



Euromonitor
International

HW Dairy Products and Alternatives in India

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Low fat holds the highest share in health and wellness dairy products and alternatives 2023, due to consumers' health concerns

Amul is active in the high protein space, which helps drive growth

Good source of vitamins and minerals boosted by the desire for a strong metabolism

PROSPECTS AND OPPORTUNITIES

Probiotic set to increase as a health claim due to consumers' desire to maintain gut health and general wellness

Plant-based benefits from concerns over ingredients and nutrients in dairy products

No sugar and no added sugar set to see a boost over the forecast period

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

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Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in India - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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