

India Flavoured Milk Market Outlook 2022

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Abstracts

The flavored milk industry is one of the fastest growing dairy sectors in the country as the Indian consumers are gradually moving towards milk derivatives namely flavored milk, low fat yoghurt, and buttermilk owing to the health benefits. Targeted at the young generation and travellers; as well as increasing government initiatives to develop and enhance dairy products, the flavored milk segment is anticipated to grow at a CAGR of around 21% during 2014-2022.

Our latest research study “India Flavoured Milk Market Outlook 2022” unravels the market dynamics of the flavoured milk segment in India. It provides an in-depth analysis of trends driving the market, such as increasing share of ‘ready-to-drink’ category, turning to flavoured milk as an alternate to other beverages, along with indulgent eating and drinking experience.

The report covers the current and future analysis of Indian flavoured milk market, with segmentation by type and region. The study further analyzes the flavored milk processing process covering the production procedure along with the quality control. Further, distribution channel and government regulations have also been added for better understanding of the flavored milk industry in the country.

The report also studies the companies, who are experimenting right flavours, portion sizing and formulation, to make flavoured milk meet huge range of health, nutritional and lifestyle needs. Further in the competitor profile section, we have done a competitive analysis of key players namely Amul, Mother Dairy, Vadilal etc.

The research analyzes various crucial factors, like regional player’s increasing penetration in untapped parts of Southern and Eastern region, and impact of distribution channel effectiveness. In addition, the report covers the factors driving the regional market, along with the preferred flavour in the top regions which will help the new

entrants or existing players to make their investment decision wisely.

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