



Euromonitor
International

Plant-Based Dairy in India

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Urban, health-conscious and affluent consumers drive demand for plant-based dairy in India

Hershey leads through multi-channel reach and broad portfolio

E-commerce channel facilitates growth through enhanced product accessibility

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Soy drinks will continue to dominate as other plant-based milks become more prevalent

Distribution reach and affordability remain critical for wider adoption

Competition is set to intensify as more brands enter the landscape

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DISCLAIMER

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