



MARKET INTELLIGENCE REPORT FOR POMEGRANATES

POMEGRANATES-NEW KING OF HEALTHY FRUITS

Pomegranate is globally recognized as a “Super-food” owing to its nutritious characteristics. Its demand is seeing a world-wide rise, as given the high prices there is a great interest in growing pomegranates and great competition in the market. The producing countries have reportedly increased the acreage but lack of supply available in the market has led to high prices.

GLOBAL CONSUMPTION OF POMEGRANATES IS ON RISE....

The global pomegranate and pomegranate arils market was valued at **USD 8.2 billion in 2018** and is expected to reach **USD 23.14 Billion by year 2026**, at a CAGR of **14.0 percent**. Increasing demand for pomegranate products such as pomegranate powder, pomegranate juice, functional beverages, as well as other pomegranate-derived products is major factor projected to drive the global pomegranate market growth during the forecast period.

Growing consumption and demand for processed pomegranate products across the globe, in which juice and cosmetics have become most popular, is a key trend observed in the market and is expected to gain traction, thereby supporting revenue growth of the global market. Growing initiatives and investments by governments of various countries such as providing subsidies and training for farmers and exporters is a factor expected to create opportunities for the players in the target market. In addition, rising focus on plans to reduce the cost of end product, as the pomegranate and related products cost are higher in **North America and Europe region**. This in turn, is a factor expected to create lucrative opportunities for players operating in North America and Europe market. For instance, adoption of automation for growing and harvesting can aid the manufacturers in improving overall processes and reduce manpower and related costs.

Among the type segments, the pomegranate powder segment is expected to account for major revenue share and is expected to maintain its dominance over the forecast period. The **pomegranate powder segment** is expected to register **CAGR of over 4.8%**. The pomegranate juice concentrate segment accounts for the second highest share in terms of revenue in the near future. As pomegranate juice concentration is used in cooking both as a concentrated syrup and as a fresh juice.

GLOBAL CONSUMPTION PATTERN OF POMEGRANATE IN 2020

Traditional



Table Fruit

Pomegranate Juice



Pomegranate Syrup



Pomegranate Jams



UsesModern Day Uses



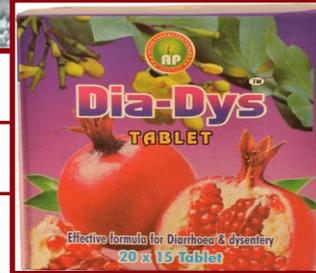
Beauty Products

Seed Drinks



Gum Arabic

Pharmaceuticals (peels, seeds)



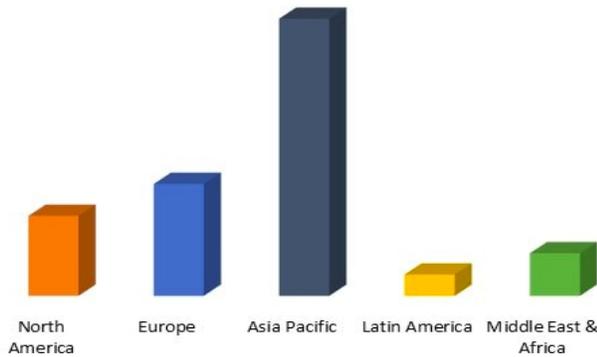
The Sicilian ArgumiGel : POMEGRANATE JUICES ARE INCRESINGLY SUCCESSFUL

“The Sicilian Pomegranate Juice is really something unique. Over time, it will take over the market segment characterized by excellence. The demand for pomegranate keeps increasing year after year, especially regarding the current trends towards freshly-squeezed juices.” In future, the surface will be larger and we will see a bigger production. ”

GLOBAL POMEGRANATE CONSUMPTION MARKET

Global Pomegranate Market Analysis, by Region

Global Pomegranate Market By Region (US\$ Mn)

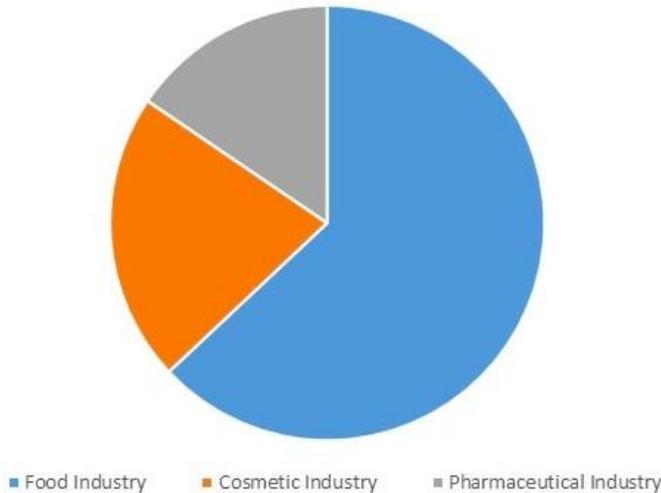


Currently, the market in Asia Pacific is dominating the global market in terms of revenue and is expected to maintain its dominance over the forecast period. As Asia is a traditional consumer of pomegranate, and rising production of pomegranate in developing countries such as India, Iran, China, etc.

Currently, the market in Asia Pacific is dominating the global market in terms of revenue and is expected to maintain its dominance over the forecast period. As Asia is a traditional consumer of pomegranate, and rising production of pomegranate in developing countries such as India, Iran, China, etc. The suppliers from these countries export their product to North America and Europe is expected to increase the pomegranate market in the region. So, rising demand for healthier and exotic fruit can support to increase profitability for exporters from developing countries.

