



A Study on Factors Influencing the Export Market of Coir and Coir Products in Coimbatore District

Dr.S.POORNIMA DEVI

Assistant Professor, Department of Commerce (B&I) (PA),
Sree Saraswathi Thyagaraja College, Pollachi, Tamil Nadu.

How to Cite this Article:

DEVI, S. (2026). A Study on Factors Influencing the Export Market of Coir and Coir Products in Coimbatore District. International Journal of Creative and Open Research in Engineering and Management, 2(9), 1-9.
<https://doi.org/10.55041/ijcope.v2i9.092>

License:

This article is published under the terms of the Creative Commons Attribution 4.0 International License (CC BY 4.0), which permits unrestricted use, distribution, and reproduction in any medium, provided the original author(s) and the source are credited.

© The Author(s). Published by International Journal of Creative and Open Research in Engineering and Management.



<https://doi.org/10.55041/ijcope.v2i9.092>

ABSTRACT

India plays a vital role in the international market and earns foreign exchanges by exporting coir products. Exporters have a variety of coir products — 15 types. India holds a prominent position in the global market. The Coir Board reports consistent growth in coir exports, reflecting strong international demand and expanding market opportunities. In this context, Coimbatore District has emerged as an important hub for the production and export of diversified coir products. This study examines the factors influencing the export market of coir and coir products in Coimbatore District.

Key words : Coir, Export, Market potential, Coir manufactures

INTRODUCTION

Coir products are exported to as many as 120 countries, and the United States of America is the most significant market having a share of 40 per cent of total export. Coir geotextiles and pith are likely to be the critical items slated to pick up in the years ahead.

India is the largest coir producer globally, accounting for 80 per cent of the total world production of coir fibre. The coir industry in India is truly a diverse one and involves households, co-operatives, NGOs, manufacturers, and exporters. This is the best example for producing beautiful objects, handicrafts and utility products from coconut husks which is otherwise a waste. The coir industry employs about seven lakh people, of whom a majority is from rural areas and economically weaker.

Coir export in India fetched ₹1,500 crores worth of foreign exchange in 2015-16 as against ₹1,052 crores in 2014-15, and 40 per cent of the products were exported. In 2016, domestic sales were valued at ₹3,000 crores. The export had grown by 30 per cent in value and 28 per cent during this fiscal year. The domestic market for coir products is currently estimated at ₹2,000 crores, and this was expected to grow to ₹3,500 crores by 2017. The Coir Board earmarked ₹4.59 crore financial aid in 2012-13 to develop the coir industry in Indian states.

Tamil Nadu also takes part in the export of coir products and takes foreign exchange earnings to contribute to the Indian economy. In the Coimbatore district, 90 per cent of the coir industries concentrate on coir fibre and pith production. The rest of the units produce value-added products such as coir mattings, garden articles, and coir spinning. The coir industry has vast opportunities in the national and international market for value-added products. However, manufacturers face many challenges. This research attempts to know the market potential and challenges for the coir manufacturers in the Coimbatore district.



OBJECTIVES OF THE STUDY

1. To analyse the export performance of coir industry.
2. To study the export market potential for coir manufactures.

METHODOLOGY

The coir units situated across the Coimbatore district are chosen. Both primary and secondary data are used in this study. Primary data were collected from the coir manufacturers (respondents) by using a questionnaire. This study was conducted by an interview schedule method. The primary data required for this study were collected from the respondents (Coir manufacturers). Secondary data was compiled from several publications, reports, Coir Board, websites, Journals, Books, and edited volumes. The researcher selected 322 Coir industry in this 102 of them are export their products. They were selected through a simple random sampling technique by adopting the random table method.

REVIEW OF LITERATURE

The Indian coir industry has a strong position in the export market. In terms of value and volume, India occupies a key role. Coir products contribute a high amount of foreign exchange value.

Venkatesh and Kumaran (2019) conducted a study entitled 'Export Performance of Coir Industry in India', which discussed economic development. The private coir manufacturers were the significant contributors to the exports of coir and coir products. Export of coir trade was dominated by private manufacturers who had contributed. Ninety per cent of coir export and cooperatives and government companies had contributed the remaining 10 per cent. The study examines the conceptual framework of the coir industry in India.

