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Unlocking Opportunities: Fruit Jellies & Preparations Market

This presentation explores the vibrant and growing sector of fruit-based products, offering insights for small food manufacturers, entrepreneurs, and agribusiness professionals. Discover market potential, production essentials, and quality standards.

Fruit Jelly

A clear, gel-like product crafted from fruit juice, sugar, and pectin. Known for its smooth texture and vibrant fruit flavor.

Fruit Preparations

Semi-processed fruit-based items like jams, marmalades, purees, pulps, and fillings. Essential ingredients in various culinary applications.



Versatile Applications of Fruit-Based Products

Culinary Spreads

Perfect as delicious spreads on bread, toast, biscuits, and muffins, adding a burst of fruity flavor to breakfast and snacks.

Bakery Fillings

Ideal for cakes, pastries, cookies, and tarts, providing moist and flavorful fruit fillings that enhance baked goods.

Dairy & Beverages

Used in ice creams, yogurts, smoothies, and milkshakes as toppings, mix-ins, or natural flavor enhancers.

Confectionery & Gifts

A key ingredient in candies, jelly cups, and other sweets. Also popular for gifting and household consumption.

Fruit jellies and preparations offer endless possibilities, making them a staple in both home kitchens and industrial food production.

Pricing Dynamics: India vs. Export Markets

Understanding the price differences between domestic and international markets is crucial for strategic planning and maximizing profitability.



India Domestic Price

₹190 - ₹180 / kg

Targeting local consumers and smaller-scale distribution networks. Prices are influenced by local supply, demand, and consumer purchasing power.



Export Price (FOB)

₹160 - ₹1300 / kg

FOB (Free On Board) prices offer higher margins but require adherence to international quality and certification standards.

Factors influencing export prices include fruit type, sugar level, organic certification, and packaging specifications, reflecting premium market demands.

Diverse Product Portfolio in Fruit Processing

The fruit processing industry offers a wide array of products catering to different consumer preferences and industry needs.



Fruit Jellies

Available in various forms like cups, bars, and candies, offering convenient and delicious snacks.



Jams & Marmalades

Classic fruit preserves, perfect for breakfast tables and baking, available in a spectrum of fruit flavors.



Pulps & Purees

Semi-finished products essential for beverage, dairy, and confectionery industries, providing concentrated fruit essence.



Bakery Fillings

Specialized fillings designed for pies, tarts, and cakes, formulated for heat stability and rich flavor.



Toppings & Syrups

Sweet and flavorful additions for ice creams, pancakes, desserts, and beverages, enhancing their appeal.



Key Fruit Production States in India

India's diverse climates support extensive fruit cultivation, with several states emerging as major hubs for fruit processing raw materials.

Maharashtra

Nashik, Jalgaon, Pune 3 Known for grapes, bananas, and mangoes.

Uttar Pradesh

Lucknow, Allahabad 3 Major producers of mangoes and guavas.

Andhra Pradesh & Telangana

Chittoor, Krishna 3 Significant for mangoes, citrus, and papaya.

Tamil Nadu

Krishnagiri, Salem 3 Renowned for mangoes, bananas, and guava.

Karnataka

Kolar, Ramanagara 3 Important for grapes, pomegranates, and mangoes.

West Bengal

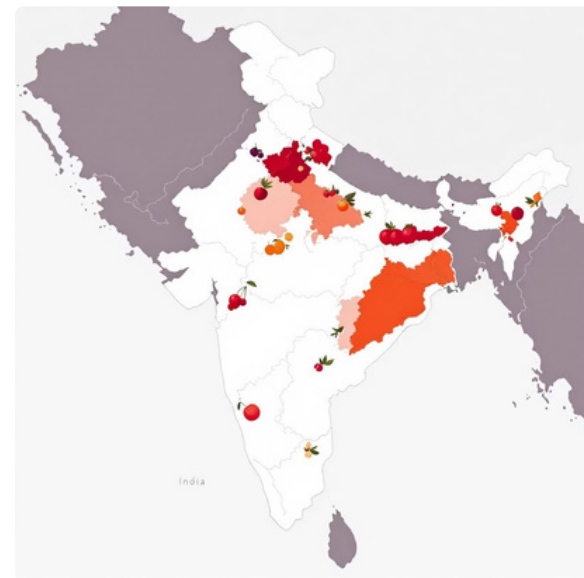
Malda, Murshidabad 3 Major producers of mangoes and litchis.

Gujarat

Junagadh, Surat 3 Known for mangoes, bananas, and sapotas.



These regions provide abundant fresh produce, fueling the growth of the fruit processing industry across the country.








