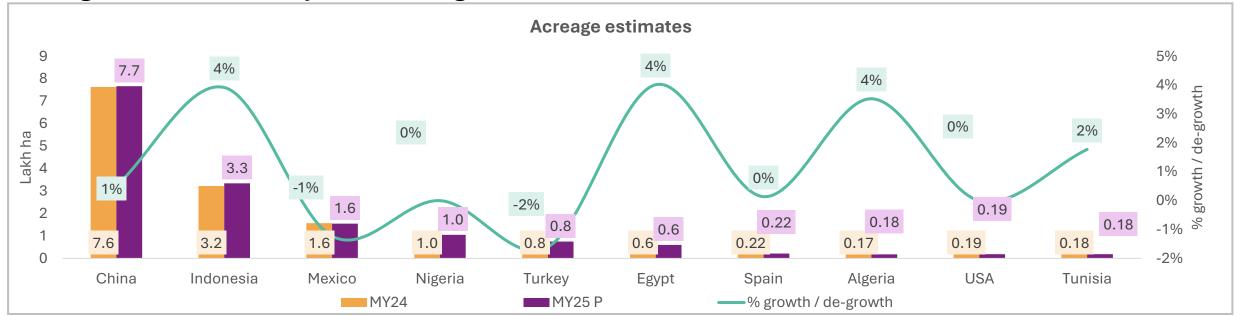






Acreage Estimates of Major Producing Countries

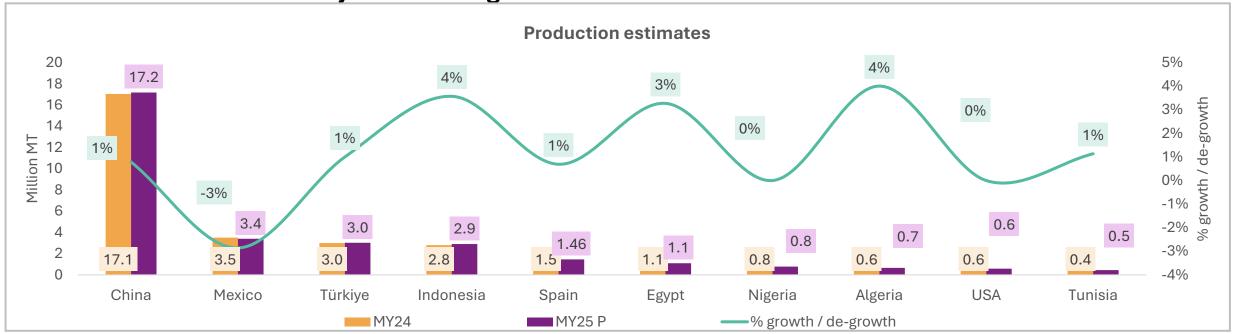


P – Projected value; MY – Marketing year (Jan-Dec)

- The countries highlighted in the chart account for nearly **80% of the world's capsicum acreage**. Overall, global capsicum acreage in MY25 is expected to remain **higher by 2-3% over the last year**.
- In the US open field acreage has shrunk by CAGR 2% (MY19-MY24) as 70% of demand is met by imports (mainly from Mexico), while domestic production is concentrated in California.
- China's accounts for 37% of the total global acreages, much of this is from vast, intensively managed open fields. Acreages for MY25 are expected to see marginal increase by 1-2% on year.
- Protected cultivation (polyhouse/greenhouse systems) is surging in India, Turkey, Mexico, and Spain due to higher productivity (30–50 tons/acre in greenhouses vs. 10–20 tons/acre open field).
- Egypt season concluded in June wherein timely and bountiful harvest were witnessed in MY25 wherein in Mexico, Inter-American Development Bank (IDB) invested \$130 Mn in greenhouse crops including capsicum which is to support acreages under the crop.

