



## Dairy in India

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Introduction Datamonitor's Product Insights: Dairy in India report is a detailed information resource covering all key aspects of new product launch trends prevalent in the Indian dairy market. It provides insights using and analyzing information from Datamonitor products, such as Product Launch Analytics and Market Data Analytics, and is a snapshot of information at a point in time. Features and benefits Examines new product launches in the Indian dairy market, segmented by key categories. Contextualizes India in terms of new product launches globally. Identifies the key players in the market that are leading new product launches. Provides analysis of new product launches by leading flavors, claims, packaging materials, and price points. Highlights India, with a contribution of a little under 2%, ranked 14th globally in terms of new product launches in 2010. However, it is among the top three countries for dairy production. The Indian dairy market is dominated by state co-operatives like Amul, Britannia, and Mother Dairy in terms of sales value. However, the processed dairy market is seeing an influx of foreign brands such as Zanetti Pecorano Romano, Grand Gouda, Holland Dairy Edam Ball, Glac Brie, and Glac Raclette. Your key questions answered What are the key trends driving consumption in the market that can be leveraged to boost sales? What product development/positioning strategies can be adopted to target various consumer segments? How are the key firms responding to various consumer dynamics and how can a player achieve differentiation in the category?

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