



Millets: From Ancient Grains to Modern Staples

Jan 2024



A Look at Variety and Global Expansion

Types of Millets



MAJOR MILLETS

Sorghum
(Jowar)

Pearl
(Bajra)

Finger
(Ragi)

MINOR MILLETS

Little
(Chota Bajra)

Banyard
(Samwa)

Kodo
(Kodra)

Foxtail
(Kangni)

Proso
(Chena)

Global Distribution of Millets



India, 41%

- Mainly Pearl Millet and Sorghum
- Usage in dishes like flatbreads, porridge, and fermented drinks, traditional use as flour
- Embracing modern processing and value-addition
- **India exports over 50% of its millet to the United Arab Emirates and Saudi Arabia; India exported 53,548 metric tonnes of millet worth ₹135.5 crores to just these two nations**

Niger, 11.2%

- Pearl Millet as staple food
- Faces challenges: post-harvest losses and limited processing infrastructure

China, 7.6%

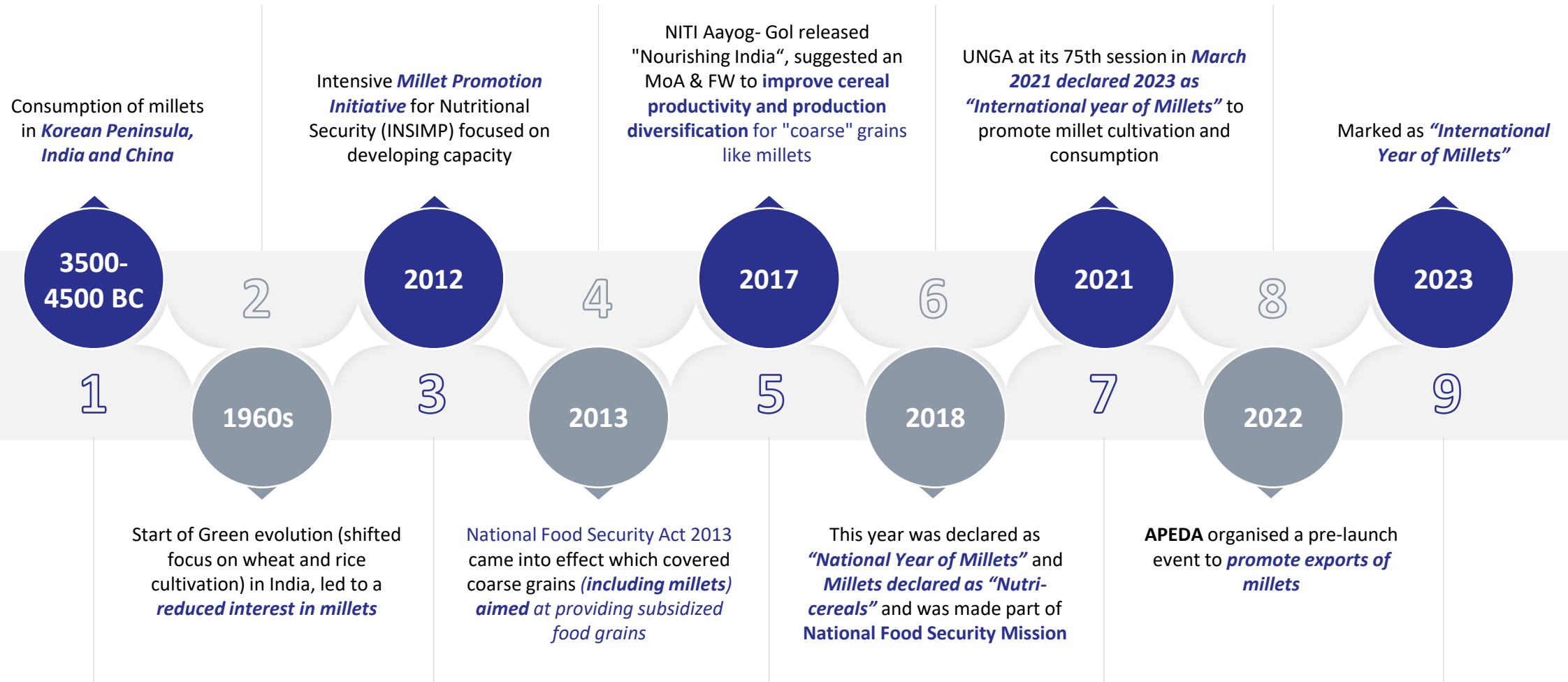
- Foxtail Millet and Proso Millet
- Witnessing significant growth

Nigeria, 6.6%

- Mainly Pearl Millet and Sorghum as staple food
- Faces challenges: post-harvest losses and limited processing infrastructure

Remaining percentage includes other geographies like Russia, Mali, etc.

