

Export Opportunity Analysis Dashboard

India vs Global – Herbs • Turmeric • Millets (2020–2024)
Analyze India's export competitiveness and highlight high-potential markets

Objective

This dashboard identifies high-potential product categories and export markets for the Indian agriculture and spices sector, with a focus on Ayurvedic herbs, Turmeric, and Millets

What This Dashboard Provides



Product Opportunity Insights

Identify products with high growth, low volatility, and strong demand.



Market Attractiveness Analysis

Compare India vs global competitors.

Discover emerging partner countries with increasing demand.



Strategy Support for Exporter

Benchmark pricing, volume, and trade value trends.

Prioritize markets based on attractiveness score.

Export Analysis

Global vs. India

Product

All

Global

India

Year

All

20.45bn

Net Value (USD) (Global)

6.42bn

Net Weight (Kg) (Global)

2.95

Average Price (USD/Kg)

3.54bn

Net Value (USD) (INDIA)

1.72bn

Net Weight (Kg) (INDIA)



Top Competitors

China

1

India

2

Germany

3

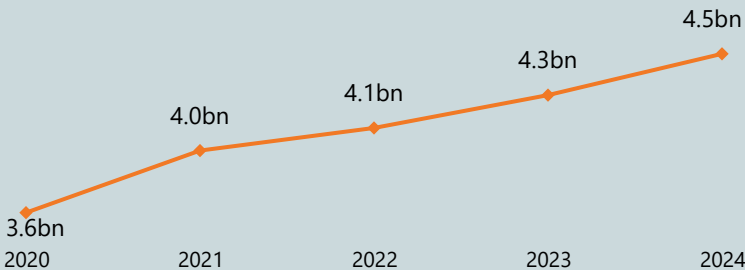
Egypt

4

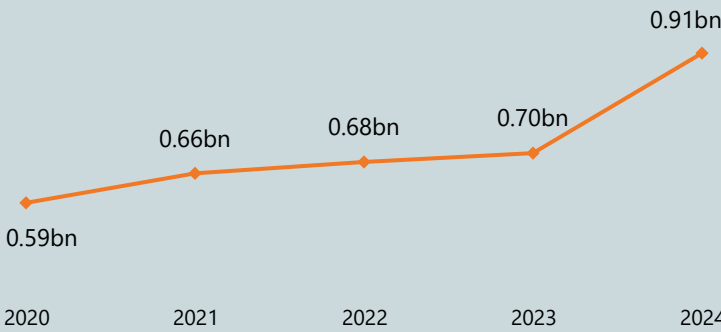
Usa

5

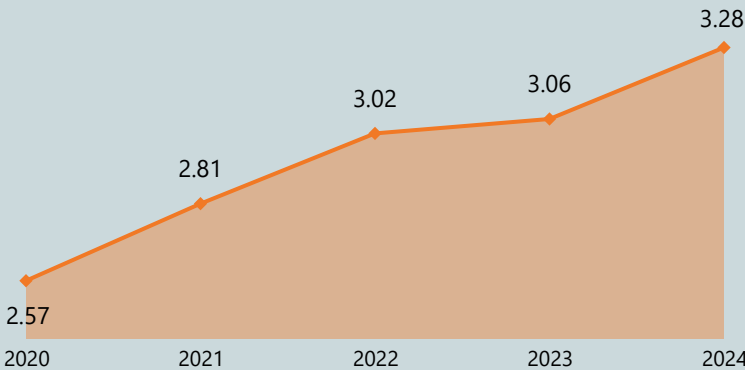
Global Trade Value (usd)



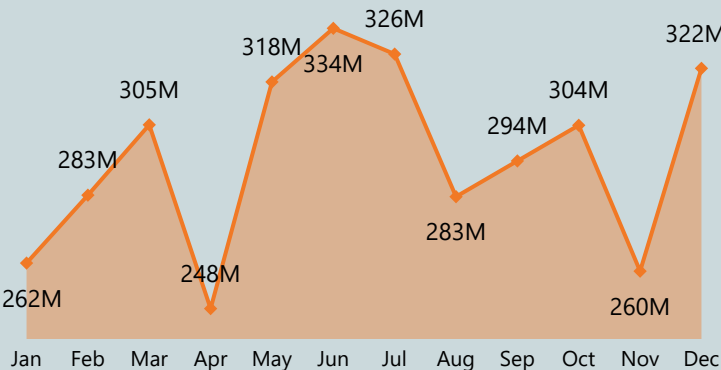
Indian Trade Value (usd)



Average Price (usd\kg)



Indian Trade Value (usd)



Top Trade Partners

Usa

1

Germany

2

Bangladesh

3

United Arab Emirates

4

China

5

Comparative Review

Trade Partner

All

Global

India

Product

All

Year

All

160

Competitors

5.45%

CAGR (Global)

17.30%

Market Share

5.01%

Market Share YoY Gro...