Global Pomegranate Market Analysis, by Applications

Global Pomegranate Market By Application (US\$ Mn)

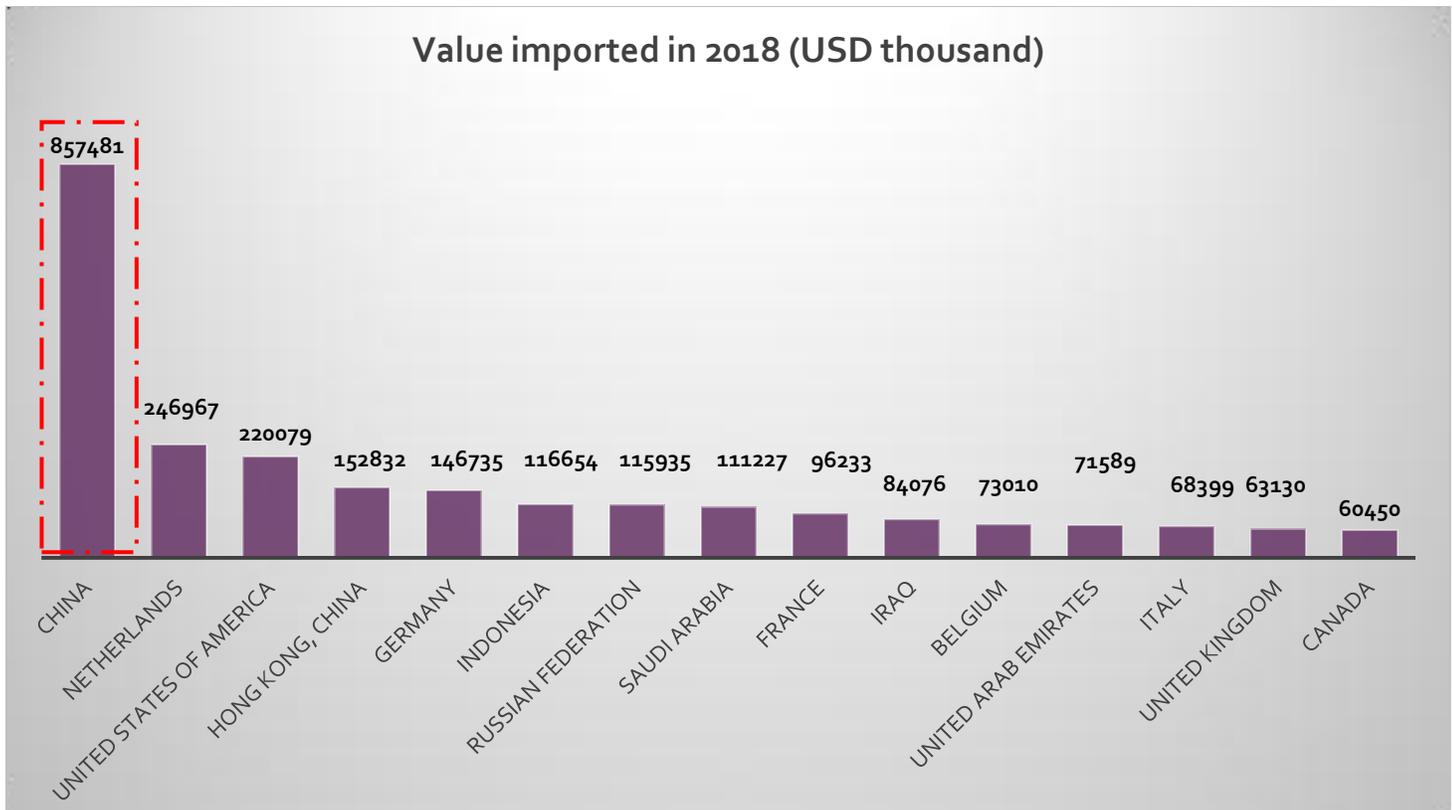


GLOBAL IMPORTS OF POMEGRANATE IS ALSO ON RISE

Global Import Value of Pomegranate (2018) = USD 3.3 million

GLOBAL IMPORT TREND OF POMEGRANATES (VALUE WISE)							
HS Code	Product label	Imported value in 2014, US Dollar thousand	Imported value in 2015, US Dollar thousand	Imported value in 2016, US Dollar thousand	Imported value in 2017, US Dollar thousand	Imported value in 2018, US Dollar thousand	Trend
'081090	Fresh tamarinds, cashew apples, jackfruit, lychees, sapodillo plums, passion fruit, carambola, ...	2669420	2803765	2695372	3197060	3304695	

The Major consuming markets of Pomegranates (2018)



China is prominently the largest market for consumption of Pomegranate over the year.

Growing health issues in global markets offers market opportunity for Indian pomegranate exporters.....

AGE-STANDARDISED MORTALITY RATES PER 100,000

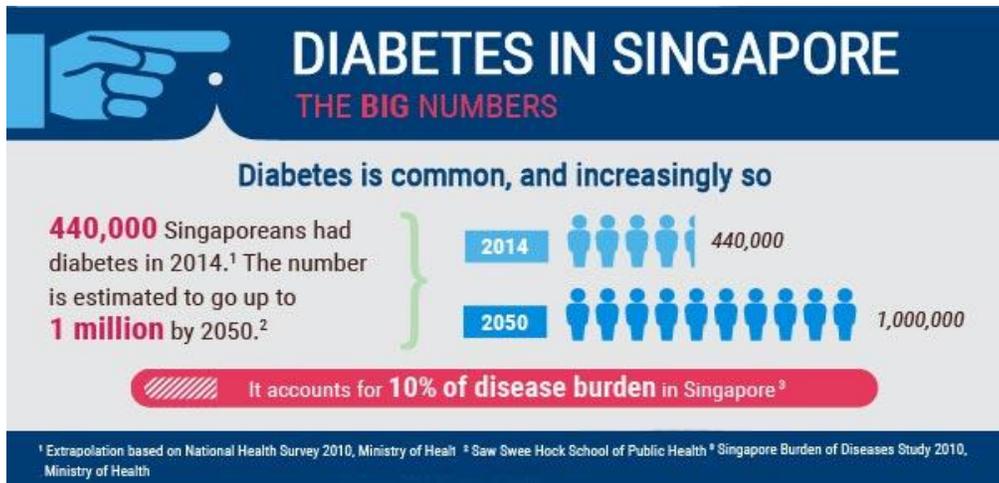


Regular intake of pomegranate juice can maintain the good flow of the blood in the body. Because of this property, it subsequently decreases the risk of heart attacks and strokes.

