

The Mother of All Deals: EU-India FTA Opens \$200B Trade Corridor

**Top 20 Consumer Product Categories
for Online Sellers**



SourcingGPT.ai | Powered by BuyHive

January 2026



After 18 Years of Negotiations, EU and India Create World's Largest Free Trade Zone

\$24 Trillion

Combined Market GDP (25% of Global GDP)

2 Billion

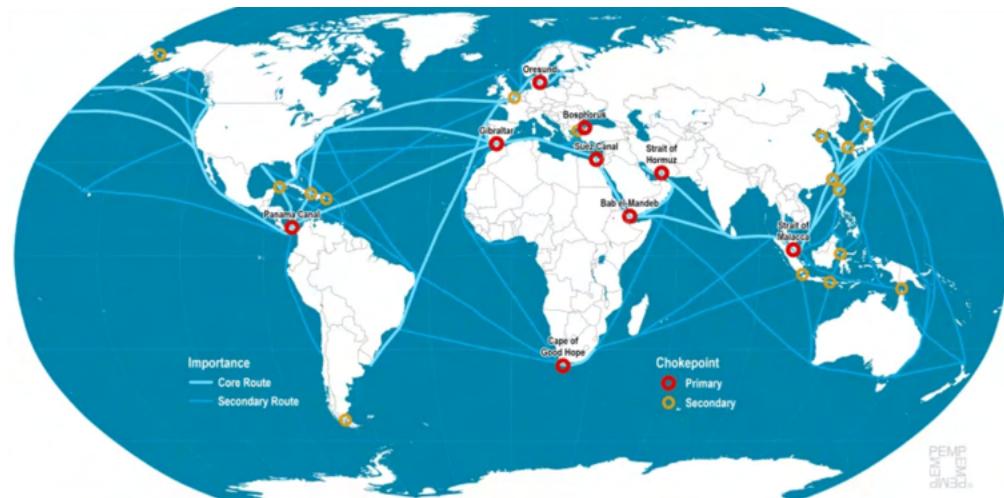
Population Covered

\$136.5 Billion

Current Bilateral Trade (2024-25)

\$200 Billion

Trade Target by 2030



99% of India's Exports Now Get Preferential Access to EU Markets

What This Means for Online Sellers & Global Sourcing

Sourcing FROM India

-  Immediate **zero duty on \$33 billion** worth of labor-intensive products.
-  Textiles, leather, footwear, toys, sports goods, and jewelry are now **duty-free**.
-  Previous tariffs of **4-26% eliminated** overnight, boosting margins.

Sourcing FROM EU

-  India slashing tariffs on **92% of EU products** over phased periods.
-  Machinery, medical equipment, cosmetics, and luxury goods now **accessible**.
-  EU exporters save **€4 billion per year** in customs duties.

