

## **Table Butter Market in India: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

Market Report | 2023-07-05 | 129 pages | IMARC Group

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### **Report description:**

Market Overview:

The table butter market in India size reached INR 64.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach INR 186.9 Billion by 2028, exhibiting a growth rate (CAGR) of 20.2% during 2023-2028. The increasing population, rising consumption of ready-to-eat (RTE) food products, and the expansion of QSRs represent some of the key factors driving the market.

Table butter is prepared by churning fresh cream and separating the fat from the buttermilk. It has common salt, annatto or carotene, and diacetyl for adding color and enhancing flavor. It is enriched with niacin, calcium, phosphorus, riboflavin, antioxidants, and vitamins A, E, B12, and K. It remains solid under refrigeration, melts down at high temperatures, and maintains a spreadable consistency at room temperature. Its moderate consumption assists in improving immune function, supporting heart health, and protecting cells against damage caused by free radicals. Besides this, as table butter contains calcium, it promotes bone growth and development and prevents osteoporosis. It is used for spreading on bread, making sandwiches, and enhancing the flavor of veggies and other dishes.

Table Butter Market in India Trends:

At present, there is an increase in the consumption of food on account of the growing population of India. This, in confluence with the burgeoning food and beverage (F&B) industry and rising reliance on ready-to-eat (RTE) food products, represents one of the key factors creating a positive outlook for the market. The widespread adoption of table butter in the preparation of a variety of recipes, such as bakery goods and fried foods, and as a condiment on cooked items due to its rich creaminess is also driving the product demand. Furthermore, the expansion of cafes, cloud kitchens, and quick service restaurants (QSRs) across the country is increasing the sales of table butter. Moreover, the rising prevalence of bone disorders like osteoporosis and the growing awareness among individuals about the health benefits of milk products are contributing to the growth of the market. Apart from

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this, leading manufacturers are focusing on introducing novel flavors and varieties in table butter to attract a wider consumer base. They are also launching dairy-free, low-fat and -calorie, organic, unsalted, and slightly salted variants to attract the rapidly expanding health-conscious and vegan population. Additionally, they are increasingly investing in aggressive promotional activities, such as celebrity endorsements through social media platforms and television (TV), which are expected to propel market growth. Besides this, the easy product availability across offline and online distribution channels in India is supporting the growth of the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the table butter market in India, along with forecasts at the country and state level from 2023-2028. Our report has categorized the market based on sector.

#### Sector Insights:

Retail Sector

Institutional Sector

The report has also provided a detailed breakup and analysis of the table butter market in India based on the sector. This includes the retail sector and the institutional sector. According to the report, the retail sector represented the largest segment.

#### Regional Insights:

Karnataka

Maharashtra

Tamil Nadu

Delhi

Gujarat

Andhra Pradesh and Telangana

Uttar Pradesh

West Bengal

Kerala

Haryana

Punjab

Rajasthan

Madhya Pradesh

Bihar

Orissa

The report has also provided a comprehensive analysis of all the major regional markets that include Karnataka, Maharashtra, Tamil Nadu, Delhi Gujarat, Andhra Pradesh and Telangana, Uttar Pradesh, West Bengal, Kerala, Haryana, Punjab, Rajasthan, Madhya Pradesh, Bihar and Orissa. According to the report, Maharashtra was the largest market for table butter market in India. Some of the factors driving the Maharashtra market included the expansion of hotels, restaurants, and cloud kitchens in the state, increasing consumer reliance on fast food, and the thriving F&B industry.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the India table butter market. Detailed profiles of all major companies have also been provided.

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## Key Questions Answered in This Report

1. What was the size of the table butter market in India in 2022?
2. What is the expected growth rate of the table butter market in India during 2023-2028?
3. What are the key factors driving the table butter market in India?
4. What has been the impact of COVID-19 on the table butter market in India?
5. What is the breakup of the table butter market in India based on the sector?
6. What are the key regions in the table butter market in India?
7. Who are the key players/companies in the table butter market in India?

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