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## Traditional Marketing System of Turmeric in India

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### Abstract

With over 80 percent of the world's turmeric arriving from India, the study's abstract underlines both the significance of turmeric as a major crop in India and its dominance in global production and exports. The Indian turmeric marketing system primarily employs traditional methods including intermediates like commission agents and regulated markets (APMCs), despite the turmeric's significant economic worth. The research effort proposes to examine these conventional methods, highlight the problems and inefficiencies they present, and propose alternatives. In an effort to strengthen the marketing framework, the research project aims to investigate these traditional promotional channels, highlight their shortcomings and inefficiencies, and provide pragmatic modifications. Increased efficiency, increased farmer price achievement, and increased access to worldwide markets among any potential results associated with such enhancements. In addition, recognizing the increasing demand for turmeric worldwide due to rising consumer interest in natural, health-promoting products, these improvements are significant. The willingness of India for improving its marketing system might be crucial to maintaining and developing the country's edge in the global market as the demand for high-purity and organic turmeric commodities increases. The investigation finishes the stressing forth an inconsistency in India's turmeric promotional approach. On the one hand, India maintains an overwhelming advantage in global marketplaces being the world's biggest supplier and manufacturer of turmeric. Nonetheless, our country's established marketing channels undermine competitiveness, encourage inefficiencies, and restrict farmer revenues. The turmeric industry could grow into more inclusive, productive, and globally competitive through addressing all of these problems with realistic reforms. India can ensure greater farmer incomes and an ongoing lead in the global turmeric market by strengthening marketing channels, upgrading infrastructure, and developing value-added products. The willingness of India to maintain its turmeric marketing system will determine whether it keeps and broadens its edge over competitors in the years that follow, especially the increasing worldwide hunger for natural and environmentally friendly products.

**Key words:** Traditional Marketing, Significant Trends, Improves Market Opportunity, Traditional Marketing Channels.

### Introduction

India have been manufacturing turmeric since ancient times, which has rendered it an important spice. Nutritional supplements, beauty products, and treatments also contain it. It is commonly employed as a spice in Middle Eastern and South Asian cuisine. It is primarily applied as a spice in the food industries between the USA and Europe. Curry receives its particular yellow colour and flavour that comes through turmeric. Turmeric is also employed in Ayurveda and Unani medicines in India. Turmeric has recently been promoted as a dietary supplement for a variety of illnesses like depression, liver illnesses, respiratory infections, allergies, arthritis, and problems with digestion. It is used as an antioxidant, to treat arthritis, to treat cancer, for protecting the heart from damage, for better liver function, much more. A wealth of scientific evidence backing up many of its traditional uses. Just under 1.5 million metric tonnes of turmeric are manufactured yearly internationally. India is responsible for between 75 and 80% of all world production, and Vietnam, China, Indonesia, Myanmar, Nigeria, and Bangladesh coming directly afterwards. Even whole turmeric and other value-added products, that include powder and turmeric/curcumin oleoresin, are transported abroad in India.





India employs around eighty-five percent of the worldwide turmeric production simply because of their large regional market. About trade, 9% of our manufacturing output travels as whole turmeric, 5% as powder, and 2% as high value-added products like powders curcumin or oleoresins. India controls the worldwide market because of limited availability from different producing countries, even though shipping only 15% of the globally produced turmeric production. Exporting turmeric whole and its value-added products, which include turmeric powder, turmeric oleoresin, curcumin powder, and turmeric oil, brings in Rs. 2276.75 billion (US\$ 303.48 million) for India in 2020–21.

#### **Objective:**

1. To Study Traditional Marketing Channels Of Turmeric In India.
2. To Study Cost of Marketing, Marketing Margin and Price Spread.
3. To Study Market Drivers, Opportunities, and Significant Trends Regarding Turmeric.
4. To Study Problem Faced By Farmers In Turmeric Marketing.

