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## **Consumer preference towards processed dairy products in India to boost demand, finds Netscribes**

*Netscribes (India) Pvt. Ltd., launches a report on the Dairy Market in India 2011 as part of Netscribes' Food & Beverages Industry report series.*

**Mumbai, India – October 21, 2011** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Dairy Market in India 2011 report. Dairy sector is marked by strong domestic demand with dairy processing sector expected to grow dynamically.

The report provides a brief introduction to the processed food industry. The value chain of a typical food processing company has also been covered. The market overview includes information regarding the production and growth of liquid milk. It also draws a comparison of the production in the Indian market to that of the global market. Furthermore, it also highlights the major milk producing states in India, segmentation and usage of milk. Additionally, the break-up of the dairy processing sector is also provided along with the market size and expected growth rate of the dairy processing sector including its value chain. Porter analysis helps towards understanding the dairy sector. The import-export section provides data for the change in milk imports and exports as well as the top countries from where milk is exported/imported. Information regarding processed dairy segment is also provided.

Major barriers identified include unavailability of fodder and exponential price rise of the same; as a result of which profit margins have been squeezed. Low yield from cattle compounds the problem. Add to it the price increase of milk in the domestic market which might affect the retail consumption of milk and push the prices of dairy products to a higher level.

The trends identified are increase in per capita availability of milk due to several key steps taken by the government. Various foreign and Indian companies are waiting to enter the lucrative Indian market which is characterized by high growth rate. Furthermore, UHT milk has caught the fancy of the Indian customers as it is safer and has prolonged shelf life. In order to cater to the retail customer, companies are launching smaller packages providing products over a wide price spectrum

The government initiative highlights major policies undertaken by the government to develop this sector. Vision 2030 gives a guideline on the development of the sector so that it can meet the increasing domestic demand. It also highlights various steps taken by the government to boost the sector through various initiatives as well as regulations pertaining to the dairy market.

The competition section covers the major players in the industry and provides a brief overview as well as the key financial data. It also provides a product matrix where the entire product portfolio of the companies with respect to the dairy market is given along with a comparative study between the companies. Opportunities section throws light on the sub segments of Indian dairy industry and the growth opportunity therein. The appendix provides state-wise production data for milk.

For more details on the content of each report and ordering information please contact:

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**About Netscribes (India) Pvt. Ltd.**

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