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HOW Customer Centricity & Sustainability is Driving Dairy Industry

The Indian dairy industry is experiencing significant growth, driven by several factors that include increasing domestic demand, government initiatives, advancements in dairy technology, and a focus on improving milk yield and quality. On the global front

By **Shraddha Warde** | June 6, 2024

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- Richa Jaggi,
Co-Founder & Chief Marketing Officer, Awshad

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The Indian dairy industry is experiencing significant growth, driven by several factors that include increasing domestic demand, government initiatives, advancements in dairy technology, and a focus on improving milk yield and quality. On the global front, International Flavors & Fragrances (IFF), a world leader in food, beverage, scent, home and personal care, and health and GlobalData, a UK-based data analytics and consulting company recently published a dairy trend report 2024 highlighting five key trends driving dairy and dairy alternative product innovation which will be crucial across the entire category in 2024 and beyond. On the occasion of World Milk Day observed on June 1, we examine some remarkable trends in the Indian dairy industry.

2 024 is, indeed, a momentous year for the Indian dairy sector as Amul (Gujarat Cooperative Milk Marketing Federation (GCMMF), India's leading dairy brand, forays into the United States. This aligns with Amul's broader goal of becoming a global dairy leader and catering to the dietary needs of Indians and other Asian communities overseas. With an annual group turnover of Rs 72,000 crore, Amul is the 8th largest dairy organisation in the world. It is the largest farmer-owned dairy brand globally, with its products being exported to more than 50 countries. On the occasion of the golden jubilee celebrations of GCMMF in February this year, Prime Minister Narendra Modi addressed more than one lakh dairy farmers in Ahmedabad,

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