

India Cheese Market, By Format (Slices, Diced/Cubes, Shredded, Blocks, Liquid, Cr?me, Cheese Spreads), By Type (Processed Cheese, Mozzarella, Cheddar, Emmental, Ricotta, Others), By Sales Channel (Retail, Institutional), By Region, Competition, Forecast & Opportunities, 2021-2031F

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Abstracts

Market Overview

India's cheese market was valued at USD 119.21 Billion in 2025 and is projected to reach USD 370.44 Billion by 2031, growing at a CAGR of 20.8%. The market is expanding rapidly due to evolving consumer dietary preferences, increasing urbanization, and the growing impact of Western cuisines. With rising disposable incomes and a burgeoning middle class, there is heightened demand for value-added dairy offerings, positioning cheese as a favored choice. The expansion of quick-service restaurants, cafes, and online food delivery platforms has further accelerated cheese consumption, particularly among millennials and Gen Z consumers. The COVID-19 pandemic also triggered a surge in home cooking, boosting the use of cheese in both traditional and fusion dishes. Major companies are diversifying product lines and enhancing cold chain logistics to strengthen market reach across metro, Tier I, and Tier II cities. Additionally, growing interest in healthier and organic cheese options is reshaping cheese as not just a culinary indulgence but a nutritious food. Government support for dairy infrastructure and the entrance of global brands are fostering competition and innovation in the space.

Key Market Drivers

Rising Urbanization and Changing Dietary Preferences

Urbanization and shifting eating habits are key forces driving India's cheese market. Exposure to global cuisines, international food chains, and travel has led to a growing appreciation of cheese in urban India. Urban dwellers, particularly young professionals and nuclear families, are seeking quick and versatile meal options, with cheese fitting the bill due to its convenience and adaptability. Cheese consumption is significantly higher in urban India, with per capita intake at around 700g annually versus the national average of 200g. This surge is closely tied to the growing popularity of Western-style fast food such as pizzas, burgers, and sandwiches, which dominate food habits in metropolitan and Tier I cities. Cheese is increasingly being used in Indian recipes as well, marking a culinary fusion that continues to expand the product's usage across diverse demographics.

Key Market Challenges

Inadequate Cold Chain and Storage Infrastructure

A significant hurdle for the Indian cheese market is the limited availability of efficient cold chain and storage systems. As a perishable product, cheese demands consistent refrigeration throughout the supply chain—from production to retail. However, in Tier II, Tier III, and rural markets, the absence of reliable cold storage facilities restricts the availability of cheese products. Retailers, especially in smaller cities, often avoid stocking cheese due to spoilage risks and associated maintenance costs. This lack of infrastructure hampers distribution efficiency, leads to product wastage, and raises costs for both producers and consumers. It also limits penetration beyond major urban markets, curbing overall market expansion.

Key Market Trends

Product Innovation and Regional Flavor Customization

A notable trend in the Indian cheese market is the rise of product innovation, particularly in adapting cheese to local palates. Manufacturers are infusing cheese with Indian spices like chili, cumin, garlic, and curry to make it more appealing for domestic recipes. These innovations help integrate cheese into traditional Indian dishes and appeal to a broader consumer base. The launch of hybrid offerings such as cheese-based sauces, snacks, and dips reflects an effort to cater to evolving consumer tastes. Additionally, packaging innovations like grated cheese sachets, single-use portions, and ready-to-

use spreads are improving convenience for home cooks. These customized and value-added products are driving consumer engagement and strengthening brand differentiation in a competitive market landscape.

Key Market Players

Gujarat Cooperative Milk Marketing Federation Ltd.

Britannia Industries Limited

Parag Milk Foods Ltd.

Mother Dairy Fruit & Vegetable Pvt. Ltd.

The Kraft Heinz Company

Dodla Dairy Ltd.

Karnataka Cooperative Milk Producers' Federation Ltd.

Prabhat Dairy Ltd.

Parag Milk Foods Ltd.

Milky Mist Dairy Food Pvt. Ltd.

Report Scope:

In this report, the India Cheese market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Cheese Market, By Format:

Slices

Diced/Cubes

Shredded

Blocks

Liquid

Cr?me

Cheese Spreads

India Cheese Market, By Type:

Processed Cheese

Mozzarella

Cheddar

Emmental

Ricotta

Others

India Cheese Market, By Sales Channel:

Retail

Institutional

India Cheese Market, By Region:

North

East

West

South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Cheese market.

Available Customizations:

India Cheese market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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