

India Ghee Market By Type (Cow Ghee, Buffalo Ghee, Others), By Application (Industrial, Commercial, Household), By Distribution Channel (Supermarkets/Hypermarkets, Traditional Grocery Stores, Specialty Stores, Online, Others), By Region, Competition Forecast & Opportunities, 2021-2031F

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Abstracts

Market Overview

India Ghee Market was valued at USD 44.85 billion in 2025 and is expected to reach USD 74.61 billion by 2031 with a CAGR of 8.85% during the forecast period. This growth is driven by increasing health awareness, product availability, and rising disposable incomes. Continuous improvements in product quality are also contributing to market expansion. The Indian government has actively promoted ghee for its health benefits, further boosting its popularity. Additionally, the widespread availability of ghee across various distribution channels has made it more accessible to all segments of the population. As consumers become more health-conscious, the demand for ghee, known for its nutritional benefits, is expected to rise. The convenience of purchasing ghee through multiple channels, including online platforms, supermarkets, and local stores, has enhanced its market reach. This combination of health benefits, quality improvements, and easy availability is expected to drive significant growth in the India Ghee Market over the coming years. The market's expansion is also supported by the increasing urbanization and changing dietary preferences, which favor traditional and healthy food products like ghee.

Key Market Drivers

Health Benefits and Nutritional Value

The resurgence of traditional diets and increased awareness of health benefits have significantly driven the demand for ghee. Ghee is rich in fat-soluble vitamins such as A, D, E, and K, which are essential for various bodily functions. It is also a good source of healthy fats, including Omega-3 and Omega-6 fatty acids, which are known for their anti-inflammatory properties and benefits for heart health. Consumers are increasingly looking for natural and minimally processed foods. Ghee, being a traditional product, fits well into this category, especially with the rising trend of ketogenic and paleo diets that emphasize high-fat consumption. Moreover, ghee's high smoke point makes it suitable for cooking at high temperatures without breaking down into harmful compounds, adding to its appeal among health-conscious consumers. Scientific studies have highlighted ghee's potential benefits, including its role in improving digestion, reducing inflammation, and boosting immunity. These benefits have been widely publicized through various media channels, including social media, health blogs, and wellness influencers, further driving consumer interest. Additionally, Ayurveda, the ancient Indian system of medicine, advocates the use of ghee for its therapeutic properties, which has gained renewed interest globally, bolstering demand.

Key Market Challenges

Price Sensitivity and Competition from Alternatives

One of the significant challenges in the Indian ghee market is price sensitivity among consumers. While there is a growing segment willing to pay a premium for branded and high-quality ghee, a large portion of the market remains highly price-sensitive. The competition from alternative cooking oils and fats, which are often cheaper, poses a challenge for the ghee market. India's diverse consumer base includes a significant rural population and lower-income groups for whom price remains a critical factor. The higher cost of ghee compared to other cooking fats like refined oils, vanaspati (hydrogenated vegetable oil), and butter can deter these consumers. This price sensitivity limits the market penetration of branded and premium ghee products in rural and lower-income urban areas. The availability of various cooking oils and fats, such as sunflower oil, mustard oil, and coconut oil, which are perceived as healthier and more affordable, presents a substantial challenge. These alternatives are often promoted for their health benefits and cooking versatility, drawing consumers away from ghee. Marketing efforts by producers of these alternatives often highlight their advantages over ghee, intensifying the competition. To address this challenge, ghee manufacturers need to focus on cost-effective production methods, competitive pricing strategies, and

targeted marketing campaigns that highlight the unique benefits of ghee over other fats. Educating consumers about ghee's nutritional value and its superiority in traditional Indian cooking can help mitigate the impact of price sensitivity and competition from alternatives.

