

# **Iran Dairy Products Market By Type (Butter, Cheese, Cream, Dairy Desserts, Milk, Sour Milk Drinks, Yogurt), By End User (Residential, Commercial), By Sales Channel (Supermarket/Hypermarket, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/I42AF7883BB8EN.html>

Date: February 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: I42AF7883BB8EN

## **Abstracts**

Iran Dairy Products Market was valued at USD 3.56 Billion in 2024 and is expected to reach USD 6.78 Billion by 2030 with a CAGR of 6.89% during the forecast period. The Iran Dairy Products market is driven by factors such as a large and growing population, rising urbanization, and increasing consumer demand for nutritious and convenient food options. As disposable incomes rise, there is greater demand for a wide variety of dairy products, including milk, yogurt, and cheese. Cultural preferences for dairy, along with government support for local dairy production, contribute to market growth. Also, advancements in dairy farming technology and production processes, along with a growing health-conscious population, fuel the popularity of functional and fortified dairy products. The shift toward modern retail channels also expands market reach.

### **Key Market Drivers**

#### **Rapid Urbanization**

Rapid urbanization is a key driver of the Iran dairy products market, significantly impacting both demand and Sales Channels. As a part of this, according to a recent study, as of 2023, Iran urban population was 68,892,205, a 1.29% increase from 2022. As more people migrate to cities, lifestyles change, leading to higher consumption of processed and packaged foods, including dairy products. Urban dwellers tend to have

busier schedules, driving the demand for convenient and ready-to-eat dairy items like yogurt, flavored milk, and cheese. In urban centers, increased disposable incomes also allow for a greater variety of dairy products, including premium and specialized items, to be introduced and embraced by consumers. Also, urbanization often brings about better infrastructure, improving the distribution of dairy products, allowing them to reach a wider range of consumers more efficiently. The rise in urban populations is accompanied by greater awareness of health and wellness, leading to a demand for nutritious dairy options. As cities grow, modern retail outlets, such as supermarkets and hypermarkets, are expanding, providing more shelf space for diverse dairy products and promoting new brands. Also, urbanization encourages innovation in the dairy sector, as manufacturers seek to cater to the evolving preferences of urban consumers, leading to the development of new product variants such as lactose-free, organic, or fortified dairy products to meet the needs of health-conscious buyers.

### Rising Population

Rising population is a significant driver of the Iran dairy products market, as it directly increases the demand for essential food items, including dairy. As a part of this, according to a recent study, as of 2022, Iran's total population was estimated to be 84.9 million. Iran's population has been steadily growing, leading to a larger consumer base and greater need for daily nutritional staples like milk, yogurt, cheese, and other dairy products. With a larger population, the consumption of dairy becomes a key component of the diet, particularly in regions where dairy is culturally important. As the population expands, so does the demand for a wider variety of dairy products. Consumers are looking for more options, ranging from traditional items like plain yogurt to newer, value-added products such as fortified or flavored milks. The growing number of households also fosters demand for convenience-based dairy items, such as ready-to-drink milk and packaged cheeses. Also, the increase in population leads to the expansion of the food service industry, such as cafes, restaurants, and fast-food chains, which require dairy ingredients in their menu offerings. This further boost demand for dairy products. To meet this rising demand, both local and international dairy companies are scaling up production, enhancing distribution networks, and innovating product lines, all of which contribute to the growth of the dairy market in Iran.

