

India Ready-To-Drink (Rtd) Coffee Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

India's ready-to-drink coffee market is projected to witness a CAGR of 3.9% over the forecast period.

The current trend toward online shopping for at-home consumption is forcing retailers, roasters, and consumers to adapt to this new trend. Therefore, this factor is expected to increase the consumption of RTD coffee across India. The demand for ready-to-drink beverages has grown due to people's busy lifestyles. Ready-to-drink coffee, being an excellent source of instant energy, is becoming popular amongst youngsters as well as the middle-aged working population. Consumption of healthy beverages is necessary for fitness-oriented consumers, and they are required to consume meals frequently throughout the day. Hence, the demand for healthy RTD coffee products is gaining traction among consumers at large across the country.

Health deterioration due to busy lifestyles and insufficient exercise, along with the increasing obese population, is a major reason behind the increasing number of individuals riding on the fitness fad. In addition, the rise in the awareness of health and physical fitness has encouraged more youngsters to get involved in sports, gymming, and physical activities, which is soaring the need and demand for more quick energy supplements and drinks.

India Ready-to-Drink (RTD) Coffee Market Trends

Increase in Production and Easy Availability of Coffee Across India Driving the Market

The ready-to-drink coffee market is fragmented in India, with a wide variety of brands offering their products through almost all types of retail channels. The retail channels include traditional outlet types like Kirana stores, indicating strong demand and market penetration in India. Due to its excellent quality and high premium in the international markets, Indian coffee is among the

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best in the world. Furthermore, manufacturers are constantly trying to fulfill the changing consumption pattern by including the idea of coffee being sold as a quick pick-me-up drink available in many flavors, boosting the market demand for the product.

The Indian coffee industry is booming by exporting nearly USD 720 million worth of coffee beans, which mainly include roasted Robusta coffee, in the financial year 2020-2021, as per the report by the global trade finance company. The production of coffee beans has traditionally been in India's south portion. However, about 60% to 75% of coffee cultured and manufactured in the region is being exported while the rest is consumed as coffee has been an export-oriented product in the region. The high production base of coffee across the region has been enabling the players in the market to cut the production costs of the RTD coffee drinks and offer them at competitive prices to attract more consumers, in turn driving the market studied across the region.

Supermarket/Hypermarkets are the Most Preferred Distribution Channel

The distribution of ready-to-drink coffees has expanded to several mainstream channels, such as supermarkets, hypermarkets, specialist stores, etc. Among the numerous outlets available, supermarket/hypermarkets are preferred in the country as it has varied varieties of coffees from different companies and caters to consumers' preferences, which is anticipated to drive market growth in the future. The increase in demographic spending, ease, and convenience through supermarket purchases is expected to pave a strong pathway for RTD coffee manufacturers to penetrate the market, particularly in developing countries, where these stores are being set in large numbers. Physical shops, like Cafe Coffee Day, are expected to retain their position in such a competitive environment. Additionally, the start-ups offering RTD coffee have also joined the race to increase their revenue in the Indian Market.

For example, in addition to its presence at more than 15,000 stores throughout India, Kings Coffee is also present in airports, quick service restaurants, general merchandise, and movie theaters. It is sold in retail establishments like Spencer's, 24/7, Wellness Forever, Namdharis, Lulu, Le Marche, and Reliance Signature. Additionally, the products can be found on e-commerce websites and other marketplaces, including Blinkit, Bigbasket, Zepto, Amazon, and Flipkart. Around 70 distributors for the business exist around the nation. Hence, the increase in modern trade outlets such as hypermarkets/supermarkets, which has led to the easy availability of RTD coffee products, and discounts offered by such distribution channels are driving RTD coffee sales across the country.

India Ready-to-Drink (RTD) Coffee Market Competitor Analysis

Manufacturers in the Indian ready-to-drink coffee market are experimenting with product composition to provide a more personalized beverage consumption experience for their customers. The major players, on the other hand, are looking to consolidate their market position in the ready-to-drink coffee market by expanding their distribution networks. India's ready-to-drink coffee market is consolidated, and the major players include Tata Starbucks Private Limited, Nestle India Limited, Asahi Group Holdings Ltd, Lotte Corporation, Gujarat Co-Operative Milk Marketing Federation (Amul), Zago, Arla Foods, The Coca-Cola Company, Dean Foods, and Monster Energy Company. The key strategies being used by these market players are focusing on the expansion of new facilities and launching new products and services.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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