Export Helpdesk

Ελένη Πιτσιλλίδου, Προϊστάμενη Κλάδου Εμπορικών Κέντρων και Export Helpdesk

•Το EHD παρέχει πληροφορίες μέσω των Εμπορικών Κέντρων του Υπουργείου Ενέργειας, Εμπορίου και Βιομηχανίας σε Κυπριακές επιχειρήσεις σε σχέση με τις συνθήκες εμπορίας σε ξένες αγορές

•Συμβάλλει στην εξεύρεση συνεργατών και εισαγωγέων μέσω των Εμπορικών Κέντρων του ΥΕΕΒ στο εξωτερικό

•Παρέχει πληροφορίες σε κυπριακές επιχειρήσεις για δυνητικούς εισαγωγείς που αντλούνται μέσα από διάφορες βάσεις δεδομένων

--Χρήσιμοι σύνδεσμοι για εξαγωγείς:

- https://trade.ec.europa.eu/access-to-markets/en/content/guide-export-goods
- https://trade.ec.europa.eu/access-to-markets/el/content/odigos-gia-tin-exagogi-emporeymaton

Τηλέφωνα Κλάδου: 22867155 (Ελένη) , 251 (Κατερίνα) , 123 (Γραφείο Δ.Εμπορίου)

ΥΠΗΡΕΣΙΑ ΕΜΠΟΡΙΟΥ
ΚΛΑΔΟΣ ΕΜΠΟΡΙΚΩΝ ΚΕΝΤΡΩΝ ΚΑΙ EXPORT HELPDESK

Είναι η εταιρεία σας έτοιμη για εξαγωγές; :

•Το προϊόν σας είναι ήδη επιτυχές στην εγχώρια αγορά σας ή σε άλλες χώρες της ΕΕ;

•Η εταιρεία σας έχει την ικανότητα να πωλεί το προϊόν η την υπηρεσία σε ξένες αγορές εκτός της ΕΕ; Διαθέτει επαρκές προσωπικό, χρόνο, οικονομικούς και νομικούς πόρους;

•Δεσμεύεται η διοίκηση της εταιρείας σας να επεκτείνει τις εξαγωγικές αγορές και εκτός της ΕΕ;

•Διαθέτει η εταιρεία σας ολοκληρωμένο χρηματοοικονομικό/εμπορικό/επιχειρηματικό σχέδιο με ξεκάθαρους καθορισμένους στόχους για τη στήριξη των εξαγωγών σε αγορές στην ΕΕ ή/και εκτός της ΕΕ;

•Διαθέτει η εταιρεία σας συγκεκριμένη στρατηγική για τον τρόπο εξαγωγής του προϊόντος/υπηρεσίας στην εξαγωγική σας αγορά; Για παράδειγμα, μπορείτε να εξαγάγετε το προϊόν σας απευθείας στον αγοραστή σας στην εξαγωγική σας αγορά, όπως σε άλλη εταιρεία ή σε καταναλωτή, ή έμμεσα, χρησιμοποιώντας τρίτο μέρος, όπως αντιπρόσωπο ή διανομέα. Τόσο οι άμεσες όσο και οι έμμεσες εξαγωγές μπορούν επίσης να υποστηρίζονται από πλατφόρμες ηλεκτρονικού εμπορίου.

•Η διανοητική ιδιοκτησία που σχετίζεται με το προϊόν/υπηρεσία σας προστατεύεται στην εξαγωγική σας αγορά;

•Διαθέτει η εταιρεία σας την ικανότητα και την εμπειρογνωμοσύνη να προσαρμόσει το προϊόν/υπηρεσία της στις πολιτιστικές προτιμήσεις ή στα διαφορετικά τεχνικά πρότυπα σε χώρες στην ΕΕ ή εκτός της ΕΕ;

• Διαθέτει η εταιρεία σας διαφημιστικό υλικό στη γλώσσα των χωρών που στοχεύετε να εξάξετε?

Πηγή: https://trade.ec.europa.eu/access-to-markets/el/content/odigos-gia-tin-exagogi-emporeymaton

