

Table Butter Market in India Report by Sector (Retail Sector, Institutional Sector), and Region 2024-2032

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Abstracts

The table butter market in India size reached INR 77.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach INR 326.8 Billion by 2032, exhibiting a growth rate (CAGR) of 16.8% during 2024-2032. The increasing population, rising consumption of ready-to-eat (RTE) food products, and the expansion of QSRs represent some of the key factors driving the market.

Table butter is prepared by churning fresh cream and separating the fat from the buttermilk. It has common salt, annatto or carotene, and diacetyl for adding color and enhancing flavor. It is enriched with niacin, calcium, phosphorus, riboflavin, antioxidants, and vitamins A, E, B12, and K. It remains solid under refrigeration, melts down at high temperatures, and maintains a spreadable consistency at room temperature. Its moderate consumption assists in improving immune function, supporting heart health, and protecting cells against damage caused by free radicals. Besides this, as table butter contains calcium, it promotes bone growth and development and prevents osteoporosis. It is used for spreading on bread, making sandwiches, and enhancing the flavor of veggies and other dishes.

Table Butter Market in India Trends:

At present, there is an increase in the consumption of food on account of the growing population of India. This, in confluence with the burgeoning food and beverage (F&B) industry and rising reliance on ready-to-eat (RTE) food products, represents one of the key factors creating a positive outlook for the market. The widespread adoption of table butter in the preparation of a variety of recipes, such as bakery goods and fried foods, and as a condiment on cooked items due to its rich creaminess is also driving the product demand. Furthermore, the expansion of cafes, cloud kitchens, and quick service restaurants (QSRs) across the country is increasing the sales of table butter.

Moreover, the rising prevalence of bone disorders like osteoporosis and the growing awareness among individuals about the health benefits of milk products are contributing to the growth of the market. Apart from this, leading manufacturers are focusing on introducing novel flavors and varieties in table butter to attract a wider consumer base. They are also launching dairy-free, low-fat and -calorie, organic, unsalted, and slightly salted variants to attract the rapidly expanding health-conscious and vegan population. Additionally, they are increasingly investing in aggressive promotional activities, such as celebrity endorsements through social media platforms and television (TV), which are expected to propel market growth. Besides this, the easy product availability across offline and online distribution channels in India is supporting the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the table butter market in India, along with forecasts at the country and state level from 2024-2032. Our report has categorized the market based on sector.

Sector Insights:

Retail Sector

Institutional Sector

The report has also provided a detailed breakup and analysis of the table butter market in India based on the sector. This includes the retail sector and the institutional sector. According to the report, the retail sector represented the largest segment.

Regional Insights:

Karnataka

Maharashtra

Tamil Nadu

Delhi

Gujarat

Andhra Pradesh and Telangana

Uttar Pradesh

West Bengal

Kerala

Haryana

Punjab

Rajasthan
Madhya Pradesh
Bihar
Orissa

The report has also provided a comprehensive analysis of all the major regional markets that include Karnataka, Maharashtra, Tamil Nadu, Delhi Gujarat, Andhra Pradesh and Telangana, Uttar Pradesh, West Bengal, Kerala, Haryana, Punjab, Rajasthan, Madhya Pradesh, Bihar and Orissa. According to the report, Maharashtra was the largest market for table butter market in India. Some of the factors driving the Maharashtra market included the expansion of hotels, restaurants, and cloud kitchens in the state, increasing consumer reliance on fast food, and the thriving F&B industry.

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being GCMMF, KMF, TN Cooperative and Mother Dairy.

Key Questions Answered in This Report

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

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 INDIAN DAIRY INDUSTRY

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Market by Organised and Unorganised Segment
- 5.4 Milk Production and Consumption Trends
 - 5.4.1 Current and Historical Trends
 - 5.4.2 Production and Consumption Forecast
- 5.5 Milk Production by State
- 5.6 Milk Production by Cattle
- 5.7 Milk Utilization Patterns in India
- 5.8 Market Forecast

6 INDIAN TABLE BUTTER MARKET

- 6.1 Market Overview

- 6.2 Market Performance
 - 6.2.1 Volume Trends
 - 6.2.2 Value Trends
- 6.3 Impact of COVID-19
- 6.4 Price Trends
 - 6.4.1 Milk Procurement Price Trends
 - 6.4.2 Table Butter Price Trends
- 6.5 Market Breakup by Region
- 6.6 Market Breakup by Sector
- 6.7 Market Forecast
- 6.8 SWOT Analysis
 - 6.8.1 Overview
 - 6.8.2 Strengths
 - 6.8.3 Weaknesses
 - 6.8.4 Opportunities
 - 6.8.5 Threats
- 6.9 Value Chain Analysis
- 6.10 Porter's Five Forces Analysis
 - 6.10.1 Overview
 - 6.10.2 Bargaining Power of Buyers
 - 6.10.3 Bargaining Power of Suppliers
 - 6.10.4 Degree of Competition
 - 6.10.5 Threat of New Entrants
 - 6.10.6 Threat of Substitutes
- 6.11 Key Success Factors and Risk Factors

