

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

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Abstracts

The ice cream market in India size reached INR 194.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach INR 508.4 Billion by 2028, exhibiting a growth rate (CAGR) of 17.5% during 2023-2028.

Originally known as iced cream, ice cream can be defined as a mixture of milk, cream, sugar and other ingredients, that has been frozen into a soft, creamy delight using special techniques. It generally contains stabilizers, like gluten and plant-based gums, which give the mixture a consistent texture. Ice creams also contain milk proteins, such as whey and casein, that absorb the water content and generate micelles for improving the consistency of the product. Some of the common flavors of ice creams include strawberry, vanilla, chocolate, and butterscotch. In India, ice cream is one of the most widely consumed dairy products and is available in varied price ranges.

India Ice Cream Market Trends:

Significant growth in the food and beverage sector, and the presence of a thriving dairy industry represent the key factors creating a positive outlook for the market in India. Moreover, the improvements in cold chain infrastructure, including temperature-controlled storage spaces, procurement of trained operational and servicing personnel, and application of efficient management procedures, are fueling the market growth. Moreover, rising disposable incomes have enabled consumers to afford premium-quality ice creams, which has prompted several international ice cream brands to expand their businesses in India. This, in turn, is acting as a major growth-inducing factor. The rising health consciousness and lactose intolerance amongst the population has prompted manufacturers to introduce preservative-free, genetically modified organism (GMO)-free, dairy-free, fat-free and organic product variants, which is contributing to the market growth further across the country.



Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the ice cream market in India report, along with forecasts at the country and state level from 2023-2028. Our report has categorized the market based on type, flavor, format, end-user and distribution channel.

Breakup by Type:

Impulse Ice Cream Take-Home Ice Cream Artisanal Ice Cream

Based on the type, the market has been bifurcated into impulse, take-home and artisanal ice cream.

Breakup by Flavor:

Chocolate Fruit Vanilla Others

On the basis of the flavor, the market has been segmented as chocolate, fruit, vanilla and others.

Breakup by Format:

Cup
Stick
Cone
Brick
Others

The market has been segregated into cup, stick, cone, brick and others on the basis of format.

Breakup by End-User:



Retail Institutional

Based on the end user, the market has been divided into the retail and institutional segments.

Breakup by Distribution Channel:

General Trade Supermarkets/Hypermarkets Ice cream Parlors Convenience Stores Online Others

The report has classified the market on the basis of the distribution channels into general trade, supermarkets/hypermarkets, ice cream parlors, convenience stores, online and others.

Performance by Regions:

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

Currently, Maharashtra represents the largest market, accounting for nearly 14% of the market share.



Competitive Structure:

The competitive landscape of the Indian ice cream market has also been covered in this report. Some of the prominent players operating in the market include GCMMF, Kwality Walls, Vadilal, Mother Dairy, Hatsun and Cream Bell.

The study gives an in-depth analysis of the ice cream market landscape in India, covering the current, historical and future trends for ice cream production along with its prices. The report also offers SWOT, Value Chain and Porter's Five Forces analysis of the Indian ice cream market along with breakup by segment, region, 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 Indian ice cream industry in any manner.

Key Questions Answered in This Report

- 1. What was the size of the ice cream market in India in 2022?
- 2. What is the expected growth rate of the ice cream market in India during 2023-2028?
- 3. What are the key factors driving the ice cream market in India?
- 4. What has been the impact of COVID-19 on the ice cream market in India?
- 5. What is the breakup of the ice cream market in India based on the type?
- 6. What is the breakup of the ice cream market in India based on the flavor?
- 7. What is the breakup of the ice cream market in India based on the format?
- 8. What is the breakup of the ice cream market in India based on the end-user?
- 9. What is the breakup of the ice cream market in India based on the distribution channel?
- 10. What are the key regions in the ice cream market in India?
- 11. Who are the key players/companies in the ice cream market in India?



Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
- 2.3.1 Primary Sources
- 2.3.2 Secondary Sources
- 2.4 Market Estimation
- 2.4.1 Bottom-Up Approach
- 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 INDIAN DAIRY INDUSTRY

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Market Breakup by Organised and Unorganised Segment
- 5.4 Milk Production and Consumption Trends
- 5.4.1 Current and Historical Trends
- 5.4.2 Production and Consumption Forecast
- 5.5 Milk Production by State
- 5.6 Milk Production by Cattle
- 5.7 Milk Utilization Patterns in India
- 5.8 Market Forecast

6 INDIAN ICE CREAM INDUSTRY

6.1 Market Overview

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



- 6.2 Market Performance
- 6.2.1 Volume Trends
- 6.2.2 Value Trends
- 6.3 Impact of COVID-19
- 6.4 Price Trends
- 6.4.1 Milk Procurement Price Trends
- 6.4.2 Ice Cream Price Trends
- 6.5 Market Breakup by Type
- 6.6 Market Breakup by Flavor
- 6.7 Market Breakup by Format
- 6.8 Market Breakup by End-User
- 6.9 Market Breakup by Distribution Channel
- 6.10 Market Breakup by Region
- 6.11 Market Forecast
- 6.12 SWOT Analysis
- 6.12.1 Strengths
- 6.12.2 Weaknesses
- 6.12.3 Opportunities
- 6.12.4 Threats
- 6.13 Value Chain Analysis
 - 6.13.1 Raw Material Procurement
 - 6.13.2 Manufacturing
 - 6.13.3 Marketing
 - 6.13.4 Distribution
 - 6.13.5 Retailers
 - 6.13.6 End-Users
- 6.14 Porter's Five Forces Analysis
 - 6.14.1 Overview
 - 6.14.2 Bargaining Power of Buyers
 - 6.14.3 Bargaining Power of Suppliers
 - 6.14.4 Degree of Competition
 - 6.14.5 Threat of New Entrants
 - 6.14.6 Threat of Substitutes
- 6.15 Key Success Factors and Risk Factors

7 MARKET BREAKUP BY TYPE

- 7.1 Impulse Ice Cream
 - 7.1.1 Market Trends



7.1.2 Market Forecast
7.2 Take-Home Ice Cream
7.2.1 Market Trends
7.2.2 Market Forecast
7.3 Artisanal Ice Cream
7.3.1 Market Trends
7.3.2 Market Forecast

8 MARKET BREAKUP BY FLAVOR

8.1 Chocolate
8.1.1 Market Trends
8.1.2 Market Forecast
8.2 Fruit
8.2.1 Market Trends
8.2.2 Market Forecast
8.3 Vanilla
8.3.1 Market Trends
8.3.2 Market Forecast
8.4 Others
8.4.1 Market Trends
8.4.2 Market Forecast

9 MARKET BREAKUP BY FORMAT

9.1 Cup
9.1.1 Market Trends
9.1.2 Market Forecast
9.2 Stick
9.2.1 Market Trends
9.2.2 Market Forecast
9.3 Cone
9.3.1 Market Trends
9.3.2 Market Forecast
9.4 Brick
9.4.1 Market Trends
9.4.2 Market Forecast
9.5 Others
9.5.1 Market Trends



9.5.2 Market Forecast

10 MARKET BREAKUP BY END-USER

10.1 Retail

- 10.1.1 Market Trends
- 10.1.2 Market Forecast
- 10.2 Institutional
- 10.2.1 Market Trends
- 10.2.2 Market Forecast

11 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 11.1 General Trade 11.1.1 Market Trends
- 11.1.2 Market Forecast
- 11.2 Supermarkets/Hypermarkets
- 11.2.1 Market Trends
- 11.2.2 Market Forecast
- 11.3 Ice cream Parlors
- 11.3.1 Market Trends
- 11.3.1 Market Henus
- 11.3.2 Market Forecast
- 11.4 Convenience Stores
 - 11.4.1 Market Trends
- 11.4.2 Market Forecast
- 11.5 Online
 - 11.5.1 Market Trends
- 11.5.2 Market Forecast
- 11.6 Others
 - 11.6.1 Market Trends
 - 11.6.2 Market Forecast

