

Juice in India

Market Direction | 2024-04-23 | 30 pages | Euromonitor

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Report description:

India's youthful population, with 327 million millennials and 378 million Generation Z individuals as of 2023, has become a significant driver of juice consumption in the country. This young demographic, combined with growing health consciousness, is behind the surge in popularity. Younger consumers in India choose juice for various reasons, including as dietary supplements, for perceived beauty benefits, meal replacement, or to simply accompany their meals.

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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JUICE IN INDIA

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Young demographics, access to fruits, and hot weather drive sales of juice in India

Functionality remains at the core of new launches

The lingering effects of regulation changes have marginal impact on sales of juice

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Juice can target opportunity arising from blurring of category lines

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