

Okra Sep-2025



# Acreage and production trends



#### Okra crop calendar of major producing countries

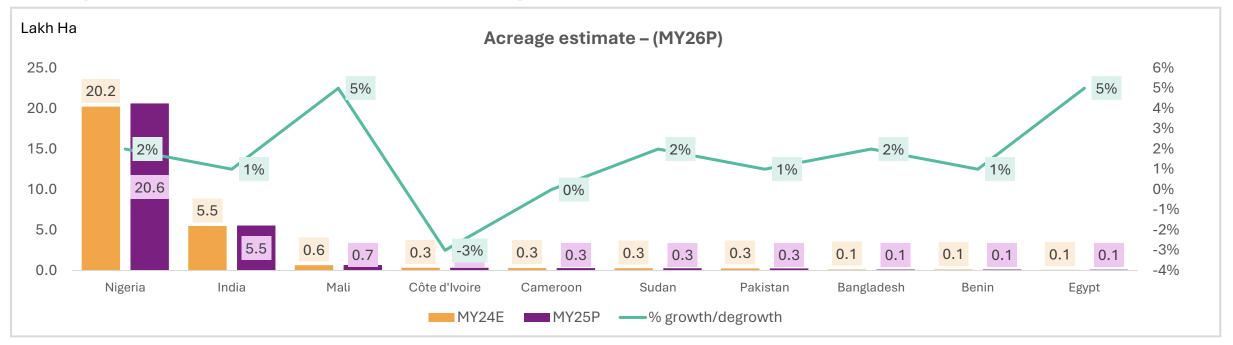
Countries	Jan	Feb	March	<u>April</u>	May	June	July	August	September	October	November	December
India												
Nigeria												
Mali												
Sudan												
Pakistan												
Egypt												
Côte d'Ivoire												
Benin												
Bangladesh												
Cameroon												

Lean season		Peak season	
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- The okra crop calendar for major producing countries shows two peak harvesting seasons: summer and rainy season, except for Pakistan, which has peak harvesting seasons in summer and winter. Key countries with summer and rainy season peaks include India, Nigeria, and Sudan.
- In Nigeria, okra can be harvested year-round, but the peak harvesting periods are during the dry season (December to April) and also during the wet season (August to September).
- In Bangladesh, the typical okra harvesting period is from February to July, but with proper management, it can be produced year-round. The fruits are usually ready for harvest 45-60 days after sowing, depending on the variety and season.
- In India, okra can be harvested year-round in some southern regions, but in other areas, there are two main cropping seasons: the summer crop and the rainy season crop.

Note: Okra are harvested throughout year globally with crop calendar varies across the countries. Marketing year (MY) is considered as Jan-Dec

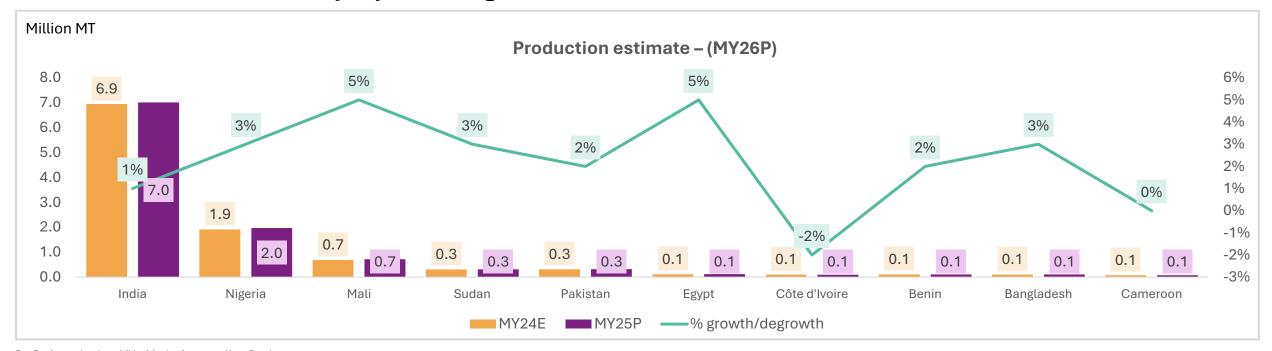
#### Acreage estimates of major okra producing countries



P – Projected value; MY – Marketing year (Jan-Dec)

- The countries in the sample set contribute to ~96% of global area, with global acreage expected to increase by 1-2% YoY in MY25P, led by countries such as Mali, Egypt, Nigeria, Sudan, India, Pakistan, and Benin, while acreage in Cote d'Ivoire is expected to remain lower on year.
- In Sudan, the FAO has launched a large-scale emergency seed distribution campaign, targeting 1.5 million farming households, and has distributed nearly 1000 metric tons of sorghum, millet, and okra seeds, expected to increase area under the crop in MY25P.
- In Mali, the World Vegetable Center, in collaboration with the World Food Programme, is promoting vegetable cultivation by ensuring availability and quality of vegetable seeds, expected to increase area under okra in MY25P.
- In Bangladesh, traditional okra cultivation methods are reemerging in districts like Gopalganj and Bagerhat, using floating beds made of water hyacinth and bamboo, which is aiding in converting waterlogged land into productive zones and supporting acreages under the crop.

