Market for dairy products in Iran witnessed significant growth during 2011-2015, on the back of increasing demand from various regions of the country and shift in consumer preferences from unpackaged dairy products to packaged dairy products. In addition, rapid urbanization, changing lifestyles as well as growing popularity of western dairy products in Iran is projected to drive production and consumption of processed and packaged dairy products, across the country.

Increasing focus of Government of Iran to reduce economic dependence on oil & gas sector, is fueling investments for development of dairy farming and agriculture sectors. Recent upliftment of economic sanctions from Iran by the UN resulted in an open economy, facilitating trade and business with countries in Europe and North America. Consequently, various international dairy brands are expected to enter Iran in coming years and establish multiple milk collection and cooling centers in various provinces of the country, including rural areas.

According to “Iran Dairy Products Market By Type, By Organized vs. Unorganized, Competition Forecast and Opportunities, 2011-2021”, market for dairy products in Iran is projected to grow at a CAGR of over 22%, during the forecast period, which is attributable to increasing online presence of major market players offering dairy products and increasing westernization of food habits. In 2015, butter & margarine segment dominated Iran dairy products market, followed by drinking milk.

Rising consumption of yogurt and cheese in the country can be attributed to increasing preference for such products over fresh/pasteurised milk as well as high consumption of ‘doogh’, a yogurt based beverage commonly served with Iranian meals. Moreover, Pegah Dairy Company, Kalleh Dairy Company, Mihan Dairy Group, Teen Dairy Products Co., and Pak Dairy Company are few of the leading players operating in Iran dairy products market and these companies offer a wide variety of dairy products through a well-established distribution network.

“Iran Dairy Products Market By Type, By Organized vs. Unorganized, Competition Forecast and Opportunities, 2011-2021” discusses the following aspects of dairy products market in Iran:

- Iran Dairy Products Market Size, Share & Forecast
- Segmental Analysis - By Type (Butter & Margarine, Drinking Milk, Cheese, Yogurt, Ice-cream and 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 Iran dairy products market
- To identify the on-going trends and anticipated growth in the next five years
- To help industry consultants, major players, new entrepreneurs and industry experts 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
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Report Methodology

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