

# **Dairy Industry in Orissa: 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 Orissa: Market Size, Growth, Prices, Segments, Cooperatives, Private Dairies, Procurement and Distribution", offers an in-depth analysis of the Orissa dairy market. The milk production in Orissa mainly consists of cow and buffalo milk. According to the report, the Orissa dairy market size reached INR 394.8 Billion in 2022.

Based on the product type, this report has categorized the Orissa 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 Orissa, accounting for majority of the market share. Some of the fastest growing segments include frozen/flavoured yoghurt, cheese, UHT milk, flavoured milk and butter milk. The competitive landscape of Orissa's dairy market has also been examined in this report. Some of the major players covered in the report include Omfed, Milk Mantra and Pragati. Looking forward, IMARC Group expects the Orissa dairy market to reach INR 762.6 Billion by 2028, exhibiting a growth rate (CAGR) of 11.3% during 2023-2028.

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

### Key Questions Answered in This Report

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

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