Delivering excellence...earning trust.

INDIA'S AGRI EXPORT- IMPORTANT COMMODITIES WITH THE LENS OF BCG MATRIX





Market Share

High

Low

High

Fresh Fruits and Vegetables: Approx US\$ 1.8 billion export (2023-24); High return, improvement in cold chain infrastructure, emerging technologies, threats of high post production losses.

Processed Products: Approx US\$ 10 billion export (2023-24); untapped potential, domination of USA and EU countries, lower yield of crops, high post-harvest losses, quality issues vis-à-vis international regulations.



Star

Animal Products: Approx export: US\$ 4.5 billion (2023-24); low market share, infrastructure weakness, lower private investment, domestic socio-culturalreligious landscape.

Cashew: Approx US\$ 348 million export (2023-24); low domestic production, higher import to meet domestic demand, increasing competition from countries like Vietnam, low private investment, inadequate skills and capacity of manpower.



Growth Market

Cereals: Approx US\$ 11 billion export (2023-24); 2nd largest producer of cereals, increased traction due to global geopolitical scenario; increasing production of commodities like wheat, maize etc., current geo-political unrest and supply chain disruptions.



Cash Cow

Organic Products: Approx US\$ 495 million export (2023-24): quality standards, certification challenges, bans imposed on some commodities in recent past by international regulatory bodies, traceability issues; huge potential to catapult into Star.

Alcoholic Beverages: Approx export (2023-24): US\$ 375 million; challenge of fragmented regulations in States, low geographical spread (mostly exported to markets in UAE and Singapore), lack of global branding, absence of globally accepted brands.



Dog

Floriculture: High post-harvest losses, short shelf life, huge domestic market demand; has the potential to become Star with more focus on export oriented flowers, increasing production of exotic flower species and orchids in the North Eastern States.