

# India Cheese Market Size, Share, Trends and Forecast by Type, Format, Application, Sales Channel, and State, 2025-2033

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## Abstracts

The India cheese market size was valued at INR 107.54 Billion in 2024. Looking forward, IMARC Group estimates the market to reach INR 593.47 Billion by 2033, exhibiting a CAGR of 19.86% from 2025-2033. The market share is experiencing robust growth, driven by increasing demand for western and fusion cuisines, health-conscious consumer behavior, and the expansion of e-commerce platforms, making cheese more accessible across urban and rural areas.

The expansion of the global India cheese market is fueled by a growing trend for dairy products, which are becoming a common component of the Indian diet. As urbanization intensifies and lifestyles change, amplifying numbers of consumers are switching to western-type diets that involve cheese as part of a very large number of dishes, including pizzas, sandwiches, and bakery items. For instance, in August 2024, Domino's India introduced Cheese Volcano Pizzas, featuring a molten cheese center. This indulgent offering was inspired by growing consumer demand for rich, cheese-filled experiences and received positive feedback. Moreover, the expansion of the higher-disposable-income middle class is also driving the growth of the market, with customers boosting buying premium and imported varieties of cheese. The foodservice industry, and more so the quick-service restaurants, cafes, and fast-food chains, are also growing increasingly popular, contributing significantly to cheese consumption. They often have cheese as an essential ingredient in their offerings, hence boosting demand in the nation. Additionally, an amplifying recognition of the health qualities of cheese, such as high calcium levels, is drawing the attention of health-conscious consumers and driving additional market expansion.

Another important growth driver for the India cheese market growth is the rising demand

for various and creative cheese products. As tastes of consumers become diverse, the market is witnessing spurred production of various cheese types like mozzarella, cheddar, and specialty cheese specific to the needs of locals. For example, in July 2023, Mumbai-based Eleftheria launched Konark, a French-style Tomme with a nutty, umami-rich flavor, reflecting India's shift toward artisanal cheeses that emphasize local terroir and distinct identity. Additionally, Indian cheese exports are also mounting as world demand for Indian cheese rises. Amplified convenience foods, particularly among city dwellers, is another contributor to expansion, with processed cheese and cheese spreads becoming more popular because of convenience. Younger generations, especially in the cities, are also heightening their interest in experimenting with new types of cheese and integrating them into everyday meals. Government initiatives promoting dairy farming, development of dairy infrastructure, and greater availability of cheese products in local and global markets are also favoring the expansion of the market, propelling the long-term growth.

#### India Cheese Market Trends:

##### Increasing Popularity of Western and Fusion Cuisines

One of the strongest trends fueling the expansion of the India cheese market is accelerating popularity of western and fusion food among Indian consumers. With increasing urbanization, more individuals are exposed to international food cultures, especially from western nations, where cheese is a key ingredient in most foods. Pizzas, burgers, sandwiches, and pasta have become usual items in India, with cheese being a key ingredient in these. There is also an upsurge in the use of fusion cuisine, where Indian dishes are being innovatively merged with cheese, presenting fresh and thrilling food experiences. Its inclusion in dishes such as paneer tikka made with cheese or parathas stuffed with cheese is becoming mainstream, enabling consumers to sample both indigenous and global tastes. This trend of embracing western-style cuisine and experimentation with the use of cheese in Indian food is quickly amplifying its demand and opening new avenues for it in daily meals.

##### Health-Conscious Consumer Behavior

A more health-oriented Indian population is also playing an important role in the market for cheese. The growing awareness about the nutritional properties of cheese among consumers, with high protein, calcium, and vitamin content being a few benefits, is positioning cheese as an increasingly functional food that adds balance to one's diet. This trend is particularly evident among younger, health-conscious consumers seeking

healthy snack alternatives, including low-fat or organic cheese products, which are highly available. Moreover, with intensified focus on fitness and well-being, cheese is frequently positioned as a convenient protein source for athletes and fitness enthusiasts. The increasing need for health-enhanced dairy products, such as fortified cheese and reduced-fat cheese, further influences the taste of consumers. Consequently, cheese is now being incorporated into more varied diets, ranging from vegetarian to lactose-free or gluten-free and vegan, to suit the different dietary requirements. For instance, in February 2024, Goodmylk launched its cultured plant-based cheddar, expanding India's vegan cheese market, which is projected to surpass \$47.57M by 2026, alongside brands like Violife, Live Yum Foods, and Soft Spot.

### Growth of E-Commerce and Online Sales Channels

The growing penetration of e-commerce websites in India is having a strong influence on the growth of the cheese market. As online shopping becomes a trendy means for consumers to buy various products, cheese is being sold more and more through digital media, providing convenience and accessibility to many consumers. Online platforms are not just making it easy to get locally made cheese but also international and premium cheese brands that are not easily found in physical retail outlets. The ease of browsing and buying various cheese products online is accessible to a wider demographic, particularly small-town and rural customers. Also, internet websites provide scope for direct marketing and promotion, influencing cheese sales among younger, internet-conscious consumers who are seeking convenience and diversity. Expansion of grocery retailing through the internet and escalating demand for home delivery are anticipated to further help expand India's cheese market over the next few years.

### India Cheese Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the India cheese market, along with forecasts at the country and regional levels from 2025-2033. The market has been categorized based on type, format, application, and sales channel.

