

Industry Experiences on Global Market Prospects and Growth Prospects for Coconut Products

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COCONUT PRODUCTS

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Coconut – A Miracle Fruit

- Coconut: A fruit, one of the most versatile gift of nature
- Used for various purposes for centuries
- Identified in traditional medicine
- A complete food and source of vital nutrients
- Unique flavor from sweet and savory dishes
- Nutritional value of coconut and its health benefits
- Popular ingredient in Cosmetics and Pharma
- Every part of Coconut is valuable



Products from Coconut

- Coconut water
- Coconut milk
- Coconut cream
- Coconut oil
- Desiccated coconut

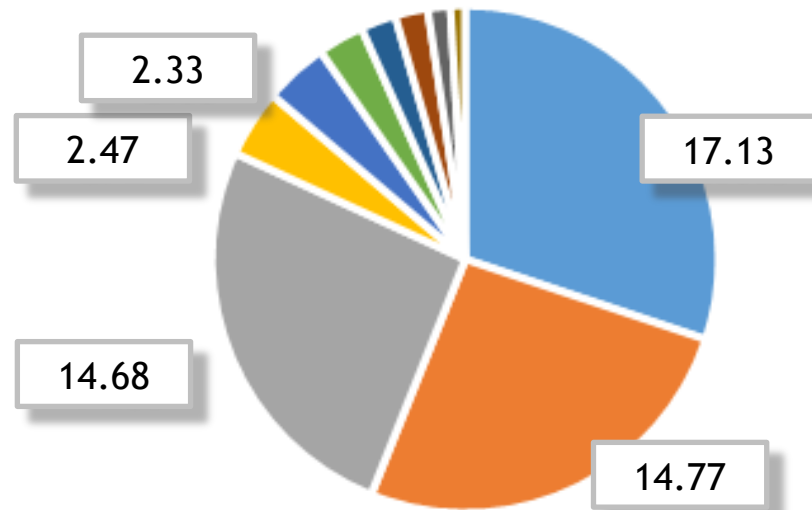


- Coconut flour
- Coconut sugar
- Coconut Milk Powder
- Coconut aminos

- Coconut vinegar
- Coconut butter
- Coconut nectar
- Coconut meat
- Coconut chips

