ABSTRACT

Once home to the young Mohandas Karamchand Gandhi, Durban has more overseas Indians than any other city outside India. Among South African cities, Durban has the highest concentration of Indians overseas. South Africa in fact has the highest number of people of Indian descent outside of India in the world, i.e. born in South Africa and not migrant, compared to the U.S. which has more migrants from India.

This research titled “Emerging Trends in South African Markets for Indian Products” is based on the need of the Indian products in the South African markets. The present study has focused on the market trends in South African markets and markets of Mauritius.

The researcher has visited South Africa and Mauritius several times and even stayed there for a period of 10 years. During this tenure it was found that there is a considerable population of Indian origin and this group of people are very enthusiastic about the traditional Indian culture and rituals.

The present study shows that South African and Mauritius has an emerging trend and great affinity to the Indian manufactured goods and products. Indian jewellery, medicines, health care services, confectionaries are in great demand in those markets. It is also substantially supported by the recent export figures. The Indian goods & products available in the South African markets are priced exorbitantly by the local dealers and the consumers are being taken advantage of hence if the Indian companies directly try to sell their products at a competitive rate it will great business and economic development to both the countries. Both the governments should also look into easing the bilateral trade norms to promote the business development.

Both the countries also should promote medical tourism as Africa is still a developing nation in this aspect and medical and health care in India is far ahead of Africa. This is also a big market to be explored by the Indian.

Ecommerce is an underdeveloped area in the Mauritius and South African Markets which should be definitely explored by the Indian Merchants and businessmen, along with ensuring quality and price sensitivity to attract the potential market.
Food and confectionaries also one of the major contributors of the consumer market and there is a considerable demand for the Indian cuisine and it is suggested that the leading hotel chains serving Indian delicacies and cuisine should also extend and opening their restaurants in the Mauritius and South African markets to tap that market.

The standard of living of the Indian Africans is elite and they have the spending capacity which is of an advantage to the Indian Businessmen and merchants if they sell the right product at the right price and can gain a first mover advantage to the South African markets. Also the Indian travel agents can tie-up with the South African travel agents to promote the neglected tourism and benefit themselves in-turn benefitting both the economies.

The data has been collected though a structured questionnaire containing 30 questions and analysed using IBM SPSS software to support the hypothesis. Upon the final data analysis and the literature review, personal interviews and visits to South African and Mauritius it has been concluded that there is a potential untapped market in the South Africa and Mauritius region which definitely can be explored by the Indian Merchants and business houses for a variety of Indian Products and services.