

India Ghee Market Report and Forecast 2024-2032

Market Report | 2023-12-29 | 132 pages | EMR Inc.

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Report description:

India Ghee Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the India ghee market grew significantly in 2023. Aided by the nation's deep-rooted cultural association with ghee and the escalating awareness of its multifarious health benefits, the market is projected to further grow at a CAGR of 10.30% between 2024 and 2032.

Ghee, a clarified form of butter with its origins in ancient India, is an integral component of Indian cuisine, rituals, and traditional medicine (Ayurveda). Revered not just for its rich, nutty flavour, but also its myriad health advantages, ghee finds its place in diverse Indian dishes, ranging from savouries to sweets. Its benefits span from aiding digestion, providing essential fats, to even boasting potential anti-inflammatory properties.

The resurging interest in traditional diets and natural products is bolstering the Indian ghee market growth. As global trends gravitate towards organic, pure, and natural foods, ghee is witnessing a remarkable comeback, especially among health enthusiasts and those following ketogenic diets. Furthermore, the rise in disposable income in India has led to increased purchasing power, enabling consumers to opt for premium ghee products.

In the expansive realm of Ayurveda, ghee holds a pivotal position. It is not merely a dietary inclusion but also serves as a base for numerous Ayurvedic medicines. According to the India ghee market analysis, the growing global and domestic acceptance of Ayurvedic practices further fortifies the demand for ghee, elevating it from a kitchen staple to a wellness essential.

Industrial applications of ghee, though niche, are not insubstantial. The cosmetics industry, recognising the moisturising properties of ghee, is increasingly incorporating it into skincare products. Additionally, ghee, with its high smoke point, is being marketed as a healthier alternative for cooking and frying, overshadowing oils that may break down into harmful compounds at high temperatures.

A significant India ghee market trend is the surge in online retail sales. With digitalisation penetrating even the remotest corners of India, ghee brands are leveraging e-commerce platforms, ensuring wider reach and accessibility. The online platforms also aid in educating the consumers, with detailed product information, reviews, and usage tips, thus driving informed purchasing decisions.

The rise of veganism and plant-based diets, globally, does pose a question on the potential impact on ghee consumption.

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However, ghee, deeply entwined in India's cultural and culinary fabric, continues to hold its ground. Its irreplaceable taste profile and the growing body of research affirming its health benefits ensure that ghee remains resilient amidst shifting dietary patterns.

Market Segmentation

The market can be divided based on source, sector, dairy enterprise size, end use, distribution channel, and state.

Market Breakup by Source

- Cow
- Buffalo

Market Breakup by Sector

- Organised
- Unorganised

Market Breakup by Enterprise Size

- Private Sector
- Cooperative Sector

Market Breakup by End Use

- Retail
- Institutional

Market Breakup by Distribution Channel

- Supermarkets/Hypermarkets
- Convenience Stores
- Speciality Stores
- Online
- Others

Market Breakup by State

- Karnataka
- Maharashtra
- Tamil Nadu
- Delhi
- Gujarat
- Andhra Pradesh and Telangana
- Uttar Pradesh and Uttarakhand
- West Bengal
- Kerala
- Haryana
- Punjab
- Rajasthan
- Madhya Pradesh and Chhattisgarh
- Bihar and Jharkhand
- Orissa
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the India ghee market. Some of the major players explored in the report by Expert Market Research are as follows:

- Gujarat Co-operative Milk Marketing Federation Ltd
- Nestle India Limited
- Britannia Industries Limited
- Mother Dairy Fruits and Vegetables Pvt. Ltd.

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- Anik Milk Products Pvt Ltd.
- Patanjali Ayurved Limited
- SMC Foods Limited
- The Punjab State Cooperative Milk Producers' Federation Ltd.
- Milk Food Ltd.
- Parag Milk Foods Ltd.
- Rajasthan Cooperative Dairy Federation Ltd
- Gopaljee Dairy Foods Pvt Ltd
- Others

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