

## **Indian Exotic Vegetables Market Report and Forecast 2024-2032**

Market Report | 2023-11-18 | 140 pages | EMR Inc.

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### **Report description:**

Indian Exotic Vegetables Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Indian exotic vegetables market is projected to grow at a CAGR of 16.30% between 2024 and 2032. Aided by growing demand for exotic produce and rapidly growing economy, the market is expected to grow significantly by 2032.

Exotic vegetables refer to non-native vegetables, comprising vegetables ranging from asparagus and broccoli to zucchini and bell peppers. Historically considered a niche luxury, these vegetables are considered as a part of the modern Indian kitchen, mostly due to globalisation and increased international travels. Beyond their culinary attributes, these vegetables are packed with several nutrients and are also known for their health benefits.

One of the major Indian exotic vegetables market trends is an escalating preference for farm-fresh and organically cultivated produce. A burgeoning middle class, coupled with increased disposable incomes and an amplified exposure to global culinary habits, has paved the way for this shift. Urban settings, in particular, have become hotspots for these vegetables, given the rising number of international restaurants and eateries.

Furthermore, the Indian exotic vegetables market growth is supported by the proliferation of supermarkets and hypermarkets across urban and semi-urban landscapes. These retail buildings, equipped with cold storage facilities, ensure the availability of these vegetables throughout the year, thereby mitigating the constraints of seasonality. The resultant convenience for consumers has led to an increased consumption frequency.

The Indian exotic vegetables market demand is aided by the increasing demand from the HoReCa sector. Luxury hotels and fine-dining restaurants, in their aim to curate authentic international cuisines, heavily rely upon these exotic vegetables. The vegetables not only enhance the dish's flavour profile but also elevate its visual appeal, resulting in an enhanced gastronomic experience for the diner.

The Indian exotic vegetables market analysis emphasises the pivotal role played by online grocery platforms. With the digital revolution firmly taking roots in India, e-commerce platforms have witnessed a significant rise in the sales of these vegetables. Offering doorstep deliveries, quality assurance, and a wide variety, these platforms have made exotic vegetables more accessible and prevalent in Indian households.

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## Market Segmentation

The market can be divided based on variety, sector, distribution channel, and region.

### Market Breakup by Variety

- [] Mushrooms-Button
- [] Sweet Corn
- [] Baby Potatoes
- [] Cherry Tomatoes
- [] Broccoli
- [] Coloured Capsicum
- [] Zucchini
- [] Lettuce
- [] Purple Cabbage
- [] Others

### Market Breakup by Sector

- [] Organised Sector
- [] Unorganised Sector

### Market Breakup by Distribution Channel

- [] Unorganised Retail
- [] Supermarkets and Hypermarkets
- [] Online
- [] Others

### Market Breakup by Region

- [] North India
- [] East and Central India
- [] West India
- [] South India

### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Indian exotic vegetables market. Some of the major players explored in the report by Expert Market Research are as follows:

- [] Shreenath Agro Tech Pvt Ltd.
- [] Green Earth Fresh Produce (P) Ltd.
- [] Lawrencedale Agro Processing India Pvt Ltd.
- [] Nisarg Nirman Agro Products Pvt. Ltd.
- [] Jaywant Green Bliss Corporation
- [] Yesraj Agro Exports Pvt. Ltd
- [] Organic India
- [] Kisanconnect Safe Food Private Limited
- [] Namdhari's Group
- [] Others

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\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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