# Other Hot Drinks in India

Market Direction | 2023-02-01 | 22 pages | Euromonitor

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**Report description:**

In 2020, Hindustan Unilever acquired multiple brands in other hot drinks from GSK Consumer Healthcare, including Horlicks and Boost. The acquisition was in line with the company's strategic plan to become the leader in the nutrition category. After the purchase, the focus shifted to increasing its share by driving consumption. The company was aware of the enormous potential in rural areas. The company therefore launched sachets of Horlicks for INR2 and INR5 to tap into this demand. These launche...

Euromonitor International's Other Hot Drinks in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
* Get a detailed picture of the Other Hot Drinks market;
* Pinpoint growth sectors and identify factors driving change;
* Understand the competitive environment, the market's major players and leading brands;
* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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