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Mint Market Overview

JUNE 2025

A monthly summary of the mint crop market conditions from different growing regions of India where they are at its best.



Mint Overview

Mint is cultivated in large areas of the Indo-Gangetic plains of Uttar Pradesh, which is the largest mint producing state with 80% share of total production. Madhya Pradesh and Bihar have a combined share of 15% and the remaining 5% is contributed by Punjab and Haryana.

Indian farmers cultivate mint crops in the Zaid season between the seasons of Rabi and Kharif. The crop acts as a perfect interim crop in between major crops like wheat and rice, resulting in the concentration of global production of mint in these regions of Northern India. Needless to say, the climatic and soil conditions are the best as it lies in the foothills of the Himalayas and with a humid subtropical climate that suits the mint crop.



Climate & Production Expectation

Owing to historically low prices of mentha oil and increasing cost of cultivation, a lot of marginal farmers have shifted to alternate crops like maize whose market price has gone up considerably. Due to this, from the past 2-3 years, there has been a considerable drop in crop acreage.

This year, crop growth has been quite good due to the propagation of good planting material like CIM-Unnati in major areas. The climate was also favourable for growth during April – May, but due to arrival of early monsoons, some of the crops may get damaged or produce reduced yield this year.



Mint Harvesting & Distillation

The mint crop herbage is harvested when the field is dry and the weather is bright and sunny. A simple way to judge the maturity is to see whether the lower leaves have started turning yellow or when the plant starts flowering.

The distillation is carried out in vessels with varying sizes based on the regions. The spent after distillation is used as the fuel for the distillation unit. Furthermore, this biomass remaining after the distillation can be used as fertilisers as well. This is a lean system to ensure energy efficiency.



There are distillation units in every village and most of them are farmer owned. They form an important part of Mane Kancor's sustainability programme, and we consider them our Lead Farmers. Many of the training programmes are passed to the farmers through these Lead Farmers and we have seen its success as it reaches fast and wide. However, constant training for these lead farmers is done by our in-house agronomists with the support of scientists and experts from various bodies. This year we have also provided modified cooling towers to some of our registered distillation units which has helped them increase the oil yield by 10-15% compared to conventional distillation units.

Distillation in many regions started from the last week of May '25, owing to favourable weather conditions. Up until now, approximately 60-70% distillation is complete in major regions and distillation is expected to continue till the first week of July '25. But this year due to fear of monsoon, a lot of farmers harvested their crop a bit early, and as the crop was not fully matured, it resulted in lesser yields. Also, this year's oil yield has decreased significantly by 20-25% compared to last year, which may lead to further production shortage.



Training Snapshots










Mint Market Forecast

Till the 3rd week of June '25, distillation was at its peak leading to good arrival in the market and prices were quite attractive. But in the last couple of days, due to continuous rains, arrival in the market has dropped considerably which has kept the market firm till now. At present, due to the onset of monsoons, arrivals will be a bit slow, and prices are expected to either remain steady at these levels or slightly higher for a couple of weeks going forward. Since this year's carryover stocks are expected to be on a historically lower side and with the oil yield being affected, it may result in significant production shortage. This year, it is expected that there will be a shortage of mentha oil by 15-20% overall as compared to last year.

During the off-season, analysts anticipate good demand from the international market and owing to supply shortage, it may push the prices upwards. But good availability of synthetic menthol in the market will give resistance to natural menthol prices consistently.



Mint Market Forecast

Price Outlook (Short-term)	
Price Outlook (Long-term)	
Demand Expectation	
Supply Expectation	
Climatic Conditions	



Major Challenges

Mint is a highly water intensive crop. It requires 10-12 irrigation cycles to attain maturity. Ground water availability is non-uniform and there is erratic supply of electricity which leads to an increase in the cost of cultivation.

Due to increasing price and consumption levels of inorganic fertilisers and high labour wage rates, the cost of cultivation has been on a continuous rise over the last couple of years.

However, the market is threatened by the rise of synthetic menthol, which is able to substitute natural menthol in several applications owing to its identical properties. There is also no adequate testing facility available which can differentiate between synthetic and natural menthol, except a C-14 test which is highly expensive, time consuming and not scalable. Synthetic menthol remains a threat to the growth of the natural menthol market, and if its market penetration continues to grow, it may disincentivise farmers from cultivating the crop in the long run. This may also lead to irregularities in the supply vs demand scenario of natural menthol.

The share of natural menthol is expected to decline, with China increasing its synthetic menthol production and a lot of new players entering this segment.

Mane Kancor is a pioneer in the field of Global Spice Extraction, whose roots in the spice trade can be traced back to 1857, at the spice capital of the world; Cochin. Mane Kancor specialises in complete natural food ingredient solutions right from sustainable sourcing of raw materials, clean extracts, advanced research and formulation.

Mane Kancor has its presence in over 80 countries and has regional distribution centers across the world and multi-locational factories in India.

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