



# Economics

ICT SEM 4

Group 6

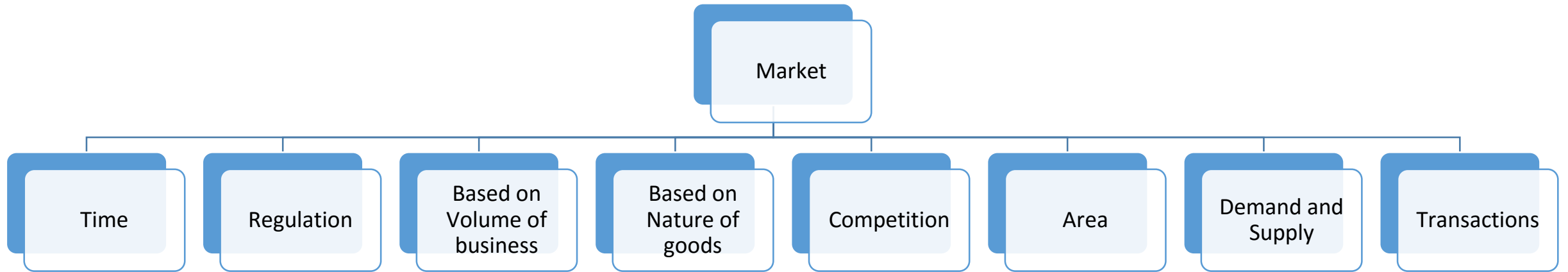
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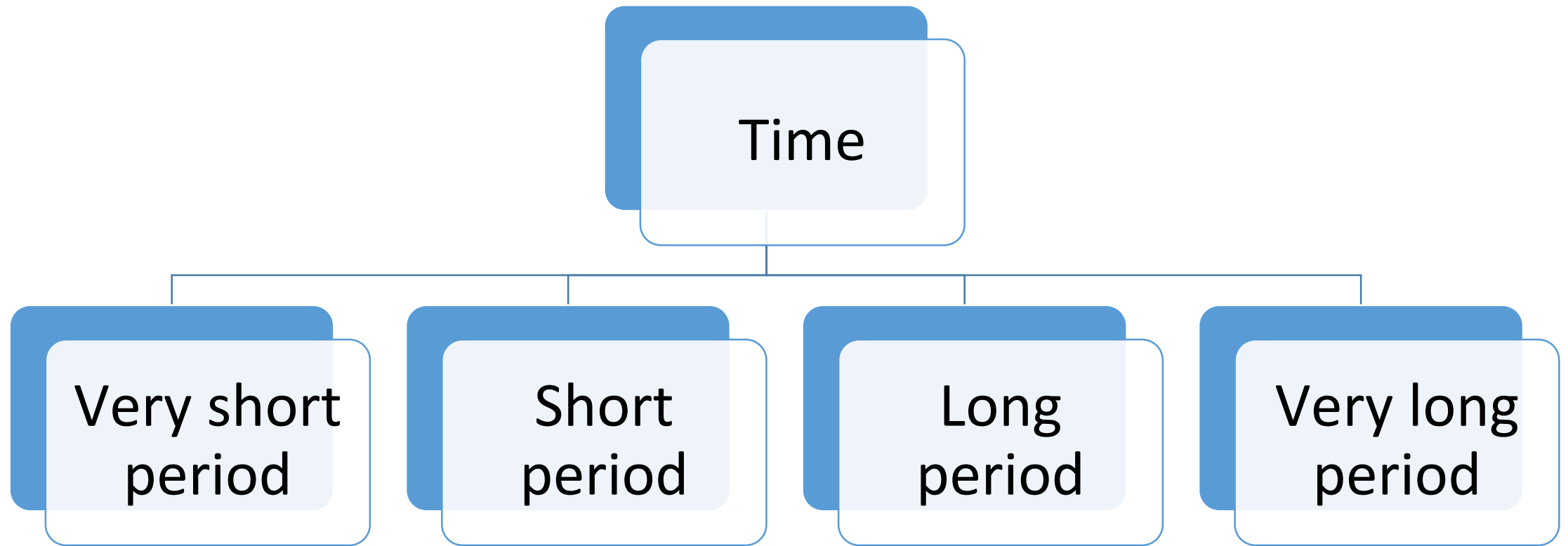
# Market Analysis Of Onion



