

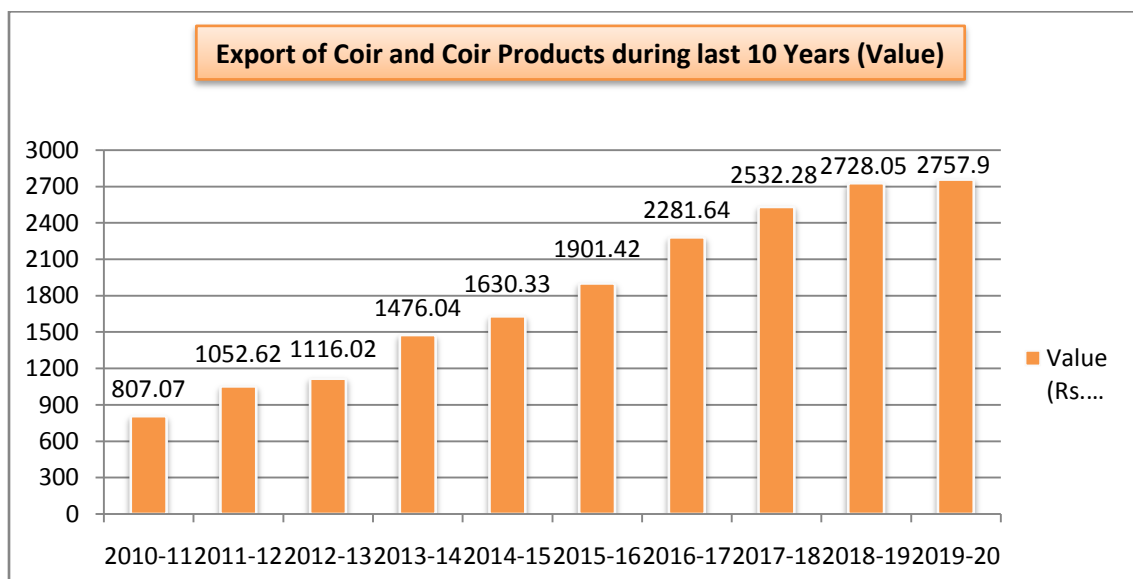
## EXPORT REVIEW OF COIR AND COIR PRODUCTS FROM INDIA DURING 2019-20

### **Justification**

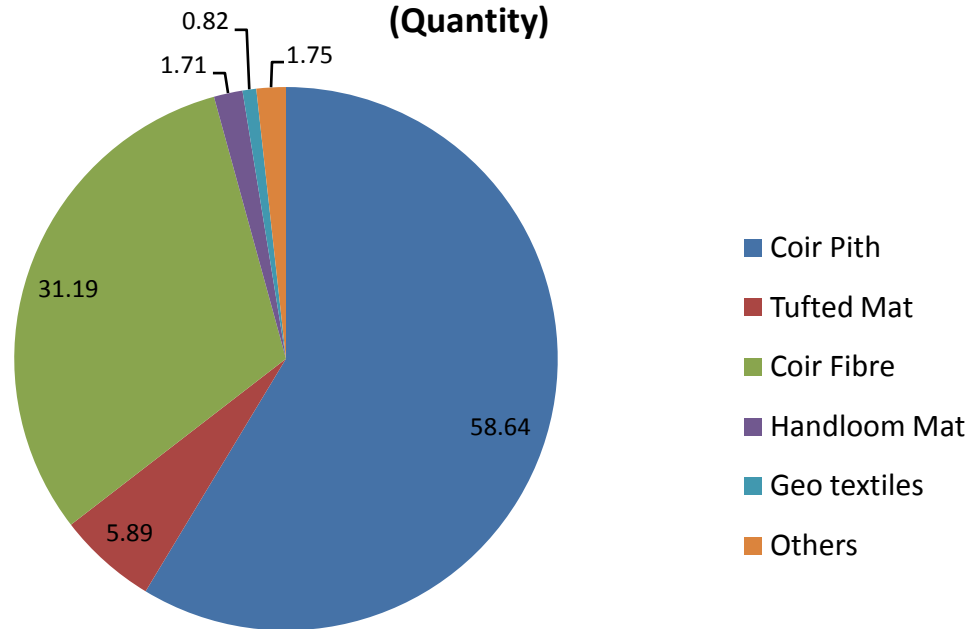
A total quantity of 988996 MT of coir and coir products valued at Rs.2757.90 crores was exported from the country during the year 2019-20 as against the export of 964046 MT valued at Rs.2728.04 crores during the previous year. There is an increase of 2.6% in terms of quantity and an increase of 1.1% in terms of 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 2018-19 was Rs.3000 crores. The achievement during the reporting period, which works out to 92% of the target fixed by the Govt. of India. The Covid19 Pandemic and slashed price of coir fibre is the major reasons for not achieving the desired results.

