

Market Research Report on Milk Processing & Dairy Products in India (Butter, Yogurt, UHT Milk, Cheese, Ice Cream, Ghee & Other Products)

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Market Research Report on Milk Processing & Dairy Products in India (Butter, Yogurt, UHT Milk, Cheese, Ice Cream, Ghee & Other Products) Market Prospects, Present Scenario, Growth Drivers, Demand-Supply Statistics, Industry Size, Sector Outlook, Analysis & Forecasts upto 2017

If you find yourself bewildered by innumerable variants of cheese, flavored yogurts, ice creams or UHT milk, in an expansive section of a modern retail store, then assume that you have hit the much evolved dairy section. Gone are the days when shopping of dairy products just meant choosing between plain curd or Cottage Cheese or basic sandwich spread, today dairy products have outdone their first forms and evolved into much urbanized and modern consumer centric products. To establish a better understanding of market potential of the evolved dairy products in India, Niir Project Consultancy Services has released a new study titled 'Market Research Report on Milk Processing & Dairy Products in India (Butter, Yogurt, UHT Milk, Cheese, Ice Cream, Ghee & Other Products)- Market Prospects, Present Scenario, Growth Drivers, Demand-Supply Statistics, Industry Size, Sector Outlook, Analysis & Forecasts upto 2017'. The report identifies the current & future market prospects of dairy products, the value drivers that will trigger the growth, opportunities & challenges faced by the sector coupled with government initiatives and porters 5 forces analysis of the industry. It helps you classify dairy industry on the basis of its business attractiveness and investment potential which can prove to be a vital link in prudent business decision making. The report provides a comprehensive analysis of the dairy products sector along with the financial details of dairy products companies.

It begins by a brief on global dairy sector and then proceeds to discuss the Indian scenario of dairy industry in detail. It discusses the present scenario, structure and classification of the industry while defining the scope of the report. The sector has moved away from large consumption of milk in unprocessed and fluid form to higher intake of processed dairy products. The known factors for such rising preference for processed dairy products include growing disposable incomes, urbanization, spiraling trend of modern retail and growing acceptability of processed products. The report analyzes the above mentioned factors in growth drivers section supported by graphical representation and forecasts of data points. Growing population of middle class households pose immense opportunities for a host of consumer industries; dairy being one of them. With higher incomes in their pockets and growing western influence on their taste buds, Indian middle class is well equipped to experiment with new products which will have a domino effect on the consumption of dairy products. Also, growing health consciousness among Indian population, low per capita consumption of various dairy products and rising food expenditure will provide ample opportunities for dairy players to seize. Further the report discusses various impediments faced by the dairy players while operating in the industry.

The report in its entirety can prove to be an indispensable tool for assessing the market potential of dairy products in India. It analyzes the demand supply situation in the industry from different angles to enable better understanding of the topic. Demand for dairy products in India is captured by determining the demand for various dairy products as well as total exports. Similarly supply side is taken into account by assessing the production of milk in the country and population of milch animals, the production of various dairy products and lastly by scrutinizing the capital expenditure projects announced in the industry. Moving forward, the report analyzes the attractiveness of the sector by evaluating the status of porters 5 forces prevalent in the industry. Any sector is said to be most attractive when the 5 forces are at their weakest and the report explicates the forces methodically to simplify the analysis. It also lists various initiatives undertaken by the Indian government to assist dairy industry as a whole.

Lastly to give a fair view of the competition in the industry, the report shares information about players operating in the dairy sector. It gives business profiles of key players like Amul, Parag Milk Foods Ltd, Kwality Ltd and Mother Dairy Fruit & Vegetable Ltd. The next segment provides complete financial details of dairy players in the country like address of registered office, director's name and financial comparison covering balance sheet, profit & loss account and several financial ratios of the players. The report ends with a promising outlook of the sector.

Indian dairy industry has been at the forefront with impressive growth rates and immense potential for an effervescent future abetted by rising demand for value added dairy products in the country. Fluid milk market in India has reached a saturation point and the growing acceptance of value added dairy products has brought winds of change for the industry. The Indian market has witnessed a spur in the demand of value added dairy products like cheese, yogurt, packaged milk and probiotic drinks which has invigorated the growth in overall dairy industry. Rising western influence on Indian food habits, rising concerns about quality of dairy products, health consciousness and spiraling disposable incomes of consumers have resulted in higher demand for value added dairy products in India. Gauging the high demand potential in dairy products industry, a host of international and domestic players have set their foot in the Indian dairy domain. The share of milk processed in total milk produced has shown a healthy rise in the last 3-4 years. We anticipate the quantity of milk processed to cross 107 million tonnes by 2017 from ~66 million tonnes in 2013. Also we expect Indian dairy market to touch INR 6971 billion levels by 2017.

Reasons for Buying this Report:

- This research report helps you get a detail picture of the industry by providing overview of the industry along with the market definition, structure and its classification
- The report provides in-depth market analysis covering major growth driving factors for the industry and opportunities & challenges prevalent
- This report helps to understand the present status of the industry by elucidating a comprehensive porter 5 force analysis and scrutiny of the demand – supply situation
- Report provides analysis and in-depth financial comparison of major players/competitors
- The report provides forecasts of key parameters which helps to anticipate the industry performance

Our Approach:

- Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.
- The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
- We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

