

Flavoured and Frozen Yoghurt Market in India: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2025-2033

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Abstracts

The flavoured and frozen yoghurt market in India size reached 46.6 Million Litres in 2024. Looking forward, IMARC Group expects the market to reach 154.2 Million Litres by 2033, exhibiting a growth rate (CAGR) of 13.52% during 2025-2033. The rising consumption of low-calorie and healthy desserts, the growing availability of vegan frozen yoghurt with natural flavorings, and increasing number of initiatives by the Government of India to empower the dairy industry represent some of the key factors driving the market in India.

Flavoured and frozen yoghurt is a sweet dessert prepared by fermenting milk with various bacteria, such as *Lactobacillus bulgaricus* and *Streptococcus thermophilus*. It is available in a wide variety of flavors, such as mango, peach, pineapple, berries, chocolate, and butterscotch. It comprises stabilizers and flavorings to enhance and retain its taste for an extensive time period. It has a thick creamy texture and is often consumed as a healthy alternative to ice cream. Flavoured and frozen yoghurt offers protein, carbohydrates, fats, calcium, vitamins A and C, zinc, copper, magnesium, potassium, and iron. It also contains probiotics necessary for maintaining proper gut health, strengthening the immune system, improving lactose metabolism, and preventing the occurrence of diarrhea. It possesses a low glycemic index, which aids in reducing blood sugar levels, losing weight, and decreasing the risk of type 2 diabetes. As it is utilized in the preparation of smoothies, shakes, and yoghurt bowls, the demand for flavoured and frozen yoghurt is rising in India.

India Flavoured and Frozen Yoghurt Market Trends:

At present, there is an increase in the demand for low-calorie, high-protein, and healthy

desserts due to changing consumer preferences. This, coupled with the rising adoption of a healthy lifestyle to maintain fitness levels and reduce the occurrence of chronic diseases, is propelling the growth of the market in India. Besides this, the growing consumption of healthy protein shakes and smoothies among fitness enthusiasts to facilitate muscle repair and increase metabolism is offering a favorable market outlook. In addition, key players operating in the country are introducing flavoured and frozen yoghurts made from various plant-based milk, such as almonds, oat, rice, and soy milk, for vegans and lactose-intolerant individuals. They are also manufacturing flavoured and frozen yoghurts with natural sweeteners instead of processed sugars for diabetic and obese individuals. Apart from this, the rising availability of frozen yoghurt with various organic natural flavorings and fruit extracts is contributing to the growth of the market in India. Additionally, the increasing number of frozen yoghurt chains, along with standalone retailers offering premium quality flavoured and frozen yoghurt in the country, is supporting the growth of the market. Moreover, the rising number of bakeries and cafes serving customers a wide range of flavorful desserts is strengthening the growth of the market. Furthermore, the Government of India is launching various schemes and providing financial assistance to farmers for improving dairy processing and infrastructure development. They are also providing cutting-edge technologies to farmers for genetically enhancing the cattle population and conserving indigenous cattle breeds.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the flavoured and frozen yoghurt market in India, along with forecasts at the country and state levels from 2025-2033.

Regional Insights:

Karnataka

Maharashtra

Tamil Nadu

Delhi

Gujarat

Andhra Pradesh and Telangana

Uttar Pradesh

West Bengal

Kerala

Haryana

Punjab

Rajasthan

Madhya Pradesh

Bihar

Orissa

The report has also provided a comprehensive analysis of all the major regional markets that include Karnataka, Maharashtra, Tamil Nadu, Delhi, Gujarat, Andhra Pradesh and Telangana, Uttar Pradesh, West Bengal, Kerala, Haryana, Punjab, Rajasthan, Madhya Pradesh, Bihar, and Orissa. According to the report, Maharashtra was the largest market for flavoured and frozen yoghurt market in India. Some of the factors driving the Maharashtra flavoured and frozen yoghurt market are the growing health awareness among the masses, increasing demand for dairy products, rising availability of exotic flavoured frozen yoghurt, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the flavoured and frozen yoghurt market in India. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Amul (GCMMF), Mother Dairy, Danone and Nestlé. Kindly note that this only represents a partial list of companies, and the complete list has been

provided in the report.

Key Questions Answered in This Report

- 1.What was the size of the flavored and frozen yoghurt market in India in 2024?
- 2.What is the expected growth rate of the flavored and frozen yoghurt market in India during 2025-2033?
- 3.What has been the impact of COVID-19 on the flavored and frozen yoghurt market in India?
- 4.What are the key factors driving the flavored and frozen yoghurt market in India?
- 5.What are the key regions in the flavored and frozen yoghurt market in India?
- 6.Who are the key players/companies in the flavored and frozen yoghurt market in India?

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