Ελένη Πιτσιλλίδου, Προϊστάμενη Κλάδου
Εμπορικών Κέντρων και Export Helpdesk

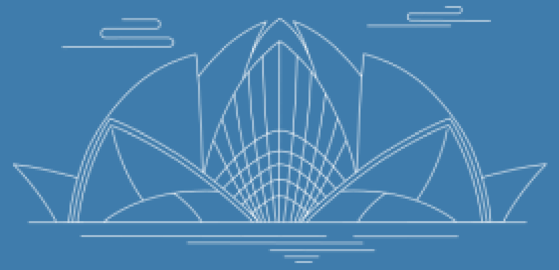
Cyprus Trade Centre

Strengthening Cyprus-India Economic Ties

- Established on 15th November 2022 at the Cyprus High Commission, New Delhi Premises. CTC operates under the auspices of Ministry of Energy, Commerce, and Industry, Republic of Cyprus and the High Commission of Cyprus in New Delhi.
- Acts as the Economic arm of the Cyprus High Commission in New Delhi.
- Facilitates business & investment between Cyprus and India, provides market research and intelligence for companies exploring opportunities in both markets.
- Assists in resolving trade/documentation issues, helping to expedite approvals or clearances.
- Organizes and participates in trade delegations, exhibitions, fairs, and high-level conferences across India.
- Promotes Cypriot products in India.
- Supports sector-specific collaborations in F&B, pharma, movie production, destination weddings, information technology, shipping, and tourism.
- Acts as a first point of contact for companies seeking guidance on regulations, certifications, and EU trade standards.
- Provides networking opportunities by connecting Indian and Cypriot businesses with key government officials, industry associations, and potential partners.
- Advises on bilateral trade policies and keeps stakeholders informed about regulatory changes, incentives, and investment frameworks.
- Supports cultural and business diplomacy initiatives to strengthen overall India-Cyprus relations.

India – Economic Snapshot 2025

Cyprus Trade Centre, New Delhi



POPULATION INSIGHTS

1.46 billion

Total Population

India has a population of approximately 1.46 billion people.

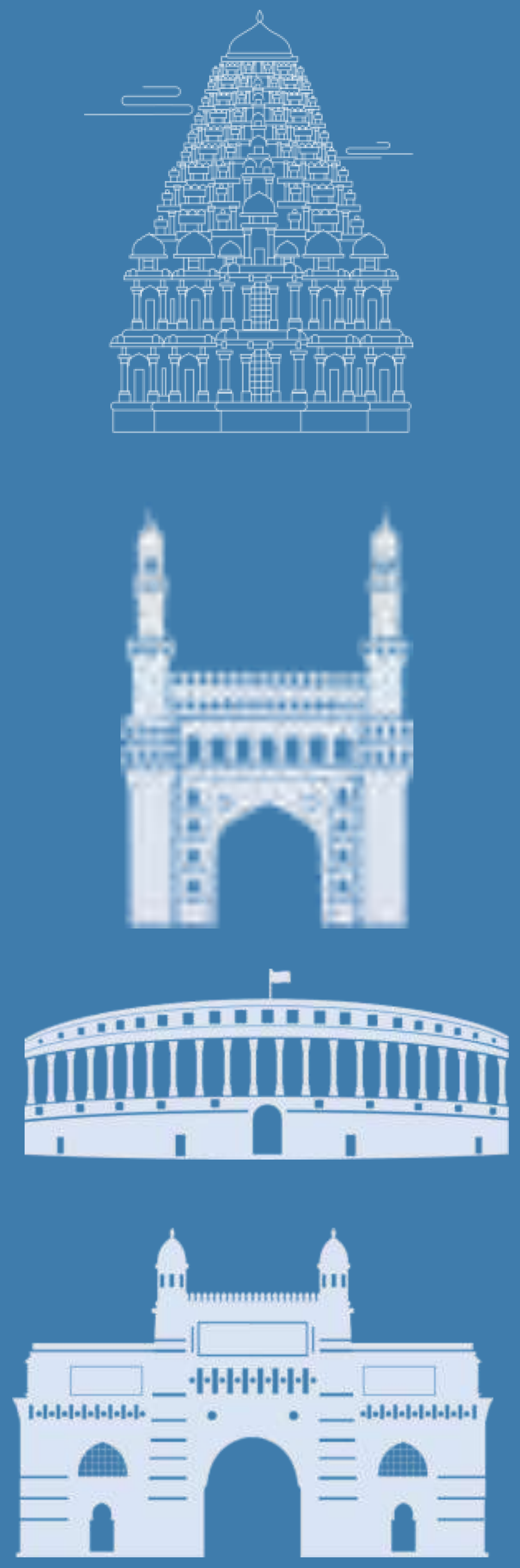
28 states

Political Structure

India consists of 28 states and 8 Union Territories.

- Political Structure: 28 states and 8 Union Territories
- Population: Approximately 1.46 billion
- Global Position: 4th largest economy (Projected GDP of $7.3 trillion by 2030)
- GDP Growth: Growth rate of 7.8%
- Exports: Total exports ↑76% over last decade → US$ 825B (2024–25). Lead by Engineering goods, electronic pharmaceuticals
- Services Exports: US$ 387B (2024–25)
- Digital Economy: Unified Payments Interface (UPI) processed 172B transactions (FY24)
- Retail inflation 4.6% in 2024–25, lowest since 2018–19