#### **Turmeric Production and marketing in India:**

India dominates the world in turmeric manufacture, consumption, and exporters. India manufactured 11.61 lakh tonnes of turmeric in 2022–2023 on an area of 3.24 lakh hectares, which constitutes more than 75% of the globe's overall production. In more than 20 Indian states, more than 30 various kinds of turmeric are produced. Tamil Nadu, Telangana, Karnataka, and Maharashtra are the states which generate the greatest amount of turmeric. India contributes for approximately 62% of all international turmeric trading. Around 380 exporters exported 1.534 lakh tones of turmeric and Curcumin-related products in 2022 and 2023, valued at 207.45 million USD. Bangladesh, the United Arab Emirates, the USA, and Malaysia are the most significant nations that export for Indian turmeric. By 2030, it is projected that turmeric exports will surpass USD 1 billion owing to the Board's concentrated initiatives.

#### **Traditional marketing channels of turmeric in India:**

In India, turmeric is usually sold using these channels:

##### **1. Farmer → Village Trader → Wholesaler → Retailer → Purchasing**

- For the purpose of making quick cash, farmers sell what they grow at their own level.
- Here isn't any grading and the costs are acceptable.

##### **2. Farmer → Wholesaler → Retailer → Commission Agent → Buyer**

- The channel which is most commonly used in APMC markets.

- Farmers bring produce to markets in regions like Nizamabad (Telangana) and Erode (Tamil Nadu).

- Auctions are operated using commission dealers who retain 5–8% of the total results.

#### **3. Exporter → Cooperative Membership → Distributor or Consumer**

- Model which can be efficient but limited. Direct sales, packing, and grading are conducted by cooperatives.

#### **4. Creator → Exporter → International Market**

- Turmeric about outstanding quality has been purchased for export.

- The direct relationships amongst growers and merchants can only be established by traditional approaches.

#### **Traditional Marketing System Features:**

- APMC Dominated: Sales are controlled on government-owned markets.

- Auction-Based Price Discovery: Open competitions establish prices.

- Relying on Middlemen: Commission agents take responsibility.

- No governmental contracts have been utilized with cash transactions.

- Deficiency of Grading: there's very a slight variance in quality.

- Immediate Sale Pressure: Since their lack sufficient space for storage, farmers sell immediately as they harvest.

#### **Compilation in Traditional Marketing:**

- Price fluctuations: Seasonal gluts significantly decrease prices.

- The exploitative practices of middlemen: commission agents collect outrageous fees.

- Lack of cold storage/warehousing facilities represents a storage constraint.

- Connectivity Issues such as Costs are high for farmers in regions that are remote.

- Not enough Information: Farmers don't seem aware of the present market prices.

- Poor quality or grading technique affect export value.

#### **Price Spread, Marketing Margin, and Marketing Cost:**

The variation in cost between the producer's and the consumer's prices for a unit is commonly referred to as the price spread. Subsequently, the marketing margin in this study encompasses every single expense of marketing together with the profit or loss to the intermediary businesses among them retailers and wholesalers. The marketing charges generated by the wholesalers and retailers who are selling and purchasing turmeric are cited to as advertising expenditures in the current investigation.

**Improvement:** Documentation concerning the price spread, manpower spending, transportation costs, fee for commissions, and other charges, if



any, in addition to the price individuals received, had been collected from farmers, village traders, wholesalers, and retailers.

**Marketing Cost:** This definition speaks to the whole quantity of revenue used for marketing turmeric by producers along with other intermediates which market and purchase the turmeric under scrutiny unless it is absorbed.

**Market Margin:** Represents the net share the all the different marketing intermediaries acquire after reducing promotional the average marketing margin and the selling price at every step of the substance handling system.