# Market Classification



# Based on time (Sub Classification)

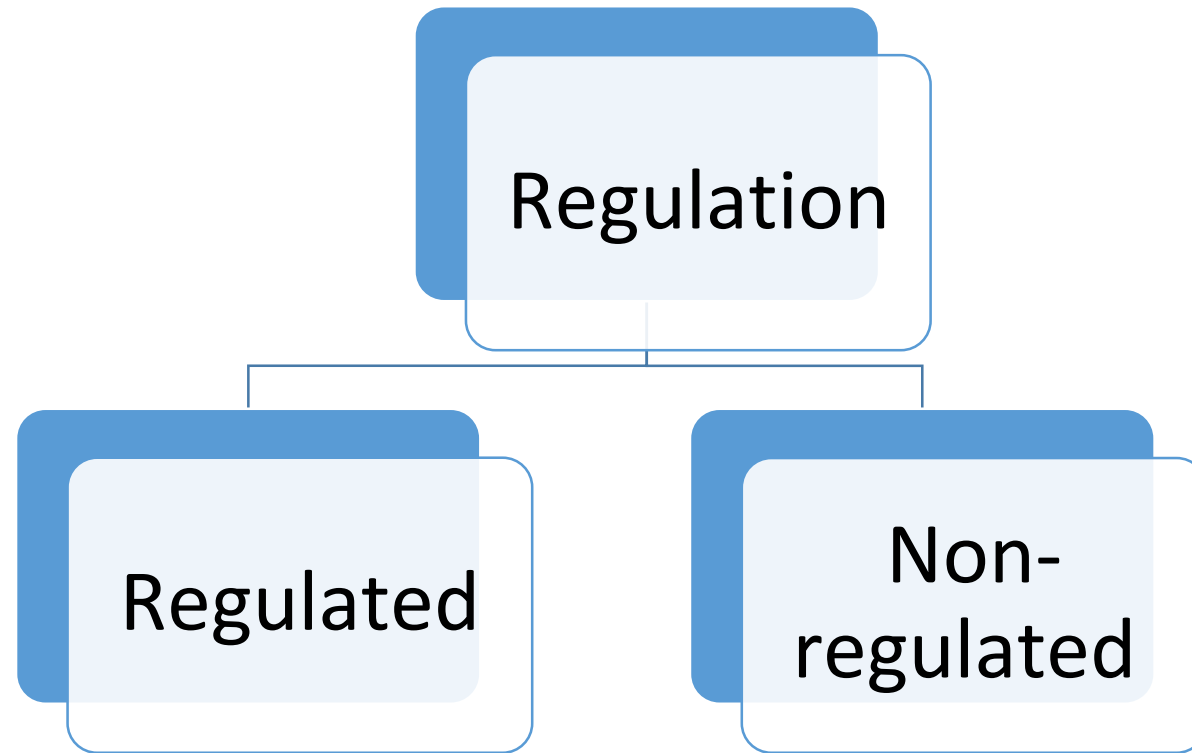


# Based on time

- **Onion belongs to a “Short period Market”**
- **Reason:**

The onion is a perishable product, so the amount of time when onion is there in market is lesser.

# Based on regulation (Sub Classification)



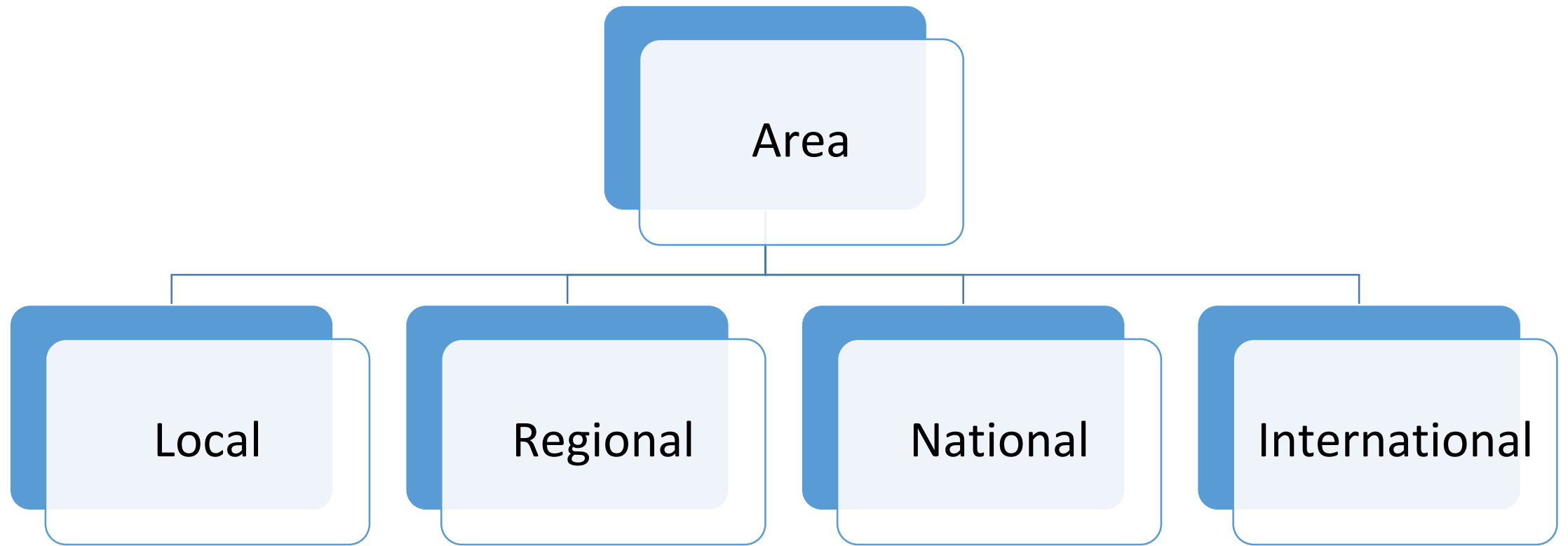
# Based on regulations

- **Onion Belongs to “Regulated Market”**
- **Reason:**

Generally the trading of onion takes place according to rules and regulations made by the central bodies (here APMC, Government)



