Description: India is the largest producer of milk and dairy products in the world. The country has experienced tremendous improvement in per capita availability of milk over the last five years. Organized dairy products market in the country is witnessing growth, on account of rising demand for functional dairy products, due to their low fat and cholesterol content.

India is witnessing entry of large number of international players, offering a variety of non-conventional dairy products such as yogurts and probiotic drinks. However, unorganized sector, which comprises small farmers, accounts for a majority share in the country's dairy products market. Domestic players are also increasing their focus on offering products for health conscious consumers and introducing packaging innovations to strengthen their market position.

According to “India Dairy Products Market By Type, Competition Forecast & Opportunities, 2011 - 2021”, the market for dairy products in India is projected to grow at a CAGR of over 7% during 2016 - 2021. In 2015, North India dominated the country's dairy products market, on account of increasing per capita expenditure, rising youth population, introduction of value added dairy products, changing consumption patterns, and growing penetration of international players. India dairy products market is witnessing a shift towards healthier products such as probiotic drinks, yogurts, etc.

Few of the leading players operating in India dairy products market include Gujarat Cooperative Milk Marketing Federation Ltd., National Dairy Development Board, Karnataka Cooperative Milk Producers Federation Ltd., and Tamil Nadu Co-operative Milk Producers' Federation Limited, among others.

"India Dairy Products Market By Type, Competition Forecast & Opportunities, 2011 - 2021" discusses the following aspects related to dairy products market in India:

- India Dairy Products Market Size, Share & Forecast
- Segmental Analysis - By Type (Drinking Milk, Ghee, Butter, Ice Cream, Milk Powder, Cheese, Yogurts, Probiotic Drinks & Others); By Organized vs. Unorganized
- Policy and Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report

- To gain an in-depth understanding of India dairy products market
- To identify the on-going trends, and anticipated growth over the next five years
- To help industry consultants, major players and new entrepreneurs align their market-centric strategies
- To obtain research-based business decisions and add weight to presentations and marketing material
- To gain competitive knowledge of leading market players

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with India dairy products companies, independent dairy shop owners and
industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and other proprietary databases.

* Avail of 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer's specific needs

Contents:

1. Research Methodology
2. Analyst View
3. Product Overview
4. Global Dairy Products Market Overview
5. India Dairy Products Market Outlook
   5.1. Market Size & Forecast
      5.1.1. By Value
      5.2. Market Share & Forecast
      5.2.1. By Type (Drinking Milk, Ghee, Butter, Ice Cream, Milk Powder, Cheese, Yogurts, Probiotic Drinks & Others)
      5.2.2. By Region
      5.2.3. By Company
      5.2.4. By Organized Vs Unorganized
      5.3. Market Attractiveness Index
6. India Drinking Milk Market Outlook
   6.1. Market Size & Forecast
      6.1.1. By Value & Volume
5.2. Pricing Analysis
7. India Ghee Market Outlook
   7.1. Market Size & Forecast
      7.1.1. By Value & Volume
6.2. Pricing Analysis
8. India Butter Market Outlook
   8.1. Market Size & Forecast
      8.1.1. By Value & Volume
8.2. Pricing Analysis
9. India Ice Cream Market Outlook
   9.1. Market Size & Forecast
      9.1.1. By Value & Volume
9.2. Pricing Analysis
10. India Milk Powder Market Outlook
    10.1. Market Size & Forecast
       10.1.1. By Value & Volume
10.2. Pricing Analysis
11. India Cheese Market Outlook
    11.1. Market Size & Forecast
       11.1.1. By Value & Volume
11.2. Pricing Analysis
12. India Yogurts Market Outlook
    12.1. Market Size & Forecast
       12.1.1. By Value & Volume
12.2. Pricing Analysis
13. India Probiotic Drinks Market Outlook
13.1. Market Size & Forecast
13.1.1. By Value & Volume
13.2. Pricing Analysis