### Expansion of Foodservice Sectors

The expansion of the foodservice sector plays a crucial role in driving the Iran dairy products market. As a part of this, according to a recent study, the largest market in Iran's Travel & Tourism sector is Hotels, with a forecast market volume of USD 1,674.00

million in 2025. As urbanization and changing lifestyles encourage more people to dine out, the demand for dairy-based ingredients in restaurants, cafes, fast-food chains, and hotels has risen. Dairy products such as milk, cheese, yogurt, and butter are essential components in both traditional Iranian dishes and international cuisines, which are increasingly popular in urban areas. This trend has significantly increased the consumption of dairy in foodservice settings. Also, with the growth of the foodservice sector, there is a rising demand for ready-to-use, packaged dairy products that can easily be incorporated into meals. For example, processed cheese, milk powders, yogurt for smoothies, and other ready-to-serve dairy options have become staples in kitchens. Also, the expansion of quick-service restaurants (QSRs) and fast-casual dining outlets also drives dairy consumption, as these establishments frequently use dairy-based products in a variety of menu items, including desserts, beverages, and snacks. As foodservice continues to grow, both local and international dairy brands are increasingly catering to these businesses by offering specialized dairy products to meet their needs, contributing to overall market growth in Iran.

## Key Market Challenges

### Supply Chain Issues

Supply chain issues pose a significant challenge to the Iran dairy products market, affecting the production, distribution, and availability of dairy goods. One of the primary concerns is the fluctuation in the availability of raw materials, such as milk, which is essential for dairy production. Any disruptions in milk production—due to factors like poor weather conditions, disease outbreaks, or inadequate farming infrastructure—can lead to shortages or price hikes in dairy products. Also, logistical challenges, such as limited transportation infrastructure, can impact the timely delivery of dairy products to retailers and consumers, particularly in remote or rural areas. The lack of a well-developed cold chain system further exacerbates the problem, as dairy products are highly perishable and require consistent refrigeration throughout the supply process to maintain freshness and quality. Economic sanctions imposed on Iran have also complicated the importation of dairy ingredients and packaging materials, increasing production costs and limiting access to advanced technologies. These factors create additional hurdles for both local and international dairy companies looking to meet consumer demand. To address these supply chain issues, investment in local dairy farming, improved infrastructure, and cold storage facilities is essential. However, without significant improvements in these areas, supply chain challenges will continue to hinder the growth and stability of Iran's dairy products market.

## Increased Competition Among Players

Increased competition among players is a notable challenge in the Iran dairy products market, as both local and international brands vie for market share in a rapidly growing sector. With the rising demand for dairy products, more companies are entering the market, which has intensified competition in key categories such as milk, yogurt, cheese, and other dairy-based products. Established local producers face competition from global dairy brands seeking to capitalize on the expanding consumer base in Iran. This heightened competition often leads to price wars, where companies' lower prices to attract customers, potentially squeezing profit margins. While this benefits consumers in terms of lower prices, it creates financial pressure on producers, especially smaller or less efficient players, who may struggle to compete with the larger companies that have greater economies of scale. Also, the demand for innovation in product offerings—such as organic, lactose-free, or fortified dairy products—adds another layer of complexity. Companies must continually innovate and differentiate their products to meet consumer preferences for health-conscious, functional, or premium dairy options. This constant need for innovation, coupled with increased competition, requires significant investment in marketing, research, and development, posing a challenge for companies operating in the market. Overall, while competition can drive improvements and variety, it also forces companies to adapt quickly and manage cost efficiencies to remain competitive in the marketplace.

## Key Market Trends

### Surging Demand for Organic Dairy Products

The surging demand for organic dairy products is a notable trend in the Iran dairy products market, driven by an increasing consumer preference for healthier and more natural food options. As awareness about health and wellness continues to rise, consumers are becoming more conscious of the food they consume, particularly with regards to the potential long-term effects of additives, preservatives, and artificial hormones in conventional dairy products. This shift has led to a growing interest in organic dairy items, which are perceived as healthier alternatives. Organic dairy products, such as milk, yogurt, cheese, and butter, are seen as more nutritious due to their natural production methods, without the use of synthetic fertilizers, pesticides, or genetically modified organisms (GMOs). As a result, consumers are willing to pay a premium for organic dairy, which is driving growth in this segment. Also, the increasing availability of organic options in supermarkets and modern retail outlets has further contributed to the popularity of organic dairy in urban areas. This trend also aligns with

global movements toward sustainable and environmentally friendly food production. Iranian consumers, particularly in urban centers, are becoming more environmentally conscious, prompting dairy producers to adopt organic farming practices and emphasize the eco-friendly nature of their products. As this demand continues to grow, dairy companies are focusing on expanding their organic product lines to meet consumer expectations and differentiate themselves in a competitive market.