Rajakumar (2017) conducted a study on 'Problems Faced by Coir Manufacturers and Exporters in Pollachi Taluk'. The study took 300 coir manufacturing and exporting firms running around Pollachi. The coir industry's development took place in areas where there is a concentration of coconut cultivation and availability of coconut husk. It is an undeniable a fast-expanding export market for coir.

Praveenkumar (2017) conducted a study entitled 'A Study on Export Performance of Coir Industry in India'. There were problems now in Tamil Nadu coir units, such as production and marketing problems. Tamil Nadu coir industry had to develop the industry profile using evaluation study in Tamil Nadu units. Because the development of the coir sector contributes towards the sustainable development agenda in terms of creating environment-friendly products and its application for domestic use and the usage in housing, building, agriculture, horticulture, and infrastructure production were significant. Now, its increase was unpredictable, as revealed by the annual reports.

EXPORT PERFORMANCE OF COIR PRODUCTS

Q= Quantity in MT

V= Value in ₹Lakh

	2014-2015		2015-2016		2016-2017		2017-2018		2018-2019	
Product	Q	V	Q	V	Q	V	Q	V	Q	V
Coir Pith	316425	43295.24	408897	68808.56	490552	90539.11	548479	101846.82	566661	123208.48
Coir Fibre	219103	41923.34	255293	41767.11	370357	53913.63	374320	70177.88	299279	60164.11
Tufted	41284	39725.96	45770	44316.03	51718	48442.83	54279	49591.41	54131	52225.03
Handloom	25354	23946.91	20386	22279.96	20144	21316.31	18277	18613.96	19367	21911.04



Geo-	4236	3270.28	4520	3531.72	6219	4481.04	5845	3996.59	7674	5972.56
Coir Yarn	4070	3000.89	4134	2820.82	4426	2948.32	3328	2457.66	3408	2642.23
Curled	12621	3732.00	9470	2510.07	10356	2419.30	8800	2316.26	10768	3137.02
Handloom	1667	1835.28	1706	1968.78	1273	1535.25	1117	1394.79	1071	1436.08
Rubberised	897	1410.88	678	971.74	888	1295.64	900	1388.64	807	1029.58
Coir Other	71	85.79	46	94.79	256	416.59	306	498.29	183	361.58
Coir Rope	614	391.92	517	396.61	484	388.50	491	401.72	486	439.79
Coir Rugs	135	146.10	307	282.50	205	271.92	254	269.58	195	243.96
Power	161	225.25	280	367.35	166	196.38	37	57.75	8	15.89
Power	28	43.93	16	26.48	0	0.00	131	216.49	7	17.22
Total	626666	163033.77	752020	190142.52	957045	228164.82	1016564	253227.84	964046.4	272804.57

