

Energy Drinks in India

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Report description:

In 2018, PepsiCo entered energy drinks in India with the brand Sting, costing INR50 per 250ml can, while Red Bull, the leading brand, retailed for nearly double the price for the same quantity. Realising the need for affordability to attract a broader consumer base and mine untapped potential in the category, particularly in rural areas, PepsiCo responded. In 2020, it introduced Sting in a 250ml PET bottle priced at INR20, focusing on accessibility.

Euromonitor International's Energy 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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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Table of Contents:

Energy Drinks in India
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List Of Contents And Tables

ENERGY DRINKS IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

PepsiCo and Coca-Cola leverage economies of scale and mass marketing

Mass marketing and robust distribution catapult Sting to leading position

Category remains underpenetrated due to caffeine concerns, formulation and price

PROSPECTS AND OPPORTUNITIES

Economic alternative of Sting also opens up category to new consumer groups

Affordable options will continue to dominate consumption over forecast period

CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 2 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

SOFT DRINKS IN INDIA

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

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Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023
Table 26 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023
Table 27 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 30 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 31 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 32 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 33 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 35 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 39 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 41 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

APPENDIX

Fountain sales in India

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SOURCES

Summary 1 Research Sources

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