

EXPORT REVIEW OF COIR AND COIR PRODUCTS DURING THE YEAR 2016-17

Objective

A total quantity of 957045 MT of coir and coir products valued at Rs.2281.65 crores was exported from the country during the year 2016-17 as against an export of 7,52,020 MT valued at Rs.1901.42 crores during the previous year. There is an overall increase of 27% in terms of quantity and 20% 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 2016-17 was Rs.1700 crores. The achievement during the year, which works out to 134% 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 2016 to March 2017, while exports of coir pith, coir fibre, tufted mat, coir geo-textiles, coir other sorts coir yarn, and rubberized coir registered growth, products like handloom mats, handloom matting, coir rope, coir rugs & carpet and powerloom mats have shown decline. Even though curled coir showed a positive growth in terms of quantity, a decline in terms of value was witnessed for these items. Coir pith with export earnings of Rs.905.39 crores constituted 32% of the total export value of coir products from the country. Similarly coir fibre with an export of Rs.539.14 crores constituted to 29% of the value of total exports. All other value added items put together constitutes 39% of the total export earnings of the country.

COMPARITIVE STATEMENT OF EXPORT OF COIR PRODUCTS FROM INDIA
FOR THE YEAR 2016-17 and 2015-16

Item	Q=Quantity in M Tonnes		V=Value in Rs.Lakhs			
	April 2016- March2017		April 2015- March2016		% Growth	
	Q	V	Q	V	Q	V
Coir Pith	490552	90539.11	408897	68808.56	20.0	31.6
Coir Fibre	370357	53913.63	255293	41767.11	45.1	29.1
Tufted Mat	51718	48442.83	45770	44316.03	13.0	9.3
Handloom Mat	20143	21316.31	20386	22279.96	-1.2	-4.3
Geo textiles	6219	4481.04	4520	3531.72	37.6	26.9
Coir Yarn	4426	2948.32	4134	2820.82	7.1	4.5
Curled Coir	10356	2419.30	9470	2510.07	9.4	-3.6
Handloom Mattings	1272	1535.25	1706	1968.78	-25.4	-22.0
Rubberized Coir	888	1295.64	678	971.74	30.9	33.3
Coir Other Sorts	256	416.59	46	94.79	451.9	339.5
Coir Rope	484	388.50	517	396.61	-6.3	-2.0
Coir Rugs & Carpet	205	271.92	307	282.5	-33.1	-3.7
Powerloom Mat	166	196.38	280	367.35	-40.5	-46.5
Powerloom Matting	0	0.00	16	26.48	-	-
Total	957045	228164.82	752020	190142.52	27.3	20.0

Subject to E & O.E

2. COMPOSITION OF EXPORT

Coir Pith constituted 51.3 % in terms of quantity and 39.7% in terms of value of the total export of coir and coir products during the period under report. Coir fibre constituted 38.7% in quantity and 23.6% in value. Tufted Mats constituted 5.4% in quantity and 21.2% 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 2016-17 in terms of quantity and value is given below:

Composition of Export				
Item	2016-17		Export Composition%	
	Q	V	Q	V
Coir Pith	490552	90539.11	51.26	39.68
Coir Fibre	370357	53913.63	38.70	23.63
Tufted Mat	51718	48442.83	5.40	21.23
Handloom Mat	20143	21316.31	2.10	9.34
Geo textiles	6219	4481.04	0.65	1.96
Coir Yarn	4426	2948.32	0.46	1.29
Curled Coir	10356	2419.30	1.08	1.06
Handloom Mattings	1272	1535.25	0.13	0.67
Rubberized Coir	888	1295.64	0.09	0.57
Coir Other Sorts	256	416.59	0.03	0.18
Coir Rope	484	388.50	0.05	0.17
Coir Rugs & Carpet	205	271.92	0.02	0.12
Powerloom Mat	166	196.38	0.02	0.09
Total	957045	228164.82	100.00	100.00
Q= Quantity in MT, V= Value in Rs Lakhs				

