

Indian Exotic Vegetables Market Growth Analysis Report - Market Size, Share, Forecast Trends and Outlook (2025-2034)

Market Report | 2025-08-13 | 135 pages | EMR Inc.

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Report description:

The Indian exotic vegetables market reached a value of USD 2.21 Billion in 2024 . The market is expected to grow at a CAGR of 12.29% between 2025 and 2034, reaching almost USD 7.04 Billion by 2034 .

Indian Exotic Vegetables Market Growth

Exotic vegetables are cultivated in a land not native to the vegetable. Their seeds are imported, and they are grown in the country under favourable climate and weather conditions. Top 10 exotic vegetables in India includes a variety of European and Oriental origins such as asparagus, broccoli, lettuce, coloured capsicum, celery, Chinese cabbage, Brussels sprouts, European carrot, parsley, leek, and snow peas.

Indian exotic vegetables market development is being aided by the growing demand for exotic produce in food industry. The farmers are leveraging this growing demand by serving such vegetables in food sectors and premium eateries of Goa, Pune, Gurgaon, and Mumbai, among other states.

Key Trends and Developments

Increasing number of farms, rising export levels, and adoption of innovative technologies are impacting the Indian exotic vegetables market growth

May 2024

Delhi residents are embracing MasterChef-inspired cooking by purchasing Chinese cabbage and lemongrass from local farms. This trend reflects a growing interest in fresh and exotic ingredients for culinary endeavours.

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May 2024

BASF has launched a new insecticide called Efficon in the Indian market. The insecticide is effective in killing pests that cause significant yield losses for farmers. India is one of the earliest countries to obtain this new chemistry after its initial launch in Australia in 2023.

December 2022

Lawrencedale Agro Processing (LEAF) partnered with HDFC Bank to provide financial assistance to marginalised farmers. The strategic alliance aims to improve access to financial services for 25,000 small and marginal farmers.

Growing number of specialised farms

One of the key trends driving the exotic vegetables market in India is the increasing number of farms specialising in producing exotic vegetables. These farms leverage the growing demand for exotic produce by cultivating a diverse range of exotic vegetables, such as mushrooms and coloured capsicums.

Adoption of innovative technologies

The market is witnessing the increasing adoption of innovative technologies, such as hydroponics, to ensure a consistent supply of efficient and high-quality exotic vegetables. Hydroponics provide controlled environment necessary for growing exotic vegetables.

Increasing international trade

The Indian exotic vegetables market outlook is also being shaped by the increasing international trade in fruits and vegetables. India exports nearly 5,000 million tons of fruits and vegetables produce to Italy per year, with onions and green peas being the primary exports to countries in the Middle East and the United Kingdom and the United States.

Expansion of the foodservice sector

The increasing demand for exotic vegetables from quick-service restaurants, cafes, and fine-dining venues is a result of the rising popularity of international cuisines among Indian consumers. This trend is expected to continue as the foodservice sector expands in India.

Indian Exotic Vegetables Market Trends

The market is also being fuelled by the increasing demand for organic produce, with farmers embracing organic methods to meet this demand. This shift towards organic farming is evident in the cultivation of various exotic vegetables across India. For instance, organic asparagus, cherry tomatoes, broccoli, mushrooms, red capsicum, kale, and lemongrass are some of the organic exotic vegetables supporting Indian exotic vegetables market expansion.

Farmers are focusing on organic cultivation practices for these vegetables to cater to health-conscious consumers seeking chemical-free and environmentally sustainable food options. The growth of e-retail platforms selling exotic vegetables will also support the industry growth in the forecast period.

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Indian Exotic Vegetables Industry Segmentation

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

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

Indian Exotic Vegetables Market Share

The production of exotic vegetables in India is on an upward trajectory, reflecting the market's potential for further growth

In terms of production, button mushrooms are one of the most cultivated mushrooms in India, with states like Maharashtra, Karnataka, and Tamil Nadu leading in production. Sweet corn production has also seen growth, with states like Andhra Pradesh, Karnataka, and Maharashtra being major contributors. Lettuce cultivation is gaining momentum in regions like Himachal Pradesh, Punjab, and Haryana, as the demand for fresh salads and greens is growing.

