

The Chilean kiwifruit industry is aiming to boost its presence in one of its fastest-growing markets - India.

The Chilean Kiwifruit Committee and its members are working alongside the country's embassy in India and trade promoter ProChile to support the rising amount of fruit being sent to the market.

Following on from a campaign it launched in Delhi last year, the Chilean Kiwifruit Committee is launching its first strategic promotion in southern India to boost sales and raise awareness among consumers about the fruit.

It says that by doing this it will capitalize on the opportunities in the market created by the rapid rise in India's kiwifruit consumption.

In 2018, Indian imports of Chilean kiwifruit nearly doubled year-on-year to 9,604 metric tons (MT), while imports from all origins grew by 38% to 41,375MT.

The Chilean Kiwifruit Committee noted that the South American country has the advantage of 50% lower tariffs compared to its competitors. This benefit was gained in 2017 thanks to a bilateral agreement.

At the launch of a new campaign in Chennai, Charif Christian Carvajal, director of marketing for Asia for the fruit exporters' association Asoex, said: "This is the second time that the Chilean kiwifruit industry has launched a promotional campaign in India, and it is our first incursion into this important region of southern India."

The promotions are currently being held in retailers such as KPN Farm Fresh and Spar across the whole region.