

## **Areca Nut Market Report and Forecast 2025-2034**

Market Report | 2025-07-15 | 169 pages | EMR Inc.

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### **Report description:**

The global areca nut market is expected to grow at a CAGR of 4.50% during the forecast period of 2025-2034, due to the growing usage of areca nuts in betel leaves with different flavours and increasing awareness about the health benefits offered by areca nuts.

#### Areca Nut Market Growth

Areca nut is munched alone or in the form of quids, which is a mixture of tobacco , powdered or sliced areca nut, and slaked lime wrapped in the leaf of betel vine. Areca is a plant, and the nut is used to make medicines. It is utilised for the treatment of a mental disorder known as schizophrenia, and for the treatment of an eye disorder called glaucoma, as a mild stimulant and as a digestive aid.

With the high consumption of paan across various regions, especially in India, the growth of the areca nut market is expected to propel over the coming years.

#### Areca Nut Market Trends

Areca nut is widely used in medications and diets to target various ailments, including anaemia. The consumption of areca nuts also helps in the treatment of stomach, worms such as roundworms and tapeworms. This is further expected to increase the areca nut market value.

Areca nuts are utilised in different forms, including dried, fresh, boiled, baked, cured, and roasted, which is likely to gain traction among consumers in the market over the upcoming years.

#### Recent Developments

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As per the areca nut market analysis, the overall import of areca nut in India was 30,271 tonnes during the first eight months of 2023-24. This increased import of the product is expected to aid the rising areca nut consumption in India for medicinal and diet purposes.

## Industry Outlook

### Import and Export Trends in the Global Market

As per the ITC Trade Map data, the world has seen a significant increase in the import value of fresh or dried areca nuts, with figures rising from USD 103,249 thousand in 2019 to USD 442,403 thousand in 2022, though they decreased to USD 358,779 thousand in 2023. The areca nut industry in India experienced steady growth from USD 38,427 thousand in 2019 to USD 274,144 thousand in 2022, followed by a drop to USD 147,330 thousand in 2023. Iran's imports were zero in 2021 and 2022, but they surged to USD 55,685 thousand in 2023. Bangladesh showed an upward trend from USD 19,260 thousand in 2019 to USD 33,336 thousand in 2022, then a decline to USD 35,295 thousand in 2023. The United Arab Emirates imports remained relatively low, peaking at USD 2,293 thousand in 2022 and slightly decreasing to USD 34,418 thousand in 2023.

As per the areca nut industry analysis, globally, the exports of fresh or dried areca nuts decreased from USD 563,738 thousand in 2019 to USD 360,582 thousand in 2023. Indonesia's exports increased from 302,005 thousand in 2019 to 357,304 thousand in 2021 and declined to 127,381 thousand in 2023. Sri Lanka's exports increased significantly from USD 21,411 thousand in 2019 to USD 60,621 thousand in 2023. India's exports also grew, rising from USD 9,006 thousand in 2019 to USD 58,364 thousand in 2023.

Thailand's exports showed a steady increase, from USD 66,843 thousand in 2019 to USD 163,878 thousand in 2021 before falling to USD 29,546 thousand in 2023 which impacted the areca nut industry revenue. China's export value climbed from USD 64 thousand in 2019 to USD 17,405 thousand in 2023. The United Arab Emirates saw a significant rise in exports from USD 316 thousand in 2019 to USD 11,254 thousand in 2023. Vietnam's exports rose steadily, reaching USD 6,196 thousand in 2023. While some countries like Indonesia experienced a decline in export values, others like Sri Lanka and India saw substantial growth, indicating shifting dynamics in the global market for fresh or dried areca nuts which further aids the growth of the areca nut industry.

Use of Areca Nut in Medicines and a Strong Trade Network Aid the Global Market Growth.

- Areca nuts have significant cultural and traditional uses in many countries, particularly in Asia, which drives steady demand.
- Used in various forms such as raw, dried, and as a component in products like betel quid, chewing gums, and traditional medicines.
- Areca nuts command a high market value due to their essential role in cultural practices and medicinal uses, aiding the areca nut demand forecast.
- Strong export and import networks, particularly between Asia and other regions, ensure consistent market flow.

The Market faces Several Challenges, Including Health Concerns, Regulatory Challenges, and Availability of Substitutes.

- Stringent regulations and bans in some countries due to health risks can limit market expansion.
- Inconsistent quality due to varied agricultural practices can affect market trust and pricing.

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- Vulnerability to climate change and agricultural diseases can disrupt supply and hinder areca nut demand growth.
- Availability of alternative products that mimic the effects of areca nuts can reduce market share.
- Economic downturns can decrease consumer spending on areca nuts.
- Potential imposition of stricter import restrictions and tariffs in key markets can hinder trade.

#### Product Innovation and Adoption of Sustainable Production Processes Provide Opportunities for the Market

- Growing immigrant populations from Asia in Western countries could expand the market for areca nuts.
- As per the areca nut market dynamics and trends, development of new products and derivatives, including health supplements and cosmetics, can open new market avenues.
- Adoption of eco-friendly farming practices can improve market sustainability.