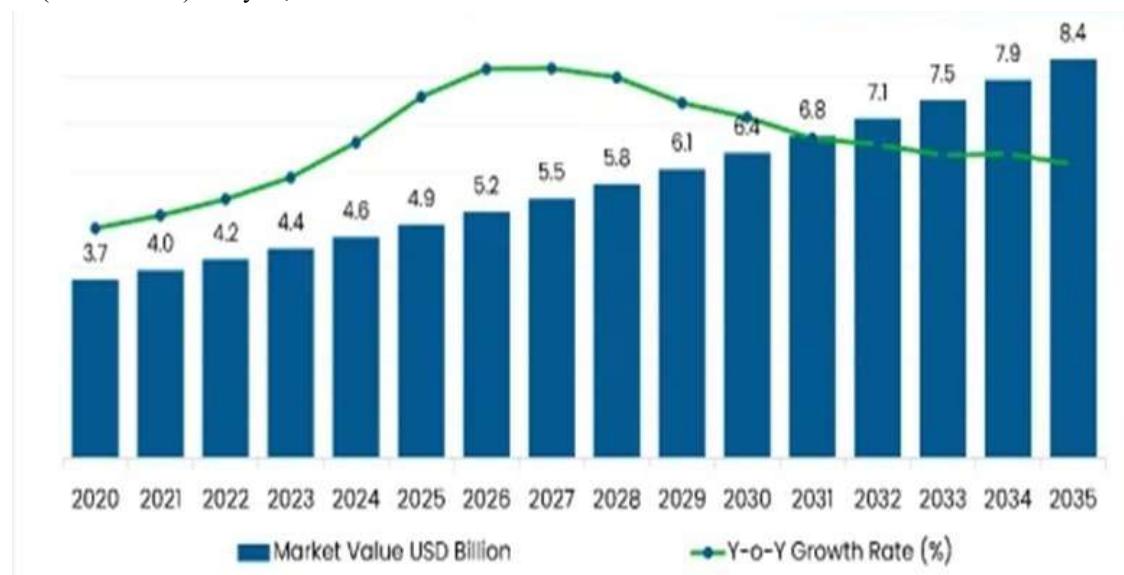
**Price Spread:** The price spread represents the difference between the ultimate consumer's price for an equivalent quantity of produce in the retail market and the net price than the producer of turmeric obtains in the market. Understanding the genuine cost at various moments in the marketing process, those costs incurred for transporting turmeric from the farm to the purchaser, and the margin among various intermediates constitutes each elements of the price spread study.

#### Turmeric Market:

At a compound annual growth rate (CAGR) of 5.5%, the turmeric market is expected to reach USD 8.4 billion by 2035 from USD 4.9 billion in 2025. Whole turmeric will lead the

#### Turmeric Market Data

Value (USD Billion) analysis, 2025-2035



Metric	Value
Estimated Value in 2025 (E)	USD 4.9 billion
Forecast Value in 2035 (f)	USD 8.4 billion
Forecast CAGR (2025 to 2035)	5.5%

**Sources:** (FMI) Future market insights

The growing demand for natural food ingredients, the growing prevalence in functional foods and beverages, and their growing significance in dietary supplements and cosmetics

product form segment with a 39.8% share, while Madras Turmeric will dominate with a 41.7% market share.

#### Forecast and Demand for the Worldwide Turmeric Market, 2025–2035:

The market with turmeric is anticipated to increase at an average annual growth rate (CAGR) of 5.5%, from USD 4.9 billion in 2025 to USD 8.4 billion by 2035.

#### Quick Market Figures for Turmeric:

- Market Value about Turmeric around 2025: USD 4.9 billion
- Estimated Turmeric Market Value (2035): USD 8.4 billion
- CAGR during the Turmeric Market Forecast, from 2025 to 2035: 5.5%
- Leading Turmeric Market Segment (2025): 78% of processed turmeric
- Europe and Asia Pacific constitute among the major regions worldwide turmeric market growth.
- Prominent Manufacturers in the Worldwide Turmeric Market: McCormick & Company, Sabinsa Corporation, Chr. Hansen A/S, Naturex Corporation S.A. (Givaudan), and Archer Daniels Midland (ADM).

among among the primary causes of the development. Improved buyer demand for health-promoting spices, burgeoning application in food processing, and an increasing number of natural



and clean-label product trends have factors that have contributed to the market's sustained increasing trajectory. The market will continue to continue growing steadily during the first half of the decade, approaching USD 6.4 billion by 2030. There has been projected to be is going to be significant and ongoing expansion, having an absolute dollar expansion of approximately USD 3.5 billion between 2025 and 2035. As processed turmeric formats are becoming increasingly prevalent in the packaged food, nutraceutical, and personal care businesses, growth is predicted to begin picking additional momentum in the latter portion of the estimated time frame.