### Analysis by Type:

Processed Cheese

Mozzarella

Cheddar

Emmental

Ricotta

Others

Processed cheese is among the top segments in the India cheese market, with mounting demand owing to its flexibility and convenience. As a stable and economical substitute for natural cheese, processed cheese is used extensively across food applications, especially in sandwiches, burgers, and read-to-eat food. The growth of the segment is also being driven by the increasing popularity of quick-service restaurants and fast food, where processed cheese is an important component in several menu offerings. The convenience of a longer shelf life and easy storage are also making processed cheese popular with consumers as well as food producers. The growth in home cooking, especially in the post-pandemic years, has also spurred consumption of processed cheese as home consumers try new recipes at home. As more varieties of processed cheese such as cheese cubes and cheese spread become available, the market registers more variety and innovation in the available products.

Analysis by Format:

Slices

Diced/Cubes

Shredded

Blocks

Liquid

Cr?me

Cheese Spreads

Cheese slices are rapidly gaining traction as a choice within the Indian market for cheese as it is convenient, portable, and highly versatile. Being widely applied across sandwiches, burgers, and wraps, sliced cheese is used by preference for being easily handled and is therefore fast food chains', cafes', and household kitchens' favorite. The accelerating demand for convenient foods and quick meals has also played a major role in the increase in demand for cheese slices, especially among urban consumers. Busy lifestyles have led consumers to turn towards cheese slices since they are easy to consume, take little preparation time, and offer a standard portion size. The introduction of sliced cheese varieties such as low-fat and fortified cheese slices has also made it attractive to health-oriented consumers. Furthermore, the development of new brands with cheese slices available in a host of flavors is assisting in further growing the market. With foodservice outlets still adding cheese slices to their offerings, the category is set to grow further.

#### Analysis by Application:

Pizzas

Burgers

Sandwiches

Wraps

Cakes

Others

Pizzas ranks among the largest drivers of India's cheese market, specifically the boosting popularity of pizzas in the Indian market. Being the centerpiece of the majority of pizzas, cheese plays an important role in determining the kind of preference on the part of consumers. An increasing number of international and national pizza chains has greatly fueled demand for cheese, particularly mozzarella, the choice cheese used on pizzas. The rising disposable income and urbanization have contributed to a transition in consumer food consumption patterns, where pizza is highly being consumed as a quick meal as well as for social occasions. The boosted convenience offered by the growing range of delivery services and online ordering websites has further escalated demand for pizza and in turn, cheese. The ongoing innovation in pizza products,

including the development of new crust varieties and specialty pizzas with distinct cheese combinations, is also fueling the growth of the segment. With the ongoing growth of the pizza market, cheese will continue to be an essential component.

Analysis by Sales Channel:

Retail

Institutional

The institutional segment of the Indian cheese market, which includes bulk purchases by foodservice providers, schools, hospitals, and catering establishments, is expanding due to the increasing demand for cheese-based products in these settings. Wholesale consumption of cheese in institutional kitchen environments, including fast food restaurants, hospitals, and schools, is driving demand for affordable and bulk-quantity cheese products. While the foodservice market expands, demands for quality cheese to be consumed in meals such as sandwiches, pasta, and burgers are on the increase. Institutions, and especially those institutions that handle enormous quantities of meals, tend to use processed cheese and cheese spread due to its long shelf life and easy storage. The expansion of the institutional sector is being fueled by growing investments in the catering and hospitality sectors, which are introducing more cheese products on their menus. Moreover, the spurring demand for healthier dietary choices in institutions is also stimulating the incorporation of low-fat and enriched cheese options into meal planning.

State Analysis:

Karnataka

Maharashtra

Tamil Nadu

Delhi

Gujarat

Andhra Pradesh and Telangana

Uttar Pradesh

West Bengal

Kerala

Haryana

Punjab

Rajasthan

Madhya Pradesh

Bihar

Orissa

Maharashtra is also one of the key states in promoting the development of the India cheese market, especially in metropolitan regions such as Mumbai and Pune, where there has been sustained growth in the demand for cheese. The fact that the state has a very high urban population and rising disposable incomes has made it increasingly demanding of dairy and cheese products. Growing popularity of the food from the West, such as pizzas, burgers, and sandwiches, in cosmopolitan areas in Maharashtra has also emerged as one of the main driving forces of the growth in the cheese consumption market. The state has some fast foods restaurants, cafes, and hotels, which greatly utilize cheese within their offerings and therefore help stimulate market growth. With boosted home consumption of cheese and growing retail in Maharashtra, the demand for cheese has amplified, with local stores and internet sites providing a vast assortment of cheese products. Additionally, the state's sophisticated dairy industry, dominated by local cheese producers, supports the propelling demand.

#### Competitive Landscape:

India's cheese market competitiveness is characterized by the presence of both well-known global companies as well as regional producers, which compete for share through product diversification and innovation. Firms are shifting to diversifying the



range of cheese products in their portfolios to provide for evolving customers' tastes and preferences, like providing low-fat, organic, and flavored types of cheese. Price competition is also important, as most participants seek to harmonize premium items with value-oriented items that appeal to the mass market. The expanding foodservice business, such as restaurants, cafes, and fast-food chains, is also driving demand for bulk cheese items, intensifying focus on supply chain efficiency and distribution networks. Firms are expanding their footprints further by exploiting online shopping platforms, and it is generating opportunities to target the urban as well as rural customer base. E-commerce gaining greater popularity coupled with creative promotion programs is making business more competitive since brands are seeking to increase consumer loyalty and develop stronger positions within the marketplace.

The report provides a comprehensive analysis of the competitive landscape in the India cheese market with detailed profiles of all major companies, including:

GCMMF

Parag Milk Foods

Britannia

Mother Dairy

#### Key Questions Answered in This Report

- 1.How big is the cheese market in the India?
- 2.What factors are driving the growth of the India cheese market?
- 3.What is the forecast for the cheese market in the India?
- 4.Which segment accounted for the largest India cheese segment market share?
- 5.Who are the major players in the India cheese market?



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