Market Research Report on Milk Processing & Dairy Products in India
(Butter, Yogurt, UHT Milk, Cheese, Ice Cream, Ghee & Other Products)

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If you find yourself bewildered by innumerable variants of cheese, flavored yogurts, ice creams or UHT milk, in an expansive section of a modern retail store, then assume that you have hit the much evolved dairy section. Gone are the days when shopping of dairy products just meant choosing between plain curd or Cottage Cheese or basic sandwich spread, today dairy products have outdone their first forms and evolved into much urbanized and modern consumer centric products. To establish a better understanding of market potential of the evolved dairy products in India, Niir Project Consultancy Services has released a new study titled ‘Market Research Report on Milk Processing & Dairy Products in India (Butter, Yogurt, UHT Milk, Cheese, Ice Cream, Ghee & Other Products) Market Prospects, Present Scenario, Growth Drivers, Demand-Supply Statistics, Industry Size, Sector Outlook, Analysis & Forecasts upto 2017’. The report identifies the current & future market prospects of dairy products, the value drivers that will trigger the growth, opportunities & challenges faced by the sector coupled with government initiatives and porters 5 forces analysis of the industry. It helps you classify dairy industry on the basis of its business attractiveness and investment potential which can prove to be a vital link in prudent business decision making. The report provides a comprehensive analysis of the dairy products sector along with the financial details of dairy products companies.

It begins by a brief on global dairy sector and then proceeds to discuss the Indian scenario of dairy industry in detail. It discusses the present scenario, structure and classification of the industry while defining the scope of the report. The sector has moved away from large consumption of milk in unprocessed and fluid form to higher intake of processed dairy products. The known factors for such rising preference for processed dairy products include growing disposable incomes, urbanization, spiraling trend of modern retail and growing acceptability of processed products. The report analyzes the above mentioned factors in growth drivers section supported by graphical representation and forecasts of data points. Growing population of middle class households pose immense opportunities for a host of consumer industries; dairy being one of them. With higher incomes in their pockets and growing western influence on their taste buds, Indian middle class is well equipped to experiment with new products which will have a domino effect on the consumption of dairy products. Also, growing health consciousness among Indian population, low per capita consumption of various dairy products and rising food expenditure will provide ample opportunities for dairy players to seize. Further the report discusses various impediments faced by the dairy players while operating in the industry.

The report in its entirety can prove to be an indispensible tool for assessing the market potential of dairy products in India. It analyzes the demand supply situation in the industry from different angles to enable better understanding of the topic. Demand for dairy products in India is captured by determining the demand for various dairy products as well as total exports. Similarly supply side is taken into account by assessing the production of milk in the country and population of milch animals, the production of various dairy products and lastly by scrutinizing the capital expenditure projects announced in the industry. Moving forward, the report analyzes the attractiveness of the sector by evaluating the status of porters 5 forces prevalent in the industry. Any sector is said to be most attractive when the 5 forces are at their weakest and the report explicates the forces methodically to simplify the analysis. It also lists various initiatives undertaken by the Indian government to assist dairy industry as a whole.

Lastly to give a fair view of the competition in the industry, the report shares information about players operating in the dairy sector. It gives business profiles of key players like Amul, Parag Milk Foods Ltd,
Kwality Ltd and Mother Dairy Fruit & Vegetable Ltd. The next segment provides complete financial details of dairy players in the country like address of registered office, director's name and financial comparison covering balance sheet, profit & loss account and several financial ratios of the players. The report ends with a promising outlook of the sector.

Indian dairy industry has been at the forefront with impressive growth rates and immense potential for an effervescent future abetted by rising demand for value added dairy products in the country. Fluid milk market in India has reached a saturation point and the growing acceptance of value added dairy products has brought winds of change for the industry. The Indian market has witnessed a spur in the demand of value added dairy products like cheese, yogurt, packaged milk and probiotic drinks which has invigorated the growth in overall dairy industry. Rising western influence on Indian food habits, rising concerns about quality of dairy products, health consciousness and spiraling disposable incomes of consumers have resulted in higher demand for value added dairy products in India. Gauging the high demand potential in dairy products industry, a host of international and domestic players have set their foot in the Indian dairy domain. The share of milk processed in total milk produced has shown a healthy rise in the last 3-4 years. We anticipate the quantity of milk processed to cross 107 million tonnes by 2017 from ~66 million tonnes in 2013. Also we expect Indian dairy market to touch INR 6971 billion levels by 2017.

Reasons for Buying this Report:
• This research report helps you get a detail picture of the industry by providing overview of the industry along with the market definition, structure and its classification
• The report provides in-depth market analysis covering major growth driving factors for the industry and opportunities & challenges prevalent
• This report helps to understand the present status of the industry by elucidating a comprehensive porter 5 force analysis and scrutiny of the demand – supply situation
• Report provides analysis and in-depth financial comparison of major players/competitors
• The report provides forecasts of key parameters which helps to anticipate the industry performance

Our Approach:
• Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.
• The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
• We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

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1 OVERVIEW

Indian dairy industry has been at the forefront with impressive growth rates and immense potential for an effervescent future. The industry has evolved completely with the focus drifting from basic fluid milk and clarified butter & ghee to more advanced value added products like cheese, ice cream and, the more modern, yogurt.

This report aims at simplifying your research to a single step by providing the requisite information handy. It uncovers the industry from various parts like value driver’s, growth inhibitors, demand-supply scenario, porters 5 force analysis and other vital statistics.

Firstly let’s have a succinct view of the global scenario of the dairy industry.

1.1 The Global Dairy Industry

The global dairy industry is composed of a multitude of countries with unique production practices and inimitable consumer markets. The global dairy industry revenues are estimated at ~ USD 300 million in 2011 and are anticipated to cross USD 375 million by 2016.

Figure 1 World's Cow Milk Production (2010-12, In Million Tonnes)

World total cow milk production stood at 620 million tonnes in 2012, of which US was a major contributor with nearly 15% of the total share.

1.2 Indian Dairy Industry

Indian dairy industry holds an inimitable space in the country for its high employment potential and for ensuring the availability of nutritious yet affordable food for India’s vast population. India is the largest producer as well as largest consumer of milk in the world. It contributes ~17% to the world milk production and consumes almost whole of its milk production by itself.

The tag of largest milk producer was not always in India’s kitty. From being milk impoverished nation to the top producer has been an arduous and almost miraculous climb. Such unprecedented rise is docketed to Operation Flood and the historic dairy cooperative movement. During the pre-independence period dairy cooperative movement was limited to a few pockets of Kolkata, Chennai, Bengaluru and Gujarat. But post the independence Government took great initiative in setting up new Dairy Co-operatives in many parts of the country and The National Dairy Development Board (NDDB) was set up to take the lead.

The Operation Flood Programme was undertaken after the National Dairy Development Board had been formed in 1965. The programme was aimed at bringing the shortage of milk supply in the four Metropolitan cities of Kolkata, Mumbai, Chennai and Delhi into agreement with the abundance of milk production in adjoining villages of the cities.

The industry has been retorting positively to the changes in the consumer preferences towards value added products and has been growing at a steady rate.

1.2.1 Structure

In India, only 20% of the milk production takes place in the organized sector while the rest is contributed by the unorganized segment of the industry.

The chart below discusses the structure of Indian dairy industry.

Figure 2 Indian Dairy Industry- Structure

1.2.2 Classification

Figure 3 Indian Dairy Industry- Classification

Scope of the report
NIIR Project Consultancy Services (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. Its various services are:

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