Source: Press Information Bureau, Government of India



INSIGHTS

7.8%

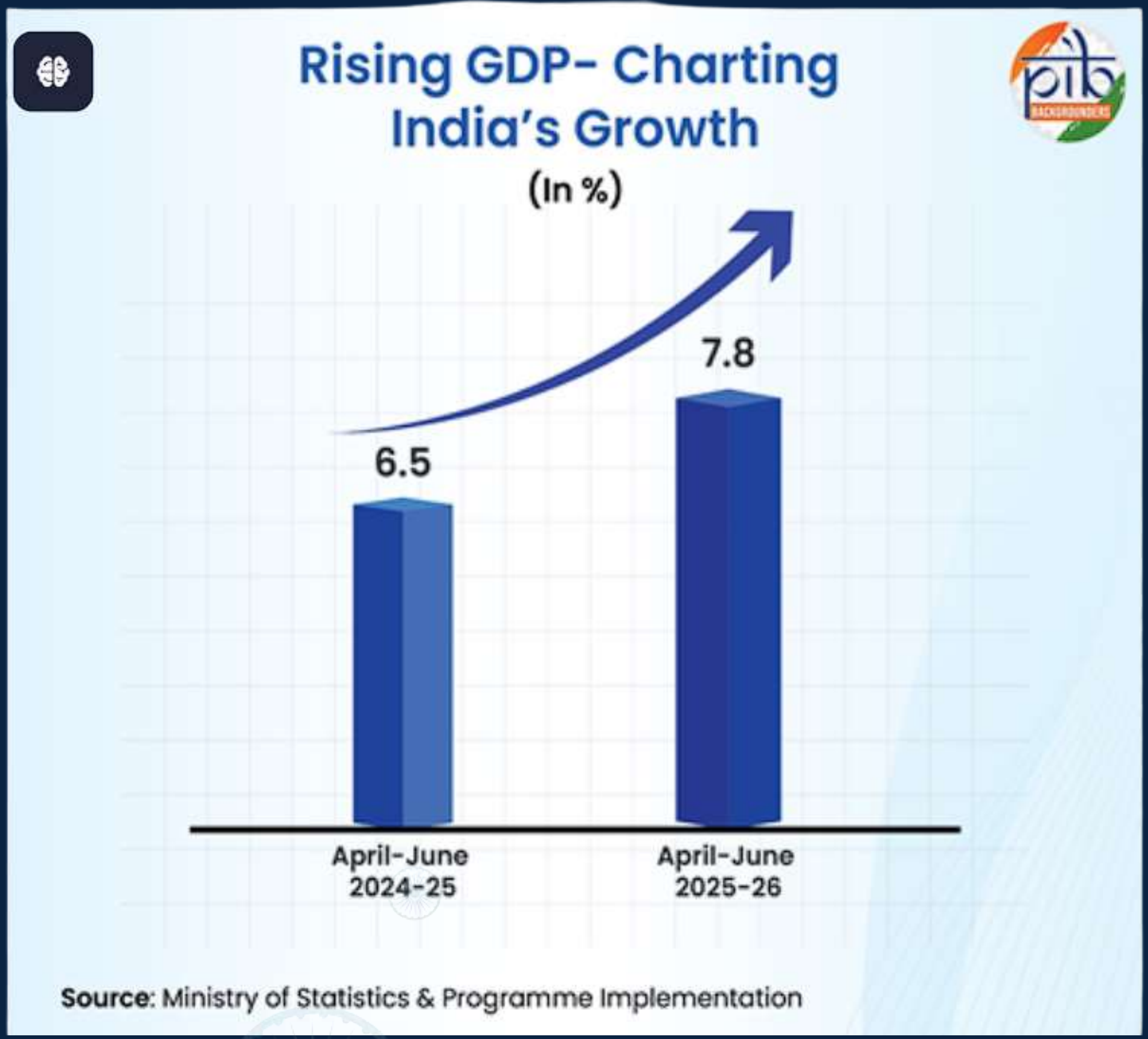
GDP Growth Rate

India's economy is projected to grow at 7.8% annually.

