

Review of Export of coir and coir products during the year 2015-16

A total quantity of 752020 MT of coir and coir products valued at Rs.1901.42 crores was exported from the country during the year 2015-16 as against an export of 6,26,666 MT valued at Rs.1630.33 crores during the previous year. There is an overall increase of 20% in terms of quantity and 16.6% in value over the export achieved during the previous year. The export target fixed for coir and coir products by the Ministry of MSME, Government of India for the year 2015-16 was Rs.1500 crores. The achievement during the year, which works out to 127% of the target fixed by the Govt. of India, is an all time high in the history of Indian coir industry.

Export trend in general

During the period from April 2015 to March 2016, while exports of coir pith, coir geo-textiles, handloom matting, tufted mat, power-loom mat, coir rugs and carpets registered growth, products like handloom mat, curled coir, rubberized coir and powerloom matting have shown decline. Even though coir fibre and coir yarn showed a positive growth in terms of quantity, a decline in terms of value was witnessed for these items. Items like coir rope and coir other sorts have shown increase in terms of value and decrease in terms of quantity. Coir pith with export earnings of Rs.688.09 crores constituted 36% of the total export value of coir products from the country. Similarly coir fibre with an export of Rs.417.67 crores constituted to 23% of the value of total exports. All other value added items put together constitutes 41% of the total export earnings of the country.

**COMPARITIVE STATEMENT OF EXPORT OF COIR PRODUCTS FROM INDIA
FOR THE YEAR 2015-16 and 2014-15**

Item	Q=Quantity in M Tonnes		V=Value in Rs.Lakhs		% Growth	
	April 2015- March2016	April 2014- March2015	Q	V	Q	V
Coir Pith	408897	68808.56	316425	43295.24	29.2	58.9
Tufted Mat	45770	44316.03	41284	39725.96	10.9	11.6
Coir Fibre	255293	41767.11	219103	41923.34	16.5	-0.4
Handloom Mat	20386	22279.96	25353	23946.91	-19.6	-7.0
Geo textiles	4520	3531.72	4236	3270.28	6.7	8.0
Coir Yarn	4134	2820.82	4070	3000.89	1.6	-6.0
Curled Coir	9470	2510.07	12621	3732.00	-25.0	-32.7
Handloom Mattings	1706	1968.78	1667	1835.28	2.3	7.3
Rubberized Coir	678	971.74	897	1410.88	-24.4	-31.1
Coir Rope	517	396.61	614	391.92	-15.9	1.2
Powerloom Mat	280	367.35	161	225.25	73.6	63.1
Coir Rugs & Carpet	307	282.5	135	146.10	127.1	93.4
Coir Other Sorts	46	94.79	71	85.79	-34.6	10.5
Powerloom Matting	16	26.48	28	43.93	-44.6	-39.7
Total	752020	190142.52	626665	163033.77	20.0	16.6

2. COMPOSITION OF EXPORT

Coir Pith constituted 54.4 % in terms of quantity and 36.2% in terms of value of the total export of coir and coir products during the period under report. Coir fibre constituted 33.9% in quantity and 22% in value. Tufted Mats constituted 6.1% in quantity and 23.3% in terms of value and it is one of the major items of coir product exported from India.

The table showing the item-wise composition of export of coir and coir products during 2015-16 in terms of quantity and value is given below:

Q= Quantity in MT

V= Value in Rs Lakhs

Item	2015-16		Export Composition%	
	Q	V	Q	V
Coir Pith	408897	68808.56	54.4	36.2
Tufted Mat	45770	44316.03	6.1	23.3
Coir Fibre	255293	41767.11	33.9	22.0
Handloom Mat	20386	22279.96	2.7	11.7
Geo textiles	4520	3531.72	0.6	1.9
Coir Yarn	4134	2820.82	0.5	1.5
Curled Coir	9470	2510.07	1.3	1.3
Handloom Mattings	1706	1968.78	0.2	1.0
Rubberized Coir	678	971.74	0.1	0.5
Coir Rope	517	396.61	0.1	0.2
Powerloom Mat	280	367.35	0.0	0.2
Coir Rugs & Carpet	307	282.5	0.0	0.1
Coir Other Sorts	46	94.79	0.0	0.0
Powerloom Matting	16	26.48	0.0	0.0
Total	752020	190142.52	100.0	100.0

3. COMMODITY-WISE ANALYSIS OF EXPORTS

Among the items of export, the items which recorded major increases and decreases in terms of quantity and value are detailed in the tables below:

Increase in Quantity and Value

Sl. No.	Item	2015-16		2014-15		% Growth	
		Q	V	Q	V	Q	V
1	Coir Pith	408897	68808.56	316425	43295.24	29.2	58.9
2	Tufted Mat	45770	44316.03	41284	39725.96	10.9	11.6
3	Coir Geo-textiles	4520	3531.72	4236	3270.28	6.7	8.0
4	Handloom Mattings	1706	1968.78	1667	1835.28	2.3	7.3
5	Powerloom Mat	280	367.35	161	225.25	73.6	63.1
6	Coir Rugs & Carpet	307	282.5	135	146.10	127.1	93.4

Decrease in Quantity and Value

Sl. No.	Item	2015-16		2014-15		% Decline	
		Q	V	Q	V	Q	V
1	Handloom Mat	20386	22279.96	25353	23946.91	19.6	7.0
2	Curled Coir	9470	2510.07	12621	3732.00	25.0	32.7
3	Rubberized Coir	678	971.74	897	1410.88	24.4	31.1
4	Powerloom Matting	16	26.48	28	43.93	44.6	39.7

Increase in Quantity and Decrease Value

Sl. No.	Item	2015-16		2014-15		% Growth	
		Q	V	Q	V	Q	V
1	Coir Fibre	255293	41767.11	219103	41923.34	16.5	-0.4
2	Coir Yarn	4134	2820.82	4070	3000.89	1.6	-6.0

Decrease in Quantity and Increase Value

Sl. No.	Item	2015-16		2014-15		% Growth	
		Q	V	Q	V	Q	V
1	Coir Rope	517	396.61	614	391.92	-15.9	1.2
2	Coir Other Sorts	46	94.79	71	85.79	-34.6	10.5

4. EXPORT DESTINATION

During the period April 2015-March 2016, 115 countries imported coir and coir products from India. USA topped the importing countries with 26.2% in value and 15.6% in quantity. China emerged as the second largest importer of coir and coir products from India with a share of 24.3% in value and 37.1% in quantity. The other countries, which imported substantial quantities of coir during the year under report were Netherlands, South Korea, UK, Spain, Italy, Australia, Germany, Canada, France and Belgium.

The item-wise and destination-wise export of major coir items during April 2015 to March 2016 and growth rate are furnished under:

4.1 Coir Handloom Mats

Eighty one countries imported coir handloom mats from India during the year 2015 - 16. The important markets for coir handloom mats and the market share in terms of quantity and value are detailed below;

Sl. No.	Country	Qty (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	9339	11155.73	45.8	50.1
2	UK	1875	1866.18	9.2	8.4
3	Netherlands	1076	1168	5.3	5.2
4	Canada	762	910.75	3.7	4.1
5	Australia	856	845.71	4.2	3.8

4.2 Coir Tufted Mats

Seventy seven countries imported PVC tufted mats from India during the year 2015-16. The important markets for PVC tufted mats and their market share in terms of quantity and value are detailed below;

Sl. No.	Country	Qty (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	19173	20026.19	41.9	45.2
2	UK	5590	4912.33	12.2	11.1
3	Germany	3682	3291.37	8.0	7.4
4	Italy	2419	2171.08	5.3	4.9
5	Netherlands	2195	1934.19	4.8	4.4

4.3 Coir Yarn

Twenty three countries imported coir yarn from India during the year 2015-16. The important markets for coir yarn and their market share in terms of quantity and value are detailed below;

Sl. No.	Country	Qty (MT)	Value (Rs. Lacs)	Qty %	Val %
1	Netherlands	1625	1220.09	39.3	43.3
2	USA	569	366.7	13.8	13.0
3	Italy	415	276.83	10.1	9.8
4	Germany	202	167.28	4.9	5.9
5	Belgium	136	153.16	3.3	5.4

4.4 Coir Pith

Ninety three countries imported coir pith from India during the year 2015-16. The important markets for coir pith and their market share in terms of quantity and value are detailed below:

Sl. No.	Country	Qty (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	82530	14651.89	20.2	21.3
2	Netherlands	67404	11202.28	16.5	16.3
3	South Korea	65130	9613.64	15.9	14.0
4	Spain	33823	5352.71	8.3	7.8
5	China	25904	3964.42	6.3	5.8

4.5 Coir Handloom Matting

Twenty six countries imported coir handloom matting from India during the year 2015-16. The major markets for coir handloom matting and their market share in terms of quantity and value are detailed below:

