

## **HW Dairy Products and Alternatives in India**

Market Direction | 2023-11-07 | 14 pages | Euromonitor

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### **Report description:**

Nestle was the dominant player in baby food in 2022, with the company synonymous with trust and assurance of quality. Baby food, including milk formula, is considered essential for the holistic development of babies and young children, both physically and mentally. According to Euromonitor International's economies and consumers data, India has one of the highest populations of children aged 0 to 5 years. With the rise in dual-income families, with both parents working, there is less time available...

Euromonitor International's HW Dairy Products and Alternatives in India report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

#### **Why buy this report?**

- \* Get a detailed picture of the HW Dairy Products and Alternatives 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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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

HW Dairy Products and Alternatives in India

Euromonitor International

January 2024

List Of Contents And Tables

HW DAIRY PRODUCTS AND ALTERNATIVES IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Expansion of healthy baby food with products intended to provide wholesome nutrition for young children

Low fat holds the highest share in 2022, due to consumer concerns about health and actions by the government

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

PROSPECTS AND OPPORTUNITIES

Need for healthier yoghurt and sour milk products set to increase due to consumer desire to maintain gut health and general wellness

Demand for better for you products set to drive highest absolute growth for low fat in health and wellness dairy products and alternatives

Skin health set to see boost over the forecast period

CATEGORY DATA

Table 1 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 4 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 8 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN INDIA

EXECUTIVE SUMMARY

Overview

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