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	2016-17		2015-16		% Growth	
		Quantity (MT)	Value (Rs.Lacs)	Quantity (MT)	Value (Rs.Lacs)	Quantity	Value
1	Coir Pith	490552	90539.11	408897	68808.56	20.0	31.6
2	Coir Fibre	370357	53913.63	255293	41767.11	45.1	29.1
3	Tufted Mat	51718	48442.83	45770	44316.03	13.0	9.3
4	Geo textiles	6219	4481.04	4520	3531.72	37.6	26.9
5	Coir Yarn	4426	2948.32	4134	2820.82	7.1	4.5
6	Rubberized Coir	888	1295.64	678	971.74	30.9	33.3
7	Coir Other Sorts	256	416.59	46	94.79	451.9	339.5

Decrease in Quantity and Value

Sl. No.	Item	2016-17		2015-16		% Decline	
		Quantity (MT)	Value (Rs.Lacs)	Quantity (MT)	Value (Rs.Lacs)	Quantity	Value
1	Handloom Mat	20143	21316.31	20386	22279.96	-1.2	-4.3
2	Handloom Mattings	1272	1535.25	1706	1968.78	-25.4	-22.0
3	Coir Rope	484	388.50	517	396.61	-6.3	-2.0
4	Coir Rugs & Carpet	205	271.92	307	282.5	-33.1	-3.7
5	Powerloom Mat	166	196.38	280	367.35	-40.5	-46.5

In the case of curled coir, even though the quantity was increased by 9% it shows a decrease of 3.6 in terms of value. No Power loom matting was exported during this year.

4. EXPORT DESTINATION

During the period April 2016 -March 2017, 116 countries imported coir and coir products from India. China topped the importing countries with 29% in value and 46% in quantity. USA is the second largest importer of coir and coir products from India with a share of 23% in value and 14% in quantity. The other countries, which imported substantial quantities of coir during the year under report, were Netherlands, UK, South Korea, Italy, Spain, Australia, Germany, and France.

The item-wise and destination-wise export of major coir items during April 2016 to March 2017 and growth rate are furnished under:

4.1 Coir Handloom Mats

Eighty one countries imported coir handloom mats from India during the year 2016 - 17. The important markets for coir handloom mats and the market share in terms of quantity and value are detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	8041.61	9448.20	39.9	44.3
2	UK	3186.56	3034.79	15.8	14.2
3	Netherlands	1028.40	995.73	5.1	4.7
4	Australia	605.47	643.79	3.0	3.0
5	Germany	550.13	549.74	2.7	2.6

4.2 Coir Tufted Mats

Eighty countries imported PVC tufted mats from India during the year 2016-17. The important markets for PVC tufted mats and their market share in terms of quantity and value are detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	20563.02	20712.14	39.8	42.8
2	UK	6882.94	5945.44	13.3	12.3
3	Germany	3755.54	3528.07	7.3	7.3
4	Italy	3444.39	3044.94	6.7	6.3
5	Spain	1873.32	1571.57	3.6	3.2

4.3 Coir Yarn

Twenty three countries imported coir yarn from India during the year 2016-17. The important markets for coir yarn and their market share in terms of quantity and value are detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	Netherlands	1547.89	1169.28	35.0	39.7
2	Italy	877.86	490.74	19.8	16.6
3	USA	610.57	367.43	13.8	12.5
4	Belgium	158.62	183.74	3.6	6.2
5	Germany	190.69	150.97	4.3	5.1

4.4 Coir Pith

Ninety six countries imported coir pith from India during the year 2016-17. The important markets for coir pith and their market share in terms of quantity and value are detailed below:

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	98550.43	19048.89	20.1	21.0
2	Netherlands	75903.31	13698.49	15.5	15.1
3	China	71923.02	12749.67	14.7	14.1
4	South Korea	57282.59	9366.29	11.7	10.4
5	Spain	31168.79	5684.09	6.4	6.3