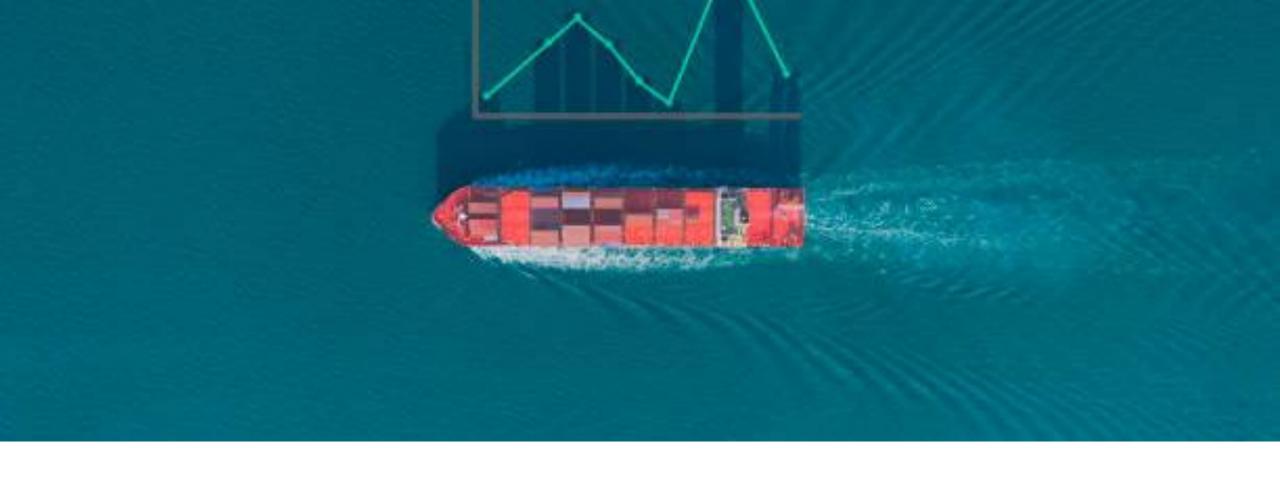
Source: Crisil intelligence

Production Estimates of Major Producing Countries



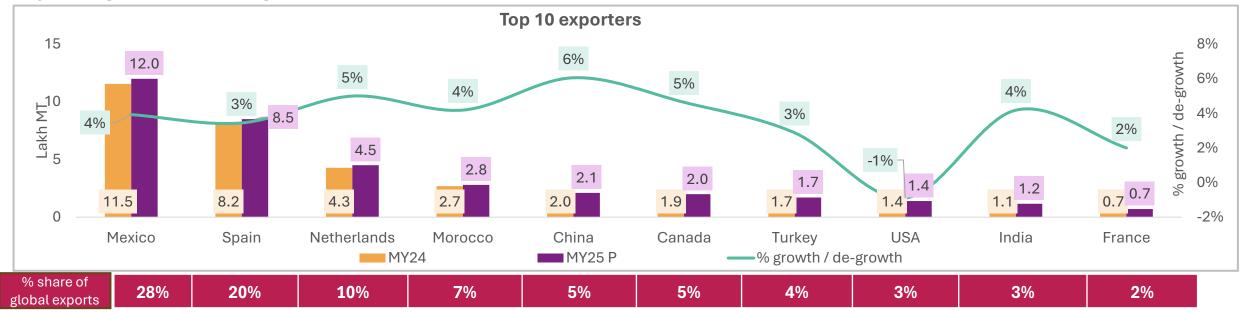
P - Projected value; MY - Marketing year (Jan-Dec)

- The countries highlighted in the chart account for nearly 83% of the world's capsicum production. Overall, global capsicum production in MY25 is expected to remain higher by 2-3% in over last year.
- China's production is expected to stay marginally higher around 17.2 lakh MT in MY25 led by strong domestic demand. Protected cultivation practices are increasing to mitigate climate risks and maintain high yield stability.
- Mexico's production expected to decline (3-4% in MY25) due to high energy costs and regulatory changes for greenhouse heating, posing challenges for growers meanwhile provinces like Jalisco and Nayatri are witnessing good produce with good size consistency, quality and good yield.
- Turkey's estimates indicate overall capsicum production to edge up marginally driven by export demand growing at a CAGR of ~10% (MY20-MY24)
- Enhanced incorporation of IPM in Indonesia, to combat rising concerns of pests in regions like Bangka Belitung and Lampung aggravated by low maintenance by farmers is expected to increase area under the crop in MY25P.



