



Nuts & Seeds Market Analysis
Macadamia Nuts, Brazil Nuts, Baru Nuts

INDIA

2023

apexBrasil 





BRASIL NUTS IN INDIA

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1. Scope of work

Undertake sectoral analysis and provide a market strategy plan reference to opportunities for Brazilian companies in the following:

- Nuts & Seeds - Macadamia Nuts, Brazil Nuts, Baru Nuts.

2. India

India has 28 states and 8 union territories. The 28 states are: Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chhattisgarh, Goa, Gujarat, Haryana, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand and West Bengal.

The 8 Union Territories are: Andaman and Nicobar Islands, Chandigarh, Dadra and Nagar Haveli and Daman and Diu, Lakshadweep, Delhi (National Capital Territory), Puducherry, Jammu and Kashmir and Ladakh.

The capital of India is New Delhi, located in the National Capital Territory of Delhi.



2.1. INDIAN ECONOMY OVERVIEW

India overtook last summer (2022) to UK to become the fifth largest economy of the world, and it is expected to be in the top 3 globally by 2027, surpassing Germany and Japan in GDP. In terms of purchasing power parity (PPP) India is already placed in third position.

| Country | Rank | % Share | Global Rank | % Share |
|----------------------------|------|---------|-------------|---------|
| Developed Economies | | | | |
| USA | 1 | 24.7% | 2 | 15.8% |
| Japan | 3 | 6.0% | 4 | 4.0% |
| Germany | 4 | 4.5% | 5 | 3.3% |
| United Kingdom | 6 | 3.2% | 9 | 2.3% |
| France | 7 | 3.1% | 8 | 2.3% |



| Developing Economies | | | | |
|----------------------|---|-------|---|------|
| China | 2 | 17.4% | 1 | 1.3% |
| India | 5 | 3.19% | 3 | 6.7% |

Illustration 1: Indian economy overview

India has recovered remarkably fast of economic slowdown suffered in recent years, being nowadays one of the fastest growing economies. According to World Bank, *"India's economy has been remarkably resilient to the deteriorating external environment, and strong macroeconomic fundamentals have placed it in good stead compared to other emerging market economies"*.

Despite this favourable situation, its GDP per capita was still USD 2,250 in 2021, placing India as 128th out of 196 countries classified according to this criterion. This indicator serves as a sample of the standard of living that most of the population in India still has in comparison to other developed economies.

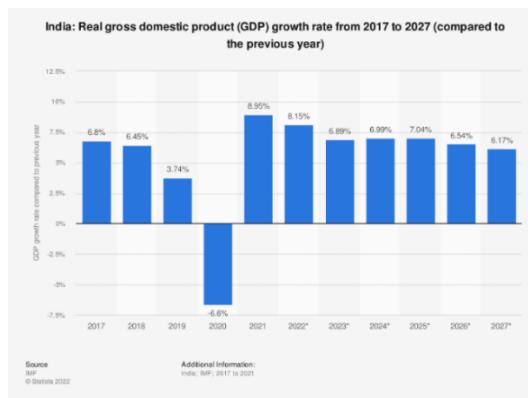


Illustration 2: GDP from 2017 to 2027

Several structural factors are likely to contribute to economic growth. These include favourable demographics, reducing dependency ratio, rapidly rising education levels, steady urbanization, growing young and working population, IT revolution, increasing penetration of mobile and internet infrastructure, increasing aspirations and affordability, etc.

| Economic indicators | 2022 |
|---|-----------|
| GDP [USD billion] | 3,17 |
| GDP % real growth | 8.9% |
| GDP per capita | 2,277 USD |
| Inflation Rate [Consumer prices, annual change] | 5.1% |
| Unemployment (%) | 6% |

Illustration 3: Economic indicators

One of the best indicators of a country's economic stability is its inflation rate. India has remarkably left behind double digits values suffered in the past, reducing it to 3.6% in 2017 and 4.8% in 2018.



The combination of a fallen rupee with the effects of Russian invasion of Ukraine are increasing sharply energy and food prices, beyond targeted band of 2%-6% by Reserve Bank of India. This factor may impact negatively in the inflation rate during 2023.

In terms of GDP composition, agriculture accounts for 15.4% and employs 43.8% of the active population. It is the fourth agricultural power in the world, the second largest producer of cattle in the world, the third largest producer of sheep and the fourth in fish production.

2.2. POPULATION

The population of India in April 2023 is approximately 1.41 billion people. This makes India the first most populous country in the world. India has a diverse population with many different ethnic groups, religions, and languages. The rapid growth of India's population has posed many challenges, including the need for increased infrastructure, healthcare, and education to meet the needs of its growing population.

However, only 34.9% of India's population is classified as urban compared to a global average of 56.2% in 2020. It is the pace of India's urbanization that is a key trend to note with strong implication on India's economic growth.

In the year 2019, the urban population contributed 63% of India's GDP. Going forward, it is estimated that 37% (541 million) of India's population will be living in urban centers by 2025. Urban population is expected to contribute 70% of the country's GDP by 2030. This trend is expected to continue with approximately 50% of India's population expected to be living in urban centers by 2050 and contributing approximately 80% of India's GDP.

YOUNG POPULATION

India has one of the youngest populations globally compared to other leading economies. The median age in India estimated to be 28.1 years in 2021 as compared to 38.1 years and 37.4 years in the United States and China, respectively and is expected to remain under 30 years until 2030.

The size of India's young population is contributing to a decline in the dependence ratio -the ratio of dependent population size compared to the working-age population-, which has decreased from 64% in 2000 to 49% in 2020. This trend is expected to lead to rising income levels per household as well as higher levels of discretionary expenditure.

A substantial rise in India's working age population from 36% in 2000 to 67% in 2020 is expected to sustain the growth momentum of the Indian economy and lead to rising income levels in the long-term. The younger segment of the population is naturally pre-disposed to adopting new trends and exploration given their educational profile and their exposure to media and technology, which presents an opportunity for domestic consumption in the form of branded products and organized retail.

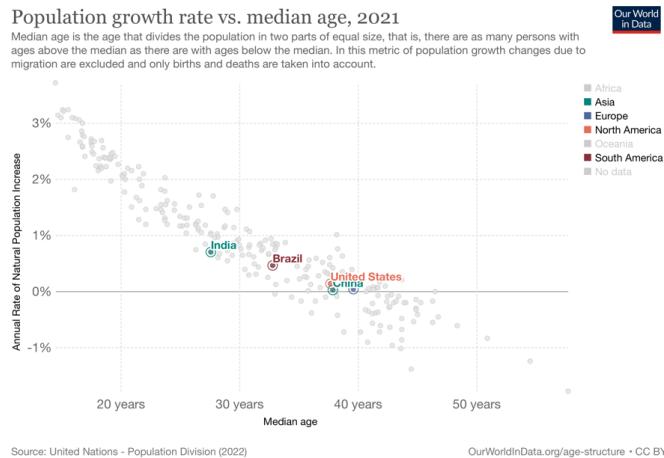


Illustration 4: Population growth rate vs. median age

PARTICIPATION OF WOMEN IN WORKFORCE

Multiple factors, including better health care and greater media focus are allowing women in India, both in urban and rural areas, to be employed in organized sector, out of traditional informal labour or housework. The most important factor, however, is educational opportunity. Between 2005 and 2015 enrolment of girls in secondary education increased from 45.3% to 81%, having exceeded in 2019 the enrolment of boys. Higher education has also seen an increase in the number of women, with 49% of them holding a share in higher education in 2020. The Gross Enrolment Ratio (total enrolment as a percentage of eligible official population) for FY 2020 has been 27.3% for women and 26.9% for men. These changes are expected to have a broad impact on societal factors, including workforce demographics and economic independence for women.

Share of working women in the services sector increased from approximately 14% in 2000 to approximately 17.5% in 2010 and to approximately 28% in 2019. This increase of women in the workforce has resulted in a shift of patterns in terms of household activity, such as an increase in incidence of eating out coupled with entertainment.

URBANIZATION

India has the second largest urban population in the world reaching 486.9 million in 2020, trailing only to China. However, only 34.9% of India's population is classified as urban compared to a global average of 56.2% in 2020. It is the pace of India's urbanization that is a key trend to note with strong implication on India's economic growth.

