

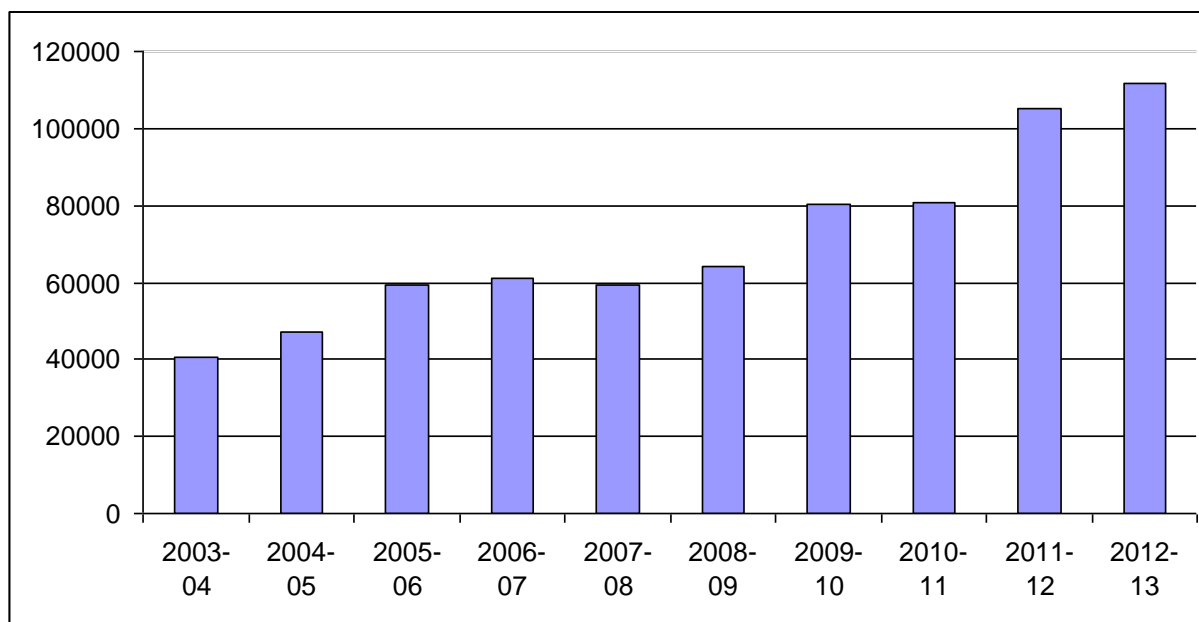
Export Review of Coir and Coir Products during the year 2014-15

A total quantity of 626666 MT of coir and coir products valued at Rs.1630.34crores were exported from the country during the financial year 2014-15 as against an export of 537040 M.T valued at Rs.1476.04 crores achieved during the previous year. There is an overall increase of 16.7% in quantity and 10.5% in value compared to the export achieved during the previous year. The export target fixed for coir & coir products for the year 2014-2015 by the Ministry of MS&ME, Govt. of India, New Delhi, is Rs.1100 crores. The achievement upto March 2013 during the year is 124% of the target fixed by the Govt. of India.

Export Trend in General

During the period April 2012 to March 2013 export of **Coir fibre, Tufted Mat and Coir pith** have shown an increase both in terms of quantity and value when compared to the previous year. The item such as **Coir Yarn, Handloom Mat, Powerloom Mat, Coir rugs and carpets, Coir Rope, Curled Coir, Rubberised Coir and Coir other sorts** have shown negative growth both in terms of quantity and value compared to the figures of the previous year. **Handloom matting and Geo textile** have shown decreases in terms of quantity and an increase in terms of value.

