

# **Dairy Industry in Kerala: 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 Kerala: Market Size, Growth, Prices, Segments, Cooperatives, Private Dairies, Procurement and Distribution", offers an in-depth analysis of the Kerala dairy market. In 2017, the milk production in Kerala reached a volume of XX Billion Litres, growing at a CAGR of XX% during 2010-2017. The state currently represents the twelfth largest dairy market in India. The milk production in Kerala mainly consists of cow milk and buffalo milk. The report's analysis concludes that cow milk dominates the total milk production, accounting for around 98% of the total share. According to the report, the Kerala dairy market is further expected to grow at a CAGR of around XX% during 2018-2023, reaching a volume of XX Billion Litres in 2023.

Based on the product type, this report has categorized the Kerala 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 Kerala, accounting for more than 71% 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 Kerala's dairy market has also been examined in this report. Some of the major players covered in the report include Milma (Kerala Cooperative Milk Market Federation Limited), Malanadu, PDDP (Peoples Dairy Development Project Central Society) and Jeeva.

The study provides a detailed evaluation of the dairy market landscape in Kerala, 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 Kerala 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. 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 Kerala dairy market in any manner.

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