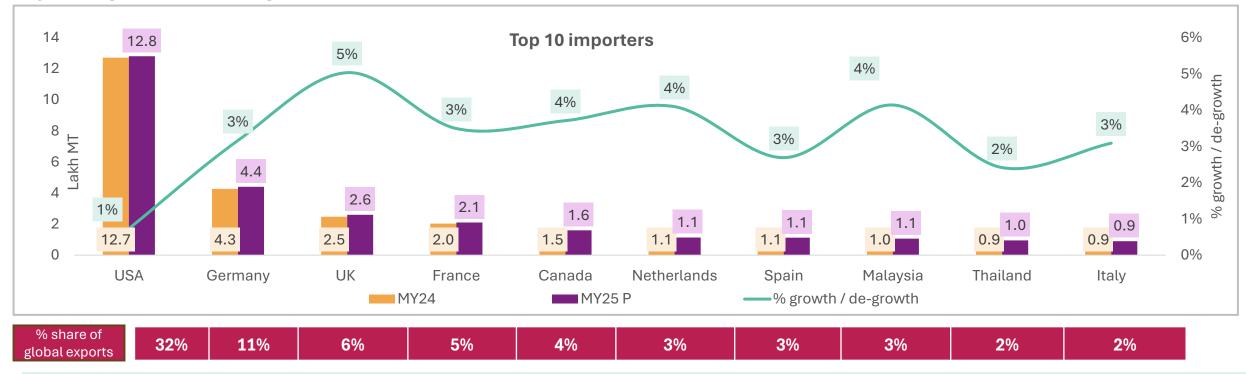
Export trends and price outlook

Major Exporters of Capsicum



- Mexico exports are expected to grow by around 3–4% in MY25 as yields are expected to rebound over lows of last year when crop got impacted due to heat and drought. Mexico has also tapped Japan in 2025 wherein consignments from Sinola, one of the Mexico's primary pepper producing states has begun. This milestone is the result of years of work to meet the strict sanitary standards required by the Japanese market and represents a strategic opportunity to strengthen Mexico's presence in Asia. Harvest have begun from Jalisco and Nayarit regions in September and is expected to continue until February-March, while from Sinola it will continue up till June. The produce in MY25 have size consistency, quality and good yields.
- Spain exports are projected rise about 3-4% in MY25 as EU demand (Germany, France, UK) remains robust. In MY24, rains and flooding have damaged capsicum specially California variety, but for MY25 yield prospects remains strong. As of October 2025, bell pepper remained the most traded crop with organic segment also performing well.
- China's export growth is expected at around 8–10% driven by rapid expansion of controlled-environment farming and stronger demand from Southeast Asian markets. China has also recently tapped Russian market by complying to all phytosanitary requirement which is to support the exports momentum in MY25P.
- India's exports are projected to increase by 3-4% in MY25 amid rising greenhouse production in southern states and targeted shipments to the Middle East.
- Moroccan exports have been supported by high demand in Germany, UK and French market wherein the most demanded variety remained red bell peppers. Moroccan new harvest began in September 2025 wherein growers have reduced their acreage of round tomatoes due to ToBRFV and have converted their greenhouses to produce bell peppers.
- Since MY24, Morocco exports have seen growth to strong demand from European countries, who utilize bell peppers for both domestic consumption and re-export to other European nations.

Major Importers of Capsicum



- The countries in the chart accounts for ~71% of the global imports. Global imports for MY25 are expected to increase by 3-4% on year.
- USA imports are expected to rise by slightly 1-2% in MY25, driven by stable year-round consumer demand and strong supply from Mexico and Canada, with greenhouse produced imports gaining share. In Oct-Nov import momentum have slowed for red bell pepper with comfortable domestic production while in south east regions green peppers are witnessing cold weather impacting yields and thus pushing import demand.
- **Germany's import volumes are set to rise (2–3%) in MY25**, as demand for colored and organic bell peppers are reportedly increasing and UK's imports are forecast to grow by 4-5% in MY25 as domestic production remains limited and retail demand for pre-packed, mixed-variety peppers strengthens. With both the countries concluding their domestic harvest season, October onwards with the growing demand, dependency on Spain volumes will be built.
- Malaysia's imports are likely to rise 4-5% in MY25 with increasing urban consumption and expanded sourcing from Vietnam, Thailand, and China for fresh and semi-processed capsicum.
- Italy imports have witnessed overlapping production from Sicily, Campania, and the Netherlands due to high temperatures that have accelerated ripening further sabotaged by weak demand.

