

Indian Cheese Market Outlook 2020

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Abstracts

India is the largest producer of milk, which is the most widely produced agricultural commodity worldwide. With the ease of availability of raw material, the milk processing industry is registering new levels of growth. Among the processed dairy products, the most promising segment both in terms of consumer demand and business profitability is the cheese segment. Traditionally, India is not a cheese consuming nation as the Indian consumer's palate has been adapted to the softer Indian variant of cheese called paneer. But, in recent years, given the magnitude of the demand from Indian consumers, India is the next big market in terms of cheese consumption.

In the latest research study, "Indian Cheese Market Outlook 2020", RNCOS' analysts have identified and deciphered the market dynamics in important segments, clearly highlighting the areas offering promising possibilities for companies to boost their growth. Increasing consumer preference towards cheesy cuisine, rising disposable income and government initiatives are the major factors contributing to the growth of cheese in the country. Thus, the Indian cheese market is expected to grow at a CAGR of nearly 18% during 2015-2020.

The report is an outcome of extensive research and analysis of the Indian cheese industry. It provides an in-depth analysis of the cheese market by type (hard cheese and soft cheese), by region and by end user. The End user analysis has been segregated into fine dines and casual dines, quick service restaurants and retail outlets. Further, the analysis of the regulatory framework for cheese import and domestic production in the country has been provided. The study of the emerging trends also revealed that growing demand for imported cheese and urban consumers' inclination towards Italian and continental food, will help the market to grow further in the coming years.

Moreover, the report provides the production procedure, quality control, and export-

import market, with a detailed analysis of various parameters of the cheese industry. Besides this, study covers the competitive landscape, which includes country's prominent cheese players with their company overview and product portfolio, to help clients understand the market, its structure and progress in the coming years.

Overall, the research provides all the pre-requisites for intending clients looking out to venture into the cheese market, and facilitates them to devise strategies, while going for an investment in the Indian cheese industry.

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