



Southern African Citrus India Market Report June 2026

Market Notes

June reflected a favourable trading window for imported citrus in India as domestic citrus availability remained low across major markets and South African arrivals began building more actively. The seasonal gap created by the end of Indian citrus supplies continued to support imported citrus demand, particularly in premium categories. Overall market sentiment remained positive, with South African Citrus entering the market at a time when retail and wholesale channels were increasingly open to imported oranges and mandarins.

South African Citrus continues to benefit from a strong premium reputation in India, particularly for quality, consistency, appearance, and shelf life. Demand remains strongest for easy-peel, seedless mandarins and sweet premium oranges, especially among urban consumers seeking convenience, quality, and reliable eating experience. At the same time, price sensitivity remains an important feature of the market, with buyers continuing to balance premium demand with cautious purchasing behaviour and value comparisons across origins.

Competition from Other Citrus and Fruits

- **Egyptian Citrus:** Egypt continues to remain the key value competitor, particularly in oranges, and serves as the main pricing benchmark in wholesale and value-driven retail segments.
- **Chinese Mandarins:** China remains an active competitor in the imported mandarin category, although South African fruit continues to hold a strong position in the premium segment.
- **Domestic Indian Citrus:** Availability of local Kinnow and other domestic citrus remains limited by June, creating improved market access for imported citrus.
- **Other Imported Fruits:** Imported apples, pears, kiwis, grapes, and other premium fruit categories continue to compete for shelf space and consumer spending in organised retail.
- **Seasonal Fruits:** Mangoes, melons, lychees, and other summer fruits continue attracting strong seasonal demand and promotional attention during the month.

Market Dynamics

- South African Citrus arrivals have started building, supporting stronger visibility for imported oranges and mandarins in the market.
- Consumer demand continues to favour sweet, visually appealing, seedless, and easy-peel fruit formats.
- Premium mandarins remain one of the most promising imported citrus categories in India, supported by convenience-led consumer preferences.
- Weather-related disruptions in South Africa during the early part of the season may affect the timing and composition of some shipments, although the broader export outlook remains positive.

Opportunities for South African Citrus

- **Mandarin Growth:** Consumer demand continues to support strong growth opportunities for premium easy-peel mandarins in India.

- **Seasonal Window:** Low domestic citrus availability creates a favourable sales period for imported citrus during June and July.
- **Premium Positioning:** South African Citrus continues benefiting from strong perceptions around quality and shelf life.
- **Retail Visibility:** Stronger collaboration with organised retailers can help improve visibility, in-store presence, and consumer awareness during peak arrivals.

Phytosanitary and compliance requirements continue to remain strict:

- Cold treatment compliance, documentation accuracy, and port clearance efficiency remain critical for smooth citrus imports into India.
- Importers continue to focus on shipment consistency, fruit condition on arrival, shelf-life performance, and cold-chain integrity.
- APEDA, FSSAI, and Plant Quarantine requirements continue shaping import procedures and compliance standards for imported citrus.

Importers and retailers also continue to highlight the importance of strong in-season market support to help South African Citrus stand out in a competitive imported fruit environment. Opportunities remain around consumer education, in-store promotions, branded visibility, sampling activities, and digital campaigns that can reinforce South African Citrus' premium positioning and differentiate it from lower-priced competitors.

Overall, the outlook for South African Citrus in India during June remained positive, supported by low domestic citrus availability, improving market readiness during the South African season, and continued consumer interest in premium imported mandarins and oranges. While price sensitivity and competition from value-driven origins remain key market considerations, South African Citrus remains well positioned to benefit from its premium reputation, seasonal timing, and growing relevance within India's imported citrus category.