Considering the growing mortality rate of CIS population via coronary heart diseases to increase in 2020, this region is a promising market for Indian pomegranate.



Pomegranates contain high levels of antioxidants called flavonoids. These flavonoids are known to be effective in counteracting various cancer radicals. Emerging opportunities in Australia, New Zealand, Europe and USA.



For diabetic patients, drinking pomegranate juice can reduce the risk of various coronary diseases. Along with this, there is a reduction in the hardening of the arteries, which can inhibit the development of various heart diseases.

GROWING COMPETITION FOR INDIA: GLOBAL PRODUCTION FORECASTS FOR POMEGRANATE

There are many upcoming new varieties and numerous producing countries, including India, Israel, Tunisia, Peru, Iran and Turkey. In almost all of them there is a growth in both production and consumption.



Turkey is an important and growing player in the pomegranate market.

- ❖ The acreage is increasing annually in all regions. The country's fruit is available from October to March.
- ❖ Turkey is a major competitor for India.
- ❖ Well-known varieties grown in Turkey include **Hicaz, Wonderful and Caner**.
- ❖ The Hicaz is the most produced and consumed in Turkey. This variety is available from September to March.
- ❖ The Hicaz and Wonderful are quite popular, although the Wonderful is sweeter. They are the cheapest of the three.



For several years, there has been a significant increase in the export and production of pomegranates in Peru.

- ❖ The rise trend will continue, as demand is still on the rise. The main customers are **Europe, the UK, Canada and Asian** countries. Peru hopes to soon be allowed to export to **the U.S.**, where it is currently not allowed to sell its pomegranates due to **phytosanitary reasons**.
- ❖ The harvest goes on during winter in Peru. Other suppliers during (parts of) the Peruvian season are **Argentina, Chile and South**



Tunisia is also a growing player in the pomegranate market and production is on the rise.

- ❖ According to statistics, hundreds of hectares are being prepared for the production of this exotic fruit.
- ❖ Tunisian pomegranates are known for their good quality, sweet flavour and small seeds. The main production region is **Gabes** and the most extended variety is the **Gabsi**. The season overlaps with Turkey and Egypt.
- ❖ Exports go to European countries, such as **Germany and Italy**, and opportunities are also sought in the **Middle East**.
- ❖ Tunisian pomegranates are in the **higher price segment**, so they look for markets that appreciate quality and are willing to pay the right price for it.

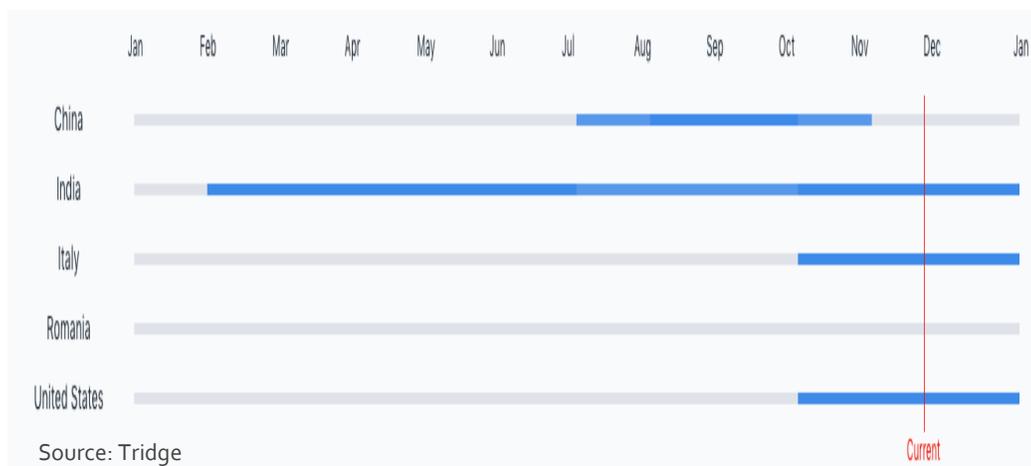


Iran aims to increase its exports in the **Asia and Europe**.

- ❖ Its production season starts in **September**.
- ❖ The country does not import; it has a huge production and it also exports, although it is facing some problems in the export process due to **regular sanctions**.
- ❖ The country hopes to be able to access new destinations worldwide and for exports to increase in the years ahead. Domestic consumption is considerable.
- ❖ It is expecting an export of **7000-8000 tons** next year and targeting **Japan & South Korea**

However, owing to the seasonality and mechanical capacities of the producing markets, the largest producer position is always contested by India, Iran, China, Turkey, Azerbaijan.

Seasonal Production



Since India produces pomegranates throughout the year, hence its production basket is empirically larger than other countries.

INDIA'S GROWTH STORY & PROJECTED OPPORTUNITIES

- ❖ The Indian pomegranate production is growing by **20 to 25%** every year.
- ❖ Demand is on the rise, both at domestic level and in the export market.
- ❖ The best-known variety in India, **Bhagwa**, a huge sweet variety of really good quality.
- ❖ India is a growing player to destinations in **Europe, the Middle East and Asia**. The country is also expecting to enter the **U.S.** market.
- ❖ India competes with various players in the world, but it manages to stand out with unique varieties.
- ❖ The trend in India is convenience; pomegranates are widely appreciated and the seeds are really popular amongst consumers.