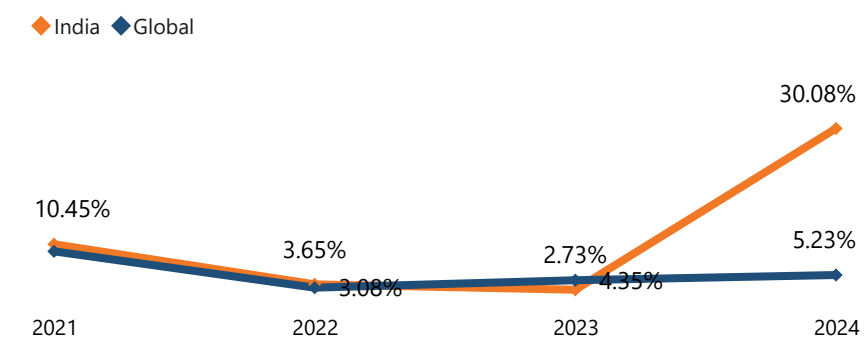
11.21%

CAGR (INDIA)

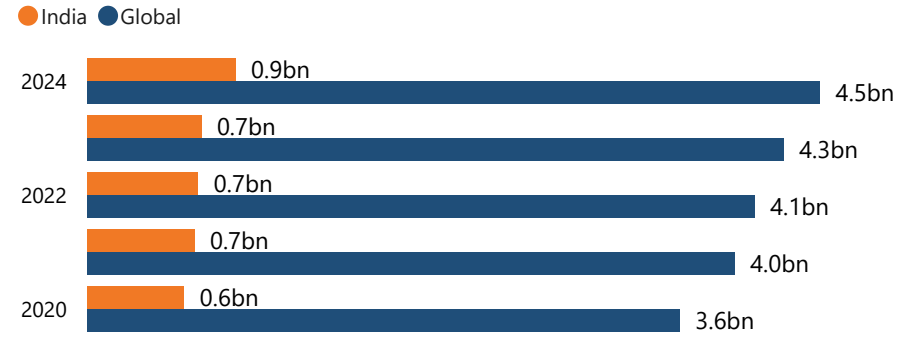
190

Trade Partners {INDIA}

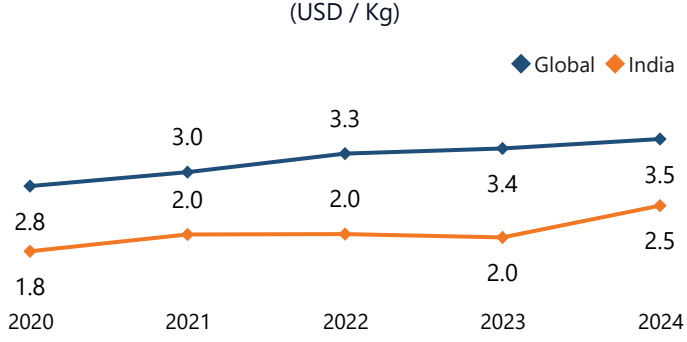
YoY Growth (%)



Trade Value (USD)

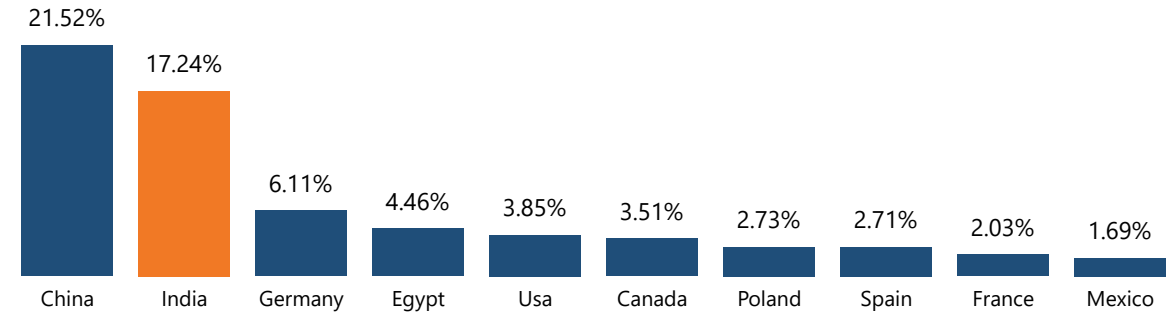


Average Price



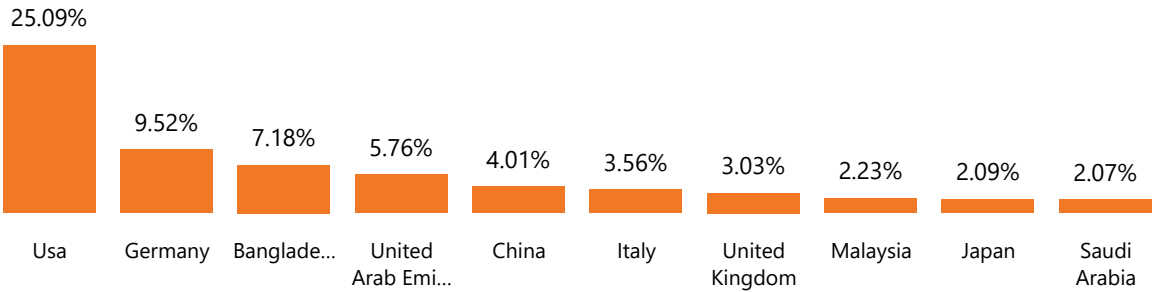
Leading Exporting Countries

(Top 10 Competitors)