#### Market Drivers, Opportunities, and Significant Trends Regarding Turmeric:

The market for turmeric witnessed a substantial growth throughout 2025 and 2035 primarily because of increasing consumer cravings for natural, health-promoting ingredients. Increased customer demand for high-purity, value-added, and organic turmeric products has motivated businesses to increase their expenditures in sophisticated manufacturing methods and creating novel products in an effort to remain kept up with continually changing wellness trends and extend the products they offer.

#### Market Growth Has Been Fueled The Expanding Consumer Health Awareness

Another the industry's primary reasons to development has been the increasing consumer fascination in clean-label, antioxidant-rich, and anti-inflammatory foods. Turmeric has grown becoming increasingly popular in natural personal care products, dietary supplements, and functional foods. Manufacturers have begun improving the quality to the goods they sell by 2025 through the implementation of better extraction methodologies and bioavailability that will fulfill buyer requirements for purity and functionality.

#### Product Development Innovation Improves Market Opportunity

The market goes beyond standard applications through new developments which include organic turmeric powders, high-cur cumin extracts, oleoresins, and oils. In the dietary supplement, pharmaceutical, cosmetic, and nutraceuticals businesses, new opportunities has been developed through improved nutritional profiles, extended shelf life, and sustainable sourcing approaches. Producers with value sustainability and quality certifications receive an advantage in competition, this improves long-term growth opportunity on an international level.

**Table 1: State Wise Area and Production of Turmeric in India**

States	2019-20		2020-21		2020-21 % in total production
	Area (hectar)	Production (MT)	Area (Hector)	Production (MT)	
Telangana	55444	386596	49000	313000	28.40%
Karnataka	207440	132668	21496	130928	11.88%
Tamilnadu	18432	96254	20894	86513	7.85%
Andhra parades	29717	71321	30518	73244	6.65%
Westbengoe	17812	45648	17749	45698	4.15%
Orissa	27869	43615	27867	43611	3.96%
Madhypradesh	16272	57067	17053	60097	5.45%
Maharashtra	54248	218873	57669	226714	20.57%
Mizoram	7653	29510	7653	29510	2.68%
Assam	17629	22829	16359	20885	1.90%
Gujarat	4570	18181	7653	29510	2.68%
Haryana	1753	4061	1331	3009	0.27%
<b>Total (including other states)</b>	<b>296181</b>	<b>1178750</b>	<b>294542</b>	<b>1101920</b>	<b>100.00%</b>

#### Sources: turmeric world

A small amount of states in India generate more than half of the nation's turmeric, especially Telangana, Maharashtra, and Karnataka, which together generate approximately 61 % of the total amount produced. Overall, compared to 2019–20, production and area reduced in 2020–21. The achievements of smaller states like Mizoram, Gujarat, Assam, and Haryana were remarkable but insignificant. The regional dominance of South India (Telangana, Karnataka, Tamil Nadu, and

Andhra Pradesh) in the production of turmeric is highlighted in this table. Almost 1.10 million metric tonnes of turmeric have been grown presently in India from over 2,934,542 hectares of cropland. Tamil Nadu produces 8.2%, Maharashtra 18.6%, Karnataka 11.3%, Andhra Pradesh 6.1%, and Telangana 32.8%. Table 1 and Figure 1 exhibit the production and area of turmeric per state.



