

Voluntary Report – Voluntary - Public Distribution

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Report Name: A Success Story - FAS New Delhi at ANUGA 2023 Opens
New Opportunities for US Foods Exports to India

Country: India

Post: New Delhi

Report Category: Export Accomplishments - Marketing, Trade Events and Shows, Sales Mission
Evaluation, Poultry and Products, Tree Nuts, Dried Fruit

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Report Highlights:

In a first of its kind, FAS New Delhi (Post) coordinated an Indian Buyers Mission to this year's biennial ANUGA Food Fair 2023 (ANUGA) trade show (October 7-11, 2023, Cologne, Germany). The ANUGA fair is a USDA-FAS endorsed trade show, as well as the world's largest food and beverage trade show. The fair counted with the participation of 156 U.S. exhibitors within the FAS Berlin organized and hosted USA Pavilion. FAS New Delhi for its part coordinated and facilitated for the Indian delegates over 100 business-to-business meetings with participating U.S. companies representing a cross-section of consumer-oriented food and beverage products. The Indian delegation indicates that thanks to FAS New Delhi's and FAS Berlin's cooperation in coordinating their participation at ANUGA 2023, they are committing over \$150,000 for the purchase of U.S. food products within 90-days. Delegates inform that they are also committing to an additional \$500,000 in purchases over the next 12-months to try out more great U.S. foods.

GENERAL INFORMATION

In a first of its kind, FAS New Delhi (Post) coordinated an Indian Buyers Mission to this year's biennial ANUGA Food Fair 2023 (ANUGA) trade show (October 7-11, 2023, Cologne, Germany). The ANUGA fair is a USDA-FAS endorsed trade show, as well as the world's largest food and beverage trade show. The fair counted with the participation of 156 U.S. exhibitors within the FAS Berlin organized and hosted USA Pavilion. FAS New Delhi for its part coordinated and facilitated for the Indian delegates over 100 business-to-business meetings with participating U.S. companies representing a cross-section of consumer-oriented food and beverage products. Our delegation members indicate that thanks to FAS New Delhi's and FAS Berlin's cooperation in coordinating their participation at ANUGA 2023, they are committing to over \$150,000 in new U.S. food products' purchases within 90-days. Delegates now inform that they are also committing to an additional \$500,000 in purchases over the next 12-months to try out even more great American food products.

A First Step for Indian HRI Buyers Participating in ANUGA 2023

From October 7-11, 2023, FAS New Delhi sent for the first time a delegation of five top Indian buyers supplying the country's rapidly growing hotel-restaurant-institutional (HRI) sector to the ANUGA Food Fair 2023, meeting with more than a hundred exhibitors. With this year's fair bringing together over 7,900 exhibitors from 118 countries, being able to participate in ANUGA 2023 was a key draw for our Indian delegation members. The expo's footfall this year saw some 140,000 trade visitors from over 200 countries, exceeding all organizer expectations.

Results, Post's Return-on-Investment on its Indian Buyers Mission: Initial surveys received from the FAS India-sponsored ANUGA 2023 Indian Buyers Mission's delegation, show that the buyers are proceeding to make over \$150,000 in purchases of U.S. food products within 90-days. The delegates are also committing to make another \$500,000 in purchases over the next 12-months to try even more great American foods. Post's Indian delegation members showed keen interest for U.S. food products, especially for poultry (turkey and duck), tree nuts (California pistachios and walnuts), and berries (cranberries and blueberries).

Food Service, Hotel-Restaurant-Institutional Sector: India's Food Service, HRI sector has now stabilized and recovered following three years of COVID-19 generated instability. In 2023, India's hotel industry, dominated by major players such as the Oberoi Hotels & Resorts, Park Hotels, ITC Hotels, Lemon Tree Hotels, and Taj Hotels, among others is estimated at \$23.5 billion, and is expected to reach \$29.6 billion by 2028. The Indian hotel industry alone is expected to grow with a compound annual growth rate (CAGR) of 4.73 percent throughout 2023-2028. India's food service sector is estimated at \$69.7 billion in 2023; by 2029, it is anticipated to surpass the \$125.1 billion mark thanks to a strong CAGR of 10.2 percent.

The food service sector is divided into categories which include cafes, bars, cloud kitchens, full-service restaurants, quick service restaurants, chained outlets, independent outlets and location focused leisure, lodging, retail, standalone, and travel outlets. Rapid growth of the sector is due to India's expanding

youth population, which today comprises 65 percent of its population, and benefits from increasing disposable incomes and aspires for a better and healthier lifestyle.¹

Post foresees India's food retail sector continuing its upward trajectory. Increased purchasing power of Indian households, growing awareness and access to gourmet products, and consumer awareness toward international cuisines and food products have acted as a growth catalyst for the sector. While traditional brick-and-mortar retailers continue to lead sales, the growing e-commerce sector has distinguished itself by offering high-quality imported products at a good value, with the convenience of quick delivery. There is growing Indian import demand for U.S.-origin tree nuts, fruits, and processed products that feed easily into the country's diversified retail channels. This makes it a great time for U.S. exporters to focus on growing sales of high-value consumer-oriented food products - including tree nuts, fresh and dried fruits, wines and distilled spirits, condiments, and processed foods (see, [GAIN-INDIA | IN2023-0046 | India Retail Foods](#) and [GAIN-INDIA | IN2023-0071 | Food Service – Hotel Restaurant Institutional](#)).

Next Steps: FAS India will follow up with the Indian delegation members to seek information about any potential new business development with U.S. suppliers over the next 3-6 months. Demand for U.S.-origin consumer-oriented food products to India is growing. Already our consumer-oriented food exports to India hit a record \$1.11 billion in 2022 (January-December); and so far in 2023 (January-September), consumer-oriented food exports at \$823 million, are up by \$5 million or one percent greater than last year. FAS New Delhi is planning to build on this successful initial tasting of the ANUGA Food Fair tradeshow with an even larger delegation for the next go around at ANUGA 2025 (October 4-9, 2025).



¹ India's population is estimated at over 1.399 billion in 2023 (Central Intelligence Agency, 2023 estimate).

Attachments:

No Attachments.