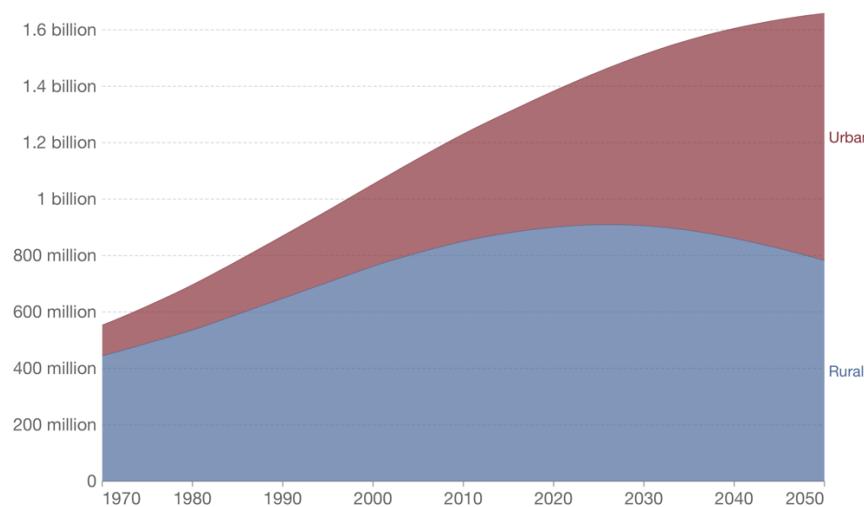
In the year 2019, the urban population contributed 63% of India's GDP. Going forward, it is estimated that 37% [541 million] of India's population will be living in urban centres by 2025. Urban population is expected to contribute 70% of the country's GDP by 2030. This trend is expected to continue with approximately 50% of India's population expected to be living in urban centres by 2050 and contributing approximately 80% of India's GDP.



Urban and rural population projected to 2050, India, 1970 to 2050

Total urban and rural population, given as estimates to 2016, and UN projections to 2050. Projections are based on the UN World Urbanization Prospects and its median fertility scenario.

Our World
in Data



Source: OWID based on UN World Urbanization Prospects 2018 and historical sources (see SourcesOurWorldInData.org/urbanization • CC BY

Illustration 5: Urban and rural population

GROWING MIDDLE CLASS

The households with annual earnings between USD 5,000 and USD 10,000 have grown at a pace of 10% between 2012 and 2020 and their number is projected to further double by 2025 from 2020 levels. The households with annual earnings between USD 10,000 and USD 50,000 have grown at a rate of 20% between 2012 and 2020. Increasing number of households with annual earnings of USD 10,000 to USD 50,000 has been leading to an increase in discretionary spending on food and beverages including alcoholic beverages, apparel and accessories, luxury products, consumer durables and across other discretionary categories. The consumption pattern also has moved towards higher spend on branded products and through organized channels.

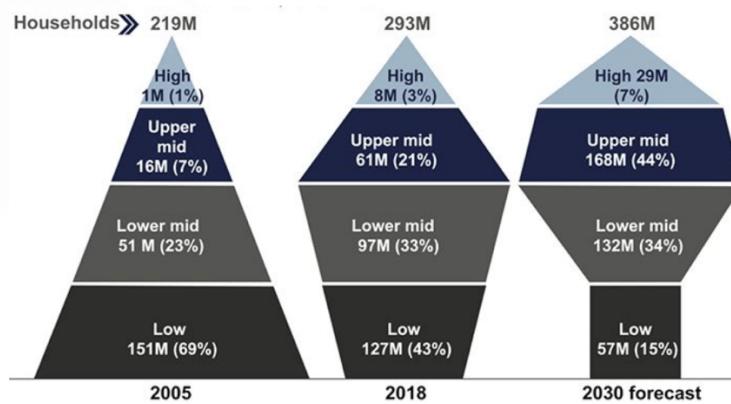


Illustration 6: Households



IMPORTANCE OF MIDDLE CLASS

Middle class is considered the engine of the growth of any economy. Development of a wide middle-class segment plays a vital role due to the following factors:

- Once the size of the middle class passes a threshold size, a **virtuous cycle is initiated**: a bigger middle class spends more, leading to higher business profits, savings and investment, higher growth, and a larger middle class.
- The Indian middle class will truly come into its own.** By 2030, India will move from being an economy led by the bottom of the pyramid to one led by the middle class. Nearly 80% of households in 2030 will be middle-income, up from about 50% today. The middle class will drive 75% of consumer spending in 2030.
- Digitally influenced consumption by Middle Class.** India is a huge market, with immense potential. There is lots of activity, lots of players, and lots of products.
- "Connectedness"** lower-middle-class will drive a significant difference in preferences, even at the same income level. As many as 50-70% of the most digitally connected consumers today, across income levels, already use digital platforms for product discovery and pre-purchase research. By 2030, more than 40% of all purchases will be highly digitally influenced, up from 20-22% today.
- A section of **India's emerging middle class (EMC)** also resides in less urban areas along the periphery of Tier 1 cities, referred to as Tier 2, 3, and 4 centres.

Development of middle class is driving to a progressive nuclearization of Indian households. If in 2001 only 65% of households have less than 5 members, this figure has growth up to 75% in 2011 and likely to above 80% in present (last census is dated 2011). Smaller households with higher disposable income will lead to a greater expenditure capacity in categories such as jewellery, fashion, home and living, packaged food, alcoholic beverages, and food services.

According with estimations of the World Economic Forum, high and upper medium segments will grow from 25% in 2019 to 50% in 2030.

VEGETARIAN AND FLEXITARIAN POPULATION

Vegetarians comprise one third of the global population and the remaining 70% of non-vegetarians are also consuming plant proteins regularly. Defined as 'flexitarians', this consumer segment enjoys both meat and meat alternative and vegetarian foods and is driving the plant-based shift from niche to mainstream in the region.

According to Government of India census data, India has the highest number of vegetarians in the world. India's high vegetarian population is driving the plant-based shift from niche to mainstream in the region. Currently, 41% of the population already consume six or more types of plant proteins, with most meals comprising pulses, salads, lentils, or cooked vegetables.

The main reasons why Indian consumers want to change meat for meat alternative are:



- Health benefits.
- Desire for variety.
- Growing awareness of sustainable eating.

Indian consumers are seeking products that have superior taste, texture, and nutrition but that also align with local or regional cuisines or taste. Currently, many plant-based products fall short of these expectations. taste and texture of current meat alternatives do not match that of real meat.

Although the alternative protein market is huge, still is in a pre-competitive phase. The technology needed for cultivating meat and its fermentation is now being explored.

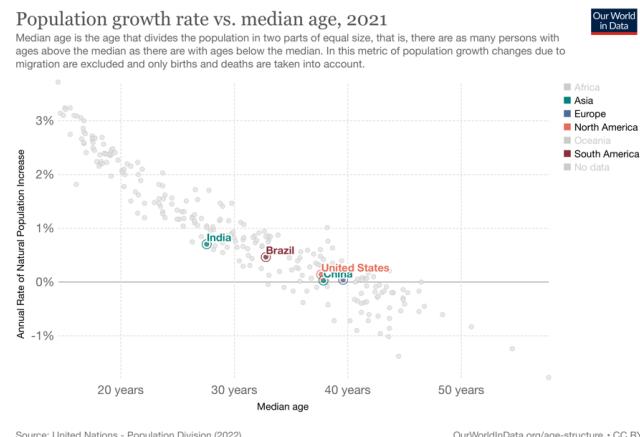


Illustration 7: Population growth vs. Median age

3. Indian food consumer

Modern consciousness has made nutrition the most important driving force and has brought more awareness about superfoods. A food segment that was for long limited to training performance athletes and target trainers, is now paving its way into the lifestyles because we are curious to understand and practice the link between diet and good health.

The growing trend of gym and fitness clubs has also given a boost to the demand for superfoods as most nutritionists and trainers ask people to include these foods in their diet.

With the growing awareness and globalization, Indian consumers are looking for foods that provide extra benefits beyond meeting the basic nutritional needs. Nowadays, people are trying to find a balance between a diet and good health. They are more and more conscious about healthy habits. This demand is having a direct impact in industry; food companies are adding healthy food and drink options to their portfolios.

There are about 108 million consumers in India which are health-conscious, and another 35 million children which are consuming healthily due to their health-conscious parents. COVID have made Indians to focus on improving health by prioritizing dietary changes.



3.1. FOOD EXPENDITURE

The amount an Indian consumer spends on food can vary greatly depending on their income level, geographic location, and lifestyle. However, on average, an Indian household spends around 30-40% of their income on food.

It's worth noting that the amount spent on food can vary significantly depending on the location and lifestyle of the consumer. For example, consumers in urban areas may spend more on processed and convenience foods, while those in rural areas may spend more on fresh produce and traditional foods.

3.2. PURCHASE PATTERNS

Indian consumers buy food products from a variety of sources, including:

- Local markets: Local markets, such as street markets and vegetable markets, are popular destinations for Indian consumers to buy fresh produce, spices, and other food items. These markets offer a wide range of products at affordable prices, and many consumers prefer to buy from local vendors to support small businesses.
- Supermarkets and hypermarkets: Supermarkets and hypermarkets, such as Big Bazaar, Reliance Fresh, and Walmart, are becoming increasingly popular in India, particularly in urban areas. These stores offer a wide range of food products, including fresh produce, packaged foods, and household essentials.
- Online grocery stores: Online grocery stores, such as BigBasket, Grofers, and Amazon Pantry, are gaining popularity in India due to the convenience of shopping from home and the availability of a wide range of products. Many consumers also appreciate the ability to compare prices and products across multiple brands and stores.
- Specialty stores: Specialty stores, such as health food stores, organic stores, and gourmet stores, are becoming increasingly popular in India as consumers seek out niche products and high-quality, premium food items.
- Food delivery apps: Food delivery apps, such as Swiggy, Zomato, and Uber Eats, have become popular in India for ordering food from restaurants and fast-food chains. These apps offer a wide range of cuisines and convenience, allowing consumers to order food from their favourite restaurants with just a few taps on their phone.

