

# HW Dairy Products and Alternatives in India

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Expansion of healthy baby food with products intended to provide wholesome nutrition for young children  
Low fat holds the highest share in 2022, due to consumer concerns about health and actions by the government  
Plant-based benefits from concerns over ingredients and nutrients in dairy products

#### PROSPECTS AND OPPORTUNITIES

Need for healthier yoghurt and sour milk products set to increase due to consumer desire to maintain gut health and general wellness  
Demand for better for you products set to drive highest absolute growth for low fat in health and wellness dairy products and alternatives  
Skin health set to see boost over the forecast period

#### CATEGORY DATA

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## Health and Wellness in India - Industry Overview

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Overview

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