EXPORT OF COIR & COIR PRODUCTS FROM INDIA for the last 10 years, in terms of Value (Rs. in Lakhs)



1. A table showing the item-wise export of coir and coir products from India during the period April 2012 to March 2013 and comparative figures for the previous is given below:

SUMMARY OF EXPORT OF COIR AND COIR PRODUCTS FROM INDIA
APRIL 2012 –MARCH 2013

Quantity/MT	Value Rs.lakhs	
Product Name	2012-2013	
	Qty	Value
Coir Fibre	140692.93	20707.66
Coir Yarn	4202.31	2387.22
Handloom Mats	24150.93	22810.10
Powerloom mats	1.94	3.15
Tufted mat	37288.51	33572.91
Handloom Matting	1418.31	1702.76
Powerloom Matting	0.00	0.00
Coir Geo-textile	3597.30	2628.74
Coir Rugs & Carpet	94.83	133.37
Coir Rope	419.62	282.41
Curled Coir	8883.14	2112.46
Rubberized Coir	321.47	495.01
Coir Pith	208399.28	24727.61
Coir Other Sorts	30.37	39.32
Total	429500.92	111602.74

2. COMPOSITION OF EXPORT

Tufted mats constituted 8.68% in terms of quantity and 30.08% in terms of value during the period under review and it is one of the major items of coir product exported from India. Coir pith constituted 48.52% in quantity and 22.16% in value, whereas Handloom mats constituted 5.62% in quantity and 20.44% in value. The table showing the composition of export of coir for the period April 2012 to March 2013 in quantity and value is given below:

**Composition of Export
(Share in %)**

Name of the item	Apri2012-March 2013		April - 11 March 2012	
	Qty %	Value%	Qty %	Value %.
Tufted Mat	8.68	30.08	8.04	26.36
Coir Pith	48.52	22.16	50.24	21.04
Handloom Mats	5.62	20.44	6.73	22.37
Coir Fibre	32.76	18.55	29.13	19.31
Geo Textile	0.84	2.36	0.90	2.31
Coir Yarn	0.98	2.14	1.35	2.99
Curled Coir	2.07	1.89	2.89	3.01
Handloom Matting	0.33	1.53	0.36	1.50
Rubberised Coir	0.07	0.44	0.10	0.52
Coir Rope	0.10	0.25	0.19	0.32
Coir Rugs & Carpet	0.02	0.12	0.05	0.18
Coir Other Sorts	0.01	0.04	0.01	0.07
Powerloom Mat	0.00	0.00	0.01	0.02
Total	100.00	100.00	100	100

3. COMMODITY-WISE ANALYSIS

Among the items of export, the items which showed major increase in terms of percentage growth in quantity and value and also declining trend are detailed below:-

INCREASE

COIR FIBRE:

Export of this item has increased from 119684.54 M.T to 140692.93 M.T in quantity (18%) and in terms of value it increased from Rs.20323.98 lakhs to 20707.66 lakhs (2%) when compared to the previous year.

TUFTED MAT:

Export of this item has increased from 33021.17 M.T to 37288.51M.T in quantity (13%) and increased from Rs.27745.26 lakhs to Rs.33572.91 lakhs (21%) in terms of value when compared to the previous year.

COIR PITH

Export of this item has increased from 206424.57 M.T to 208399.28 M.T in quantity (1%) and in terms of value it increased from Rs.22150.70 lakhs to 24727.61 lakhs (12%) when compared to the previous year.

HANDLOOM MATTING

Export of this item has decreased from 1473.78 M.T to 1418.31 M.T in quantity (4%) and in terms of value it increased from Rs.1582.83 lakhs to Rs.1702.76 lakhs (8%) when compared to the previous year.

COIR GEO-TEXTILE:

Export of this item has decreased from 3680.91 M.T to 3597.30 M.T in quantity (2%) and increased from Rs.2433.12 lakhs to Rs.2628.74 lakhs (8%) in terms of value when compared to the previous year.

DECREASE

COIR YARN

Export of this item has decreased from 5562.87 M.T to 4202.31 M.T in quantity (24%) and in terms of value it decreased from Rs.3140.70 lakhs to Rs.2387.22 lakhs (24%) when compared to the previous year.

HANDLOOM MAT

Export of this item has decreased from 27656.17 M.T to 24150.93 M.T in quantity (13%) and in terms of value it decreased from Rs.23545.00 lakhs to 22810.10 lakhs (3%) when compared to the previous year.

POWERLOOM MAT

Export of this item has decreased from 36.14 M.T. to 1.94 M.T in quantity (95%) and in terms of value it decreased from Rs. 24.56 lakhs to 3.15 lakhs (87%) when compared to the previous year.

COIR RUGS & CARPETS

Export of this item during 2012-13 has decreased from 191.00 M.T to 94.83 M.T in quantity (50%) and in terms of value it decreased from Rs.185.55 lakhs to 133.37 lakhs (28%) when compared to the previous year.

