

HW Hot Drinks in India

Market Direction | 2023-11-07 | 11 pages | Euromonitor

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Report description:

The Indian Government is confronting the grave danger that malnourishment poses to the population. In 2018, it launched POSHAN (Prime Minister's Overarching Scheme for Holistic Nutrition) Abhiyaan to address the issue. The target demographics for the programme are children, teenage girls, and pregnant and lactating women. The intention is to bring public, private, and social stakeholders together to tackle the issue of malnourishment. According to data released in November 2021, acquired through...

Euromonitor International's HW Hot Drinks in India report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW 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 HW 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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HW HOT DRINKS IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hindustan Unilever Limited focuses on product line extensions through fortification and accessibility for its other hot drinks brands

Natural leads health and wellness hot drinks in 2022, with leading player Tata revamping its products to emphasise natural ingredients

Probiotic claim grows as consumers look for fortification

PROSPECTS AND OPPORTUNITIES

Darjeeling tea estates, a key contributor to organic tea in India, is facing existential challenges due to commodity pressures

Natural also likely to show most promise in health and wellness hot drinks, as consumers avoid overprocessed beverages

Lactose free expected to rise as consumers look for products for specific dietary requirements

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HEALTH AND WELLNESS IN INDIA

EXECUTIVE SUMMARY

Overview

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