

## **Hot Drinks in India**

Market Direction | 2024-02-23 | 37 pages | Euromonitor

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### **Report description:**

India boasts a significant demographic, with a youthful population comprising 327 million millennials and 377 million Generation Z individuals. This demographic, combined with widespread and affordable internet access and rapid urbanisation, has cultivated an informed and aspirational consumer base, positioning India as a market of immense potential. However, in 2023, there was a notable decline in demand in rural areas. Unpredictable weather conditions disrupted the supply chain, particularly a...

Euromonitor International's 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the 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.

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Euromonitor International  
February 2024

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Prominent companies focus on hyperlocal strategies to cater to a diverse range of customers

Tea, being an agricultural commodity, faces varied macroeconomic challenges, leading to downtrading

Companies continue to leverage the power of social media for their premium product assortments

#### PROSPECTS AND OPPORTUNITIES

Hindustan Unilever's new margin model is not received favourably by distributors and may hamper its share

Prominent players focus on health and wellness and newer markets as growth options in the forecast period

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Companies restructure strategies in response to shifting rural demand dynamics

Hindustan Unilever dominates the market on the back of accessibility, product line extension and brand extension

Inflation in agricultural commodities hinders volume growth in the first half of 2023

#### PROSPECTS AND OPPORTUNITIES

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There is increased focus on the delicate balance between nutrition and palatability and the need for grounded marketing

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#### 2023 DEVELOPMENTS

A low base coupled with a young demographic drives the consumption of coffee in India

Tata Consumer Products focuses solely on premiumisation, whereas Nestle and Hindustan Unilever take a more holistic approach

Inflation in coffee, an agricultural commodity, continues to hamper demand, mainly in rural areas

#### PROSPECTS AND OPPORTUNITIES

Rising cafe culture allows consumers to experiment with flavours and formats, which seeps through the retail business

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Easing of inflation is essential for the volume growth of coffee in the forecast period

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