COIR ROPE:

Export of this item has decreased from 792.82 M.T to 419.62 M.T in quantity (47%) and in terms of value decreased from Rs. 340.99 lakhs to 282.41 lakhs (17%) when compared to the previous year

CURLED COIR:

Export of this item has decreased from 11855.97 M.T to 8883.14 M.T in quantity (25%) and in terms of value it decreased from Rs.3171.30 lakhs to 2112.46 lakhs (33%) when compared to the previous year.

RUBBERIZED COIR:

Export of this item has decreased from 415.60 M.T to 321.47 M.T in terms quantity (23%) and in terms of value it decreased from Rs. 549.80 lakhs to 495.01 lakhs (10%) in value when compared to the previous year.

COIR OTHER SORTS:

Export of this item has decreased from 58.36 M.T to 30.37 M.T in terms of quantity (48%) and decreased from Rs.68.75 lakhs to 39.32 lakhs in terms of value (43%) when compared to the previous year.

4. EXPORT DESTINATION.

During the period April 2012-March 2013, 112 countries imported coir and coir products from India. USA is the major importer of coir and coir products in terms of value with a share of 22.79%. China is the major importer of Coir fibre in terms of quantity with an overall share of 33.88%. The combined exports to EU countries viz. Netherlands, UK, Germany, Italy, Spain, France, Belgium, Denmark, Portugal, Finland, Sweden, Irish Republic, Austria and Greece is 26.05% in terms of quantity and 33.02% in terms of value. The other countries, which imported substantial quantities of coir during the year under report, are South Korea, Australia, Russia, Canada, Brazil, and Japan.

4.1 The item-wise and destination-wise export of major coir items during the financial year 2012 -13 and growth rate are furnished below:

4.2 COIR HANDLOOM MATS

Ninety eight countries have imported coir handloom mats from India during the year 2012 -13 the important markets for coir handloom mats and the market share in terms of quantity and value and growth rate when compared to previous year are detailed below.

Sl. No.	Country	2012-13		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	34.78	39.68	9.65	12.24
2	UK	7.95	7.56	-17.70	-18.97
3	Australia	5.04	4.86	-4.54	-4.51
4	Germany	4.71	4.44	36.12	20.98
5	Netherlands	3.23	3.29	-35.91	-35.49

4.3 COIR TUFTED MATS

Eighty three countries have imported PVC tufted mats from India during the year 2012-2013. The major markets for PVC tufted mats and the market share in terms of quantity and value and growth rate when compared to previous year are detailed below.

Sl. No.	Country	2012-2013		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	30.39	31.19	-0.16	2.97
2	UK	15.94	15.08	2.70	1.00
3	Germany	11.45	12.24	42.05	39.88
4	Italy	7.10	6.63	3.95	-1.19
5	France	3.94	3.98	-13.78	-16.38

4.4 COIR YARN

Nineteen countries imported coir yarn from India during the year 2012-13. The leading markets for coir yarn and the market share in terms of quantity and value and growth rate when compared to previous year are detailed below.

Sl. No.	Country	2012-13		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	Netherlands	29.31	34.51	-4.24	-5.08
2	Italy	15.67	14.33	-8.78	-17.02
3	USA	11.53	10.35	50.32	66.39
4	Belgium	8.61	9.09	17.62	21.36
5	Germany	5.78	7.92	19.91	39.44

4.5 COIR PITH

Seventy four countries have imported coir pith from India during the year 2012-2013. The important buyer countries for coir pith and the share in terms of quantity and value and growth rate when compared to previous year are as detailed below.

Sl. No.	Country	2012-13		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	Netherlands	21.16	22.62	5.58	4.77
2	South Korea	24.43	20.13	55.11	43.99
3	USA	15.55	15.56	-33.85	-27.22
4	Spain	6.88	7.05	-2.96	1.43
5	Australia	3.44	4.61	8.86	12.71

4.6 COIR HANDLOOM MATTING

Twenty five countries have imported coir handloom matting from India during the year 2012-2013. The important markets for coir handloom matting and the market share in terms of quantity and value and growth rate when compared to previous year are as under:

Sl. No.	Country	2012-13		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	39.26	33.22	4.77	9.06
2	UK	17.56	19.23	-19.70	-25.26
3	Germany	11.14	17.23	18.13	17.13
4	Japan	3.71	5.24	-30	-1.87
5	Netherlands	3.88	5.17	88.34	59.56

4.7 COIR GEOTEXTILES

Twenty five countries have imported coir geotextiles from India during the year 2012-2013. The important market for coir geotextiles and the share in terms of quantity and value and growth rate when compared to previous year are as detailed below.

