

South Africa launches citrus promotion campaign in India

South Africa, a long-standing supplier of citrus to India, has launched a marketing campaign to bolster consumer awareness and demand for its citrus products. The initiative underscores the longstanding trade relationship between the two nations. The campaign is orchestrated by the Citrus Growers' Association of Southern Africa, aiming to link Indian consumers and retailers with South African citrus growers.

"We are energised and motivated to bring the freshness, flavour, and natural goodness of South African citrus to Indian consumers," shared Sachin Khurana, India Representative of the Citrus Growers' Association. The campaign will run throughout the peak import season and include in-store promotions, product sampling, and social media, among others, to ensure visibility at purchase points.

India, identified as a key market for citrus imports due to rising incomes and lifestyle shifts, is targeted with several stakeholder engagements across the supply chain. The campaign includes retail promotions in metropolitan and tier-II cities and activations in wholesale markets, strengthening South Africa's role as a supplier of premium citrus in India.

Source: ANI News (<https://www.aninews.in/news/business/citrus-growers-association-of-southern-africa-launches-promotional-campaign-in-india20250702103943/>)

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