Price Trends in Key Markets

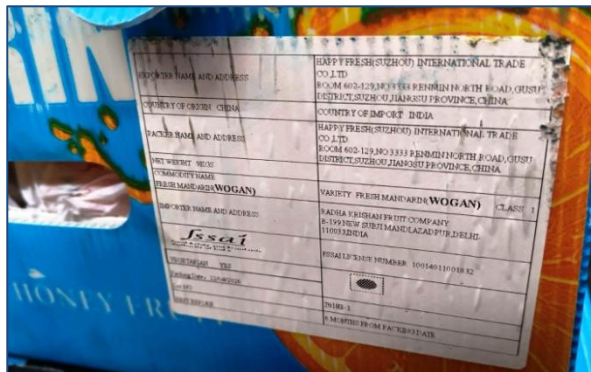
Country	Variety	Wholesale Price (INR)			Traditional Rates (INR)		
		Net Wt.	Mumbai	Delhi	Unit	Mumbai	Delhi
China	Fresh Mandarin (Mini Orange)	9 kg	NA	1200	Kg	NA	157/kg
China	Wogan Mini Orange	9 kg	900	1100	Kg	118/kg	144/kg
China	Fresh Mandarin (Mini Orange)	9 kg	NA	900	Kg	NA	118/kg
China	Fresh Mandarin (Mini Orange)	9 kg	NA	900	Kg	NA	118/kg
China	Mini Orange Sweet	9 kg	1100	NA	Kg	144/kg	NA
China	Mini Orange (45-50)	6 kg	900	NA	Kg	177/kg	NA
China	Mini Orange (65)	9 kg	850	NA	Kg	111/kg	NA
Egypt	Albakram Citrus Malta (72)	15 kg	NA	1300	Kg	NA	102/kg
Egypt	Atone Malta (72)	16 kg	NA	1300	Kg	NA	96/kg
Egypt	Atone Malta (80)	16 kg	NA	1300	Kg	NA	96/kg
Egypt	Sun Citrus Malta	16 kg	NA	1300	Kg	NA	96/kg
Egypt	Al Hassan Orange (72)	15 kg	1400	NA	Kg	110/kg	NA
Egypt	Gamco Malta	14 kg	1300	NA	Kg	110/kg	NA
Egypt	Vrugteboom Malta (80)	15 kg	1200	NA	Kg	94/kg	NA
Egypt	Egast Orange	15 kg	1400	NA	Kg	110/kg	NA

South Africa	Nova (Sweet C Mini Orange)	10 kg	1250	1450	Kg	148/kg	171/kg
South Africa	PYGMY Mini Citrus (Yellow)	10 kg	1250	NA	Kg	148/kg	NA

Chinese Mandarin



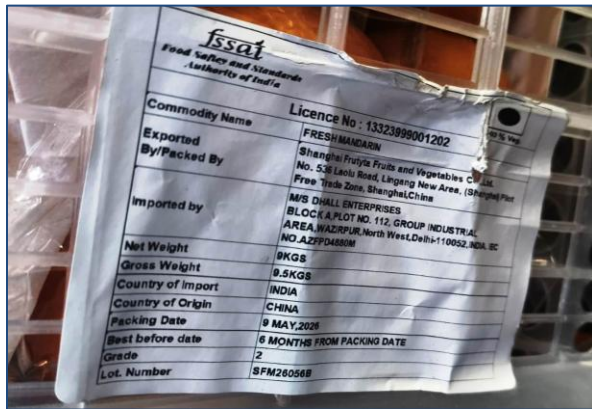
Wogan Mini Orange



Chinese Mandarin



Chinese Mandarin



Chinese Mini Orange



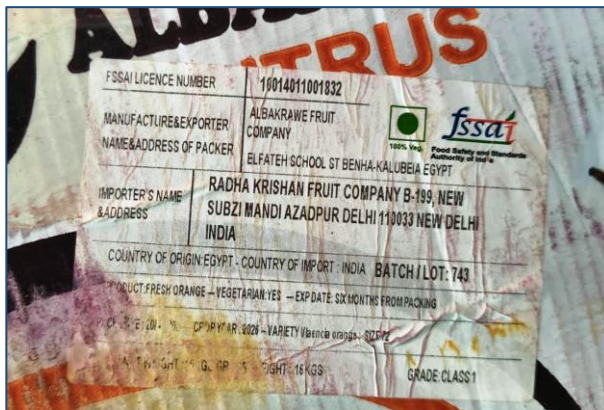
Chinese Mini Orange (45-50)



