

# Dairy Industry in Haryana: Market Size, Growth, Prices, Segments, Cooperatives, Private Dairies, Procurement and Distribution

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## Abstracts

IMARC Group's latest report, titled "Dairy Industry in Haryana: Market Size, Growth, Prices, Segments, Cooperatives, Private Dairies, Procurement and Distribution", offers an in-depth analysis of the Haryana dairy market. The milk production in Haryana mainly consists of cow and buffalo milk. According to the report, the Haryana dairy market size reached INR 515.3 Billion in 2022.

Based on the product type, this report has categorized the Haryana dairy market into 18 major product segments:

- Liquid Milk
- Ghee
- Curd
- Paneer
- Ice-Cream
- Table Butter
- Skimmed Milk Powder
- Frozen/Flavoured Yoghurt
- Fresh Cream
- Lassi
- Butter Milk
- Cheese
- Flavoured Milk
- UHT Milk
- Dairy Whitener
- Sweet Condensed Milk

## Infant Food

### Malt Based Beverages

For each of the product segments, the report provides a thorough analysis of the current and historical value and volume trends, market share of key players and market forecast. Currently, liquid milk represents the biggest product segment in Haryana, accounting for majority of the total market share. Some of the fastest growing segments include frozen/flavoured yoghurt, cheese, UHT milk, flavoured milk and butter milk. The competitive landscape of Haryana's dairy market has also been examined in this report. Some of the major players covered in the report include HDDCF (Vita), Mother Dairy, GCMMF (Amul), Modern Dairy and Kwality Dairy. Looking forward, IMARC Group expects the Haryana dairy market to reach INR 1,113.3 Billion by 2028, exhibiting a growth rate (CAGR) of 13.5% during 2023-2028.

The study provides a detailed evaluation of the dairy market landscape in Haryana, covering the current, historical and future trends for milk production, milk production by cattle, milk procurement prices, etc. The report also offers SWOT, Value Chain and Porter's Five Forces analysis of Haryana dairy market along with market segmentation by product type and an analysis of the competitive landscape. The study is based on both desk research and multiple waves of qualitative primary research. In order to provide a clearer picture, the report also presents this information in the form of a dynamic excel model where users can analyse the entire information and also change various inputs according to their requirements. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Haryana dairy market in any manner.

#### Key Questions Answered in This Report

1. What was the size of the dairy industry in Haryana in 2022?
2. What is the expected growth rate of the dairy industry in Haryana during 2023-2028?
3. What are the key factors driving the dairy industry in Haryana?
4. What has been the impact of COVID-19 on the dairy industry in Haryana?
5. What is the breakup of the dairy industry in Haryana based on the product type?
6. Who are the key players/companies in the dairy industry in Haryana?

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