

# Cheese in India

January 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Strong retail performance for cheese in 2023 due to increasing interest in Western-style meals

Amul continues to drive interest among consumers through engagement and contests

E-commerce continues to gain traction as distribution channel for cheese

### PROSPECTS AND OPPORTUNITIES

Lower per capita consumption of cheese offers strong growth opportunities going forward

Competition is set to intensify over the forecast period

Essential for major brands to develop a stronger digital focus to gain traction

### CATEGORY DATA

Table 1 - Sales of Cheese by Category: Volume 2018-2023

Table 2 - Sales of Cheese by Category: Value 2018-2023

Table 3 - Sales of Cheese by Category: % Volume Growth 2018-2023

Table 4 - Sales of Cheese by Category: % Value Growth 2018-2023

Table 5 - Sales of Spreadable Processed Cheese by Type: % Value 2018-2023

Table 6 - Sales of Soft Cheese by Type: % Value 2018-2023

Table 7 - Sales of Hard Cheese by Type: % Value 2018-2023

Table 8 - NBO Company Shares of Cheese: % Value 2019-2023

Table 9 - LBN Brand Shares of Cheese: % Value 2020-2023

Table 10 - Distribution of Cheese by Format: % Value 2018-2023

Table 11 - Forecast Sales of Cheese by Category: Volume 2023-2028

Table 12 - Forecast Sales of Cheese by Category: Value 2023-2028

Table 13 - Forecast Sales of Cheese by Category: % Volume Growth 2023-2028

Table 14 - Forecast Sales of Cheese by Category: % Value Growth 2023-2028

## Dairy Products and Alternatives in India - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

Table 15 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 16 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 18 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 19 - Penetration of Private Label by Category: % Value 2018-2023

Table 20 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 21 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 22 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cheese-in-india/report](http://www.euromonitor.com/cheese-in-india/report).