

Jordbrukare India

South Asia

The new driver of the global dairy industry

A high-angle, blurred photograph of a large crowd of people. The individuals are out of focus, creating a bokeh effect with various colors like red, blue, yellow, and white. The word "Perspective" is centered in the image in a clean, white, sans-serif font.

Perspective

Perspective

Population

1.7

BN

IN: 1.366 billion
PK: 233.5 million
BD: 166.3 million
Growth Rate: 1.5%

7

Bovines

545

MN

IN: 412 million
PK: 77 million
BD: 56 million
35% of global pop.

Economy

3.73

TN \$

IN: 3.08 trillion
PK: 305.0 billion
BD: 352.2 billion

Milk

275

MMT

IN: 220 MMT
PK: 45 MMT
BD: 10 MMT
27% of global pro.

Dairy Sector

160

BN \$

IN: 130 billion
PK: 25 billion
BD: 5 billion

Availability

392

gm/day

IN: 400 gm/day
PK: 615 gm/day
BD: 162 gm/day
35% of global pop.

Perspective - Cont.



Population CIS 245 Million

Population of
Uttar Pradesh 230 million

Population
1.7
IN: 1.366 billion
PK: 233.5 million
BD: 166.3 million
BN Growth Rate: 1.5%

7

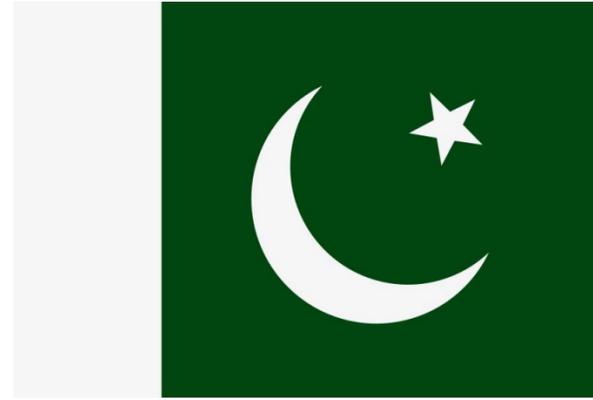
Part 1:

Overview

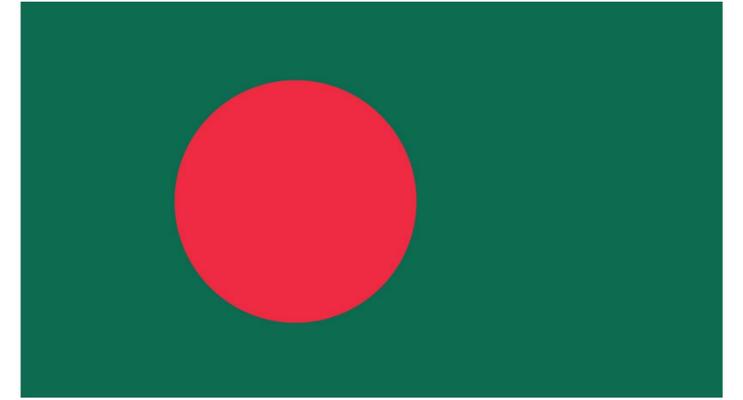
Status now



Sector	130 billion
Bovine	412 million
Milk	220 MMT
Farms	Small-scale farms



Sector	25 billion
Bovine	77 million
Milk	45 MMT
Farms	Mixed farm sizes



Sector	5 billion
Bovine	56 million
Milk	10 MMT
Farms	Small-scale farms

Bottom line

Farming Culture, Landless farmers, Poor animal yield, Very high population of drought animals.

A woman wearing a purple headscarf with white patterns is smiling and looking towards the right. In the background, a person is milking a cow. The scene is set in a rural, outdoor environment.

Part 2:

