

HW Dairy Products and Alternatives in India

Market Direction | 2024-08-13 | 18 pages | Euromonitor

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Report description:

The health and wellness trend was already rising within dairy products and alternatives before 2020, but was given a boost by the pandemic, and has only continued to rise. Consumers increasingly want to prevent any medical problems by eating the right foods, especially as cardiovascular diseases are on the increase in India. Many health and wellness attributes have seen an increase in consumption as a result. With high consumption of sugar, fat, and salt linked to overweight and obesity, and als...

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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW 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.

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HW DAIRY PRODUCTS AND ALTERNATIVES IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low fat holds the highest share in health and wellness dairy products and alternatives 2023, due to consumers' health concerns

Amul is active in the high protein space, which helps drive growth

Good source of vitamins and minerals boosted by the desire for a strong metabolism

PROSPECTS AND OPPORTUNITIES

Probiotic set to increase as a health claim due to consumers' desire to maintain gut health and general wellness

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

No sugar and no added sugar set to see a boost over the forecast period

CATEGORY DATA

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HEALTH AND WELLNESS IN INDIA

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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