

India Frozen Dessert Market By Product Type (Frozen Ice Cream, Frozen Yogurt, and Others), By Category (Conventional, Sugar-free), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, and Others), By Region, By Competition Forecast & Opportunities, 2019-2029F

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Abstracts

The Global Yogurt Makers Market, valued at USD 1.17 billion in 2022, is poised for substantial growth in the forecast period, with an anticipated CAGR of 9.23% through 2028. Yogurt makers are household appliances designed to simplify the yogurt-making process, allowing users to have control over ingredients, flavors, and textures. This market offers a diverse range of yogurt maker models, catering to various consumer preferences and requirements.

A yogurt maker is a kitchen device crafted for individuals and small-scale businesses seeking to produce fresh, premium yogurt in a controlled environment at an affordable cost. It typically comprises a heating element, a thermostat, and containers for holding milk and starter cultures. The thermostat ensures consistent temperature maintenance throughout the fermentation process, while the heating element elevates the milk's temperature to the ideal level. Yogurt makers primarily target individuals and small businesses interested in producing yogurt on a small scale for personal consumption or for sale at farmers' markets or food cooperatives. Thanks to its accessibility and affordability, it represents a viable option for those looking to venture into homemade yogurt production without requiring expensive equipment or in-depth technical knowledge.

The market is driven by the growing demand for natural and organic products, coupled

with increasing health consciousness. Businesses can gain a competitive edge through the product's attributes, which include the flexibility to customize flavors and the convenience of yogurt production at home. Therefore, companies can leverage this opportunity by offering innovative and cost-effective yogurt makers and related products to capture a share of the expanding market. Furthermore, this market is expanding into the commercial sector, particularly in hotels and restaurants. These establishments incorporate yogurt into various cuisines and preparations, leading to heightened demand for yogurt makers. Consequently, manufacturers are increasingly catering to the needs of commercial clients by providing yogurt makers with larger capacities and enhanced performance. This trend is expected to persist as the popularity of yogurt-based dishes and preparations continues to grow within the food service industry.

However, the yogurt maker market may experience sluggish growth due to intense market competition, limited consumer awareness, and price sensitivity. Additionally, regulatory changes or issues related to health and safety could significantly impact the yogurt maker market. Manufacturers may incur higher expenses as a result of regulatory alterations affecting yogurt production, particularly if they pertain to health and safety concerns. Legal repercussions may also be a concern. For example, in the EU, electrical equipment manufacturers must comply with the Restriction of Hazardous Substances (RoHS) directive, which restricts the use of specific hazardous substances in electrical and electronic equipment.

Key Market Drivers

Cost-Efficiency and Sustainability

Cost-efficiency and sustainability are becoming increasingly significant drivers in the yogurt maker market. Homemade yogurt is often more cost-effective than store-bought options, particularly when considering the long-term savings of making yogurt at home. This cost-conscious consumer behavior encourages the adoption of yogurt makers, as they offer a cost-effective means of enjoying fresh, high-quality yogurt regularly.

Furthermore, as environmental concerns gain prominence, consumers are looking for eco-friendly alternatives. Some yogurt makers now incorporate sustainable materials, reduce energy consumption through innovative technologies, and contribute to minimizing food waste. The alignment of yogurt making with sustainable practices resonates with environmentally conscious consumers, motivating them to choose yogurt makers over store-bought options.

Market Globalization and Cultural Influences

The globalization of food culture has significantly influenced the yogurt maker market. Yogurt, once a staple in specific regions, has become a global favorite. As consumers worldwide embrace yogurt as a versatile and nutritious food, the market for yogurt makers has expanded beyond its traditional boundaries. Different cultures have their own yogurt-making traditions and preferences, leading to diverse yogurt products and preparation methods. This cultural influence fosters innovation and variety in the yogurt maker market, appealing to a broader range of consumers.

