Dairy Products and Alternatives in India

November 2025

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2025 DEVELOPMENTS

Cooking fats driven by traditional dietary habits continue to dominate

Legacy brands continue to dominate amidst growing competition from new entrants

Small local grocers stay vital as modern retailers and e-commerce grow due to greater variety and convenience

PROSPECTS AND OPPORTUNITIES

Cooking fats will continue to see consistent growth

Butter will face more competition from substitutes as health-focused consumption rises

Government initiatives to further drive shift towards packaged cooking fats offerings via better accessibility

CATEGORY DATA

Cheese in India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Soft cheese benefits from rising health consciousness, home cooking trend bolsters processed cheese

Competition continues to intensify through growing distribution reach of new-age brands

Small local grocers remain key as modern retailers and e-commerce benefit from greater variety and convenience

PROSPECTS AND OPPORTUNITIES

Processed cheese to drive growth, fuelled by improved consumer awareness and innovation

Soft cheese will see greater proliferation of packaged formats

Government initiatives to aid affordability of packaged cheese offerings

CATEGORY DATA

Drinking Milk Products in India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Milk sees continued demand thanks to association with health benefits

Amul maintains leadership thanks to wide distribution reach and diverse range of products

Small local grocers as dominant sales channel

PROSPECTS AND OPPORTUNITIES

Flavoured milk drinks set to see steady demand fuelled by rising health consciousness

Packaged milk will expand in line with improved value proposition

Traditional stores to remain crucial for everyday purchases, while modern retailers and q-commerce push premiumisation

CATEGORY DATA

Yoghurt and Sour Milk Products in India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Traditional consumption patterns and climatic conditions contribute to consistent growth in 2025

Legacy brands continue to dominate amid growing competition

Small local grocers remains primary distribution channel

PROSPECTS AND OPPORTUNITIES

Evolving lifestyles and rising awareness will fuel robust rises

Growing availability and healthier perception to drive flavoured yoghurt demand

Favourable weather and economic conditions to support increased demand

CATEGORY DATA

Other Dairy in India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and celebratory occasions drive demand for other dairy
Legacy brands continue to dominate other dairy in 2025
Foodservice volumes maintain momentum

PROSPECTS AND OPPORTUNITIES

At-home baking trend to aid greater penetration of condensed milk
Improving living standards and rising health consciousness will boost consumption frequency
Consumer awareness and distribution remain key to growth

CATEGORY DATA

Plant-Based Dairy in India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urban, health-conscious and affluent consumers drive demand for plant-based dairy in India
Hershey leads through multi-channel reach and broad portfolio
E-commerce channel facilitates growth through enhanced product accessibility

PROSPECTS AND OPPORTUNITIES

Soy drinks will continue to dominate as other plant-based milks become more prevalent
Distribution reach and affordability remain critical for wider adoption
Competition is set to intensify as more brands enter the landscape

CATEGORY DATA

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