

# **Dairy Industry in Madhya Pradesh: 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 Madhya Pradesh: Market Size, Growth, Prices, Segments, Cooperatives, Private Dairies, Procurement and Distribution", offers an in-depth analysis of the Madhya Pradesh dairy market. The milk production in Madhya Pradesh reached a volume of around 16 Billion Litres. The milk production in Madhya Pradesh mainly consists of cow and buffalo milk. According to the report, the Madhya Pradesh dairy market size reached INR 975.3 Billion in 2022.

Based on the product type, this report has categorized the Madhya Pradesh 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 Madhya Pradesh, accounting for majority of the market share in the region. Some of the fastest growing segments include frozen/flavoured yoghurt, cheese, UHT milk, flavoured milk and butter milk. The competitive landscape of Madhya Pradesh's dairy market has also been examined in this report. Some of the major players covered in the report include GCMMF (Amul), MPCDF (Sanchi), Anit Industries (Sourabh), Pawanshree Food International Ltd., etc. Looking forward, IMARC Group expects the Madhya Pradesh dairy market to reach INR 2,299.3 Billion by 2028, exhibiting a growth rate (CAGR) of 15.37% during 2023-2028.

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

#### Key Questions Answered in This Report

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

## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

### 5 INDIAN DAIRY INDUSTRY

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Market by Organised and Unorganised Segment
- 5.4 Milk Production and Consumption Trends
  - 5.4.1 Current and Historical Trends
  - 5.4.2 Production and Consumption Forecast
- 5.5 Milk Production by State
- 5.6 Milk Production by Cattle
- 5.7 Milk Utilization Patterns in India
- 5.8 Market Forecast

### 6 MADHYA PRADESH DAIRY INDUSTRY

- 6.1 Market Overview

- 6.2 Market Performance
  - 6.2.1 Volume Trends
  - 6.2.2 Value Trends
- 6.3 Impact of COVID-19
- 6.4 Milk Production Trend
  - 6.4.1 Current and Historical Trends
  - 6.4.2 Milk Production Forecast
- 6.5 Milk Production by Cattle
- 6.6 Milk Procurement Price Trends
- 6.7 Market Breakup by Product Type
- 6.8 Market Forecast
- 6.9 SWOT Analysis
  - 6.9.1 Overview
  - 6.9.2 Strengths
  - 6.9.3 Weaknesses
  - 6.9.4 Opportunities
  - 6.9.5 Threats
- 6.10 Value Chain Analysis
  - 6.10.1 Raw Material Procurement
  - 6.10.2 Manufacturing
  - 6.10.3 Marketing
  - 6.10.4 Distribution
  - 6.10.5 Exports
  - 6.10.6 End-Use
- 6.11 Porter's Five Forces Analysis
  - 6.11.1 Overview
  - 6.11.2 Bargaining Power of Buyers
  - 6.11.3 Bargaining Power of Suppliers
  - 6.11.4 Degree of Competition
  - 6.11.5 Threat of New Entrants
  - 6.11.6 Threat of Substitutes
- 6.12 Key Success and Risk Factors

## **7 MARKET BREAKUP BY PRODUCT TYPE**

- 7.1 Liquid Milk
  - 7.1.1 Market Performance
    - 7.1.1.1 Volume Trends
    - 7.1.1.2 Value Trends

- 7.1.2 Market Breakup by Key Players
- 7.1.3 Market Forecast
- 7.2 Ghee
  - 7.2.1 Market Performance
    - 7.2.1.1 Volume Trends
    - 7.2.1.2 Value Trends
  - 7.2.2 Market Breakup by Key Players
  - 7.2.3 Market Forecast
- 7.3 Curd
  - 7.3.1 Market Performance
    - 7.3.1.1 Volume Trends
    - 7.3.1.2 Value Trends
  - 7.3.2 Market Breakup by Key Players
  - 7.3.3 Market Forecast
- 7.4 Paneer
  - 7.4.1 Market Performance
    - 7.4.1.1 Volume Trends
    - 7.4.1.2 Value Trends
  - 7.4.2 Market Breakup by Key Players
  - 7.4.3 Market Forecast
- 7.5 Ice Cream
  - 7.5.1 Market Performance
    - 7.5.1.1 Volume Trends
    - 7.5.1.2 Value Trends
  - 7.5.2 Market Breakup by Key Players
  - 7.5.3 Market Forecast
- 7.6 Table Butter
  - 7.6.1 Market Performance
    - 7.6.1.1 Volume Trends
    - 7.6.1.2 Value Trends
  - 7.6.2 Market Breakup by Key Players
  - 7.6.3 Market Forecast
- 7.7 Skimmed Milk Powder
  - 7.7.1 Market Performance
    - 7.7.1.1 Volume Trends
    - 7.7.1.2 Value Trends
  - 7.7.2 Market Breakup by Key Players
  - 7.7.3 Market Forecast
- 7.8 Frozen/Flavoured Yoghurt

