



MARKET SNAPSHOT: INDIA



INDIA
South Asia Region

COUNTRY STATS

POPULATION (2023):

1.4 billion (Urbanization 35%)

POPULATION (2050):

1.66 billion (Urbanization ~>60%)

GDP (2023):

3.7 trillion

AVG. ECONOMIC GROWTH (2019-2023): 4.1%

PER CAPITA INCOME (2023):

\$2,642

India is now considered the world's most populous country. Currently, India is the world's largest producer of milk, 2nd-largest producer of aquaculture, 3rd-largest producer of eggs and 6th-largest producer of broiler meat and has recently overtaken Mexico as the world's 4th-highest animal feed market. The country marked a watershed moment in 2021 when it first allowed imports of genetically modified soybean meal. India is also the world's largest importer of vegetable oils and soybean oil.

U.S. Soy has been collaborating in India since 1996.

MARKET STATS

Soy Usage by Sector 2022

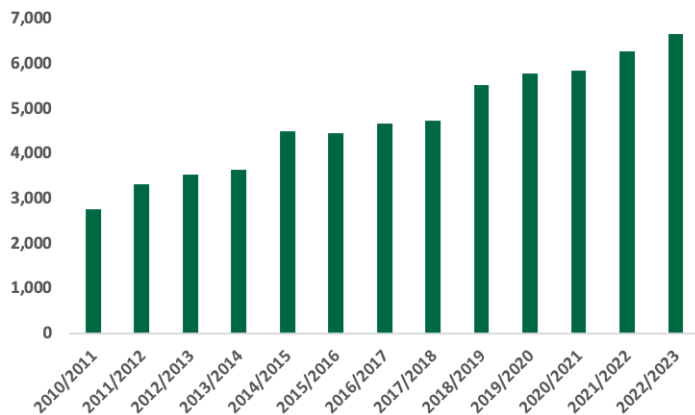
Animal Protein (total)	6 MMT (100%)	Aquaculture	1 MMT (200%)
Pork	negligible	Oil	4.5 MMT (200%)
Poultry	4 MMT (91%)	Soy food	1 MMT (250%)
Cattle & Sheep	0.25 MMT (5%)	Other	0.15 MMT (3%)

MMT=million metric tons

SOY MARKET SIZE MY 2022/23

Product	Total Volume
Whole Bean	12 MMT
Soybean Meal	6-6.5 MMT
Soybean Oil	5 MMT
Soy Food	1.5 MMT
Soybean Isolate	20 K (60% U.S.)

MMT=million metric tons



INDIA SBM
CONSUMPTION
(TMT)

STRENGTHS

- Customers have a preference for U.S. soybean meal, oil and food products due to quality, sustainability and economic feasibility.
- The Indian industry and its consumers have an increased awareness of quality and sustainability.
- India and the U.S. share excellent trade relations.
- The large population and low urbanization imply a major conversion to poultry meat consumption as people continue to move to the cities.
- India is already home to the world's largest dairy industry, and value-added products (cheese, ice cream, etc.) are predicted to fuel growth for the foreseeable future.

OPPORTUNITIES

- The Indian food and soy food industries, as well as the burgeoning alternative meat industry, present excellent opportunities for soy foods and value-added U.S. Soy products.
- Nutrition security is becoming a more prevalent theme among Indian policymakers as protein consumption increases in importance versus caloric intake.
- The poultry, dairy and aquaculture industries are growing rapidly (5-10%).
- Approximately 90% of India's shrimp production is exported. The U.S. is its largest customer, taking nearly 50% of all Indian shrimp exports. This puts the U.S. in the driver's seat regarding the direction of Indian shrimp production and trade ties with the U.S.
- Indian soymilk and tofu manufacturers are eager to use U.S. food-grade soybeans because they readily recognize the superior quality of U.S. Soy protein products.
- A more discerning Indian consumer is demanding higher-quality food products with more variety.
- Traditionally known as a difficult place to conduct business with a poor business enablement environment, the country has made dramatic improvements under Prime Minister Modi, rocketing up from ranking 142nd to 63rd in ease of doing business.

CHALLENGES

- Market access issues, including genetically modified organism (GMO) reluctance, phytosanitary requirements and high tariffs, continue to be obstacles.
- Lack of modern infrastructure and reliance on bagging elevates costs and inefficiencies.
- India has an inherent legacy of self-sufficiency.

Sources:

- Statista
- Soybean Processors Association of India
- Industry sources and the Indian business community
- United States Department of Agriculture | Foreign Agriculture Service GAT