11 Consumer Product Categories Where India Gains Duty-Free Access to EU

India → EU

01 Textiles & Apparel

02 Leather Goods & Accessories

03 Footwear

04 Gems & Jewelry

05 Home Textiles & Furnishings

06 Sports Goods & Equipment

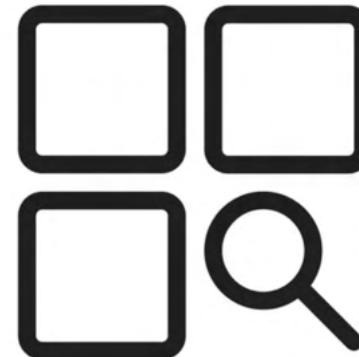
07 Toys & Games

08 Plastics & Rubber Products

09 Consumer Chemicals

10 Generic Pharmaceuticals

11 Handicrafts & Home Decor



9 Consumer Product Categories Where EU Gains Enhanced Access to India

01 Automobiles & Vehicles

03 Machinery & Equipment

05 Electronics & Electrical

07 Watches & Luxury

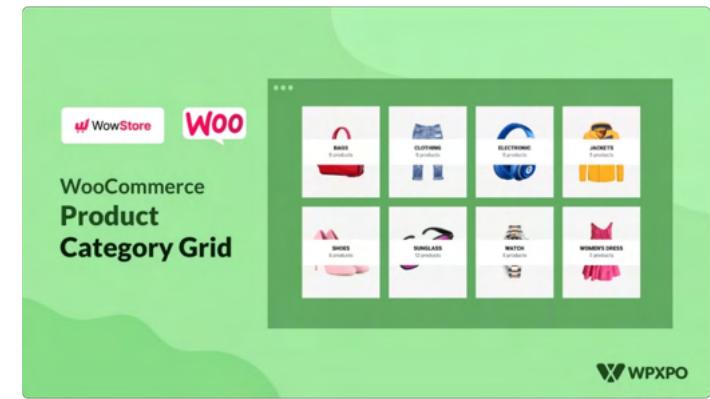
09 Pet Supplies & Accessories

02 Auto Parts & Components

04 Medical & Surgical Equipment

06 Cosmetics & Beauty

08 Furniture & Home Goods





Category Deep Dive

India's \$7 Billion Textile Exports to EU Now Enter Duty-Free

\$7.01 B

2024 Export Value to EU

0%

New EU Tariff (Immediate)

4-12%

Old EU Tariff

\$40 B

Growth Potential

Why It Matters for Sellers

Indian apparel becomes 12% more price competitive overnight. Perfect for private label clothing, ethnic wear, and sustainable fashion lines.

Premium Indian Leather Now Competes Head-to-Head with Italian Brands

Beneficiary

India → EU

Old EU Tariff

4-17%

Sector Value

\$5.7 Billion

New EU Tariff

0% (Immediate)

Why It Matters for Sellers

Handbags, wallets, belts, and leather accessories from India's world-renowned craftsmen now price-competitive in EU markets. The MSME-driven sector offers high customization capability for private labels.



Category Focus: Footwear

Indian Footwear Industry Poised for Unprecedented Leap into Europe

Old EU Tariff	8 - 17%
New EU Tariff	0% (Immediate)
Beneficiary	India 

Why It Matters

From handcrafted leather shoes to mass-market sneakers, Indian footwear manufacturers gain a significant cost advantage. The strong MSME base enables flexible small-batch customization for European brands.





Category Deep Dive

India's Jewelry Exports to EU Expected to Double to \$10 Billion in 3 Years

\$5.2 B

Current Exports to EU

0%

New EU Tariff (Immediate)

4-10%

Old EU Tariff

90%

World's Diamonds Cut in India

Why It Matters for Sellers

India is the world's diamond polishing hub. With zero duty, silver jewelry, gold-plated fashion jewelry, and gemstone products become significantly more competitive for Amazon listings against other Asian suppliers.



Category Deep Dive

Indian Bedding, Curtains, and Cushions Gain Zero-Duty Access to EU

Beneficiary

India → EU

Export Value

Part of \$7B

Old EU Tariff

4-12%

New EU Tariff

0% (Immediate)

Why It Matters for Sellers

Block-printed bedspreads, hand-woven rugs, and embroidered cushion covers—India's artisanal home textiles now price-competitive with mass-produced alternatives.

Jalandhar and Meerut Sports Clusters Get Direct Pipeline to European Markets

Beneficiary

India → EU

Old EU Tariff

4-12%

Export Value

Part of \$33B

New EU Tariff

0% (Immediate)

Why It Matters for Sellers

Cricket bats, footballs, boxing gloves, yoga mats—India's sports goods manufacturing hubs can now compete directly with Chinese suppliers on price.



India's Growing Toy Industry Gains Tariff-Free Access to €40 Billion EU Market

Beneficiary
India → EU

Old EU Tariff
4-12%

Export Value
Part of \$33B

New EU Tariff
0% (Immediate)

Why It Matters for Sellers

Educational toys, wooden toys, puzzles, and games from India now duty-free. Government's "Aatmanirbhar Bharat" push has significantly expanded domestic toy manufacturing capacity and quality.



Indian Plastic Consumer Goods Now Enter EU Without Tariff Burden

Beneficiary
India → EU

Old EU Tariff
4 - 6.5%

Export Value
Part of \$33B

New EU Tariff
0% (Immediate)

Why It Matters for Sellers

Storage containers, household plastics, and rubber products—India's petrochemical downstream industry gains a competitive edge. Ideal for high-volume Amazon FBA products.