Rising Popularity of Homemade Yogurt

Consumers are becoming more health-conscious, seeking natural and nutritious food options. Yogurt, especially homemade yogurt, is perceived as a healthy choice due to its probiotic content, beneficial for gut health which is rising popularity of homemade yogurt and the increasing demand for yogurt maker in the market. Homemade yogurt allows consumers to control ingredients, avoid additives, and choose quality milk, aligning with health-conscious dietary preferences. Homemade yogurt offers a level of customization that commercial yogurt cannot match. Individuals can choose the type of milk, control sweetness, add fruits or flavorings, and even experiment with different probiotic strains. This customization appeals to those with specific dietary needs or flavor preferences, contributing to the growing demand.

Making yogurt at home is often more cost-effective than purchasing it from stores, particularly when using bulk quantities of milk. As people seek ways to save money without compromising on quality, homemade yogurt becomes an attractive option. Homemade yogurt minimizes packaging waste associated with store-bought yogurt containers. This aligns with the growing concern for sustainability and reducing environmental impact. Consumers are increasingly concerned about the quality and sourcing of ingredients in their food. Making yogurt at home allows for complete control over the sourcing of milk and other ingredients, providing transparency and peace of mind.

Homemade yogurt accommodates various dietary preferences and allergen concerns, such as lactose-free, vegan, or gluten-free diets. Consumers can choose alternative milk sources to suit their dietary needs. The rising popularity of homemade yogurt and the increasing demand for yogurt in the market are driven by a combination of health-consciousness, customization, cost savings, sustainability, and cultural influences. Additionally, technological advancements and the desire for control over ingredients

contribute to the growing preference for homemade yogurt among consumers. As these trends continue to evolve, the yogurt market is likely to see sustained growth and innovation in response to consumer demand.

Desire for Nutritious and Customizable Food Option

The desire for nutritious and customizable food options is a significant driver behind the increasing demand for yogurt makers. Consumers are becoming increasingly health-conscious and are actively seeking out foods that contribute positively to their well-being. Yogurt, especially when made at home using a yogurt maker, is perceived as a nutritious choice due to its probiotic content, which can aid in digestive health. Probiotics, live microorganisms found in yogurt, have gained recognition for their potential health benefits. These include improved gut health, enhanced immune function, and potential mental health benefits. Homemade yogurt ensures the presence of live cultures, which might not always be the case in store-bought alternatives.

Making yogurt at home using a yogurt maker provides consumers with complete control over the ingredients used. They can choose the type of milk, sweeteners, flavorings, and additives, enabling them to create a product that aligns with their dietary preferences and health goals. Store-bought yogurt often contains additives, preservatives, and artificial flavors. Health-conscious consumers prefer homemade yogurt because it allows them to avoid these potentially undesirable ingredients. Many people follow specialized diets, such as gluten-free, lactose-free, vegan, or low-carb diets, due to allergies, intolerances, or lifestyle choices. Homemade yogurt can be customized to suit these dietary needs, making it an attractive option for those with specific requirements.

Key Market Challenges

Technological Limitations

One of the primary challenges in the realm of yogurt makers is technological limitations. While modern yogurt makers have advanced considerably, there are still constraints that need to be addressed. For instance, some yogurt makers have limited options for customization. Users may not be able to control factors like fermentation time or temperature precisely. Technological components, such as sensors and heating elements, can wear out or malfunction over time. Maintaining and repairing these parts can be challenging for consumers. Despite efforts to make yogurt makers more energy-efficient, some models still consume a significant amount of electricity, which raises

concerns about sustainability.

Complexity of Use

The complexity of using yogurt makers can be a significant challenge for consumers. While manufacturers aim to make these appliances user-friendly, some models may still pose difficulties. Not all instruction manuals are clear and easy to follow, which can result in errors during the yogurt-making process. Understanding the nuances of yogurt making, such as selecting the right milk and starter culture, can be intimidating for beginners. Some users find it challenging to coordinate the timing of yogurt preparation with their daily routines, leading to inconsistent results.

Market Saturation

Market saturation poses a challenge for both consumers and manufacturers. With numerous yogurt maker brands and models available, finding the right one can be overwhelming. This can lead to consumers may struggle to make informed choices amidst the abundance of options, potentially resulting in dissatisfaction. Manufacturers face fierce competition, which can lead to price wars and pressure to cut costs, potentially affecting product quality.