- 7.8.1 Market Performance
  - 7.8.1.1 Volume Trends
  - 7.8.1.2 Value Trends
- 7.8.2 Market Breakup by Key Players
- 7.8.3 Market Forecast
- 7.9 Fresh Cream
  - 7.9.1 Market Performance
    - 7.9.1.1 Volume Trends
    - 7.9.1.2 Value Trends
  - 7.9.2 Market Breakup by Key Players
  - 7.9.3 Market Forecast
- 7.10 Lassi
  - 7.10.1 Market Performance
    - 7.10.1.1 Volume Trends
    - 7.10.1.2 Value Trends
  - 7.10.2 Market Breakup by Key Players
  - 7.10.3 Market Forecast
- 7.11 Butter Milk
  - 7.11.1 Market Performance
    - 7.11.1.1 Volume Trends
    - 7.11.1.2 Value Trends
  - 7.11.2 Market Breakup by Key Players
  - 7.11.3 Market Forecast
- 7.12 Cheese
  - 7.12.1 Market Performance
    - 7.12.1.1 Volume Trends
    - 7.12.1.2 Value Trends
  - 7.12.2 Market Breakup by Key Players
  - 7.12.3 Market Forecast
- 7.13 Flavoured Milk
  - 7.13.1 Market Performance
    - 7.13.1.1 Volume Trends
    - 7.13.1.2 Value Trends
  - 7.13.2 Market Breakup by Key Players
  - 7.13.3 Market Forecast
- 7.14 UHT Milk
  - 7.14.1 Market Performance
    - 7.14.1.1 Volume Trends
    - 7.14.1.2 Value Trends

- 7.14.2 Market Breakup by Key Players
- 7.14.3 Market Forecast
- 7.15 Dairy Whitener
  - 7.15.1 Market Performance
    - 7.15.1.1 Volume Trends
    - 7.15.1.2 Value Trends
  - 7.15.2 Market Breakup by Key Players
  - 7.15.3 Market Forecast
- 7.16 Sweet Condensed Milk
  - 7.16.1 Market Performance
    - 7.16.1.1 Volume Trends
    - 7.16.1.2 Value Trends
  - 7.16.2 Market Breakup by Key Players
  - 7.16.3 Market Forecast
- 7.17 Infant Food
  - 7.17.1 Market Performance
    - 7.17.1.1 Volume Trends
    - 7.17.1.2 Value Trends
  - 7.17.2 Market Breakup by Key Players
  - 7.17.3 Market Forecast
- 7.18 Malt Based Beverages
  - 7.18.1 Market Performance
    - 7.18.1.1 Volume Trends
    - 7.18.1.2 Value Trends
  - 7.18.2 Market Breakup by Key Players
  - 7.18.3 Market Forecast

## **8 COMPETITIVE LANDSCAPE**

- 8.1 Competitive Structure
- 8.2 Market Breakup by Key Players

## **9 KEY PLAYER PROFILES**

## List Of Tables

### LIST OF TABLES

Table 1: India: Dairy Market: Key Industry Highlights, 2022 and 2028

Table 2: India: Milk Production Breakup by State, 2017-18- 2023-24

Table 3: India: Milk Production Breakup by Cattle, 2017-18- 2023-24

Table 4: Madhya Pradesh: Dairy Market: Key Industry Highlights, 2022 and 2028

Table 5: Madhya Pradesh: Dairy Market: Competitive Structure

Table 6: Madhya Pradesh: Dairy Market: Key Players



## List Of Figures

### LIST OF FIGURES

Figure 1: India: Dairy Industry Overview

Figure 2: India: Dairy Market (in Billion INR), 2017-2022

Figure 3: India: Dairy Market: Breakup by Segment (in %), 2022

Figure 4: India: Total Milk Production (in Million Metric Tons), 2017-18- 2023-24

