

Dairy Industry in Uttar Pradesh 2023-2028, Share, Size, Growth | Forecast

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Dairy Industry in Uttar Pradesh

IMARC Group, a leading market research company, has recently releases report titled "Dairy Industry in Uttar Pradesh: Market Size, Growth, Prices, Segments, Cooperatives, Private Dairies, Procurement and Distribution" The study provides a detailed analysis of the industry, including the Uttar Pradesh dairy market share, size, trends, and growth forecasts. The report also includes competitor and regional analysis and highlights the latest advancements in the market.

Report Highlights

How big is the Uttar Pradesh dairy market?

The Uttar Pradesh dairy market size reached INR 1,626.7 Billion in 2022. Looking forward, the market is expected to reach INR 3,613.2 Billion by 2028, exhibiting a growth rate (CAGR) of 14.24% during 2023-2028.

What is dairy?

Dairy refers to several products manufactured using milk derived from the milk of cows, buffaloes, goats, and camels. It consists of several food products such as ghee, paneer, cottage cheese, skimmed milk, condensed milk, cheese, milk powder,

butter, curd or yogurt, and ice cream. It is fortified with preservatives, including sorbate, natamycin, and benzoate, to prevent contamination and preserve its original flavor and texture. It is also rich in essential nutrients such as potassium, iodine, magnesium, calcium, phosphorus, zinc, and vitamins A, D, and B12, which are crucial in maintaining good health. It aids digestion, improved vision, stronger teeth, skin, muscles, nerves, and bones. It also reduces fatigue, promotes growth, maintains healthy blood pressure levels, and supports brain development. As a result, dairy products are easily available in various distribution channels, including supermarkets, hypermarkets, convenience stores, specialty stores, and local and online retailers across Uttar Pradesh.

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What are the growth prospects and trends in the Uttar Pradesh dairy industry?

The market is primarily driven by the increasing health awareness among consumers regarding chronic ailments such as thyroiditis, osteoporosis, arthritis, obesity, hypertension, diabetes, and cardiovascular diseases (CVDs). In addition, the growing urban working population, hectic lifestyles, increasing expenditure capacities of individuals, and the escalating demand for healthy and ready-to-eat (RTE) dairy products such as buttermilk, yogurt, and cheese slices in daily diets are contributing to the market growth. Moreover, the government of Uttar Pradesh is providing incentives and supporting the development of the dairy by providing support to milk cooperatives and rural milk producers and conserving milch animals, and setting up greenfield dairies in several cities such as Gorakhpur, Ayodhya, Kanpur, Lucknow, and Bareilly represent another major growth-inducing factor. Besides this, several technological advancements, including improved milk procurement networks by key market players for serving an extensive number of consumers, are also accelerating the adoption of dairy products across the region. Along with this, several private companies are investing in the dairy market due to the vast untapped opportunities comprised of small and marginal dairy farmers that are propelling the market growth.

Apart from this, the Uttar Pradesh dairy market is growing on account of the rapid industrialization and urbanization, growing population, and surging demand for dairy products. Moreover, the industry is expected to face competition in the forthcoming years as various key players are implementing competitive strategies to sustain their presence in the market. Additionally, the growing inclination of consumers toward milk from local vendors in Uttar Pradesh, as they offer fresh and raw milk at easy and affordable prices, is providing a positive thrust to the market growth. Furthermore, the widespread adoption of cow milk to produce baby foods, powdered milk, and infant formulas, along with the rising demand for condensed milk, whipping creams, and fresh creams for preparing Indian sweets, are creating a positive market outlook across Uttar Pradesh.

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What is included in market segmentation?

The report has segmented the market into the following categories:

Based on the product type:

Liquid Milk

Ghee

Curd

Paneer

Ice-Cream

Table Butter

Skimmed Milk Powder

Frozen/Flavoured Yoghurt

Fresh Cream

Lassi

Butter Milk

Cheese

Flavoured Milk

UHT Milk

Dairy Whitener

Sweet Condensed Milk

Infant Food

Malt Based Beverages

Who are the key players operating in the industry?

The report covers the major market players including:

Amul (Gujarat Co-operative Milk Marketing Federation Ltd)

Mother Dairy Fruit & Vegetable Pvt Ltd

Parag (Pradeshik Cooperative Dairy Federation Ltd)

Madhusudan (SMC Foods Ltd)

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