

Voluntary Report – Voluntary - Public Distribution

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Report Name: A Successful Return to Gulfood

Country: India

Post: New Delhi

Report Category: Export Accomplishments - Events, Export Accomplishments - Marketing, Trade Events and Shows, SP1 - Expand International Marketing Opportunities, Tree Nuts, Dried Fruit

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Report Highlights:

From February 13-17, 2022, FAS New Delhi and Mumbai representatives participated in a trade mission to Gulfood 2022, the world's largest food and beverage trade show held annually in Dubai. FAS India led a delegation of 14 prominent Indian buyers to the exhibition and facilitated over 150 business-to-business meetings with 75 U.S. food and beverage companies. Early responses received from delegation members indicate that as a result of participating in the event, over \$200,000 in immediate purchases of U.S. food products took place, with an additional \$5 million in sales expected in the next 12 months.

Report Overview

Given its proximity to India, Dubai has been and remains a critical gateway for U.S. agricultural trade. Many Indian buyers conduct business through this transshipment hub and routinely procure high-value U.S. products for India's retail and hotel, restaurant, and institutional sectors (HRI). A growing middle class and increased exposure to international products and western lifestyles, in addition to emerging consumer trends have resulted in new prospects for U.S. agricultural trade. As the COVID-19 pandemic has shifted many traditionally price-sensitive Indian consumers to higher-value food consumption habits, importers are looking for new healthier foods and gourmet products.

The theme of this year's Gulfood was "Connect, Create, Change," which focused on innovation and e-commerce retail opportunities for food product trade. For its part, India's e-commerce sector has grown at a rapid pace, with the food and beverage segment totaling \$2.66 billion in 2020 (See GAIN: [IN2021-0067](#)).

Based on initial buyer surveys, the FAS India-sponsored trade delegation to Gulfood 2022 may result in over \$5 million in new U.S. food product sales. Buyers expressed strongest interest in the following American food products: tree nuts, fresh and processed fruits, and packaged foods. During the trade show, FAS India staff also explored market opportunities for U.S. food products with U.S. suppliers and state government representatives, including those from Nebraska, Texas, Wisconsin, and California.

The FAS India trade mission coincided with a USDA-sponsored trade mission to the United Arab Emirates, led by FAS Administrator Daniel Whitley. FAS India staff participated in organized market briefings by the FAS office in Dubai, which hosted a "Fork and the Road Extravaganza" event to encourage interaction between FAS, U.S. exhibitors, trade associations, USDA Cooperators, and buyers. The reception provided an opportunity to meet with FAS-recruited buyers from Asia, Africa, the Middle East, and Europe, and for these stakeholders to better understand the market perspective and product offerings from the United States.

Next steps

In the next 3-6 months, FAS India will follow up with the buyers to request updates on potential business development with U.S. suppliers. Based on buyer feedback, there is strong sales potential for U.S.-origin consumer-oriented food products to India. India's retail sector is expected to grow exponentially over the next few years due to rising consumer demand for convenience, high quality products and an ever growing, young population. Dependent on the COVID-19 situation, FAS India is expected to take part in next year's Gulfood scheduled February 20-24, 2023.

FAS India Social Media Coverage



tasteofamerican It's a wrap! #Gulfood2022 ended on a high note with booming demand for CA pistachios, cranberries & so much more! USDA India's 14 delegation members met with over 75 US suppliers resulting in \$5 million worth of U.S. food sales in just 5 days! Watch this space for more success stories! #usagriculture #gulfood2022

USA Pavilion and Sponsored Buyers Delegation at Gulfood 2022



(Left) FAS India staff with Indian buyers and (Right) USDA Regional Post Colleagues with FAS Administrator Daniel Whitley



(Left) FAS Administrator Daniel Whitley participating in a California Walnut "Live Chef Demonstration," and (Right) U.S. food companies featured at Gulfood 2022

Attachments:

No Attachments.