Why Dairy

Role of Dairy

Protective market

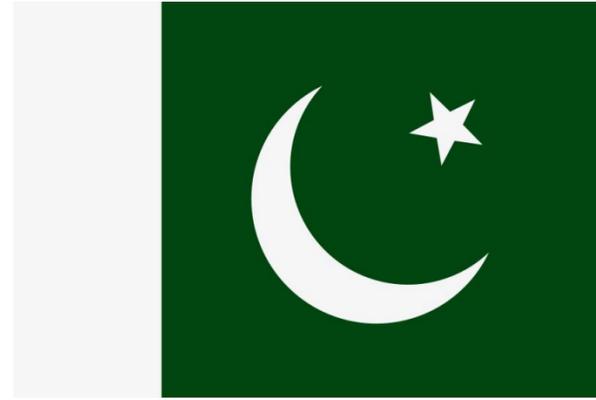


Livelihood

Food security

Employment

70mn



Livelihood

Food security and nutrition

Export potential



Livelihood and poverty alleviation

Nutrition

Value chain development

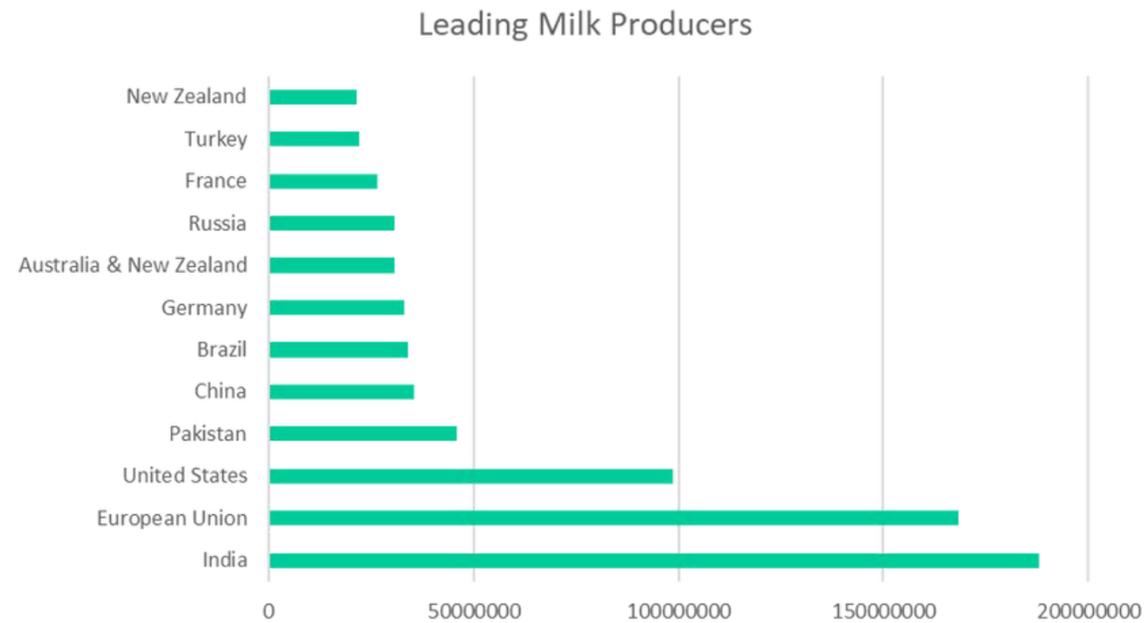
Culture



Part 3:

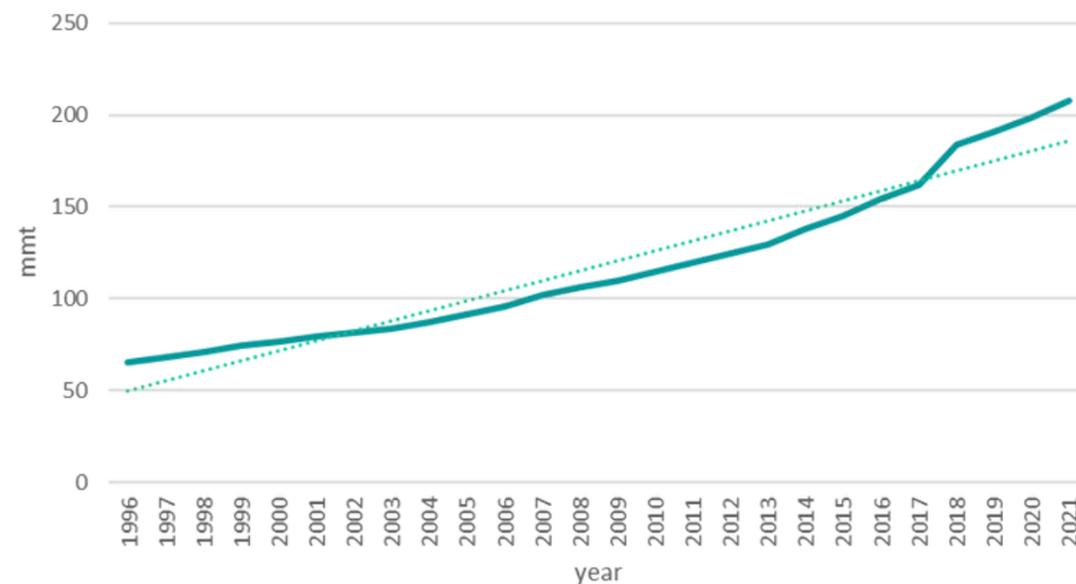
Indian Dairy

India: Growth story



India is the largest milk producer in the world, producing 220 million tonnes or **22% of the world's annual fluid milk production**.

