



**Euromonitor
International**

Butter and Spreads in India

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Cooking fats driven by traditional dietary habits continue to dominate
- Legacy brands continue to dominate amidst growing competition from new entrants
- Small local grocers stay vital as modern retailers and e-commerce grow due to greater variety and convenience

PROSPECTS AND OPPORTUNITIES

- Cooking fats will continue to see consistent growth
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Dairy Products and Alternatives in India - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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