NETHERLANDS, SAUDI ARABIA, OMAN, QATAR, BELGIUM WOULD REMAIN PROMISING MARKETS FOR INDIAN POMEGRANATE IN 2022.

Major Export Destinations from India (values in 000' USD) and Export forecast for 2022

Importers	2014	2015	2016	2017	2018		2019	2020	2021	2022	
World	70280	75592	81273	109186	99225		114556.4	123704.8	132853.2	142001.6	
United Arab Emirates	32300	39718	39542	41536	31666		37117.4	37172.4	37227.4	37282.4	
Netherlands	2958	2314	4105	6985	10382		11204.5	13156.4	15108.3	17060.2	
Saudi Arabia	2740	6103	6373	7699	8150		9937.8	11179.4	12421	13662.6	
Oman	1509	1558	1482	3607	7093		7014.9	8336.6	9658.3	10980	
Nepal	2013	4405	3917	6885	6739		8371.4	9564.6	10757.8	11951	
Qatar	1393	1645	1882	3476	5021		5409.5	6318.2	7226.9	8135.6	
United Kingdom	3278	2880	2310	3496	3573		3469.2	3589.8	3710.4	3831	
Sri Lanka	334	730	929	3028	2821		3750	4477.2	5204.4	5931.6	
United States of America	1261	1338	2589	4763	2368		4155.5	4719.4	5283.3	5847.2	
Thailand	1293	1251	1873	2904	2348		3062.7	3439	3815.3	4191.6	
Kuwait	2226	1877	2416	3127	2336		2837.4	2984.4	3131.4	3278.4	
Bahrain	1099	1388	1273	2166	1907		2284.8	2524.2	2763.6	3003	
Belgium	13	12	82	566	1606		1577.8	1951.8	2325.8	2699.8	
Singapore	1303	1165	1326	1116	1520		1401.5	1440	1478.5	1517	
Egypt	1615	1545	1598	1401	1456		1384.4	1338.2	1292	1245.8	
Malaysia	1120	1255	2303	4070	1256		2926.9	3235.6	3544.3	3853	
Russian Federation	2377	559	700	922	1007		399.9	162.2	-75.5	-313.2	
Bangladesh	6970	2746	1053	1802	981		-1166.2	-2458.4	-3750.6	-5042.8	
Germany	116	64	157	315	892		849.7	1030	1210.3	1390.6	
Maldives	93	378	664	799	788		1087.7	1268.8	1449.9	1631	
Indonesia	135	65	79	321	683		662.2	797.4	932.6	1067.8	
Viet Nam	0	30	997	2145	537		1698.5	2017.4	2336.3	2655.2	
Switzerland	38	56	192	233	515		546.1	659.2	772.3	885.4	
Canada	193	269	209	268	454		434.9	487	539.1	591.2	
Iraq	164	177	602	807	445		796.6	915.8	1035	1154.2	
Ireland	1	7	65	84	375		353.9	436.4	518.9	601.4	
New Zealand	29	20	28	179	221		258.3	312.6	366.9	421.2	
Spain	3	0	262	241	218		346.1	413.2	480.3	547.4	
Turkey	185	249	185	362	217		292.7	310.4	328.1	345.8	
Lebanon: Thousand USD		0	29	175	197		218.1	258.6	299.1	339.6	
Hong Kong, China	230	330	356	338	183		261.6	253	244.4	235.8	
Syrian Arab Republic	460	403	181	0	158		-61.7	-162.4	-263.1	-363.8	
Yemen	365	41	114	119	151		53	18	-17	-52	
France	24	25	31	341	144		279.8	335.4	391	446.6	
Australia	46	56	74	143	104		145.5	165.8	186.1	206.4	

MARKET OPPORTUNITIES FOR INDIAN POMEGRANATE

UNITED ARAB EMIRATES

UAE is the major importing country of Indian pomegranates, accounting to nearly **32%** of Indian global exports. Indian pomegranates trade at **0% MFN**, with **very low non-tariff** barriers.

Some characteristics of Indian Pomegranates in UAE Market:

- ❖ India's pomegranate account to **46.8%** of UAE's imports.
- ❖ Indian sizes are smaller compared to those from others but have **thicker arils & softer seeds**
- ❖ **Indian Bhagwa Red** variety is highly preferred in UAE
- ❖ Pack size = 12 pcs/ carton
- ❖ Low Price (Dhs) = **22**; High Price (Dhs) = **26**
- ❖ Popularity of Pomegranate has increased due to greater interest in UAE consumers in consuming healthy & nutritious products
- ❖ "UAE population Fruits Consumption has grown by 4.7% "
- ❖ "Health beverage industry is booming in Dubai, with increasing consumption of fruit juices, particularly influenced due to the arid geography and hot summers. The market of concentrated pomegranate juice is evergreen in UAE. India being its all season supplier has high trade opportunities "
- ❖ During **Ramadan**, Pomegranate is highly consumed - as people prefer quality over price

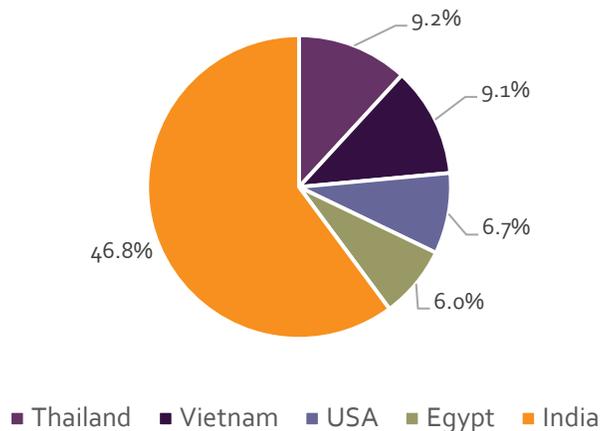
Supply related challenges faced by UAE's own Pomegranate growers: opportunity for India

More than **26% of farms** in the East Coast of UAE, have disappeared due **water problems, irregular farming conditions and urban development**. It is a challenge to Sustainable Farming in UAE. Farmers have stopped farming or converted their lands to other purposes.

