

Market Research into Western Australian Agrifood and Beverage Opportunities in India

Commissioned by the Department of Primary Industries and Regional Development (DPIRD), state government of Western Australia.

Background

In line with the Government of Western Australia's Asian Engagement Strategy 2019-2030: Our Future with Asia', India is considered a priority trade and investment destination for Western Australia (WA). The India-Australia Economic Cooperation and Free Trade Agreement (IA-ECTA) presents further opportunities for the WA agrifood and beverage sector.

Though currently small, India is an emerging market for agrifood and beverage exports from WA. Rising disposable incomes, urbanization, and India's youthful demographic are driving continued growth in the sector and most importantly, these factors are increasing diversity in the foods that Indian consumers demand. In addition to India's ongoing demand for staples such as rice and wheat, India's growing middleclass is driving demand for higher value products such as fresh fruit, pulses, edible oils, dairy products, meat, premium packaged foods and wine.

With a world-renowned reputation for producing premium food that is backed by strong biosecurity and provenance systems, WA is well positioned to take advantage of these opportunities. Additionally, WA's proximity to India means that Indian consumers can enjoy WA fresh produce, in optimal condition within days of being harvested – around 10 days by sea.

This research conducted by Tanjun (2022-23) studied the new and existing opportunities for selected WA agrifood and beverage products in India outlining specific opportunities already identified and WA's supply capability and potential competitive advantage. The research explored the following themes:

1. Market characteristics – trends, supply and demand; overview of emerging demand for selected product.
2. Domestic supply and import demand
3. Market specific opportunity - Identifying the high-potential market segments relevant to WA's premium product offering e.g. major cities or second tier cities.
4. Supply chain opportunities / challenges
5. Product positioning
6. Potential buyers / distributors / importers