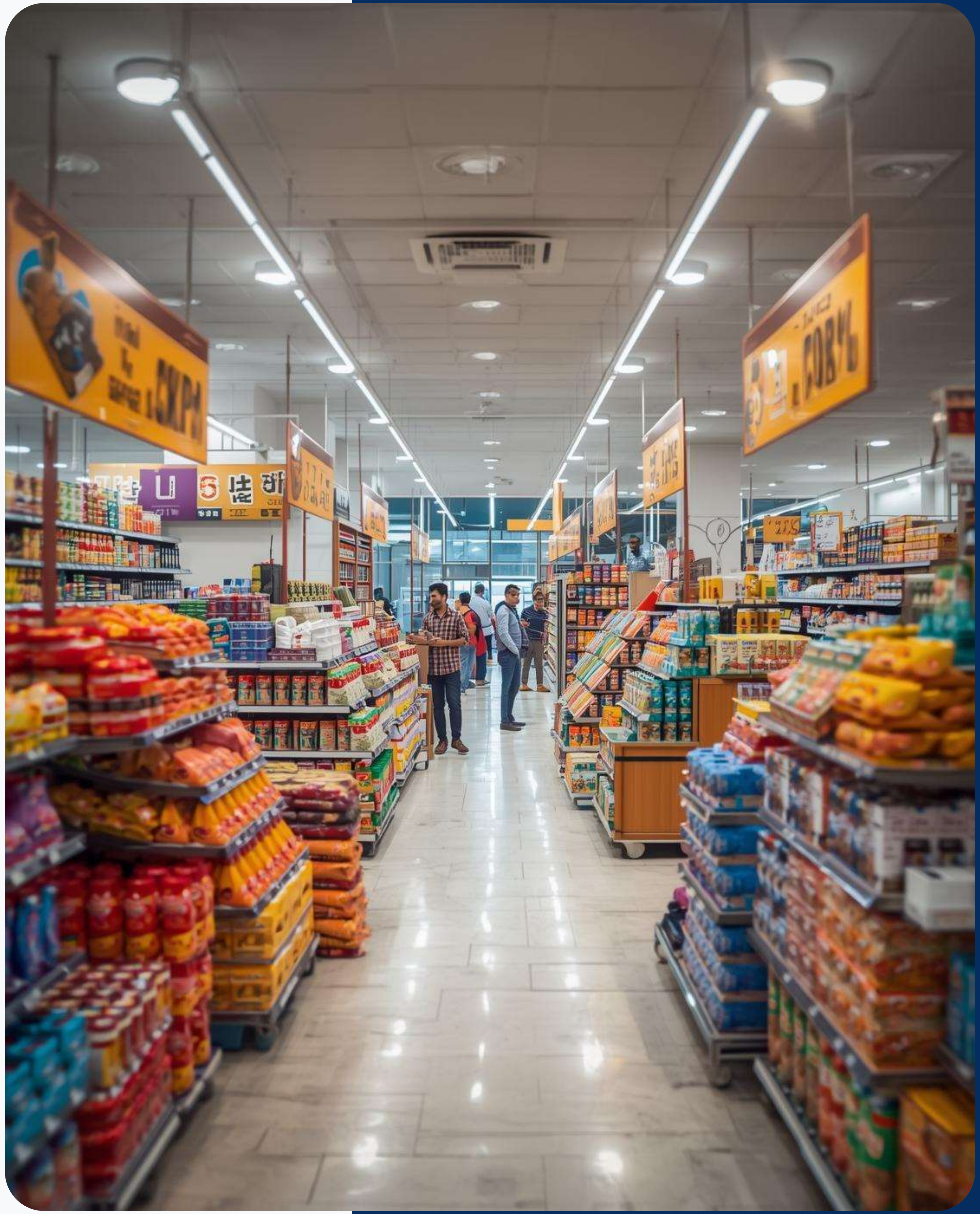
4.6%

Retail Inflation Rate

Retail inflation in India is currently at 4.6%, stable.



- Mumbai: The financial hub of India
- Delhi: The capital city of India
- Bangalore: The IT epicenter
- Chennai: Home to the Indian motor industry
- Kolkata: A major trading hub



Introduction to FMCG

FMCG (Fast Moving Consumer Goods)

Brief Introduction to India's FMCG Sector

- Fast-Moving Consumer Goods (FMCG) are products sold quickly and at a relatively low cost.
- These goods include essential everyday items such as food and beverages, toiletries, cleaning supplies, and other low-cost household items.
- India's FMCG market is forecasted to reach US$ 220 billion as of 2025.
- The FMCG industry is the 4th largest sector in the Indian economy, employing around 3 million people.
- Food & beverages contributes 31% to the total FMCG sales in India.
- According to recent trends, Urban consumers are upgrading to premium packaged foods and beverages, such as artisanal snacks, specialty coffees, and flavored dairy, leading to margin expansion for FMCG firms.

Different Types of FMCG (Key Segments)

Food and Beverage

- This is the biggest slice—Includes packaged foods, snacks, dairy products, ready-to-eat meals, edible oils, alcoholic, and non-alcoholic soft drinks.
- In 2025, these categories drive the highest volume growth, especially as taste preferences diversify and healthier snacks become popular.

Household and Personal Care

- Items like cosmetics, detergents, floor cleaners, shampoos, skin creams, and shaving products remain household staples, with rising demand for premium and herbal alternatives.

Health Care, OTC, and Others:

- This includes medicines, oral care, health supplements, health drinks, vitamins, and first-aid products. which have seen fast growth thanks to health-conscious consumers post-pandemic.