Key Market Trends

Health and Wellness

In today's health-conscious world, consumers are increasingly seeking nutritious and natural food options. This trend has translated into a growing demand for yogurt makers. Homemade yogurt is perceived as a healthier alternative to store-bought options, as it allows consumers to control ingredients, additives, and preservatives. Yogurt makers have responded by incorporating features such as temperature control, fermentation timers, and probiotic-friendly settings to cater to health-conscious consumers. The market is witnessing an upsurge in yogurt makers designed for specific dietary needs, such as lactose-free, vegan, and gluten-free yogurt. As health and wellness continue to dominate consumer preferences, the yogurt maker market is expected to flourish further.

Convenience and Customization

Convenience has become a paramount factor influencing consumer choices, and yogurt

makers are no exception. Modern yogurt makers are equipped with user-friendly interfaces, programmable settings, and automated processes that simplify yogurt preparation. Many models offer one-touch operation, allowing users to make yogurt effortlessly. Moreover, customization has become a key trend in the market. Consumers can now experiment with various milk types (dairy or non-dairy), flavors, and additives, enabling them to tailor yogurt to their liking. This customization trend extends to yogurt consistency as well, with some models allowing users to make Greek yogurt, regular yogurt, or even drinkable yogurt. The convergence of convenience and customization is reshaping the yogurt maker market landscape.

Technological Advancements

Technology is playing a pivotal role in enhancing the functionality and appeal of yogurt makers. One of the notable technological trends is the integration of smart features. Smart yogurt makers can be controlled via smartphone apps, enabling users to monitor the fermentation process remotely, receive notifications, and access recipe ideas. Additionally, some yogurt makers use advanced sensors and algorithms to ensure precise temperature control, resulting in consistent and high-quality yogurt production. Another significant advancement is the use of energy-efficient technologies, such as induction heating and thermoelectric cooling, which reduce energy consumption and environmental impact. These technological innovations are not only making yogurt making easier but also more sustainable.

Market Expansion and Diversification

The yogurt maker market is expanding beyond traditional boundaries. Manufacturers are diversifying their product offerings to cater to a wider audience. Miniaturized and portable yogurt makers are gaining popularity among urban dwellers and those with limited kitchen space. These compact devices allow consumers to enjoy fresh yogurt even in small apartments or while traveling. Furthermore, commercial yogurt makers designed for small businesses and cafes are on the rise, capitalizing on the growing popularity of artisanal and specialty yogurt products. Additionally, some manufacturers are exploring partnerships with yogurt culture suppliers and subscription-based models, where consumers receive pre-packaged yogurt ingredients at their doorstep. These diverse product and business strategies indicate a market that is poised for continued growth and adaptation.

The yogurt maker market is undergoing a remarkable transformation driven by evolving consumer preferences, a focus on health and wellness, convenience, technological

advancements, and diversification. As consumers increasingly seek healthier and customized food options, yogurt makers are positioned as a key appliance in modern kitchens. The integration of smart features, energy-efficient technologies, and the diversification of product offerings are likely to propel the market further. Additionally, the global yogurt maker market is also influenced by regional variations in taste preferences and dietary habits, contributing to its dynamic nature.

As we conclude this exploration of the trends shaping the yogurt maker market, it is evident that the industry is poised for continued growth and innovation. Whether you are a health-conscious consumer looking for the perfect yogurt maker or a manufacturer seeking to tap into this burgeoning market, understanding these trends is essential for success in the ever-evolving world of yogurt makers.

Segmental Insights

Type Insights

The yogurt maker market is categorized into fully automatic and semiautomatic. The fully-automatic type segment dominates the global yogurt maker market due to its benefits, including ease of operation and high efficiency at low cost. These machines are widely used in dairy and ice cream manufacturing units, and even in research labs to develop homemade yogurt using small-sized machines. For instance, Lecker Labs launched Yomee, a fully automatic yogurt maker, on Kickstarter in November 2022. The device uses 100% soluble pods to make homemade yogurt in three simple steps.

