



Australian Government

Australian Trade and Investment Commission

# India – Doing Business, Summerfruit Australia

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# India - Strong economic outlook

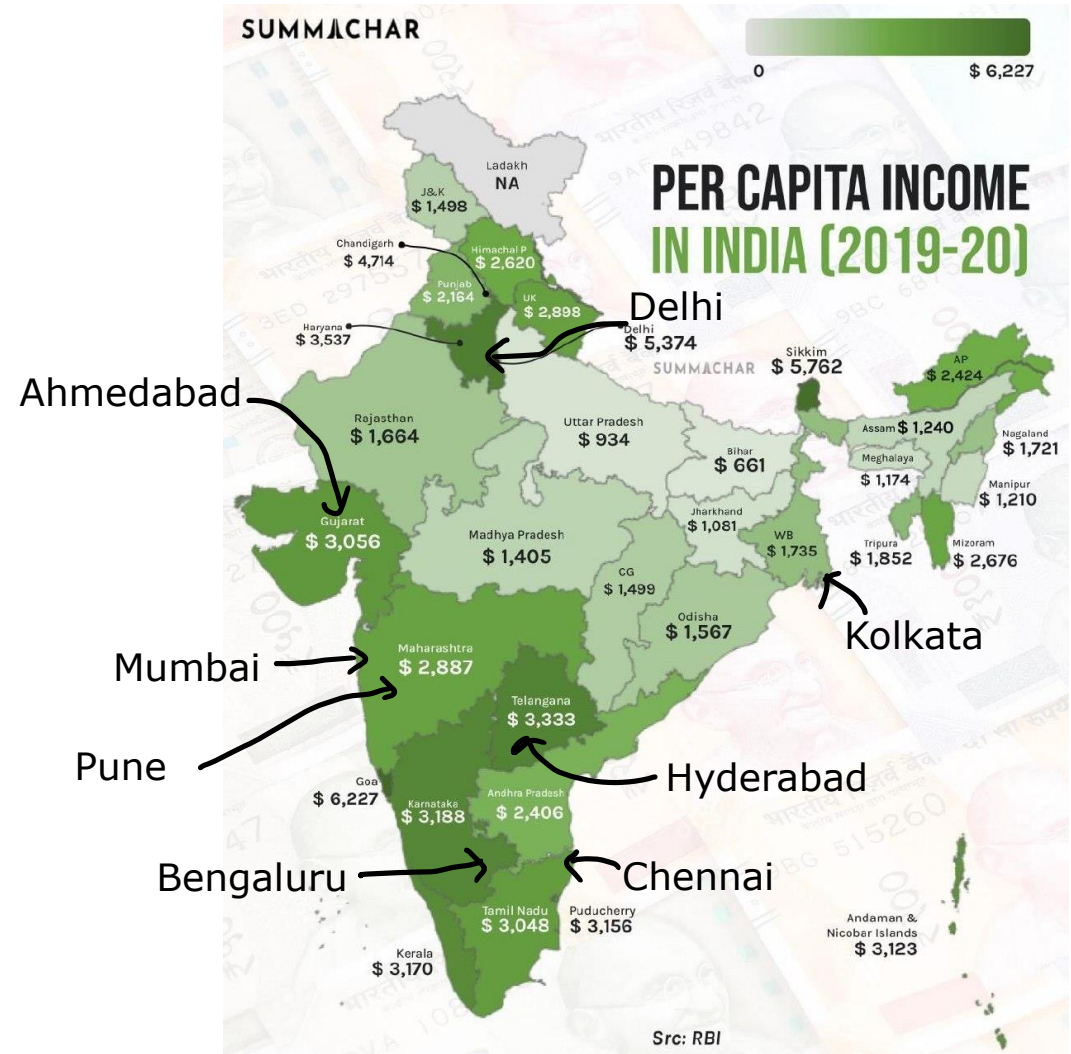
- Population of 1.4 billion > China
- Expanding middle class (by 2030, 51% of Indian households will be middle-income or higher)
  - Expected to contribute to a 300% increase in consumer spending by 2030
- 320 million English Speaking Consumers
- 550 million+ Internet Users
- A median age of 29 = developing loyal consumers for the long term
- 30 million high-end Indian consumers in Mumbai, New Delhi, Bengaluru, Hyderabad, Chennai, Pune, Ahmedabad
- IMF call India a 'bright spot in the global economy' with a projected GDP growth of 5.9 per cent in 2023 (compared to global growth of 2.8 per cent)