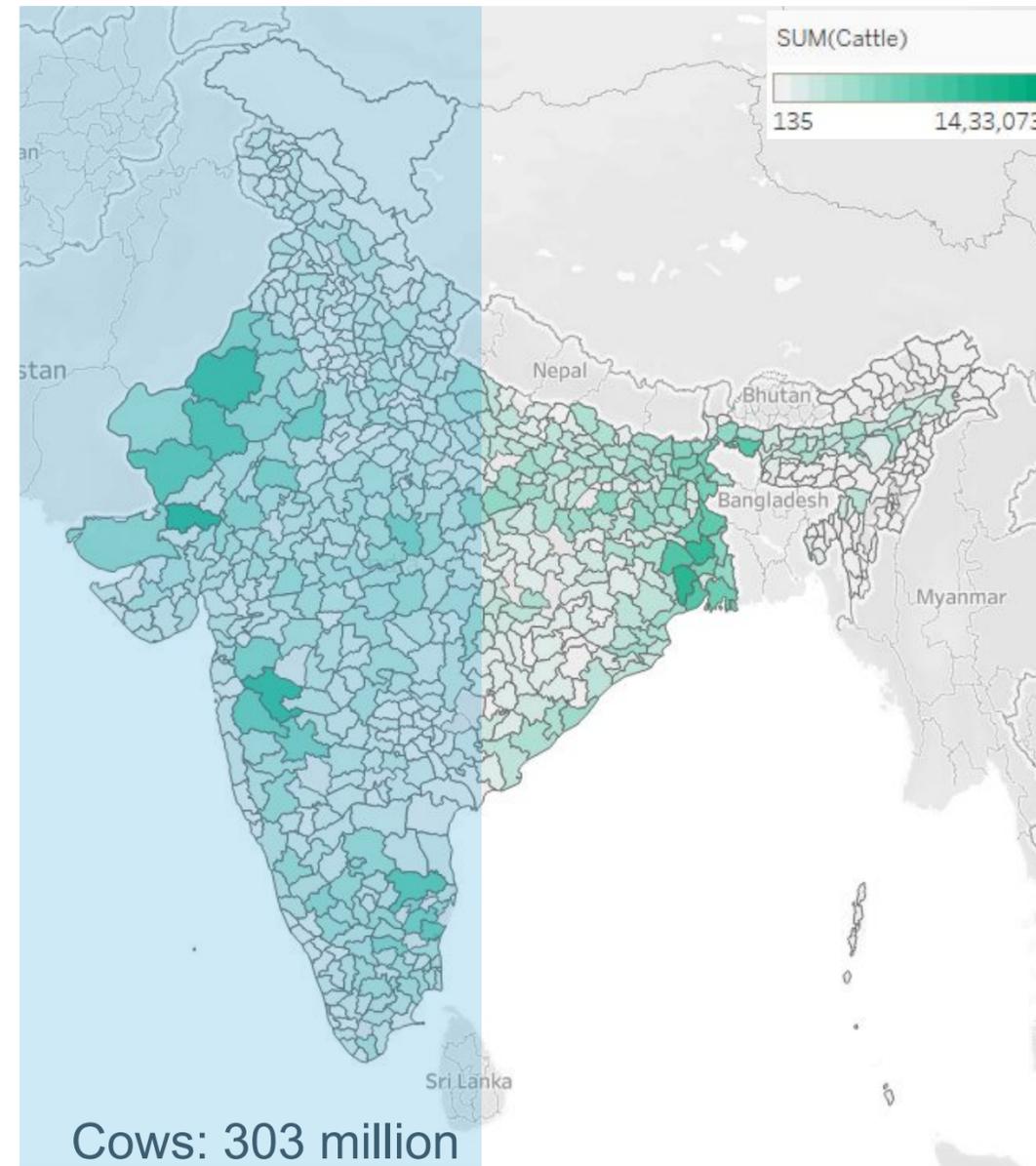
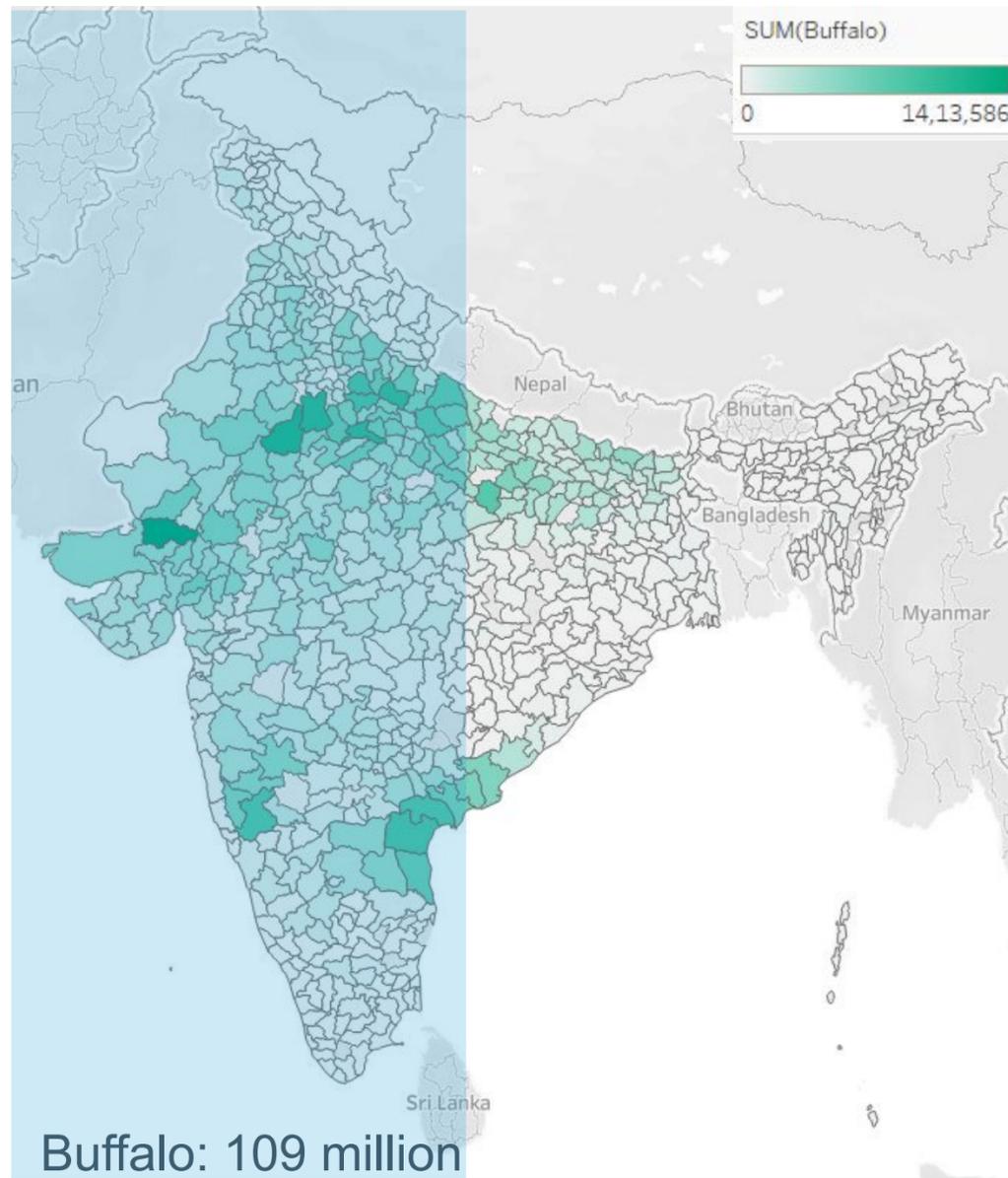
Its dairy industry is worth more than 9,168 billion Rupees (USD 130 billion) and contributes **4.2%-5% of India's GDP**. It is India's largest agricultural commodity, dominated by small and marginal farmers with 1-5 dairy animals on less than 22ha of land



