



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

PROSPECTS AND OPPORTUNITIES

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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