"Pharmacy of the World" Gets Clearer Path to EU Markets

Beneficiary

India → EU

Old EU Tariff

0-6.5%

Sector Exports

Part of \$30B

New EU Tariff

0% (Clearer Access)

Why It Matters for Sellers

India preserved its generic drug manufacturing flexibility. Health supplements, OTC medicines, and wellness products from India gain predictable EU access, solidifying its role as a key supplier.



Category Deep Dive

Indian Artisanal Products Get Zero-Duty Gateway to European Homes

Beneficiary
India → EU

Old EU Tariff
4-12%

Export Value
Labor Intensive

New EU Tariff
0% (Immediate)

Why It Matters for Sellers

Brass decor, wooden carvings, pottery, and metal art—India's handicraft clusters can now reach European consumers at competitive prices. Perfect for unique home decor Amazon listings.





Category Deep Dive

European Luxury Cars Enter India at 10% Tariff (Down from 110%)

Beneficiary

EU → India

Old India Tariff

110%

Export Value

€1.6 Billion

New India Tariff

10% (Quota)

Why It Matters for Sellers

BMW, Mercedes, and Audi become accessible to the Indian middle class. The auto accessories and aftermarket parts market is set to explode as vehicle ownership rises.



Category Deep Dive

EU Industrial Machinery Tariffs Drop to Zero on Almost All Products

Beneficiary

EU → India

Old India Tariff

Up to 44%

Export Value

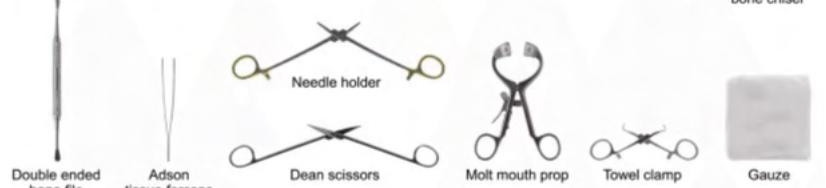
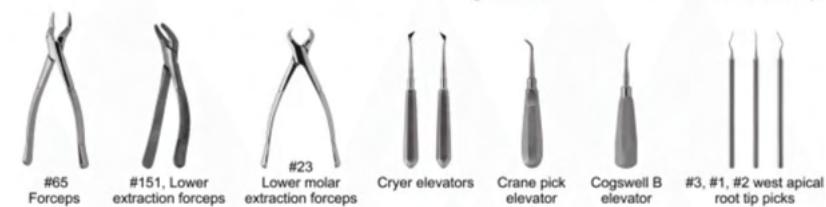
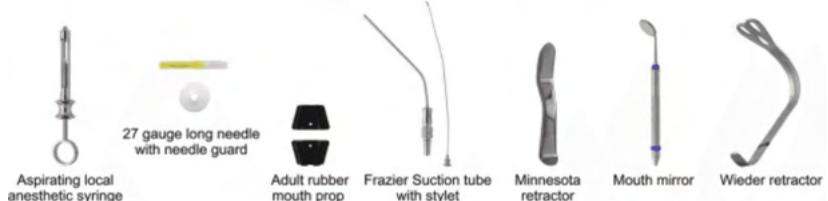
€16.3 Billion

New India Tariff

0% (Immediate)

Why It Matters for Sellers

German precision machinery and Italian manufacturing equipment become significantly more affordable for Indian factories, driving modernization and creating downstream opportunities for spare parts.



Category Deep Dive

European Medical Devices Get 90% Duty Elimination in India

Beneficiary

EU → India

Export Value

€3.4 Billion

Old India Tariff

Up to 27.5%

New India Tariff

0% (90% Items)

Why It Matters for Sellers

Surgical instruments, diagnostic equipment, and medical consumables from EU are now price-competitive. India's healthcare market is growing at 22% annually, creating massive demand.



