

## **Liquid Milk Market in India: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2024-2032**

Market Report | 2024-04-08 | 138 pages | IMARC Group

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### **Report description:**

The liquid milk market in India size reached INR 8,770.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach INR 28,007.9 Billion by 2032, exhibiting a growth rate (CAGR) of 13.4% during 2024-2032. The growing health consciousness, the increasing popularity of plant-based milk products, and the rising demand for organic food and beverages among the masses represent some of the key factors driving the market.

Liquid milk is a nutritious and refreshing beverage that has been consumed for centuries. It is a white liquid produced by the mammary glands of various mammals, such as cows, goats, sheep, and buffalo. It is usually produced in large quantities by dairy farms and pasteurized for safety before it is packaged and sold. It is known to be an excellent source of vitamins, minerals, and proteins, and contains several essential nutrients that are important for growth and development. Additionally, it is also a rich source of calcium and is one of the most popular beverages consumed across India. Several types of milk exist, such as regular or whole milk, non-fat or skimmed milk, and lactose-free milk. Whole milk contains more fat than other varieties. Skimmed milk has almost no fat and has been fortified with vitamins A and D. Lactose-free milk is suitable for individuals who are lactose intolerant and is available in both whole and skimmed varieties. Moreover, it is available in a variety of flavors that have been sweetened or flavored to provide a different taste. It is typically used as a beverage, but is also often used to make products, including cheese, yogurt, and cream.

Liquid Milk Market in India Trends:

The growing emphasis on health and wellness majorly drives the market in India. As the health consciousness is rising among the masses, the demand for liquid milk is also escalating due to its scientifically proven health benefits. Coupled with this, consumers are seeking healthier options in beverages, such as low-fat or skim milk, which is boosting the demand for liquid milk in the country. In line with this, plant-based milk alternatives, including almond, soy, and coconut milk, are gaining immense traction among the masses, which is encouraging manufacturers to diversify their product lines. Apart from this, consumers are spending

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more for premium liquid milk options, such as organic, grass-fed, or farm-to-table varieties, due to the easy availability of these products and inflating disposable income levels, which are acting as another growth-inducing factor. Apart from this, with the rising awareness regarding the environmental impact of dairy production, there has been a shift toward liquid milk that has a lower carbon footprint, including organic and non-GMO varieties, thus further impacting the market. Furthermore, the development of flavored milk and other innovative variations of liquid milk is creating a positive market outlook. Some of the other factors driving the market include the rapid expansion of retail channels, such as online stores and supermarkets, and continual advancements in specialized packaging solutions.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the liquid milk market in India, along with forecasts at the country and state level from 2024-2032.

#### States Insights:

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

The report has also provided a comprehensive analysis of all the major regional markets, which include Maharashtra, Uttar Pradesh, Andhra Pradesh, Tamil Nadu, Gujarat, Rajasthan, Karnataka, Madhya Pradesh, West Bengal, Bihar, Delhi, Kerala, Punjab, Orissa, and Haryana. According to the report, Maharashtra was the largest market for liquid milk. Some of the factors driving the Maharashtra market included the growing population rate, rising health awareness, and inflating disposable income levels of the masses.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the liquid milk market in India. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

#### Key Questions Answered in This Report

1. What was the size of the liquid milk market in India in 2023?
2. What is the expected growth rate of the liquid milk market in India during 2024-2032?

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3. What are the key factors driving the liquid milk market in India?
4. What has been the impact of COVID-19 on the liquid milk market in India?
5. What are the key regions in the liquid milk market in India?

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