#### Production estimates of major producing countries



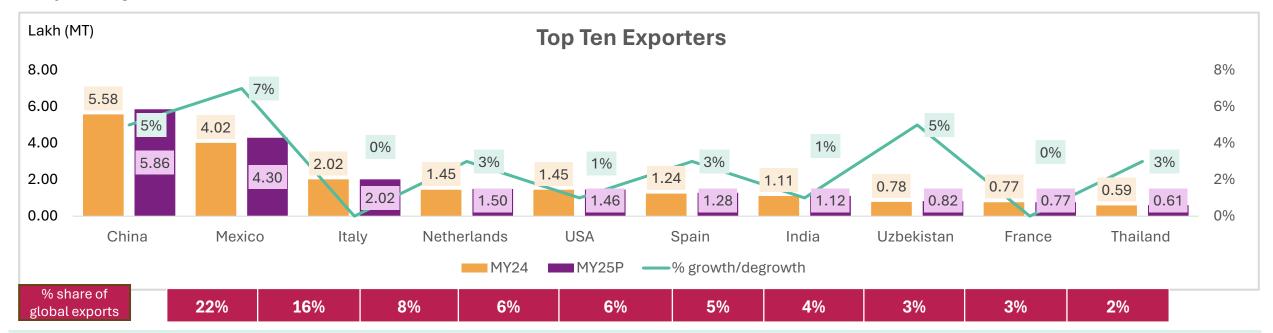
P – Projected value; MY – Marketing year (Jan-Dec)

- The countries in the chart **contribute to ~98% of global production**, with production for MY25P expected to moderately **improve by 1-2%** led by countries such as Egypt, Mali, Bangladesh, Benin, Sudan, Pakistan, India, and Nigeria, while production in Cameroon is expected to remain stable on year.
- In Sudan, okra is becoming a focused crop due to food security challenges, with the community adapting to drying and storing okra as a means of food security, which is expected to support production under the crop in the country.
- In Benin, initiatives like the SafeVeg Project, which distributes high-performing, climate-resilient vegetable seed kits, including okra, to smallholder farmers, are expected to boost both area and production under okra in MY25P.
- In Cote d'Ivoire, okra production has been impacted by pest pressure, poor extension services, and seasonal price trends over the past two years, which is expected to negatively impact area and production of okra in the country for MY25P.