Contents

Table of Contents

1 OVERVIEW

- 1.1 The Global Dairy Industry
- 1.2 Indian Dairy Industry
 - 1.2.1 Structure
 - 1.2.2 Classification
- 2 GROWTH DRIVERS
 - 2.1 Rising Acceptance of Value Added Products
 - 2.1.1 Frozen Yogurt
 - 2.1.2 Cheese
 - 2.1.3 Premium Ice Creams
 - 2.2 The Urbanized Indian
 - 2.3 Surge in Organized Food Retail
 - 2.4 Rising Incomes
- 3 OPPORTUNITIES & CHALLENGES
 - 3.1 Opportunities
 - 3.1.1 Low Per Capita Consumption
 - 3.1.2 Growing Health Awareness
 - 3.1.3 Rising Middle Class
 - 3.1.4 Rising Dairy Expenditure
 - 3.2 Challenges
 - 3.2.1 Weak Supply Chain Infrastructure
 - 3.2.2 Fragmented Milk Production
 - 3.2.3 Rising Competition
- 4 REGULATIONS & INITIATIVES
 - 4.1 Initiatives
 - 4.2 Regulations
 - 4.3 Excise/Custom Duty
- 5 DEMAND-SUPPLY SCENARIO
 - 5.1 Demand Analysis
 - 5.1.1 Cheese
 - 5.1.2 Dairy Whiteners/Creamers
 - 5.1.3 Ice Creams
 - 5.1.4 Exports
 - 5.2 Supply Analysis
 - 5.2.1 Milk & Milch Animals
 - 5.2.2 Dairy Products
 - 5.2.3 Capex
- 6 PORTER'S 5 FORCE ANALYSIS
 - 6.1 Bargaining Power of Buyers
 - 6.2 Bargaining Power of Suppliers
 - 6.3 Threat of Substitutes
 - 6.4 Rivalry among Existing Players
 - 6.5 Threat of New Entrants
- 7 KEY PLAYERS
 - 7.1 Key Player Profiles
 - 7.1.1 Amul
 - 7.1.2 Mother Dairy
 - 7.1.3 Parag Milk Foods Pvt Ltd
 - 7.1.4 Kwality Ltd
 - 7.2 Peer Group Financials
 - 7.2.1 Contact Information
 - 7.2.1.1 Registered Office Address
 - 7.2.1.2 Director's Name
 - 7.2.2 Key Financials

- 7.2.2.1 Plant Location
- 7.2.2.2 Product Capacity & Sales
- 7.2.2.3 Raw Material Consumption
- 7.2.3 Financial Comparison
 - 7.2.3.1 Assets
 - 7.2.3.2 Liabilities
 - 7.2.3.3 Structure of Assets & Liabilities
 - 7.2.3.4 Growth in Assets & Liabilities
 - 7.2.3.5 Income & Expenditure
 - 7.2.3.6 Growth in Income & Expenditure
 - 7.2.3.7 Cash Flow
 - 7.2.3.8 Liquidity Ratios
 - 7.2.3.9 Profitability Ratios
 - 7.2.3.10 Return Ratios
 - 7.2.3.11 Working Capital & Turnover Ratios
- 8 INDUSTRY SIZE & OUTLOOK
- 9 ABOUT NPCS
- 10 DISCLAIMER

List of Figures & Tables

- Figure 1 World's Cow Milk Production (2010-12, In Million Tonnes)
- Figure 2 Indian Dairy Industry- Structure
- Figure 3 Indian Dairy Industry- Classification
- Figure 4 Indian Population- Rural & Urban (In Crores)
- Figure 5 Population of India (2008-17, In Millions)
- Figure 6 India's Annual Per Capita Income (2008-14, In INR)
- Figure 7 Per Capita Consumption of Cheese in India and Other Countries (In Kgs)
- Figure 8 Per Capita Consumption of Butter in India & Other Countries (In Kgs)
- Figure 9 Per Capita Consumption of Ice-Cream in India & Other Countries (In Litres)
- Figure 10 Per Capita Consumption of Skimmed Milk Powder in India & Other Countries (In Kgs)
- Figure 11 Indian Middle Class Population (Current-2026)
- Figure 12 Share of Dairy in Total Household Expenditure (In Percentage)
- Figure 13 Indian Cheese Industry- Market Size (2007-17, In INR Billions)
- Figure 14 Demand for Dairy Whiteners & Creamers in India (2007-17, In Thousand Tonnes)
- Figure 15 Demand for Ice-Creams in India (2007-17, In Million Tonnes)
- Figure 16 Exports of Dairy Products from India (2011-13)
- Figure 17 Milk Production in India (FY09-17, In Million Tonnes)
- Figure 18 Livestock Population in India (In Millions, 1997-2007)
- Figure 19 Production of Butter & Ghee in India (2011-17, In Million Tonnes)
- Figure 20 Production of Butter & Ghee by Selected Producers (2009-11, In Tonnes)
- Figure 21 Production of Milk Powder & Condensed Milk by Selected Producers (2009-11, In Tonnes)
- Figure 22 Production of Infant Milk Foods by Selected Producers (2009-12, In Tonnes)
- Figure 23 Kwalitiy Ltd- Shareholding Pattern (% , Mar 2014)
- Figure 24 Indian Dairy Industry- Market Size (2010-17, In INR Billions)
- Figure 25 Quantity of Milk Processed in India (2010-17, In Million Tonnes)

- Table 1 International Yogurt Brands in India- Launch Year
- Table 2 International Cheese Brands in India
- Table 3 International Ice Cream Brands in India- Launch Year
- Table 4 Presence of Key Food Retailers in India- Total Stores
- Table 5 Excise and Customs Duty Rates for Dairy Products (2013-14)
- Table 6 Production of Butter & Ghee by Selected Producers (2009-11)
- Table 7 Production of Milk Powder & Condensed Milk by Selected Producers (2009-11)

Table 8 Production of Infant Milk Foods by Selected Producers (2009-12)
Table 9 Upcoming Projects in Dairy Industry
Table 10 Bargaining Power of Buyers
Table 11 Bargaining Power of Suppliers
Table 12 Threat of Substitutes
Table 13 Rivalry among Existing Players
Table 14 Threat of New Entrants

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