# Based on Area (Sub Classification)

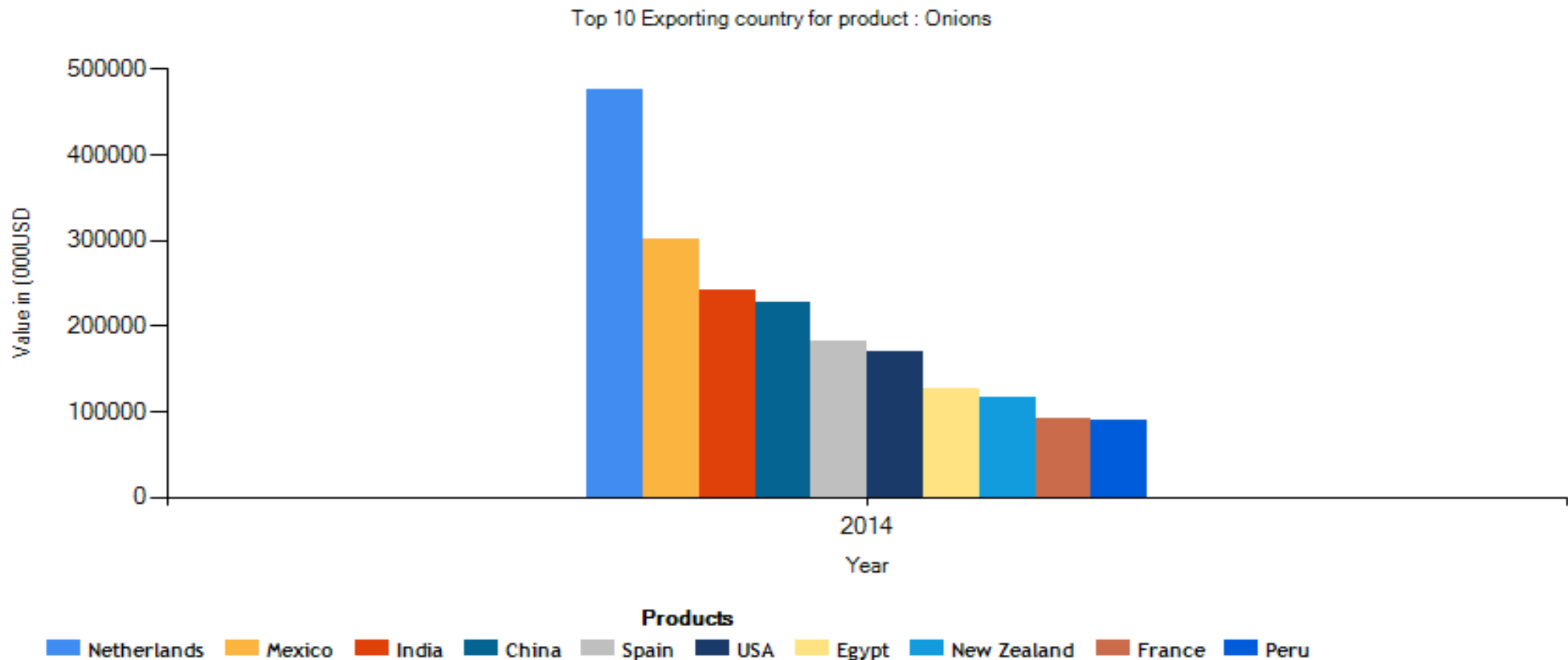


# International Market :-

- There is a lot of demand of indian's onions, specially **red onions** worldwide.
- The India has exported 12,38,102.60 MT of fresh onion to the world for the worth of Rs. 2,300.57 crores during the year 2014-15.
- Major Export Destinations (2014-15) : Bangladesh, Malaysia, Sri Lanka, United Arab Emirates, and Nepal.

