

# Exporting Herbal Products: A Global Opportunity

Discover a simpler path to global markets for your herbal products.



**Made by Deepak verma**



# Roadmap to Export Success



## Identify High-Demand Markets

Target regions with existing interest in herbal remedies and superfoods.



## Research Market Trends & Sales Potential

Utilize online tools and reports to gauge product viability.



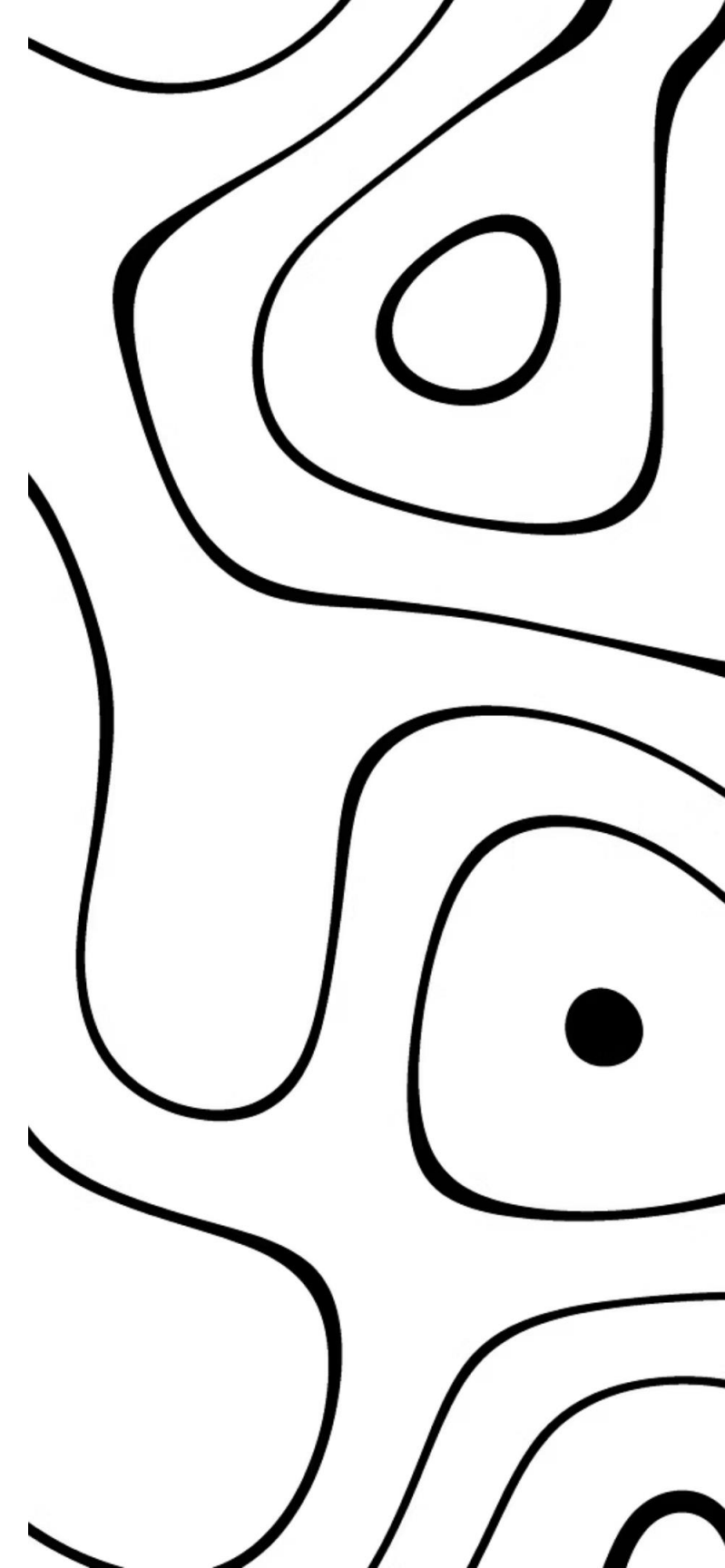
## Understand Regulatory Requirements

Navigate import laws and certifications for compliance.



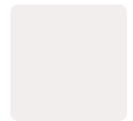
## Identify Buyers & Channels

Choose between B2B and B2C and find the right platforms.