### Rising Consumption of Fast-Food Across the Region

The rising consumption of fast food across the region is a key trend driving the Iran dairy products market. As urbanization increases and lifestyles become more fast-paced, consumers are turning to quick-service restaurants (QSRs) and fast-food chains for convenient meal options. Dairy products are integral to many fast-food items, such as cheese in burgers, milk in beverages like shakes and coffee, and yogurt in sauces or dressings. This growing demand for fast food is directly increasing the consumption of dairy ingredients, creating significant market opportunities for dairy producers. The fast-food sector's expansion in Iran is driven by shifting consumer preferences, particularly among younger generations who seek affordable, convenient, and tasty meal options. Also, international fast-food chains are gaining popularity, bringing with them increased use of dairy in their menu offerings, further stimulating the demand for dairy products. The popularity of dairy-based snacks, desserts, and beverages in fast-food outlets also adds to the overall consumption of dairy. As fast-food chains continue to grow in both urban and suburban areas, dairy products play a crucial role in supporting menu innovation, such as introducing new cheese varieties or milk-based beverages. This trend indicates a promising future for dairy consumption, as the fast-food sector shows no signs of slowing down in Iran.

### Rising Demand for Clean-Labelled Products

The rising demand for clean-labelled products is a significant trend in the Iran dairy products market, reflecting a shift toward transparency and health-conscious consumer choices. As consumers become more aware of the ingredients in their food, there is an increasing preference for products with simple, natural, and recognizable ingredients. Clean labels—free from artificial additives, preservatives, or unnecessary chemicals—are gaining popularity, particularly among health-conscious individuals and younger consumers. In the dairy sector, this trend is driving the production of products with fewer additives and more natural ingredients. Consumers are seeking milk, yogurt, cheese, and butter that are free from artificial colors, flavor enhancers, and growth hormones. This preference for clean-label dairy products is prompting local dairy producers to

reformulate existing products and launch new offerings that align with these demands. Also, clean-labelled products are often associated with higher quality and better nutritional profiles, which appeals to consumers concerned about their health and wellness. This trend is also contributing to the rise of organic and minimally processed dairy products, which often carry clean labels. As consumer demand for transparency continues to grow, dairy companies in Iran are increasingly focusing on clean-label innovation to stay competitive and meet the evolving preferences of their customer base.

## Segmental Insights

### Sales Channel Insights

Supermarket/Hypermarket dominated the Iran Dairy Products market, due to their wide reach, convenience, and growing importance as modern retail channels. These outlets provide a diverse range of dairy products, from everyday essentials like milk and yogurt to premium options, attracting many consumers. The rise of urbanization and changing shopping habits have made supermarkets and hypermarkets preferred destinations for dairy purchases. With better storage facilities, such as refrigeration, these stores ensure the freshness and quality of dairy products, enhancing consumer trust. Also, their strategic locations in urban areas make them easily accessible, further driving dairy consumption.

### Regional Insights

The Tehran region dominated the Iran Dairy Products market, due to its large population, high urbanization rate, and economic significance. As the capital and largest city in Iran, Tehran has a robust consumer base with increasing disposable income, driving the demand for a variety of dairy products. The region is home to numerous supermarkets, hypermarkets, and modern retail outlets, which provide easy access to dairy products. As a part of this, according to a recent study, as of 2021-22, the market for Iranian food goods is expected to exceed USD 23 billion. Cigarettes are the best-selling in-person shopping goods in terms of value; that is, for every USD 100 spent in supermarkets, this commodity accounted for around USD 6. Milk is the best-selling product in terms of value when shopping, accounting for around USD 5 of every USD 100 spent. Also, Tehran's position as a cultural and economic hub influences consumer preferences and consumption patterns, further solidifying its dominance in the dairy market. This trend is expected to continue as urban growth expands.