Sl. No.	Country	Qty (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	1016	1007.41	59.5	51.2
2	UK	237	347.63	13.9	17.7
3	Germany	90	167.29	5.3	8.5
4	Canada	62	63.94	3.7	3.3
5	Italy	50	49.23	2.9	2.5

4.6 Coir Geo-Textiles

Twenty two countries imported coir geo-textiles from India during the year 2015-16. The important market for coir geo-textiles and their market share in terms of quantity and value are detailed below:

Sl. No.	Country	Qty (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	2387	1658.99	52.8	47.0
2	France	619	512.96	13.7	14.5
3	Australia	575	373.32	12.7	10.6
4	Japan	278	334.66	6.1	9.5
5	Germany	240	237.44	5.3	6.7

4.7. Coir Rugs & Carpets

Ten countries imported coir rugs & carpet from India during the year 2015-16. The important markets for coir rugs & carpet and their market share in terms of quantity and value are detailed below:

Sl. No.	Country	Qty (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	208.83	190.60	68.10	67.47
2	New Zealand	36.57	36.54	11.93	12.93
3	Sweden	36.70	27.49	11.97	9.73
4	Belgium	7.86	10.19	2.56	3.61

4.8 Rubberized Coir

Eighteen countries imported rubberized Coir from India during the year 2015-16. The important markets for rubberized coir and their market share in terms of quantity and value are detailed below;

Sl. No.	Country	Qty (MT)	Value (Rs. Lacs)	Qty %	Val %
1	Estonia	285.47	347.01	42.08	35.71
2	Germany	83.79	116.58	12.35	12.00
3	USA	62.65	113.17	9.23	11.65
4	Malaysia	63.77	102.43	9.40	10.54
5	UK	41.83	77.85	6.17	8.01

4.9 Coir Fibre

Twenty eight countries imported coir fibre from India during the year 2015-16. The important markets for coir fibre and their market share in terms of quantity and value are detailed below;

Sl. No.	Country	Qty (MT)	Value (Rs. Lacs)	Qty %	Val %
1	China	246845	39964.31	96.7	95.7
2	Netherlands	1340	359.42	0.5	0.9
3	USA	1603	357.86	0.6	0.9
4	Latvia	993	217.07	0.4	0.5
5	Russia	849	178.26	0.3	0.4

4.10 Coir Rope

Eight countries imported coir rope from India during the year 2015-16. The important markets for coir rope and their market share in terms of quantity and value are detailed below:

Sl. No.	Country	Qty (MT)	Value (Rs. Lacs)	Qty %	Val %
1	France	293	250.48	56.8	63.2
2	Maldives	41	39.78	8.0	10.0
3	USA	32	39.61	6.2	10.0

4.11 Coir Other Sorts

Seven countries imported coir other sorts from India during the year 2015-16. The important markets for coir other sorts and their market share in terms of quantity and value are detailed below;

Sl. No.	Country	Qty (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	22.03	57.00	47.45	60.14
2	UK	10.43	14.98	22.47	15.81
3	South Africa	3.00	8.04	6.46	8.49
4	Netherlands	5.31	7.14	11.43	7.54

4.12 Curled Coir

Thirteen countries imported curled coir from India during the year 2015-16. The important markets for curled coir and their market share in terms of quantity and value are detailed below:

Sl. No.	Country	Qty (MT)	Value (Rs. Lacs)	Qty %	Val %
1	China	5336	1259.89	56.3	50.2
2	Russia	3072	957.86	32.4	38.2
3	Poland	399	114.62	4.2	4.6
4	Bulgaria	220	66.21	2.3	2.6

4.13 Powerloom Mats

During the year 2015-16, powerloom mats were exported to 13 countries. The important markets for powerloom mats and their market share in terms of quantity and value are detailed below:

Sl. No.	Country	Qty (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	120	162.1	42.9	44.1
2	UK	48	101.95	17.3	27.8
3	Argentina	38	29.57	13.8	8.1
4	Greece	23	24.33	8.3	6.6

4.14 Powerloom Matting

Three countries have imported Power loom matting from India during the year 2015-16. Their share in terms of quantity and value are detailed below:

Sl. No.	Country	Qty (MT)	Value (Rs. Lacs)	Qty %	Val %
1	Netherlands	11	19.96	71.5	75.4
2	UK	2	3.36	10.4	12.7
3	Germany	3	3.16	18.1	11.9