Figure 5: India: Total Milk Consumption (in Million Metric Tons), 2017-18- 2023-24

Figure 6: India: Total Milk Production Forecast (in Million Metric Tons), 2023-24 – 2028-29

Figure 7: India: Total Milk Consumption Forecast (in Million Metric Tons), 2023-24 – 2028-29

Figure 8: India: Milk Utilisation Patterns

Figure 9: India: Dairy Market Forecast (in Billion INR), 2023-2028

Figure 10: Madhya Pradesh: Dairy Industry Overview

Figure 11: Madhya Pradesh: Dairy Market: Volume Trends (in Million Tons), 2017-2022

Figure 12: Madhya Pradesh: Dairy Market: Value Trends (in Billion INR), 2017-2022

Figure 13: Madhya Pradesh: Total Milk Production (in Million Tons), 2017-2022

Figure 14: Madhya Pradesh: Total Milk Production Forecast (in Million Tons), 2023-2028

Figure 15: Madhya Pradesh: Total Milk Production Breakup by Cattle (in %), 2017-2022

Figure 16: Madhya Pradesh: Dairy Market: Milk Procurement Price Trends (in INR/Litre), 2017-2022

Figure 17: Madhya Pradesh: Dairy Market: Breakup by Product Type (in %), 2022

Figure 18: Madhya Pradesh: Dairy Market Forecast: Volume Trends (in Million Tons), 2023-2028

Figure 19: Madhya Pradesh: Dairy Market Forecast: Value Trends (in Billion INR), 2023-2028

Figure 20: Madhya Pradesh: Dairy Industry: SWOT Analysis

Figure 21: Madhya Pradesh: Dairy Industry: Value Chain Analysis

Figure 22: Madhya Pradesh: Dairy Industry: Porter's Five Forces Analysis

Figure 23: Madhya Pradesh: Liquid Milk Market: Volume Trends (in Million Tons), 2017-2022

Figure 24: Madhya Pradesh: Liquid Milk Market: Value Trends (in Billion INR), 2017-2022

Figure 25: Madhya Pradesh: Liquid Milk Market: Breakup by Key Players (in %), 2022

Figure 26: Madhya Pradesh: Liquid Milk Market Forecast: Volume Trends (in Million Tons), 2023-2028

Figure 27: Madhya Pradesh: Liquid Milk Market Forecast: Value Trends (in Billion INR), 2023-2028

Figure 28: Madhya Pradesh: Ghee Market: Volume Trends (in '000 Tons), 2017-2022

Figure 29: Madhya Pradesh: Ghee Market: Value Trends (in Billion INR), 2017-2022

Figure 30: Madhya Pradesh: Ghee Market: Breakup by Key Players (in %), 2022

Figure 31: Madhya Pradesh: Ghee Market Forecast: Volume Trends (in '000 Tons), 2023-2028

Figure 32: Madhya Pradesh: Ghee Market Forecast: Value Trends (in Billion INR), 2023-2028

Figure 33: Madhya Pradesh: Curd Market: Volume Trends (in '000 Tons), 2017-2022

Figure 34: Madhya Pradesh: Curd Market: Value Trends (in Billion INR), 2017-2022

Figure 35: Madhya Pradesh: Curd Market: Breakup by Key Players (in %), 2022

Figure 36: Madhya Pradesh: Curd Market Forecast: Volume Trends (in '000 Tons), 2023-2028

Figure 37: Madhya Pradesh: Curd Market Forecast: Value Trends (in Billion INR), 2023-2028

Figure 38: Madhya Pradesh: Paneer Market: Volume Trends (in '000 Tons), 2017-2022

Figure 39: Madhya Pradesh: Paneer Market: Value Trends (in Billion INR), 2017-2022

Figure 40: Madhya Pradesh: Paneer Market: Breakup by Key Players (in %), 2022

Figure 41: Madhya Pradesh: Paneer Market Forecast: Volume Trends (in '000 Tons), 2023-2028

Figure 42: Madhya Pradesh: Paneer Market Forecast: Value Trends (in Billion INR), 2023-2028