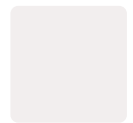


# Top Target Markets for Herbal Exports

## Global Demand

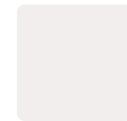


**USA:** High demand for adaptogens, superfoods, and herbal teas.

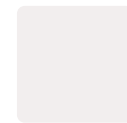


**Europe** (Germany, France, UK): Popularity of organic, natural remedies.

## Emerging Markets



**Middle East** (UAE, Saudi Arabia): Interest in traditional medicine.



**Canada & Australia:** Strong market for wellness supplements.

# Navigating Market Trends & Regulations

## Market Research Tools

- 1 Google Trends: Product interest by country.
- 2 E-commerce Platforms: Amazon, Etsy, eBay for pricing and product types.
- 3 B2B Platforms: Alibaba, Indiamart for demand volume.
- 4 Market Reports: "Global Ashwagandha Market Forecast," "Herbal Supplements Market."

## Essential Certifications

- 1 FSSAI, AYUSH License: For quality and safety.
- 2 Certificate of Analysis (COA): Product composition and purity.
- 3 Organic Certifications: NPOP/NOP if applicable.
- 4 Phytosanitary Certificate: For raw plant materials.
- 5 Labeling Standards: FDA-compliant for US export.

# Sales Channels & Marketing Strategies

## Marketplace Platforms



### Amazon.com

Global reach for B2C sales.



### Etsy.com

Craft and unique herbal products.



### eBay.com

Versatile selling platform.



### Walmart.com

Large consumer base.

## B2B and B2C Sales Channels



B2B Platforms: ExportHub, Indiamart, Alibaba.



Trade Fairs: BioFach, VitaFoods, Arab Health.



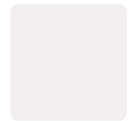
LinkedIn & E mail: Target "Herbal supplement buyers."



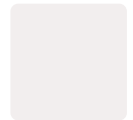
US Distributors: UNFI, KeHE Distributor.

# Leveraging Digital Marketing

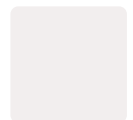
## Social Media & Influencers



**Instagram & TikTok:** Partner with wellness influencers for sponsored content.

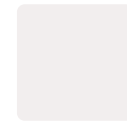


**Facebook Ads:** Target users interested in Ayurveda, yoga, vegan lifestyle.

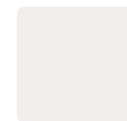


**YouTube:** Create educational content (e.g., "Benefits of Ashwagandha").

## Content & SEO



**Email Marketing:** Build customer relationships.



**SEO:** High Domain Authority (DA) backlinks (blogging, article writing, video submission).





# Amazon US: Market Entry & Cost Structure

## Seller Account Setup

Open a Professional Amazon Seller Central Account for the US marketplace: \$39.99/month.

## FBA Model Benefits

Utilize Amazon's FBA for warehousing, storage, fulfillment, and listing management.

## Fee Breakdown

**Referral Fee:** 15% of item's sale price. **Fulfillment Fee:** ~\$3.22 for 0.5 lb product. **Storage Fee:** ~\$0.05–\$0.10/unit/month.

# Amazon Fees Structure Clarification

**1** Open **Professional Amazon Seller Central Account** for U.S Marketplace. Total Cost: \$39.99

**2** Choose Amazon’s **FBA model** for warehousing, storage, fulfillment, Listing

**3** Here are **fee Structure Break Down** for FBA: -

**4** **Fulfillment Fee (Standard Size): -**  
For a **0.5 lb small product**, estimated FBA fees

Size Tier:	Weight:	Estimated Fee (USD):
Standard (Small)	6–12 oz./170–340 g	\$3.22

(This includes picking, packing, shipping, customer service, and returns handling.)

**5** **Storage Fee: -**  
Monthly Storage Fee (Jan–Sep): **\$0.87 per cubic foot**  
Monthly Storage Fee (Oct–Dec): **\$2.40 per cubic foot**  
For a small item, estimate around **\$0.05–\$0.10 per unit per month**.

Note: One cubic foot means a volume equal to a cube with sides measuring one foot each. One cubic foot is approximately 7.48 gallons or 28.32 liters.  
 $\text{Length (in)} \times \text{Width (in)} \times \text{Height (in)} \div 1728 = \text{Cubic Feet}$




# Market Trends

1

Amazon. Com  
Here you can see the  
monthly sales of top  
brands.  
Minimum Price is  
\$6.99

[Quick Link](#)

More results



Yupik Organic Powder Superfood, 1 lb Moringa Leaf, 16 Oz, Non-GMO, Vegan, Gluten-Free


Powder 16 Ounce (Pack of 1)

Options: 3 sizes, 2 flavors

★★★★☆ 1,505  
1K+ bought in past month

\$11<sup>99</sup> (\$0.75/ounce)  
\$11.39 with Subscribe & Save discount  
\$10.60 delivery **Tue, Jun 24**  
1 sustainability feature

Add to cart



Organic Moringa Powder - 1.10 lbs (17.64 oz) | USDA Organics, Non-GMO, Kosher, Halal, Moringa...