From Forgotten Food to Future Staple



UNGA - United Nations General Assembly

Key Drivers Propelling Millets to Mainstream Success

Sustainability



- Millets withstand high temperatures and poor soil conditions
- Require less water and fertilizers to grow
- Contributes to UN Sustainability Development Goals - no poverty, zero hunger, responsible consumption and production, and climate action

Consumer Demand



- The millet market is projected to reach from USD 11.53 billion in 2024 to USD 14.43 billion by 2029 at a CAGR of 4.60%. This is contributed by:
 - Increased consumer awareness about sustainability
 - Increased cases of gluten intolerance is paving way for millets as an alternative to wheat

Nutritional Importance



- Rich in fiber, protein, vitamins and minerals, macro and micronutrients
- Claims generated when millets are used are as follows:



Manages
Blood sugar



**GLUTEN
FREE**

Manages
Wheat Allergy.



Manages
Heart Health



Maintains
Immunity

Government Support



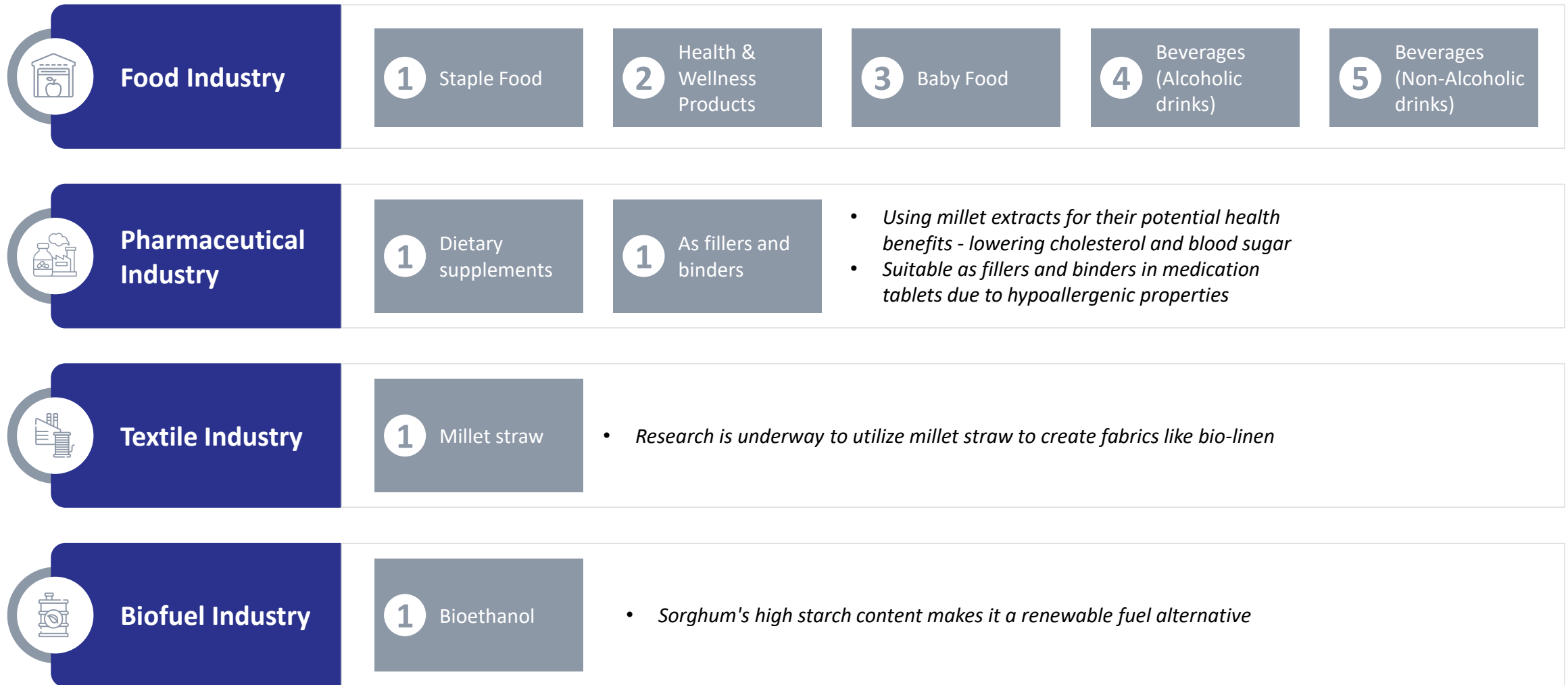
India

- Government of India offers subsidies and incentive schemes to farmers to promote production and exports of millets
- Hike of MSP of millets to incentivise its production for farmers and inclusion of millets in PDS by the Indian Government
- The **Union Budget in India for FY2023** referred to millets as 'Shree Anna' or super food "literally, the finest foodgrain"

Africa

- Introduction of policies by government to support the production and consumption of millet

Redefining the Future of Food & Beyond



The Market is Witnessing a Global Revival, and Various Industry Players are Securing the Benefits of These Superfoods