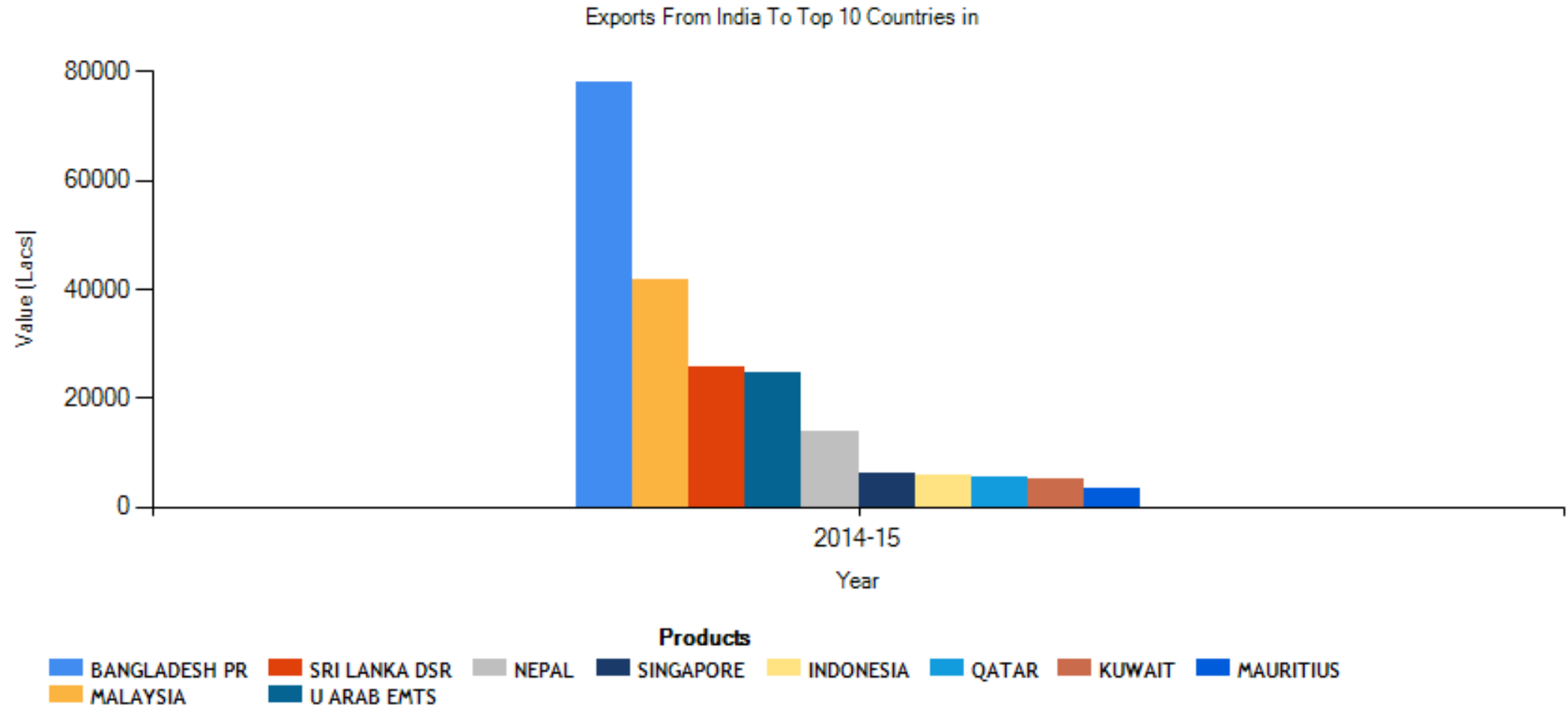
# Export

- India ranked second among the top 10 onion exporting countries for several years. However, this position has taken a hit. In 2014, it is 3rd.



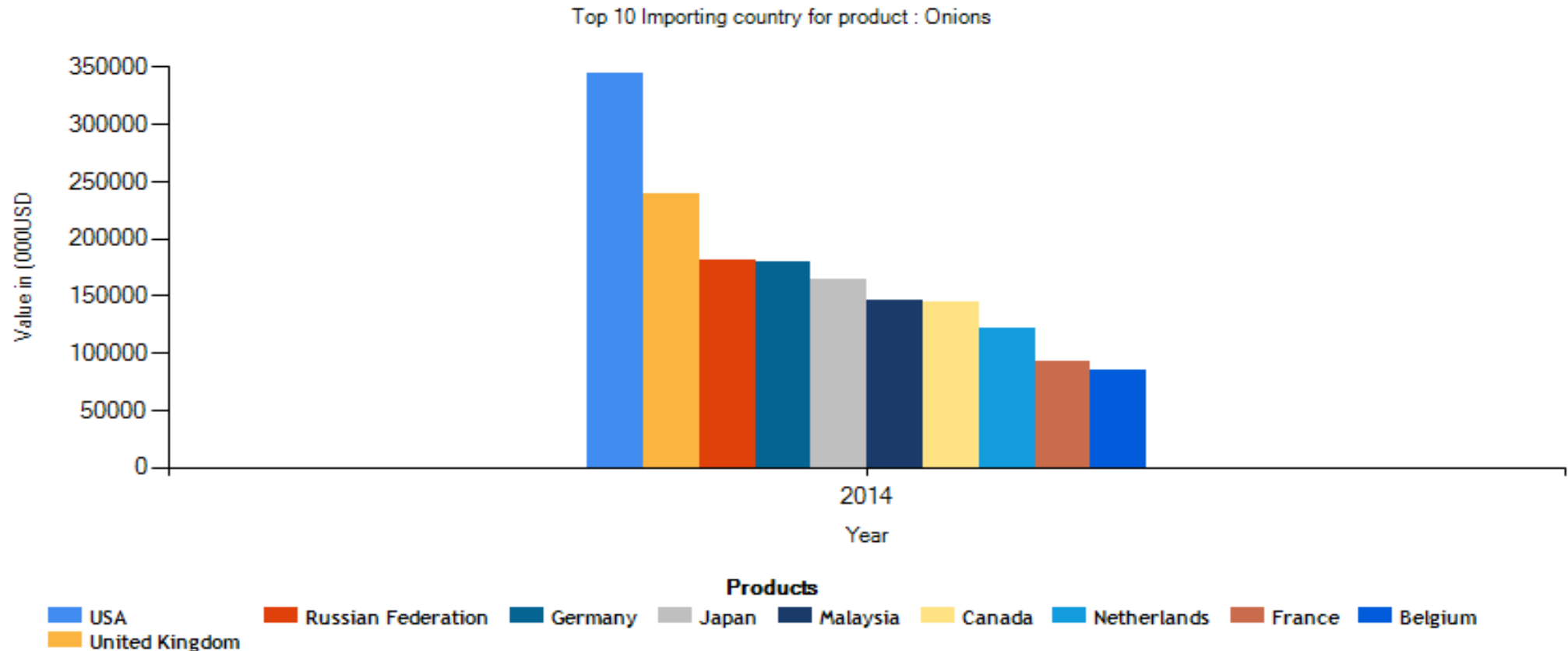
- One major effect is neighboring countries such as China and Pakistan have begun producing onions of the same quality and pungency and their onions are a lot more cheaper in the international markets.
- Moreover, Thailand, Indonesia and Sri Lanka who were traditional buyers of the Indian onions have begun to produce onions and also export them. Since the competitiveness has increased, India has not been able to match up both in terms of quality and policies.

