



Southern African Citrus India Market Report May 2026

Market Notes

May reflected improving market conditions for imported citrus in India as domestic citrus availability continued to decline across major markets. This has created a more favourable entry window for South African Citrus ahead of peak arrivals expected from June onwards. Market sentiment remained positive overall, although competition from lower-priced origins and broader consumer price sensitivity continue to shape buying behaviour.

Discussions with importers, retailers, and wholesalers highlighted continued confidence in the long-term growth potential for South African Citrus in India, particularly within the premium mandarin category. Demand is increasingly shifting toward seedless, easy-peel mandarins and premium oranges, especially among urban consumers seeking convenience, quality, and consistency. South African fruit continues to maintain a strong premium reputation in both retail and wholesale channels due to its quality, sizing consistency, and shelf life.

Competition from Other Citrus and Fruits

- **Egyptian Citrus:** Egypt continues to dominate the value segment, particularly in oranges, and remains the key pricing benchmark in wholesale markets despite easing volumes.
- **Chinese Mandarins:** Market presence remains relatively limited compared to earlier in the year, reducing direct competition in the mandarin category.
- **Domestic Indian Citrus:** Availability of local Kinnow and Nagpur oranges has largely concluded, creating improved market access for imported citrus.
- **Other Imported Fruits:** Apples, pears, kiwis, and grapes remain widely available through organized retail and continue competing for premium consumer demand.
- **Seasonal Fruits:** Mangoes and melons continue attracting strong seasonal demand and promotional attention during the summer period.

Market Dynamics

- The reduction in domestic citrus supply is creating a more favourable environment for imported fruit.
- Importers remain cautious with volume commitments to avoid market oversupply and pricing instability during the early season.
- Interest from wholesale buyers has strengthened ahead of anticipated South African arrivals.
- Consumer demand continues to favor sweet, visually appealing, seedless, and easy-peel fruit.
- Modern retail and quick commerce channels are becoming increasingly important routes for premium imported citrus sales.

Opportunities for South African Citrus

- **Mandarin Growth:** Consumer trends continue supporting strong growth opportunities for premium mandarins in India.
- **Seasonal Window:** Reduced competition from China and lower domestic citrus supply create a favorable sales period during June and July.

- **Premium Positioning:** South African Citrus continues benefiting from strong perceptions around quality and shelf life.
- **Quick Commerce Expansion:** Growth in online grocery platforms creates opportunities for promotions and consumer-focused packaging.
- **Retail Partnerships:** Stronger collaboration with organized retailers can help improve visibility and consumer awareness.
- **Logistics Improvements:** Expected ITCT implementation may improve competitiveness through faster transit and better arrival quality.

Phytosanitary and compliance requirements continue to remain strict:

- Cold treatment compliance, pest interception risks, documentation accuracy, and port clearance delays remain key operational concerns for importers.
- Importers continue placing a strong focus on shipment consistency, shelf-life performance, and cold-chain integrity.
- APEDA, FSSAI, and Plant Quarantine regulations continue shaping import procedures, with increasing scrutiny on documentation and compliance processes.

Importers and retailers also continued highlighting the need for stronger marketing support during the season. Stakeholders pointed to opportunities for consumer education, in-store promotions, sampling activities, and digital campaigns to help differentiate South African Citrus from lower-priced competitors. There is also growing interest in packaging and merchandising formats designed specifically for India's modern retail and quick commerce channels.

Overall, the outlook for South African Citrus in India during May remained positive, particularly for mandarins, supported by lower domestic supply, improving market readiness ahead of the South African season, expanding premium retail channels, and positive progress on market access developments such as ITCT implementation.

Price Trends in Key Markets

Country	Variety	Wholesale Price (INR)			Traditional Rates (INR)		
		Net Wt.	Mumbai	Delhi	Unit	Mumbai	Delhi
Egypt	Fresh Malta orange (72)	15 kg	NA	1600	Kg	NA	126/kg
Egypt	Fresh Malta orange (65)	15 kg	NA	1600	Kg	NA	126/kg
Egypt	Fresh Malta orange (72)	15 kg	1450	1600	Kg	114/kg	126/kg
Egypt	Fresh Malta orange (72)	15 kg	NA	1600	Kg	NA	126/kg
Egypt	Fresh Malta orange (80)	15 kg	1600	1600	Kg	126/kg	126/kg
Egypt	Fresh Malta orange (80)	15 kg	1600	1600	Kg	126/kg	126/kg
Egypt	Fresh Malta orange (72)	15 kg	1350	NA	Kg	106/kg	NA
Egypt	Vrugteboom Orange Malta (72)	15 kg	1600	NA	Kg	126/kg	NA
China	Fresh Mandarin (60)	9 kg	NA	1450	Kg	NA	214/kg
China	Fresh Mandarin (65)	9 kg	NA	1400	Kg	NA	207/kg
China	Fresh Mandarin (65)	9 kg	NA	1400	Kg	NA	207/kg
China	Fresh Mandarin (80)	14 kg	1750	NA	Kg	150/kg	NA
China	Fresh Mandarin (Mini Orange)	9 kg	1450	NA	Kg	190/kg	NA
China	Mr Orange Malta (80)	15 kg	1650	NA	Kg	132/kg	NA
China	Mini Orange (65)	9 kg	1300	NA	Kg	170/kg	NA

