

Lassi Market in India: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2024-2032

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Abstracts

The Indian lassi market size reached INR 47.5 Billion in 2023. Lassi, also known as desi buttermilk, is obtained by the churning of curd. It is a bit sour in taste and has a rich dense texture. It is consumed mostly in the northern part of the country, especially during the summer season. It is either consumed by adding sugar and fresh fruit chunks, or by adding salt and some other spices to it. Lassi not only offers refreshment during the summertime, but also boosts the energy levels. Apart from this, it also helps in fighting other summer-related problems such as prickly heat, gastro-intestinal problems and the build-up of bacteria. These factors have highly added to the market growth. Looking forward, IMARC Group expects the Indian lassi market to reach INR 217.5 Billion by 2032, exhibiting a growth rate (CAGR) of 17.9% during 2024-2032.

The report has examined the Indian Lassi Market in 15 major states:

Maharashtra

Uttar Pradesh

Andhra Pradesh and Telangana

Tamil Nadu

Gujarat

Rajasthan

Karnataka

Madhya Pradesh

West Bengal

Bihar

Delhi

Kerala

Punjab

Orissa
Haryana

For each of the states, the report provides a thorough analysis of the current and historical value and volume trends, market share of key players and market forecast. Currently, Maharashtra represents the region with highest market share in the country. The competitive landscape of the Indian lassi market has also been covered in this report. Some of the prominent players operating in the market include GCMMF, Mother Dairy, Punjab State Cooperative Milk Producers' Federation Limited, Milan Dairy Foods Private Limited and Rajasthan Cooperative Dairy Federation Limited.

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

Key Questions Answered in This Report

1. What was the size of the lassi market in India in 2023?
2. What is the expected growth rate of the lassi market in India during 2024-2032?
3. What has been the impact of COVID-19 on the lassi market in India?
4. What are the key factors driving the lassi market in India?
5. What is the breakup of the lassi market in India based on the sector?
6. What are the key regions in the lassi market in India?
7. Who are the key players/companies in the lassi market in India?

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