

Yoghurt and Sour Milk Products in India

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Table of Contents

Yoghurt and Sour Milk Products in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Major players turn their focus towards probiotics to address modern health issues
Solid growth for sour milk products due to hotter summer and favourable perception
Epigamia remains dominant brand in flavoured yoghurt

PROSPECTS AND OPPORTUNITIES

Major players will focus on functionality and fortification to appeal to health-conscious consumers
Expected increase in refrigeration and sustained electrification could allow higher at-home consumption of yoghurt and sour milk products
Competitive landscape set to intensify

CATEGORY DATA

- Table 1 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023
- Table 2 - Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023
- Table 3 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023
- Table 5 - Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023
- Table 6 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023
- Table 7 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023
- Table 8 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023
- Table 9 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028
- Table 10 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028
- Table 11 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Sales of Yoghurt and Sour Milk Products 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 13 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 17 - Penetration of Private Label by Category: % Value 2018-2023
- Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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