

Butter and Spreads in India

Market Direction | 2025-01-07 | 21 pages | Euromonitor

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Report description:

Retail current value sales of butter and spreads in India are expected to continue to witness strong growth in 2024, driven by increased product penetration, especially beyond tier-1 cities. Butter and ghee (clarified butter) are extensively used in India, not only in cooking, or 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 India tend to...

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 2020-2024, 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 2029, 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Increasing product penetration drives further demand for butter and spreads in India
Amul continues to dominate, while the competition from local players intensifies
Improving channel dynamics increase accessibility to butter and spreads

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