

Exploring the Opportunity of Fortified Dairy Products for a Multinational Food Ingredient Manufacturer

➔ **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.