7 PERFORMANCE OF KEY REGIONS

- 7.1 Karnataka
 - 7.1.1 Market Performance
 - 7.1.1.1 Volume Trends
 - 7.1.1.2 Value Trends
 - 7.1.2 Competitive Landscape
 - 7.1.3 Market Forecast
 - 7.1.3.1 Volume Trends
 - 7.1.3.2 Value Trends
- 7.2 Maharashtra
 - 7.2.1 Market Performance
 - 7.2.1.1 Volume Trends

7.2.1.2 Value Trends	
7.2.2 Competitive Landscape	
7.2.3 Market Forecast	
7.2.3.1 Volume Trends	
7.2.3.2 Value Trends	
7.3 Tamil Nadu	
7.3.1 Market Performance	
7.3.1.1 Volume Trends	
7.3.1.2 Value Trends	
7.3.2 Competitive Landscape	
7.3.3 Market Forecast	
7.3.3.1 Volume Trends	
7.3.3.2 Value Trends	
7.4 Delhi	
7.4.1 Market Performance	
7.4.1.1 Volume Trends	
7.4.1.2 Value Trends	
7.4.2 Competitive Landscape	
7.4.3 Market Forecast	
7.4.3.1 Volume Trends	
7.4.3.2 Value Trends	
7.5 Gujarat	
7.5.1 Market Performance	
7.5.1.1 Volume Trends	
7.5.1.2 Value Trends	
7.5.2 Competitive Landscape	
7.5.3 Market Forecast	
7.5.3.1 Volume Trends	
7.5.3.2 Value Trends	
7.6 Andhra Pradesh and Telangana	
7.6.1 Market Performance	
7.6.1.1 Volume Trends	
7.6.1.2 Value Trends	
7.6.2 Competitive Landscape	
7.6.3 Market Forecast	
7.6.3.1 Volume Trends	
7.6.3.2 Value Trends	
7.7 Uttar Pradesh	
7.7.1 Market Performance	

- 7.7.1.1 Volume Trends
- 7.7.1.2 Value Trends
- 7.7.2 Competitive Landscape
- 7.7.3 Market Forecast
 - 7.7.3.1 Volume Trends
 - 7.7.3.2 Value Trends
- 7.8 West Bengal
 - 7.8.1 Market Performance
 - 7.8.1.1 Volume Trends
 - 7.8.1.2 Value Trends
 - 7.8.2 Competitive Landscape
 - 7.8.3 Market Forecast
 - 7.8.3.1 Volume Trends
 - 7.8.3.2 Value Trends
- 7.9 Kerala
 - 7.9.1 Market Performance
 - 7.9.1.1 Volume Trends
 - 7.9.1.2 Value Trends
 - 7.9.2 Competitive Landscape
 - 7.9.3 Market Forecast
 - 7.9.3.1 Volume Trends
 - 7.9.3.2 Value Trends
- 7.10 Haryana
 - 7.10.1 Market Performance
 - 7.10.1.1 Volume Trends
 - 7.10.1.2 Value Trends
 - 7.10.2 Competitive Landscape
 - 7.10.3 Market Forecast
 - 7.10.3.1 Volume Trends
 - 7.10.3.2 Value Trends
- 7.11 Punjab
 - 7.11.1 Market Performance
 - 7.11.1.1 Volume Trends
 - 7.11.1.2 Value Trends
 - 7.11.2 Competitive Landscape
 - 7.11.3 Market Forecast
 - 7.11.3.1 Volume Trends
 - 7.11.3.2 Value Trends
- 7.12 Rajasthan

- 7.12.1 Market Performance
 - 7.12.1.1 Volume Trends
 - 7.12.1.2 Value Trends
- 7.12.2 Competitive Landscape
- 7.12.3 Market Forecast
 - 7.12.3.1 Volume Trends
 - 7.12.3.2 Value Trends
- 7.13 Madhya Pradesh
 - 7.13.1 Market Performance
 - 7.13.1.1 Volume Trends
 - 7.13.1.2 Value Trends
 - 7.13.2 Competitive Landscape
 - 7.13.3 Market Forecast
 - 7.13.3.1 Volume Trends
 - 7.13.3.2 Value Trends
- 7.14 Bihar
 - 7.14.1 Market Performance
 - 7.14.1.1 Volume Trends
 - 7.14.1.2 Value Trends
 - 7.14.2 Competitive Landscape
 - 7.14.3 Market Forecast
 - 7.14.3.1 Volume Trends
 - 7.14.3.2 Value Trends
- 7.15 Orissa
 - 7.15.1 Market Performance
 - 7.15.1.1 Volume Trends
 - 7.15.1.2 Value Trends
 - 7.15.2 Competitive Landscape
 - 7.15.3 Market Forecast
 - 7.15.3.1 Volume Trends
 - 7.15.3.2 Value Trends