Price trends of key exporting nations

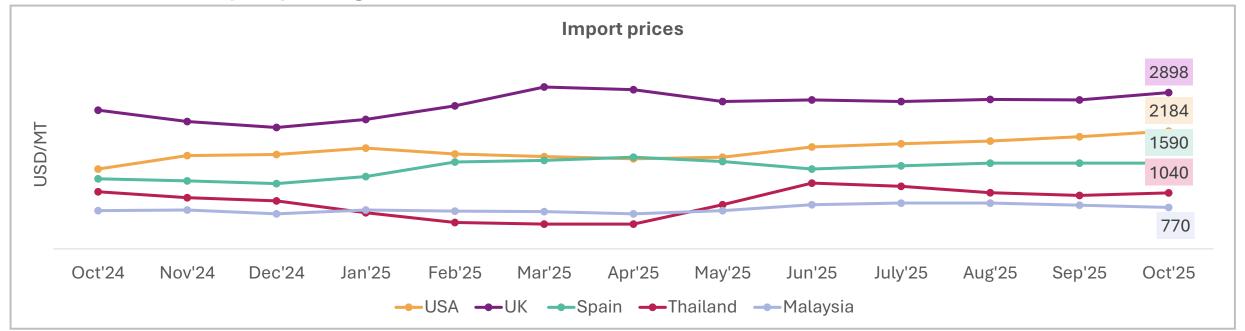


Price outlook for next quarter (NDJ)					
Countries	Oct'25 Price (USD/MT)	Oct'24 Price (USD/MT)	%age c hange	Price direction	Average price range for NDJ (USD/MT)
Spain	2450	2060	19%	Bullish	2450-2850
China	838	1100	-24%	Bullish	850-950
USA	2784	2590	7%	Bullish	3010-3120
Türkiye	1820	1860	-2%	Bullish	1910-2120

- Countries with historically higher export prices such as the Spain, the United States, and Turkey are typically associated with glasshouse-intensive cultivation and premium colored bell pepper varieties that command higher farm-gate values. In contrast, lower-priced origins like India and China generally focus on bulk, field-grown exports, which often face barriers in accessing premium markets. Globally, the bell pepper (Capsicum) market is navigating a mix of price shifts, production challenges, and evolving export dynamics.
- In the United States, prices have remained firm in October 2025 specifically red pepper segment. In coming quarter export prices are expected to see bullish movement driven by winter import dependency and yield challenges specifically for green segment.
- Turkey export prices remained higher on year in MY26 due to sustained popularity of its specialty types such as "Kapia," "Dolma," and "Sivri" often marketed in 400-gram packs. In October 2025 prices were firming modestly as greenhouse/quality varieties began winter sourcing and demand from EU/Middle East remained strong. For next quarter, the forecast is bullish, since constrained greenhouse acreage and export demand will support price levels.
- Spain faces early crop termination in regions like Almeria and Andalusia due to pest pressure and weather, pushing prices higher. Further reportedly extremities of weather have also caused quality concerns in MY25P. Prices started correcting when delayed supplies started coming in the market June onwards, with winter demand pacing up from UK and European counties price sentiment expected to remain bullish.
- Export prices for **China have remained firmed for past two years** backed by growing demand . In October, prices inched up by 2-3% MoM as winter sourcing relies on greenhouse produce which command premium pricing in MY25. Further to this, while urban demand is witnessing traction for green house supplies, however the acreage under same is still catching up keeping **prices firm**.

