

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

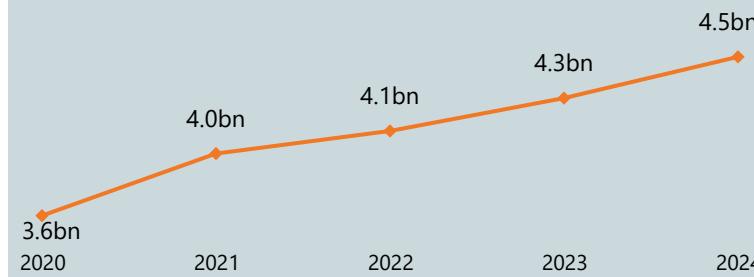
Egypt

4

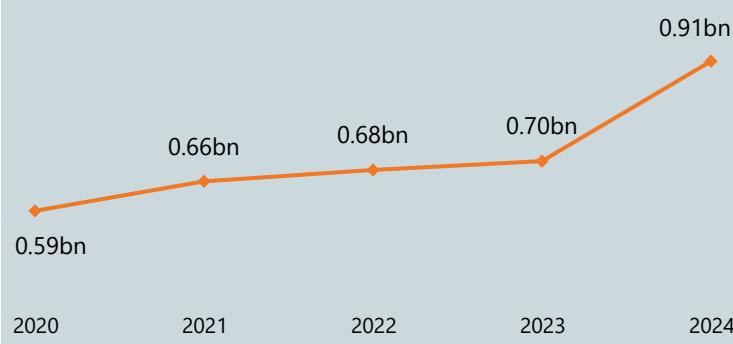
USA

5

Global Trade Value (usd)



Indian Trade Value (usd)



Average Price (usd\kg)



Indian Trade Value (usd)



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...

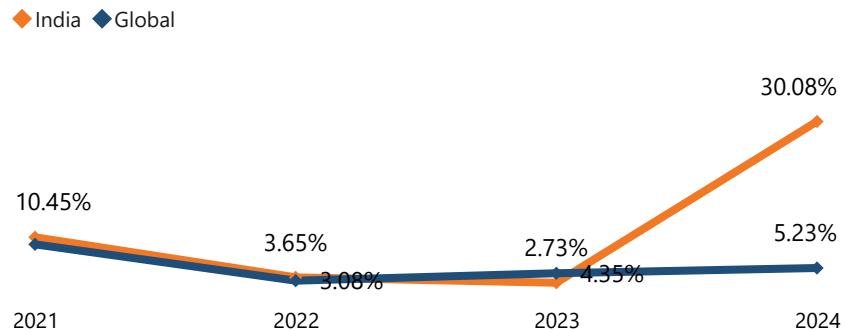
11.21%

CAGR (INDIA)

190

Trade Partners (INDIA)

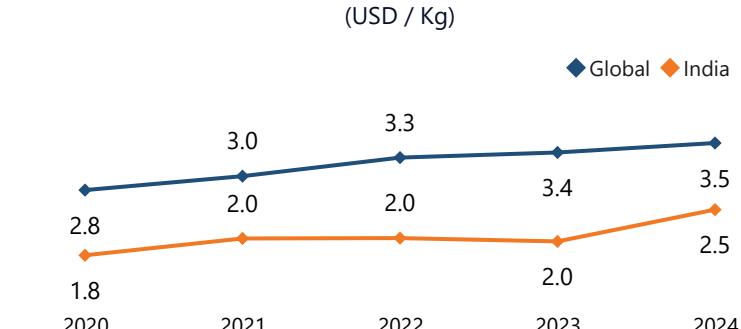
YoY Growth (%)



Trade Value (USD)