12 PERFORMANCE OF KEY REGIONS

- 12.1 Karnataka
 - 12.1.1 Market Performance
 - 12.1.1.1 Volume Trends
 - 12.1.1.2 Value Trends
 - 12.1.2 Competitive Landscape



12.1.3 Market Forecast

- 12.1.3.1 Volume Trends
- 12.1.3.2 Value Trends
- 12.2 Maharashtra
 - 12.2.1 Market Performance
 - 12.2.1.1 Volume Trends
 - 12.2.1.2 Value Trends
 - 12.2.2 Competitive Landscape
 - 12.2.3 Market Forecast
 - 12.2.3.1 Volume Trends
 - 12.2.3.2 Value Trends
- 12.3 Tamil Nadu
 - 12.3.1 Market Performance
 - 12.3.1.1 Volume Trends
 - 12.3.1.2 Value Trends
 - 12.3.2 Competitive Landscape
 - 12.3.3 Market Forecast
 - 12.3.3.1 Volume Trends
 - 12.3.3.2 Value Trends
- 12.4 Delhi
 - 12.4.1 Market Performance
 - 12.4.1.1 Volume Trends
 - 12.4.1.2 Value Trends
 - 12.4.2 Competitive Landscape
 - 12.4.3 Market Forecast
 - 12.4.3.1 Volume Trends
 - 12.4.3.2 Value Trends
- 12.5 Gujarat
 - 12.5.1 Market Performance
 - 12.5.1.1 Volume Trends
 - 12.5.1.2 Value Trends
- 12.5.2 Competitive Landscape
- 12.5.3 Market Forecast
- 12.5.3.1 Volume Trends
- 12.5.3.2 Value Trends
- 12.6 Andhra Pradesh and Telangana
 - 12.6.1 Market Performance
 - 12.6.1.1 Volume Trends
 - 12.6.1.2 Value Trends





12.6.2 Competitive Landscape

- 12.6.3 Market Forecast
- 12.6.1.1 Volume Trends
- 12.6.1.2 Value Trends
- 12.7 Uttar Pradesh
 - 12.7.1 Market Performance
 - 12.7.1.1 Volume Trends
 - 12.7.1.2 Value Trends
 - 12.7.2 Competitive Landscape
 - 12.7.3 Market Forecast
 - 12.7.3.1 Volume Trends
 - 12.7.3.2 Value Trends
- 12.8 West Bengal
 - 12.8.1 Market Performance
 - 12.8.1.1 Volume Trends
 - 12.8.1.2 Value Trends
 - 12.8.2 Competitive Landscape
 - 12.8.3 Market Forecast
 - 12.8.3.1 Volume Trends
 - 12.8.3.2 Value Trends
- 12.9 Kerala
 - 12.9.1 Market Performance
 - 12.9.1.1 Volume Trends
 - 12.9.1.2 Value Trends
 - 12.9.2 Competitive Landscape
 - 12.9.3 Market Forecast
 - 12.9.3.1 Volume Trends
 - 12.9.3.2 Value Trends
- 12.10 Haryana
 - 12.10.1 Market Performance
 - 12.10.1.1 Volume Trends
 - 12.10.1.2 Value Trends
 - 12.10.2 Competitive Landscape
 - 12.10.3 Market Forecast
 - 12.10.3.1 Volume Trends
 - 12.10.3.2 Value Trends
- 12.11 Punjab
 - 12.11.1 Market Performance
 - 12.11.1.1 Volume Trends