Milk is an essential product in religious ceremonies. Culturally and religiously, dairy is a vital source of protein for the Indian population, given that it has the 2nd lowest meat consumption per capita in the world. Moreover, there are more than **500 million vegetarians**. Given the large rural population in the dairy sector, the government takes an active interest in the industry to ensure that initiatives assist and enhance farmers' livelihoods.

Creating a surge in demand, even when the country might not be

Reason for growth of dairy



Combined Cattle and Buffalo Population: Approximately 412 million
Percentage of Global Bovine Population: Approximately 27.5%

A close-up photograph of a young girl with dark hair, smiling and looking upwards and to the right. She is holding a clear glass filled with white milk. The background is dark and out of focus. The text 'Part 4:' is overlaid on a red rectangular background in the upper left, and the word 'Demand' is written in large white letters across the middle of the image.

Part 4:

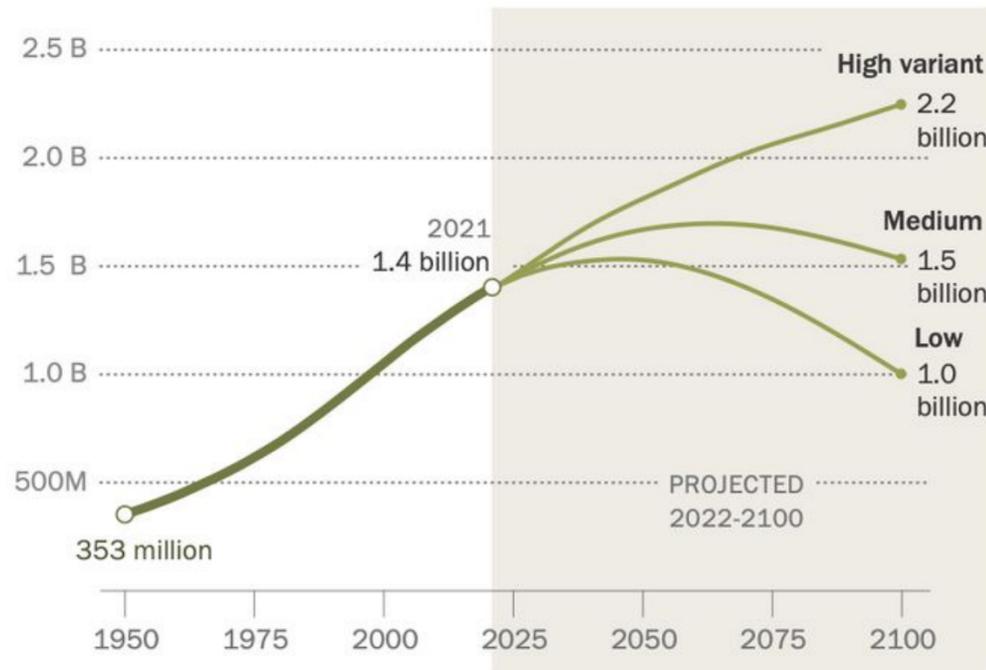
Demand

Demand drivers

Population growth

