

# Dairy Industry in India 2023 Edition: Market Size, Growth, Prices, Segments, Cooperatives, Private Dairies, Procurement and Distribution

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## Abstracts

The dairy market in India size reached INR 14,899.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach INR 31,185.7 Billion by 2028, exhibiting a growth rate (CAGR) of 13.2% during 2023-2028.

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.

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.

The report by IMARC Group is the latest 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: Liquid Milk, UHT Milk, Flavoured Milk, Curd, Flavoured & Frozen Yoghurts, Probiotic Dairy Products, Lassi, Butter Milk, Table Butter, Ghee, Paneer, Cheese, Khoya, Cream, Skimmed Milk Powder, Dairy Whitener, Sweet Condensed Milk, Ice Cream, Whey, A2 Milk, Organic Milk, Milk Shake and Dairy Sweets.

Focus of the Analysis in Each Segment:

- Drivers and challenges in each market
- Impact of COVID-19 on the industry
- 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

Regions Covered: Karnataka, Maharashtra, Tamil Nadu, Delhi, Gujarat, Andhra Pradesh and Telangana, Uttar Pradesh, West Bengal, Kerala, Haryana, Punjab, Rajasthan, Madhya Pradesh, Bihar, and Orissa.

Focus of the Analysis in Each Region:

- Key Drivers and challenges in each region
- Historical, current and future sales trends
- Market breakup by key products in each region
- Key players operating 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

Key Questions Answered in This Report

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

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