**Table 2: Area, Production and productivity of Turmeric in India**

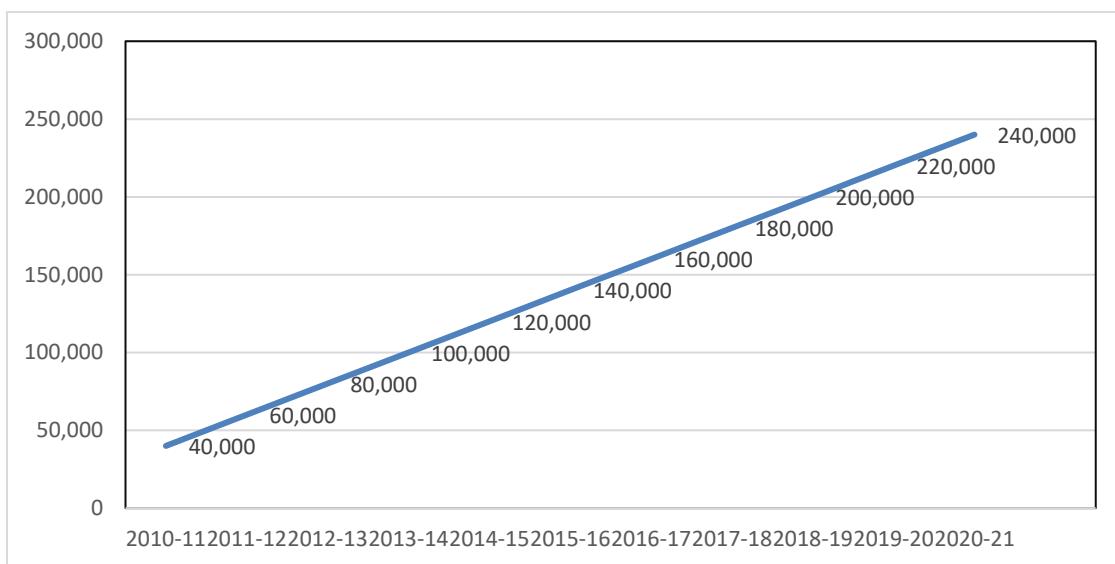
Year	Area (Hect)	Prodn. (MT)	Pdty (Kg/Hect)
2010-11	195000	993000	5092
2011-12	218600	1166800	5337
2012-13	194200	971100	5000
2013-14	232670	1189890	5114
2014-15	184000	830000	4511
2015-16	185900	943300	5074
2016-17	221780	1056100	4762
2017-18	231637	863460	3727
2018-19	261922	957130	3654
2019-20	296181	1178750	3980
2020-21	294542	1101920	3741

**Sources:** *Turmeric world*

In this Table Turmeric had been grown on 1.95 lakh hectares in 2010–11 and attained a peak of 2.96 lakh hectares in 2019–20. The area increased significantly to 2.94 lakh hectares by 2020–21. It indicates that farmers are increasing the growing of turmeric, likely to be because of its

noteworthy worth in the marketplace. It also suggests that though more farmers are generating turmeric, the quantity grown per hectare is not keeping up, which might eventually decrease revenue.

**Figure 3: Trend in Export of Turmeric and turmeric products from India**



The trend in the exports from India of turmeric and turmeric-related products from 2010–11 to 2020–21 is displayed in this graph. Exports varied from 40,000 to 45,000 units in 2010–11. Exports continued increasing steadily in 2011–12. The amount sent out surpassed 120,000 units by 2014–15. They exceeded across 160,000 units in 2016–17. There is a consistent growing pattern

without any noticeable drops. Turmeric exports became close to 220,000–230,000 units by 2020–21. The graph indisputably reveals that during 2010–11 and 2020–21, India's turmeric exports developed favorably, gradually and frequently, almost doubling in barely ten years. This highlights India's increasing strength in a global market for turmeric.

**Table 4: Major Country wise export of turmeric from India**

Country	2018-19		2019-20		2020-21	
	Qty	Value	Qty	Value	Qty	Value
Bangladesh	4277	319027	11602	12295.67	24126	16137.24
USA	6435	11158.91	7340	16682.90	7276	15784.11
Iran	13431	1029.83	19062	19328.90	14358	11057.12
UAE	7952	6548.91	7461	6522.92	6736	7608.92
Malaysia	6562	6104.92	6937	6467.32	6956	6119.41



morocco	6220	4911.81	8760	6767.64	8694	6074.84
UK	4417	4878.40	4561	5633.30	4225	5017.49
Germany	2872	3644.75	3636	3729.29	3628	4899.50
Netherland	2897	3336.95	2778	3692.24	3349	4214.20
Saudi Arabia	4007	3379.36	4499	3866.40	4729	4177.89
japan	2835	3392.81	2788	4579.33	3111	3823.60
Shrilanka	5253	4462.32	5303	2747.49	4579	3780.04
Iraq	2736	2812.19	2507	2963.08	2874	2923.07
others	2615	1815.02	4053	40414.12	3967	2526.39
<b>total</b>	<b>107300</b>	<b>103567.60</b>	<b>133600</b>	<b>141616.00</b>	<b>137650</b>	<b>128690.50</b>

