

## **India Ghee Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook (2025-2034)**

Market Report | 2025-07-15 | 132 pages | EMR Inc.

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### **Report description:**

The India ghee market attained a value of nearly USD 3212.60 Billion in 2024. The market is further expected to grow in the forecast period of 2025-2034 at a CAGR of 10.30% reaching about USD 8562.72 Billion by 2034.

#### Key Trends in the Market

Ghee is a type of clarified butter that has more fat content as compared to butter. This happens because of the removal of the water and milk solids. Ghee contains fat-soluble vitamins including A, D, E, and K, which perform several functions and are essential for the body of humans.

- The surging usage of ghee in cooking as it provides great flavour and aroma, along with various healing properties is likely to fuel the demand for ghee among consumers across India. Going further, ghee is easily employed for stir-frying, deep-frying, and sauteing because of its high smoking point. This is further expected to propel the India ghee market growth.
- The increasing awareness among consumers regarding the health benefits of consuming ghee is expected to enhance the market growth of ghee in the country. Consuming ghee provides numerous health benefits as it helps in weight management, soothes inflammation, improves digestion and eyesight, cures cough, strengthens immunity and bones, improves thyroid function, and relieves constipation.
- The usage of ghee also benefits the skin in several ways because of the presence of vitamin E. It is rich in antioxidants as well, which helps in maintaining healthy skin by improving skin repair, locking in moisture, softening the skin, and treating cracks. This is expected to boost the demand for the India ghee market.

#### India Ghee Market Segmentation

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The EMR's report titled "India Ghee Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

#### Market Breakup by Source

- Cow
- Buffalo

#### Market Breakup by Sector

- Organised
- Unorganised

#### Market Breakup by Dairy Enterprise Type

- Private Sector
- Cooperative Sector

#### Market Breakup by End Use

- Retail
- Institutional

#### Market Breakup by Distribution Channel

- Supermarkets/Hypermarkets
- Convenience Stores
- Specialty Stores
- Online
- Others

#### Market Breakup by Region

- Karnataka
- Maharashtra
- Tamil Nadu
- Delhi
- Gujarat
- Andhra Pradesh and Telangana
- Uttar Pradesh and Uttarakhand
- West Bengal
- Kerala
- Haryana
- Punjab
- Rajasthan
- Madhya Pradesh and Chhattisgarh

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- Bihar and Jharkhand
- Orissa
- Others

#### India Ghee Market Share by Source

The cow segment is holding a leading position in the India ghee market as cow ghee is more widely preferred, is easily available, and has antioxidant, antibacterial, and antifungal properties, whereas buffalo ghee tends to have higher levels of calories and fats. Cow ghee is consumed among all age categories and enhances immunity and metabolism while containing less content of fat than other ghee. This is further expected to boost the cow ghee segment growth in India's market for ghee.

The consumption of cow ghee is likely to increase due to increasing consciousness among consumers regarding weight management as cow ghee aids in weight loss. It is known as a good source of vitamins, protein, and calcium. This is further expected to enhance the demand for the cow segment in the market growth across the country.

#### India Ghee Industry Share by Distribution Channel

Offline distribution channels such as supermarkets/hypermarkets, convenience stores, and specialty stores are holding a substantial share of the India ghee market as people ghee is a fresh product consumers prefer buying offline. Consumers in India are increasingly choosing to buy needed products and grocery items like clarified butter from supermarkets and hypermarkets as they are on-stop shops. Moreover, people prefer purchasing from these stores as they provide versatile discounts.

Meanwhile, the online segment is expected to enhance the growth of the India ghee market in the coming years on account of the surging dependency of the people, especially the younger generation on e-commerce platforms. This is due to the rising demand for convenience and the busy lifestyle of consumers which is positively influencing the trend of buying groceries online .

#### Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the following key players in the India ghee market, covering their competitive landscape and the latest developments like mergers, acquisitions, investments, and expansion plans.

#### Gujarat Co-operative Milk Marketing Federation Ltd

Gujarat Co-operative Milk Marketing Federation Ltd is also known as AMUL is India's leading food product marketing cooperation. The company aims to deliver well-paid returns to farmers and provide quality products to consumers. Its product range includes traditional Indian sweets, health beverages, milk, milk powder, butter, ghee, cheese, chocolate, and paneer, among others.

#### Nestle India Limited

Nestle India Limited is the Indian subsidiary of global leading food and beverage company Nestle. Founded in 1959 and based out of Haryana, the Indian subsidiary Nestle India Limited constantly aims to understand the changing lifestyles of India and foresee consumer requirements to deliver nutrition, taste, wellness, and health with help of its product offerings.

#### Britannia Industries Limited

Britannia Industries Limited is one of the leading Indian food companies. It is one of the most trusted food brands and produces

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India's most preferred biscuit brands such as Tiger, Good Day, Milk Bikis, Marie Gold, and NutriChoice which are household labels across India. Its brands are available across the globe.

Other market players include Mother Dairy Fruits and Vegetables Pvt. Ltd., Anik Milk Products Pvt Ltd., Patanjali Ayurved Limited, SMC Foods Limited, The Punjab State Cooperative Milk Producers' Federation Ltd., Milk Food Ltd., Parag Milk Foods Ltd., Rajasthan Cooperative Dairy Federation Ltd, and Gopaljee Dairy Foods Pvt Ltd, among others.

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