Coconut Producing Countries

Production in million metric tons



1 Indonesia

2 Philippines

3 India

4 Sri Lanka

5 Brazil

6 Vietnam

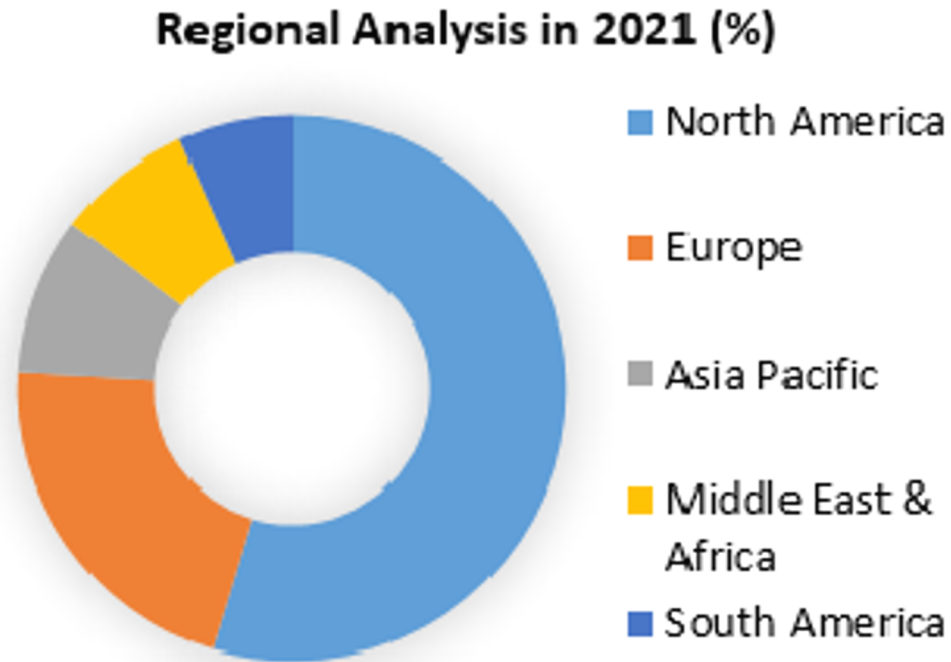
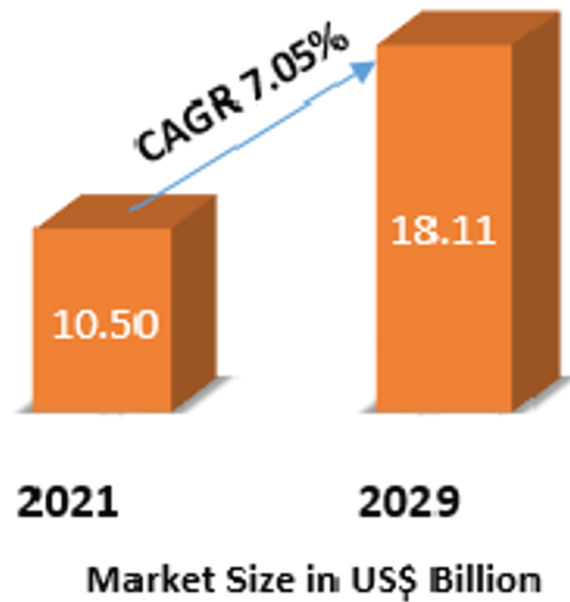
7 Mexico