### **1. Export Trend**

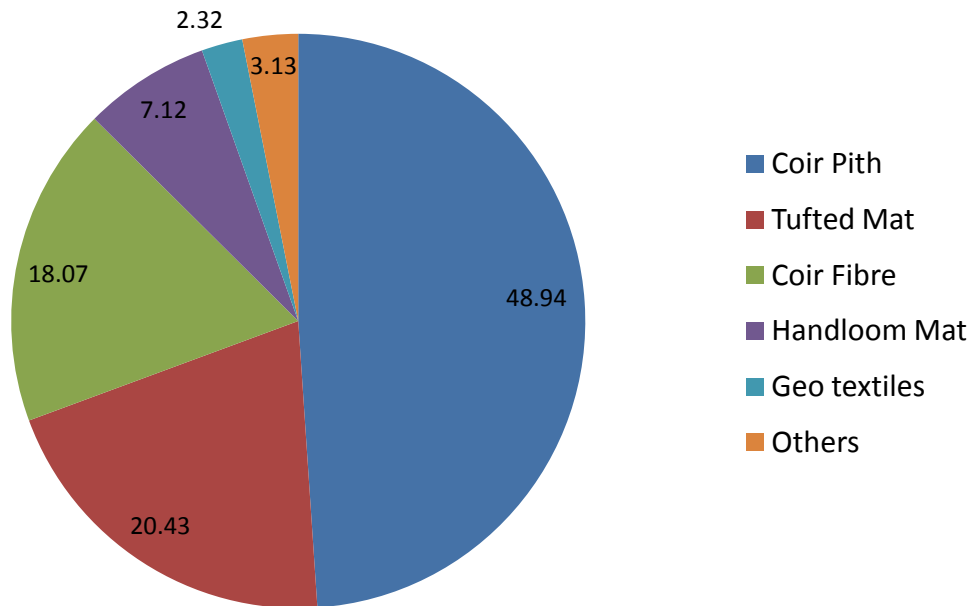
During the year 2019-20, while exports of coir pith, tufted mats, coir geo-textiles, coir rugs and carpets, coir other sorts, coir rope and powerloom mats registered growth both in terms of quantity and value, whereas handloom mats, coir yarn, rubberized coir and powerloom matting shown decline in terms of quantity and value. Coir pith with export earnings of Rs.1349.63 crores constituted 49% of the total export of coir products from the country. The value added items put together constituted 33% of the total exports Tufted Mats topped among the value added products.