DESERTIFICATION IN UAE IS A BIG CHALLENGE IN COMING YEARS. DUE TO THIS 35,584 FARMS IN UAE HAVE SPRUNG AND LED TO LONG, INTENSIVE AND DRY HOT SUMMERS AND 5.7% DEGRADATION IN FORESTS.



COMPETITION FOR INDIA IN UAE



India still has a trade gap on pomegranates to UAE, which is filled up by other importing countries

Future Opportunities of India to grow Pomegranate exports to UAE

THAILAND

- Unlike India's year-long pomegranate season, Thailand produces Pomegranate only from May-Dec.
- **Thailand's own domestic consumption of pomegranate is likely to increase**, as there is a growing awareness of its functional ingredients like omega fatty acids, vitamins and probiotics. Capitalizing on this trend, local Thai fruit juice manufacturer, Tipco, started producing new nutritional innovative products, including concentrated pomegranate juice, whose sales has increased by 120%. Thailand has thus started increasing imports from India by putting pomegranates under Indo-ASEAN FTA.

With increase in Thailand's own domestic consumption and short seasonal availability, its exports will be impeded, thus failing to satisfy the growing demand from UAE. This gap can serve an opportunity for year-long pomegranate growers in India

EGYPT

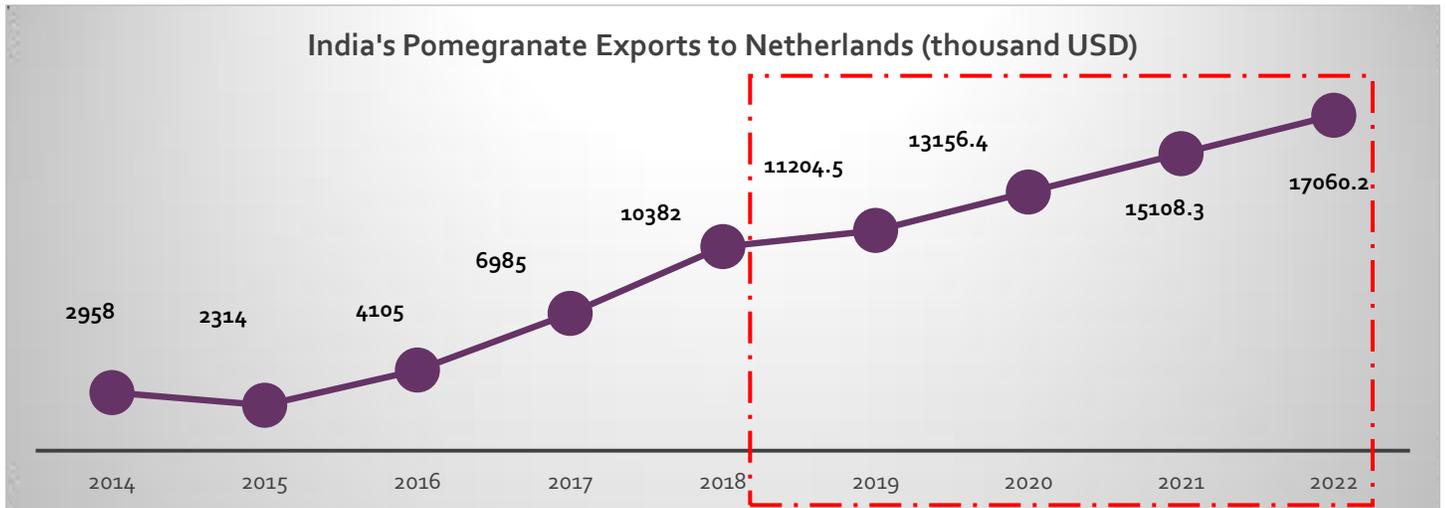
- Egyptian pomegranates are **suffering quality issues (sunburn)** due to hot weather over previous times

VIETNAM

- Vietnam's fruits have been facing several **technical barriers** from importing countries that have forced the exports to comply with. These strict requirements also include irradiation of Vietnamese fruits before importing them.
- Vietnam is reported to spend **\$110 million on Chinese fruits imports** that contains pomegranates too; and this figure represents an increase of \$31 million year-on-year. This is because Vietnam's season of pomegranates is from **Aug-Dec**.