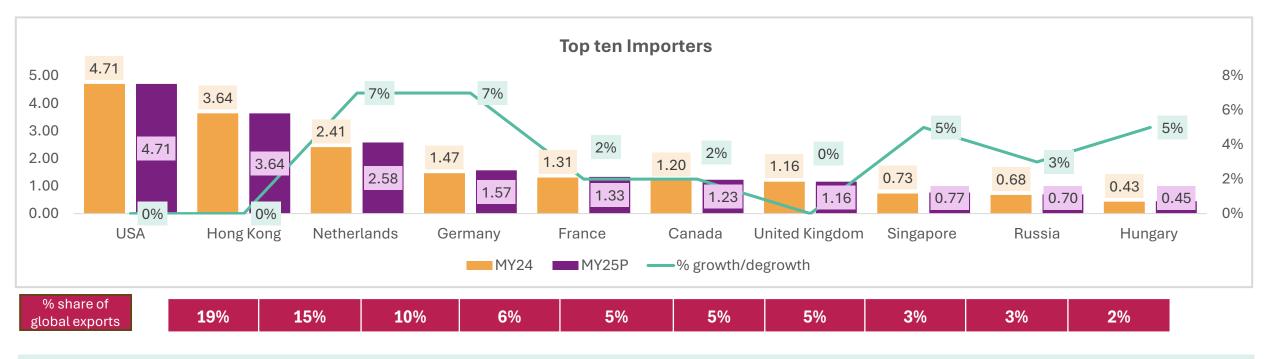
## **Export trends and price outlook**

#### Major exporters of Okra



- The countries in the chart account for ~76% of global okra exports, with China being the largest exporter, and global okra exports in MY25P are projected to increase by 3-4% YoY, led by Mexico, Uzbekistan, Thailand, Netherlands, Spain, and India.
- Mexico's okra exports have grown at a CAGR of ~44% (MY20-24) due to increasing demand for plant-based cuisines in the USA and Canada, and this trend is expected to continue in MY25P.
- China's okra exports have grown at a CAGR of ~22% (MY20-24) driven by demand from the USA, where consumer preference for exotic vegetables is gaining traction, and this momentum is expected to continue in MY25P.
- The **Netherlands remains a critical re-exporter of okra**, with strong logistics and consolidated buyers expected to keep exports higher YoY in MY25P.
- Uzbekistan's okra exports have grown at a CAGR of ~24% over the past five years, and with government support, exports are expected to increase in MY25P, driven by improvements in greenhouse farms.
- Thailand's focus on developing new varieties is expected to support exports in MY25P, while India's okra exports are expected to remain steady, driven by strong demand from European countries and Canada, despite pesticide residue concerns.

#### **Major importers of Okra**



- Germany's okra imports are increasing, with a preference for Ghana and India over Honduras.
- France's okra imports are expected to rise, despite a decline in imports from Honduras due to climatic conditions and logistics.
- Canada's demand for Indian organic produce is supporting okra imports.
- Hong Kong's okra imports are growing at a CAGR of ~4% (MY19-MY24), driven by rising disposable income.
- Senegal's okra supplies are expected to decline due to high temperatures, impacting imports to the UK, Spain, Netherlands, France, and Germany.
- The Russian market has opened up to Philippine okra exports, with a requirement for phytosanitary certificates.
- Hungary's demand for healthy snacks is driving okra import trends, while Singapore's demand for frozen okra is rising due to preferences for convenient and plant-based food options.

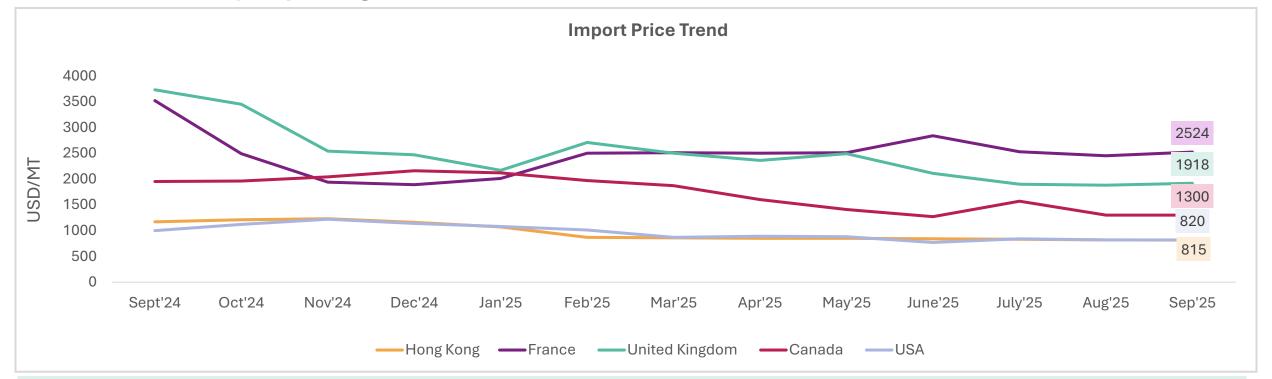
#### **Export prices forecast**



Price outlook for next quarter (OND)						
Countries	Sep'25 Price (USD/MT)			Price direction	Average price range for OND (USD/MT)	
China	843	1430	-41%	Sideways	760-845	
India	1019	1010	1%	Sideways	890-1030	
Thailand	1470	1380	7%	Bullish	1530-1590	
South Africa	1918	2220	-14%	Bullish	1920-2180	

- China's okra export prices have moderated in 2025, after peaking 30% higher YoY in 2024, due to strong demand and domestic production constraints, but are expected to remain rangebound with comfortable supplies and stable demand.
- Indian okra export prices were lower from Jan-Apr'25 but started rising from May'25 due to growing demand from North America, Australia, and the UK, and are likely to remain steady in the coming months with no major production fluctuations.
- Thailand's okra export prices are relatively higher on year, driven by increased demand from Japan, and are expected to remain steady for the next quarter, with high rainfall and flood-like conditions in northern parts of the country keeping prices elevated.
- South African okra export prices are expected to remain high in the coming quarter, driven by their reputation for high-quality and organic produce, but production challenges like erratic rainfall and rising costs are causing price volatility.