12.11.1.2 Value Trends

- 12.11.2 Competitive Landscape
- 12.11.3 Market Forecast
- 12.11.3.1 Volume Trends
- 12.11.3.2 Value Trends
- 12.12 Rajasthan
 - 12.12.1 Market Performance
 - 12.12.1.1 Volume Trends
 - 12.12.1.2 Value Trends
 - 12.12.2 Competitive Landscape
- 12.12.3 Market Forecast
- 12.12.3.1 Volume Trends
- 12.12.3.2 Value Trends
- 12.13 Madhya Pradesh
 - 12.13.1 Market Performance
 - 12.13.1.1 Volume Trends
 - 12.13.1.2 Value Trends
- 12.13.2 Competitive Landscape
- 12.13.3 Market Forecast
- 12.13.3.1 Volume Trends
- 12.13.3.2 Value Trends
- 12.14 Bihar
 - 12.14.1 Market Performance
 - 12.14.1.1 Volume Trends
 - 12.14.1.2 Value Trends
 - 12.14.2 Competitive Landscape
 - 12.14.3 Market Forecast
 - 12.14.3.1 Volume Trends
 - 12.14.3.2 Value Trends
- 12.15 Odisha
 - 12.15.1 Market Performance
 - 12.15.1.1 Volume Trends
 - 12.15.1.2 Value Trends
 - 12.15.2 Competitive Landscape
 - 12.15.3 Market Forecast
 - 12.15.3.1 Volume Trends
 - 12.15.3.2 Value Trends

13 COMPETITIVE LANDSCAPE



- 13.1 Competitive Structure
- 13.2 Market breakup of Key Players

14 ICE CREAM MANUFACTURING PROCESS

- 14.1 Product Overview
- 14.2 Detailed Process Flow
- 14.3 Various Types of Unit Operations Involved
- 14.4 Mass Balance and Raw Material Requirements

15 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED

- 15.1 Land Requirements and Expenditures
- 15.2 Construction Requirements and Expenditures
- 15.3 Plant Machinery
- **15.4 Machinery Pictures**
- 15.5 Raw Material Requirements and Expenditures
- 15.6 Raw Material and Final Product Pictures
- 15.7 Packaging Requirements and Expenditures
- 15.8 Transportation Requirements and Expenditures
- 15.9 Utility Requirements and Expenditures
- 15.10 Manpower Requirements and Expenditures
- 15.11 Other Capital Investments

16 LOANS AND FINANCIAL ASSISTANCE

17 PROJECT ECONOMICS

- 17.1 Capital Cost of the Project
- 17.2 Techno-Economic Parameters
- 17.3 Product Pricing and Margins Across Various Levels of the Supply Chain
- 17.4 Taxation and Depreciation
- 17.5 Income Projections
- 17.6 Expenditure Projections
- 17.7 Financial Analysis
- 17.8 Profit Analysis

18 KEY PLAYER PROFILES



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



List Of Tables

LIST OF TABLES

Table 1: India: Dairy Market: Key Industry Highlights, 2022 and 2028 Table 2: India: Milk Production Breakup by State, 2017-18-2022-23 Table 3: India: Milk Production Breakup by Cattle, 2017-18-2022-23 Table 4: India: Ice Cream Market Forecast: Breakup by Type (in Million INR), 2023-2028 Table 5: India: Ice Cream Market Forecast: Breakup by Flavor (in Million INR), 2023-2028 Table 6: India: Ice Cream Market Forecast: Breakup by Format (in Million INR), 2023-2028 Table 7: India: Ice Cream Market Forecast: Breakup by End-User (in Million INR), 2023-2028 Table 8: India: Ice Cream Market Forecast: Breakup by Distribution Channel (in Million INR), 2023-2028 Table 9: India: Ice Cream Market Forecast: Breakup by Region (in Million Litres), 2023-2028 Table 10: India: Ice Cream Market Forecast: Breakup by Region (in Million INR), 2023-2028 Table 11: Ice Cream Manufacturing Plant: Costs Related to Land and Site Development (in INR) Table 12: Ice Cream Manufacturing Plant: Costs Related to Civil Works (in INR) Table 13: Ice Cream Manufacturing Plant: Costs Related to Machinery (in INR) Table 14: Ice Cream Manufacturing Plant: Raw Material Requirements (in Tons/Day) and Expenditure (US\$/Ton) Table 15: Ice Cream Manufacturing Plant: Costs Related to Salaries and Wages (in INR) Table 16: Ice Cream Manufacturing Plant: Costs Related to Other Capital Investments (in INR) Table 17: Details of Financial Assistance Offered by Financial Institutions Table 18: Ice Cream Manufacturing Plant: Capital Costs (in INR) Table 19: Ice Cream Manufacturing Plant: Techno-Economic Parameters Table 20: Ice Cream Manufacturing Plant: Taxation and Depreciation Table 21: Ice Cream Manufacturing Plant: Income Projections (in INR) Table 22: Ice Cream Manufacturing Plant: Expenditure Projections (in INR) Table 23: Ice Cream Manufacturing Plant: Cash Flow Analysis Without Considering the Income Tax Liability



