

Butter and Spreads in India

January 2024

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Butter and Spreads in India - Category analysis

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2023 DEVELOPMENTS

Demand for butter and spreads continues to grow in India
Players innovate with new flavour and product formats to attract consumers
Foodservice volumes of butter continue to recover

PROSPECTS AND OPPORTUNITIES

Organic segment is set to gain growth momentum over the forecast period
At-home snacking occasions will continue to drive growth of butter and spreads
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