Prominent Trading Partners

(Top 10 Importers)



Opportunity Analysis

Trade Partner

All

Global

India

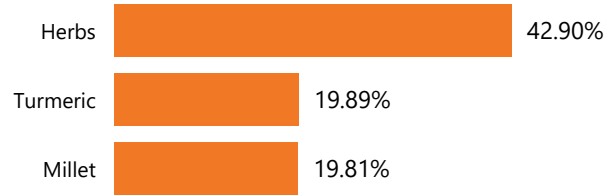
Product

All

Year

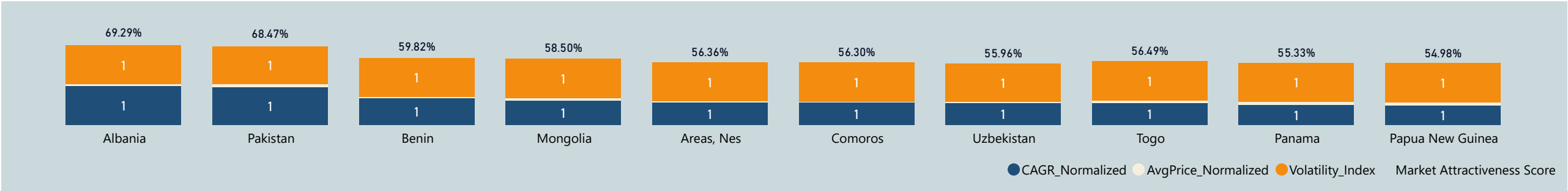
All

Promising Product

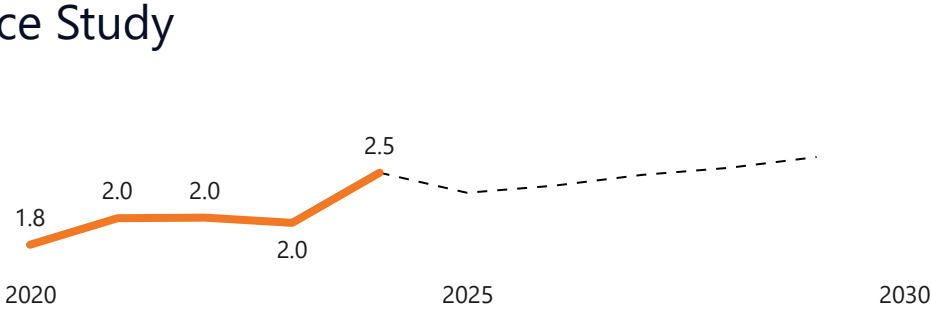


| Product | Market Size | Market Share | CAGR (IND) | AvgPrice (IND) | Volatility | Market Atrct Score |
|----------|----------------|--------------|------------|----------------|------------|--------------------|
| Herbs | 17854208840.07 | 12.29% | 11.93% | 3.99 | 0.74 | 42.90% |
| Turmeric | 1814658459.35 | 67.15% | 9.48% | 1.46 | 0.89 | 19.89% |
| Millet | 784807758.48 | 16.08% | 19.38% | 0.38 | 0.98 | 19.81% |

Emerging Market



Price Study



Executive Insights

(2020–2024 Export Analysis: Herbs • Turmeric • Millets)

Most Promising Product

■ Ayurvedic Herbs Lead Market Attractiveness

- Highest attractiveness score (**42.90%**) due to strong global demand.
- Stable pricing + low volatility = lower risk.
- India holds **12% global share**, with strong upward CAGR.

Fastest-Growing Product

● Millets Show Highest CAGR (19.38%)

- Strong global push - “International Year of Millets-2023.”
- Rising demand in **UAE, USA, and Europe**.
- Opportunity: Branding India as a sustainable millet supplier.

India vs Global Competitiveness

🇮🇳 India's Market Share Growing Faster Than Global Average

- India's trade CAGR: **11–12%**
- Global CAGR: **5–6%**
- India outperforms global CAGR by approximate **+6%**.

Price vs Volume Stability

✅ High Price Stability = Strong Premium Market

- Herbs maintain stable price at **USD 3–4/kg globally**.
- Low volatility (0.7) = predictable margins.

Emerging High-Potential Market

🌐 Saudi Arabia, Pakistan & Uzbekistan Are Rising Importers

- Year-on-year import demand increasing steadily.
- These markets score high in attractiveness + low volatility.
- India already has trade connectivity advantages..

Strategic Recommendation - Indian Exporters

- * Focus on **Ayurvedic herbs & millets** for highest returns.
- * Target **Saudi Arabia, Pakistan, Uzbekistan** as emerging buyers.
- * Position India as a premium-grade herbal supply hub.
- * Use volatility analysis to choose low-risk markets.