Powder 17.64 Ounce (Pack of 1)

Options: 3 sizes

★★★★☆ 4,631  
5K+ bought in past month

\$13<sup>44</sup> (\$0.76/ounce) Typical: \$14.94  
\$12.77 with Subscribe & Save discount  
\$10.68 delivery **Tue, Jun 24**  
1 sustainability feature  
Small Business

Add to cart



HANDPICK Organic Moringa Powder (397g/14oz) Moringa Oleifera Leaf Powder - Gluten...

Powder 14 Ounce (Pack of 1)

Options: 52 flavors


★★★★☆ 13,790  
900+ bought in past month

\$14<sup>99</sup> (\$1.07/ounce)  
\$10.52 delivery **Tue, Jun 24**

Add to cart

BSR Rank  
930 in Grocery & Gourmet Food

FBA



MB Herbals Moringa Leaf Powder 8 oz (227g / 0.5 LB) | 100% Pure Moringa Powder | Easily Mixes in...

Powder 8 Ounce (Pack of 1)

Options: 2 sizes


★★★★☆ 390  
500+ bought in past month

\$6<sup>99</sup> (\$0.87/ounce)  
Save more with Subscribe & Save  
\$10.30 delivery **Tue, Jun 24**

Add to cart

BSR Rank

FBA



Naturevibe Botanicals Moringa Powder 5lbs | Made with Premium Quality Moringa Oleifera Leaf |...

Powder 80 Ounce (Pack of 1)

★★★★☆ 7,070  
50+ bought in past month

\$20<sup>89</sup> (\$0.26/ounce) Typical: \$21.99  
\$19.85 with Subscribe & Save discount  
Save 10% on 2 select item(s)  
\$13.01 delivery **Jun 26 - Jul 9**

Add to cart


BSR Rank

FBA

2

Etsy. Com  
Here you can see the  
monthly sales of top  
brands.  
Minimum Price is  
\$3.96

[Quick Link](#)




Bestseller

Fresh Organic Moringa Powder | ...  
Ad by Etsy seller

\$11.99  
Free shipping

4.7 ★ (335)

Mo. Sales	Views	Con. rate	List. Age	☆
11,334			19 Mo.	




Bestseller

Organic Moringa Capsules - 180...  
Ad by Etsy seller

\$19.96 \$24.95 (20% off)  
Free shipping

4.8 ★ (490)

Mo. Sales	Views	Con. rate	List. Age	☆
8,007			10 Mo.	




Organic Way Moringa Leaf Powder...  
Ad by Etsy seller

\$13.99  
Free shipping

4.8 ★ (2.7k)

Mo. Sales	Views	Con. rate	List. Age	☆
11,144			49 Mo.	



Organic Moringa Leaf Powder (...)  
Ad by Etsy seller

\$5.09 \$10.19 (50% off)  
Free shipping

4.8 ★ (21.4k)

Mo. Sales	Views	Con. rate	List. Age	☆
11,815			74 Mo.	



# Market Trends

3

Ebay. Com  
Here you can see the monthly sales of top brands.  
Minimum Price is \$10 but very cheap platform to start  
[Quick Link](#)



Fresh Moringa - Moringa Oleifera Extract 1200mg - Extreme Weight Loss Pills 3B Brand New

**\$88.68**  
Was: \$98.53 10% off  
or Best Offer  
+\$19.35 delivery from United States



immune health gummy - ACAI BERRY - GRAVIOLA COMBO 2B - acai immune... Brand New

**\$38.11**  
Was: \$42.34 10% off  
or Best Offer  
+\$19.35 delivery from United States



Green Power - 6oz Brand New

**\$10.00**  
Buy It Now  
+\$19.35 delivery from United States  
**Save up to 15% when you buy more**



Organic Chlorella Tablets - Stem Cell Activator 500mg - Brain Power Caps 1B Brand New

**\$20.27**  
or Best Offer  
+\$19.35 delivery from United States  
**Save up to 25% when you buy more**

4

Walmart. Com  
Here you can see the monthly sales of top brands.  
Minimum Price is \$5.16  
[Quick Link](#)

Best seller

+ Add

Subscribe

Sponsored ⓘ

**\$5<sup>16</sup>** \$2.09/oz

VAHDAM, Organic Moringa Powder (2.47oz) Non-GMO & Gluten Free Moringa Oleifera, Direct from Source