Category Deep Dive

European Beauty Brands Get Easier Access to India's \$20 Billion Market

Beneficiary

EU → India

Old India Tariff

20 - 30%

Sector Value

Consumer Goods

New India Tariff

Reduced (Phased)

Why It Matters for Sellers

French cosmetics, Italian skincare, and German haircare products become more affordable in India. The growing middle class is driving premium beauty demand, creating a massive opportunity for EU brands.



Category Deep Dive

Swiss Watches & European Luxury Goods Gain Preferential Access to India

Beneficiary

EU → India

Old India Tariff

20 - 25%

Export Value

Part of €2.1B

New India Tariff

Reduced

Why It Matters for Sellers

Luxury watch market in India growing 15% annually. European brands can now compete more effectively with grey market imports, ensuring authenticity and better pricing for Indian consumers.

European Furniture Brands Eye India's \$32 Billion Home Market

Beneficiary
EU → India

Old India Tariff
25%

Market Size
\$32 Billion

New India Tariff
Reduced (Phased)

Why It Matters for Sellers

Rapid urbanization and a booming real estate market in India are driving demand for modern, modular furniture. European designs (IKEA, Italian brands) gain a significant price advantage.



European Pet Products Enter India's Fastest-Growing Consumer Segment

Beneficiary
EU → India

Old India Tariff
20 - 30%

Market Growth **20% CAGR**

New India Tariff **Reduced**

Why It Matters for Sellers

As pet parenting explodes in urban India, demand for premium European pet food, grooming products, and accessories is skyrocketing. Tariff reductions make these high-margin goods accessible to millions.



Complete Tariff Reduction Overview

Key Duty Changes for Top 20 Consumer Categories

India → EU			EU → India		
Category	Old Duty	New Duty	Category	Old Duty	New Duty
Textiles & Apparel	8–12%	0%	Automobiles (Luxury)	110%	10% (Quota)
Leather Goods	8–12%	0%	Auto Parts	10–15%	Reduced
Footwear	8–17%	0%	Industrial Machinery	7.5–44%	0%
Gems & Jewelry	2.5–4%	0%	Medical Equipment	7.5–27.5%	0%
Home Textiles	6–12%	0%	Electronics	10–20%	0%
Sports Goods	2.7–4.7%	0%	Cosmetics	20%	Reduced
Toys & Games	0–4.7%	0%	Watches	20%	Reduced
Plastics & Rubber	6.5%	0%	Furniture	20%	Reduced
Handicrafts	4–12%	0%	Pet Supplies	20–30%	Reduced
Consumer Chemicals	6.5%	0%			

How to Capitalize on the EU-India FTA Right Now

Four strategic moves for Amazon sellers to maximize profitability and gain a competitive edge in the new trade landscape.

01

Audit Your HS Codes Immediately

Review your current product portfolio against the new tariff schedules. Identify which SKUs now qualify for 0% duty and update your landed cost calculations instantly.

02

Diversify Sourcing to India

For Textiles, Leather, and Gems, shift volume from China to India. The 10-15% duty advantage creates an immediate margin buffer that competitors sourcing elsewhere won't have.

03

Launch European Brands in India

Utilize the new quota access for luxury goods, cosmetics, and food products. The Indian middle class is the next big growth engine for premium European consumer brands.

04

Secure Supplier Capacity Early

Factory order books in key Indian hubs (Panipat, Jalandhar, Agra) will fill up fast. Lock in production capacity and negotiate long-term contracts before the rush begins.

Let AI Handle the Heavy Lifting in Your EU-India Sourcing Journey



Instant Supplier Matching

Connect with verified manufacturers in India's duty-free zones and European industrial hubs instantly.



Automated Tariff Analysis

Instantly calculate landed costs with the new FTA rates, identifying the most profitable SKUs for your portfolio.



Compliance Verification

Ensure your products meet strict EU CE norms or India's BIS standards automatically before you ship.



Smart Negotiation

Use AI-driven price benchmarking to negotiate the best factory rates, leveraging real-time market data.



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POWERED BY BUYHIVE



Ready to Source Smarter?

The EU-India FTA opens a new era of trade opportunities.

Let AI handle the complexity of compliance, tariffs, and supplier discovery.

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