

Dairy Industry in Punjab: Market Size, Growth, Prices, Segments, Cooperatives, Private Dairies, Procurement and Distribution

<https://marketpublishers.com/r/D0254158C5CEN.html>

Date: July 2023

Pages: 134

Price: US\$ 2,299.00 (Single User License)

ID: D0254158C5CEN

Abstracts

IMARC Group's latest report, titled "Dairy Industry in Punjab: Market Size, Growth, Prices, Segments, Cooperatives, Private Dairies, Procurement and Distribution", offers an in-depth analysis of the Punjab dairy market. The milk production in Punjab mainly consists of cow and buffalo milk. According to the report, the Punjab dairy market size reached INR 491 Billion in 2022. Looking forward, the market is expected to reach INR 1,106 Billion by 2028, exhibiting a growth rate (CAGR) of 14.7% during 2023-2028.

Based on the product type, this report has categorized the Punjab 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 Punjab, accounting for majority of the market share. Some of the fastest growing segments include frozen/flavoured yoghurt, probiotics milk drinks, cheese, UHT milk, flavoured milk. The competitive landscape of Punjab's dairy market has also been examined in this report. Some of the major players covered in the report include Milkfed (Verka), Chanakya Dairy, Amul and Supreme Agro Foods Ltd.

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

Key Questions Answered in This Report

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

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