

# Buttermilk Market in India: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2024-2032

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## Abstracts

The buttermilk market in India size reached INR 162.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach INR 819.4 Billion by 2032, exhibiting a growth rate (CAGR) of 19.1% during 2024-2032. The growing demand for healthy and natural beverages, wide availability through various distribution channels, and rising health consciousness among individuals represent some of the key factors driving the market.

Buttermilk, also known as chaach, is produced by churning fresh or pasteurized milk. It comprises water, milk sugar lactose, and milk protein casein and is a rich source of potassium, calcium, phosphorus, riboflavin, prebiotics, protein, pantothenic acid, and vitamins A and D. It is cost-effective, safe, convenient, sour in taste, and thicker as compared to milk. It improves digestive health, reduces blood pressure, and boosts the production of antibodies that strengthen the immune system. It assists in lowering cholesterol and triglyceride levels, maintaining bone strength, and preventing degenerative bone diseases, such as osteoporosis. Besides this, it may have anti-inflammatory effects on the skin cells of the mouth and improve oral health. It also minimizes inflammation and decreases the risk of developing chronic disorders, such as diabetes, cancer, and heart diseases. As it is widely utilized to produce pancakes, waffles, breads, biscuits, and muffins, the demand for buttermilk is rising in India.

### Buttermilk Market in India Trends:

At present, the increasing utilization of buttermilk, as it promotes satiety and reduces appetite among individuals, represents one of the key factors supporting the growth of the market in India. Apart from this, the growing demand for buttermilk due to the increasing preferences for natural and healthy beverages among the masses is

positively influencing the market in the country. Additionally, the rising popularity of buttermilk, as it is easily available in single serve packaging, is impelling the growth of the market. Besides this, the increasing demand for flavored buttermilk that has curry leaves, pepper, ginger, and cumin seeds with an increased shelf life is propelling the growth of the market in the country. In addition, the rising adoption of buttermilk to make numerous ice creams and dairy-based sauces is offering lucrative growth opportunities to industry investors. Moreover, the growing consumption of buttermilk due to the increasing health consciousness and changing dietary patterns is offering a favorable market outlook. In line with this, the wide availability of buttermilk through online and offline distribution channels in the country is bolstering the growth of the market. Furthermore, the increasing demand for buttermilk, as it prevents dehydration and maintains water balance in the body, is contributing to the growth of the market in India.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the buttermilk market in India, along with forecasts at the country and state levels from 2024-2032. Our report has categorized the market based on sector.

#### Sector Insights:

Retail

Institutional

The report has provided a detailed breakup and analysis of the buttermilk market in India based on the sector. This includes retail and institutional. According to the report, retail represented the largest segment.

#### States Insights:

Karnataka

Maharashtra

Tamil Nadu

Delhi

Gujarat

Andhra Pradesh and Telangana

Uttar Pradesh

West Bengal

Kerala

Haryana  
Punjab  
Rajasthan  
Madhya Pradesh  
Bihar  
Orissa

The report has also provided a comprehensive analysis of all the major regional markets, which include Karnataka, Maharashtra, Tamil Nadu, Delhi, Gujarat, Andhra Pradesh and Telangana, Uttar Pradesh, West Bengal, Kerala, Haryana, Punjab, Rajasthan, Madhya Pradesh, Bihar, and Orissa. According to the report, Tamil Nadu was the largest market for buttermilk market in India. Some of the factors driving the Tamil Nadu buttermilk market in India included the growing preference for healthy and natural beverage, wide availability through online and offline distribution channels, rising health consciousness among individuals in the state, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the buttermilk market in India. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include GCMF, KMF, Mother Dairy, RCDF and Hatsun. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report

1. What was the size of the buttermilk market in India in 2023?
2. What is the expected growth rate of the buttermilk market in India during 2024-2032?
3. What has been the impact of COVID-19 on the buttermilk market in India?
4. What are the key factors driving the buttermilk market in India?
5. What is the breakup of the buttermilk market in India based on the sector?
6. What are the key regions in the buttermilk market in India?
7. Who are the key players/companies in the buttermilk market in India?

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