Key Market Trends

Rise in Demand for Natural and Organic Products

The growing consumer preference for organic and artisanal products has significantly influenced the ghee market. Organic ghee, made from the milk of cows fed on organic fodder and free from synthetic additives, has gained popularity among health-conscious consumers. Organic ghee is perceived as a healthier and more environmentally friendly option, aligning with the global trend towards sustainable and natural products. Consumers are increasingly willing to pay a premium for organic ghee, which they believe offers superior quality and health benefits. In 2023, India plays a significant role in this trend, holding a prominent position in the global organic agriculture space. With 9.12 million acres of land dedicated to organic farming, the country is home to 30% of the world's organic producers. This trend is particularly strong among urban, educated, and affluent consumers who prioritize organic and natural products in their diets. Artisanal ghee, produced using traditional methods and often in small batches, has also carved out a niche market. These products emphasize quality, authenticity, and unique flavors, appealing to consumers seeking a premium and gourmet experience. Artisanal ghee makers often highlight their traditional production techniques and local sourcing of ingredients, creating a strong brand identity and consumer loyalty. The rise of organic and artisanal ghee has prompted larger brands to introduce premium product lines to cater to this growing demand. This trend is expected to continue, with more players entering the market and expanding their organic and artisanal offerings.

Key Market Players

Gujarat Cooperative Milk Marketing Federation Ltd.

Mother Dairy Fruit & Vegetable Pvt Ltd.

Parag Milk Foods Ltd.

Patanjali Ayurved Limited

Creamy Foods Private Limited

Nestl? India Limited

G.K. Dairy & Milk Products Pvt. Ltd.

Beejapuri Dairy Private Ltd

Britannia Industries Limited

Ananda Dairy Ltd.

Report Scope:

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

India Ghee Market, By Type:

Cow Ghee

Buffalo Ghee

Others

Camel Ghee

Goat Ghee

India Ghee Market, By Application:

Industrial

Commercial

Household

India Ghee Market, By Distribution Channel:

Supermarkets/Hypermarkets

Traditional Grocery Stores

Specialty Stores

Online

Others

India Ghee Market, By Region:

South

West

North

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Ghee market.

Available Customizations:

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).

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. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. INDIA GHEE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Type (Cow Ghee, Buffalo Ghee, Others)

5.2.2. By Application (Industrial, Commercial, Household)

5.2.3. By Sales Channel (Supermarkets/Hypermarkets, Traditional Grocery Stores, Specialty Stores, Online, Others)

5.2.4. By Region

5.2.5. By Company (2025)

5.3. Market Map

6. INDIA COW GHEE MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Application

6.2.2. By Sales Channel

7. INDIA BUFFALO GHEE MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Application

7.2.2. By Sales Channel

8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

9. MARKET TRENDS & DEVELOPMENTS

9.1. Merger & Acquisition (If Any)

9.2. Product Launches (If Any)

9.3. Recent Developments

10. PORTERS FIVE FORCES ANALYSIS

10.1. Competition in the Industry

- 10.2. Potential of New Entrants
- 10.3. Power of Suppliers
- 10.4. Power of Customers
- 10.5. Threat of Substitute Products

11. INDIA ECONOMIC PROFILE

12. POLICY & REGULATORY LANDSCAPE

13. COMPETITIVE LANDSCAPE

- 13.1. Company Profiles
 - 13.1.1. Gujarat Cooperative Milk Marketing Federation Ltd.
 - 13.1.1.1. Business Overview
 - 13.1.1.2. Company Snapshot
 - 13.1.1.3. Products & Services
 - 13.1.1.4. Financials (As Per Availability)
 - 13.1.1.5. Key Market Focus & Geographical Presence
 - 13.1.1.6. Recent Developments
 - 13.1.1.7. Key Management Personnel
 - 13.1.2. Mother Dairy Fruit & Vegetable Pvt. Ltd.
 - 13.1.3. Parag Milk Foods Ltd.
 - 13.1.4. Patanjali Ayurved Limited
 - 13.1.5. Creamy Foods Private Limited
 - 13.1.6. Nestl? India Limited
 - 13.1.7. G.K. Dairy & Milk Products Pvt. Ltd.
 - 13.1.8. Beejapuri Dairy Private Ltd
 - 13.1.9. Britannia Industries Limited
 - 13.1.10. Ananda Dairy Ltd.

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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