Table 24: Ice Cream Manufacturing Plant: Cash Flow Analysis on Considering the Income Tax Liability

Table 25: Ice Cream Manufacturing Plant: Profit and Loss Account



List Of Figures

LIST OF FIGURES

Figure 1: India: Dairy Industry Overview Figure 2: India: Dairy Market (in Billion INR), 2017-2022 Figure 3: India: Dairy Market: Breakup by Segment (in %), 2022 Figure 4: India: Total Milk Production (in Million Metric Tons), 2017-18 – 2022-23 Figure 5: India: Total Milk Consumption (in Million Metric Tons), 2017-18 – 2022-23 Figure 6: India: Total Milk Production Forecast (in Million Metric Tons), 2023-24 -2028-29 Figure 7: India: Total Milk Consumption Forecast (in Million Metric Tons), 2023-24 -2028-29 Figure 8: India: Milk Utilisation Patterns Figure 9: India: Dairy Market Forecast (in Billion INR), 2023-2028 Figure 10: India: Ice Cream Industry: Major Drivers and Challenges Figure 11: India: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022 Figure 12: India: Ice Cream Market: Value Trends (in Billion INR), 2017-2022 Figure 13: India: Ice Cream Market: Breakup by Type (in %), 2022 Figure 14: India: Ice Cream Market: Breakup by Flavor (in %), 2022 Figure 15: India: Ice Cream Market: Breakup by Format (in %), 2022 Figure 16: India: Ice Cream Market: Breakup by End-User (in %), 2022 Figure 17: India: Ice Cream Market: Breakup by Distribution Channel (in %), 2022 Figure 18: India: Ice Cream Market: Breakup by Region (in %), 2022 Figure 19: India: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028 Figure 20: India: Ice Cream Market Forecast: Value Trends (in Billion INR), 2023-2028 Figure 21: India: Ice Cream Industry: SWOT Analysis Figure 22: India: Ice Cream Industry: Value Chain Analysis Figure 23: India: Ice Cream Industry: Porter's Five Forces Analysis Figure 24: India: Milk Market: Procurement Price Trends (in INR/Litre), 2017-2022 Figure 25: India: Ice Cream Market: Retail Price Trends (in INR/Litre), 2017-2022 Figure 26: India: Impulse Ice Cream Market: Value Trends (in Million INR), 2017 & 2022 Figure 27: India: Impulse Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028 Figure 28: India: Take-Home Ice Cream Market: Value Trends (in Million INR), 2017 & 2022 Figure 29: India: Take-Home Ice Cream Market Forecast: Value Trends (in Million INR),

2023-2028



Figure 30: India: Artisanal Ice Cream Market: Value Trends (in Million INR), 2017 & 2022

Figure 31: India: Artisanal Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 32: India: Chocolate Ice Cream Market: Value Trends (in Million INR), 2017 & 2022

Figure 33: India: Chocolate Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 34: India: Fruit Ice Cream Market: Value Trends (in Million INR), 2017 & 2022 Figure 35: India: Fruit Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 36: India: Vanilla Ice Cream Market: Value Trends (in Million INR), 2017 & 2022 Figure 37: India: Vanilla Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 38: India: Ice Cream (Other Flavors) Market: Value Trends (in Million INR), 2017 & 2022

