

India Packaged Yogurt Market 2017 Share, Trend, Segmentation and Forecast

"India Packaged Yogurt Market Outlook, 2018", packaged yogurt market is anticipated to grow with a CAGR of more than 18% over next three years

PUNE, INDIA, November 9, 2017 /EINPresswire.com/ -- [India Packaged Yogurt Market](#) Yogurt, traditionally known as 'Dahi' in India, has been a part of the Indian meal, with home-made dahi consumed daily. India dairy industry's rapid growth is attributed primarily to the advent of functional products with characteristics such as low-sugar, low-fat, cholesterol-reducing and favorable impact on digestive health. Among all functional foods, yogurt is considered an ideal medium for consumption of beneficial functional ingredients. Nowadays Indian consumers are becoming more health conscious; hence they are consuming products like yogurt containing low-fat, low sugar and low-calories without compromising with the taste.

According to "India Packaged Yogurt Market Outlook, 2018", packaged yogurt market is anticipated to grow with a CAGR of more than 18% over next three years and is projected to get double by the year 2018 due to rising awareness, increasing disposable income, growing demand in middle class people and affordable price of yogurt. India yogurt market is divided into two segments viz. Spoonful and Drinkable range. Spoonful segment dominates the market heavily while drinkable yogurt is growing fast. Keeping in point, the health and nutritional benefits of yogurt, youngsters, women and athletes have majorly fuelled the sales in yogurt market. In addition, demand for organic yogurt products with natural ingredients is also on the rise. Innovative and premium products such as bio yogurts or yogurts enriched with juice and fruits are also finding favor among Indian consumers.

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Amul, Nestle, Cocoberry, Kiwi Kiss, Red Mango and Yogurberry are the player's operating in the packaged yogurt market of India. Cocoberry is leading the frozen yogurt category, along with Red Mango and YogurBerry. The unorganized market in this industry is negligible. In India, there are people who have tasted frozen yogurt and know about it, but then there are also such people who clearly don't know anything about this category. Being present in India for over five years now, frozen yogurt are getting popular and like most things, it is a factor of demand and supply. The manufacturers of frozen yogurt are currently targeting the health conscious urban middle class and are positioning these products against curd and ice cream. Moreover, many companies

allow customers the option of adding various toppings, or of ordering their frozen yogurt in cups or in cones. The market is still at its nascent stage, especially when compared to foreign territories where per annum consumption is very high.

“India Packaged Yogurt Market Outlook, 2018” discusses the following aspects of yogurt in India:

The report gives an in-depth understanding of packaged yogurt market in India:

- Global Packaged Yogurt Market Outlook
- Global Packaged Yogurt Market Size By Value & Forecast
- Global Packaged Yogurt Market Size By Volume & Forecast
- Global Packaged Yogurt Market Segmental Analysis: By Segment
- Global Packaged Spoonful Yogurt Market Size By Value & Forecast
- Global Set Yogurt Market Size By Value & Forecast
- Global Frozen Yogurt Market Size By Value & Forecast
- Global Greek Yogurt Market Size By Value & Forecast
- Global Packaged Spoonful Yogurt Market Segmental Analysis: By Type
- Global Packaged Drinkable Yogurt Market Size By Value & Forecast
- India Packaged Yogurt Market Outlook
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- India Packaged Spoonful Yogurt Market Segmental Analysis: By Type
- India Frozen Spoonful Yogurt Market Size By Value & Forecast
- India Frozen Spoonful Yogurt Market Segmental Analysis: By Company
- India Non-Frozen Spoonful Yogurt Market Size By Value & Forecast
- India Plain/Natural Yogurt Market Size By Value & Forecast
- India Probiotic Yogurt Market Size By Value & Forecast
- India Flavored Yogurt Market Size By Value & Forecast
- India Packaged Drinkable Yogurt Market Size By Value & Forecast

- Pricing Analysis

- The key vendors in this market space

- Competitive Landscape & Strategic Recommendations

This report can be useful to Industry consultants, manufacturers and other stakeholders to align their market-centric strategies. In addition to marketing & presentations, it will also increase competitive knowledge about the industry.

Report Methodology

The information contained in this report is based upon both primary and secondary research. Primary research included interviews with various channel partners of packaged yogurt in India. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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