Product Type Insights

Single-container and multi-container market segments exist. The yoghurt maker market is dominated by a single container. This is so that a larger range of consumers may access single-container yoghurt makers, which are typically more economical and portable. They are also perfect for those who just need to manufacture a little quantity of yoghurt at a time, such as single people or small families. The multi-container yoghurt maker niche, however, is the one that is expanding the fastest. This is so that customers may produce numerous batches of yoghurt at once and experiment with various flavors and recipes. Multi-container yoghurt makers offer greater variety and ease.

Regional Insights

The yoghurt maker market is dominated by North America. The convenience of manufacturing fresh yoghurt at home, as well as rising consumer health consciousness and the desire for healthy food products, are the main drivers of this industry in North America. The presence of well-known manufacturers in the food and beverage sector as well as creative startups that are releasing novel and distinctive yoghurt maker goods on the market help the market. Additionally, government programmes and encouraging policies that boost entrepreneurship and the growth of small businesses fueled this market's expansion. For instance, the small business administration in the United States aids small businesses, including those in the food and beverage sector, through loans, counselling, and other services.

The Asia-Pacific yogurt maker market is growing due to factors such as increasing demand for healthy food products, rapid urbanization, and government policies that support entrepreneurship and small business development.

Key Market Players

Dash Greek

Vita Clay

Cuisinart Electronic

Koninklijke Philips N.V.

Gourmia

TTK Prestige Ltd

Donvier Yogurt

Euro Cuisine Inc.

Ningbo Hippo Electrical Appliance

Joyoung Co., Ltd

Report Scope:

In this report, the Global Yogurt Makers Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Yogurt Makers Market, By Type:

Fully-automatic

Semi-automatic

Yogurt Makers Market, By Product Type:

Single Container

Multi Container

Yogurt Makers Market, By Sales Channel:

Hypermarket/Supermarket

Convenience Stores

Specialty Stores

Online

Others

Yogurt Makers Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Yogurt Makers Market.

Available Customizations:

Global Yogurt Makers market report with the given market data, Tech Sci 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Challenges Faced Post Purchase

5. INDIA FROZEN DESSERT MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value & Volume
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type Market Share Analysis (Frozen Ice Cream, Frozen Yogurt, and

Others)

5.2.2. By Category Market Share Analysis (Conventional, Sugar-free)

5.2.3. By Sales Channel Market Share Analysis (Supermarkets/Hypermarkets, Convenience Stores, Online, and Others)

5.2.4. By Regional Market Share Analysis

5.2.4.1. North Market Share Analysis

5.2.4.2. South Market Share Analysis

5.2.4.3. East Market Share Analysis

5.2.4.4. West Market Share Analysis

5.2.5. By Company Market Share Analysis

5.3. India Frozen Dessert Market Mapping & Opportunity Assessment

5.3.1. By Product Type Market Mapping & Opportunity Assessment

5.3.2. By Category Market Mapping & Opportunity Assessment

5.3.3. By Sales Channel Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. INDIA FROZEN ICE CREAM MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Category Market Share Analysis

6.2.2. By Sales Channel Market Share Analysis

7. INDIA FROZEN YOGURT MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Category Market Share Analysis

7.2.2. By Sales Channel Market Share Analysis

8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

9. IMPACT OF COVID-19 ON INDIA FROZEN DESSERT MARKET

- 9.1. Impact Assessment Model
 - 9.1.1. Key Segments Impacted
 - 9.1.2. Key Regions Impacted

10. MARKET TRENDS & DEVELOPMENTS

11. PORTER'S FIVE FORCES MODEL

- 11.1. Competitive Rivalry
- 11.2. Bargaining Power of Buyers
- 11.3. Bargaining Power of Suppliers
- 11.4. Threat of New Entrants
- 11.5. Threat of Substitutes