## Key Market Players

Nestle S.A

Farrokh Mehr Spadana Company

ChaltaFarm Dairy Export Department

Sabah Industrial Group

Britannia Industries Limited

Dodla Dairy Limited

Gujarat Co-operative Milk Marketing Federation Limited

Hatsun Agro Product Limited

Karnataka Milk Federation

Mother Dairy Fruit & Vegetable Private Limited

## Report Scope:

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

Iran Dairy Products Market, By ProductType:

Butter

Cheese

Cream

Dairy Desserts

Milk

Sour Milk Drinks

Yogurt

Iran Dairy Products Market, By End User:

Residential

Commercial

Iran Dairy Products Market, By Sales Channel:

Supermarket/Hypermarket

Convenience Stores

Online

Others

Iran Dairy Products Market, By Region:

Tehran

Isfahan

Tabriz

Kermanshah

Mashhad

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Iran Dairy Products Market.

### Available Customizations:

Iran Dairy Products 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).

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

### **4. VOICE OF CUSTOMER**

- 4.1. Factors Influencing Purchase Decision
- 4.2. Brand Awareness
- 4.3. Source of Information

### **5. IRAN DAIRY PRODUCTS MARKET OUTLOOK**

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

## 5.2. Market Share & Forecast

5.2.1. By Product Type Market Share Analysis (Butter, Cheese, Cream, Dairy Desserts, Milk, Sour Milk Drinks, Yogurt)

5.2.2. By End User Market Share Analysis (Residential, Commercial)

5.2.3. By Sales Channel Market Share Analysis (Supermarket/Hypermarket, Convenience Stores, Online, Others)

5.2.4. By Regional Market Share Analysis

5.2.4.1. Tehran Market Share Analysis

5.2.4.2. Isfahan Market Share Analysis

5.2.4.3. Tabriz Market Share Analysis

5.2.4.4. Kermanshah Market Share Analysis

5.2.4.5. Mashhad Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2024)

## 5.3. Iran Dairy Products Market Mapping & Opportunity Assessment

5.3.1. By Product Type Market Mapping & Opportunity Assessment

5.3.2. By End User Market Mapping & Opportunity Assessment

5.3.3. By Sales Channel Market Mapping & Opportunity Assessment

5.3.4. By Region Market Mapping & Opportunity Assessment

## 6. IRAN RESIDENTIAL DAIRY PRODUCTS MARKET OUTLOOK

### 6.1. Market Size & Forecast

6.1.1. By Value

### 6.2. Market Share & Forecast

6.2.1. By Product Type Market Share Analysis

6.2.2. By Sales Market Share Analysis

## 7. IRAN COMMERCIAL DAIRY PRODUCTS MARKET OUTLOOK

### 7.1. Market Size & Forecast

7.1.1. By Value

### 7.2. Market Share & Forecast

7.2.1. By Product Type Market Share Analysis

7.2.2. By Sales Market Share Analysis

## 8. MARKET DYNAMICS

### 8.1. Drivers

### 8.2. Challenges

## **9. MARKET TRENDS & DEVELOPMENTS**

## **10. SWOT ANALYSIS**

- 10.1. Strength
- 10.2. Weakness
- 10.3. Opportunity
- 10.4. Threat

## **11. POLICY & REGULATORY LANDSCAPE**

## **12. IRAN ECONOMIC PROFILE**

## **13. COMPETITIVE LANDSCAPE**

- 13.1. Company Profiles
  - 13.1.1. Nestle S.A
    - 13.1.1.1. Company Details
    - 13.1.1.2. Products & Services
    - 13.1.1.3. Financials (As Per Availability)
    - 13.1.1.4. Key Market Focus & Geographical Presence