Essential Machinery for Fruit Processing

Establishing a modern fruit processing unit requires specialized machinery to ensure efficiency, hygiene, and product quality from raw fruit to finished goods.

01	02	03
Washing & Peeling	Pulper / Juice Extractor	Steam Kettle & Homogenizer
Machines designed for thorough cleaning and efficient skin removal, critical for hygiene and preparation.	Extracts fruit pulp or juice, separating seeds and fibrous material, ensuring a smooth base for products.	For cooking with sugar/pectin to achieve desired consistency, followed by homogenization for uniform texture.
04	05	06
Jelly Setting & Cooling	Filling & Sealing	Pasteurizer / Sterilizer
Systems to rapidly set and cool jellies, preserving freshness and shape.	Automated machines for accurate filling into cups, bottles, or pouches, then sealing to maintain product integrity.	Ensures product safety and extends shelf life by eliminating microorganisms through controlled heating.
07		
Packaging & Labeling		
Final stage machinery for efficient packaging and precise labeling, preparing products for market distribution.		

Major Fruit Processing Hubs in India

India's industrial landscape boasts several prominent regions that have evolved into key manufacturing centers for fruit preparations, leveraging local produce and infrastructure.

<div><div><h3>Nashik & Pune</h3><p>Maharashtra: Strategic locations with access to rich agricultural belts and robust industrial infrastructure.</p></div><div></div></div>	<div><div><h3>Chittoor</h3><p>Andhra Pradesh: A significant processing zone, particularly for mango and other tropical fruits.</p></div><div></div></div>	<div><div><h3>Krishnagiri</h3><p>Tamil Nadu: Known for its mango and banana processing units, benefiting from local horticulture.</p></div><div></div></div>
<div><div><h3>Lucknow Belt</h3><p>Uttar Pradesh: Emerging as a hub for processing mangoes and other fruits from the Gangetic plains.</p></div><div></div></div>	<div><div><h3>Malda</h3><p>West Bengal: Capitalizes on its famous mango varieties and strategic location for eastern markets.</p></div><div></div></div>	

Major Wholesale Markets for Fruit Products in India

Accessing key wholesale markets is vital for distribution and sales, connecting manufacturers with retailers and bulk buyers across the country.

1

Delhi

Azadpur Mandi: One of Asia's largest wholesale markets, a crucial gateway to North Indian markets.

2

Mumbai

Crawford Market, Vashi APMC: Prime distribution points for Western India, with high consumer demand.

3

Kolkata

Burrabazar: A historic and vast market, serving Eastern India with a wide range of goods.

4

Chennai

Koyambedu Market: A central hub for South India, handling significant volumes of fresh and processed produce.

5

Bangalore

KR Market: A bustling market catering to the rapidly growing urban population and surrounding regions.

6

Hyderabad

Gaddiannaram Market: An important distribution point for Telangana and neighboring states.





Understanding Quality & Grades of Fruit Preparations

Product quality and grading are essential for targeting specific market segments, from premium export to economy bulk supplies, meeting diverse consumer expectations.

1

Grade A

Premium export quality, often organic certified. Meets stringent international standards for taste, appearance, and purity, commanding higher prices.

2

Grade B

Standard retail quality, suitable for domestic markets. Balances good flavor and texture with competitive pricing, widely accessible to consumers.

3

Grade C

Economy grade, typically for bulk supply to industrial users or cost-sensitive markets. Focuses on functionality and cost-effectiveness.

4

Special Grades

Includes specialized formulations like sugar-free, fortified (e.g., with vitamins), or uniquely flavored products, catering to niche markets.

Ensuring Excellence: Quality Inspections & Certifications

Rigorous quality control and adherence to national and international standards are paramount for consumer safety, market access, and brand reputation in the fruit processing industry.

- **FSSAI Certification (India)**

Mandatory Food Safety and Standards Authority of India certification for all food businesses operating in India.

- **Brix Test**

Measures sugar content, crucial for consistency, taste, and shelf life of fruit preparations.

- **pH & Acidity Test**

Ensures proper acidity levels for preservation and flavor balance, vital for product stability.

- **Microbiological Test**

Detects yeast, mold, and bacteria to guarantee product safety and prevent spoilage.

- **Residue Test**

Checks for pesticides and heavy metals, ensuring compliance with food safety limits.

- **Shelf Life & Packaging Stability Tests**

Evaluates how products withstand storage over time, ensuring quality until consumption.

- **Export Certifications**

Buyers may request ISO, HACCP, Halal, or Kosher certifications for international market access.

Investing in robust quality assurance processes builds trust and opens doors to new markets.