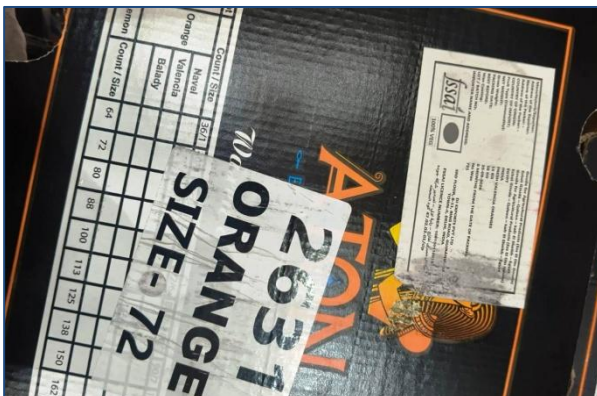
Chinese Mini Orange (65)



Egyptian Albakram Malta (count 72)



Egyptian Atone Malta (count 72)



Egyptian Atone Malta (count 80)



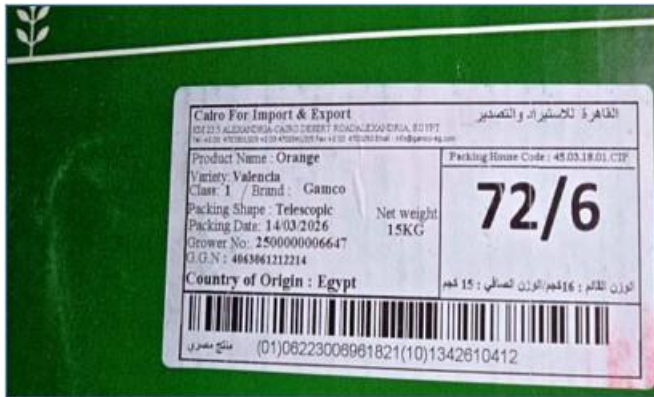
Sun Citrus Malta



Al Hassan Orange (72)



Gamco Malta



Vrugteboom Malta (80)



Egast Orange



Nova (Sweet C Mini Orange)



PYGMY Mini Citrus (Yellow)



Trade Meetings

High-Level Trade Engagements

June 2026 was marked by a high-impact trade promotion programme centred on the visit of the Hon. John Henry Steenhuisen, Minister of Agriculture of the Republic of South Africa, to India for the 16th BRICS Agriculture Ministers' Meeting. Capitalising on the Minister's presence, a series of strategic engagements were organised in Mumbai by the Citrus Growers' Association (CGA), in collaboration with Fruits South Africa, bringing together key stakeholders from India's fresh produce, retail, food processing and food service sectors.

The programme included meetings with leading fruit importers PR Agrifresh and NGK Trading, a visit to Reliance Retail, an industry roundtable, and a networking reception attended by more than 60 industry representatives. These engagements generated valuable market intelligence on India's fresh fruit sector while reinforcing the strong reputation of South African citrus for its quality, consistency and consumer appeal.



A key market insight was the extension of Chinese citrus shipments into June, creating an overlap with the start of South Africa's citrus export season. Although importers reaffirmed the premium quality of South African citrus, they noted that price premiums of 25-30% over lower-priced Chinese fruit are becoming increasingly difficult to sustain in India's highly price-sensitive market. CGA advised stakeholders that weather-related events, including flooding in certain production regions, had impacted the current South African citrus crop. The industry also confirmed that it is closely monitoring evolving market dynamics to minimise seasonal overlaps and safeguard South Africa's competitive position.