China	Wogan Mini Orange	9 kg	1200	NA	Kg	157/kg	NA
China	Mini Orange (70)	9 kg	1400	NA	Kg	184/kg	NA
South Africa	PYGMY Mandarin	10 kg	1500	NA	Kg	177/kg	NA

Egyptian Malta (count 72)



Egyptian Malta (count 72)



Egyptian Malta (count 72)



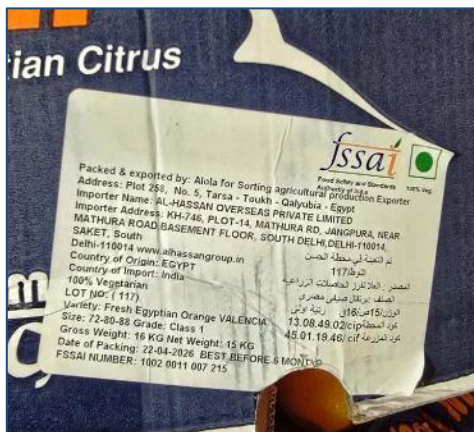
Egyptian Malta (count 72)



Egyptian Malta (count 72)



Egyptian Malta (count 72)



Vrugteboom Orange Malta



Chinese Mandarin (count 60)



Chinese Mandarin (count 65)



Chinese Mandarin (count 65)



Chinese Mandarin (count 80)



Chinese Mandarin (Mini Orange)



Chinese Mr Orange Malta (count 80)



Chinese Mini Orange (count 65)



Chinese Wogan Mini Orange



Mini Orange (count 70)



PYGMY Mandarin



Promotional Activities

Participation at BW Festival of Wellbeing 2026

The South African Citrus Growers' Association (CGA) India team, along with other South African fruit categories, participated in the 5th Edition of the Festival of Wellbeing 2026, organized by BW Businessworld at Novotel Mumbai. The summit is a consumer-focused wellness platform centered on holistic health, nutrition, and lifestyle, bringing together experts, brands, and thought leaders under the theme "Pause, Reconnect & Flourish - Where Science Meets Soul and Balance Meets Purpose."

Naaznin Husein, an eminent nutritionist, represented South African Fruits as a speaker, focusing on health and nutrition and helping strengthen the positioning of South African Fruits within India's growing wellness and healthy living space.



Participation in the event will not only helped build awareness of South African Fruit but also inspired attendees to incorporate South African Citrus into tasteful yet healthy recipes as part of their everyday diet.

BWELUBING #BWFestivalofWellbeing

The Festival of Wellbeing 5TH EDITION
THE EVOLUTION OF HUMAN FLOURISHING

May 30, 2026
NOVOTEL, ANDHERI, MUMBAI

NOMINATE NOW

Eminent Jury

 DR. ANURAG BATRA Chairman & President of the Citrus Growers' Association of Southern Africa	 VINITA BALLE Executive Director of Novotel, Mumbai	 DR. ANAND BATRA Executive Director of the Citrus Growers' Association	 ASHWIN ARORA Chairman & President of the Citrus Growers' Association
 SANDEEP KISHORE Executive Director of the Citrus Growers' Association	 SUMAN AGARWAL Executive Director of the Citrus Growers' Association	 SANDEEP NAIR Executive Director of the Citrus Growers' Association	 DR. RUCHITA CHANDRA Executive Director of the Citrus Growers' Association
 NALINI SUNDAR Executive Director of the Citrus Growers' Association	 TARA SHREE CHOUHARY SINGH Executive Director of the Citrus Growers' Association	 ASHWIN DOCTOR Executive Director of the Citrus Growers' Association	 VINITA BALLE Executive Director of the Citrus Growers' Association
 VIKRAM CHANDRA Executive Director of the Citrus Growers' Association	 DR. SOMESH CHANDRA Executive Director of the Citrus Growers' Association	 DR. PRAVEEN CHANDRA Executive Director of the Citrus Growers' Association	 ANAND BATRA Executive Director of the Citrus Growers' Association

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EVENT PARTNERS

Merchandising

During May, merchandising activities were planned in coordination with importers and wholesale partners across key Indian cities to support the upcoming South African Citrus season. As part of these efforts, POS materials are being distributed across wholesale markets, retail outlets, and importer networks to strengthen visibility and reinforce the premium positioning of South African Citrus. Activities continued to focus on improving product presentation, increasing consumer awareness, and supporting sales through branded displays and in-market promotions in key cities.

Activity Pictures

Branding



BW Festival of Wellbeing 2026





Industry News

<http://tribuneindia.com/news/jalandhar/bhunga-citrus-estate-emerges-as-model-hub-for-fruit-cultivation-boosts-farmers-income/>

Hoshiarpur: Bhunga Citrus Estate emerges as model hub for fruit cultivation, boosts farmers' income

<https://www.indiasnews.net/news/279068692/from-250kg-lemons-to-440kg-paneer-uttarakhand-household-budgets-strained-as-strait-of-hormuz-tensions-trigger-steep-commodity-inflation>

From 250/kg lemons to 440/kg paneer, Uttarakhand household budgets strained as Strait of Hormuz tensions trigger steep commodity inflation

<https://www.freshplaza.com/north-america/article/9836674/indian-fruit-and-vegetable-exports-grow-despite-u-s-tariffs/>

Indian fruit and vegetable exports grow despite U.S. tariffs

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