**Client Objective:** A Global Ingredient manufacturer was evaluating their positioning and development strategy for the Indian fortified dairy products market and needed help quantifying the market potential and gaining a richer understanding of Indian consumers and their dairy consumption patterns.

**IMARC’s Process Map:** Gathered market intelligence and insights on emerging trends from publicly available information sources and organized in-depth discussions with consumers and manufacturers to learn about dairy consumption patterns. Based on our research, we identified dairy segments that had the highest opportunities and suggested pricing and fortification strategies for the same.

4 weeks

- Quantified the market potential and gained an understanding on Indian consumers and their dairy consumption patterns.
- Provided a landscape of the Indian dairy market and its various segments.
- Conducted in-depth interviews with industry experts and consumers to gain an understanding of the consumption patterns, awareness, buying behavior and nutritional requirements.
- Identified dairy segments that had the highest opportunities and suggested pricing and fortification strategies for the same.