Discussions throughout the programme underscored the importance of a Preferential Trade Agreement (PTA) or Free Trade Agreement (FTA) between India and South Africa (or SACU) to enhance the competitiveness of South African agricultural exports. Beyond fresh fruit, stakeholders identified emerging opportunities for citrus concentrates and processed citrus ingredients in India's rapidly expanding beverage, food processing and HoReCa sectors. CGA committed to sharing these opportunities with the South African citrus processing industry for further assessment.

Overall, the programme strengthened relationships with key Indian importers, retailers and industry stakeholders, increased the visibility of South African citrus in the Indian market, and generated actionable market intelligence to support future export growth and long-term market development.

Promotional Activities

Event at JLL

The South African Citrus Growers' Association (CGA) India team prominently showcased at a promotional event hosted at JLL, providing an opportunity to increase product visibility among a diverse audience of professionals and stakeholders. The display highlighted the premium quality, freshness and distinctive characteristics of South African Citrus, reinforcing its positioning as a high-quality imported fruit in the Indian market. The activation also supported broader market development efforts by enhancing brand awareness, encouraging consumer engagement, and strengthening the presence of South African Citrus within key corporate and business networks.

Corporate Consumer Activation at GSPANN

The South African Citrus Growers' Association (CGA) India team participated in GSPANN's Mango Mania 2026 celebrations held at its India office during June, using the occasion to promote the arrival of the South African Citrus season. A dedicated citrus display and product sampling activity introduced employees to a range of premium South African Citrus varieties, providing an opportunity to experience their freshness, flavour and quality firsthand. The activation generated positive consumer engagement, increased awareness of South African Citrus among a corporate audience, and reinforced its positioning as a premium imported fruit through direct product experience.



Digital Promotions- CGA's Strategic Banner Placement on FPS Retail Website

In June, the CGA India team significantly enhanced visibility and stakeholder engagement by successfully implementing the Citrus Growers' Association (CGA) banner on the Fresh Produce Shoppe (FPS) retail website. This strategic placement increased exposure across a key industry platform, reinforcing the promotional messaging for South African Citrus and strengthening its presence among target audiences.

Retail Promotions at Fresh Produce Shop

Retail promotions were conducted at Fresh Produce stores to increase consumer awareness and encourage the purchase of citrus fruits. Branded point-of-sale materials and in-store displays were used to enhance product visibility. The activity helped drive shopper engagement, improve product visibility, and support sales at the retail level.

Merchandising

During June, merchandising activities were successfully implemented across 18 key cities like Mumbai, Pune, Ahmedabad, Surat, Bangalore, Kochi, Jaipur, Delhi/NCR, Hyderabad, etc. key cities to support the South African Citrus season. POS materials were deployed across wholesale markets, retail outlets, and importer channels to enhance brand visibility and reinforce the premium positioning of South African Citrus. The activities focused on improving product presentation, increasing consumer awareness, and driving sales through branded displays and in-market promotional executions. These merchandising efforts helped strengthen the presence of South African Citrus at key points of sale during the peak season period.

Roadside Retail

The team also organized roadside retail promotions for citrus fruits across key high-footfall locations in Mumbai to enhance product visibility and drive consumer awareness. Promotional setups were strategically positioned near busy market areas. The activation helped increase consumer interactions, generate interest among shoppers.

Activity Pictures

Trade Engagements









JLL Event





Corporate Consumer Activation at GSPANN





CGA's Banner Placement on FPS Retail Website



Retail Promotions at Fresh Produce Shoppe Stores



Merchandising







Roadside Retail:



Industry News

<https://www.freshplaza.com/north-america/article/9849148/citrus-buyers-are-becoming-harder-to-impress/> : Citrus buyers are becoming harder to impress

<https://www.freshplaza.com/asia/article/9845750/india-withdraws-orange-export-duty-refund-program/> : India withdraws orange export duty refund program

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