# TOP 10 EXPORT DESTINATION

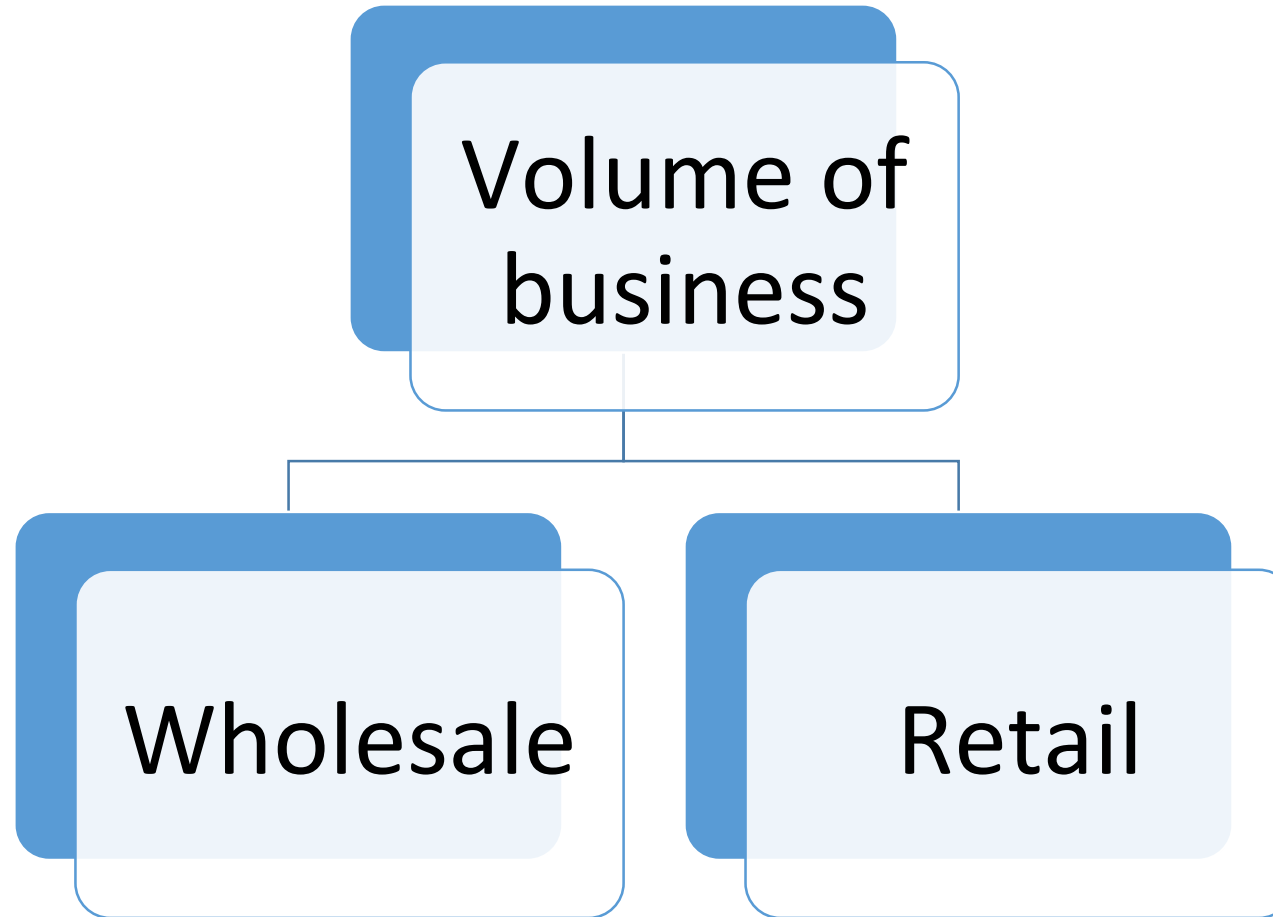


# IMPORT

- India ranks 115 for importing the onions.
- India has imported 813 MT onion of worth 253 (000USD), which is only 0.01% of total import across the all country.



