

# Dairy Industry in Maharashtra: 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 Maharashtra: Market Size, Growth, Prices, Segments, Cooperatives, Private Dairies, Procurement and Distribution", offers an in-depth analysis of the Maharashtra dairy market. In 2017, the milk production in Maharashtra reached a volume of XX Billion Litres, growing at a CAGR of XX% during 2010-2017. The state currently represents the largest dairy market in India. The milk production in Maharashtra mainly consists of cow and buffalo milk. The report's analysis concludes that cow milk dominates the total milk production, accounting for around 58% of the total share. According to the report, the Maharashtra dairy market is further expected to grow at a CAGR of XX% during 2018-2023, reaching a volume of XX Billion Litres by 2023.

Based on the product type, this report has categorized the Maharashtra 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 Maharashtra, accounting for around 57% of the total market share. Some of the fastest growing segments include frozen/flavoured yoghurt, cheese, UHT milk, probiotic milk drinks and flavoured milk. The competitive landscape of Maharashtra's dairy market has also been examined in this report. Some of the major players include Amul (Gujarat Co-operative Milk Marketing Federation Ltd), Gokul (Kolhapur Zilla Sahakari Dudh Utpadak Sangh Ltd), Warana (Shree Warana Sahakari Dudh Utpadack Prakriva Sangh Ltd), Mother Dairy and Chitale Dairy.

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

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