

**Market Research  
Report  
On  
Mango pulp  
Manufacturing Industry  
in  
India in 2024**



**Rao's Business Marketing**

India is a global leader in mango production and processing, with mango pulp being one of its flagship exports in the fruit processing industry. The mango pulp manufacturing sector has witnessed robust growth due to the increasing global demand for tropical fruit-based products, favorable agro-climatic conditions, and India's position as the largest producer of mangoes. This report explores the current trends, challenges, opportunities, and future prospects of the mango pulp industry in India for 2024.

## Overview of the Mango Pulp Industry in India

India contributes over 50% of the global mango pulp supply, with production concentrated in states like Maharashtra, Gujarat, Andhra Pradesh, Karnataka, and Tamil Nadu. These states benefit from optimal climatic conditions, high-quality mango varieties, and well-established agricultural practices. Key mango varieties used in pulp production include Alphonso, Totapuri, and Kesar, each valued for its unique flavor and texture.

### Key Statistics:

- **Annual Mango Pulp Production:** Approximately 350,000 tons.
- **Export Volume:** Over 200,000 tons annually.
- **Global Market Contribution:** India dominates the mango pulp export market, with a strong presence in the Middle East, Europe, and North America.

## Global Demand and Market Dynamics

The global market for processed mango products, including mango pulp, was valued at approximately USD 20.27 billion in 2023 and is expected to grow at a compound annual growth rate (CAGR) of 6.9% from 2024 to 2030. The demand is driven by:

- **Increased Consumer Awareness:** Rising preference for natural and tropical fruit-based products.
- **Diverse Applications:** Mango pulp is used in beverages, bakery products, baby food, dairy products, and confectioneries.
- **Emerging Markets:** Growth in developing regions and new markets like Southeast Asia and Africa.

### **Growth Drivers:**

1. **Rising Global Popularity of Mango-Based Products:** Consumers are increasingly seeking exotic flavors in food and beverages, and mango remains a preferred choice due to its unique taste and versatility.
2. **Urbanization and Lifestyle Changes:** With busy lifestyles, consumers are leaning towards ready-to-consume and processed fruit products, which has bolstered the demand for mango pulp.
3. **Government Support:** Government initiatives such as subsidies for food processing units and the "Make in India" campaign encourage investment in agro-based industries.

### **Export Trends**

India exports mango pulp primarily to countries in the Middle East, Europe, and North America. Major importers include:

- **United Arab Emirates**
- **Saudi Arabia**
- **United States**
- **Netherlands**
- **United Kingdom**

### **Export Advantages:**

- Competitive pricing due to low production costs.
- Availability of premium mango varieties like Alphonso and Kesar.

- Strong government backing in the form of export incentives.

## Applications of Mango Pulp

Mango pulp is a versatile ingredient with applications across various industries:

1. **Beverages:** Used in juices, nectars, smoothies, and alcoholic beverages.
2. **Dairy Products:** Popular in yogurts, flavored milk, and ice creams.
3. **Infant Food:** A preferred ingredient for baby food due to its nutritional value and natural sweetness.
4. **Confectionery:** Widely used in cakes, pastries, and other desserts.
5. **Snacks and Sauces:** Added to chutneys, sauces, and snacks for flavor enhancement.

## Challenges in the Industry

Despite its potential, the mango pulp industry faces several challenges:

1. **Seasonal Dependency:** Mango pulp production is highly seasonal, which affects year-round availability and consistent supply.
2. **Perishability:** Mangoes are perishable, requiring robust cold chain infrastructure to maintain quality during storage and transportation.
3. **Export Barriers:** Strict quality and regulatory standards in export markets can pose challenges for small-scale manufacturers.
4. **Climate Change:** Unpredictable weather patterns and climate change impact mango yields, leading to price fluctuations.
5. **Competition:** Increasing competition from other tropical fruit-producing countries like Mexico, Thailand, and the Philippines.

## Opportunities for Growth

The mango pulp industry in India has immense potential for growth, driven by emerging trends and opportunities:

1. **Value-Added Products:** Diversifying into value-added products like organic mango pulp, frozen mango puree, and mango concentrates can open new revenue streams.
2. **Domestic Market Expansion:** With growing urbanization and rising disposable incomes, the domestic demand for mango-based beverages and snacks is increasing.<sup>3</sup>
3. **Technology Integration:** Adoption of advanced processing technologies like aseptic packaging and automation can enhance product quality and efficiency.
4. **Focus on Sustainability:** Sustainable practices, such as using mango seed by-products and eco-friendly packaging, can appeal to environmentally conscious consumers.
5. **Export Growth:** Expanding into untapped markets in Africa, Southeast Asia, and Latin America presents significant export opportunities.

## Investment and Setup Considerations

For entrepreneurs looking to enter the mango pulp manufacturing industry, the following factors are crucial:

### 1. Plant Setup and Equipment:

- Machinery required includes washers, peelers, pulpers, pasteurizers, and packaging units.
- Advanced equipment ensures efficiency, hygiene, and quality control.

### 2. Raw Material Procurement:

- Sourcing high-quality mangoes is vital. Building relationships with local farmers can ensure a consistent supply.

### ***3. Regulatory Compliance:***

- Adherence to food safety standards, such as FSSAI in India and FDA for exports, is mandatory.
- Certifications like ISO 22000 and HACCP enhance credibility.

### ***4. Financial Planning:***

- The cost of setting up a small-scale mango pulp plant can range from INR 50 lakhs to INR 1 crore, depending on capacity.
- Government subsidies and bank loans can ease the financial burden.

## ***Packaging and Storage Trends***

Packaging plays a critical role in preserving mango pulp quality. The industry is witnessing a shift towards sustainable and consumer-friendly packaging solutions:

1. **Aseptic Packaging:** Preferred for its ability to maintain shelf life without refrigeration.
2. **Flexible Pouches:** Gaining popularity due to convenience and cost-effectiveness.
3. **Eco-Friendly Materials:** Increasing adoption of biodegradable and recyclable packaging.

## **Future Outlook**

The future of the mango pulp manufacturing industry in India is bright, with robust growth prospects:

- The market is expected to grow at a CAGR of 7% from 2024 to 2031.
- Increasing investments in technology and infrastructure will enhance production capacity and efficiency.
- Rising awareness about the health benefits of mango-based products will fuel demand across domestic and international markets.

## **Conclusion**

India's mango pulp manufacturing industry is a cornerstone of the country's agro-processing sector, with significant contributions to both domestic consumption and exports. The industry's success is driven by India's rich mango diversity, competitive pricing, and increasing global demand for processed fruit products. While challenges like seasonality and export barriers persist, the opportunities for innovation, value addition, and market expansion make it a lucrative sector for investment in 2024 and beyond. By leveraging advanced technologies, sustainable practices, and strategic market penetration, India can further solidify its position as a global leader in mango pulp production.

