

Dairy Industry in India: 2013-2019

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Abstracts

Dairy activities have traditionally been integral to India's rural economy. The country is the world's largest producer of dairy products and also their largest consumer. Almost its entire produce is consumed in the domestic market and the country is neither an importer nor an exporter, except in a marginal sense.

Despite being the world's largest producer, the dairy sector is by and large in the primitive stage of development and modernization. Though India may boast of a 200 million cattle population, the average output of an Indian cow is only one seventh of its American counterpart. Indian breeds of cows are considered inferior in terms of productivity. Moreover, the sector is plagued with various other impediments like shortage of fodder, its poor quality, dismal transportation facilities and a poorly developed cold chain infrastructure. As a result, the supply side lacks in elasticity that is expected of it.

On the demand side, the situation is buoyant. With the sustained growth of the Indian economy and a consequent rise in the purchasing power during the last two decades, more and more people today are able to afford milk and various other dairy products. This trend is expected to continue with the sector experiencing a robust growth in demand in the short and medium run. If the impediments in the way of growth and development are left unaddressed, India is likely to face a serious supply - demand mismatch and it may gradually turn into a substantial importer of milk and milk products.

Fortunately, the government and other stakeholders seem to be alive to the situation and efforts to increase milk production have been intensified. Transformations in the sector are being induced by factors like newfound interest on the part of the organized sector, new markets, easy credit facilities, dairy friendly policies by the government, etc. Dairy farming is now evolving from just an agrarian way of life to a professionally managed industry – the Indian dairy industry. With these positive signals, there is hope

that the sector may eventually march towards another white revolution.

IMARC Group, one of the world's leading research and advisory firms, has come up with its new report entitled "Dairy Industry in India: 2013-2019", which is the third edition of our highly acclaimed publication. The study is an outcome of an intensive research of the Indian dairy industry that draws upon a comprehensive analysis of every major dairy segment in India. The study, which is based both on desk research and four waves of qualitative primary research, has delved deeply into the following aspects of the Indian dairy market:

Comprehensive situation analysis of the Indian dairy market and its dynamics:

Segments covered: Milk, UHT Milk, Flavoured Milk, Curd, Frozen & Flavoured Yoghurts, Probiotic Products, Lassi, Buttermilk, Butter, Ghee, Paneer, Cheese, Khoya, Skimmed Milk Powder, Dairy Whiteners and Ice Cream

Focus of the analysis in each segment:

Drivers and challenges in each market

Historical, current and future sales trends

Historical, current and future volume trends

Historical, current and future price trends

Size and analysis of the organized and unorganized markets

Structure of the market

Key players and products available in these markets

Understanding India's Foreign Trade in the Dairy Industry

Segments covered: All major dairy segments

Focus of the analysis in each segment:

Import volumes

Import values

Export volumes

Export values

Understanding Milk Procurement and Distribution in India

Focus of the analysis

Milk procurement models of private dairies and cooperatives

Milk procurement prices in India

Milk distribution models of private dairies and cooperatives

Understanding the Technical and Financial Requirements of Setting up a Dairy Plant

Focus of the analysis

Cost of setting up a dairy plant in India

Loans and financing

Techno - economic parameters

Expected income and expenditures

Understanding the current landscape of natural colouration in dairy products

Classes Covered: Butter, Cheese, Yoghurt, Margarine, Flavored Milk and Ice Cream

Focus of the analysis:

Size of the natural colouration market in India

Key drivers and challenges in the market

Usage of natural colouration in dairy products

Understanding the Government Policies in the Dairy Sector

Focus of the analysis:

Regulatory framework

Government initiatives

Duty structure

Information Sources:

Information has been sourced from both primary and secondary sources:

Primary sources include industry surveys and face to face/telephone interviews with consumers and industry experts.

Secondary sources include proprietary databases and search engines. These sources include company websites and reports, books, trade journals, magazines, white papers, industry portals, government sources and access to more than 4000 paid databases

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