

Butter and Spreads in India

Market Direction | 2024-01-23 | 22 pages | Euromonitor

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Report description:

Value sales of butter and spreads recorded double-digit growth in 2023, with demand rising steadily. Traditionally in India, butter and ghee has been prepared at home from milk as it is considered more budget-friendly. Butter and ghee are extensively used in India, not only in cooking or used as a topping on all forms of bread, but also during religious occasions and ceremonies. The consumption pattern is changing from home-produced or unpackaged ghee to packaged formats, as young consumers in I...

Euromonitor International's Butter and Spreads in India report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Butter and Spreads market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Players innovate with new flavour and product formats to attract consumers

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