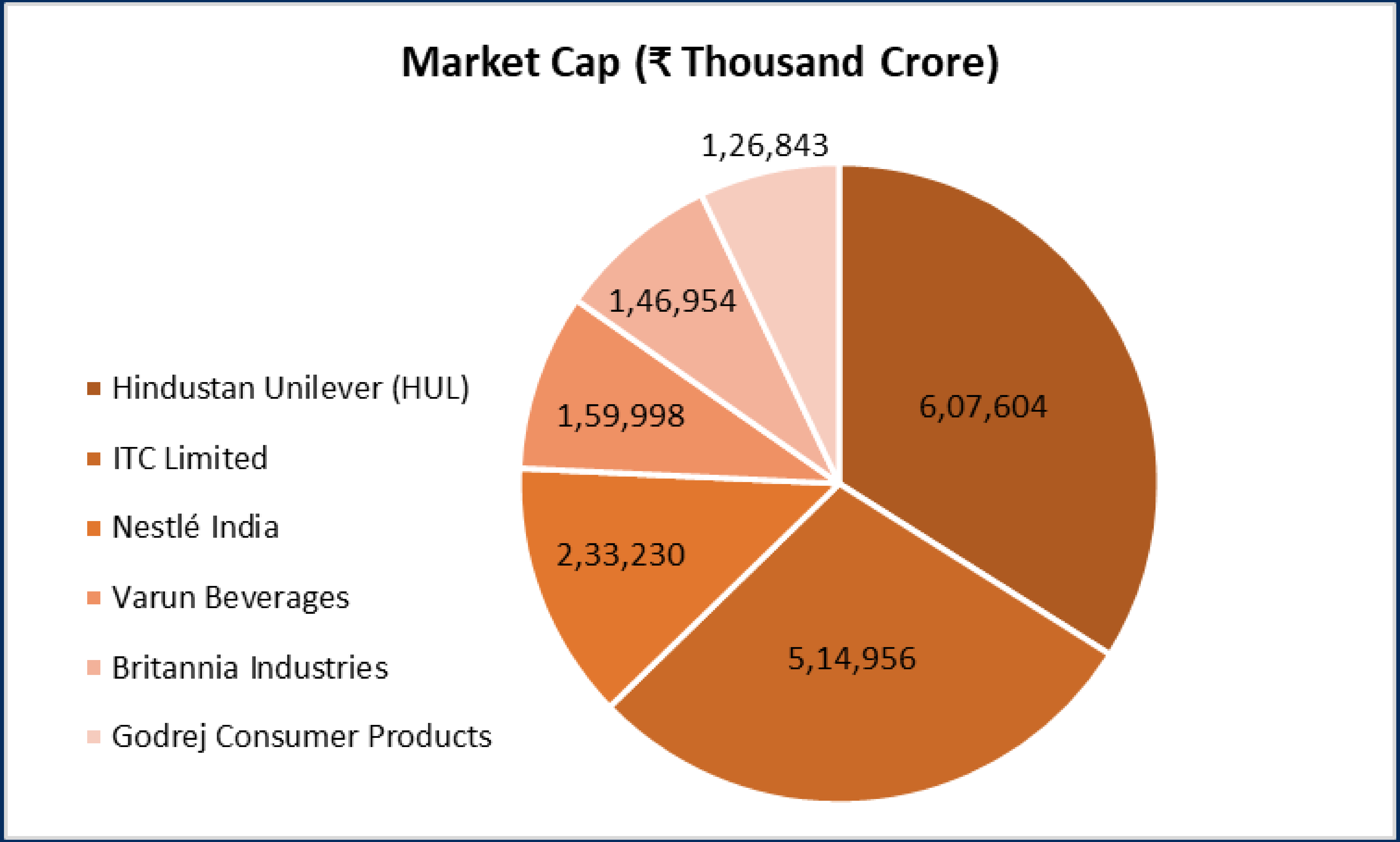
SOURCE: HTTPS://SHORTURL.AT/PFLVW

Market Size of Indian FMCG Industry

YEAR	MARKET SIZE ($ Billion)	CAGR (%)
2023	167	~14% (2023-25)
2024	245	-
2025	211-245	14-21% (2025+)
2033-34	1,108-1,178	17-21% (2025+)

SOURCE: HTTPS://SHORTURL.AT/P2F0P

Top 10 FMCG Companies in India based on Market Cap (2025)



SOURCE: https://shorturl.at/sSLxW

Key F&B Players

- Nestlé India: A dominant player in packaged foods, Nestlé India has consistently outperformed competitors, reflecting strong brand equity and consumer trust.
- Britannia Industries: A legacy brand with a strong presence in bakery and dairy segments, Britannia continues to innovate and expand its product offerings.
- Jubilant FoodWorks: As the master franchisee for Domino's Pizza and Dunkin' Donuts in India, Jubilant reported a 34% rise in consolidated revenue to ₹21.07 billion in Q4 2025, outperforming rivals like KFC and McDonald's.
- Rebel Foods: Operating over 450 cloud kitchens across 10 countries, Rebel Foods manages multiple brands including Faasos and Behrouz Biryani, making it the world's largest cloud kitchen operator.
- Danone: Planning expansion in India to compete with Unilever and Nestlé, with a €20 million investment to expand its plant in Punjab.

SOURCE: HTTPS://SHORTURL.AT/NOBUK

Consumer Behaviour

Quick Commerce Influence:

Quick commerce, or q-commerce, is a fast delivery model in India that promises to deliver groceries and essentials within 10 to 30 minutes. It mainly serves urban millennials and Gen Z who want quick, convenient access to daily needs. The market is growing rapidly and is worth several billion dollars, supported by companies like Blinkit and Zepto. This trend is changing how consumers shop by making instant online purchases the new normal.

Ready-to-Eat Meals Transform Indian Households

Dual-income households are driving the ready-to-eat meal segment. Urbanization trends and time-pressed lifestyles make convenient meal solutions essential. Indian ready-to-eat food market growth is specifically driven by dual-income households and rapid urbanization in metro areas, with the RTE market projected to expand at 16.4% CAGR reaching USD 3.41 billion by 2032. Indian families increasingly prefer quick-preparation foods that don't compromise on taste or nutrition.