12. SWOT ANALYSIS

- 12.1. Strengths
- 12.2. Weaknesses
- 12.3. Opportunities
- 12.4. Threats

13. POLICY AND REGULATORY LANDSCAPE

14. INDIA ECONOMIC PROFILE

15. COMPETITIVE LANDSCAPE

- 15.1. Company Profiles
 - 15.1.1. Creambell (RJ Corp.)
 - 15.1.1.1. Company Details
 - 15.1.1.2. Product & Services
 - 15.1.1.3. Financials (As Per Availability)
 - 15.1.1.4. Key market Focus & Geographical Presence
 - 15.1.1.5. Recent Developments
 - 15.1.1.6. Key Management Personnel
 - 15.1.2. Aeroplane Rice Ltd.

- 15.1.2.1. Company Details
- 15.1.2.2. Product & Services
- 15.1.2.3. Financials (As Per Availability)
- 15.1.2.4. Key market Focus & Geographical Presence
- 15.1.2.5. Recent Developments
- 15.1.2.6. Key Management Personnel
- 15.1.3. Gelato Vinto
 - 15.1.3.1. Company Details
 - 15.1.3.2. Product & Services
 - 15.1.3.3. Financials (As Per Availability)
 - 15.1.3.4. Key market Focus & Geographical Presence
 - 15.1.3.5. Recent Developments
 - 15.1.3.6. Key Management Personnel
- 15.1.4. Keventer Group
 - 15.1.4.1. Company Details
 - 15.1.4.2. Product & Services
 - 15.1.4.3. Financials (As Per Availability)
 - 15.1.4.4. Key market Focus & Geographical Presence
 - 15.1.4.5. Recent Developments
 - 15.1.4.6. Key Management Personnel
- 15.1.5. Lazza Ice Cream
 - 15.1.5.1. Company Details
 - 15.1.5.2. Product & Services
 - 15.1.5.3. Financials (As Per Availability)
 - 15.1.5.4. Key market Focus & Geographical Presence
 - 15.1.5.5. Recent Developments
 - 15.1.5.6. Key Management Personnel
- 15.1.6. Menchie's India
 - 15.1.6.1. Company Details
 - 15.1.6.2. Product & Services
 - 15.1.6.3. Financials (As Per Availability)
 - 15.1.6.4. Key market Focus & Geographical Presence
 - 15.1.6.5. Recent Developments
 - 15.1.6.6. Key Management Personnel
- 15.1.7. Vadilal Industries Limited
 - 15.1.7.1. Company Details
 - 15.1.7.2. Product & Services
 - 15.1.7.3. Financials (As Per Availability)
 - 15.1.7.4. Key market Focus & Geographical Presence

- 15.1.7.5. Recent Developments
- 15.1.7.6. Key Management Personnel
- 15.1.8. Cocoberry Restaurants and Distributors Private Limited
 - 15.1.8.1. Company Details
 - 15.1.8.2. Product & Services
 - 15.1.8.3. Financials (As Per Availability)
 - 15.1.8.4. Key market Focus & Geographical Presence
 - 15.1.8.5. Recent Developments
 - 15.1.8.6. Key Management Personnel
- 15.1.9. Prestige Ice Creams Pvt. Ltd.
 - 15.1.9.1. Company Details
 - 15.1.9.2. Product & Services
 - 15.1.9.3. Financials (As Per Availability)
 - 15.1.9.4. Key market Focus & Geographical Presence
 - 15.1.9.5. Recent Developments
 - 15.1.9.6. Key Management Personnel
- 15.1.10. Team24 Marketing India Pvt. Ltd.
 - 15.1.10.1. Company Details
 - 15.1.10.2. Product & Services
 - 15.1.10.3. Financials (As Per Availability)
 - 15.1.10.4. Key market Focus & Geographical Presence
 - 15.1.10.5. Recent Developments
 - 15.1.10.6. Key Management Personnel

16. STRATEGIC RECOMMENDATIONS

- 16.1. Key Focus Areas
- 16.2. Target Product Type
- 16.3. Target Sales Channel

17. ABOUT US & DISCLAIMER

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