# Based on volume of business (Sub Classification)



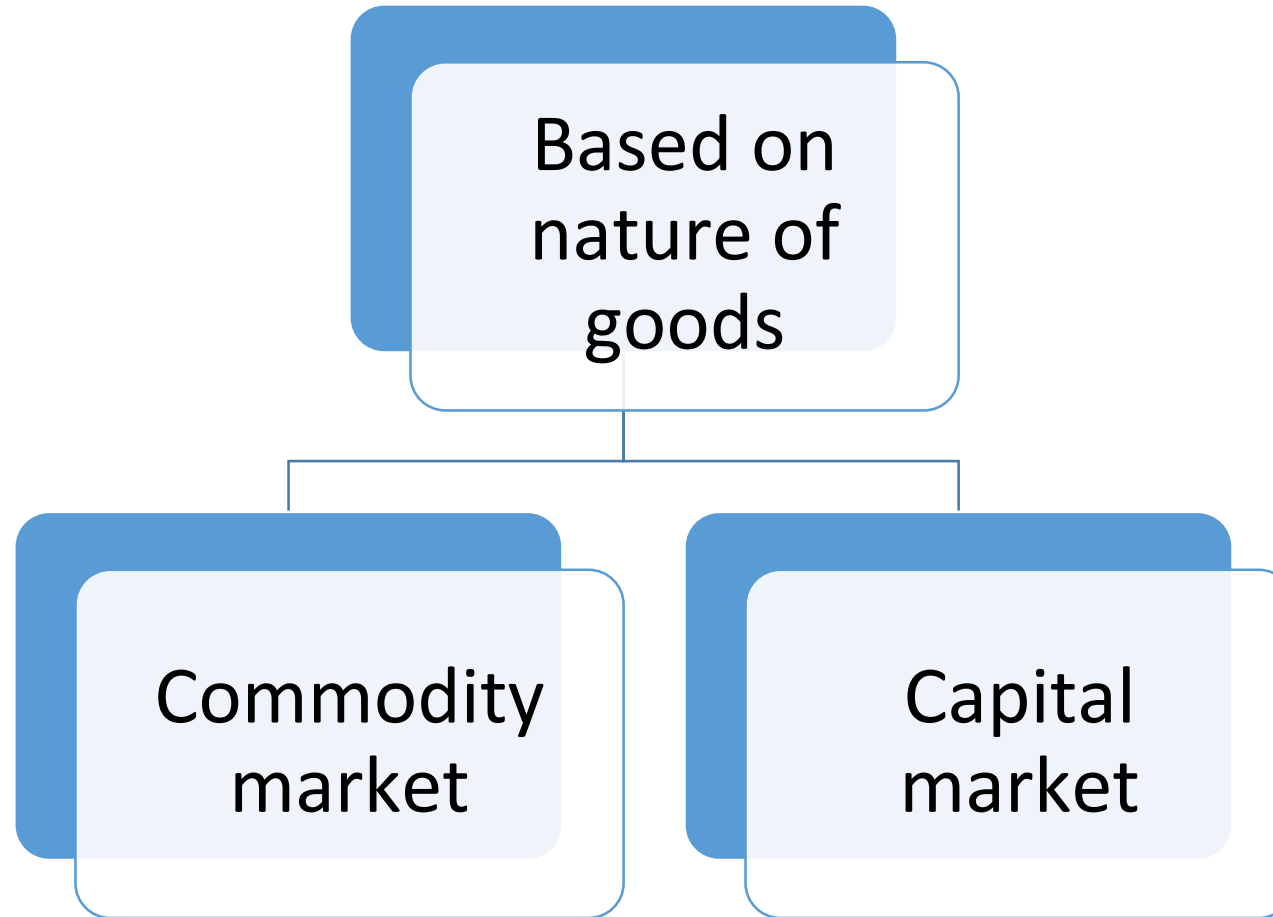
# Based on volume of business

- **“Wholesale” and “Retail Market”**

When we consider market of farmers and traders it is considered as wholesale market(APMC Market), but when it is seen from point of view of local vendors and consumers it is considered as retail market(Vegetable Market).



