

Turkish dried fruits are known for their superior taste, high nutritional value, and stringent quality standards

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As India's dried fruits and nuts market continues to expand, Turkiye, a global leader in this sector, is setting its sights on deeper engagement with Indian consumers and businesses. At MEWA India 2025, Turkish exporters are keen to showcase their products of rich variety and quality while strengthening trade ties with Indian partners. To explore this further, NUFFOODS Spectrum spoke with Mustafa Kemalettin Eruygur, Consul General of Turkiye in Mumbai, to discuss Turkiye's vision for the Indian market, ongoing trade initiatives, and how MEWA India 2025 will act as a catalyst in achieving their goals. Edited Excerpts:

How is the Turkish Consulate in Mumbai engaging with MEWA India 2025, and what role does Turkiye aim to play in this event?

As the Turkish Consulate General in Mumbai, we proudly support our 11 key export sectors in connecting with Indian counterparts. Turkiye has a strong presence in the global dried fruits market, and we see India as a high-potential destination for our products. Our role in MEWA India 2025 is primarily that of a facilitator helping Turkish exporters establish meaningful collaborations, navigate the Indian market, and highlight the premium quality of our products. We are excited to be part of this event because it offers an excellent platform for Turkish businesses to showcase their offerings, understand consumer preferences, and explore opportunities for sustainable trade partnerships. Turkiye is one of the world's leading producers of dried fruits like apricots, figs, and raisins.

How do you see the demand for these products growing in the Indian market?

India, with its large and diverse consumer base, presents a significant opportunity for Turkish-dried fruits. Indian cuisine extensively uses dried fruits and nuts, not just in traditional sweets but also in modern health-focused diets. With rising health consciousness among Indian consumers, we expect a growing demand for natural and nutritious food products. Turkish dried fruits are known for their superior taste, high nutritional value, and stringent quality standards. We believe that once Indian consumers become more familiar with the unique quality of Turkish apricots, figs, and raisins, the demand will naturally increase. Moreover, Indian consumers appreciate premium-quality food products, and Türkiye has a strong reputation for offering some of the best dried fruits in the world. We are confident that with the right awareness and availability, Turkish dried fruits will become a staple in Indian households.

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