3.3. TRENDS

HEALTH AND WELLNESS

With health and wellness as one of the biggest trends in the industry today, it's not surprising that consumers are constantly on the lookout for food and drink options that can do more than just satiate their appetites. A quick search of health products on online portals today outpours thousands of new products.



As per Indian market research company Ingredion, about 80% of consumers in the Asia-Pacific are concerned about the long-term impacts of artificial ingredients on their health. Another 70% are aware of every ingredient in their food.

ORGANIC FOOD

Organic food consumption has increased dramatically in India since they are allegedly more beneficial for human health than conventionally cultivated food. Organic food demand in India is also facilitated by online availability of these products in many food speciality products.

Food consumption is no longer limited to meeting the body's fundamental energy/nutritional needs, but now it is also being seen as an organically improving health quality product. As a result, superfoods including berries, seeds, oats, kale, and quinoa have also gained appeal with Indian customers due to their high nutritional value, including vitamins, minerals, and antioxidants.

TRANSPARENCY

Transparency is the most important trend driving change in the food and beverage business at present. Consumers want to know and comprehend which ingredients and components are in their products. Earlier, it was rare for consumers to read the backside of a product package before adding it to the cart.

In September 2022, Food Safety and Standards Authority of India (FSSAI) proposed an Indian Nutrition Rating for front-of-pack labels to rate overall nutritional profile of the packaged foods and assign it a score ranging from half star to five stars.

HEALTHY FOOD HABITS

One of the most significant pieces of evidence of increased health concern is the modification of food habits. Actual digitally connected consumer stays informed about new diets and fads, about macro and micronutrients, calorie counts and portion controls.

Millennials (1981s – 1996s) have been pioneers of health conscious. In India there are 440 million millennials. These new generations are connected to many sources of information almost in real time. Higher education and easy access to information has driven them to a higher concern about their health. To supplement their diets and make them more balanced and healthier, Indian youngsters have opted to add healthy foods as superfoods, healthy snacks, and protein alternatives.

Gen Z (1997s - 2012s) are becoming extremely conscious about what they eat. An Isobar-Ipsos ¹ survey in India on Gen Z shows that 78% consider themselves conscious eaters and ensure their meals are balanced, while 56% follow a specified diet, with intermittent fasting being one of the most popular. Even during the COVID-19 lockdown and restrictions, Gen Z were taking definitive steps to strengthen their immunity by eating healthy foods and fruits (62%), more so than their efforts to maintain proper hygiene (52%). Despite healthy eating, Gen

¹ [Diet, superfood and wellbeing report](#)



Z have gained weight during lockdown (74%) but they remain conscious of their diet, eating healthily and avoiding oily food (47%).

SUSTAINABILITY

Concerns about sustainability have led some customers to choose renewable food sources such as grains, legumes, algae, and seaweed. Foods that minimize waste, such as deformed fruits, vegetables, and by-products that may be upcycled into healthy components for soups, sauces, dressings, meal replacement bars, protein supplements, drinks, and more, are also popular.

Overexploitation of natural resources is one of the major problems in recent times. Animal industrial farming, sea food overfishing, abuse of water, pesticides, and fertilizers in plantations, are clear examples of how humans are abusing of nature in an unsustainable manner.

Population is gaining a larger concern about the scarcity of natural resources and the need of developing sustainable food sources and production habits.



4. Food market in India

Food and its ingredients are inextricably linked to family history, culture, and geography. Food brings people together and many cultural celebrations and traditions are related to culinary habits.

The food industry is changing at a breakneck speed as consumers are now more conscious about their food choices and seeking healthier options. To keep up with the changing demands, food companies have started offering food products made up of healthy food ingredients aided with technology in the production process.

Economic development is a major driver of the change of behaviour of consumers. Higher available income is allowing householders to spend a larger stake on non-basic goods, such as convenience foods, sauces, seafood, etc., considered to be a premium product.

The recent COVID-19 outbreak has disrupted the food chain and altered the connection of food with masses. From illness breakouts to supply chain disruptions and consumer hoarding behaviours, the pandemic had left an immediate and major impact on the food industry.

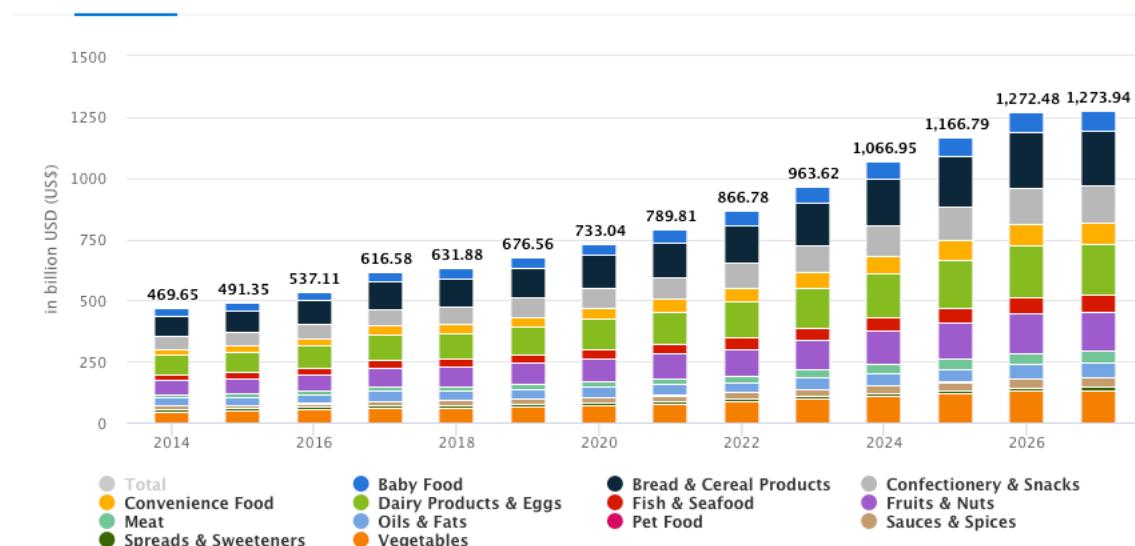


Illustration 8: Food expenditure evolution in India

The food market in India is vast and diverse, reflecting the country's rich culinary traditions and varied regional cuisines. The food market in India includes both traditional and modern food products, with a wide range of ingredients and flavours. Some of the main segments of the food market in India include:

- **Packaged Foods:** Packaged foods are a growing segment of the food market in India, driven by changing lifestyles and increasing demand for convenience. This includes products such as instant noodles, ready-to-eat meals, and packaged snacks.
- **Dairy Products:** India is the largest producer of milk in the world, and dairy products such as yogurt, paneer, and ghee are an important part of the Indian diet. The dairy market in India also includes packaged milk, cheese, and ice cream.



- Confectionery: Confectionery products such as chocolates, candies, and sweets are a popular segment of the food market in India, with a range of traditional and modern flavours.
- Beverages: Beverages are a diverse segment of the food market in India, including products such as tea, coffee, soft drinks, and juices. Traditional Indian beverages such as chai and lassi are also popular.
- Snacks: Snacks are a popular segment of the food market in India, with a wide range of traditional and modern products. This includes products such as samosas, pakoras, and bhajis, as well as chips, popcorn, and other packaged snacks.

5. Dry fruit market in India

Dry fruits have been an integral part of Indian cuisine and culture for centuries. They are widely consumed across the country due to their taste, nutritional value, and health benefits. The consumption habits of dry fruits in India vary significantly depending on factors such as geographic location, cultural background, socioeconomic status, and personal preference.

5.1. MARKET SIZE

The dry fruits market in India is a significant part of the country's food industry. The market includes a wide range of dried fruits, such as almonds, cashews, raisins, figs, dates, and apricots, among others.

The demand for dry fruits in India is driven by factors such as increasing health consciousness, rising disposable incomes, and a growing trend towards snacking. Dry fruits are also an essential ingredient in Indian sweets, desserts, and cuisines, which further increases their demand.

According to a report by Research and Markets, the Indian dry fruits market is expected to grow at a CAGR of around 6.5% during the period of 2021-2026. The report also highlights the increasing popularity of organic and natural dry fruits, which is expected to drive market growth in the coming years.

Overall, the dry fruits market in India is expected to continue to grow in the future, driven by changing consumer preferences and an increasing awareness of the health benefits of consuming dry fruits.

5.2. VARIETY OF DRY FRUITS

India is well-known for its rich variety of dry fruits, which are consumed both as snacks and as ingredients in various cuisines. Some of the popular dry fruits in India include:

- Almonds: Almonds are one of the most popular and widely consumed dry fruits in India. They are rich in protein, fiber, healthy fats, vitamins, and minerals.
- Cashews: Cashews are another popular dry fruit in India. They are rich in healthy fats, fiber, and minerals, and are commonly used in Indian sweets and snacks.
- Pistachios: Pistachios are a favorite snack in India and are commonly consumed roasted and salted. They are rich in healthy fats, protein, and fiber.

