

Ghee Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global ghee market size reached US\$ 49.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 73.5 Billion by 2028, exhibiting a growth rate (CAGR) of 7% during 2023-2028.

Ghee refers to a clarified and unsalted form of butter that is caramelized and transformed into pure fat at a high smoking point. It is a good source of proteins, vitamins, potassium, phosphorus, calcium, selenium, antioxidants, butyric acids, and essential fatty acids, including omega 3 and 6. It provides numerous health benefits, such as improving digestion, boosting brain and heart health, lowering harmful cholesterol levels, and transporting vitamins throughout the body. As it is shelf-stable, rich in aroma and texture, and does not require refrigeration, ghee is widely used as a cooking oil in baked goods or for sauteing and deep-frying vegetables.

Ghee Market Trends:

The growing awareness among consumers about the high nutritional value and associated health benefits of ghee, such as enhancing muscular strength, represents one of the key factors fueling the market growth. Apart from this, ghee is a powerful source of antioxidants and vitamin E, which is vital for skin tightening, maintaining collagen, and preventing wrinkles. This, in confluence with the increasing focus on maintaining fresh and a youthful skin, is contributing to the market growth. Moreover, rising disposable incomes and the growing preferences for packaged food products are catalyzing the demand for premium ghee, which is made using high-quality milk in hygienic and safe conditions to ensure its purity and quality. Besides this, manufacturers in the industry are focusing on improving their production process to extend the shelf life and fortify the ghee with necessary nutrients. This, along with the thriving food and beverage (F&B) industry, is anticipated to provide lucrative growth

opportunities to the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global ghee market report, along with forecasts for the period 2023-2028. Our report has categorized the market based on source, end user and distribution channel.

Breakup by Source:

Cow
Buffalo
Mixed

Cow's milk currently represents the most preferred source of making ghee worldwide, which can be attributed to its high nutritional profile.

Breakup by End User:

Retail
Institutional

The retail sector holds the majority of the market share on account of improved customer retention and engagement.

Breakup by Distribution Channel:

Supermarkets/Hypermarkets
Convenience Stores
Specialty Stores
Online
Others

Convenience stores dominate the market as they are easily accessible, have long operational hours and generally stock their products in small batches compared to other distribution channels.

Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry.

Key Questions Answered in This Report

1. What was the size of the global ghee market in 2022?
2. What is the expected growth rate of the global ghee market during 2023-2028?
3. What are the key factors driving the global ghee market?
4. What has been the impact of COVID-19 on the global ghee market?
5. What is the breakup of the global ghee market based on the source?
6. What is the breakup of the global ghee market based on the end user?
7. What is the breakup of the global ghee market based on the distribution channel?
8. Who are the key players/companies in the global ghee market?

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