Source: ITC trade map, HS code 070960 Note: NDJ stands for November, December and January 2025

Price trends of key importing nations



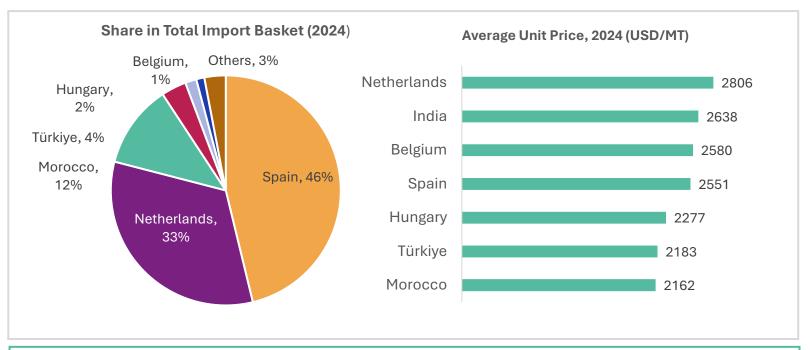
Source: ITC trade map, HS code 070960

- EU and US markets both face upward price pressure in 2025, driven by adverse weather, supply disruptions, and higher input/energy costs. The EU's reliance on Morocco and Turkey grows as Spanish production remines flat. Premium, organic, and sustainably produced bell peppers command additional price premiums in EU and US.
- UK import prices have remained firm in October'25 due to limited winter supplies from Spain and Morocco and is expected to remain bullish.
- Thailand import prices dropped from around 960 USD/ton in mid-2024 to 490–500 USD/ton in early 2025 as strong domestic production arrived in the market.

 Prices have remained moderated in September'2025 due to comfortable domestic stock but has firmed up in October'25 by ~5% and is expected to remained so with winter demand pacing up and moderated supplies as high domestic festive demand in China which is the key winter supplier.
- Malaysia import prices stayed comparatively low and stable, averaging 650–720 USD/ton through 2024–2025. Most of the country's capsicum come from greenhouses in the Cameron Highlands, but some colored and organic peppers are imported from Thailand and the Netherlands. With supply tapering in Aug'2025 prices remained firm, thereof with new planting arrivals in September, prices moderated and is expected to remain so.

Indian Capsicum Export Opportunity in Germany Market

Imported Volume (2024)	4,26,501 tonnes		
Germany's share in global capsicum import basket	~11%		
Key Competitive Exporters	Spain, Netherland, Morocco and Turkey		
CAGR growth (MY19-MY24)	0-1%		
India's Penetration (In the country's import basket)	~0%		
India's exported volume to the country (average 2019-2024)	~182 tonnes		
Average Germany Import Price (2024)	2,576 USD/MT		
Average Indian import price in Germany (2024)	2,628 USD/MT		



- Germany is a structurally large capsicum market with an ~11% share in global imports
- Retail dependence on Spain and the Netherlands has created supply-concentration risk. In recent seasons, Germany has faced weather-linked shortfalls in Spanish production, pushing buyers to look at alternative origins.
- India's export unit price (~2,630 USD/MT) is already broadly aligned with Spain (~2,551 USD/MT), suggesting India can be cost-competitive supported by peak Indian production aligning with Germany's high winter import window.
- With rising import dependence, recent origin-specific disruptions and India's improving price alignment, Germany offers a timely whitespace where India can position itself as a reliable supplier.

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.)

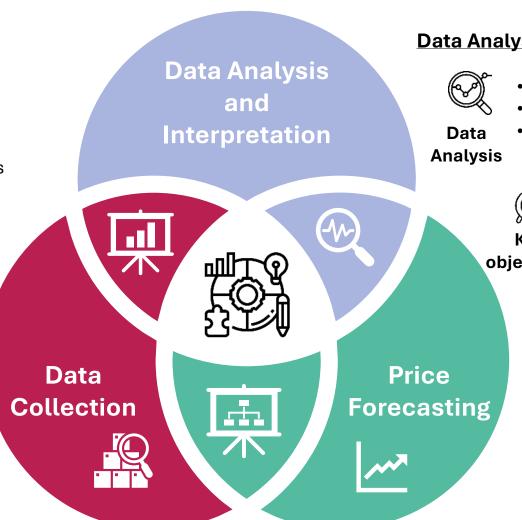
Country-wise statistics from official agriculture departments

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.