Snacking Revolution: Multigrain and Protein-Rich Options Lead Growth

Indian consumers are increasingly shifting from traditional snacks toward healthier options. There is a surging demand for baked multigrain snacks and protein-enriched packaged foods, driven by rising health consciousness. This trend is especially strong among urban millennials and Gen Z who prioritize nutritious, clean-label snacks that support their wellness goals without compromising on taste.

SOURCE:HTTPS://SHORTURL.AT/KJISE
SOURCE: HTTPS://SHORTURL.AT/MUSLV

India: A High-Potential Consumer Market

- India is the largest producer of milk and spices in the world and a leading producer of fruits, vegetables, poultry, and meat. Its varied agro-climatic conditions give the country a unique advantage when it comes to sourcing raw materials for the food processing industry.

- India’s overall food consumption is expected to reach $1.2 trillion by 2025–26, according to the Ministry of Food Processing Industries.

- India's thriving dairy industry, in particular, contributes 25% to the sector's growth and produces one-fourth of the world's milk, worth INR 12 trillion.The dairy industry has a huge impact on India's rural economy, with 17 million farmers across 2.35 lakh Indian villages.

F&B

SOURCE: https://shorturl.at/idfFB
SOURCE: https://rb.gy/49wtp0

Consumer Behaviour

Growing Influence of Social Media and Influencers

Purchase decisions are increasingly shaped by social media trends, product reviews, and influencer endorsements, making digital marketing a critical tool for FMCG brands to engage and convert consumers.

In India, influencer marketing in FMCG includes two main types of collaborations: paid and barter. In paid collaborations, brands pay influencers in money for promoting their products through posts, videos, or reviews on platforms like Instagram and YouTube. In barter collaborations, influencers receive free products or services instead of money, exchanging promotion for product samples or exclusive access. This combination of a large, social-media-savvy population and flexible influencer partnerships makes influencer marketing powerful for brands in India.

Price Sensitivity and Value-Seeking

Despite premiumisation trends, a large section of Indian consumers remain price-sensitive, seeking value-for-money offers, discounts, and smaller pack sizes that suit their budgets.

Exploration of Global Flavors

Urban consumers especially show enthusiasm for trying international cuisines and fusion products in snacks, beverages, and ready meals.

€92.5m

Total Imports

Bilateral trade (2024) €136.9m

(Including re-exports)

€28.4m

Total Domestic Exports

Cyprus-India Economic Overview

- Cyprus FDI in India since 2000 exceeds $14.6bn; India is also a key investor in Cyprus.
- Bilateral trade (2024) $158.6m, Cyprus imports $94.9m / exports $42m.
- Indian exports to Cyprus: pharmaceuticals, textiles, iron & steel, ceramic products, machinery, chemicals.
- Cyprus exports to India: aluminium, copper, machinery, manufactured goods, beverages.
- Joint Economic Committee on economic, trade, scientific & industrial cooperation (est. 1989, last meeting 2021).
- India-Greece-Cyprus Business & Investment Council launched on February 2025.