4.5 Coir Handloom Matting

Twenty Three countries imported coir handloom matting from India during the year 2016-17. The major markets for coir handloom matting and their market share in terms of quantity and value are detailed below:

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	595.89	627.06	46.8	40.8
2	UK	216.41	299.45	17.0	19.5
3	Germany	124.60	226.84	9.8	14.8
4	Sweden	90.45	69.84	7.1	4.6
5	France	32.71	51.41	2.6	3.4

4.6 Coir Geo-Textiles

Twenty five countries imported coir geo-textiles from India during the year 2016-17. The important market for coir geo-textiles and their market share in terms of quantity and value are detailed below:

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	3142.70	2035.14	50.5	45.4
2	Australia	1176.09	766.92	18.9	17.1
3	France	656.96	535.35	10.6	12.0
4	Japan	211.80	235.07	3.4	5.3
5	Netherlands	222.32	225.21	3.6	5.0

4.7. Coir Rugs & Carpets

Five countries imported coir rugs & carpet from India during the year 2016-17. The important markets for coir rugs & carpet and their market share in terms of quantity and value are detailed below:

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	183.01	236.85	89.2	87.1
2	UK	16.76	24.43	8.27	9.0
3	Bahrain	0.92	6.11	0.5	2.3

4.8 Rubberized Coir

Seventeen countries imported rubberized Coir from India during the year 2016-17. The important markets for rubberized coir and their market share in terms of quantity and value are detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	Estonia	409.88	489.07	46.2	37.8
2	New Zealand	105.71	178.42	11.9	13.8
3	USA	82.93	168.62	9.3	13.0
4	Germany	80.31	127.22	9.0	9.8
5	Maldives	38.76	60.61	4.4	4.7

4.9 Coir Fibre

Thirty one countries imported coir fibre from India during the year 2016-17. The important markets for coir fibre and their market share in terms of quantity and value are detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	China	359743.55	51591.55	97.1	95.7
2	Russia	2412.75	545.06	0.7	1.0
3	Latvia	2234.98	476.64	0.6	0.9
4	Netherlands	1879.28	422.57	0.5	0.8
5	USA	1626.07	377.55	0.4	0.7

4.10 Coir Rope

Nine countries imported coir rope from India during the year 2016-17. The important markets for coir rope and their market share in terms of quantity and value are detailed below:

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	France	348.41	302.45	72.0	77.9
2	Maldives	45.34	46.07	9.4	11.9
3	Bulgaria	67.75	18.52	14.0	4.8

4.11 Coir Other Sorts

Twenty Three countries imported coir other sorts from India during the year 2016-17. The important markets for coir other sorts and their market share in terms of quantity and value are detailed below;

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	96.69	211.85	37.7	50.9
2	UK	40.40	58.18	15.8	14.0
3	Netherlands	32.29	43.09	12.6	10.3
4	Germany	40.93	41.08	16.0	9.9
5	Canada	24.31	27.26	9.5	6.5

4.12 Curled Coir

Seven countries imported curled coir from India during the year 2016-17. The important markets for curled coir and their market share in terms of quantity and value are detailed below:

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	China	7030.60	1504.70	67.9	62.2
2	Russia	2410.51	683.72	23.3	28.3
3	Poland	588.58	158.58	5.7	6.6

4.13 Powerloom Mats

During the year 2016-17, powerloom mats were exported to 9 countries. The important markets for powerloom mats and their market share in terms of quantity and value are detailed below:

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	UK	48.57	63.88	29.2	32.5
2	USA	42.84	51.38	25.8	26.2
3	Netherlands	17.20	19.36	10.3	9.9
4	Argentina	20.00	19.35	12.0	9.9

The Board may kindly note the performance of export of coir and coir products during the Financial Year 2016-17 ie. from April 2016 - March 2017.