India's population has more than doubled since 1950

Number of people in India, by variant



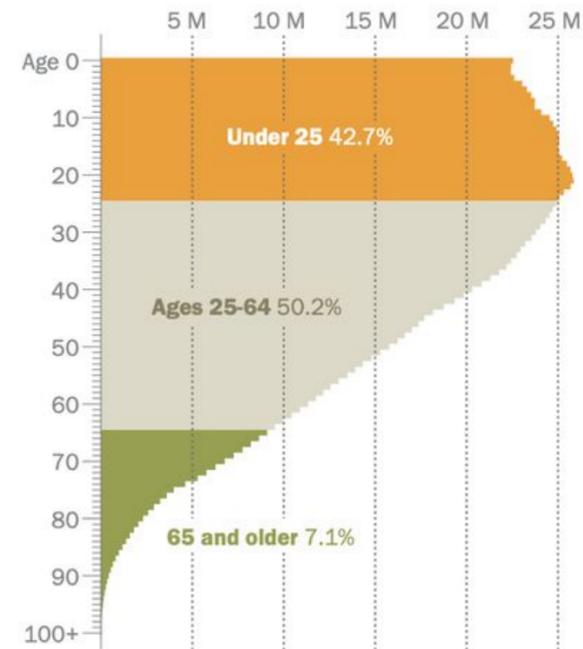
Note: May differ from national census figures. The "medium variant" is the middle-of-the-road estimate provided by the UN; "high" and "low variant" scenarios involve total fertility being 0.5 births above or below the medium scenario, respectively.
Source: UN Population Division's World Population Prospects: The 2022 Revision.

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Demography

More than four-in-ten people in India are under 25 years old

Number and share of people in India, by age

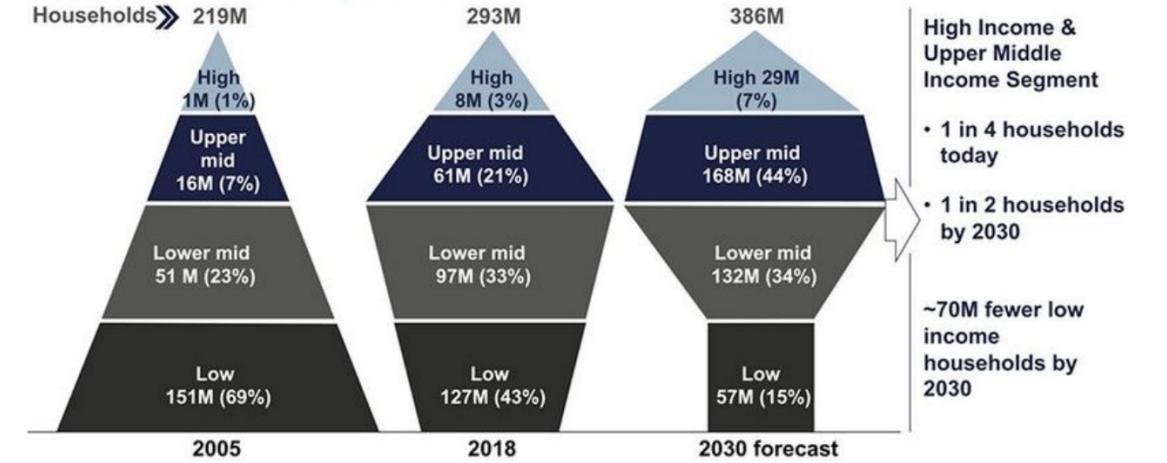


Note: The projection depicted is the UN's "medium variant" scenario for the year 2023.
Source: UN Population Division's World Population Prospects: The 2022 Revision.

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Income

Evolution of the household-income profile in India



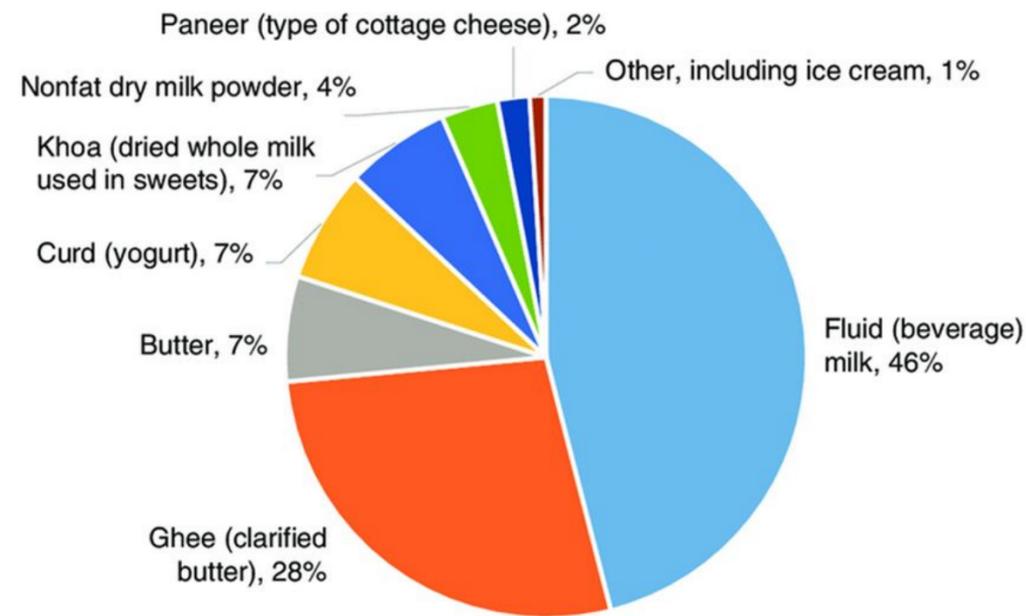
Source: [Consultance.Asia](https://www.consultance.asia/).

Deamnd for milk solids



What are Indians consuming?

