

## **Yoghurt and Sour Milk Products in India**

Market Direction | 2025-01-07 | 22 pages | Euromonitor

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### **Report description:**

In 2024, yoghurt and sour milk products in India is set to see another year of dynamic double-digit retail current value growth, with the expectation that the category will see the strongest growth within dairy in the country. 2024 has witnessed a strong summer season with a high number of heatwaves, which has benefited sales of yoghurt and sour milk products. With the good weather, there has been a significant surge in leisure travel. Hot spells combined with greater activity outside the home h...

Euromonitor International's Yoghurt and Sour Milk Products 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: Sour Milk Products, Yoghurt.

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

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

- \* Get a detailed picture of the Yoghurt and Sour Milk Products 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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Euromonitor International

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Modern grocery retailers and e-commerce gain prominence

#### PROSPECTS AND OPPORTUNITIES

Demand for packaged products will continue to gain momentum

Demand will remain strong owing to hot summers and access to refrigeration

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## SOURCES

### Summary 1 Research Sources

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