# Based on nature of goods (Sub Classification)

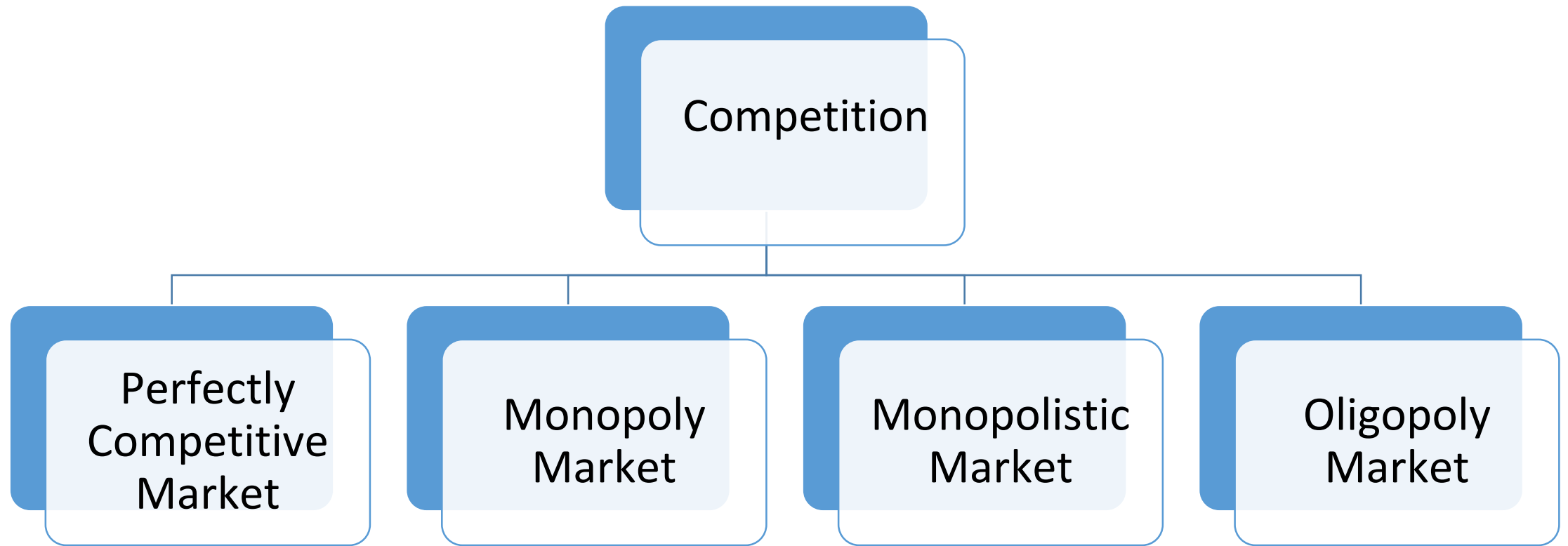


# Based on nature of goods

- **Onion belongs to “Commodity Market”**

The Onion is considered as Agricultural Commodity and thus its market is called commodity market.

# Based on competition (Sub Classification)



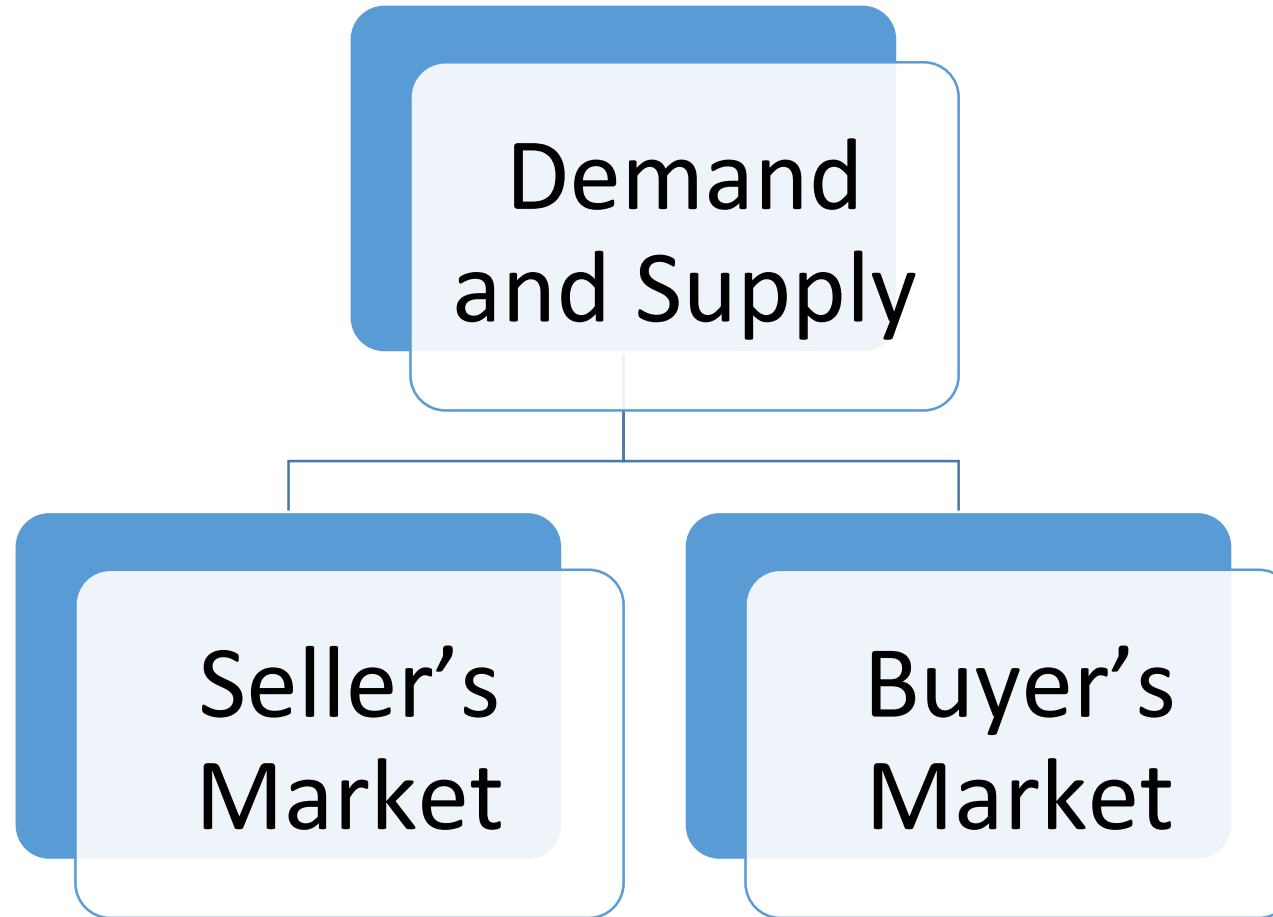
# Nature of competition

- Onion belongs to “Perfectly Competitive Market”

