

Cafes/Bars in India

Market Direction | 2024-04-05 | 29 pages | Euromonitor

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Report description:

Cafes/bars maintained exceptional current value growth in India in 2023, with solid growth also seen in outlet numbers. The strongest growth was seen by bars/pubs, partly because this channel was the hardest hit by the pandemic. In addition, in India, evolving social norms, particularly amongst the younger demographic, are reshaping the concept of social drinking, favouring frequent visits to bars/pubs for socialising and networking. Moreover, rising disposable incomes amongst the urban populati...

Euromonitor International's Cafes/Bars in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

Why buy this report?

- * Get a detailed picture of the Cafes/Bars 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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reliable information resources to help drive informed strategic planning.

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2023 DEVELOPMENTS

Evolving social norms and the proliferation of outlets drive strong growth for bars/pubs

Intensifying competition amongst specialist coffee shops spurs unique strategies to drive demand

Food plays an equally important role as drink in cafes/bars in India

PROSPECTS AND OPPORTUNITIES

Polarisation in specialist coffee and tea shops to influence competition between brands

Eat-in will remain the dominant source of sales for cafes/bars in India

Premiumisation, coupled with conducive regulatory changes, set to support growth for bars/pubs

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