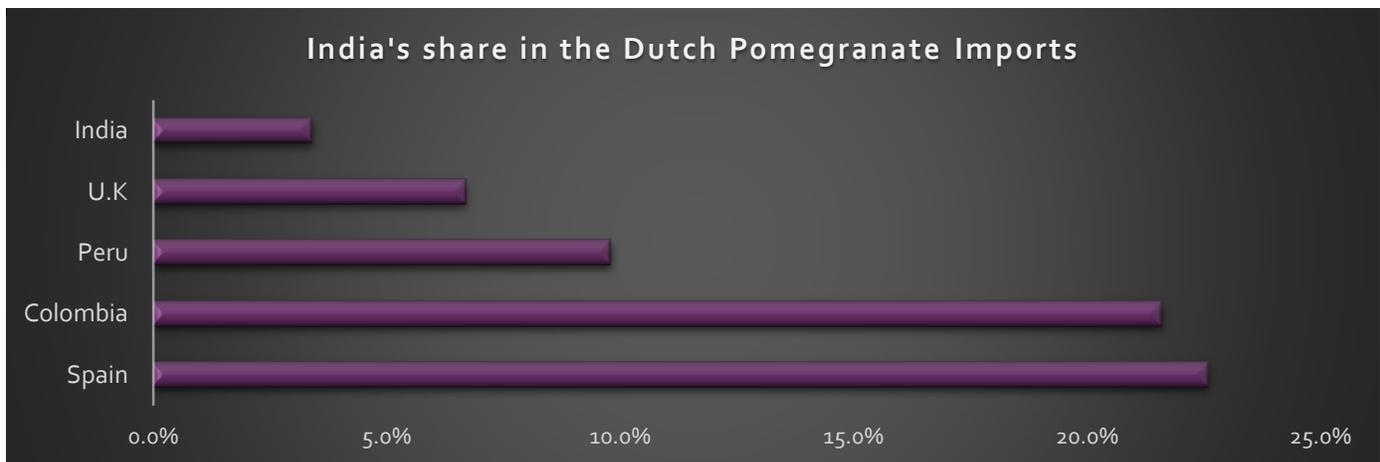
NETHERLANDS

The Netherlands is one of the major importing countries of Indian pomegranates, accounting to nearly **11%** of Indian global exports. Indian pomegranates trade low as they face SPS measures in Europe



Some characteristics of Pomegranate Consumption in Dutch Market:

- ❖ Pomegranate is consumed as a high-end exotic fruit in Netherlands, hence prices are high
- ❖ During Winter they are at the end of Israeli season, prices are fine at that moment
- ❖ **There are early shipments from Peru, that arrive by air**
- ❖ There is always shortage of large-sized pomegranates
- ❖ A large variety of pomegranates are consumed in the Dutch Market, from white to deep red and the taste goes from very sweet to sour
- ❖ The consumption of pomegranate based convenience product is large in Netherlands

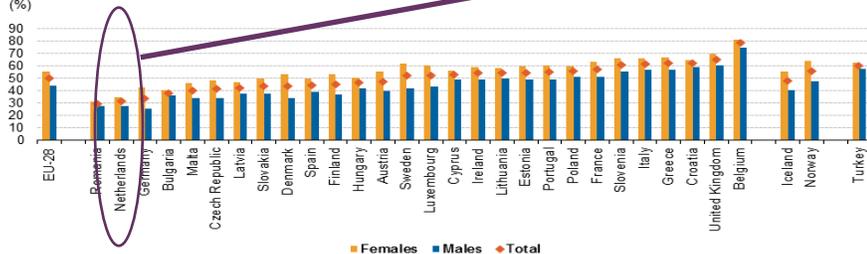


India's share of Gap in Dutch Imports

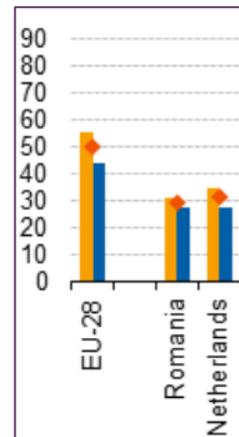
Importers	World Imports (Value)	World Imports (Volume)	India Imports (Value)	India Imports (Volume)	Potential (Value)	Potential (Volume)
Netherlands	246967	74926	8282	1803	238685	73123

Major Suppliers to Dutch Market & their Challenges

Percentage of persons aged 15 and over who consume vegetables at least once a day, by sex, 2014 or nearest year (%)

