

Other Hot Drinks in India

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

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Report description:

Amidst the challenges of COVID-19, rural regions played a pivotal role in boosting the demand for fmcg products, including other hot drinks. Factors such as reverse migration contributed to the surge in demand. However, as of 2023, consumer demand in rural areas has experienced a significant deceleration.

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 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: 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

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

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