

# **Turmeric Milk Mix Market - Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By Nature (Organic, Conventional), By Packaging (Single-serve Packets, Jars/Bottles, Pouches, Others), By Sales Channel (Hypermarkets/Supermarkets, Convenience Stores, Online, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Turmeric Milk Mix Market is projected to expand from USD 161.67 Million in 2025 to USD 223.43 Million by 2031, reflecting a compound annual growth rate (CAGR) of 5.54%. These functional beverage blends generally consist of turmeric powder combined with aromatic spices like ginger, cinnamon, and black pepper, often supplemented with sweeteners or milk solids to simplify the creation of 'Golden Milk.' Market growth is primarily driven by rising consumer focus on immunity enhancement and the acknowledgment of curcumin's anti-inflammatory benefits. Furthermore, the transition towards convenient, caffeine-free health options has hastened demand, as these pre-made mixes provide a time-efficient alternative to traditional brewing methods.

One major obstacle hindering market development is the distinctively strong, earthy, and slightly bitter taste of turmeric, which can be unappealing in regions where the spice is not a dietary staple. Data from the Spices Board of India indicates that roughly 162,000 tonnes of turmeric were exported in the financial year 2023-24 to satisfy international demand. Although this significant trade volume demonstrates strong global interest in the raw ingredient, manufacturers still struggle to develop products that maintain high curcumin levels while achieving a flavor profile that appeals to mainstream sensory preferences.

## Market Driver

The increasing consumer appetite for immunity-enhancing functional beverages is a major driver transforming the industry, as health-conscious shoppers move away from traditional sugary sodas toward wellness-focused blends. This shift has encouraged manufacturers to broaden their product lines with convenient, natural formulations that offer clear health advantages, such as immune system support and inflammation reduction. The economic effect of this trend is visible in the results of key market players; for instance, Dabur India Ltd reported in August 2024 that its International Business achieved 18.4% constant currency growth in the first quarter of fiscal year 2024-25, largely fueled by rising global demand for its natural and herbal healthcare products.

At the same time, the expanding global recognition of Ayurvedic and traditional remedial systems is extending the customer base beyond specific ethnic groups, elevating turmeric from a simple culinary spice to a premium wellness solution. Western markets are increasingly incorporating these traditional ingredients into standard diets, confirming the commercial potential of ancient medicinal practices. This international uptake is supported by trade data; the Ministry of Commerce and Industry reported in May 2024 that India's exports of Ayush and herbal products totaled \$651.17 million for the fiscal year 2023-24, with the United States as the leading importer. However, this rising consumption has strained raw material supplies, as evidenced by the Erode Turmeric Traders and Warehouse Owners Association noting in March 2024 that spot prices surged by nearly 200% to reach \$2.56 per kg due to tightening availability amid high demand.

## Market Challenge

The central challenge limiting the scalability of the Global Turmeric Milk Mix Market is the ingredient's uniquely pungent, bitter, and earthy flavor profile. Although the functional advantages of curcumin are well-accepted, the intense taste of turmeric is frequently viewed as overpowering, especially by consumers in Western regions accustomed to milder or sweeter beverages. This sensory hurdle creates significant difficulties in product development, as manufacturers attempt to formulate blends that provide therapeutic amounts of curcumin without sacrificing taste. As a result, the need to mask these flavors often results in the addition of high sugar levels or other additives, which undermines the natural wellness narrative and restricts appeal among buyers seeking clean-label products.

This aversion to the flavor profile creates a barrier to converting initial curiosity into consistent purchasing habits, thereby stalling mainstream retail adoption. Data from the Spices Board of India shows that the export value of turmeric and related products reached approximately USD 226.5 million in the fiscal year 2023-24. While this number highlights massive global economic activity regarding the raw material itself, the growth of the specific milk mix sector remains hampered by the intrinsic challenge of reconciling this robust spice with widely acceptable beverage sensory standards.

## Market Trends

The rise of plant-based and dairy-free formulations is significantly altering the market as producers switch from conventional milk-solid bases to vegan options such as oat, almond, and coconut powders. This movement is propelled by an expanding demographic seeking functional drinks that align with flexitarian and lactose-free diets, prompting brands to re-engineer their mixes for better creaminess and solubility in non-dairy liquids. The commercial importance of this transition is highlighted by strong retail presence; the Plant Based Foods Association's '2024 State of the Marketplace Report', released in May 2025, noted that plant-based milk captured a significant 14% share of total milk dollar sales in the U.S. retail sector. Consequently, turmeric milk mix manufacturers are focusing on plant-based ingredients and certifications to maintain relevance with this growing, health-oriented audience that avoids traditional dairy.

Concurrently, the incorporation of adaptogenic and functional ingredients is transforming basic spice blends into sophisticated, multi-benefit wellness products. To distinguish themselves in a competitive market, brands are enhancing turmeric mixes with complementary botanicals like ashwagandha and functional mushrooms, intended to provide cognitive advantages and stress relief alongside immunity support. This approach leverages the increasing demand for broader herbal solutions; the American Botanical Council's '2024 Herb Market Report', published in September 2025, indicated that sales in the 'other mushrooms' category within the U.S. natural channel increased by 14.4% year-over-year. By integrating these high-demand adaptogens, manufacturers are successfully premiumizing their products and broadening their appeal beyond basic anti-inflammatory benefits to encompass holistic physical and mental wellness.

## Key Market Players

%li%Vapika - zanetine

- li>Sweet Karam Coffee India Private Limited

- li>Gaia Herbs, Inc.

- li>Organic India Pvt. Ltd.

- li>Turmaquik

- li>Vahdam Teas Private Limited

- li>Rattan Organic Foods Private Limited

- li>YOGI TEA GmbH

- li>Senso Foods Pvt. Ltd.

- li>T. Stanes and Company Limited

## Report Scope

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

- li>Turmeric Milk Mix Market, By Nature

- li>li>Organic

- li>li>Conventional

- li>Turmeric Milk Mix Market, By Packaging

- li>li>Single-serve Packets

- li>li>Jars/Bottles

- li>li>Pouches

- li>li>Others

%li%Turmeric Milk Mix Market, By Sales Channel

%li%%li%Hypermarkets/Supermarkets

%li%%li%Convenience Stores

%li%%li%Online

%li%%li%Others

%li%Turmeric Milk Mix Market, By Region

%li%%li%North America

%li%%li%%li%United States

%li%%li%%li%Canada

%li%%li%%li%Mexico

%li%%li%Europe

%li%%li%%li%France

%li%%li%%li%United Kingdom

%li%%li%%li%Italy

%li%%li%%li%Germany

%li%%li%%li%Spain

%li%%li%Asia Pacific

%li%%li%%li%China

%li%%li%%li%India

%li%%li%%li%Japan

%li%%li%%li%Australia

%li%%li%%li%South Korea

%li%%li%%li%South America

%li%%li%%li%Brazil

%li%%li%%li%Argentina

%li%%li%%li%Colombia

%li%%li%%li%Middle East & Africa

%li%%li%%li%South Africa

%li%%li%%li%Saudi Arabia

%li%%li%%li%UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Turmeric Milk Mix Market.

### **Available Customizations:**

Global Turmeric Milk Mix 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**

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

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