

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

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Abstracts

Market Overview 2023-2028:

The ghee market in India size reached INR 2,907 Billion in 2022. Looking forward, IMARC Group expects the market to reach INR 5,137 Billion by 2028, exhibiting a growth rate (CAGR) of 9.84% during 2023-2028.

Ghee is a pure butter fat leftover after the milk solids and water are removed from butter. It is a rich source of proteins, vitamins, carbohydrates, calcium, iron and omega-3 fatty acids. It assists in improving the brain and heart health, and treating inflammation and numerous diseases. Besides this, as it strengthens the immune system, facilitates bowel movement, and prevents chronic cough issues and disorders of the eyes, the consumption of ghee is escalating across India.

India Ghee Market Trends and Drivers:

The rising consumer awareness about the health benefits offered by ghee represents one of the key factors propelling the growth of the market in India. Moreover, it finds applications in the formulation of personal care products as ghee helps neutralize free radicals, nourish the skin, and prevent the early signs of aging. It also aids in treating cracked lips, lightening dark spots, reducing dark circles, and healing minor wounds. Besides this, ghee is considered nutritionally more beneficial than other oils/fats on account of its medium-chain fatty acids content, which is directly absorbed by the liver and burned to supply energy. In addition, it has a stable shelf life due to its antioxidants and low moisture content. This, coupled with the increasing health consciousness and changing dietary patterns of individuals, is catalyzing the demand for ghee in the country. Apart from this, key players operating in India are introducing premium product

variants to expand their existing consumer base. This, along with the rising adoption of eco-friendly product packaging solutions and easy product availability via online and offline organized retail channels, are projected to facilitate market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India ghee market report, along with forecasts at the country and state level from 2023-2028. Our report has categorized the market based on type and, retail and institutional sales.

Breakup by Type:

Cow Ghee
Desi Ghee

Desi ghee currently dominates the market in India as it does not have synthetic fats.

Breakup by Retail and Institutional Sales:

Retail
Institutional

Breakup by Region:

Karnataka
Maharashtra
Tamil Nadu
Delhi
Gujarat
Andhra Pradesh and Telangana
Uttar Pradesh
West Bengal
Kerala
Haryana
Punjab
Rajasthan
Madhya Pradesh
Bihar
Orissa

Uttar Pradesh holds the largest market share in the country as the state government is launching greenfield dairies and constructing cow protection centers to enhance milk production.

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. Some of these players are Gujarat Co-operative Milk Marketing Federation Ltd, Mother Dairy Fruits and Vegetables Pvt. Ltd., SMC Foods Limited, Bhole Baba Dairy Industries Ltd., Rajasthan Cooperative Dairy Federation Ltd (RCDF) and Parag Milk Foods Ltd.

Key Questions Answered in This Report

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

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