**Sources:** *Turmeric world*

The table displays India's major nations that export during turmeric in terms of both quantity and value during the three years 2018–19, 2019–20, and 2020–21. Overall, turmeric exports increased

<https://www.futuremarketinsights.com/> from 1,07,300 tonnes in 2018–19 to 1,33,600 tonnes in 2019–20. During the same duration, the export value also increased dramatically, growing from 1,03,567.60 to 1,41,616.00. However, in 2020–21, the export value declined to 1,28,690.50, demonstrating a decline in prices, while the export quantity remained high at 1,37,650 tonnes. Bangladesh remained the most frequent buyer among the countries that imported goods, with imports expanding highest when measured both in quantity and value, from 4,277 tonnes in 2018–19 to 24,126 tonnes in 2020–21.

**Turmeric market analysis by key countries:**

India is the biggest manufacturer and exporter of turmeric that is projected to contribute to revenue expansion at a CAGR of 9.2%. A regular supply of superior raw turmeric will be provided given the country's large developing areas, in particular in states like Andhra Pradesh and Tamil Nadu. The implementation of better farming techniques will be motivated by increasing customer demand for turmeric which has been produced carefully and responsibly. Production capabilities have been improved by export subsidies and federal initiatives boosting farmer welfare. Additionally, yield and product quality have been improved by investments in sophisticated processing facilities and developments in technology. The agricultural and pharmaceutical industries' rising domestic demand promotes increased production also. India keeps on consolidating its authority as the planet's biggest producer for turmeric through its strong facilities and encouraging regulations.

- The most significant producer and exporter for turmeric globally.
- Improving sustainable cultivation and organic farming.
- Expanding domestic consumption among the healthcare and agricultural sectors.

**Problem faced by farmers in turmeric marketing:**

**1. Differences within values**

Through considerations include supply, demand, exports, and stock availability, turmeric prices are extremely volatile. Reduced profits are caused by farmers buying produce shortly following harvest when prices are low.

**2. Domination the Middlemen**

To sell their produce, farmers depend on wholesalers, commission agents, and traders. Growers are regularly taken into consideration by middlemen which supply low prices and large commissions.

**3. Availability of Facilities over Storage**

To preserve its quality, turmeric should be stored appropriately. A large number of cultivators have to market their produce right away at unfavorable price points simply because they lack access to refrigerators or scientific storage warehouses.

**4. Price Transportation**

Poor road conditions and exorbitant costs for transport remain disadvantages for entrepreneurs for farming regions. This diminishes their net income, even in situations when local markets, especially mandis, are far.

**5. Poor Market Information**

Farmers lack timely and reliable information about prevailing market prices and demand trends. They often rely on traders' word, which leads to distress sales.

**6. Quality Standardization Issues**

Exporters and large buyers demand uniform quality, grading, and proper curing of turmeric. Small farmers face challenges in meeting these standards due to lack of processing units.

**7. Limited Access to Export Market**

Though turmeric has high export potential, small farmers are unable to directly access international buyers. Complex export procedures, certification requirements, and lack of awareness restrict their participation.

**Conclusion:**

The conclusion of the study highlights that farmers currently confront significant challenges that constrain their revenue, even if India's traditional turmeric marketplace provides an





opportunity of becoming out of the crops. The results Lower profits and a smaller share of the consumer price for farmers are brought about by high commission expenses, limited storage facilities, and a lack of dependable market information. These issues underline the importance for modifications that will boost the marketing system's performance and farmers' advantages. Understanding India's conventional turmeric marketing channels, establishing their inherent problems and inefficiencies, and researching methods to strengthen and improve the system are among the primary objectives of the research. The study hopes to support turmeric growers obtain greater marketplace access, reasonable prices, and greater revenue by addressing these challenges.

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### **Conflicts of interest**

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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