

Dairy Industry in India 2018 Edition: Market Size, Growth, Prices, Segments, Cooperatives, Private Dairies, Procurement and Distribution

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Abstracts

India has been the leading producer and consumer of dairy products worldwide since 1998 with a sustained growth in the availability of milk and milk products. Dairy activities form an essential part of the rural Indian economy, serving as an important source of employment and income. India also has the largest bovine population in the world. However, the milk production per animal is significantly low as compared to the other major dairy producers. Moreover, nearly all of the dairy produce in India is consumed domestically, with the majority of it being sold as fluid milk. On account of this, the Indian dairy industry holds tremendous potential for value-addition and overall development. According to the latest report by IMARC Group, titled "Dairy Industry in India 2018 Edition: Market Size, Growth, Prices, Segments, Cooperatives, Private Dairies, Procurement and Distribution", the dairy market in India reached a value of INR 7,916 Billion in 2017.

Along with offering profitable business opportunities, the dairy industry in India serves as a tool of socio-economic development. Keeping this in view, the Government of India has introduced various schemes and initiatives aimed at the development of the dairy sector in the country. For instance, the "National Dairy Programme (Phase-I)" aims to improve cattle productivity and increase the production of milk expanding and strengthening and expanding the rural milk procurement infrastructure and provide greater market access to the farmers. On the other hand, the private participation in the Indian dairy sector has also increased over the past few years. Both national and international players are entering the dairy industry, attracted by the size and potential of the Indian market. The focus is being given to value-added products such as cheese, yogurt, probiotic drinks, etc. They are also introducing innovative products keeping in mind the specific requirements of the Indian consumers. These players are also



improving their milk procurement network which is further facilitating the development of the dairy industry in India. Looking forward, the market is expected to reach a value of INR 18,599 Billion by 2023, exhibiting a CAGR of around 15% during 2018-2023.

The report by IMARC Group is the fifth edition of their highly acclaimed publication on the Indian dairy industry. The study is the result of an extensive research of the Indian dairy industry that draws upon a comprehensive analysis of every major dairy segment in India. The report is based both on secondary research and multiple waves of qualitative primary research and has delved deeply into the following aspects of the Indian dairy market:

All-inclusive situation analysis of the Indian dairy industry and its dynamics:

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

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
Challenges of milk procurement and distribution in India

Understanding the Technical and Financial Requirements for 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 Government Policies in the Dairy Sector

Focus of the analysis:

Regulatory framework Government initiatives Duty structure

Evaluation of all Major Cooperatives and Private Dairies in India

Focus of the analysis:

Organization Overview
Financials and Processing Capacity
Product Portfolio



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