

# **India Organic Milk Market Report by Pack Sizes (1 Litre, 500 ml., 2 Litre, and Others), Packaging Type (Plastic Bottle, Pouches, Glass Bottle, and Others), Distribution Channel (Home Deliveries, Supermarket and Hypermarket, Online, and Others), and State 2024-2032**

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## **Abstracts**

The Indian organic milk market size reached INR 10,255.2 Million in 2023. Looking forward, IMARC Group expects the market to reach INR 86,468.7 Million by 2032, exhibiting a growth rate (CAGR) of 25.9% during 2024-2032.

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.

### **Market Trends:**

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 2024-2032. 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 2023?
2. What is the expected growth rate of the India organic milk market during 2024-2032?
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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