

Dairy Packaging in India

Market Direction | 2024-06-25 | 9 pages | Euromonitor

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Report description:

India is the largest producer of dairy products in the world and within this, milk is the largest category in terms of volume sales. Traditionally, a large part of India's milk sales were accounted for by informal trade in the form of door-to-door deliveries, which has been a very common practice in India. However, during the pandemic consumers became more conscious of product quality and hygiene. The demand for pure unadulterated milk therefore increased, leading to an increase in consumption i...

Euromonitor International's Dairy Packaging in India report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Butter and Spreads, Cheese, Drinking Milk Products, Other Dairy, Yoghurt and Sour Milk Products.

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

Why buy this report?

- * Get a detailed picture of the Dairy Packaging 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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DAIRY PACKAGING IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Adoption of 100% recyclable flexible plastic pouches for fresh milk

Brands capitalise on sustainable practices in flavoured milk drinks

Increased use of flexible plastic pouches for yoghurt, driven by cost considerations

PROSPECTS AND OPPORTUNITIES

Brick liquid cartons likely to gain share in milk packaging

Innovative packaging solutions set to drive growth in butter and spreads packaging

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