



Yoghurt and Sour Milk Products in India

January 2024

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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
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Dairy Products and Alternatives in India - Industry Overview

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Summary 1 - Research Sources

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