



ITALIAN FOOD & WINE for the INDIAN MARKET

A range of **integrated services** and **promotional initiatives** to initiate and consolidate the **commercial presence in India** and the **brand positioning** of Italian companies in the Food and Wine Sector.

India imports an average of €30 billion annually of Food products and Wine. Italy is recognised as one of the key trading partners in this sector, with €168 million of estimated direct exports to India in 2024, Italy is one of India's key trading partners, while India represents the 10th largest non-EU market for Italian products.

	21	22	23	24*	TOTAL
Animal products (Meat, dairy, seafood etc)	2	6	6	6	20
Fats and Oils (Seed oils, vegetable fats, animal fats etc)	21	24	22	26	93
Fruit Products (Fresh and by products)	31	52	39	55	177
Vegetables (Fresh and by products)	5	7	6	8	26
Coffees, Teas and Spices	3	2	2	2	9
Cereals and Grains (Starches, flours, whole grain etc)	9	10	9	10	38
Confectionary & Desserts (Cocoa, Chocolates etc)	11	19	21	23	74
Wines and Spirits	10	20	30	39	99
TOTAL by YEAR	92	140	135	169	536

**Estimated. The data refer exclusively to direct exports from Italy to India, and does not consider those through third countries. Source: Indian Ministry of Commerce - figures in EUR million

Italian food and cuisine are gaining popularity in India for the quality of its ingredients and the health benefits of the mediterranean diet. Indian consumers perceive Italian food and wine as gourmet, and enjoy Italian food at restaurants and buy imported Italian goods from specialty stores or online.

The potential for Italian food and wine products is great because of its positive reputation. However, direct Italian exports to India are not able to meet the high demand in the country, because Italian brands face several challenges in the Indian market.

CHALLENGES AND OPPORTUNITIES

Distributor Diversification: India's Retail Sector (including e-retail) is still emerging for imported food products. It is imperative for Italian companies to diversify with regards to their local collaboration with effective distributors and dealers. The IICCI can assist with partner selection

Geographic Complexities: Indian food and wine distributors operate regionally (cognisant of different cultures in different regions of India), requiring multiple partnerships for multiple product types, to cover the entire market, which can be complex to manage. The IICCI can serve as a reference point for coordinating commercial networks in India.

Price Sensitive Markets: The demand for imported Italian food products is substantial, but the Indian consumer remains price sensitive, and will take the decision of purchasing products based on the prices. The IICCI offers market research which can assist in analysing consumer behaviour, product pricing, and products already offered in the market. This can help Italian companies understand how to introduce their products in the market, and help develop an entry strategy.

** Indian FDI regulations allow foreign companies to own 100% of single-brand retail stores only if at least 30% of products sold are locally produced. Multi-brand stores require a local partner with at least 49% ownership and government approval.

WHAT DOES IICCI PROPOSE WITH BUSINESS ASSISTANCE ?

With a presence in key Indian cities, extensive experience, and sector knowledge, the IICCI plays a vital role in facilitating market access and supporting commercial and industrial collaborations between Italian and Indian companies.

◎ MARKET INFORMATION AND STRATEGIC APPROACH

- Data on trade exchanges, Italian brand presence, competitor pricing, penetration strategies, duties, registrations, and contracts.
- Definition of a strategic approach and business planning to establish a structured presence in India.

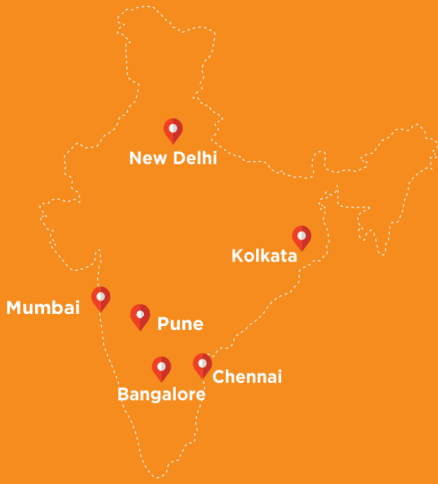
◎ INITIATING, DEVELOPING & CONSOLIDATING COMMERCIAL PRESENCE

- Identification, selection, and evaluation of Indian commercial and/or industrial partners.
- Organization of B2B meetings (online/in-person) with company visits.
- Support for finalizing commercial contracts and negotiations.
- Provision of specialized personnel for generating business leads, requests for quotations, and client-dealer coordination.
- Availability of office space at VIVITALIA, IICCI's co-working hub in Mumbai.

◎ BRAND AND PRODUCT POSITIONING

- Promotional campaigns on Indian online and specialized print media.
- Support for participation in fairs, conferences, and sectoral events.
- Engagement in IICCI initiatives promoting Italian lifestyle, such as Festa Italiana in various Indian cities.





- Founded in 1966: 58 years at the centre of Indo-Italian relations.
- Officially recognised by the Italian Ministry of Enterprises and Made in Italy.
- Over 650 member companies and professionals.
- 6 offices across major Indian cities and 2 antennas in Italy.
- 30 employees and collaborators.

The Italian Companies' Presence and IICCI Network in Furniture and Design

- **500+** Italian companies exporting to India.
- **450+** Indian importers/distributors of Italian Food and Wine brands.
- **35+** Italian companies with an autonomous presence in India (JVs / representative offices / subsidiaries).

For more information on Business Assistance services, participation, and costs, please contact:

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Scan this **QR code** to access IICCI website

IICCI - The Indo-Italian Chamber of Commerce and Industry

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