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The US, Turkey and Iran are increasingly looking towards India for export of nuts and dry fruits

Gunjan Jain, President, NDFC(I)

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The dry fruits and nuts industry faces challenges like price volatility, import dependency and supply chain issues. Keeping this in mind, the Nuts & Dry Fruits Council of India, NDFC (I) has been instrumental in bringing the nuts and dry fruit sector on a common platform to look into issues related to export, import, quality issues, pricing volatility, limited branding and regulatory gaps. The council's recently held MEWA Indian 2025 is a testament to India's ever-growing demand for nuts and dry fruit. Gunjan Jain, President, NDFC(I), in interaction with NuFFoods Spectrum, reveals more about the council's plan for the nuts and dry fruits sector. Edited excerpts:

Nuts & Dry Fruits Council of India NDFC (I) brought together over 300 exhibitors and 10,000 participants from more than 25 countries at the recently held MEWA India 2025 event in Mumbai. In your opinion, which three main countries participated the most? Why do you think these countries are looking towards India for their exports?

The three main countries with the most significant participation were the US, Turkey and Iran. These countries are increasingly looking towards India for exports due to India's rapidly growing market for nuts and dry fruits, its robust supply chain infrastructure, and its expanding consumer base. India's rising demand for these products, coupled with its strategic position as a hub for trade in Asia, makes it an attractive destination for global exporters seeking to tap into this flourishing market.

What is the current status of the organised and unorganised market when it comes to nuts and dry fruits?

The organised market for nuts and dry fruits is growing rapidly, driven by better supply chains, packaging, and branding. Key players include brands, retail chains like DMart and Reliance, and e-commerce platforms like Amazon and BigBasket. Trends show rising demand for premium, organic varieties, value-added products, and e-commerce growth, with consumers prioritising sustainability and ethical sourcing. However, the unorganised market still dominates 60-70 per cent of the share due to cost advantages and traditional buying habits. It faces challenges like quality issues, pricing volatility, limited branding, and regulatory gaps. Despite the organised market's growth, the unorganised sector remains a significant force in local and bulk sales.

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