- **Raisins:** Raisins are dried grapes and are commonly used in Indian sweets and desserts. They are rich in fiber, vitamins, and minerals.
- **Dates:** Dates are a staple in Indian households and are commonly consumed as a sweet snack. They are rich in fiber, vitamins, and minerals.
- **Figs:** Figs are another popular dry fruit in India and are commonly used in desserts and sweets. They are rich in fiber, vitamins, and minerals.
- **Apricots:** Apricots are a popular dry fruit in India and are commonly used in sweets, snacks, and chutneys. They are rich in fiber, vitamins, and minerals.
- **Walnuts:** Walnuts are a favorite snack in India and are commonly consumed roasted and salted. They are rich in healthy fats, protein, and fiber.
- **Prunes:** Prunes are dried plums and are commonly used in Indian desserts and sweets. They are rich in fiber, vitamins, and minerals.
- **Pine nuts:** Pine nuts are a popular ingredient in Indian cuisine and are commonly used in curries and sweets. They are rich in healthy fats, protein, and fiber.

5.3. POPULAR DRY FRUITS IN INDIA

A wide variety of dry fruits are consumed across India, but some of the most popular include almonds, cashews, raisins, dates, pistachios, and walnuts. **Almonds** (badam) are highly regarded for their nutritional content, which includes healthy fats, protein, fiber, and essential vitamins and minerals. They are commonly consumed as a snack or used as an ingredient in Indian sweets and desserts.



Cashews (kaju) are another favorite dry fruit in India, prized for their delicate flavor and creamy texture. They are often used in Indian dishes such as korma and biryani, as well as in sweets like kaju katli and kaju barfi.

Raisins (kishmish) are another widely consumed dry fruit, known for their natural sweetness and versatility. They are commonly used in both sweet and savory dishes, such as rice-based preparations, desserts, and even as a garnish for various Indian curries.



Dates (khajoor) are another popular dry fruit in India, particularly during the festive season of Ramadan. They are often consumed to break the fast at sunset and are also used as an ingredient in many traditional Indian sweets. **Pistachios** (pista) and **walnuts** (akhrot) are also widely consumed, and their unique flavors make them a popular choice for garnishing desserts and adding a crunchy texture to dishes.



5.4. ROLE OF DRY FRUITS IN TRADITIONAL INDIAN CUISINE

Dry fruits play a significant role in traditional Indian cuisine, both as standalone snacks and as key ingredients in a variety of dishes. They are particularly important in the preparation of Indian sweets and desserts. Many popular sweets, such as laddoos, barfis, and halwas, rely on the use of dry fruits for their distinct flavors and textures.

In addition to desserts, dry fruits are often used to enhance the flavors and textures of savory dishes. For instance, cashews and raisins are frequently added to rice dishes like biryani and pulao to provide a hint of sweetness and a contrast to the spicy flavors. Similarly, almonds and pistachios are often used to garnish and enhance the taste of rich, creamy curries and kormas. Dry fruits also feature prominently in traditional Indian snacks, such as chivda (a mix of fried and spiced flattened rice, nuts, and raisins) and various types of trail mixes.

Festivals and cultural celebrations in India often involve the sharing and consumption of dry fruits, as they are considered auspicious and a symbol of prosperity. During Diwali, the festival of lights, it is customary to exchange gifts of dry fruits among friends and family. Similarly, during Raksha Bandhan, the festival celebrating the bond between siblings, dry fruits are often gifted as a token of love and affection.

5.5. PLAYERS

The dry fruit is a growing demand for unique and high-quality products, which presents an opportunity for new players to enter the market.

The main players operating in dry fruit market are:

- National Dairy Development Board (NDDB): The NDDB is a leading domestic player in the dry fruits industry in India, with a focus on the production of raisins and dates.
- Jain Farm Fresh Foods Limited: Jain Farm Fresh Foods is a leading domestic player in the dry fruits industry in India, with a focus on the production of raisins and almonds.
- Olam International: Olam International is a major international player in the dry fruits industry in India, with a focus on the production and export of cashews, almonds, and raisins.
- Agrocorp International: Agrocorp International is another major international player in the dry fruits industry in India, with a focus on the production and export of cashews, almonds, and raisins.
- Sun-Maid Growers of California: Sun-Maid Growers is a leading international player in the dry fruits industry in India, with a focus on the production and export of raisins.
- Sunbest



- Del Monte Foods, Inc.: Del Monte Foods is a global food and beverage company that has a presence in the dry fruits industry in India through its subsidiary, FieldFresh Foods Pvt Ltd., which produces a range of dried fruits and nuts.



6. Nuts market in India

6.1. MARKET SIZE

The nuts market has seen significant growth in recent years due to the increasing awareness of the health benefits associated with consuming nuts. The global nuts and seeds market size was valued at USD 133.9 billion in 2020 and is projected to grow at a CAGR of 3.6% from 2021 to 2028. In India, the nuts and seeds market is projected to grow at a CAGR of 5.2% from 2021 to 2026.

The nuts market is growing rapidly, and the introduction of new and unique products such as Macadamia nuts, Brazil nuts, and Baru nuts presents an opportunity to capture a share of the market. A well-planned marketing strategy that emphasizes the unique features, health benefits, and versatility of these nuts is likely to be successful in capturing a health-conscious market segment. With the right branding, packaging, social media marketing, influencer marketing, sampling, and collaborations, these nuts have the potential to become a popular and profitable product in the Indian market.

Macadamia nuts are known for their rich, buttery flavor, and are a good source of healthy fats and minerals. Brazil nuts are rich in selenium, a mineral that supports immune function and thyroid health. Baru nuts are high in protein, fiber, and antioxidants, and have a slightly sweet and nutty flavor.



6.2. VARIETY OF NUTS

India is home to a variety of fresh nuts that are popular both for their taste and health benefits. Some of the most common types of fresh nuts found in India include:

- **Cashews:** Cashews are a popular fresh nut in India and are commonly used in Indian cuisine. They are rich in healthy fats, protein, and fiber, and are a great source of minerals like magnesium and zinc.
- **Almonds:** Almonds are another popular fresh nut in India and are widely consumed as a snack or used as an ingredient in desserts and sweets. They are a great source of protein, fiber, healthy fats, and vitamins, particularly vitamin E.
- **Walnuts:** Walnuts are a nutritious fresh nut in India that are often eaten as a snack or used in baking. They are rich in healthy fats, protein, and fiber, and are a great source of minerals like magnesium and manganese.
- **Pistachios:** Pistachios are a popular fresh nut in India and are commonly consumed roasted and salted. They are rich in healthy fats, protein, and fiber, and are a great source of minerals like potassium and phosphorus.
- **Peanuts:** Peanuts are a versatile fresh nut in India that are commonly used in Indian cuisine. They are a good source of protein, fiber, and healthy fats, and are a great source of minerals like magnesium and phosphorus.
- **Hazelnuts:** Hazelnuts are a nutritious fresh nut in India that are often eaten as a snack or used in baking. They are rich in healthy fats, protein, and fiber, and are a great source of minerals like copper and manganese.

6.3. NUT-BASED PRODUCTS

India offers a wide range of nut-based products, catering to the diverse tastes and preferences of its consumers. Some of the popular nut-based products in India include:

- **Nut butters:** Nut butters, such as almond butter, peanut butter, and cashew butter, are becoming increasingly popular in India. They are a great source of protein, healthy fats, and fiber and are commonly used as spreads on bread or as an ingredient in smoothies, desserts, and sauces.
- **Nut milk:** Nut milk, such as almond milk, cashew milk, and coconut milk, are widely consumed in India as a dairy alternative. They are a great source of protein, calcium, and vitamins, and are commonly used in smoothies, desserts, and coffee.
- **Trail mix:** Trail mix is a snack that includes a variety of nuts, such as almonds, cashews, peanuts, and walnuts, along with dried fruits, seeds, and sometimes chocolate. It is a popular snack for hiking, travel, or as a quick energy boost during the day.
- **Nut-based snacks:** Nut-based snacks, such as roasted and salted almonds, cashews, and pistachios, are popular in India as a healthy and satisfying snack. They are also commonly used as ingredients in Indian sweets and snacks.
- **Nut-based desserts:** Indian desserts such as kaju katli (cashew fudge), badam halwa (almond pudding), and pistachio barfi (pistachio fudge) are popular nut-based desserts in India. They are made



with ground nuts, sugar, and ghee (clarified butter) and are often served during festivals and celebrations.

6.4. PLAYERS

The nuts and seeds market in India is highly competitive, with large number of players in the market. The nuts industry in India has a mix of domestic and international players operating in the market. Domestic and international players dominate the market, with a wide range of products and brands.

- National Dairy Development Board (NDDB): The NDDB is a leading domestic player in the nuts industry in India, with a focus on the production of cashews.
- Jain Farm Fresh Foods Limited: Jain Farm Fresh Foods is a leading domestic player in the nuts industry in India, with a focus on the production of almonds and walnuts.
- Olam International: Olam International is a major international player in the nuts industry in India, with a focus on the production and export of cashews, almonds, and walnuts.
- Agrocorp International: Agrocorp International is another major international player in the nuts industry in India, with a focus on the production and export of cashews, almonds, and walnuts.
- The Hershey Company: The Hershey Company is a global confectionery and snacking company that has a presence in the nuts industry in India through its subsidiary, Hershey India Private Limited.
- Nestle India: Nestle India is a leading food and beverage company in India that has a presence in the nuts industry through its range of products, including Nestle Alpino chocolates.