# India Geography

Target customer segment is 1-2% of population – 10-12 million people

- Young
- High socio-economic class
- Well-travelled



## Fresh Citrus Fruit



**9,799,632 tonnes**

Total Consumption 2021  
5.1% CAGR 2021-2026

**1.0%**

Share of Imports to Total Consumption 2021

## Fresh Peaches and Nectarines



**105,444 tonnes**

Total Consumption 2021  
0.9% CAGR 2021-2026

**0.2%**

Share of Imports to Total Consumption 2021

## Fresh Grapes



**2,897,865 tonnes**

Total Consumption 2021  
11.8% CAGR 2021-2026

**0.2%**

Share of Imports to Total Consumption 2021

## Fresh Berries



**18,147 tonnes**

Total Consumption 2021  
9.8% CAGR 2021-2026

**6.7%**

Share of Imports to Total Consumption 2021

## Per Capita Avocado Consumption 2021/22



Australia – 4.76kg



India - 0.004kg

## Fresh Avocados



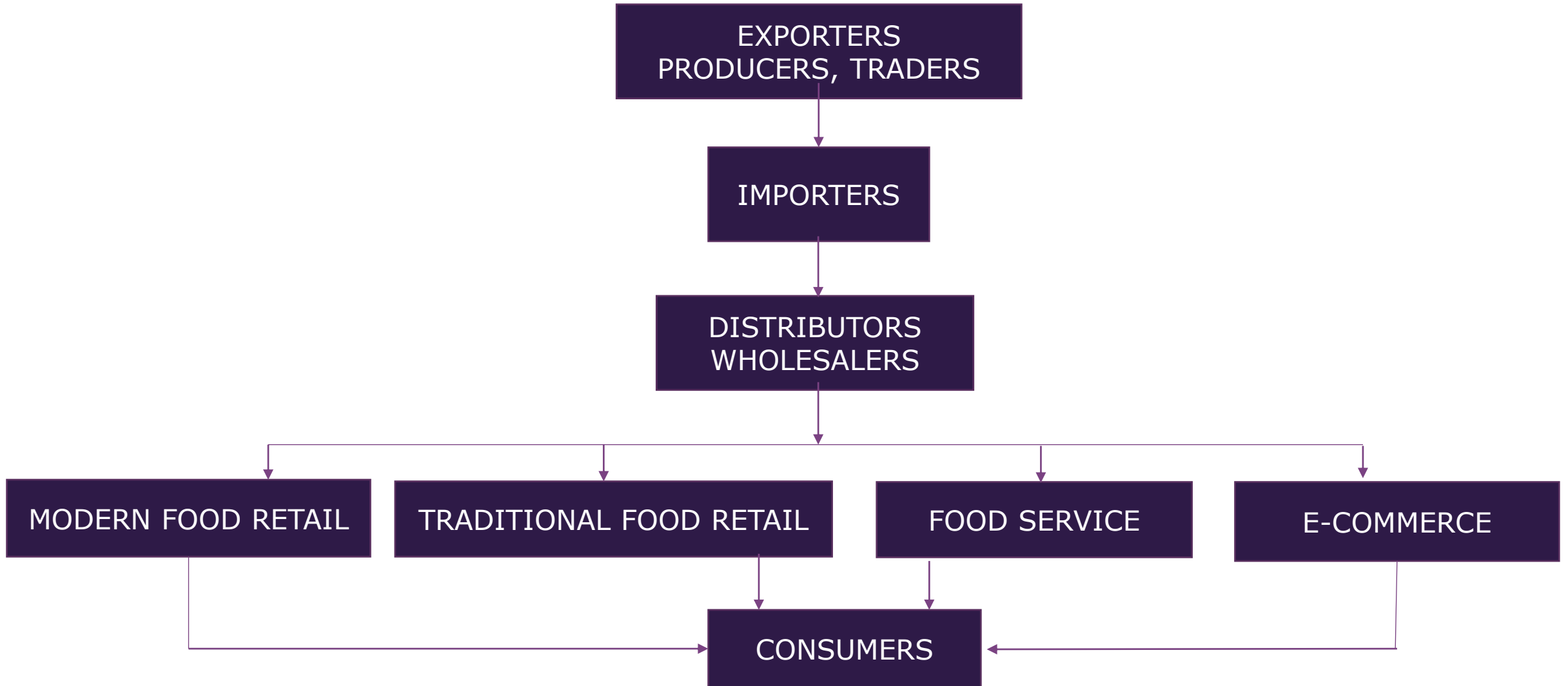
**495 tonnes**

Total Consumption 2021  
56.1% CAGR 2021-2026

**99.3%**

Share of Imports to Total Consumption 2021

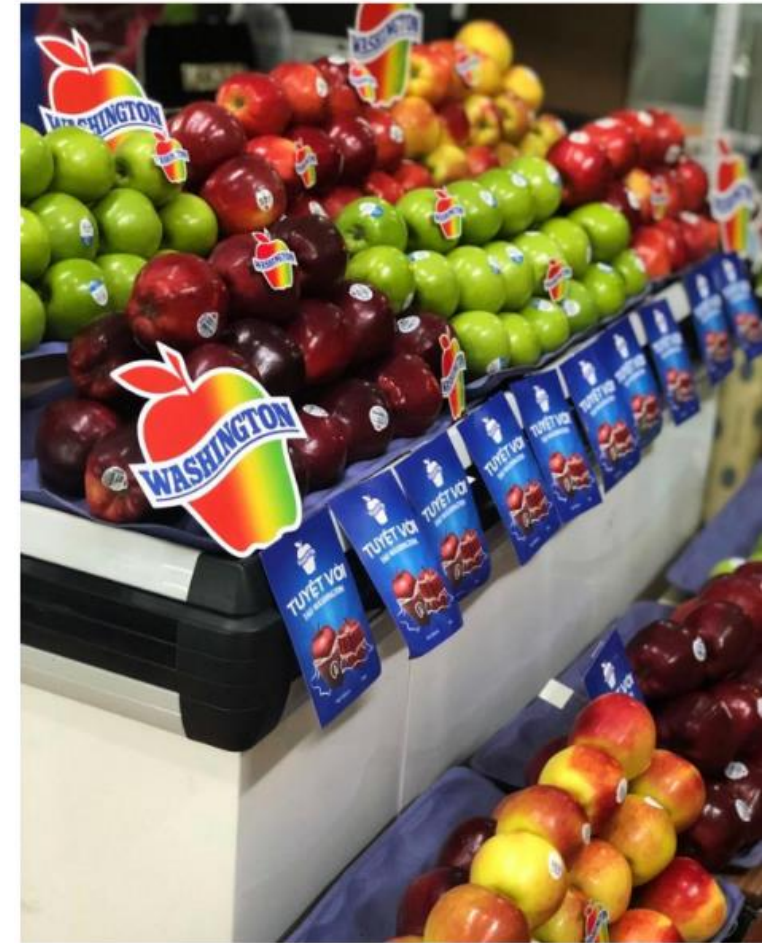
# Typical channel to market



# How to succeed as an Industry

## EDUCATING THE CUSTOMER

- Stonefruits have not been a traditional fruit in India
- Customer education via promotional activities is the key to gain a higher market share
- Networking events with importers will help to generate the demand in the wholesale market
- Promotional events aimed at consumers (in consultation with importers) will provide an outreach to the target consumers
- In-store promotions, social media marketing are the preferred medium to reach the target consumers



# Key tips for doing business with India



- Bureaucracy is challenging – but not insurmountable
- Gaining a greater foothold in the Indian market requires industry to 'be there'
  - Relationships are key – and can't be formed overnight – visit the market
  - Reaping benefits often requires sustained engagement and often a local presence
  - A long-term, patient approach is needed
  - Collaborate with key retailers to generate awareness and promote Australian avocados



- Business moves fast – be prepared to be agile in your dealings
  - The workday starts late, don't expect appointments before 10:30 am.
  - A delay of about 15-20 mins is still considered being on time, though Australian companies are advised to be punctual
  - Shaking hands with men and women in meetings is a common practice.
  - Gifts are not expected at meetings.



- Don't forget to let Austrade, industry partners, and state government supporters know what you're up to so that we can celebrate your success!

# Thank you



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**AUSTRALIA**