

Indian Packaged Yogurt Market to Grow at a 20.43% CAGR Forecast to 2021

Packaged Yogurt India Market Segmentation and Major Players Analysis and Forecast to 2021

PUNE, INDIA, November 16, 2016

/EINPresswire.com/ -- Yogurt, traditionally known as “Dahi” in India, has been a part of the Indian meal, with home-made dahi consumed daily. But now people become aware about the difference between traditional dahi and yogurt. 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, yoghurt is considered an ideal medium for delivery of beneficial functional ingredients. 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 consumers.

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India [Packaged Yogurt](#) Market is growing with a CAGR of 17% from last three years and is projected to get double by the year 2018 due to rising awareness about product, 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, the youngsters, women, athletes, etc. majorly fuelled the sales in yogurt market.

According to “India Packaged Yogurt Market Outlook 2018”, packaged yogurt market is anticipated to increase at a CAGR of 20.43% over three years. Amul and Nestle are the market leaders in the organized yogurt market. Cocoberry is leading the frozen yogurt category followed by Red Mango and YogurtBerry. The unorganized market in this industry is negligible. Nowadays consumers are becoming more health conscious; hence they will consume products like yogurt containing low-fat, low sugar and low-calories without compromising with the taste.

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