FOOD INDUSTRY



Staple Food	Health & Wellness	Baby Food	Alcoholic Drinks	Dairy Alternatives

PHARMACEUTICALS



Pharmaceutical Industry players

Medtronic

Abbott

Organizations researching millets for pharmaceutical benefits

ICRISAT
INTERNATIONAL CROPS RESEARCH
INSTITUTE FOR THE SEMI-ARID TROPICS

IIMR
भारत-भारतीय धान अनुसंधान संस्थान
ICAR-Indian Institute of Millets Research

icmr NIN
INDIAN COUNCIL OF
MEDICAL RESEARCH
NATIONAL INSTITUTE
OF NUTRITION

TEXTILE INDUSTRY



ECOTEXTILE
The environmental magazine for the global textile supply chain
NEWS

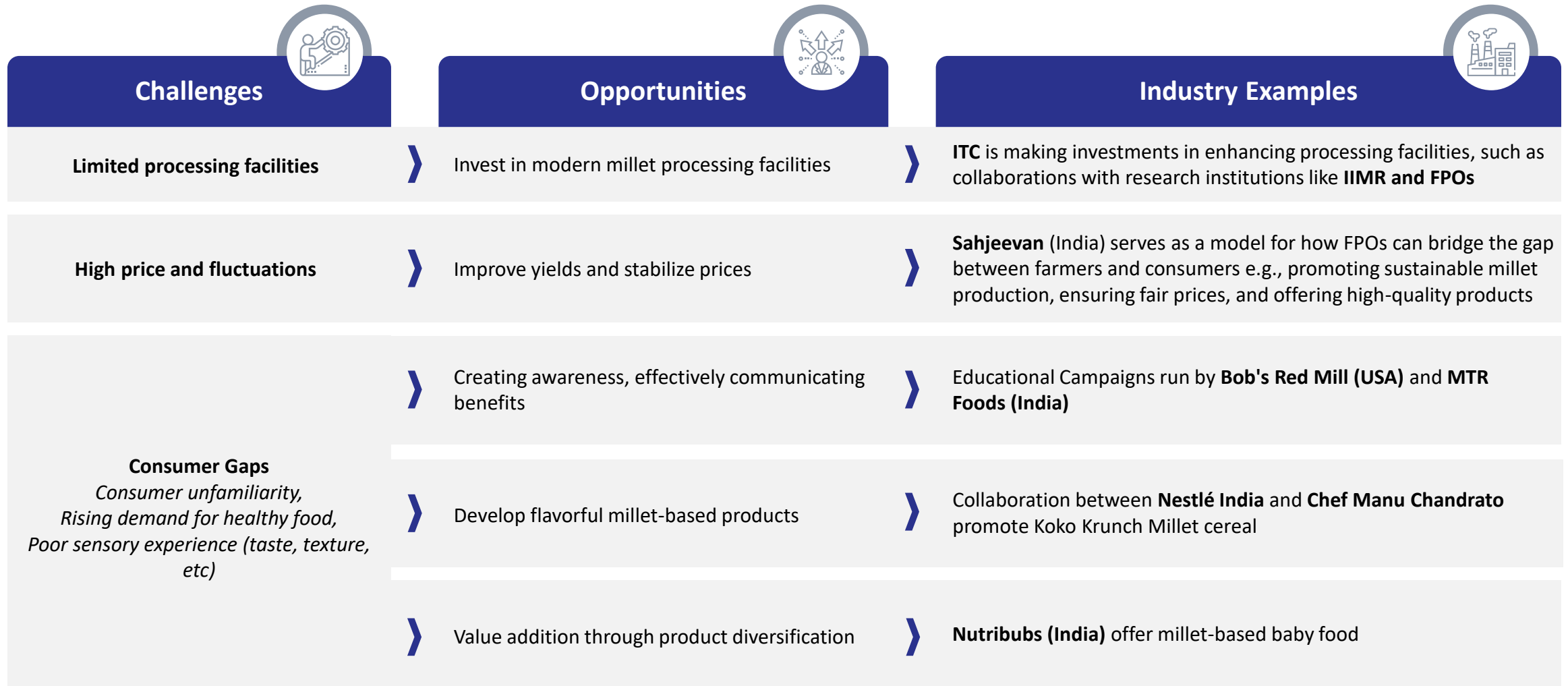
BIOFUEL INDUSTRY



POET

raízen

Industry is Capitalizing on Opportunities for Sustainable and Profitable Business Growth



IIMR - Indian Institute of Millets Research; FPOs - Farmer Producer Organization

Benori can Play a Crucial Role in Developing Strategy for Accelerating Adoption of Millets In FMCG



ACTIVITY

- Identify emerging trends and technologies on millets
- Carve out the players ecosystem to understand the potential collaboration opportunities
- Assess competitor's activity in the domain
- Scout for suitable partners with the appropriate technology readiness level
- Develop understand of complex regulatory landscape
- Craft comprehensive roadmaps for implementing millets application, aligned to business goals and objectives



OUTCOME

- Enables clients to understand the current state, future trends, and potential applications
- Provides clients with detailed view of the players (start-ups, SMEs, big players), their presence across the value chain and their capabilities
- Awareness about competitor's strategy, current and next move in the domain
- Enables clients to identify suitable partner(s) with the right skill-set and capabilities
- Helps clients to understand the regulatory head-winds and tail-winds

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