Figure 39: India: Ice Cream (Other Flavors) Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 40: India: Ice Cream (Cup) Market: Value Trends (in Million INR), 2017 & 2022 Figure 41: India: Ice Cream (Cup) Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 42: India: Ice Cream (Stick) Market: Value Trends (in Million INR), 2017 & 2022 Figure 43: India: Ice Cream (Stick) Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 44: India: Ice Cream (Cone) Market: Value Trends (in Million INR), 2017 & 2022 Figure 45: India: Ice Cream (Cone) Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 46: India: Ice Cream (Brick) Market: Value Trends (in Million INR), 2017 & 2022 Figure 47: India: Ice Cream (Brick) Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 48: India: Ice Cream (Other Formats) Market: Value Trends (in Million INR), 2017 & 2022

Figure 49: India: Ice Cream (Other Formats) Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 50: India: Ice Cream (Retail) Market: Value Trends (in Million INR), 2017 & 2022 Figure 51: India: Ice Cream (Retail) Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 52: India: Ice Cream (Institutional) Market: Value Trends (in Million INR), 2017 & 2022



Figure 53: India: Ice Cream (Institutional) Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 54: India: Ice Cream Market: Sales through General Trade (in Million INR), 2017 & 2022

Figure 55: India: Ice Cream Market Forecast: Sales through General Trade (in Million INR), 2023-2028

Figure 56: India: Ice Cream Market: Sales through Supermarkets/Hypermarkets (in Million INR), 2017 & 2022

Figure 57: India: Ice Cream Market Forecast: Sales through

Supermarkets/Hypermarkets (in Million INR), 2023-2028

Figure 58: India: Ice Cream Market: Sales through Ice cream Parlors (in Million INR), 2017 & 2022

Figure 59: India: Ice Cream Market Forecast: Sales through Ice cream Parlors (in Million INR), 2023-2028

Figure 60: India: Ice Cream Market: Sales through Convenience Stores (in Million INR), 2017 & 2022

Figure 61: India: Ice Cream Market Forecast: Sales through Convenience Stores (in Million INR), 2023-2028

Figure 62: India: Ice Cream Market: Sales through Online Stores (in Million INR), 2017 & 2022

Figure 63: India: Ice Cream Market Forecast: Sales through Online Stores (in Million INR), 2023-2028

Figure 64: India: Ice Cream Market: Sales through Others (in Million INR), 2017 & 2022 Figure 65: India: Ice Cream Market Forecast: Sales through Others (in Million INR), 2023-2028

Figure 66: Karnataka: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022

Figure 67: Karnataka: Ice Cream Market: Value Trends (in Million INR), 2017-2022

Figure 68: Karnataka: Ice Cream Market: Breakup of Key Players (in %), 2022

Figure 69: Karnataka: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028

Figure 70: Karnataka: Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 71: Maharashtra: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022

Figure 72: Maharashtra: Ice Cream Market: Value Trends (in Million INR), 2017-2022

Figure 73: Maharashtra: Ice Cream Market: Breakup of Key Players (in %), 2022

Figure 74: Maharashtra: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028

Figure 75: Maharashtra: Ice Cream Market Forecast: Value Trends (in Million INR),



2023-2028

Figure 76: Tamil Nadu: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022 Figure 77: Tamil Nadu: Ice Cream Market: Value Trends (in Million INR), 2017-2022 Figure 78: Tamil Nadu: Ice Cream Market: Breakup of Key Players (in %), 2022 Figure 79: Tamil Nadu: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028 Figure 80: Tamil Nadu: Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028 Figure 81: Delhi: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022 Figure 82: Delhi: Ice Cream Market: Value Trends (in Million INR), 2017-2022 Figure 83: Delhi: Ice Cream Market: Breakup of Key Players (in %), 2022 Figure 84: Delhi: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028 Figure 85: Delhi: Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028 Figure 86: Gujarat: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022 Figure 87: Gujarat: Ice Cream Market: Value Trends (in Million INR), 2017-2022 Figure 88: Gujarat: Ice Cream Market: Breakup of Key Players (in %), 2022 Figure 89: Gujarat: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028 Figure 90: Gujarat: Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028 Figure 91: Andhra Pradesh and Telangana: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022 Figure 92: Andhra Pradesh and Telangana: Ice Cream Market: Value Trends (in Million INR), 2017-2022 Figure 93: Andhra Pradesh and Telangana: Ice Cream Market: Breakup of Key Players (in %), 2022 Figure 94: Andhra Pradesh and Telangana: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028 Figure 95: Andhra Pradesh and Telangana: Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028 Figure 96: Uttar Pradesh: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022 Figure 97: Uttar Pradesh: Ice Cream Market: Value Trends (in Million INR), 2017-2022 Figure 98: Uttar Pradesh: Ice Cream Market: Breakup of Key Players (in %), 2022 Figure 99: Uttar Pradesh: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028 Figure 100: Uttar Pradesh: Ice Cream Market Forecast: Value Trends (in Million INR),

