

# Cheese in India

January 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong retail performance for cheese in 2023 due to increasing interest in Western-style meals

Amul continues to drive interest among consumers through engagement and contests

E-commerce continues to gain traction as distribution channel for cheese

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Lower per capita consumption of cheese offers strong growth opportunities going forward

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Essential for major brands to develop a stronger digital focus to gain traction

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