



HW Dairy Products and Alternatives in India

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong developments in health and wellness claims

INDUSTRY PERFORMANCE

- Health-focused consumers pay closer scrutiny to labels
- Low fat is one of the biggest claims
- High protein claims enjoy strong growth

WHAT'S NEXT

- Bright outlook for dairy products and alternatives
- Low fat claims have room for further growth
- Dairy producers to expand range of high protein products

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Health and Wellness in India - Industry Overview

EXECUTIVE SUMMARY

Growing consumer interest is transforming the health and wellness industry

INDUSTRY PERFORMANCE

- Health claims rise in response to concerns
- Labelling regulations have wide-ranging impact

WHAT'S NEXT

Health and wellness to remain in the spotlight

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