

India Buttermilk Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Buttermilk is a kind of fermented dairy, made by churning milk until butter is separated, with the liquid remaining very nutritious and slightly sour. In most modern cases, they make yogurt by adding lactic acid bacteria to skimmed milk, making a drink that is rich in probiotics and good for digestion. It is often eaten in India because of how cooling it is in warm weather.

The India Buttermilk market is set to show a growth rate of about 14.50% during the forecast period (2025-2033F). The increasing awareness of health and more interest in beverages with health benefits are helping the buttermilk market in India. The surge in urban living and people's active schedules drives the use of ready-to-drink dairy products. Moreover, regional conditions and the taste of many cultures result in a steady flow of demand. Also, the rising expansion in retail areas and less expensive prices help boost the company's sales. In March 2023, Heritage Foods Ltd. announced the launch of its new range of Buttermilk products under the brand name 'A-One' and a new range of milkshakes in easy-to-carry and single-serve carton boxes. Heritage 'A-One' spiced Buttermilk & Milkshakes introduced in Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Delhi & NCR, and the products are available across the general trade stores.

Based on the type, the market is segmented into plain buttermilk, flavored buttermilk, probiotic buttermilk, buttermilk powder, and others. Among these, the probiotic buttermilk market is expected to grow with a significant CAGR during the forecast period (2025-2033). The increasing attention on gut health and healthy drinks is leading to higher demand for probiotic buttermilk. Also, with a better understanding of how gut microbiota and immunity are connected, companies are developing products with plenty of probiotics. Adopting a health-

centered approach makes it possible for them to set higher prices and grow in the urban health sector. On November 07, 2024, MilkyMist, a renowned dairy innovator from South India, partnered with SIG and AnaBio Technologies to introduce the world's first long-life probiotic buttermilk in aseptic carton packs.

Based on the packaging, the market is segmented into pouches, bottles, and tetra packs. Among these, the pouches buttermilk market held the dominant share of the market in 2024. Pouch packaging expands the number of customers by being cost-effective, practical, and perfect for eating on the go. It allows firms to cut their manufacturing and moving expenses, which in turn helps them offer lower prices to more people. Because of this packaging, buttermilk can be widely distributed to both rural and urban customers. In June 2024, Amul launched Kathiyawadi Chaas — a new variety of buttermilk, especially popular in the Saurashtra and Kutch regions of the state of Gujarat. A 400-millilitre pouch of Kathiyawadi Chaas is priced at INR 10. It has a shelf life of two days.

Based on the distribution channel, the market is segmented into supermarkets/hypermarkets, convenience stores, online retail, and others. Among these, the supermarkets/hypermarkets segment held the dominant share of the market in 2024. Shelves in supermarkets and hypermarkets are arranged so consumers can see the products more easily and become involved with their favorite brands. As a result, health-minded and busy customers are more likely to pick ready-to-drink buttermilk on the spot. Since supermarkets exist in many big cities, it is a successful channel for increasing the use of products and boosting sales in the top price brackets.

For a better understanding of the market adoption of the India Buttermilk market, it is analyzed based on its state-wise presence in India, such as North India, East India, West India, and South India. South India is expected to grow with a significant CAGR during the forecast period because South Indians have such a close bond with buttermilk, which creates a strong demand and a lot of potential for companies. Due to their daily usage of dairy for hydration, especially in warm regions, the growing demand remains for all types of drinks. Moreover, people in India are becoming more interested in items that offer flavored or health benefits, such as probiotic blends. Consequently, companies from South India are leading the way in adopting new and premium types of buttermilk.

Some major players running in the market include Mother Dairy Fruit & Vegetable Private Limited (NDDDB), Gujarat Cooperative Milk Marketing

Federation Ltd (Amul), Heritage Foods Limited, Akshayakalpa Farms & Foods Pvt. Ltd., Ananda Dairy Limited (Gopaljee Dairy Foods Private Limited), Parag Milk Foods (Go), Hatsun Agro Product Ltd, CavinKare Pvt. Ltd. (CKPL), Karnataka Co-operative Milk Producers' Federation Limited (KMF), DAWN LEE BY JAIN ROOTS.

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