Source: Coir Board Annual Reports, 2019

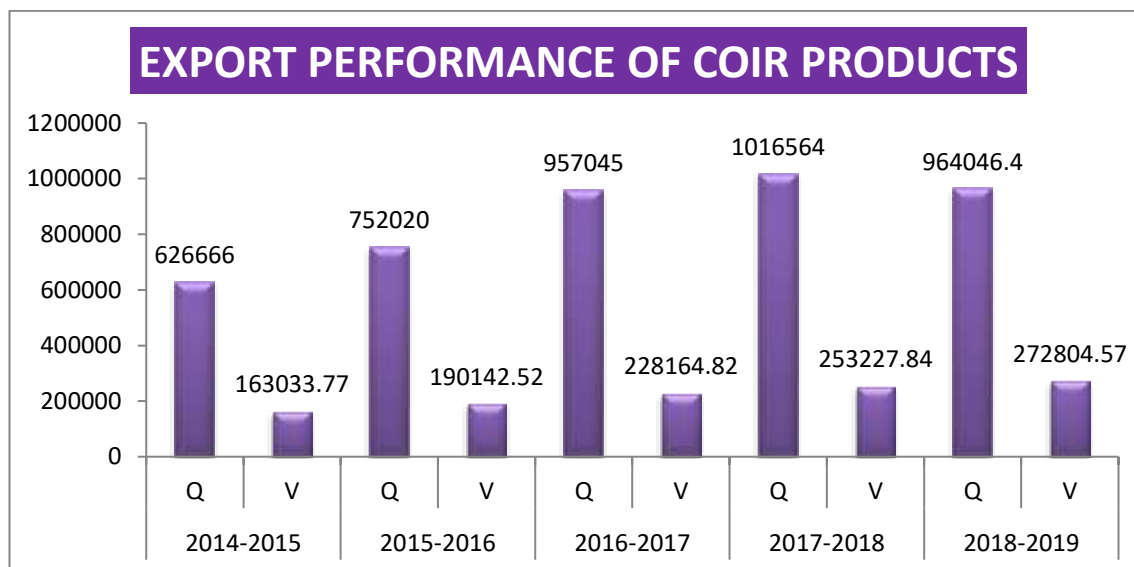


Figure 1.1: Export Performance of Coir Products

1.Exporters Profile

S. No.	Variables		(n = 102)	(%)
1	Exporting for (Years)	Less than 3	15	14.8
		4-6	47	46.0
		7-9	20	19.6
		Above 10	20	19.6
		Total	102	100
2	Country	US	40	39.3
		China	31	30.3
		Netherlands	19	18.6
		Others	12	11.8
		Total	102	100



3	Risk in Export	Yes	57	55.9
		No	45	44.1
		Total	102	100
4	Mode of Transport	Waterways	91	89.2
		Roadways	8	7.8
		Airways	3	3.0
		Total	102	100
5	Rejection Percentage	No rejection	35	34.3
		1% - 5%	53	52.0
		6% -10%	2	2.0
		Above 10%	12	11.7
		Total	102	100

Source: Primary Data

This table presents the dimensions of ‘export profile’.

1. Years

Of the 102 coir manufacturers who export their products, 46.0 of the coir manufacturers have ‘four-six years’ of export experience, 19.6 have ‘seven-nine years’ of export experience and the same for the manufacturers are ‘above ten years’, 14.8 per cent have ‘less than three years’ export experience. The table reveals that most 46.0 per cent of the coir manufacturers have ‘four-six years’ of an export experience only.

2. Country

Majority 39.3 of the coir manufacturers are exporting to ‘US’, 30.3 per cent of them exporting to ‘China’, 18.6 per cent are exporting to ‘Netherlands’ 11.3 per cent to ‘other countries’ such as Philippines, South Korea, Germany, Italy. Majority 39.3 per cent of the coir manufacturers are exporting to the USA.

3. Risk in Export

55.9 per cent of the coir manufacturers have faced ‘risk in export’ during the export of coir products, 44.1 per cent have not faced any ‘risk in exports’. Majority 55.9 per cent of the coir manufacturers have faced risk during the export of coir products.

4. Mode of Transport

A considerable majority of 89.2 per cent of exporters prefer or use ‘waterways’, only 7.8 per cent export by ‘roadways’ using truck, and rails, a very minimum of 3 per cent of coir manufacturers export products through ‘airways’. Majority 89.2 per cent of the coir manufacturers are exporting their products through ‘waterways’.

5. Rejection Percentage

52.0 per cent of the coir manufacturers are facing ‘one per cent – five per cent rejection’ of products during export their products, 34.3 per cent have faced ‘no rejection’, 11.7 per cent are facing ‘above 10 per cent



rejection' of products, two per cent of them have faced 'six per cent -10 per cent rejection' of products in their exports. Majority

52.0 per cent of the coir manufacturers face 'one per cent - five per cent rejection' of products during exports of their products.

2. Factors Influencing the Export of Coir (Henry Garrett Ranking)

Factors	First Rank	Second Rank	Third Rank	Fourth Rank	Fifth Rank	Sixth Rank	Total Score (Rank×score)	Average /100	Rank
Demand in Abroad	24	21	12	2	2	3	1683	16.83	1
Surplus Domestic Production	7	14	3	28	2	10	1516	15.16	2
Social Status	4	13	25	9	2	11	1505	15.05	3
Profitability	17	13	5	8	10	11	1480	14.80	4
Government Assistance	4	2	4	10	39	5	1460	14.60	5
Promotion of Coir Board	4	5	11	19	18	7	1363	13.63	6

Source: Primary Data

This table shows factors that influence the 'export of coir'.