India is ranked 8th in the world for fresh milk consumption per capita - **over 5X the world average** - driven by large vegetarian populations in north & west India



Note: Product shares are in value terms.
Source: USDA, Economic Research Service. National Dairy Development Board.



Source: Internet

100.7%
Self-sufficiency in fluid milk
production 2021
*Enough liquid but not enough
ingredients*



to



Part 5:

Future



Aspirations

An industry poised for growth.

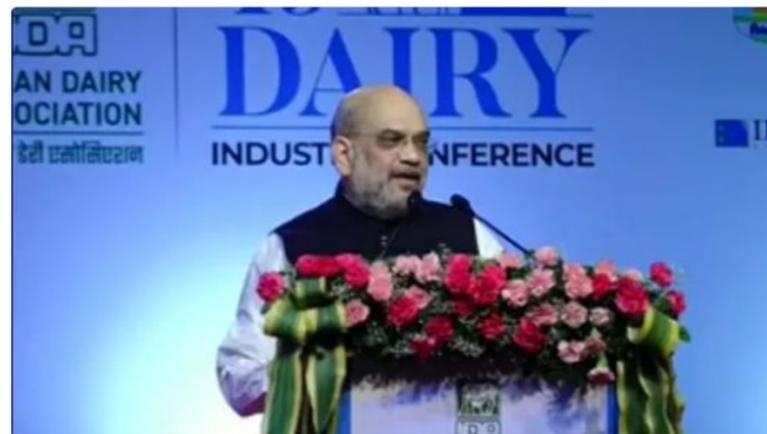
Both the cooperative and private dairy sector is projected to grow at around 14% annually in value in the coming years.

India must aim to become world's biggest dairy exporter: Amit Shah

By HT Correspondent

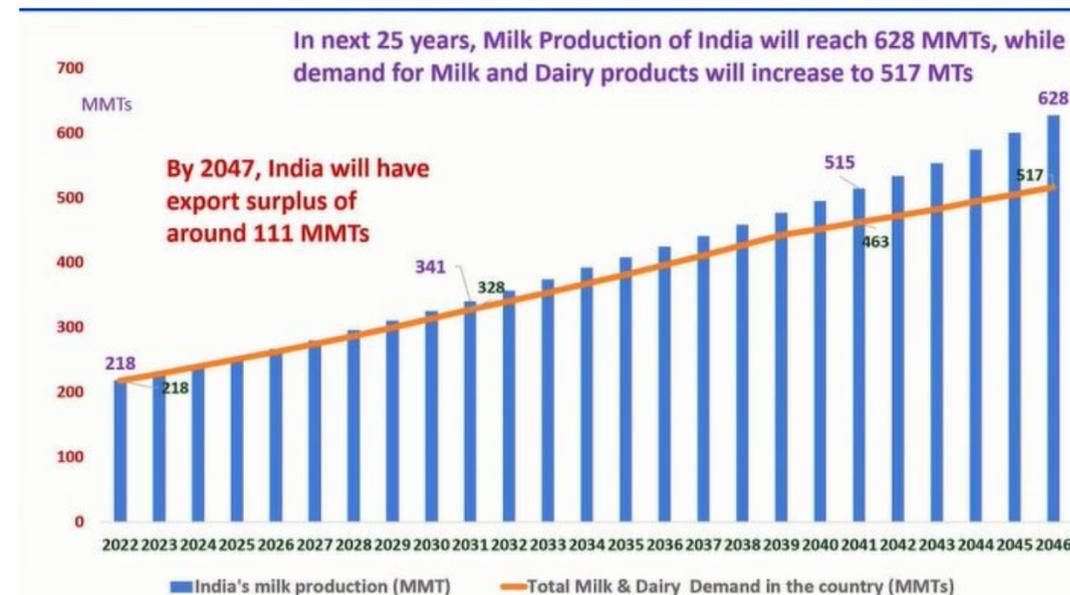
Mar 19, 2023 11:05 AM IST

Shah said that India's milk processing capacity is around 126 million litres per day, which is the highest in the world. From 1970 to 2022, India's population has increased fourfold, but milk production has increased by ten times, he added