Figure 43: Madhya Pradesh: Ice-Cream Market: Volume Trends (in '000 Tons), 2017-2022

Figure 44: Madhya Pradesh: Ice-Cream Market: Value Trends (in Billion INR), 2017-2022

Figure 45: Madhya Pradesh: Ice-Cream Market: Breakup by Key Players (in %), 2022

Figure 46: Madhya Pradesh: Ice-Cream Market Forecast: Volume Trends (in '000 Tons), 2023-2028

Figure 47: Madhya Pradesh: Ice-Cream Market Forecast: Value Trends (in Billion INR), 2023-2028

Figure 48: Madhya Pradesh: Table Butter Market: Volume Trends (in Million Tons), 2017-2022

Figure 49: Madhya Pradesh: Table Butter Market: Value Trends (in Billion INR), 2017-2022

Figure 50: Madhya Pradesh: Table Butter Market: Breakup by Key Players (in %), 2022

Figure 51: Madhya Pradesh: Table Butter Market Forecast: Volume Trends (in Million Tons), 2023-2028

Figure 52: Madhya Pradesh: Table Butter Market Forecast: Value Trends (in Billion INR), 2023-2028

Figure 53: Madhya Pradesh: Skimmed Milk Powder Market: Volume Trends (in Million Tons), 2017-2022

Figure 54: Madhya Pradesh: Skimmed Milk Powder Market: Value Trends (in Billion INR), 2017-2022

Figure 55: Madhya Pradesh: Skimmed Milk Powder Market: Breakup by Key Players (in %), 2022

Figure 56: Madhya Pradesh: Skimmed Milk Powder Market Forecast: Volume Trends (in Million Tons), 2023-2028

Figure 57: Madhya Pradesh: Skimmed Milk Powder Market Forecast: Value Trends (in Billion INR), 2023-2028

Figure 58: Madhya Pradesh: Frozen/Flavoured Yoghurt Market: Volume Trends (in Million Tons), 2017-2022

Figure 59: Madhya Pradesh: Frozen/ Flavoured Yoghurt Market: Value Trends (in Billion INR), 2017-2022

Figure 60: Madhya Pradesh: Frozen/ Flavoured Yoghurt Market: Breakup by Key Players (in %), 2022

Figure 61: Madhya Pradesh: Frozen/ Flavoured Yoghurt Market Forecast: Volume Trends (in Million Tons), 2023-2028

Figure 62: Madhya Pradesh: Frozen/ Flavoured Yoghurt Market Forecast: Value Trends (in Billion INR), 2023-2028

Figure 63: Madhya Pradesh: Fresh Cream Market: Volume Trends (in Million Tons), 2017-2022

Figure 64: Madhya Pradesh: Fresh Cream Market: Value Trends (in Billion INR), 2017-2022

Figure 65: Madhya Pradesh: Fresh Cream Market: Breakup by Key Players (in %), 2022

Figure 66: Madhya Pradesh: Fresh Cream Market Forecast: Volume Trends (in Million Tons), 2023-2028

Figure 67: Madhya Pradesh: Fresh Cream Market Forecast: Value Trends (in Billion INR), 2023-2028

Figure 68: Madhya Pradesh: Lassi Market: Volume Trends (in Million Tons), 2017-2022

Figure 69: Madhya Pradesh: Lassi Market: Value Trends (in Billion INR), 2017-2022

Figure 70: Madhya Pradesh: Lassi Market: Breakup by Key Players (in %), 2022

Figure 71: Madhya Pradesh: Lassi Market Forecast: Volume Trends (in Million Tons), 2023-2028

Figure 72: Madhya Pradesh: Lassi Market Forecast: Value Trends (in Billion INR), 2023-2028

Figure 73: Madhya Pradesh: Butter Milk Market: Volume Trends (in Million Tons),

2017-2022

Figure 74: Madhya Pradesh: Butter Milk Market: Value Trends (in Billion INR),  
2017-2022

Figure 75: Madhya Pradesh: Butter Milk Market: Breakup by Key Players (in %), 2022

Figure 76: Madhya Pradesh: Butter Milk Market Forecast: Volume Trends (in Million  
Tons), 2023-2028

Figure 77: Madhya Pradesh: Butter Milk Market Forecast: Value Trends (in Billion INR),  
2023-2028

