

Indian Dairy Market Report & Forecasts 2012-2017

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Abstracts

As the world's largest producer and consumer of milk products, India represents one of the world's most lucrative dairy markets. IMARC Group, one of the world's leading research and advisory firms, finds in its new report entitled "Indian Dairy Market Report & Forecasts 2012-2017" that driven by a strong growth in both urban and rural demands, the market for milk products in India is expected to surpass US\$ 163 Billion by 2017.

This study, an updated and far more extensive and analytical version of our popular 2011 study, provides and draws upon a comprehensive analysis of every major dairy segment in India. The study, which has been undertaken using both desk research and two waves of qualitative primary research, has analyzed three aspects of the Indian dairy market.

The first section quantifies the Indian dairy market into fourteen major segments and investigates the current and future opportunities in each of these segments. The second section provides an in-depth understanding of dairy consumption patterns among Indian consumers and the potential of value added dairy products. The third section investigates into the usage of natural colouration in dairy products and evaluates their current and future potential.

What we have achieved in this report:

Comprehensive situation analysis of the Indian dairy market and its dynamics:

Segments covered: Milk, UHT Milk, Curd, Butter, Ghee, Paneer, Cheese, Khoya, Skimmed Milk Powder, Tea, Coffee, Dairy Whiteners, Infant Nutrition, Malt Beverages

and Ice Cream

Focus of the analysis in each Class:

Drivers and challenges in each market

Historical, current & future sales trends (2006 - 2017)

Historical, current & future volume trends (2006 - 2017)

Historical, current & future price trends (2006 - 2017)

Size and analysis of the organized and unorganized markets

Structure of the market

Key players and products available in these markets

Understanding the dairy consumption patterns of Indian consumers and evaluating the potential of value added products:

In order to gain an insight into the awareness and acceptance levels of value added dairy products, IMARC Conducted in-depth interviews with Industry experts and consumers in major metropolitan and tier-1 cities in India

Focus of the analysis:

Buying behavior

Price sensitivity

Nutritional requirements

Consumer awareness of value added products

Brand loyalty and switching trends

Potential of value added dairy products in India

Understanding the current landscape of natural colouration in dairy products

Classes Covered: Butter, Cheese, Yoghurt, Margarine, Flavored Milk and Ice Cream

Focus of the analysis:

Size of the natural colouration market in India

Key drivers and challenges in the market

Usage of natural colouration in dairy products

Information Sources:

Information has been sourced from both primary and secondary sources:

Primary sources include industry surveys and face to face/telephone interviews with consumers and industry experts.

Secondary sources include proprietary databases and search engines. These sources include company websites and reports, books, trade journals, magazines, white papers, industry portals, government sources and access to more than 4000 paid databases.

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