★★★★★ 3

SNAP eligible

Save with W+ ⓘ

Shipping, arrives **today**

Best seller

+ Add

Sponsored ⓘ

**\$13<sup>49</sup>** \$1.23/oz

Terrasoul Superfoods Organic Moringa Powder, 11 Oz - Detox - Antioxidants - Immunity

★★★★★ 73

Save with W+ ⓘ

Shipping, arrives in **2 days**

Best seller

+ Add

Subscribe

Sponsored ⓘ

**\$5<sup>16</sup>** \$2.09/oz

VAHDAM, Organic Moringa Powder (2.47oz) Non-GMO & Gluten Free Moringa Oleifera, Direct from Source

★★★★★ 3

SNAP eligible

Save with W+ ⓘ

Shipping, arrives **today**

Best seller

Options

Sponsored ⓘ

**\$10<sup>48</sup>** 8.7 c/count

Options from \$10.48 – \$29.99

Sunshine Naturals Pure Moringa Leaf Capsules, 120 Count

★★★★★ 197

Save with W+ ⓘ

Shipping, arrives **today**

# Competitor Analysis & Pricing Strategy for Moringa powered amazon.com

Title Name: MB Herbals Moringa Leaf Powder 8 oz (227g / 0.5 LB) |  
100% Pure Moringa Powder | Easily Mixes in Drinks & Smoothies | No Preservatives

Brand Name: MB Herbals

ASIN: B09HY2PNJ8

Price: \$6.99

Model of Fulfillment: FBA

Item Form: Power

Est. Orders/Day: 15 - 18

Est. Revenue/Day: \$110 - \$123

Est. Revenue/Month: \$3300 Min

Monthly Brought: 500+ bought in past month

Product Dimensions: 7.8 x 5.8 x 0.9 inches

Weight: 8.01 ounces = 227.0797gm, 8 Oz

Date First Available: October 7, 2021

Manufacturer: Phoenix Medicaments Pvt. Ltd, [Address](#): F-80, F-81 Tulsi  
Industrial Estate, opp. Bhagyoday Hotel, Changodar,  
Gujarat 382213, [Phone](#): [087804 18312](tel:08780418312)

Amazon Store Link: [Quick Link](#)

Website Link: [Quick Link](#)

Customer reviews: 4.4 Star

Product Rating: 390 [Quick Link](#)

Certification: FSSAI Approved Manufacturing Facility



# Our Selling Strategy: - for Moringa powered amazon.com

## Competitor Analysis: Moringa Leaf Powder

This analysis focuses on the competitive landscape for **[Our Brand Name]** Herbals Moringa Leaf Powder, 8 oz (200g / 0.5 LB). Our product, priced at **\$5.68**, faces a market with varying quality and presentation standards. We highlight our strengths and address potential areas for improvement based on consumer feedback.

### Our Strong Points

- High-quality listing with A+ Content, including videos and diverse product/packaging images.
- Showcase of FSSAI Approved Manufacturing Facility certificate.
- Additional certifications align with USA trends, bolstering consumer trust.
- Easily mixes in drinks and smoothies, ensuring user convenience.

### Customer Feedback & Challenges

"I found a curly hair in the moringa powder. It is a shame because I really liked the flavor and granulation of the product. It was perfect until this discovery."

This negative review underscores the critical importance of stringent quality control and hygiene standards in our manufacturing and packaging processes. Addressing such issues is paramount for maintaining customer satisfaction and brand reputation.



**Made by Deepak verma**

# Assumed Calculation and Gross Profit

Box-1	
Single Product Weight	200 gm
Total Pieces In one(20 kg) box	100
Maximum Weight	20 kg
Dimension cm	54x44x41cm
Volumetric weight	19.4832
Shipping Charges DHL (3-4) days	₹28,352.71
India Post Charges (10-12) days	₹17523

To Recover Total Amount Assumption Sales Below	
Single Piece Price	\$5.68
100 Piece Price	\$568.00
INR Conversion	45,440.00
Total Estimated Cost shipping to sale	32973.9978
Gross Profit Per Box	₹ 12,466.00

FBA Box calculation	USA	INR
Per Unit Price	\$5.68	
Shipping	₹28,352.71	28352.71
Amazon FBA fees LxBxH/1728 cubic feet	56.375	
Storage Fees cubic feet * \$0.87	49.04625	4,267.02
Fullfillment Fees small tier 170-340g	\$3.22	280.14
Refferal Fees 15%	\$0.85	74.12
Total Estimated Cost shipping to sale		₹ 32,974.00



# Thank You

Discover a simpler path to global markets for your herbal products.



**Made by Deepak verma**



[Profile Link](#)



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