

## **Alcoholic Drinks in India**

Market Direction | 2023-10-20 | 62 pages | Euromonitor

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### **Report description:**

India was one of the few significant international markets to have registered a full recovery in alcohol drink sales in volume terms in 2022. The country's relatively young population played a pivotal role in this regard, setting it apart from markets with an older demographic profile where consumers are looking to reduce their alcohol intake. Indeed, volumes not only rebounded to pre-COVID-19 levels overall, but also in all major product categories. Besides the youthful demographic profile of t...

Euromonitor International's Alcoholic 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: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic 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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