**Export Composition of Coir & Coir Products (2019-20)**  
**(Quantity)**



**Export Composition of Coir & Coir Products (2019-20)**  
**(Value)**



## EXPORT STATISTICS

### COMPARITIVE STATEMENT OF EXPORT OF COIR PRODUCTS (2019-20 and 2018-19)

Item	Q=Quantity in MT		V=Value in Rs.Lakhs			
	2019-20		2018-19		% Growth	
	Q	V	Q	V	Q	V
Coir Pith	579980	134962.94	566661	123208.48	2.4	9.5
Tufted Mat	58300	56344.14	54131	52225.03	7.7	7.9
Coir Fibre	308457	49842.56	299279	60164.11	3.1	-17.2
Handloom Mat	16910	19630.08	19367	21911.04	-12.7	-10.4
Geo textiles	8068	6389.45	7674	5972.56	5.1	7.0
Curled Coir	11290	2681.57	10768	3137.02	4.8	-14.5
Coir Yarn	3028	2301.22	3408	2642.23	-11.1	-12.9
Handloom Matting	1177	1366.41	1071	1436.08	9.9	-4.9
Rubberized Coir	578	786.82	807	1029.58	-28.4	-23.6
Coir Rugs & Carpet	367	483.82	195	243.96	88.0	98.3
Coir Other Sorts	298	476.93	183	361.58	62.6	31.9
Coir Rope	512	466.03	486	439.79	5.2	6.0
Powerloom Mat	26	49.65	8	15.89	214.1	212.5
Powerloom Matting	5	8.53	7	17.22	-21.2	-50.5
<b>Total</b>	<b>988996</b>	<b>275790.15</b>	<b>964046</b>	<b>272804.57</b>	<b>2.6</b>	<b>1.1</b>

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## 2. COMPOSITION OF EXPORT

Coir Pith constituted 58.6 % in terms of quantity and 48.9% in terms of value of the total export of coir and coir products during the period under report. Tufted Mats constituted 5.9% in quantity and 20.4% in terms of value and it is one of the major items of coir products exported from India. Coir fibre constituted 31% in quantity and 18% in value.

The table showing the item-wise composition of export of coir and coir products during 2019-20 in terms of quantity and value is given below:

### COMPOSITION OF EXPORT OF COIR & COIR PRODUCTS (2019-20)

Item	2019-20		V=Value in Rs.Lakhs	
	Q	V	Qty%	Val%
Coir Pith	579980	134962.94	58.64	48.94
Tufted Mat	58300	56344.14	5.89	20.43
Coir Fibre	308457	49842.56	31.19	18.07
Handloom Mat	16910	19630.08	1.71	7.12
Geo textiles	8068	6389.45	0.82	2.32
Curled Coir	11290	2681.57	1.14	0.97
Coir Yarn	3028	2301.22	0.31	0.83
Handloom Mattings	1177	1366.41	0.12	0.50
Rubberized Coir	578	786.82	0.06	0.29
Coir Rugs & Carpet	367	483.82	0.04	0.18
Coir Other Sorts	298	476.93	0.03	0.17
Coir Rope	512	466.03	0.05	0.17
Powerloom Mat	26	49.65	0.00	0.02
Powerloom Matting	5	8.53	0.00	0.00
<b>Total</b>	<b>988996</b>	<b>275790.15</b>		

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### 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	2019-20		2018-19		% Growth	
		Quantity (MT)	Value (Rs.Lacs)	Quantity (MT)	Value (Rs.Lacs)	Quantity	Value
1	Coir Pith	579980	134962.94	566661	123208.48	2.4	9.5
2	Tufted Mat	58300	56344.14	54131	52225.03	7.7	7.9
3	Geo textiles	8068	6389.45	7674	5972.56	5.1	7.0
4	Curled Coir	10768	3137.02	8800	2316.26	22.4	35.4
5	Coir Yarn	3408	2642.23	3328	2457.66	2.4	7.5
6	Coir Rugs & Carpet	367	483.82	195	243.96	88.0	98.3
7	Coir Other Sorts	298	476.93	183	361.58	62.6	31.9

### Increase in Quantity but decrease in Value

Sl. No.	Item	2018-19		2017-18		% Growth	
		Quantity (MT)	Value (Rs.Lacs)	Quantity (MT)	Value (Rs.Lacs)	Quantity	Value
1	Coir Fibre	308457	49842.56	299279	60164.11	3.1	-17.2
2	Curled Coir	11290	2681.57	10768	3137.02	4.8	-14.5
3	Handloom Matting	1177	1366.41	1071	1436.08	9.9	-4.9

Even though the above items had shown decrease in the total quantity exported, the export value is increased. This may be because of hike in the unit value of the products exported.