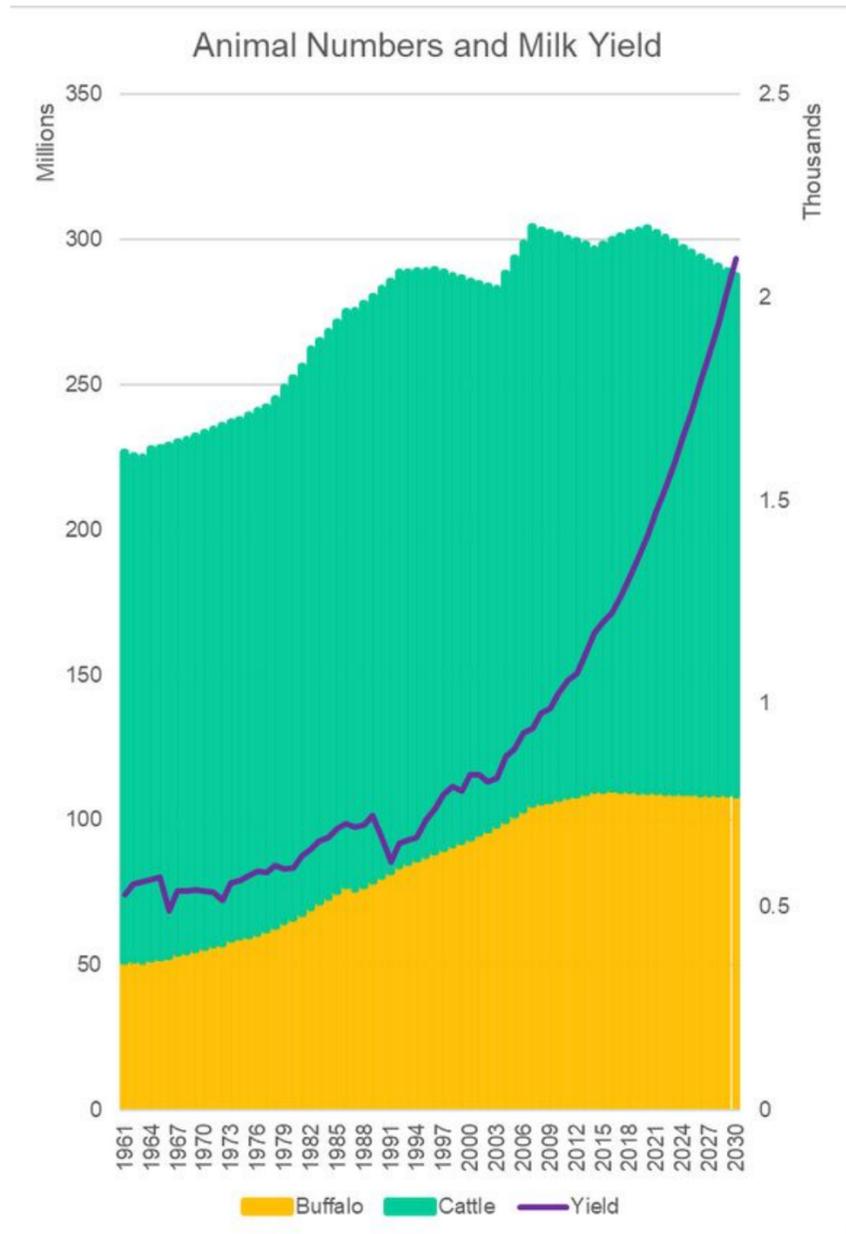


Union Home Minister Amit Shah at the Indian Dairy Summit in Gujarat (ANI photo)
Source: Hindustan Times.

