

## **Uttar Pradesh Dairy Market Report and Forecast 2025-2034**

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### **Report description:**

The Uttar Pradesh dairy market reached a value of about INR 1837.68 Billion in the year 2024 . The industry in India is further expected to grow at a CAGR of 14.10% between 2025 and 2034 to reach a value of almost INR 6872.68 Billion by 2034 .

At present, India is one of the largest producers of milk and milk products in the world. A large part of the industry, however, remains highly unorganised dominated by a large number of small and marginal dairy farmers. Uttar Pradesh represents the second-largest dairy market in India, owing to the growing investments in establishing milk processing plants in the region. This is due to the high demand for the products in the country. The milk production in Uttar Pradesh mainly comprises of cow and buffalo milk.

### **Market Segmentation**

Dairy products are the items that are manufactured using the milk of goats, buffaloes, sheep, and other domestic mammals. These products play a critical part in the everyday diet as they are filled with healthy nutrients like calcium, vitamins, potassium, protein, magnesium, zinc, and fats. Apart from this, they offer several health benefits, such as maintaining blood pressure, strengthening bones, reducing the risk of osteoporosis, type 2 diabetes, and cardiovascular disease.

The market is divided on the basis of product type into:

- Liquid milk
- Ghee
- Curd
- Paneer
- Ice Cream
- Table Butter
- Skimmed Milk Powder

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- Frozen/Flavoured Yoghurt
- Fresh Cream
- Lassi
- Butter Milk
- Cheese
- Flavoured milk
- UHT Milk
- Dairy Whitener
- Sweet Condensed Milk
- Infant Food
- Malt Based Beverages

## Market Analysis

The Uttar Pradesh dairy market is driven by an increasing population and escalating disposable incomes in India. On account of this, a majority of the population is willing to spend more on milk and milk products. In addition to this, altering food habits and increasing health-consciousness amongst the consumers are some of the factors that have led to an accelerated shift towards organic dairy products. As a result, the growth of the industry in India is propelled forward, along with the market in Uttar Pradesh. Due to the rising working population, the market is witnessing a soaring demand for ready-to-eat products. Furthermore, the Government of India has offered various subsidies to promote the production of dairy products. The market growth might be hampered by the perishable nature of these products, along with their low shelf-life and their requirement of a reliable and cost-effective cold chain transportation infrastructure, which is not adequately available in India.

## Competitive Landscape

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

- C P Milk and Food Products Pvt. Ltd.
- VRS Foods Limited
- Parag Milk Foods Ltd
- Ananda Dairy Ltd.
- Others

The comprehensive EMR report provides an in-depth assessment of the industry based on the Porter's five forces model, along with giving a SWOT analysis.

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