#### Competitive Factors in the Global Market

- Superior quality areca nuts that meet high grading standards can command better prices and foster trust among buyers.
- Obtaining certifications for organic or fair-trade practices can enhance areca nut demand and open up premium market segments.
- Efficient supply chain and logistics management ensure timely delivery and reduce costs, providing a competitive edge.
- Proper storage facilities to maintain the freshness and quality of areca nuts can minimize losses and ensure better marketability.
- E-commerce Integration: Leveraging e-commerce platforms to reach a broader audience, including untapped markets, can significantly boost sales.
- Implementing dynamic pricing strategies to adjust prices based on market demand, seasonality, and supply conditions can optimize profits.
- Effective marketing campaigns that highlight the unique benefits and cultural significance of areca nuts can enhance brand visibility.
- Offering a range of products, including different forms of areca nuts (fresh, dried, processed), caters to diverse consumer preferences and offers lucrative areca nut market opportunities.
- Utilizing advanced agricultural technologies to improve yield, quality, and pest management can provide a significant advantage.
- Investment in modern processing technology to ensure sustainability, consistency and quality of areca nut products can boost market competitiveness.

#### Key Price Indicators of the Global Market

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#### Agricultural Yields:

Variability in agricultural yields due to weather conditions, diseases, and farming practices directly impacts supply and hence pricing.

#### Import Tariffs:

Changes in import tariffs and trade policies can affect the landed cost of areca nuts in different countries, impacting retail prices and areca nut market revenue.

#### Supply Chain Costs:

Logistics and transportation costs, influenced by fuel prices and infrastructure efficiency, affect the overall pricing of areca nuts.

#### Currency Exchange Rates:

Fluctuations in currency exchange rates can impact the price competitiveness of areca nuts in the international market, hindering the demand of areca nut market.

#### Labour Costs:

Labour costs associated with harvesting, processing, and packaging of areca nuts influence the final product pricing.

#### Market Demand:

Increased areca nut industry demand, especially in peak seasons or festivals, can drive up prices due to limited supply against higher consumption.

#### Key Indicators for Demand in the Global Market

##### Cultural Practices:

Continued cultural and traditional practices in countries like India, Bangladesh, and Southeast Asia drive consistent demand for areca nuts.

##### Health Trends:

Although health concerns pose a risk, segments of the areca nut market still see areca nuts as traditional health supplements, driving niche demand.

##### Immigration Patterns:

Immigration from areca nut-consuming regions to Western countries increases demand in those new regions due to cultural continuity.

##### Marketing and Availability:

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Effective marketing strategies and improved availability through both traditional and online retail channels increase consumer awareness and purchase rates.

#### Areca Nut Industry Segmentations

The EMR's report titled "Areca nut market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Type:

- Red
- White

##### Market Breakup by Region:

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

#### Areca Nut Market Share

##### Based on Type

Based on types, areca nuts are accessible in two variations in the market, that is, white and red. As per the analysis of areca nut market, Red arecanut is produced from green areca nuts. Red arecanuts are produced in the Malnad region in Karnataka. It is made after harvesting tender nuts, along with de-husking and boiling them in massive copper vessels. To enhance the colour and quality, teak tree bark, lime, and betel leaf are added.

Prior to marketing, they are graded and sun-dried. The demand for red areca nuts is expected to add to the market growth across the globe. Moreover, white areca nut is produced from mature nuts. It is prepared by harvesting a fully mature areca nut and drying it under for two months.

##### Areca Nut Market Regional Analysis

The Asia Pacific region is expected to augment the market growth on account of the increasing consumption of nuts in both emerging and developed economies of the region. India significantly contributes to the growth of the market due to the high consumption and production of areca nuts across in the region.

Areca nuts are also used for the preparation of ayurvedic and traditional Chinese medicines in India and China. This is further expected to propel the areca nut market expansion in the Asia Pacific region during the forecast period.

##### Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the areca nut market based on the Porter's five forces model

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along with giving a SWOT analysis. The report gives a detailed analysis of the arecanut companies, covering their competitive landscape and the latest developments like mergers, acquisitions, investments, and expansion plans.

#### PT Ruby Privatindo

PT Ruby Privatindo is the leading supplier of agricultural and food commodities based in Indonesia. The company was established in 1998 and provides bulk quantities of commodities to buyers across the world at extremely competitive worldwide prices. It is a prominent exporter and manufacturer of top-class Indonesian commodities and fresh supply to key buyers across the globe.

#### PT Swastika International

PT Swastika International is a company based in Indonesia which was established in 2011. The company emphasises on the processing and export of agro commodities, forests, and allied products. Its field of business is vast.

#### The CAMPCO Ltd.

The CAMPCO Ltd. also known as The Central Arecanut and Cocoa Marketing and Processing Co-operative Limited, was established in 1973. It is one of the leading Cooperative institutions in Indonesia. This was a response to the sufferings of areca nut and cocoa growers in the states of Kerala and Karnataka. The company helped in uplifting the areca nut market in these regions.

#### Areca Nut Market Report Snapshots

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