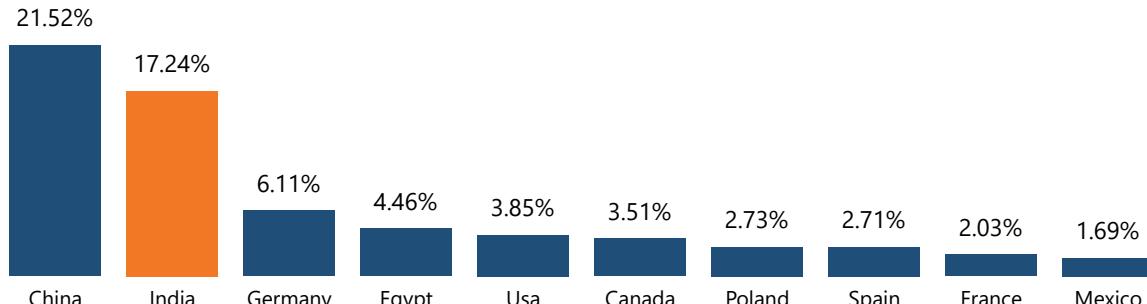


Average Price



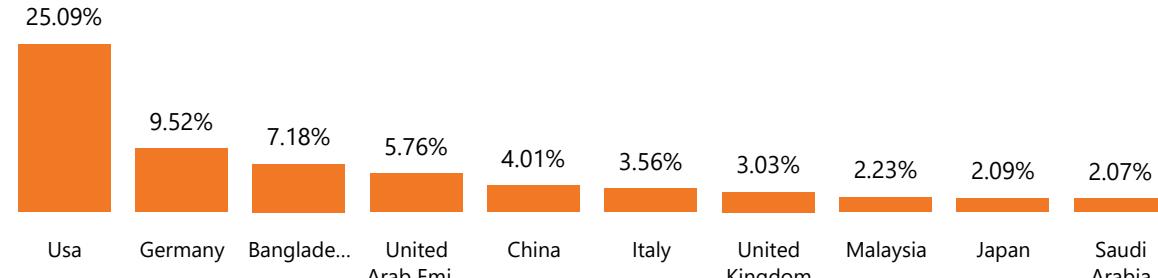
Leading Exporting Countries

(Top 10 Competitors)



Prominent Trading Partners

(Top 10 Importers)



Opportunity Analysis

Trade Partner

All

Global

India

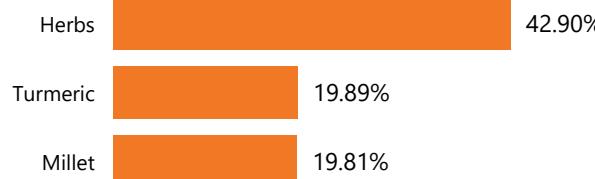
Product

All

Year

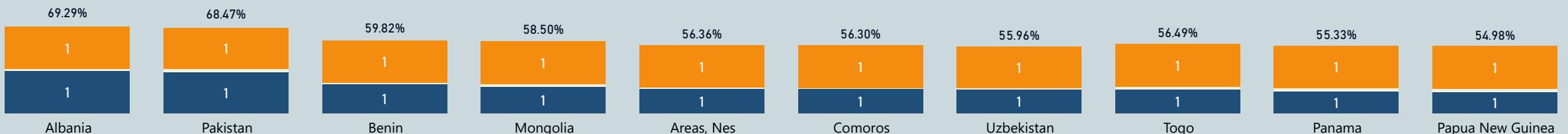
All

Promising Product



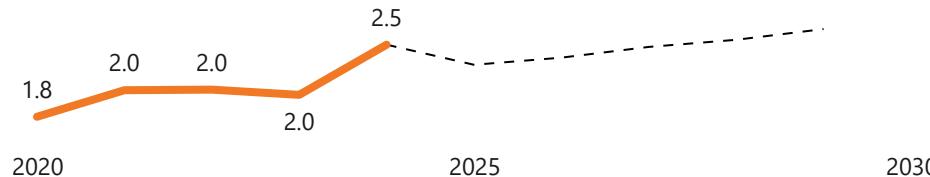
Product	Market Size	Market Share	CAGR (IND)	AvgPrice (IND)	Volatility	Market Atrct Score
Herbs	17854208840.07	12.29%	11.93%	3.99	0.74	42.90%
Turmeric	1814658459.35	67.15%	9.48%	1.46	0.89	19.89%
Millet	784807758.48	16.08%	19.38%	0.38	0.98	19.81%

Emerging Market



● CAGR_Normalized ● AvgPrice_Normalized ● Volatility_Index ● Market Attractiveness Score

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.

