

Alcoholic Drinks in India

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Report description:

In 2023, the alcoholic drinks industry in India maintained dynamic total volume growth, although the rate of increase slowed compared with 2021 and 2022, as sales had already exceeded the pre-pandemic level the previous year. In addition, a greater number of consumers turned to on-trade consumption in 2023. When consumers drink outside the home, they typically reduce their overall consumption volume, due to higher on-trade prices compared with off-trade prices. Furthermore, the cost-of-living cr...

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

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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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Companies will continue to struggle with their bottom line amidst inflationary pressures and their inability to set prices

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