Areas of potential collaboration

1. Food & Beverage
   - Joint development in food processing and specialty products
   - Enhancing supply chains

2. Trade & Investment
   - Boosting business partnerships
   - Increasing investments

3. Technology & Innovation
   - Joint research & development
   - Supporting startups and digital solutions

4. Security & Defence
   - Cooperation in cybersecurity
   - Shared defence initiatives

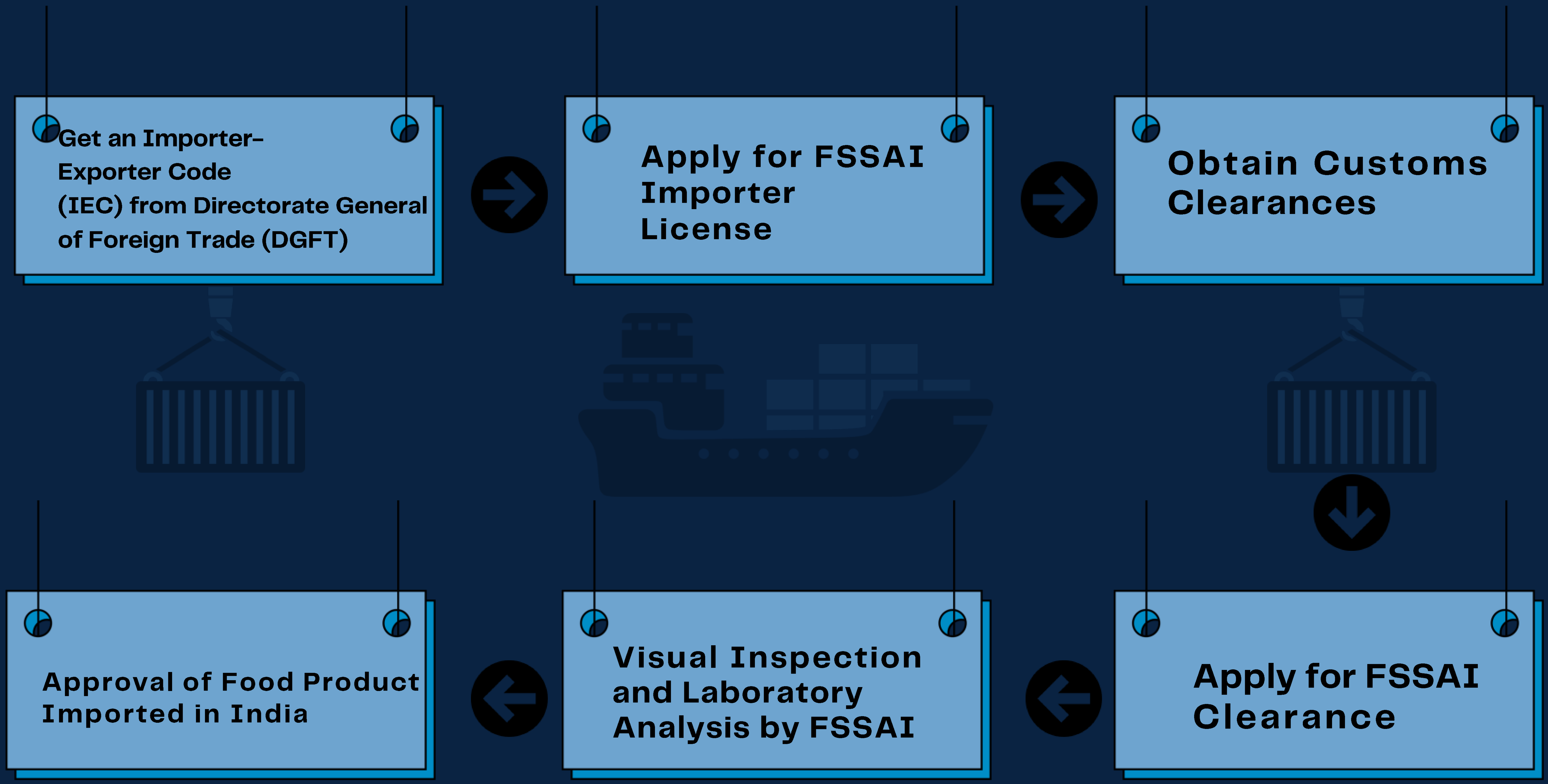
5. Renewable Energy & Sustainability
   - Clean energy projects
   - Sustainable manufacturing

6. Transport & Logistics
   - Enhanced shipping and port facilities
   - Improved connectivity

7. Tourism & Cultural Exchange
   - Promoting tourism and cultural programs
   - Facilitating easier travel

8. Film & Media Collaboration
   - Joint film productions
   - Digital media initiatives

Procedure to import food products in India



Major Legislations Influencing the Indian FMCG Sector

- **Consumer Protection Act 2019 :** The Consumer Protection Act 2019, is a significant regulation that aims to protect consumer interests and ensure fair trade practices.

- **Legal Metrology Act 2009 :** The Legal Metrology Act 2009, ensures the accuracy and standardization of weights and measures, directly impacting the packaging and labeling of consumer goods.

- **Environment Protection Act 1986:** The Environment Protection Act 1986, regulates activities impacting the environment

Food Safety and Standards Authority of India (FSSAI)

- A statutory body established under the Food Safety and Standards Act 2006.
- Responsible for regulating and supervising food safety across India.
- Sets science-based standards for food products to ensure safe consumption.
- Oversees licensing, registration, and compliance for food businesses.
- Conducts inspections, testing, and consumer awareness initiatives. Ensures food quality through clear labeling, hygiene, and traceability rules.

Essential labeling requirements for imported food products in India

- **Labelling language:** Labels must adhere to the FSSAI Packaging & Labelling Regulations 2011, and specific product-related labeling requirements. Compliance with the Food Safety & Standards (Import) Regulations 2017, is mandatory.
- **Volume and net weight:** The packaging should clearly state the volume of contents and net weight of the product.
- **Best before date:** Products must display the "Best Before" date, indicating the date until which the product is expected to remain at its best quality.
- **Nutritional information:** Nutritional facts and information, including details about calories, fat, protein, carbohydrates, vitamins, and minerals, should be provided on the label.
- **Brand, company, and product name:** The label must include the name of the brand, company, and the specific product name.
- **Product description and ingredients:** A detailed product description, along with the names of the ingredients used in the product, must be provided. This is crucial for consumers with allergies or dietary restrictions.

Essential labeling requirements for imported food products in India

- **Vegetarian and non-vegetarian declaration:** Vegetarian and non-vegetarian products should be clearly distinguished using appropriate symbols.
- **Batch, code, or lot number:** Each batch of products must have a unique identification number, code, or lot number for traceability.
- **Importer's name and address:** The label should include the name and address of the importer in India.
- **Country of origin:** The country of origin of the product must be clearly stated on the label.
- **Instructions for use:** If applicable, the label should provide clear instructions on how to use or consume the product.
- **Storage instructions:** Information about storage conditions, such as temperature and humidity, should be included.