## Reasons:

- Large numbers of sellers and consumers
- All sellers are selling identical products
- Some sellers have relatively small market shares (**not all**)
- Buyers have complete information about the product
- Sellers are price takers (**not always**)
- Free entry and exit. (**very less restrictions**)

# Based on Demand and Supply (Sub Classification)



# Demand and Supply

- **Seller's Market and Consumer's Market**

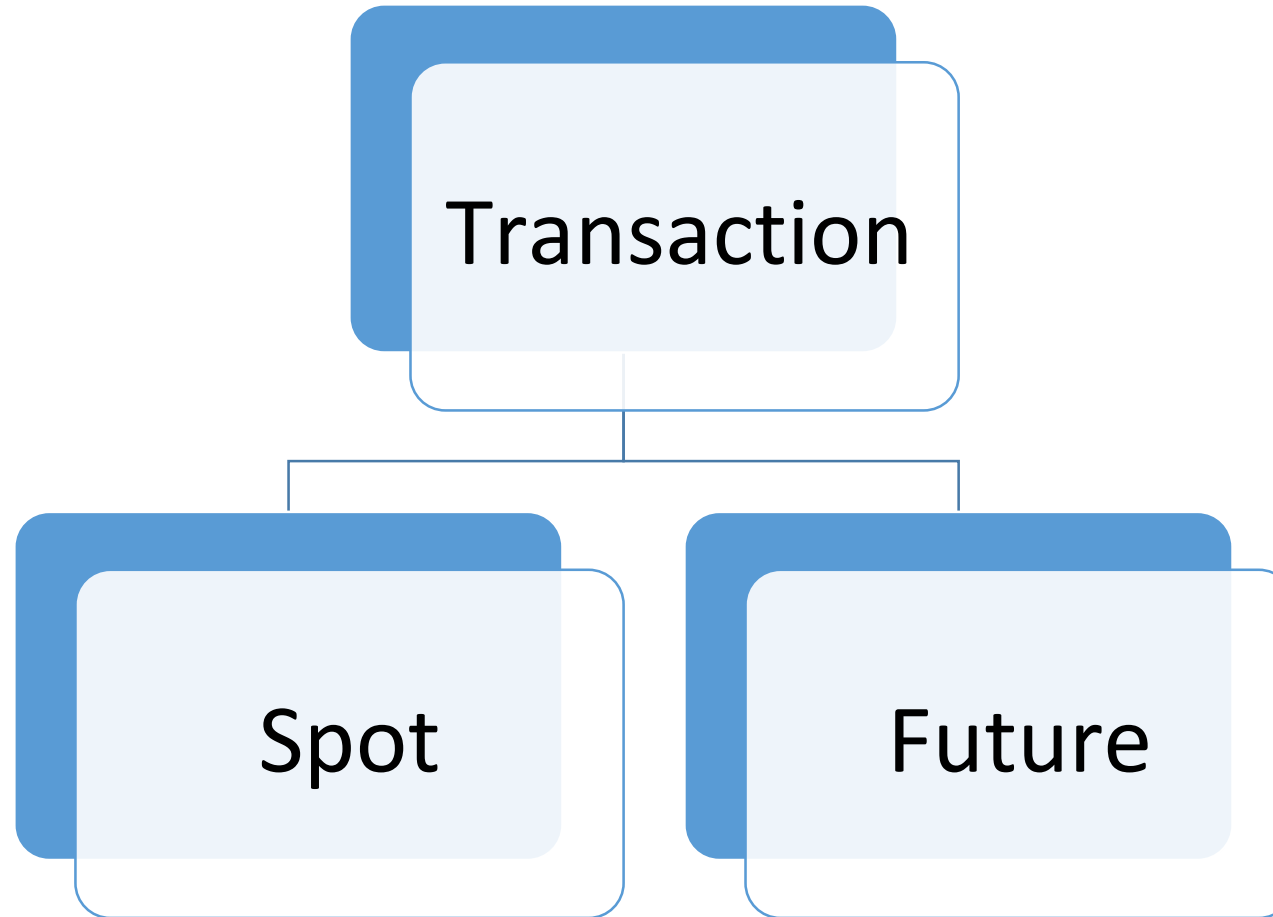
Here, this classification changes according to time.

Two Conditions are Possible

**Supply > Demand** : Consumer's Market

**Demand > Supply** : Seller's Market

# Based on transaction(Sub Classification)



# Based on transactions

Onion belongs to both of these market categories based on its transaction

- **Spot Transaction**

The transaction between local sellers(Retailers) and traders termed as “Spot transaction”.

- **Future Transaction**

When there is need of export and import of onions at that time one has to consider the future effect on onion so this kind transaction termed as “Future Transaction”



# Special Thanks to....

- Mr. Chittranjan M. Patel (Joint Director, Department of Horticulture, Government of Gujarat).

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