

## **Fruits in India**

Market Direction | 2024-04-08 | 21 pages | Euromonitor

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### **Report description:**

Fruits is expected to maintain dynamic total volume growth in India in 2023, with all categories set to see growth, as well as all channels. Heatwaves in 2023, with temperatures soaring above 45C, and the early onset of summer, boosted sales of fruits to beat the summer heat. In the summer season people avoided processed drinks and processed foods, and instead chose locally produced seasonal watery fruits such as watermelon. Furthermore, as consumers have become more health-conscious, especiall...

Euromonitor International's Fruits 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 in volume terms 2019-2023, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

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

### **Why buy this report?**

- \* Get a detailed picture of the Fruits 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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