Recent GST Revamp 2025

The GST revamp simplified tax slabs, removing the 12 per cent and 28 per cent categories. Many daily-use goods, including hair oil, shampoo, soaps, toothpaste, and shaving cream, now attract just 5 per cent tax instead of 18 per cent. Dairy spreads, butter, ghee, cheese, and ready-to-eat snacks have also moved to the 5 per cent slab, while basic foods like Ultra High Temperature milk, paneer, roti and paratha now fall under the nil rate category.

Cyprus Trade Centre, New Delhi participates in World Food India 2025

The Cyprus Trade Centre (CTC), New Delhi, marked a successful participation at World Food India 2025, held from September 25–28, 2025 at Bharat Mandapam, New Delhi. The flagship event, organized by the Indian Ministry of Food Processing Industries, brought together over 90 countries and 2,000 exhibitors, positioning India as a global hub for food innovation and trade. Partner countries included New Zealand and Saudi Arabia, while Japan, UAE, Vietnam, and Russia participated as Focus Countries.

At its dedicated stall in the International Hall, the CTC New Delhi showcased Cyprus' national product – Halloumi cheese. Various other Cypriot products like Commandaria wine, olive oil, and fresh fruit juices were also promoted through brochures and leaflets. Visitors enjoyed live tastings and a simple Halloumi recipe demonstrations, featuring grilled Halloumi slices served in warm pita bread pocket along with a slice of tomato, which quickly became a crowd favourite. The booth attracted widespread attention from importers, chefs, distributors, and food enthusiasts, generating inquiries about importing and selling Cypriot products in India. The stall was visited by a diverse audience, including national and international attendees, government officials, official delegates, guests, exporters, importers, and business representatives.

The participation highlighted the growing appeal of premium Mediterranean food products in India and strengthened Cyprus' visibility in the Indian market. With enthusiastic responses from visitors and meaningful business leads, the event reinforced Cyprus' commitment to promoting high-quality food and beverage exports and building long-term trade partnerships in the region.

MECI Press Release

Cyprus Trade Centre, New Delhi participates in World Food India 2025

Recent Initiatives

SWOT Analysis

Understanding strengths, weaknesses, opportunities, and threats.

Strengths Overview

India's FMCG Sector

Large Consumer Base

India's vast population of 1.46 billion, being world's largest consumer market presents immense opportunities for FMCG growth and market penetration.

Booming modern retail, organised food service, and online grocery ecosystems

Multiple, scalable entry channels for imported brands — from HoReCa supply chains to e-commerce and quick-commerce.

Rising acceptance of global cuisine and Mediterranean food culture

Advantageous for introducing Cypriot wines, cheeses like Halloumi, specialty oils, and gourmet packaged foods.

Young population with evolving lifestyle preferences

Increased focus on wellness, premium indulgence, attractive packaging, and international brand experiences.

Weakness

India's FMCG Sector

High price sensitivity in mass-market segments

Premium imported products need thoughtful pricing and positioning to appeal to the right consumer base.

Brand awareness for niche international products remains limited

Market education and promotional activities are key to building recognition and consumer trust.

Limited Penetration of Premium Imported Goods Beyond Tier-I Cities

Sales volumes for high-end products are concentrated in metros such as Delhi, Mumbai, Bengaluru, and Hyderabad.

Regional Fragmentation of Consumer Markets

Preferences, price points, and demand patterns vary significantly between northern, southern, and western India.

Opportunities

India's FMCG Sector

Upcoming EU–India Free Trade Agreement (FTA)

Expected to enhance market access and create a more favourable trade environment for Cypriot food and beverage exports to India.

Growing Retail Infrastructure in Tier-II and Tier-III Cities

Rapid urbanisation is opening new markets for packaged F&B and lifestyle products.

High Demand for Processed, Ready-to-Cook, and Ready-to-Eat Foods

Growing working population and dual-income households prefer convenience-driven products.

Favourable Perception of EU Food Quality

Indian consumers associate European origin with safety, authenticity, and premium standards, a natural advantage for Cyprus.

Threats

India's FMCG Sector

High competition from established domestic and international brands

India’s FMCG and F&B sectors are crowded, requiring strong differentiation and brand positioning.

Strong preference for “Made in India” and local sourcing

Government initiatives promoting domestic manufacturing can influence consumer and institutional choices.

Lengthy product registration and clearance timelines

FSSAI and customs approvals can sometimes take longer for niche or non-traditional products.

Intellectual property and brand protection challenges

Imitation or misuse of brand names and packaging designs remains a risk in fragmented markets.

High Commission of the Republic of Cyprus in New Delhi

Cyprus Trade Centre

Officials

- H.E. Mr. Evagoras Vryonides, High Commissioner of The Republic of Cyprus to India
- Mr. Rajat Bisht, Assistant Commercial Counsellor
- Mr. Kartik Rautela, Secretary (CTC)

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THANK YOU, AND SEE YOU ALL AGAIN!

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