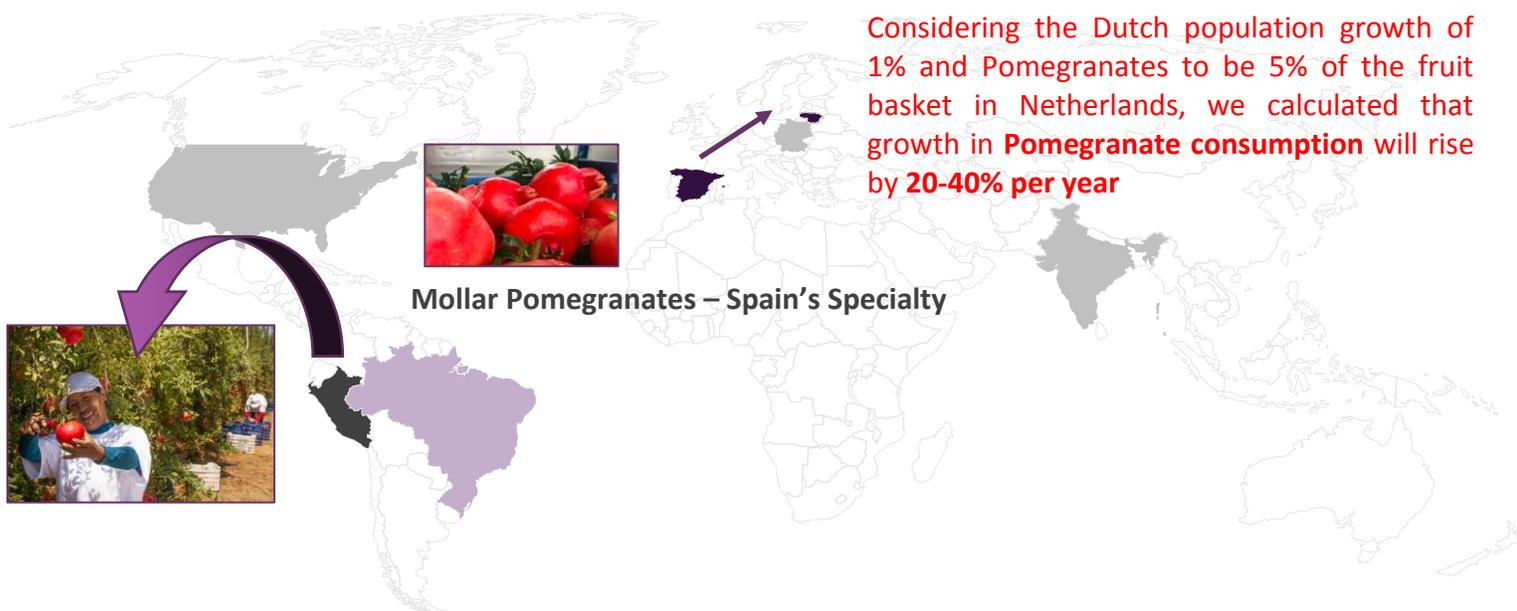


Eurostat found that on a normal day the at least one fruit consumed by a Dutch is increasing by 30%



Note: ranked on the overall proportion of population consuming vegetables on a daily basis.
Source: Eurostat (online data code: hlth_ehis_fv1e)

eurostat



Peru: Major Challenges in Pomegranate Exports

Peru's Pomegranate season has been difficult with too much supply in the European market. The production volume is growing in general, so at some point there is too much supply coming out at the same time.

The Peruvian pomegranates are shipped to Europe around Easter. They export to the Netherlands from where it will get redistributed. At the beginning of the season they good prices, but then the big volumes entered the experienced market and prices dropped. Hence they are considering regional markets now.

Peru is yet to recover from the reputational loss due to US's strict phytosanitary restrictions on its pomegranates. Reciprocating to this, REACH has constrained Easter imports from Peru.

Spain: Major Challenges in Pomegranate Exports

Spain's season sales fell in October & November

Due to stiff competition they face in the European markets from Israel, India, Morocco and Turkey, they are seeking new customers in Middle East & Asia.

Spain is having grade problems due to unfavourable weather (alternating hot weather & rain) and has thus reported drop in the yields

Valencia pomegranate season has been characterised by a reduction of about **25%** in production volumes per year because of delay in the settling of flowers due to lack of rain during the Spring and Summer in the eastern region.

This has also affected the final landing price of Spanish pomegranates in the Dutch Market.

India's Current potential in other export destinations

Importers	World Imports (Value)	World Imports (Volume)	India Imports (Value)	India Imports (Volume)	Potential (Value)	Potential (Volume)	L2 Competitor	Share	CIF	Duty rate (%)	FLP
Netherlands	246967	74926	8282	1803	238685	73123	Spain	22.6%	4050	0.00%	4050
							Colombia	21.6%	4858	0.00%	4858
							Peru	9.8%	1980	0.00%	1980
							U.K	6.7%	3161	0.00%	3161
							India	3.4%	4593	3.80%	4767.534
USA	220079	204691	3895	338	216184	204353	Mexico	51.4%	683	0.00%	683
							Vietnam	16.5%	5000	1.10%	5055
							Ecuador	6%	1075	0.00%	1075
							Chile	4.4%	2451	0.00%	2451
							India	1.8%	11524	0.00%	11524
Hong Kong	152832	159090	119	23	152713	159067	Thailand	45.9%	830	0.00%	830
							Vietnam	10.5%	785	0.00%	785
							Ecuador	10.4%	7588	0.00%	7588
							China	9.4%	455	0.00%	455
							India	0.1%	5174	0.00%	5174
Germany	146735	57057	4298	942	142437	56115	Netherlands	18.8%	2935	0.00%	2935
							Colombia	12.0%	7158	0.00%	7158
							Spain	11.2%	2120	0.00%	2120
							Turkey	9.9%	1077	0.00%	1077
							India	2.9%	4563	3.80%	4736.394
Indonesia	116654	62974	777	250	115877	62724	Thailand	95.4%	1844	0.00%	1844
							China	2.1%	3086	0.00%	3086
							Egypt	0.7%	2483	5.00%	2607.15
							Malaysia	0.3%	505	0.00%	505
							India	0.7%	3108	3.10%	3204.348
Russia	115935	99396	811	359	115124	99037	Turkey	36.8%	921	1.90%	938.499
							Azerbaijan	14.1%	1738	0.00%	1738
							Peru	13.5%	2120	1.90%	2160.28
							Egypt	12.5%	972	1.90%	990.468
							India	0.7%	2259	1.90%	2301.921
Saudi Arabia	111227	169299	16066	11846	95161	157453	Ecuador	38.9%	596	0.00%	596
							Philippines	12.5%	563	0.00%	563
							Yemen	10.2%	532	0.00%	532
							Egypt	7.8%	453	0.00%	453
							India	14.4%	1356	0.00%	1356
France	96233	38274	279	77	95954	38197	Spain	17.8%	1403	0.00%	1403
							Vietnam	16.2%	6252	3.80%	6489.576
							Madagascar	15.3%	2523	0.00%	2523
							Peru	8.4%	2147	0.00%	2147
							India	0.3%	3623	3.80%	3760.674
Belgium	73010	27111	1787	226	71223	26885	Madagascar	46.0%	2267	0.00%	2267
							Netherlands	29.4%	3436	0.00%	3436
							Ghana	7.7%	5820	0.00%	5820
							Spain	4.4%	1415	0.00%	1415
							India	2.4%	7907	3.80%	8207.466
UAE	71589	48801	1787	226	69802	48575	Thailand	9.2%	4337	0.00%	4337
							Vietnam	9.1%	2256	0.00%	2256
							USA	6.7%	10143	0.00%	10143
							Egypt	6.0%	495	0.00%	495
							India	46.8%	1401	0.00%	1401

