INTRODUCTION
India has slowly turned from a milk-deficit to a milk-excess country, and Indian milk output reached 146 mio tons in 2014–15, thanks to ongoing demand-side developments and supply-side promotions. Currently India ranks first in milk production in the world accounting for approximately 18.5% of total world production. Liberal policies for setting up new dairy processing facilities has led to higher private investment in this sector and has increased consumption of processed dairy products, estimated at 55% of total marketed milk. While developed countries continue to lose share, low-cost emerging dairy producers and exporters are encouraged by higher prices of the last three years.

Apart from occupying the first place in world milk production, the increasing sophistication in local consumption and encouraging trends in exports are pushing local producers to add value to their products both at commodity and specialty ingredient levels. Growing demand and growing production of dairy ingredients make India a very lucrative filed to explore. This offers a unique opportunity for Western producers to forge special links with Indian dairy units. As a key player or a company wishing to find new opportunities, this study enables you to consider your response in charting the strategy of your organization.

OBJECTIVES
The study will have the objective of providing a complete view of the dairy industry value chain in India. This can be broken down into the following sub-objectives:

- To examine the impact of socio economic factors on milk production
- To estimate total production/trends and production shares of key dairy products
- To identify the major dairy/ingredient producers and to assess their strategies
- To establish the strengths and weaknesses of these key dairy/dairy ingredient producers
- To understand the legal and political implications of any eventual partnerships with Indian dairy/dairy ingredient companies
- To estimate current demand for dairy ingredients across sectors and
- To identify key demand drivers and challenges across sectors

The analysis will be based on interviews with R&D/NPD departments of end-use companies (to note that the analysis will be restricted to the organised sector, and efforts will be made to provide limited explanations on the unorganised sector).

PRODUCTS
Milk, reconstituted milk, yogurt, cheese, skim milk powder, whole milk powder, milk protein, whey powders, WPC, WPI, lactose, casein/caseinates.

SECTORS
Dairy beverages (milk – low fat and 4.5% fat, flavored milk incl. butter milk, lassi, yoghurt/curd), infant formula, bakery, ice cream, powdered beverages, packaged traditional Indian sweets, confectionery, packaged/branded household products (e.g. paneer), food service, pharma

TIMESCALE
Current 2016, forecast 2021

FORMAT
The report will be made available in a searchable PDF format.

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SUBSCRIPTION
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