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Chicory Export Business Idea

A simple root crop with global B2B potential.

By Harsh Dhawan

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THE PRODUCT

Chicory is a flexible coffee ingredient

- Chicory (*Cichorium intybus*) is a root crop.
- It is processed into dried root, roasted chicory, chicory powder, and instant chicory.
- It is used as a coffee substitute or coffee-blending ingredient.

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Why chicory fits a B2B export model

A practical ingredient with several commercial entry points.



Used in coffee blends



Naturally caffeine-free



Strong food and beverage ingredient potential



Available in value-added forms



Suitable for international markets

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PRODUCT RANGE

Value-added products create more options



1. Dried chicory root
2. Roasted chicory
3. Chicory powder
4. Roasted chicory granules
5. Instant chicory

Value addition can create better market opportunities.

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APPLICATIONS

Chicory reaches beyond coffee

The same ingredient can travel across several food and beverage categories.



Coffee blends



Instant
beverages



Caffeine-free
drinks



Food products



Food and
beverage
formulations

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SOURCING

Gujarat is the starting point for Indian sourcing

- Explore farmers, processors, traders, and beverage
- ingredient manufacturers. Verify quality, capacity, and consistency before sourcing.

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CUSTOMER STRATEGY

Sell to verified commercial buyers

Focus on verified B2B buyers.



Research markets where beverage demand is established

- 1 France
- 2 Germany
- 3 Netherlands
- 4 United Kingdom
- 5 United States
- 6 United Arab Emirates
- 7 Saudi Arabia

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Check current import regulations and buyer specifications before approaching each market.



BEFORE SHIPPING

Build the export checklist before shipping

Export Exp

- HS code
- Product specifications
- Moisture and quality
- Food safety requirements
- Packaging and labeling
- Buyer specifications
- Export documentation
- Destination-country regulations

THE BUSINESS LOGIC

**Reliable execution
turns the idea into
an export business**

Export

01

Product research

02

Reliable sourcing

03

Quality testing

04

Verified buyers

05

Export
do cumentation

06

Smart logistics

**Successful chicory export
business.**



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