8 MARKET BREAKUP BY SECTOR

- 8.1 Retail Sector
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Institutional Sector
 - 8.2.1 Market Trends

8.2.2 Market Forecast

9 COMPETITIVE LANDSCAPE

9.1 Competitive Structure

9.2 Market Share of Key Players

10 TABLE BUTTER MANUFACTURING PROCESS

10.1 Product Overview

10.2 Detailed Process Flow

10.3 Various Types of Unit Operations Involved

10.4 Mass Balance and Raw Material Requirements

11 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED

11.1 Land Requirements and Expenditures

11.2 Construction Requirements and Expenditures

11.3 Plant Machinery

11.4 Machinery Pictures

11.5 Raw Material Requirements and Expenditures

11.6 Raw Material and Final Product Pictures

11.7 Packaging Requirements and Expenditures

11.8 Transportation Requirements and Expenditures

11.9 Utility Requirements and Expenditures

11.10 Manpower Requirements and Expenditures

11.11 Other Capital Investments

12 LOANS AND FINANCIAL ASSISTANCE

13 PROJECT ECONOMICS

13.1 Capital Cost of the Project

13.2 Techno-Economic Parameters

13.3 Product Pricing and Margins Across Various Levels of the Supply Chain

13.4 Taxation and Depreciation

13.5 Income Projections

13.6 Expenditure Projections

13.7 Financial Analysis

13.8 Profit Analysis

14 KEY PLAYER PROFILES

14.1 GCMMF

14.2 KMF

14.3 TN Cooperative

14.4 Mother Dairy

List Of Tables

LIST OF TABLES

Table 1: India: Dairy Market: Key Industry Highlights, 2023 and 2032

Table 2: India: Dairy Market: Milk Production Breakup by State, 2018-19 – 2023-24

Table 3: India: Dairy Market: Milk Production Breakup by Cattle, 2018-19 – 2023-24

Table 4: India: Table Butter Market Forecast: Breakup by Region, 2024-2032

Table 5: India: Table Butter Market Forecast: Breakup by Sector, 2024-2032

Table 6: Table Butter Manufacturing Plant: Costs Related to Land and Site Development (in INR)

Table 7: Table Butter Manufacturing Plant: Costs Related to Civil Works (in INR)

Table 8: Table Butter Manufacturing Plant: Costs Related to Machinery (in INR)

Table 9: Table Butter Manufacturing Plant: Raw Material Requirements

Table 10: Table Butter Manufacturing Plant: Costs Related to Salaries and Wages (in INR)

Table 11: Table Butter Manufacturing Plant: Costs Related to Other Capital Investments (in INR)

Table 12: Details of Financial Assistance Offered by Financial Institutions

Table 13: Table Butter Manufacturing Plant: Capital Costs (in INR)

Table 14: Table Butter Manufacturing Plant: Techno-Economic Parameters

Table 15: Table Butter Manufacturing Plant: Taxation and Depreciation

Table 16: Table Butter Manufacturing Plant: Income Projections (in INR)

Table 17: Table Butter Manufacturing Plant: Expenditure Projections (in INR)

Table 18: Table Butter Manufacturing Plant: Cash Flow Analysis Without Considering the Income Tax Liability (in INR)

Table 19: Table Butter Manufacturing Plant: Cash Flow Analysis on Considering the Income Tax Liability (in INR)

Table 20: Table Butter Manufacturing Plant: Profit and Loss Account (in INR)

List Of Figures

LIST OF FIGURES

Figure 1: India: Dairy Industry Overview

Figure 2: India: Dairy Market (in Billion INR), 2018-2023

Figure 3: India: Dairy Market: Breakup by Segment (in %), 2023

Figure 4: India: Total Milk Production (in Million Metric Tons), 2018-19 – 2023-24

Figure 5: India: Total Milk Consumption (in Million Metric Tons), 2018-19 – 2023-24

Figure 6: India: Total Milk Production Forecast (in Million Metric Tons), 2024-25 – 2032-33

Figure 7: India: Total Milk Consumption Forecast (in Million Metric Tons), 2024-25 – 2032-33