### Decrease in Quantity and Value

Sl. No.	Item	2018-19		2017-18		% Decline	
		Quantity (MT)	Value (Rs.Lacs)	Quantity (MT)	Value (Rs.Lacs)	Quantity	Value
1	Handloom Mat	16910	19630.08	19367	21911.04	-12.7	-10.4
2	Coir Yarn	3028	2301.22	3408	2642.23	-11.1	-12.9
3	Rubberized Coir	578	786.82	807	1029.58	-28.4	-23.6
4	Powerloom Matting	5	8.53	7	17.22	-21.2	-50.5

## 4. EXPORT DESTINATION

During the year April 2019-20, 111 countries imported coir and coir products from India. USA topped the importing countries with 25.3% in value and 14.4% in quantity. China is the second largest importer of coir products from India with a share of 21.9% in value and 35.9% in quantity. The other countries, which imported substantial quantities of coir and coir products during the year under report, were Netherlands, South Korea, UK, Spain, Australia, Italy, Germany, and Canada.

The top destinations of the major items exported during the year 2019-20 are furnished under:

#### 4.1 Coir Pith

**Hundred & one** countries imported coir pith from India during the year 2019 -20. The important markets for Coir Pith and their market share in terms of quantity and value are as detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	97986.14	24503.79	16.89	18.16
2	NETHERLANDS	86768.93	19844.15	14.96	14.70
3	SOUTH KOREA	76367.5	15280.11	13.17	11.32
4	CHINA	53631.26	12002.87	9.25	8.89
5	SPAIN	45676.53	9799.65	7.88	7.26

#### 4.2 Coir Tufted Mats

**Seventy One** countries have imported Tufted Mats from India during the year 2019 -20. The important markets for Tufted Mats and their market share in terms of quantity and value are as detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	29962.42	30144.38	51.39	53.5
2	UK	5966.98	5232.07	10.23	9.29
3	GERMANY	2976.89	2983.79	5.11	5.30
4	ITALY	2448.72	2238.22	4.20	3.97
5	NETHERLANDS	2407.61	2077.29	4.13	3.69

#### 4.3 Coir Fibre

**Thirty Four** countries have imported Coir Fibre from India during the year 2019 -20. The important markets for coir fibre and their market share in terms of quantity and value are as detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	CHINA	296785.72	46935.32	96.22	94.17
2	LATVIA	2884.19	714.21	0.94	1.43
3	NETHERLANDS	1648.00	582.47	0.53	1.17
4	RUSSIA	2260.35	481.76	0.73	0.97
5	USA	1820.20	399.33	0.59	0.8

#### 4.4 Handloom Mats

**Seventy Two** countries have imported Handloom Mats from India during the year 2019 -20. The important markets for Handloom Mats and their market share in terms of quantity and value are as detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	8046.19	10542	47.58	53.7
2	UK	1740.68	1860.28	10.29	9.48
3	NETHERLANDS	795.13	884.76	4.70	4.51
4	AUSTRALIA	707.64	796.88	4.18	4.06
5	FRANCE	428.37	432.34	2.53	2.20

#### 4.5 Coir Geo-Textiles

**Twenty Nine** countries have imported Coir Geotextiles from India during the year 2019 -20. The important markets for coir geo textiles and their market share in terms of quantity and value are as detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	3539.59	2764.84	43.87	43.27
2	AUSTRALIA	1886.59	1242.66	23.38	19.45
3	FRANCE	816.9	720.05	10.12	11.27
4	GERMANY	721.46	687.17	8.94	10.75
5	JAPAN	192.09	222.11	2.38	3.48