2023-2028



Figure 101: West Bengal: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022 Figure 102: West Bengal: Ice Cream Market: Value Trends (in Million INR), 2017-2022 Figure 103: West Bengal: Ice Cream Market: Breakup of Key Players (in %), 2022 Figure 104: West Bengal: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028 Figure 105: West Bengal: Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028 Figure 106: Kerala: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022 Figure 107: Kerala: Ice Cream Market: Value Trends (in Million INR), 2017-2022 Figure 108: Kerala: Ice Cream Market: Breakup of Key Players (in %), 2022 Figure 109: Kerala: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028 Figure 110: Kerala: Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028 Figure 111: Haryana: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022 Figure 112: Haryana: Ice Cream Market: Value Trends (in Million INR), 2017-2022 Figure 113: Haryana: Ice Cream Market: Breakup of Key Players (in %), 2022 Figure 114: Haryana: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028 Figure 115: Haryana: Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028 Figure 116: Punjab: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022 Figure 117: Punjab: Ice Cream Market: Value Trends (in Million INR), 2017-2022 Figure 118: Punjab: Ice Cream Market: Breakup of Key Players (in %), 2022 Figure 119: Punjab: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028 Figure 120: Punjab: Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028 Figure 121: Rajasthan: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022 Figure 122: Rajasthan: Ice Cream Market: Value Trends (in Million INR), 2017-2022 Figure 123: Rajasthan: Ice Cream Market: Breakup of Key Players (in %), 2022 Figure 124: Rajasthan: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028 Figure 125: Rajasthan: Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028 Figure 126: Madhya Pradesh: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022

Figure 127: Madhya Pradesh: Ice Cream Market: Value Trends (in Million INR),



2017-2022

Figure 128: Madhya Pradesh: Ice Cream Market: Breakup of Key Players (in %), 2022 Figure 129: Madhya Pradesh: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028

Figure 130: Madhya Pradesh: Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 131: Bihar: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022

Figure 132: Bihar: Ice Cream Market: Value Trends (in Million INR), 2017-2022

Figure 133: Bihar: Ice Cream Market: Breakup of Key Players (in %), 2022

Figure 134: Bihar: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028

Figure 135: Bihar: Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 136: Odisha: Ice Cream Market: Volume Trends (in Million Litres), 2017-2022

Figure 137: Odisha: Ice Cream Market: Value Trends (in Million INR), 2017-2022

Figure 138: Odisha: Ice Cream Market: Breakup of Key Players (in %), 2022

Figure 139: Odisha: Ice Cream Market Forecast: Volume Trends (in Million Litres), 2023-2028

Figure 140: Odisha: Ice Cream Market Forecast: Value Trends (in Million INR), 2023-2028

Figure 141: India: Ice Cream Market: Breakup by Key Players (in %), 2022

Figure 142: Ice Cream Manufacturing Plant: Detailed Process Flow

- Figure 143: Ice Cream Manufacturing: Conversion Rate of Feedstocks
- Figure 144: Ice Cream Manufacturing Plant: Breakup of Capital Costs (in %)

Figure 145: Ice Cream Industry: Profit Margins at Various Levels of the Supply Chain

Figure 146: Ice Cream Production: Manufacturing Cost Breakup (in %)



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