Broccoli production has also been on the rise in states like Himachal Pradesh, Jammu & Kashmir, and Uttarakhand, meeting the

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demand for this nutritious vegetable. As per Indian exotic vegetables market analysis, coloured capsicum cultivation is prominent in states like Andhra Pradesh, Telangana, and Karnataka which fulfills the need for vibrant and flavourful peppers. Zucchini production is increasing in states like Maharashtra, Karnataka, and Tamil Nadu, providing consumers with a healthy vegetable option.

The increasing presence of supermarkets, hypermarkets, and online channels is expected to drive the market growth of exotic vegetables in India

Unorganised retail remains a dominant distribution channel for exotic vegetables and thus holds most of the Indian exotic vegetables market share. This segment includes traditional markets, roadside vendors, and small grocery stores. Unorganised retail offers convenience and accessibility to consumers, particularly in urban and semi-urban areas.

Meanwhile, supermarkets and hypermarkets are gaining traction as preferred distribution channels for exotic vegetables in India. These organised retail outlets offer convenience and a one-stop shopping experience. However, e-commerce platforms and dedicated online grocery stores are making exotic produce more accessible to consumers, particularly in urban areas. Online channels offer the convenience of home delivery and the ability to cater to niche consumer preferences.

Leading Producers in the Indian Exotic Vegetables Market

Market players are developing infrastructure and technology to enhance the efficiency of the supply chain, from seed availability to post-harvest infrastructure like cold chain facilities, to reduce wastage

Shreenath Agro Tech Pvt Ltd.

Shreenath Agro Tech Pvt Ltd. was founded in 2009 in Pune, Maharashtra. This company specialises in providing a range of products such as exotic vegetables, fresh herbs, Chinese, and Thai vegetables to its customers.

Organic India

Organic India, founded in 1997, has its headquarters in New Delhi, India. Specialising in halal-certified organic herbal and Ayurvedic health products, the company offers teas, supplements, and various wellness items. They collaborate with small family farmers across India to cultivate sustainable organic farmland.

Green Earth Fresh Produce (P) Ltd.

Green Earth Fresh Produce (P) Ltd. was established in 1995 and is based in Karnataka, India. The company focuses on growing and supplying exotic vegetables like Iceberg Lettuce, Red Cabbage, and Celery. With over 250 acres of growing area in the Nilgiris, it adheres to good agricultural practices.

Yesraj Agro Exports Pvt. Ltd.

Yesraj Agro Exports Pvt. Ltd. was founded in 2003 and operates from Maharashtra, India. It offers green drumsticks, fresh green drumsticks, dry fruits, Indian spices, fruits, vegetables, flowers, and jam jelly. The company sources its products from trusted vendors while upholding high-quality standards in their offerings.

Other key players in the exotic vegetables market in India include Lawrence Agro Processing India Pvt Ltd., Nisarg Nirman Agro Products Pvt. Ltd., Jaywant Green Bliss Corporation, Kisankonnect Safe Food Private Limited, and Namdhari's Group, among

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others.

Indian Exotic Vegetables Market Analysis by Region

Southern India leads the market due to its robust agricultural infrastructure

In South India, states like Karnataka, Tamil Nadu, and Andhra Pradesh are known for their diverse cultivation practices and high demand for fresh produce. This region is a major producer of exotic vegetables like cherry tomatoes, lettuce, and purple cabbage. The robust agricultural infrastructure of South India also contributes to its significant Indian exotic vegetables market share.

In North India, states like Punjab, Haryana, and Uttar Pradesh cultivate a range of exotic vegetables such as broccoli, colored capsicum, and zucchini. The region also benefits from favorable climatic conditions and advanced agricultural practices, which further supports the growth and availability of these vegetables.

Indian Exotic Vegetables Market Report Snapshots

Indian Exotic Vegetables Companies

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