#### 4.6 Curled Coir

**Thirteen** countries have imported Curled Coir from India during the year 2019-20. The important markets for curled coir and their market share in terms of quantity and value are as detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	RUSSIA	5463.09	1250.34	48.39	46.63
2	CHINA	4633.15	1063.7	41.04	39.67
3	POLAND	677.67	179.02	6	6.68
4	BULGARIA	247.43	70.12	2.19	2.61
5	AUSTRALIA	22.00	23.48	0.19	0.88

#### 4.7 Coir Yarn

**Twenty Four** countries have imported Coir Yarn from India during the year 2019-20. The important markets for coir yarn and their market share in terms of quantity and value are as detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	NETHERLANDS	1242.51	983.29	41.03	42.73
2	ITALY	606.75	360.61	20.04	15.67
3	GERMANY	293.48	279.88	9.69	12.16
4	BELGIUM	153.39	204.34	5.07	8.88
5	OMAN	191.96	107.29	6.34	4.66

#### 4.8 Handloom Matting

**Eighteen** countries have imported Handloom Matting from India during the year 2019-20. The important markets for handloom mattings and their market share in terms of quantity and value are as detailed below;



Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	885.86	820.98	75.28	60.08
2	GERMANY	78.87	179.42	6.70	13.13
3	UK	80.56	151.04	6.85	11.05
4	BELGIUM	23.45	44.07	1.99	3.23
5	CANADA	26.02	29.91	2.21	2.19

#### 4.9 Rubberized Coir

**Nineteen** countries have imported Rubberized coir from India during the year 2019-20. The important markets for rubberized coir and their market share in terms of quantity and value are as detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	ESTONIA	245.75	251.49	42.54	31.96
2	GERMANY	94.48	142.67	16.35	18.13
3	USA	44.04	79.77	7.62	10.14
4	MALDIVE ISLANDS	34.63	62.46	5.99	7.94
5	LITHUANIA	35.49	51.51	6.14	6.55

#### 4.10 Coir Rugs & Carpets

**Fourteen** countries have imported Coir Rugs & Carpets from India during the year 2019-20. The important markets for coir rugs & carpets and their market share in terms of quantity and value are as detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	217.17	290.2	59.2	59.98
2	UK	58.03	84.86	15.82	17.54
3	IRELAND	23.15	46.83	6.31	9.68
4	MEXICO	14.43	16.58	3.93	3.43
5	ARGENTINA	8.70	9.99	2.37	2.06

#### 4.11 Coir Other Sorts (Garden Articles, Fenders, Braids, Scrubbers etc.)

**Twenty Six** countries have imported Coir Other Sorts from India during the year 2019-20. The important markets for coir other sorts and their market share in terms of quantity and value are as detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	74.69	221.43	25.08	46.43
2	NETHERLANDS	41.89	66.43	14.06	13.93
3	UK	17.99	50.07	6.04	10.50
4	CHINA	99.36	24.41	33.36	5.12
5	GERMANY	21.74	23.6	7.30	4.95

#### 4.12 Coir Rope

**Eleven** countries have imported Coir Rope from India during the year 2019-20. The important markets for coir rope and their market share in terms of quantity and value are as detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	FRANCE	403.76	392.67	78.89	84.26
2	MALDIVE ISLANDS	20.75	25.08	4.05	5.38
3	UAE	28.79	19.69	5.62	4.23
4	SPAIN	11.6	11.33	2.27	2.43

#### 4.13 Powerloom Mats

Only USA has imported **Powerloom Mats** from India during the year 2019-20. The details in terms of quantity and value are as detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	26.42	49.65	100	100

#### 4.14 Powerloom Matting

Two countries have imported **Powerloom Matting** from India during the year 2019-20. The important markets for Powerloom Matting and their market share in terms of quantity and value are as detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	KUWAIT	4.84	7.12	89.17	83.48
2	SOUTH AFRICA	0.59	1.41	10.83	16.52

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