Sl. No.	Country	2012-13		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	40.33	37.41	8.47	22.65
2	Japan	11.64	14.82	37.10	38.24
3	France	13.96	12.97	-11.25	-22.10
4	Australia	14.19	12.54	34.24	7.27
5	Germany	6.25	7.11	-4.87	-7.30

4.8. COIR RUGS & CARPETS

Twelve countries have imported coir rugs & carpet from India during the year 2012-2013. The important markets for coir rugs & carpet and the market share in terms of quantity and value and growth rate when compared to previous year are as detailed below.

Sl. No.	Country	2012-13		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	34.85	33.44	23.80	-4.56
2	UK	23.28	21.18	1527.97	928.15
3	Mexico	11.05	12.83	478.53	608.83
4	France	7.12	8.02	105.18	52.18
5	Japan	3.09	5.74	94.33	73.93

4.9 RUBBERISED COIR

Sixteen countries have imported rubberized Coir from India during the year 2012-2013. The important markets for rubberized coir and the share in terms of quantity and value and growth rate when compared to previous year are as detailed below:

Sl. No.	Country	2012-13		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	Malaysia	21.75	24.29	96.29	96.52
2	Germany	20.57	17.92	-6.71	-20.56
3	USA	9.90	10.43	69.81	23.87
4	UK	10.28	9.99	10.06	-13.95
5	Hungary	11.29	9.70	33.13	28.13

4.10 COIR FIBRE

Seventeen countries have imported coir fibre from India during the year 2012-2013. The notable markets for coir fibre and the market share in terms of quantity and value and growth rate when compared to previous year are as detailed below.

Sl. No.	Country	2012-13		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	Republic of China	97.91	97.29	0.60	-0.08
2	USA	.60	.83	22.44	56.60
3	Netherlands	.43	.68	30.30	74.35
4	Poland	.20	.28	33.33	40
5	Greece	.15	.19	36.36	58.33

4.11 COIR ROPE

Five countries have imported coir rope from India during the year 2012-2013. The major countries and their markets for coir rope and the share in terms of quantity and value and growth rate when compared to previous year are as detailed below.

Sl. No.	Country	2012-13		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	France	82.99	87.71	89.47	23.04
2	Maldives	4.62	6.18	252.67	419.32
3	Republic of China	8.78	2.68	-73.09	-82.95
4	UAE	2.78	1.82	--	--
5	Germany	.83	1.61	--	--

4.12 COIR OTHER SORTS

Six countries have imported coir other sorts from India during the year 2012-2013. The details of leading markets for coir other sorts and the share in terms of quantity and value and growth rate when compared to previous year are as detailed below.

Sl. No.	Country	2012-13		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	UK	40.88	48.13	96.25	86.91
2	Sweden	42.59	22.82	--	--
3	Italy	4.91	11.83	--	--
4	Belgium	5.87	9.04	100.34	116.78
5	USA	2.96	5.87	-75.33	-47.58

4.13 CURLED COIR

Seven countries have imported curled coir from India during the year 2012-2013. The markets for curled coir and the share in terms of quantity and value and growth rate when compared to previous year are as detailed below.

Sl. No.	Country	2012-13		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	Russia	60.56	64.94	21.77	22.20
2	Republic of China	33.12	28.03	-16.21	-23.72
3	Poland	5.04	5.54	9.80	13.99
4	Germany	.68	.76	-73.01	-64.97
5	Hong Kong	.24	.28	--	--

4.14 POWERLOOM MATS

Two countries have imported Powerloom mats from India during the year 2012-13. Their share in terms of quantity and value are detailed below. No export was recorded in respect of Lebanon during the previous year.

Sl. No.	Country	2012-13		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	51.16	54.40	597.95	578.30
2	Lebanon	48.84	45.60	--	--