7. Regulation

Processed fruit import into India is regulated by the Ministry of Agriculture and Farmers Welfare, Government of India, through the Plant Quarantine (Regulation of Import into India) Order, 2003, and the Food Safety and Standards Authority of India (FSSAI) regulations.

Here are some of the key regulations governing the import of processed fruits into India:

- Phytosanitary certificate: Imported processed fruits must be accompanied by a phytosanitary certificate issued by the competent authority in the country of origin. This certificate certifies that the processed fruits are free from pests and diseases that could harm Indian agriculture and the environment.
- Importer registration: Importers of processed fruits must be registered with the Plant Quarantine Authority and the FSSAI. This registration process ensures that only legitimate importers who comply with the relevant regulations are allowed to import processed fruits into India.



- **Labelling requirements:** Processed fruits imported into India must comply with FSSAI labelling requirements, including the name of the product, list of ingredients, nutritional information, and storage instructions.
- **Food additive regulations:** Imported processed fruits must comply with FSSAI regulations regarding the use of food additives, including preservatives, colorants, and antioxidants. The use of food additives must be within permissible limits and should not pose a risk to consumer health.
- **Contaminant limits:** Processed fruits imported into India must also comply with FSSAI regulations regarding contaminant limits, including limits on pesticide residues, heavy metals, and microbial contaminants.

7.1. THE PLANT QUARANTINE (REGULATION OF IMPORT INTO INDIA) ORDER, 2003

The Plant Quarantine (Regulation of Import into India) Order, 2003 is an order issued by the Ministry of Agriculture and Farmers Welfare, Government of India. The order regulates the import of plant and plant products into India with the aim of preventing the introduction and spread of pests and diseases that can harm Indian agriculture and the environment.

- *No plants, plant products and other regulated articles [herein after referred to as "consignment"] shall be imported into India without complying the phytosanitary conditions stipulated under this Order. The order shall regulate import of all plants, plant products and other articles including but not limited to seeds/grains, pods, nuts, fruits, bulbs, tubers, corms/cormlets, rhizomes, suckers, cuttings, grafts, saplings, bud woods, roots, rootstock, flowers, pollens, dry plant materials, timber, wood, logs, tissue culture plants, soil, earth, clay, sand, peat/moss, live insects, microbial culture, bio-control agents, transgenic plants and genetically modified organisms etc.,*

The order establishes the National Plant Protection Organization (NPPO), which is responsible for implementing and enforcing the order. The NPPO is responsible for inspecting, certifying, and issuing phytosanitary certificates for imported plant and plant products, ensuring that they are free of pests and diseases that could pose a threat to Indian agriculture and the environment.

The order sets out the procedures and requirements for the import of plant and plant products into India, including the registration of importers, the issuance of permits and phytosanitary certificates, and the inspection and testing of imported goods. The order also provides for the establishment of quarantine facilities and procedures for the detention and destruction of imported goods that do not meet the required standards.

The law stipulates which products could be imported from each country under specific conditions. Therefore, only those products included in the list are allowed to be imported for the purpose defined on it and subject to the conditions (phytosanitary, fumigation, etc.) mentioned.

India is quite restrictive about the importation of fruits and vegetables. Only those products added to the positive list are allowed to be introduced into the country. Dry fruits are not exceptional and are subject to restrictions.



SCHEDULE - VI

[See clauses 3(3) & (6), 10(i), (ii) & (iii) and 11(3)]

List of plants/plant materials permitted to be imported with additional declarations and special conditions
(Consolidated upto Seventh Amendment 2017, dated 24th August, 2017)

| Sl. No. | Plant species | Category of plant Material | Country of Origin | Additional declarations required to be incorporated into Phytosanitary Certificate | Special conditions of import |
|---------|--|--|--|---|--|
| 90. | <i>Bertholletia excels</i> (Brazil nut) | Grafts/ budwoods/ plants for propagation | Brazil | Free from <i>Hypothenemus isinfes</i> (tropical nut borer) | 43. . . Free from soil. (ii) Commercial imports subject to prior approval of Department of Agriculture, Cooperation and Farmers Welfare (iii) Post-entry quarantine growing for 6-9 month except for research |
| 418. | <i>Macadamia</i> spp. (Macadamia Nuts) | Nuts (seeds) for consumption | (i) Australia | Nil | (i) Fumigation with Methyl bromide at 32 g/m ³ for 24 hrs. at 21°C and above or equivalent Or Heat treatment at 60°C for 24 hrs or any other treatment duly approved by the Plant Protection Adviser to the Government of India. The treatment should be endorsed on Phytosanitary Certificate issued at the Country of Origin/re-export. (ii) Free from soil and quarantine weed seeds. |
| | | | (ii) Kenya | Free from: (a) <i>Cryptophlebia leucotreta</i> (false codling moth) (b) <i>Pseudotheraptus wayi</i> (coconut bug) | (i) Fumigation with Methyl bromide at 32 g/m ³ for 24 hrs. at 21°C and above or equivalent Or Heat treatment at 60°C for 24 hrs or any other treatment duly approved by the Plant Protection Adviser to the Government of India. The treatment should be endorsed on Phytosanitary Certificate issued at the Country of Origin/re-export. (ii) Free from soil and quarantine weed seeds. |
| 419. | <i>Macadamia integrifolia</i> (Macadamia nut) | Nuts /Seeds for sowing | (i) Australia | Nil | (i) Free from soil and quarantine weed seeds (ii) Commercial imports subject to prior approval of Department of Agriculture, Cooperation and Farmers Welfare |
| | | | (ii) Brazil | Free from <i>Hypothenemus obscurus</i> (tropical nut borer) | |
| 420. | <i>Macadamia ternifolia</i> (Macadamia nut) | Cuttings/ rooted plants for propagation | (i) Mauritius (ii) New Zealand (iii) Philippines (iv) Thailand (v) Sri Lanka (vi) Indonesia (vii) Malaysia (viii) USA | Nil Free from <i>Rhizobium rhizogenes</i> (bacterial gall) Free from: (a) <i>Hypothenemus obscurus</i> (b) <i>Xyleborus affinis</i> (c) <i>Armillaria tabescens</i> (k) <i>Rhizobium rhizogenes</i> | (i) Free from soil. (ii) Commercial imports subject to prior approval of Department of Agriculture, Cooperation and Farmers Welfare (iii) Post-entry quarantine growing for 6-9 month. |

Illustration 9: Extract of Plant Quarantine Order

As it is shown in above extract of Plant Quarantine Order, import of Brazil Nuts from Brazil is restricted nowadays just to be used as plant for propagation. Unless expressed in the order, usage of Brazil Nuts from Brazil for human consumption is not yet approved.

Similar situation is happening with Macadamia Nuts. Although it is approved for human consumption from origins such as Australia or Kenya, Brazilian imports are restricted for seeds.

In the case of Baru Nuts, Plant Quarantine Order does not contemplate any allowed use.



7.2. FSSAI

The Food Safety and Standards Authority of India (FSSAI) is responsible for regulating and ensuring the safety and quality of all food products in India, including processed fruits. Here are some regulations and guidelines for processed fruits as per FSSAI:

- Processing standards: FSSAI has set standards for the processing of fruits, including drying, canning, freezing, and juicing. These standards cover various aspects of processing, such as processing techniques, quality parameters, labelling, and packaging.
- Food additives: FSSAI has also set limits for the use of food additives in processed fruits, such as preservatives, colorants, and antioxidants. These limits ensure that food additives are used only within permissible levels and do not pose a risk to consumer health.
- Contaminant limits: FSSAI has set limits for various contaminants, such as pesticides, heavy metals, and microbial contaminants, in processed fruits. These limits ensure that processed fruits are safe for consumption and do not contain harmful levels of contaminants.
- Labelling requirements: Processed fruits sold in India must comply with FSSAI's labelling requirements. These requirements specify the information that must be included on the label, such as the name of the product, the list of ingredients, nutritional information, and storage instructions.
- Quality control: FSSAI mandates that processed fruit manufacturers implement a quality control system to ensure that their products comply with the relevant standards and guidelines.

7.3. LEGAL METROLOGY ACT

The Legal Metrology Act 2009 establishes uniform standards of weights and measures regulating trade in weights and other goods which are sold and/or distributed by weight, measure, or number. As per the Legal Metrology Packaged Commodities Rules 2011, which came into force on April 1, 2011, manufacturing, packing, selling, or importing any pre-packaged commodity is prohibited unless it is in a standardized quantity and carries all prescribed declarations (please refer to Section 18(1) of the Legal Metrology Packaged Commodities Rules 2011).

The Department of Consumer Affairs under the Ministry of Consumer Affairs, Food, and Public Distribution (commonly called the Ministry of Food) is the regulatory authority for the 2009 Legal Metrology Act 2009 and the Legal Metrology Packaged Commodities Rules 2011.

