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Makhana Export Economics

A comprehensive analysis of costs, profit ability and market opportunities
in the global makhana trade

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Procurement & Processing Breakdown

Understanding the cost structure from farm gate to factory is essential for maintaining competitive margins whilst ensuring quality standards.

Raw Material

₹450/kg purchased from farmers or mandis represents the largest single cost component

Processing

₹75/kg for cleaning, roasting, and sorting ensures premium export quality

Packaging & Labour

₹55/kg covers export-grade packaging and factory operations

Ex-factory cost: ₹580/kg (₹5,80,000 per MT)

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Export Cost Structure

From Factory to FOB

The journey from factory gate to port adds critical but manageable costs that must be factored into pricing strategies.

- **Inland transport:** ₹20/kg to reach port facilities
- **CHA & documentation:** ₹15/kg for customs clearance
- **Quality certification:** ₹10/kg for export compliance

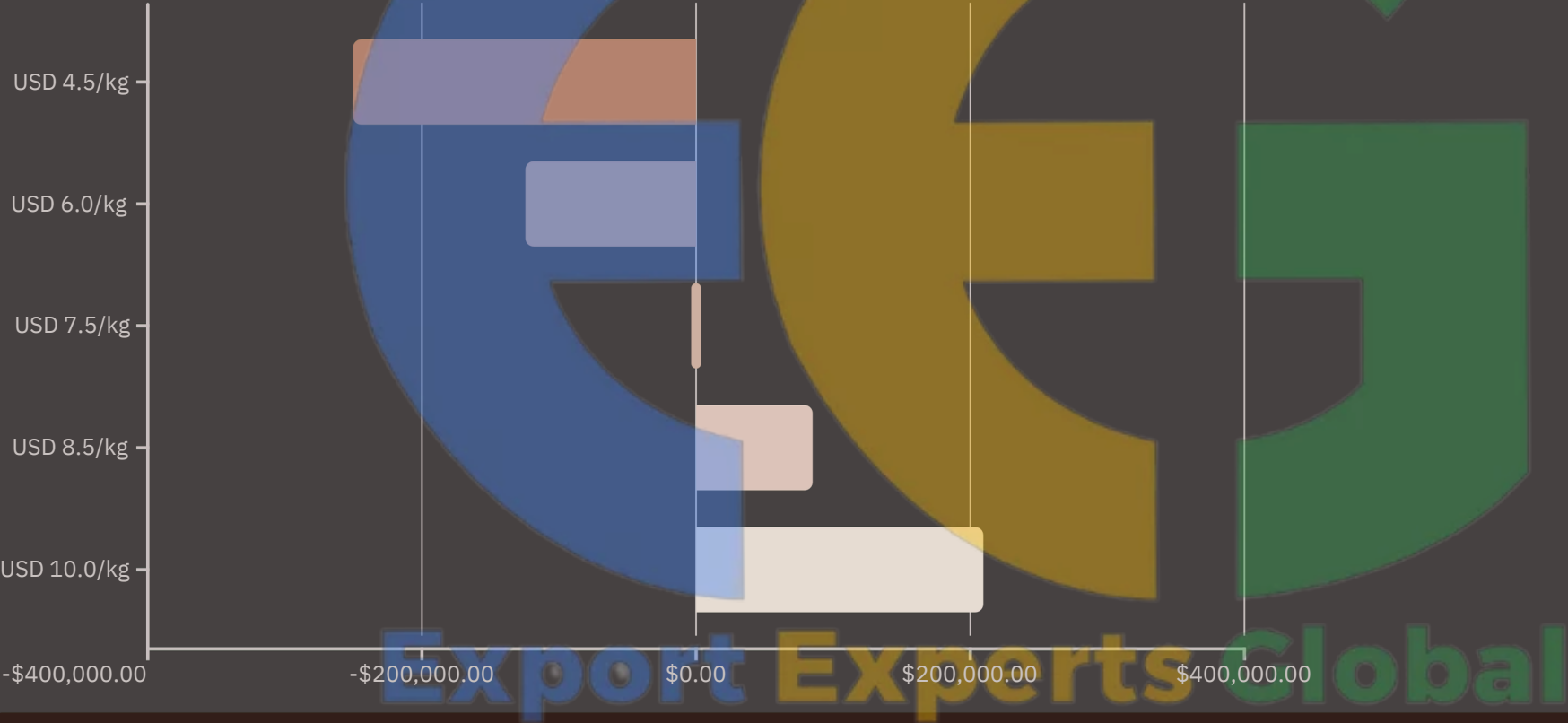
Total FOB cost: ₹625/kg



Export Exp

Profitability Analysis

Export pricing directly determines viability. The market demands strategic positioning above the break-even threshold.



☐ **Critical insight:** Export becomes profitable above USD 8.00/kg FOB. Premium grading and branding unlock high-margin opportunities.

Top 5 Applications of Makhana



Healthy Snack Food

Roasted, flavoured varieties dominate the keto, gluten-free and health snack segments globally



Ayurvedic Medicine

Enhances digestion, kidney health and energy levels in traditional wellness practices



Fasting Food

Essential during vrat (religious fasting) across Hindu households and communities



Breakfast Cereals

Premium ingredient in granola, muesli and trail mixes for health-conscious consumers



Confectionery

Featured in chocolates, laddoos and energy bars as a nutritious ingredient

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Global Market Landscape

Top 5 Importing Countries

01

United States

Leading market driven by health snack trends and major retail chains

02

United Arab Emirates

Strong demand from Indian diaspora and premium food market segments

03

United Kingdom

Growing appetite for organic and ethnic foods in mainstream retail

04

Australia

Health and fitness consumers driving consistent demand growth

Emerging opportunities: Singapore, Germany, Netherlands, Saudi Arabia

05

Canada

Dual appeal to ethnic communities and wellness-focused buyers

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Market Positioning by Region

North America

USA & Canada

Premium health snacks, keto products,
retail chains

Price point: USD 10312/kg

Europe & UK

Organic focus

Ethnic foods, wellness stores, certified
organic demand

Price point: USD 9311/kg

Middle East & Asia-Pacific

Diaspora markets

Traditional use, premium gifting,
health-conscious buyers

Price point: USD 8310/kg

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Five Strategies to Maximise Profit

1

Export Premium Grades

Focus on larger sizes (436 mm, 537 mm grades) which command higher prices and better margins in international markets

2

Value-Added Processing

Develop flavoured variants and retail-ready packs (303/100 g) to capture premium pricing in consumer markets

3

Quality Certifications

Obtain FSSAI, ISO 22000 and HACCP certification to access regulated markets and premium buyers

4

Brand Development

Launch private label products to build brand equity and capture retail margins beyond commodity pricing

5

Channel Targeting

Partner directly with health food distributors and keto snack retailers for higher-margin sales channels

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Profit Enhancement Impact

Strategic intervention can transform margins significantly. Compare standard commodity export versus value-added approaches.

\$8.5

Commodity FOB

Basic grade, bulk packaging

Profit: ₹85,000/MT

\$12

Premium Branded

Large grade, flavoured, retail
packs

Profit: ₹3,75,000/MT

Export Export



Value addition through grading, flavouring and branding can increase profit margins by over 300%

Key Takeaways for Exporters

Minimum viable pricing

Maintain FOB pricing above USD 8.00/kg to ensure profitability on standard grades

Quality drives premiums

Invest in superior grading, certifications and processing to access high-value markets

Brand differentiation

Move beyond commodity export through private labelling and value-added products

Strategic market selection

Target developed markets (USA, UK, Australia) for premium positioning and margins

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