    - 13.1.1.5. Recent Developments
    - 13.1.1.6. Key Management Personnel
  - 13.1.2. Farrokh Mehr Spadana Company
    - 13.1.2.1. Company Details
    - 13.1.2.2. Products & Services
    - 13.1.2.3. Financials (As Per Availability)
    - 13.1.2.4. Key Market Focus & Geographical Presence
    - 13.1.2.5. Recent Developments
    - 13.1.2.6. Key Management Personnel
  - 13.1.3. ChaltaFarm Dairy Export Department
    - 13.1.3.1. Company Details
    - 13.1.3.2. Products & Services
    - 13.1.3.3. Financials (As Per Availability)
    - 13.1.3.4. Key Market Focus & Geographical Presence
    - 13.1.3.5. Recent Developments
    - 13.1.3.6. Key Management Personnel
  - 13.1.4. Sabah Industrial Group

- 13.1.4.1. Company Details
- 13.1.4.2. Products & Services
- 13.1.4.3. Financials (As Per Availability)
- 13.1.4.4. Key Market Focus & Geographical Presence
- 13.1.4.5. Recent Developments
- 13.1.4.6. Key Management Personnel
- 13.1.5. Britannia Industries Limited
  - 13.1.5.1. Company Details
  - 13.1.5.2. Products & Services
  - 13.1.5.3. Financials (As Per Availability)
  - 13.1.5.4. Key Market Focus & Geographical Presence
  - 13.1.5.5. Recent Developments
  - 13.1.5.6. Key Management Personnel
- 13.1.6. Dodla Dairy Limited
  - 13.1.6.1. Company Details
  - 13.1.6.2. Products & Services
  - 13.1.6.3. Financials (As Per Availability)
  - 13.1.6.4. Key Market Focus & Geographical Presence
  - 13.1.6.5. Recent Developments
  - 13.1.6.6. Key Management Personnel
- 13.1.7. Gujarat Co-Operative Milk Marketing Federation Limited
  - 13.1.7.1. Company Details
  - 13.1.7.2. Products & Services
  - 13.1.7.3. Financials (As Per Availability)
  - 13.1.7.4. Key Market Focus & Geographical Presence
  - 13.1.7.5. Recent Developments
  - 13.1.7.6. Key Management Personnel
- 13.1.8. Hatsun Agro Product Limited
  - 13.1.8.1. Company Details
  - 13.1.8.2. Products & Services
  - 13.1.8.3. Financials (As Per Availability)
  - 13.1.8.4. Key Market Focus & Geographical Presence
  - 13.1.8.5. Recent Developments
  - 13.1.8.6. Key Management Personnel
- 13.1.9. Karnataka Milk Federation
  - 13.1.9.1. Company Details
  - 13.1.9.2. Products & Services
  - 13.1.9.3. Financials (As Per Availability)
  - 13.1.9.4. Key Market Focus & Geographical Presence

13.1.9.5. Recent Developments

13.1.9.6. Key Management Personnel

13.1.10. Mother Dairy Fruit & Vegetable Private Limited

13.1.10.1. Company Details

13.1.10.2. Products & Services

13.1.10.3. Financials (As Per Availability)

13.1.10.4. Key Market Focus & Geographical Presence

13.1.10.5. Recent Developments

13.1.10.6. Key Management Personnel

## **14. STRATEGIC RECOMMENDATIONS**

14.1. Key Focus Areas

14.2. Target Product Type

14.3. Target End User

## **15. ABOUT US & DISCLAIMER**

## I would like to order

Product name: Iran Dairy Products Market By Type (Butter, Cheese, Cream, Dairy Desserts, Milk, Sour Milk Drinks, Yogurt), By End User (Residential, Commercial), By Sales Channel (Supermarket/Hypermarket, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/I42AF7883BB8EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I42AF7883BB8EN.html>