



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

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