

India Flavoured Milk Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

Market Report | 2025-08-11 | 140 pages | EMR Inc.

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Report description:

The India flavoured milk market attained a value of INR 63.30 Billion in 2024 and is expected to grow at a CAGR of 20.70% during the forecast period of 2025-2034 to reach a value of INR 415.41 Billion by 2034. Rising health consciousness and demand for nutritious on-the-go beverages are driving the demand of flavoured milk in India.

Key Insights and Trends

- The South India flavoured milk market registered the dominant revenue share in 2024 and is expected to grow at a CAGR of 22.8% over the forecast period.
- The West Indian market is expected to grow at a CAGR of 19.9% over the forecast period.
- By flavour, the fruit-based category is projected to grow at a CAGR of 18.0% over the forecast period.
- By distribution channel, the retail category is anticipated to grow at a CAGR of 16.5% over the forecast period.

Market Size & Forecast

- Market Size in 2024: INR 63.30 Billion
- Projected Market Size in 2034: INR 415.41 Billion
- CAGR from 2025 to 2034: 20.70%
- Dominant Regional Market: South India

The Rising Retail in India, owing to the Increasing Disposable Income and Rising Standards of Living to Bolster the Growth of the Flavoured Milk Industry

Based on distribution channel, the retail segment has witnessed a significant growth in the past few years in India. This can be

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attributed to the steady increase in disposable income, decent growth of the country's economy, robust growth of supermarkets/hypermarkets, and rising standards of living. Over the forecast period, the retail segment is anticipated to account for a considerable share in the market owing to the rising purchasing power of the population. The easy availability and quick access to the product will further bolster the market growth. Meanwhile, the institutional segment is likely to witness a steady growth in the forecast period as flavoured milk is gaining immense popularity among children as well as adults. The sales of the product is expected to increase in various institutions, including college, school, and hospital canteens owing to its high nutritional value and great taste, which, in turn, is expected to aid the overall market growth.

The milk market in Gujarat and Maharashtra has been flourishing due to the regions' high milk production capacity. This is expected to accelerate the flavoured milk industry growth in both regions. Meanwhile, the rising standards of living, growing health consciousness, increasing demand for dairy products, and the growing trend of e-commerce are some of the factors which are likely to propel the market growth in regions like Delhi-NCR, and Tamil Nadu.

Flavoured Milk: Market Segmentation

Flavoured milk is the milk in which flavours are added to enhance the taste of the product. It is a sweetened dairy drink made with milk, sugar, flavourings, and food colourings. It is usually sold as pasteurised and refrigerated product.

By flavour, the market can be divided into:

- Chocolate
- Fruit Based
- Vanilla
- Others

On the basis of distribution channel, the market can be segmented into:

- Retail
- Institutional

Breakup by Region

- Maharashtra
- Delhi-NCR
- Karnataka
- Gujarat
- Tamil Nadu
- Others

Increasing Consumer Demand for Great Taste and Nutritional Food Products to Boost the Growth of the India Flavoured Milk Industry

The increasing health consciousness among consumers and the growing preference for nutritional products are the major factors driving the growth of the flavoured milk industry in India. A significant portion of the Indian population is focusing on balancing their diet by taking care of their nutritional intake. Therefore, this factor is leading to an increased demand for flavoured milk, which has great taste and further contains calcium, vitamin A, and phosphorus. In addition, the increasing demand for convenient and on-the-go food products is further supporting the industry across the country. Over the forecast period, the increasing

penetration of the key players and the launch of innovative flavours, with benefits like low sugar content, are expected to significantly contribute to the market growth.

Key Industry Players in the India Flavoured Milk Market

The report gives a detailed analysis of the following key players in the India flavoured milk market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds:

- Mother Dairy Fruit & Vegetable Pvt. Ltd.
- Heritage Foods Limited
- Gujarat Cooperative Milk Marketing Federation Ltd.
- Parag Milk Foods Ltd
- Nestle S.A.
- Others

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.

More Insights On

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