

Sports Drinks in India

Market Direction | 2023-05-25 | 30 pages | Euromonitor

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Report description:

With mobility returning to pre-pandemic levels, there has been a noticeable increase in on-the-go consumption, driven in particular by a resurgence in socialising among the younger generation. Various events, including sports, entertainment and auto shows, have resumed as usual. In addition, schools and colleges welcomed students back to their premises after a two-year hiatus.

Euromonitor International's Sports 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Sports Drinks, Regular Sports 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 Sports 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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Table of Contents:

Sports Drinks in India
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List Of Contents And Tables

SPORTS DRINKS IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gatorade leads the way in boosting off-trade sales through on-the-go consumption
Coca-Cola targets volume share by extending an accessible option to rural consumers
Perception of sports drinks, coupled with a lack of zero-sugar alternatives, limits its potential

PROSPECTS AND OPPORTUNITIES

Coca-Cola's mass-marketing strategy will hinder the competition's ability to increase prices during the forecast period
Post-pandemic period presents an opportune moment for the introduction of healthier variants

CATEGORY DATA

Table 1 Off-trade Sales of Sports Drinks: Volume 2017-2022
Table 2 Off-trade Sales of Sports Drinks: Value 2017-2022
Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2017-2022
Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2017-2022
Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2018-2022
Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2019-2022
Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2018-2022
Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2019-2022
Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2022-2027
Table 10 □Forecast Off-trade Sales of Sports Drinks: Value 2022-2027
Table 11 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2022-2027
Table 12 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2022-2027

SOFT DRINKS IN INDIA

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022
Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022
Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022
Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022
Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021
Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021
Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021
Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

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Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 25 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2018-2022

Table 26 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2019-2022

Table 27 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2018-2022

Table 28 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2019-2022

Table 29 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 30 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 31 □NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 32 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 33 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 35 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 39 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 41 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

APPENDIX

Fountain sales in India

Trends

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SOURCES

Summary 1 Research Sources

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