Based on the opinion given by coir manufacturers, the factors influencing the export of coir 'demand in abroad' is ranked first with the highest score, 'surplus domestic production' is ranked second, 'social status' is ranked third, 'profitability' is ranked fourth, 'government assistance' is ranked fifth, and 'promotion of coir board' has the lowest ranking.

The table infers that 'demand in abroad' is the influencing factor of coir export.

FINDINGS

1. The majority, 80.7 per cent of the coir manufacturers, do not have a 'brand name' for their products which is a significant disadvantage.
2. Most, 46.0 per cent of the coir manufacturers have 'four-six years' of an export experience only.
3. Most, 39.3 per cent of the coir manufacturers are exporting to the US.
4. The majority, 55.9 per cent of the coir manufacturers have faced risk during the export of coir products.
5. The majority, 89.2 per cent of the coir manufacturers are exporting their products through 'waterways'.
6. The majority 52.0 per cent of the coir manufacturers are facing 'one per cent to five per cent rejection' of products during exports of products.



7. 'Demand from abroad' and 'surplus domestic production' are the influencing factors for coir export.

SUGGESTIONS

1. Promotion of coir products at the domestic market and international markets needs attention.
2. Most of the coir manufacturers not prefer export which leads to a low-profit margin. Therefore, coir manufacturers should pay attention to exporting and value-added products.
3. High dependency on intermediaries for procuring raw materials and sale and exporting, on the foreign agent, reduces the profit margin and inherited challenges. Therefore, the coir manufacturers should find a way.
4. Coir manufacturers should get more assistance from the associated bodies for exporting since they only have 4-6 years' experience.

CONCLUSION

This study reveals the export market performance of coir and coir products in Coimbatore District. Indian coir products are in high demand in the international market because of their unique nature, price, quality, attractiveness, and several uses of value-added products. Though it seems reasonable, it is the collective responsibility of both government and the relevant bodies to take the industry to the next level. A great opportunity open for industrialists to produce and market quality products and value-added products in the global market on par with international competitors for sustainability. The government should create awareness for the production of value-added products among coir entrepreneurs. Therefore, that coir manufacturing and exporting can become increasingly profitable and easily viable.

REFERENCE

1. Venkatesh, R., & Kumaran, K. (2019). Export performance of coir industry in India. *Suraj Punj Journal Multidisciplinary Research*, 9(2), 103-123.
2. Raseena, K. K. (2018). Coir industry: trade reforms and the export performance. *Economics*, 6(S1), 36-42.
4. Rajakumar, L. (2017). Problems faced by coir manufacturers and exporters in Pollachi Taluk, *International Journal of Trend in Scientific Research and Development*, 2(1), 804-810.
5. Praveenkumar, K., & Vinayagamoorthi, G. (2017). A Study on Export Performance of Coir Industry in India. *Shanlax International Journal of Commerce*, 5(4), 59-69.
6. Krishnathulasimani, P., & Sathish, M. N. (2015). A study on export performance of coir and coir products in India, *International Journal of Management and Social Science Research Review* 1(14), 267- 273.
7. Vignesh, G., Chandra Sekaran, G., (2014). A study on exporter perception towards the status of coir industry in Coimbatore district, *PARIPEX - Indian Journal of Research*, 3(7), 69-71.
8. Ekambaram, K., & Raja, S. R. (2014). Export performance of coir and coir products from India. *CLEAR International Journal of Research in Commerce & Management*, 5(7).
9. Nagaraja, G. (2011). Export of coir and coir products from India: An analysis. *International Journal of Research in Commerce, Economics & Management*, 1(6), 22-41.
10. Kumaresan, A. (2009). Coir exports: On the growth path, *Facts for You*, 30(1), 23-26.