

India Organic Milk Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The Indian organic milk market size reached INR 6,082 Million in 2021. Looking forward, IMARC Group expects the market to reach INR 29,361 Million by 2027, exhibiting a growth rate (CAGR) of 29.1% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Organic dairy farming refers to the system of farm design and management practices for producing milk and other dairy products without the use of pesticides, synthetic fertilizers and antibiotics. Under organic farming standards, animals are restricted for the usage of antibiotics and growth hormones, and are fed with fodder, cultivated without the use of chemical fertilizers and pesticides. Animals are reared on natural supplements under humane and hygienic conditions where they are allowed to graze freely within the farm; their milking are never forced; their diet is altered depending on the health requirements; the udder is cleaned before and after the milking process; human interaction is minimized in order to avoid any contamination of the milk.

Organic dairy farming is getting increasing attention in India owing to the rising health consciousness among consumers regarding the consumption of regular milk. In conventional dairy farming, the animals are provided with growth hormones and antibiotics, and are also fed with pastures having significant amount of pesticide content. These chemicals have long-term biological effects on human health and have also found to be carcinogenic in nature. These health concerns, related to the consumption of regular milk, have gravitated the shift towards its organic counterpart. Organic milk is not only free of antibiotics and other chemicals, numerous studies have also found that organic milk has higher nutritional content as compared to regular milk.

The milk is enriched with omega-3 fatty acids and some vital antioxidants which are not present in regular milk. Driven by these health benefits, consumers are increasingly opting for organic milk and other dairy products. In addition, the economic growth in the country and increasing disposable incomes of consumers have also propelled the adoption of the organic variants.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India organic milk market report, along with forecasts at the country and state level from 2022-2027. Our report has categorized the market based on pack sizes, packaging type and distribution channel.

Breakup by States:

- Maharashtra
- Delhi-NCR
- Karnataka
- Gujarat
- Tamil Nadu
- Others

Breakup by Pack Sizes:

- 1 Litre
- 500 ml.
- 2 Litre
- Others

Breakup by Packaging Type:

- Plastic Bottle
- Pouches
- Glass Bottle
- Others

Breakup by Distribution Channel:

- Home Deliveries
- Supermarket and Hypermarket

Online
Others

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being

Tru Milk
Pride of Cows
Akshayakalpa Farms
Vrindavan Dairy
Happy Milk
Sri Sabari
Govind Milk
Milk products

Key Questions Answered in This Report

1. What was the size of the India organic milk market in 2021?
2. What is the expected growth rate of the India organic milk market during 2022-2027?
3. What are the key factors driving the India organic milk market?
4. What has been the impact of COVID-19 on the India organic milk market?
5. What is the breakup of the India organic milk market based on the pack sizes?
6. What is the breakup of the India organic milk market based on the packaging type?
7. What is the breakup of the India organic milk market based on the distribution channel?
8. What are the key regions in the India organic milk market?
9. Who are the key players/companies in the India organic milk market?

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