8 Papua New Guinea

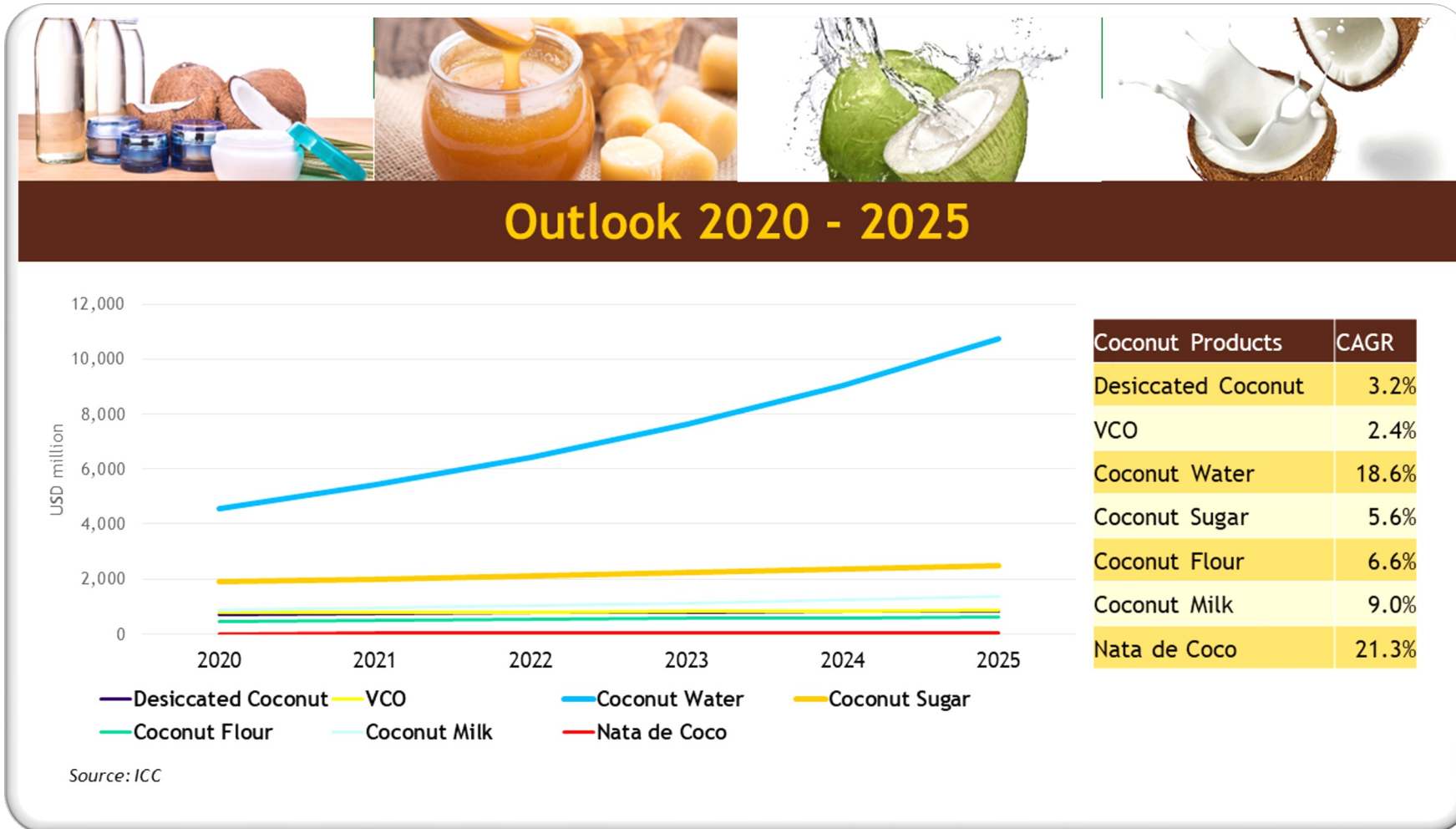
9 Thailand

10 Malaysia

Coconut Market- 2021-2029



Global Market Potential and Growth



Market Growth-factors

- **PLANT BASED FOOD:** Growing Importance
- **VEGAN:** Shift in consumption pattern from non-vegetarian to vegan food
- **TASTE :** Growing consumption bakery and confectionery products and Growing ETHNIC Asian food consumption.
- **DAIRY FREE/ DAIRY ALTERNATIVE :** Rising consumption of non-dairy products - (lactose intolerance)
- **BEVERAGE MARKET GROWTH (Coconut water and milk)**
- **NUTRITIONAL VALUE**
- **COSMETICS USAGE**
- **PHARMA APPLICATIONS**



Plant-based, Vegan, Gluten free, Dairy free, -All in One!

- Coconut is an ideal source of a plant-based, vegan, gluten free dairy-free lifestyle