14. India Other Dairy Products Market Outlook
14.1. Market Size & Forecast
14.1.1. By Value

15. Import-Export Analysis

16. Supply Chain Analysis

17. Market Dynamics
17.1. Drivers
17.2. Challenges

18. Market Trends & Developments
18.1. Implementation of Favorable Government Initiatives
18.2. Adoption of Automation by Private Players
18.3. Rising Demand for Yogurt and Western Dairy Products
18.4. Steady Rise in Demand for Organic Milk
18.5. Increasing Demand For Packaged Products

19. Policy & Regulatory Landscape

20. India Economic Profile

21. Competitive Landscape
21.1. Gujarat Cooperative Milk Marketing Federation Ltd
21.3. Karnataka Cooperative Milk Producers Federation Ltd
21.4. Tamil Nadu Co-operative Milk Producers' Federation Limited
21.5. Andhra Pradesh Dairy Development Cooperative Federation Ltd
21.6. Heritage Foods Ltd
21.7. Hatsun Agro Products Ltd
21.8. Kwality Dairy India Limited
21.9. Paras Dairy
21.10. Parag Milk Foods Limited

22. Strategic Recommendations

List of Figures

Figure 1: India Milk Consumption Share, By Cattle Type, By Volume, 2014
Figure 2: India Dairy Products Market Size, By Type, By Value, 2011-2021F (USD Billion)
Figure 3: India Dairy Products Market Share, By Region, By Value, 2015 & 2021F
Figure 4: India Dairy Products Market Share, By Region, By Value, 2011 - 2021F
Figure 5: India Dairy Products Market Share, By Company, By Value, 2011 - 2021F
Figure 6: India Dairy Products Market Share, By Organized vs Unorganized, By Value, 2015
Figure 7: India Dairy Products Market Share, By Organized vs Unorganized, By Value, 2021F
Figure 8: India Dairy Products Market Attractiveness Index, By Type, By Value, 2015-2021F
Figure 9: India Drinking Milk Market Size, By Value (USD Billion), By Volume (Billion Liters), 2011-2021F
Figure 10: India Drinking Milk Average Selling Price, 2011-2021F (USD per Liter)
Figure 11: India Ghee Market Size, By Value (USD Billion), By Volume (Billion Kilogram), 2011-2021F
Figure 12: India Ghee Average Selling Price, 2011-2021F (USD per Kilogram)
Figure 13: India Butter Market Size, By Value (USD Billion), By Volume (Billion Kilograms), 2011-2021F
Figure 14: India Butter Average Selling Price, 2011-2021F (USD per Kilogram)
Figure 15: India Ice Cream Market Size, By Value (USD Billion), By Volume (Billion Liters), 2011-2021F
Figure 16: India Ice Cream Average Selling Price, 2011-2021F (USD per Liter)
Figure 17: India Milk Powder Market Size, By Value (USD Billion), By Volume (Billion Kilogram), 2011-2021F
Figure 18: India Milk Powder Average Selling Price, 2011-2021F (USD per Kilogram)
List of Figures

Figure 21: India Cheese Market Size, By Value (USD Billion), By Volume (Billion Kilogram), 2011-2021F
Figure 22: India Cheese Average Selling Price, 2011-2021F (USD per Kilogram)
Figure 23: India Yogurts Market Size, By Value (USD Billion), By Volume (Billion Liters), 2011-2021F
Figure 24: India Yogurt Average Selling Price, 2011-2021F (USD per Liter)
Figure 25: India Probiotic Drinks Market Size, By Value (USD Billion), By Volume (Billion Liters), 2011-2021F
Figure 26: India Probiotic Drinks Average Selling Price, 2011-2021F (USD per Liter)
Figure 27: India Other Dairy Products Market Size, By Value, 2011-2021F (USD Billion)
Figure 28: India Dairy Product Exports to Top 5 Countries, By Value, 2013-2014 & 2014-2015 (USD Million)
Figure 29: India Disposable Personal Income, 2011 - 2015 (USD Billion)
Figure 30: India Demand & Availability of Feed and Fodder, 2014 (Million Tonnes)

List of Tables

Table 1: India Dairy Product Imports, By Value (USD Million), By Volume (Thousand Tonnes), 2011-2015
Table 2: India Dairy Product Exports, By Value (USD Million), By Volume (Thousand Tonnes), 2011-2015

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