8. Potential of Brazilian nuts in India

Brazil produces several natural products with exceptional properties which may be categorized as superfoods. In the following lines we will analyse several fruits and vegetables which are aiming to cater Indian markets with the attraction of superb benefits that they provide.

As it was mentioned before, the import of Brazilian Nuts is subject to the approval of the same by Indian Authorities and inclusion into the permit list of PQ Order. Once this is



NOTE: Statistics shown below are provided at 6 digits HS Code, which includes alike products of the same category and not only the analysed product.

8.1. MACADAMIA NUTS

Macadamia Nuts (*Macadamia integrifolia* or *Macadamia ternifolia*) is a genus of four species of trees in the flowering plant family Proteaceae.

Plant Quarantine Order allows the importation of Macadamia Nuts for consumption from Australia and Kenya subject to fumigation with Methyl bromide. Import of Macadamia nuts for consumption from Brasil is not yet contemplated.

However, order permits importation of Macadamia intergrifolia for sowing both from Australia and Brasil, subject in this case to evidence of free of Hypothenemus obscurus insect.

Ministry of Agriculture of Government of Brasil is in the process of inclusion of Brasil Nuts and Macadamia Nuts in the positive list of products for human consumption.

Macadamia nuts are imported in India under the following codes:

| HS Code | Description |
|---------|---|
| 080262 | <i>Fresh or dried macadamia nuts, shelled</i> |
| 200819 | <i>Nuts and other seeds, incl. mixtures, prepared or preserved (excluding prepared or preserved</i> |

MAIN EXPORTING COUNTRIES TO INDIA: HS CODE STATISTICS

HS Code 080262: Fresh Nuts

Units '000 USD

| EXPORTERS | 2018 | 2019 | 2020 | 2021 | MARKET SHARE |
|-----------|------|------|------|------|--------------|
| World | 0 | 56 | 68 | 70 | |
| Kenya | 0 | 53 | 64 | 70 | 100% |
| Australia | 0 | 0 | 4 | | |
| Rwanda | 0 | 3 | 0 | | |

Illustration 10: HS Code 200899 Main exporting countries

Units '000 USD

| EXPORTERS | 2018 | 2019 | 2020 | 2021 | MARKET SHARE |
|--------------|--------|--------|--------|--------|--------------|
| World | 70,051 | 61,575 | 58,371 | 69,271 | 36% |
| USA | 21,073 | 23,219 | 22,646 | 24,954 | 8% |
| UAE | 5,802 | 5,465 | 5,987 | 5,266 | 7% |
| Afghanistan | 5,449 | 1,785 | 398 | 4,906 | 6% |
| Saudi Arabia | 2,754 | 3,094 | 3,597 | 4,146 | 3% |

Illustration 11: HS Code 110630 Main exporting countries

HS Code 200819: Preserved macadamia

CUSTOM DUTIES

| HS CODE | DESCRIPTION | DUTY |
|---------|---|------|
| 080262 | Fresh or dried macadamia nuts, shelled | 30% |
| 200819 | Nuts and other seeds, incl. mixtures, prepared or preserved | 45% |



MAIN INDIAN IMPORTERS

The main Indian importers of macadamia in India under the tariff codes are:

| Importer | Web | Location |
|--------------------------|---|----------|
| TAJIR | www.habitbrand.com | Mumbai |
| INDIAN DRYFRUITS TRADERS | https://www.tradeindia.com/indian-dryfruits-traders-2853808/ | Mumbai |
| SWISS GALLARY PVT LTD | www.apgroupindia.com | Mumbai |
| ROYAL DRY FRUITS PVT LTD | https://royaldryfruits.in | Mumbai |
| FRUNUTS EXIM LLP | http://frunut.in | Mumbai |

Illustration 12: Macadamia nuts main Indian importers

The graphic below shows the market share of these importers:

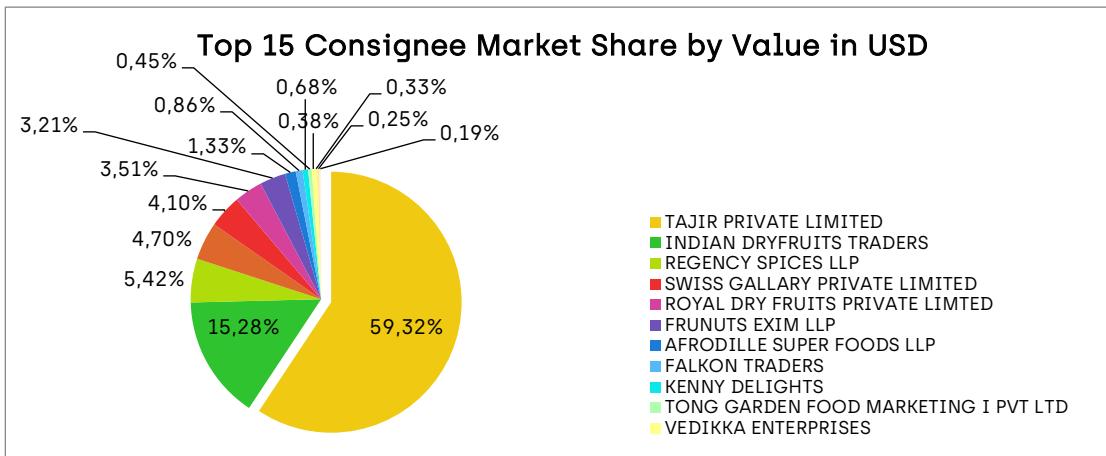


Illustration 13: Brasil nuts market share

8.2. BRAZIL NUTS

Brazil Nuts (*Bertholletia excelsa*) are nutritional powerhouses, providing healthy fats, antioxidants, vitamins, and minerals. These help reduce inflammation, support brain function, and improve your thyroid function and heart health.

It is mainly imported by India from Brazil under the following HS Code:

| HS Code | Description |
|---------|---|
| 200819 | <i>Nuts and other seeds, incl. mixtures, prepared or preserved (excluding prepared or preserved with vinegar, preserved with sugar but not laid in syrup, jams, fruit jellies, marmalades, fruit purée and pastes, obtained by cooking, and groundnuts)</i> |

Brazil is also exporting Brazil Nuts under other tariff code but in much fewer representative quantities.



| HS Code | Description |
|---------|---|
| 151590 | <i>Fixed vegetable fats and oils and their fractions, whether or not refined, but not chemically modified (excl. soya-bean, groundnut, olive, palm, sunflower-seed, safflower, cotton-seed, coconut, palm kernel, babassu, rape, colza and mustard, linseed, maize, castor and sesame oil and microbial oils)</i> |

CUSTOM DUTIES

| HS CODE | DESCRIPTION | DUTY |
|---------|--|------|
| 151590 | Fixed vegetable fats and oils and their fractions, whether or not refined, but not chemically modified | 100% |
| 200819 | Nuts and other seeds, incl. mixtures, prepared or preserved | 45% |

MAIN EXPORTING COUNTRIES TO INDIA

HS Code 200819: Nuts and other seeds

Units '000 USD

| EXPORTERS | 2018 | 2019 | 2020 | 2021 | MARKET SHARE |
|-------------|--------|--------|--------|--------|--------------|
| World | 37,437 | 34,239 | 29,269 | 48,150 | |
| USA | 4,898 | 7,642 | 6,118 | 10,980 | 23% |
| Thailand | 6,537 | 4,420 | 5,951 | 6,827 | 14% |
| Vietnam | 2,572 | 2,045 | 627 | 6,214 | 13% |
| China | 3,603 | 2,744 | 3,785 | 4,593 | 10% |
| Afghanistan | 993 | 628 | 1,106 | 3,801 | 8% |
| Brazil | 116 | 7 | 84 | 229 | <5% |

Illustration 14: HS Code 2008 Main exporting countries

HS Code 151590: Vegetable fats

Units '000 USD

| EXPORTERS | 2018 | 2019 | 2020 | 2021 | MARKET SHARE |
|------------|--------|--------|---------|---------|--------------|
| World | 16,043 | 74,424 | 119,492 | 204,945 | |
| Bangladesh | 3,028 | 64,591 | 111,785 | 191,615 | 93% |
| Belgium | 2,980 | 3,226 | 3,256 | 6,390 | 3% |
| Brazil | 22 | 30 | 39 | 179 | <1% |

Illustration 15: HS Code 1515 Main exporting countries

MAIN INDIAN IMPORTERS

The main Indian importers that are importing nuts are the following ones:

| Importer | Web | Location |
|---------------------------|--|-------------|
| TAJIR | www.habitbrand.com | Maharashtra |
| FRUNUTS EXIM | http://frunut.in | Mumbai |
| KENNY DELIGHTS | www.indiamart.com/kenny-delights | Delhi |
| INDIAN DRYFRUITS TRADERS | www.indiamart.com/indiandryfruitstraders/ | Thane |
| REGENCY GLOBAL INGREDIENT | - | - |
| ARJ RETAIL | - | - |
| UNITED DESCALER | http://uniteddescaler.com | Delhi |

Illustration 16: Brazil nuts main Indian importers

The graphic below shows the market share of these food importers:

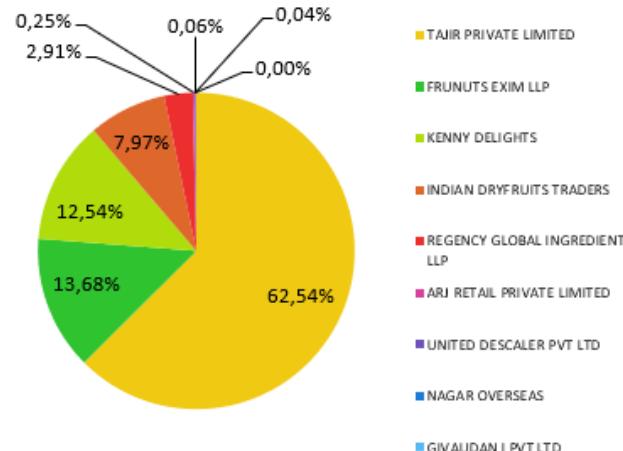


Illustration 17: Brazil nuts market share

8.3. BARU NUTS [BARUKAS]

Baru nuts (*Dipteryx alata*) are grown in the Brazilian savanna; they thrive on Baruzeiro trees and cover roughly 500m acres of Brazil and parts of Paraguay and Bolivia. One of the best parts of their popularity is that the trees are no longer being cut down and utilised for timber.

Baru nuts contain a reasonable number of calories and contain minimal carbs. Therefore, they are ideal for a low-carb or keto-friendly regime. In addition, potassium and iron are abundant in them. They're also full of antioxidants. In fact, the baru nut has more nutrients than peanuts and most other nuts. Almost 30% of its weight is made up of protein. It is also rich in vitamin C, iron, polyphenols, flavonoids, and anthocyanins. Hence, it is presented as a superfood.

Baru Nuts are not imported into India from any country since they are not included into the PQ Order.

9. Packaged Food Labels in India

9.1. FSSAI

All food products sold in India that are prepackaged must comply with the Food Safety and Standards (Packaging and labeling) Regulations, 2011. The Food Safety and Standards Regulation, 2011 is a notification issued by the Food Safety and Standards Authority of India under the Ministry of Health and Family Welfare.

Brazilian exporters are strongly encouraged to read Chapter 2 of the "FSS (Packaging and Labeling) Regulation 2011" and the Compendium of Food Safety and Standards (Packaging and Labeling) Regulation before designing labels for products to be exported to India.

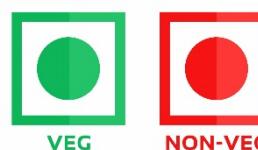


They may also note that FSSAI revised the labeling Regulation and a draft notification to that effect was published on April 11, 2018, inviting comments from WTO member countries (GAIN IN8043 to note major revisions). The comments received are under FSSAI's review and the publication date for final notification remains unknown. The general requirements below are based on current requirements and not the draft FSS (Packaging and Labeling) Regulation 2018.

GENERAL REQUIREMENTS

All labeling declarations must meet the following requirements:

- Product information must be printed on a label securely affixed to the package or printed on the package itself.
- The label must be printed in the English or Hindi languages (Hindi must be in Devanagari script).
- Products exhibiting only a standard U.S. label will not be allowed to enter.
- No false or misleading or deceptive representation shall be made which can create an erroneous impression of the pre-packaged food in any respect.
- Content of the label shall be clear, prominent, indelible, and readily legible by the consumer.



The requirements for the packaging of nuts in India are detailed in Annex I.

10. Distribution Channels

The distribution channels for nuts in India can vary depending on the type of product and the target market. The distribution channels in India are:

- Food Industry: The food industry in India is diverse, covering agriculture, processing, packaging, and distribution of food products. The industry is dominated by small and medium-sized enterprises (SMEs) that produce a wide range of products, including cereals, spices, snacks, processed foods, and beverages. Major players in the industry include Nestle, Coca-Cola, PepsiCo, Britannia, and ITC Foods.
- Retail channel: The retail food sector in India is a rapidly growing industry, driven by rising disposable incomes, changing consumer preferences, and a growing trend towards convenience and processed foods. Here's some information about the retail food sector in India.



The retail food sector in India includes a variety of formats, including supermarkets, hypermarkets, convenience stores, online grocery stores, and specialty stores, such as health food stores and gourmet stores.

The retail food sector in India is a significant contributor to the Indian economy, with estimated sales of around US\$ 600 billion in 2020. The sector is expected to continue growing in the coming years, driven by rising demand for convenience and processed foods, as well as the expansion of organized retail.

Organized retail chains, such as Big Bazaar, Reliance Fresh, and Walmart, are becoming increasingly popular in India, particularly in urban areas. These stores offer a wide range of food products, including fresh produce, packaged foods, and household essentials, and are known for their competitive prices and convenience.

- Offline: nuts can be sold through retail stores such as supermarkets, health food stores, and specialty stores. These stores often offer a variety of Guarana-based products, including energy drinks, supplements, and health food products.
- Specialty stores: Specialty food stores, such as health food stores, organic stores, and gourmet stores, are becoming increasingly popular in India as consumers seek out niche products and high-quality, premium food items.

Specialty stores such as health food stores and supplement shops can be an effective distribution channel for nuts. These stores often have a knowledgeable staff that can help educate customers about the benefits of nuts and recommend specific products.



- Online marketplaces: The growing popularity of e-commerce in India has opened opportunities for companies to sell nuts through online marketplaces such as Amazon, Flipkart, and Big Basket. This allows companies to reach a wider audience and offer a variety of products at competitive prices.





- **HORECA:** The food service sector in India includes restaurants, cafes, fast food chains, food trucks, and catering services. The sector is rapidly growing, driven by rising disposable incomes, changing lifestyles, and a growing trend towards eating out. Major players in the sector include McDonald's, Domino's Pizza, Subway, and Starbucks.



11. Trends of consumption

In recent years, the consumption habits of dry fruits in India have been influenced by factors such as increased health awareness, globalization, and changing lifestyles. With a growing emphasis on health and wellness, more Indians are incorporating dry fruits into their daily diets as a nutritious and convenient snack option. As a result, the demand for dry fruits has increased, leading to a surge in the import and domestic production of various varieties.

The globalization of food trends has also impacted the consumption of dry fruits in India. As Indian consumers become increasingly exposed to global cuisines and food trends, the incorporation of dry fruits into modern, fusion dishes is becoming more common. For example, many Indian restaurants and cafes now offer dishes like salads, smoothie bowls, and baked goods that incorporate dry fruits in novel ways.

Furthermore, changing lifestyles and the growing trend of nuclear families have led to an increase in the consumption of ready-to-eat foods and snacks, including dry fruits. The convenience of dry fruits as a snack option, combined with their long shelf life, has made them a popular choice for busy urban professionals and families alike.

Marketing and packaging have also played a significant role in shaping the consumption habits of dry fruits in India. With the rise of e-commerce and digital marketing, dry fruits are now widely available for purchase online, making them more accessible to consumers across the country. Innovative packaging and branding efforts have also made dry fruits more appealing to younger consumers, who may not have been as familiar with their traditional uses in Indian cuisine.

In recent years, there has been a growing trend towards healthier eating and a focus on incorporating more natural and nutritious foods into diets, which has led to various nut-based trends in India. Here are some of the popular nut trends in India:



- Increasing popularity of plant-based diets: The demand for plant-based diets in India is on the rise, leading to an increase in the consumption of nuts and nut-based products as a source of protein.
- Rise in veganism: Veganism is gaining popularity in India, leading to a growing demand for nut-based milk alternatives, such as almond milk, cashew milk, and coconut milk.
- Growing demand for natural and organic products: Consumers are increasingly seeking natural and organic products, leading to a rise in demand for natural and organic nuts and nut-based products.
- Innovative nut-based snacks: There is a growing trend towards nut-based snacks, such as roasted and flavored nuts, trail mixes, and nut-based bars, which cater to the demand for healthy, portable snacks.
- Nut butters: Nut butters, such as almond butter, cashew butter, and peanut butter, are becoming increasingly popular in India due to their versatility and nutritional benefits. They are used as spreads on bread, as an ingredient in smoothies, and in baking.
- Premiumization: Consumers are willing to pay a premium for high-quality, premium nuts such as imported varieties of almonds, walnuts, and pistachios.

12. Conclusion

The nuts and seeds market in India presents an opportunity for Macadamia nuts, Brazil nuts, and Baru nuts from Brazil to capture a share of premium market.

As a first step, Government of Brazil must complete the inclusion of them into the permitted list of products. Once this is achieved, there will be a large amount of importers willing to promote these products into the Indian market. Selection of right importer/distributor will be one of the keys of the success.

A well-planned marketing strategy that emphasizes the unique features, health benefits, and versatility of these nuts is likely to be successful in capturing a health-conscious market segment. With the right branding, packaging, social media marketing, influencer marketing, sampling, and collaborations, these nuts have the potential to become a popular and profitable product in the Indian market.

The development of Premium segment into retailing sector will facilitate the access of nuts to the consumer.