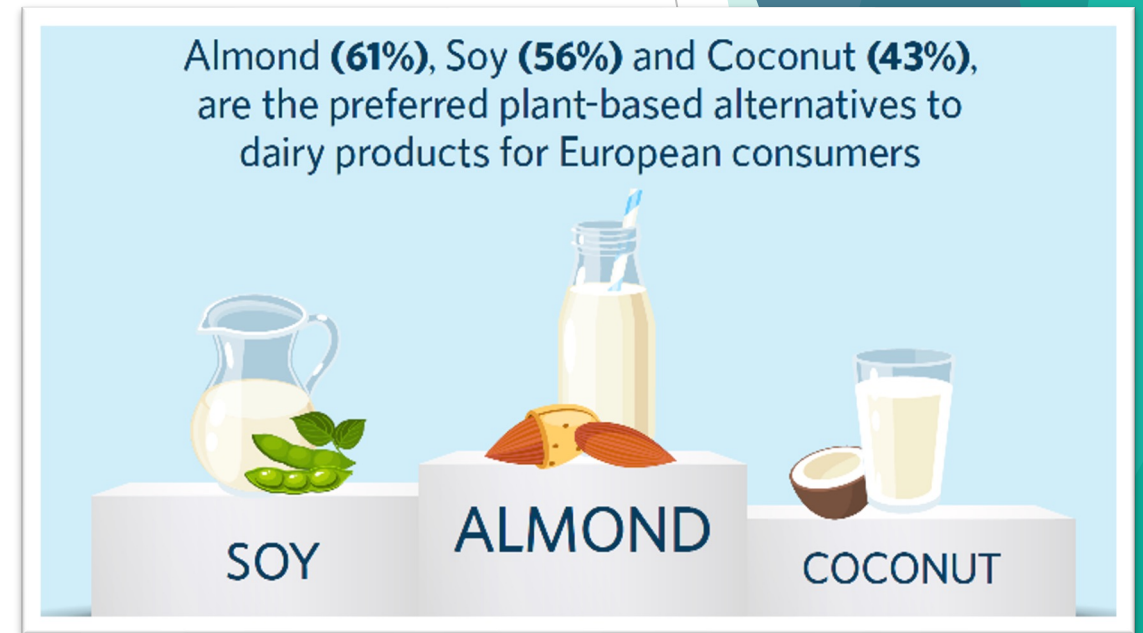
Organic Food Global Market



- Market value at \$294.54 billion in 2023, CAGR of 13.7%
- Expected to reach \$512.01 billion in 2027 with CAGR of 14.8%

Growth Potential in Plant-based Milk Market

- Significant growth as a dairy-free alternative-lactose intolerant
- Unique taste, versatility, and nutritional value
- Health benefits such as improved digestion, boosted immune system
- Consumers look for healthier and sustainable food options
- Demand for coconut milk is expected to grow continuously.



Key factors influencing growth of exports

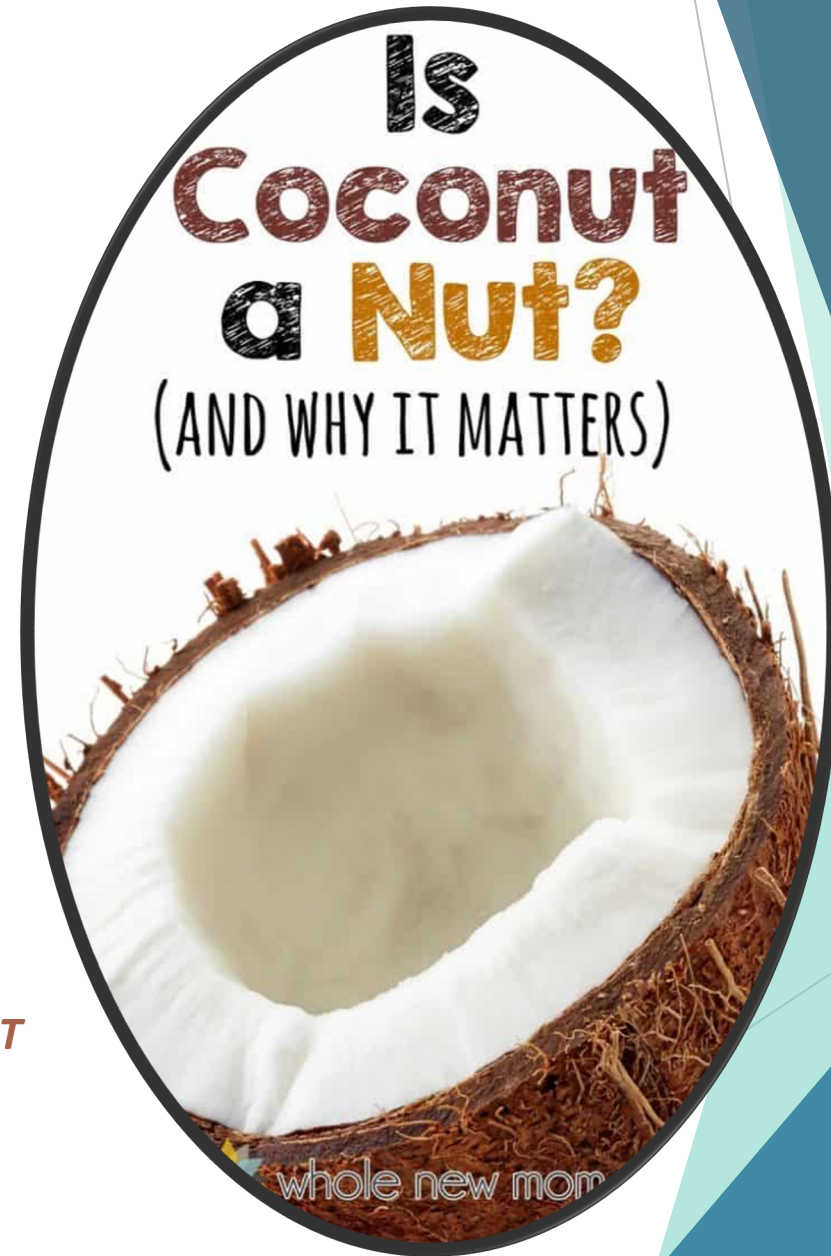
- Stable Coconut prices
- Factory and Product Certifications
- Utilizing modern machinery to get Shelf stable products
- Clean Label
- Automation for Hygienic production
- Research and development for new product development
- Ensuring Sustainability- The future mantra
- Supporting FPOs and FLO certifications
- Organic
- EXIM policies
- Free trade agreements
- Currency exchange rates
- Shipping Cost
- Ready Stocks near customer place
- Brand story, Blogs
- Online Advertisements and sales