FEASIBILITY FOR INDIAN POMEGRANATES IN NEWER GROWING MARKETS

Importers	World Imports (Value)	World Imports (Volume)	India Imports (Value)	India Imports (Volume)	L2 Competitor	Share	CIF	Duty rate (%)	FLP
China	24,86,068	15,95,972	0	0	Thailand	51.90%	2,236	0	2236
					Viet Nam	24.40%	694	0	694
					New Zealand	14.40%	4,075	0	4075
					Chile	4.20%	4,052	0	4052
					India	0.00%	0	19.7	0
Republic of Korea	24,799	8,377	0	0	USA	86.50%	3,172	94.4	6166.368
					Viet Nam	9.10%	2375	173.7	6500.375
					Uzbekistan	2.70%	1,600	235.5	5368
					Iran	1.00%	1,323	235.5	4438.665
					India	0.00%	0	235.5	0
Sweden	22,459	11,500	0	0	Netherlands	43.60%	3,172	0	3172
					Denmark	16.50%	2375	0	2375
					Turkey	11.70%	1,600	0	1600
					Thailand	7.60%	1,323	6.3	1406.349
					India	0.00%	0	3.8	0
Portugal	14,841	7,840	0	0	Spain	63.30%	1,645	0	1645
					Netherlands	13.10%	4014	0	4014
					Germany	8.80%	2,060	0	2060
					France	7.20%	3,703	0	3703
					India	0.00%	0	3.8	0
Denmark	14,745	4,266	0	0	Netherlands	51.90%	3,457	0	3457
					Germany	17.60%	3455	0	3455
					UK	11.00%	3,458	0	3458
					Turkey	9.50%	3,459	0	3459
					India	0.00%	0	3.8	0

Possible impact of Currency Fluctuations in newer markets

Home Currency	Distribution Country Currency	Currency Exchange Rate (Foreign/Domestic)	Expected Rate after 1 year	Change	Direction
INR	USD	0.0139	0.0133	-4.32%	INR to Depreciate
INR	RMB	0.0979	0.0954	-0.98%	INR to Depreciate
INR	KRW	16.284	15.924	-2.21%	INR to Depreciate
INR	SEK	0.1346	0.1277	-4.70%	INR to Depreciate
INR	EUR	0.0126	0.0122	-3.18%	INR to Depreciate
INR	EUR	0.0941	0.1007	-6.93%	INR to Depreciate

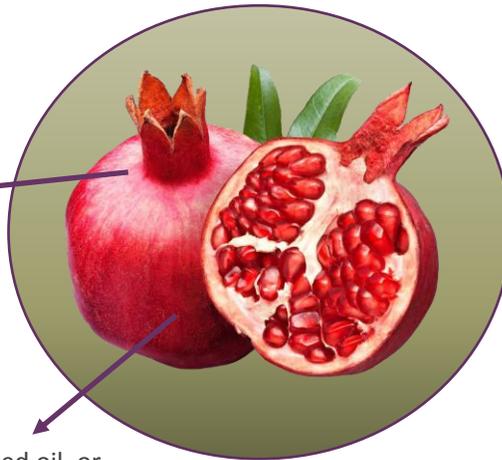
STRATEGY TO PROMOTE INDIAN POMEGRANATE EXPORTS

Exploring Health Benefits of Indian Pomegranate

Pomegranates have **two** unique plant compounds that are very beneficial to one's health:

Punicalagins: It is a very powerful antioxidant which is contained in the seeds as well as peel of the pomegranate. It has an anti-oxidant activity of nearly 3 times more than red wine or green tea

Punicid Acids: Called pomegranate seed oil, or fatty acid that has potent biological effects



“Indian Pomegranated have 30% punicalagins in their seeds/ arils

Eating Pomegranates can thus reduce Artherosclerosis by removing any fat and reducing the hardeing of artery walls

Using this Health Benefit of Indian Pomegranate to enter new market

RESEARCH ARTICLE

Open Access

Prevalence and incidence of atherosclerotic cardiovascular disease and its risk factors in Korea: a nationwide population-based study



Hyungtae Kim¹, Siin Kim¹, Sola Han¹, Pratik P. Rane², Kathleen M. Fox³, Yi Qian² and Hae Sun Suh^{1*}

Republic of Korea has reported Atherosclerotic Cardiovascular disease (ASCVD) as the leading cause of death in Korea

Among the included Korean adult patients, the overall prevalence of clinical ASCVD per 1000 individuals was 98.25 in 2014 and 101.11 in 2015. The respective cumulative incidence and incidence density rates of ASCVD per 1000 individuals were 65.30 and 68.03 in 2014, and 67.05 and 69.94 in 2015, respectively. There is a projected growth in this disease as old population in Korea is increasing at a rate of more than 2.7% Pomegranate consumption is a recommended remedy to such a deadly disease.

Pomegranate is also a remedy for Diabetes Mellitus. Growth of Diabetes in Korean Population

India-ROK Agreement on Trade has put "Fresh Fruits" under Sensitive List and can be negotiated Government to Government basis to relax the import quota and enter it in Open list.

Comprehensive Economic Partnership Agreement Between India And Republic of Korea (CEPA)

HS Code	Description	Rate of Duty	Category
081090	OTHER FRESH FRUIT		
08109010	---- Pomegranates	15	SEN
08109020	---- Tamarind, fresh	15	SEN
08109030	---- Sapota (chico)	15	SEN
08109040	---- Custard-apple (Ata)	15	SEN
08109050	---- Bore	15	SEN
08109060	---- Lichi	15	SEN
08109090	---- Other	15	SEN
