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Pottery Products Export Business

Launch Your Global Craft Export Journey

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Why Pottery Export?

The global market is clamouring for authentic, handmade pottery. This sector combines artisan craftsmanship with modern demand for sustainability.

Sustainable Appeal

Growing demand for eco-friendly, natural products across Western markets

Artistic Value

Handmade pieces command premium prices and stand out in mass-produced markets

High Margins

International pricing can be 2–4× local market rates, boosting profit potential

Low Material Costs

Abundant local raw materials with significant value addition through skilled craftsmanship

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What You Can Export

Popular Export Categories

- Decorativevasesand ornate planters
- Ceramic plates, bowls, and mugs
- Garden pots, fountains, and statues
- Clay bottles and traditional cookware



Traditional + Modern Designs = Strong Export Potential

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Top Target Countries

These markets show strong demand for artisan pottery, driven by interior design trends and eco-conscious consumers.

United States

Home décor and garden demand, particularly among millennials seeking authentic craftsmanship

Germany

Sustainable lifestyle market with preference for organic, handcrafted products

United Arab Emirates

Premium décor buyers seeking luxury items for high-end properties

Australia

Outdoor pottery demand for gardens and patios in favorable climate

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Target Market Opportunities

Interior designers, boutique home stores, and lifestyle brands actively seek unique pottery suppliers. Emerging interest in handmade crafts, particularly pieces that tell a story or showcase cultural heritage, creates consistent demand. E-commerce platforms have made international sourcing more accessible than ever for smaller buyers.

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Why Now Is the Perfect Time



Eco-Conscious Movement

Global shift towards sustainable living means clay and ceramic products are in higher demand than ever before.



Authenticity Preferred

Consumers actively seek handcrafted items over mass-produced alternatives, valuing the human touch and story behind each piece.



Digital Accessibility

Online market places and social media make connecting with international buyers easier and more cost- effective than traditional export routes.

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Investment & Profit Potential

Startup Costs (India)

Begin with ₹1–3lakhfor artisan sourcing model
Raw materials and clay

Artisan partnerships or production setup

Initial inventory and warehousing

Export documentation processing

Return On Investment

Export prices typically 2×–4× higher than local market rates



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25-50%

Profit Margin

Typical margin on international pottery sales, with premium pieces commanding higher rates

Required Documents (India)

To export pottery products legally from India, you'll need these key registrations and certifications:

01

Import Export Code (IEC)

Mandatory registration with Director General of Foreign Trade for any export activity

02

GST Registration

GSTIN required for tax compliance and export documentation processing

03

RCMC Certificate

Registration-cum-Membership Certificate from Export Promotion Council for Handicrafts

04

AD Code Registration

Assigned by your bank to facilitate foreign exchange transactions and customs clearance

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How to Find International Buyers

B2B Platforms

Alibaba, Trade India, India MART

Social Marketing

Instagram, Pinterest portfolios

Trade Shows

International fairs and exhibitions

Direct Outreach

Wholesalers and importers

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Getting Started Checklist

1. **Identify Artisan Partners**
   Establish relationships with reliable local artisans or production units

2. **Obtain Required Documents**
   Apply for IEC, GST, RCMC, and AD code registration

3. **Create Product Portfolio**
   Photography our best pieces with quality images showcasing craftsmanship

4. **List on Export Platforms**
   Create profiles on Alibaba, Instagram, and relevant B2B portals

5. **Launch Your Export Business**
   Begin with small orders to test market response and build reputation

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