

India Yogurt Market By Type (Non-Flavored, Flavored), By Fat Content (Regular, Low-Fat, Fat Free), By Product Type (Conventional Yogurt, Set Yogurt, Greek Yogurt , Frozen Yogurt, Others), By Packaging (Pouches, Bottles, Tetra Packs, Others), By Distribution Channel (Supermarket & Hypermarket, Convenience Store, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

The India Yogurt Market was valued at USD 30.34 billion in 2024 and is projected to reach USD 36.78 billion by 2030, growing at a CAGR of 3.26% during the forecast period. The market is witnessing strong momentum, primarily driven by rising consumer awareness around health and wellness, and an increasing preference for probiotic and functional foods. Changing dietary habits, especially in urban areas, along with higher disposable incomes and a fast-paced lifestyle, are encouraging the adoption of convenient, nutritious options like yogurt. Growth in organized retail and e-commerce has further enhanced product accessibility, offering a broad range of flavored, Greek, and plant-based yogurt variants to consumers. Aggressive brand promotions, government initiatives supporting dairy consumption, and innovation in formulations for lactose-intolerant and health-conscious individuals are expanding the market's reach. As time-pressed consumers look for healthy on-the-go snacks, yogurt continues to strengthen its role in the modern Indian diet.

Key Market Drivers

Rising Consumption of Flavored Yogurt Across the Region

The growing popularity of flavored yogurt is playing a pivotal role in driving the India yogurt market. Urban consumers are increasingly drawn to diverse and appealing flavors such as mango, vanilla, strawberry, and blueberry, fueling demand for fruit-based and fusion varieties. To meet these evolving tastes, manufacturers are expanding their product portfolios with innovative flavors that blend traditional and international influences. These offerings are also positioned as healthier snack options, enriched with probiotics, added nutrients, and low-fat formulations to cater to health-conscious buyers. Lifestyle-focused marketing and the widespread availability of single-serve packs have made flavored yogurt especially attractive to young professionals and urban youth, establishing it as a convenient and nutritious food choice. This trend is expected to continue influencing product development and consumption patterns across the country.

Key Market Challenges

Intense Competition Among Local Players

The India yogurt market faces significant challenges due to intense competition among local and regional players. The market's low entry barriers have led to a surge in small-scale and regional dairy producers, creating a fragmented competitive environment. These players often provide cost-effective offerings tailored to regional taste preferences, which can undercut the pricing and presence of larger, national brands. As a result, established players are under constant pressure to invest in marketing, innovation, and distribution to maintain their market position. Additionally, inconsistent product quality and limited regulatory oversight among some local manufacturers may undermine consumer trust in the overall yogurt category. Navigating this competitive landscape requires major brands to strengthen customer loyalty, ensure product consistency, and innovate without compromising profitability.

Key Market Trends

Rising Demand for Health & Wellness Products

Health and wellness consciousness is significantly influencing trends in the India yogurt market. Consumers are increasingly opting for yogurt products that support digestive health, immunity, and general well-being. This has led to heightened demand for low-fat, low-sugar, and probiotic-rich yogurts, as well as those fortified with vitamins,

minerals, and plant-based ingredients. The emergence of Greek yogurt and high-protein variants has gained traction, particularly among urban millennials and fitness-focused consumers. Moreover, the rising preference for clean-label products—highlighting natural ingredients and transparent nutritional information—is further shaping purchasing behavior. These trends are steering product innovation and marketing strategies across the industry, positioning yogurt as both a functional and lifestyle product.

Key Market Players

Gujrat Cooperative Milk Marketing Federation Limited

Britannia Industries Limited

Heritage Foods Limited

Nestl? India Limited

Skyrrup

Myfroyoland

Danone S.A.

Chobani Global Holdings, LLC

Groupe Lactalis S.A

Ye%li%Valley Organic Limited

Report Scope:

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

India Yogurt Market, By Type:

Non-Flavored

Flavored

India Yogurt Market, By Fat Content:

Regular

Low-Fat

Fat Free

India Yogurt Market, By Product Type:

Conventional Yogurt

Set Yogurt

Greek Yogurt

Frozen Yogurt

Others

India Yogurt Market, By Packaging:

Pouches

Bottles

Tetra Packs

Others

India Yogurt Market, By Distribution Channel:

Supermarket & Hypermarket

Convenience Store

Specialty Stores

Online

Others

India Yogurt Market, By Region:

North

South

East

West

Competitive Landscape

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

Available Customizations:

India Yogurt 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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