Figure 8: India: Milk Utilisation Patterns

Figure 9: India: Dairy Market Forecast (in Billion INR), 2024-2032

Figure 10: India: Table Butter Industry Overview

Figure 11: India: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 12: India: Table Butter Market: Value Trends (in Billion INR), 2018-2023

Figure 13: India: Milk Market: Procurement Price Trends (in INR/Kg), 2018-2023

Figure 14: India: Table Butter Market: Retail Price Trends (in INR/Kg), 2018-2023

Figure 15: India: Table Butter Market: Breakup by Region (in %), 2023

Figure 16: India: Table Butter Market: Breakup by Sector (in %), 2023

Figure 17: India: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

Figure 18: India: Table Butter Market Forecast: Value Trends (in Billion INR), 2024-2032

Figure 19: India: Table Butter Industry: SWOT Analysis

Figure 20: India: Table Butter Industry: Value Chain Analysis

Figure 21: India: Table Butter Industry: Porter's Five Forces Analysis

Figure 22: Karnataka: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 23: Karnataka: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 24: Karnataka: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 25: Karnataka: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

Figure 26: Karnataka: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 27: Maharashtra: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 28: Maharashtra: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 29: Maharashtra: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 30: Maharashtra: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

2024-2032

Figure 31: Maharashtra: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 32: Tamil Nadu: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 33: Tamil Nadu: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 34: Tamil Nadu: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 35: Tamil Nadu: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

Figure 36: Tamil Nadu: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 37: Delhi: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 38: Delhi: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 39: Delhi: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 40: Delhi: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

Figure 41: Delhi: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 42: Gujarat: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 43: Gujarat: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 44: Gujarat: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 45: Gujarat: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

Figure 46: Gujarat: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 47: Andhra Pradesh and Telangana: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 48: Andhra Pradesh and Telangana: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 49: Andhra Pradesh and Telangana: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 50: Andhra Pradesh and Telangana: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

Figure 51: Andhra Pradesh and Telangana: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 52: Uttar Pradesh: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 53: Uttar Pradesh: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 54: Uttar Pradesh: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 55: Uttar Pradesh: Table Butter Market Forecast: Volume Trends (in Million Kg),

2024-2032

Figure 56: Uttar Pradesh: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 57: West Bengal: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 58: West Bengal: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 59: West Bengal: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 60: West Bengal: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

Figure 61: West Bengal: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 62: Kerala: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 63: Kerala: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 64: Kerala: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 65: Kerala: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

Figure 66: Kerala: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 67: Haryana: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 68: Haryana: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 69: Haryana: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 70: Haryana: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

Figure 71: Haryana: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 72: Punjab: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 73: Punjab: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 74: Punjab: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 75: Punjab: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

Figure 76: Punjab: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 77: Rajasthan: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 78: Rajasthan: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 79: Rajasthan: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 80: Rajasthan: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

Figure 81: Rajasthan: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 82: Madhya Pradesh: Table Butter Market: Volume Trends (in Million Kg),

2018-2023

Figure 83: Madhya Pradesh: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 84: Madhya Pradesh: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 85: Madhya Pradesh: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

Figure 86: Madhya Pradesh: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 87: Bihar: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 88: Bihar: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 89: Bihar: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 90: Bihar: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

Figure 91: Bihar: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 92: Orissa: Table Butter Market: Volume Trends (in Million Kg), 2018-2023

Figure 93: Orissa: Table Butter Market: Value Trends (in Million INR), 2018-2023

Figure 94: Orissa: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 95: Orissa: Table Butter Market Forecast: Volume Trends (in Million Kg), 2024-2032

Figure 96: Orissa: Table Butter Market Forecast: Value Trends (in Million INR), 2024-2032

Figure 97: India: Table Butter Market: Retail Sector (in Million Kg), 2018 & 2023

Figure 98: India: Table Butter Market Forecast: Retail Sector (in Million Kg), 2024-2032

Figure 99: India: Table Butter Market: Institutional Sector (in Million Kg), 2018 & 2023

Figure 100: India: Table Butter Market Forecast: Institutional Sector (in Million Kg), 2024-2032

Figure 101: India: Table Butter Market: Breakup of Key Players (in %), 2023

Figure 102: Table Butter Manufacturing Plant: Detailed Process Flow

Figure 103: Table Butter Manufacturing Process: Conversion Rate of Feedstocks

Figure 104: Table Butter Manufacturing Plant: Breakup of Capital Costs (in %)

Figure 105: Table Butter Industry: Profit Margins at Various Levels of the Supply Chain

Figure 106: Table Butter Production: Manufacturing Cost Breakup (in %)

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