MYTH: Calling for Community Support

Coconut is not a tree nut (even though it grows on a tree and is referred to as a nut) and Coconut is not a major food allergen.

WE NEED YOUR HELP!

REMOVING COCONUTS FROM FDA'S MAJOR FOOD ALLERGEN LIST



MYTH: Calling for Community Support



High in MCFA , Good Saturated FAT

Good Fats vs *BAD FATS*

Use:

- COCONUT OIL
- AVOCADOS
- WILD SALMON
- GHEE
- OLIVE OIL
- FLAX OIL
- MACADEMIAS, WALNUTS & ALMONDS
- EGGS WITH YOLK



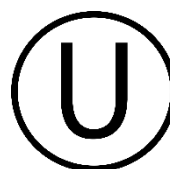
LOSE:

- CANOLA OIL
- SOYBEAN OIL
- PEANUT OIL
- PROCESSED MEATS
- SUNFLOWER OIL
- COTTONSEED OIL
- MARGARINE
- HYDROGENATED OILS





**APEX COCO & SOLAR
ENERGY LIMITED**



INDIA'S LEADING COCONUT PROCESSING COMPANY

Apex is the first-of-its-kind, vertically integrated, under-one-roof coconut processing company in the world. Located in the heart of India's coconut industry, Apex produces premium coconut products that enrich the environment and nourish the health of the people who enjoy them.



► COCONUT

1. COIR FIBER
2. COIR PITH
3. COMPOSTING MEDIUM
4. SHELL/CHARCOAL

5. COCONUT WATER/CWC
6. COCONUT MILK/CREAM
7. COCONUT MILK POWDER
8. DESICCATED COCONUT
9. VIRGIN COCONUT OIL
10. EXTRA VIRGIN COCONUT OIL
11. COCONUT FLOUR
12. DIETARY FIBER
13. SHREDDED COCONUT
14. COPRA OIL
15. TESTA OIL



Distinctive Features

- First integrated coconut project in the world
- Installed capacity – 400000 coconuts per day
- Premium coconut products on international quality standard for exports
- Coconuts purchased from the farmers directly
- Zero-waste facility
- Green power – 30 MW solar powered facility
- One coconut – 15 products

“By fusing heritage with accessibility and modernity, we deliver only the finest coconut products to the market, ready for consumption”



TOGETHER WE CAN LEAD THE WAY TO HEALTHY
FOOD AND A SAFE PLANET