Figure 78: Madhya Pradesh: Cheese Market: Volume Trends (in Million Tons),  
2017-2022

Figure 79: Madhya Pradesh: Cheese Market: Value Trends (in Billion INR), 2017-2022

Figure 80: Madhya Pradesh: Cheese Market: Breakup by Key Players (in %), 2022

Figure 81: Madhya Pradesh: Cheese Market Forecast: Volume Trends (in Million Tons),  
2023-2028

Figure 82: Madhya Pradesh: Cheese Market Forecast: Value Trends (in Billion INR),  
2023-2028

Figure 83: Madhya Pradesh: Flavoured Milk Market: Volume Trends (in Million Tons),  
2017-2022

Figure 84: Madhya Pradesh: Flavoured Milk Market: Value Trends (in Billion INR),  
2017-2022

Figure 85: Madhya Pradesh: Flavoured Milk Market: Breakup by Key Players (in %),  
2022

Figure 86: Madhya Pradesh: Flavoured Milk Market Forecast: Volume Trends (in Million  
Tons), 2023-2028

Figure 87: Madhya Pradesh: Flavoured Milk Market Forecast: Value Trends (in Billion  
INR), 2023-2028

Figure 88: Madhya Pradesh: UHT Milk Market: Volume Trends (in Million Tons),  
2017-2022

Figure 89: Madhya Pradesh: UHT Milk Market: Value Trends (in Billion INR), 2017-2022

Figure 90: Madhya Pradesh: UHT Milk Market: Breakup by Key Players (in %), 2022

Figure 91: Madhya Pradesh: UHT Milk Market Forecast: Volume Trends (in Million  
Tons), 2023-2028

Figure 92: Madhya Pradesh: UHT Milk Market Forecast: Value Trends (in Billion INR),  
2023-2028

Figure 93: Madhya Pradesh: Dairy Whitener Market: Volume Trends (in Million Tons),  
2017-2022

Figure 94: Madhya Pradesh: Dairy Whitener Market: Value Trends (in Billion INR),  
2017-2022

Figure 95: Madhya Pradesh: Dairy Whitener Market: Breakup by Key Players (in %),

2022

Figure 96: Madhya Pradesh: Dairy Whitener Market Forecast: Volume Trends (in Million Tons), 2023-2028

Figure 97: Madhya Pradesh: Dairy Whitener Market Forecast: Value Trends (in Billion INR), 2023-2028

Figure 98: Madhya Pradesh: Sweet Condensed Milk Market: Volume Trends (in Million Tons), 2017-2022

Figure 99: Madhya Pradesh: Sweet Condensed Milk Market: Value Trends (in Billion INR), 2017-2022

Figure 100: Madhya Pradesh: Sweet Condensed Milk Market: Breakup by Key Players (in %), 2022

Figure 101: Madhya Pradesh: Sweet Condensed Milk Market Forecast: Volume Trends (in Million Tons), 2023-2028

Figure 102: Madhya Pradesh: Sweet Condensed Milk Market Forecast: Value Trends (in Billion INR), 2023-2028

Figure 103: Madhya Pradesh: Infant Food Market: Volume Trends (in Million Tons), 2017-2022

Figure 104: Madhya Pradesh: Infant Food Market: Value Trends (in Billion INR), 2017-2022

Figure 105: Madhya Pradesh: Infant Food Market: Breakup by Key Players (in %), 2022

Figure 106: Madhya Pradesh: Infant Food Market Forecast: Volume Trends (in Million Tons), 2023-2028

Figure 107: Madhya Pradesh: Infant Food Market Forecast: Value Trends (in Billion INR), 2023-2028

Figure 108: Madhya Pradesh: Malt based Beverages Market: Volume Trends (in Million Tons), 2017-2022

Figure 109: Madhya Pradesh: Malt based Beverages Market: Value Trends (in Billion INR), 2017-2022

Figure 110: Madhya Pradesh: Malt based Beverages Market: Breakup by Key Players (in %), 2022

Figure 111: Madhya Pradesh: Malt based Beverages Market Forecast: Volume Trends (in Million Tons), 2023-2028

Figure 112: Madhya Pradesh: Malt based Beverages Market Forecast: Value Trends (in Billion INR), 2023-2028?

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