However, e-commerce option may be as important as the earlier one, since it will provide access to any consumer anywhere in India.

12.1. TARGET MARKET

The target market for these nuts includes health-conscious individuals, fitness enthusiasts, and those looking for healthy snack options. This market segment is likely to be found in health food stores, specialty food stores, and online retailers.



12.2. MARKETING STRATEGY

- **Branding and Packaging:** The nuts will be packaged in eco-friendly and biodegradable packaging that highlights their unique features and nutritional value. The packaging will also have clear branding that emphasizes the quality and origin of the nuts.
- **Social Media Marketing:** Social media platforms such as Instagram, Facebook, and Twitter will be used to promote the nuts and increase brand awareness. The marketing campaign will include regular posts featuring recipes, health benefits, and nutritional information.
- **Influencer Marketing:** Influencer marketing will be used to reach a wider audience and increase the credibility of the nuts. Influencers in the health and fitness industry will be approached to promote the nuts on their social media platforms.
- **Sampling:** Sampling programs will be initiated at health food stores, specialty food stores, and other events. The sampling program will provide consumers with a taste of the nuts and encourage them to purchase the product.
- **Collaborations:** Collaborations with health food stores, specialty food stores, and online retailers will be established to increase the distribution of the nuts.

13. Annexe I

13.1. LABELLING REQUIREMENTS FOR PRE-PACKAGED AND WHOLESALE FOODS:

PRE-PACKAGED FOODS:

According to the FSS Packaging and Labeling Regulation 2011, "prepackaged" or "pre-packed food" means food which is placed in a package of any nature in such a manner that the contents cannot be changed without tampering with the package and is ready for sale to the consumer.

OVERVIEW:

Pre-packaged food or pre-packed food, including multi-piece packages, should carry the following mandatory information on the label:

1. The name of the food
2. List of ingredients, except for single ingredient foods
3. Nutritional information
4. Declaration regarding vegetarian and non-vegetarian
5. Declaration of food additives
6. Name and address of the manufacturer
7. Net quantity



8. Lot/code/batch identification
9. Date of manufacture or packing
10. Best before date or use by date or date of expiry
11. Country of origin
12. Instructions for use, if applicable

FURTHER DETAIL:

1. Name of food: The name of food shall include trade name or description of food contained in the package.
2. List of ingredients: Except for single ingredient foods, a list of ingredients shall be declared on the label, in descending order of their composition by weight or volume.
3. Nutritional information: All nutritional facts per 100 grams or 100 milliliters or per serving of the product shall be given on the label containing:
 - o Energy value in kilocalorie; and
 - o The amount of protein, carbohydrates (specify quantity of sugar), and fat in grams or milliliters; and,
 - o The amount of any other nutrient for which a nutritional or health claim is made.
4. Declaration regarding vegetarian or non-vegetarian:
 - o Vegetarian food must have a symbol consisting of a green color-filled circle inside a square with a green outline prominently displayed on the package, contrasting against the background on the principal display panel, in close proximity to name or brand name of the food.
 - o Non-vegetarian food (any food which contains whole or part of any animal including birds, marine animals, eggs, or products of any animal origin as an ingredient, excluding milk or milk products), must have a symbol of a brown color-filled circle inside a square with a brown outline prominently displayed on the package, contrasting against the background on the principal display panel, in close proximity to the name or brand name of the food. Please see the example below.

Note: Declaration of vegetarian/non-vegetarian logo shall not apply for alcoholic beverages



4. Declaration regarding food additives: This declaration shall be made in accordance with FSS (Packaging and Labeling) Regulation 2011.



5. Name and complete address of the manufacturer: The label shall carry the name and complete address of the manufacturing, packing or bottling unit and also the name and complete address of the manufacturer or the company for and whose behalf it is manufactured or packed or bottled.
 - o Where an article of food is imported into India, the package of food shall also carry the name and complete address of the importer in India.
 - o Provided further that where any food article manufactured outside India is packed or bottled in India, the package containing such food article shall also bear on the label, the name of the country of origin of the food article and the name and complete address of the importer and the premises of packing or bottling in India.
6. Net quantity: By weight or volume or number, shall be declared on every package of food.
7. Lot/code/batch identification: A mark of identification by which the food can be traced in the manufacture and identified in the distribution shall be given on the label.
8. Date of manufacture or packing: The date, month, and year in which the commodity is manufactured, packed or pre-packed, shall be given on the label.
9. Best before and use by dates: The month and year in capital letters up to which the product is best for consumption. Provided further that the declaration of best before date for consumption shall not be applicable to:
 - o Wines and liquors; and
 - o Alcoholic beverages containing 10 percent or more alcohol by volume.
10. Country of origin for imported food:
 - o The country of origin of the food shall be declared on the label of food imported into India.
 - o When a food undergoes processing in a second country, changing its nature, the country in which the processing is performed shall be considered to be the country of origin for the purposes of labeling.
11. Instructions for use: If necessary, instructions for use shall be included on the label to ensure correct utilization of the food.

WHOLESALE FOOD PACKAGES:

According to the FSS Packaging and Labeling Regulation 2011, "wholesale package" is defined as a package containing the following:

- a) A number of retail packages, where such first mentioned package is intended for sale, distribution or delivery to an intermediary and is not intended for sale direct to a single consumer; or
- b) A commodity of food sold to an intermediary in bulk to enable such intermediary to sell, distribute or deliver such commodity of food to the consumer in smaller quantities.

On March 23, 2012, FSSAI published "Guidelines Related to Food Import Clearance Process by FSSAI's Authorized Officer" on its website. These guidelines elaborated the labeling requirements of different kinds of packages of food consignments imported into India. The different categories of packages mentioned in the guidelines were: [1] pre-packaged food or pre-packed food including multipiece packages; [2] wholesale



packages (including semi-finished/intermediary food products which will be further processed to make final product and packed as pre-packaged or pre-packed food); (3) primary food like food grains, pulses, fruits, dry fruits, whole spices, etc., imported in package; and (4) primary food like food grains, pulses, fruits, whole spices, etc. imported in loose in bulk. For more details on the guidelines, please refer to GAIN IN2055.

The new guidelines, as published on the FSSAI website on August 9, 2016, modified the labelling requirements for category 3 above. Specifically, the new guidelines state that for all primary food products, such as food grains, pulses, fruits, dry fruits, whole spices, etc. imported in package, the name and address of the importer can be verified from the documents that accompany the consignment. The labeling requirements for such products have been revised and will now require the following details:

1. Name of food
2. Name and complete address of the manufacturer/packer
3. Date of manufacture/packing
4. Net weight
5. Lot/code/batch number
6. Best before date, use by date, or date of expiry
7. Country of origin
8. FSSAI logo and license number (as a rectifiable label, which can also be applied upon arrival)

The August 9, 2016, guidelines allowed a timeline of six months to comply with the modified labeling requirements (GAIN IN6108). However, on December 13, 2017, a new guideline, subsequent to the August 9, 2016, guideline, was published to extend the compliance date for modified labeling requirements until the time the revised FSS (Labeling) Regulations (currently in draft format) are published and notified (GAIN IN7157).

India specifies that imported pre-packaged food products must meet India's country of origin food labeling requirements at the port of entry. Imported bulk food items sold in loose or unpackaged form (almonds, apples, grapes, peas and lentils, etc.) must have an accompanying certificate that specifies country of origin. However, there is currently no requirement to label imported loose or unbranded products at the retail point of sale.

Raw agricultural commodities, spice mixes, condiments, non-nutritive products (such as soluble tea, coffee, soluble coffee, coffee-chicory mixture, packaged drinking water, and packaged mineral water), alcoholic beverages, fruits and vegetables, and processed pre-packaged fruits and vegetables that comprise of single ingredient are exempted from nutritional labeling requirements. Original manufacturer's labels on wholesale packages, applied in the country of origin, that fulfill the labeling requirements of FSSAI's regulations may be allowed.



However, tampering of labels and pasting of one label over another are not permitted. A wholesale package may show the best before date, expiry date, or use by date. In the case of wholesale packages, if both a best before date and an expiry date are given, then the two must be different and must be clearly specified.

RECTIFIABLE AND NON-RECTIFIABLE LABELING

All exporters and importers are responsible for ensuring that the food products entering India from the United States are in full compliance with Indian food laws. On May 23, 2018, FSSAI published a notification to expand the list of labeling requirements that can be rectified at custom-bonded warehouses before visual inspection or re-inspection by authorized officers. The labels can be rectified by affixing a single non-detachable sticker next to the principal display panel without altering or masking the original label information in any manner. Earlier, the allowable list of rectifiable labeling deficiencies included name and address of the importer; vegetarian/non-vegetarian logo; FSSAI logo and license number; and category or sub-category along with the generic name, nature and composition for proprietary food only.

With this new notification, the additional labeling deficiencies for imported food products that can be rectified includes the name and complete address of the manufacturer or packer; lot/code/batch identification number; date of manufacture or packing; and food additive declarations. The FSSAI notification explains that missing information can be verified from relevant documents like invoices, ingredient list, certificate of analysis, bill of entry, etc. and by a certification from the importer on the authenticity of information (GAIN IN8068).



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