

Cheese Market in India Report by Type (Processed Cheese, Mozzarella, Cheddar, Emmental, Ricotta, and Others), Format (Slices, Diced/Cubes, Shredded, Blocks, Liquid, Cr?me, Cheese Spreads), Application (Pizzas, Burgers, Sandwiches, Wraps, Cakes, and Others), Retail/Institutional (Retail, Institutional), and Region 2024-2032

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Abstracts

The cheese market in India size reached INR 88.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach INR 512.1 Billion by 2032, exhibiting a growth rate (CAGR) of 20.9% during 2024-2032.

India is currently the world's largest producer of milk owing to which the cheese market holds significant growth potential. With the rising influence of western cuisines and inflating disposable incomes, consumers are now shifting from paneer towards cheese, thereby increasing its demand in the country. In addition to this, manufacturers are introducing a number of flavored cheese products including pepper, garlic, red chili flakes, and oregano pickle, which cater to the different tastes and preferences of consumers in India.

Cheese Market in India: Drivers

Although cheese is extensively used in fast food items like pasta, pizzas, burgers, sandwiches, wraps, tacos, cakes, garlic bread, etc., it is also being included in traditional Indian recipes such as dosa, uttapam and parathas. With the growing working population and their altering food patterns, the fast food industry is experiencing a healthy growth which, in turn, is augmenting the demand for cheese. Apart from this, with an increase in the number of organized retail outlets, numerous global players are

now investing in the Indian cheese market. Moreover, several manufacturers are engaging in marketing campaigns through different advertising media like newspapers, televisions and social media platforms to increase awareness among consumers about the benefits of cheese. These factors are anticipated to boost the consumption of cheese in the upcoming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India cheese market report, along with forecasts at the country and state level from 2024-2032. Our report has categorized the market based on type, format, application and retail/institutional.

Breakup by Type:

Processed Cheese

Mozzarella

Cheddar

Emmental

Ricotta

Others

On the basis of type, the market has been divided into processed cheese, mozzarella, cheddar, Emmental, ricotta and others. At present, processed cheese represents the most popular product type in India.

Breakup by Format:

Slices

Diced/Cubes

Shredded

Blocks

Liquid

Cr?me

Cheese Spreads

Based on format, the market has been classified into slices, diced/cubes, shredded, blocks, liquid, cr?me and cheese spreads. Amongst these, cheese slices hold the dominant share as they are widely used in homes and restaurants for preparing sandwiches and burgers.

Breakup by Application:

- Pizzas
- Burgers
- Sandwiches
- Wraps
- Cakes
- Others

On the basis of application, the market has been segregated as pizzas, burgers, sandwiches, wraps, cakes, and others. Currently, pizza represents the leading application area of cheese, accounting for the majority of the market share.

Breakup by Retail/Institutional:

- Retail
- Institutional

The cheese market in India has been bifurcated into retail and institutional sectors, wherein the institutional sector exhibits a clear dominance in the market. Cheese is supplied to food service chains and restaurants for use in various preparations.

Regional Insights:

- Karnataka
- Maharashtra
- Tamil Nadu
- Delhi
- Gujarat
- Andhra Pradesh and Telangana
- Uttar Pradesh
- West Bengal
- Kerala
- Haryana
- Punjab
- Rajasthan
- Madhya Pradesh
- Bihar

Orissa

On a geographical front, Maharashtra enjoys the leading position in the cheese market in India. Other regions include Karnataka, Tamil Nadu, Delhi, Gujarat, Andhra Pradesh and Telangana, Uttar Pradesh, West Bengal, Kerala, Haryana, Punjab, Rajasthan, Madhya Pradesh, Bihar and Orissa.

Competitive Landscape:

The cheese market in India is highly concentrated in nature with the presence of only a few large manufacturers, such as GCMMF, Parag Milk Foods, Britannia and Mother Dairy. These players compete against one another in terms of prices and quality.

Key Questions Answered in This Report

1. What was the size of the cheese market in India in 2023?
2. What is the expected growth rate of the cheese market in India during 2024-2032?
3. What are the key factors driving the cheese market in India?
4. What has been the impact of COVID-19 on the cheese market in India?
5. What is the breakup of the cheese market in India based on the type?
6. What is the breakup of the cheese market in India based on the format?
7. What is the breakup of the cheese market in India based on application?
8. What is the breakup of the cheese market in India based on the retail/institutional?
9. What are the key regions in the cheese market in India?
10. Who are the key players/companies in the cheese market in India?

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