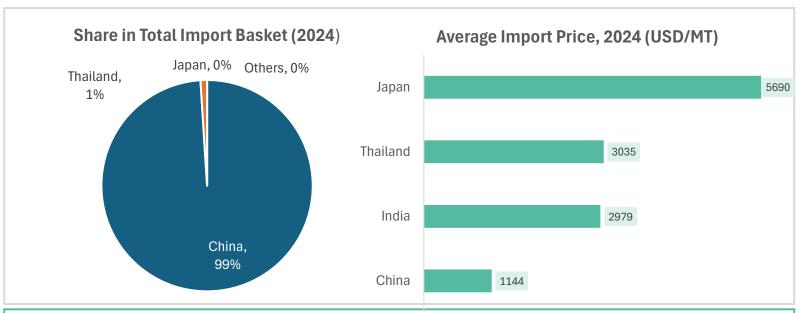
#### **Price trends of key importing nations**



- Hong Kong's okra import prices have fallen due to increased imports from low-cost regional suppliers like China, which are 4-5% cheaper, as well as improved logistics from ASEAN and South China, and subdued demand due to US tariffs.
- The US has witnessed moderation in import prices due to improved domestic production in 2025, particularly in southern states like Florida and Texas, and price-competitive imports from Mexico.
- France has registered an uptick in prices due to its heavy reliance on western African countries, where production is impacted by pest pressure and climatic challenges.
- Overall, import prices are witnessing a fluctuating trend due to variability in supply from origin countries, shaped by climatic conditions and domestic prices, as well as divergence in import mix, with countries like Hong Kong and the US preferring frozen okra, while countries like France and the UK continue to rely on fresh okra.

#### Okra Export Opportunity in Hong Kong Market

Imported Volume (2024)	363,691 tonnes			
Key Competitive Exporters	China (~99%) and Thailand (~1%)			
Share in global okra import basket	~15%			
India's Penetration (In the country's import basket)	<1% (India 's share remain negligible as compared to overall import basket of Hong Kong imports)			
Average Hong Kong Import Price (2024)	1,197 USD/MT			
Average import price for Indian okra in Hong Kong (2024)	2,979 USD/MT			



- Hong Kong is the second largest okra import market, accounting for 15% of global imports, with 4% CAGR growth. (MY19-MY24)
- China dominates the market, supplying 99% of imports. India has recently seen strong demand for its okra in Hong Kong but faces challenges due to China's proximity and low logistics costs.
- India remains price competitive by 2-3% from competitors like Thailand. However, Thailand leverages geographical proximity to tap a larger share than India.
- India can focus on niche penetration by positioning its okra as premium supplier via categories like organic okra and potentially use Hong Kong as a gateway to Southeast Asia and Mainland China.
- Hong Kong levies zero import duty on fresh vegetables, with no restrictive phytosanitary protocols against Indian origin. Transit time from Mumbai is 7–9 days via reefer container cost competitive for small-lot consignments.
- Post-COVID consumer behavior has shifted toward food safety and origin assurance. Retailers such as Wellcome and ParknShop have begun listing more certified fresh produce.

### **Thank You**

#### **Methodology for Price Forecasting**

Our methodology combines comprehensive secondary research, targeted stakeholder consultations, and rigorous analytical techniques to ensure accuracy and actionable insights. The methodology comprises three key stages: Data Collection, Data Analysis & Interpretation, and Price Forecasting.

#### **Data Collection**



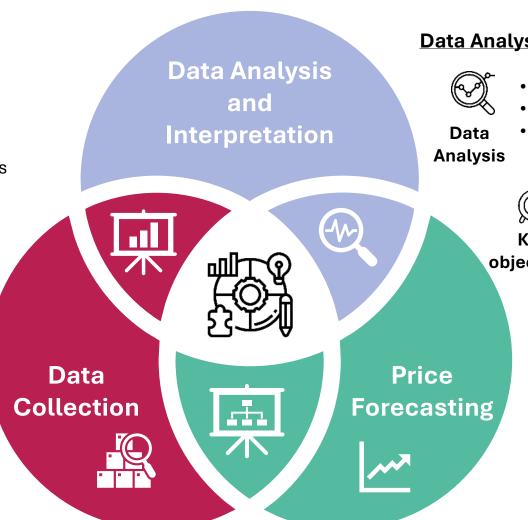
Global agricultural databases (USDA, FAO, etc.)

Country-wise statistics from official agriculture departments

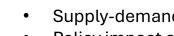
Industry publications and research reports



- Detailed review of Production policies & trade barriers for each country
- Data from government websites & official publications



#### **Data Analysis and Interpretation**



- Supply-demand assessment
- Policy impact analysis
- Stakeholder consultations



objectives

- Production trends
- Trade dynamics
- Policy implications

#### **Price Forecasting**

- Historical Trend & Seasonality
- Macro-Economic & Trade Variables Integration of commodity fundamentals to forecast future price ranges.

Structured consultations with Indian exporters and industry associations, cross-verifying secondary data and validating price forecasts to refine production, trade, and policy assessments.