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**Export potential of Sesame crop**

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India's sesame export potential is strong, leveraging its status as a major global producer with diverse varieties, favorable climate, and established processing, catering to rising demand for healthy, plant-based foods in markets like the US, EU, Japan, and South Korea, with exports driven by strong demand for both seeds (especially hulled) and oil, despite challenges like lower yields compared to global averages. Key growth factors include the shift to plant-based diets, demand in confectionery/baking, and government support, with potential for increasing yields through improved farming practices.

**Key strengths and drivers**

**Global Leadership:** India is a leading exporter, supplying a significant portion of the world's sesame seeds, notes this Retexport article and this Aarvi Group article.

**Diverse Varieties & Quality:** India offers unique flavor profiles and qualities, including dehulled seeds for confectionery, meeting diverse international needs.

**Favourable climate and expertise:** Suitable growing conditions and traditional farming knowledge support consistent production.

**Growing demand:** Increased interest in healthy eating, plant-based diets, and

veganism boosts demand for sesame in baked goods, sweets, and oils.

**Market reach:** Major buyers include Vietnam, South Korea, the USA, Japan, Turkey, the EU (Germany, Greece, Netherlands), and Iran.

**Areas for growth and improvement**

**Yield:** Indian average yields are lower than the global average, but improved varieties and practices (like better fertilizer/weed control) can significantly boost output.

**Processing:** Advanced de-hulling and processing facilities enhance product value for export markets.

**Policy and support:** Government initiatives and strong trade relationships support export growth.

**Export trends**

Exports of both seeds and oil have shown positive growth rates (CAGR) in recent years, indicating strong international demand.

Demand for organic and non-GMO sesame seeds is increasing.

In essence, India's sesame sector is well-positioned for continued export success, driven by global health trends and strong market demand, with significant room to enhance production efficiency.

India's sesame export potential is strong, positioning it as a leading global exporter with significant year-on-year growth in quantity and value, driven by high global demand, diverse varieties (white, black),

and key producing states like Gujarat, Rajasthan, and West Bengal; exports reached ~600,000 tonnes valued at \$1.2 billion in 2023-24, with major markets in Europe, the Middle East, and Asia.

**India's Sesame Export Snapshot (Recent Trends)**

Metric	2023-2024 (Approx.)	Previous Year	Key Takeaway
Export Quantity	~600,000 tons (↑ 5%)	-	Significant increase driven by production & demand.
Export Value	USD 1.2 Billion (↑ 7%)	USD ~1.12 Billion	Higher revenue reflects growing global market.
Global Market Share	~45% (Largest Exporter)	-	India dominates the global supply.
Annual Growth	4-6% (5-yr avg)	-	Consistent growth indicates sustained demand.

**Key export drivers and market factors**

- **Global demand:** Strong demand for sesame seeds and oil in Europe, Middle East, China, and USA.
- **Production:** India is the world's largest producer, with major growing states including Gujarat, Rajasthan, West Bengal, and Madhya Pradesh.
- **Variety:** Exports include natural white, black, brown, and hulled seeds, catering to diverse needs.
- **Challenges:** Low average yield (compared to global leaders like China) due to rainfed cultivation, but improved varieties offer potential.

**Major importing countries (By Seed and Oil)**

- **Seeds:** Vietnam, Republic of Korea, USA, Iran, Netherlands, Germany, Taiwan, Indonesia, Greece, Israel.
- **Oil:** Iran, China, Taiwan, Mexico, Netherlands, Singapore, UAE, USA.

**Export potential and outlook**

- **High potential:** India's leading position and consistent growth show vast export potential.
- **Market focus:** Expansion into new markets and increasing share in existing ones.
- **Technology and yield:** Focus on improving domestic productivity through better technologies to meet rising global needs.