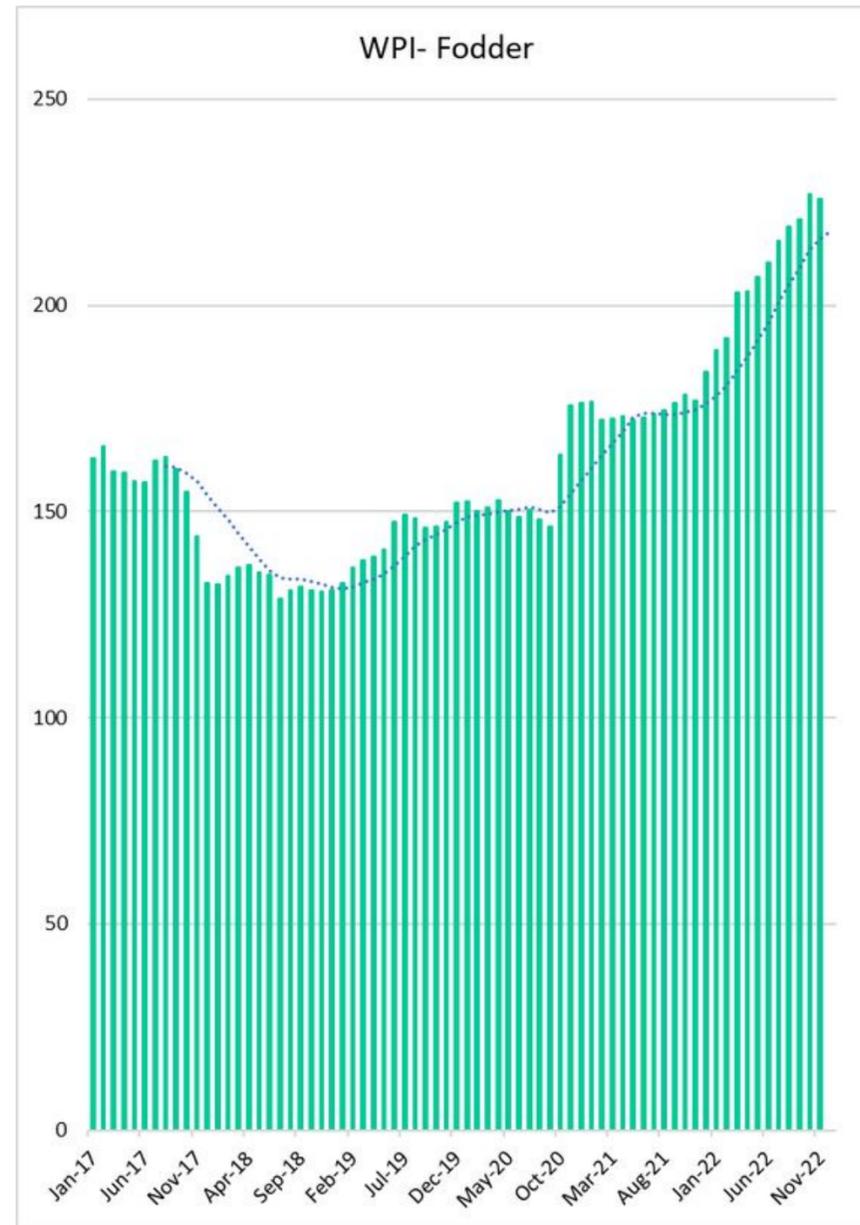
Governments Vision



Challenges for Indian growth engine



Declining cattle population



Fodder Inflation and availability



Diseases - 3 million animals impacted

Conclusion



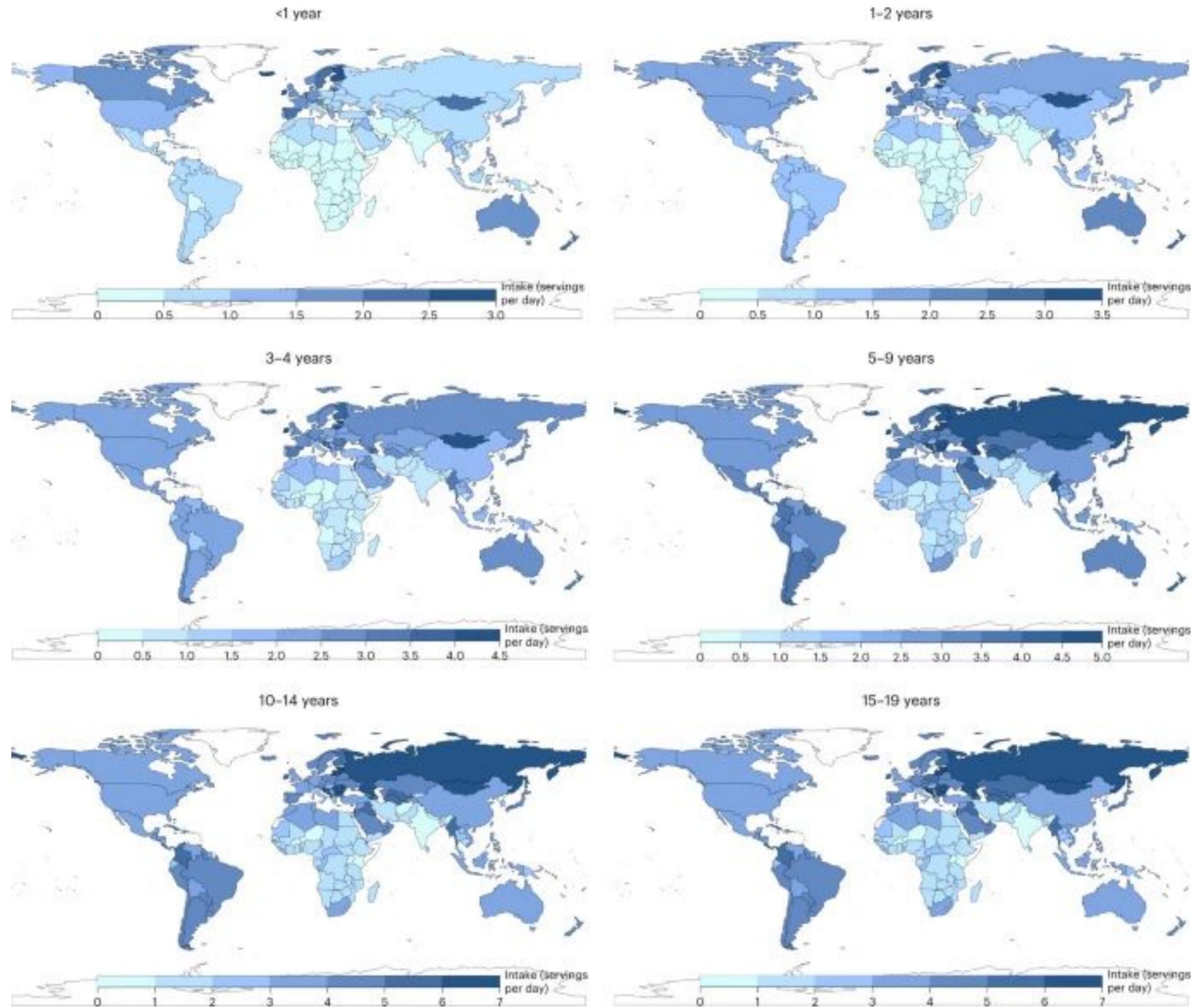
1. Growth of niche dairy products, rising internet penetration and consumer awareness are shifting consumers' preferences towards healthier food and nutritional choices.

2. Changing customer sentiments urban consumers are increasingly quality-sensitive and tech-savvy, adopting new online delivery services for premium milk and packaged milk products.

3. If catered well there is a massive unmet demand for dairy products in SA that can ensure robust growth for global dairy sector.

The future of the South Asian dairy sector lies in increasing processing capacities and making its dairy farmers into a cost-efficient and competitive global producer.

Global, regional, and national consumption of animal-source foods between 1990 and 2018: findings from the Global Dietary Database



Discover

Indian Dairy with Jordbrukare

● Germany

● India

● E

● SA

Contact us if there are any questions.
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