those fruits ${ }^{9}$ with perceived immunity building benefits saw the largest demand traction.

As a major grape consumer, India's demand for fresh grapes had ranged between 90-93 percent of domestic production between 2014-2018. However, in recent years, reduced production and an expansion of exports have resulted in market corrections, with fresh grape demand now consuming 78-85 percent of domestic production. With these shifting trends, diversion toward raisin production has also fluctuated between nine to 15 percent. The raisin industry is limited to the Sangli district of Maharashtra, which utilizes lower-quality, thin-skinned grapes for production. Grape processing for domestic use in products like beverages (juice, grape squash, ${ }^{10}$ and sodas), sweet spreads (jam and jellies), confectionary, bakery (pomace puree), nutraceuticals (grapeseed extract), grapeseed oil, and pigments continues to be underutilized as most cold chain processing is focused on export markets.

Wine consumption and table grape utilization toward production will become a significant demand driver this decade. According to Dezan Shira \& Associates, ${ }^{11}$ India's wine market is estimated at $\$ 150$ million, and 70 percent is attributed to domestic production. Wine was the fastest growing alcoholic beverage with a compounded annual growth rate of 14 percent between 2010 to 2017 . While wine utilizes only two percent of India's overall area under grape cultivation, new vineyards and a rapidly evolving industry will likely see a noticeable shift in grape production the coming years.

## PRICE

Figure 3. India: MY 2020/21 Imported Grapes Unit Price (USD/MT)


Data source: Trade Data Monitor.

[^6]Imported grapes typically enter India from July to December. In market year 2020/21, U.S.-origin grapes gained the highest price premium, averaging $\$ 1,913 / \mathrm{MT}$ compared to $\$ 961 / \mathrm{MT}$ for China, and \$969/MT for Afghanistan.

## TRADE

India is a major exporter of fresh table grapes. Assuming stable supply chains and sufficient domestic grape availability for exports until April 2022, Post forecasts exports in MY 2021/22 at 280,000 MT, five percent above last year's estimate. Despite earlier shipping constraints and container shortages, India exported approximately 267,000 MT in MY 2020/21 (Table 8), valued at $\$ 323$ million. Close to 32 percent of Indian grape exports, by volume, go to the European Union (EU). The top three destinations in MY 2020/21 included Bangladesh and the Netherlands with 27 percent market share each, Russia at nine percent, and the United Kingdom at seven percent. Industry sources indicate that Indian exporters are now considering Canada and China as emerging markets.

Table 8. India: Table Grape Exports, MY 2018/19 to MY 2020/21 (MT)

| Country | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 2 0}$ | Percent <br> Change |
| :--- | ---: | ---: | ---: | ---: |
| World (Total) | 250,351 | 185,264 | 267,238 | 44 |
| Bangladesh | 34,048 | 32,877 | 72,333 | 120 |
| Netherlands | 76,213 | 53,139 | 71,606 | 35 |
| Russia | 31,979 | 22,683 | 24,364 | 7 |
| United Kingdom | 20,282 | 13,662 | 19,466 | 42 |
| Nepal | 7,441 | 6,044 | 16,708 | 176 |
| United Arab Emirates | 14,544 | 12,274 | 13,699 | 12 |
| Saudi Arabia | 10,297 | 10,164 | 9,293 | $(9)$ |
| Germany | 15,714 | 7,306 | 7,106 | $(3)$ |
| Oman | 4,918 | 3,431 | 3,569 | 4 |
| Malaysia | 2,667 | 2,370 | 3,379 | 43 |
| Canada | 2,576 | 1,417 | 3,309 | 133 |
| Hong Kong | 4,173 | 2,619 | 3,203 | 22 |
| Others | 25,499 | 17,278 | 19,203 | 11 |

Data source: Trade Data Monitor.

Post forecasts imports to rise two percent, reaching 6,700 MT for MY 2021/22, in accordance with strong domestic production. Indian imports of grapes were valued at $\$ 10$ million in MY 2020/21. By volume, China was the dominant supplier to India with a 65 percent market share, followed by Afghanistan ( 14 percent) and Egypt (five percent) (Table 9).

| Table 9. India: Table Grape Imports, MY 2018/19 to MY <br> 2020/21 (MT) |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: |
| Country | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 2 0}$ | Percent <br> Change |
| World (Total) | 6,653 | 7,341 | 6,589 | $(10)$ |
| China | 3,308 | 4,832 | 4,305 | $(11)$ |
| Afghanistan | 777 | 679 | 949 | 40 |
| Egypt | 127 | 360 | 338 | $(6)$ |
| Chile | 636 | 302 | 283 | $(7)$ |
| United States | 874 | 621 | 235 | $(62)$ |
| Australia | 96 | 191 | 208 | 9 |
| Peru | 654 | 187 | 168 | $(10)$ |
| Others | 181 | 169 | 103 | $(39)$ |

Data source: Trade Data Monitor.

## TRADE POLICY

There are no quantitative restrictions on fresh grape (HS Code 080610) imports and are assessed a 30 percent basic customs duty. Grape imports into India require a phytosanitary certificate be presented to Indian Customs during clearance. The Indian Government's Plant Quarantine Order 2003 conditions regulate the import of planting seeds and agricultural products (including fresh grapes for consumption) into India.

The European Union's January 1, 2021, notification has barred mancozeb (fungicide)-treated grapes from entering the market. A transition period up to January 4, 2022 has also been provided (Source: APEDA).

## Attachments:

No Attachments


[^0]:    ${ }^{1}$ Source: Government of Jammu \& Kashmir, Horticulture Department.

[^1]:    ${ }^{2}$ For purposes of this report, $\$ 1.00$ USD is equivalent to INR 75.00.
    ${ }^{3}$ Known as the "Italy" variety in local parlance.
    ${ }^{4}$ India's festive season occurs in October-December and incorporates a variety of religious and secular holidays.

[^2]:    ${ }^{5}$ See: GAIN IN2021-0042.

[^3]:    ${ }^{6}$ HS Code 080810.

[^4]:    ${ }^{7}$ Cities in India are classified into "tiered" (1-3) categories with the most developed cities (Mumbai, New Delhi, Bangalore) deemed "Tier 1."

[^5]:    ${ }^{8}$ See Times of India, July 9, 2019.

[^6]:    ${ }^{9}$ See Times of India, May 25, 2020.
    ${ }^{10}$ Grape squash is a non-alcoholic concentrated fruit syrup used in beverage making.
    ${ }^{11}$ See: Dezan Shira \& Associates, May 26, 2021. Emerging Opportunities in India's Wine Market.

