



# Drinking Milk Products in India

January 2024

Table of Contents

## Drinking Milk Products in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Milk continues to enjoy strong demand, despite impact of inflation  
Flavoured milk drinks emerges as an alternative to other beverages  
Foodservice volumes continue to grow due to greater mobility and travel opportunities

#### PROSPECTS AND OPPORTUNITIES

Wider positioning for milk set to emerge with expansion of varying needs  
Packaged milk will continue to grow but with own set of challenges ahead  
Powder milk will continue to lose ground due to intense competition from shelf stable format

#### CATEGORY DATA

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